

# MIART

*magazine*

Business partner of 50,000 home appliance/electronics retailers

JUNE 1964

## *The TV Screen Size Derby*



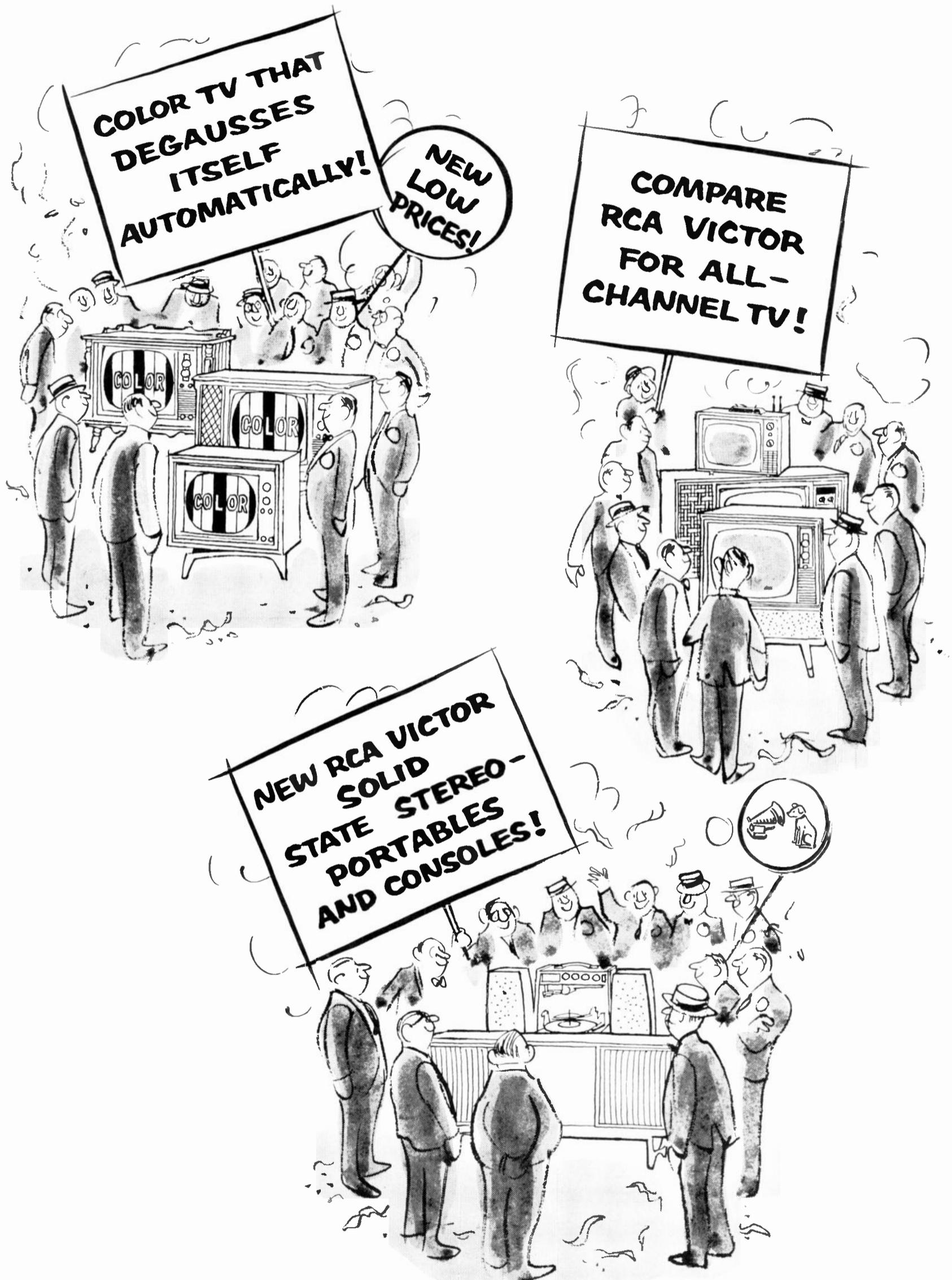
**Also In  
This Issue**

**How To Win  
A Trip To  
Washington**

**What's The  
State  
Of Solid State?**

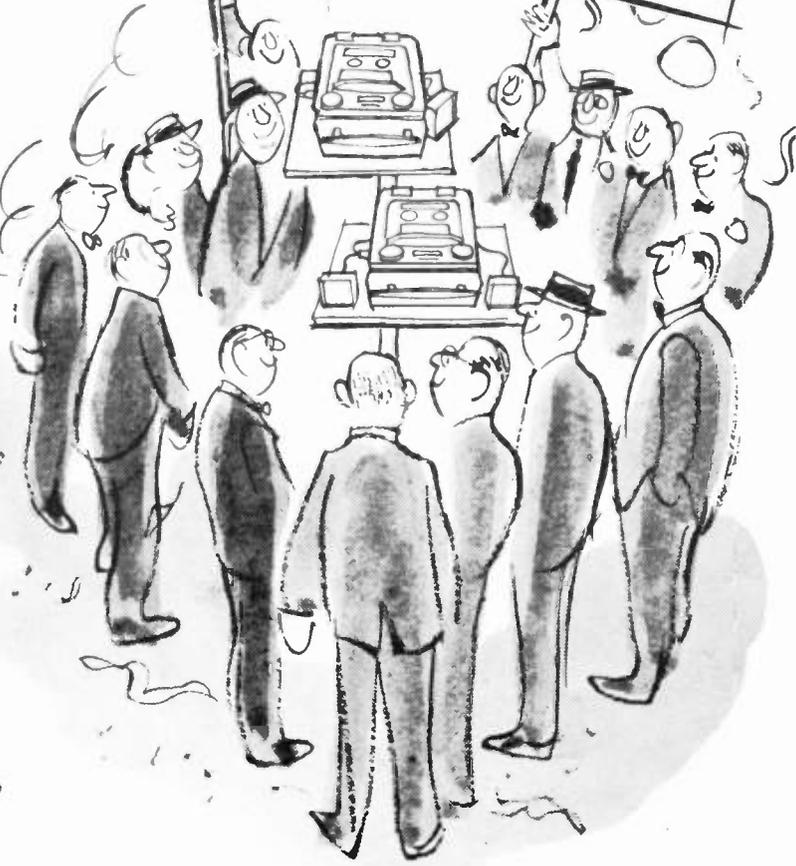
**Wake Up To  
Clock Radio  
Sales**

# RCA Victor presents...



Get your share for '65! Go to your RCA Victor

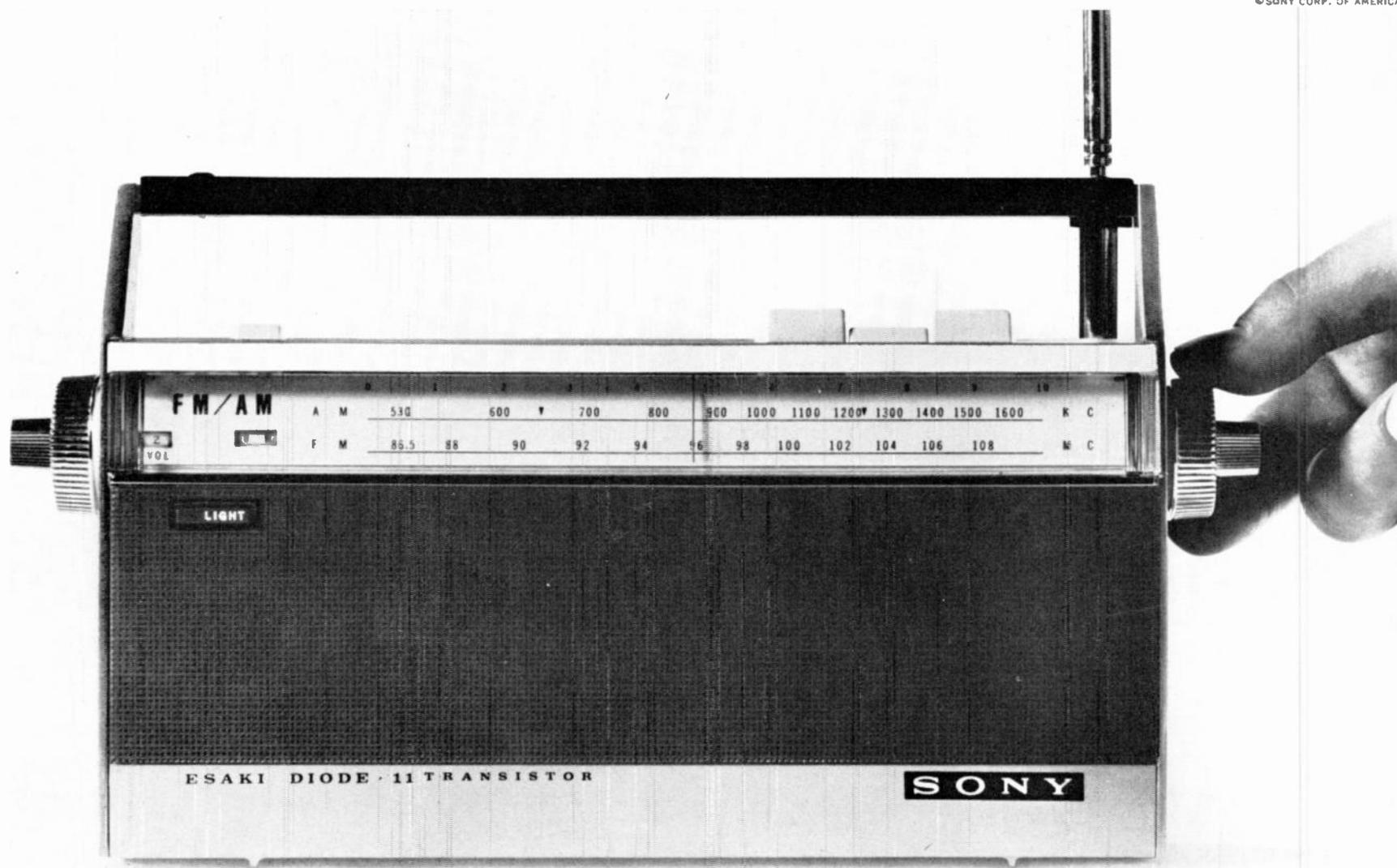
# the winning ticket for '65



The Most Trusted Name  
in Electronics

Tmk(s)®

**distributor meeting...you can't afford to miss it.**



## The new EFM-117 If we made it any more sensitive, it would cry.

Here is the most sensitive portable radio we have ever made. Very big statement? Very big true statement.

The unbelievably good reception is due to a new SONY invention: the Esaki Tunnel Diode, used here for the first time in any radio. The Esaki Diode reduces signal drift and cuts down unwanted noise. Result: unequaled sound clarity. Especially on FM.

Rotating disk-type tuner and double-tuned IF's make the set even more sensitive.

And the EFM-117 has all the other features you'd expect in a fine portable. And a couple you wouldn't. Such as a push-button dial illuminator and a high quality tape-recording output jack.

But let's get back to sensitivity. Know the best way to sell this set?

Demonstrate the sensitivity to your customers.

That's right. Don't be afraid. It's easy, and it works. Just take the EFM-117 and any other portable in the shop. Put fresh batteries in both sets. Pick up any station on the competing model. Now get the same station with ours. Hear the difference? Wasn't that an easy sale? Do it again.

**SONY**  
580 FIFTH AVE., NEW YORK, N.Y.

# MART *magazine*

CONTENTS FOR JUNE, 1964

A Bittenheim Publication



**COVER:**

Just a sampling of the wide variety of TV picture tube sizes available and to come is shown with Allen W. Dawson, vice president, Corning Glass Works. (One of the bulbs pictured is not currently being made. Can you guess which it is?) Article is on page 47.

## features

- Expense Paid Trip To NARDA Institute Offered By MART Magazine 9
- Watch Those Household-Population Changes 10
- Hang On To Your Mickey Mouse Watch — It May Be Next Year's Television Set 47
- What's The State Of Solid State Circuitry? 49
- Get Salesmen Involved In The Business, Say Dealers, And They'll Stay 50
- Higher Profits Can Be Had From Selling Up Clock Radios 51
- "Show And Tell" On Clock Radios 52
- "A Plan For All Seasons" 54
- Reputation For Service Keys Electric Housewares Success 55
- Industry's 2nd Oldest Color TV Maker Notes Sales Successes 56
- Customer List Of 11,000 Names Proves Valuable Sales Tool 57
- Operating Under Sears' Nose, He Sells 250 Dishwashers In '63 58
- Service And Trade-Ins: Background For New Sales 62
- Demos And Circus Motif Spark Housewares Promotion 68
- Don't Overlook Credit Customers For Electric Housewares Sales 69
- On To Washington 76

DIXON SCOTT ..... *Publisher*  
 JACK ADAMS ..... *Editor*  
 CHARLES KRAUSS ..... *Managing Editor*  
 JACK STOCKMAN ..... *Feature Editor*  
 ALAN C. ROSE ..... *Midwest Editor*  
 WALTER H. HOGAN ..... *Associate Editor*  
 KATHLEEN DIGILIO ..... *Editorial Assistant*  
 RICHARD E. SNYDER ..... *Economics Editor*  
 PETER CIRAMELLA ..... *Art Director*  
 JAMES B. REILLY ..... *Assistant Art Director*  
 ARNOLD SHINDLER ..... *Production Manager*  
 JOHN DI CARO ..... *Circulation Director*  
 EDGAR J. BUTTENHEIM ..... *Chairman of the Board*  
 DONALD V. BUTTENHEIM ..... *President*  
 EDGAR M. BUTTENHEIM ..... *Executive Vice President*  
 GEORGE S. CONOVER ..... *Vice President*  
 GEORGE E. CARNEY ..... *Treasurer*

**SALES OFFICES**

New York, N. Y. 10017: 757 THIRD AVE.  
 PLaza 2-8600  
 George Miller, Marketing Manager  
 Edward Lohan; Georges Birgy

Chicago, Ill. 60606: 400 WEST MADISON ST.  
 Financial 6-4611  
 William Stroben, Midwest Sales Manager; William Peck  
 Cleveland, O. 44114: 1814 SUPERIOR BLDG.  
 CHerry 1-1755

Los Angeles, Cal. 90029: 835 NORTH WESTERN AVE.  
 213-466-2104  
 Albert Miller

**MART Magazine's Dealer Advisory Board**

Sam M. Boyd, Bailey-Wagner, Springfield, Mass. Pop. 162,399  
 M. Cohen, Lechmere Sales, Cambridge, Mass. Pop. 107,716  
 W. E. Engle, Engle Electric Co., Lakeland, Fla. Pop. 41,350  
 George H. Johnston, Johnstons, Minneapolis, Minn. Pop. 482,872  
 Max Littman, Gimbels, Philadelphia, Pop. 2,002,512  
 Carroll D. McMullin, DeVeaux TV & Appliances, Toledo, O. Pop. 318,003  
 J. K. Mooney, Broyles Electric Inc., Marion, Ind. Pop. 37,854  
 Sol Polk, Polk Bros., Chicago, Ill. Pop. 3,550,404  
 Robert F. Primus, Primus Appliance Center, Red Wing, Minn. Pop. 10,528  
 F. H. Rickbeil, Rickbeil's Inc., Worthington, Minn. Pop. 9,015  
 Jerry Ritter, Jerry Ritter Appliances, Inc., Port Huron, Mich. Pop. 36,084  
 William Sharpe, Sharpe's Appliance Store, Inc., Atlanta, Ga. Pop. 487,455  
 G. Gilbert Smith, Hopkins-Smith, Inc., Ft. Lauderdale, Fla. Pop. 83,648  
 Ken Stucky, Stucky Bros., Fort Wayne, Ind. Pop. 161,776  
 Joseph R. Whelan, Whelan's Hatboro Appliance Co., Hatboro, Pa. Pop. 7,315  
 Harold A. Witham, Witham's, Bakersfield, Cal. Pop. 56,848

Associated Publications

The American City	CONTRACTORS and ENGINEERS Magazine
AMERICAN SCHOOL OF UNIVERSITY	Municipal Index



MART, including Electrical Dealer, June, 1964, Vol. 8; No. 6  
 Issued monthly, Copyright 1964 by

Bittenheim Publishing Corporation

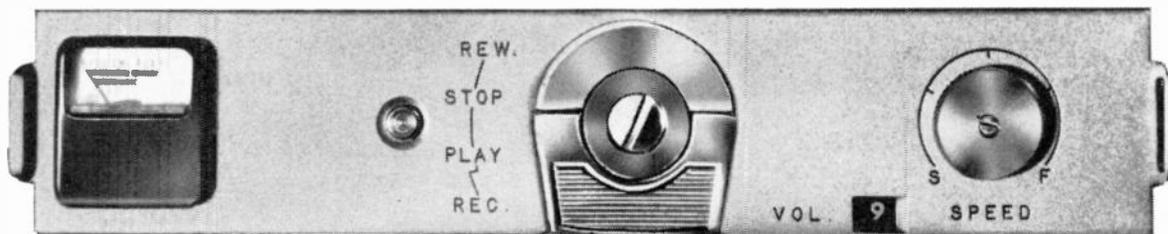
757 Third Ave., New York, N. Y. 10017. Controlled circulation postage paid at Waseca, Minn.  
 Subscription rates: United States \$10 per year; Canada and Foreign \$20 per year.

## departments

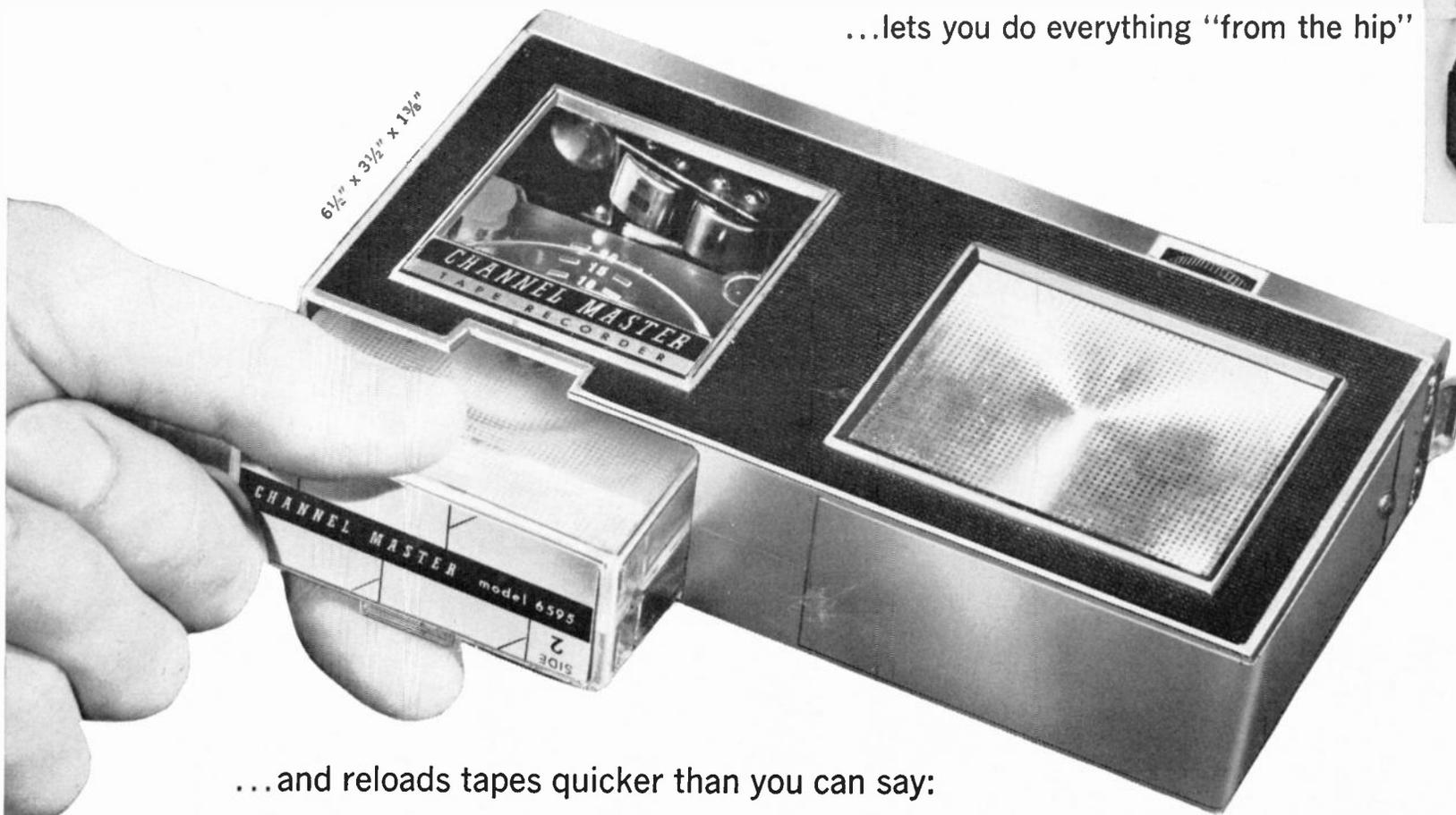
- Deadline Roundup 7
- MART Mail 9
- Tested Promotions 25
- "No-Frost" Kit Coupon 25
- Retail Roundup 28
- Trends 29
- What Your Customers Are Reading 32
- Clipping The Retail Ads 34
- New Products 61, 66, 70
- Dealer Selling Aids 64
- Sales Reports 72
- Coming Events 72
- Personnel Jottings 74
- Editorial 76

Member of Business Publications Audit of Circulation, Inc.

Now! World's first tape recorder that's precision-designed like an expensive 35mm camera



...lets you do everything "from the hip"



...and reloads tapes quicker than you can say:

# EGNAHC-OTSERP!

(Presto-Change spelled in reverse)

That's only if you're a slowpoke!

Slowpokes need three seconds to reverse or change tapes in our new LODESTAR.

Everybody else takes two.

The secret? Lodestar's unique Presto-Change (that's egnahc-otserp spelled forward) "Double-Decker" Loading Cartridge. The cartridge that eliminates tape threading forever.

Only 32 ounces of sleek luxury, Lodestar is precision-designed in die-cast aluminum like the finest cameras. And handles even easier. Not only can you tape it everywhere; it's the world's first tape recorder that lets you do everything "from the hip"...tape, play, rewind, reload—even play a ukulele and record it on the run, if you're kookie enough. (The dynamic clip-

on microphone frees your hands.) In fact, you needn't once take the Lodestar from your side, or even remove it from its rich leather case.

Other features? The Lodestar is loaded. Single-knob control, right on top (where you can easily get at it). Tri-purpose meter indicator with speed regulator. 2-track cartridge reel plays total of 32 minutes. Fine playback. Uses 4 penlight batteries. Etcetera, etcetera.

Put it all together. Throw in an inviting price tag. It means business. (Extra repeat business, too. Don't forget those extra cartridge replacement sales.)

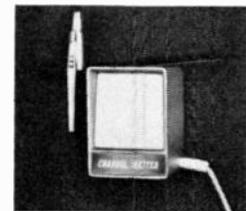
Want the whole lowdown on the Lodestar?

Just mail the coupon.

Nobody has to twist our arm to get us to talk.



Presto-Change "Double-Decker" Cartridge--patent pending!



Dynamic clip-on mike.

**CHANNEL MASTER**<sup>®</sup>

ELLENVILLE, N.Y.

CARTRIDGE-LOADING

**LODESTAR**

CORDLESS MINIATURE TAPE RECORDER

# Deadline Roundup...

..... Latest News Of The Industry .....

**FIRM STAND** against getting into the automatic washer tub capacity race is evident at showing of new Maytag models. Maytag backs up its stand by statistics showing the increased amount of water, electricity, and detergent that is required in the bigger tubs. "We have a reasonable capacity," says Max Fuller, director of field education, "and we're not going to be stampeded into making any changes." Claire G. Ely, vice president, marketing, says there has been no pressure from Maytag's dealers for a bigger tub capacity. At the same showing, Ely makes it clear that Maytag doesn't like the idea of laundry industry standards for washer capacity, on the grounds that no two loads for any two families are ever alike and therefore cannot be measured. New Maytag line adds budget-priced washer and dryer group calculated to broaden the dealer's scope, add to laundry volume.

**THE FIRST** thermoelectric air conditioners to be produced and sold commercially are developed by Carrier Corp. for the Johnson's Wax Building in Racine, Wis. Carrier makes no claims that TE air conditioning is competitive in normal situations, but it apparently suited the small space and low noise level requirements in some recently enclosed offices in the Johnson's building. Carrier is delivering 28 TE systems to Johnson's at a cost of \$96,000, whereas, says Robert P. Gardiner, senior vice president of Johnson's Wax, conventional central air conditioning would have cost around \$102,000. Dr. J. F. Downie Smith, Carrier vice president, says the Johnson's installation illustrates that in special situations, TE air conditioning can be competitive and practical. He adds, though, that to make TE really competitive a fundamental breakthrough in a more efficient or less costly material is still needed. In another development on the TE front, Norge Div., Borg-Warner Corp. says production tooling has been finished on its 2-cu.-ft. TE household refrigerator. Robert O. Fickes, Norge president, says the firm hopes to have the unit available to distributors for a retail price of "something less than \$400" within several months. Norge first showed the unit two years ago.

**EASIER INSTALLATION** of color TV receivers and a reduction of nuisance service calls should result from the automatic degausser built into all but three of the 1965 color TV sets introduced by Radio Corp. of America. The degausser automatically cancels magnetic impurities

## Distinguished Merchants



AMONG THE FIRST Distinguished Merchants to be brought to Louisville headquarters of General Electric major appliances are Sol Polk (left) of Chicago, and Francis Tomita (center) of Honolulu, shown with Lloyd Hertzler, manager of distributor relations for GE's distribution sales operation. Company brought in 100 dealers from all over the country for the event, which is slated to be an annual affair.

## Film Festival Winners



**FORTUNE COOKIE** crumbles well for the trio shown, who combined their talents for the film, "The Pleasures Of Chinese Cooking," which won top prize in the home economics category of the 1964 American Film Festival. Margaret Spader (left) of Carl Byoir & Associates, public relations counsel to the Gas Appliance Mfrs. Ass'n, and Alan Smith, Brooklyn Union Gas Co., collaborated on the script, and Ellen Bridges, home service counselor at American Gas Ass'n, staged the demonstrations. Norge Sales Corp. underwrote half the cost of the film.

in the color picture every time the set is turned on. It explains the presence in the RCA line of a swivel color set and one on casters, features that would have been impractical before. Price news in the RCA color line is a leader model that goes to market for \$399.95 at a good mark-up for both distributor and dealer, according to RCA officials. Missing from the RCA TV lineup is the 16-in. portable introduced last year. In console stereo, RCA is thinking big--none of the cabinets is less than 48 in. wide.

**FOR THE SECOND** year in a row, Zenith Radio Corp. gets the "Friend of Independent Service" award from the National Alliance of Television and Electronics Service Ass'n (NATESA). In accepting the award, Brian J. Marohnic, national service manager at Zenith, pledges the company's continuing adherence to "high quality standards in building TV receivers with the service man in mind." At about the same time of the award, Bruno-N. Y., Inc., RCA distributor for New York City, starts a color TV ad program that plays heavily on the theme, "More service men own RCA color TV than any other kind." Bruno substantiates its claim with a survey it had made in the N. Y. area.

**RUNNING START** for this fall's "Waltz Through Washday" program is indicated by news from The American Home Laundry Mfrs. Ass'n that one week after a joint mailing by AHLMA and the Bureau of Advertising announcing the availability of descriptive booklets, the response was already greater than it was to a similar mailing last year. The mailing urged newspaper advertising managers to spearhead local action committees that would direct local tie-ins with the national promotion.



**The people who sell more  
2-door refrigerators...**

**have a right to make them bigger.**

How does the leader in 2-doors keep ahead? *General Electric gives you the biggest freezer section in the popular 14-cubic-foot models ... of any major competitor.*

There's giant sales appeal in giant freezer capacity. Because the use of frozen foods is skyrocketing. Modern housewives plan their meals around these convenient foods.

And they must have more freezer space in the refrigerator.

So, when you sell a G-E Frost-Guard or regular 2-door refrigerator, you fill your customer's need for bigger freezer space...

and you have a satisfied customer. Another reason to push General Electric 2-door models!

But more freezer capacity isn't the only way G.E. gives you a selling edge. We do it year after year by maintaining, at the highest level, the General Electric quality that's known, respected and wanted by millions.

**GENERAL  ELECTRIC**

# Expense-Paid Trip To **NARDA** Institute Offered By **MART** Magazine

*Competition open only to dealers and salespeople who have never before attended this annual school.*

**B**y writing a letter telling why he would like to attend the NARDA Institute of Management, a dealer or a retail salesman can win an expense-paid trip to this annual school which is scheduled for August 9 through 14 at American University, Washington, D. C.

It's as simple as that, and there is only one restriction: the competition is open only to dealers or salespeople who have never before attended a NARDA Institute of Management. All entries in the competition must be postmarked not later than midnight, July 25. The winner will be notified within 48 hours after this closing date.

Entrants are asked to fill in the coupon on this page and attach it to their letter. Entries will be judged by members of the MART Magazine editorial staff strictly on the basis of sincerity of expression and aptness of thought.

Hundreds of dealers and retail salesmen have helped themselves become better managers and salesmen by attending the NARDA Institute

of Management. The faculty for the Institute in the past has included top notch educators, manufacturer executives, dealers, executives of retail organizations such as Sears, Roebuck & Co., economists, and others. In addition to hearing lectures by these people, students participate in seminars.

One of the most popular features of any NARDA Institute has been the "bull sessions" which begin on a formal basis in the classroom in the evening and continue in the dormitories when "school is out" for the day.

In these sessions students exchange ideas on promotion, advertising, display, and other aspects of retailing.

The MART Magazine scholarship will provide round-trip transportation from the dealer's home town to Washington, D. C., tuition to the NARDA Institute (\$175 for NARDA members, \$200 for non-members), meals, and incidentals.

Remember, entry in the competition is open only to dealers and salespeople who have never before at-

**Send Me To Washington!**

***I have never before attended a NARDA Institute of Management, and I submit the attached letter, telling why I should receive the MART Magazine all expense paid scholarship to the 1964 Institute, August 9-14.***

Your Name	Store Name	Title
Street Address	City	State

Are you a NARDA member? Yes  No

(Send this coupon along with your entry letter to: Editor, MART Magazine, 757 Third Ave., New York 17, N. Y.)

tended a NARDA Institute. Why not send us your letter today, telling why you wish to attend?

All entries should be addressed to: Editor, MART Magazine, 757 Third Ave., New York 17, N. Y.

## MART mail

### Fair Play?

Editor, MART Magazine:

The question is, "Are major appliance distributors fair with their retail dealers?" Our question (to the distributor) was, "Why do you put your products in stores so close to each other?"

The distributor's answer was that he needs a lot of exposure for his product.

So he puts it in all stores where it may be seen (even two blocks away from each other.)

I am an exclusive Brand X dealer. My competitor is a so-called exclusive Brand Z dealer. Mr. Brand Z dealer puts one washing machine of each manufacturer on his floor which he uses as a come on and sells up to his Brand Z product, which he buys in carload lots and 10 models of on his floor. . . .

Mr. Brand Z dealer sells a consumer on his Brand Z product and gets a \$5 deposit on a washer and dryer.

The customer, not being satisfied, shops me, Mr. Brand X dealer two blocks away. Mr. Brand X dealer sells the customer on his exclusive Brand X superior product. The customer goes back for his deposit, but Mr. Brand Z dealer undersells Mr. Brand X dealer by offering the next step-up Brand X model. On this washer and dryer sale he makes a grand profit of \$17.

Mr. Brand Z dealer calls up Mr. Brand X distributor and orders out the two pieces, which are shipped to him. The distributor's answer to the dealer's complaint is what you have read in the first part of this letter. . .

Question: Should I turn my operation into the same kind of operation as my competitor's?

Another big dealer has a small store front but does not display any items but uses the catalogue and the slogan "See it elsewhere, and I will undersell it by \$10 to you."

Dealer's Name Withheld on Request

### Melvin Ross Dies; Was Advisory Board Member

Melvin Ross, co-owner of Appliance City, a retail operation in Albuquerque, N. M., died suddenly last month at his home in Albuquerque. He was 57 years old.



M. Ross

A native of New York City, Ross had been in retail appliance business in the southwest for approximately 17 years. He formerly operated in El Paso and before entering into partnership in Appliance City had managed the Griffith Appliance operation in Albuquerque.

A member of the MART Magazine Dealer Advisory Board and a past director of the National Appliance and Radio-TV Dealers Ass'n, Ross gave unstintingly of his time to industry projects.

An article entitled "Merchant Of-

fers Ideas For Saving Downtown Areas," authored by Ross, appeared in the March, 1964 issue of MART Magazine and attracted wide interest among retailers.

Ross also was past president of the Retail Credit Ass'n in Albuquerque. He is survived by his wife and two daughters.

### McCall's Sets Up Distaff Scholarships For NARDA

Six scholarships, sponsored by *McCall's* magazine, will be awarded to women in appliance marketing for the next Institute of Management for appliance dealers, August 9-14, in Washington, D. C.

The scholarships will cover tuition and expenses up to \$350 for the week-long seminar organized by the National Appliance & TV Dealers Ass'n to cultivate the management potential and broaden the scope of the retail appliance dealer.

*McCall's* announced that it is selecting women for this specialized training to emphasize its belief in the decisive role women play in appliance purchasing.



# The Economist's Outlook

by Richard E. Snyder • Marketing Economist

## Watch Those Household-Population Changes

Studies made by the U. S. Census Bureau and supplemented by special interpretative analyses prepared in the Office of Business Economics of the Department of Commerce provide guidelines for long-range A-R-TV market planning.

The main burden of these studies is on the subject of population and household trends. Needless to say, such trends exert a critical influence upon the A-R-TV industry's fortunes.

The following presentation reflects this analyst's digestion and adaptation of selected findings germane to this industry's future prospects.

Growth in adult population is of prime interest because the number of households as well as the number of housing units is more directly related to the number of *adults* to be housed than to variations in the number of children. (Incidentally, for about 2 years the birth rate has been edging downward. This suggests that the long-awaited postwar downturn in the birth rate is now making its appearance.)

Between 1950 and 1960, this country's total adult population (age 20 and over) rose by barely 1% per year; from 99.6 million to 111.2 million. But the strong increase in the adult population which now portends—and, in fact, has actually begun—reflects the *increased birth rate* that arose out of World War II and has continued until recently. When gauged against the experience of the 1950's during which the total number of adults increased by only 11 million, the projected pick-up for the period ahead is quite impressive. From 1960 to 1970, the adult population is expected to rise by a record 15 million, and from 1970 to 1980 by another 22.5 million. These are indeed significant changes, comprising a favorable basis for *household growth* in the next decade or two. It is extremely important at this point that a clear distinction be made between two different types of households:

Households may be classified into two main categories:

(1) Family households;  
and,

(2) Primary individual households.

Primary individual households are composed of single individuals, or two or more individuals not related by blood, adoption or marriage. Individuals in 1-person households, and the designated head of multi-person households of this type, are termed "primary individuals" by the Census Bureau.

It is emphasized by the Office of Business Economics that much of the uncertainty concerning the Census Bureau's projections of total households lies in the question of what will happen to primary individual households, i.e., whether the rise in the past several years has been a temporary phenomenon or an emerging new trend.

### Incomes and assets rise

On the one hand, there is the economic consideration that is expressed by an increased tendency of men and women both young and old to maintain households which are not shared by relatives. This appears to be due chiefly to the general advance in income and asset-holdings of both the individuals and their relatives. The rise in older-women households is of particular interest because approximately 62% of those over 65 who have incomes of \$3,000 or above live alone or with non-relatives. By comparison, about 58% of men over 65 with incomes above \$3,000 live alone or with non-relatives. Incomes for those over 65 have been increased by retirement income from social security and other pension and annuity plans. Cross-sectional data from the 1960 Census point to a strong income effect on separate household maintenance.

On the other hand, Census Bureau projections of the total household trend take cognizance of the fact that for a variety of reasons many persons cannot or do not wish to maintain their own homes even though their economic situation might permit them to do so. Moreover, it is obvious that the great majority of households are of the type that

will not be further sub-divided. These circumstances will act as constraints on the rise in the household-head-adult ratio.

However, it is indicated that: "Even with no change in the historical average rate of growth in income and output, given the strong income effect on separate household maintenance by older persons, the possibilities of income expansion through social security and other pension plans appear large enough to warrant a continuation of the trend toward separate living by older persons. Special housing programs for the elderly may accentuate such a trend. If the rate of economic growth should accelerate, the establishment of households by younger adults will be an additional factor supporting increased household formation."

### Total households rise

By averaging the figures of several separate projections, i.e., based on varying assumptions made by the Census Bureau, we find that total households in 1965 may number 57,900,000; up 10% from 52,600,000 in 1960. The estimate for 1970 on this basis is 63,600,000; up 9.8% from 1965. For 1975 the projection is 69,900,000; up 10% from 1970. And—for 1980—the projection is 76,400,000; up 9.3% from 1975.

Until 1970 the proportion of primary individual households to total households is expected to increase significantly. This probability, plus the further fact of a lowered birth rate, tends to suggest quite strongly a trend toward *smaller* homes and apartments geared to the young married and to persons over 65. However, after 1970, the large increase in the *total* number of households as a *direct effect of total population growth*, per se, will result in a drop in the *proportion* of the total accounted for by primary individual households, i.e., although the *numbers* of these households will increase, their percent of the total will shrink.

Brought down to direct considerations of the *total number of new housing units constructed*—taking into account the various types of household formation expected, as well as estimates of such factors as housing vacancies and losses, or removals, from the housing stock—the Census Bureau suggests three separate projections which, when "averaged-out", come to an estimated total of 18,800,000 new housing units constructed in the 1965-1975 period.

This figure suggests 1,880,000 new units per year and would represent a 29% rise over the average number estimated for the 1960-1964 period (1,459,000). Interpreting this in another way, we can say that the average annual rate of increase during the 1965-1975 period would be 3.0% compared to a 1960-1964 rate of 1.8%.

The basic assumption underlying these computations is, of course, that all the estimates and predictions on which they are based will prove to be accurate. The given figures are just rough indications of what "might be." The annual *growth rate* figures, in themselves, are not impressive, because they are not large. They do, however, represent series of "potential spending" statistics registering at *multi-billion dollar levels*. The economic challenge to A-R-TV producers and marketers is that of getting the largest share possible of *these big piles of dollars*. In order to accomplish this they must be alert to what's going on at every level of the market, as viewed from every possible geographical lookout over the market scene, and make their plans accordingly. *Where*—for example—are all these new homes going to be built?

The day has passed when the large increase in volume can take care of mistakes in business management or judgment. Under today's conditions many companies are face to face with the cold staring fact that their survival depends upon a *better profit realization per dollar of sales*. The most successful companies of the future almost certainly will be those whose managements do the most effective job of quality goods merchandising under a policy of honest dealings based on sophisticated marketing strategy skillfully administered! And it will all depend upon the astuteness of the *planning* that is done. ■

**YOU CAN'T LOSE!**

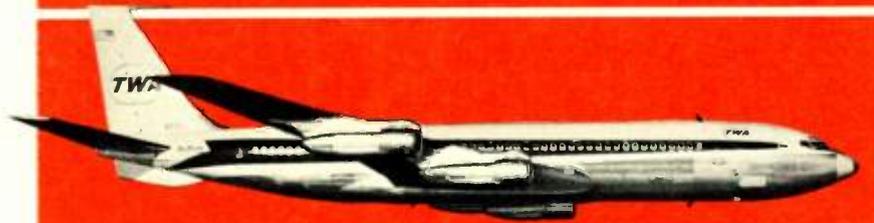
***We guarantee***  
***you will win***  
***one of these***  
***prizes at your***  
***Admiral***  
***Distributor***  
***National***  
***Open House!***

**\$200,000 in prizes!**  
**Every dealer wins!**



***10 Grand Prizes!***

**1964 Buick Wildcat**

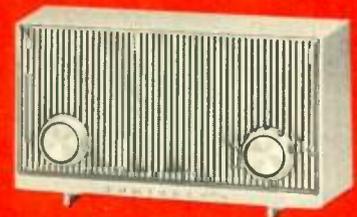


***25 Second Prizes!***

**8-day Jet Holiday in Rome**

***75***  
***Third***  
***Prizes!***

**Natural Mink Stole**



***Thousands and Thousands***  
***of Fourth Prizes!***

**Admiral Table Radio**

(Model Y3709)

**One prize per dealer!**  
***The most valuable, of course!***

***Look inside for the most sensational sellers ever!***

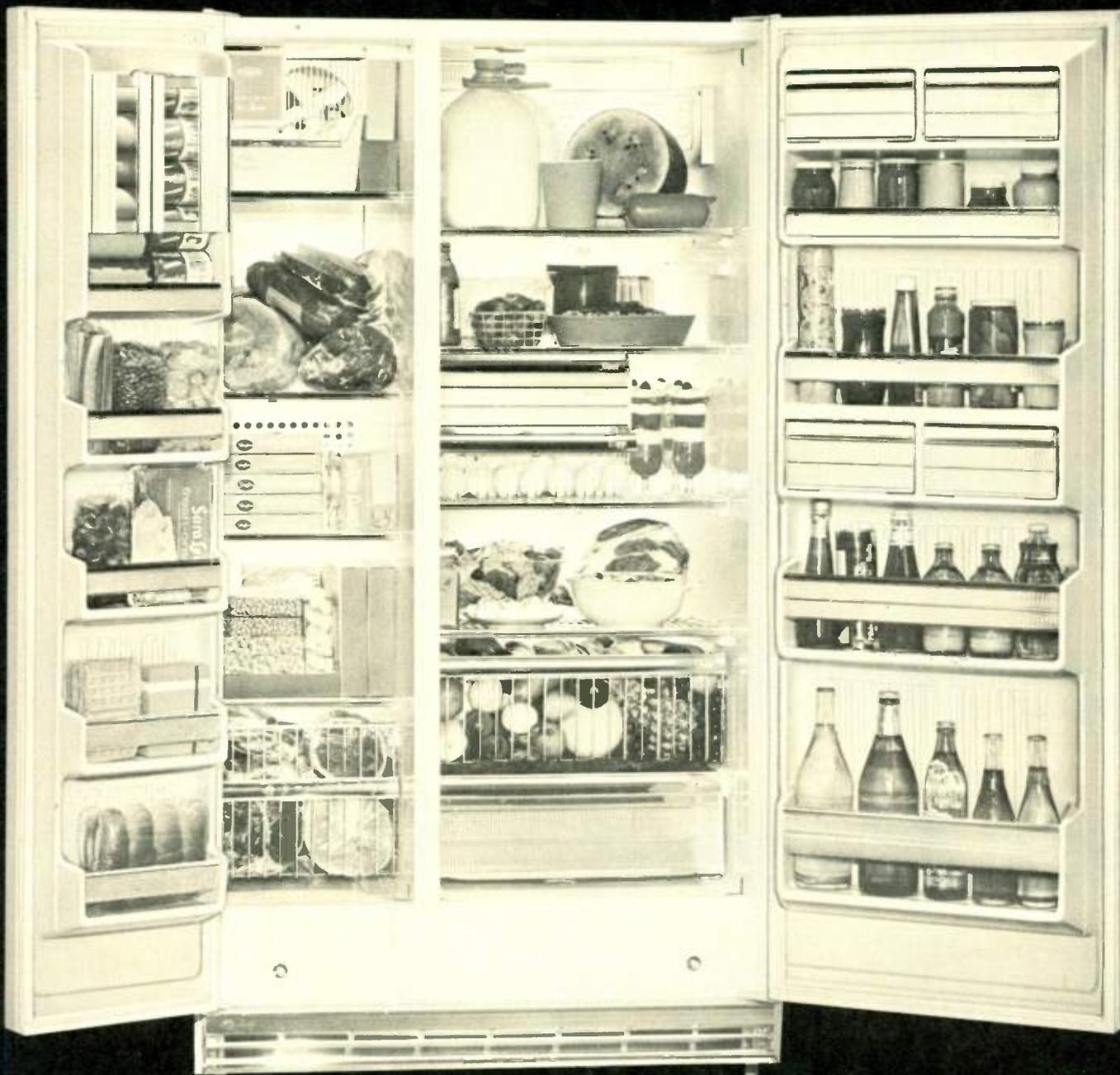


***The nation's smash hit!***

***Duplex<sup>®</sup> 19! First side-by-side  
only 35<sup>3</sup>/<sub>4</sub> inches wide!***

**Automatic  
Ice Maker**

**Big 231 lb.  
No-defrosting  
Freezer**



**Spacious  
11.8 cu. ft.  
No-defrosting  
Refrigerator**

**Stand-up design  
No bending  
or stooping**

**Only 35<sup>3</sup>/<sub>4</sub> inches wide**



**Only from Admiral!** The most dramatic, new freezer-refrigerator in appliance history! The new Admiral Duplex 19 has taken the country by storm! Sales have shot up faster than on any other food storage appliance—ever! There's never been anything like it!

Just 35<sup>3</sup>/<sub>4</sub>" wide and 64 <sup>3</sup>/<sub>16</sub>" high, the Duplex 19 fits 9 out of 10 kitchens and brings you greater profits than ever from the replacement market . . . the big capacity market!

Model ND1949 in Citron Yellow, Shell Pink, Turquoise, Shaded Copper Bronze or Glacier White.

New super-efficient foamed-in place polyurethane insulation makes the Duplex 19 smaller on the outside, bigger on the inside . . . a giant 18.8'cu. ft. capacity in handy side-by-side styling!

Sell the fast-expanding, big-capacity market with the only stand-up freezer-refrigerator just 35<sup>3</sup>/<sub>4</sub>" wide . . . the dramatic, new Admiral Duplex 19. Find out about all four profit Duplex models at your Admiral Distributor Open House.

\*Net NEMA

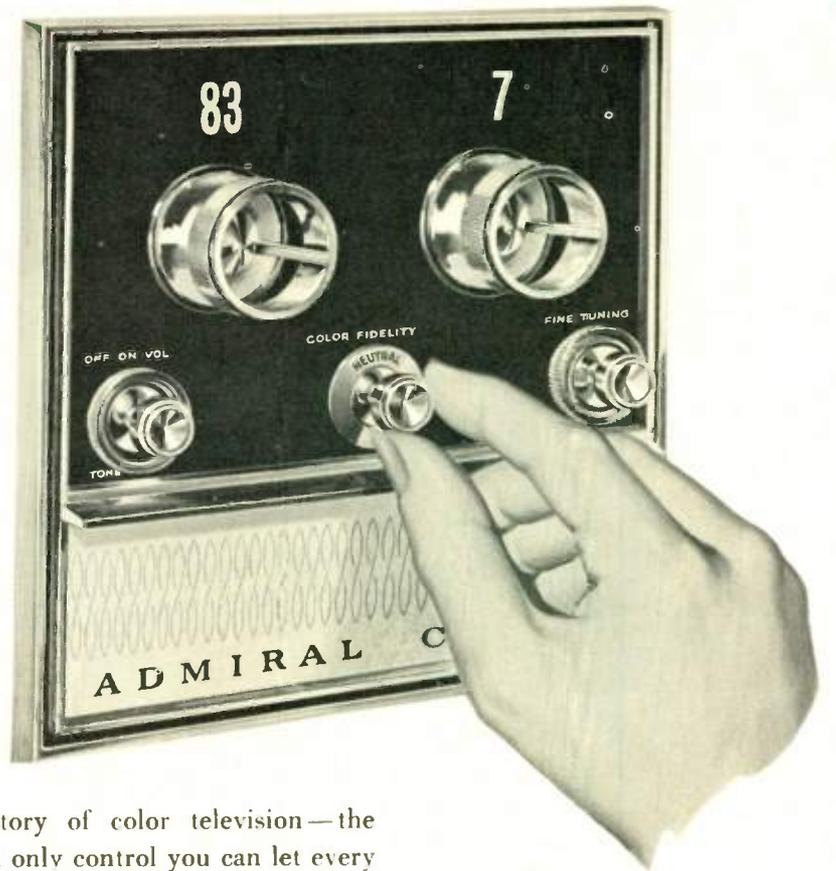
# **Only from Admiral... The one big visible improvement in Color TV!**

**Displayable! Showable! Seeable! Sellable!**

**The most exciting thing that ever happened to Color TV— and nobody but Admiral has it! The new, exclusive**

## **Color Fidelity Control**

*(Patent Pending)*



*Not a color contrast knob . . . not a tint control . . . not like anything devised before . . . but a revolutionary way to bring never-before color realism into the picture. Just by turning one new dial on an Admiral! You must see it to believe it. Change black-and-white pictures, too . . . dialing tones from lighter, cool shades to the richer, warmer tones.*

*It's the first fool-proof control in*

*the history of color television—the one and only control you can let every customer demonstrate for himself without touching any other knobs! The only really new demonstrable color TV feature known to the industry!*

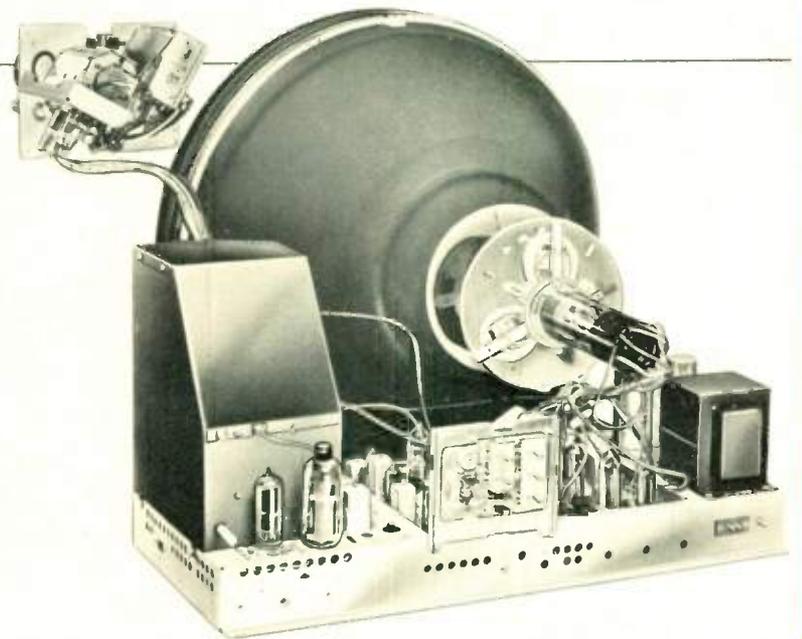
*Watch it put new life into your Color TV sales. Watch it stir up excitement and demand for Admiral Color TV—more profits for you!*

### **Precision-crafted quality chassis—built for years of dependable viewing**

Five more good reasons why customers will rely on Admiral! Five Admiral improvements that have *already* been built into Admiral Color TV:

- 24-karat gold precision wiring in vital areas for long, trouble-free performance.
- Admiral Electronic Color Balancer, for brighter, crisper color pictures.
- The convenient Admiral one-knob color brightness/contrast control, for easier, surer tuning.
- Plus precision, UHF-VHF, all-channel tuning.
- Final quality-controlled "field-free" adjustments are made under neutral magnetic conditions, in specially designed "Magnetic Free" room. Virtually ends need for color adjustment caused when Color TV is moved. Ordinary sets may be sensitive to direction of installation in the home.

Put the exciting quality sets from Admiral before your customers' eyes. Let them see for themselves what precision superiority is built into them. Turn over these great sets and roll up profits, *fast*.



Call your Admiral Distributor for his Open House dates!

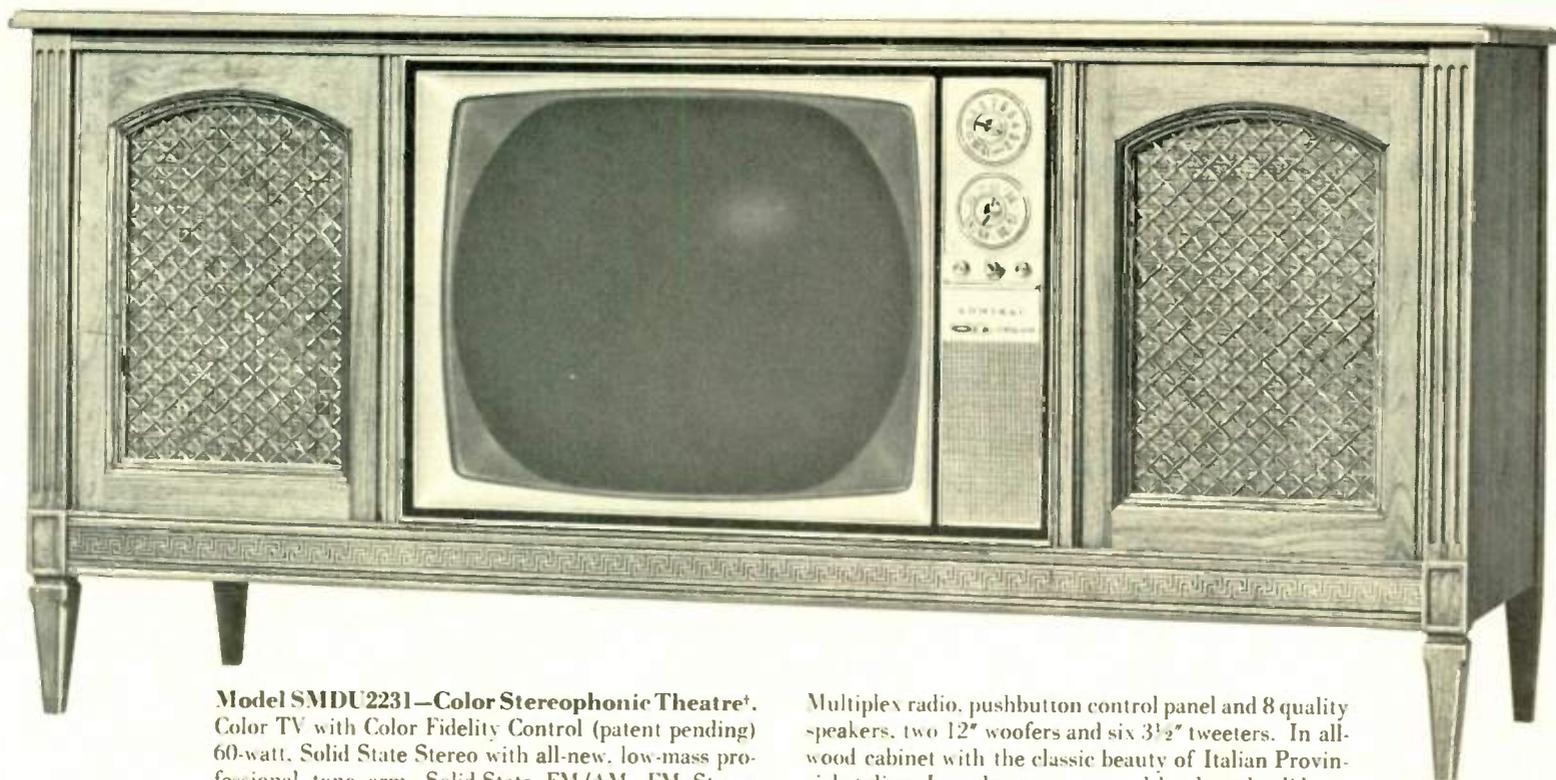


# ADMIRAL COLOR

MARK OF QUALITY THROUGHOUT THE WORLD

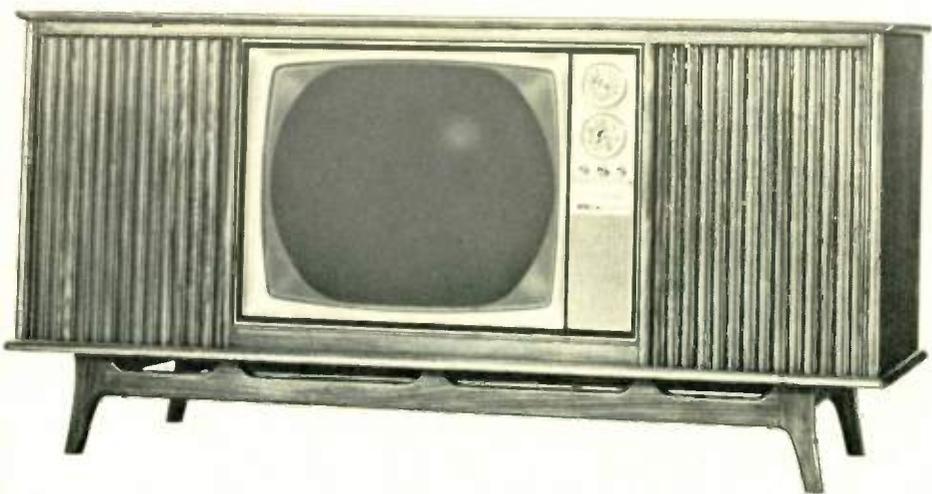
# All new!!

## The most advanced, most b

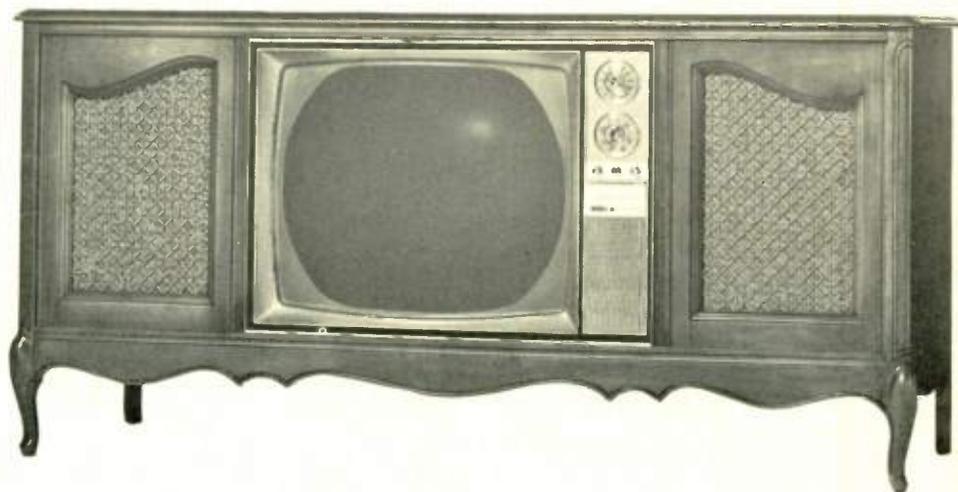


**Model SMDU2231—Color Stereophonic Theatre<sup>†</sup>.** Color TV with Color Fidelity Control (patent pending) 60-watt, Solid State Stereo with all-new, low-mass professional tone arm, Solid-State FM/AM, FM Stereo

Multiplex radio, pushbutton control panel and 8 quality speakers, two 12" woofers and six 3½" tweeters. In all-wood cabinet with the classic beauty of Italian Provincial styling. In walnut veneers and hardwood solids.



**Model SMDU2229—Color Stereophonic Theatre<sup>†</sup>.** 60-watt Solid-State Stereo, Solid-State FM/AM, FM Stereo Multiplex radio, eight speakers, Custom Eleven record changer, "Vari-Gram" tone arm, Cherry veneer on hardwoods.



**Model SMDU2221—Color Stereophonic Theatre<sup>†</sup>.** 60-watt Solid-State Stereo, Solid-State FM/AM, FM Stereo Multiplex radio, eight speakers, Custom Eleven record changer, "Vari-Gram" tone arm, Walnut veneer on hardwoods.

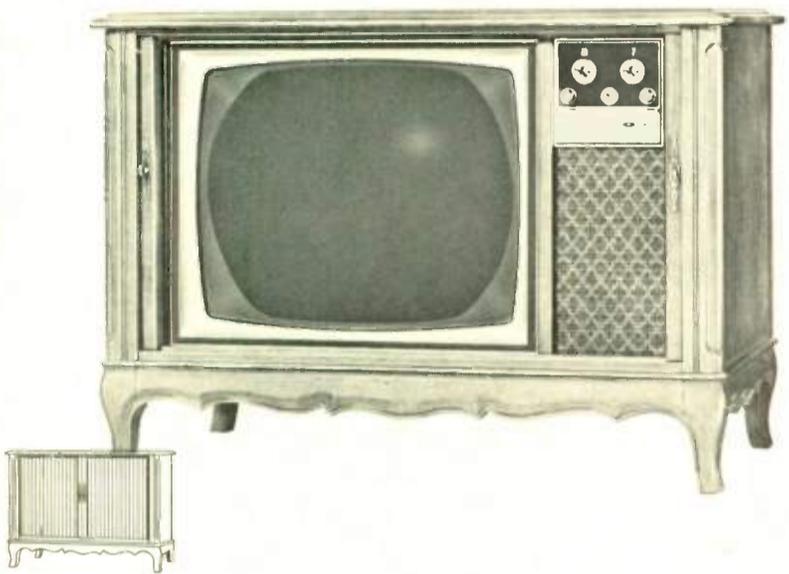
†T. M. ADMIRAL CORP.

### All-new Color Stereo Theatres with Solid State Stereo!

What a line-up! Each set is a step up to the biggest profit payoff you've ever seen! Never before such beauty, such performance. Solid State Components deliver rich, realistic sound. So dependable they're guaranteed 5 years\*.

For the first time, Admiral offers modular systems in console cabinets, matched and fashion-right. Each component a separate and complete unit for exciting, new sound realism and greater dependability than ever before!

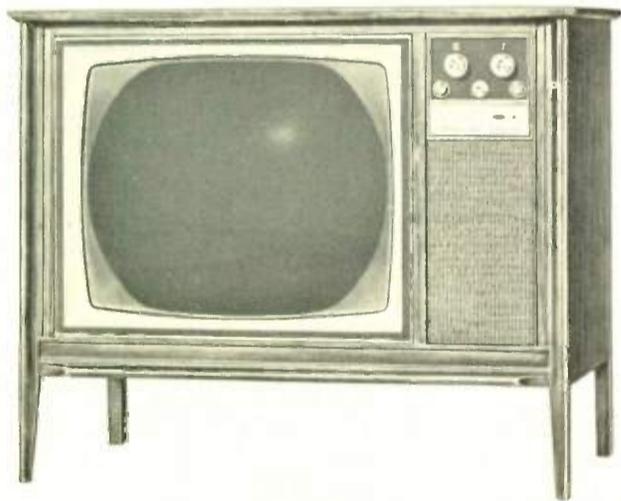
# Beautiful **Color** TV ever built!



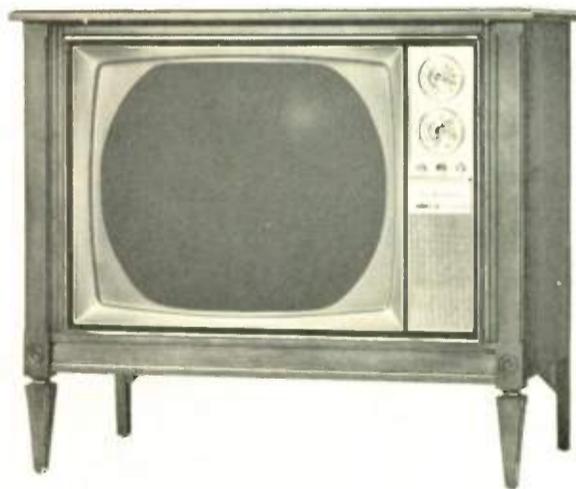
**Model LDU2159—Color TV Console.** Exclusive Color Fidelity Control (patent pending), 82-channel UHF-VHF tuning, 21" bonded picture tube one-knob color brightness/contrast control and 26,000 volts of picture power. All-wood cabinet with cherrywood veneer finish. French Provincial styling.



**Model LDU2125—Color TV Console.** Exclusive Color Fidelity Control. Early American lowboy in genuine maple veneer on hardwoods. Video Peak control. Lighted indicators. Two balanced speakers.



**Model LDU2101—Color TV Console.** Exclusive Color Fidelity Control. Single-sided lowboy with striking, modern Danish design. Beautiful walnut veneers and hardwood solids. Available with Sonar remote control (Optional, extra).



**Model LDU2021—Color TV Console.** Exclusive Color Fidelity Control. Italian Provincial lowboy in genuine walnut veneer on hardwoods.

## **Feature-packed Color TV consoles!**

Beautiful, handcrafted cabinets enclose precision-crafted Admiral Color TV with traffic-building features: Color Fidelity Control (patent pending); 82-channel tuning; 21" bonded picture tube; one-knob color brightness/contrast control; 26,000 volts of picture power. They add up to a powerhouse of sales appeal. Cash in on it!

\*5-year warranty: Admiral warrants each new all-transistorized instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer; the all-transistor chassis is so warranted for five years. Admiral's obligation is limited to supplying suitable replacement parts. The warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer.

Call your Admiral Distributor  
for his Open House dates!



# ADMIRAL COLOR

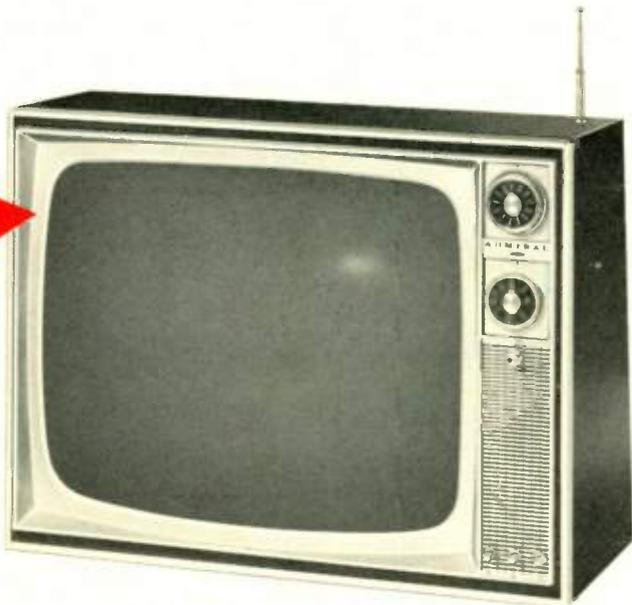
MARK OF QUALITY THROUGHOUT THE WORLD

# The slimmest, trimmest new look in **23" TV**

overall diagonal

Sell more picture-per-dollar, more precision quality than ever before!

sell it for  
only  
**\$169<sup>95</sup>**  
(including UHF-VHF  
all-channel tuning)



**Model TDU3501** Slim 23-inch portable tv styling. 20,000 volt SP20 horizontal chassis. Extra sensitive VHF tuner. Two-speed transistorized UHF tuner. Alnico V speaker. Steelbond picture tube. Brown metal finish.



**Model LDU3445** Early American lowboy in genuine cherry veneer and hardwoods. 23,000 volt SP23 chassis. Two balanced speakers. Sensitive VHF tuner with pre-set tuning. Two-speed transistorized UHF tuner. Lighted indicators.



**Model LDU3211** Lowboy. All-wood walnut veneer cabinet in Continental styling. 82-channel tuning. 23" Steelbond picture tube, lighted channel selectors and 23,000 volts of picture power. Available with Sonar remote control.



**Model LDU3219** Lowboy. All-wood cherrywood veneer cabinet in French Provincial styling. 82-channel tuning. 23" Steelbond picture tube, lighted channel selectors and 23,000 volts of picture power. Sonar remote control available.



**Model LDU3461** Danish Modern lowboy in genuine walnut veneer and hardwoods. 23,000 volt SP23 chassis. Four Alnico V speakers. Sensitive VHF tuner. Pre-set tuning. Two speed transistorized UHF tuner. Lighted indicators.

## ***Fresh, new furniture styling in big-screen TV!***

Now, Admiral puts new eye-appeal and sales-appeal in 23" tv! With the most exciting new look in all-wood hand-crafted cabinetry! Only Admiral gives you the slim, trim styling your customers want and the precision-crafted performance you can sell with confidence!

And now, Admiral introduces the new Collection of 23's! Not stripped-down models, but loaded with top quality

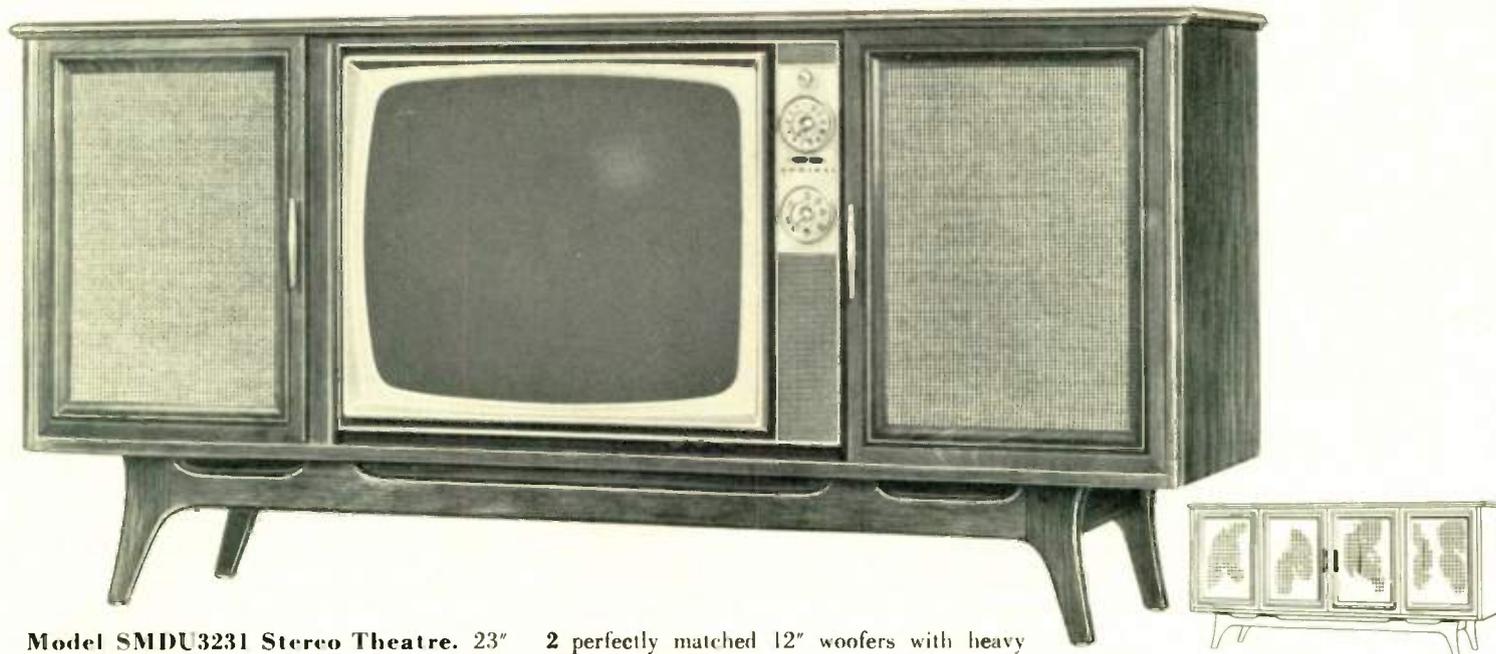
features found in every Admiral 23" tv! 82-channel UHF-VHF tuning, Steelbond<sup>†</sup> picture tube, the precision-engineered quality chassis with 23,000 volts of picture power and genuine veneer and quality hardwood cabinetry.

Turn shoppers into buyers with these smart looking, dependable 23's. Never before have you had so much to show your prospects!

ITT. M. ADMIRAL CORP.

# The sensational new line of **Admiral Stereo Theatres**

3-in-1 combos with solid state sound, and big profit dollars!

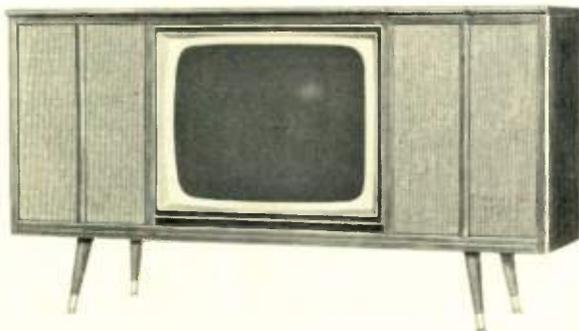


**Model SMDU3231 Stereo Theatre.** 23" Steelbond picture tube (282" viewable area). New Solid-State Stereo with 4-speed record changer. 2-gram tone arm. Solid-State FM/AM, FM Stereo Multiplex radio. 6 quality speakers:

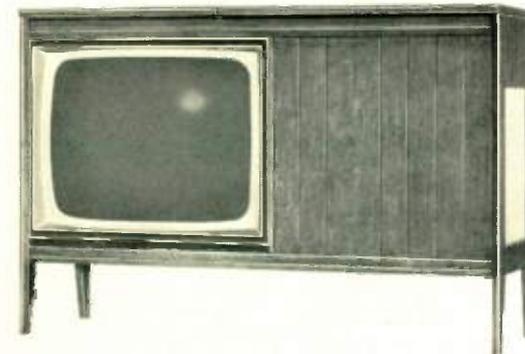
2 perfectly matched 12" woofers with heavy Alnico V magnets for rich lows; 4 3 1/2" tweeters for brilliant highs. Masterpiece cabinetry in a Danish Modern lowboy. Distinctive sliding front doors. Walnut veneers and hardwood solids.



**Model SMDU3235 Stereo Theatre.** Steelbond picture tube. Solid-State Stereo, Solid-State FM/AM, FM Stereo Multiplex radio. All-wood authentic Early American styled cabinet.



**Model SMDU3211 Stereo Theatre.** Steelbond picture tube, FM/AM, FM Unified Stereo Multiplex radio. 6 speakers: two 8", four 3 1/2". Contemporary cabinet, walnut grained finish on hardwoods.



**Model SMDU3001 Stereo Theatre.** Steelbond picture tube, FM/AM, FM Unified Stereo Multiplex radio. 4 speakers: two 6", two 3 1/2". Contemporary cabinet, walnut grained finish on hardwoods.

## **Solid sellers in a quality line!**

New Admiral Stereo Theatres have everything the most demanding customers could want, and everything is at their fingertips.

Here are the most modern home entertainment centers in the world! The sales magic of quality solid-state stereo. The professional look and feel of precision engineered control centers. The dependability of Admiral precision-crafted TV, stereo phonograph and Solid-State FM/AM, FM Stereo Multiplex radio. The compelling beauty of Admiral handcrafted wood cabinets in an exciting choice of Contemporary and period designs to blend with any decor.

Here are your big profit sets. See them for the first time anywhere, at your Admiral Distributor Open House. Sell these money-makers and make your profits boom!



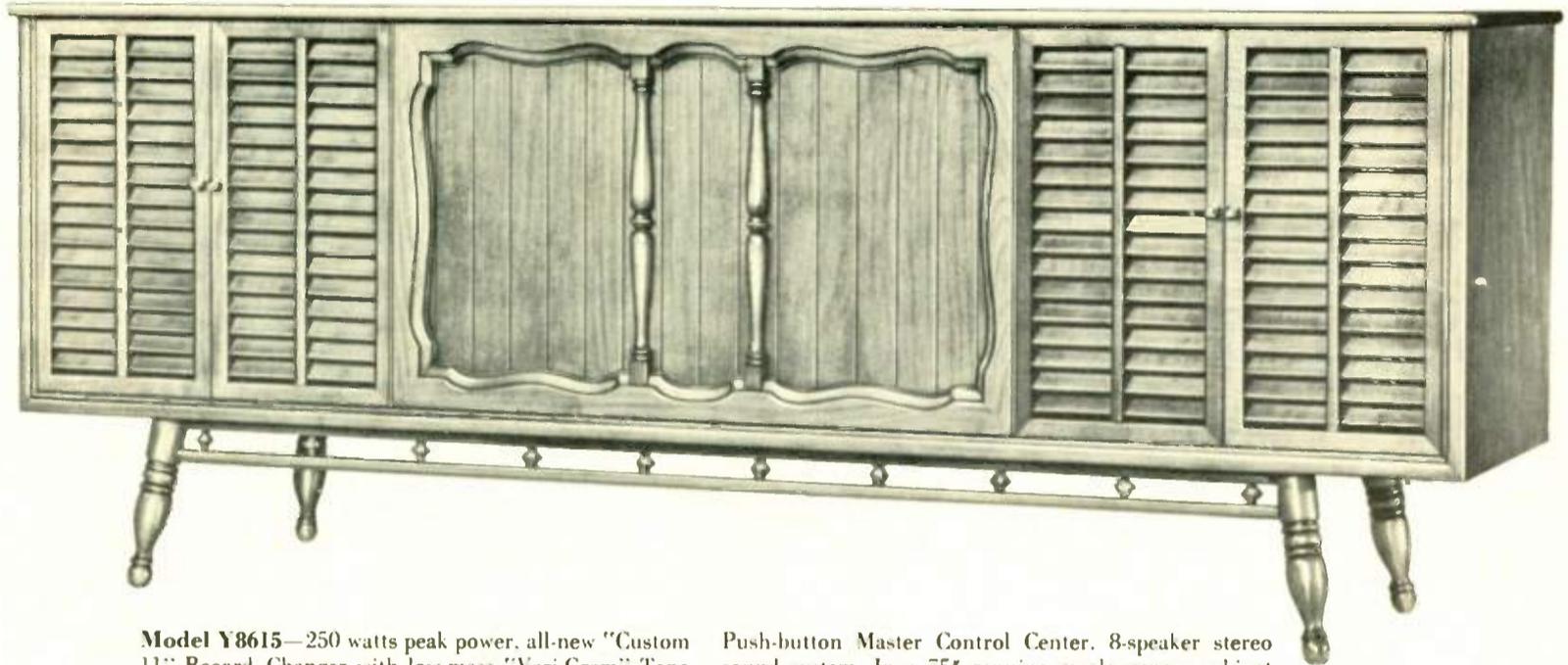
Call your Admiral Distributor for his Open House dates!

# ADMIRAL

MARK OF QUALITY THROUGHOUT THE WORLD

# First all solid-state stereo

## No tubes



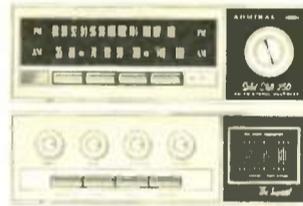
**Model Y8615**—250 watts peak power, all-new "Custom 11" Record Changer with low-mass "Vari-Gram" Tone Arm. Solid-state FM/AM, FM Stereo Multiplex radio. Push-button Master Control Center. 8-speaker stereo sound system. In a 75" genuine maple veneer cabinet with authentic Early American styling.



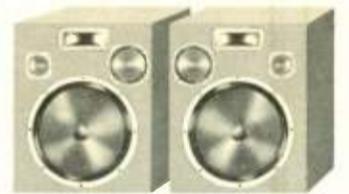
**All-new, low-mass "Vari-Gram" Tone Arm**—Professional type. Stylus pressure adjusts from 0.5 grams. Stylus retracts, protects records even if struck from top.



**All-new "Custom 11" Record Changer** Patented high-inertia "floating" turntable. 4-pole motor assure smooth, uniform speeds, virtually no "rumble" or "wow."



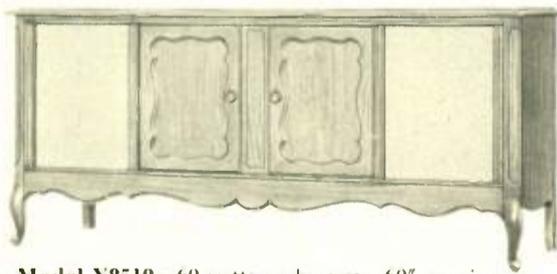
**Dramatic new professional Master Control Center**—Easily demonstrated push-button controls, tuning meter, FM Stereo Sentry, lighted dials, AFC switch.



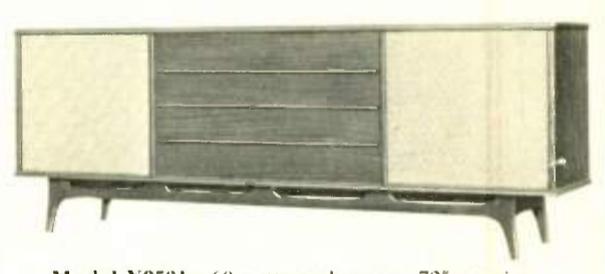
**All-new sealed stereo speaker chambers**—Air spring gives full bass response. 8 speakers: 2 horns, 2 3½" tweeters, 2 6" mid-range, 2 15" woofers with cloth annulus.



**Model Y8341**—Every Admiral solid-state quality advance. 60" genuine antique walnut veneer cabinet with smart Continental styling.

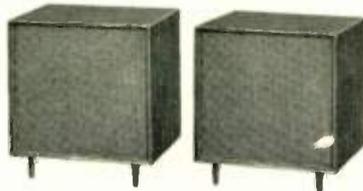


**Model Y8519**—60 watts peak power. 60" genuine cherrywood veneer cabinet of elegant French Provincial styling.



**Model Y8531**—60 watts peak power. 72" genuine walnut veneer cabinet of striking, modern Danish design.

**All-new Modular Solid-State Stereo System**—Here's the greatest advance ever in separate stereo components! All-new Admiral Solid-State Modules! All are matched in performance... matched in cabinetry. Now, Admiral Dealers can sell the audiophile and his wife... with precision-engineered, professional-quality components the audiophile wants. They're housed in matching genuine walnut veneer cabinets and hand-rubbed to a satiny finish.



**All-new, sealed speaker enclosures.** 8 quality speakers: 2 15" woofers, 2 6" mid-range, 2 3½" tweeters, 2 exponential horns. Presence and brilliance controls.



**All-new Admiral-built "Custom 11" record changer** with new low-mass "Vari-Gram" tone arm. Handsome walnut veneer base.



**All-new solid-state pre-amp and amplifier** with 250 watts peak power. FM/AM, FM Stereo Multiplex Tuner with tuning meter.

### Admiral is first with precision performance, quality styling!

Now, Admiral puts the sales magic of solid-state into the most complete line of quality stereo consoles and portables ever! For the first time, sell every size and type of stereo, with solid-state performance and dependability!

And now, Admiral introduces the Modular System to solid-state consoles. Each component... pre-amp, amplifier, changer, tuner and

sealed speaker enclosures are separate, built-in units. Here's the ultimate in stereo engineering, designed to move big-profit merchandise!

Admiral tops the industry with quality, all-wood cabinetry. The Masterpiece Collection features the finest workmanship in the cabinet-making art. And now Admiral solid-state portables, too, have acoustically-correct, all-wood cabinets.

# *Best line in the industry!* *anywhere!*



**Model Y8181**— 16 watts peak power. Swing-out or removable chambers. Narrow "shelf-deep" tilt-out design. Handsome all-wood cabinet. Black finish with ribbed metallic trim. 6 matched quality stereo speakers.



**Model Y8157**— 16 watts peak power. "Instant-sound" operation. All-wood cabinet with beige-and-white finish.



**Model Y8127**— Compact portable. "Instant-sound" operation. All-wood cabinet; walnut grained with white finish.

***Stock the biggest-selling  
stereo line of all!***

Admiral increases its lead in stereo . . . with the quality features customers want plus the big sales clincher . . . a 5-year warranty\* on all solid-state components. Now, you have the most powerful, most convincing sales story in the industry . . . to build your profits to the highest record in history.

\*5 year warranty. Admiral warrants each new all-transistorized instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer; the all-transistor chassis is so warranted for five years. Admiral's obligation is limited to supplying suitable replacement parts. The warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer.



Call your Admiral Distributor for his Open House dates!

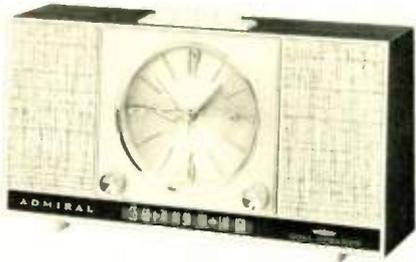
# ADMIRAL

MARK OF QUALITY THROUGHOUT THE WORLD

***New! Lighted dial clock radios!***

***New! Quality FM/AM radios!***

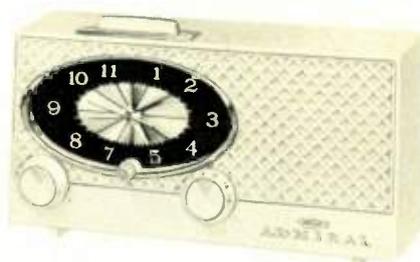
***New! AM Table radio values!***



**Model Y3831**—Precision slide-rule tuning, new "Glo-Ray" lighted dial and 2 speakers. Walnut-grained finish.



**Model Y3810**—4 push-button controls, new "Glo-Ray" lighted clock dial, slide-rule tuning. Magna Gray color.



**Model Y3793**—Push-button "Nap Alarm" bar, quality 4" Alnico V speaker. In gleaming Ermine White.



**Model Y3783**—Automatic "wake-to-music" switch, 4" Alnico V speaker. In Ermine White.



**Model Y3631**—FM/AM. Precision slide-rule tuning, AFC, phono jack, and line cord antenna. In genuine walnut veneer finish.



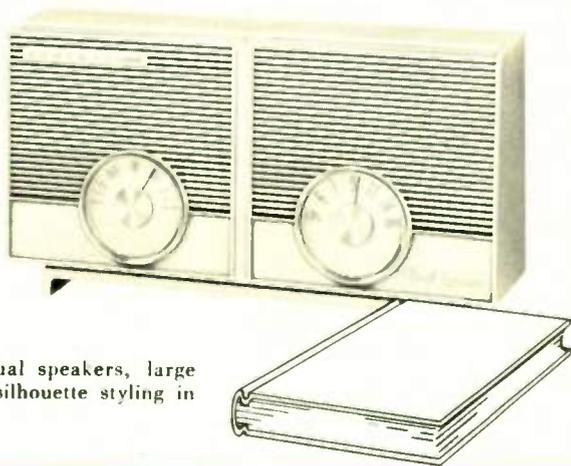
**Model Y3921**—FM/AM. Twin speakers, AFC, phono jack and tone control. Line cord antenna. Genuine walnut veneer cabinet.



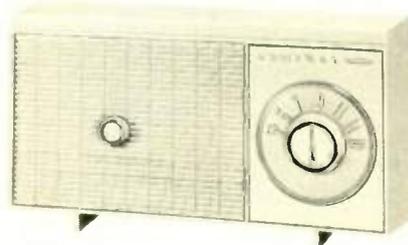
**Model Y3941**—Full-feature FM/AM clock radio; luminous clock hands, AFC, and phono jack. Line cord antenna. In hand-rubbed walnut veneer.



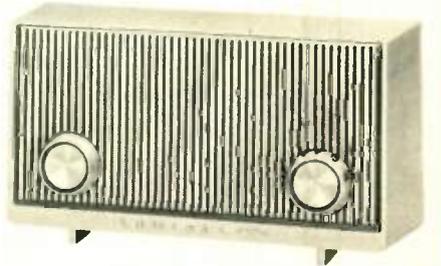
**Model Y3906**—FM/AM. Precision slide-rule tuning, AFC, phono jack, and line cord antenna. Sungold and White.



**Model Y3720**—Dual speakers, large easy-to-read dials, silhouette styling in Magna Gray color.



**Model Y3710**—Large easy-to-read dial, 4" round speaker and tapered silhouette styling in Magna Gray color.



**Model Y3703**—Automatic Volume Control, 4" round quality speaker and silhouette styling in Ermine White.

***New! Only \$49<sup>95</sup> All-Transistor Tilt-out portable phono!***



**Model Y8069**—All-transistor Tilt-Out. Automatic 4-speed quality record changer and luggage styled in an all-wood cabinet. Find out about the special merchandising kit at your Distributor's Open House.

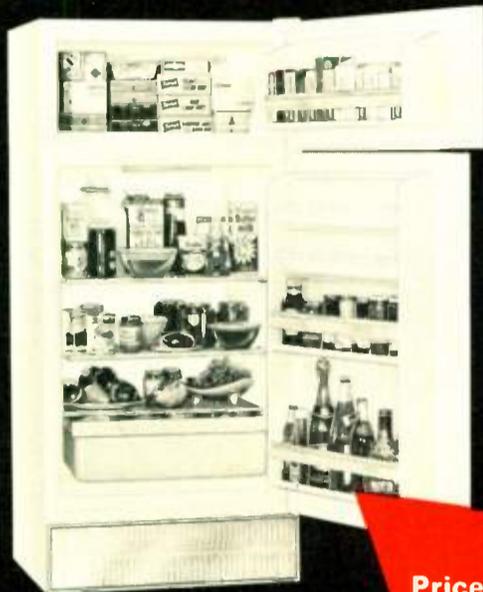


**Model Y8087**—Portable Tilt-Out with AM radio. Twin speakers, automatic 4-speed record changer and luggage styled in an all-wood cabinet.



**Model Y5040**—The famous Admiral "Playmate." Slimmest, trimmest automatic phono built . . . only 6<sup>3</sup>/<sub>4</sub>" thin . . . in coral, tan, white or blue.

# The **sell-outs** are back in production to **sell out** again!

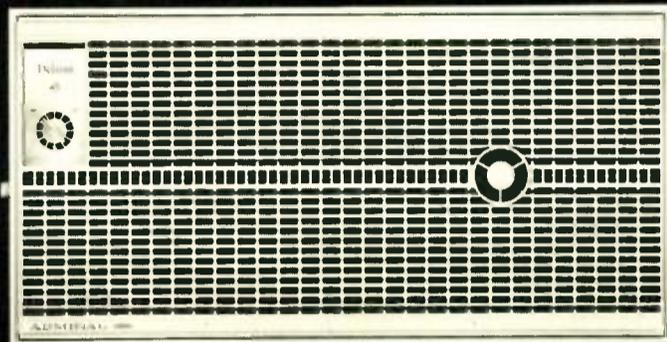


Model T1340

**Big 12.1 cu. ft. Dual-Temp®  
builds big-volume sales!**

- 85½ lb. freezer
- Built-in design
- Dura-Last liner

**Price-proved  
to sell out  
again**



Model 454B7

**1st full-size unit  
to sell for \$99.95\*!**

- 4,500 BTU's NEMA
- Industry's best BTU story
- Full 26½ inches wide

**sells for  
as low as  
\$99.95\***

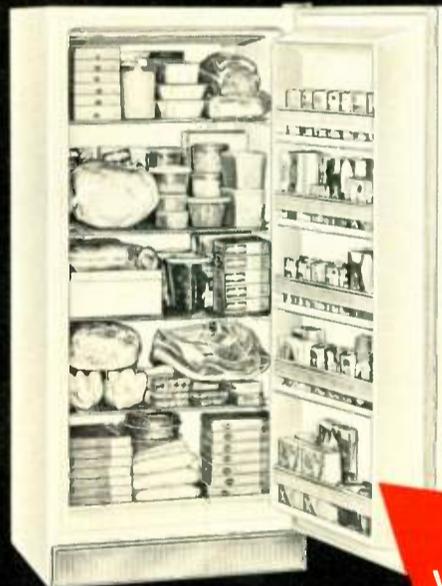


Model CF1342

**12.1 cu. ft. Chest Freezer  
packs profit, too!**

- 423½ lb. capacity
- Freezing coils on all 5 sides
- Temperature control

**Price-proved  
to sell out  
again**



Model F1444

**Powerful 13.2 cu. ft. Upright  
pulls traffic**

- 462 lb. capacity
- 4 full-width shelves
- Dura-Last liner

**Value-priced  
to sell out  
for you**

## **Quality-built, sales-proven!**

The success story proves it! Quality products . . . unbeatable values! And these quality appliances sold faster than Admiral could make them.

Now, Admiral gives you another great chance to roll up record sales and profits with the proven performers!

Hitch your wagon to the stars and set more new records with the Admiral "sell-outs".

\*Mfr. suggested retail price. Slightly higher in some areas.



**Call your Admiral Distributor for his Open House dates!**

# ADMIRAL

MARK OF QUALITY THROUGHOUT THE WORLD

**LIFE**

**POST**  
THE SATURDAY EVENING POST FEBRUARY 11, 1944 7c

LADIES' HOME  
**JOURNAL**

THE AMERICAN  
**HOMES**

**HOLIDAY**

# *Admiral makes news!*

*with profit-making exciting  
new products and the biggest  
national ad schedule ever!*

*Big space ads,*

*1-a-week, 2-a-week, 3-a-week*

***every week** right through Christmas!*

# TESTED DEALER PROMOTIONS FILE

## 27 One Night Stand

**Store**—Triangle TV & Appliance, Milwaukee, Wis.

**Theme**—"Back door" sale for established customers only, who were invited by mail.

**Advertising**—One thousand mailers and envelopes were provided by a supplier.

**Duration**—One night.

**Refreshments** — Beer and soft drinks were served to the approximately 145 people who showed up. Store also gave out door prizes like transistor radios every hour. Total cost to store of the promotion was \$80.

**Results**—The one-night affair resulted in the sale of 10 major appliances and a number of electric housewares.

## 28 Remodeling Sale

**Store**—Ace Appliance Co., Memphis, Tenn.

**Theme**—Store used the occasion of its remodeling to clear out some odds and ends and also to maintain its image as a bargain center.

**Advertising**—Newspaper ads containing multiple listings were the chief ad medium. The ads stressed a sense of urgency which Dealer Lou Gatlin, Jr. feels is important in a promotion of this type. Cost of the ads came to around \$1,800, half of which was co-oped. The store also spent \$45 for banners.

**Results**—The event moved a total of 42 major appliances. It also had a good carry-over effect, says Dealer Gatlin.

## 29 Circus Tickets

**Store** — Home Appliance Mart, Livonia, Mich.

**Theme**—Circus time, capitalizing on the fact that the Barnum & Bailey circus was in town in nearby Detroit.

**Duration**—One week.

**Giveaways**—Two tickets to the circus with each purchase of an RCA Whirlpool major appliance. Customers who didn't want circus tickets had their choice of six stuffed circus animals. Store also boosted walk-in traffic by offering clown dolls at 88 cents.

**Advertising**—A full-page ad in the Detroit paper showed toy animals riding a circus train. Store also used 30 one-minute radio spots during the week on a local station. Store was decorated in a circus atmosphere and salesmen were dressed as barkers.

**Results**—During the week, store moved more than 40 pieces of RCA Whirlpool white goods, with laundry equipment leading the way and refrigerators following.

## 30 Warranty Promotion

**Store**—Lord's Furniture & Appliance Co., Saginaw, Mich.

**Theme**—The store built its promotion around the fact that Norge had introduced a two-year service warranty on automatic washers.

**Duration**—Three days.

**Advertising**—Promotion was kicked off with several TV commercials (store uses TV regularly.) Then came one full-page ad in the local newspaper, followed by a half-page ad. Store also put big signs in its windows.

**Prizes or Giveaways**—None.

**Results** — Promotion moved 31 washers plus a number of dryers and combinations. Co-owner Seymour Barton says the carry-over effect of the promotion was excellent.

## 31 Truckload Sale

**Store**—Johnson-Guler Appliance Co., Rockford, Ill.

**Theme**—Truckload sale.

**Advertising**—Full page newspaper ads two days in a row. Ads advised readers that store had bought a truckload of new models and urged readers to bring cars, trucks or trailers to haul away their loot. Ad featured General Electric TV, but other products were sold too.

**Results**—The promotion moved 30 major appliances and TV sets plus some small appliances.

**Comment** — Co-owner J. Albert Johnson says some people actually did come with trailers for the sale.

## "Small Marketers" Brochure Offers Tips On Remodeling

How retailers can remodel their stores to attract more customers and increase sales and profits is the subject of a brochure, "Remodeling For Better Retailing," issued by the Small Business Administration.

Identified as "Small Marketers Aid No. 99," the brochure, prepared by members of the New York chapter of the American Institute of Architects, tells how to determine if and where remodeling is needed, how to make an ideal plan, what to do to make the plan fit the physical and financial means available, and where to get outside assistance.

Copies of the brochure are available free from the field offices and the Washington, D. C., headquarters of the Small Business Administration.

## Maytag Publication Cites Department Store In Ohio

The M. O'Neil Department Store, 226 S. Main St., Akron, O., has been named "Dealer of the Month" by the "Merchandiser," an international publication of the Maytag Co.

## Emerson Radio, Inc. Starts Color TV Service Program

An intensive retraining program in factory-prescribed procedures for servicing color TV receivers has been developed for distributor service departments by the national service department of Emerson Radio, Inc.

The first of a series of refresher courses for Emerson and Du Mont distributor service personnel, held at the firm's national service headquarters in New York City, was attended by supervisory service per-



**TWO-DAY COURSE** in Emerson Radio's color TV service retraining program in New York includes diagnosing problems and making adjustments under simulated field conditions.

sonnel from distributors in the northeastern and mideastern regions of the U. S.

Additional classes are planned within the next few months for regions surrounding Chicago, Atlanta, Dallas, and Los Angeles.

Nicholas De Falco, assistant to the president, is directing the re-education program. Harold Bernstein, assistant director of the parts-service division, is administrator of the program; and Jerry Roth, national service manager, is acting as instructor.

## Whirlpool Corp. Puts Out "Dealers' Choice" Magazine

Whirlpool Corp., Benton Harbor, Mich., has mailed to all RCA Whirlpool dealers and distributors the first issue of a new quarterly magazine,

"Dealer's Choice." Editorial content consists of dealer success stories, dealer human interest articles, sports, outstanding features on appliance business and management tips.

In an introductory editorial, Jack Sparks, vice president, RCA Whirlpool appliance sales, said that the magazine "will try to find and report fully on the news that you, as an appliance dealer, consider important."

Executive editor and originator of the magazine is J. A. Schulte, national sales promotion manager for Whirlpool.

## Business Diversification Calls For Change In Name

White Sewing Machine Corp., 11770 Berea Rd., Cleveland, O., is asking its stockholders to approve a proposed change of the firm's name to White Consolidated Industries, Inc. The name change will "reflect more accurately White's expanded product lines in widely diversified areas of business and industry," according to Vollmer W. Fries, chairman, and Edward S. Reddig, president.

At one time known principally as a major manufacturer of sewing machines in the U. S., White, through a series of diversification moves, now also supplies industry with specialty valves, controls and instruments; a line of fibre-glass products; and industrial supplies.

## Proctor-Silex Consolidates Iron Production In States

Proctor-Silex Corp. has announced the consolidation of all iron production in Southern Pines, N. C. This plant, opened in early 1963, has been gradually absorbing a larger portion of the company's total iron output.

The move entails the closing of the iron factory in Puerto Rico with all models previously manufactured in that plant transferred to Southern Pines. Expanded production capacity of the North Carolina plant will be adequate to handle a sales volume 50 per cent greater than the peak iron sales volume achieved in the fiscal year just ended.

### I WANT TO RUN A 3-DAY "NO-FROST" PROMOTION

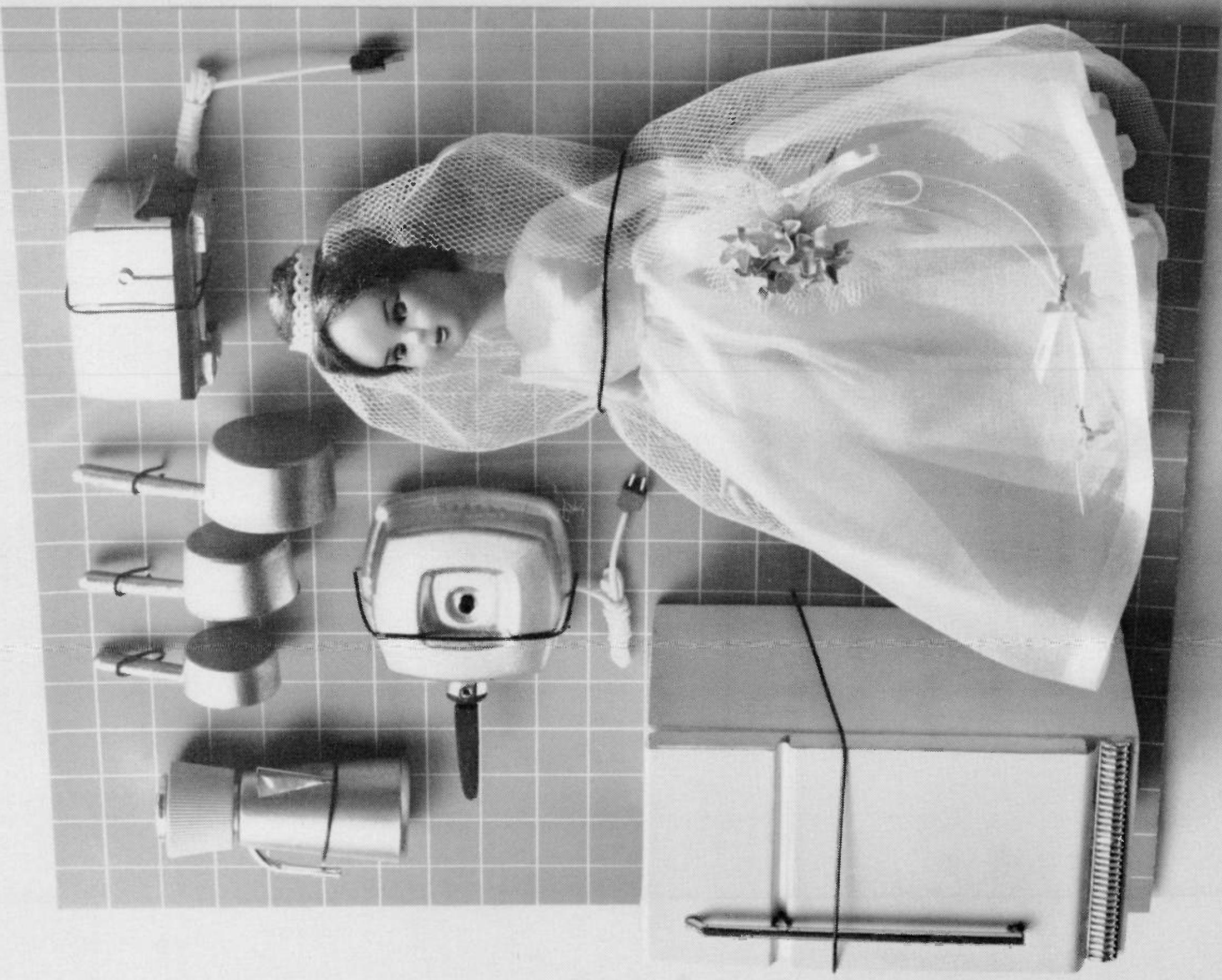
(For details on this special kit see page 25, May, 1964 issue of MART Magazine.)

MART Magazine  
P. O. Box 5418  
Minneapolis, Minn. 55408

Please send me \_\_\_\_\_ of special kit(s) (postage prepaid) at \$4.95 each. No.

(Checks should be made payable to MART Magazine and must accompany order.)

Dealer's Name	Store Name
Street Address	City State



# Nothing makes a market like a marriage.

No one has to tell you that young marrieds are your best and biggest market. They buy new. And they're loyal to the products they get to know.

TV Guide has more of them in its primary audience than any other magazine.

Every week we reach more than 5 million young married people under 35. And because of this unmatched accent on youth, TV Guide households acquire more appliances than the households of any weekly or biweekly magazine. For instance, during the latest Starch study period they acquired 386,690 more major appliances and 1,871,929 more small appliances than Life households.

As Starch ad norms show, TV Guide delivers between two and three times as many readers per dollar as any other mass weekly or biweekly.

It gives you unmatched readership, unmatched buying power, unmatched efficiency.

The rest is up to you.

#### **SOME FACTS AND FIGURES ABOUT OUR MAGAZINE**

TV Guide magazine delivers a guaranteed circulation of 8½ million households. 20.2 million primary readers. Compared with Look, Life and Post, TV Guide reaches the most households who own their homes, own their own automobiles, and households with children.

Source: Starch Consumer Magazine Report, 1964



**America's Biggest Selling Weekly Magazine**

# TRANSISTOR TRENDS



Realtone's 2 band, 8 transistor portable has unusually sharp short wave pick-up. The compact Wave-master, TR2864, brings in distant AM and superior reception on Short Wave. A sensitive 10:1 slide-rule tuning ratio, large oval speaker, external as well as telescopic antenna combine for exceptional tuning accuracy and quality of tone.

Operation is from 4 low-cost pen-lites with low current drain for longer battery life. This is a fully tested, well designed product of rigid quality control. Packaged in self-selling display box with accessories including: magnetic earphone, batteries, leather carrying case. From Realtone Electronics Corp., 71 Fifth Ave., New York. Suggested retail price: \$29.95.



... me and my **MAGLINER** lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks . . . eliminate double load handling—make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning traction walkway assures safe, sure footing in rain, snow, sleet, etc. Flanking deck area is smooth for easy wheeling. Guard rails prevent truck run-offs. Load capacities to 1,500 lbs. Standard lengths, 7 to 16 ft.

**WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS**

Magline Inc., P. O. Box 376, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



# RETAIL ROUNDUP

**BUFFALO**—Appliances were holding their own in this market, with ranges making a good show. Dealers say there has been no noticeable effect from the change-over to all-channel TV; consumers are buying black-and-white at a good pace. Refrigerators, especially those with no-frost, were said to be moving moderately well.

**CHICAGO**—Sales in most major product categories are good. Refrigerator-freezer business is ahead of last year. Washers and dryers are moving well. Dealers report continued consumer interest in color TV with sales considerably ahead of last year. Air conditioners have been moving well due to early warm weather.

**CINCINNATI** — Ranges continue to move reasonably well here. Washer and dryer sales have slacked off recently after a busy spring. Portable TV sets are much in demand, but color TV and stereo business is fair. Air conditioner sales are off to a slow start. Business conditions in general are described as ranging from fair to good.

**HARRISBURG** — Business as usual here, with the air conditioning business taking a long lead, and then slowing down. Some retailers report some brown goods, such as portable TV and stereo phonographs, were moving fairly well for this time of the year. Best white goods this month were clothes washers, ranges, and dishwashers.

**MEMPHIS** — Unusually cool nights and an abundance of rain have hurt air conditioner sales here. Range and refrigeration business has dropped noticeably during the last few weeks. Dealers report washer and dryer sales are running ahead of last year. Color TV business continues to improve and dealers feel that this is unquestionably the best year for color sales yet.

**MIAMI**—Appliances are just one of the product categories affected by a prolonged illness of the retail business here. The biggest factor, of course, is the large influx of Cuban refugees; the other is the growing influence of builder sales. The end result: most retail sources report business below last year's levels. One dealer, noting

his low black-and-white TV sales, suggests that the changeover to UHF receivers has confused the buying public and made them hesitant to buy. Refrigerators are said to be moving slowly, while the air conditioning business is picking up.

**MINNEAPOLIS**—Business here is described as excellent. Retailers report that refrigerator sales and color TV sales are running well ahead of last year. Stereo is holding up exceptionally well, much to the surprise of dealers who are used to a pronounced sales lag this time of year. Despite the fact that this city does not constitute much of an air conditioner market, retailers contacted predict that general business conditions are such that if the weather is reasonably warm during June and July a record number may be sold.

**NORFOLK**—May did not hit its expected sales peak, according to some dealers here. Some blamed prolonged cool weather for the low air conditioner sales; others simply pointed to the overall buying climate. During the latter half of the month, air conditioners picked up. Black-and-white TV, that staple of the industry, was down as compared to last year's sales. Console business was reported "way off."

**PHILADELPHIA**—Retail and distributor sources report business up; one knowledgeable dealer believes it's the result of heavy advertising by the local Sear's outlet. Sears has been using 7 full pages in the daily newspaper each week, in addition to a direct mailer. "They're creating a desire for all appliances," says the dealer, "and this is helping us all." Air conditioner business took off well during an early warm spot in the month, but cooled off when the weather did. Home laundry equipment was moving well, as were refrigerators.

**SALT LAKE CITY**—Washer and dryer sales are described as being the bright spot in the appliance business here. Toasters and irons sold well over Mother's Day. Stereo sales were fair the past few weeks. Portable TV sets are among the top sellers in brown goods. Poor spring weather has kept the air conditioner business to a minimum.

# Trends

## IN THE MARTS OF TRADE

**THE GOOD WORD** that profits of the Radio Corp. of America for 1964 are expected to be substantially higher than those of 1963 and to set another record for the company came from Chairman David Sarnoff to the shareholders, some 2,200 of them, assembled at either side of the continent in Burbank, Calif., and New York City. The two groups were linked by the first use of closed circuit color TV on a transcontinental scale. RCA's average annual rate of profit increase during the last two years, Sarnoff said, has been nearly triple the percentage for American manufacturing as a whole. W. Walter Watts, group executive vice president, told the shareholders that sales of color TV receivers now account for more than half of RCA's total home instrument profits. Even phonographs are doing well at RCA, showing a distributor-to-dealer increase of more than 15 per cent so far this year in the face of an industry decline of almost 20 per cent.

**HIGHEST FIRST** quarter sales in the company's history are posted by Motorola Inc., which had sales of more than \$90 million in the first quarter, topping 1963 by 12 per cent. President Robert W. Galvin told shareholders at the annual meeting, though, that the comparison between this year and last should be viewed with other factors in mind, among them the fact that the consumer products division was absorbing big engineering and tooling expenditures early last year in preparing for the 23-in. rectangular color TV tube. Galvin also mentioned to stockholders that Motorola is "contesting vigorously" a proposed order by an Illinois Fair Employment Practices Commission Hearing Examiner which would have required the company to stop using its trainability tests in selecting new employees.

**THREE-PART** program of aid to households that lost home laundry appliances or their use during the recent Alaska earthquakes is under way at the Easy Appliance Div. of Hupp Corp. Richard Kelly, Easy president, said the program has been worked out with the firm's distributor for Alaska, John E. Amberg Co., Seattle. The program calls for Easy, through the distributor, to: 1.) Replace free of charge Easy home laundry appliance parts that were damaged in the quakes; 2.) Offer through dealers extended credit permitting the retailers to sell Easy products without a down payment and no payments until the spring of 1965; and 3.) Allocate quantities of Easy appliances for the Alaska market to provide the most convenience and economical services.

(Continued on page 33)

**AUDIENCE PARTICIPATION** reaches transcontinental proportions at shareholders' meeting of Radio Corp. of America, held in Burbank, Calif., and New York City, and connected with two-way closed circuit color TV (see photo at right).



### Cool, Clean Professional Looking Home Haircuts

A simple attachment to your vacuum cleaner hose puts at your finger tips the newest approach to barbering in 50 years. PRECO Air-Clip automatically sucks up hair clippings through an opening above the blades as you cut. A powerful air-stream removes hair before it can tumble to the floor or trickle down the neck. And, the air driven cutting blades always run cool, so there is *nothing* to irritate. Air-Clip's kit contains clipper, attaching hose, snap-on trimming guides, comb, lubricating oil and step-by-step instructions... everything you need to do a professional job. Just \$19.95 at leading department and appliance stores. Send for free "How To Cut Hair" booklet. Department 1.

**PRECO INCORPORATED**, 6300 East Slauson Ave., Los Angeles 22, California  
"Laboratory and Use Tested" and Accepted by McCall's

## This McCall's ad is calling for you!

Be one of the first to cash in on the hottest merchandising item of the year. PRECO Air-Clip has already stirred the imagination of some of the country's biggest and best merchandisers. It's not only a *fabulous product* but Air-Clip is backed by one of the most comprehensive programs ever devised. Four color ads, television spots, newspaper advertising, publicity with famous personalities, animated point-of-purchase displays, demonstrations, clerk badges, etc., etc., etc. Call PRECO today! (213) RA 3-3111 in Los Angeles.



**MODEL 738** Complete stereophonic tape recorder with two Extended-Fidelity ceramic microphones and all other recording accessories.

**Priced to sell profitably**

**at only**

**\$19995**

**COMPLETE!**

# STILL ANOTHER **NEW** 'tape-o-matic'<sup>®</sup> from SELF-CONTAINED **STEREO** with exclusive 'ADD+A+TRACK'<sup>®</sup>

*We Say to You:* THIS VALUE CREATED WITH THE PRIDE OF AMERICAN SKILL IS NOT DUPLICATED IN THE MARKET TODAY AT OR NEAR THIS PRICE. We invite you to inspect, judge, compare and form your own conclusions about the solid quality and unusual features built into the V·M Model 738.

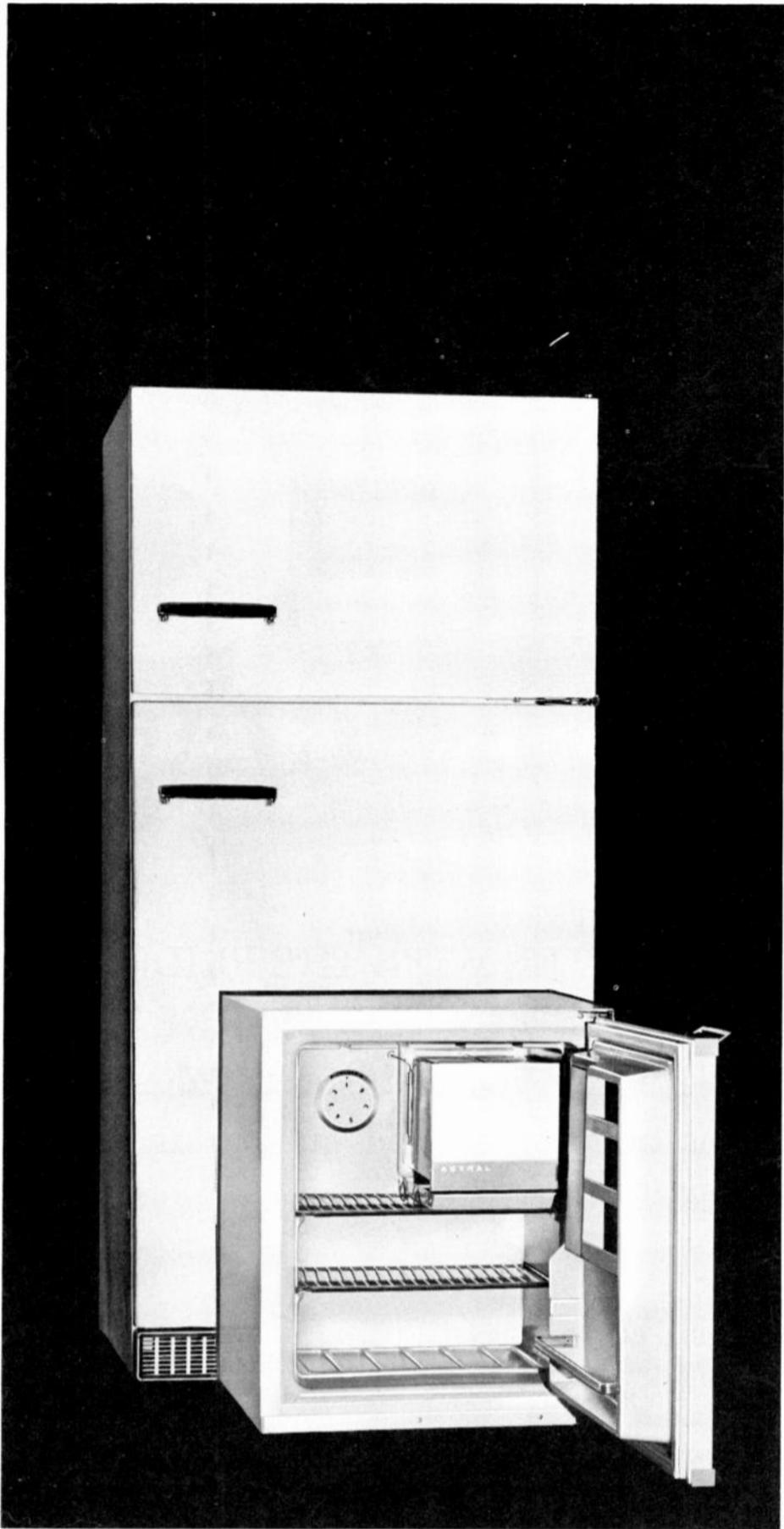
*You'll find all this and much, much more:*

- **1/4 TRACK STEREO RECORDING;** 4 track stereo playback; 4 track monaural recording and playback, too. All the features you need for effective selling! All the quality stereo sound performance for which the VOICE OF MUSIC<sup>®</sup> has become synonymous.
- **3-SPEED PERFORMANCE—**7½, 3¾, 1⅞ inches per second to provide for every recording and sales need!
- **MODERN DELUXE PUSH-BUTTON OPERATION—**all functions are positively performed at a touch . . . it demonstrates so easily!
- **EXCLUSIVE V·M 'ADD+A+TRACK'** provides the priceless educational extra that creates sales-closing power with students and parents alike. And such a demonstrable sales clincher it is!
- **PAUSE-LEVER—**allows tape reels to be stopped or started instantly—makes editing easy.
- **TWO RECORD LEVEL** indicators are included.
- **3-DIAL DIGITAL COUNTER** with push button reset knob provides accurate indication of position of recordings on the tape.
- **FULL CONTROL PANEL** includes Treble, Play-Record knob, Function Selector knob, Balance Control, and V·M's exclusive 'tone-o-matic'<sup>®</sup> Loudness Control.
- **UNIQUE "NORMAL-MONO PLAY" SWITCH . . .** allows monaural program material to be heard through both speakers!
- **TWO HIGH-PERFORMANCE SPEAKERS** give depth and timbre to sound.
- **RECORDS DIRECT FROM RADIO OR TV** inputs for sound that's free of extraneous echoes and noise. And there are outputs to connect Model 738 to external amplifier and speakers.
- **HANDSOME SELF-CONTAINED CASE** in ebony texture—with silver-finished trim . . . ample storage space for 7" reels and accessories.
- **WEIGHS ONLY 27 LBS.** complete with accessories.
- **3-WAY MICROPHONES** come complete each with its own built-in stand, can be hand held or worn around neck.

**Your V·M distributor wants to show YOU!**

*At V·M Reliability  
 is our Responsibility!*

**THE VOICE  OF MUSIC<sup>®</sup>**



## The big one in front is the profit-maker

Over 2,000,000 Astral compacts in use guarantee the profits available to the retailer who features these clean-lined appliances. Highest priced in its field, Astrals offer a price-maintained level that oft-times brings more net profit to smart retailers than refrigerators 3 times its size. For home, boat, bar, hospital, cottage, business office, doctor's office—just about anywhere—Astral compact refrigerators bring you extra profits.

If you hear in the trade that a competitive compact is "just as good as an Astral"—you can bet your hat, it's not!

**For your immediate profit, call 201-LO 9-9624.**

Get the name of your nearest distributor—we've got lots of them—for many years.



## What Your Customers Are Reading



### Good Housekeeping:

The June issue of Good Housekeeping features a page in its "Better Way" section entitled "What's Happening In Color Television." It states that "Color television, after a decade of limited public interest, may be on the verge of gaining a mass consumer market." Brand names mentioned are: RCA, Sylvania, Motorola, General Electric, Westinghouse, Emerson, Philco, Admiral, Zenith, Magnavox, Olympic, Packard Bell, Du Mont, and Silvertone. The article refers to three obstacles which color TV has faced: high cost, large size of sets, and the limited number of programs. It goes on to discuss the added viewing pleasure in color, the various sizes of sets and tubes, types of programs that are improved by color, costs of various models, reception, antenna, and repair costs. The reader is told to shop carefully, compare models and prices and ask the dealer for detailed instructions on operation.

### Modern Bride:

"Brush Up On Cleaning" is the title of an article in the June/July issue of Modern Bride. The preface to the article notes: "Your housewifely duties need not be chores, because there are so many helpful electric appliances as well as brushes, brooms, and mops for every cleaning task you can tackle." The magazine illustrates and describes the functions of a number of "handpowered" and "automatic" candidates for the homemaker's selection. Among the automatic units presented are the Hoover "Dial-A-Matic" vacuum cleaner, the Bissell electric "Sweepmaster," a Westinghouse rug cleaner and floor polisher, Regina's electric upholstery shampooer and furniture buffer, and General Electric's Model MV-1 portable vacuum cleaner.

### Family Circle:

"Tailor Your Kitchen To Suit You," an article by Sally Pepper Adams appearing in the June issue of Family Circle, cites advice from a homemaker whose kitchen is pictured in the two-page feature. The homemaker, Mrs. Elliott Fulton, states: "Before planning your kitchen, collect as much information as you can—not only about the cabinets and appliances but about flooring, counter-top materials, wall coverings, sinks, lighting, and paints. Without such data readily at hand, you may find yourself compromising on materials rather than making another trip to town to do the necessary research . . ." One photo of the kitchen shows a dishwasher with wood chopping block top. The caption notes that this block is a handy place to prepare foods. The "New Products You Should Know About" column of the June issue pictures and describes the Admiral "Duplex 19" side-by-side refrigerator-freezer and the Osrow electric knife.

### Farm Journal:

"Step-Saver Kitchen . . . Handy, Roomy And Pretty" describes a room that was designed to be both spacious and inviting. The article by Jean Gillies in the June issue of Farm Journal tells how an entire Oklahoma farm family worked on the plan for a new kitchen before the architect turned out the final drawing. The farm wife, Mrs. Arthur Gammon, is quoted as saying, "I wanted the family to be able to snack, write letters, do the laundry or read, and not interfere with my cooking. And we wanted a pleasant kitchen so friends would congregate here for informal visits and coffee." Included in the new kitchen is a laundry center which is just a few steps from the main kitchen area, yet out of sight. An island counter in the kitchen includes a mix center with a motor mounted in the counter to operate one particular make of food mixer, grinder, and blender.



THIS WEEK Magazine salutes recent fifty-sixth annual convention of the National Ass'n of Electrical Distributors in Washington, D. C., with display of latest products of 40 electric housewares manufacturers. Display promotes "National Electric Housewares Month" in October, 1964 and is designed to get 1500 distributors in attendance at convention to take another look at small appliances. Many of 225 items displayed are given as door prizes to wholesalers and wives.

# Trends . . .

(Continued from page 29)

## Colorful Idea



**SALES DISPLAY Idea Award** is given by William Reedy (left,) Packard Bell Home Products division director of advertising, to Al Bragg, (center,) advertising and promotion manager of Clover Furniture Co., Burbank, Calif., as Ralph Kraus, Packard Bell area distributor, looks on. Bragg turned an adaptation of the Packard Bell color TV symbol into a full scale, back-lighted window display.

**FROST FORMATION** as a robber of refrigerator-freezer storage space is an angle used by Gibson Refrigerator Div. of Hupp Corp. to sell its "Frost Clear" units. Thomas I. Dolan, vice president-engineering, put the ruler to the freezer compartment of a two-door refrigerator-freezer in which half an inch of frost had formed. Total space lost from the 104-lb. capacity compartment was one-third of a cubic foot. This, Dolan said, represents 12 pounds of capacity, or an 11.5 per cent loss in the capacity of the unit. If frost builds up to an inch, as sometimes happens, Dolan said, then all figures double.

**FIRST QUARTER** home laundry factory shipments this year show a 7 per cent increase over the same period of 1963, according to the American Home Laundry Mfrs. Ass'n. All reporting categories of appliances, including wringer washers, shared in the improvement over the 1963 first quarter figures. However, buried somewhere in the statistics are the sales figures for combination washer-dryers, which AHLMA is not reporting any more because, according to Guenther Baumgart, president, the combo figures no longer have any significant effect on total figures. As sales of any given category decline, furthermore, it gets easier to figure out what company is doing how much of the business. Combo sales figures, though, says Baumgart, had not reached that point when they were dropped from the reporting sheet. Gas dryer shipments for the quarter are up 15 per cent; electric dryers, 10 per cent.

**NEXT YEAR** Electrohome of Canada will produce its own color TV chassis, according to Carl A. Pollock, president and board chairman. Pollock also told shareholders at the annual meeting that Electrohome is working on a new line of portable TV, and the possibility of producing miniature TV is under consideration. The company is test marketing TV and stereo in Britain and the West Indies and is looking into export opportunities elsewhere in the world, including a line of what it calls "home comfort" products. Electrohome had record sales of \$24.7 million in 1963, and record profits of \$645,379.

## Tape Deal Sealed



**ALL INTERVIEWING** and recording done by station WTFM, the only FM-stereo station exhibiting and broadcasting permanently at the New York World's Fair is being done on Uher tape recorders. Dave Pollinger, (right,) president of WTFM (which is owned by Friendly Frost, the retail appliance chain) congratulates Murray Eisenberg, eastern sales manager of Martel Electronics, importer of Uher.

QUALITY! ECONOMY! DEPENDABILITY!

# RCA BATTERIES

for all leading transistor radios

VS 327 9 VOLTS

ADVERTISED ON

Walt Disney's  
"Wonderful World of Color"

VS 334 1.5 VOLTS

VS 323 9 VOLTS

VS 300A 9 VOLTS

VS 335 1.5 VOLTS

**Right now**  
**RCA**  
**BATTERIES**  
are working for you on Nationwide-TV...

**Advertised on Walt Disney's "Wonderful World of Color" to over 9 MILLION HOMES\***

**SUMMERTIME '64!** The biggest transistor radio battery season ever. Will you be ready for it?

Get the most out of the booming radio battery business with the name people associate with radio... RCA. Put RCA's network TV advertising to work for you during the big summer selling months ahead. Stock the brand that will be seen by over 18,200,000 TV viewers.\*

Call your RCA Battery Distributor today. Or contact: RCA Electronic Components and Devices, Harrison, N.J.



**The Most Trusted Name in Electronics**

\*Average viewing audience per show for the summer period based on Nielsen National Television Index.



# Clipping

## the retail ADS

Headline states that "Price's" is "Where Quality Costs No More And Good Follow Through Service Is A Way Of Life!" A reverse copy block saying "Look" calls attention to the "foamed-in-place construction" of the "Trimwall" units. Other copy points out important sales features of the "16.7-cu.-ft. Trimwall Kelvinator Refrigerator-Freezer."

**Price's**  
Where Quality Costs No More  
And Good Follow Through Service  
Is A Way Of Life!

**Look**

**16.7 CU. FT. TRIMWALL  
KELVINATOR REFRIGERATOR-FREEZER**  
As New As Tomorrow... Makes All Others Obsolete

- Still Only 31" Wide x 65" High
- 20% More Storage Space
- Exclusive Polarsphere Unit... Proven To Save You 7.41 Monthly In Operating Costs Alone

Enjoy The Very Latest Features From The Oldest Maker of Refrigerators for the Home

COMPLETELY "FREE OF FROST" 16.7 CU. FT. DOUBLE DOOR REFRIGERATOR-FREEZER BY KELVINATOR

Pay Only **\$5 A MONTH** UP TO 12 MONTHS... THEN RESUME REGULAR PAYMENTS

**\$269.95**

**KELVINATOR 30" ELECTRIC RANGE**  
Through Built-In Heat & Heat Bars, You Can Double Up On Baking When You Buy This 1400 BTU RANGE

**\$189.95**

**Kelvinator YOUR HOME FREEZER**  
460 POUND CAPACITY

**\$218**

**Price's**  
Where Quality Costs No More  
And Good Follow Through Service Is A Way Of Life

Established 1863

7 CONVENIENT STORES:

- 200 N. BROAD ST. (11)
- 100 S. BROAD ST. (12)
- 100 S. BROAD ST. (13)
- 100 S. BROAD ST. (14)
- 100 S. BROAD ST. (15)
- 100 S. BROAD ST. (16)
- 100 S. BROAD ST. (17)

OPEN NITES TIL 9

verse copy circle emphasizes that customer can "Pay only \$5 a month up to 12 months . . . then resume regular payments." Other units featured in ad are the Kelvinator 30-in. electric range and the 460-lb. capacity freezer. Slogan is repeated at bottom of ad which lists the locations of the "7 convenient stores." Price's, Norfolk, Va.

Headline: "No shaving until closeouts are gone" for "Callahan's Bearded Bargains" is emphasized by sketches of "Mr. Callahan" cracking the whip

**CALLAHAN'S BEARDED BARGAINS**

WE HAVE FINALLY DECIDED TO FIND A NEW HOME FOR THE COLLECTIVE ITEMS ON OUR "BEARDED" LIST OF THREE YEARS! WE WANT TO MAKE SURE YOU GET THE BEST PRICES SO LOW THEY WILL LOOK GREAT TO ANYONE!

**RCA WHIRLPOOL**  
FREE DELIVERY  
WASHER & DRYER  
SAVE MONEY!  
\$399.00

**RCA VICTOR COLOR TV**  
BEST QUALITY  
CLOSE-OUT  
\$465.00

**SYLVANIA PORTABLE TV**  
FREE STAND  
\$139.00

**PHILCO 406 LB. FREEZER**  
\$166.00

**ZENITH COLOR TV**  
\$199.00

**MOTOROLA MOTOROLA STEREO**  
\$199.00

**PACKARD BELL BEARDED BARGAINS**  
\$199.00

**CALLAHAN WILL PAY YOU \$3.00 IF HE CANNOT GET SALESMAN TO SELL TO YOU A SERVICE POLICY**

over such bearded salesmen as "Prince Long," "Ol' King Cole," "Count von Klundt" and "Baron Schmidt." Subhead further states that "We have finally decided to find a new home for the collectors items on our floor. Some of these items seem reluctant to move so we are cutting prices so low they will look great to anyone." Ad features "clean-shaven" prices on such items as freezers, color TV, portable TV, washer-dryers, etc. Northwest Radio TV & Appliances, Spokane, Wash.

Headline: "Trade up to COLOR" was emphasized by the use of green, yellow, pink and brown and white in spelling out the word, "color." These colors were repeated in showing models of "Frigidaire frost-proof refrigerators and freezers." Pink was used in the illustration of the "Frigidaire Famous Flowing Heat Automatic Electric Dryer" and the "Frigidaire DeLuxe 12-lb. Sturdy, 2-speed Electric Washers." Yellow was used in picturing the "Frigidaire All-New Twin-Oven 30" Flair Electric Range." Subhead urges reader to "Trade Plain White for Glamorous

**trade up to COLOR**  
Trade Plain White for Glamorous FRIGIDAIRE Colors...

**Frigidaire frost-proof refrigerator and freezer**  
\$299.95

**Frigidaire Famous Flowing Heat Automatic Electric Dryer**  
\$99.95

**Frigidaire DeLuxe 12-lb. Sturdy, 2-Speed Electric Washer**  
\$188

**Frigidaire All-New Twin-Oven 30" Flair Electric Range**  
\$499.95

Try color in your kitchen! If not fully satisfied within 3 days, we'll exchange your appliance for white. NO EXTRA CHARGE!

Brown-Dunkin... Where Oldtime Shop with Confidence for quality at lower prices.

FRIGIDAIRE Color . . ." and copy adds, "Glamorize, modernize, brighten your kitchen with one or more new Frigidaire appliances—in color" and "Try color in your kitchen! If not fully satisfied after 3 days, we'll exchange your appliance for white. NO EXTRA CHARGE!" Brown-Dunkin, Tulsa, Okla.

Headline: "Free Ford Falcon," adding: "At Kallison's . . . March is Maytag-Ford Month. Come by . . . Look at a Maytag—Win a new Ford Falcon! Simply register at any of Kallison's 3 appliance centers . . . no obligation! Every Maytag has the most important features of all . . . Maytag Dependability." Along with photos of Maytag washers and a Maytag dryer, ad spotlights large

**"KALLISON'S... March is Maytag-Ford Month**  
COME BY... LOOK AT A MAYTAG—WIN A NEW FORD FALCON! Simply Register at Any of KALLISON'S 3 Appliance Centers—No Obligation! EVERY MAYTAG HAS THE MOST IMPORTANT FEATURES OF ALL... MAYTAG DEPENDABILITY!

**FREE FORD FALCON**

**GIANT MAYTAG SALE**

**MAYTAG COMBINATION OFFER!**  
\$177

**MAYTAG 2 Speed 6 cycle AUTOMATIC WASHER**  
SO DEPENDABLE Kallison's Gives 2 FULL YEARS Parts and Labor GUARANTEE FREE!  
\$227

**MAYTAG DRYER**  
\$147

**KALLISON'S All Over Town**

NORTHSIDE APPLIANCE CENTER  
SOUTH APPLIANCE MART  
WAREHOUSE STORE

picture of the car, adding, "This wonderful new Falcon will be given away free by Kallison's and other participating area Maytag dealers." Under the March sale prices, ad points out, "No money down . . . \$2.50 or \$3 weekly." Kallison's, Albany, N. Y.

Headline: "Now! The Greatest Bonus Value Event Ever! Exclusive at Downing's, a deluxe \$71.50 Watch for your Trade-In . . . Limited Time Only!" Copy goes on to say, "Get both the Waltham Watch and the

**NOW! THE GREATEST BONUS VALUE EVENT EVER!**

EXCLUSIVE AT downing's

**A DELUXE \$71.50 WATCH FOR YOUR TRADE-IN**

LIMITED TIME ONLY!

GET BOTH THE WALTHAM WATCH and THE APPLIANCE, TV or STEREO OF YOUR CHOICE AT ONE LOW DISCOUNT PRICE!

**MAYTAG** the dependable automatics

**MOTOROLA** stereo hi-fi in a coffee table

**HALO OF HEAT DRYER**  
\$148.87

**19-INCH PORTABLE TV**  
\$139.95

**downing's**

Appliance, TV or Stereo of your choice at one low discount price!" Ad features Maytag automatic washer and "Halo of Heat" dryer, a Motorola 19-in. portable TV and a Motorola coffee table stereo. Downing's, inc., Denver, Colo.

Headline: "Appreciation Sales! All Prices Include Delivery, Service, And Normal Installation." To left of headline is photo of store owner and boxed copy which reads, "Memo: In January, 1963, Railey's Appliance Centers made a most dramatic an-

**APPRECIATION S-A-L-E!**  
All Prices Include Delivery Service and Normal Installation

nouncement! We said 1963 would be 'Railey's Million Dollar Year.' We went over a million dollars in early December. This we are grateful for. This appreciation sale is to express our thanks. Bill Railey." Railey's Appliance Centers, Richmond, Va.

Headline: "It's a riot of bargains: R. C. Willey & Son's Speed Queen Country Store Sale" is heightened by the old-fashioned sketch of a man on a ladder putting up a poster. Copy inside the sketch of a flour barrel

**IT'S A RIOT OF BARGAINS R. C. WILLEY & SON'S**

**SPEED QUEEN COUNTRY STORE SALE**

3 BIG DAYS THURSDAY FRIDAY SATURDAY

SAVINGS LIKE YOU'VE NEVER SEEN BEFORE!

**DRYER SPEED QUEEN WASHER**  
BUY THE BEST & SAVE THE MOST  
**\$188**

**DRYER SPEED QUEEN WASHER**  
Only \$138

**HERE'S PROOF**

**R.C. WILLEY & SON**

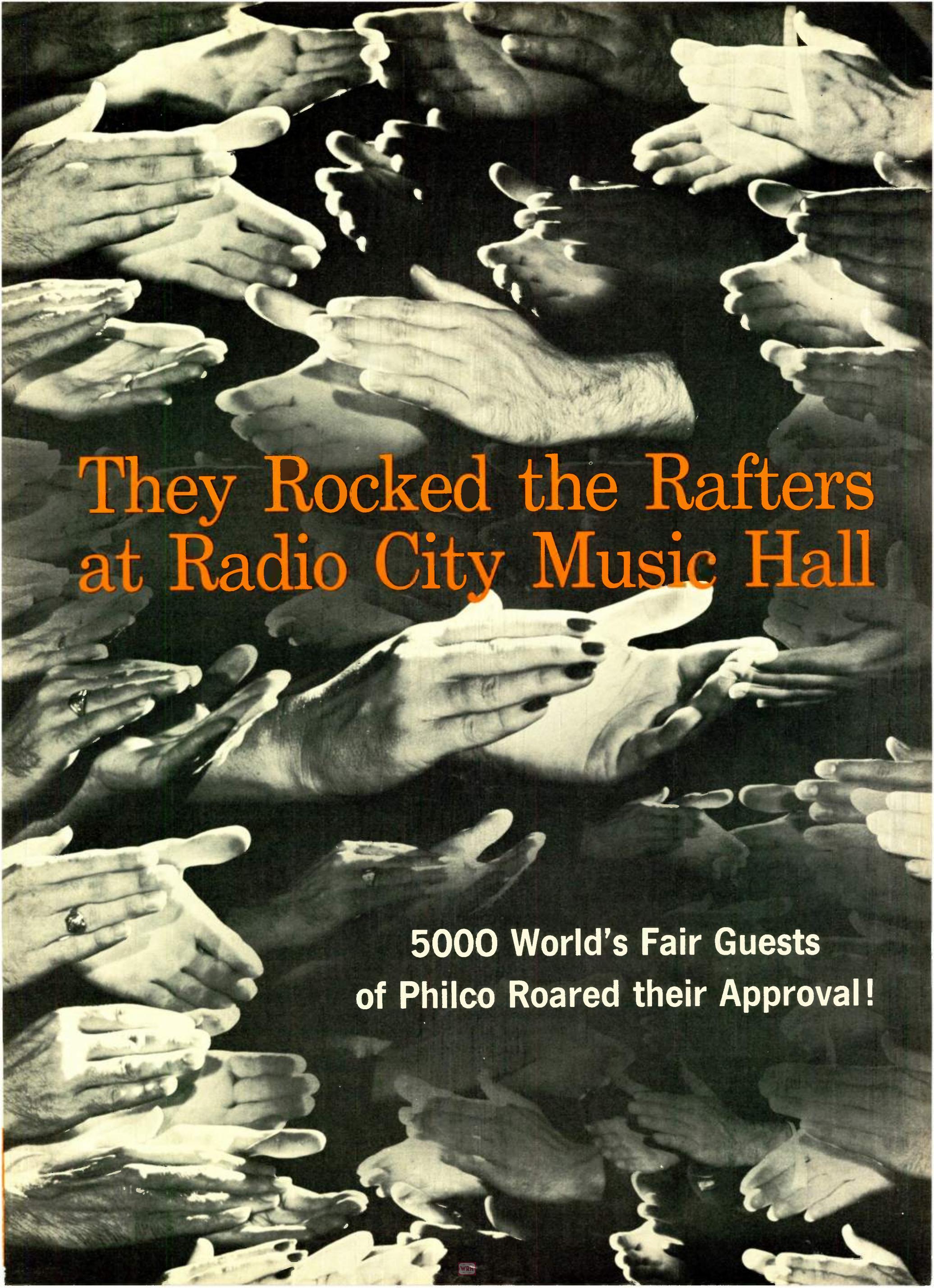
goes on to say, "This is it! We must sell 114 Speed Queen washers and dryers in a hurry! Prices are so low . . . it's like the horse and buggy days all over again!" R. C. Willey & Son, Syracuse, Utah.

**Superscope, Inc. Purchases Control of Marantz Company**

Controlling interest in the Marantz Co., Inc., manufacturer of stereophonic amplifiers, preamplifiers, and FM tuners has been purchased by Superscope, Inc., U. S. distributor of Sony tape recording equipment. Announcement was made by Joseph Tushinsky, president of Superscope. Saul Marantz, president of the company bearing his name, will continue in that capacity, according to Tushinsky.

Primary purpose of the acquisition, said Tushinsky, was to put the resources of Superscope behind the existing and projected product line of the Marantz Co.

Superscope, Inc., is located at 8150 Vineland Ave., Sun Valley, Cal. Marantz Co. is at 25-14 Broadway, Long Island City, N. Y.



**They Rocked the Rafters  
at Radio City Music Hall**

**5000 World's Fair Guests  
of Philco Roared their Approval!**

Yes...

Thousands Roared

*you're on*

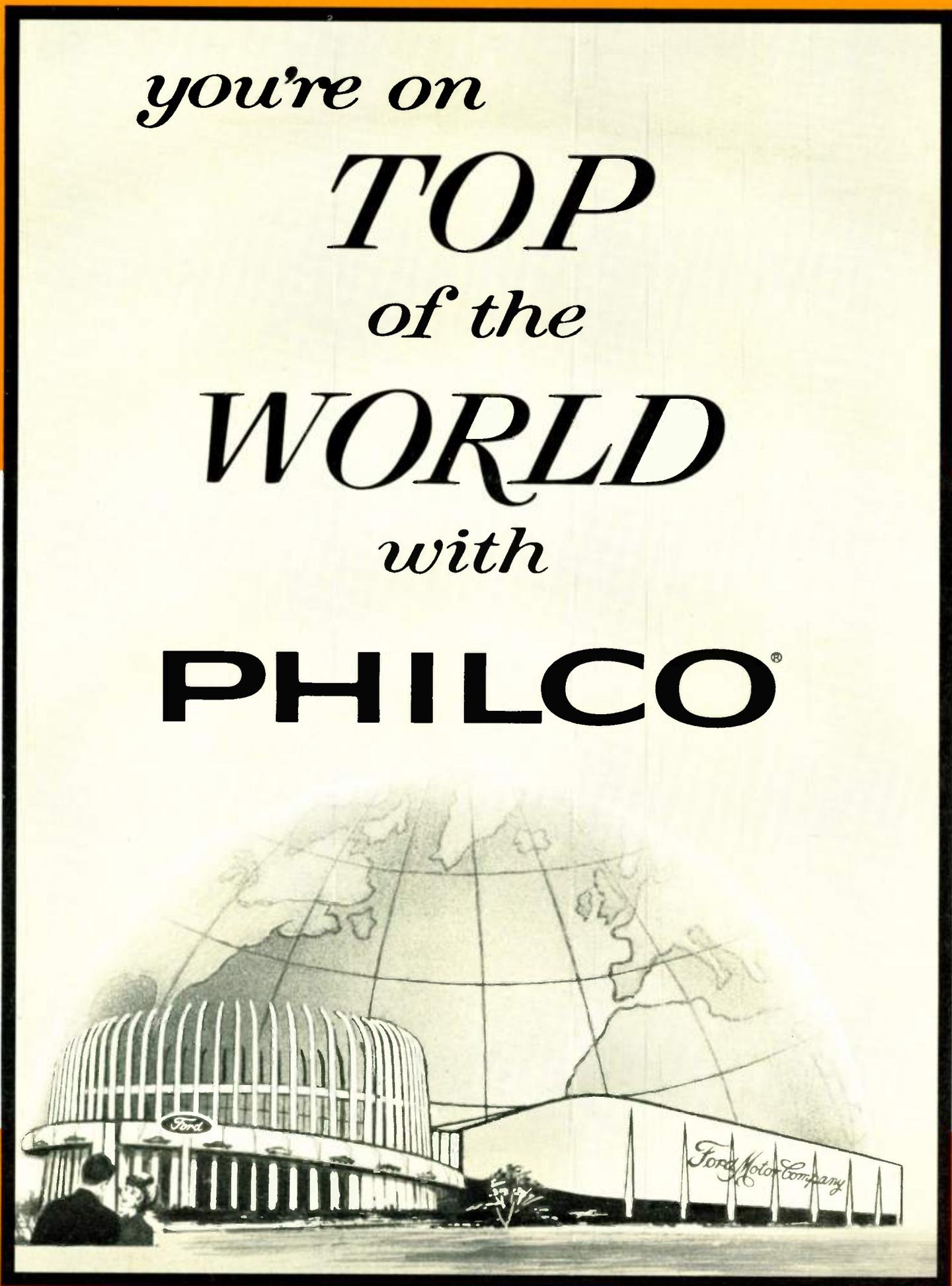
*TOP*

*of the*

*WORLD*

*with*

**PHILCO®**



# their Approval

as Philco announced its  
sensational New 1965 Lines  
and Merchandising Plans!

*They rocked the rafters at Radio City Music Hall as Philco announced its new action-packed merchandising plans!* Time and time again, thousands of dealers roared their approval at what they saw and heard. Terrific new product lines with red hot merchandising specials! Market-busting new local advertising programs! Hard-hitting national advertising! All wrapped up in aggressive merchandising programs that

mean sales action and profits on the dealer's floor!

Yes, you're on Top of the World with Philco! Get the full story of how YOU can cash in with more sales and profits at your Philco Distributor's Open House!

FAMOUS FOR QUALITY THE WORLD OVER

# PHILCO<sup>®</sup>

A SUBSIDIARY OF *Ford Motor Company*

Here's just a preview of what you will see and hear  
at your PHILCO Distributor's OPEN HOUSE

YOUR PROFIT  
FRANCHISE



FOR TODAY AND  
TOMORROW

ALL NEW  
FOR 1965!

PHILCO

PHILCO DOUBLES THE SENSITIVITY  
OF ITS COLOR TELEVISION  
with the Power-Plus Chassis and  
COLORCLEAR TUNER

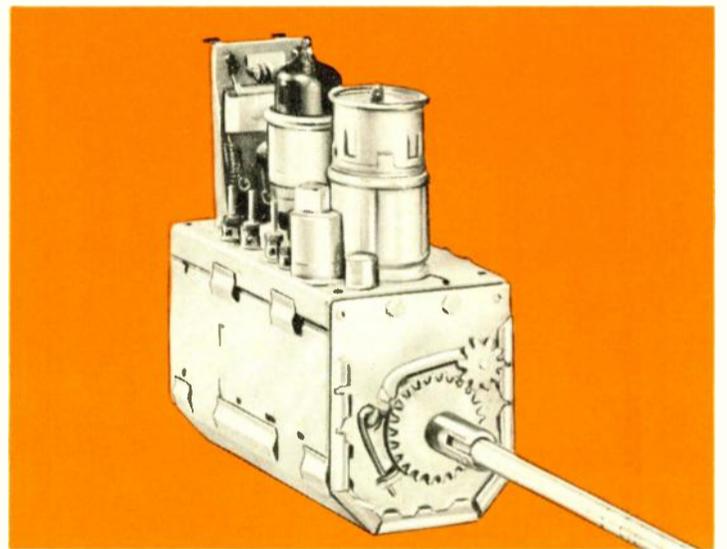
Now! For the first time color television has the power and sensitivity for true-to-life, dependable reception—even in fringe areas and difficult trouble spots! Philco *doubles the sensitivity of its Color TV* and brings it to a peak of perfection. A new Philco-developed Power-Plus circuit with ColorClear Tuner takes the weakness out of former color circuits . . . gives color rivaled only by nature!

**Frame Grid VHF Tuner**

Four wafers, specially constructed Dual Frame Grid tubes, spur switch design all contribute to the doubled sensitivity of Philco Color TV.

**Transistorized UHF Tuner**

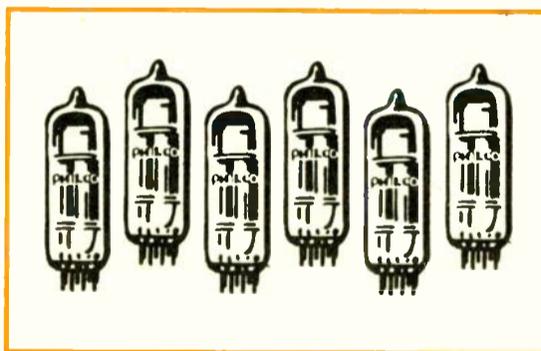
Fully transistorized for power and stability on UHF. Color regulated diode prevents color loss from changing line voltages.



It was Philco  
who discovered a Key  
to compatible Color TV

The U.S. Patent Office granted Philco a patent for an invention in basic circuitry which is used to send compatible color pictures through the air, receive them, and bring them to the homes of America. This pioneering research is reflected in the superb performance of Philco Color sets of today.

New Circuit Advances for Power and Performance



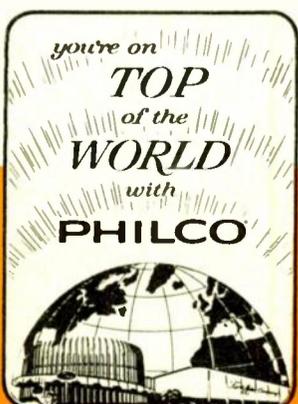
**Frame Grid Tube Network**

A network of six rigidly constructed Frame Grid Tubes in the circuit provide the extra amplification which accounts for the two-to-one increase in the sensitivity of Philco Color TV.



**Automatic Picture Pilot**

The same principle used by Philco for black and white, now applied to Philco Color TV, checks picture 15,734 times a second to maintain uniform contrast as scenes change. Also blocks out interference.



Get the full story on how you can be  
on Top of the World with Philco...at your Distributor's

# COLOR TV



*Rivaled only by Nature!*

A Complete Line . . . Styled, Priced and Merchandised to put you into Color on a sound and profitable basis.



**Philco Home Theatre**  
VHF-UHF Color TV, Stereo High Fidelity  
Stereo FM multiplex, FM-AM Radio

**Philco 5912 WA.** Magnificent Danish Modern design in genuine Walnut veneers and solids, hand rubbed and polished in the true tradition of furniture craftsmen.



**Philco 5434 CH.** Authentic French Provincial design in handsomely grained Cherry veneers and solids. Mastercraft construction and hand-finished throughout.

**Philco 5432 MA.** The graceful curves and detail of Early American decor, finished to match Maple furniture. Meets the demand for authentic design at moderate cost.



OPEN HOUSE

FAMOUS FOR QUALITY THE WORLD OVER

## PHILCO

A SUBSIDIARY OF *Ford Motor Company*

YOUR PROFIT  
FRANCHISE



FOR TODAY AND  
TOMORROW

# Philco Patented COOL

## TV sets don't wear out ...they burn out!

The tubes and most of the other parts repairmen take out from TV sets aren't worn out, they're burned out! Keep television parts cooler and they will last longer

... it's as basic as that. In fact, lowering the operating temperature of such vital parts as receiving tubes as much as 10 degrees\* can double their life. \*Centigrade

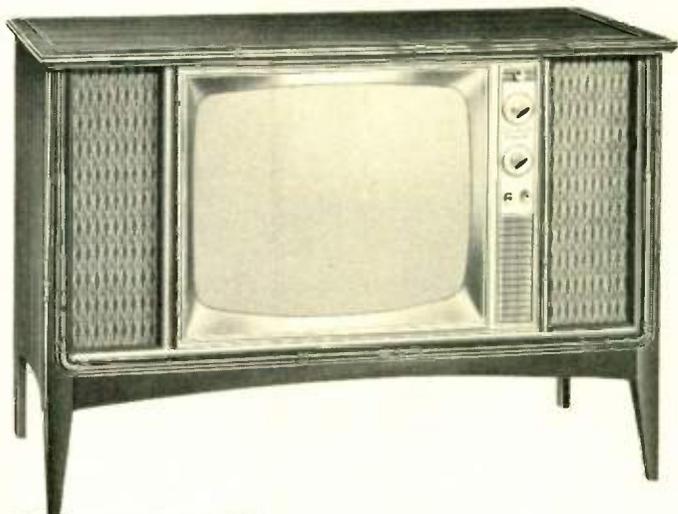
### Philco COOL CHASSIS Beats the heat, Major Cause of TV Breakdowns

The exclusive COOL CHASSIS TV design, pioneered and patented by Philco, has proved itself year after year as a fundamental advance in television reliability. Now for 1965, new refinements in design and construction put Philco COOL CHASSIS still farther ahead in reliability and low service cost. Only Philco has it . . . it's patented!

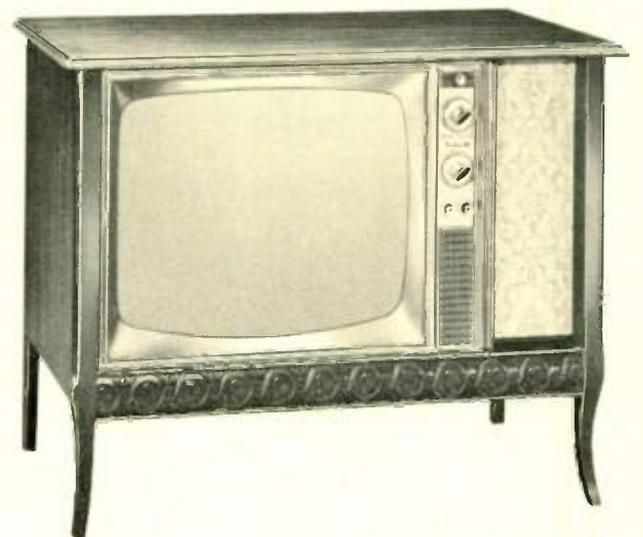


Philco's COOL CHASSIS with all components on top, extra air flow ventilation and elimination of heat traps means cooler operation, increased reliability.

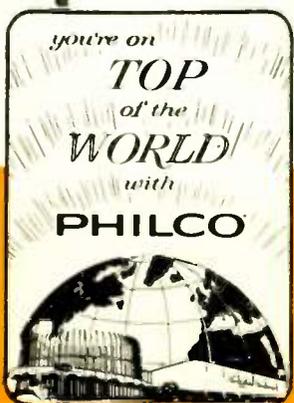
### Philco 23 in.\*VHF-UHF TV... a complete selection of authentic



**Italian Provincial.** Philco 9524 MB. The luxury look in Twin Speaker Console TV with Custom COOL CHASSIS. Full featured 82 channel VHF-UHF reception. Striking period design. Also in Danish Modern.



**French Provincial.** Philco 9522 CH. Finely sculptured grace of French Provincial furniture. One of a series including Early American, Danish and Contemporary design in variety of finishes, all with 82 channel VHF-UHF reception.

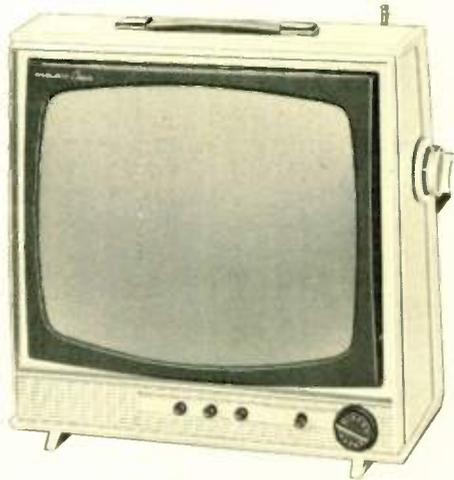


Get the full story on how you can be on Top of the World with Philco...at your Distributor's

# CHASSIS means Greater Reliability, Longer TV Life!

## Philco COOL CHASSIS Portable TV

A Complete Line...Designed to Give You Big Sales and Profits!



**Philco Courier 16.** Twice the Picture Area for Peanuts! 82 channel VHF-UHF reception, famous COOL CHASSIS performance, lightweight portability, front-mounted controls and speaker.

Why settle for 11" TV!

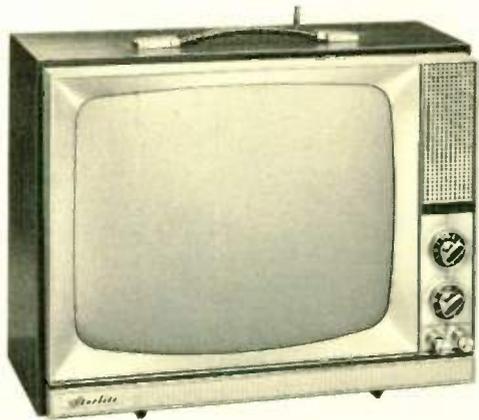
Courier 16  
125 sq. in.

11" TV  
Only  
56 sq. in.

**New Caravan 19.** Sensational value in full 19 in.\* portable TV! Modern tapered continental shape, disappearing handle, 82 channel VHF-UHF reception. COOL CHASSIS performance. Front mounted controls and speaker. Finished back. Can be sold for

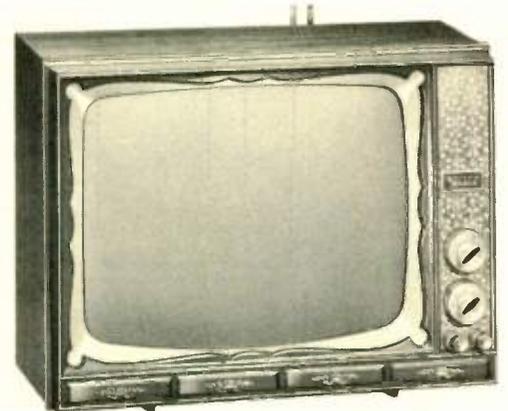
**\$139<sup>95</sup>**

(Suggested retail price only; may vary in some areas.)  
\*19" overall diag., 172 sq. in. viewable area



**Philco Starlite 19.** Smart new look in light portable Decorator TV! Compact, slender silhouette. 82 channel VHF-UHF reception, COOL CHASSIS dependability. Up-front controls and speaker. 7 beautifully finished models to choose from.

**Philco Woodstock.** The Look of Fine Furniture in Compact TV. Choice of handsome wood-like finishes with all the advantage of compact shape and portability. French Provincial, Traditional, Early American . . . all with VHF-UHF reception and COOL CHASSIS.



Decorator Furniture styling plus Proven Performance.



**Danish Modern.** Philco 4534 WA. Custom COOL CHASSIS TV with 82 channel VHF-UHF reception in a handsome, extra-wide horizontal cabinet in the simple, luxurious lines of Danish Modern design. Genuine Walnut Veneers.

**Early American.** Philco 4532 MA. A true reproduction of Early American furniture design with turned legs and scalloped gallery. Genuine Maple veneers and hardwood solids. 82 channel VHF-UHF reception and Custom Cool Chassis performance.



\*23" overall diag., 282 sq. in. viewable area.

OPEN HOUSE

FAMOUS FOR QUALITY THE WORLD OVER

**PHILCO**

A SUBSIDIARY OF *Ford Motor Company*

YOUR PROFIT  
FRANCHISE



FOR TODAY AND  
TOMORROW

# Philco Mastercraft Cabinets The BIG NEWS in

Now Philco takes the guesswork out of stereo high fidelity... makes it easier to sell than ever! Philco describes in detail every major stereo high fidelity component built into each 1965 Stereo Instrument. \*Selected components are *certified* by Philco Engineers to provide a new high in balanced performance.

\* **Certified Components** assure you superb reproduction, custom Quality Features and unsurpassed dependability.

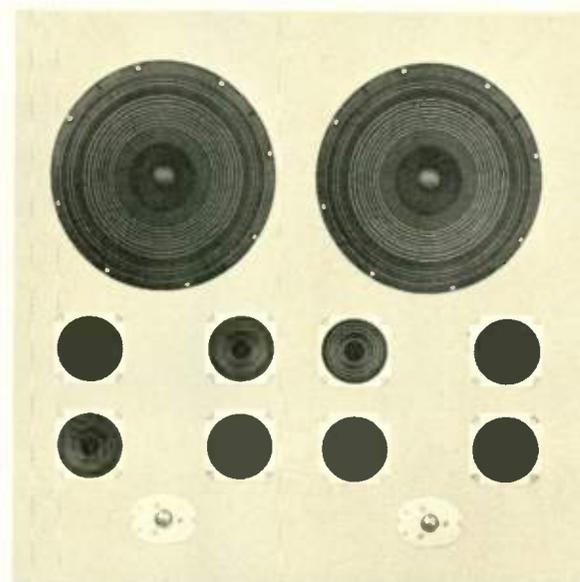


#### STEREO FM and AM-FM TUNER

A marvel of advanced solid state Stereo High Fidelity Engineering that assures top quality reproduction. Automatic Frequency Control. Instant warm-up.

#### CUSTOM AUDIO CONTROLS

Pushbutton controls for FM, AM, Phono and off... plus custom audio controls, including famous Philco Background Music Control.



#### FULL FIDELITY SPEAKER SYSTEMS

Up to twelve speakers in some models!

Superb, realistic tone over the entire audible range. Massive Bass Woofers on each Channel. Mid-Range Speakers that deliver clean, clear middle tones. Tweeters and co-ax tweeter cones bring the crisp upper tones to life.



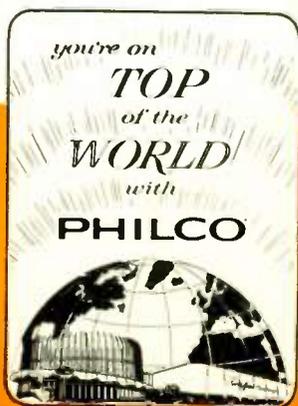
#### MULTI-MIX CHANGER

Plays all four speeds, plays mixed stacks of 10" and 12" records of same speed. Automatically shuts off *entire* instrument after last record is played.



#### SCRATCH-GUARD TONE ARM

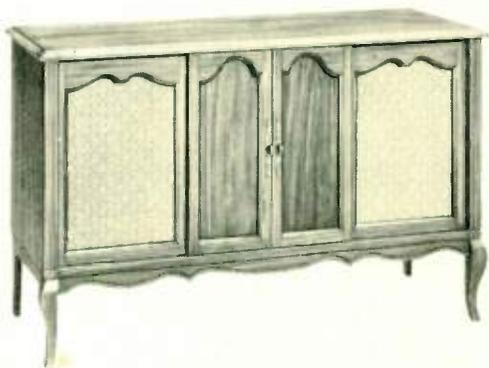
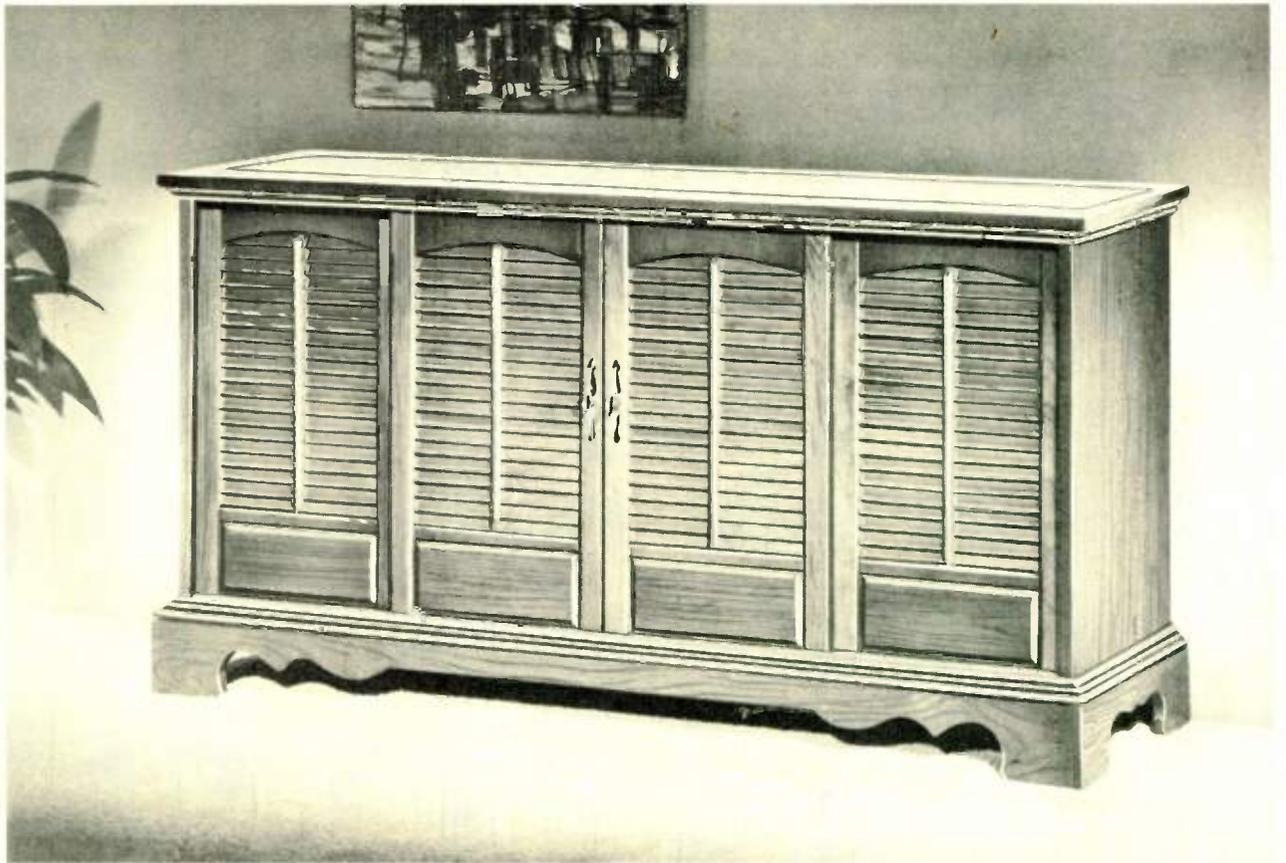
Feather-light... needle can actually be dragged across the record without harm. Eliminates the major cause of record damage.



Get the full story on how you can be on Top of the World with Philco... at your Distributor's

# and Certified Components \*... Solid State Stereo!

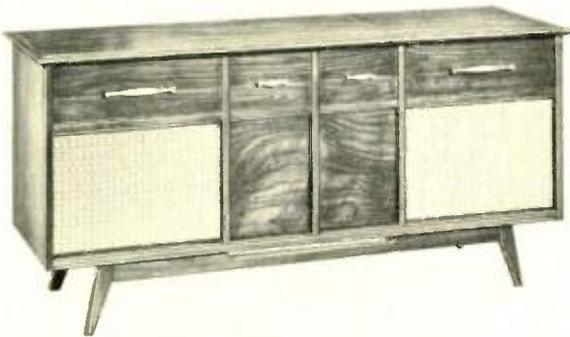
**Philco 1880 LCH. Phonorama 500.** Superb quality stereo high fidelity, the ultimate in fine furniture. Authentic Mastercraft Cabinetry in five distinctive stylings. Genuine veneers and solids—Dark Cherry, Light Cherry, Walnut, Pecan, Mahogany.



**Philco 1728 CH.** Authentic furniture stylings with beautiful natural grain wood fronts in genuine wood veneers and hardwood solids—Cherry, Maple, Walnut, Mahogany.



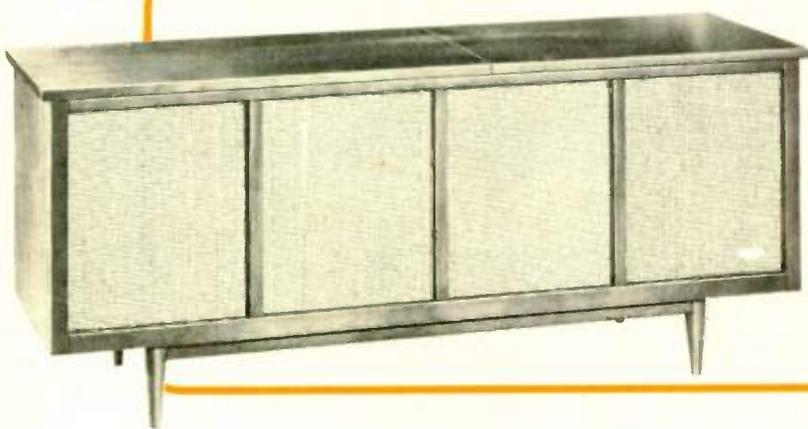
**Philco 1727 WA.** Unique and authentic furniture styling in Early American and Danish Modern. Genuine veneers and solids—Maple and Walnut.



**Philco 1736 MB.** Popular long, low look in genuine veneers and solids. Lavish use of natural wood grains—Maple, Walnut and Mahogany.



**Philco 1705.** An authentic piece of Early American styling. Genuine "dry sink" copper pan, wrought iron hardware. Record storage space for over 150 albums. Genuine Maple veneers and solids.



## Traffic Building Special! Stereo High Fidelity FM-AM Multi Mix

Proven Philco Golden Grid Tuner and amplifier, 6 speaker performance, continuous variable Treble Tone Control. Long, low look in authentic furniture styling. Genuine Walnut veneers and matching solids. Philco 1701 WA.

CAN BE  
SOLD FOR

**\$199<sup>95</sup>**

Suggested retail price

OPEN HOUSE

FAMOUS FOR QUALITY THE WORLD OVER

**PHILCO**

A SUBSIDIARY OF *Ford Motor Company*

WRH

YOUR PROFIT  
FRANCHISE



FOR TODAY AND  
TOMORROW

# Philco Radios for '65

...backed by "Operation Exposure", the industry's greatest radio merchandising program!



## Dramatic New PHILCO AUDIO CENTER

Philco brings you the greatest radio merchandising program in years, designed to give you plus business in radios and phonos... at a handsome profit!

You get a beautiful, new illuminated display center... special long-term inventory financing...

special merchandising program... year 'round hot specials... special promotional cooperation from your distributor... automatic inventory control... year 'round advertising support.

**YOU GET EVERYTHING YOU NEED FOR TOP VOLUME, AND TOP PROFIT IN THE RADIO-PHONO BUSINESS!**

## New from Philco...Deluxe Portable Stereo Phonos!



Stereo Phono with Pull-down Changer

Philco 1434 GY. Two swing out, lift-off speakers. Multi-Mix changer. A terrific value.

Solid State Stereo Phono Famous Garrard Changer

Philco 1502 EB. All transistor chassis, lift-off speaker units, luggage style case. Quality and value in a portable.



# PHILCO World's Fair Specials!!!



Get the full sales and profit details  
on these World's Fair Specials at your  
Philco Distributor's Open House



## Philco 2-Door Automatic Refrigerator with Satin Chrome Freezer Door

**Philco 14RD44M.** See it, price it and you'll agree—this one's built for action! Packed with features, eye appealing, popular 14 ft. size (14.0 cu. ft. net NEMA Storage Capacity) . . . priced to stir up action and sales for you. Don't miss out on this one!

## Deluxe 30-inch ELECTRIC RANGE

**Philco 30SP45.** This one's really priced to move fast . . . at a healthy profit for you! Popular 30-inch size . . . automatic timer . . . Tilt-Top. See it, price it at your Distributor's Open House.



## Complete line of Wringer Washers featuring the famous TWINAMATIC model

Wringer Washer Dealers! There's more merchandising power in this line than ever before. New pricing, new features, new stand-out color styling.

Special action models, plus merchandising support to help bring in the customers. Philco step-up features help to move to higher profits!

## ACTION! SALES! PROFITS!

Get the full story at your Philco Distributor's OPEN HOUSE

FAMOUS FOR QUALITY THE WORLD OVER

# PHILCO®

A SUBSIDIARY OF *Ford Motor Company*

YOUR PROFIT  
FRANCHISE



FOR TODAY AND  
TOMORROW

It's a T-Bird! It's a Radio!  
**It's a Philco T-Bird  
 Transistor Radio!**

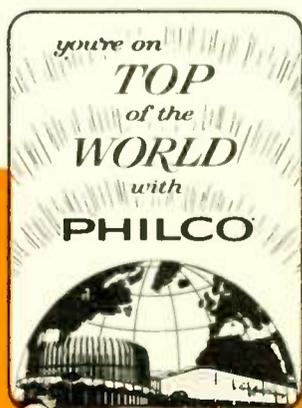


**Find Out How You Can Get Yours  
 At Your Philco Distributor's OPEN HOUSE**

... A Philco Six Transistor radio enclosed in a miniature Ford Thunderbird automobile! A real radio conversation piece, specially designed by Philco! Get the full story of the exciting new 1965 Philco product lines, the \$3,000,000 Local Newspaper and National Advertising Campaign plus Philco's aggressive new Merchandising Plans!

**Don't miss  
 your opportunity to get  
 your Philco T-Bird Radio.**

Watch for the date of your Philco  
 Distributor's Open House!



FAMOUS FOR QUALITY THE WORLD OVER

**PHILCO**

A SUBSIDIARY OF *Ford Motor Company*

YOUR PROFIT  
 FRANCHISE



FOR TODAY AND  
 TOMORROW



*TV SETS from U. S. producers will get even smaller than 11-in. size, says B. S. Durant, vice president, product planning, RCA Sales Corp. But he thinks small screen market will eventually stabilize at around 11-in.*



*NEITHER DEALERS nor consumers are interested in TV screens smaller than 11-in., says Leonard C. Truesdell, president of Zenith Sales Corp. For this reason, he says, domestic producers won't go into small TV market.*



*SMALL TV sets will have to be merchandised on some basis other than size, says G. A. Bradford, sales manager of consumer electronics products, Westinghouse Electric Corp. Smallness alone won't do the trick, he adds.*

## Hang On To Your Mickey Mouse Watch-- It May Be Next Year's Television Set

**Smaller b&w sizes in the offing,**

**but other features will**

**get promotional emphasis.**

**Color sizes seen relatively stable.**

By CHARLES KRAUSS

If you want to look at the future of black-and-white television, you should probably do it through the wrong end of a telescope.

There are some strong dissents, but a number of TV factory officials are convinced that the end is not yet in sight on small-size b&w TV screens—that they will go below the 11-in. size which is now the smallest being produced in the U. S.

This doesn't necessarily mean that the little receivers will be cheaper or less profitable, since there is an apparent groundswell of manufacturer feeling that as the screen sizes get smaller still, the receivers will have to be merchandised with some other selling point—a novel configuration, perhaps, extreme lightness, or maybe combinations of TV and some other form of home electronics, like a radio or maybe even a small tape recorder. If, however, shirt-pocket TV follows the same course as shirt-pocket radio, then these sets will of course be both cheaper and less profitable.

Since sales of 19-in. TV have evidently held up well in the face of competition from 16-in. and 11-in. domestic sets, to say nothing of the smaller Japanese imports, just how big is the small TV market? Is it a mass production market?

"You might as well ask if the 11-in. market is a mass-production market," says Bryce Durant, vice president of product planning at RCA Sales Corp. "We all know the 11-in. sets did very well up to last Christmas," Durant says, "but what's happened to them since then? It reminds me of our 8-in. set some years back. Even though

*(Continued on following page)*



*THE MANY SIZES in b&w TV are a result of producers' trying to carve out specialized niches, says Morton Schwartz, president of Olympic Sales Corp. He calls Olympic's forthcoming 12-in. model "our Mustang."*

we weren't in a second and third set situation then as we are now, the 8-in. sets did very well at the start. But sales dropped off fast after the first few months."

Durant is one of those who thinks U. S. manufacturers will come out with TV sets smaller than 11-in., even though RCA itself obviously isn't in any hurry to get on the market with even an 11-in. set. "We took our time with the 16-in. set too," Durant says, "but when we did bring it out, we did so with a decent profit structure all down the line."

Even though he predicts there will be some American TV's on the market with screens of less than 11-in., Durant thinks the size "race in reverse" will settle down at something around 11-in.

S. R. Herkes, vice president, marketing, consumer products division of Motorola, Inc., one of the few major companies that did not go into the 16-in. market, indicates his firm is more kindly disposed to the 11-in. idea than to the 16-in. "We think the 11-in. is holding up in sales and that there's a place for it," he says, "but it remains to be seen if we go in." Herkes believes there will be smaller-than-11-in. U. S. sets, probably on a transistorized basis.

#### **Offers different viewpoint**

A considerably different viewpoint comes from Leonard Truesdell, president of Zenith Sales Corp. Screen size won't go below 11-in., Truesdell says flatly, because at that point neither dealers nor consumers are much interested.

Truesdell isn't even so sure that the 11-in. size will stay on the market, especially as the 16's and the 11's get closer together in price. And if the industry can come up with a truly light-weight 16, Truesdell says, the 11's will be knocked off the market altogether.

"The really small sizes," says the Zenith executive, "are a good market for only one or two producers. I think we've seen that already in the Japanese imports."

The proliferation of the smaller sizes is a natural result from the fact that every producer is trying to carve out some sort of specialized niche for himself in the market, says Morton Schwartz, president of Olympic Sales Corp.

"I wish we had a 15½-in. screen right now," says Schwartz. What Olympic does have, or plans to have by the fall, he adds, is a 12-in. set to be made in Japan. "It's going to be our Mustang," he says, with a reference to the new small car brought out by Ford, and so far unique in the American market.

#### **Is three a crowd?**

However, Schwartz may well find himself paraphrasing Gen. Custer this fall and asking, "Where did all those Mustangs come from?" because at least Magnavox and Westinghouse will be there with 12-in. Japanese sets, too.

The Westinghouse 12-in. model is being shown to distributors in June, says G. A. Bradford, sales manager of consumer electronics products, but will be available only in limited quantities.

Bradford is another TV executive who believes the b&w market will segment itself, much like the automobile market, which today is offering more models, (albeit fewer brands) than ever before.

"But if the new small size sets don't offer anything different other than the screen size, they won't sell," says Bradford. They've got to be done up in an imaginative package."

Chiming in with this line of reasoning is Allen W. Dawson, vice president of Corning Glass Works and general manager of the TV products division of the company that makes most of the glass bulbs used for TV picture tubes.

"In the very near future," says Dawson, screen size won't be an important factor at all as a merchandising tool. It will be other things, other features like lightness or configuration."

At the other end of the b&w size scale, Dawson says Corning has just about finished sampling TV tube producers with a new 25-in. b&w bulb. Where it goes from there is of course up to set manufacturers. The 25-in. b&w, Dawson stresses, has nothing to do with the 25-in. rectangular color bulb under development now although it, too, is rectangular, which will make it different in appearance from the big 27-in. b&w screen currently marketed by Magnavox.

Magnavox, incidentally, says it offers the biggest collection of screen sizes on the market now: 12, 16, 19, 21, 23, 24, and 27. For some time Magnavox has been using other step-up features than screen size to merchandise its 24's and 27's.

A spokesman for Admiral Corp. gives a firm "no comment" to strong trade reports that Admiral is working on a 13-in. size. He does say, though, that Admiral has no plans for giving up its 11-in. size, and that the firm has no intention of going below 11-in., because "at those sizes you're getting into the novelty category."

#### **Workhorse carries on**

The 19-in. portable will continue to be the workhorse of black-and-white television for the foreseeable future, most TV executives say. This is partly due to its good dealer profit structure, as Truesdell of Zenith points out, and partly because, as Durant of RCA says, it is versatile: it's a pretty big picture, and the set *can* be moved if need be, although a vast majority of sets never do get moved once they are in the home. The 25-in. b&w size has interesting possibilities, Durant thinks, if it costs out right, that is, if it's cheap enough.

Will the screen size scramble going on in black-and-white TV carry over into color?

No, say almost all producers. If it ever happens at all, says Dawson of Corning, it will be a much slower process, primarily because of the huge development costs involved in color tubes as opposed to black-and-white.

Right now, for example, TV executives point out that there are at most two color sizes: 21 and 23-in. ("Call it 1½ sizes," one manufacturer cracked, in a reference to the travails Motorola Inc. has had in bringing its 23-in. rectangular color tube to the market.)

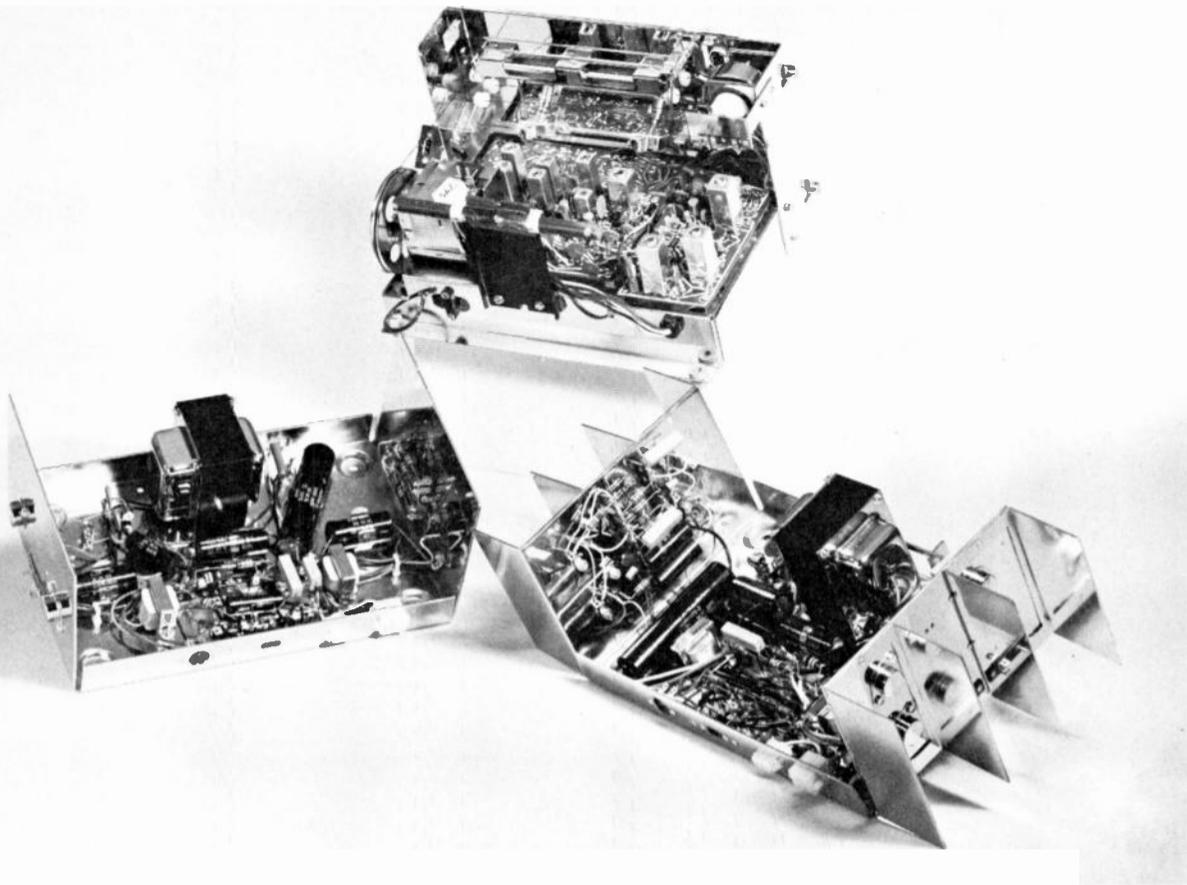
The round 21-in. color tube that is now the industry standard looks like a good bet to remain the industry standard for the next couple of years, most officials think.

They point out that the 25-in. rectangular color tube won't be available in any quantity at all until at least next year. And even when it does reach the market in significant numbers, sets using this tube will be considerably more expensive than those with the 21-in. tube. Truesdell of Zenith estimates the difference at retail will be about \$100, and says that factor alone assures the continuing presence of the 21-in. color tube for some time to come.

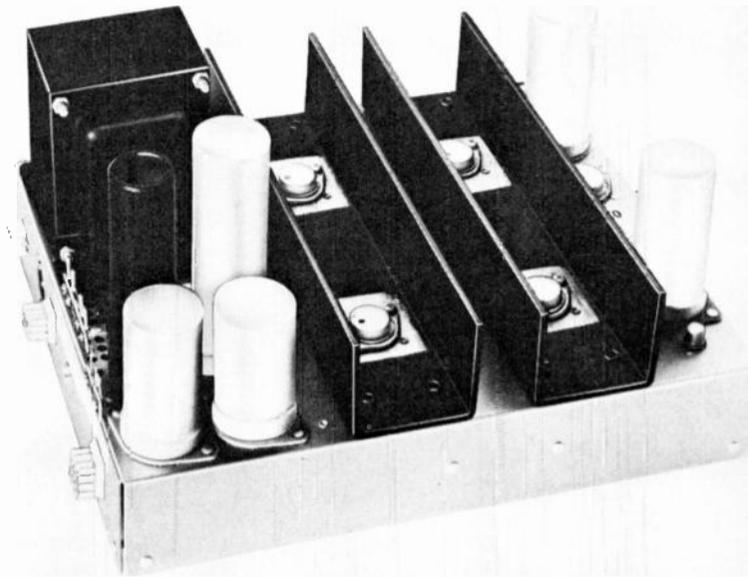
#### **Some say 23 skiddoo**

As for the 23-in. color tube, its future looks cloudy, according to many set producers who indicate that they will skip this size and move directly from the 21 to the 25 whenever it becomes available. RCA started showing the 25-in. color tube in action formally to set manufacturers in early May.

Herkes of Motorola, however, says, "We're not about to run away from the 23-in. rectangular color size." He points out what a successful seller 23-in. black-and-white has been and what poor luck the industry generally has had with trying to push screens bigger than 23-in. Besides, he adds, the Motorola chassis and cabinet being used for the 23-in. color can also be used for a 25-in. tube. By the time the 25-in. color tube is available in any quantity, Herkes says, Motorola will have made "well into six figures worth" of 23-in. tubes and will have brought costs down considerably. ■



*PHONOGRAPH LINE of RCA Victor features solid state components in both portable and console stereo phonograph models. Pictured are two amplifiers and de luxe tuner that point up introduction of RCA sealed circuitry in components. Advantages include instant on and provision for increased wattage power in phonograph line.*



*SOLID STATE power amplifier, developed by Zenith for use in company's hi-fi stereo record players with AM/FM stereo FM radio, is pictured here.*

## What's the State of Solid State Circuitry?

**Brown goods manufacturers increasing use of transistorized units in portable phono and console lines.**

By **ALLAN C. ROSE**



**LONGTIME BELIEVER** in solid state circuitry is Frank Freimann, president of The Magnavox Co.

**S**olid state circuitry is not necessarily new, having been successfully utilized in governmental work, and commercially in the transistor radio and hearing aid fields, as far back as the early 1950's, but the major consumer product breakthrough, has come in in the last 24 months.

During this period several, if not all, of the major brown goods manufacturers, have made provisions for solid state applications in such home entertainment products as AM/FM radios and stereo phonograph systems.

Solid state circuitry, defined in a layman's term, is the use of a solid substance, such as silicon, in a small solid state device such as a transistor which performs functions similar to those of a tube. The end result is usually longer life since there is no filament to burn out.

Specifically, the advantages of solid state circuitry include: all transistor components thus eliminating tubes, instant warm-up, a more rugged product as there are fewer fragile parts, no shock hazard as the operating voltage is much less, and a life ten times that of a vacuum tube.

The elimination of vacuum tubes from the radio chassis and audio control circuits has resulted in better station getting ability, better station separation, and less interstation interference.

Solid state circuitry in stereo phonographs eliminates the source of distortions that have detracted from the true tone. Solid state circuitry means that owners of portable phonographs can hear their music with more depth, dimension and resonant bass. Solid state not only provides five times the distortion-free music power of conventional tube amplifiers, but it also permits the use of larger speakers.

In addition, greater compactness has enabled manufacturers to come out with streamlined, higher-styled models that are more appealing to the buying public.

*(Continued on page 71)*



**ENTHUSIASTIC** endorsement of solid state comes from Alfred A. Medica, vice president, Admiral Corp.



*SALESMEN want to be accepted, says Dealer Harry B. Price, Jr. "It's very important that they be proud to work for you," he notes. "We try to bring this about by running the type of business that fosters good morale."*



*IT'S IMPORTANT to treat retail salesmen with dignity, notes Dealer Sol Polk. He calls his salesmen "sales counselors" as part of a campaign aimed at "restoring dignity to the profession of retail selling."*



*EMPLOYER AND EMPLOYEE travel a two-way street, according to Dealer Maurice M. Cohen. "If our company does not provide the performance and security that an employe has the right to expect," he states, "then our firm is not entitled to the employe's presence."*

## How To Find And Keep Salesmen -- II

# Get Salesmen Involved In The Business, Say Dealers, And They'll Stay

**While compensation and fringe benefits still play big roles, dealers feel salesmen would lose "wanderlust" if they felt needed.**

By JACK STOCKMAN

**T**oday's appliance salesman is overworked and underpaid—and he may leave his job tomorrow—unless his boss follows the advice of the song and "tries a little tenderness."

A MART Magazine sampling of dealer opinion on the subject of how to get and keep good salesmen indicates that there is a turnover each year of at least 10 per cent of salespeople (some admitted to a 50 per cent turnover). All this results in a loss of time and money—some retailers report they spend up to 40 per cent of their time recruiting men. It is generally agreed that it costs somewhere between \$1,500 and \$2,500 to train one salesman.

The dealer sampling reveals that many store owners believe the only way to keep good salesmen is to make them feel that they are more than just employes, but an important part of the business.

Perhaps Dealer Harry B. Price, Jr., president, Price's, Inc., Norfolk, Va., best sums up the feeling of the majority when he says: "Men want to be accepted; they want encouragement. It's very important that they be proud to work for you. We try to bring this about by running the type of business that fosters good morale."

Price notes that a good store manager can make or break a salesman, and is, in a multiple-outlet operation, the second most influential person next to the firm's president.

"A good store manager should train and guide salesmen," says

Price, "and basically keep them happy. I'm sure that many salesmen remain on the job because they are working under such a man . . . and also that others leave their jobs because they don't have this situation."

If and when salesmen decide to leave their jobs, continues Price, it's important to have them leave in the best frame of mind. "After all," he notes, "they're still going to be living in our town and we want them as customers."

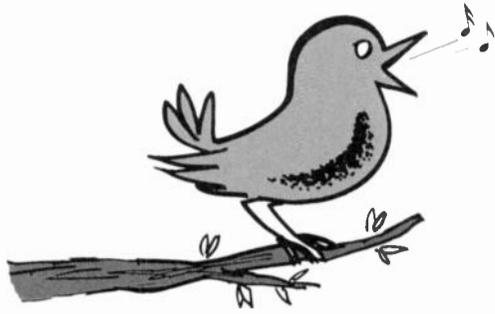
While morale is important in keeping valuable salesmen, notes Price, it must be backed up by fringe benefits. Price has a compensation plan that was approved by his salesmen back in 1954, and has been in effect since then. Under the plan, a man must remain with the firm one year, through the month of November, in order to receive the previous year's bonus. Other fringe benefits at Price's include profit sharing, major medical, and hospital benefits.

With all this, Price still realizes a yearly turnover of 10 per cent of his sales force.

Is there any connection between the size of the operation and the degree to which a man can become involved in it?

Perhaps the feelings expressed by Salesman Walter Neal, Certified TV and Appliances, Norfolk, Va., best describe the climate in a moderately small operation (two stores).

*(Continued on page 73)*



Wake Up! Wake Up!

# Higher Profits Can Be Had From Selling Up Clock Radios

Consumers are willing to buy up, say manufacturers who see strong trend to units with FM. Selling aids are listed.

By WALTER H. HOGAN

**D**ozing dealers should wake up, manufacturers feel, to the fact that consumers today are ready, willing, and financially able to spend more on a clock radio.

It isn't that the units aren't selling ("Clock radios now represent 33.7 per cent of all radios sold, distributor to dealer," one maker says, and another reports that for the first 13 weeks of 1964 domestic clock radio sales were about 657,000, "somewhat ahead of last year's factory sales"). It's just that dealers are missing an opportunity to sell up.

Leo W. Hahn, vice president in charge of sales, Emerson Radio, Inc., thinks that the dealer can best sell up in clock radios by "being cognizant of the trend that most consumers are now more interested in buying de luxe merchandise than they ever were before." This, he says, is true on every economic level.

Noting that "the home entertainment consumer today expects more performance and generally is willing to buy up to quality instruments," Thomas W. Lentz, manager, radio-"Victrola" sales, the RCA Sales Corp., adds that: "The role of the price leader has been, in many cases, reduced to the role of attracting attention to a particular line.

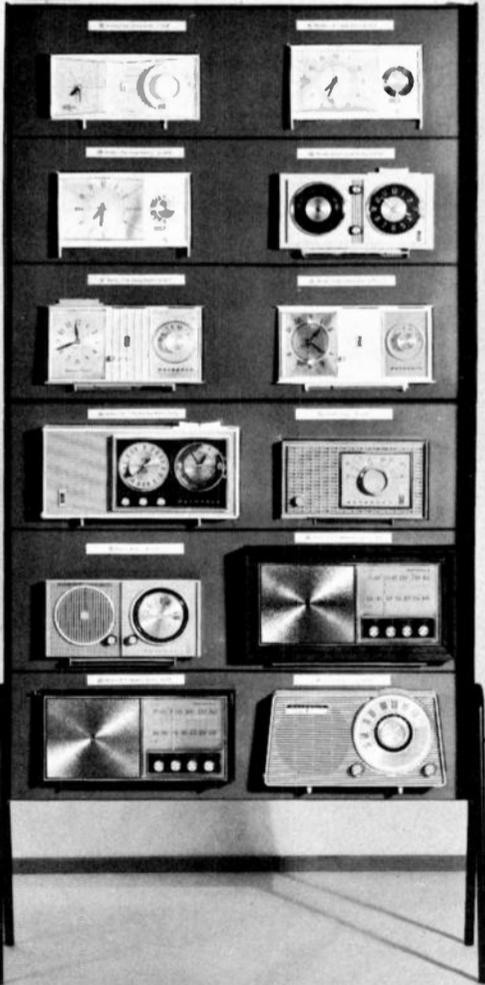
"Unfortunately for many dealers," Lentz goes on to say, "the customer is seldom exposed to the higher performance radios, and subsequently buys a low-priced, low-profit instrument with average performance."

"I think we have brought the problem of not being able to sell up on clock radios on ourselves," says Robert J. Theis, president, Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, Inc.

How was it brought on? Here is Theis' answer: "Too many ads carry a bold reverse . . . shouting a low, low price on a clock radio. Thus, we have conditioned the consumer to the fact that this is all she should pay for ANY clock radio. No mention is made of the step-up models and additional features at slightly higher prices.

(Continued on page 75)

**MOTOROLA**  
TABLE · CLOCK RADIOS



STEP-UP FEATURES can be demonstrated easily in Motorola's 12-set display for clock and table radios. To assist salesmen, a features chart is mounted on the side of the unit.



A STEP-UP IN TIME and a step-down in size: Harry B. Henshel (left), president, Bulova Watch Co., adjusts dials of a 30-year-old grandfather-clock type clock radio, which is in striking contrast to today's new miniature model held by Gen. Omar N. Bradley, board chairman.

# SHOW and TELL

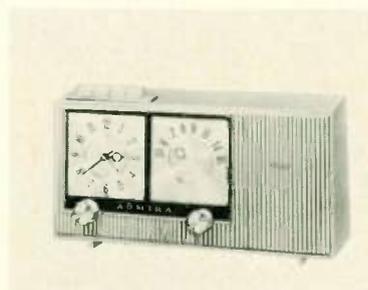
*From low-end to high-end models, here are some step-up features in various clock radios.*



Model Y3783

(Picture not available)

**ADMIRAL** AM Model Y3783 has 5 tubes, built-in antenna, electrical safety interlock, high-impact polystyrene cabinet, high gain amplifier with 2 double-tuned transformers, wake-to-music feature; in ermine white color. Model Y3810 has 4 push-



Model Y3810

button controls, sleep switch (plays radio up to 1 hr.), illuminated clock face, automatic volume control; wake-to-music feature includes alarm which buzzes 10 min. after radio starts; in 3 colors: gray, beige, or blue. Model Y3830 adds vernier slide



Model Y3830

(Picture not available)

rule tuning, walnut or cherrywood grained finish on polystyrene cabinet, fabric grille cloth over dual speakers: one 5 in. x 3 in.; the other, 4-in. Model Y3941 is an FM/AM unit with wood cabinet, AFC. Admiral Corp., Chicago, Ill.



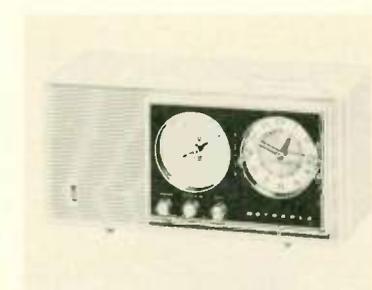
AM model C21

**MOTOROLA** In light blue or antique white, AM model C21 has 4-in. "Golden Voice" speaker, 4 tubes plus rectifier, built-in antenna, high-impact polystyrene cabinet, \$19.95. "Tandem" AM model CX2 has dual styling (plugs in for a-c



"Tandem" model CX2

operation; clock still operates when radio is pulled out as portable on its own battery), 6 transistors and 1 diode, vernier tuning, sleep switch, buzzer alarm, ear-phone receptacle, "Visilite" clock face; brown and tan or two-tone blue, \$39.95.



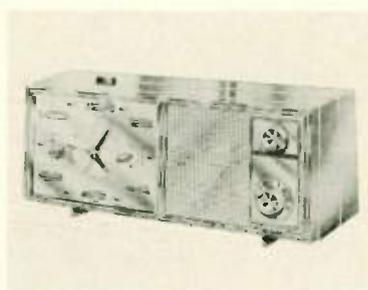
FM/AM model BC3

FM/AM model BC3, in blue and white or two-tone olive, has "PLAcir" chassis, 7 tubes plus 3 diodes, "Lazalarm" (10-min. repeat of buzzer), "Wake-A-Matic" (saves daily re-setting), AFC, 5-in. speaker, \$79.95. Motorola, Inc., Franklin Park, Ill.



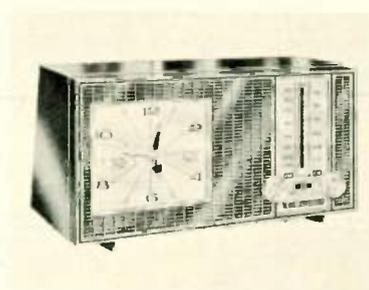
"Trooper"

**BULOVA** In a line that ranges from the "Trooper" (\$29.95) to the "Peerage" (\$69.95) the "Viceroy" has 6 transistors and 1 diode, luminous clock hands, automatic volume control, easy-to-read tuning control, high-impact plastic cabinet in



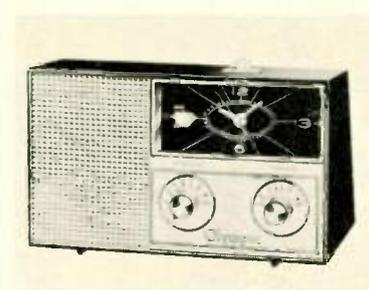
"Socialite"

choice of colors with polished and satin silver metal facade; \$39.95. The "Socialite" has printed circuit board, "Tap 'n Nap" feature that permits 30 min. of snoozing in four 7-min. segments, permanent magnet speaker; in ebony, ivory or



"Stylist"

beige. FM/AM model, the "Stylist" has 7-tube etched superheterodyne circuit, AFC, full feature automatic (alarm or radio), unbreakable plastic cabinet in grey, ebony, ivory, with silver facade; \$59.95. Bulova Watch Co., New York, N. Y.



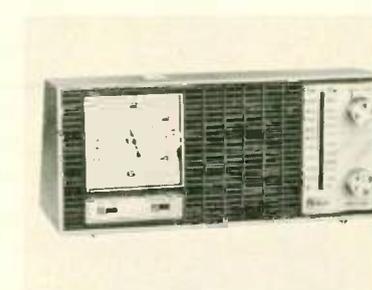
The "Thomas"

**OLYMPIC** The "Thomas," AM model CR-46 has 5 tubes, built-in antenna, clock hands with luminous tips, pushbutton "Snooz-Alarm" for extra 10 min. sleep, then reminder wake-up, molded plastic back. The "Gramercy," AM model CR-55,



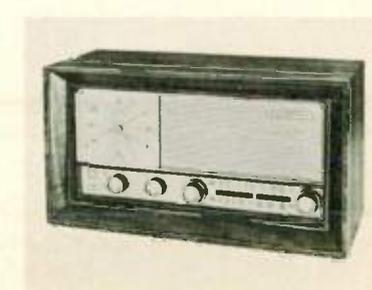
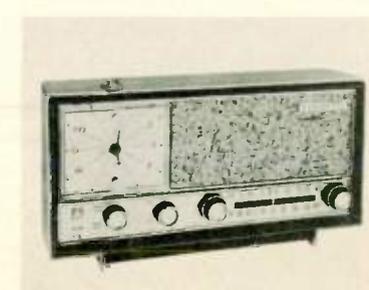
The "Gramercy"

13 $\frac{3}{8}$  in. wide x 6 $\frac{1}{8}$  in. high x 4 $\frac{3}{4}$  in. deep, comes in two tones of gray or olive with silver trim, has 5 tubes, lighted clock dial, 1-hr. "sleep switch," "Snooz-Alarm," direct-drive tuning. In the same shades and same size as the "Gramercy,"



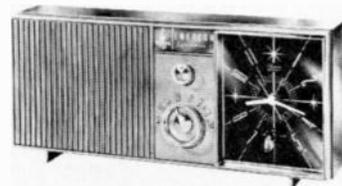
The "Webster"

model CF-56, the "Webster," is a deluxe FM/AM unit with 6 tubes plus rectifier, slide-rule tuning, solid state automatic frequency control, lighted clock dial. Olympic Radio & TV Div., Lear Siegler, Inc., Long Island City, N. Y.



**Model 6521**

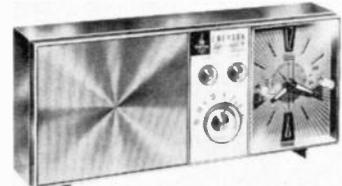
**CHANNEL MASTER** In a 2-model line, model 6521, 13½ in. wide x 6 in. high x 6 in. deep, has 6 transistors, 3 diodes and 1 thermistor, 4-in. speaker, high-impact plastic case, vernier fine-tuning, outlet for private earphone and extension speaker;



**"Lifetimer I"**

**EMERSON** In a 5-model line of slim-line clock radios, model 1704, "Lifetimer I," 13⅝ in. wide x 6⅞ in. high x 3½ in. deep, has self-starting clock, wake-to-music feature, and easy-to-read, full vision dial. "Lifetimer II," model 1705, has sleep

operates on 4 "D" flashlight batteries; clock operates for 1 year on 1 "D" battery. Model 6536 is an FM/AM unit with solid walnut cabinet and 4-way automatic "on/off" clock alarm action. Other features: 6-in. extended-range speaker with

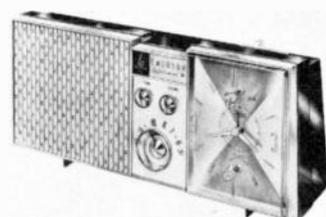


**"Lifetimer II"**

switch, luminous clock hands, wakes you to music or conventional alarm, variable bass and treble control. "Lifetimer III," model 1706, 13⅝ in. wide x 6⅞ in. high x 4 in. deep at base and 2¾ in. deep at top, has "sleep-doze" button (lets

**Model 6536**

heavy magnet, tone control, AFC, safety interlock, Telechron clock movement, vernier fine tuning, neon pilot light, line cord FM antenna, built-in AM loop antenna, provision for external FM antenna. **Channel Master Corp., Ellenville, N. Y.**

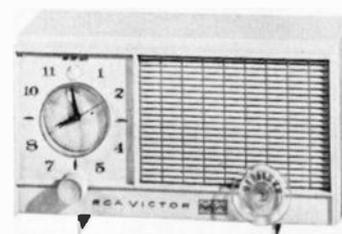


**"Lifetimer III"**

you snooze for 7-min. intervals), robot control circuit for appliances. All units have completely molded cabinet in a variety of colors, 4 tubes plus rectifier, super-heterodyne circuit, sealed dynamic speaker. **Emerson Radio, Inc., Jersey City, N. J.**

**Model RC-721**

**PANASONIC** In a line of FM/AM clock radios, model RC-721 has automatic turn-off at 20, 40, or 60 min. intervals, interlocked molded cabinet, 6 tubes plus rectifier, slide rule vernier tuning, AFC, and wake-up alarm, \$49.95. Model RC-



**The "Herald"**

**RCA** The "Herald," model RFD11, has "Golden Throat" tone, time alarm set control, automatic wake-to-music switch, "security sealed" circuitry, 4-in. speaker, direct drive tuning, and "iceberg white" finish, \$16.95. Model 4RD4, the "Day-

**Model RC-722**

722, in wood-grain plastic cabinet, 13½ in. x 5¾ in. x 7 in., has 6 tubes plus rectifier and 3 diodes, variable tone control, luminous hands, and doze button, \$59.95. Model RC-731, in a solid walnut cabinet, 15¼ in. x 6¼ in. x 8¼ in.,

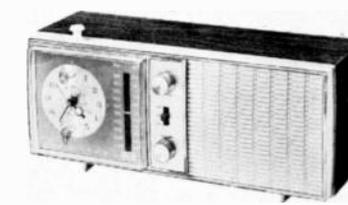


**The "Daybreak"**

break," 6⅜ in. high x 13 in. wide x 5⅝ in. deep, has vernier tuning, automatic sleep switch, 3-in.-x-5-in. speaker, 4 tubes plus 1 rectifier, comes in white and green, white and charcoal metallic finish, FM/AM model

**Model RC-731**

weighs 6 lbs. 8 oz., has line cord antenna for FM, terminals for external FM, built-in ferrite-rod antenna for AM; clock has sleep switch, wake-up alarm. \$79.95. **Matsushita Electric Corp. of America, 200 Park Ave., New York 17, N. Y.**



**The "Newscaster"**

RFS15, the "Newscaster," in walnut grain cabinet, has slide rule vernier tuning, automatic frequency control, on-off sleep switch, push-bar doze alarm (lets user nap an extra 8 min.), at open list. **RCA Sales Corp., Indianapolis, Ind.**



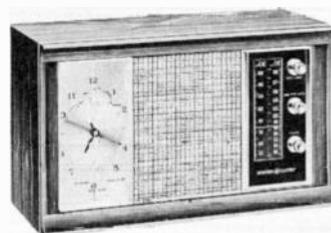
**AM model C465**

**GE** In antique white, pink, or nutmeg brown, AM model C465 features automatic wake-to-music and/or alarm buzzer; "Snooz-alarm," muted slumber switch, lever clock control knobs, grille cloth, 4 tubes plus rectifier, drift compensation,



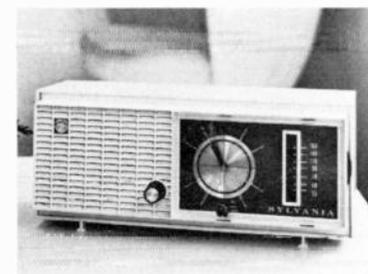
**AM model C550**

and automatic volume control. AM model C550 in black and silver or white and gold is an all-transistor miniature unit (7¾ in. wide x 3⅞ in. high x 5 in. deep) with instant play, lighted dial clock. FM/AM model C540 in walnut or antique



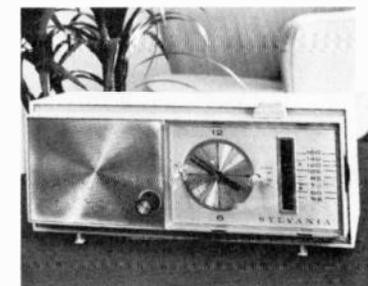
**FM/AM model C540**

cherry has hardwood veneer cabinet, 5¼ in. speaker, "Musaphonic" tone, 6 tubes plus 3 diodes and rectifier, limiter-discriminator circuit, AFC on FM, 2 antennas, vernier tuning. **General Electric Co., Electronics Park, Syracuse, N. Y.**



**Model AK35**

**SYLVANIA** Model AK35 has sweep second hand, direct drive tuning, slide rule broadcast band, 5 tube performance, and color molded plastic chassis; in arctic white, \$19.95; in powder blue and arctic white, \$21.95. Deluxe model AK36 has



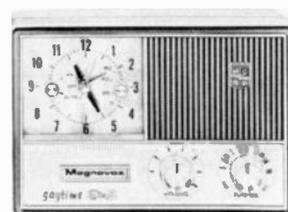
**Model AK36**

top control, 4-position snooze switch and delayed alarm, timer for automatic on/off operation, AM loop antenna, 4-in. speaker; in ceramic gray and charcoal or powder blue and white, \$24.95. Super deluxe model AK37 has Telechron timer, 4-posi-



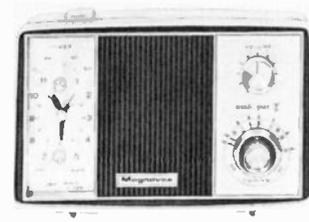
**Model AK37**

tion pushbutton top-controlled snooze switch, vernier tuning, 4-in. front-mounted speaker, pushbutton control for all functions; in gray and charcoal, \$29.95 or walnut-grained at \$31.95. **Sylvania Electric Products, Inc., New York, N. Y.**



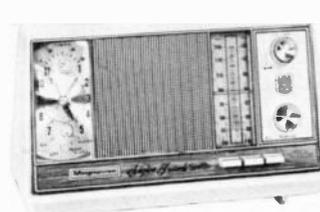
**"Gaytime"**

**MAGNAVOX** The "Gaytime," AM model C-3, 6⅝ in. high x 9¾ in. wide x 4⅞ in. deep, has awake-to-music and awake-to-alarm controls, slumber switch (radio shuts off at desired time), automatic volume control, warranty of 3



**"Mardi Gras"**

months free carry-in service, 3 months parts. Price, \$24.95. The "Mardi Gras," AM model C-6, 7½ in. high x 11½ in. wide x 4¾ in. deep, adds wink alarm (reminder alarm sounds at intervals up to 7 times) and appliance outlet, \$29.95.



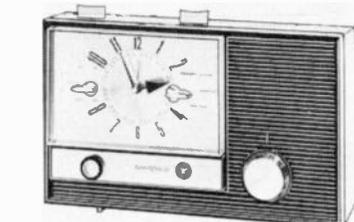
**"Skyline"**

The "Skyline," model FM-44 (no appliance outlet) adds pushbutton band selection, 6-in. oval speaker, tone control, and slide-rule dial. Unit, 9⅞ in. high x 15 in. wide x 7 in. deep, is \$59.95. In 3 two-tone colors. **The Magnavox Co., Fort Wayne, Ind.**



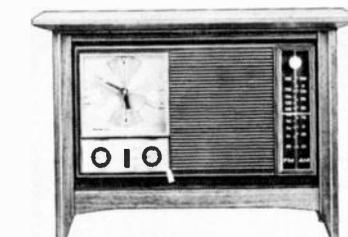
**Model 912L5**

**WESTINGHOUSE** AM model 912L5 has 5 tubes including rectifier, wake-up to music, easy-to-read clock, front controls, fully molded polypropylene cabinet in 2 tones: Oxford white and desert beige or (model 913L5) antique white and Atlantic blue.



**Model 837L5**

Model 837L5 has memory alarm, doze control, full-feature clock, fully molded cabinet in Oxford white and beige, gold face; model 838L5, in charcoal and Oxford white, silver face. The 875LN6 series is an FM/AM unit, 10 in. high x 11½ in.



**Model 875LN6**

wide x 5¾ in. deep, in furniture crafted cabinets of walnut, cherry or maple veneers. Features: 60-min. slumber control, luminous clock hands, automatic frequency control on FM. **Westinghouse Electric Corp., Metuchen, N. J.**

# "A Plan For All Seasons"

## Moves \$800,000 In Air Conditioners

San Antonio dealer gears appeal to time of year.

Eugene Bohne, Jr. did his homework well.

When he started in the air conditioning business as a factory representative, he didn't know very much about the product he was selling. But he applied himself diligently, missing only three days of work in 25 years as a "rep" and reading about refrigeration in the public library during the evenings.

A retailer since 1946, Bohne credits "knowledge of the equipment" as the prime factor which has enabled him to lead all local competitors in annual sales of air conditioners.

Talk to the Texas dealer, and it soon becomes apparent that his knowledge of his business goes deep and extends far beyond the mechanical aspects of the goods he handles. He will show you, for example, that his sales of window units in 1963 totalled \$443,805, while sales of central air conditioners amounted to \$387,037.04.

Bohne continues to analyze his business from all standpoints. In the spring of 1963 he made a survey to determine the sources of customers. The study showed a third of sales come from referrals. The second greatest source of customers is ads which Bohne's firm, Commercial Distributing Corp., runs in the evening newspapers.

The San Antonio retailer will tell you that a disc jockey show which he sponsors from 6:30 to 6:45 a.m. six days a week currently captures 27 per cent of the listening audience at that hour.

His recollection of details of promotions which the store has sponsored is strong. He recalls unit sales day by day during a lengthy pro-

motion. Bohne even keeps sales records which are correlated with the temperature for various days.

The store starts promoting air conditioners as early as December. Bohne points out that at this time of the year, quite logically, "you have to give the customer a reason for buying."

The store does this in the form of a sizable discount on a current year model and a lesser discount on the next year's model. The offer is widely publicized.

Commercial Distributing sold a total of 1157 window air conditioners in 1963. Only four of these units were sold in November of that year and only five in December.

In January, 1964, the store stepped up the tempo of its campaign which offered \$45 off on the price of a 1963 room air conditioner. This included 19 radio spots on the last day of the month, advising consumers that this was the last day they could take advantage of the savings.

In February, consumers were advised they could still realize a saving on a 1963 model, but by now the figure had dropped to \$30. With the season closer at hand and prospects seeing their chances of a discount going aglimmering, 22 of them bought a window unit on the last day of the month.

Lest anyone think the San Antonio outlet cuts prices drastically, Bohne produces another figure. It shows that the average price of window units which the store sold in 1963 was \$384.20.

In the early season promotion and throughout the balance of the year, Bohne says he seeks to avoid promoting a unit as a bargain if it does not really qualify as one. During the months of May, June, and July, the temperature is the major influence in getting people to buy, he notes. In these months the store stresses quality and service in its advertising.

"Call today . . . be cool tonight," is a theme which has been promoted during this period and one that sometimes is difficult to live up to, Bohne admits.

When July begins, consumers start wondering if they can't hold off buying an air conditioner until the following year. The Texas store seeks to impel consumers towards the store by promoting heat pump models. "All year—all weather unit" is the phrase which Commercial Distributing employed to promote the heat pump models last July. According to Bohne 150 heat pump units were sold in a 30-day period.

Bohne has nine salesmen, and he, himself, keeps his hand in by selling on the floor from time to time. The sales group has a commercial division that concentrates on making sales in that area. Just last year the store took on a full assortment of white goods to help compensate for the drop-off in air conditioner sales in the winter months.

Less than 10 per cent of window units sold involve a trade-in, Bohne advises. All units taken in trade are reconditioned and advertised for sale in the classified section of a local newspaper.

The price range on reconditioned units is \$85 to \$149, and the store sold about 200 of them in '63. Some of them are bought as a second unit for a den or back bedroom, he reports.

Recently Commercial Distributing undertook a campaign that tied in the recent Government report on the effects of smoking with an electronic filter designed for use with certain models of Friedrich air conditioners.

The filter which is said to purify the air and remove all odors was introduced in 1963 at a price of about \$250. In his recent campaign Bohne was offering the filter at a cost price of \$125, with no discount on the unit with which it was sold.

A radio commercial prepared to promote the filter stated: "If you want to smoke, that's your business. If you want to filter smoke from the air, that's our business."

To his dismay Bohne found that Government report notwithstanding, people apparently have greater problems than smoking on their minds. In fact, the only person who bought a filter for home use was a woman who owns several dogs. She wanted the filter to help keep the animals clean. ■



**KNOWLEDGE OF PRODUCT** he is selling has contributed most to his success in retailing air conditioners, says Eugene Bohne, Jr., president of Commercial Distributing Corp., San Antonio. Store sold 1155 window units in 1963, hopes to move 1500 this year.



*PROXIMITY of coin-op laundry business to appliance outlet is utilized by Earl Harder, Jr., (shown) to create walk-in traffic. Customers of the coin-op store browse in Harder's while they wait for their laundry to be done, and this gives Harder an opportunity to demonstrate products.*



*STRONG SERVICING REPUTATION is credited by Dealer Earl Harder, Jr., (shown giving demo) with much of firm's electric housewares business. "Because of our highly competitive situation," states Harder, "we need something special to make the public come to us."*

## ELECTRIC HOUSEWARES

# Reputation For Service Keys Electric Housewares Success

Since taking on traffic appliances two years ago, Palmyra, N. J., dealer has realized 40 per cent jump in business

It's a rarity these days to hear of a retailer who enters the electric housewares business cold and makes an instant success of it. But such is the case of Harder Electric, Palmyra, N.J.

Two years ago, the firm handled only major appliances and engaged in electrical contracting. Owner Earl Harder felt that he was missing out on possible sales of majors because he didn't carry electric housewares. He knew that people were buying more at the local Sears outlet and discount houses because they carried traffic appliances. So in 1962, Harder went into the business wholeheartedly. Today, electric housewares represent 40 per cent of the firm's appliance business.

In addition to installing General Electric housewares display counters, the firm undertook to develop a strong servicing reputation. Two full-time service men were hired for electric housewares work. On an average day, five electric housewares products are brought in for repairs. (All brands are serviced by the firm.)

"Because of our highly competitive situation," states Earl Harder, Jr., "we need something special to make the public come to us. We feel that our reputation for good service—at fair prices—does just that."

Harder's standard policy provides a free service call to purchasers of electric housewares, in addition to the usual manufacturer warranties. Charges for in-store repairs are based—generally—on what parts are needed, not on how much

labor is required. "Most people are happy to hear this," says Harder, "because they're used to paying exorbitant labor charges for automobile servicing."

Another practice that Harder finds helpful to his reputation is that of accepting trade ins. "This makes both the customer and us happy," he states. "They get rid of their old appliances and we use the parts to repair other units."

Harder believes good exposure has been one of the key ingredients in his electric housewares success story, and he makes the most of his coin-operated laundry business adjacent to his store by posting ads for his products near the coin-op equipment. He also maintains a selection of electric housewares in his appliance store display window, which is in full view of people entering the coin-op store.

Because of this exposure, according to Harder, customers of the coin-op business browse in his store while they wait for their laundry to be done, and this gives him an opportunity to demonstrate products. Since the coin-op is open 24 hrs. a day, he leaves the light on in his display window until midnight.

In addition to a wide selection of electric housewares, Harder carries a large display of transistor and table radios. "If a prospect doesn't buy one from us," he claims, "he's not going to buy one anywhere in our town. We've got the best, and most attractive display of radios in our

*(Continued on page 59)*



*ELECTRIC HOUSEWARES represent 40 per cent of the firm's appliance business. Here, Dealer Earl Harder, Jr., explains features of electric hair dryer to prospect.*



## LEADERS IN INDUSTRY

# Industry's 2nd Oldest Color TV Maker Notes Sales Successes

Packard Bell's move into eastern markets coupled with gains in booming west combine to give company 1963 growth rate more than four times that of industry.

**PACKARD BELL'S KENNETH R. JOHNSON . . .**  
*penetration in the west and a psychological advantage in the east.*

It is sometimes said that residents of California have a greater receptiveness to color in their lives than those in other parts of the U. S. If this carries over to television, Kenneth R. Johnson would argue that at least part of the reason is that his company is one of two in the industry which have been continuously manufacturing and promoting color TV since 1954.

Johnson, who is vice president and general manager of the Home Products Division of Packard Bell Electronics, notes that the Los Angeles-based firm while second in color TV sales in 14 western states is first in stereo sales in the same area and among the top three in sales of black-and-white TV receivers.

He also states that Packard Bell is enjoying a sales growth far in excess of that being realized by the consumer electronics industry as a whole. Industry sales were up 7 per cent in 1963 over '62, he points out, while his firm was ahead 30.1 per cent for the same period.

Color TV sales for Packard Bell were up 114 per cent for the year, and Johnson indicates this increase might have been greater had not the company had difficulty in getting color picture tubes.

Sales for the manufacturer were running ahead of '63 by 21 per cent at the end of the first quarter of this year (a record for Packard Bell), and Johnson predicts his company will end the year with about a 30 per cent gain over 1963.

What factors have contributed most to this growth? Johnson names four:

First, he calls Packard Bell the "largest fully-integrated TV manufacturer in the U. S. under one roof. This includes cabinet making facilities. Such integration, he claims, gives the company great flexibility and permits it to "give the customer what he wants when he wants it."

Secondly, Johnson states, Packard Bell's entrance into eastern markets two and one-half years ago quite naturally added to the growth rate.

Third, the company has excellent penetration of the western markets through its 39 distributors and 3,000 dealers. Since the far west is growing more rapidly than other parts of the U. S. and since the Packard Bell name is well known there, the company has enjoyed what Johnson terms a "natural edge."

Fourth, color TV is the single biggest growth factor in the in-

dustry. As noted previously, Johnson says his company is second in sales in the 14 western states, and this piece of business has added to the Packard Bell growth pattern.

How is Packard Bell doing in eastern markets?

It will take years for his firm to have as good acceptance for its name among consumers in the east as it has in the west, Johnson admits. But many consumers are willing to accept the brand both because of its styling and its California origin, he believes. This point of origin the executive refers to as a "psychological advantage."

Distance obviously keeps Packard Bell from being the lowest priced brand in eastern markets, but the company has sought to offer what Johnson calls "reliable values" and especially cabinet values.

For example, the California manufacturer includes tambour doors in a number of its sets, and Johnson says these are a "much wanted feature." He further believes that the added cost factor of such doors has been exaggerated by some eastern manufacturers.

Packard Bell currently sells direct on an exclusive basis to 88 accounts in eastern "marketing centers." Johnson says he hopes to add about 200 more such accounts.

The company won't go into towns under 75,000 people.

Accounts that have been franchised to date include both furniture and department stores. PB has sought to franchise retailers who can "adequately display a normal length line."

The company will not manufacture a TV set smaller than 19 inches so long as it sees sales increases in this area, Johnson declares. "We believe the 19-inch set is the smallest size screen the American public can buy wisely and still get a good buy," he adds.

Packard Bell studies, like other industry research, show that people don't move a TV set often after they purchase it. If they do wish to move it, PB offers an exclusive feature: the "Intenna Cart" which is equipped with a folded dipole antenna and can serve as a tea cart. This feature (also offered with 23-inch sets) has been promoted in ads with the slogan "Tea or TV."

Those who think the United States ends either at the Hudson or Mississippi River may be surprised to learn that the Los Angeles company has been in business for 39 years and claims a number

*(Continued on page 59)*



*STORE PRESIDENT Alton Carlson stands beside card file containing names and addresses of over 11,000 customers, prominently displayed in the store.*

## Customer List of 11,000 Names Proves Valuable Sales Tool

Minneapolis dealer exhibits patrons' names as means of creating informal atmosphere and gaining consumer confidence.

**A** huge mobile card file containing the names of over 11,000 customers, prominently displayed on the floor of A. C. Carlson, Inc., Minneapolis, Minn., has been instrumental in the sale of numerous washers, dryers, TV sets, stereo sets, air conditioners, and radios, according to Alton Carlson, president of the 10-year old store.

Carlson first conceived the idea of publicly displaying a customer list during his store's exhibit at the Minnesota State Fair, four years ago. "People from throughout the state were impressed with our display at the fair, but were hesitant to shop at a store located miles from their home. I thought showing them that people do travel to our store from many small towns and communities, as well as neighboring states, would allay these fears," Carlson says.

"Many of our customers live in rural areas that don't even have appliance stores in their community. Thus, it's not uncommon for a couple to drive 50 to 75 miles to shop here," Carlson states. "Even after they get here they are often quite hesitant about doing business so far from home. However, if by thumbing through our card file they see that one of their townspeople has bought here, this hesitancy quickly disappears. People in smaller communities seem to know everyone in their town. The idea that someone they know purchased a TV set or a washer from Carlson's establishes a common ground.

"There are today three main purposes in ex-

hibiting our customer list," Carlson relates. "First of all, repeat customers, which constitute 60 per cent of our sales, see their names and feel they are an integral part of our business.

"Secondly, customers who are shopping for the first time at Carlson's like to look through the card file to see if they know anyone from their neighborhood who has shopped here. Since Minneapolis is divided into zones, one of our salesmen might ask a customer who hasn't noticed the file, to look through the listings to see if she knows anyone in her zone who has bought at our store. More often than not she will recognize the name of a friend or neighbor. This enables our salesmen to immediately create a friendly atmosphere, at the same time gaining the confidence of the customer. These we feel are two prerequisites to any sale.

"Thirdly," Carlson adds, "new customer confidence in our store is quickly built up when a consumer has at her fingertips the names of thousands of people who have shopped at Carlson's. She establishes an image in her mind of a successful, thriving store. Many area stores have gone out of business, and when a housewife sees our huge customer list she feels she is dealing with a retailer that will be around for many years to come."

Each individual file card is six inches long and one quarter inch wide, and contains the name, address and phone number of a customer who has made a purchase at Carlson's. These indi-

vidual cards are grouped approximately 70 to a page. These pages make up the main card file that is open for inspection to anyone who visits the store.

One of the major problems connected with having a list such as this is keeping the addresses in the file up to date. Carlson and his office staff are constantly jotting down residence changes of customers who may move, but still remain in their trading area. If a customer moves away, her name is kept in a separate office file, as quite often she moves back. Carlson has a "return requested" inscription on all mail, so that if a customer isn't at the address the store has listed, he can trace her down either through telephone information or through the local post office.

Any time a customer makes an initial purchase her name is added to the office record. New names are taken from the office list and posted on the card file on display three or four times a year.

"Another use we found for the list," Carlson states, "is that of suggesting that a prospective buyer pick out a customer's name and call up to see just how satisfied our people are with the products they've purchased, and the service they've received."

The sign above the huge card file now reads "Over 11,000 A. C. Carlson Customers." However when the file is next added to, some 12,000 names will be on exhibit for all to see. ■



*STORE DISPLAYS one cutaway dishwasher which Dealer Irv Ruben (left) finds impresses mechanically-inclined prospects. He notes that most prospects can be sold without an actual working demonstration (and usually after one sales pitch).*

## Operating Under Sears' Nose, He Sells 250 Dishwashers In '63

Promotion of brand names and mass display attract prospects; quality, service, and capacity help close sales.

**P**romotion of brand names and mass display make for a successful dishwasher business, according to a dealer who sold over 250 units in 1963.

Add to this the presence of a Sears, Roebuck & Co. outlet not 100 feet away and one gets the picture of a successful independent David matched against the Goliath Sears.

The rock-thrower in this case is Dealer Irv Ruben, president of Northern Electric Corp., Flushing, N. Y., who claims that, in contrast to what one might think, the presence of Sears is a help rather than a hindrance.

"Every time they advertise," states Ruben, "our walk-in traffic and sales increase. Many of these people mention that they have been shopping in Sears for a dishwasher, and have come into our store to look at the brand-names that we carry (KitchenAid, General Electric, and Waste King).

"I don't believe Sears is as strong in dishwashers as they are in home laundry equipment," continues Ruben, "and this is an area where we independents can emphasize our personal services to take dishwasher sales from them."

Ruben promotes dishwashers year-'round through consistent newspaper advertising, but finds that the greatest number of sales result from referrals by satisfied customers. Ninety per cent of the firm's dishwasher business is done through retail; the other 10 per cent goes to builders.

At retail, the selling price of a dishwasher includes one year's service, which is handled by the firm's four service men. (This, of course, is in addition to whatever guarantee is provided by the manufacturer.) Ruben does not take trade-ins because he has found through experience

that it does not pay.

Ruben displays approximately 10 dishwashers on his sales floor, and two in his front window, year-'round. One of these is a cutaway model, which he finds impresses mechanically-inclined prospects. For those who desire to see a dishwasher in operation, Ruben hooks up a portable and uses settings of dinnerware. However, he notes that most prospects can be sold without an actual working demonstration (and usually after one sales pitch).

Quality of the product and service are predominant in the minds of most dishwasher prospects, according to Ruben. He also notes that significantly, very few prospects bring up the hygienic aspect of dishwashers. "Either they take it for granted," he says "or they don't even think about it."

Capacity is the third most important feature to prospects, says Ruben, and here he takes exception to those manufacturers who either do not have, or do not sufficiently advertise, high-capacity dishwashers.

Since manufacturers are not uniform in the positioning of the heating elements in their dishwashers, according to Ruben, the sincere salesman should ascertain whether or not the dishwasher prospect often uses fine china. "Some models," he states, "have heating elements that sometimes cause damage to fine china. So if the prospect says she uses her fine china most of the time, I can trade-up to other models which I feel would be more suitable for her needs."

Occasionally, Ruben is able to sell a food waste disposer with an under-counter dishwasher (which is the best-selling type of dishwasher for him). ■



*AT LEAST two dishwashers are in Northern Electric Corp.'s show window year-'round. Firm's president Irv Ruben (in window) credits promotion of brand-name dishwashers for his success in competing with Sears outlet which is on same street.*

## Leaders in industry

(Continued from page 56)

of firsts or exclusives in the home electronics field.

In radios, according to Johnson, this includes the first all-plastic cabinet and the first fully automatic "stationized dial" which had all station call letters and kilocycles. The company produces a line of both tube and transistor radios.

The first black-and-white TV set which Packard Bell produced in 1947 was equipped with mar proof casters. And Johnson states that his firm was the first to produce TV sets in American Colonial design and that for many years these constituted 50 per cent of the factory's production.

All TV sets are equipped with remote control optional, which, he notes is another Packard Bell exclusive. About 20 per cent of Packard Bell black-and-white TV sets are sold with remote control or have it added within 60 days after purchase, Johnson says.

Packard Bell has chosen the hand-wired chassis route, offering this feature in all of its TV sets. Johnson says the company feels this provides a cooler operating product because of the placement of components. Too, he asserts, a technician can save time repairing a hand-wired set and thus save the consumer money.

Asked about solid state stereo, the Packard Bell executive notes that his company has started at the low end, and that all portable units the company produces are so classified.

"We'll probably move into solid state across the board in amplifiers this year," Johnson reports, "and we hope to be in solid state in tuners the following year if the right kind are developed."

He adds that he believes solid state has a real future for phonographs but that it is possible to push it too fast "and get into trouble."

Ultimately solid state will offer design advantages in electronics and certainly a cooler operating chassis with longer life," Johnson says. ■

## Housewares success

(Continued from page 55)

area," boasts Harder.

Harder's store is advertised year-round through an arrangement he has with the three local banks. Last year he installed a television receiver in each bank for the pleasure of their customers. A sign on each receiver notes where it can be purchased. "The banks are very happy with the arrangement," states Harder, "and so are we, what with the resultant increased traffic."

This dealer doesn't allocate separate monies for advertising electric housewares—simply because ads in the local newspapers have not proved effective. He does, however, participate in a mailer with his distributor five times a year. "Our most effective advertising," concludes Harder, "is word-of-mouth around town." ■

# it takes features that mean something to sell top-profit models

(You get them with Speed Queen)

## 3-SPEED AGITATION



No longer need the bathroom wash basin be a laundry tub. The new model A46F Speed Queen automatic — with its feathery gentle, third speed selection — now takes over the sheerest hand washables, heretofore considered too delicate to trust to a washer. It's a potent step-up feature.



## STAINLESS STEEL Tub and Dryer Drum



Millions of dollars are being spent to advertise the virtues of stainless steel for various kinds of products. The top models of the Speed Queen line fall right "into the lap" of the popularity of stainless steel. Stainless steel registers an immediate image of quality, of durability, of indestructibility. It's a self-propelling step-up feature for that No. 1 price tag.



# SPEED QUEEN®

A DIVISION OF MCGRAW-EDISON COMPANY, RIPON, WISCONSIN

FAMED FOR DEPENDABILITY

# NOW... Get into the **BIG PICTURE**

with **Gibson**



## **Gibson forecasts Peak Sales and Profits for '64 with the hard-selling TODAY Show on NBC-TV**

Switch to Gibson, NOW, for favorable selling weather in '64! Never before have you had such outstanding leadership features to sell. Exclusive "Frost Clear" and "Air Sweep" systems . . . the "Instant Sell" program . . . all leading the way to sales growth and dealer profits unparalleled in the industry.

Now, Gibson makes your sales forecast even more favorable. In May, Gibson starts its hard-sell consumer campaign on The TODAY Show . . . NBC's power-sell TV package featuring Hugh Downs, Jack Lescoulie and Frank Blair. This top TV sales team will be supporting you every week in TODAY's top-rated weather segment. The TODAY Show is the "Morning Newspaper of Television" that will be pre-selling over 3,000,000 adults every day who are your prime prospects for Gibson products.

Get set for the BIG PROGRAM with Gibson in '64 . . . ask your Gibson Distributor about the Profit Program Package of Television, Merchandising and Promotion that's ready to put bright sunshine into your retail selling TODAY!

**HUPP**  
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION  
GREENVILLE, MICHIGAN

Sell **NOT ONE... BUT TWO**

## **Gibson**

**Leadership Sales Features!**

### **\*AIR SWEEP**

The exclusive feature that boosted '63 Gibson Room Air Conditioner sales up a **BIG 44.9%** over '62. It's still exclusive for you in '64!

### **\*FROST CLEAR**

The simplest, most economical frostless system of all . . . backed by the Proved Gibson "Instant Sell" demonstration program.

# NEW PRODUCTS

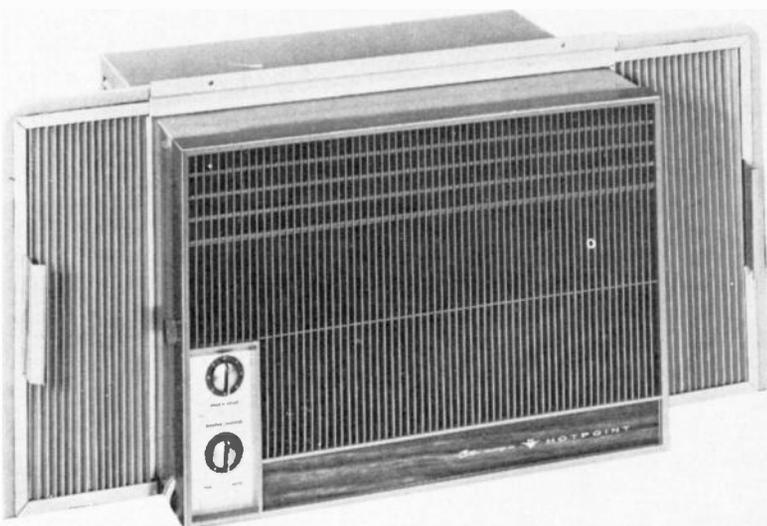
## **MAYTAG:** Line Changes & Additions **HOTPOINT:** Room Air Conditioners **EMERSON:** Portable TV

**M**AYTAG has introduced, in its first line change since 1961, pre-wash and soak cycles and an automatic fabric softener dispenser in its new models of automatic washers. And the addition of a third family of automatic washers and dryers—the budget-priced “Highlander” line—represents Maytag’s most major line change since the company introduced the middle-priced “Super-Highlander” line in 1957. Maytag now offers the largest line in its history.

Pre-wash and soak cycles on model 702 “Custom Deluxe” washers are designed to minimize the need for pretreating heavily soiled clothes. The automatic fabric softener, made an integral part of the “Custom Deluxe” and “Super Highlander” washers, replaces a fabric softener dispenser accessory that sat atop the agitator post on previous models. The new dispenser, which has no moving parts, works by centrifugal force and fits inside the lint filter on the agitator. The “Custom Deluxe” model A902 washer features all-pushbutton operation. Both automatic washers and dryers in the “Custom Deluxe” line come in a choice of colors: yellow, pink, turquoise and coppertone, as well as white. **The Maytag Co., Newton, Ia.**



**Maytag/deluxe automatic washer & dryer**



**Hotpoint/model ACPQ62**

**H**OTPOINT has introduced three “Hot-weather special” room air conditioners—two with slide-out chassis and one quick-mount model, making a total for the 1964 selling season of 18 units in ratings from 4,000 BTU to 26,000 BTU.

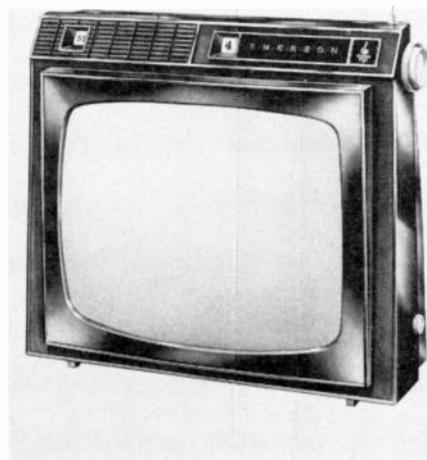
The quick-mount feature of model ACPQ62, which weighs less than 100 lbs., makes the unit portable for use in window openings from 22 to 35¾ in. wide. Accordion panels extend on either side of the cabinet which measures 17¾ in. wide x 12½ in. high x 15¾ in. deep. This 6,000 BTU model operates on 115-volt 60-cycle a-c at 9.8 amps with a wattage of 1.075 kw. It features two-speed turbine-type fan, permanent washable filter, die-cast chrome knobs and all-steel cabinet with galvanized base.

Of the two new slide-out chassis models, ACB113 (11,500 BTU) operates on 230-volt, 60-cycle a-c at 9.6 amps with a wattage of 1.9 kw. Measuring 23-3/16 in. wide x 17-15/16 in. high x 24 in. deep, unit features two-speed turbine-type fan, permanent washable filter, thermostatic temperature control and all-steel rear grill. Model ACB143 (14,000 BTU) draws 12 amps with wattage of 2.6 kw. Both models have horizontal air directors fixed in upward position and vertical louvers adjustable from side to side. **Hotpoint, Chicago, Ill.**

**E**MERSON RADIO, INC. has introduced four 82-channel portable TV sets—two 16-in. and two 19-in. models, as forerunners of its 1965 line starting with a suggested retail price of \$112.88.

Leo W. Hahn, vice president in charge of Emerson division sales, stated that all four models have been priced no higher than most competitive VHF only sets. He pointed to the \$112.88 suggested retail price of the leader 16-in. portable—model 16P01—in the new UHF/VHF TV line and to the leader 19-in. portable—model 19P08—at \$129.95 to substantiate his statement.

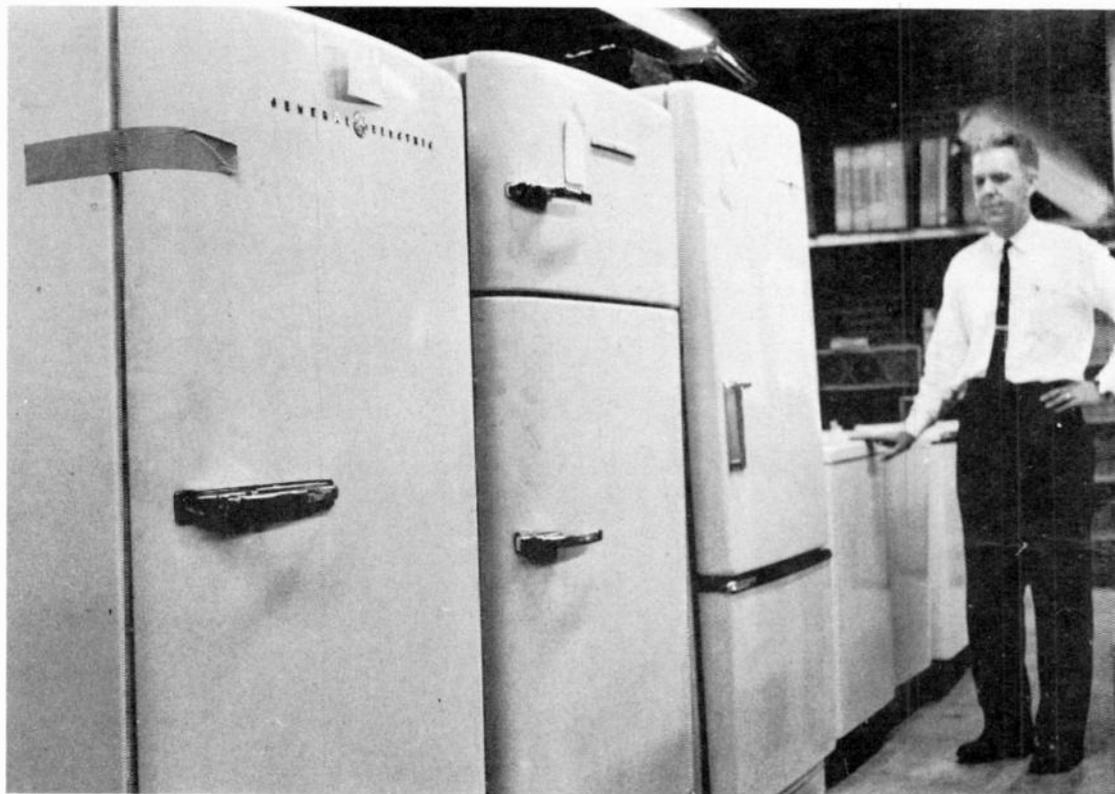
Also announced were step-up models with deluxe features: model U1840 in the 16-in. series at \$119.88, and model U1860 in the 19-in. series at \$139.95. **Emerson Radio, Inc., 680 Fifth Ave., New York, N. Y. 10019.**



**Emerson/model 16P01**



*AT THE HEART of the efficient service operation at Phillips Supply are the parts shelves. Here, Gilbert Phillips (left), president, checks supplies.*



*TRADE-IN refrigerators are cleaned, but no extensive repairs are undertaken at Phillips Supply.*

## Service And Trade-Ins— Background For New Sales

**Dealer's servicemen are trained in sales and authorized to quote prices, so they can act fast.**

Phillips Supply Co. dovetails its refrigerator service and trade-in operations to support its new refrigerator sales.

"If service is prompt, honest, and efficient," says Gilbert Phillips, president of the Greenville, S. C. company, "then we have gained a future customer. We can afford to wait until the unit actually needs replacement."

If a service call leads to a refrigerator that is beyond hope, however, Phillips' servicemen are equally as well equipped to take over on the spot in sales as they are in service. They are authorized to give a firm on the spot estimate of repair costs when repair is feasible. When not, they're authorized to give a trade-in offer and to quote the price of a new unit.

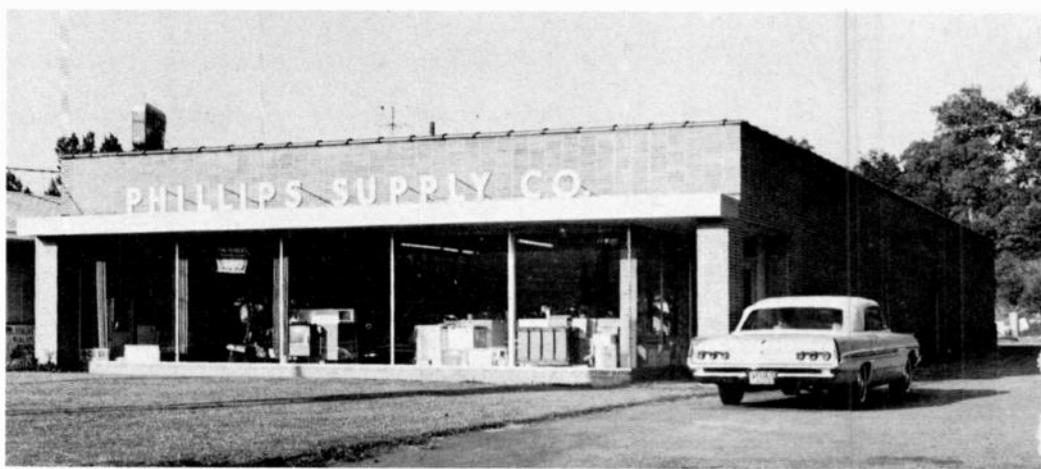
On trade-ins, the appliances are steam-cleaned if necessary, but no special painting or spraying is done, nor are extensive repairs.

When a frantic call comes in that the old refrigerator has conked out and food is spoiling, the service man will take along a temporary replacement as a free loan in case the old model needs shop repair. But sometimes, if the housewife is interested in a new model, the service man will send for a brand new refrigerator-freezer as a replacement. He takes the fairly safe chance that the housewife may not be able to give up the new model with its greater capacity, more efficient insulation, separate freezing compartment, and no-defrost features.

Rarely, when the housewife orders necessary repairs for the old unit, Phillips simply places the late-model demonstration machine in the next home where it will exercise the most powerful sales appeal.

As a franchised appliance dealer, Phillips has a big head start in a town where there is no factory service. "Independent repair

*DISPLAY ROOM and service center of Phillips Supply Co. opened in 1954, was lengthened by 60 feet of service area in 1960.*



men come to us and pay retail prices for parts for our brands. One of our strongest arguments to the customer is that a free-lance repair man cannot attend service schools of all the assorted makes he tries to repair, so much of his work has to be trial and error. When a customer buys from a discount house or non-servicing dealer, after the warranty term expires he has to scratch for service. Our newspaper ads keep pounding away at the warranty and continued service availability."

Service dependability helped Phillips break into the tough builder kitchen market. "We give the builder a written warranty on appliances which he passes on to the home buyer with instructions to call Phillips for service. The builder is relieved of  
(Continued on page 74)

# NORGE

PRESENTS THE

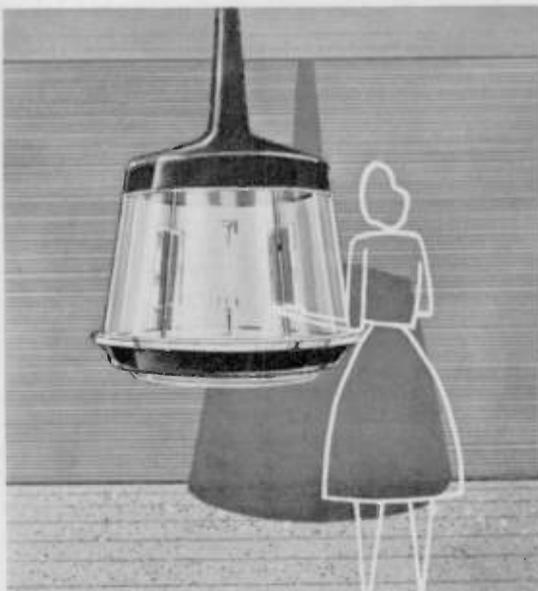
# GAS APPLIANCES of TOMORROW



Norge Gas refrigerator-freezer-liquid dispenser of tomorrow will have two levels and a revolving interior. The combination unit will be powered by a Gas fuel cell.



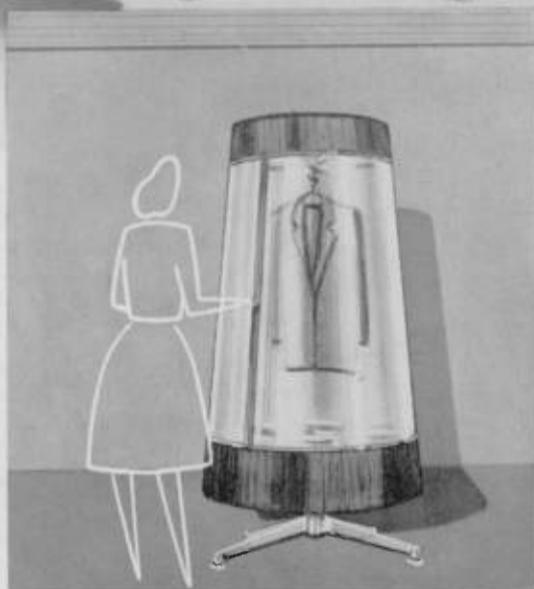
Norge Gas range of tomorrow will have a single, flat, translucent cooking surface. It may be disconnected quickly and wheeled to another area, such as the patio.



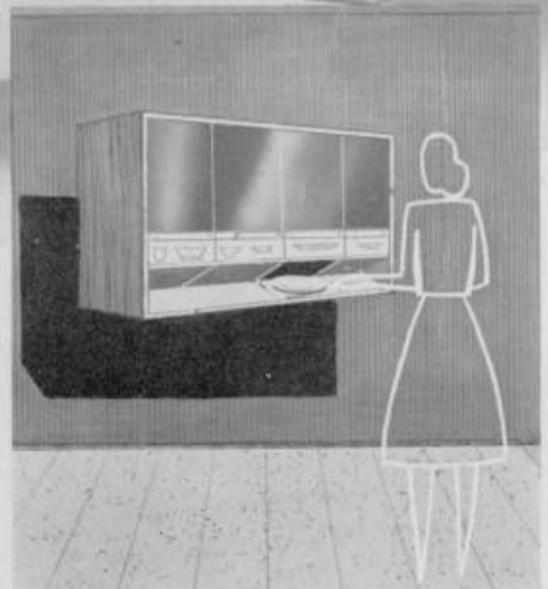
The Norge Gas oven of tomorrow will be heated by Gas infra-red elements which will radiate food, cook it far faster. Both vertical and horizontal rotisseries.

See them at the "FESTIVAL OF GAS" Pavilion at the New York World's Fair!

Gas has been called "the energy of the future" by the experts—and now Norge presents the Gas appliances of tomorrow. Go to the Fair this year, if you can, and you'll see that Norge and Gas are planning plenty! Plan now to get in on selling this excitement when it arrives.



Norge Gas washer-dryer-cleaner. Complete washing and dry cleaning for all fabrics in the home. All oily and water-soluble stains removed. Dry—by Gas heat!



Norge automatic dish-maker. Inexpensive, disposable dishes for every meal! Formed from plastic sheets by Gas heat, stored in the cabinet until needed.

LIVE MODERN FOR LESS WITH ...

# GAS



## World's Fair Map Offer

A Rand McNally World's Fair map in full color has been announced as a free offer for "Eveready" flashlight and battery dealers. Map folds to pocket size, opens up to 1½ ft. x 2 ft., 9 in. It shows in detail all the exhibits and lists the major exhibitors with numbers indicating their locations on the map. Parking areas, waterways, restaurants, and industrial, international, federal and state transportation and lake amusement area pavilions and attractions are included. Reverse side is a street



World's Fair map offer

map of New York City with transit facilities, parks, public buildings, churches, TV studios, stores, theatres, hotels, transportation terminals and sight-seeing attractions.

The map is being packed with the new No. 65 "Magnet Utility Lite" offer. A colorful sleeve holds the free map for display on pegboard or in bins. Free maps in a counter display will also be included with suggested orders for "Eveready" photo, transistor, and alkaline batteries. *Union Carbide Corp., Consumer Products Div., New York 17, N. Y.*

## Record Album Package

As a promotion for portable stereo phonographs, there's the "Holiday in Europe" record album package consisting of four 12-in. LP stereo discs, which contain practical language instructions in French, Italian, Spanish and German. Flip-side of each record plays stereo music from the country whose language instructions are carried on that record. The package also contains pamphlets on the language material recorded on the discs, both the foreign language and the English translation.

A consumer tie-in record package to be promoted with console stereo consists of 10 12-in. LP stereo records on the MGM label. Designed to appeal to varied musical tastes, from hootenanny to Latin American rhythms, the package features pressings by David Rose, Harry James,

Larry Elgart, and Rosemary Clooney.

A wall/window banner, 41 in. x 57 in., shows the record jackets in full color. Newspaper ad mats backing the promotion are also offered. All items are available through the distributor. *Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill.*

## Tape Recorder Display

Designed to show the "Continental 101" cordless transistor tape recorder as being held by a hand to highlight its portability and small size, a new counter display measures 20½ in. high x 16⅞ in. wide x 6⅝ in. deep. Display is also practical, for if the unit is provided with batteries, it can be used for live demonstrations without disturbing the display.

The display is composed of heavy weight board silk screened in blue



and dark brown. The background is dark brown to show off the ivory color of the tape recorder. There is space next to the unit for literature and provisions for unobtrusively taping the unit to the display to prevent theft. *North American Philips Co., Inc. High Fidelity Products Div., 100 E. 42nd St., New York 17, N. Y.*

## Battery Counter Case

A new counter case, which takes up less than 1 sq. ft. of counter space, displays RCA's complete line of transistor radio batteries behind



RCA battery counter case

a tough "window" cover of Tenite butyrate plastic that helps protect them against pilferage. Cover is easily removed when case is dusted or rearranged.

Sliding drawers, labeled at the back, separate batteries by types for convenient stocking.

At his option, a dealer may use the lower portion of the case to display a sign (as shown) and to store extra stock, or to display larger-size batteries or transistor radios. *Radio Corp. of America, Electronic Components & Devices, Harrison, N. J.*

## Portable Radio Display

A point-of-purchase portable radio display said to eliminate the danger of pilferage while allowing customers to conveniently "sell themselves" by handling and operating the merchandise is now available. Designed to hold a dozen GE portables, including four miniatures, the all-metal display features a secure but unobtrusive locking system that doesn't obscure or damage the products. No tape, chains, or glue is used. Radios are fully accessible to customers who wish to examine and play them without the assistance of a sales clerk.

Walnut-grained headers printed in three colors and a gold finish are features of the display which may be used as a counter or floor-mounted unit occupying 3¾ sq. ft. of space or on the wall in a space of 30 in. x 32 in. The platform for each radio carries a label with a feature list and a space for price. *General Electric Co., Radio and TV Div., Electronics Park, Syracuse, N. Y.*



Portable radio display

## Vac Bag Displays

Displays for the complete line of "Cert-E-Fied" disposable vacuum cleaner bags which fit 37 makes and 172 models of vacuum cleaners include: a floor stand, 35 in. wide x 60 in. high, which displays 12 different bag styles; a counter rack, 35 in. wide x 40 in. high, which holds eight styles; and a 9-style floor stand which is 27 in. wide.

A wall rack features a single row brace to fit any pegboard unit and is complete with a display holder. Two or three wall racks may be stacked to display the complete line. All self-selector rack displays are of bright orange and black. *Equitable Paper Bag Co., Inc., Long Island City, N. Y.*



Vacuum cleaner bag display

## Booklet On Direct Mail

"Ideas—How To Build Sales By Mail" is the title of a new 24-page booklet, which shows how to follow up inquiries from space advertising and how to make prospects into customers.

Booklet discusses such topics as:

1. Mail programs help you sell more.



Cover of direct mail booklet

2. Mail programs work for salesmen.
3. Get your mail into the right hands.
4. Mail opens doors.
5. Stimulate mail responses.
6. Make mail programs interesting.
7. You can save costs and time.

For a free copy of this booklet, write on your company letterhead to: *Radstone Publications, 6340 Coldwater Canyon Blvd., North Hollywood, Cal.*

## Counter Display

In a counter display which takes up less than one square foot of counter space, a clear plastic dome shows off four transistor radios and protects them from pilferage. Display is offered free to dealers. *Sony Corp. of America, New York, N. Y.*



Sony counter display



Among the first to market urethane-insulated refrigerators, Kelvinator now includes a number of urethane-insulated combinations in its 1964 Golden Anniversary line.

Three models are available with top freezers — including the 776, a 17-cubic-foot model with 12.23 cubic-foot fresh food compartment and 169-pound freezer; Model 776N, the "No-Frost" model, and Model 776NA with automatic ice maker and dispenser. Other features include a glass-covered meat-keeper, portable egg basket, pull-out cabinet shelves. All are available in pink, turquoise, yellow, antique copper and white.

"Trimwall" is a trademark of American Motors Corporation.

## **KELVINATOR** Trimwall doubles capacity with urethane foamed-in-place insulation

This Kelvinator Trimwall Refrigerator-Freezer occupies the same floor space as a 1952 8 cubic-foot Kelvinator. But 1964 versions have up to roomy 17 cubic-foot capacities! A big difference is urethane insulation.

With vastly superior efficiency over the next best insulator, urethane foamed-in-place insulation reduces the thickness of cabinet walls and increases usable interior space without increasing external dimensions. Kelvinator's use of urethane insulation has provided new consumer benefits through increased storage capacity while maintaining traditionally low operating costs.

Urethane foamed-in-place insulation bonds the liner to the outer cabinet in single-unit construction for added strength and durability. Engineering advances of this type have characterized 50 years in the appliance business for Kelvinator, a division of American Motors Corporation.

Plus values like these will help you sell more urethane-insulated refrigerators, freezers and combinations. To help you explain urethane's advantages to salespeople and customers, write for these helpful booklets. They're available free in quantity.



**IN URETHANES THINK FIRST OF...**



**NATIONAL ANILINE DIVISION**  
40 RECTOR STREET, NEW YORK, N. Y. 10006

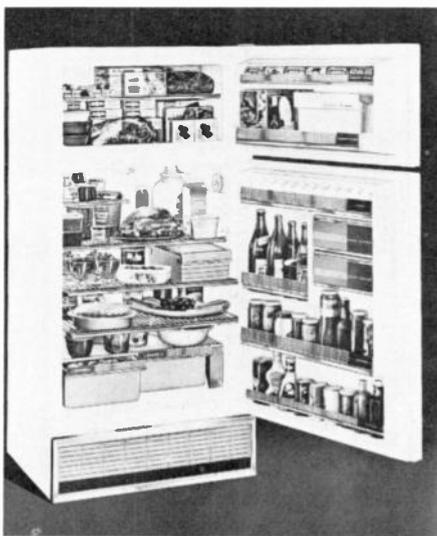
... only producer of all basic urethane chemicals ...  
NACCONATE® Diisocyanates, ACTOL® Polyethers and  
GENETRON® Blowing Agents ... and leaders in the  
chemistry and commerce of urethane applications.

# NEW PRODUCTS

## NORGE Refrig./Freezer

Through the use of "Thin-Wall" insulation, new 15-cu.-ft. refrigerator-freezers, 31 in. wide x 64½ in. high, achieve two feet of extra food storage in the same size cabinet as present 13-cu.-ft. models.

Model REE-1544 has separate controls for individual adjustment of temperatures in the refrigerator and freezer compartments and features a new chrome storage shelf. The freezer compartment of 3¼ cu. ft. has a 113-lb. capacity. An "Ice Server" in the door has an ice cube storage basket. Companion model REE-



Norge model REE-1544

1534 has a frozen food storage volume of 3½ cu. ft. or 121 lbs. and features a "food freshener" plate.

Features of the units include two glide-out shelves, twin porcelain crispers, covered meat keeper with 9-lb. capacity, and end caps on the aluminum front panels of door shelves. There is a chrome plated strip across the top of the refrigerator section door and an aluminum kick plate at the bottom.

Warranty on the sealed-in system is for five years. One-year warranty on all parts. Cabinets are also available in coppertone. *Norge Div., Borg-Warner Corp., Chicago, Ill.*

## GELOSO Tape Recorder

New model "Unicorder 61" is a 6-transistor, 5-lb., portable tape recorder which includes built-in synchronizer for home movies. It op-



Geloso "Unicorder 61"

erates on penlight batteries and a-c power on its own built-in power supply (no need for an adapter). Features include two dynamic speakers, connection for remote extension speaker, visual recording meter, automatic volume control, microphone with on-off switch, and an input for radio, microphone or TV. Unit has fast rewind and fast forward; a jack for foot control is available as an accessory.

Unit comes with microphone having a remote switch, earphones, reel of tape, take-up reel, a-c power cord, 10 manganese batteries, leather carrying case. One-year guarantee. Price, \$149.95. *American Geloso Electronics, Inc., 251 Park Ave. So., New York 10, N. Y.*

## ADMIRAL Portable TV

The "Futura" is a new Admiral 19-in. portable TV set complete with on-off TV sleep timer and earphone attachment with 15 feet of cord for private listening. The P9640 series has the new SP20 precision crafted horizontal chassis with 20,000 volts of picture power. It features a steel-bond wide angle aluminized picture tube with built-in optic filter, also front-mounted channel indicator, tone



Admiral "Futura"

control, fine tuning control, dipole antenna and all-frame grid VHF turret tuner.

Unit is also available as the UP9640 series with two-speed transistorized UHF continuous tuner. It comes in black or white finishes with silver-golden trim. *Admiral Corp., 3800 W. Cortland St., Chicago, Ill.*

## NORMANDY Sauna Bath

A personalized sauna bath designed for one person occupancy, the "Saunette" measures 28 in. x 42 in. x 75 in. high, weighs 225 lbs., comes fully assembled and requires no installation; it plugs into any 110-volt outlet. Unit, which requires less space than a closet, can be used in



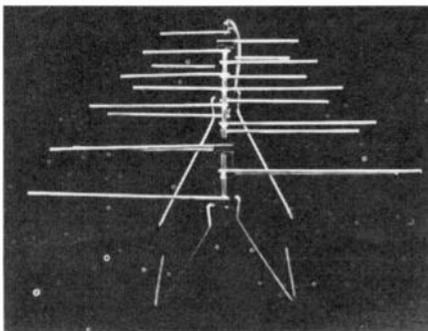
Normandy "Saunette"

a bedroom, large bathroom, den or basement.

The unit is constructed with a Philippine mahogany exterior and a one-piece, seamless molded fiberglass interior. The stainless steel heater is shielded by a hardwood fence. Thermostat, on the outside, regulates heat. The hardwood bench and terry cloth backing are removable. There is also a heatproof interior light, and air vents. Price, \$695. *Normandy Products Co., 40th and Butler Sts., Pittsburgh, Pa. 15201.*

## BLONDER-TONGUE Antenna

The "Golden Arrow" is an ultra high gain, indoor UHF antenna of the periodic type said to provide ex-



Blonder-Tongue "Golden Arrow"

cellent reception with color and B&W sets. Both all-channel sets and converters can be used with the new unit. *Blonder-Tongue Laboratories, Inc., 9 Alling St., Newark 2, N. J.*

## VIKING Cartridge Player

Primarily intended for installation in car or boat, the new stereo cartridge player, "Auto-Tape 500" contains a solid state amplifier and cart-



Viking "Auto-Tape 500"

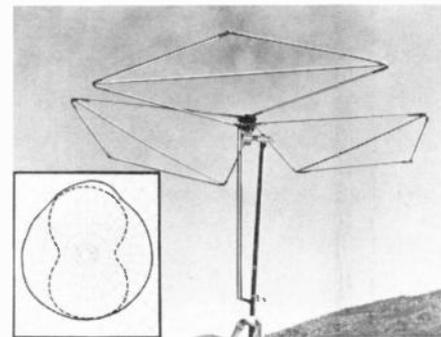
ridge deck and can be operated from any 12-volt d-c power source. It will play all sizes of Viking endless loop cartridges to provide up to two hours of quarter-track stereo pre-recorded programs at 3¾ ips.

The 10½-lb. unit is 9½ in. wide (10¾ in. with mounting hardware), 9 in. deep x 3½ in. high (4 in. with mounting hardware).

The unit consists of a cartridge deck and a 10-transistor amplifier in a metal case. Up to four speakers may be connected. Controls include: volume, balance, tone controls, start/engage lever, track selector. Price, with mounting instruction and hardware included (speakers are not supplied), \$133.95. *Viking of Minneapolis, Inc., 9600 Aldrich Ave. So., Minneapolis, Minn. 55420.*

## CHANNEL MASTER Antenna

The "Rondo," model 4407G, is said to be the "world's first truly omnidirectional FM antenna." The new unit utilizes a new type of dipole system called the "Tri-Di," because it consists of three separate diamond-shaped dipoles in parallel. It is claimed the new design provides con-



stant gain in all directions, at all FM frequencies, producing almost circular directivity patterns.

Polar patterns compare the unit's directivity (solid line) and a turnstile type antenna (dotted line). Turnstile patterns are peanut shaped.

The "Rondo" can be stacked for added gain. In fringe areas, the "Telstar FMX" booster can be added. Price of the "Rondo," \$15.70. *Channel Master Corp., Ellenville, N. Y.*

## SHETLAND/LEWYT Vacuum

In the expanding line of Shetland/Lewyt floor and rug care appliances, model #841 has been introduced. This is a new "Sweeper Vac" with



a 530-watt, over 2/3-h.p. motor and a control suction dial for regulating the increased power. The lightweight unit is priced \$22.95. *Shetland Co., Salem, Mass.*

THE  
GOLDEN HALF  
OF THE HOUSEWARES YEAR  
STARTS HERE



JULY 13-17, 1964  
McCORMICK PLACE  
CHICAGO

■ The second half of the housewares year is the big half—this year the golden half of more than 8 billion dollars in retail sales. Timed precisely for the start of this golden half, the National Housewares Exhibit will assemble all the decision-makers of the industry . . . provide a stimulating liaison between suppliers and

buyers . . . cover all channels of distribution and all marketing factors . . . bring into focus all current problems, trends and buying patterns. The housewares future was never brighter. Your participation in the July 1964 National Housewares Exhibit never promised a more golden opportunity.

**41<sup>st</sup>**  
SEMI-  
ANNUAL



**NATIONAL HOUSEWARES EXHIBIT**

*Serving the Housewares Industry Since 1938*

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION • 1130 Merchandise Mart, Chicago, Illinois 60654



ONLOOKERS WATCH demonstrator mix fruit juice cocktails.



LINEUP of barbecues leads to entrance of "Homemaker's Carnival" section.

# Demos And Circus Motif Spark Housewares Promotion

"Homemaker's Carnival" at Boston Store, Milwaukee, Wis., is successful because of demos and carnival atmosphere.

**D**emonstrations, combined with a carnival atmosphere, are the key ingredients of a successful housewares promotion conducted by the Boston Stores in Milwaukee, Wis.

This year was the sixteenth year in which the department store chain will conduct its annual two-week "Homemaker's Carnival." During the promotion, special emphasis is placed on electric housewares, cookware, some major appliances, and furniture.

The carnival atmosphere is maintained throughout the event through demonstrations of

many electric housewares in actual use. Also, a variety of food samples, such as cookies, fudge, and spices, are given to browsers at no cost. Hot coffee is also a popular item, in view of the below-freezing temperatures outside the stores.

"The idea behind the 'Carnival,'" states a Boston Store spokesman, "has always been to get as many manufacturers as possible to show their products.

"When we held the first 'Carnival' 15 years ago, housewares were in short supply, and demonstrations were very effective. Later, as house-

wives became more sophisticated, demos lost their pull, and the emphasis was on price alone.

"Lately, however, we've attempted, and I think successfully, to shift the emphasis so that homemakers think of housewares as 'fashion' items rather than just tools that do a particular job in the home."

While all of the Boston Store outlets participate in the "Homemaker's Carnival," the greatest effort has always been concentrated in the downtown outlet, which serves the northern section of

(Continued on page 72)



FREE ADVICE on hair styles, hair care, and the use of hair dryers is available at Sunbeam Hair Care Center.



UTILIZING Sunbeam's cordless hand mixer and party grill, demonstrator makes fudge and small sandwiches for browsers.



*WIDE SELECTION of electric housewares is always on view at Will Sales Appliances. President Norman Epstein, however, doesn't believe in featuring promotional merchandise.*



*CLEARLY MARKED PRICES are a hallmark of small radio display at Will Sales Appliance. Store encourages the sale of smaller appliances on credit.*

## Don't Overlook Credit Customers For Electric Housewares Sales

**Time payment customers are much less price conscious, says Louisville dealer.**

**"C**redit customers are repeat customers who are not nearly so price-conscious as cash customers and thus a lot easier to sell, particularly when it comes to small appliances."

The author of this statement is Norman Epstein, president of Will Sales Appliances in Louisville, Ky. According to Epstein, the discounters have taken away quite a bit of his portable appliance sales, simply because he is unable to compete against the price image that the mass merchandisers in his area have established, even though Will Sales' prices are often the same.

Epstein believes that cash customers are essentially convinced that they can save money by buying their housewares products from discounters and that it is a waste of time to try to dissuade them.

Credit customers, who comprise most of Will Sales' business, are accustomed to coming into any of the five Will Sales stores to shop, and, since many of them have carte blanche, they aren't too interested in price.

Epstein emphasizes the fact that small appliances are still an important part of his business, even though an increasing segment of the buying public feels there is no bottom price-wise.

"However," Epstein cautions, "don't ever get the idea that all customers look for price when

buying housewares. The public, in my opinion, is not nearly as aware of price differential in small appliances as it is in groceries, for example. Occasionally I discover, either through the newspaper ads or by word of mouth, that a competitor may have a great buy on an item that our customers are entirely unaware of, even though he has advertised it heavily."

Epstein believes that one way to make a profit on electric housewares is not to try to meet every price just for the sake of moving an item. Will Sales purposely refrains from advertising the promotional numbers in brand name lines, but does advertise the items in which the manufacturer has set a minimum price for co-op purposes. This has the advantage of tying-in with their own advertising.

Epstein believes that A-R TV dealers should make every effort to include electric housewares in their sales pitches to customers when closing a deal on a major. He cites a toaster with a gas range, or an iron with a washer and dryer as examples of natural tie-ins.

"Our credit system," Epstein reveals, "was not born overnight. We were the first merchants in this area to give credit some 40 years ago and by being selective, but not picayunish, we have progressed to the point where 90 per cent of our business is on credit." ■

# NEW PRODUCTS

## BRYAN Tape Recorder

Manufactured in Italy, model TK-7, the first of a line of promotionally priced, a-c-powered tape recorders, is a four-track stereo record and playback machine with operation at 1-7/8, 3 3/4 and 7 1/2 ips.

The 27-lb. unit, 8 1/2 in. high x 13 in. deep x 16 in. wide, features jacks



Bryan model TK-7

for external speakers, for external high fidelity amplifiers, two radio-phono input jacks, and a dual recording level indicator of the "magic eye" type. American-type jacks are used. Available: patch cords with European plugs at one end for those who wish to use the unit with European equipment. Price, \$199.95. *Matthew Stuart & Co., 156 Fifth Ave., New York 10, N. Y.*

## SYLVANIA Portable TV

Model 19T31 is a 19-in. portable TV set featuring a VHF/UHF signal separator network which permits reception of all TV bands on a single antenna. The network splits the incoming signal as it is received and directs the appropriate portion to the



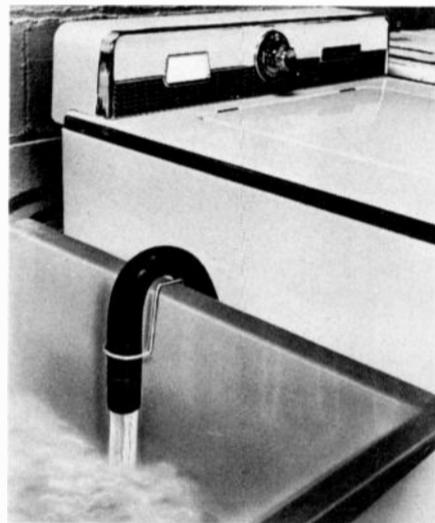
Sylvania model 19T31

VHF or UHF frequency input terminals, eliminating the need for separate UHF and VHF connections.

Also included is a 7-in. oval speaker and variable full range tone control. Unit also has a 39-in. VHF/UHF telescoping dipole antenna which can be rotated. Other features: a safety-proof "Bonded Shield" picture tube, five strap frame grid tubes and manually adjustable tone control. With a fully finished back, unit has a cabinet of metal and plastic, in platinum grey and sand white finish. Optional extras: roll-around stand with a magazine rack and curtain-timer clock. Price, UHF model, \$171.70. VHF model, \$151.70. *Sylvania Electric Products, Inc., 730 Third Ave., New York, N. Y.*

## PERRY Washer Hose Clip

"Hose-On" is an automatic washer hose clip manufactured of plated steel. It fits on the side of the laundry tub to become a holder for a hose, directing the downward flow of water into the tub; the hose cannot pry loose from water pressure. Price, 49 cents. *Perry Products Corp., 1544 E. 11 Mile Rd., Madison Heights, Mich.*



Perry "Hose-On"

## TORO Sprinkler System

The "Moist O'Matic," an automatic underground sprinkling system that waters up to 7,500 sq. ft. of turf area, consists of three freeze-proof wave sprinklers installed flush with the ground and easily adjusted to cover a variety of shapes, up to a 50-ft. square; a 110-volt, a-c controller which, like a clock radio turns sprinklers on and off at any pre-set times; an adapter which permits the entire system to be attached to an outside faucet (without hindering the tap's normal operation); and all the valves, flexible pipe and tubing needed to install it.

Homeowners themselves can install the unit in one afternoon, it's



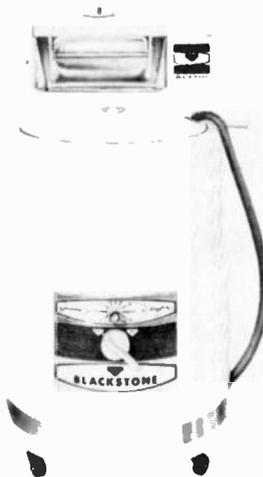
Toro "Moist O'Matic" wave sprinkler and 110-v, a-c controller

said, with "a pair of pliers, a screwdriver, a sharp knife, and a spade" as all the tools needed.

The wave sprinkler (top photo) can be adjusted down to a variety of square and rectangular shapes; it provides water only as fast as the soil can absorb it and is installed flush with the ground out of the way of children or lawn mowers. The four-station sprinkler control (bottom photo) determines when the sprinkling system starts, how long it lasts, and how often it is repeated. The controller permits early morning lawn sprinkling when water pressure is better, and more uniform, when winds are at a minimum, and rate of evaporation is lower. The "Moist-O'Matic" system comes in one box. Price, under \$200. *Toro Mfg. Corp., Minneapolis, Minn.*

## BLACKSTONE Washer

Model RX, new promotional model just added to the "300 Selector" line of wringer washing machines, has a capacity of 12 lbs. Tub is made of 18-gauge enameling steel and cushioned in rubber. The "Hi-Vane" agitator is made of phenolic. Other features include a precision-built gear case with all gears machine-cut to close tolerance, as well as a machined steel drive shaft gear and pinion. *Blackstone Corp., Jamestown, N. Y.*



Blackstone model RX

## TELEFUNKEN Tape Recorder

"Magnetophon 300" is a 2-track, capstan-driven tape recorder which takes up to 5 in. reels and has a speed of 3 3/4 ips. It is powered by five D cell flashlight batteries, by a Telefunken rechargeable battery, by 50-60 cycles a-c, 110-volt and 220-volt

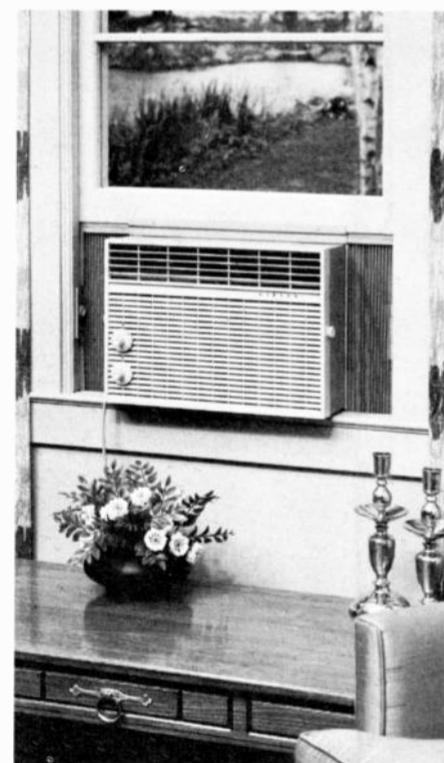


Telefunken "Magnetophon 300"

with Telefunken battery charger, or by a car battery with 6-volt car adapter or 12-volt/24-volt car adapter. The unit, weighs 7 1/2 lbs. without battery, measures 3 in. x 10 1/2 in. x 11 1/4 in., operates both horizontally and vertically, and features recording level meter and the following controls: volume, fast forward, fast rewind, playback, record, stop, pause button and speaker switch. The built-in speaker, 3 in. x 4 in. can be switched off. With 10 transistors and one diode, unit has inputs for phonograph, radio, and microphone. *American Elite, Inc., 48-50 34th St., Long Island City 1, N. Y.*

## GIBSON Air Conditioner

Room air conditioner model D-450-1K is a 5,000 BTU unit capable of cooling 200 sq. ft. The 82-lb. unit can fit a window as narrow as 18 in.; it is equipped with an "expando-kit" that permits installation in openings as wide as 36 in. Unit, which can be mounted flush with the



Gibson model D-450-1K

inside of the window, features a two-speed fan that circulates and purifies air even though unit may be turned off, and an easy-to-clean filtering area, said to be three or four times that of competitive models. Price, about \$129.95. *Gibson Refrigerator Div., Hupp Corp., Greenville and Belding, Mich.*

## What's the state of solid state . . .

(Continued from page 49)

The Magnavox Co. is generally recognized as making the initial breakthrough in solid state stereo with the introduction of its radio-phonograph line in June, 1962.

Last year solid state models accounted for 70 per cent of Magnavox's total stereo volume. In addition, this manufacturer now uses solid state in the "phono" and radio portions of its three-way combinations.

Other major brown goods manufacturers such as Admiral and Zenith report an increased use of solid state in many of their products, and Motorola and Radio Corp. of America, RCA Victor Div., recently announced the introduction of solid state in their 1965 phono lines. These producers feel that the use of solid state is essential to the production of the best possible products.

A. A. Medica, vice president, electronics division, Admiral Corp., states that "Admiral is extremely enthusiastic about the use of solid state components in our several consumer electronics lines. We have just introduced 1965 stereophonic hi-fi models which are 100 per cent solid state from portables through consoles. We also have portable solid state monaural phonographs. Our black-and-white 'stereo theatre' combinations have two models with solid state amplifiers, while our entire color stereo theatre lineup of six models has transistorized amplifiers.

"The use of solid state components provides several demonstrable features for our dealers to use in their selling. First, there is 'instant on' without any warmup period. Second, without vacuum tubes the chassis is cooler operating and draws a minimum of power. Third, the clean musical reproduction by solid state instruments is a revelation. Perhaps equally important is Admiral's five year warranty on solid state components as an indication of their reliability," states Medica.

RCA recently announced that it will feature solid state in its 1965 merchandise. Some stereo phono models were introduced in May of this year with solid state amplifiers.

According to R. W. Saxon, presi-

dent, RCA Sales Corp., his company has waited until now to go into solid state as it felt certain improvements were needed if it were to be considered superior to tube-type circuitry. "Rather than embark on a crash solid state program we decided to move in this direction in an orderly product development fashion," states Saxon. "These improvements have been made."

Saxon adds that "the specific benefits of solid state are such that we

are now able to offer increased power performance in our new FM/AM radio and phonograph lines. For example, the top model in our stereo portable line now features 16 watts of Electronic Industries Ass'n-rated power which compares with the same rating features in many of last year's high-end console models."

The RCA executive feels that solid state will be a solid selling point on the retail sales floor which will benefit the entire phonograph line. RCA has also applied solid state to its new UHF tuner.

Zenith officials expressed themselves as satisfied with their company's participation in solid state.

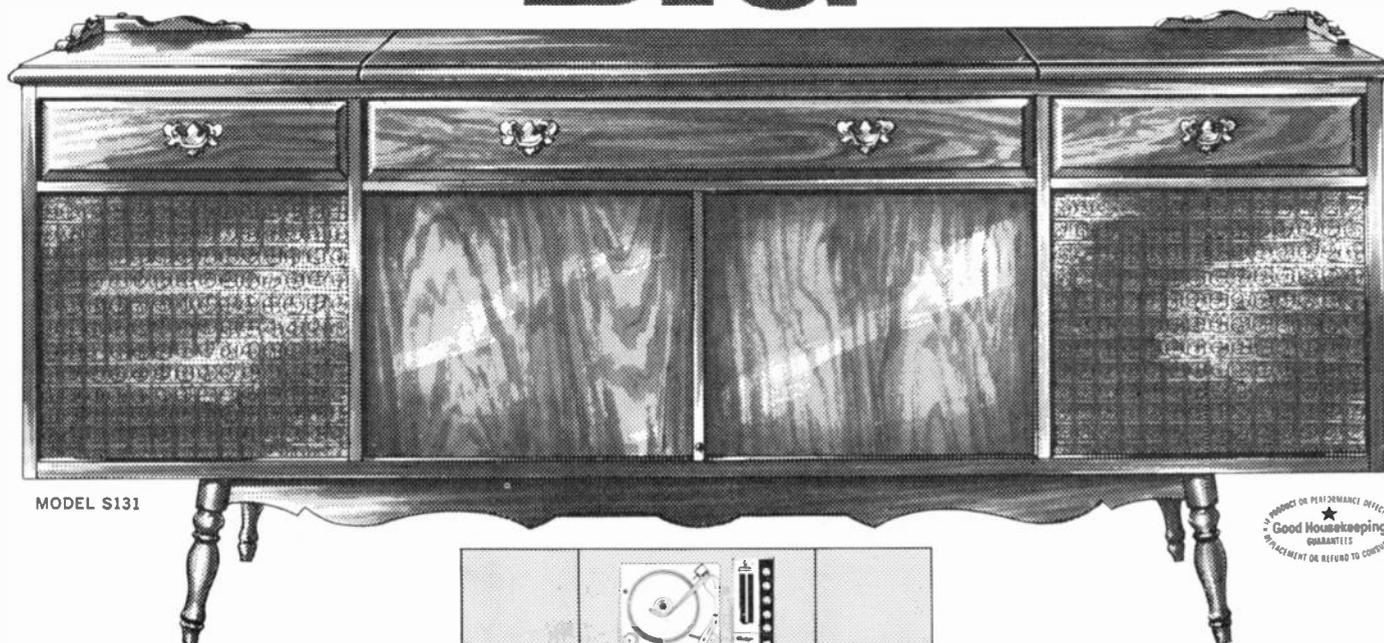
As an example they cited the fact that their transistorized audio amplification systems provide clearer sound reproduction, freedom from distortion, cooler operating temperatures and greater electronic performance in their stereo hi-fi units.

At the present Zenith is using solid state in all of its hearing aids, and pocket and portable radios, which includes FM/AM and short wave, amplification systems, and some stereo hi-fi instruments.

Zenith reports that many of its dealers are effectively using solid state as a sales tool. Zenith is now concentrating much of its advertising

(Continued on page 73)

# "MR. BIG"



MODEL S131

★ PRODUCT OR PERFORMANCE DEFECTIVE  
★ Good Housekeeping  
★ GUARANTEES  
★ REPLACEMENT OR REFUND TO CONSUMER

RECORD STORAGE • 4-SPEED STEREO PHONO • AM/FM STEREO RADIO • RECORD STORAGE

## LONG ON LOOKS, LONG ON PROFITS

This new hi-fi console will stand out on your sales floor . . . and sell out too, with full margin for you! King-size 6-foot length, a royal family of features, and full quality to guard your profits! Only from Olympic . . .

- 6 feet long . . . Maple-finished genuine veneers, selected hardwood solids . . . beautiful Early American fine furniture styling . . . space on both sides for records
- 4-speed automatic record changer . . . "No-Scratch" retractable cartridge . . . diamond stylus . . . 45 rpm spindle
- AM/FM Stereoplex radio . . . FM with solid-state Automatic Frequency Control
- Multi-Sonic 8-speaker sound system . . . two 12" woofers, two coaxially-mounted high frequency speakers, two mid-range speakers and two tweeters

## SHORT ON PRICE!

Call your Olympic Distributor now

# Olympic

FROM THE SPACE AGE LABORATORIES OF LEAR SIEGLER, INC.  
OLYMPIC RADIO & TELEVISION DIVISION, OLYMPIC BLDG., LONG ISLAND CITY 1, N. Y.



USE OF solid state in 1965 products has been announced by R. W. Saxon, president, RCA Sales Corp.

# DEALER SALES REPORTS

## As Compiled By Utilities

	Rm. Air Cond.	Dryers	Dishwashers	Freezers	Ranges*	Refrig.	Television**	Washers & Combos
Central Illinois Pub. Serv. (Springfield) ✓209,656	80	373	63	320	746	932	1421	1178
Dallas Power & Light 256,141	1580	438	1327	407	1241	2556	3374	1929
Dayton Power & Light 452,734	21	582	117	288	776	844	2198	1363
Electric Power Board (Chattanooga) 77,899	93	190	59	161	335	271	671	475
El Paso Electric 90,534		119	234	152	365	567	1724	
Fla. Power & Light (Miami) 769,492	5607	1144	1128	511	4163	5967	8157	4554
Idaho Power (Boise) 116,000		349	148	214	664	344		848
†Jersey Central Power (Morristown) 381,492	160	627	522	406	755	1655	3972	1031
Metropolitan Edison (Reading, Pa.) 234,650	145	425	134	319	620	170	1877	1407
Nashville Elec. Serv. 136,000		233		128	577	536		
New Orleans Pub. Serv. 326,859	5960	948	332	289	1332	1776	3206	1979
N.Y. State Elec. & Gas (Ithaca) 526,356	19	800	338	466	983	1317		2119
Southwestern Elec. Power (Shreveport, La.) 186,485	595	263	160	570	333	1253	1921	1446
Union Elec. (St. Louis) 568,666	2930	491	551	603	1148	2921	9261	2496
West Penn Power Co. (Greenburg, Pa.) 360,000	18	953	145	464	874	1283	2423	2078
March compared with previous report	+54%	+5%	+16%	+13%	+11%	+18%	+9%	+2%
*Incl. built-ins **Incl. Stereo †Incl. N.J. Power & Light ✓Residential Meters								

### Circus motif . . .

(Continued from page 68)

Milwaukee.

Last year, the event was first announced to the public through a 16-page special supplement appearing in *The Milwaukee Journal* on the Sunday preceding the "Carnival" opening. This was subsequently followed-up with 12 more pages.

Besides this newspaper support, the store devoted one of its street-level display windows to the event, using a simple but dignified arrangement. (It should be noted that while a carnival atmosphere prevailed on the sales floor, the window display stressed the "fashion" theme of housewares.)

Up to and including last year, a Milwaukee radio program was broadcast from within the store one day during each of the two "Carnival" weeks.

This year's "Homemaker's Carnival" used television and radio advertising, in addition to newspaper space.

Among the exhibits which drew attention during last year's "Carnival" were the following:

- Corning Ware's booth had a model rocket nose cone. The demonstrator explained how his firm uses the same formula in making its cookware as is used in actual space rocket nose cones. He demonstrated how Corning Ware cookware stands up to extreme temperature changes.

- A Sunbeam Hair Care Center featured a cosmetologist who gave free advice on basic hair styles, hair care, and the use of hair dryers. Hair care books were sold for 25 cents each. At the same booth, Sunbeam's cordless hand mixer and party grill were utilized to make fudge and small sandwiches, which were given out to browsers.

- At the Hamilton Beach exhibit, the demonstrator mixed fruit juice

cocktails in the firm's blender.

- Presto's demonstrator cooked small frankfurters in the firm's Cook 'n' Serve fry pan, and distributed them to browsers.

- At a "Spice Island," the art of cooking in a chafing dish was demonstrated. The results were devoured by browsers with coffee.

- A Shetland demonstrator provided free tips on floor and rug care, and showed how to use an electric broom.

- A representative from the Androck Co. demonstrated the use of its barbecue spit basket.

- A power tool demonstration was provided by a representative from the McGraw-Edison Co.

Many other housewares products were also exhibited in booths and demonstrated. ■

### Kelvinator Names Members To President's Honor Club

New members of the President's Honor Club, comprised of top Kelvinator district managers, have been announced by E. B. Barnes, vice president, appliance sales, American Motors Corp. These members and their zone or distributor organization are:

S. Carlton and B. Burkhardt, Mills-Morris Appliance Distributors, Memphis, Tenn.; William T. Downey, Jacksonville, Fla. zone; Horace M. Croft and J. S. Dohany, Buffalo, N. Y. zone; A. R. Morrison, Morley-Murphy, Co., Milwaukee, Wis.; Roy L. Peters, Chicago zone; R. J. Conklin, Detroit zone; and Robert J. Hammon, Emery-Waterhouse Co., Portland, Me.

Selection of district managers for the President's Honor Club is based upon sales performance within a specified period of time, Barnes said. The nine-member group meets in Detroit for conferences on products and promotional programs with Kelvinator sales management.

## Coming EVENTS 1964

June 15-19: **Summer Home Furnishings Market**, Furniture Mart and Merchandise Mart, Chicago.

June 21: **Father's Day**.

June 28 - July 2: **Music Industry Trade Show & Convention**, Conrad Hilton Hotel, Chicago.

June 29-July 3: **Summer Home Furnishings Market**. Market Center, Dallas, Tex.

July 13-17: **National Housewares Exhibit**, National Housewares Mfrs. Ass'n., McCormick Place, Chicago.

Sept. 28-Oct. 2: **National Hardware Show**, The Coliseum, New York City.

### Three Firms Settle Suits Brought By Admiral Corp.

Admiral Corp. and its Canadian subsidiary have announced the settlement of record changer patent infringement suits against BSR (USA) of New York, B. S. R. Limited of England, and Garrard Engineering Limited, of England.

William S. Baltz, vice president and general counsel, said that the settlements included damages for past infringement and royalty agreements for future use of several patents.

The patents cover a mechanism that starts the record changing cycle, two special spindle adapters permitting the automatic playing of 45 r. p. m. records, and a device that enables one to remove a stack of played records without removing the spindle.

The actions by Canadian Admiral Corp. against the two British firms also involved the Fleetwood Corp. of Canada, Canadian Marconi Co., Dominion Electrohome Industries of Canada, and Clairtone Sound Corp. of Canada.



## How to find and keep salesmen . . .

(Continued from page 50)

"There's a lot more to the job than pay and fringe benefits," states Neal. "On this job I'm part of the entire business and I know its inner workings. In other words, I feel that I belong. This is quite a comparison to the situations that I've seen in large operations where salesmen don't even know the name of the store owner." Neal's remarks are based on his experience with large retail operations.

As was pointed out last month in an article in MART Magazine titled "Task Of Finding Retail Salesmen Promises To Get Tougher Still," Chicago Dealer Sol Polk calls his salesmen "sales counselors" as part of a campaign aimed at "restoring dignity to the profession of retail selling."

Polk believes that an unwarranted bad reputation has been attached to retail salesmen, and he attempts to change this picture in his business by making his "sales counselors" aware of their worth to him. Perhaps he has the right approach to keeping his staff of approximately 300—he claims to have very little turnover of personnel.

But compensation must not be overlooked as a means of keeping men, according to Polk, who says that if his salesmen don't make \$10,000 a year once they are on full earning power, then the store doesn't want to keep them.

A combination of fringe benefits is mentioned by Dealer F. Hardy Rickbeil, Worthington, Minn., as being important to his salesmen. Rickbeil has a profit sharing trust. He



**"WE KEEP OUR SALESMEN,"** says Dealer F. Hardy Rickbeil, "by making them a part of our organization and by giving them every opportunity to grow in their work and also in the money they can earn."

also pays 100 per cent of the cost of health and accident insurance for his employes, and 75 per cent of the cost of uniforms for service and delivery men.

"We keep our salesmen," states Rickbeil, "by making them a part of our organization and by giving them every opportunity to grow in their work and also in the money they can earn. Good salesmen make or break a business, all other things being equal."

Employer and employe travel a two-way street, according to Dealer Maurice M. Cohen, Lechmere Sales, Cambridge, Mass.

"We tell our salespeople that Lechmere Sales wants more performance and expects top results," states Cohen, "because Lechmere Sales wants employes to get more money and enjoy top benefits. If our company does not provide the performance and security that an employe has a right to expect, then our firm is not entitled to the employe's presence."

Dealer Walter Engle, Engle Electric Co., Lakeland, Fla., says that he has no problem in keeping his salesmen, and in fact has difficulty in



**IT'S NO PROBLEM** to keep salesmen, claims Dealer Walter Engle. "Apparently our system is more attractive than the average in this area because it is no trouble hiring them once we find the person we want," he states.

getting rid of them if they are not producing. He pays most of his men \$35 per week salary, plus a \$10 car allowance, plus a percentage of their sales.

"Most of the people we hire," he states, "naturally want security, so under the fringe benefits we offer group medical insurance, two weeks per year paid vacation, and one week sick leave." He has been paying for six holidays, but notes that he may be forced to discontinue them.

Engle explains: "Apparently our system is more attractive than the average in this area because it is no trouble hiring them once we find the person we want. The large stores and discount houses are paying



**GOOD MERCHANDISING** program will automatically make sales people do a job regardless of how they are compensated, according to Dealer George H. Johnston.

straight commission, and the small salary seems to be inducement enough to make them feel more secure."

Not every dealer agrees that getting the salesman involved in the business, or fringe benefits, will keep him on the job.

Dealer George H. Johnston, Minneapolis, Minn., states: "I am of the opinion that in in-store selling the important thing is a merchandising program that brings the customer in, with offers basically attractive to the customer. If this is accomplished, then reasonably intelligent, reasonably ambitious sales people will do a job regardless of how they are compensated." ■

## Solid state . . .

(Continued from page 71)

and promotional efforts on solid state in national magazine and newspaper ads. Point-of-sale displays and other promotional material also feature solid state.

How does solid state circuitry fit in with the hand-wired TV story? According to company officials there is no conflict as Zenith always uses the type of circuitry and wiring that its engineers feel is best suited for the particular job.

Motorola has announced it will feature solid state amplifiers in 1965 products in its new portable stereo phono line and in its middle to high-end stereo console line. This marks the initial application of solid state for this manufacturer.

Packard Bell has started using solid state in its low end models and will probably move into solid state across the board in amplifiers this year, says Kenneth R. Johnson, vice president and general manager of the home products division.

Solid state has a good future for phonographs, Johnson says, but he thinks it's possible to push it too fast and "get into trouble."

The whole new phonograph line of Emerson Radio & Phonograph Corp., being introduced in June, has switched to transistorized operation. ■

## NCCJ Medallion Award Goes To GE's Sahloff

Willard H. Sahloff, vice president and general manager of the housewares division of General Electric Co., Bridgeport, Conn., was presented with the Medallion Award of the National Conference of Christians and Jews at the NCCJ national luncheon in the Waldorf-Astoria, New York.

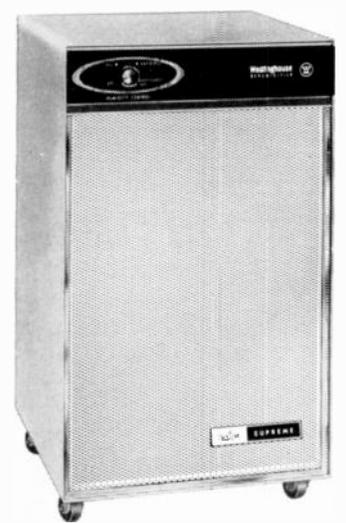
The medallion reads, "Willard H. Sahloff for his contribution to the cause of brotherhood."

In accepting the award, Sahloff said, "I can think of no honor that I would value more than a citation from the National Conference of Christians and Jews, because I believe in what this fine organization represents—decency, fair play and brotherhood."

# SUCCESS

is what makes  
Westinghouse  
Dehumidifier  
Dealers  
the busiest  
dealers in town

There are more Westinghouse dehumidifiers in use today (and more happy users) than any other brand. And Westinghouse dehumidifiers are the easiest to sell—with special quality features that are simple to demonstrate like Adjustable Humidistat, Exposed Air Drying Coil, Auxiliary Space Heater, Automatic Water Overflow Control, convenient easy-to-empty bucket. And they're all supported by a guarantee which gives your customer a brand-new dehumidifier, upon the return of the defective unit, should the refrigeration system fail within 5 years. For full details, see your Westinghouse Distributor.



You can be  
sure if it's  
Westinghouse



# Personnel Gottings

New appointments in the housewares department, consumer products division, *Corning Glass Works* include: *Robert B. Chamberlin*, manager, advertising and sales planning; *Donald R. Cotton*, sales manager, distributor; *J. Eric Morgan*, sales manager, specialty; *John L. Sheehan*, sales manager, Dallas district; *Frank W. Fenno*, sales planning manager, supermarkets; *Daniel L. Killigrew, Jr.*, sales planning manager, central (specialty sales), and *John A. Buch*, manager, advertising and promotion, Pyrex ware.



W. D. Dance

*James H. Bierer*, now general manager, consumer products division, succeeding *R. Lee Waterman*, elected company president, *Corning Glass Works*.

*Walter D. Dance*, general manager of *Hotpoint Div.*, elected vice president of the *General Electric Co.*

*Roland J. Kalb*, now group vice president to head newly formed electronic home entertainment and special products division, *Jerrold Corp.*

*Boyd B. Barrick*, now corporate manager of distributor marketing, *Raytheon Co.*



R. L. Waterman

*Frank Pollitt*, now sales manager of all housewares products; *P. J. Hannigan*, now sales manager, air treatment products, *Cory Corp.*

*Terence O'Neil*, now director of market research, *Easy Appliance Div.*, *Hupp Corp.*

*John Matthews*, now managing director, *The Electric Ass'n.*

*John A. Tyler*, now manager, Cleveland division, succeeding *E. R. Daisley*, now field sales manager at North Canton, O., *Hoover Co.*

*Charles N. Krewson*, now marketing manager for home laundry department, succeeding *R. Harris Hesketh*, now district manager at Charlotte, N. C., *Hotpoint Div.*, *General Electric Co.*

*Vincent A. Chiarucci*, now controller, *Hupp Corp.*

*Wade Meloan*, treasurer, and *Robert L. Miller*, advertising manager, now vice presidents, *Siegler Heater Div.*, *Lear Siegler, Inc.*

New regional sales managers for commercial products division, *Admiral Corp.*, *James V. Vesce*, 11 western states, and *Jerry H. Watner*, eastern region from Maine to Florida.



C. M. Hoover

*C. M. (Max) Hoover*, elected president of the *Geo. D. Roper Sales Corp.*

*Charles S. Grill*, now national advertising manager, *Philco Corp.*

*Richard C. Walker*, sales manager-freezer division, now also sales manager, electric range division; *Robert Hatfield* and *Richard N. Leach*, now regional sales managers, *Admiral Corp.*

*Robert J. Runge*, now assistant sales manager, as well as director of merchandising, *Eureka Williams Co.*

*Martin Richman*, now assistant director of advertising, sales promotion and public relations, *Fedtro, Inc.*

*Frigidaire Div.*, *General Motors Corp.*, has announced changes in its field sales organization as follows: *Frederick J. Oldenburg*, now manager, Kansas City branch, succeeding *R. H. Huston*, retired; *John W. Stephens*, now manager, Cleveland branch; *John Holland*, now major dealer and utility sales manager; *Raymond F. Albers*, now sales manager, Chicago branch; and *Lawrence F. Kedzie*, now territorial sales manager, Indianapolis.

*Lee J. Berlik*, now in newly created post of director of engineering, *Hardwick Stove Co.*

*Norman W. Boyle*, now manager of public relations communications, *Maytag Co.*

*Patrick A. Calobrisi*, now product planning manager for television and high fidelity, *Philco Corp.*

*Leroy A. Hughes* and *Percy L. Anderson*, elected vice presidents and to the board of directors, *Revco, Inc.*

*George C. Deecken*, now in the newly created position of vice president, finance and administration, *Remington Office Equipment and Electric Shaver Div.*, *Sperry Rand Corp.*

*Edward R. Denk*, now in newly created position of vice president, appliance division, *Sampson Co.*

*Herbert A. Consor*, now director of manufacturing, *Temco, Inc.*

*Ronald I. Gow*, now advertising and sales promotion manager for all commercial products, *Whirlpool Corp.*

*Walter O. Stanton*, president, *Pickering & Co., Inc.*, elected president of the *Institute of High Fidelity, Inc.*, for two-year term. *Saul B. Marantz*, president, *Marantz Co., Inc.*, elected treasurer of the institute.

*Max Lipin*, manager, *Detroit Olympic, Inc.*, Michigan; *Ted King*, manager of *Olympic of Northern Ohio*, Cleveland, O.; and *Ed Beetem*, manager of *Olympic of Delaware Valley*, Philadelphia, Pa., now vice presidents of their respective branches, *Olympic Radio & TV Div.*, *Lear Siegler, Inc.*

*John L. Parker, Jr.*, now washing machine bureau manager in Household Products Div., *Lever Bros. Co.*



G. A. Bradford

Named managers for the recently formed *Westinghouse Appliance Sales and Service Co.* are: *William A. Douglass*, sales manager, Columbus products; *Charles J. Vondran*, sales manager, Mansfield products; *G. A. Bradford*, sales manager, Metuchen products; *Robert C. Smith*, controller; *David L. McDonald*, advertising and promotion manager; *William B. Creech*, service manager; *Arnold E. Last*, field sales manager; *Martin A. Lappin*, commercial-institutional products manager; and *John Knox*, warehouse and product distribution manager.



C. J. Vondran

*P. J. Marinovich*, now in newly created position of market development manager, *Revere Wollensak Div.*, *3M Co.*

*Carl D. Heidbrink*, now assistant sales manager for *Roper Div.*, *George D. Roper Corp.*

*Robert E. Shaw*, now assistant to the president, *Thomas Organ Co.*

*Thomas R. Hunt*, now sales representative for Lubbock, Tex., territory, *West Bend Co.*

*Tom Bartley*, now in newly created position of director of market training services for *RCA Whirlpool sales*, *Whirlpool Corp.*

*Albert J. Rooney*, now manufacturer's representative in Connecticut, Rhode Island, and southeastern Massachusetts, *Youngstown Kitchens.*

*Kyutaro Isomura*, now executive vice president, *Matsushita Electric Corp. of America.*

*Fred O. Jones*, now eastern Oklahoma regional manager, *Maytag Co.*

*Ralph Jenkins*, now field service manager for the home appliance national service department; *Meade Haskins*, now eastern field merchandiser and air conditioning specialist; *Harold W. Burdekin*, now northwest regional manager; and *Joseph J. McDonough*, now national field merchandiser, *Norge Div.*, *Borg-Warner Corp.*

## Zenith Will T(V) Off Third World Series of Golf

Zenith Radio Corp. will sponsor for the third straight year the NBC-TV network broadcast of the World Series of Golf, in which champions of the four top tournaments of the year—the Masters, PGA, U. S. and British Opens—compete for golf's richest first prize of \$50,000.

TV viewers will see the final six holes of the newest classic of the sports world, to be played at the Firestone Country Club, Akron, O., on Saturday and Sunday, Sept. 12 and 13. The program will be aired for 1½ hours each day beginning at 4:30 p.m. EDT.

Runnerup in the series gets \$15,000 in prize money; third and fourth place golfers get \$5,000 each.

Defending champion in the series will be Jack Nicklaus, who won \$100,000 in sweeping the series both years the classic has been played.

## Service and trade-ins

(Continued from page 62)

responsibility, and if there is a callback he'll hear about it—if at all—after it's been taken care of. Now builders come to us unsolicited."

Mrs. Lily Phillips, Gilbert's wife, is secretary and office supervisor, as well as floor saleswoman. Roy Phillips, his brother, is treasurer of the firm and supervisor of parts inventory. A profit sharing system keeps the staff on their toes, and regular monthly sales and discussion meetings bring problems out into the open. There is so little personnel turnover that the six service people have a total of 99 years of experience with Phillips Supply.

Gilbert Phillips says: "When a unit is past redemption, the service staff is trained to give an estimate and a recommendation. We'll leave our replacement unit plugged in if the customer wants to think about it, and pay a visit to our showroom for a look at a new model."

One form of customer contact that contributes to confidence and future sales is to have the actual service man deliver the unit he diagnosed and repaired. By this time he is an old friend, and as he re-installs the unit—or installs the new appliance—he discusses the whole kitchen set up.

Phillips Supply Co. opened the present quarters on Poinsett Highway north of Greenville in 1954, with a 45-foot front and a 60-foot deep showroom. In 1960, another 60-foot of depth was added, for large parts storage, new appliance inventory, and trade-in department. The firm has seven service and delivery vehicles, and its own gasoline pump.

## Carrier Corp. Purchases Certain Rich Plan Assets

Carrier Corp., Syracuse, N. Y., has purchased from Diversa, Inc., of Dallas, Tex., certain assets—the trademark, food inventory and dealer franchise agreements—of Rich Plan Corp., distributor of frozen food and home freezers. Carrier's investment is approximately \$200,000.

The transaction was announced by Loren Fletcher, president of Carrier's division, Frostmaster Co., Tyler, Tex., which has supplied home freezers to Rich Plan for a number of years.

## Maytag Officer Is Elected I. C. Foundation Chairman

Robert E. Vance, vice president and secretary of the Maytag Company, Newton, Ia., has been elected chairman of the board of governors of the Iowa College Foundation, an organization which solicits support from business and industry for the 21 non-tax supported colleges and universities in Iowa.

Vance is president and trustee of the Maytag Company Foundation, Inc., and a member of the board of trustees of Central College, Pella, Ia.

## Higher profits can be had . . .

(Continued from page 51)

"So it seems to me," Theis adds, "there is a void in many advertising strategies—with too much emphasis on low price and not enough on features. You might think, then, that the listing of features will totally solve the problem . . . not so. The 'key' step is to list the features PLUS a customer benefit or 'pay off' to the user. Otherwise, you will short-change your advertising and sales by not getting the most out of your ads.

"So, list features (bullet fashion) and tell them what the features will do for them."

Seconding the Theis advice, Emerson's Hahn feels that "if the dealer emphasizes the various features of the step-up models, the customer will be attracted to them and, in addition, the dealer has the added incentive to do so, because of the higher profits provided by the step-up merchandise."

Hahn points out that some features to emphasize on step-up models are:

1. sleep switch
2. provision for choosing wake-up alarm or music
3. sleep-doze alarm which permits snoozing for a few minutes longer at the touch of a button.

"In selling clock radios," says a spokesman for the Magnavox Co., "the salesman's first job, obviously, is to find out exactly what the customer wants to use the radio for. After that, he can sell the obvious step-up features. The low end models may have only a music alarm. From there, the salesman steps up to buzz alarm, slumber switch, wink alarm, appliance outlet and, the biggest step-up of all, FM radio."

RCA's Lentz observes that: "In the clock-radio market, the AM-only unit remains the most popular, but there is a strong trend to combination units with FM. Clock radio sales are rising and the market has increased its share of the total radio market two per cent in the last year."

And Hahn of Emerson Radio believes that clock radio sales will eventually exceed those of table radios as is indicated by the constantly increasing ratio of the former

to the latter.

How have the annual sales of clock radios been doing? EIA figures (distributor to dealer sales) shows the following tally:

1952—1,800,000
1954—1,900,000
1958—2,100,000
1959—2,600,000
1960—2,700,000
1961—2,991,161
1962—3,243,337
1963—3,173,614

So what's the estimated tally for 1964?

Says RCA: "In 1963, the industry sold over 3,000,000 clock radios and in 1964, the home entertainment consumer with more disposable income should be expected to buy even more."

Emerson: "The total annual sales of clock radios in general will be in the neighborhood of 3,000,000 units."

Admiral: Industry sales of 1964 will be "approximately 3,200,000 electric clock radios, a small increase over 1963 volume."

Joseph J. Casale, sales manager-radio division, Admiral Corp., says that dealers should know the features of their products in order to do a good job of selling from the low end, and low profit models. "Without this knowledge," says Casale, "they cannot do an effective job of selling."

"Shelf exposure in depth and product knowledge are keys to successful step-up selling of clock radios," says Maurice M. Leifer, national director of dealer development for Motorola Consumer Products, Inc.

"Radio, including clock models, has become largely an impulse sale item, apart from gift purchasing," says Leifer. "Unfortunately there is a lack of personal selling in the radio category. Therefore, the dealer must have good shelf exposure of clock radios, so that the customer can see certain differences in price points and products and determine from a salesman the reasons for differences."

To help dealers sell—and sell up

—clock radios, manufacturers offer a variety of aids: from national advertising to get the customers into a dealer's store, to display fixtures for the store.

RCA reports that its dealers "have been offered a new three-unit 'Super Merchandiser' radio-phonograph display with five tiers of instruments that can be displayed together or separately. The total unit measures 7 ft. x 7½ ft."

Emerson: "Clock radios are being featured in national advertising. This is being reinforced by various dealer aids such as counter pieces and 'silent salesmen' highlighting clock radios."

Magnavox: "This spring Magnavox has planned an extensive schedule of national ads on radios and these will include some clock radios. Among the publications are *Time*, *Newsweek*, *Sports Illustrated* and *The New Yorker*."

Admiral: "Admiral radios will be featured in national magazine ads for the Christmas selling season. We shall also have point of purchase displays available for dealers."

Motorola: "Motorola has attempted to assist the dealer and the consumer by making available radio displays where an assortment can be shown, and the salesman can quickly point out step-up features. Feature charts are mounted on the side of such displays to give the retail salesman a handy reference point."

George Mahoney, radio sales promotion manager for Motorola, points out that the company has provided a flashing display to demonstrate its "Visilite" feature, the clock face that glows in the dark. Additional displays are provided for home radios, including clock models. A 12-set display is for year-round exposure, while a six-set display is aimed at gift selling periods, with seasonal headers available for the particular gift market at hand.

Wrap-around acetate ribbons are also placed on clock radios, pushing the "Visilite" feature. "Even when no salesman is at hand," says Motorola, "the consumer can read the message on this clock radio feature."

The step-up features are there; manufacturers have them in the various lines (see the "Show and Tell" chart on page 52). Now it's the dealer's choice: to turn over and go back to sleep or to rouse himself from his "low, low profit on a clock radio" drowsiness and wake up to the higher profits that can be had from selling the step-up features of clock radios.

Time to get up!



"Now if you're looking for a really compact TV . . ."



Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10 x 2.75 tires

Order Easload today — on MONEY BACK GUARANTEE of satisfaction (F O B L. A.) . . . only \$57.50  
Colson Equipment & Supply Co.  
5026 E. Slauson Ave., Los Angeles 22, Calif.

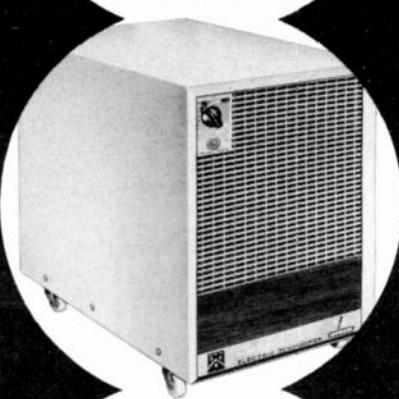
**EASLOAD APPLIANCE TRUCKS**

**Why Not Sell the Best?**

*Comfort-Aire*

**ELECTRIC DEHUMIDIFIERS**

Deluxe Automatic Model  
FDHA 44



The outstanding air dryers. Remove gallons of moisture from air every day.

More selling features — Overflow Sentinel, Automatic Humidistat, 8½ quart Styrene Collector Bucket, Big Nine inch fan, Direct Drain Connector. Seven models from 1/5 h.p. low cost leader to big 1/4 h.p. deluxe. Sell the best, sell Comfort-Aire.

**HEAT CONTROLLER, INC.**  
1900 Wellworth Ave.,  
Jackson, Michigan



DESIGNED TO DISPLAY up to six tiers of radios and other RCA units, the "Super Merchandiser" is a three-unit display case that RCA Sales Corp. has for RCA Victor dealers. The unit, 7 ft. x 7½ ft., can also be shown in three separate displays.



# MART

---

## Editorial

### On To Washington

**T**he NARDA Institute of Management is breaking out in a rash of scholarships as the result of a decision, we are reliably told, that this is the best way to maintain a respectable attendance at this annual school for appliance dealers.

That the Institute should have difficulty attracting students is a saddening thing to nearly everyone who has ever attended one of the week-long management training schools. Yet, after a decade of rave reviews in the press and the finest word-of-mouth advertising that one dealer can pass along to another, the NARDA school still plays to smaller audiences than it should.

From observation and recollection we would guess that in its best years the Institute has never drawn many more than a hundred dealers and retail salesmen. And there have been times when there probably were as many non-retail as retail representatives registered as students.

So if the NARDA Institute is so great (and it is), why has it failed to attract no more than an infinitesimal percentage of the nation's appliance dealers and retail salesmen to its halls of learning?

Pose this question to fellow alumni or those who have some official connection with the NARDA Institute, and you very likely may receive one or more of the following answers: (1) The cost of attending the NARDA Institute is too great for the average dealer; (2) Many dealers are too short-staffed to take a week away from their business; (3) Some dealers just don't believe there is anything they can be taught in a university that will make them a better merchant.

Let's examine these reasons.

Is the dollar cost of attending a NARDA Institute too great for the average dealer to bear? Well, what dealer are we talking about?

Obviously, it's more expensive for a retailer based in Honolulu to travel to Washington than it is for one located in Los Angeles. And, sure, the guy in L. A. has a bigger tab than the one in Chicago. But as a starter, we wonder how many of the dealers located within a 200-mile radius of Washington have ever attended a NARDA Institute.

And isn't one of the buying objections which sales trainers pride themselves in teaching salesmen to overcome the one that has to do with price?

In these days when you can "Fly now and pay later," we doubt very much if cost has been much of an obstacle to any dealer who *really* wanted to attend a NARDA Institute.

And if we're wrong, perhaps manufacturers could make available to retailers low-cost educational loans to permit them to attend an Institute. These might even be referred to as "mind plan" programs.

The argument that some dealers are too short-staffed to take time to attend the NARDA school is, we think, more valid. There still are many "Mama" and "Papa" operations dotting the land, and there are some outlets where only "Mama" or Papa," as the case may be, is holding forth.

Here again, manufacturers could help free the dealer to go to Washington by urging their distributors to staff the premises while the dealer flies to the nation's capital. In fact, this could be turned into a crackerjack promotion at the local level with an ad telling the public that "Dealer Joe is away at school, learning to serve you better. It's costing him a lot of money to undertake this week of intensive study so his 'sales counselors' are

standing by on a 'business as usual' basis, offering outstanding values to all of his friends."

In fact, if the dealer is served by enough wholesalers, the store could even make a contest out of it, pitting the sales record achieved by a wholesaler one day against that tallied by others on the remaining days. And, most importantly, the dealer would be paying his own way, which, of course, has a lot of merit to it.

The argument that some dealers believe that college professors don't talk their language?

Yes, there could be something to this, too. In fact, before we attended our first NARDA Institute we wondered whether the pros could present anything that would be of practical worth in the market place. Some of our dealer friends felt this way too. We are reasonably confident that all of us quickly fell under the spell of Dean Baily, Professor Wess, and other members of the American University faculty.

So we would like to propose that if the dealers won't come to Washington, why not take Washington to the dealers?

For the money that is being invested in scholarships by various organizations this year, NARDA could organize a barnstorming team, or better yet, two barnstorming teams. In two weeks a team could hit ten major cities.

A one-day program could include some of the best elements of the NARDA Institute: Dean Baily, Professor Wess, Harry Price, a Sears official, and throw in a dealer bull session for seasoning.

Utilities and distributors could organize the "short courses" at the local level. Charge the dealers \$10 for the day. We'd almost bet that in some cities with the right people doing the organizing, 200 dealers could be attracted to a "short course."

Then, with the taste of the NARDA Institute still in their mouths, dealers could be asked to sign up for the full treatment at American University.

And mightn't distributors give thought to offering trips to the NARDA Institute with purchases of merchandise at subsequent line showings? Tie in learning with fun. Why not make it possible even to take "Mama" along. Let her tour Washington and Williamsburg with the other dealers' wives while "Papa" attends classes, ending up with a glorious weekend celebration following commencement.

When we stated at the beginning that the rash of scholarships is aimed at helping solve the NARDA Institute attendance problem, we should have noted that there is a sincere desire on the part of those who plan the Institute to bring to the school those retailers who most need it.

We're not trying to belittle the scholarship program. In fact, we're offering one ourselves. However, we doubt whether granting scholarships on a competitive or selective basis will assure that those who most need the Institute will be recipients.

And, finally, we think it's an old but true story that if someone is to derive the most from something worthwhile, you must first make him want it and then make him work to achieve it.

*Jack Adams*

# POST led all magazines in appliance and home- entertainment ad-page gains for 1963—up 72%

**Because appliance manufacturers  
are running more and more ads  
in the POST...doesn't it make  
good sense to use this**



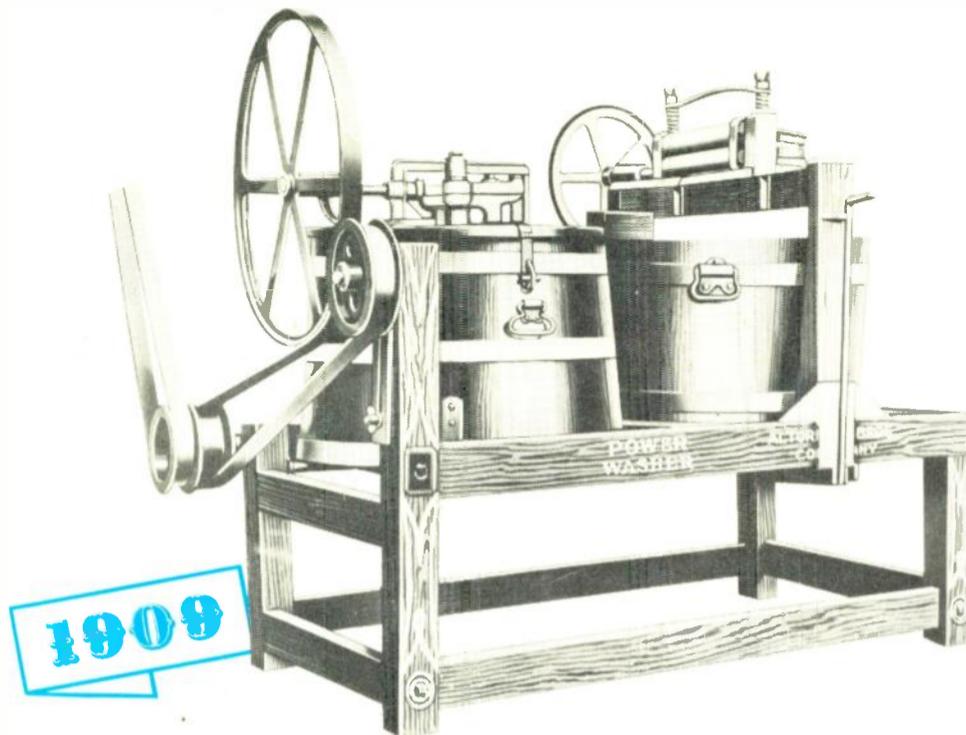
**in all your advertising  
and promotion?**

AD-PAGE GAINS APPLIANCE AND HOME-ENTERTAINMENT Jan.—Dec.				
Rank*	1963	1962		
<b>1 POST</b>	182.9	106.3	up 76.6 pages	(up 72%)
<b>2 LOOK</b>	115.1	111.4	up 3.7 pages	(up 3%)
<b>3 LIFE</b>	254.5	284.5	down 30.0 pages	(down 11%)

\*Rank based on page increase or decrease  
Source: P.I.B. H-200 & H-300, Jan.-Dec. 1963 vs. Jan.-Dec. 1962



The Saturday Evening Post, 300 Park Avenue, New York, N. Y. 10022



1909

When You Make Only One Product for 55 Years...



1964

You Learn How to Make It—and Sell It!

Laundry equipment is ABC's *only* product.

If we don't make money with automatic washers and dryers and wringer-washers, we don't make money.

To assure our profits, we have to assure a profitable laundry business for our distributors and dealers.

So we give them the very best ABC products we know how to make . . . the best-selling models with the best-selling features and at the best-selling prices. There aren't any compromises with quality (we can't afford them), and every product has the logical step-up story the dealers need. And we provide them with proven, low-cost selling and promotion programs.

At American Motors, our ABC men think, sleep and eat nothing but laundry equipment. They know the field as only specialists can—and they know how to prepare successful laundry campaigns.

Of course, we ought to know how to make the laundry business make money for the dealer. We've been doing it for 55 years.

With laundry equipment so important to your profits, wouldn't you rather trust this part of your business to laundry specialists?

Just answer by calling your local ABC distributor.

**ABC**

*Built by American Motors Corporation, Detroit 32, Michigan  
Makers of Rambler Automobiles and Quality Home Appliances*