

A Buttenheim Publication

MIAMART

APRIL
1965

Business partner of 50,000 home appliance/electronics retailers

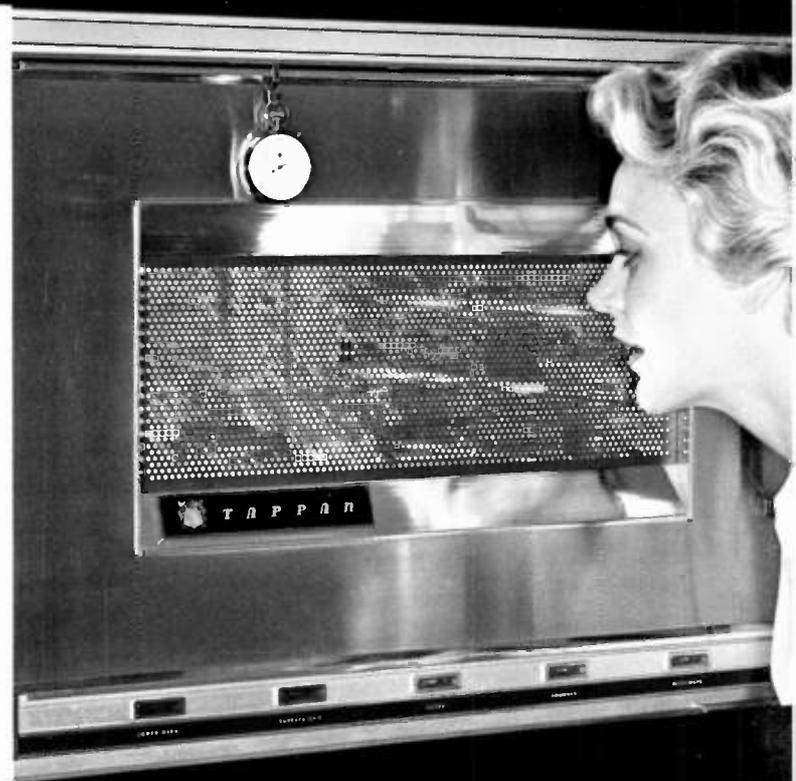
magazine

**Cupcake
countdown**

.... at start



.... at
10 seconds

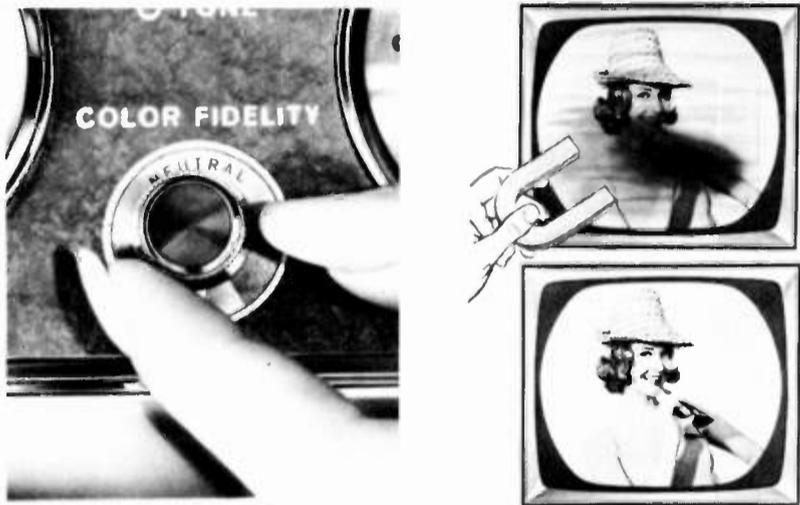


**The
Miracle
of**

Electronic Ovens.... WHEN WIL

Exclusives ... and

EXCLUSIVE!



Color Fidelity Control! (Patent Pending) **Automatic Degausser!** Nothing ever like Admiral CFC! Dials unbelievably beautiful color realism into picture (new black-and-white warmth, too). Only Admiral Degausser totally corrects effects of magnetic interference from every source. Works every time set is turned on (after being off for a few minutes.)

EXCLUSIVE!



New Playmate 13"... bigger picture than any 12", 30% bigger than ordinary 11-inch sets but in the same, small cabinet size. Sell the most powerful, most popular personal portable ever made... with 82-channel tuning, 14,000-volt precision chassis. And the famous Admiral Playmate 13 is **NOW ON SALE FROM ONLY \$99.95***

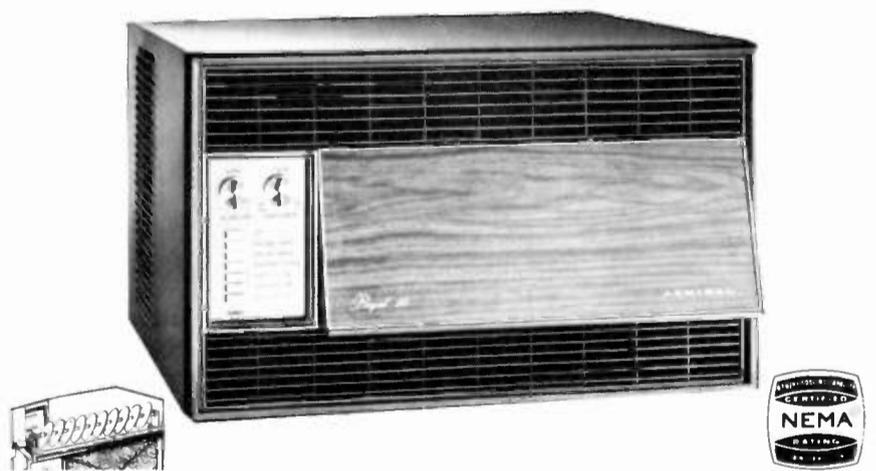
*Mfr. suggested list price, G 1308. Slightly higher some areas.

EXCLUSIVE!



Duplex 19: Only side-by-side freezer-refrigerator just under 36" wide! America's most exciting appliance in three wanted models—35 $\frac{3}{4}$ " w. (19.1 cu. ft.), 41" w. (22 cu. ft.), and 48" w. (26.5 cu. ft.) All foam-insulated; all capacities NEMA-certified! Exclusive **LIFETIME WARRANTY**** on Dura-last door liner.

EXCLUSIVE!



Admiral air conditioners with Cycle-Aire and Arctic Window! Only Admiral has the COOLossal combination: Cycle-Aire spins cool comfort corner-to-corner; Arctic Window tilts out for maximum cooling. Tilt in wood grain front for the smart furniture look! 21 quality models, 4,500 to 29,000 BTU; \$99.95 to \$595.00!

**Admiral warrants each new Refrigerator, Dual-Temp and Duplex to be free from defect in factory workmanship or material, under normal use, for one year after date of sale to original consumer; the hermetically sealed refrigeration system is so warranted for five years and the Dura-Last* inner door liner(s) and food compartment liner (on models so equipped) are so warranted for the life of the Refrigerator, Dual-Temp or Duplex. Warranty applies if the Refrigerator, Dual-Temp or Duplex is not subjected to misuse, negligence or accident. Admiral's obligation is limited to supplying suitable replacement parts. The warranty is effective if the Refrigerator, Dual-Temp or Duplex is registered with Admiral within ten days after date of sale to consumer.

through Exclusives...

ALSO IN THIS ISSUE

The Fedders White Goods Story
Short Line Vs. Full Line
Electric Knives By The Thousands
Electronic Data Processing At Retail

.... at
20 seconds



.... at
27 seconds

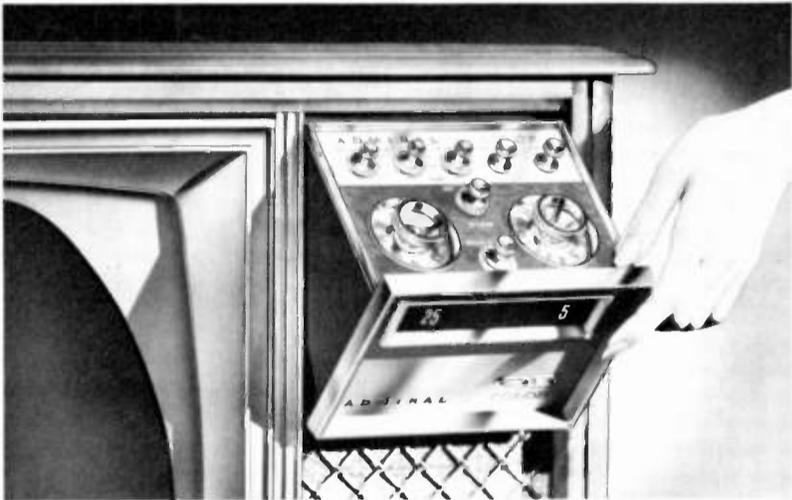


SALES TAKE OFF? _____ See page 7.

Only from **Admiral**.

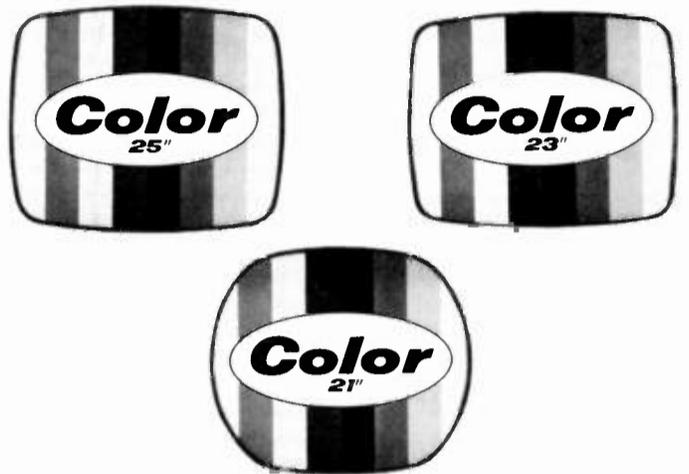
Sell these Ex

EXCLUSIVE!



Tilt-Out Control Center! (Patent Pending) Tilt out for perfect control of TV picture on Admiral 25", 23" and 21" Color TV and Admiral 25" and 23" Black-and-White TV. Tune standing up, easily and naturally; no bending, stooping or fumbling. Tilt in . . . there's the beauty look in fine furniture! No knobs show!

EXCLUSIVE!



Only Admiral has all 3 screen sizes in Color TV! 25", 23", 21" overall diagonal . . . all with the Admiral Exclusives: Tilt-Out Control Center, Color Fidelity Control, Automatic Degausser. And all available in a wide variety of the most-wanted fine-furniture styles!

EXCLUSIVE!



First 25" B&W TV—with Tilt-Out Control Center! (Patent Pending) Big picture in slim cabinets! 17% more picture than 23" TV, to stir up customer excitement! Admiral dependability in every precision-crafted chassis . . . fine-furniture beauty in every handcrafted cabinet. No knobs show!

EXCLUSIVE!



First all solid-state stereo line in the industry! No tubes anywhere, including FM/AM, FM stereo multiplex radio. Guaranteed 5 years!* And for the first time, sell the new Modular System—studio-quality components—in the beautiful cabinetry your customers want!

*5-year warranty: Admiral warrants each new solid-state stereophonic instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer; the FM/AM stereo multiplex radio tuner, pre-amplifier and amplifier are so warranted for five years. Admiral 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.

Admiral Dealers cash in on

Leadership th

Exclusive 21!



See Admiral on the Andy Williams Show in color on NBC-TV every Monday night!

Exclusive! New Admiral 21" portable TV!

19"

21"

Again Admiral pioneers in Portable TV! The famous Admiral 19-inch started a trend, was copied by competitors, even became the industry standard.

Now comes exclusive Admiral 21" Portable, with flat-faced movie-square screen . . . 40 square inches more viewing area

than 19-inch TV's . . . in the same size cabinet as most 19's!

Since exclusive means "Only Admiral has it!" . . . only Admiral Dealers have the new Admiral 21 to sell. Call your Admiral Distributor right away . . . find out how *you* can cash in on the one-and-only new Admiral 21! (And ask him how Admiral Dealers can have a week's Holiday in Rio de Janeiro!)

21" TV set shown, Admiral Promenade, PG2127, 21" overall diagonal.

Admiral

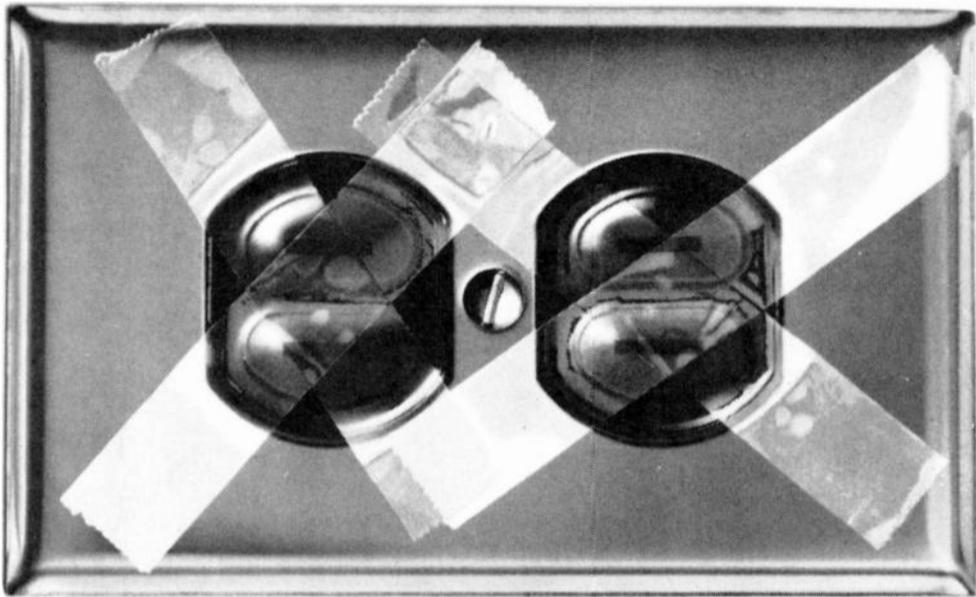


MARK OF QUALITY THROUGHOUT THE WORLD

WRH

For more facts, use Request Card and circle No. 191

Before you demonstrate our new stereo phonograph,



don't forget not to plug it in.

When people hear Sony Cordless Stereo, they can't believe their eyes.

Not just because of the sound. It performs like "bookshelf" stereo components that cost twice as much. Lows without rumble, highs without hiss. From what is obviously a portable stereo.

But this isn't just a portable.

A portable stereo goes anywhere. Sony Cordless Stereo goes anywhere and *plays* anywhere.

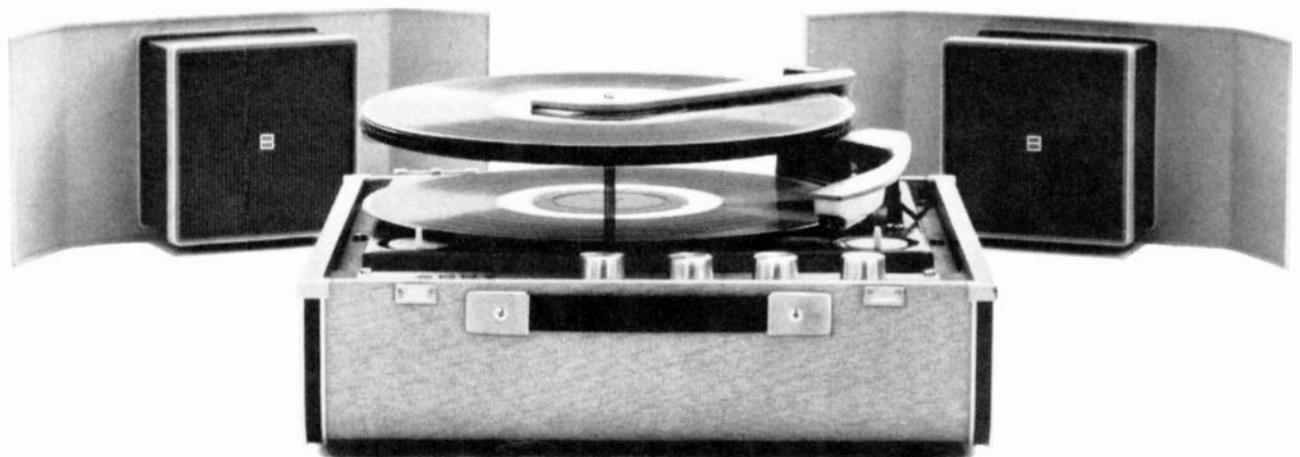
So demonstrate it on flashlight batteries. Or a couple of rechargeable cells. Or show off a little: use a 12-V car battery.

Let people fiddle with the stereo balance and tone controls (12-decibel channel separation, separate treble and bass adjustments).

Let them have a good look at the radically new speaker system. A pair of *side-resonant* speakers, cased and framed in a non-rigid plastic that *gives* with cone vibrations. And you can place each one 5 or 6 feet from the changer/amplifier.

If all that doesn't send a Sony Cordless Stereo right out of the store, one more thing will.

Plug it in.



The SONY® Cordless Stereo Phonograph

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

For more facts, use Request Card and circle No. 192

MART *magazine*

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A Buttenheim Publication



COVER: The miracle of seeing a cupcake being baked in 27 seconds in an electronic oven is reflected in the model's expression.

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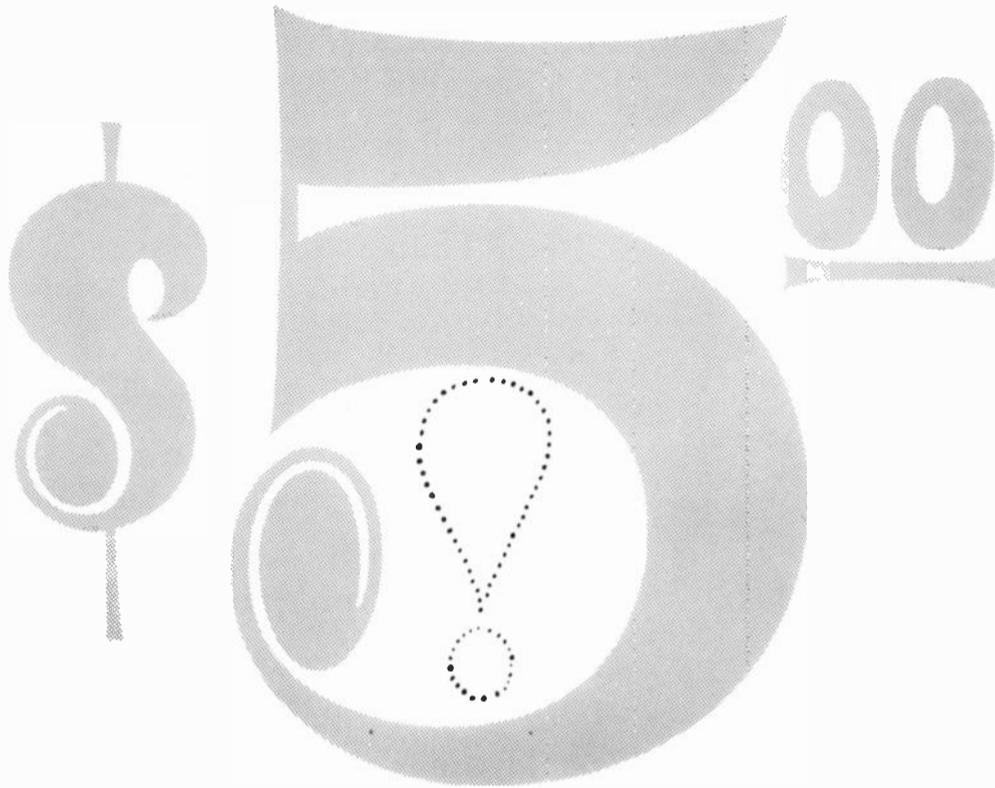
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General Electric

Sends your customers



when they buy one of these General Electric cord-reel vacuum cleaners

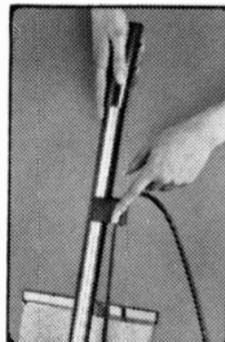
C-11 Cleaner



Rewinds at a
toe's touch



Rewinds at a
finger's touch



U-7 Cleaner



General Electric keeps on drumming up more business for you! From now through May 31st, each purchaser of a General Electric U-7 Cord-Reel Upright or C-11 Cord-Reel Canister Vacuum Cleaner is entitled to receive a \$5.00 refund . . . direct from the General Electric Company. **YOU DO NOTHING . . . AND NOTHING COMES OUT OF YOUR POCKET!** Your customers simply mail in the cover of the Use and Care Booklet accompanying either cleaner. General Electric does the rest! All customer claims must

be postmarked not later than midnight May 31st.

WILL YOUR CUSTOMERS KNOW ABOUT THIS OFFER? They sure will! We're telling them with special commercials on College Bowl, April 25 and May 2, with spots on the Today and Tonight Shows, and with ads in April 23 Life and May 1 TV Guide. They'll be coming into your store to buy. **BE READY FOR THEM!** See your General Electric representative this week for further information and traffic-building point-of-sale material!

General Electric Company, Housewares Division, Bridgeport, Connecticut

GENERAL  ELECTRIC

For more facts, use Request Card and circle No. 193

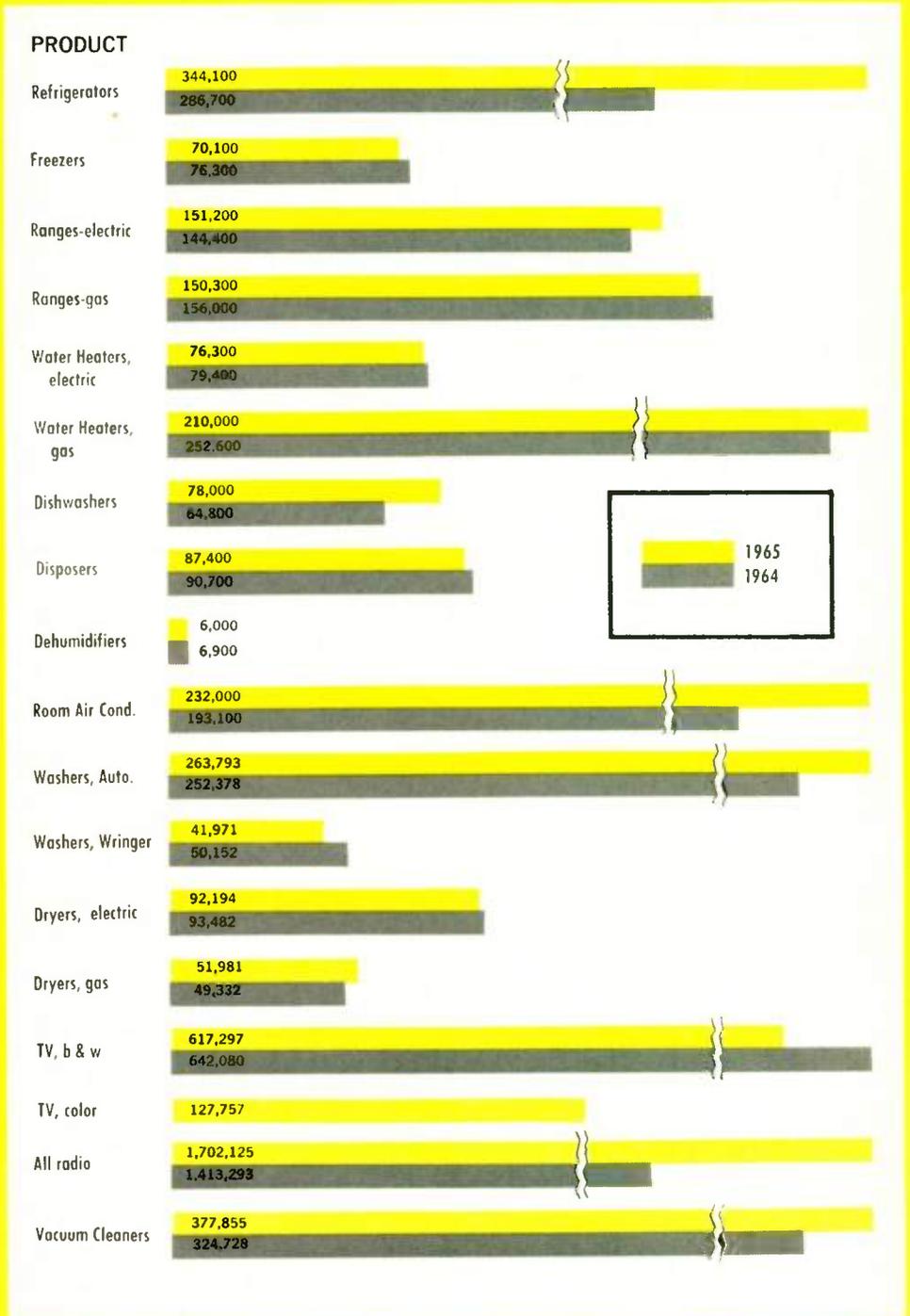
Deadline Roundup...

..... Latest News Of The Industry

BETTER EXPOSURE at retail for its line is one of the chief reasons for the establishment of the experimental company-owned store opened late in February by Whirlpool Corp. in Jacksonville, Fla. Company feeling apparently was that if no dealers in the area mounted a depth display of RCA Whirlpool appliances, the company would do so itself. Store is white goods only, and reports not to Whirlpool's Tampa branch, but directly to headquarters in Benton Harbor, Mich., according to Al Taylor, area manager, marketing services. "If we find the store isn't helping our dealers and our market position in the area," says Taylor, "we'll go so quietly you'll never know we've been here." Store is being rented on a month-to-month basis at a rental of \$425 for the 2,500-sq.-ft. of display space plus some office space. It is called RCA Whirlpool Appliance Store, but public is not being told that it is owned by Whirlpool. With few exceptions, store will be run like any other appliance store. One exception is that it will probably run more advertising, since it is taking key market ad funds and broadening their effect by using them as a retailer rather than a national advertiser. The four salesmen (two part-time) are on straight salary. Deliveries and service are contracted out, and prices conform to Whirlpool's nationally advertised lists where applicable.

CHANGE OF PROCEDURE whereby an electric toothbrush manufacturer can get the approval of the American Dental Ass'n (as General Electric and Squibb have got) is recommended by Seymour Troy, Troy Industries, Tuckahoe, N. Y. Under present system, Troy points out in a letter to the ADA, the toothbrush producer himself bears the expense of clinical tests, then submits results to ADA. Gathering such data, Troy estimates, costs at least \$600,000, and independent producers who haven't got this kind of money for tests don't have a chance of getting ADA approval. Since approval evidently is granted on mechanical rather than chemical or biological grounds, the ADA should, says Troy, set up standards of mechanical performance using clinical test material already established so all manufacturers, not just those with the most money, have a crack at getting approval.

JANUARY SHIPMENTS



New Company Store



APPLIANCES ONLY is the merchandise lineup at the Whirlpool Corp. experimental company store in Jacksonville, Fla. Warren McMichael (center) is store manager, assisted by Daris Foy (left). On the right is Al Taylor, area manager, marketing services, Whirlpool Corp.

SINGLE-LINE CONCEPT at Magnavox Co. continues to grow as Magnavox and Jenkins Music Co. jointly announce a program wherein Jenkins goes exclusive Magnavox in the electronics departments of 11 stores in Kansas, Missouri, and Oklahoma. Stores will display the entire Magnavox line, as do the "Magnavox Home Entertainment Centers" the company has been promoting. George H. Fezell, Magnavox sales vp, consumer products, says Jenkins' move is "part of the important trend toward single-line merchandising," adding he expects many more dealers to make similar moves soon.

The power of 1,000 “nos”

If you don't complain...and the next guy doesn't complain...and the next guy doesn't complain...then who's going to change things for the better?

How long has it been since you've planted your feet and gave out with a loud "NO!"? No to an excessive loading deal? No to a questionable promotion? No to a lot of other things you know aren't right for your business?

How long has it been since you've griped to a supplier? About slow service? About rude people? About pricing, or the other things that make you hot under the collar?

Maybe you don't think complaining will do any good . . . but that's like saying voting won't do any good. *One vote alone might not change much, but it's a cinch that no vote will change nothing.*

Why are we all steamed up about getting independent retailers to speak up? Well, mostly because you are extremely important to our way of doing business. What hurts you, hurts us. So we don't think you should just suffer in silence.

Go ahead — holler your head off when you've got a legitimate complaint.

If you don't, your profit may suffer. And only profit keeps you in business.

We can't manufacture it for you — but Motorola speaks for top retailer profits. Thinks you deserve them. For it takes profit for progress . . . profit to grow.

 **MOTOROLA**

new leader in the lively art of electronics

For more facts, use Request Card and circle No. 194

I Believe

by **F. Hardy Rickbeil**
Worthington, Minn., dealer



Credit and collections are a part of every growing appliance business today. Consumer purchasing habits demand attractive and convenient credit terms that are tailor-made to fit individual buying needs. In 1964, 54 per cent of our sales volume was done on credit. We offer open accounts on a revolving credit plan with a charge of 1½ per cent being added after 45 days. For our farm customers we have single or multiple payment notes to fit seasonal incomes. Our salaried customers buy from us on contracts that are written to satisfy their wishes and needs 100 per cent; some pay weekly, some every two weeks, some by the month, etc. We offer the same terms the banks do only with more flexibility and less red tape. We try to figure out contracts so payments are in even dollar amounts. This leaves an odd-sized payment at the end of the contract, but this is not objectionable. Even-dollar payments make it easy for the customer to remember and also make for quick and easy handling when payments are made.

We carry an average of around 1,500 receivables. We use an NCR accounting machine and this gives us accurate information at all times. Since we borrow all of our capital to carry our receivables, it is important that we have detailed factual statements at the end of every month. We have sufficient capital to own our inventory, equipment, and fixtures, but we borrow every penny we need to carry our receivables. We borrow from five banks, from employees and from relatives and pay 6½ per cent interest. We stagger the due dates on these obligations, so that our current liabilities are always in a reasonable ratio. We have made arrangements with two large finance companies to take over our contracts at any time that we feel this would be a wise change for us. We use the same

REMEMBER!



We invite you to add your Christmas purchases to your present contract. No down payment is required and usually there will be no increase in the size of your monthly payments.

We wish you and yours a Merry Christmas and a Happy New Year.

Rickbeils

(Please bring this card with you.)

GOOD CREDIT RISKS, after Thanksgiving, are sent this card, which invites them to add Christmas purchases to their present contract.

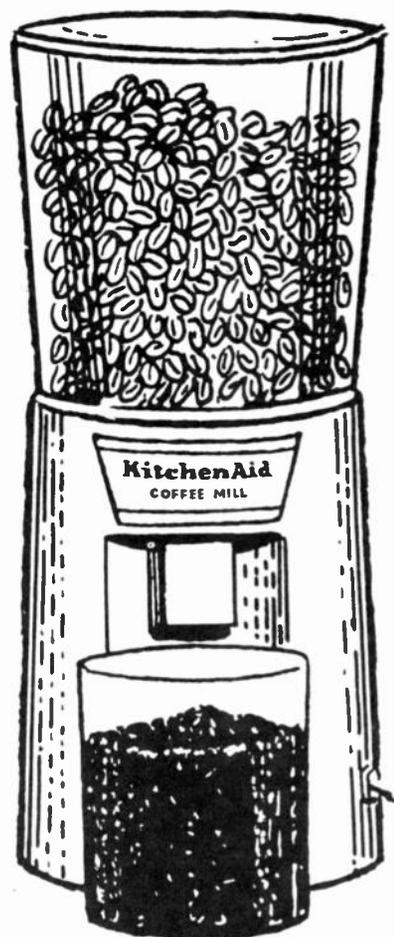
carrying charge rates that the local banks do, so our contracts are always acceptable as they are written. On notes we charge a simple interest rate of 8 per cent. These we actually lose some money on. In 1964, as near as we can figure, our credit department netted 1½ per cent on our total credit sales.

We are presently setting up a very exact accounting system for all income and expenses in our credit department. Since we are a member of The International Consumer Credit Ass'n, 375 Jackson Avenue, St. Louis 30, Mo., we are asking them to help us with this. We plan to have end-of-the-month statements that can be compared with others who do about the same size credit volume we do.

Our office manager and 12 others here in Worthington are currently setting up a Worthington Credit Men's Ass'n. and we expect to benefit from this exposure by exchanging information on record-keeping methods and on collections, etc. We read the *Credit World* magazine and adopt helpful ideas from it. We hope to end up with an accurate complete net earnings statement for our credit department after deducting 6½ per cent interest on all the money used and deducting every item of expense that should rightfully be charged to this department of our business. In other words, *we aren't going to subsidize it in any way to make it look better than it really is.* I am certain that much loose conversation between appliance store owners on the big profits that can be made on credit sales stems from unrealistic accounting practices. We believe we must offer our customers credit terms and conveniences that are even better than those offered by our competition. We want to be in a position to deal directly with our customers and to avoid bringing in a third party.

(Ed. Note: Mr. Rickbeil's next column will be on collections.)

Who turned a dull grind into an exciting gift?



KitchenAid.

We took the centuries-old process of hand-grinding coffee beans and modernized it. Electrified it. Glamorized it. And came up with an exciting gift item—the KitchenAid Electric Coffee Mill.

Then we advertised it in national magazines. Created point-of-purchase displays and colorful literature to help you close sales.

And here are some ideas on how to promote it:

- Display it.
- Offer it as a package deal with your coffee makers.
- Remind your customers that many recipes call for freshly ground coffee.
- Use it in your own coffee room so your employees and customers can taste how good coffee brewed with freshly ground beans tastes.

How big is the Electric Coffee Mill market? Big as the number of people who want a truly good cup of coffee.

So be sure to get your share of the business.

Clip the coupon and we'll have our representative call.

KitchenAid Electric Housewares Division, Dept. KMM-5
The Hobart Manufacturing Company, Troy, Ohio 45373
Please tell me more.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

ELECTRIC COFFEE MILL
by
KitchenAid®

For more facts, use coupon or Request Card and circle No. 195



Look into an Astral For your extra money

Over 2,000,000 Astrals now in use bring you *proof positive* of the potent profits awaiting the alert retailer. You can be sure when you sell Morphy-Richards Astral compact refrigerators that you are selling an appliance that is as trouble-free as man has yet to devise. You can be sure that in featuring Astral compacts you have the full support of national advertising—national publicity. 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 201-768-8890

UL APPROVED C 200 A • B 270 D • B 400 A



Morphy-Richards, Inc., 128 Ludlow Ave., Northvale, N.J., P. O. Box 10
For more facts, use Request Card and circle No. 196

Report From Japan

by Yoshitaka Kawagishi

Tokyo's Radio Row

Tokyo, the world's largest city with a population of 12 million, contains a district called Kanda-Akihabara, where dealers in general home appliances and components for amateur assembly fans congregate in one huge jumble. Here are found large wholesalers grossing \$2.8 million a month, and radio and television parts dealers, generally called “junk Stores,” in jumbled confusion. More than 3,000 such stores located in a small area may be compared with Radio Row in lower Manhattan. It has, in fact, lately become one of the “must” sights for overseas visitors. Although New York's Radio Row is destined to disappear on account of the plan for establishing the World Trade Center, Tokyo's Radio Row is biding time looking forward to further expansion when the industry gets over the transition period it is now passing through. As the world changes, however, Tokyo's Radio Row is also undergoing changes, and it may be of some interest to see how it is changing.

The groundwork for the existing state of the Radio Row was laid immediately after the war when amateur technicians and dealers began assembling their own radio sets because of the shortage of supply. In the Japanese electronic industry, the period between 1947 and 1952, when dealers principally depended on assembling parts for their business, is called the first-stage developmental period; the period between 1953 and



OVERSEAS VISITORS — in this case three Olympic athletes — visit Tokyo's Radio Row to look over transistor radios, tape recorders, micro-TV sets, etc. The number of such visitors is on the increase.

1958, during which sales of home electrical appliances showed zooming expansion, is called the second developmental state; and the period from 1959 to 1964 is called the transition period during which new patterns of outlet and retail systems gradually developed. The Radio Row during the third period experienced a “prosperity without profit,” because of the direct marketing system adopted by a number of leading manufacturers, and this setback is likely to leave its effect till about the end of the first half of 1965.

Stores in the Radio Row can be classified into three types. First, come stores patronized by amateurs given to assembling their own audio, radio and television sets. The second class comprises stores dealing in lighting devices and home electrical appliances in general, and the third class consists of general wholesalers. The second and third classes have been affected more by the changing conditions of the electronic industry, and they are the ones which are having a hard time in recovering profit margin reduced by the new marketing system adopted by the manufacturers.

Monthly transactions now being made in the Radio Row are estimated at about \$20 million, which account for about 10 per cent of the total shipment in the entire nation. Most of the operators in this area started

(Continued on page 50)

All this fun is yours — along with the profit of doing business with Airtemp. Be an Airtemp seller-sailor. Contact your Chrysler Airtemp distributor today and see how easy it is to join us aboard the s.s. Oceanic. It's truly an opportunity of a lifetime! So don't miss the boat. We sail October 16. See you on board!

AIRTEMP DIVISION

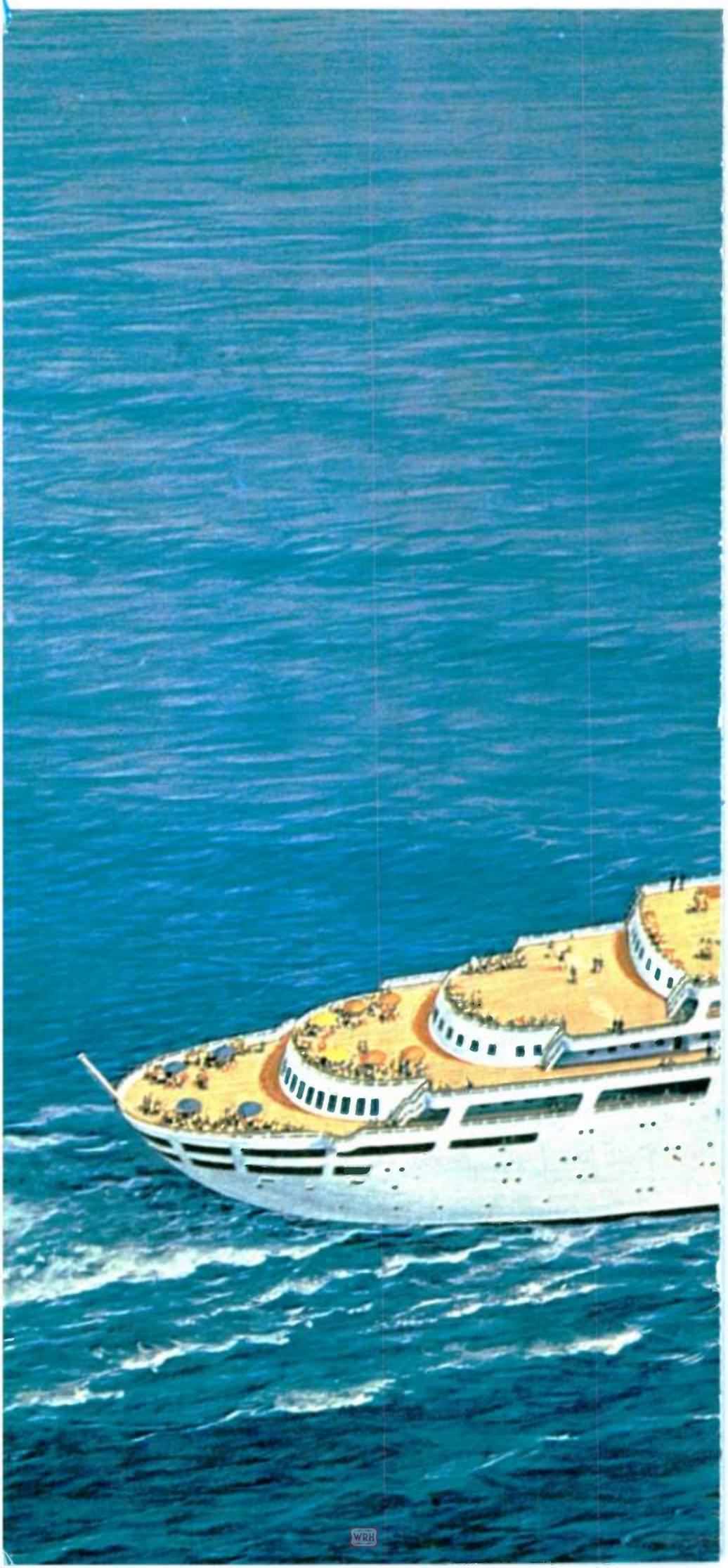


CHRYSLER CORPORATION



WHAT
GAY
GO

All Airtemp can be Carri



WWW
FAM
TO

sellers ibbean sailors

... aboard the Oceanic —
the newest, largest, most
luxurious ship ever
designed solely for
year-'round cruising!

Imagine you and your family luxuriating for 8 days on the Oceanic, fresh from its maiden voyage this spring! Surrounded by ultra-modern decor, haute cuisine and meticulous service. With the run of this completely air-conditioned superliner and its eleven spacious decks. Enjoying such unique pleasures as closed circuit television and the largest swimming pool afloat, which features the world's only transparent retractable roof for all-weather swimming and funning. And Bermuda and Nassau stopovers to let you savor a bit of local flavor.



LET'S GO!

LOOK IN THE YELLOW PAGES FOR
YOUR LOCAL AIRTEMP DISTRIBUTOR...
OR CALL BOB ANFANGER COLLECT, AREA CODE 513-461-5100, EXT. 63

IAM Meets In Washington

Appliance engineers must come down to earth and get acquainted with consumers — both young and old, William L. Hullsiek told the recent thirty-third annual convention of the Institute of Appliance Mfrs. in Washington, D. C.

Hullsiek, who is vice president of the appliance division, Admiral Corp., admonished the engineers to become "girl watchers."

"You have been going stag too long in this appliance business," the speaker asserted. "It's time to get better acquainted with the girls — size them up, figure them out, talk to them, listen to them. There's evidence of expert girl-watching in such product feature successes as the automatic ice cube maker, shelves in refrigerator doors, tilt-out control center in TV sets, no frost freezers and refrigerators, and side-by-side freezer/refrigerator combinations.

"This may be a revolution for some appliance engineers," the Admiral executive admitted, "because modern marketing now starts before designing, engineering, and production begin. It means that the consumer's needs, wants, and whims have to be defined, anticipated, and sometimes created."

During its annual "spotlight" dinner, the IAM presented four "industry achievement awards." Recipients of the awards were as follows: Earl Lifshy, columnist for *Home Furnishings Daily* for "courageous journalism"; Harry B. Price, Jr., president, Price's, Inc., Norfolk, Va., for "advancing dealer education"; Herman F. Lehman, vice president General Motors Corp., and

general mgr. of the Frigidaire Div., for "industry statesmanship"; Thomas T. Arden, president, Robertshaw Controls Co., for "contributions to appliance design."

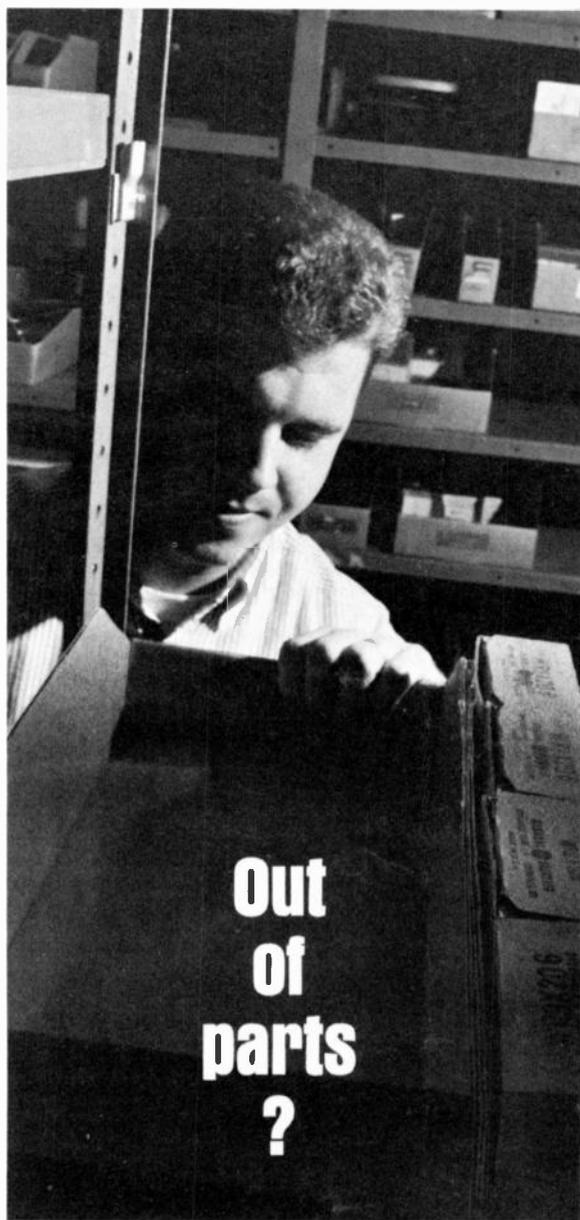
In another convention session a speaker suggested that the food and appliance industries put their heads together to solve the problem of food preparation. The speaker, Helen Wolcott, director of The Pillsbury Company's consumer service kitchens, told the convention that between 1960 and 1970 there will be

an increase of 75 per cent in families with the head of the household under age 25.

Among appliance features suggested by the speaker was a small surface unit for preparing frozen entrees without heating up the oven, a more convenient location for serial number plates on major appliances, and continuing improvement in narrowing the temperature cycling of range ovens to permit narrower tolerances providing greater uniformity and quality in baking mixes. ■



ADMIRAL'S HULLSIEK . . . "get better acquainted with the girls."



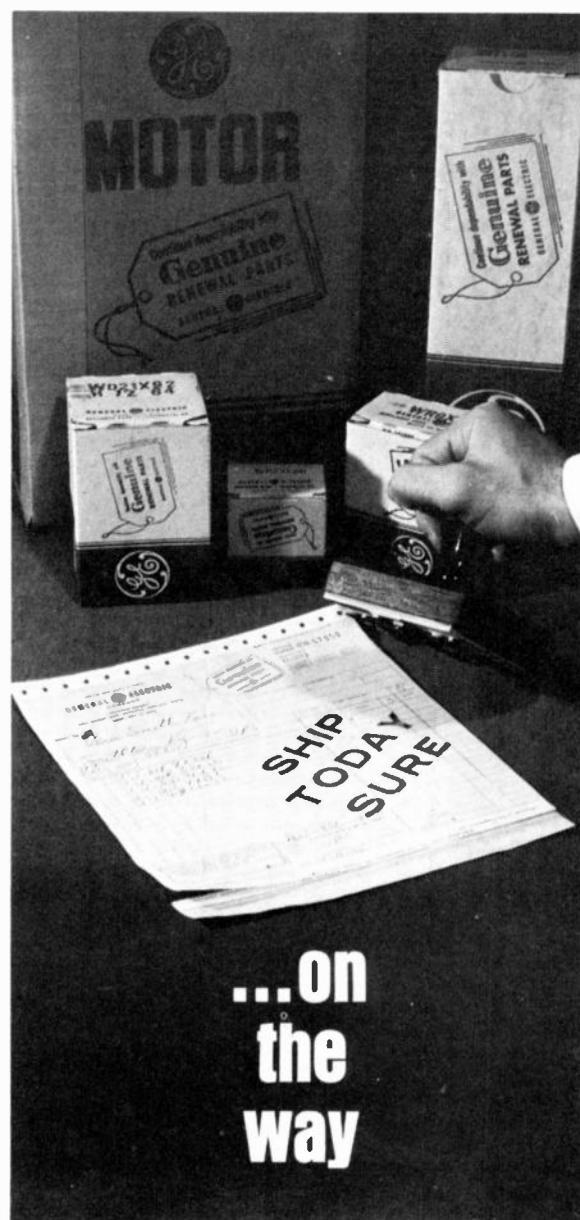
Out
of
parts
?

When you need fast parts service . . . and not fast talk . . . count on your General Electric distributor. He maintains a large stock of G-E major appliance, television and console stereo parts to help you with both routine requirements and emergency needs.

In the unlikely event your distributor is out of your required part . . . your wait will be a short one.

All General Electric distributors are in teletype contact with the G-E Parts Distribution Center in New Concord, Ohio.

Your special order will be computer-processed at New Concord. Chances are your part—selected from more than 32,000 different parts and a total inventory



...on
the
way

of 100 million pieces—will be on its way to you within a few hours.

Get your share of the repeat business that comes from fast one-call service . . . service that is possible if you have an adequate parts inventory and if you are backed-up by a reliable distributor.

"Lack-of-parts" is an irritating problem for servicemen . . . and customers. Your General Electric distributor stands ready to help you solve this problem. Call him today!

830-32

Count on your G-E distributor for fast parts service.

GE's Charles J. Coward Intends To Retire June 30

Charles J. Coward, top executive of General Electric's audio products department in Decatur, Ill., has announced his intention to retire June 30.



C. J. Coward

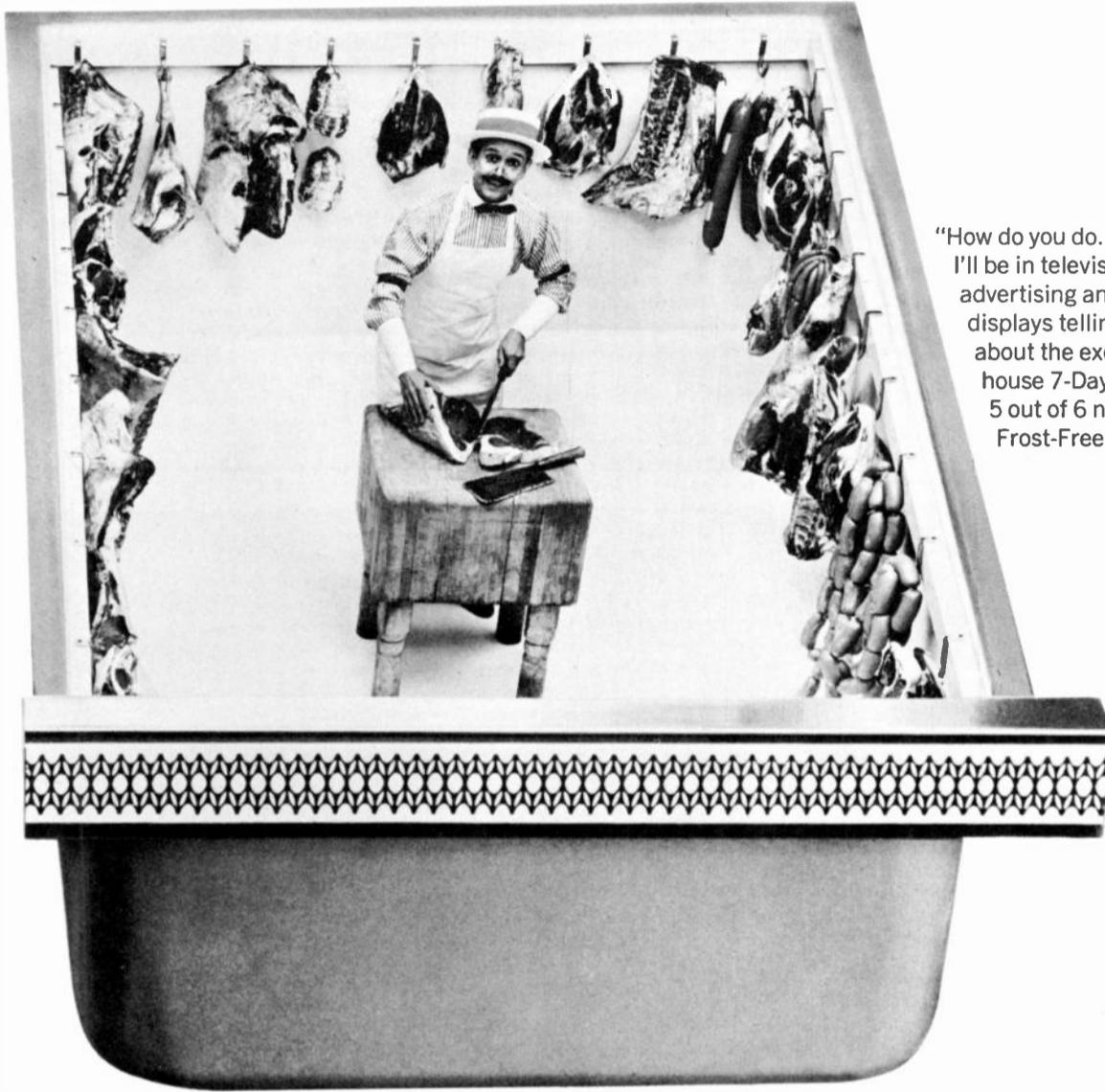
Coward has headed GE's audio business since it was first organized as a section of the radio receiver department in Utica, N. Y. The section moved to Decatur in early 1960, and began manufacture of its products in late spring.

Under Coward's direction the business earned full product department status in GE after its first year of operation at Decatur. In his five years as general manager, Coward has led the department to a ten-fold growth in sales. Employment in the department grew from 100 at the end of the first year in Decatur to 1,250 last year.

GENERAL  ELECTRIC

For more facts, use Request Card and circle No. 198

Imagine. A line of Westinghouse Frost-Free Refrigerators with handy slide-out Meat Markets.



"How do you do. My name is Herman. I'll be in television, magazine advertising and point-of-sale displays telling your customers about the exclusive Westinghouse 7-Day Meat Keeper. It's on 5 out of 6 new Westinghouse Frost-Free Refrigerators."

"If it's a traffic stopper you want, show this new low priced Frost-Free model. Has ice cube server, butter and cheese compartments as well as 18-lb. capacity 7-Day Meat Keeper."

"Three cheers for Westinghouse dealers. This brand new 15.7 cu. ft. model has a big 21-lb. capacity Meat Keeper and a 178-lb. capacity freezer."

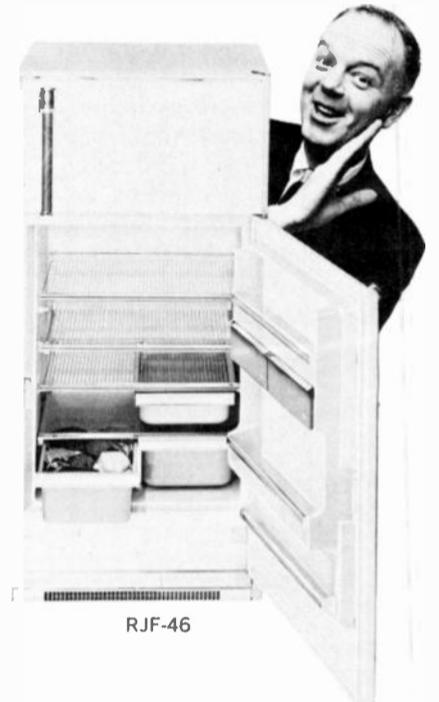


RBF-66

"Hey, handsome, did you know this new Center Drawer model carries a lower price tag this year? As well as a Meat Keeper?"



RDF-66



RJF-46

"Come on, everybody, hop aboard."



"Westinghouse refrigerators for 1965 contain more Frost-Free models . . . more 7-Day Meat Keepers . . . bigger capacities . . . more features right down the line. And Westinghouse offers you a selling story unmatched in the business. Because this year, 5 out of 6 Frost-Free Refrigerators feature the new 7-Day Meat Keeper. Now's the time to see your Westinghouse distributor. He's a marvelous fellow, you know."

Sebastian Cabot: Star of TV and motion pictures and connoisseur of fine food.



You can be sure if it's Westinghouse

For more facts, use Request Card and circle No. 199





The Economist's Outlook

by Richard E. Snyder • Marketing Economist

Moe And Joe: Cycle And Sales

We know not what course others may take, but — as for us — we have made it a practice for many years to take a look at the residential building cycle pattern (among other things) when analyzing A-R-TV dealer sales prospects. One aspect of this approach is described below.

The procedure begins with the development of a statistical tabulation which shows two series of annual dollar totals applying to the years 1948 through 1964, along with related year-to-year percentage change figures. (See the accompanying table.) Series 1 shows annual dollar figures reflecting the total U. S. value of privately financed new nonfarm housing units put in place. (Census Bureau data.) Series 2 shows our own estimates of the total U. S. value of "pure A-R-TV merchandise" sold by A-R-TV specialty dealers. Segments of this latter series have appeared in various past issues of MART magazine.

In sundry earlier writings and speeches, we have made frequent references to the fact that the trend of A-R-TV dealer sales of "pure A-R-TV merchandise" is subject to sharp cyclical swings and that one of the chief causative factors of this erratic performance has been the even more extreme cyclical instability of the residential building trend. It's strictly a Moe and Joe relationship.

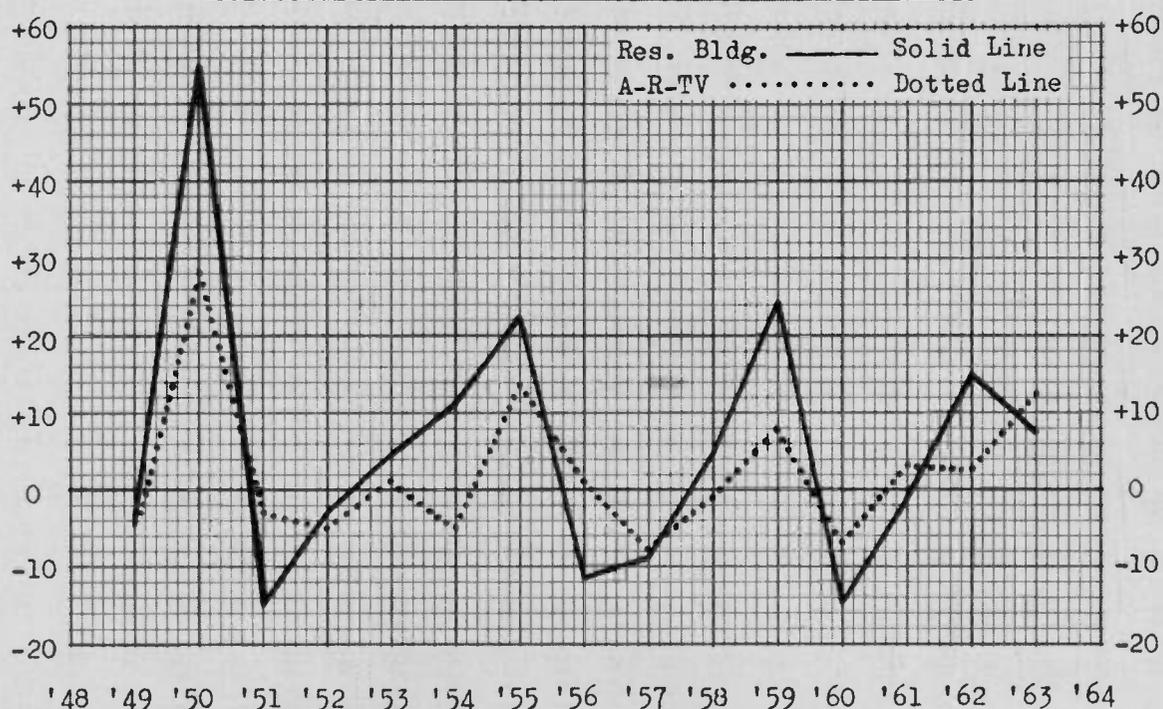
Statistical experts (purists) who like to ask profound questions regarding the methodologies used in determining degrees of relationship between two given economic time series will no doubt be deliriously happy to learn that the coefficient of correlation between the two dollar series contained in the accompanying table is 90.9, as derived through the "Pearsonian r" formula (where "r" equals the sum of XY divided by n times the standard deviation of X times the standard deviation of Y).

Members of the laity, however, will most likely be satisfied to learn simply that the coefficient of correlation: 90.9 merely indicates that 90.9% of the trend changes in the "causative" series (residential building) are accompanied, or followed by similar changes in the trend of the subsidiary series (A-R-TV dealer sales), making allowance for differences in *degrees* of change.

Perhaps the easiest way to portray the similarity of the cyclical patterns in the two series of dollar figures is to chart the year-to-year percentages of change related thereto. In the accompanying chart, the solid line depicts the residential building cycle while the dotted line traces the A-R-TV dealer sales cycle. In addition to indicating the cyclical peaks, the chart also reveals alternating periods in which demand for A-R-TV merchandise continued to be relatively "strong" or "weak" for a time following major turns in the residential building cycle. These

(Continued on page 50)

CYCLICAL PATTERNS IN RESIDENTIAL BUILDING ACTIVITY AND A-R-TV SPECIALTY DEALERS' SALES



BASIC MEASURES USED FOR DETERMINING CYCLICAL PATTERNS IN RESIDENTIAL BUILDING ACTIVITY AND A-R-TV SPECIALTY DEALERS' SALES

Year	Series 1	Year-to-Year % Change	Series 2	Year-to-Year % Change
	Value of Privately-Financed New Housing Units		A-R-TV Specialty Dealers Sales of "Pure" A-R-TV Merchandise	
1948	\$10,506,000,000	—	\$1,979,000,000	—
1949	10,043,000,000	- 4.4	1,922,000,000	- 2.9
1950	15,551,000,000	+ 54.8	2,464,000,000	+ 28.2
1951	13,207,000,000	- 15.1	2,389,000,000	- 3.0
1952	12,851,000,000	- 2.7	2,508,000,000	+ 5.0
1953	13,411,000,000	+ 4.4	2,538,000,000	+ 1.2
1954	14,931,000,000	+ 11.3	2,405,000,000	- 5.2
1955	18,242,000,000	+ 22.2	2,736,000,000	+ 13.8
1956	16,143,000,000	- 11.5	2,759,000,000	+ 0.8
1957	14,736,000,000	- 8.7	2,539,000,000	- 8.0
1958	15,445,000,000	+ 4.8	2,509,000,000	- 1.2
1959	19,233,000,000	+ 24.5	2,707,000,000	+ 7.9
1960	16,410,000,000	- 14.7	2,522,000,000	- 6.8
1961	16,189,000,000	- 1.3	2,592,000,000	+ 2.8
1962	18,638,000,000	+ 15.1	2,654,000,000	+ 2.4
1963	20,064,000,000	+ 7.7	2,976,000,000	+ 12.1
1964	20,568,000,000	+ 2.5	3,175,000,000	+ 6.7
1948 - 1964 Growth Rate		+ 5.6		+ 3.4

Remember, Ronson does a

Ronson is doing a lot with exciting new personal and home appliances. Diversifying into the appliance field only 10 years ago, Ronson U. S. appliance sales have jumped at least 15% each year in the past five years. 20% last year! And this year's percentage growth will be even greater. Sales will soar when exciting new Ronson products combine with a great new advertising campaign. Ads like these will appear all Spring long in leading national magazines. With billboards and newspapers, it's a heavy saturation campaign everyone will read and react to!

She's going to dry her hair with her Ronson

Isn't that a lot of work for a little cigarette lighter?

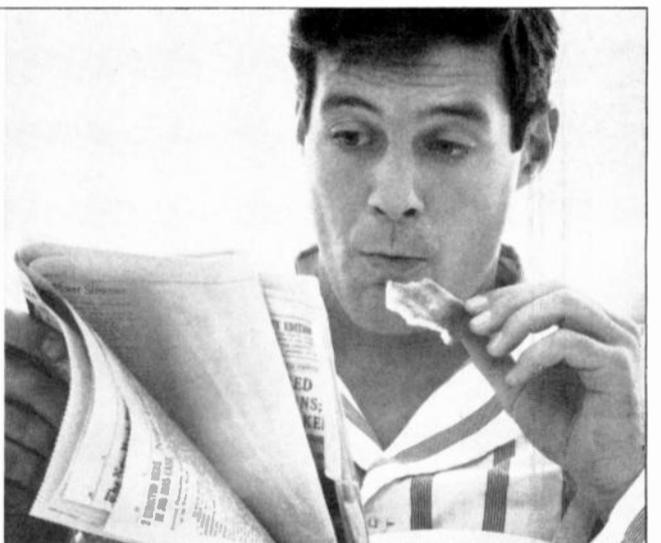
Silly! Ronson has a terrific new hair dryer, the Ronson "Escort" portable. It's the dryer your hair has to have. Weighs so little you stay light on your feet. Very fast, even around hairpin turns. And quiet? First dryer that lets you hear yourself think. Want to see the new Ronson "Escort" Portable hair dryer? See page 00 for all the details. Remember, Ronson does a lot more than light cigarettes.



He's going to brush his teeth with his Ronson

Isn't that hard to do with a cigarette lighter?

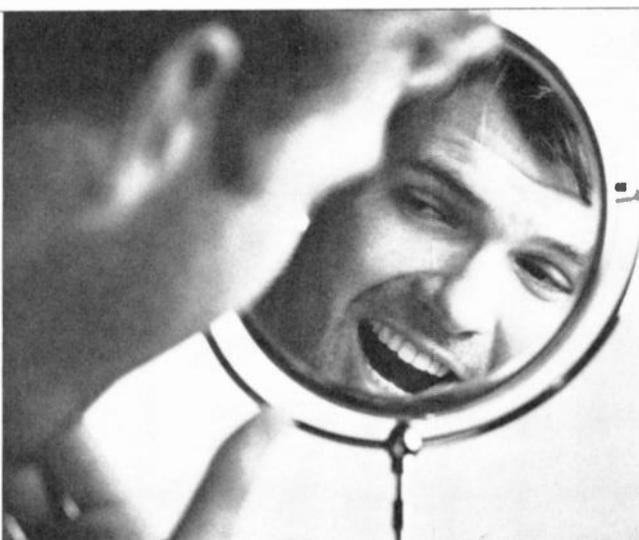
Where have you been? Now there's a Ronson Electric Toothbrush. The electric toothbrush molars are mad about. Made the Ronson way. With great engineering precision and skill. Designed the Ronson way. Just pick it up and you begin to get the picture. Once you use it, you'll feel the whole happy story. Want to see it? Look on page 00 for all the details on the new Ronson Electric Toothbrush. Remember, Ronson does a lot more than light cigarettes.



He's going to shave with his Ronson

Isn't that kind of hard to do with a cigarette lighter?

Hey, catch on! Ronson has a great new electric shaver, the Ronson "400". Made the way of everything Ronson. With precision. And detailed excellence. Designed the Ronson way. Magnificently. To give you the kind of shave your fingers will be feeling all day. In amazement. Want to see it? For the details on the Ronson "400" electric shaver and its more modest companion, the Ronson "200", take a look at page 00. Remember, Ronson does a lot more than light cigarettes.



<p>She's going to dry her hair with her Ronson</p> 	<p>He's going to brush his teeth with his Ronson</p> 	<p>She's going to blend clam bisque with her Ronson</p> 	<p>He's going to shine his shoes with his Ronson</p> 
<p>She's going to carve a turkey with her Ronson</p> 	<p>She's going to open a can of orange juice with her Ronson</p> 	<p>He's going to shave with his Ronson</p> 	<p>So is she</p> 

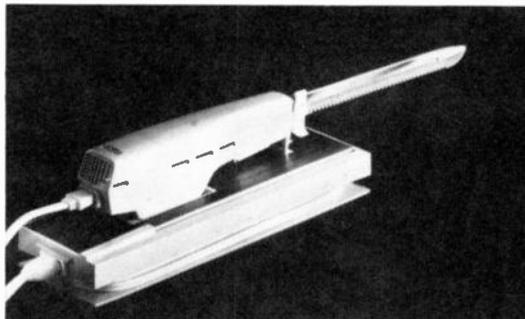
Isn't that an awful lot of work for a little cigarette lighter?

lot more than light cigarettes.

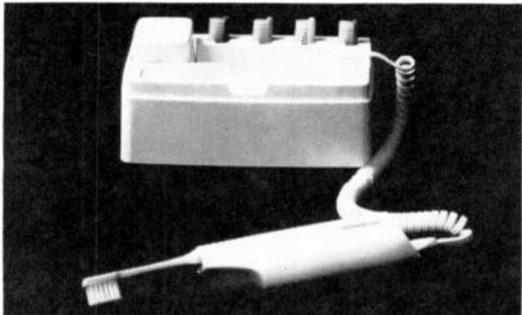
Ronson has a lot of important new personal and home appliances. The kind customers want most. New ideas. Better products. Making one of the widest and most original lines you've ever seen. Here they are, all with the quality, performance and prestige for which Ronson is world famous. Get ready for the run on Ronson!



NEW RONSON "ESCORT" PORTABLE HAIR DRYER. 40 oz. light. Fast and quiet. Long cord. Four heat ranges. Fitted carrying case with extra-large hood.



NEW RONSON CARVE N' SLICE ELECTRIC KNIFE. Carves, slices and shreds quickly, easily and quietly. Slim balanced grip. Wall rack with built-in extension cord may be used as knife stand at dinner table.



NEW RONSON ELECTRIC TOOTHBRUSH. Runs on standard batteries and house current. Exclusive Safety-Coupler reduces 110 household voltage to safe 5 volts. Correct up-and-down action at proper speed for maximum comfort, efficiency.



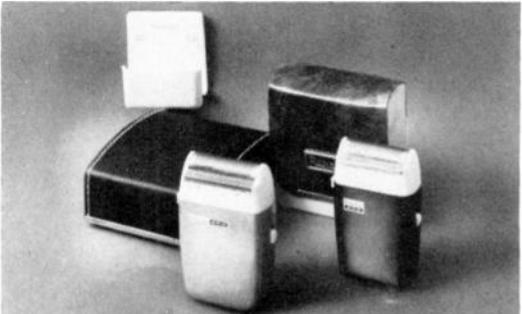
NEW RONSON 5-SPEED BLENDER. Blends, whips, pulverizes, chops, grates, mixes, churns. Only blender with self-feeding wide base 1½ quart container and longer blades to take whole fruits, vegetables. Easy to clean.



RONSON ROTO-SHINE "MAGNETIC" ELECTRIC SHOE POLISHER. Only electric shoe polisher that picks up attachments magnetically, ejects them at the touch of a button. Applies polish, brushes, buffs. Wood chest.



NEW RONSON CAN-DO ELECTRIC CAN OPENER. Opens any size, shape can. Mixes drinks, whips food, mashes potatoes, sharpens knives. Comes with attachments and handy rack.



NEW RONSON "400" AND "200" ELECTRIC SHAVERS. The "400": micro-honed blades, 36 in all. Micro-thin screen. "Super-Trim" sideburn and mustache clipper. Automatic power-cleaning. Unbreakable Lexan body. The "200": popular priced 32 blade shaver with same great features.



NEW RONSON CARESS LADIES ELECTRIC SHAVER. Largest, thinnest, shaving screen for close, fast, comfortable shaving. Contoured "Trimette" for underarms. Roll top shield protects delicate skin. Gold brocade travel purse.

RONSON
 automatically better®
 RONSON CORP., WOODBRIDGE, N. J.

For more facts, use Request Card and circle No. 200

WRH

Trends

IN THE MARTS OF TRADE

AFTER THREE YEARS of testing over-the-air pay TV in Hartford, Conn., Zenith Radio Corp. asks the Federal Communications Commission to authorize subscription TV on an "extended nation-wide basis" and to make it available to all operating or proposed TV stations as a supplemental broadcast service. (The Hartford test is being conducted by RKO General, using Phonevision equip-

ment made by Zenith.) Among the findings in the Hartford test: biggest appeal of pay TV was to families in the \$4-\$10,000 a year income bracket, who make up about 84 per cent of the subscribers; pay TV viewing represents only slightly more than 5 per cent of the 38 hours the public now devotes each week to TV, proving, Zenith says, that when there is a fee involved, the public

gets highly selective, a factor which, coupled with the shortage of true box-office programs, insures that pay TV will inevitably remain as a supplement rather than a substitute for advertising-supported broadcasting. Based on the Hartford experience, Zenith says, it is reasonable to conclude that over-the-air pay TV can begin to operate profitably with 20,000 subscribers, and with only 10 per cent of TV homes as customers, pay TV can be a good business venture in at least the 100 top TV markets. Pay TV also has big potential for development of UHF stations not now on the air because of lack of local advertising revenue and programming, Zenith contends.

CHANNEL 47, the first new commercial TV station to enter the metropolitan New York area in 16 years, slates its first programming for April 25. Major emphasis on the new UHF station, according to Ed Cooperstein, president, will be for large ethnic groups in the area, with 19 of the 35 prime evening hours each week scheduled for Spanish language shows. Programs with special significance for Negro audiences account for seven hours, and the remaining time is devoted to Jewish, Italian, and other cultural backgrounds. English, however, will be used for all Jewish programming, and for some of the Italian. The new station will broadcast in color as well as black-and-white.



THE AUDIOPHILE LOOK!

Now, new Superslim "Sound Studio" styling advances from the world's best-selling changer... new audiophile attractions to help build your fine phonograph sales!

Gleaming aluminum tubular pickup arm... non-resonant, with light, smooth, low-mass 3-gram tracking! Extra-large turntable, deeply cushioned to protect records from jarring and slipping! Tubular control arm! Colors keyed to each cabinet! Smart, spun-aluminum center disk! New controls, with legends matched to accenting rings!

See how BSR's new precision appearance enhances the sales power of BSR's precision performance. Be sure the hi-fi you sell uses BSR, the changer proved most profitable, most trouble-free, by manufacturers and retailers the world over!

YOU'LL FIND MORE AND MORE BSR RECORD CHANGERS IN AMERICA'S BEST-SELLING 1965 PHONOGRAPH LINES!



PRECISION-QUALITY, CRAFTED IN GREAT BRITAIN
BY BSR LIMITED—DISTRIBUTED IN U.S. BY
BSR (USA) LIMITED
COLLEGE POINT 56, L. I., NEW YORK
IN CANADA: MUSIMART LTD., 901 BLEURY STREET, MONTREAL



For more facts, use Request Card and circle No. 201

VIRTUALLY EVERYBODY in the appliance industry gives lip-service to selling up, but in practice, it is ignored. The appliance industry is short-changing the American public by its refusal to expose customers to flagship model appliances, charges LeRoy Klein, executive vice president of sales, Caloric Corp. Klein, who made his remarks to the Mid-Pacific Gas Conference in Honolulu, says, "We have conditioned ourselves to assume that the customer responds to one thing—price. And we ignore the revolution that has taken place in American taste — the desire on the part of people in every income bracket for the finer things of life." Other industries that have recognized the consumer demand for conveniences and luxury features have prospered, says Klein. Too often, he charges, in the haste to close sales, the appliance salesman doesn't even give the consumer a chance to say "no" to new features.

PHONOGRAPH RECORDS will all become uniform in speeds and sizes within the next five years, says Karl Jensen, president of Jensen Industries, maker of phonograph accessories. Although Jensen currently makes more than 600 different types of needles, Jensen foresees the day when no more than 10 types will be used in phonograph equipment. Jensen thinks that 33 rpm will become the standard speed for records played on a single size spindle, and that the 7- and 10-in. sizes will eventually give way to the 12-in., despite the teenage trend to favor 7-in. 45's. There is still a need, Jensen says, for some kind of practical phonograph changer device to allow playing of a single song or tune in an album. Along with this is a necessity for a means of identifying separate numbers on an LP album.

NEW SALES, service, and distribution headquarters for western Tennessee, most of Arkansas, southwestern Kentucky, and northern Mississippi are established in Memphis by Frigidaire following the termination of operations by McGregor's, Inc., the Frigidaire distributorship in the Memphis area for more than 32 years. John M. McGregor, president of the firm, is retiring. Robert P. Bratten, vice president of McGregor's, becomes the Memphis sales zone manager.

SLIM



SLIMMER AND TRIMMER . . . the new Holiday Dryer by Hamilton will start many a sales-winning argument. Customers will quickly see that Holiday's modern-size cabinet is much narrower than conventional dryers. That it'll fit where others won't. That it beautifully, exactly matches automatic washers in size. And when they say, "But I need a bigger dryer to keep up with my new washer" . . . that's when you come up with the other two powerfully persuasive sales-clinchers. Works wonderfully!*

** What other two? (1) Despite its trim looks, Holiday has an extra large capacity . . . will dry any size load that an automatic washer can wash! (2) Not one, but two fans, working with greater BTU input, deliver more warm air, more evenly. Clothes are dried gently, but faster . . . much faster!*

HOLIDAY...THE NEW SLIM DRYER BY

Hamilton

Hamilton Manufacturing Company, General Offices, Two Rivers, Wisconsin, Factories at Two Rivers, Wisc. and Kosciusko, Mississippi



HAMILTON — THE FULL-LINE LAUNDRY LINE OF HERITAGE AND HOLIDAY DRYERS, AUTOMATIC WASHERS, WRINGER WASHERS

For more facts, use Request Card and circle No. 202





Clipping

the retail ADS

Headline: "Give Her A Gift that says . . . WE LOVE YOU, MOM," suggests this ad by **Town & Country Gamble Store**, Cheyenne, Wyo., in behalf of GE's 12-lb. portable television receiver. The ad lists GE's

vised that "over 50 of America's top name brands under one roof at big discounts! Quantity rights reserved!"

... the Greatest Name in Appliance Values!

DORN'S To Mother . . . with Love

Multiple Discounts from the World's Largest Appliance Retailer
TV-Setters 80-81 and Appliance Values

Hotpoint A PRODUCT OF GENERAL ELECTRIC
DELUXE AUTOMATIC DISHWASHER
HUGE NO INSTALLATION
ONLY \$118 1.20 A WEEK

Whirlpool DELUXE 2-CYCLE WASHER \$169

Hotpoint 15" 2-DOOR NO FROST REFRIG. with Bottom Freezer \$209

Whirlpool 11" REFRIGERATOR with HUGE TOP FREEZER \$158

GUARANTEE SERVICE

Headline: "To Mother . . . with Love," is the sentiment expressed by **Dorn's**, Los Angeles, Cal., in advertising a de luxe automatic dish-

washer. Firm's logo reads: "Free delivery & normal installation; satisfaction guaranteed; service after sale."

Headline: "Frigidaire Dishwashers. Mother's Day May 10th. Why not give her something that will save her many hours of labor. In 4 colors or white." This ad by **Bragdons**, Denver, Colo., is topped by the following copy: "SALE? Confused? Very few people know a true value when they see one. Some firms won't even sell you the advertised product. Bragdons policy is to advertise at the lowest possible price — sell what we advertise. Delivery,

GIVE HER A GIFT that says . . .

WE LOVE YOU, MOM

GE . . . 12 POUNDS OF TV
AT LAST A TRUE PORTABLE

• 30-Frame Controls
• Daylight Blue
• Built-In Antenna
• Convexion Coating
• Six Compartments

\$99.95

lifetime circuit board guarantee, and features other TV sets. A line of copy at bottom of ad states: "Wyoming's Largest GE Dealer."

Headline: "Dad! Don't Be A Dishwasher . . . Buy One For Mom," proclaims this ad by **Lit Brothers**, Philadelphia, Pa., in which a couple

ALL STORES OPEN LATE WEDNESDAY NIGHT

Lit Brothers

DAD! DON'T BE A DISHWASHER... BUY ONE FOR MOM!

GIVE HER A PORTABLE WESTINGHOUSE ON MOTHER'S DAY
SUNDAY MAY 16TH A GIFT YOU'LL BOTH ENJOY!

149.95

appears to be frolicking in the kitchen. Copy continues: "Give her a portable Westinghouse on Mother's Day, Sunday, May 10th. A gift you'll both enjoy!" Smaller type below claims that "a portable dishwasher gives Mother an extra 225 hours a year away from the kitchen."

Headline: "Remember Mother with A Gift she'll Remember," states this ad by **Wards TV**, Norfolk, Va.

WARDS TV and APPLIANCE DISCOUNT STORES

Remember Mother with A Gift she'll Remember

GENERAL ELECTRIC 12" TV \$108	GENERAL ELECTRIC 15" TV \$108	GENERAL ELECTRIC 18" TV \$108	GENERAL ELECTRIC 21" TV \$108	GENERAL ELECTRIC 24" TV \$108	GENERAL ELECTRIC 27" TV \$108	GENERAL ELECTRIC 30" TV \$108	GENERAL ELECTRIC 33" TV \$108	GENERAL ELECTRIC 36" TV \$108	GENERAL ELECTRIC 39" TV \$108	GENERAL ELECTRIC 42" TV \$108	GENERAL ELECTRIC 45" TV \$108	GENERAL ELECTRIC 48" TV \$108	GENERAL ELECTRIC 51" TV \$108	GENERAL ELECTRIC 54" TV \$108	GENERAL ELECTRIC 57" TV \$108	GENERAL ELECTRIC 60" TV \$108	GENERAL ELECTRIC 63" TV \$108	GENERAL ELECTRIC 66" TV \$108	GENERAL ELECTRIC 69" TV \$108	GENERAL ELECTRIC 72" TV \$108	GENERAL ELECTRIC 75" TV \$108	GENERAL ELECTRIC 78" TV \$108	GENERAL ELECTRIC 81" TV \$108	GENERAL ELECTRIC 84" TV \$108	GENERAL ELECTRIC 87" TV \$108	GENERAL ELECTRIC 90" TV \$108	GENERAL ELECTRIC 93" TV \$108	GENERAL ELECTRIC 96" TV \$108	GENERAL ELECTRIC 99" TV \$108	GENERAL ELECTRIC 102" TV \$108	GENERAL ELECTRIC 105" TV \$108	GENERAL ELECTRIC 108" TV \$108	GENERAL ELECTRIC 111" TV \$108	GENERAL ELECTRIC 114" TV \$108	GENERAL ELECTRIC 117" TV \$108	GENERAL ELECTRIC 120" TV \$108
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Air Conditioner BONANZA!

Give Her a MORGIE Automatic Washer \$158

PORTABLE TV'S CHOOSE The Size To Fit Your Needs

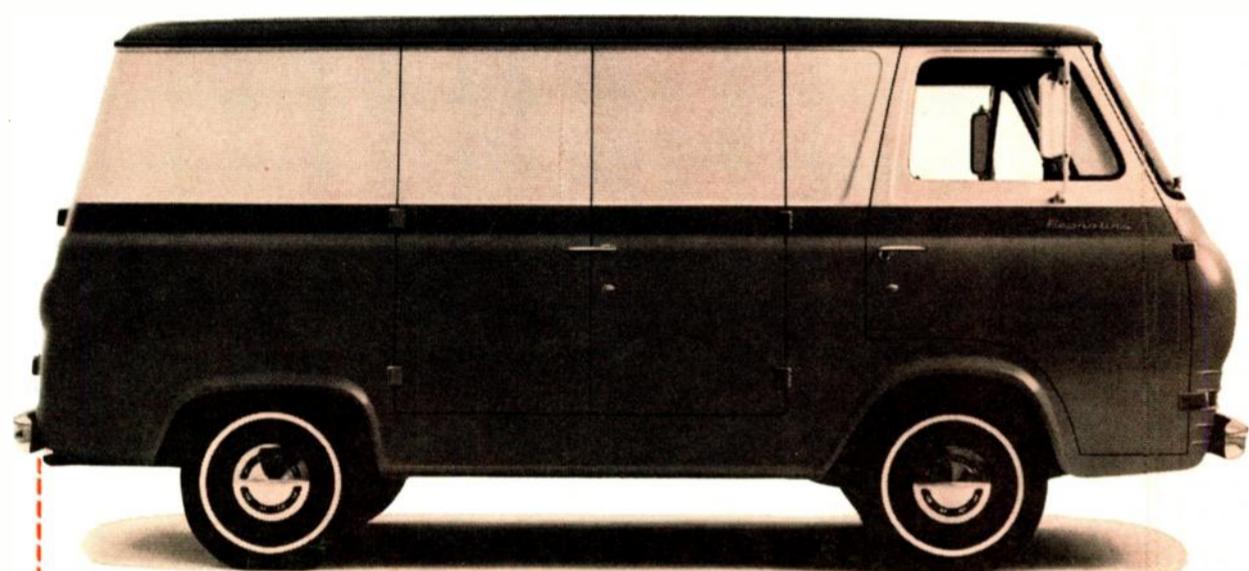
RCA VIKTOR "SWEET 16" \$98

19" WESTINGHOUSE \$107

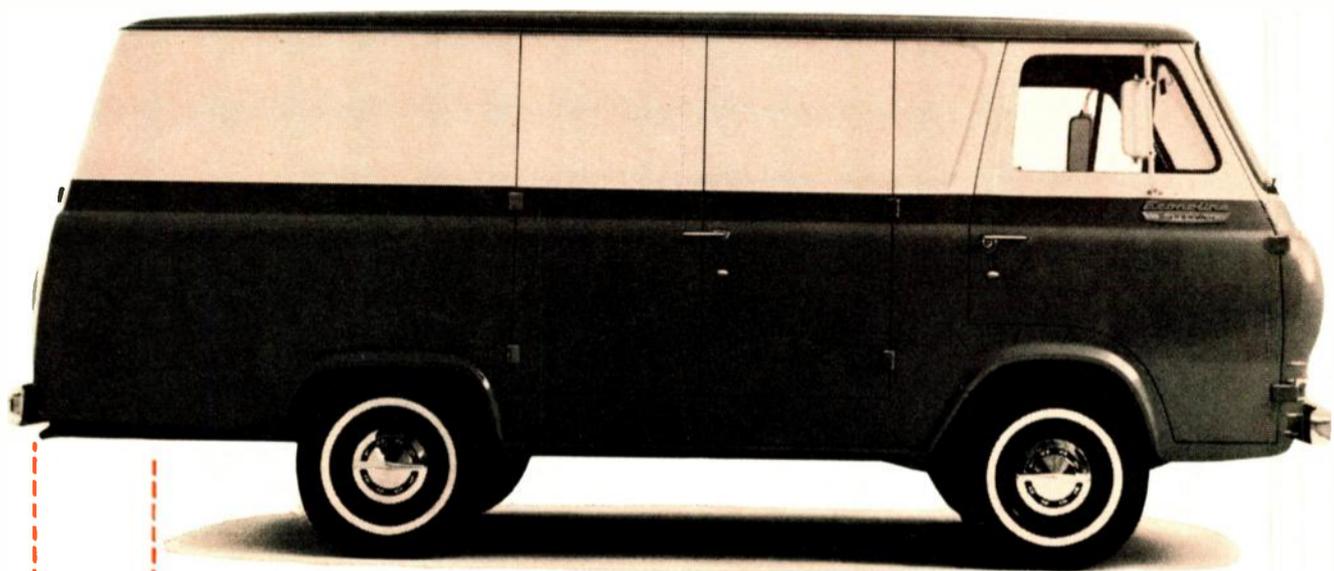
23" GENERAL \$107

Shown are many brown and white goods products, in addition to electric housewares. Readers are ad-

NOW!



REGULAR ECONOMY SIZE
America's No. 1 Van



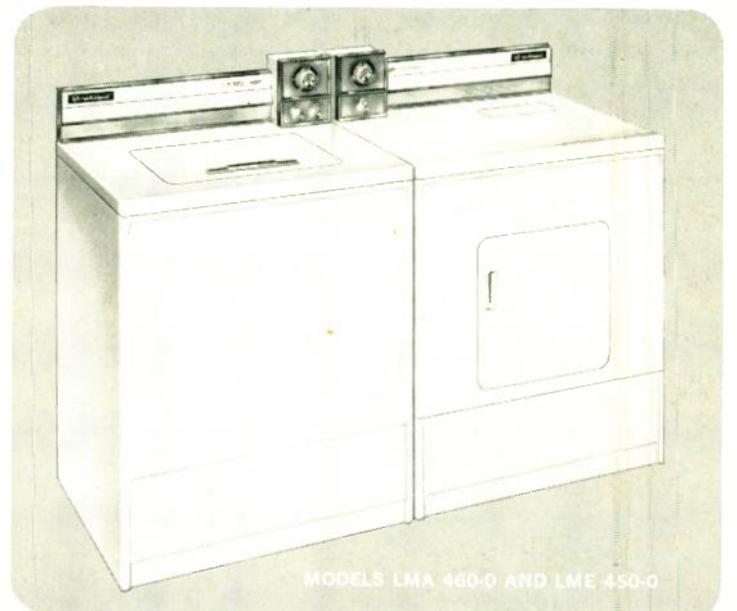
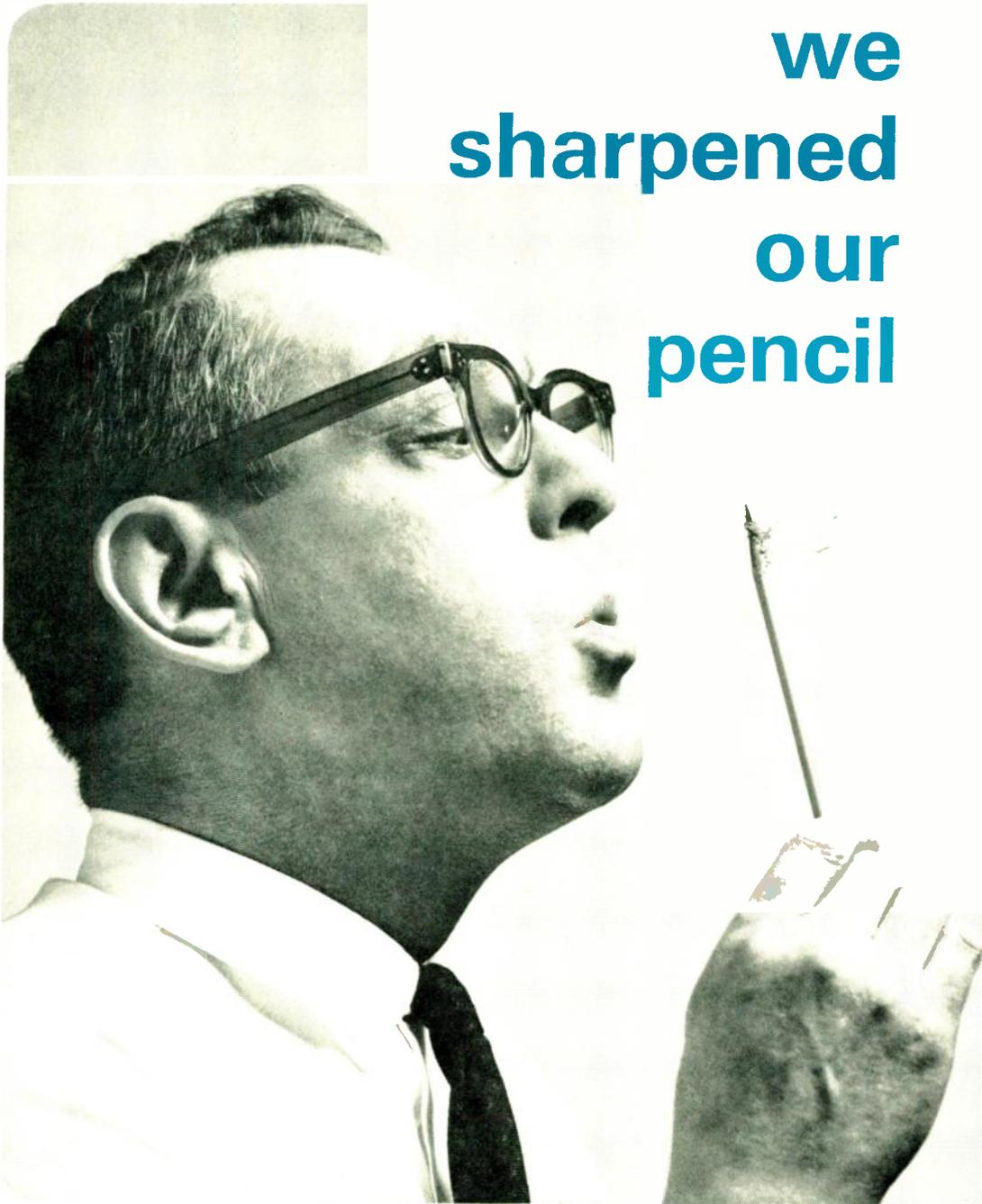
NEW GIANT ECONOMY SIZE

Now America's best selling van—Ford Econoline—has a new teammate, the Econoline SuperVan. The SuperVan has all the virtues of the regular Van plus 23% more loadspace. It's 1 1/2 ft. longer—making it the biggest van of its type!

1 1/2 FEET LONGER



to
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Here are sharp models to start a sale!



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*Tmk.



Whirlpool

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The ELECTRONIC Oven:

When Will Sales Take Off?

Better designs, better reliability, coupled with more promotion may bring "blast-off" much sooner than many people in industry think.



"I'VE GOT A SECRET" TV panelists puzzle over what guest star Louis Nye is going to do. The answer, of course, cook a complete Thanksgiving dinner in 10 minutes, using electronic oven produced by Amperex Corp. Emcee Steve Allen explains features of oven to television audience.



TABLE MODEL ELECTRONIC OVEN developed by Amperex Corp. is shown here with Ed King, product manager. King holds ceramic and metal magnetron which is heart of company's electronic oven system. Product manager thinks table oven, designed by Banka Mango, can be sold for \$400.

In 1945 Dr. Percy L. Spencer, a scientist for Raytheon Co., stepped in front of a radar device which he was testing. Almost instantly he felt a candy bar in his pocket melt.

Unlike the Chinese boy in Charles Lamb's famous essay, "A Dissertation on Roast Pig," who discovered the succulency of roast pork through sampling the flesh of a pig that was killed in a farm house fire and continued to set fire to farm homes sheltering pigs, Dr. Spencer did not continue to step in front of the magnetron tubes which produce radar with a sweetmeat housed in his coat.

Instead he sent for some popcorn seed, inserted the seed in a paper bag, placed the bag in front of a radar antenna horn, and proceeded to conduct what was probably the first visual demonstration of the marvels of microwave cooking.

Experimental units of electronic or microwave ovens were produced by Raytheon the following year. Since that time several companies have marketed commercial and domestic versions of the units. During one period a few years ago at least two appliance manufacturers were working with dealers in conducting store traffic building demos of electronic ovens.

In 1957, MART Magazine reported the experiences of a dealer in a small town in Indiana who attracted to his store in three days 1,000 people who sat pop-eyed to watch cupcakes being swiftly baked, bacon being fried in 55 seconds, and corn being popped on the pop in a variable twinkling.

The Indiana dealer actually closed three sales of electronic ovens during the promotion period in addition to the sale of much other merchandise.

Despite the great demonstrability of the electronic oven and the greater speed with which it accomplishes all cooking tasks, several brands of home electronic ovens have been withdrawn from the market since 1957. In fact, a spokesman for Raytheon estimates that today there are only about 10,000 microwave ovens of all brands in use in the U. S. and that many of these are commercial units.

However, a number of industry observers who have felt it is only a matter of time until sales of microwave ovens accelerate dramatically see that day fast approaching. Reasons cited for past slow growth of the product include the following: (1) high price of ovens; (2) lack of reliability of microwave system; (3) built-in design of home units which limited their use and also failure of the electronic

oven to be offered in tandem with a gas or electric oven and a cooking top.

Ed King, product manager for Amperex Corp., says he is hopeful that as many as 25,000 home versions of electronic ovens will be sold in 1966. Amperex, a subsidiary of North American Phillips Corp., manufactures a ceramic and metal magnetron unit that carries a three-year guarantee.

King says the air-cooled microwave cooking system for home units developed by his company sells for 40 per cent less than what has been available heretofore. He thinks a double oven unit, offering an electronic oven that plugs in and a gas oven plus four gas burners is the ideal product for homemakers. He intimates that a gas range manufacturer will market such a product before the year is out for in the neighborhood of \$600.

King also says he believes there will be more than three companies and possibly as many as seven producing home versions of electronic ovens before the end of 1965. (General Electric and Tappan are currently marketing units.)

Amperex has produced a mockup of a table top electronic oven that spokesmen estimate could be sold for about \$400 initially. Market studies conducted by Amperex have shown that if one manufacturer introduced this table top unit, 5,000 would be sold in the first 12 months. If introduced and promoted by two or three companies, as many as 15,000 or 20,000 could be sold in the first year, the studies indicate.

King sees the table-top oven which weighs 45 pounds being demonstrated and sold on a door-to-door basis. He also sees this model being produced by companies not previously engaged in range manufacture.

"There are some 67,000,000 people in this country who have a range less than 17 years old," King points out, "and a table-top electronic oven is a strong possibility for them."

John Messerschmitt, whose wife has been using an electronic oven for a number of months, says he believes the public is now ready for such a product. Messerschmitt, who is general manager of Amperex, notes that because of greater affluence,

(Continued on page 60)

WHAT IS MICROWAVE COOKING?

An explanation of how an electronic oven operates is offered by Sten I. Persson, engineering manager, Radarange operation, Raytheon Co. Says Persson:

"Microwave cooking principally employs the characteristics of high-frequency radio energy. Basically, it is no different from the energy which carries radio and television programs from broadcasting stations to receivers, except that the frequency of the oscillations is considerably higher . . .

"To understand how food can be heated or cooked by means of microwave energy, it is necessary to analyze its characteristics. Microwave energy can be reflected, transmitted, or absorbed. These properties are quite similar to those of, for instance, a light beam. A light beam can be reflected by a mirror, transmitted through a clear pane of glass or absorbed by a semi-transparent material. Microwave energy is reflected by metal and transmitted through most ceramics, glass, and paper, but absorbed by food.

"That means that when microwave energy is introduced into a 'Radarange' oven it will be reflected by the metal walls, and transmitted through the glass, ceramic, or paper dish containing the food, but absorbed by the food itself, thereby causing the food to heat very rapidly. Since only absorption causes heating, the oven walls and the dish remain cool and only the food heats. The principal advantage of microwave cooking is the speed with which it cooks. A few examples illustrate this. In a 'Radarange' a pre-cooked hamburger is heated to serving temperature in 15 seconds, frozen pastry in five seconds; a potato bakes in minutes . . .

"A microwave oven operates on a principle completely different from the standard heating appliances. This principle was pioneered by Raytheon Co., which markets its microwave oven under its trademark, 'Radarange.' Food in a microwave oven is heated by the molecular friction induced by absorbed microwave energy. The oven chamber is not heated and remains cool at all times.

"The food utensils are not heated by the microwave energy and remain at a lower temperature than the food. The only heat absorbed by the utensils or oven is from the conduction of the food. In a microwave oven, the food product never exceeds a temperature of 212° F. . . . In a microwave oven there is no open flame or hot heating element. Since there is no open flame or cooking surface where the temperature exceeds 300° F., the microwave oven should be considered a food warmer, similar to a steam table, which is often placed in the dining area and not vented.

"It is not necessary to vent these devices because the temperature never exceeds 212° F., which is not hot enough to produce smoke or grease vapors. In a steam table, water vapor may escape into the area surrounding the equipment; in a microwave oven, very little, if any, water vapor is noticeable."



GE'S ELECTRONIC OVEN, continued in "Americana" range configuration, is being market tested in three areas. Unit will cook and brown eight-pound turkey in less than an hour. Company officials express satisfaction with sales results to date.



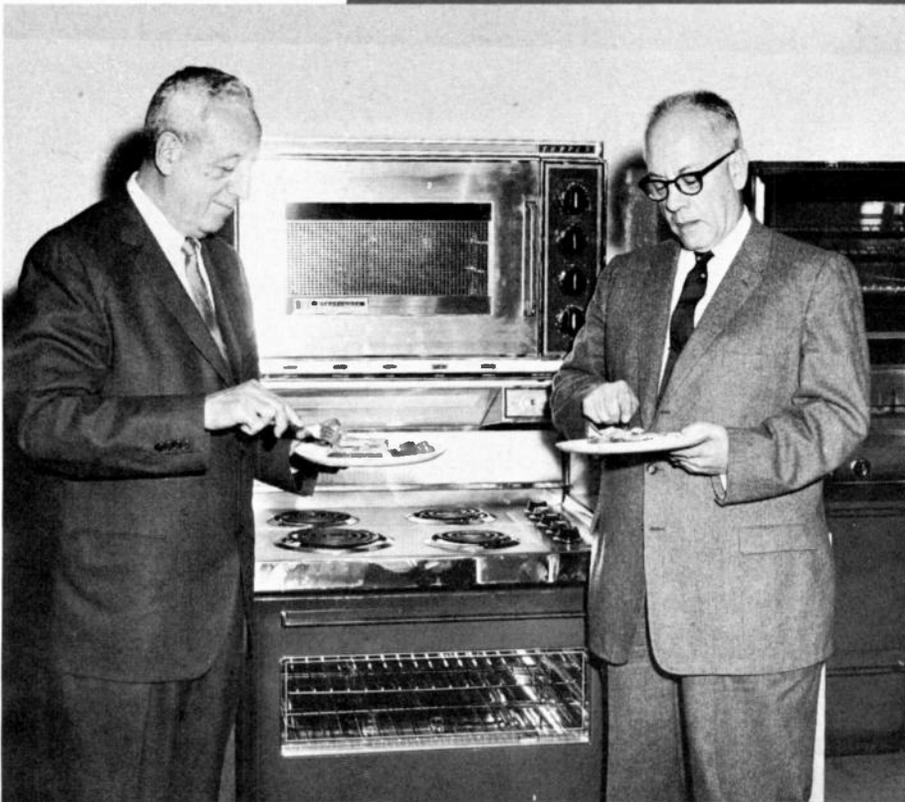
PATRONS OF GIMBEL'S snack bar in New York City sample handiwork of Raytheon "Radarange."



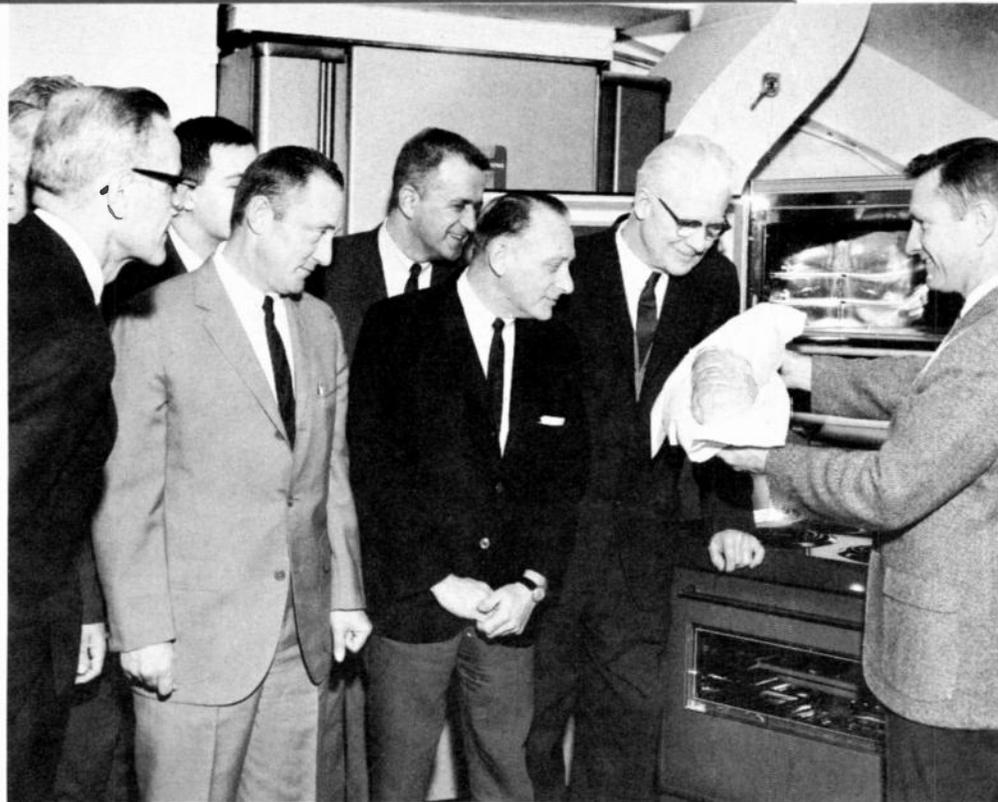
JET ELECTRONIC OVEN — Special oven configuration developed by Litton Industries in co-operation with Trans World Airlines, Inc. is shown here. Installation of unit in TWA's entire jet fleet is scheduled by fall. Ovens are expected to not only reduce cooking time and improve food quality but also to permit airline to offer wider menu selection and more personalized passenger service.

Free-Standing ELECTRONIC RANGE Makes Debut In Chicago

*Tappan officials feel new cooking center will revolutionize homemaking;
Polk Bros. first store to market \$998 range.*



TASTY BACON and egg breakfast, cooked in two minutes in the Tappan electronic cooking center, is enjoyed by Tappan's top executives: A. B. Ritzenthaler (left), vice president in charge of marketing, and Don Sharp, vice president in charge of sales.



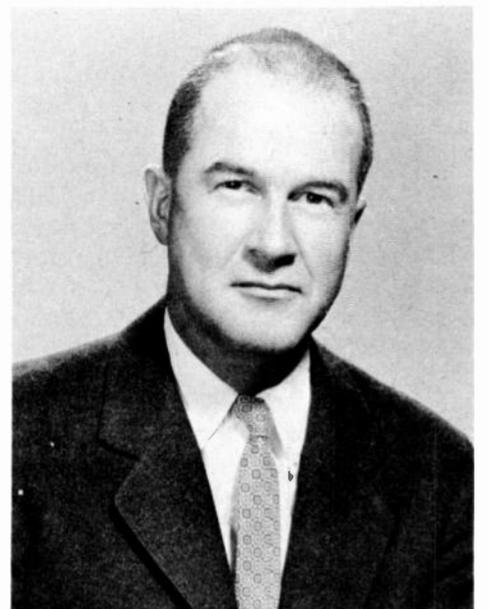
AROMA of fresh bread heated in the Tappan electronic cooking center evokes appreciative smiles from Polk Bros. salesmen in special training session. E. A. Scott (right), product manager of Tappan's electronic division, demonstrates speed and versatility of the free-standing electronic range on sale for the first time anywhere through the Polk Bros. chain in Chicago.

"The era of electronic cooking is here. After 15 years of research and development we are now ready to market the most remarkable appliance ever introduced to the American consumer, the all new electronic cooking center. There is no question in my mind but that it will completely revolutionize homemaking as we know it today."

These words were told to MART Magazine by Dick Tappan, president of the Tappan Co. during an exclusive interview with him and other company executives in Mansfield, O., recently, on the eve of the introduction of the company's new 30-in. eye-level, free-standing unit, priced to sell at \$998.

In an effort to find out exactly how the Tappan Co. feels about the new product and what the buying public can expect from it, MART sought out three different company views, that of an individual who is cognizant of the marketing and saleability factors involved, that of a knowledgeable homemaker, and finally, that of a person familiar with the servicing problems, if any. Following are their comments and thoughts concerning this new electronic cooking unit.

Don S. Sharp, Tappan's vice president in charge of sales, believes that dealers should be able to show a 30 per cent gross profit on the range providing they get out and demonstrate it. "A competitive dealer realizes that you can't sell a \$1,000 item simply by pointing it out to a customer. He must sell its many features, and this is a range with more features than most dealers ever dreamed of," emphasizes Sharp. "If the price tag seems even remotely high, just remember that the customer is getting a regular oven, four surface units and the electronic unit, all in one neat package."



**W. R. Tappan
President
The Tappan Company**

(Continued on page 69)



"... Fedders has not subsidized the low end."

"... Inventories that are adequate for the needs of retailers."



"Better Than Sears" Prices, Features Will Key Fedders White Goods Merchandising

Executive notes NEMA refrigerator certification program will make consumers and salesmen storage space and shelf area conscious; says new line takes advantage of all good features in refrigerators.

The NEMA refrigerator certification program, a liberal discount structure, and product features will all apparently play important roles in the merchandising of the white goods line being introduced by Fedders Corp.

Fedders, a well known name in air conditioners, is probably the first national brand appliance manufacturer to expand to full-line status in more than a decade, and the merchandising approach which the company will follow has been of interest to many industry observers.

The Fedders line is being introduced on a market-by-market basis. A line of refrigerators and freezers was introduced by the manufacturer's Philadelphia distributor, Samuel Jacobs Distributors, Inc., late in February.

It is understood that Dallas will be the next market to be opened, possibly by March 15, probably followed by Memphis. A line of Fedders automatic washers and dryers is scheduled to be marketed between April 15 and 30, although the market in which the laundry equipment will make its bow has not been announced.

Fedders also will eventually introduce a line of ranges. The firm's refrigerators, freezers, washers, and dryers are being produced by Franklin Mfg. Co. The company that will produce the range line has not been determined.

Fedders officials say they expect the market-by-market introduction to be completed in three years or less.

The manufacturer has around 90 independent

Table A: Fedders Price Comparison Chart*

Brand	Cost per Cu. Ft. Capacity	% more than Fedders	Cost per Sq. Ft. Shelf Area	% more than Fedders
Fedders	\$17.73	—	\$10.97	—
A	22.58	27 %	14.29	30 %
B	21.82	23 %	14.35	30 %
C	22.51	27 %	14.30	30 %
D	20.07	13 %	13.45	22 %
E	20.09	13 %	19.66	79 %
F	23.16	30 %	16.01	45 %
G	23.89	34 %	15.34	29 %
H	21.50	21 %	—	—

*Table published by Fedders shows actual brand names which have been deleted here.

distributors. Admittedly some wholesalers of Fedders air conditioners now handle other white goods lines, and Harold Boxer, Fedders merchandising manager, says that should a conflict develop in a given market, Fedders will obtain representation there.

Actually, he states, this has not yet become a major problem and some Fedders air conditioner distributors who now handle another white goods line are "most anxious" to take on Fedders' offerings.

Opening of markets for the white goods line is proceeding slowly, because factory regional managers are working closely with distributors in establishing programs which are tailored to each distributor's market, Boxer states. A distributor's total program must be approved by the factory before he gets the white goods line.

Restricted distribution and good dealer margins are pillars of the program adopted by Fedders Philadelphia distributor. A distributor in another market may take an entirely different approach, Boxer pointed out.

He added that he knows of one market where prices will be lower than those established in Philadelphia and that several distributors will use Fair Trade prices.

Suggested prices for Fedders' refrigerator and freezer line introduced by Jacobs Distributors permits a retailer to realize maximum gross margins of 34 per cent.

Margins on outright sales in the Philadelphia market range between 28 and 31 per cent, but a rebate program keyed to a dealer point accumulation system will permit dealers to increase this to 34 per cent.

Retail prices on a 16 and 18-cubic foot unit in the Fedders line as introduced in the Philadelphia market are actually lower than the car-load price of comparable models in two competing lines, Boxer asserts. And although he emphasizes that a distributor elsewhere may take

(Continued on page 64)

Single Line Vs. Multiple Lines: Both Sides Argue A Good Case

**Dealers list pros and cons, but most agree
that dollar volume is an important deciding factor.**

By CHARLES KRAUSS

Is one full line of TV and appliances enough for a dealer?

If two lines are better than one, are four lines better than two?

The whole question of specialization in TV-appliances only and its ramification of specialization in one line only has been brought into sharper focus in dealers' minds in recent weeks by such events as the growth of the Appliance Center stores fostered by the General Electric branch in Cleveland; the fracas at the NARDA convention in which a speaker charged, and GE denied, that GE is already in appliance retailing; and the opening in late February of another factory experimental retail store, this time by Whirlpool Corp. in Jacksonville, Fla.

A sampling of dealer opinion in the southeastern part of the United States made by MART Magazine indicates that while dealers may be cutting down on the number of lines they carry, many of them are still steering clear of handling only one line, for a variety of reasons. The situation is not a stable one, and some dealers have made changes recently or are contemplating changes this year, in either direction.

Although retail opinion varies widely on the subject of how many lines to carry, most dealers do agree that the most important single factor involved is the dealer's size — his dollar volume. Most of them agree further that the smaller the volume is, the less sense it makes for the dealer to carry more than one line (or at least only one line each of brown goods and white goods). Conversely, the bigger the volume, the more easily it can be split up among several brands, with the ultimate possibility that if you're big enough there is no limit to the number of lines you can carry, since you will be an important customer of every one of them. This, however, is a pretty theoretical possibility, and not many dealers regard it as practical.

Just how big is big enough to add another line? This is where a major difference of opinion among dealers comes into play. Most of them don't have a firm dollar figure in mind, but a few do.

Dealer Romy Thomas, head of McDuff's, the Jacksonville-headquartered chain that does about \$5 million volume a year, thinks the cutoff point where the one-line dealer should branch out into other lines is at no more than \$1 million volume, probably out of two or three stores.

Beyond this point, says Thomas, overhead (chiefly non-owner, salaried management) gets to a point where bigger gross margins are required, and these gross margins are just not to be had if a store is tied to only one supplier.



PROFIT MARGINS on single lines are too low to allow a dealer to grow big, says Romy Thomas, McDuff's, Jacksonville, Fla.



"WE USE multiple lines because we want the suppliers to compete for our business just as we compete for the consumer's business," says Frederic Smith, Good Housekeeping Shop, Charlotte, N. C.



"EVERY TIME we've tried cutting down lines to get faster turnover, we have suffered in volume," says Ray Mufson, Jefferson Stores, Miami.

"They (the factory) won't let you make the kind of gross you need as your volume grows," says Thomas. "The full-line producer pegs the dealer's gross at between 23 and 25 per cent — and keeps it there. As the dealer's slice of the pie gets bigger, the factory does better in that market, and so does the distributor, but the dealer doesn't, when it comes to profit. A really big operation needs around 30 per cent average gross margin to come out all right, and to get it, you have to have multiple lines. I speak from experience, because we were full-line for many years."

Thomas, a firm believer in the strength of buying power that comes with rising volume, says this buying power is, in effect, wasted if it is confined to one line. The one-line dealer, furthermore, loses the opportunity to compare values among different lines, he says.

Dealer Bill Sharpe, Atlanta, sets the amount of business that a dealer has to give a distributor to be an important customer at \$100,000 a year. At that rate, he says, the dealer can take on as many lines as he has room for. He adds, though, that he doesn't believe in cherry-picking or in showing five or six brands of the same item. Sharpe himself for many years handled only Frigidaire in white goods, recently took on Westinghouse white goods.

The idea of having suppliers compete for the dealer's orders appeals to a number of retailers, and accounts for their having more than one line.

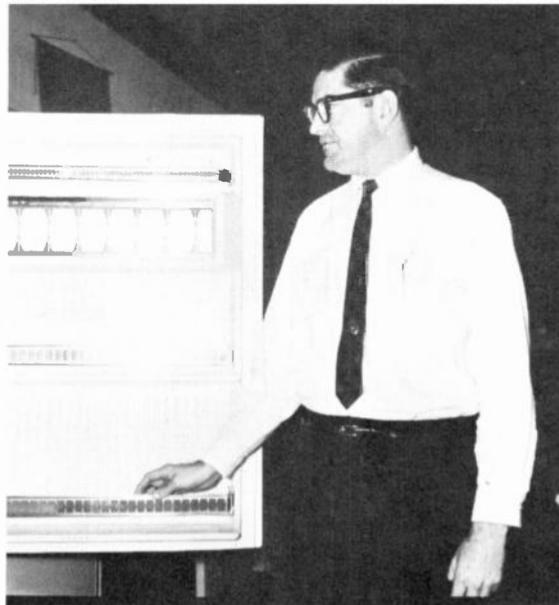
Says Dealer Frederic Smith, Good Housekeeping Shop, Charlotte, N. C., "We use multiple lines, because we want the suppliers to try as hard for our business as we try for the consumer's business."

Smith's stores currently carry two full white goods lines, three brown goods lines, and Maytag laundry. He thus has three laundry lines to offer, on which the profit structure is about the same. Which one does he push? The one where the supplier works closest with him and "goes to bat" for him the most. "Too often nowadays," says Smith, "we get the feeling that the factories are doing us a favor to sell to us, and I for one resent it. Sure, I'd consider going full-line with one of the big companies if I could have an exclusive in this area, but I know that's not realistic."

Another Charlotte dealer, Tom Hawthorne, feels somewhat the same as Smith when it comes to factory loyalty to dealers. He was full-line for many years, but, he says, it seemed that as time went on the factory did less for him instead of more (he objects particularly to the adding of other dealers in the area). So he took on



ONE DRAWBACK to single line is that consumers are more apt to be skeptical about dealer's recommendation of brand, since he has no other, says Roger Misleh, City Wide TV, Miami.



ONE ADVANTAGE of having a depth display of a single line, says Atlanta Hotpoint Dealer Fred Donnelly (Badon's), is that you are more apt to step customer up rather than sideways.



FULL LINE Dealer John Willyoung, Duval's, Jacksonville, is thinking of plugging a price hole in room air conditioners by adding a promotional line.

another white goods line, picking it so that it would as much as possible complement rather than compete with his original line. "I'm happy with the change," he says, "and I intend to do at least as much volume with the original line as I did before, so the supplier has no real complaint." Hawthorne is in the \$1 million volume category.

An example of the dealer who can "be important" to probably any number of suppliers is Ray Mufson of Jefferson Stores in Miami, a multi-million dollar chain operation that started with appliances and has since branched out into many other lines of goods.

Aside from the fact that he is reluctant to tie himself to only one supplier, Mufson says, he follows a multiple line policy because in stores of his size consumers expect to find more than one line.

"We have from time to time tried cutting down appliance lines in one store or another in an effort to get faster turnover," Mufson says, "and invariably, we have suffered in volume."

"I don't think it's good either for us or for the factory to be so dependent on each other. A single line might well work, though, for an owner-manager who has no more than three stores."

Dealer Jim Hodges, Atlanta, is in the process of cutting down from four lines to two in both white goods and electronics. Out of his one store, Hodges says, he was spreading his business too thin, and consequently wasn't of any particular importance to any one of his suppliers. Hodges won't go below two lines, though, because he likes to have a line to sell against, if need be.

At Queen City TV, Charlotte, Woody Player is another dealer who has cut down on the number of lines he handles from a high of four or five to the current two. "With two," says Player, whose two stores do an annual volume of \$1 million, "there is less confusion for both the customer and for the salesman, and inventory is much easier to keep track of. We keep two lines for a couple of reasons — first, we use one line as a drawing card and the other as a profit line; and second, we think we get better treatment from each supplier because he knows the other fellow is after our business."

Among the full, single-line dealers, GE dealers are by far the most numerous. Choice of full lines, if electric housewares are included, narrows, down, of course, to only GE and Westinghouse. A third full-line possibility, without electric housewares, is Philco, and some dealers make a full line out of RCA Whirlpool and RCA Victor, even though these two lines come out of separately owned factories and (apparently increasingly) are sometimes handled by separate distributors.

Dealer Bill Bowles, Appliance & TV Center, Durham, N. C., has been full-line GE for the whole six years he's been in business by himself. He likes the one line idea, and if customers in

the store ask for other brands he tries to switch them without offending them.

"Fast turnover of inventory is very important to us," says Bowles, "and you can achieve this better with only one line."

"Another plus factor that most people don't think about is that with a whole line from can openers to freezers, we get a lot of extra business on electric housewares and other small items that we can't afford to advertise as much as the bigger stuff because there isn't the margin in it. I think if I did take on anything else, I'd take on another full line."

Dealer John Willyoung, Duval Appliances, Jacksonville, has been GE full line "for the most part" during the dozen or so years the store has been in business. He dabbled in other lines occasionally, Willyoung says, but found the salesmen were using the other lines mainly to sell against, so at the moment he is back to one line.

Willyoung, like most other full line dealers, is well aware of the argument against this concept that says no one line can be competitive all the time, either on features or on price, so he is thinking of adding a low-price room air conditioner line and possibly another color TV line.

"It isn't that we can't sell them the higher-priced room units once we get a chance to talk and demonstrate in the store, but we get a lot of phone inquiries from people who are interested in nothing but price, and those we often lose."

Before he opened his own store, Badon's, in Atlanta about four years ago, Dealer Fred Donnelly had long been a Hotpoint wholesale salesman, so it is perhaps not surprising that he is now a full-line Hotpoint dealer (he carries Curtis Mathes brown goods). Donnelly knows he can do a better selling job with only one line, and mount a better display on the floor, but he still has some lingering doubts as to whether one line is the right thing. On the other hand, he says, "If I had two, would I then want three? Where do you draw the line?" He is confident that he can switch a majority of prospects who show interest in other brands to Hotpoint when they are in his store. What he doesn't know, of course, and what no full line dealer knows, is how many prospects never come in at all because they are not interested in that particular brand.

Dealer James Stough, Durham Music Co., Raleigh, N. C., went full-line RCA Victor and Whirlpool about a year ago (most of his business is in brown goods) but he says it's hard to tell if the move helped his business, because his volume has been expanding steadily both before and since the move. He does say, though, that he likes the idea of "having a story to tell," since he displays almost the entire line of RCA Victor. Like several other full-line dealers, Stough feels that such a display helps him to step the customer up rather than stepping him sideways into another line. If prospects ask for some other brand of white goods and "really mean it," then, Stough says, the dealer has little choice other than to let them walk. ■



FAST TURNOVER of inventory is a prime goal with Dealer Bill Bowles, Appliance & TV Center, Durham, N. C. He thinks single line is helpful in meeting this goal.



A MINIMUM of \$100,000 worth of business a year is what the dealer has to give to any supplier to whom the dealer wants to be important, says W. C. Sharpe, Atlanta.



BY CUTTING his brown goods lines to two, Woody Player, Queen City TV, Charlotte, N. C. feels he has lessened confusion both for consumers and for store personnel.



ANY RETAILER would benefit from electronic data processing, according to Louis Chiarelli (left), vice president, Chiarelli Bros., Reading, Pa. Firm has used EDP equipment since 1960, finds it has many advantages and has actually lowered office expenses.

Electronic Data Processing Helps Dealer Keep Up-To-Date

Many advantages of EDP cited by Chiarelli Bros., Reading, Pa., who have been using equipment since 1960.

By JACK STOCKMAN

"It was difficult at first, and it took us about three years to get used to it, but now we couldn't, and wouldn't, be without it."

The speaker is Louis Chiarelli, vice president of Chiarelli Brothers, Inc., Reading, Pa., and he is referring to Electronic Data Processing (EDP).

Chiarelli explains that he and his brother Charles decided several years ago that the main deterrent to their business expansion was the lack of up-to-date information on day-to-day transactions. "We wanted to grow," he explains, "and felt that 'computerization' was the answer."

So in September, 1960 the firm began renting four IBM machines, at a cost of \$500 a month. Today, after purchasing one of them (at its depreciated value) the cost of renting and maintaining all four is about \$300 per month.

The first three years' experience wasn't smooth sailing, according to Chiarelli, because of the surprising lack of assistance from IBM, which had installed the four machines. "We wanted them (IBM personnel) to program the units to estimate accounts receivable," he says, "but they said it couldn't be done and they gave up trying after a short while."

This didn't deter the progressive brothers and their staff. After much burning of the midnight

oil, a satisfactory program was established for processing of accounts receivable.

The firm uses their EDP equipment for the fastest moving departments, which are brown and white goods. At the end of each day, management has an accurate, up-to-date picture of:

1. inventory, by model and serial number;
2. products on order, by model serial number;
3. accounts payable;
4. accounts receivable;
5. volume of sales realized that day;
6. selling price of each product;
7. volume of sales done by each salesman; and
8. salesman's commission on each sale.

All of the firm's five outlets are included in the processing system.

Chiarelli notes that the EDP equipment is not only used for these ends, but for other important functions. One of the major advantages of punch cards, according to Chiarelli, is that they can be made to determine just how much the firm buys from each of its suppliers. Another way in which EDP has been helpful to the firm — it has been influential in getting bank loans.

"In effect," he says, "computerization can be applied to many of the everyday transactions that are a part of the retail business. I know that we couldn't possibly accomplish all that we do

now if we didn't have it — unless we doubled our staff."

Perhaps the smoothest part of switching to EDP, according to this dealer, was getting personnel to operate the equipment. Three men and one woman comprise the staff — all of whom were with the firm prior to EDP. One man attended an IBM school; the others learned the procedures on the job. The only prerequisite for running EDP, according to Chiarelli, is being able to type well.

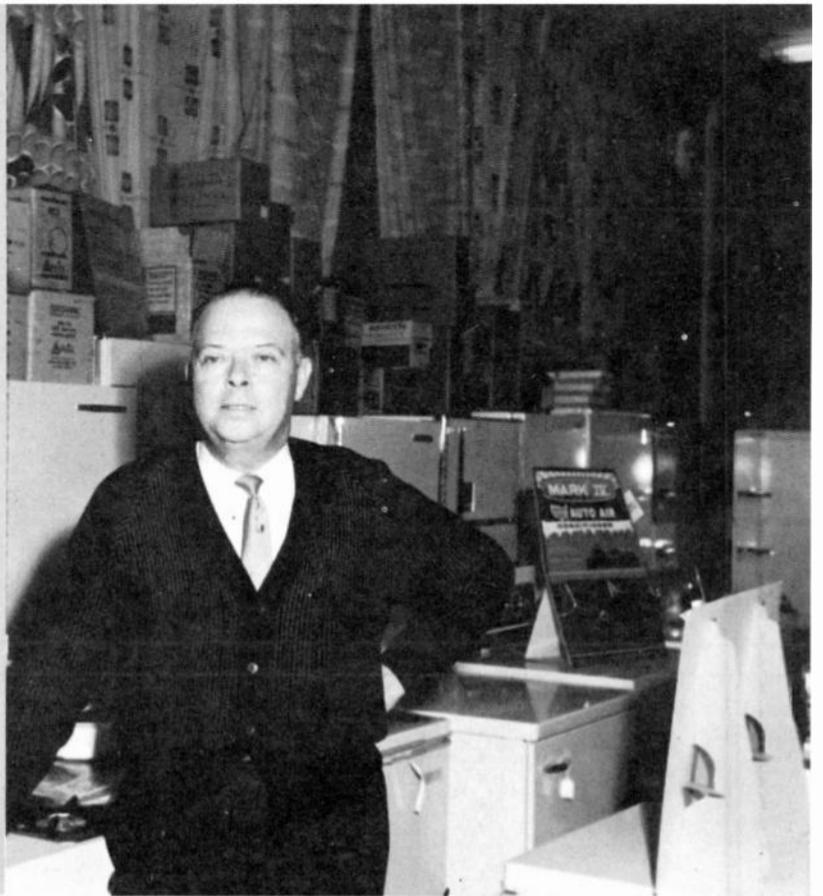
As regards maintenance of the four machines, only minor repairs have been required since 1960. These are handled by an IBM service man, who periodically inspects the equipment.

Louis Chiarelli, who is in charge of the sales staff, reports that it is the store's policy to inform customers (and prospects) whenever possible, that the firm uses Electronic Data Processing. "It certainly impresses people," he claims.

The firm doesn't use EDP for parts inventory because it's felt that EDP would be too cumbersome.

Chiarelli claims that any retailer — if he's doing \$500,000 per year — would benefit from using EDP. "We know it's helped us in many ways," he concludes, "and has actually lowered our office expenses." ■

Central AC Business Will Aid His Room Unit Sales, Claims This Dealer



"DIVERSIFICATION into the central air conditioning business will help my room unit sales," predicts Dealer Jim Fulford, Washington, D. C. Fulford claims he is now the only independent in the metropolitan Washington area selling both types of air conditioning.

Diversification into central heating and air conditioning is not difficult if one has good reputation and facilities, says Jim Fulford, Washington, D.C. dealer.

"Any dealer who sells and services room air conditioners can get into the central air conditioning and heating business. All that's needed are a good reputation and the proper facilities."

The speaker is Jim Fulford, owner, Fulford's Colony, Washington, D. C., who recently entered this business. He has been selling room units for many years; the idea of getting into the central field has been on his mind for the last few. "The only thing that held me back," he explains, "is that I couldn't find the right man to head up the job."

Fulford found his man last year — figuratively speaking — right in his own front yard. Ken Boucher, a son of the former Washington Carrier distributor, is an engineer with more than 10 years' experience in central air conditioning. He heads up a staff of nine men.

Fulford's entry into the central AC business cost him approximately \$12,000 (for equipment and the rental of a building two doors from his appliance outlet). He estimates that if he were to go into the business cold, it would cost him about \$25,000.

"The beauty of the situation," says Fulford, "is that I'm able to use much of the equipment I already have for my central business." This includes tools, trucks, and equipment.

Fulford is confident that his central business will help his already good room unit sales, and vice versa. He also believes that this diversification will make better salesmen of him and his men. "After all," he notes, "we no longer can argue against central air conditioning; we have to be objective and make sure that the customer gets the type of air conditioning that is best suited for his residence."

The variety of Washington's architectural styles has long been a headache to air conditioner dealers, he claims. This situation has resulted in separating the men from the boys, so to speak, and "only the fittest" have survived in the business, according to Fulford. He believes he survived the melee because he became a "specialist" in air conditioning and instituted what he considers to be the mainstay of his business — the free home survey.

Fulford claims that the surveys enable him to sell more large BTU-rated room air conditioners. (The majority of his sales range from 7,000 to 11,000 BTUs.) He feels that selling the lower BTU-rated units actually hurts the entire industry — and he *knows* that this business doesn't give him much profit. "It takes just as long for me to sell a small unit as it does to sell a big one," he says, "and there's less money in it."

Fulford claims to be the only independent dealer selling both room and central air conditioning in the metropolitan Washington area. He realizes he faces his toughest competition from central system "specialists," but is not frightened at the prospect. "We're following the same procedures that we use for our room unit business," he notes, "and I believe this will get us new business."

Among the procedures that Fulford refers to is direct mail advertising. Each spring he sends a letter to every room air conditioner customer to announce his "spring check" offer. For \$7.95, he offers to completely check a room air conditioner. This gets his men into homes and gives them a chance to recommend either additional units, or now, central air conditioning.

Fulford will continue to use newspaper and radio advertising for both room units and central systems. However, he notes that direct mail has been the most successful (for room units).

In addition to co-op money from the central AC manufacturer (he handles Carrier), Fulford is now eligible for advertising allowances from the Electric Institute of Washington.

Fulford doesn't feel that there's any danger of central air conditioning hurting his room unit sales. "Every requirement is different," he explains.

As with his room unit business, Fulford will sell his central units with a "satisfaction guaranteed" proviso — *if* the customer accepts his free home survey offer.

Fulford sells service contracts for room units; \$15 a year if the unit was purchased from his store, and \$40 for units that are purchased elsewhere. He notes that this angle is useful in a sales pitch. "You save \$25 if you purchase your air conditioner from us," he tells prospects. ■

Indianapolis Store Getting Big Slice Of Area's Electric Knife Business

L. S. Ayres sold 3,000 units in 1964; sees even better year ahead.

Is the electric knife the hottest houseware item on the market today?

"It most certainly is and probably will continue to be for at least the next two years," says Laverne Culpepper, assistant housewares buyer for L. S. Ayres, in Indianapolis, Ind.

"In 1964 we sold over 3,000 knives, and could have sold more if we hadn't run out of them just prior to Christmas," Mrs. Culpepper asserts. "This year I'm looking forward to even greater sales as more people become acquainted with this highly practical product."

Electric knives caught on quickly last year, the lady executive states. "We started our electric knife merchandising program with a series of ads designed to educate the public on the advantages of owning one. At the same time we taught our salespeople all of the features of the various models we carry. Factory-trained demonstrators aided by our own personnel put on numerous demonstrations and that was the forerunner of an amazing sales year. With this beginning, the knives today almost seem to sell themselves."

"The public saw what this product could do and accepted it immediately. Too, our salespeople were enthusiastic about a new product such as this and were eager to sell it. This combination helped greatly in our fantastic knife business last year."

Mrs. Culpepper admits that while the knives are far from being the best profit producing item that the large department store carries, since, as she says, "we are pledged to be competitive and meet various prices throughout our trading area," she still feels that price alone doesn't sell merchandise — the products have to sell themselves too.

Last year, for example, more Hamilton Beach knives were sold than any other make with their \$21.88 model proving most popular, yet holding its price at that figure throughout the city.

(Continued on page 68)



FATHER'S DAY is an ideal time to promote electric knives, says Laverne Culpepper, assistant housewares buyer at L. S. Ayres, Indianapolis.

SUNDAY, NOVEMBER 29, 1964 THE INDIANAPOLIS STAR SEC. 8—PAGE 3

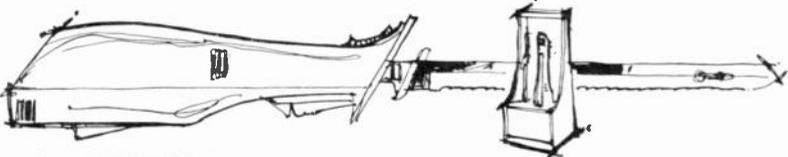
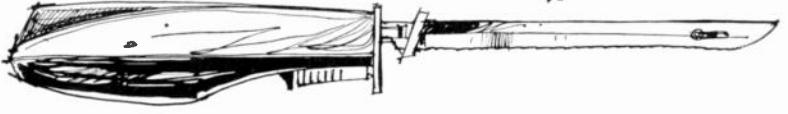


L.S. Ayres + co.

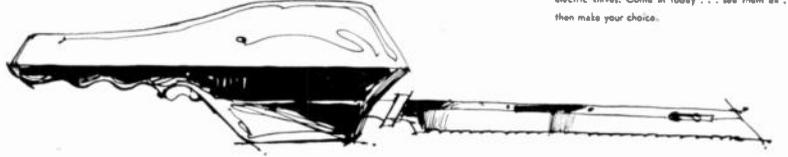
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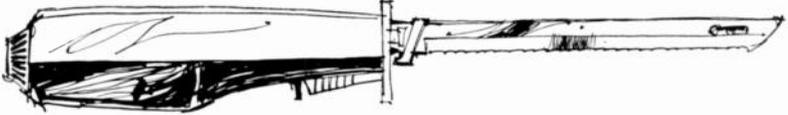
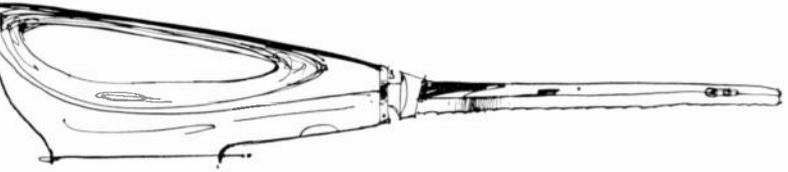
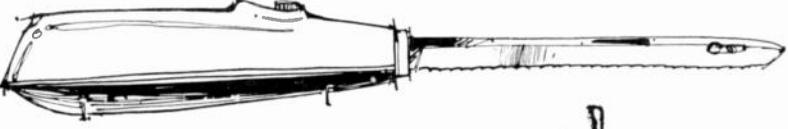
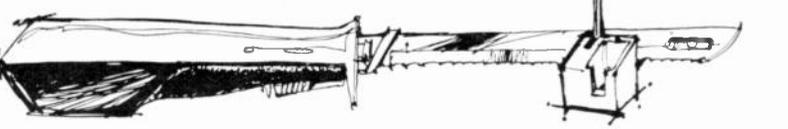
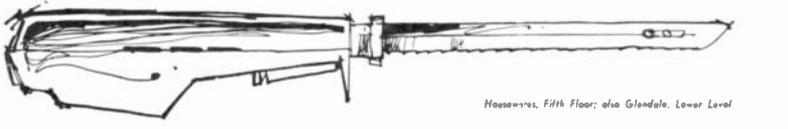
Come to Ayres' for the Big Selection, Quality, and Good Values in Home Furnishings

SHOP DOWNTOWN TOMORROW 9 TO 8:30

pretty sharp . . .



Robeson De Luxe Knife
27.95

Electric slicing knife with tungsten carbide blades. Plastic handle is grease, odor and heat resistant. Comes with 8' cord, outlet wall and counter holder for convenient storage.

Lady Vanity Electric Knife
12.88

Twin stainless steel hollow-ground blades with Waverly edge carve any roast or fowl quickly and easily. So convenient! 8-ft. detachable cord, Saf-T-Guard switch. With a replacement guarantee if defective within one year.

AMC Electric Knife
18.88

Two stainless steel blades with serrated edges make light work of carving and slicing. Well balanced handle—the motor is in front instead of in back—makes it easy to use. Has detachable cord, quiet motor.

Rival De Luxe Knife
19.95

Electric carving knife with automatic blade lock, quick release in folders. Detachable stainless steel serrated blades with tungsten carbide edges. Powerful motor, 8' detachable cord. Just plug it in and guide it, takes all the work out of carving. Comes in a gift storage box.

General Electric Knife
23.90

Every kind of cutting becomes fully automatic with G.E.'s electric slicing knife. Two reciprocating stainless steel blades with serrated tungsten carbide cutting edges for long life sharpness. Just plug it in and guide it. With 8' cord, storage rack.

Hamilton Beach Electric Knife
21.88

Has the exclusive handle that really fits the hand, easy to grip and comfortable for a man or woman. Use for every kind of cutting whether for festive dinners or everyday kitchen jobs. Polished stainless steel matched blades, on/off button located on top of handle. You get a 5-year guarantee.

Universal Electric Knife
24.88

Knife has exclusive safety-lock to prevent accidental starts. Lifetime stainless steel self-sharpening blades, finger-tip control. Provides uniform slicing and carving of meat, poultry, fish, bread, cake and vegetables. . . it's a cinch to use. Blades are finest stainless steel.

General Electric Cordless Knife
39.95

Electric knife is truly portable . . . use it in kitchen, dining room or in picnic . . . anywhere. Slices thick or thin professionally. Hollow-ground stainless steel blades with reciprocating action. Comes with handy re-charger-storage rack.

Ronson Carve N' Slice Knife
22.88

Electric knife carves meats . . . slices fruits and cheese . . . and shreds vegetables quickly, neatly, effortlessly. Lightweight—just 2 1/2 lbs.—has serrated tungsten carbide-edged stainless steel blades, hollow-ground on both sides (a Ronson exclusive). Detachable cord, finger-tip switch.

Housewares, Fifth Floor; also Glendale, Lower Level

HEAVY NEWSPAPER advertising helps familiarize customers with wide selection of electric knives available, as this well laid-out ad illustrates.

Displaytime

Hair Dryers For MOTHER'S DAY

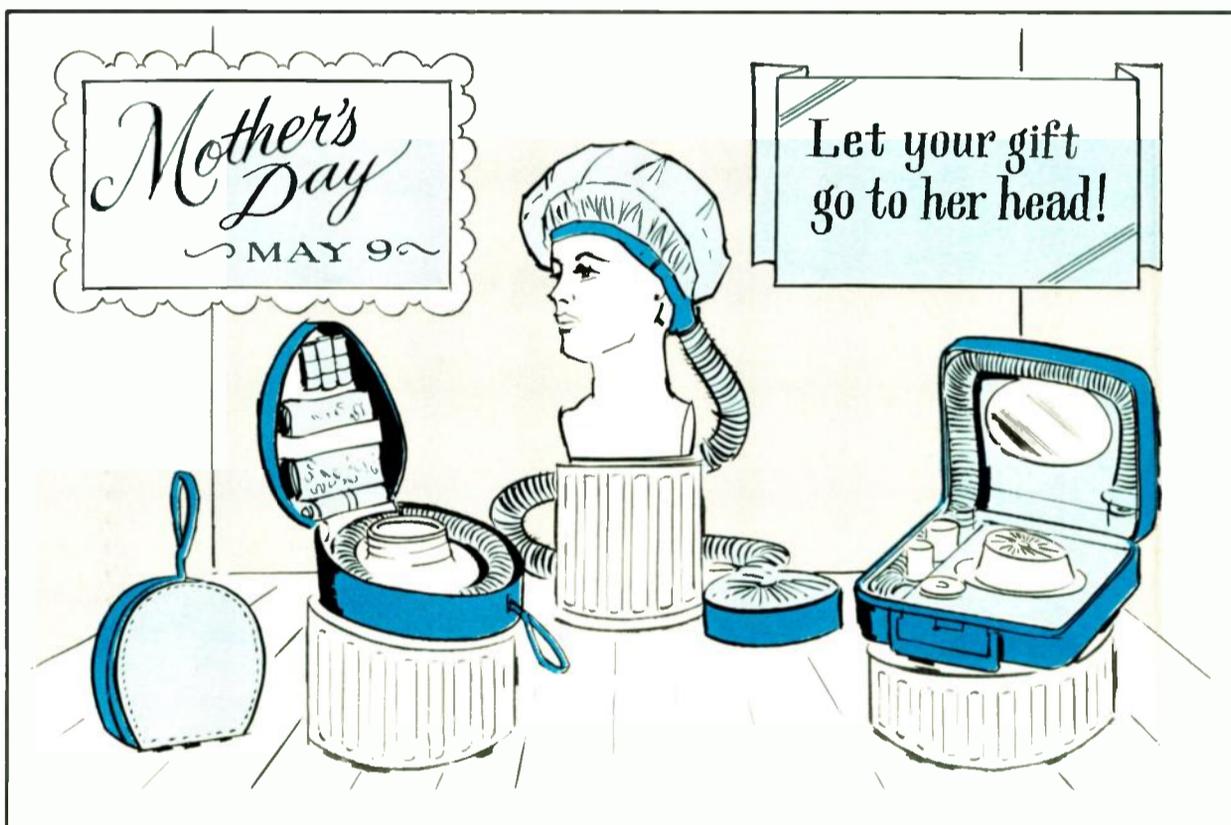
By WALTER H. HOGAN

CYBELE, it seems, started it all. For the ancient Greeks honored her as mother of the gods, the earliest recorded honors to motherhood. Rome first celebrated the holiday about 250 B. C. In 1907, Miss Anna Jarvis of Philadelphia was the first American to honor motherhood in commemoration of her mother's death. In 1914, Congress passed a resolution establishing the second Sunday in May for the official observance of Mother's Day, now also observed by Canada, Central and South America, Africa and Asia. The National Committee on the Observance of Mother's Day points out that an average of \$20 per family is spent for gifts. And this year there's an 18-day, 3-week shopping period after Easter when people can "Remember Mother With A Gift She'll Remember."

DISPLAY IDEA: The sketch on this page shows an idea you might use as a display that suggests gifts for Mother. In this case, hair dryers. On stands or shelves set out some of your different hair dryers—some open, some closed. At the apex of the triangle of your display set a self-standing mannequin's head wearing one of the colorful bonnets, showing a unit in use.

You don't have a mannequin's head? Perhaps you can borrow one from one of the larger stores in your town. ("Beg, borrow or buy" are the three watchwords of displaymen everywhere, so there's precedence for the technique.) Or you can buy one inexpensively (address is given below).

There are two display cards with copy in this window. One reads: "Mother's Day, May 9." And the other: "Let your gift go to her head!"



Sketch of Mother's Day display

As far as the color tone you'll emphasize in your display, remember this: men like blue best, red next. Women prefer red with blue a close second. Pure colors catch the eye more readily than grayed ones. Attention-getting colors are: red, orange, yellow, purple and blue.

MANNEQUIN HEADS: Self-standing millinery heads in durable composition with natural handpainted facial decor and coiffures are available at \$5.85 each, as listed in the "Apparel Forms" catalog of: *L. A. Darling Co., 6060 N. Matteson St., Bronson, Mich.* Also, ask them to send you their "Adjustasell Merchandising System" and "General Merchandising System" catalogs on display fixtures.

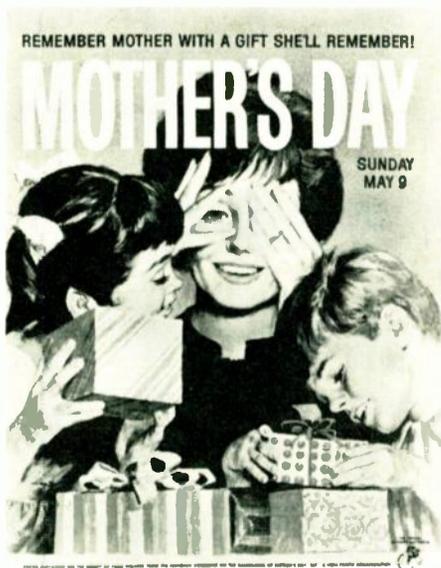
MOTHER'S DAY POSTER: Posters, pennants, toppers, etc., with the official illustration and Mother's Day theme are available from: *National Committee on the Observance of Mother's Day, 52 Vanderbilt Ave., New York, N. Y. 10017.*

PROMOTION CALENDAR: In your planning of store displays and promotions, you will find an invaluable aid in "Chases' Calendar of Annual Events," which lists special days, weeks and months in 1965 and also contains a "Trade Promotion Planning Calendar." Price, \$1. Order from: *Apple Tree Press, Publishers, 2322 Mal-lery St., Flint 4, Mich.*

(If you have questions about display or a particular problem or would like to know where you might obtain props or display materials, *MART Magazine* will try to provide an answer for you. Write: "Displaytime," *MART Magazine*, 757 Third Ave., New York, N. Y. 10017.)



Mannequin heads from L. A. Darling Co.



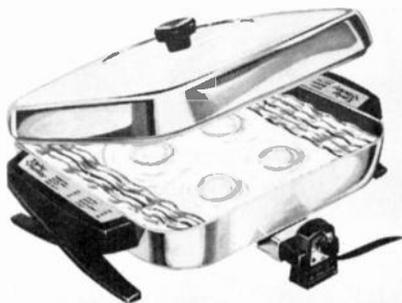
Mother's Day poster

ELECTRIC HOUSEWARES

MERIT

Skillet

New in the "non-stick" field is the "Lady Vanity" buffet-style hi-dome electric skillet, model SKT-98. With a surface of Dupont "Teflon" for no-stick cooking, unit is made of extra heavy gauge aluminum with two-toned mirror finish, has a 12-in. pan, a temperature control with



Merit model SKT-98

"simmer range," an "Auto Therm Magic Brain" signal light, and a "Solarod" heating element. UL approved, unit is completely immersible and operates on 115-volt, 1150 watts, ac current, one year replacement guarantee. Unit, with nylon spatula, is priced \$19.95. Merit Enterprises, Inc.

Circle No. 101 on request card.

SUNBEAM

Can Opener

Dubbed the "Hygienic" can opener and knife sharpener, model HCO features a "clean-cut" stainless steel cutting wheel slanted to adhere to a can's inner rim; it cuts from the side, not down into the can, so the blade never touches the contents of the can. This "side cut" leaves no jagged or protruding edges. Other



Sunbeam model HCO

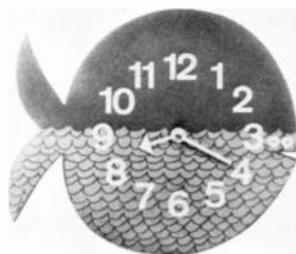
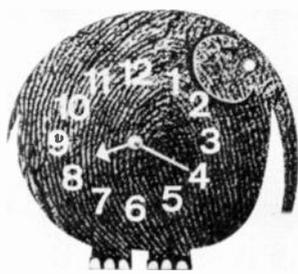
features include magnetic lid holder and new shape for easier cleaning. Unit, 10½ in. high x 7¼ in. wide x 6 in. deep, will handle all sizes and weights of standard cans. Available in white, yellow, turquoise and pink. Price, \$29.95. Sunbeam Electric Corp.

Circle No. 102 on request card.

MILLER

Clocks

Learning to tell time is made doubly interesting for young clock-watchers with "Zoo-Timers," available in either electric or battery models. Brilliant color, textured effect and an amusing silhouette are features of this clock menagerie which includes: "Tallulah the Toucan," model 2322, in cerise with orange feathers and lime hands; "Elihu the Elephant," model 2325, in blue; "Fernando the Fish," model 2324, in sea green and blue; "Samantha the Swallow," model 2323, in tangerine with black feathers and



Miller "Zoo-Timers"

gold hands; "Rowena the Ram," model 2321, in greys; and "Omar the Owl," model 2326, in blue. Prices: electric models, \$9.95; battery models, \$17.95. The Howard Miller Clock Co.

Circle No. 103 on request card.

TOASTMASTER

Fans

A new 16-in. hassock fan with removable padded cushions, and three 20-in. fans with pushbutton controls and a leather-grained, antique white finish highlight the 19-model line of portable fans for 1965.

Hassock model 5380 is a three-speed fan with dial control. Unit, 18 in. high and 18 in. in overall diameter, has painted metal frame with three wood legs, is finished in contrasting brown tones.

The top-of-the-line 20-in. fans



Toastermaster model 5380

with antique white finish include: model 5328, a three-speed unit; model 5329, a two-speed electrically reversible unit; and model 5354, a roll-about unit with three speeds. Line includes 10-in. and 12-in. oscillators; 8-in., 10-in., and 12-in. cradle fans; and 20-in. window fans with expanders. Toastmaster Div., McGraw-Edison Co.

Circle No. 104 on request card.

WARING

Blenders

Three new blenders, including two self-timing automatics, have push-button speed controls. The "Supreme Blendor," model MR-9, not only stops itself automatically at the end of a blend as a result of preset timing of a recipe on control dial, but also has on-off light to indicate when motor is on or off. It has a five-cup capacity, pushbutton "off, lo, hi" settings, disappearing wrap-around cord and two-piece flexible lid with snap-out center section. Price: \$46.88 minimum, with chrome base; \$42.88 with oyster-white base.

The "Deluxe Blendor," model MR-5, is also self-timing. Features include: pushbutton speed controls, graduated heat-resistant four-cup jar with integral glass handle, two-piece flexible lid. Minimum retail price



Waring "Supreme Blendor"

is \$38.88 with chrome base; \$34.88 with oyster-white base. "Aristocrat Blendor," model MR-2, has pushbutton control and four-cup capacity. Available with chrome base. Minimum price: \$29.88. Each "Blendor" features exclusive cloverleaf - design jar and can be cleaned automatically in 30 seconds. Waring Products Co.

Circle No. 105 on request card.

HUMID-AIRE Combination

The "Electra" is a new console humidifier with a built-in electronic air cleaner, which can be operated without the humidifier to remove 70 to 95 per cent of pollen, dust, smoke and other minute foreign particles from the air passing through it. Humidifier will produce up to 25 gallons of water per day, sufficient for an area up to 3,000 sq. ft. Housed in a metal cabinet with wood-grain vinyl covering, the unit is 31 in. high x 22 in. wide x 18 in. deep, operates on 115-volt, 60-cycle household current. Controls, front-mounted behind a flip-open cover, consist of on-off switch, three-level humidistat selector, pilot light, and



Humid-Aire "Electra"

electronic air filter gauge.

Console is connected via flexible nylon tubing to cold water line, so constant supply of water flows to unit, eliminating manual filling. No drain lines are needed. Once a year, the entire stainless steel reservoir can be removed from cabinet for emptying. Price of unit with electronic air cleaner is \$475. Without the cleaner, price is \$275. Electronic air cleaner may be purchased separately and inserted in cabinet at a later time, if desired. Hamilton Humidity, Inc.

Circle No. 106 on request card.

AIR KING

Humidifiers

Two new table model humidifiers, "designed for exceptionally quiet, maintenance-free automatic operation and high efficiency," feature: a 185-cu.-in. natural fiber aspen wood filter; 3¾-gal. capacity in a rust-proof, leak-proof molded polypropylene tank; two-speed operation for extra-fast or normal humidifying; water level indicator gauge; rust-proof galvanized construction; and ivory diffuser louvers. Units, 13½



Air King model H-100

in. high x 18 in. wide x 12 in. deep, provide maximum efficiency up to 6,500 cu. ft., and carry a one-year guarantee.

Deluxe model H-100 features humidistat, automatic shut-off refill indicator light, wood-grain vinyl finish. Price, \$49.95. Economy model H-50 has a beigetone enamel finish, at \$39.95. They can be placed on table, shelf, floor or roll-about stand. Stand, offered by Air King, is of brass-plated steel, with heavy duty casters for easy portability. Price, \$6.95. Berns Air King Corp.

Circle No. 107 on request card.

(Continued on page 47)

29-Piece Basic Dealer Display Kit Gives Color, Versatility To Stores

An array of dealer display tools, designed to make a dealer's store "look alive" and ready to do business is available to retailers through MART Magazine. The kit consists of 29 pieces in five colors and includes 42" x 18" posters on refrigerators, ranges, and freezers as well as 16 price tags and 10 other exciting units to give a store a new look.

The kit includes four "Save" posters and an easled "Special Deal" card that enables the retailer to feature a "hot deal" in his window. The easled "Special Deal" unit as well as the other price tags provide a blackboard area for pricing. Chalk is included. All units are reusable year-round and are printed in durable non-fading colors.

Not only are some of the large posters designed to help sell ranges, refrigerators, and freezers, but big trade-in allowances and low monthly payments also receive emphasis in 24" x 30" posters that utilize a cartoon approach. Two "Free Coffee and Doughnuts" posters are provided for use during special promotion events.

The cost of the complete kit is \$5.95, including the postage of approximately \$1. According to the supplier, the "Open Tonight" easled sign would cost from \$4 to \$6 by itself if made in a local sign shop.

Stock is limited on this offer so it is suggested dealers order their kit now on the order form below. Checks should be made payable to MART Magazine and mailed to MART Magazine, P. O. Box 5591, Minneapolis, Minn. 55408.



Send Me The Big Dealer Kit!

MART Magazine
P. O. Box 5591
Minneapolis, Minn. 55408

Please send me _____ 29-piece dealer kit(s). I enclose \$5.95 for each kit.

Dealer's Name	Store Name	
Street Address	City	State

1965 ELECTRIC INDUSTRIES COORDINATED CAMPAIGN CALENDAR

Promotion Activity	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ELECTRIC HOME HEATING <small>Complete Comfort - Room by Room</small>												
ELECTRIC RANGES <small>Cooks Rings Around the Rest</small>												
ELECTRIC WATER HEATERS <small>No Match For An Electric Water Heater</small>												
DISHWASHER - DISPOSERS <small>Be A Full Time Mother - Buy An Electric Dishwasher</small>												
REFRIGERATOR FREEZERS <small>No Frost Ever - With A New Frost Free Refrigerator Freezer</small>												
ELECTRIC COMFORT CONDITIONING <small>CENTRAL & PORTABLE AIR CONDITIONING DEHUMIDIFIERS - HUMIDIFIERS Climate Control - Electricity</small>												
ELECTRIC LAUNDRY APPLIANCES <small>Wattz Through Washday With An Electric Washer And Dryer</small>												
ELECTRIC HOUSEWARES <small>Make Every Day A Holiday Grab Electric Housewares</small>												
MEDALLION HOMES <small>The Joy Of Total Electric Living</small>												

EDISON'S BIRTHDAY
FEBRUARY 11

NATIONAL ELECTRICAL WORKERS UNION
FEBRUARY 9-13 1965

ELECTRICITY
POWERS PROGRESS

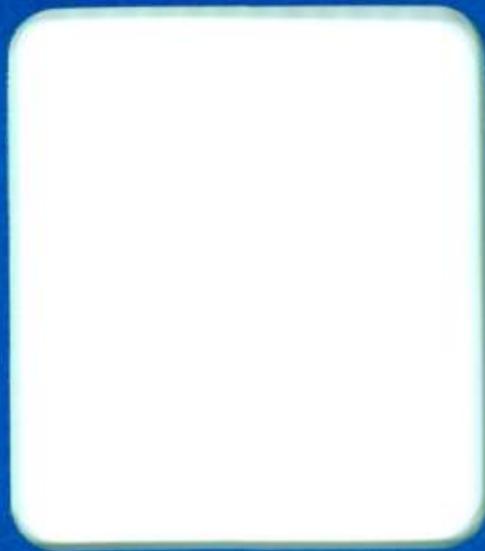
NATIONAL ELECTRIC HOUSING MONTH

Months of national promotional activity

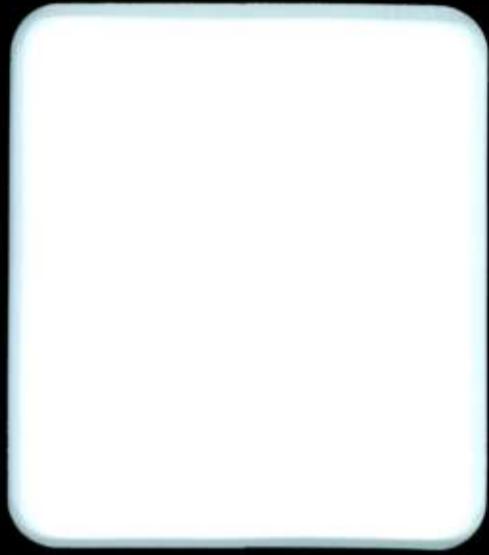
Month of peak performance

QUICK REFERENCE calendar shows months of promotional activity as well as months of peak performance by product category in the electric industries coordinated effort prepared by Edison Electric Institute.

For more facts on Insert, use Request Card and circle No. 205 →



***Here's the
sweetest
little traffic builder
that ever hit
the appliance
business!***



**A lifetime
Philco ice tray
filled
with famous
Whitman's
chocolates!
You can
offer it for
99¢ during the
Philco Carnival
of Cold!**

**Here's everything
you need
for a great
appliance
promotion!**

SWEETEST TRAFFIC BUILDER EVER!

An ice tray filled with candy! Imagine what a traffic builder like this can do to make the Philco Carnival of Cold a success for you!

This is no ordinary ice tray. It's Philco's own Fast Freeze Tray, the easiest-emptying ice tray ever, guaranteed* for a lifetime! And Philco has filled it with Whitman's chocolates—14 pieces, almost a full half pound. It'll come to you factory-fresh from Whitman's nationwide network of refrigerated warehouses. And you can keep it fresh simply by storing it in a Philco Refrigerator!

**ADS IN 164 NEWSPAPERS!
ADS IN 7 TOP MAGAZINES!**

The Philco Carnival of Cold will be pre-sold by hard-hitting newspaper ads—many in color! And backing these up will be Philco's brand-new national campaign for appliances, with exciting full-color ads in *Life*, *Look*, *the Post*, *Better Homes and Gardens*, *Ladies' Home Journal*, *American Home* and *True Story*!

*Philco Corporation guarantees this ice cube tray against breakage for the life of the refrigerator under normal usage. Should this tray prove to be defective, return it to Philco Corp. with 25¢ to cover handling and mailing and Philco will replace it.

The collage features several advertisements. A prominent one shows a lifetime ice tray filled with chocolates for 99¢ during the Philco Carnival of Cold. Other ads include a hamburger promotion for Philco Instant Cold and a cream pie promotion for Philco Instant Cold. The bottom of the collage says 'NOW AT PHILCO DEALERS'.



PHILCO[®]
ICE CUBE TRAY

WITH A SPECIAL ASSORTMENT OF

Whitman's[®]
CHOCOLATES

7½ OZS. NET WT. CHOCOLATES • INGREDIENTS: CHOCOLATE AND MILK (CONTINUED BELOW)

CHOCOLATE WITH EMULSIFIER ADDED, SUGAR, CORN SYRUP, EVAPORATED MILK, HARDENED VEGETABLE FATS, DISICCATED COCONUT, ALMOND PIECES, BRAZILS, MILK SOLIDS (NON-FAT), COCOA, SORBITOL, MOLASSES, INVERT SUGAR, PECAN PIECES, ORANGE PUREE, LEMON PUREE, DAIRY BUTTER, SALT, CITRUS, PECTIN, INVERTASE, DRIED EGG WHITES, COCOA BUTTER, CITRIC ACID, SODIUM ACETATE, BHA (FAT ANTIOXIDANT), NATURAL AND ARTIFICIAL FLAVORS, ARTIFICIAL COLORS.

We know you will enjoy these Whitman's Chocolates. The collection has been made from the finest ingredients in the standard Whitman assortments which you will find on display at your favorite drug store, candy counter or wherever quality candy is sold.

WHITMAN DIVISION, PET MILK COMPANY, PHILADELPHIA, PA.



come in!

GET YOUR ASSORTMENT OF FAMOUS
Whitman's
CHOCOLATES
PLUS PHILCO FAST FREEZE
ICE CUBE TRAY

COMPLETE DISPLAY PROGRAM!

You can assemble a complete traffic-stopping window for the Philco Carnival of Cold promotion because Philco gives you everything you need. Banners, posters, stand-up displays — they're all part of the Philco Carnival of Cold!

Special Offer!
34 in. ESKIMO DOLL
PHILCO instant cold REFRIGERATORS

Special Offer!
34 in. ESKIMO DOLL
PHILCO "CARNIVAL OF COLD" SPECIAL
Get your assortment of
Whitman's
CHOCOLATES
PLUS
PHILCO FAST FREEZE
Ice Cube TRAY

Sensational Special Offer! While they last! Here's what you'll get with
PHILCO CARNIVAL OF COLD

SPECIAL ASSORTMENT OF
Whitman's CHOCOLATES
plus PHILCO FAST FREEZE
ICE-CUBE TRAY

99¢

GREATEST ICE-CUBE TRAY YOU'VE EVER SEEN!

SPECIAL CONSUMER MAILER!

Stir up extra Carnival of Cold excitement! Dramatic mailers will let your customers know all the exciting values they'll find at your store during the Philco Carnival of Cold!

EXCITING SALES CLOSER!

Here's a sales closer no family can resist! It's a plush Eskimo doll that stands a full 34 inches high. And you can offer it free with every Philco appliance you sell during the Carnival of Cold!



Plus
these
value-packed
Philco
Appliances

Here are the products that make the Philco Carnival of Cold a sure success.

Your customers get extra value — and you get full-margin profits!

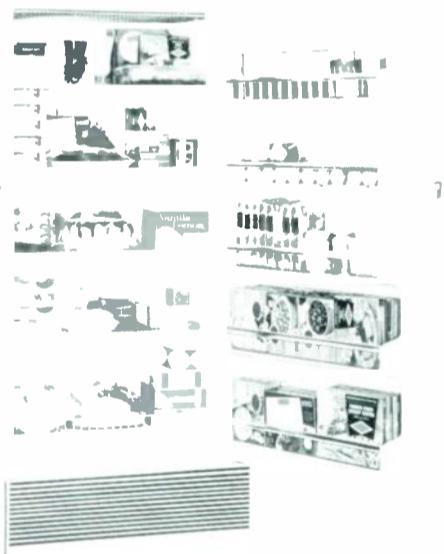


PHILCO REFRIGERATORS WITH INSTANT COLD

The reserve power of Philco Instant Cold keeps food fresh longer. Philco Refrigerators with Instant Cold chill food faster, maintain cold better, give more cold in less running time than six other leading brands!

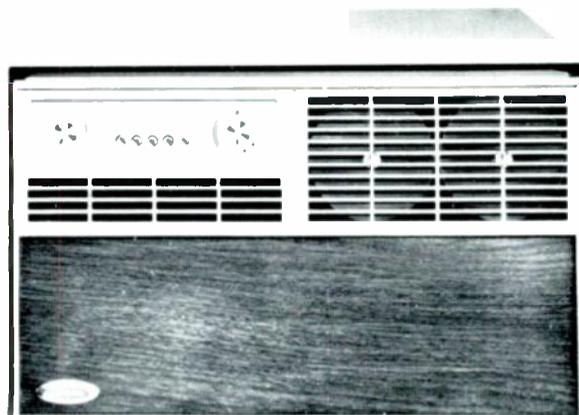
And Philco gives you all these sales-winning features:

- **PHILCO NO FROST.** Available in a wider choice of models than ever!
- **EXCLUSIVE POWER SAVER.** Can save up to \$15.76 a year in electricity. (Based on locale and national average power rates.)
- **THIN-WALL PHILCO THINSULATION.** More capacity in less space!
- **NEW FAST FREEZE ICE TRAYS.** Easiest-emptying ice trays ever!



PHILCO SPACE-SAVER FREEZERS

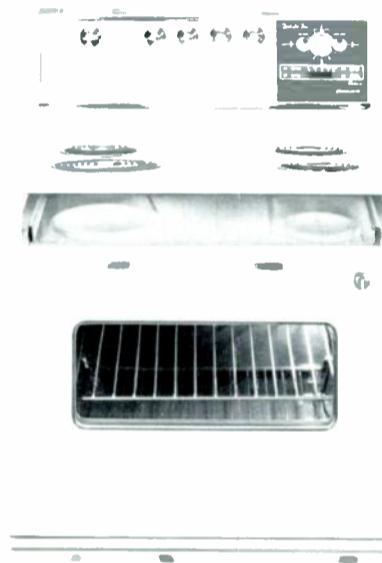
- **PHILCO SUPER POWER SYSTEM.** Freezes foods fast, economically!
- **AIR FLOW SHELVES.** Every shelf a fast-freezing shelf!
- **THIN-WALL PHILCO THINSULATION.** More space inside, less space outside!



PHILCO NOISELESS AIR CONDITIONERS

This year, the Philco line covers a wider range than ever!

- **NEW SPACE-MATE 5000.** Extra-quiet 5,000-BTU model gives you more to sell in this high-turnover size!
- **NEW HIGH-EFFICIENCY MODELS.** Big 11,400 and 12,800-BTU capacities. Big profits, too!
- **NEW MULTI-ROOM MODELS.** Up to 27,200 BTUs of power. Adaptable to duct operation—and remote control!
- **FAMOUS PHILCO NOISELESS MODELS.** The quiet cooling customers demand. Plus eye-catching Match-Mate styling. New night light, too!



PHILCO TILT-TOP RANGES

Philco's exclusive Tilt-Top makes these the world's easiest-to-clean electric ranges. Easiest to sell, too — because every Philco Range has Tilt-Top!

Philco's complete range line is packed with other exclusives, too:

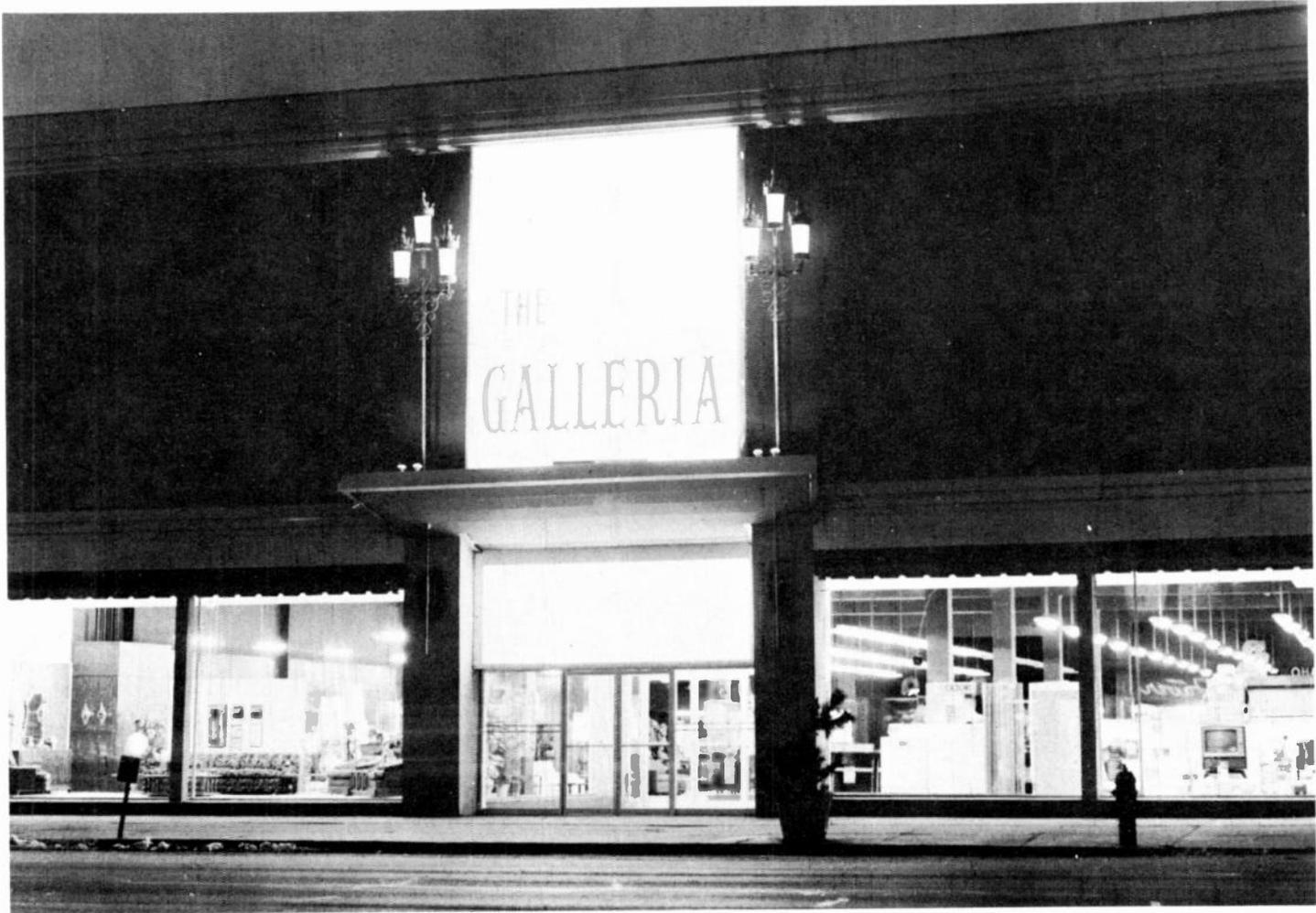
- **EXCLUSIVE BROIL-UNDER-GLASS.** True smokeless broiling! (Optional with most models.)
- **EXCLUSIVE GALAXIE ADJUST-O-BROIL.** Raises or lowers the heating element, cuts down spatter.
- **QUICK-CHEF SPEED OVEN.** The second oven that saves cleaning time and cooking time!
- **DIAL-ANY-HEAT SURFACE UNITS.** For complete cooking flexibility!

Don't miss out on the Philco Carnival of Cold. Call your distributor today.

PHILCO
A SUBSIDIARY OF *Ford Motor Company*,

TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER®

It's A Good Sign: OF ILLUMINATED PLASTIC



COLORFUL, BACKLIGHTED SIGN of Plexiglas (Rohm & Haas trademark for their acrylic plastic) has two 15-ft.-wide translucent panels above and below entrance canopy of The Galleria, furniture and appliance store, in Ogden, Utah. Cut-out black letters are wired to 19-ft.-high upper panel. Each of six pole-mounted torch lights contains five lamps that flash rapidly in sequence to simulate burning flame. Sign was designed and made by Young Electric Sign Co., Utah.

Experts in the field discuss elements A-R-TV dealers should bear in mind when ordering identification signs for their stores.

By Walter H. Hogan

The most important sign of the times for an A-R-TV dealer is the one outside his store: the one giving the name of his place of business and perhaps the featured product or products he sells. And the stand-out star of signs these days is of illuminated plastic. (As recently as two years ago, plastics accounted for more than 50 per cent of all sign sales, according to a *Wall Street Journal* survey. The percentage today is undoubtedly higher.)

"The importance of a sign should be measured, in value, as a percentage of inventory, building and property, and advertising budget," says Robert G. Myers, Jr., of the plastics department of Rohm & Haas Co., Philadelphia plastics and chemicals manufacturers, adding that "the most complete inventory in the most modern store in the world won't sell if the customer doesn't know where it is. The biggest advertising campaigns — in newspapers, magazines, radio, and TV — won't pay off if the customer doesn't know where to go or doesn't recognize the store when he gets there.

"A sign 'triggers off' in the consumer's mind all the 'reason why' advertising in other media to which he has been previously exposed," Myers notes. "Why else do so many appliance/elec-

tronics manufacturers offer an outdoor sign to their dealers? Proof? Here is a partial list of manufacturers using 'Plexiglas' (the Rohm & Haas trademark for their acrylic plastic) signs: Admiral, Frigidaire, General Electric, Westinghouse, Norge, Motorola, RCA, Zenith, Philco, Whirlpool, Sylvania, Amana, Maytag, Fedders, Carrier, Magnavox."

"Appliance makers, along with brewers and soft drink firms, were among the first to recognize the value of a standardized, nation-wide sign program to identify their retail outlets," says A. A. Steiger, president, Tel-A-Sign, Inc., Chicago, who adds that "cooperative illuminated plastic sign programs benefit the dealer. They identify his business with the products of a recognized national manufacturer, helping him cash in on vigorous print and broadcast campaigns waged continuously by the national advertiser."

In a survey conducted by Neon Products, Inc., of Lima, O., on the effectiveness of their Speed Queen illuminated outdoor sign, 73 per cent of the dealers replying said the sign had attracted more customers or prospects, and 59 per cent said their sales of Speed Queen appliances had increased since erecting the sign. Similar re-

sponses and percentages were the result of other NPI surveys on their Westinghouse and Sylvania signs.

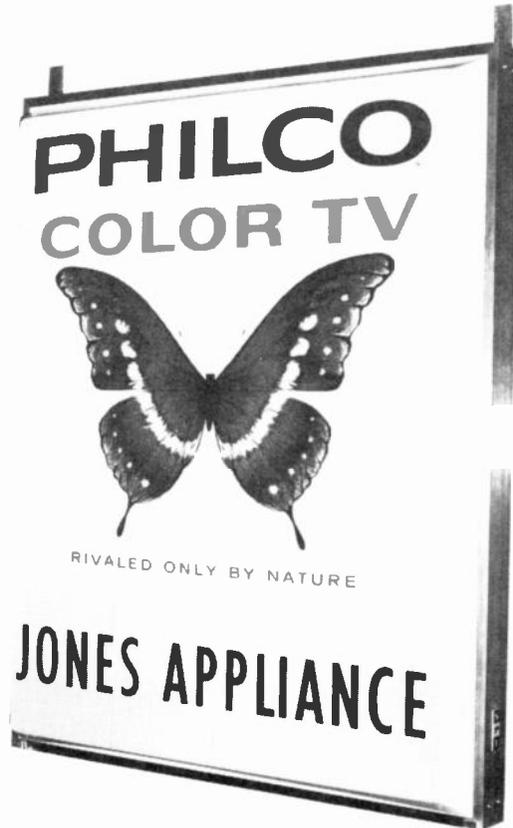
"Conditions under which signs are placed with dealers or retail outlets vary from industry to industry," says Tel-A-Sign's Steiger. "In the auto and appliance industries, the dealer usually pays all or part of the sign's cost, installation and maintenance. Also, in the appliance industry the national advertiser has taken over the sign program formerly handled by his distributors. Today, the distributor picks the signs from the appliance manufacturer's catalog or promotional literature. The order goes from the distributor to the appliance manufacturer to the sign maker. The sign producer checks the order against the sign codes of the dealer's community, makes modifications required for local approval, and ships the sign on. Quantity purchases reduce the price to the individual outlet, yet the sign can be personalized by the dealer's name."

If a dealer should want a sign just for his own store, what are the important elements he should keep in mind?

"Simplicity, legibility, color contrast and compatibility," is the answer of Gary L. Evans, assistant manager, advertising and sales promotion



USE OF COLOR in orange background as well as shape make this sign of TV-stereo dealer stand out. Plexiglas attraction board which permits emphasis on specials is another feature of sign made by Century Sign Co., Garden City, Cal.



ILLUMINATED PLASTIC outdoor sign manufactured in quantity for Philco Corp. by Neon Products, Inc., measures 4 ft. x 6 ft.



FIFTY-NINE PER CENT of dealers responding to survey conducted by Neon Products, Inc., said sales of Speed Queen appliances had increased since they had erected this sign.

for NPI. "It should be remembered," adds Evans, "that the sign is to identify the store only and, therefore, should simply carry the name and/or trademark of the store and should not attempt to list its various merchandise, telephone number, or other unessential information."

Here are the "three elements of a good sign" as listed by Myers of Rohm & Haas: "It should: command attention; project a strong identification of the business, products, or services; and project the image of the business — is it new, up-to-date, clean, a good place to buy?"

Myers also lists "five sign design considerations" as follows:

"a. conform to local codes. (Local codes occasionally limit the size of sign designs, although usually they are more concerned with sign engineering to insure safety.)

"b. consider storefront as background to sign and design accordingly.

"c. obtain viewability — increases advertising value of sign and decreases cost per 1,000 exposures of sign, considered an advertising medium.

"d. Large areas of color and light attract customers, physiologically putting them into a happy frame of mind, a buying frame of mind. Also, adds safety of public at night.

"e. Sign should attract, not detract. It should stand out, by properly coordinating size, style, color and light, but it should not be offensive. Properly designed it can be an esthetic addition to a commercial community."

"Both location and placement are important factors to consider before ordering a sign," says Evans of NPI, which will "produce signs on an individual custom basis," though the vast majority of their business is producing signs in quantity for large national and regional advertisers who in turn make the signs available to their respective dealers. "The size and shape of the sign and the 'job' the sign will be required to perform should be considered," says Evans, adding that "the discreet use of size, color and movement can all contribute toward making a sign stand out from the crowd. Also, placement of the sign in relation to the other signs around it can be an important factor in its effectiveness."

"A store located in the center of a row of stores," says Steiger of Tel-A-Sign, "should have

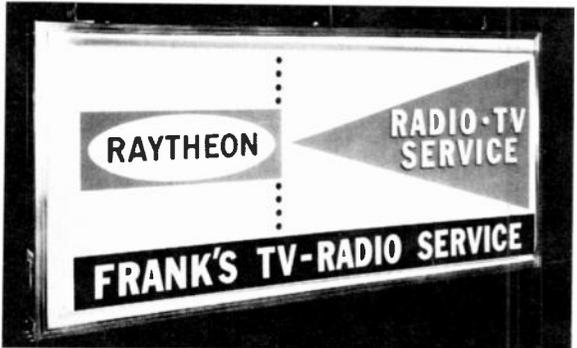
a sign that is wider or higher than most of the competing signs. Light, color and motion are, of course, very important attention getters." Steiger points out that "the latest trend in outdoor identification is the incorporation of motion in the unit and in some areas, changeable copy which designates items on sale or special messages applicable to the location are used."

The value of proper identification on the exterior of the store was stressed by Donald A. Elmslie, display manager, Eastman Kodak Co., when he spoke recently at the 18th annual symposium and exhibit of the Point-of-Purchase Advertising Institute. He mentioned illuminated signs, product tie-in, etc., and said: "Pickup and delivery trucks can do a real promotion job for you. Since they usually service a large area, they carry your sales message far beyond the walls of your store."

But if a dealer wishes, he can let his sign stand still and let the traffic go by it. Dan Halpin, New York representative of Shelter-All Corp., Philadelphia firm which builds highway safety stations for children, calls dealers' highways "rivers of gold flowing on rubber." Many of these steel safety stations carry appliance dealers' signs which feature, notes Halpin, "attention-getting values through location, color, background and brevity." Halpin suggests that on these Shelter-All stations the dealer should have "his store name and popular brand or brands scotchlited so that without paying for extra lighting he profits by the glow of automotive headlights lighting up his sign twenty-four hours a day. With evening shopping growing so rapidly, this is of the utmost importance."

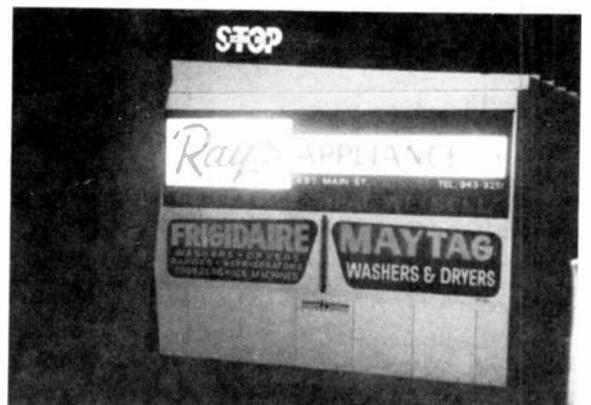
Another suggestion from Halpin: "If the dealer's store is in a center of a row of stores, I would suggest he consider an upright plastics sign with lighting but not conflicting with or blocked by other signs on the store row. A roof sign may often provide the solution. Good sign people can give good counsel."

Myers of Rohm & Haas agrees. Of sign companies, he says: "They are trained professionals skilled in using design tools to create identification and storefront advertising. Their recommendations on size, shape, color, styling and lighting should be heeded, once the store owner conveys to them the primary purposes of his sign."



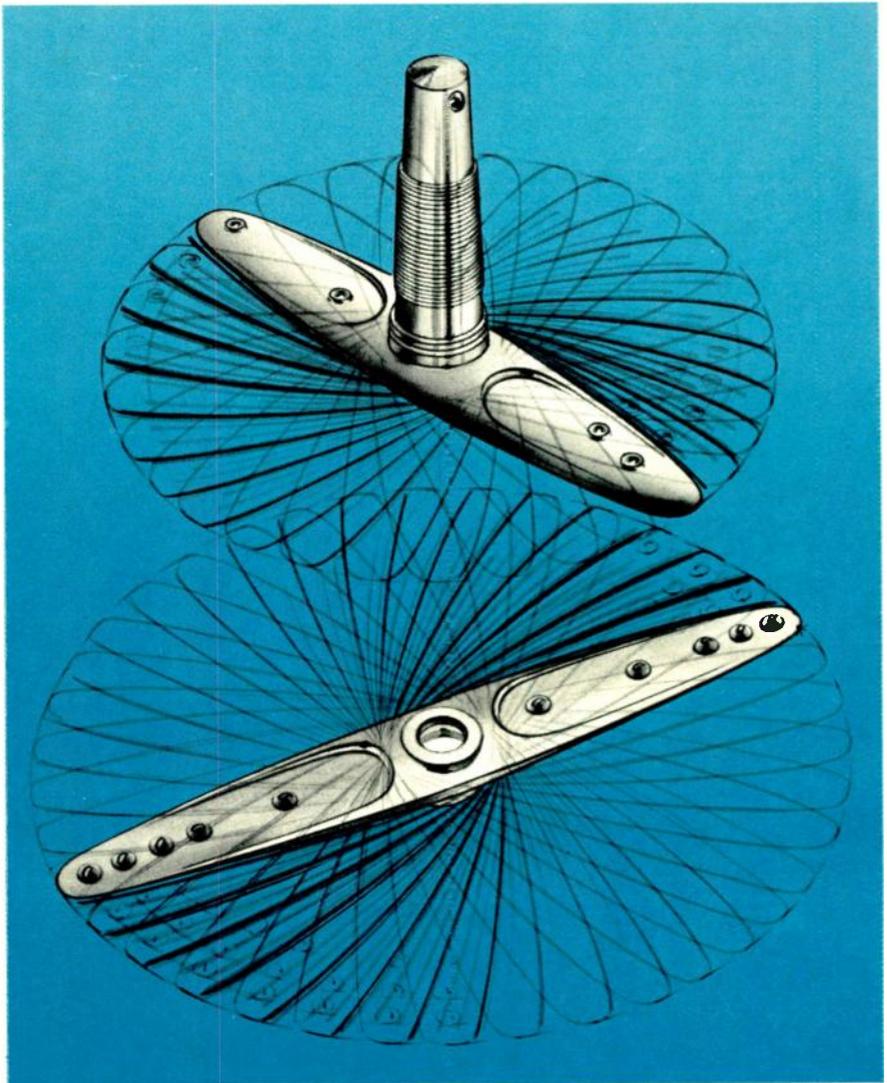
DOUBLE-FACED outdoor signs with dealer imprint areas are shown in these three Tel-A-Sign, Inc. examples (from top to bottom): 4-x-6-ft. Zenith sign with formed Plexiglas face has gold anodized aluminum shell; Norge sign, 30 in. x 72 in., features three levels of embossing on Plexiglas face, multi-color copy; Raytheon sign (in 2-x-4-ft. and 3-x-5-ft. sizes) has logo in brilliant red against white, copy in black and white reverse.

SCOTCHLITED dealer store and featured brand names on children's safety station by Shelter-All Corp., keeps highway-side sign effective 24 hours a day.



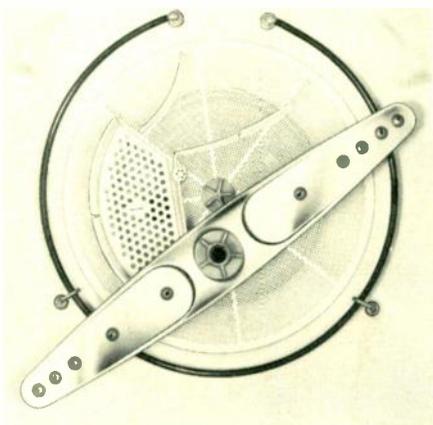
the only line with all these big differences

in undercounters,
convertibles
and portables



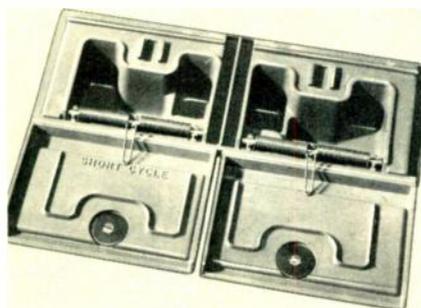
You name it! Undercounter. Convertible. Or portable dishwashers. RCA WHIRLPOOL is the only . . . repeat . . . only line with all these features in all three.

Dishes really come clean with the jet washing and rinsing action of 2 full-size revolving spray arms. These arms operate independently . . . same water pattern, same pressure . . . so there's no "dead" space that water can't reach.



Exclusive Filter-Stream* action ends pre-rinsing and scraping. Water is constantly filtered through a completely self-cleaning filter. Food

particles are trapped . . . then flushed down the drain after each wash and rinse. An RCA WHIRLPOOL owner never has to clean or remove filter.



Dual automatic detergent dispensers add detergent at the proper time to provide maximum washing power. Each dispenser is entirely automatic . . . no buttons to push, no wasted detergent.



Six push-button cycles give amazing flexibility and operating

convenience: Normal Cycle. Rinse Hold. Pots Pans. Rinse Dry. China Crystal. Short Cycle. What's more, "Random-Loading" racks can hold or wash a whole day's dishes including large serving platters, mixing bowls, pots and pans.

For styling, for washability, for convenience, for features, for price . . . RCA WHIRLPOOL dishwashers have what it takes . . . to make sales and profit for you. Call your RCA WHIRLPOOL distributor for the full story now. It's exclusive! *Tmk.



Undercounter model SLU-90



Convertible model SLC-300



Portable model SMP-85



UNDERCOUNTER, CONVERTIBLE AND PORTABLE DISHWASHERS

RCA WHIRLPOOL dishwashers are easier to sell than sell against!

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

Trademarks  and RCA used by authority of trademark owner, Radio Corporation of America.

For more facts, use Request Card and circle No. 206

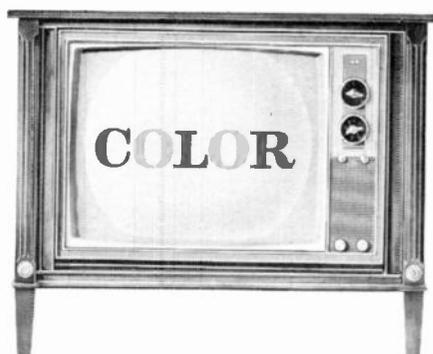


RCA Solid Copper Circuits



**replace old-fashioned
“hand wiring”..give TV
space age
dependability.**

RCA Solid Copper Circuits give greater dependability... better TV performance... fewer service headaches. Remember and sell these Space Age advantages and both you and your customers will profit.



The Most Trusted Name
in Electronics

More TV servicemen own RCA Victor Color TV than all other leading makes combined

For more facts, use Request Card and circle No. 207

OSTER Ice Crusher

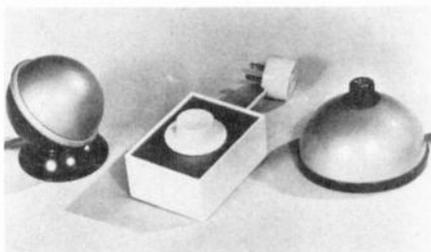
A new "Snoflake" ice crusher, model 551-01, produces crushed ice in seconds, has a selector knob for coarse or fine crushing and a transparent turquoise tray that will hold crushed ice from a standard tray of ice cubes. Whirling retractable arms



powered by a stall-free motor crush the ice. The 4½-lb. unit, 10½ in. x 5 in. x 8½ in., has a white shock-resistant housing with gold trim; on-off switch is located under the handle. Price, \$24.95. *John Oster Mfg. Co.*
Circle No. 108 on request card.

HUNT Lighting Control

Called "one of the first portable full - range lighting controls for lamps," a new unit named "Dim-A-Lite" can be used with any incandescent lamp up to 300 watts. The consumer inserts the lamp plug into the "Dim-A-Lite" receptacle, then



Hunt "Dim-A-Lite"

plugs the receptacle into the wall outlet. The portable unit can be moved from lamp to lamp, room to room. With a turn of the unit's dial, the precise light level for any mood can be set. Unit, available in three models, comes gift-packaged. Price, \$15.95. *Hunt Electronics Co.*
Circle No. 109 on request card.

ARVIN Clothes Dryer

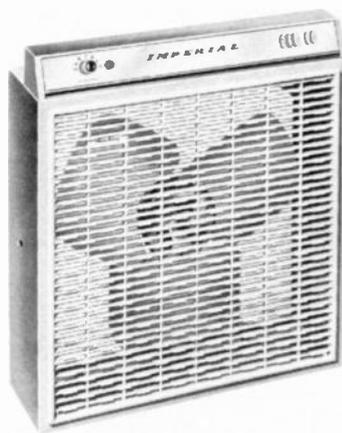
Model 65H40 is a portable automatic clothes dryer with a drying bag of taffeta vinyl and clear vinyl, 54 in. long x 23 in. wide x 8½ in. deep. The bag, folded, and a 12-ft.-long cord will store in the control cabinet of leather grained steel with plastic trim designed to prevent marring and scratching when the unit is hung on walls or doors by means of a mounting bracket. The cabinet measures 12½ in. x 10 in. x 9 in., weighs 11 lbs., and has a carrying handle. Thermostat may be set from 55 to

130 deg. F., or operate the fan without heat. An 8-in. two-bladed fan circulates warm or cold air through the bag evenly. Unit will run as long as 60 min. and the automatic timer shuts unit off at end of drying cycle. Price, \$49.95. *Arvin Industries, Inc.*

Circle No. 110 on request card.

AIR KING Fan

Designed for both window and portable use, a new 20-in. electrically reversible two-speed multi-purpose fan, model PHT-20, has all controls located atop the unit in a "Penthouse" control panel. Features include thermostat, non-marring feet,



carrying handle, deep-dimension safety grille, and signal light that glows when fan is live but blade has stopped. Guaranteed for five years, unit is finished in beige tone enamel with white grille. Price, \$33.95. *Berns Air King Corp.*

Circle No. 111 on request card.

MIRRO Coffeemaker

The "Oval Look" is a feature of three new de luxe "Mirro-matic" electric percolators including 35-cup model M-0476, 22-cup model M-0481, and 10-cup model M-0478.

Called the "Contemporary Party Percolator," model M-0481 is designed for groups from eight to 12. Round at the base, the polished aluminum shell tapers to an oval-shaped top, has charcoal blue trim and ornamental scroll accents. Units



Mirro model M-0481

are completely automatic; user puts in cold water, adds coffee and plugs it in. Jewel light signals when coffee is ready. Units carry five-year warranty. *Mirro Aluminum Co.*

Circle No. 112 on request card.

BOSTON — Business is up here in many categories. In white goods, refrigerators, dishwashers, and laundry equipment are the fast movers. In brown goods, color TV sales are way up over last year's level. Portable black-and-white TV receivers are "holding their own." The sale of converters (for TV receivers) has slowed to a standstill, and distributors and dealers alike complain of large inventories of the product. The reason—the public has not rushed to take advantage of the relatively new UHF TV station in the area.

CHARLOTTE — Despite inclement weather, dealers report that business is well over last year's level at this time. Magnavox's annual sale is credited for "very good" sales of stereo combinations. Color TV and portable black-and-white sets are making good showings. Dealers credit the weather for good washer sales. Refrigerators—especially "no-frost" are beginning to move in heartening numbers.

CHICAGO—Business here is excellent in all major product categories, particularly color TV. Retailers report that color sales are up over last year, in many cases by a wide margin. Stereo sales also are picking up after a slow start this year. One dealer reports that a major objection to buying color, that of not enough programming, is becoming a thing of the past due to the increased color telecasting in the Chicago area. He also cites a noticeable decrease in the complaints on color set prices in the past six months.

CINCINNATI—Home laundry sales are well up over last year. Business in general is described as excellent despite poor weather. Dealers report a marked increase in the sale of all merchandise and one dealer notes that more and more of his sales are in cash, an indication he feels, of an extremely healthy economy. A year ago people were anxious to buy on credit but there is a trend the first three months of this year towards more cash purchases.

MEMPHIS—Sales in general are slow with the exception of color TV. Refrigerators are among the best movers. Home laundry sales are said to be good. Top of the line units continue to constitute an increasing number of unit sales here. One retailer reports that his customers are much more receptive to high end

merchandise than at any other time since he's been in business.

MIAMI—Appliance dealers are experiencing "very good" business, and most expect it to get even better because of a highly successful tourist season. With the air conditioning season getting underway here, one large retailer notes an apparent trend (similar to last year) in which 5,000-BTU units, together with 15,000-BTU units, are moving in much greater volume than middle-of-the-line models. Another trend to note: "no-frost" refrigerators selling at the rate of 90 per cent of total volume.

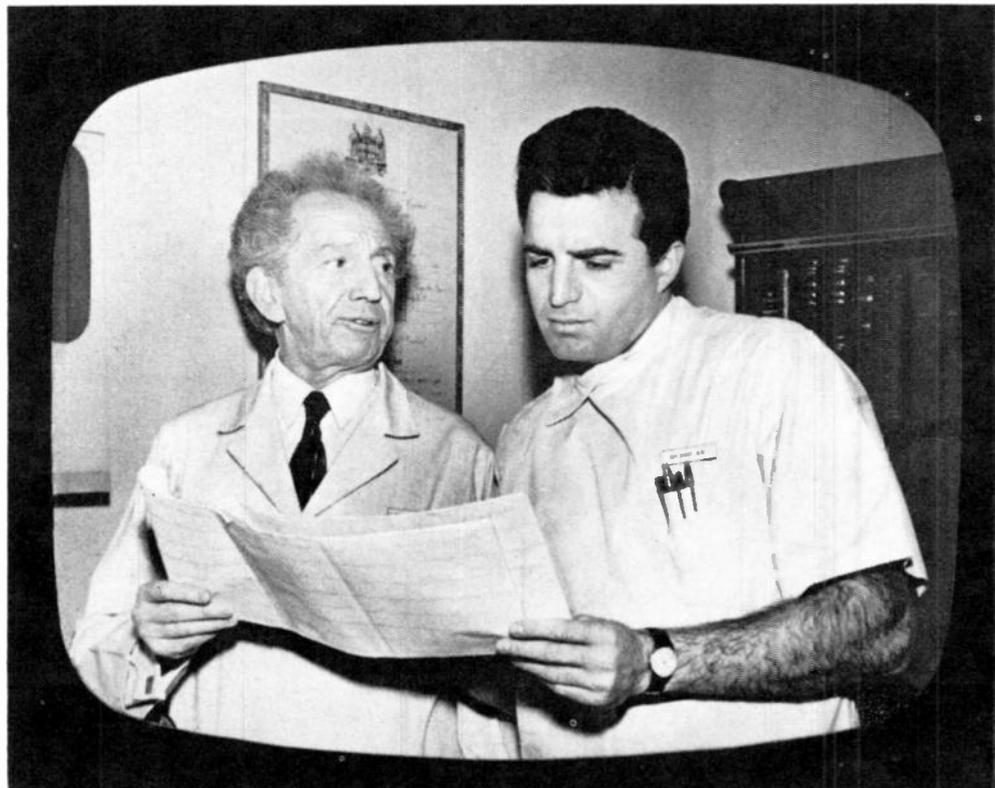
MINNEAPOLIS—Good but not booming is the way Minneapolis retailers describe business here. Heavy snows have made it difficult for consumers to leave their homes and this has cut down on overall sales. Best movers in majors are color TV, 19-in. portables, and washers. Housewares business was slow with knives the best mover. A resurgence in hairdryers is noted.

NEW YORK—"Bearish" is the description of overall appliance business by dealers and distributors. Most sources can only point to "income tax symptoms" as the cause; a few also blamed the weather. Only a few products remain "bullish": portable black-and-white TV, color TV, and surprisingly, dishwashers (under-counter models, mostly). One dealer notes that higher-priced ranges are presently his best white goods seller.

PITTSBURGH—The appliance business is hurting here, according to some retailers, who blame "tax time" and the threat of a strike by steelworkers. Situation is further confused by dispute of election of steelworker's president. Only bright spots are color TV and 19-inch portables (black-and-white).

SALT LAKE CITY—Healthy sales in most product categories are reported. Dealers describe economic conditions as being excellent. Best sellers include "no-frost" refrigerators and home laundry equipment, with an increase noted in dryer volume and portable TV's. Range and stereo business is slow. Color TV sales are brisk but not quite up to some dealers' expectations. Most retailers report overall business well up over last year.

G.E.'s big on



Ben Casey



Burke's Law

...on ABC-TV. And what a lineup! Monday: *Ben Casey*; Wednesday: *Burke's Law*; Friday: *Valentine's Day*; Sunday: *The Sunday Night Movie*. Four of television's favorite shows.

A fresh new wave of G-E Major Appliance commercials will bring the Self-Filling Ice Tray, P-7 Ovens, Mini-Basket, Thinette, Silver

TV in 1965!



The Sunday Night Movie



Valentine's Day

Shower and many other demonstrable features right into your prospects' homes—26 million of them, 1.4 times every week.

Hard-selling commercials on big audience shows—the kind of backing you want for the G-E Major Appliances you sell. Tune in.

GENERAL  ELECTRIC

Major Appliance Division

For more facts, use Request Card and circle No. 208

Economist's outlook

(Continued from page 19)

"carryover periods" are identifiable on the chart as the areas lying between the solid and the dotted "trend" lines.

Although the residential building cycle topped off a major peak in 1962, the dealer sales cycle did not. Instead, it showed a 1963 rise of 12.1% from a 1961-1962 "flat" while the residential cycle reading for 1963 dropped to +7.7 from the 1962 cycle to top +15.1. In 1964 the residential building measure was

up 2.5% from 1963, while A-R-TV dealer sales of "pure A-R-TV merchandise" registered a rise of 6.7%. (Just for the record, our estimate of total U. S. A-R-TV specialty dealers' sales in 1964—wrapping together Pure A-R-TV merchandise, service sales, and odd-ball line sales—amounted to \$4,568,000,000; up to 10.7% from the 1963 comparative total of \$4,127,000,000.)

With both elements of the cyclical equation showing slowdowns in 1964 (i.e., smaller percentages of increase over 1963 than were shown in 1963 over 1962), it appears that an uphill battle may be required in 1965 to keep Moe and Joe from sliding down the ditch into No Man's Land. ■

Report from Japan

(Continued from page 12)

out at first as wholesale houses of audio, radio and television parts as well as assembled sets, but as clients dealing with them in lots became fewer because of direct delivery by makers, they began to take hand also in retail sales. During the boom in home electrical appliances, these stores increased the variety of merchandise and expanded their business scale. However, because these stores made it their policy to undersell regular stores, the manufacturers

gradually reduced their supply, driving them to depend more and more on cash turnover from retail sales. Nevertheless, there are a few larger houses, such as Hirose Radio, Kakuta Radio and Tomihisa Radio, which have survived the trying period by departmentalizing their organization according to the manufacturers with whom they deal. These houses still retain the status of wholesale houses and are doing quite well.

The general trend points to conversion of Tokyo's Radio Row into a huge department store handling every home electrical appliance imaginable. For example, Yamagiwa Electric, a large wholesale house in the area, turned into a huge retail store, and some of the wholesalers mentioned above have also established retail divisions in the Radio Row. There are some who operate several retail stores within the same area under independent managements.

What should be noted in the overall trend evident in this area is that most of the stores are shifting emphasis to such home appliances as lighting devices, stereo sets, room air conditioners and electronic musical instruments. Some even deal in carpets and jewels, and every store in this area not only undersells regular retailers but also tries to supply a much larger variety of products. And this is expected to satisfy the customers. Tokyo's Radio Row, though badly shaken, is likely to survive the storm. ■

*sell "one for
each room in
the house"*



light, thrifty Olympic Personal Portable TV offers multiple convenience, earns full profit!

Why sell just one, when you can sell two or three, at Olympic's low promotable prices? Your customers will want these personal portables for bedrooms, playrooms, dens, breakfast rooms, kitchens, patios. Choice of 19", 16", and now this newest Olympic with 12" picture... only 8³/₄" deep, 13¹/₂" high, 14" wide! It offers big, big features in compact size: Aluminized picture tube, tinted

safety shield, 13,000-volt solid-state power supply, dual AGC, adjacent channel trap! Also 40" VHF telescopic antenna, foldaway UHF ring antenna, 6" oval speaker, and an earphone and jack for quiet listening! Choice of colors for every room... Golden Wheat and Brown, Sand and Brown, Ebony and White. Call your Olympic distributor... cash in now on these multi-sale personal portables!

*diagonal measure

ISI / **Olympic**



radios • phonographs • television • from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION

For more facts, use Request Card and circle No. 209

LONG ISLAND CITY 1, N. Y.

NEMA Consumer Products Reorganization Hearing Set

A proposal for reorganization of the Consumer Products Div. of the National Electrical Mfrs. Ass'n will be presented at the division's annual meeting April 22 and 23 in Hollywood, Fla. The presentation will be made by Joseph F. Miller, executive vice president of NEMA.

It is understood that one aspect of the proposed reorganization would give the division a budget and authority that would permit its various product sections to act as a unit on various industry matters. At the present activities are conducted almost entirely on a section-by-section basis.

Featured speaker at the annual meeting will be Donald Cook, president, American Electric Power Co., who recently declined a bid to serve as Secretary of the Treasury of the U. S.

Kitchen Dealers Honor Specialist Harry Oliver

Harry D. Oliver, president of Oliver Kitchens, Coppes Napanee kitchen specialist in Philadelphia, was honored by the American Institute of Kitchen Dealers at their second annual convention banquet in New York City. Award was presented in recognition of Oliver's more than 35 years as a kitchen specialist.

New instant installation portable dishwashers in Copper Tones



Now you can offer a top-loading KitchenAid Classic VariCycle mobile dishwasher to blend with other appliances or kitchen decor. It's finished in beautiful, shaded Colonialtone. It's the only portable that's porcelain enamel inside and out for the lasting beauty that only porcelain provides.

Hooks to any sink. Features three push button cycles.

What else is so special about this shaded Copper Tone portable? Its wood grain finish work surface top. Its Automatic-Lift Top Rack—Automatic Power Cord Reel—Automatic Rinse Agent Injection. Its Indicator Light and full-width Guide Bar.



Want to trade her up to a front-loading portable in Copper Tone? Display the KitchenAid Superba VariCycle and Imperial DuaCycle convertible-portables. They feature a counter-thick maple cutting board top. Guide Bar. Build in easily when and if your customer remodels. No matter which KitchenAid she buys, she gets 4-Way Hydro Sweep wash. Flo-Thru drying. Big, versatile capacity. Superba model also features SaniCycle for extra health protection.

Your prospects are being pre-conditioned by our ads on Copper Tone portables in HOUSE BEAUTIFUL, BETTER HOMES & GARDENS, SUNSET, AMERICAN HOME and ELECTRICITY ON THE FARM.

Be ready to sell the best...

KitchenAid®

Dishwashers: Built-Ins · Portables · Convertibles—The Hobart Mfg. Co., Troy, Ohio—Write Dept. KMM-5 for free, colorful literature.

For more facts, use Request Card and circle No. 210

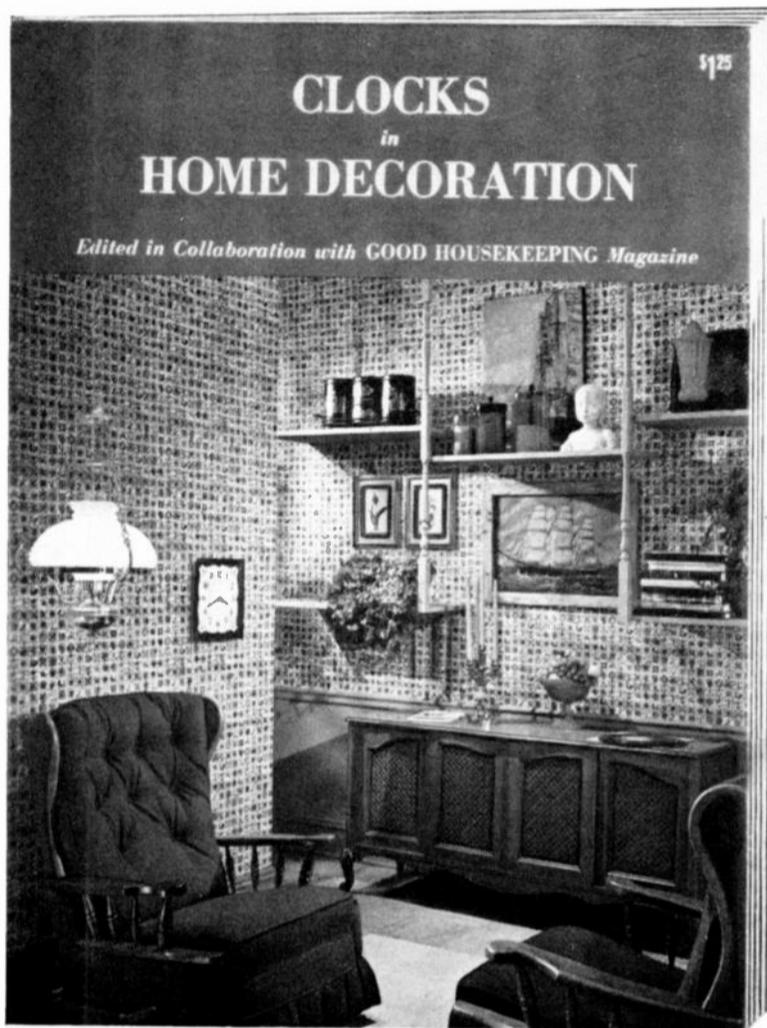


Swing into Spring with WESTCLOX

Bright new promotion, fresh as the season, brings new life to clock sales.

FREE! WITH EVERY BEN PURCHASE
A FABULOUS NEW BOOK FOR YOUR CUSTOMERS!

THE WORLD'S MOST GIFTED CLOCK LINE—THE BENS.



CLOCKS IN HOME DECORATION—a full-fledged, 100-page book, filled with exciting decorating ideas. Edited in collaboration with *Good Housekeeping Magazine*. 80 pages in full color. Sells for \$1.25—worth much more—**free** to your customers with every Ben they purchase. It's the hottest offer ever made to move...



BENS—the best-known, best-selling, biggest profit-making name in clocks!

Assortment No. 19106. New fast turnover assortment includes 3 Baby Bens, 2 Big Bens, 1 Ben Electric—**PLUS 6 FREE** Decorator Books and big full-color display.

OR buy any 6 Bens (open stock)...get 6 Decorator Books **FREE**, with colorful sales-making counter easel.

AND THE SWINGIN'EST WESTCLOX ADVERTISING SUPPORT

TELEVISION

"TODAY." A Westclox "SPECIAL" on trends in home decoration... Full network sponsorship of NBC's "Today" Show on April 23—Time Change Weekend! 7 million viewers for this popular daytime program.



"TONIGHT." Network sponsorship of NBC's "Tonight" Show, too! Same date, another 7 million viewers will be entertained by Johnny Carson and his special guests.



PLUS: Continuing commercials on the regular "Today" Show programs, right through the entire Spring gift and home decorating season.

RADIO

Network Radio saturation, April 21, 22, 23, 24, and 25! 150 million listener impressions on "Emphasis" and "Monitor," top-rated NBC radio programs.

Spot Radio campaign throughout the Spring in key markets on 100 major stations.



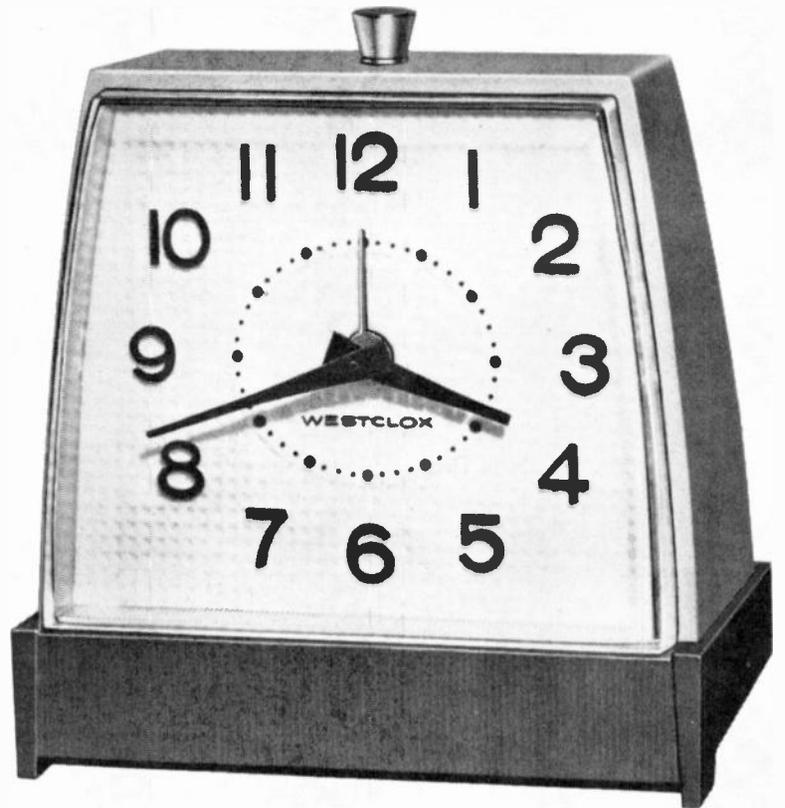
WESTCLOX FIRSTS! WESTCLOX EXCLUSIVES!



A Keywound Lighted Dial Alarm

NEW FAYETTE. The industry's first and only keywound clock with lighted dial. Just tilt and it lights to show the time in the dark! Operates on single penlight battery. Convenient top shut-off alarm. Contemporary design in White and Parchment finish. \$5.98.

Assortment No. 19108 contains 4 Lighted Dial Fayettees in sparkling FREE display which illustrates the feature.



AN ALARM THAT BUILDS FROM SOFT TO LOUD

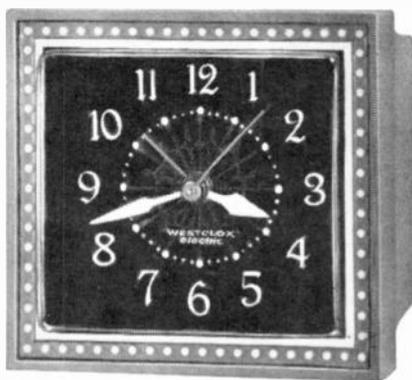
NEW CRESCENDO. Another first from Westclox—the keywound clock with a mind of its own! From soft and low, alarm automatically builds to a loud, insistent ring. Traditionally styled in lovely Wedgwood Blue and Cameo White. Individually packed in self-display carton. \$7.98.

FREE! INTRODUCTORY OFFERS!



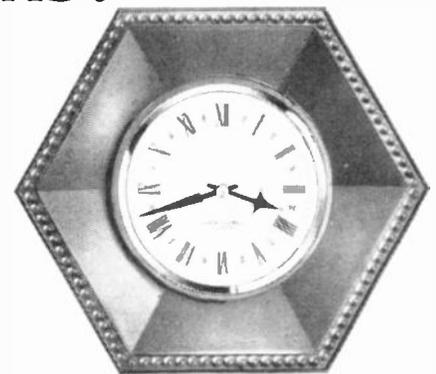
New! Exquisite CONTESSA (BUY 5, GET 1 FREE!)

Distinctively-styled electric alarm. Tilted oval face, sparkling with feminine appeal. Exotic decorator colors: Burnt Orange, Champagne Gold, Pastel Blue, and Antique White. Plain dial \$6.98. Antique White with luminous dial \$7.98. **Assortment No. 29034** includes 6 clocks and FREE colorful display.



New! Elegant BRANFORD (BUY 5, GET 1 FREE!)

A classic, new electric alarm in the traditional mode. Subdued charm and elegance of Wedgwood Blue or Green will enhance any decor. Plain dial \$5.98. Wedgwood Blue with luminous dial \$6.98.



New! WOODBRIDGE (BUY 11, GET 1 FREE!)

Enrich the Colonial look of Early American kitchen, den or dining rooms. Woodtone finish with the luster of cherished antique. Runs up to a year on standard flashlight battery. \$12.95.

Model 25199. Woodbridge Electric, with sweep second hand. \$8.98.

BUY 5 WOODBRIDGE ELECTRICS, GET 1 FREE!

PROGRAM YOU EVER SAW, HEARD AND READ!....

MAGAZINES

Biggest consumer magazine campaign in the industry—the biggest in Westclox history! Dominant 4-color ads, April, May and June! "Reader's Digest," "Good Housekeeping," "Better Homes and Gardens," and "McCall's." 100 million combined circulation! 250 million reader impressions!



CALL YOUR WESTCLOX WHOLESALER NOW. PREPARE FOR THE BIGGEST PRESELL AND CUSTOMER DEMAND FOR YOUR WESTCLOX LINE EVER!

WESTCLOX®
DIVISION OF **GENERAL TIME**
Progress in the World of Time

Says Dishwashers Are Presold Through Newspaper Advertising

Bob Norton, veteran manager of Milks Appliances, Birmingham, Mich., has several definite ideas concerning dishwashers, all of which he contends have proven sound time and time again.

These contentions, backed up by an impressive sales record which

shows over 100 units sold yearly, encompass the following:

Dishwashers are presold through ads. Customers rarely buy a dishwasher as an impulse item. People come in specifically to buy a dishwasher and know exactly what features they want in it mainly due to

local newspaper advertising.

Dishwashers are sold in well-to-do neighborhoods. As an example Highland Park, located a few miles from Birmingham, is a lower income suburb, and the dishwasher market is much tougher there.

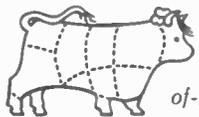
People who rent apartments or



CONCENTRATE ON selling features of one unit suggests Bob Norton (right), manager of Milks Appliances. Store sells over 100 dishwashers yearly.



Last month it was lamps. Now look what we're giving away.



We're giving away choice beef in Dominion's fabulous *Side-of-Beef Sweepstakes* — an exciting spring promotion

that will stampede customers into your store! Big idea behind it all: Dominion's great Smokeless Rotisserie/Broiler, hottest new item on the scene. Hard-selling TV spots and jumbo newspaper ads will pre-sell it in your local area. And you can tie in! We'll provide this Chuckwagon selling display, a Sweepstakes counter card, ro-

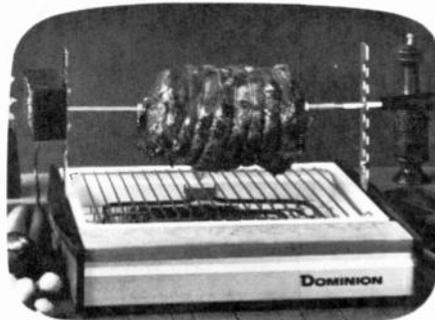
tating Rotisserie/Broiler feature display and other sales aids. And we'll put your store name in our TV and newspaper ads.

Extra bonus! If one of your customers wins a side of beef, so do you! (And so does your distributor salesman.)



National advertising, too! Watch for full-page ads on the Dominion Smokeless Rotisserie/Broiler in LADIES HOME JOURNAL and BRIDE & HOME.

Your Dominion distributor has all the action. See him soon. Dominion Electric Corporation, Mansfield, Ohio.



DOMINION SMOKELESS ROTISSERIE/BROILER captures the great flavor of outdoor cooking—with no smoke or spatter. Fair Trades at full profit for less than \$40.

You never know what **Dominion** will do next!



For more facts, use Request Card and circle No. 212

homes prefer portables. Homeowners on the other hand buy built-ins or convertibles which can be built into their home later.

By being able to offer a lower installation fee, salesmen have an added selling point. As an example Milks has one man who does the complete installation including carpentry, electrical wiring, and plumbing, functions which are handled by three separate men in most cases in the Detroit area.

Milks salesmen also point out to customers that not only does this reduce the installation cost, but it also means that their house is tied up for only one day, whereas if several people are involved in an installation, three or four days may be required to complete the job.

Milks charges \$60 per installation as compared to \$100 to \$125 charged by some competitors in Detroit.

Norton also contends that a dealer should concentrate on selling one particular model, preferably a high end unit. By doing this he doesn't confuse the customer. As an example Norton cites the sales pitch he gives his customers on a Kitchen-Aid dishwasher. KitchenAid constitutes 70% of this store's dishwasher volume.

He stresses the unit's insulated racks, aluminum propeller, catch-all drain, and other features. He feels that if he tries to sell another unit against this one he will completely confuse the customer and probably lose the sale altogether.

Ninety per cent of this store's sales are in the higher priced models.

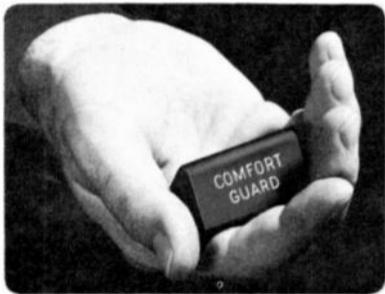
Norton believes that if a store's dishwasher volume is great enough it is wise to buy a truckload two or three times a year. If a dealer can't use the entire truckload, he can split it with another dealer and thus take advantage of the truckload saving. Milks buys two truckload shipments a year dividing the 80 pieces each time with another area dealer.

Norton emphasizes that any dealer can be competitive pricewise, and still average \$50 to \$60 profit per dishwasher sold.

16000

btu's

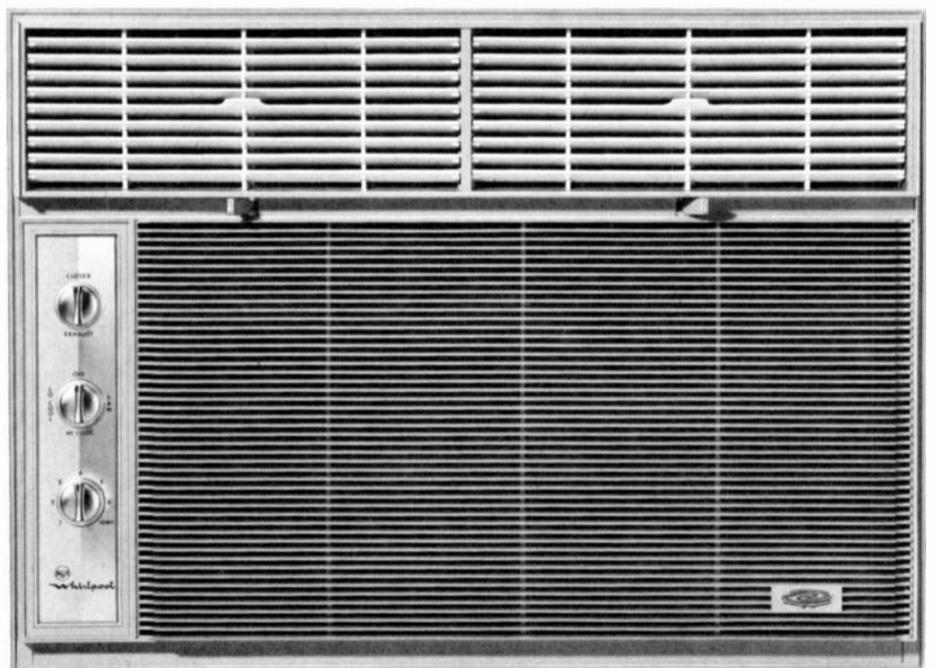
with



at a low, low price

It's got what you asked for. It's big on cooling capacity. (Up to 1050 square feet.) Long on features. (Plenty.) Low on price. (Very.) Specifically, this new Model AMS-166-3 has a 16,000 BTU NEMA Certified Cooling Capacity . . . plus the exclusive RCA WHIRLPOOL COMFORT GUARD* control that's super sensitive to temperature variations...plus whisper-quiet operation...plus dual air direction controls...plus two-speed fan...plus a low, low price. Tell your RCA WHIRLPOOL distributor you want "in" on this cool profit deal right now.

*Tmk.



Model AMS-166-3



Whirlpool

AIR CONDITIONERS

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

Trademarks  and RCA used by authority of trademark owner, Radio Corporation of America.

For more facts, use Request Card and circle No. 213



**GOOD NEWS!
GIBSON ANNOUNCES
AN INCREASED SCHEDULE
ON N. B. C.-TV TODAY SHOW
TO SELL FROST CLEAR REFRIGERATORS AND
DRAFT-FREE AIR SWEEP AIR CONDITIONERS FOR YOU
ALL THROUGH THE HEART OF YOUR 1965 SELLING SEASON
(PLUS FROST-CLEAR SWEEPSTAKES AD BONUS IN MAY 28 LIFE MAGAZINE)**



**NEVER A
THIMBLEFUL
OF FROST**

Gibson

*The BIG 1 with frost*clear*

Again this year, Gibson Frost Clear gives you patented simplicity, proven profitability AND even greater exposure on the prospect-pulling TODAY Show with its more than 3 million adult audience.



**DRAFT-FREE
COOLING
WALL-TO-WALL**

Gibson

The BIG 1 with DRAFT-FREE Air Sweep

Right in the top rated weather segment where we emphasize the need, Gibson will demonstrate exclusive Draft-Free Air Sweep, the feature that makes Gibson most effective.

See your Gibson distributor about TV and display tie-ins for this important all-season promotion.

HUPP
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN

For more facts, use Request Card and circle No. 214



A collection of display, promotion, advertising, and management ideas that may be adaptable to your store.

television sets as a result of the ad, and approximately 50 townspeople stopped in his store to comment on it. He notes that the ad was based on the fact that, of the five sets stolen, three were Zenith, one was Philco, and the other GE.

Dealer "Goes Nuts"; Sells 800 Air Conditioners

15 It might be said that Max Wander, owner, Wander Sales, McKeesport, Pa., "went nuts" last year during his promotion of room air conditioners — he used the slogan, "Don't Suffer! Air conditioning costs peanuts!" to

sell more than 800 units.

Commencing in March, 1964 and running through the end of the air



conditioning season, he promoted the theme through the use of billboards (12), the local daily news-

paper, and two local radio stations.

The billboards and newspaper ads depicted a man who was perspiring heavily from the heat, and always included some peanuts.

Dealer Wander had a large supply of peanuts on hand at his two locations for shoppers. During the months of June and July, he hired some local girls to dress in bathing suits and hand out peanuts. (During the other months, his salesmen gave them out.)

Wander explains that the use of peanuts was an inexpensive way of creating the image that his store "was the place to buy air conditioning" in McKeesport.

(Continued on page 62)

Store Burglary Inspires Successful TV Promotion

14 A burglary of his appliance store was turned into a profitable event by Paul Kugel capitalized upon the theft Appliance Center, Tarrytown, N. Y. Kugel capitalized upon the theft of five television receivers by placing a cleverly-written ad in the *Tarrytown Daily News*, which read:

"Discriminating" ad

"Discriminating Thieves Take Away 5 Portable Televisions — Selecting Zenith 3 to 1." He included the story of the burglary as it had appeared in the newspaper.

Copy at the bottom of the ad read: "Make Your Choice, The Right Set at the Right Place, at the Right Price. A Real STEAL at our low, low prices. Stop in . . . During our regular business hours — please!"

Kugel reports that he sold five

RCA BATTERIES do just that every time in commercials appearing on Walt Disney's "Wonderful World of Color" over NBC Network-TV.

So why not take advantage of the selling power of TV by stocking RCA Batteries, nationally known, nationally advertised.

Sell with confidence, by relying on the name your customers have come to look to for quality and dependability. Get the most out of the booming battery business with the name people associate with radio—RCA.

Contact your Authorized RCA Distributor or RCA Electronic Components and Devices, Harrison, N. J.

*Average viewing audience per show during 1964 based on Nielsen National Television Index.

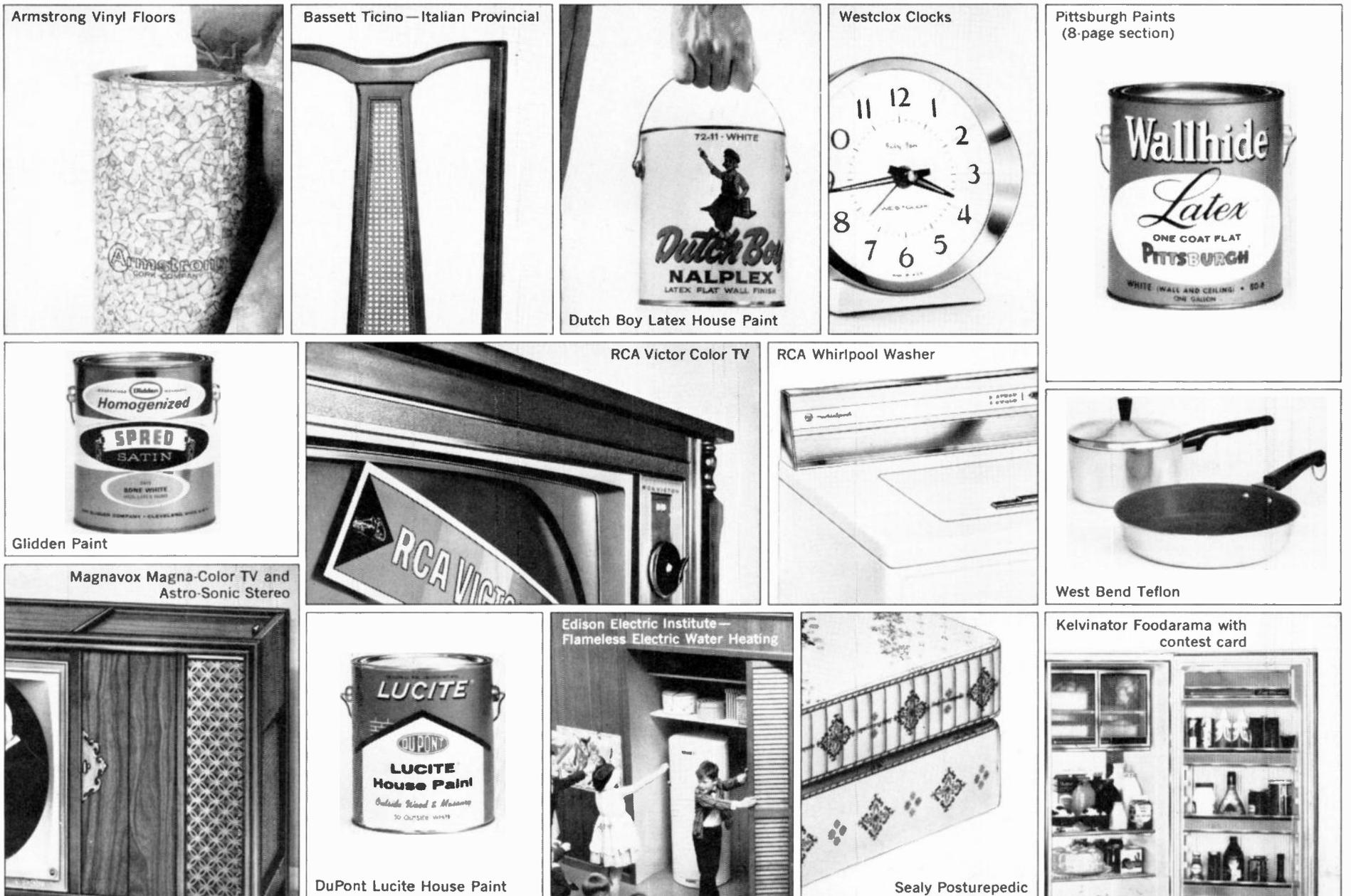


The Most Trusted Name in Electronics



For more facts, use Request Card and circle No. 215

If you sell these products —keep those order pads handy



Not shown: Products advertised in The Digest's 10 Regional Editions.

Ads for these products are appearing in April Reader's Digest read by 1 out of 3 people

Prepare for a lot of customers on your selling floor this April. Why? Because Reader's Digest is bought by almost twice as many households as any other general magazine. Or as many as watch a top-10 tv show!

People from Digest households have 27% more buying power than viewers of the No. 1 tv show. These customers

read and believe Reader's Digest. They rely on its articles for information and advice. Similarly, they rely on the advertising in it. So, these customers are worth every minute you spend with them.

Don't be caught short. Make sure you are well-prepared for customers presold by The April Digest.

PEOPLE HAVE FAITH IN READER'S DIGEST 14½ million U.S. families (25 million world-wide) buy each issue

For more facts, use Request Card and circle No. 216

MART mail



Finds Rickbeil "Sensible"

Editor, MART Magazine:

On page 54 of your January issue there is a sensible, well-written article by F. Hardy Rickbeil entitled "I Believe."

Would you be in a position to furnish a quantity of reprints? If so, would you quote us prices for 1,000, 5,000, and 10,000? . . .

Richard S. Haggman
Supervisor of Advertising
The Northwestern Mutual
Life Insurance Co.
Milwaukee, Wis.

A Manufacturer's Fight

Editor, MART Magazine:

I have just read "Let's Organize To Fight Sears!" I feel this is not a dealer's fight but the manufacturer's fight. They are the ones who have brought this about by making dealers discount against each other.

The manufacturers have placed their products in every Tom, Dick and Harry's store. The dealer in turn sells the product on which he makes the best mark-up. Most times he uses the other products to sell away from and uses the expression, "This item is a good product, but this one is better."

The time has come for the manufacturer to cater to the one-brand store, knowing that his well-advertised brand will not be switched.

Why does the manufacturer waste advertising dollars?

James J. Silcox
Northeast-Mayfair Discount
Mart
Philadelphia, Pa.

Seeks "Lost Cord"

Editor, MART Magazine:

We would appreciate receiving a copy of the article "Lost Cord Is Last Word As Batteries Take Over" which appeared in the January, 1964 issue of MART Magazine.

We are in the process of doing a study for one of our clients, and information in articles such as this is proving to be very helpful to us . . .

John F. Morten
President
Product Planning, Inc.
Boston, Mass.

Kelly & Cohen Wins Award As Brand Names Retailer

Kelly & Cohen Merchandise, Inc., Monroeville, Pa., was awarded the "Retailer-of-the Year" Plaque in the appliance-TV stores category of the

17th annual Brand Name "Retailer-of-the-year Awards" competition, sponsored by Brand Names Foundation, for outstanding Brand Name retail merchandising.

Four "Certificate of Distinction" winners include: Hannah-Adams, Chattanooga, Tenn.; Dalmo, Arlington, Va.; Puff's Appliance Center, Inc., Petoskey, Mich.; Certified TV & Appliances, Norfolk, Va.

Decision of the judges was based on the effectiveness shown by the retailers in their use of all available advertising and sales promotion tools, sales training methods, and the all-important promotion of a basic brand name policy.

Representatives of the firms will accept the awards at the annual banquet to be held at the Americana Hotel in New York City on May 12.

J. G. Dakins Of NRMA Dies Due To Heart Attack

J. Gordon Dakins, 61, executive vice president and treasurer of the National Retail Merchants Ass'n, died March 3 as the result of a heart attack suffered on Feb. 18. He was under treatment at the Sarasota Memorial Hospital, Sarasota, Fla.

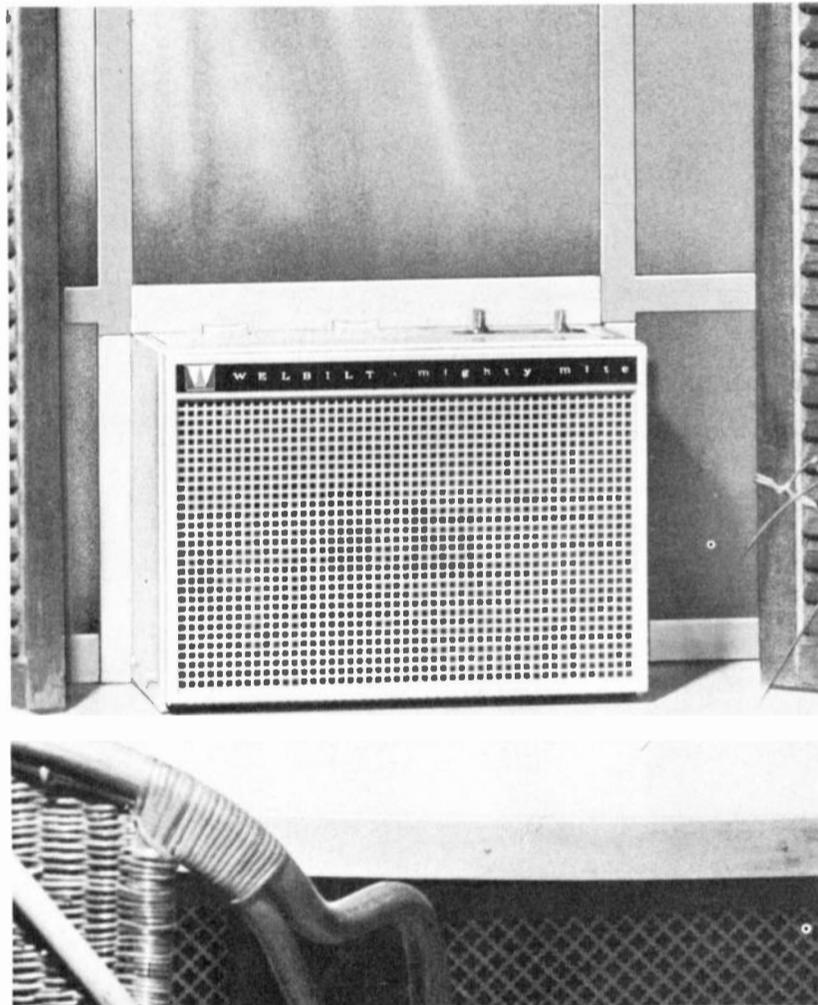
Dakins, who last year celebrated two decades of service with NRMA,

joined the organization in 1944 as manager of the credit management division. In 1953 he was appointed to the newly created post of executive vice president.

A Canadian by birth, Dakins was reared in Winnipeg, Manitoba. He came to the United States in 1942 as educational director of the National Retail Credit Ass'n in St. Louis. He became a U. S. citizen in 1947.

George Plant, assistant treasurer and senior staff member of the NRMA, will assume administrative responsibilities of the association. He will be assisted by James J. Bliss, the association's legal counsel.

This one gets you the "casement" sales



*installs in minutes...
and priced to beat
all competition*

Casement air conditioner sales, the ones that too often get away, can make the big difference in your profit picture this year.

All it takes is a call to Welbilt.

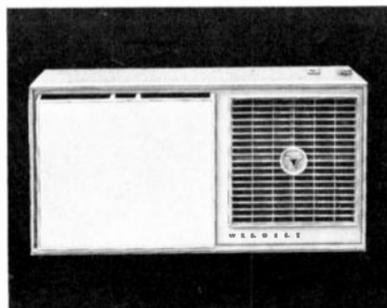
The Welbilt Mighty Mite is the original unit designed for direct installation into casement windows. No tampering with the window frame...and it fits just as easily in double hung windows.

Your customers go for Mighty Mite's quiet operation and 5500 or 6000 B.T.U. cooling.

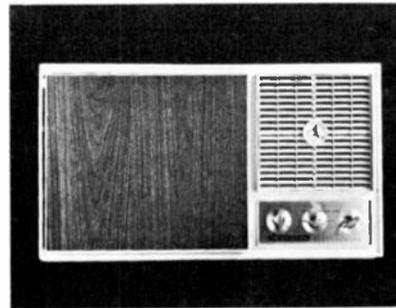
Last, but certainly not least, they go for the low price tag...the most exciting casement value in the industry.

If you're determined not to miss out on this important segment of the market, why not call Welbilt today.

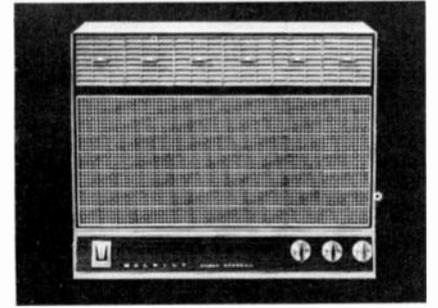
BOOST YOUR SALES WITH THE NEW WELBILT LINE — MODELS FOR EVERY NEED — FROM 4,300 TO 27,500 B.T.U.



HUSH MASTER. With self-installing Expand-O-Mount. 4300 and 6000 B.T.U.



POWER MASTER With self-installing Expand-O-Mount. 6000 to 18,500 B.T.U.



SUPER ALASKAN For large rooms or several rooms. 23,500 and 27,500 B.T.U.

Welbilt

Corporation

Write, Wire, Phone today.



Maspeth, New York, EV 6-4300
Outside the United States — Welbilt International Corporation
475 Fifth Avenue, New York, New York 10017

For more facts, use Request Card and circle No. 217

Electronic oven . . .

(Continued from page 28)

more people are buying high end. Too, he notes, the more free time which an electronic oven will give the housewife is in keeping with the spirit of the times.

Messerschmitt and other makers and sellers of electronic ovens with whom MART Magazine spoke see the appliance being used to a great extent by homemakers for the re-constitution of food, although the Amperex executive notes that this function will probably not be promoted at the point of sale.

A somewhat less bullish attitude towards sale of home models of microwave ovens was expressed to MART Magazine by Robert Allen, manager of Raytheon's "Radarange" operation. Says Allen:

"Sales of microwave ovens will continue to be focused at industrial and commercial users for several years to come. The increasing emphasis on pre-prepared foods as labor-reduction and cost-saving devices for restaurants has created a very important role for the microwave oven. In addition, the special qualities of the microwave oven for heating without browning make it ideal in the vending industry.

"Customer-operated 'Radarange' ovens with simple controls color-coded to match pre-cooked entrees sold from refrigerated machines offer the vending operator additional profit opportunities. Leaders in the vending industry are forecasting continued growth in their industry at 7 per cent for the coming year. Part of the growth is predicated upon increased revenue from foods heated by the customer at the point of sale."

Allen also notes that there is a growth in the food service industry of central commissary activity and single kitchen locations to back up multiple satellite restaurant locations. "Central cooking, refrigeration, and shipment to the sales site begets the use of microwave ovens for heating the food quickly and without waste by personnel who do not have to be experienced chefs."

Implicit in the remarks of Allen and other manufacturers concerning use of microwave ovens for commercial cooking is the suggestion that such usage may condition the consumer for installation of a microwave unit in her kitchen, provided she is made aware of the extent to which microwave ovens are being used in restaurants, institutions, planes, trains, etc.

The Raytheon executive notes that in 1964 his company shipped 30 per cent more "Radarange" ovens than it did in 1963 and that '63 was significantly higher than the preceding year.

Allen believes it is unlikely that any real penetration of the home kitchen by microwave ovens will be noticeable before 1968. "The bottleneck is still the magnetron," he states, "which continues to be an expensive and sophisticated electronic device. . . . We are convinced that the magnetron we are using offers the most reliable, proven service available for the least cost. Experi-

mental devices have been proclaimed from time to time but none of these tubes has been offered to us or to any other manufacturer of microwave ovens at prices significantly lower than those we are now paying.

Another producer of magnetrons and power packages for microwave ovens is Litton Industries. Litton produces microwave ovens for commercial, institutional, and vending purposes. It also manufactures the power package for the double-oven unit now being marketed by Tappan.

The three models of electronic ovens which Litton manufactures are aimed at the non-domestic market. Included in the offerings of the Atherton division of Litton is an

electronic oven designed for use aboard Trans World Airlines jets.

The ovens being installed on TWA jets were termed a "major breakthrough in the preparation of in-flight food service" by John Harrington, TWA vice president-customer service.

General Electric Co. has been test marketing two models of electronic ovens in the Los Angeles and Detroit markets for a number of months now. A third test market, San Francisco, was scheduled to get the units April 1.

The two models are both in the "Americana" configuration and are Fair Traded for between \$750 and \$800. The double-oven unit gives

the homemaker a choice of both electronic and electric cooking.

A spokesman for GE states that the manufacturer is pleased with test market results and is especially interested in the fact that as many men as women are attracted to the ranges.

Charles Eastman, owner of A-1 Home Appliances, Long Beach, Cal., has been selling the GE units for almost 18 months. In this time he has sold more than 30 of the double-oven ranges. Eastman credits the store's success with the units to the fact that in the past the outlet has established a good record in selling electric ranges in what is primarily a gas market.

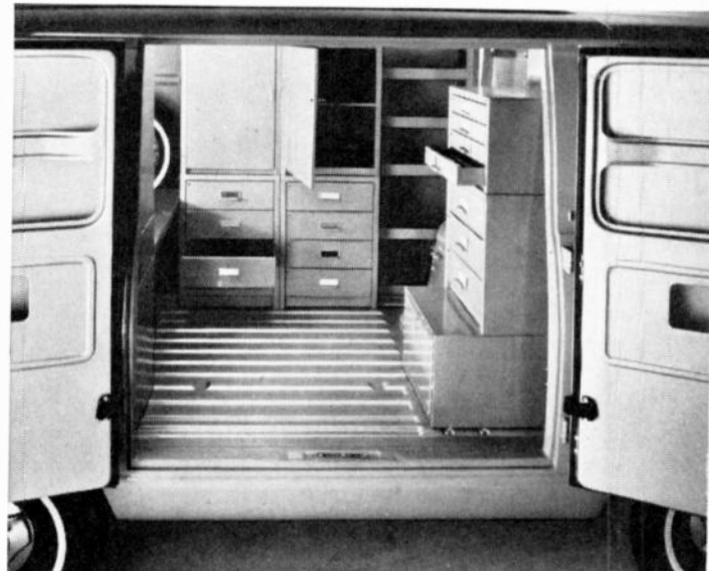
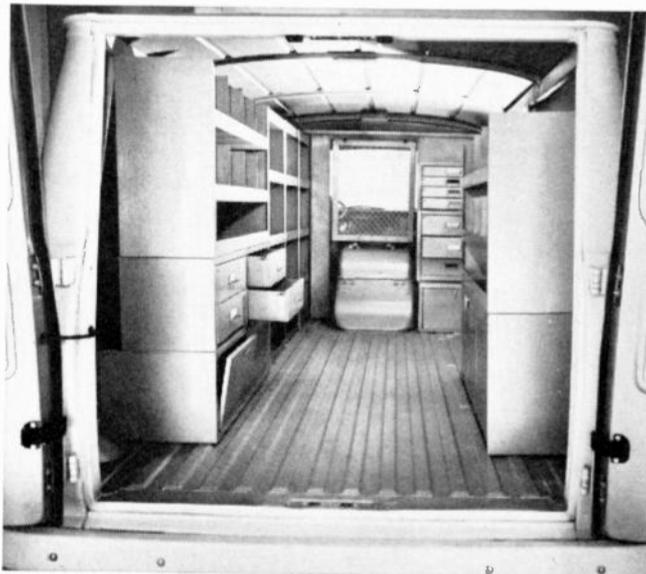
CHEVY-VAN workpower



Order your Chevy-Van just the way you want it. With right-hand side doors, side or rear door windows —or 10 big windows for the 211-cu.-ft. cargo area. Order a 120- or 140-hp 6-cylinder engine up front.

Plumbing, heating and air-conditioning installation. Wide aisle provides easy access to large parts bins and tool drawers, space for transporting larger units.

Appliance repair is one job for this efficient arrangement. Large bins are used for storage of completed units. Compartmented drawers keep stock of small parts organized.



The Long Beach dealer says his salespeople are electric minded and have managed to sell up to the electronic oven models a number of people who have come in looking for an electric range. Eastman admits that the majority of these sales have been made to the "carriage trade."

Southern California Edison, local utility, has worked closely with Eastman in conducting a number of demonstrations of electronic cooking on its sales floor. The dealer's salesmen have followed up leads which have developed from these demos.

As regards service, Eastman, who has one of the microwave units in

his own home says there has been more service required on the units he has sold than on conventional ranges. Some trouble has developed in the fan which is part of the power pack as well as in a rotating table which is part of the GE system.

The magnetron used in the GE ranges is produced in the company's Syracuse plant. There is a two-year warranty on the magnetron and system.

GE's Chicago Heights, Ill., operation manufactures commercial models of microwave ovens.

In further reference to service a Raytheon spokesman notes that his company has learned that "You can't sell an exotic product such as the

electronic oven without service support."

Raytheon has trained service agents located in various parts of the U. S., he reports.

From his own experience and from conversations with customers Dealer Eastman says he finds the speed of the electronic oven is the main factor in which consumers are interested. Most of them use the oven for preparing the evening meal more than any other meal. It is a big favorite for defrosting foods and warming up left-overs, he advises.

A double-oven (gas-electronic) range has been introduced by The Tappan Co. with a price tag just under \$1000. Polk Bros., Chicago,

is scheduled to wage an intensive promotion campaign with this range in four of its stores starting this month.

A. B. Ritzenthaler, executive vice president of Tappan, says his company has now had almost 13 years experience in the field with electronic ovens and is confident that the unit it is now marketing has reliability built into it.

Ritzenthaler says he will watch the first 30 days of the Chicago promotion carefully before promoting the unit in other markets. "The range will probably then go to those markets where the holler is greatest," the Tappan executive said.

Lester Bachmann, executive vice president of Polk Bros., seconds Ritzenthaler's view that the electronic oven is an appliance that the dealer can now sell with confidence. He notes that his firm's first order to Tappan was for 100 units, and that Polk's will stage demonstrations for club groups in theaters which will be set up in four of its stores.

Polk Bros. will launch a major advertising campaign in behalf of the electronic oven, Bachmann states, proclaiming it as "the range of today."

The Polk executive does not believe that price will be a major stumbling block to sales of electronic ovens. He points out that the price is not so much higher than the deluxe models of conventional ranges.

"Even in color TV, where the starting price is considerably higher than black-and-white, people for the most part don't buy low-end," Bachmann says.

The majority of other range manufacturers who were contacted by MART Magazine reported they would refrain from entering the electronic oven market until there is a breakthrough in price. A few indicated they are working in their laboratories to hasten such a breakthrough.

One manufacturer, Hardwick Stove Co., noted that it would concentrate on promoting the infrared gas range which it pioneered.

Leonard M. Hammer, sales promotion manager for Hardwick, says his company believes the infrared gas range to be more acceptable to consumers than electronic units.

"First, an infrared oven costs no more than a conventional oven," Hammer states. "Second, it requires no special installation or maintenance. And third, we feel it offers far better results than an electronic oven in every respect but speed.

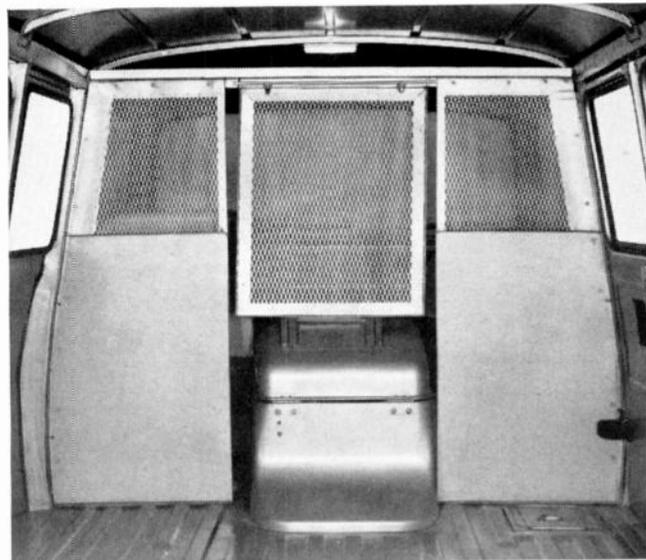
"Infrared cooking," he continues, "is far faster than conventional methods, although its speed does not match that of an electronic oven. Further, it imparts true outdoor grill flavor to meats, literally searing in natural flavor and juices. And it offers eye-appeal as well as appetite-appeal, for no other method of cooking sears broiled meats as attractively.

"For these reasons we intend to promote infrared cooking rather than electronic cooking, and apparently several manufacturers who now produce infrared ovens feel the same way."

CAN BE ORDERED WITH SPECIAL EQUIPMENT ALREADY BUILT IN

Bins, cabinets, drawers, racks. Driver-cargo partitions. Cargo heater. Even body insulation and refrigeration. You name it. There's a special installation that's just right for your job. Efficient designs help you save time on the job, make more stops every day. Look at

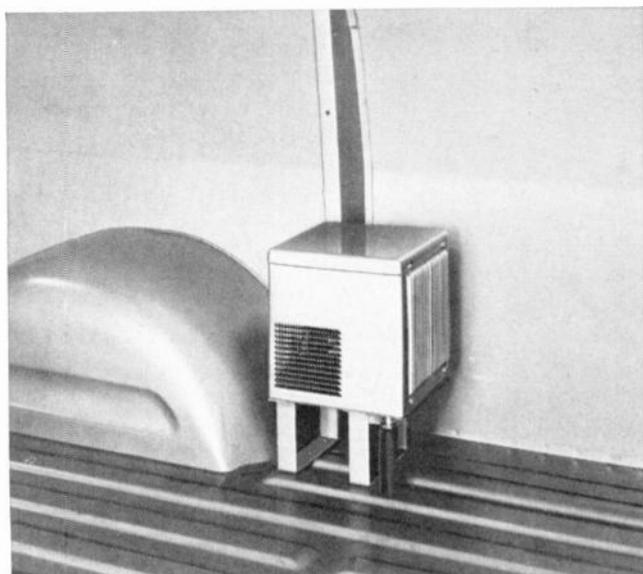
the installations shown here. They're just a few of those available. Tell your Chevy dealer the setup you need. It will be installed at the factory. And the day your Chevy-Van is delivered—put it right to work. . . . Chevrolet Division of General Motors, Detroit, Mich.



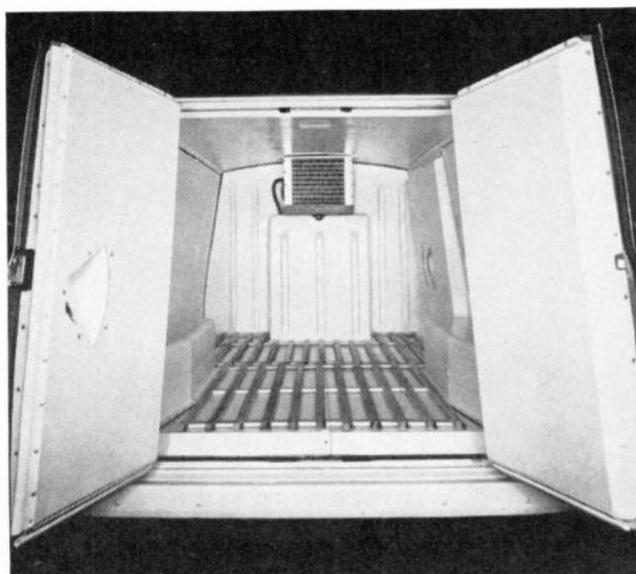
Partition between driver and cargo provides extra cargo security. Solid, wire mesh or combination partitions are available.



Route delivery and service installation. Plenty of space for large items, convenient bins and drawers for parts and tools.



Cargo area heater is often essential when Chevy-Van is used for mobile workshop. Keeps interior warm and comfortable.



Order a Chevy-Van with body insulation only or with full refrigeration system. A 110-volt stand-by unit is available.

THE LONG STRONG LINE 

For more facts, use Request Card and circle No. 218

Sales portfolio . . .

(Continued from page 57)

"Lost Leap Year Day" Sale Results In "Found" Business

16 A Reading, Pa., dealer capitalized upon the fact that the month of February had only 28 days by conducting a "Lost Leap Year Day Sale."

The one-day sale held by Andy Paskos was highlighted by the offer of cut prices on electric housewares

products with the purchase of a major Philco appliance.

A one-page advertisement run in the *Reading Eagle* read: "Andy



"Lost Leap Year Day" ad

Paskos has added An Extra Day For Lost Leap Year Day Sale. Because we lose a day's business on account of last year being leap year . . . We must make it up somehow . . . So we've added a day to Feb. this year along with many bargains."

Paskos reports that the sale "was highly successful, and created much goodwill."

Cooking Schools Warm Up Range Sales For Dealer

17 Cooking schools, held four times a year, are credited by the Alan Discount Store,

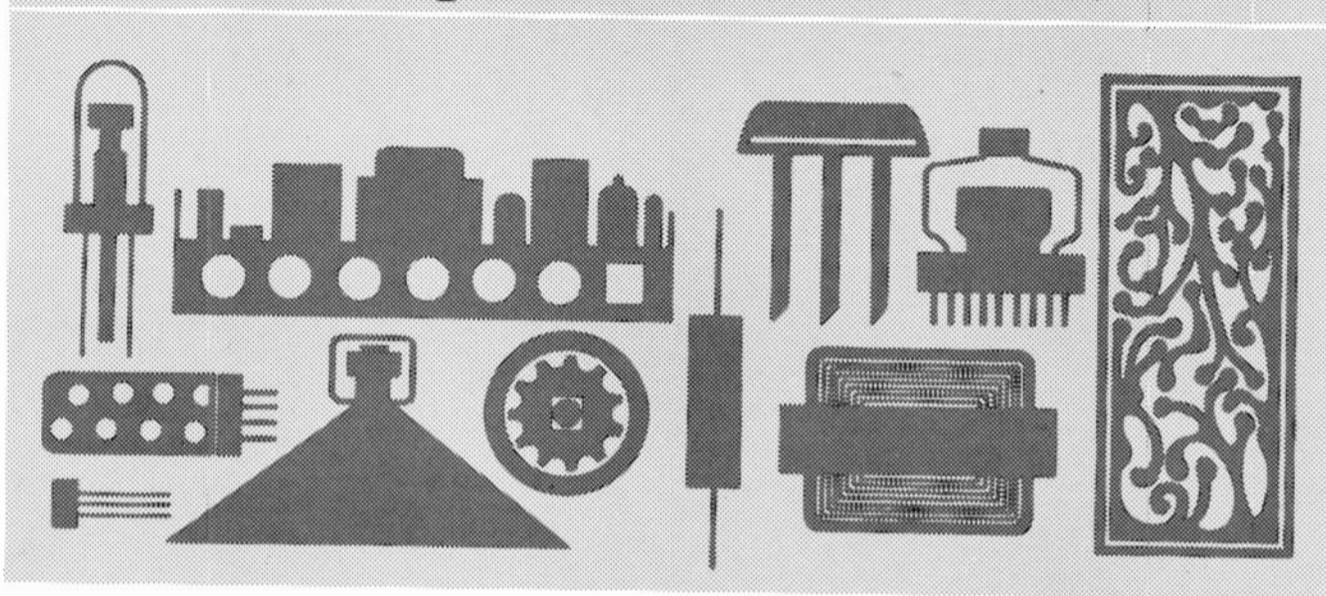
Waukegan, Ill., with increasing range sales and creating much carry-over business.

Store Manager Mike Tatone arranges the schools for women's clubs and church groups and secures the services of a home economist who uses one of his ranges for demonstrations.

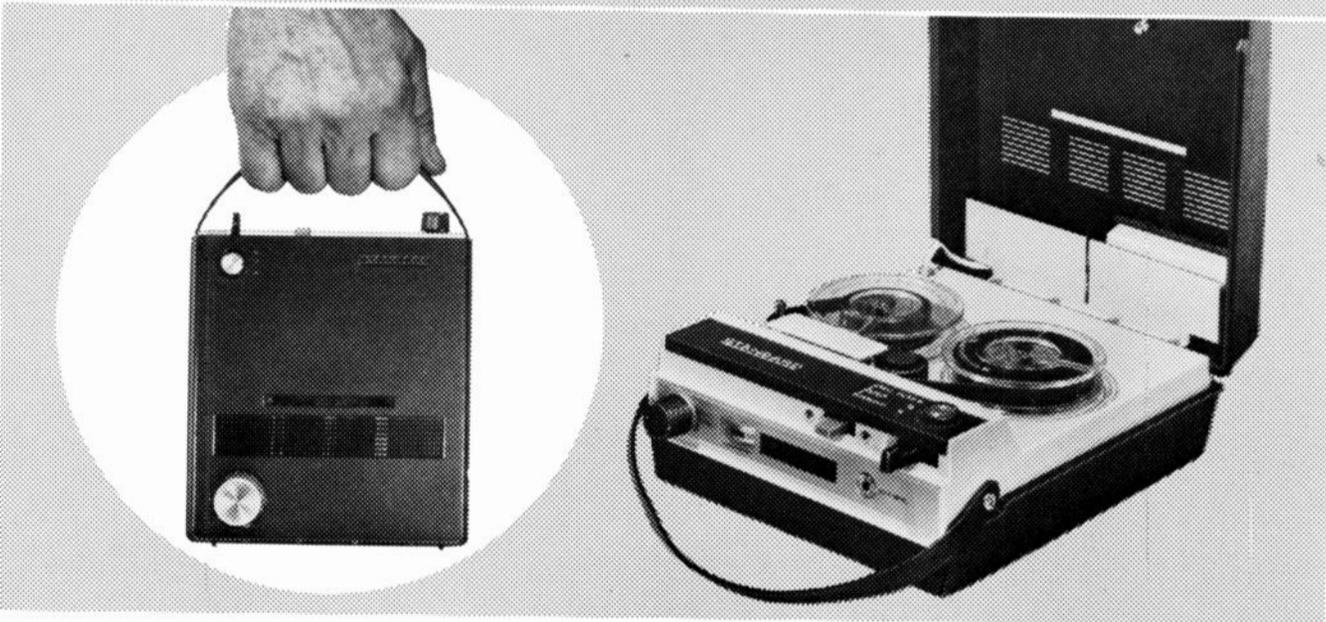
The range, along with food cooked during the sessions, and four door prizes are raffled off at the conclusion of the school.

Tatone hands out "discount cards" which promise "the best deals in town," and he notes that some cards turn up long after the school is held. The events usually draw from 300 to 800 women, "and they provide a dealer with an excellent opportunity to pitch ranges," says Tatone.

next step in the "state of the art"



...and it's STANDARD. that takes it!



A retailer is entitled to products that are ahead

Latest STANDARD advance . . . the F21T tape recorder!

What competitor can match you when you offer . . . at \$44.95, mind you . . . a serious instrument no bigger than a book . . . over an hour's playing time per tape . . . capstan drive, AC bias, dynamic microphone . . . one head for recording, another for automatic erase (both heads non-magnetic) . . . VU meter to check sound level and battery . . . knob-controlled volume . . . 2 flip-levers to accomplish entire operation of recording and playback . . . dynamic microphone that need not be removed from case . . . F21T performs either open or closed. All in the dimensions of 6" x 6 5/8" x 2 7/8"!

(Yes, it's here in stock, for immediate delivery . . . first come, first served).

STANDARD RADIO CORP. 410 East 62nd Street, New York, N. Y. 10021 • 212 TE 8-4040
For more facts, use Request Card and circle No. 219

"Back Door" Promotion Provides 10 Major Sales

18 A "back door" sale, sparked by mailers to established customers, resulted in the sale of ten major appliances and some electric housewares for Triangle TV and Appliance stores, Milwaukee, Wis.

One thousand mailers and envelopes were provided by the firm's distributor. They advised recipients that

"BACK DOOR" SALE

Name _____ Phone _____
Address _____
(for attendance prizes)
 Leave Blank
This sale for store customers only. It will not be advertised.
Good only on August 14, 1962
ENTER AT FRONT DOOR ONLY

Triangle "Back Door" Mailer

the one-night sale would not be advertised elsewhere and that they should enter through the front door of the store.

Refreshments, in the form of beer and soft drinks, were provided for the approximately 145 people who responded. Door prizes such as small transistor radios were given out every hour. Total cost of the promotion to the dealer: \$80.

EXCLUSIVE FRANCHISE

Amazing new liquid plastic coating used on all types of surfaces interior or exterior. Eliminates waxing when applied on Asphalt Tile, Vinyl, Linoleum, Vinyl Asbestos, Hard Wood, and Furniture. Completely eliminates painting when applied to Wood, Metal, or Concrete surfaces. This finish is also recommended for boats and automobiles.

NO COMPETITION

As these are exclusive formulas in demand by all businesses, industry and homes. No franchise fee. Minimum investment—\$300. Maximum investment—\$7,000. Investment is secured by inventory. Factory trained personnel will help set up your business. For complete details and descriptive literature write:

CHEM-PLASTICS & PAINT CORP.
1828 Locust St. Louis 3, Mo.

There's big money for you in G.E.'s new Spacemaker 16



(With every exclusive feature of the big Spacemaker 19)

Your sales have led the big ticket field with G.E.'s 18.8-cu. ft. Spacemaker. But the mass market is where the big money is. And now that you can offer customers a Spacemaker in the popular 16-cu. ft. size, your high-profit sales will soar.

Here's why: between 1948 and 1952, hundreds of thousands of 8-cu. ft. refrigerators were sold. The families who own them have grown; they need bigger refrigerators right now. And this new Spacemaker 16 fits into that same floor

space as the old 8—slides right under 15-inch cabinets. And just about doubles food capacity.

Spacemaker 16 outclasses the field: gives you more to demonstrate, more to sell. It's loaded with exclusive G-E top-end features: the huge Roll-Out Freezer, the automatic Self-Filling Ice

Tray, solid Swing-Out Shelves, convertible meat pan. The works! And there's no defrosting top or bottom. Frost just never forms.

Now with four Spacemakers (2 each in 16- and 19-cu. ft. sizes) in both deluxe and custom models, you'll own the top-end market. And you'll give your customers what they're looking for. More capacity. More exclusive G-E features. Plus the General Electric quality that's known, respected and wanted by millions.

GENERAL  ELECTRIC

For more facts, use Request Card and circle No. 220

Fedders white goods

(Continued from page 30)

an entirely different approach to pricing, it seems evident that price and more precisely the "per cubic foot of storage space" and "per square foot of shelf space" costs of Fedders refrigerators will be an important merchandising tool for wholesalers and retailers.

The Fedders merchandising manager states that he believes the NEMA program (Standard HR101) which went into effect in January will make both consumers and dealers more aware of storage capacity

and shelf area of refrigerators. The program certifies total capacity of refrigerators produced by participating manufacturers as well as the individual capacity of food storage and freezer sections. Shelf area is also certified. Manufacturers whose units are rated under the program are entitled to display a special NEMA certification seal.

An orientation manual prepared for Fedders sales representatives states the following: "Fedders distributors can prove that on a dollar-for-dollar basis, Fedders refrigerators offer more cubic feet of storage space . . . more square feet of shelf area than comparable competitive models."

Accompanying tables present a "per cubic foot" and a "per square foot of shelf area" cost comparison of various Fedders models and comparable models in a number of other lines including Sears, Roebuck. Comparisons are made for manual defrost units, automatic defrost models, and "frost-free" refrigerators.

Copy in the orientation manual advises that for all Fedders refrigerators, the retail cost per cubic foot of storage capacity averages \$17.73. The average retail cost per square foot of shelf area is said to be \$10.97 for all Fedders models.

Lowest per cubic foot cost for any of the eight brands (including Sears catalog) which are shown in a

table is \$20.07. Lowest overall per square foot cost is \$13.45. Competitive units are said to have a per cubic foot cost ranging from 13 per cent to 34 per cent higher than Fedders refrigerators. Per square foot costs are said to average from 22 per cent to 79 per cent more.

Suggested list prices of Fedders refrigerators are said to have been used in making the comparisons. In the case of competitive models, the factory states it employed distributor list prices, Fair Trade prices, catalog prices, or suggested "retail price with trade-in." In instances where an automatic ice cube maker is standard equipment on a competitive model, an allowance has been made for this feature, Boxer said.

How can a company, new to the white goods business and which is not manufacturing its own goods offer such favorable pricing? Harold Boxer was asked.

For one thing, Boxer replied, Fedders has not subsidized the low end of its line as he believes many manufacturers have. "We are working on factory cost with basically the same increment added to all models," he declared.

By contracting for manufacture, Fedders is giving the advantage to the dealer of some costs being absorbed by other customers of the producer, Boxer believes.

At the same time, he points out, Fedders has its own engineering group for each product it will market. In instances where retooling is not involved, his company can restrict a new design to units bearing the Fedders name. Because it has a completely brand new line, Fedders has been able to take advantage of all good features in refrigerators, Boxer adds.

Because Fedders does not have any of the burdens of production, it can tell the distributor to select the models that are right for his market, Harold Boxer continues. He questions whether competing distributors will be able to control their inventories as well and adds that the dealer will not be told, "You have to take this."

Fedders distributors will have no annual quotas, Boxer notes, and the factory would like these wholesalers to carry inventories that are just adequate for the needs of their retailers. Orders will be placed on a monthly basis.

Boxer and other Fedders executives emphasize that they expect features engineered into the Fedders refrigerators and freezers to play an important part in distributor and dealer merchandising programs. Features cited include "thin-wall" construction in all 12 models in the refrigerator line; an exclusive "no-frost" system in eight of the 12 models that is said to solve the operating problems and cost problems of frost-free operation for the first time; a condenser built into the wall of the refrigerators rather than a "bed spring" or bottom mount design; a height on all refrigerators in the line that will permit them to fit the standard kitchen alcove height of 66 inches.

The Fedders warranty program on
(Continued on page 68)

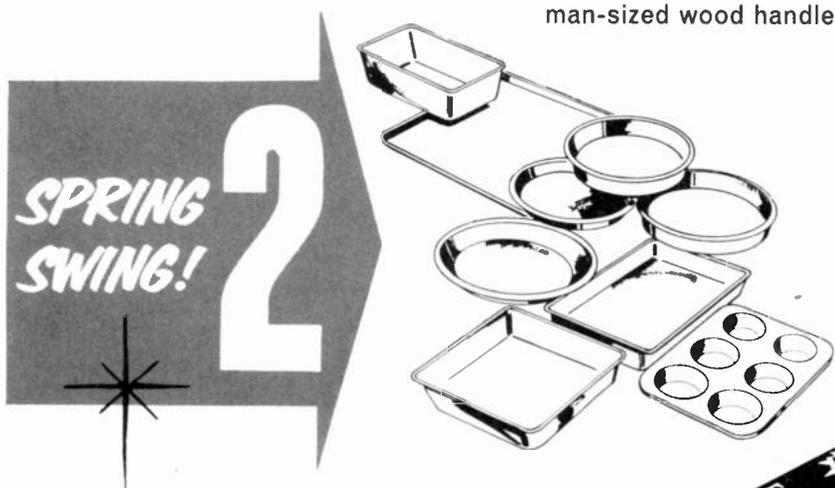
now... Roper steps up the pace on 1965's fastest moving ranges

Roper is really on the go with the hottest volume in the industry through the first quarter. Now . . . Roper adds more go-power to increase your store traffic, to step-up your volume on '65's totally-new ranges. You can swing right into a really-big spring with one, two, or three terrific sales boosters! Go . . . grow . . . with Roper!

Roll-up a big serving of Roper sales and profits with the Double-Decker Patio Cart. Two redwood shelves, tubular aluminum frame, two rubber-tired wheels. Complete with three Duncan Hines Bar-B-Tools . . . stainless steel, man-sized wood handles.



Quickest way to a woman's heart . . . and a Roper sale! Heavy-duty, nine-piece aluminum Bake Set . . . helps you show and sell the big capacity and versatility of Roper ovens.



Wrap-up more sales, more profits . . . with "year's supply of Reynolds aluminum foil" promotion. Next handiest thing to a Roper Range in the kitchen is aluminum foil . . . you can sell every prospect with this sparkling special!



ALL THREE SPRING/SWING SPECIALS HAVE COMPLETE SHOW-N-SELL PROMOTION PACKAGES

READY FOR ROPERS FAST-MOVING TOTAL SELL?

Call or wire: James J. Loney, Sales Manager

GO... GROW... WITH

ROPER

Geo. D. Roper Sales Corporation • Kankakee, Illinois

For more facts, use Request Card and circle No. 221

promote & profit with these

CORY®

RED-BALL SPECIALS!



1

HOTTEST "PERC" VALUE IN THE INDUSTRY!

Popular Cory Royal Buffet Automatic Percolator, Model A20P, 6 to 20 cups . . . Designed for everyday use—for party use too! Has automatic flavor selector, coffee-ready light, cup markings on body and basket . . . Modern chrome styling with exclusive Cory "Flavor-Lok" top. Now available for full profit special promotion at only \$19.95.

NEW PROFIT-MAKING COMBINATION!

Cory Automatic Can Opener with world-famous Knife and Scissors Sharpener added!
Model SKC Standard model—fully automatic 3-way combination unit. Now available for special retail promotion at only \$14.95. Model DCKS Deluxe 3-way unit in chrome, black and white with step-up style and features for retail promotion at \$18.95.

2

CHECK THESE PROFIT-BUILDING, SALES BUILDING SPECIALS!



Model SKC in bright white

Model DCKS in bright white with chrome, satiny silver and charcoal trim

WOW! THE GIFT SPECIAL YOU'VE BEEN WAITING FOR!

A Limited Time Only offer—
Cory's famous Combination Knife and Scissors Sharpener—Model KSS . . . One of America's Best Known, Most Popular Appliances!

- With cord storage chamber • Automatic pressure switch • Guide clips

A "Red Hot" Gift Special for retail promotion at only \$9.95.



3

HOT WEATHER PROMOTION SPECIAL!

NOW AVAILABLE! New Cory Model ARD Automatic Electric Defroster with built-in Safety Humidistat.

Ask about Cory Extra Profitunity—and Special Retail Advertising Program for introduction of this new model now!



4

GREAT GIFT FOR MOTHER'S DAY! USEFUL EVERY DAY!

Cory Automatic Electric "Party Chef" Casserole—Model DEC-2 • Bakes • Roasts • Fries • Stews • Braises

Practical for every day use—a big 4½ quart capacity.

Now available for special gift promotion at \$19.95 . . . Full markup!



5

GET SET NOW!

CORY CORPORATION
3200 West Peterson Avenue, Chicago, Illinois 60645

Attention: Sales Manager
Please rush full details about Cory Red-Ball Promotion Specials.

NAME _____

FIRM _____

STREET _____

CITY _____ STATE _____ ZIP _____

Distributor Dealer

CORY CORPORATION 3200 W. Peterson Chicago, Illinois 60645
CORY CORP. (Canada) Ltd., Toronto, Ont.

COPYRIGHT 1965 BY CORY CORPORATION

For more facts, use coupon or Request Card and circle No. 222

WRH

Missionary Work In **COLOR TV** *Pays Off In Unexpected Way*

The golden harvest of sales expected by Miami dealer never came, but something else did.

When Dealer Roger Misleh decided to become a color TV specialist about 10 years ago, he felt pretty sure he was sowing the seeds for a golden harvest.

But Murphy's Law ("If Anything Can Go Wrong, It Will") took over and two things developed that the Miami, Fla., dealer had not counted on:

First, the harvest took much longer to ripen than he had ever expected.

Second, the bumper crop of color TV sales he was hoping for never materialized.

Not that Misleh is complaining — he sold 160 color TV receivers out of his small (1,250 sq. ft.) store last year, but the fact is that by the time color TV really gained significant public acceptance, there were so many other dealers in the field that no one of them could hope to garner a substantially bigger share of the market than any of the others. Percentage-wise, Misleh's annual sales increases have been slowing down.

The real harvest that he is now gathering, Misleh explains, is in color service rather than in sales. At least 60 per cent of his service business is on color sets, and in a service-oriented operation such as this, that's a favorable position to be in.

In his trading area at least, Misleh says, consumers have reached such a degree of acceptance toward color TV that he seldom bothers to turn a set on when he is trying to sell it.

This, however, assumes that the customers came in asking for color TV in the first place, and a great many of them don't (Misleh handles some black and white portables and some brown goods accessories).

"So we talk color at every conceivable opportunity," the Miami dealer says, "even if somebody just comes in for a phonograph needle." He has a sign on one wall of the store that says, "At City Wide, Color TV Is Our Specialty, Not A Sideline." A large, lighted sign over the store identifies City Wide TV as "Miami's Leading Color TV Dealer." At Christmas time, Misleh's greeting cards wish people a colorful New Year. Late in the summer, or as soon as he can get the information from the networks, Misleh sends out letters to color customers pointing out to them the color programs that will be coming up in the fall, although this fall he will probably be beaten to the punch on that score by the promotion NBC doubtless will have for its almost 100 per cent evening colorcasting schedule.

Misleh usually keeps at least 10 color sets on display in his small store. He needs these both to confirm the impression that this is color TV headquarters, and also to have units on hand to which he can step customers up, since a good many customers come in with a \$379 price tag on their minds.

Misleh runs fairly steady newspaper advertising, but he doesn't credit it with bringing in much business. "I do it to keep the store's name in front of the public, even to our old customers, to let them know we're still here," he says.

His best promotional tool, Misleh feels, is that old intangible, referrals. He tries to make it a little less intangible by showing his appreciation in the form of small gifts to old customers whose referrals result in new sales.

Perhaps because of his service background (Misleh is a service technician himself, and still works in the shop when he is not busy on the sales floor) he has an awareness of consumer reactions to complicated machinery: adverse. Partly for this reason and partly because light conditions are more favorable, Misleh tries to set up color receivers in the shop before sending them out to their new owners. Finding out which direction the set will face in the home is important in this respect, he says, so it can be faced in the same direction in the shop. By setting up in the shop, the store gets around letting the customer see the more complicated aspects of the job and possibly creating an unnecessary fear in his mind. ■



ONE-MAN sales force, Dealer Roger Misleh, Miami color TV specialist, goes into his pitch for a remote control unit for color TV console receiver.



COLOR TV SERVICE accounts for at least 60 per cent of the service done at City Wide TV, Miami, says Roger Misleh, a color pioneer in the area.

MONDAY, APRIL 26,

Art Linkletter (CBS Radio), Don McNeill (ABC Radio), and LIFE magazine will introduce 40 million people to the Empress.



TODAY we introduce you—

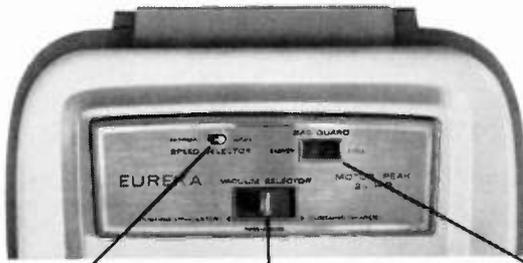
NEW 2¼ hp EUREKA *Empress*

—more power, more features than you've ever had to talk about before!



Big 2¼* hp Empress Motor

Most powerful motor ever put into a vacuum cleaner—creates more pure suction power than anyone ever thought possible.



Motor Speed Selector

Lets you operate the Empress at 2 speeds—high for deep-down, ground-in carpet dirt, low for day-to-day touch-up cleaning.

Vacuum Selector

Lets you regulate suction power—high for rugs and carpets, gentle for drapes, curtains and lampshades.

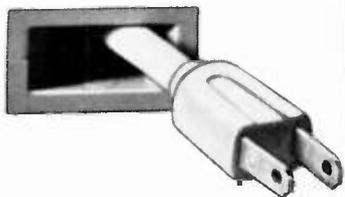
Bag Guard

"Watches" the bag as it fills, whistles when it's time to change—keeps the Empress operating at peak efficiency.



New Power Head

Changes at the flick of a switch from straight suction-and-brush to deep-cleaning Vibra-Vac; three rows of Vibra-Beaters actually shake the rug, loosening dirt and suspending it for that big 2¼ hp motor to whisk away.



Cord Reel

Releases cord easily, retracts it automatically. No more tangling, no more hand winding.



Oversize Exhaust Port & Hose

Move air in fast, through fast, out fast, create tremendous suction power at the nozzle.



Portable "Cleaning Closet"

Keeps upholstery brush, dusting brush, crevice tool, big 12" floor and wall brush at your fingertips; stores the Vibra-Vac nozzle, wand and hose when not in use.



Merchandising Aids

Banners, mailers, statement stuffers, ad mats and sales training material, plus a handsome, permanent floor display, to tie in with the Empress advertising program.

*The motor has the capability of delivering an output of 2¼ H.P. at rated voltage.

Electric knife business . . .

(Continued from page 35)

Approximately 80 per cent of the 3,000 knives sold were bought as gifts. "Few people buy this item for themselves. Christmas, Mother's Day, and Father's Day constitute the main selling seasons for knives," Mrs. Culpepper reveals. "Father's Day is becoming the electric knife day of the year. The product is much more of a man's item than many people realize. Not only does the lady of the house feel she is getting Dad something he can use for his

carving chores, but she knows that she'll get a lot of use out of it, too, so why not buy it under the guise of getting Dad something special for his big day."

How does Ayres compete with discounters who are also doing a good knife business in Indianapolis? Besides being competitive pricewise, Ayres offers their customers free gift wrapping, free delivery, and guaranteed service.

"One of the advantages of selling

knives is that they are in a price bracket that appeals to all income groups," says Mrs. Culpepper. "We find that while many of our customers seek out the bargain floor for various goods, all income brackets visit the electric housewares appliance department since it is the only place in the store where the knives can be purchased.

"As for profit in knives, let me emphasize that we at Ayres feel that a healthy turnover of well promoted and competitively priced housewares will eventually return an appreciable profit. And don't forget too, that knives make excellent traffic builders," she concludes. ■

Fedders . . .

(Continued from page 64)

automatic washers will provide for replacement of the entire transmission of the unit from the second to the fifth year of ownership, Boxer said. Distributor service depots will be stocked with transmissions used throughout the automatic washer line.

Salvatore Giordano, Jr., Fedders marketing manager, told MART Magazine that he believes the quality reputation which Fedders air conditioners enjoy with many consumers will carry over to the new white goods line.

Giordano noted that introduction of white goods could cause expansion of Fedders incentive trips program if this program is continued. "In some areas," he pointed out, "dealers don't handle air conditioning."

The Fedders marketing manager offered no comment in reply to a question concerning whether Fedders would eventually manufacture its own white goods.

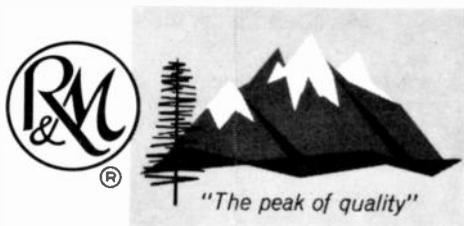
How will the white goods line affect the Fedders profit picture? Harold Boxer was asked.

"We think it will make a contribution to the profit picture, but we have been conservative in this area since we feel the objective to make money is a long term one," Boxer stated. ■



Hunter 1965 Quality Fans AT QUANTITY PRICES

Again Hunter has the best values in portable fans—all-purpose, roll-away, window, hassock, oscillating and high velocity. New line for '65 has new cabinets, new colors, many improvements. Prices are still low. For catalog and prices phone your Hunter distributor or write:



HUNTER FANS

HUNTER DIVISION, ROBBINS & MYERS, INC., 2722 FRISCO AVE., MEMPHIS, TENNESSEE 38114
Hunter also makes a complete line of attic and ventilating fans and electric heating equipment.

For more facts, use Request Card and circle No. 223

DELIVERIES ARE EASIER-SAFER!

loaded truck stands by itself!

slides up and down stairs
slides in or out of delivery trucks
protects the appliance against damage
balances all the load over the wheels
rolls under the load easily

ORDER BY MAIL on a "money back if not satisfied" basis. With web belt, ratchet cincher, semi-pneumatic rubber tired wheels... only \$57.50 (FOB Los Angeles)

COLSON EQUIPMENT & SUPPLY CO.
5026 E. Slauson, Los Angeles 22, Calif.

EASLOAD
APPLIANCE TRUCKS

For more facts, use Request Card and circle No. 224

Free-standing . . .

(Continued from page 29)

The Tappan executive predicts that once the ranges are in full production some 5,000 units a year will be sold. At the present time Sharp reveals that the company is proceeding to establish just one market at a time, starting initially in Chicago, because Chicago is not only the country's second largest market but also the home of the world's largest independent appliance dealer — Polk Bros.

Tappan marketing strategists decided that the two circumstances combined to form the ideal launching site for the first in a series of consumer promotions across the country.

"We should learn most of the answers in Chicago on how to successfully sell electronic ranges to homemakers on a nation-wide basis," Sharp observes.

Because demonstration is the key to selling the electronic cooking center, Tappan organized training sessions for nearly 200 Polk salesmen during the month prior to the kick-off of the promotion. Tappan and Polk also set up "theaters" in four Polk locations to bring groups of women into the stores on an organized basis for mass demonstrations.

"We hope to span the country in a short period of time," states Sharp. Once our manufacturing and distribution pattern is established it will be relatively simple for our dealers to qualify to sell the electronic center. All they will have to do is, first of all, make sure that their retail salesmen are trained in the remarkable features of the product, and secondly, simply have one of the centers hooked up and working on the floor. Let me stress," adds Sharp, "that dealers don't have to qualify on a dollar volume basis, and also let me stress that we are willing to floor plan the center."

Why does the Tappan Co. feel that the public is now ready for the electronic range? According to Sharp, the American consumer has in recent years come to readily accept any worthwhile new product that will help her in her homemaking chores. "Now that we've perfected a free-standing unit that requires no kitchen remodeling we feel confident that the housewives in this country will quickly appreciate the wonders of electronic cooking," the marketing executive says.

Tappan Co. officials believe that they can definitely put this product across where other companies have failed. As Sharp states, "We waited until our product was perfected. We didn't rush it out last year, simply because we weren't ready. Our basic delay was in putting the electronic unit on top, an engineering problem that took some time to overcome. Now we are ready and we're convinced that the public is ready too."

"The consensus of industry opinion is that the original built-in electronic oven introduced several years ago although functionally okay was not promoted or advertised properly. You can be sure we're out to rectify

this", the company executive comments.

Pauline Treisch, director of home services for Tappan, lists five plus selling features which she feels will be instantly appreciated by today's housewives. These include: (1) Speed — as an example, a 14-lb. turkey requires only 50 minutes, a two layer cake can be baked in six minutes, and the three minute egg takes only 20 seconds. (2) Convenience — A housewife can cook on paper plates or on her regular dishes, and either way serve the meal right from the oven. Utility dishes can be put right on the table from the oven also. Since microwave energy used in the electronic unit heats

only the food itself, the serving dishes taken from the oven are never hot. There are no pots and pans to clean, because everything can be cooked and served in what is virtually a one-step process. (3) Since there is no burning of foods on the lining of the oven there is virtually no oven cleaning involved. (4) A housewife doesn't have to remember temperatures. All foods are cooked by time only, and a recipe book with the times for thousands of dishes is furnished with each unit. (5) Safety is also stressed. There are no hot racks or dishes to handle, a reassuring thing not only for Mrs. Consumer but also for children.

"The revolution which the elec-

tronic range will trigger in the home is evident in the recent step by Stouffer's to begin printing electronic cooking instructions on its frozen food packages, along with conventional instructions," the home economist concludes.

"Service is no problem here," said Don Meckley, Tappan's vice president in charge of engineering. He cites the company's new 30-month warranty, and the fact that the unit doesn't require a factory man to install it as two service pluses for the center. "And, don't forget all a dealer's customer has to do is plug it in to a regular range service outlet and the wonders of electronic cooking are hers," states Meckley. ■

Kovatch gets the Action-People*. Do you?



"Better than half our customers say they found us through the Yellow Pages," says Ken Kovatch, partner, Kovatch Appliance Co., Cleveland. "Servicing equipment is the bulk of our business and provides valuable leads for the sale of new appliances. We depend strictly on the Yellow Pages to bring us these customers. Just the other day a customer called us because of our Yellow Pages ad. We asked him why he picked us. He said because our ad stated 'we service everything we sell.' It turned out to be a very profitable sale! I don't think we could get along without the Yellow Pages."

38 YRS. COURTEOUS SERVICE

Kovatch

Appliance Co.

Factory Authorized

Whirlpool
Mauitaa
FRIGIDAIRE

We Service Everything We Sell
Repairs... On Wringet Type
Washers

LOW RATES
DISCOUNT PRICES ON PARTS

GA1-1615
8634 BUCKEYE RD.

Display ad (shown reduced) runs under APPLIANCES. Call your Yellow Pages man to plan your program. Find him in the Yellow Pages under: ADVERTISING — DIRECTORY & GUIDE.

Advertise for action...



*The 3 out of 4 busy Americans who shop the Yellow Pages way.
For more facts, use Request Card and circle No. 227

Personnel Jottings

Oakes Ames, now vice president and general manager of television products division; *James H. Bierer*, general manager of consumer products division, now vice president; *Paul T. Clark*, vice president, now general manager of lighting products division, *Corning Glass Works*.

Edward J. Carney, now advertising promotion manager for industrial and commercial product lines, *Du Mont Laboratories Div., Fairchild Camera and Instrument Corp.*



J. J. Zimmer

Joel J. Zimmer, now in newly created position of senior vice president, *Symphonic Electronic Corp.*

Charles Hakimian, now vice president of marketing and sales, *Webcor, Inc.*



C. Hakimian



T. R. Corbett

Thomas R. Corbett, now national sales manager, *NuTone, Inc.*

Morton D. Chaber, now vice president-U. S. lighter, L. P. gas products and packaging operations; *Lawrence Freedman*,



M. D. Chaber



L. Freedman

now vice president-U. S. electric appliance operations, *Ronson Corp.*

Raymond P. Rivoli, now director of sales management development, *Sylvania Electric Products, Inc.*



R. P. Rivoli

He does it for fun; you can do it for profit.

[Demonstrate Blackstone's exclusive Gyro-Balance]



Selling is child's play, when you have a demonstration feature as dramatic as Gyro-Balance . . . the first real product exclusive in automatic washers to come along in years.

Go ahead: put a heavy phone book into the tub... start the spin and prove to your prospect that Gyro-Balance positively stops washday thump, "walk", vibration and premature shut-off. That's a convincer that she'll pay to get.

And she can only get it from you, because Blackstone protects your profits with a territory plan your Blackstone representative will work out with you. Along with a pinpoint promotion plan that'll make you Blackstone headquarters in your neighborhood.

And speaking of child's play, kids can be your best Blackstone salesmen. We've got a 98¢ gyroscope top you can sell Mom for just 19¢, when she comes in to see your "live" Blackstone demonstration. Want to see this little traffic-builder? Just drop us a line on your letterhead.

Why toy around with other lines when you could be selling profit-protected Blackstones with stainless steel tubs? Write, wire or phone and start keeping those profits you've earned.



BLACKSTONE CORPORATION

1111 Allen Street • Jamestown, New York
For more facts, use Request Card and circle No. 228



J. S. Wolfe

William H. Winn, now director of sales; *John S. Wolfe*, now vice president of domestic appliance sales; and *Leonard L. DeCoster*, now assistant to the president and director of physical distribution, *Norge Div., Borg-Warner Corp.*



W. H. Winn



W. E. Boss

William E. Boss, now manager of television products, *Motorola Consumer Products, Inc.*



R. C. Gundaker

R. C. Gundaker, now marketing manager for portable appliance division, *Westinghouse Electric Corp.*



J. J. McDonough

Joseph J. McDonough, now field sales manager, *Norge Div., Borg-Warner Corp.*



H. J. Bloem

Harry J. Bloem, now president of the newly formed *Bissell United States Div.*; *Charles Bissell*, now vice president for finance; *James Lloyd*, now vice president of planning; and *Henry Lathrop*, now vice president, corporate research, *Bissell, Inc.*

James E. Kearney, now in charge of new internal public relations department, *Geo. D. Roper Sales Corp.*

John R. Beckwith, now director of engineering for home products division, *Packard Bell Electronics Corp.*

Two Little Norcold Refers Go To Market In Canada

Norcold, Inc. has received the Canadian Standards Ass'n seal of approval for its line of compact compressor refrigerators, and will begin marketing in Canada immediately.

Nathan S. Gold, national marketing manager, said Giant Sales Co., Ltd., of Montreal has been appointed Canadian representative. Refrigerators will be warehoused in Vancouver, B. C., and Montreal.

Scheduled for Canadian introduction now are two popular Norcold models: E-200 & E-150 "Icy-Mite."

Japanese Sewing Machines Set Record Year In U. S.

Japan's sewing machine sales to the United States set a new record last year, as annual unit sales topped the one million mark for the second time since Japanese sewing machine exports began 17 years ago.

Value of the Japanese household sewing machines imported in 1964 was \$28,273,847, 19 per cent more than 1963. Number of units totaled 1,013,584, a 9.7 per cent increase over 1963. This quantity was exceeded only in 1959, when 1,092,928 units were imported from Japan.

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	49	515	90	369	552	831	1996	1127
City Public Service Board (San Antonio, Tex.) 375,985	244	274	105	216	427	840	2189	1187
Dallas Power & Light 260,198	957	619	937	317	541	2138	4255	1435
Dayton Power & Light 452,734	16	812	146	345	679	767	2525	1346
Electric Power Board (Chattanooga) 77,899	62	350	61	69	363	310	868	549
El Paso Electric 93,457	35	181	258	116	290	616	1670	
Florida Power Corp. (St. Petersburg)	164	439	382	356	2102	2009	3479	1808
Fla. Power & Light Co. (Miami) 769,492	5463	1424	1327	771	3769	6156	11125	4553
Idaho Power (Boise) 116,000		495	202	223	621	589		824
Jersey Central Power (Morristown) † 381,492	59	957	694	416	679	1715	4178	2387
Kentucky Utilities Co. (Lexington)	19	517	140	403	909	1127	2612	1600
Metropolitan Edison (Reading, Pa.) 235,565	55	787	178	305	606	964	2356	1656
Nashville Elec. Service 136,000		453		154	655	732		
New Orleans Pub. Serv. 326,859	1894	1698	354	350	1153	1592	3594	2782
N. Y. State Elec. & Gas (Ithaca) 526,356	10	989	430	442	925	1171		1954
Omaha Public Power 118,430	104	462	93	185	283	489	1234	878
Pacific Gas & Elec. Co. (San Francisco)	516	10297	4456	2511	11685	11465	22028	12964
Public Serv. Co. of N. M. (Albuquerque) 101,117		389	209	109	248	431	1130	680
Southwestern Elec. Power (Shreveport, La.) 186,485	85	310	190	366	289	1172	1880	1267
Union Electric (St. Louis, Mo.) 568,666	1617	733	494	562	997	2261	7459	3528
West Penn Power Co. (Greensburg, Pa.) 360,000	10	1093	264	431	808	1289	2961	2033

January compared with December report
 *Includes Built-Ins **Includes Stereo †Includes N. J. Power & Light
 ✓ Residential Meters



... 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 304, Pinconning, Mich.
 Canadian Factory: Magline of Canada Limited, Renfrew, Ontario

For more facts, use Request Card and circle No. 229

Good Housekeeping
RECOMMENDS



POWER-KING \$4.98



FM STEREO-KING \$6.95



RADAR COIL \$6.95



RECEPTION-KING \$7.95

WRITE OR WIRE TODAY FOR FULL DETAILS ON HOW YOU CAN BECOME A REMBRANDT DEALER.

WHAT'S Rembrandt DOING NOW?



OUT-DISTANCING ALL OTHER TV ANTENNAS IN SALES & PROFITS!

Rembrandt TV Antennas are the number ONE in the field because:

- Dealers from coast to coast rely on their quality and performance.
- Consumers buy them because they are guaranteed to out-perform all others or money back.
- There's a complete line of UHF/VHF Rembrandt Antennas for color, black & white. Styled for every customer from \$4.98 to \$9.95.
- All Rembrandt Antennas are fair-traded to insure the dealer maximum profit and shipped on guaranteed sale to insure no loss.

Rembrandt

ALL CHANNEL TV ANTENNAS

All Channel Products Corp., Woodside, N. Y. 11377

For more facts, use Request Card and circle No. 230

The Balance Sheet

by JACK ADAMS



A Sound Market With Overtones

There aren't many products in this business that offer the broad price range now found in tape recorders. Not only does this range make it possible for nearly everyone to own a recorder, but it also gives promise of a continually broadening market and perhaps one in which consumers will step themselves up when they replace a low-price unit.

Estimates are that nearly 4,500,000 tape recorders will be sold at retail in the U. S. in 1965. A great many of these will be so-called "toys." Nevertheless, the number of tape recorders which it is estimated will be sold this year is about three times the number sold in 1962 and nearly a million more than were sold in '64.

An increasing number of appliance-home electronics retailers are taking on tape recorders, but it is evident that many are ignoring this product for basically two reasons: (1) remembrance of being burned, and (2) belief that the store cannot afford either the floor space or specialized selling required to sell tape recorders in quantity.

Some dealers who carried tape recorders several years ago complain they were "burned" from a service standpoint and/or a profit standpoint. Manufacturers with whom we have talked state that the service performance of quality tape recorders is today very good. This seems to be corroborated by their dealers. Moreover, many of the lines being sold today guarantee the dealer a good margin.

There's no question that floor space is a precious commodity in many appliance stores. Yet, we have seen effective displays of tape recorders confined to a relatively small area of mainly wall space.

The problem of who will sell the tape recorders is perhaps a bit knottier. It's generally accepted that the time required to demonstrate a medium-price or high-end tape recorder is greater than that consumed in selling other products of comparable price. Yet, the margins referred to earlier hold out the possibility of greater rewards for both the dealer and the salesman.

Training someone who can do a good job of demonstrating tape recorders may pose a problem for many dealers but perhaps not one that is insoluble. Women prospects we are told have the greatest misgivings about buying anything that "looks" as complicated as a tape recorder.

Is it possible that a woman who is employed in a dealer's store as a bookkeeper or in some other capacity might be trained as a tape recorder specialist? Using a woman to make the demos

might serve to dispel the doubts of many "better halves" concerning the difficulty of operating a recorder.

And, incidentally, features which have been added in various lines of recorders do indeed simplify using them.

Undoubtedly our feelings about tape recorders are colored by the fact that we have been using them for many years. It seems to us that nearly anyone has a use for a tape recorder. Certainly few items that a dealer could carry are as demonstrable as a tape recorder, and maybe none so well provides the desirable function of "getting the prospect into the act."

At the same time, through close association with tape recorders we can see one major drawback that they pose. Where do you keep the tape recorder when it's not in use?

Yes, custom installations provide the answer for some, but many people must store their units in the closet. And when it's in this location, a tape recorder is not likely to be used to maximum advantage.

Some radio-phonographs on the market include tape recorders, but these combinations for the most part are quite high end.

Recently we visited a dealer who makes his own custom installation of tape decks in radio-phonographs which he sells. Perhaps this is a practice which could be adopted by other appliance-home electronics dealers—a source of extra margin either at the time of sale or at a later date.

Dramatic changes have taken place in the tape recorder market in a relatively brief period of time. The most dramatic is, of course, the number of sales being made. Granted that most of these sales are in low-end, the fact that many people continue to buy indicates that they like what they hear and what friends have told them about their tape recorders.

There is money to be made selling tape recorders today. There very likely is even more money to be made selling tape recorders tomorrow to the young people who today can only afford an inexpensive unit.

Before he definitely makes up his mind about handling tape recorders, may we remind the appliance-home electronics dealer that many of the stores which today do an outstanding job in tape recorders also carry items such as TV and phonographs which he handles. Other types of stores which do a good job on tape recorders specialize in merchandise not handled by appliance-home electronics retailers but which can capture dollars that might otherwise have been spent for a new refrigerator or TV set. ■

THIS PORTABLE AD CAN PUT MONEY IN YOUR POCKET

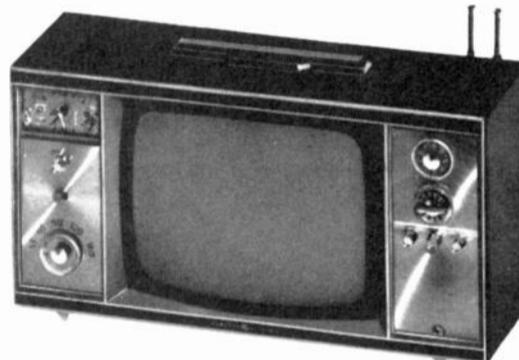
Clip it out. Carry it to your nearest G-E TV distributor and stock up on the only complete line of lightweight Personal TV sets—the sets that have made G.E. number one in portable* sales.



NEW 82-CHANNEL PERSONAL PORTABLE. Weighs 13½ pounds. Incorporates G.E.'s exclusive Tandem "82" tuning system and sealed beam picture tube. Model 111 A.



CLOCK-RADIO-TV. Perfect bedside personal set. Lulls you to sleep and wakes you up automatically to radio or TV. All-channel Tandem "82" tuner. Includes private earphone and jack. Model 181 AWD.



DELUXE PERSONAL PORTABLE. Equipped with private earphone jack and earphone. Die-cast chrome carrying handle. All-channel Tandem "82" tuning system. Choice of colors. Model 113 A.



NEW PLAY-ANYWHERE TRANSISTOR TV. Plays on house current, car current, boat current, on current from its optional battery pack. Weighs just 13 pounds. Includes free in-car adapter. Model TR 805 A.

NEW FREE SERVICE WARRANTY GOOD COAST TO COAST. Be sure to tell your customers about this sensational warranty. It means they can buy a TV from you, send it to a friend (or take it themselves) anywhere in the U.S.—with the assurance they'll get the same top service they'd get from you.

The General Electric Company warrants to the purchaser of each "A" Line General Electric Personal Portable Television Receiver** . . . free repair (including labor and parts) in the event of manufacturing defects occurring during the first ninety days from the date of original purchase, provided the receiver (including proof of the purchase date) is brought to and picked up from an Authorized General Electric Television Service Agency anywhere in the U.S.A.

*14" screen size or less.
**9" or 11" screen (diag. meas.) only.

GENERAL  ELECTRIC

ONLY FROM G.E.: THIS LIFETIME GUARANTEE ON THE ETCHED-CIRCUIT BOARD.

The General Electric Company guarantees the Etched-Circuit board to be free of manufacturing defects for the lifetime of the television receiver.

The General Electric Company will, at its option, repair any defects or accept claims for such repairs provided repairs are made by one of the following:

- General Electric Distributor
- Franchised General Electric Dealer
- Authorized Independent Service Agency



ONLY FROM G.E.: THIS NEW FREE SERVICE WARRANTY GOOD FROM COAST TO COAST.

This is the year no woman can resist you!

(that is if you're taking advantage of the tremendous
advertising support of the Kelvinator Originals)

Meet the new Kelvinator Originals

There are dozens of exciting Original refrigerators to choose from. And many matching or complementing ranges and dishwashers to complete the effect. Each is an authentic, handcrafted design to set the theme for your one-of-a-kind kitchen or to match your family's interests in the den or recreation room.

The rest of the Originals' beauty is the quality Kelvinator builds into every refrigerator: the regular models in white, copper and colors as well as these exciting new Originals.

For example, the Kelvinator No-Frost system is so efficient it keeps your refrigerator and freezer free of frost at a lower operating cost than other manufacturers' frostless refrigerators.

Then exclusive Trimwall construction gives you far more storage room than older models in the same kitchen space. That means you can replace an old 8-cubic foot refrigerator with a new Trimwall Original that gives you 16 cubic feet of refrigerator and freezer capacity.

Now look at the open Fordlrama. It's Trimwall and it gives you 22 cubic feet of storage, including a 307 lb. freezer, in only 41 inches of floor space. That means you'll shop less often, prepare better meals, save money by stocking up on "specials."

For our colorful booklet showing all the Originals, many beautiful room settings and a series of imaginative decorating ideas, mail 25¢ to Kelvinator Division, American Motors Corporation, Box 11, Detroit 8, Michigan. Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances.

(Personalized refrigerators by American Motors)

All New Trimwall Enclosures
All Originals Designed by American Motors Corporation, 1934

Ad appearing in Life, Look, Saturday Evening Post, Better Homes & Gardens, American Home, House Beautiful, House & Garden, Sunset, New Yorker, Key City Newspapers, Sunday Supplements

Be ready when full-color ad spectaculars attract the ladies to your store!

With 2- and 3-page color spectaculars, Kelvinator is launching the Originals with the biggest announcement campaign in its history! It starts in March and continues all through the big spring and summer selling months. With all of this advertising coming on top of the tremendous

publicity given the Originals, imagine the excitement and traffic it will create at retail. And all for the refrigerators with the best profit opportunity in the industry! You can be the host to this traffic in your area—if you act fast. Call your Kelvinator district manager now.

Kelvinator

Division of AMERICAN MOTORS CORPORATION, Detroit, Michigan 48232
Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances