

Special Report:

Mart magazine's Dealer Advisory Board probes  
**THE PEOPLE PROBLEM**

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

JUNE 1/68

# mart

A Buttenheim Publication

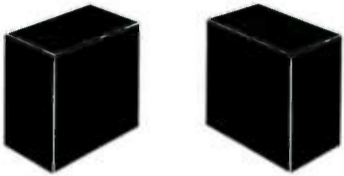
Advisory board members tour Sylvania's Smithfield, N.C., plant.



# you the selling edge:

## in console stereo

Introducing the new Admiral Bull Horn Sound System—greatest innovation in sound since stereo records!



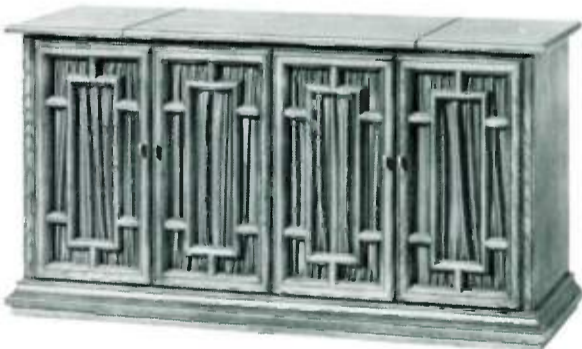
These two little black boxes will change the sound and size of stereo. And they're built right in the most beautiful cabinets you've ever seen! A sound so new, so revolutionary, Admiral has applied for a patent on the design.

These 48" wide fully-featured consoles can, for the first time, generate real bass right down to 30 cycles per second! High notes and mid-range tones balance with brilliance, too. And they retail for less than \$300!

There's nothing else in the \$200-\$450 range to touch these consoles for sound, styling, for size! Stock! Demonstrate! Listen to them sell for full retail profit!



The Ramsey. Model Y1951SA. Dramatic contemporary styling in warm Walnut veneer cabinetry. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



The Monaco. Model Y1958SA. Stately Mediterranean styling in genuine Pecan veneers. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



The Parisian. Model Y1959SA. French Provincial styling heightened by rich Cherry veneers. Solid state FM/AM FM Stereo radio and 20-watt amplifier.

## in portable sound

Sparkling new opportunity in the richer-than-ever teen market.

Stock these great-sounding, profit-priced teen entertainers. All are solid state. Order all now for big teen-market sales and profits!



The Playmate IV. Model RP608 portable phono-radio. Plays 33 $\frac{1}{3}$  and 45 RPM records and AM radio. Uses batteries or house current with optional AC adapter.



The Impresario. Model YF1361SA bookshelf stereo. Deep Profile 4-speaker system. Solid state FM/AM, FM Stereo chassis. Walnut cabinet. 4-speed changer.



Cassette-Corder. Model ACTR310 Admiral cassette tape recorder. Solid state 6-transistor chassis. Optional AC charger.

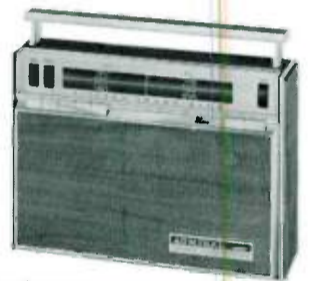
## in radios

Innovations in styling and sound give the selling edge to Admiral radios!

New styling. Beautiful wood finishes. Remarkable sound quality. And an elegant FM/AM, FM Stereo radio that's priced to move fast at full profit! From impulse-buying transistor to top quality FM stereo models, you can't stock and sell a better, more comprehensive radio line than Admiral!



The Concert Master. Model Y621RA. Solid state FM/AM, FM Stereo radio. Genuine Walnut veneers. Remote enclosures for thrilling FM stereo realism.



The Premier. Model YK367A. Finest power-tune solid state FM/AM portable in America. AFC. Built-in battery charger.



The Spinet. Model YC511RA. Solid state FM/AM clock radio. "Wake to Music" control. Illuminated clock face. AFC.

**Stock, sell and profit as never before!**

**Your Admiral distributor will show you the entire 1969 line with the selling edge. Call him today for exact dates of his Open House.**

**Admiral**  Mark of Quality

# Admiral® gives

## in color portables

Meet the only color portable line that offers the historic new 3-year Admiral warranty!



The Ashley, Model 8T116C 18" (diag.) color portable. Decorator stand included. Admiral Instant Play. Built-in dipole antenna.

Admiral is first to bring you a line of color portables with the industry's only 3-year picture tube warranty. Every Admiral Super-Bright bonded and etched, fully-shielded color tube is backed by the longest, strongest warranty ever offered. And this historic 3-year warranty applies to every Admiral color portable—from the least to our most expensive models. So order now. Stock now on the easiest-to-sell line of color portables ever!



The Blanford, Model 2T101C 20" (diag.) color portable. Admiral AFC and Instant Play. Walnut grained vinyl finish. Built-in dipole antenna.



The Courtney, Model 3T306C 23" (diag.) color. Matching wood base included. Tone control.

## in black and white TV

Reap the profits from impulse buying with the new Admiral Twin Playmates!

Stock both Admiral high volume Twin Playmates—9" (diag.) and 12" (diag.). Merchandise these sets in stacks where customers walk in . . . for big retail action. Maximum carry-in warranty, mini-priced to retail from \$75. Size for price, the Admiral Twin Playmates are hot impulse-buying items!



The Playmate, Model 9P14 9" (diag.) b&w portable. Only 9 lbs. light. Durable plastic cabinet. Admiral Instant Play.



The Personal Playmate, Model 1234P 12" (diag.) b&w portable. Durable plastic cabinet. Monopole antenna. Admiral Instant Play.

Show them what they've been missing . . . with the new 19" (diag.) Admiral Extended Screen portable!



The Cambridge, Model C1917P 19" (diag.) Extended Screen b&w portable. Admiral advanced Nova II chassis. Admiral Instant Play. Stand included.



A full 19" (diag.) wider, higher picture. Advanced Nova II chassis. More definition. More reliability. More sales and profits for you!

Cover your b&w market completely with 7 sizes—9", 12", 14", 16", 18", 19" and 20" (all diag.)—each packed with a two-fisted profit wallop!

Don't pass up this opportunity in black and white — show and sell Admiral Console TV



The Concord, Model M2225L-22" (diag.) b&w console. Admiral Instant Play. Nova II chassis. All-new Admiral unitized channel selectors.

Announcing the Leadership Line for 1969!

# Admiral®

Featuring the unsurpassed quality of the new Admiral Color TV line with the longest, strongest picture tube warranty in the industry!



The Maplecrest. Model 2L135 20" (diag.) Early American style Maple grained finish. Admiral AFC and Instant Play. Tone control.



The Acadia. Model 3L378 23" (diag.) Mediterranean style Pecan grained finish console. Admiral AFC and Instant Play. Tone control.



The Crestwood. Model 3LS361 23" (diag.) Contemporary style Walnut grained finish console. Includes Admiral Sonar Remote Control, Admiral AFC and Instant Play. Tone control.



The Bordeaux. Model 3ST367 23" (diag.) French Provincial Genuine Cherry veneer stereo theatre. Admiral AFC and Instant Play. Solid state FM/AM, FM Stereo radio and amplifiers. Separate bass, treble and loudness controls, eight speakers.

**Admiral gives you the selling edge with lower color TV prices for high volume selling at full profit margins!**

What an edge! An unprecedented 3-year warranty on color picture tubes—an Admiral exclusive. Across-the-board new styling. And set pricing so competitive it allows you to sell for less and retain full retail profit margin! That's the Admiral selling edge! Use it to make more color TV sales this year.

Compare warranties. Some other manufacturers have extended picture tube warranties. But nobody—not even the other two leaders, RCA and Zenith—delivers like Admiral with three full years on the tube. That means Admiral protects you fully during the critical third year of set ownership. That's very important if you hold your own financing paper.

Admiral's new 1969 TV line is completely restyled. Bold new contemporaries. Warm new Early Americans. Stunning Mediterraneans. Elegant Provincials. All crafted from lustrous hardwoods.

Fully featured, too. Admiral AFC tunes over a broader range, brings in a perfect color signal at the flick of a switch. Admiral Instant Play snaps sound on instantly, vivid color picture in seconds. Full-function 7-button Sonar Remote Control available with many models. Feature for feature, model for model, Admiral gives you a better selling edge in 1969! Want to see why? Turn the page!

**Three-year Admiral warranty on color picture tubes**

Picture tube warranted to original owner to be free from defects for three years. Admiral will supply a replacement tube in exchange for the defective tube. Service and installation costs to be paid by owner. Warranty not effective unless registration card mailed within three days after delivery. Not transferable. All other tube warranties negated.



Sonar full-function 7-button Remote Control, available with many models. Turns set on and off, adjusts color intensity, tint, changes channels and adjusts volume.



**mart**



**Cover:** Shown, left to right, are: Ezra ("Zeke") Landres, Certified TV & Appliance Co., Inc., Norfolk, Va.; Lloyd C. Bell, Felder-Bell, Inc., West Palm Beach, Fla.; Julius Ventura, Joerndt & Ventura, Kenosha, Wis.; Louis Del Padre, Del Padre Music Shops — Appliances, Springfield, Mass.; B.J. Green, Green Radio Sales & Service, Kalamazoo, Mich.; Sam Gordon, Sam Gordon's Appliance Supermarkets, Madison, N.J.; Carl O. Hagstrom, General Appliance Co., San Francisco, Cal.; Wolf L. Lansing, Downing's, Inc., Denver, Colo. In the background is William Hoard, Sylvania sales manager, distributor markets.

These dealers visiting the Smithfield, N.C., Sylvania plant were among those at the four-day meeting of the Mart magazine Dealer Advisory Board co-hosted by Sylvania Entertainment Products in High Point, N. C. Their wide-ranging discussion of "the people problem" and its many facets is covered, beginning on page 11.

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

June 1/1968

**mart**

# contents june 1/68

## news

Mart news and analysis 7  
Industry briefs 9

## business

The Mart index 25

## THE PEOPLE PROBLEM

Dealer advisory board discussions 11  
The dealer's search for better service 12  
The dealer's role in the urban crisis 19  
The dealer's search for crime control 21  
The dealer's search for sales personnel 23

## electric housewares

Electric housewares and floor care news 26

## people

Room at the top 28

Mart magazine, including Electrical Dealer, June 1, 1968, Vol. 12, No. 10, © Buttenheim Publishing Corporation 1968. All rights reserved. Buttenheim Publishing Corporation, 757 Third Ave., New York, N.Y. 10017. Controlled circulation postage paid at Waseca, Minnesota. Subscription rates: United States \$10 per year; Canada and Foreign \$20 per year. Published on the 1st and 15th of every month.

### mart magazine

Dixon Scott ..... Publisher  
John F. Adams ..... Editor  
Ken Lilienthal ..... Executive Editor  
Walter H. Hogan ..... Managing Editor  
Jon Twichell ..... Eastern Editor  
Milton Gussow ..... Midwest Editor  
Walter R. Browder .. West Coast Editor  
Marie Casalini ..... Editorial Assistant  
Richard E. Snyder ... Economics Editor  
Arnold Shindler ... Production Manager  
Elmer Dalton .... Circulation Director  
Gertrude E. Bauer ..Circulation Manager  
  
Donald V. Buttenheim ..... President  
Edgar M. Buttenheim  
..... Executive Vice Pres.  
George E. Carney ..Vice Pres., Finance

### dealer advisory board

Lester M. Bachmann Polk Brothers, Inc., Chicago Ill., Pop. 3,550,044  
Carl Barlow Alhambra Appliance Co., Tulsa, Okla., Pop. 413,018  
Lloyd C. Bell Felder-Bell, Inc., West Palm Beach, Fla., Pop. 224,537  
Sidney A. Cooper Silo, Inc., Philadelphia, Pa., Pop. 2,002,512  
Louis L. Del Padre Del Padre Music Shops-Appliances, Springfield, Mass., Pop. 174,463  
William J. Denels Denels Music Shops, Hollywood, Cal., Los Angeles, Pop. 2,479,015  
Sam Gordon Sam Gordon's Appliance Supermarkets, Madison, N.J., Pop. 15,122  
B. J. Green Green Radio Sales & Service, Kalamazoo, Mich., Pop. 82,089  
Carl O. Hagstrom General Appliance Co., San Francisco, Cal., Pop. 742,855  
Lawrence S. Kelley Harold Kelley's, Inc., Portland, Ore., Pop. 372,676  
Ezra Landres Certified TV & Appliance Co., Inc., Norfolk Va., Pop. 305,872  
Wolf L. Lansing Downing's, Inc., Denver, Colo., Pop. 493,887  
J. C. Mauldin Mauldin's, Columbus, Miss., Pop. 24,771  
Sid Omansky Sid's Home Entertainment & Appliance Centers, Tucson, Ariz., Pop. 212,892  
Dan Rabin Rabin's Appliance & Furniture Corp., Hammond, Ind., Pop. 111,698  
Julius Ventura Joerndt & Ventura, Kenosha, Wis., Pop. 67,899  
Samuel S. Wurtzel Wards Co., Inc., Richmond, Va., Pop. 219,958

### sales offices

New York, N. Y. 10017: 757 Third Ave. PLaza 2-8600  
George Miller, Marketing Manager; Edward J. Lohan  
Chicago, Ill. 60606: 400 West Madison St. Financial 6-4611  
William Stroben, Midwest Sales Manager; Alan C. Rose  
Cleveland, O. 44114: 1814 Superior Bldg CHerry-1-1755  
Los Angeles, Cal. 90029: 835 North Western Ave 213-466-2104 Richard E. Murphy  
Japan: 129 Gotanda 1-chome, Shinagawa-ku Tokyo  
442-7231 H. Hirayama, Dempa Publications, Inc  
Cable address: BUTTPUB NEW YORK

#### ASSOCIATED BUTTENHEIM PUBLICATIONS

The American City	Municipal Engineer	OFFICIALS of BRITISH Empire	AMERICAN SCHOOL of UNIVERSITY
Engineering Construction World	Contractor	Member of Plumbing Heating & Air Conditioning	INDUSTRIAL BULLETIN
ABP	Member, Business Publications Audit of Circulation, Inc.	American Business Press, Inc.	BPA

# TOSHIBA INVITES YOU TO PORTABLE PEOPLE LAND

Consumer  
Electronics Show  
June 23

**Mr. Dealer,** take a trip to the land of the big spender . . . the quick buyer.  
It's Portable People Land! And Toshiba dealers own it!

See all the great new ones from Toshiba. 44 . . . count 'em . . .  
44 new portables with the internationally famous Toshiba quality.

See a line of new Color portables that flunk the famous  
balloon test, again.

New Color tube. New Slide Rule Color Tint Control. There's  
nothing like it! The most detailed, sharpest, brightest color  
picture you've ever seen. Yours exclusively from Toshiba.

See the new 38 pound Color portable.

See the new 117 sq. in. Color beauty that's a fast-acting aspirin for your  
service hangovers.

See, hear the amazing new Fasib 400 speaker . . . a real breakthru . . .  
compactness with console-sound quality.

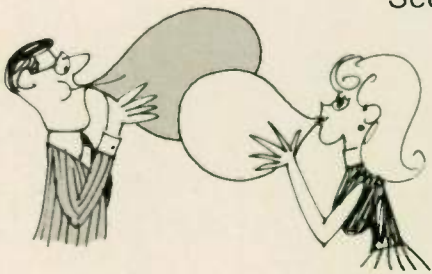
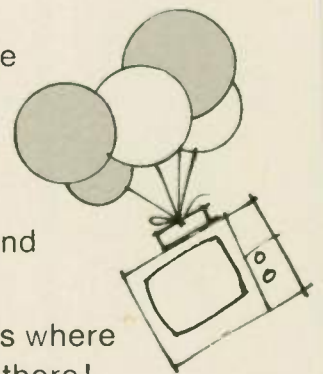
See the best performing line of radios, tapes including cassettes, in the  
world of the portable people.

Even the new line of transceivers is so strikingly different you'll  
flip. More breakthrus in styling.

Hear Toshiba talk to the portable people in sensational new national and  
local-impact advertising. Again you've never seen anything like it.

Don't dare miss Toshiba at the C.E.S. Show, Americana Hotel. There's where  
you'll learn the big-buck language of Portable People Land! See you there!

P.S. See 10 of the most beautiful girls in  
the world. They'll be your guides thru  
Toshiba's Portable People Land,  
Americana Hotel.



**Toshiba**®

THE INTERNATIONAL ONE

For Motorola color TV: two new solid state devices —  
a high voltage rectifier and a remote control system . . .

Wollensak stereo tape recorders boast "breakthroughs" . . .

RCA: the red and the black of it.

# mart news & analysis

## Two new solid-state developments set for Motorola color line

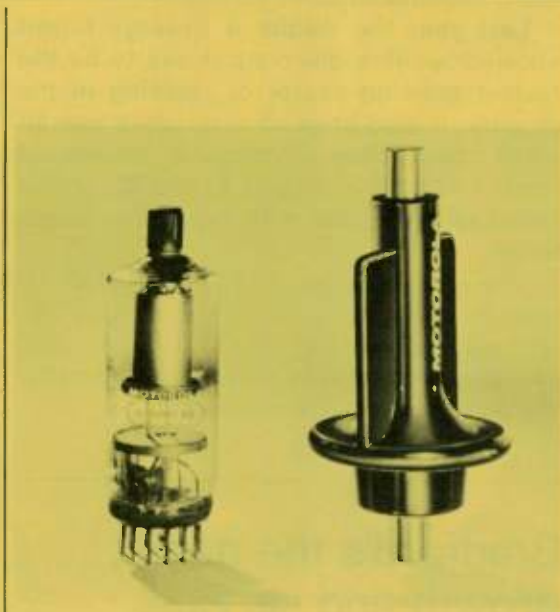
A solid-state high voltage rectifier and a solid-state remote control function, with a yet-to-be-announced additional number of control functions, were announced to the press last month in New York City by officials of Motorola Inc. Both developments will be employed in selected models of the company's 1969 color TV line to be introduced in mid-June.

According to a company spokesman, the new solid-state high voltage rectifier does remove one possible area of radiation hazards from sets in which it is employed, but Motorola does not plan to make any claims concerning radiation.

The high-voltage module can be incorporated in the modular chassis of Motorola's all-transistor "Quasar" set which was introduced in 1967. The remote control system can also be adapted to 1967 models, but modification of the set would be required.

The only vacuum tube in current "Quasar" models is the high-voltage rectifier which now can be eliminated through use of the solid-state device, Richard A. Kraft, product manager for color television, noted. "With this solid state device," he said, "the fragile glass rectifier receiving tube, with heater assembly which will deteriorate and eventually fail, can be eliminated in favor of the semi-conductor device which offers: (1) no heater to burn out, (2) improved efficiency with more high-voltage power available to the picture tube for a bright picture, and (3) instant warm-up, fully complementing the instant warm-up characteristics of other semi-conductor devices in the chassis, providing instant sound and instant picture."

Motorola believes it has eliminated problems caused in existing remote controls by the mechanical coupling of a potentiometer to a small D. C. motor whose life often has been less than adequate and whose operation has tended to be noisy, Kraft stated. The new solid-state system employs a "memory module" which makes possible continuously variable function adjustment with the ability to stop and hold at any desired setting. The "memory" per-



Solid-state, high-voltage rectifier (right), replaces vacuum tube high voltage rectifier (left), in Motorola 1969 color television line.

mits holding or storing the setting electrically.

Price of the new remote control system is expected to be about the same as the existing system which adds about \$100 to the cost of a color TV receiver. Increased volume is expected to "balance out" costs of the new high voltage rectifier so that there will be no increase in the price of "Quasar" sets due to this component, it was said.

According to a spokesman, "Quasar" receivers have accounted for between 40 and 50 per cent of all color TV production by Motorola during the past three months.

## RX for X-rays: service man, check that voltage!

After initial reports in some markets of a drop in color TV sales due possibly to X-ray radiation fears, color TV sales are presently at a solid level. Factory sales are running 13 per cent ahead of 1967 for the year to date, and the most recent week saw a 26 per cent increase, according to the Electronics Industries Ass'n.

However, the radiation problem is not over. Three separate radiation bills are now before Congress, and Crusader Ralph Nader is directing his fire towards the radiation problem. Industry figures have warned of a "snowball" effect,

where continued publicity on Congressional action will accumulate in the consumer's mind.

What's the RX if you as a dealer run into X-ray problems? It lies in your service department. An EIA spokesman states, "We advocate dealers to warn their service men not to turn up set voltage. We feel 75 to 95 per cent of the problem of above-limit radiation is caused by service men turning up the voltage to brighten the picture.

"For instance, of the 1,200 sets checked by the Public Health Service in the greater Washington area, 66 had above-limit radiation. All were corrected by returning the voltage to normal."

A leading distributor concurs. "We sell 100,000 pieces a year, and I feel factory sets are a minor part of the problem. Most of the problem is in service, with service men boosting voltage as the picture tubes start to get old. Radiation in this case is just a reflection of the overall service crisis, which is the most important single item in this industry today."

## It's the little things (really) that make a university great

Cornell University has uncovered still another problem caused by women, one that is entirely of their own making. And, the noted school proposes that somebody do something about it.

Cornell researchers discovered — after goodness knows how much in-depth research, complete with time-and-motion studies — that a short woman would be able to work more comfortably in a kitchen that contained work surfaces more suitable to her height than the present 36-inch standard.

Conversely, for a tall woman, Cornell reveals, some of the counters should be raised.

The Cornell group (its College of Household Economics & Management) noted — in case no one ever thought of it before — that kitchens in which there were different-height cabinets and work tops would help the nation's housewives

# news & analysis

more comfortably to perform their daily grinds.

**Cornell also created prototypes** of adjustable-height tables, presumably to help make crystal clear just what was being proposed.

The various "ideas" were presented to a group of kitchen equipment and product designers at a two-day seminar on the Cornell campus at Ithaca, N.Y. **The seminar was requested** and sponsored by the American Institute of Kitchen Dealers, for the benefit of manufacturer associate members.

So don't blame Cornell.

## Wollensak tape units will boast number of design "breakthroughs"

Major advances in tape recorder electronics and sound are claimed for a new three-model Wollensak line of reel-to-reel stereo units which will be introduced by the 3M Co. at the Consumer Electronics Show in New York City, June 23-28.

**A stereo cassette recorder incorporating the technical advances found in the reel-to-reel units also will be shown. The cassette produces "audibly better sound than any stereo cassette available today,"** says D.H. Boyd, general sales manager, 3M-Wollensak products.

Retail prices have not been set, but will be in the "popular price range."

The electronic, sound and design engineers of the company's Mincom division," says Boyd, "have achieved a number of breakthroughs in tape transport and loudspeaker design to achieve the goal which they set for themselves about four years ago — to develop a popular-priced home stereo recorder which approximates professional standards."

In addition, he says, the engineers have incorporated ease and simplicity of operation, reliability, precision manufacturing and consumer-tested styling into the new recorders.

"We will be able to guarantee 100 per cent improvement in wow and flutter over any existing machine in its price class, and a signal-to-noise ratio in excess of 50 db," Boyd adds.

## Annual retail census to cover 40,000 outlets

What is purported to be the "largest privately conducted examination of the nation's retail marketplace" is now underway. More than 40,000 retail and service

outlets of all types will be "personally contacted" by Audits & Surveys Inc. for the research firm's 15th Annual National Sample Census of Retail Distribution. The firm notes that only the business census of the U.S. Bureau of the Census is more complete.

Information is compiled on the total number and type of retail stores and the distribution patterns of hundreds of consumer products based on city size, type of store and annual sales volume.

**Last year the Audits & Surveys report showed full-line discount stores to be the fastest growing sector of retailing in the country. It also showed that, while overall retail population increased somewhat (from 1,733,300 stores to 1,736,990), it had failed to keep pace with expanding population.**

The study utilizes a national probability sample and is designed to show how widely a particular brand in a specific product category, as well as competitive brands, are distributed at the retail level.

## Bradford's the name; growth and service, Grant's game

From variety stores to junior department store chain and now, to a full-line hard goods operation in every new unit.

That's W.T. Grant Co.'s growth formula, culminating this year with plans to put its own-brand Bradford lines of appliances and television in each of the 50 stores it opens in 1968.

**Appliances and home entertainment items are the fastest-growing portion of Grant's business, accounting for five per cent of sales, new president Richard W. Mayer told annual meeting-goers.**

He had other good news for stockholders, too: Grant hit a record \$1 billion in sales for the 12 months ended April 30.

**Further proof of Grant's growing commitment to appliances and TV is the fact that each of the 350 Grant stores that are currently selling these items will soon be servicing them, as well. Currently, only 160 of these units handle their own service operations.**

## Whirlpool Corp. marks its two-millionth refer with ice-maker

One way a manufacturer can commemorate its production of two-million units of a special type (in this case, ice maker-equipped refrigerators) is to introduce a new model and tag it with an especially attractive retail price.

That's what Whirlpool Corp. did. The

new unit is the Model EST-15PM, the firm's first 15.1-cu.-ft. model having a top freezer. Packed into each one is a 14-piece mixing bowl set, a gift to the purchaser. Its advertised price will be \$299.88.

Peter Prussing, general manager, sales, refrigeration department, in announcing the new model said that, "... we produced one-million refrigerators with automatic ice-makers in the first eight years, and now, just two years later, we have produced the second million. Further, we are anticipating producing the third-millionth in the next year."

The new refrigerator will be advertised in the June 25 issue of "American Home," the June 28 issue of "Ladies' Home Journal," the July 2 issue of "Life" and the July 9 issue of "Look."

## The red and the black: RCA's Sarnoff reports profits, also program for unemployed

RCA — sporting a vivid red color on its trucks and packaging as well as its new trademark — had a definite "in the black" report for its 49th annual meeting of shareholders held May 7 in Clowes Memorial Hall on the campus of Butler University in Indianapolis, base of the company's "important consumer electronics activities." And it also showed what a difference 49 years can make.

Said David Sarnoff, chairman of the board of Radio Corporation of America: "At the first annual meeting in New York 50 shareholders were present out of a total of 34,000. Then we had one service — communications — and our total volume of business was \$2 million, with profits at zero. Today our shareholders number more than 330,000, making RCA the ninth most widely owned corporation in the country."

Said Robert W. Sarnoff, president and chief executive officer of RCA: "We meet against a background of record achievement. In 1967, RCA's total sales for the first time exceeded \$3 billion [outpacing by three years the firm's announced expectation of hitting that mark by 1970]. Earnings of \$147.5 million reached an all-time high."

Predicting a continuing pattern of vigorous advance in the years ahead, Sarnoff said, "For 1968 as a whole, assuming a reasonable degree of economic stability, we look with confidence to an eighth consecutive year of record volume and profits."

And the company which is one of the "haves" is firmly interested in helping the "have nots."

**"To me it is very plain that a publicly held enterprise cannot afford to ignore social problems that could engulf or even destroy it,"** said Sarnoff in reporting that RCA has initiated special programs to hire and train hard-core unemployed in two major cities. He said that several hundred so-called unemployables, school drop-outs with spotty work records, were given intensive on-the-job training and are now productive employes of the company in Boston and New York. Sarnoff added: "We plan to step up these efforts in the cities where we operate." RCA operates 32 plants throughout the United States.



# industry briefs

## BSR (USA) Ltd. opens midwest office

BSR (USA) Ltd. has opened a midwest regional office in Park Ridge, Ill., just outside of Chicago, reports John H. Hollands, vice president and general manager of the firm. William McDaid, BSR midwest regional manager, will be in charge. McDaid will also coordinate sales for the BSR McDonald Div. and Distributor Products Division with the sales representatives in his area. His address is: *BSR (USA) Ltd., G.M.C. Bldg., 800 Busse Highway, Park Ridge, Ill. 60068.*

## U.S. electronics exports reach \$1.5 billion in '67

Exports of United States-made electronic products last year reached \$1.5 billion, a 24 per cent increase over those of 1966, reports the U.S. Department of Commerce. The *growth rate of electronic imports* showed a sharp decline — from 47 per cent in 1966 to 11 per cent last year. Imports in 1967 were \$801.3 million, compared with \$721 million the previous year.

Shipments of radio and TV broadcast transmitters and audio equipment; radio and microwave communications systems and equipment (with parts and accessories); and electronic computers, parts and accessories, accounted for 54 per cent of total exports. Reflecting lower sales to Canada, Mexico and Ireland, TV receivers and chassis shipments dropped 13 per cent, from \$40 million to \$34.8 million in 1967.

## Winning merchants



*Evelyn and Frank Riha, owners of Western Beverly Plumbing and Heating, Los Angeles, are awarded \$50 U.S. Savings Bond, first prize in General Electric range "Banner Display Campaign" sponsored by General Electric Co. of Southern California. GE Sales Counselor Charles Whitney (left) presents prize in front of winning window display.*

## General Instrument expands CATV holdings

General Instrument Corp. has announced a major expansion of its

CATV holdings through the acquisition of systems and franchises to serve a total potential of 95,000 homes in 21 communities in Texas, New York, Virginia, and Kentucky.

General Instrument, through its wholly-owned subsidiary, The Jerrold Corp., is said to be the nation's largest CATV equipment manufacturer and a leading systems operator. The acquisitions bring the total

number of CATV systems (either in operation or under construction) which are owned in whole or part by General Instrument to 25, serving about 102,000 subscribers in 70 communities, with a total potential of 255,000 subscribers to the service.

According to Martin H. Benedek, board chairman of General Instrument, "The Texas and New York acquisitions . . . involve for the most part existing CATV properties which either never have begun service or have operated on a limited basis. The Virginia and Kentucky franchises grant us rights to construct and operate completely new CATV systems."

## NATM elects officers; Norman Cohen president

The National Appliance & Television Merchandisers at its recent convention in Chicago elected the following officers for a period of two years: Norman Cohen, president; Sterling Margolis, vice president; Joseph Rothbard, treasurer; and Jack Luskin, secretary.

Cohen is vice president of Lechmere Sales, Boston; Margolis is president of Rex Radio, Dayton; Rothbard is president of Mart Stores, Indianapolis; and Luskin is president of Luskin's, Baltimore.

Cohen announced a new high in membership of 66 stores.



# CONSUMER ELECTRONICS SHOW

NEW YORK CITY

JUNE 23 thru 26, 1968, AMERICANA, NEW YORK HILTON, WARWICK HOTELS

Introducing the Industry's 1969 television, radios, phonographs, audio components, tape equipment & accessories.



the annual meeting place for the people and products of the industry

### PREVIEW THE PRODUCTS

Presenting virtually the entire Industry's new lines of merchandise . . . Over 150 exhibitors . . . featuring over 15,000 products.

### MEET THE PEOPLE

Over 20,000 of the nation's retailers, distributors, manufacturers and importers, industry allies, press representatives and government officials will attend the 1968 Show.

### Highlights of Consumer Electronics Week

- ANNUAL ALL-INDUSTRY BANQUET
- GOVERNMENT-INDUSTRY SYMPOSIUM
- RETAIL-MERCHANDISING SEMINARS
- TAPE EQUIPMENT CONFERENCE



### Show hours

Sun. June 23rd . . . . . 12:00 Noon - 6:00 p.m.  
 Mon. June 24th . . . . . 10:00 a.m. - 6:00 p.m.  
 Tue. June 25th . . . . . 10:00 a.m. - 9:00 p.m.  
 Wed. June 26th . . . . . 10:00 a.m. - 9:00 p.m.

Register today! Send for your FREE BADGE OF ADMISSION

#### ADVANCE REGISTRATION

20

Present this card to Registration Desks for admission badge or register in advance by mailing this card, properly filled in, to the address below before June 15 and your admission badge will be mailed to you. The badge will admit you to the show at all times and no further registration will be necessary. There is no registration fee. Don't stand in line. Register now.

Check below if you wish us to make hotel reservations.

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Type of Business \_\_\_\_\_

Please check below the classification of your business

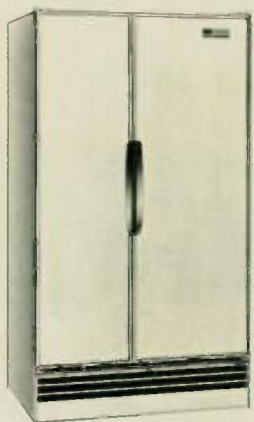
- RETAILER       DEPT. CHAIN STORE BUYER       DISTRIBUTOR  
 MANUFACTURER'S REPRESENTATIVE       MANUFACTURER  
 OTHER \_\_\_\_\_       Please send us your hotel reservation blank.

CONSUMER ELECTRONICS SHOW, 331 MADISON AVE., NEW YORK, N.Y. 10017

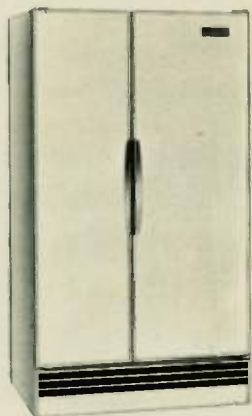
BY AND FOR THE INDUSTRY

PRODUCED AND SPONSORED BY  
 CONSUMER PRODUCTS DIVISION  
 ELECTRONIC INDUSTRIES ASSOCIATION

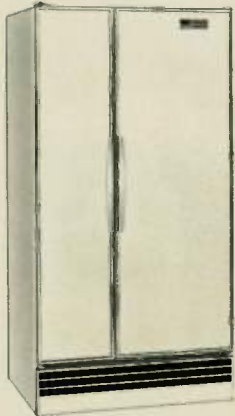
# When you put our side-by-sides side-by-side,



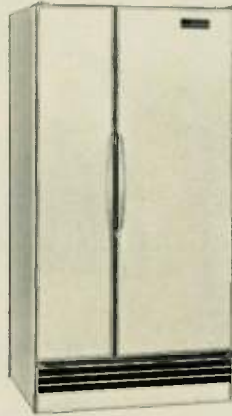
ESD21MM—21.2 cu. ft.



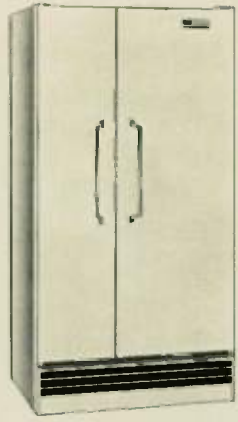
ESD21I—21.2 cu. ft.



ESD19MM—19.4 cu. ft.



ESD19I—19.4 cu. ft.



ESD19J—19.4 cu. ft.

## they won't cover your floor.

## Just your market.



Exclusive IceMagic automatic ice maker puts a reliable, efficient "ice factory" at your fingertips.

In the sizes most people want, Whirlpool offers side-by-side models for all segments of the market and the needs of every prospect.

There's a 19 cu. ft. twin you can advertise at a low price to pull in traffic, Imperial Connoisseur\* models attractively priced to sell in volume, and side-by-side Mark models that have everything including the IceMagic\* automatic ice maker.

Whirlpool has produced over 2 million automatic ice makers. It took nearly eight years to sell our first million, but in just the last two years we sold the second million. Obviously home owners are accepting IceMagic as THE automatic ice maker . . . the tried and proved one.

Whirlpool also gives you other customer appreciated features. All Whirlpool side-by-sides are No-Frost to eliminate messy defrost-

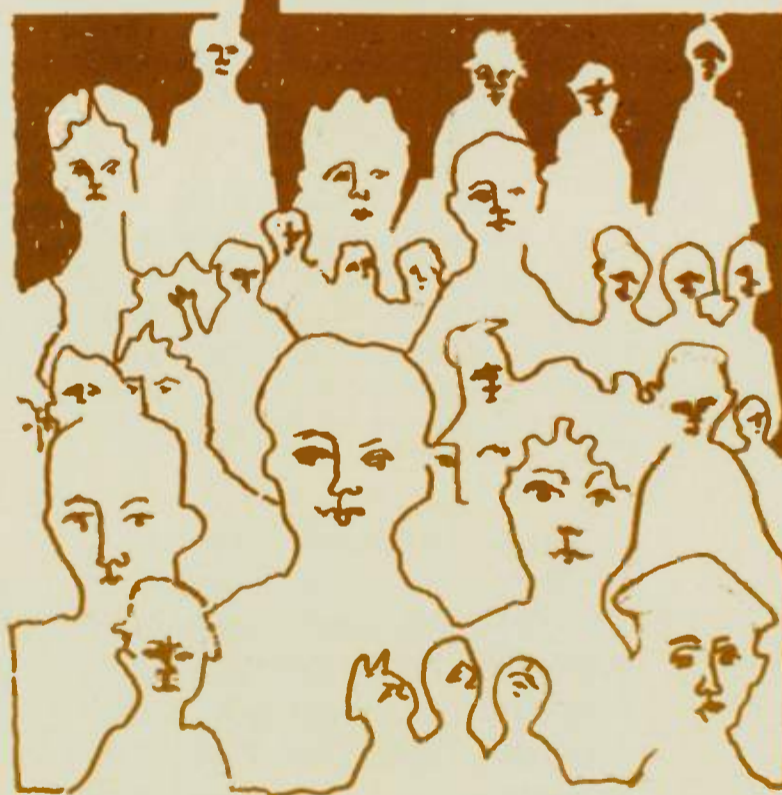
ing. Changeable hinges on most models let doors open from right, left, outside or center. Most have wheels for easy moving; cantilever, adjustable shelves that can be relocated to suit changing storage needs. Even door shelves are adjustable on Mark models. And, for special styling touches, front panels of any 1/4" material can be inserted into trim frames on Mark models.

So who needs a big inventory for broad market coverage in side-by-sides? Not you, if you sell Whirlpool, the line that's easier to sell than sell against. See your Whirlpool distributor today.

\*Tmk.

  
**Whirlpool**  
CORPORATION

# The People Problem



Until the day that robots controlled by robots rule the earth, society's problems will always involve people.

People have always had problems, of course, but most times in the past a sizable portion of the population could remain physically detached from a particular situation that involved others in a far away land or a distant city.

And even though "urban crisis" and "crime" are not brand new words to our vocabulary, they have greater impact when heard today because of the greater number of citizens who have viewed skies blackened by part of their community ablaze or who have more direct knowl-

edge of someone who has been a victim of crime.

And in the case of our own industries, dealers as always continue to look for salesmen and service men with the added knowledge that the young people who potentially are the salesmen and service men of tomorrow are in many cases not motivated by the same forces that motivated their

fathers.

And in the year 1968, the editors of **Mart** magazine believe the problems besetting the nation, communities, and business can most accurately be termed "The People Problem," not only because they involve great numbers who are seeking social justice or safety for them-

selves or loved ones or individuals to enable them to continue to run their businesses, but because their solution calls for the participation of all peoples in this land.

And in its seventh year of existence, the **Mart** magazine Dealer Advisory Board sat down to give its best thinking to finding a solution to "The People Problem."

This issue is a report on that meeting.

# The People Problem



# The dealer's search for **BETTER SERVICE**

Dealer Advisory Board members tailor their approaches with an eye on customer needs, efficiency, and profit from total business.

**W**hether a dealer should offer his own product service or rely on service provided by the factory or an independent organization depends on individual circumstances is the conclusion drawn from a discussion of the "service problem" by members of the **Mart** magazine Dealer Advisory Board during a recent meeting in High Point, N.C.

A majority of board members do offer their own service, and one who had given it up is getting back into it. Some board members find factory service or independent service organizations provide certain advantages over providing their own repair, while others say they are compelled to use outside servicing because of unavailability of personnel.

The **Mart** Magazine Dealer Advisory Board was formed in 1961 to provide the editors with a cross-section of opinion on problems of vital interest to retailers. The board also suggests editorial topics that it believes would be of interest to appliance-home electronics retailers throughout the U.S.

The board is comprised of 17 dealers from markets of varying sizes.

In its discussion of the "service problem," the board not only debated the pros and cons of various forms of appliance and home electronics servicing but also touched upon service costs and service man compensation and incentive.

The theme of the session on service was "Is There A Solution To The Service Problem?" Discussion leaders were B.J. Green, Green Radio Sales & Service, Kalamazoo, Mich., and Carl Barlow, Alhambra Appliance Co., Tulsa, Okla. Following are some of the arguments in defense of or against different approaches to servicing as extracted from the Dealer Advisory Board discussion:

## For Dealer Servicing

**B.J. Green, Green Radio Sales & Service, Kalamazoo, Mich.:** "I am a firm believer that the only way the independents will survive in the TV and appliance business is to have their own service . . . Factory service and service centers have to charge

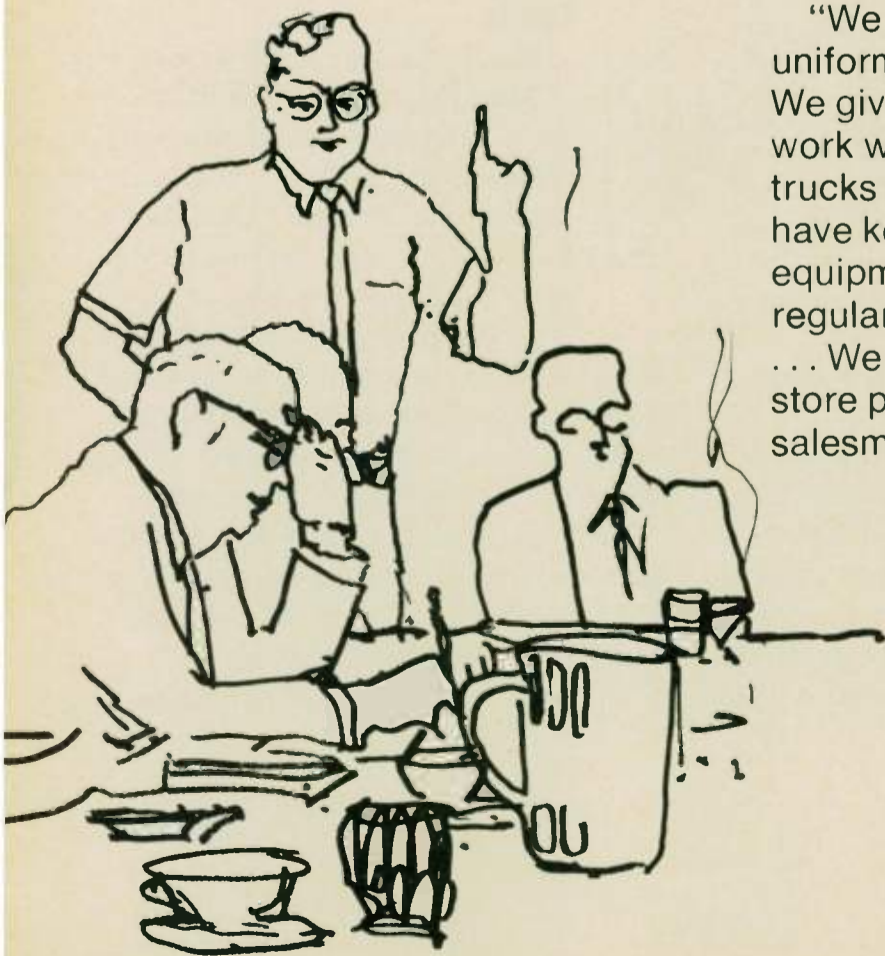
more for service because it's the only business they are in, and the customer today, I believe, wants to deal with the dealer he purchases his product from."

**Ezra Landres, Certified TV & Appliance Co., Inc., Norfolk, Va.:** "Without your own service, you don't have anything to offer a customer that they can't get in any other store if they sell the same merchandise. . . . If someone can come up with a different way to retailing, the customer would benefit from doing business with them . . . Why are we treating it (the service department) as a leprosy that we want to get rid of and turn over to somebody else? . . . If the thing that we sell the customer is belief in our store and the fact they can't get anything from a competitor they can't get from us . . . then aren't we turning our backs on one of the most important parts of our business?"

**Wolf L. Lansing, Downing's, Inc., Denver, Colo.:** "Recently, we felt that we had to go back to our own service . . . Let's say (name of manufacturer) has their own factory service. So who do they have this

"We have put our men into uniforms. We provide them all . . . We give them good equipment to work with, not some rundown trucks or test equipment . . . We have kept up with changes in test equipment . . . We pay them their regular salaries to go to school . . . We try to include them in our store promotions, just like the salesmen." —B. J. Green, Kalamazoo, Mich.

"Our service men's raises are based on their productive time . . . They understand they must make a profit for us and that we keep records and we have had a few men who just couldn't produce to earn their pay, and we had to reduce it . . . Once you sit down with them and explain to them what they have to do and this is why and this is what it costs you, you would be surprised at what you can get out of them. We have increased the productivity of 80 per cent of the people who work for us." — Ezra Landres, Norfolk, Va.



for? Not for us as independents. They have it for the Blue Goose, for Kay Mart. They have it for all these different people so that they can franchise just about everybody they wish, ruthless as can be . . . it has reached the point where we no longer have anything outstanding to sell except merchandise, with maybe another \$5 off the same model that someone else has. We have taken our first step with one of the finest electronic companies in which we have bought an interest. We overcame the problems of hiring, training, etc."

**Lloyd C. Bell, Felder-Bell, Inc., West Palm Beach, Fla.:** "I have to have some good reason for people to come to my store, and if I don't have my own service the best service, I don't know why they would come to me."

**Carl Barlow, Alhambra Appliance Co., Tulsa, Okla.:** "It's this simple. If Mrs. Jones has a TV or washer that is broken down, she has a problem, and her problem is the basis of our existence as an independent appliance dealer . . . Try to get the men efficient, so you can pay them more per hour . . . In the fall we don't care if we pay a TV man time-and-a-half, if he has got the calls and he is a good man, you are

"We send a follow-up double card, asking if the service was satisfactory, and whether the man left the premises in order. We also ask for suggestions . . . We create a lot of good will that way, and we also get a lot of excellent suggestions." — Lloyd C. Bell, West Palm Beach, Fla.



still all right . . . in the winter time, the air conditioning men know we won't lay them off . . . maybe an air conditioning man is good on a dishwasher . . . I think availability of men is bad in all markets, but your availability of service men depends on how good a department you run."

### For Factory Service

**Sam Gordon, Sam Gordon's Appliance Supermarkets, Madison, N.J.:** "If you are in a semi-metropolitan area where you do have good central service, there is one thing that you should not be afraid of and that is that you are giving the personality of your company away by utilizing that central service. We sell on an entirely different basis. We guarantee complete satisfaction or replacement of any major appliance we sell within one full year, TV and stereo, 90 days. This is on every contract. It's costly, because it requires a lot of your personal time, if you want to call it that, but that personal time, whether you are training service men or whether you are taking care of your customer's problems amounts to the same thing. When Mrs. Jones buys a washing machine from Sam

Gordon's store, she gets her contract for her guarantee through the mail with a letter from Sam Gordon, thanking her for her purchase, giving her the company phone number that she can call for central service and also our service number . . . We suggest that she stay with us, that she call us about her problems because we will be obligated to keep her happy so that we can get her business in the future."

### For Independent Service

**Lawrence S. Kelley, Harold Kelley's, Inc., Portland, Ore.:** "We had our own service department in both appliances and TV for many, many years, and we are now farming out the service . . . We service through Electromatics which has 24 radio-dispatched trucks, and they have got all the parts in the world there . . . For us it seems to work out better. People don't have to wait. There are a lot of things you don't have control over, but these can happen with your own men . . . Where they used to make three or four models in the TV and appliance business, now they make 30 or 40, and we can't seem to have enough parts on hand to properly take

"The rate of pay of a service man has nothing to do with profitability and efficiency of the department. I can operate a service department or anyone else can operate a service department with a \$4 an hour man or a \$2 an hour man or a \$6 an hour man. It's a matter of how you figure what you will charge for your service . . . I think we would change our idea of service entirely, what we are paying our service men, if we changed our sales department to a straight hourly fee for salesmen." — Carl Barlow, Tulsa, Okla.



## EIA director speaks



The service man shortage problem was tackled directly by Richard Tinnell, director of education and training, Consumer Products Div., Electronics Industry Ass'n. during the recent meeting of the Mart magazine Dealer Advisory Board. In a talk during an evening session, Tinnell pointed out that "most of the problems of the electronics service industry grow out of the fact that relatively few young people are choosing to enter this occupation."

Just how severe is the shortage?

"Based on growing sales rates," Tinnell said, "coupled with increasing product sophistication, and the promise of new products, we at EIA believe that the electronic service industry could use 30,000 new technicians now." He described a

care of them. This service company isn't in sales. This is all they do."

**William J. Denels, Denels Music Shops, Hollywood, Cal.:** "I ran a service department for 30, 40 years . . . I was losing more and more each year. I tried outside service and got rid of it. Then I went back to my own. Then, finally out of desperation, I went to a good independent service organization . . . In service you are damned if you do and damned if you don't, because your own will get you in as much trouble as the service organization men, and I have found that I have had good men . . . We have cut our losses on service to the point where we are now at a break-even point with warranties . . . In addition, I do not have the pilferage and loss that we used to have with our service department. I do not have bad buying on parts and greater inventories in there . . . Comes December, when we have the bulk of the business shot at us, and if I have 25 installations in a given day, this company is equipped with some 40 odd trucks to make them . . . We don't have that margin today to pay for the service that we used to be able to . . . We do have one trouble shooter that we maintain so when the service organizations run into trouble, we have a top technician who can

long range program recently launched by the EIA to promote the service industry, and to induce young people to become service technicians. Following are the program's main objectives described by Tinnell:

(1) To prepare and distribute films and brochures aimed at informing high school students about the opportunities available in the service industry.

(2) To encourage schools which have no service training program to establish one by providing advisory service in all areas.

(3) To assist in improving and upgrading school programs which are in existence by making up-to-date training curriculum and materials available.

(4) To offer advanced training for teachers through a national system of summer workshops — six of which are planned for this

always get them out of it."

Although it was charged several times during the discussion by supporters of dealer service that those who employ factory or independent service organizations are turning their back on their customers, the factory and independent service adherents countered by claiming that they are in many ways providing better service for these customers than if they were doing it themselves.

As Denels put it: "I can function far more efficiently. I can give better service (with independent service). The customer is getting a highly trained crew to take care of them and at no cost to myself.

"I am in business primarily to survive and to make a profit."

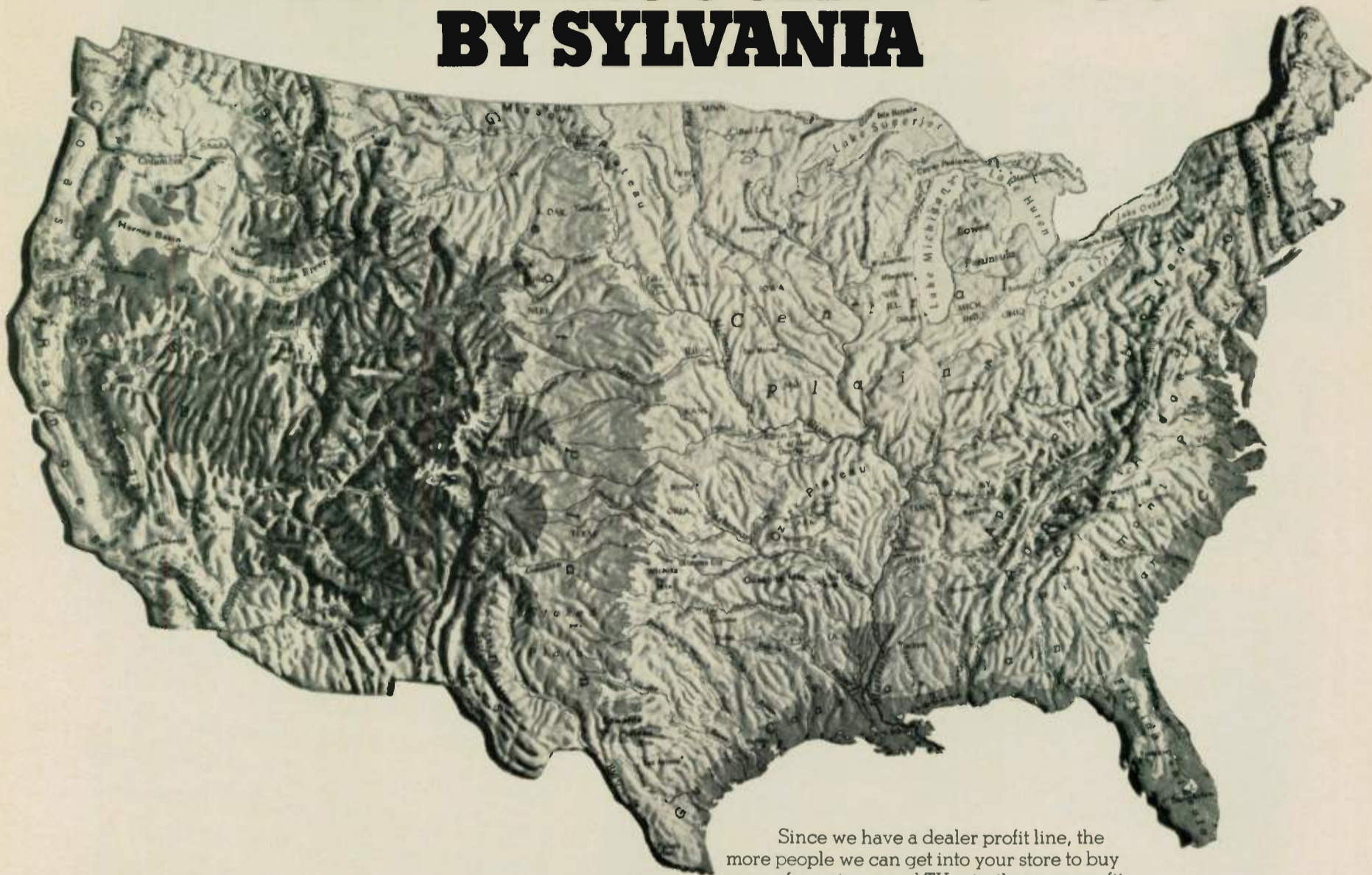
And perhaps the situation was best summarized by J.C. Mauldin, Mauldin's, Columbus, Miss., who uses factory service on white goods and independent service on brown goods, said Mauldin: "I think that each dealer in a given market has a different and distinct problem, and in attacking this problem he is trying to justify his being in the community plus making enough profit to stay in business and render the best possible service to the customer who keeps him in business."

summer.

(5) To promote the general image of the service industry through a public relations campaign concentrating on the mass media communications systems of radio, TV, magazines, etc.

Tinnell suggested to the assembled dealers some things that they themselves could do to help solve the problem. "First, talk to anyone outside the trade and stress the value of the service that we provide. Second, inform local school officials that we need about two new technicians for every 10,000 of population. Express your willingness to assist in the establishment of training courses and with the placement of graduates. Third, support your local service associations and encourage them to organize active programs aimed at the problem."

# THE FOLLOWING PEOPLE WILL BE BROUGHT TO YOU BY SYLVANIA



Since we have a dealer profit line, the more people we can get into your store to buy more of our stereo and TV sets, the more profit you'll make. (Some things stand to reason, don't they?) To do this, we devised an amazingly ingenious plan. It's to tell more people about our stereo and TV sets. (Where does it say an amazingly ingenious plan can't be simple.) So that's what we'll be doing in the fall.

We'll be running spot TV commercials in major markets —like New York, Los Angeles, Chicago, Houston, Detroit, St. Louis, etc. By far and away the most markets in Sylvania's history.

And for those people who don't see our commercials, we'll be running full-page color ads in Life magazine. By far and away the most ads run in Life in Sylvania's history.

Now with the whole country ready to either look at us or read about us, we knew we had to give them something good they could look at or read about. So we'll be coming out in June with some new products and adding some new features to our already new products.

Like what we did a few months ago, when we came out with the brightest domestic color TV set. We did it just when some of the other set makers had finally learned how to make the brightest domestic color TV set. (The same one we made 4 years ago.)

At the rate we're going, in around 1970, the others will probably introduce what we introduced in 1968.

Everything was now fitting into place: coast-to-coast spot TV commercials, color ads in Life and new products.

But we slipped up.

In our frenzied excitement about having devised the perfect plan to reach everyone in the country, we forgot to devise a plan for everyone in the country to reach us.

Anybody want a dealership in Pumpkin Center, N.C.?

VOLUME WITH PROFIT FROM  
**SYLVANIA**  
A DIVISION OF  
GENERAL TELEPHONE & ELECTRONICS

# Fedders

1st WITH A BIG 19 THAT  
RETAILS UNDER \$300.



Now, a top-mount frost-free leader that unlocks the enormous potential of the 18-cu.-ft.-plus market. Only \$299.95\* at retail with full dealer margin and benefits. A full 19 cubic feet but priced as low as 16-17 cu. ft. models. Wait 'til customers feast their eyes on that price tag! And the storage space this model buys. The biggest eye-level freezer available today — 5.78 cu. ft., 203 pounds. Over 13 cu. ft. in the refrigerator. And it's the only 19 cu. ft. refrigerator that fits the standard 66" clearance under kitchen cabinets. And that's only the beginning. You take it from there with a whole new lineup of frost-free 19's with the step-up feature of the season, Fedders Touch 'n Fill Ice Maker.

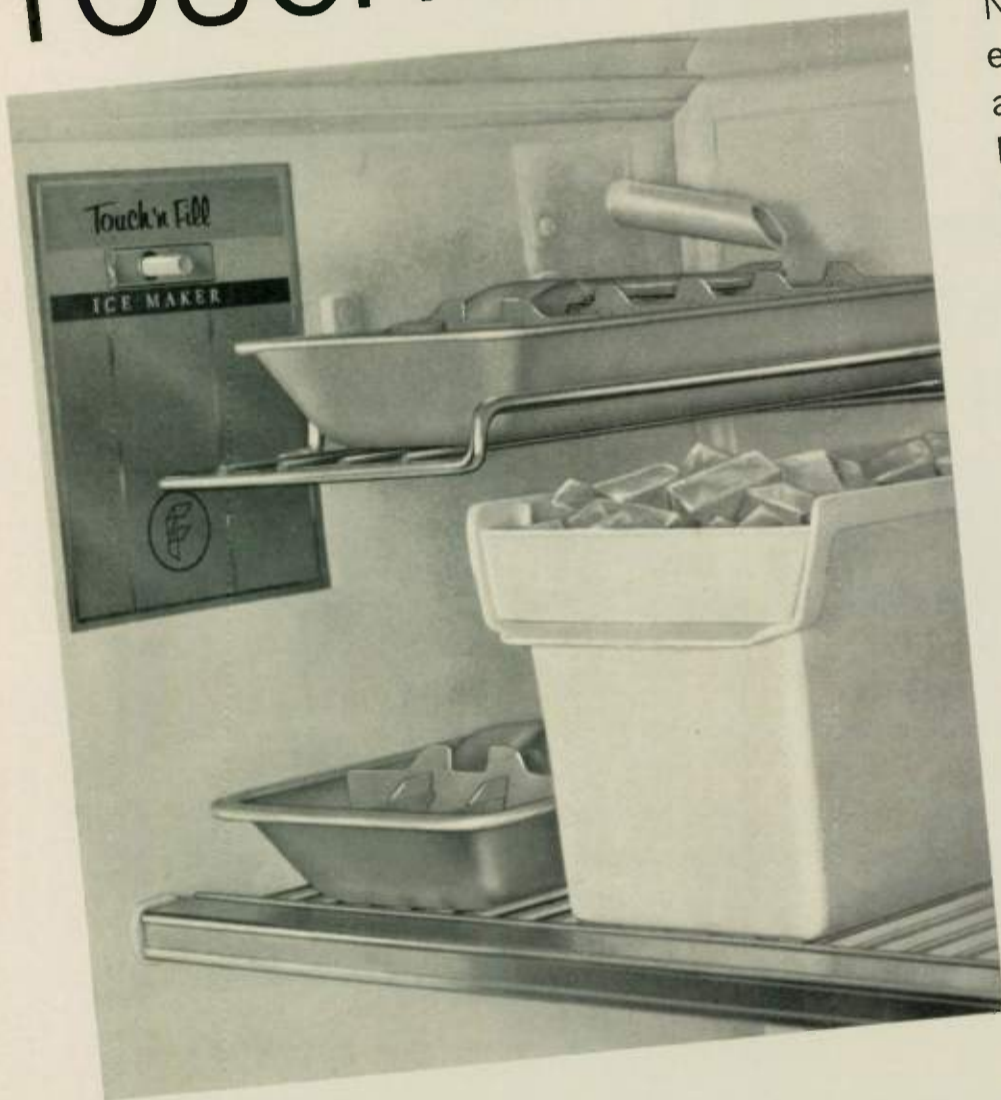
# in refrigerator



# First!

## 1st WITH EXCLUSIVE TOUCH 'N FILL ICE MAKER

Now — ice-making convenience at no extra cost . . . with Fedders new 16 and 19 cu. ft. Touch 'n Fill models. Press a button, water fills the ice tray. Saves steps, saves spills. Further, it can be demonstrated right on the sales floor. Customer want fully automatic ice making? You can sell Fedders conversion kit for another \$50.\* Touch 'n Fill models have solenoid valve, components and circuits for simple five-minute conversion to fully automatic ice making. Added sales magic: tell customer a Fedders refrigerator won't become obsolete — it can be converted to fully automatic ice making at any time, inexpensively. A plus for you: the new line, with its flexible step-up features, cuts your inventory, multiplies selling opportunities.



# ators, too!

## FEDDERS

Major distributor and service points across the nation. Edison, New Jersey 08817

Ask your Fedders distributor about Fedders "SUMMER SALVO" program. It's the shot that will be heard 'round the appliance world.

\*Manufacturer's suggested retail price

# Magnavox DEALERS

## ...Be Our Guest!

CITY	PLACE	DATES
<b>NORTH:</b> Cleveland, Ohio	Holiday Inn – Airport	May 27, 28, 29
Minneapolis, Minn.	Holiday Inn Central	May 27, 28, 29
Clayton, Mo.	Colony Motor Hotel	June 3, 4, 5
Pittsburgh, Pa.	Flying Carpet Motel – Corapolis	June 3, 4, 5
Cincinnati, Ohio	Terrace Hilton Hotel	June 10, 11, 12
Kansas City, Mo.	Continental Hotel	June 10, 11, 12
Syracuse, N.Y.	Randolph House	June 10, 11, 12
<b>EAST:</b> Willow Grove, Pa.	George Washington Motor Lodge	May 27, 28, 29
Washington, D.C.	Marriot Twin Bridges Motel	June 3, 4, 5
Chestnut Hill, Mass.	Sidney Hills Country Club	June 11, 12, 13
<b>SOUTH:</b> Atlanta, Ga.	Atlanta Cabana Motor Hotel	May 26, 27, 28
<b>WEST:</b> San Francisco, Calif.	San Francisco Hilton	May 27, 28, 29
Dallas, Texas	Hilton Inn	June 3, 4, 5
Los Angeles, Calif.	Biltmore Hotel	June 4, 5, 6
Denver, Colo.	The Continental Denver	June 10, 11, 12

◀ **1968 MAGNAVOX PROFIT CARAVANS...are still coming your way at these convenient locations:**

**BE SURE TO ATTEND!** Get your complete Magnavox 1968 Profit Program! See all the new Magnavox profit-builders—over 200 magnificent products on display

- new Merchandising Events • new Co-op Advertising Programs • new Promotions • Sales Training • Service!

Make your plans now—bring all your salesmen, too. Don't miss seeing one of these invaluable Magnavox Dealer Profit Caravans!

**HERE'S PROOF** that Magnavox Dealers are again enjoying **RECORD-BREAKING SALES** and **PROFITS:**

Following their previous record Annual Sales of well over 470 MILLION DOLLARS (all at full profit) in 1967; the small and select family of Magnavox Dealers (still only 2.5% of all dealers nationally) is off and running to their **BIGGEST, MOST PROFITABLE YEAR** in history! Here's the *proof*—their most impressive first-quarter performance *ever*:

### FACT | UNIT SALES TO DEALERS

1st Quarter 1968 over 1st Quarter 1967

<b>COLOR TELEVISION</b>	Industry	+18.5%
	<b>MAGNAVOX</b>	+51.9%
<b>STEREO PHONOGRAPHS</b>	Industry	+ 0.3%
	<b>MAGNAVOX</b>	+19.7%
<b>MONOCHROME TELEVISION</b>	Industry	- 1.4%
	<b>MAGNAVOX</b>	+16.6%
<b>RADIOS</b>	Industry	+ 1.8%
	<b>MAGNAVOX</b>	+63.7%



If you are located in a community of 5,000 or over where there is no Magnavox Dealer—and if you're interested in Magnavox Profitability; we cordially invite you to contact The Magnavox Company, 270 Park Avenue, New York City 10017.

Consider these many advantages—that only the Magnavox Franchise offers you:

**1. Limited number of dealers in each market;** no promiscuous distribution, no destructive competition!

**2. No "middleman",** means higher Magnavox profit margins; finer performance and greater value for your customers.

**3. You keep your Magnavox margins,** because they aren't diluted by periodic markdowns, etc.

**4. Competitive prices.** Magnavox list prices are actual selling prices; and they are usually substantially lower than the "discounted" selling prices on comparable makes.

**5. Magnavox quality and lasting reliability**—assure greater customer satisfaction, repeat business and extra goodwill for you and your store.

**6. Tangible year 'round merchandising support**—not just "dumps" made at your expense—helps you move merchandise in big volume, and profitably!

**7. Freight is prepaid**—from our factory to your store—on all Magnavox products.

**MAGNAVOX...today's only BIG VOLUME, PRESTIGE LINE that has everything you want and need!**



## The dealer's role in the URBAN CRISIS

Racial issues

spice not-always-harmonious session; dealers probe pros and cons and whys and wherefores of hiring Negroes.

**T**alk of race and riots overwhelmingly dominated one morning's Mart magazine Dealer Advisory Board discussion. The topic: "The Dealer's Role In The Urban Crisis." It quickly became apparent that the advisory board members, like many of their fellow citizens, view these particular problems *as being* the urban crisis, and of paramount importance. The conversation returned again and again to racial issues, and the discussion was not always harmonious.

Discussion leaders were Carl Hagstrom, General Appliance Co., San Francisco, and Louis Del Padre, Del Padre Music Shops-Appliances, Springfield, Mass.

Hagstrom, who led off, cited as the chief urban problems confronting him as a dealer high land costs, high taxes, and the fact that large family groups were leaving his city and being replaced by apartment dwellers. He reported that "the people who are moving into these apartments are normally the young couple who just got married or the elderly couple that want to get away from their chores in their home . . ."

Referring to low-cost housing projects, he said: "You have low income brackets in these housing projects where, the minute the address is given, the banks and the finance companies are reluctant to extend

**Wolf Lansing** — "I have interviewed maybe . . . eight Negroes . . . and I (have) had to turn every one of them down . . ."



credit. So we have a problem in financing.

"In San Francisco, 75 per cent of the population lives in hotels and apartments," Hagstrom continued. "And, yet in one line that we are handling, we have 75 franchised dealers where we used to have 20. In other words, the less market percentage that the factory gets, the more dealers they put on."

Dealer Del Padre described his successful experience in hiring and training Negroes as store employees. He pointed out that Negroes and other minority groups have been employed by his firm "for many, many years," and that "presently the manager of our Northampton store is a young Negro, 27 years old, with tremendous potential and drive. He has a standard phrase when a question of color arises: 'I am not interested in black power or white power — but green power.'

"We also have a Cuban refugee in our employ," Del Padre went on to say, "a Puerto Rican in shipping, two Negro salesmen, two Negro technicians, one Negro office clerk, and another Negro in shipping and receiving. These last six were introduced into our company by . . . the local chapter of the On The Job Training Program sponsored by the Department of Labor. This program is set up to give minority group members an oppor-

**Carl Hagstrom** — ". . . in one line that we are handling, we have 75 franchised dealers where we used to have 20."



tunity to develop a skill or career and to help out the company training the individual by paying for part of the trainee's wages for a period of up to three months and in some cases longer."

Del Padre summed up his attitude, based on his own experience in employing Negroes and working with them:

"We know . . . that they make good salesmen, good clerks, good warehousemen, and can handle responsibility. We have discovered that a black man is no different than a white one. Men are good or bad regardless of color."

[*Ed. note:* For more data about the Del Padre operation, see "Community Investment Is Also An Investment In The Future Of Your Business," May 1 issue, **Mart**.]

Complimenting Del Padre, Dealer Sam Gordon, of Sam Gordon's Appliance Supermarkets, Madison, N.J., remarked: "I think that if more businessmen — and not just appliance dealers; but if more organizations, whether the Chamber of Commerce, Jaycees, service clubs such as Rotary, Kiwanis or Lions . . . were to take an interest similar to the interest that Lou has taken in his community, I am sure that our problems would be minimized in America today."

Much of the subsequent discussion was devoted to questioning of Del Padre by the

**Louis Del Padre** — "We have discovered that a black man is no different than a white one. Men are good or bad regardless of color."



advisory board about his announced plans to open a new store in the heart of Springfield's Negro area in partnership with a Negro and with an integrated staff.

[For details of Del Padre's plans, see the Mart feature mentioned above.]

"For three years I have been looking for (Negro) sales people," stated Dealer Wolf Lansing, Downing's, Inc., Denver. "I have been active at it because we have one store in the Negro district and my boss was raised in that area. We know a lot of Negro leaders and we have made a real sincere effort in three years to get Negro sales people, before the riots . . . I have interviewed maybe . . . eight Negroes (and) in my selecting I have done nothing different than I would have with whites.

"Their standards have to be a certain intelligence, drive, good credit. And I had to turn every one of them down on that basis. I am stymied. I have tried . . ."

Referring to alleged discrimination (against whites) on the part of the Small Business Administration in the granting of loans to Negroes ("reverse discrimination" was the term used by one board member), William Denels, Denels Music Shops, Hollywood, Cal., said: "Now, whether or not this order (of things) is correct or not, I do not know. But I am going to fight this particular discrimination just as strongly as the other side is fighting it . . . I think if all businessmen recognized in what direction we are being herded, we had better, somewhere along the line, start some protection among ourselves . . ."

Disagreement with Denels arose when Ezra ("Zeke") Landres, took the floor. Landres, of Certified TV & Appliances, Norfolk, Va., asserted that, "These people have taken a tremendous amount of abuse in the last 30 or 40 years. Can you blame them for being pushy? . . . I am just as disgusted with reading about it and listening to it as you are. But put yourself in their place and be stepped on and stuck in ghettos and given second rate education and be charged double for the same stuff, what would you do? Now, wouldn't you be throwing some rocks yourself? I am against that kind of talk. I think we can protect ourselves . . ."

At this juncture, a "polarization" in the conversation (as one participant put it) seemed evident, and Jack Adams, editor of **Mart** and chairman of the meeting, re-directed its course.

Kalamazoo Dealer B.J. Green, Green Radio Sales & Service, asked Del Padre what effect, if any, his hiring of Negroes had on his other employees.

"Surprisingly enough," Del Padre answered, "I didn't detect any serious animosity from anyone in the organization. The first Negro was a woman. Maybe that helped to soften the barrier a little bit, and then when I hired a second one, they left the Negro by himself for awhile until I went around and I said: 'Come on, let's get together.'"

Del Padre went on to point out that in about two weeks, there was no longer a color barrier, either with other employees or with customers.

After more discussion along these lines, Dealer Lansing changed the subject and inquired of his fellow dealers: "I would like to ask whether you in your areas have the same, very severe problem we have . . . of disposing of junk appliances in our city, stuff that just cannot be reconditioned . . ."

It seemed not to be a big problem to the other dealers, and no practical solutions to the problem were forthcoming — and once again the conversation returned to race.

Dealer Lloyd C. Bell, Felder-Bell, Inc., West Palm Beach, Fla., reported:

"In our town, we have not had any serious trouble at all. I have a colored salesman who has been with me for 31 years . . . He is a good man and one of my best friends, and I am sure that he does a good job, but I did want to say this about it, we have been talking about hiring, finding men to sell . . . I think that the main thing is that we all should be fair, we should be reasonable, and we have got to be patient.

"This thing," Bell continued, "can't be done overnight, and it's not going to be, but most certainly we have got to have respect for the law. That has to be first . . ."

The meeting closed with the following remarks of Lawrence Kelley, Harold Kelley's, Inc., Portland, Ore.

"Most (policemen) are doing what they can do — period. They can't do any more and they are looking for the day to come . . . and all of a sudden realize what we have done and the lawlessness that we are creating, that we are going to give them too much power . . . If we don't do something as dealers or civic people to stop this thing now and to create some law and order, we are in for a big problem . . ."

**Lawrence Kelley** — "If we don't do something as dealers or civic people to stop this thing now and to create some law and order, we are in for a big problem . . ."

## The Government speaks

"The road to success for the disadvantaged, white or non-white, has to start with the economic situation."

This was the contention of Rodney L. Borum, administrator, Business and Defense Services Administration, U.S. Department of Commerce, one of the speakers who addressed the Mart magazine Dealer Advisory Board meeting.

"The recently released advisory commission report on civil disorders found that pervasive unemployment and underemployment are the most persistent and serious grievances in minority areas.

"What are some of the hard cold facts of the report?" Borum asked. In answer, he mentioned the following:

The median family income of Negroes is only 58 per cent of that of whites and the Negro unemployment rate continues to be consistently more than double that of whites, and in teenage unemployment the gap has actually widened.

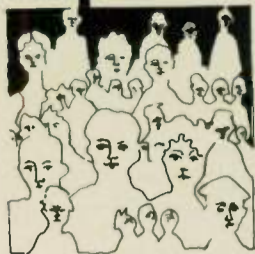
Borum said that "Negroes now hold 63.5 per cent of the jobs in the domestic picture and other menial services, but only six per cent of the professional or technical positions and less than three per cent of the business manager sales situations.

"Business has joined government at all levels in the attack on problems of the disadvantaged," he continued. "We have been sniping at the root causes with the deadly accuracy of an expert rifleman. Now it is time to move in the heavy artillery.

"We must give special encouragement and actual hand-to-hand help in establishing Negro ownership of businesses in the ghetto areas. We must help the disadvantaged to get the managerial experience and education to create for themselves a significant stage in the economic community . . ."



## The People Problem



# The dealer's search for CRIME CONTROL

Board members' discussion is a study in frustration: Most problems cited can be solved only by improvement in the nation's moral climate.

**C**rime: How to fight it . . . how to avoid being hurt by it . . . how to live with it. These were the thoughts that occupied the attention of **Mart** magazine's Dealer Advisory Board during one session of the High Point, N.C., meeting.

Optimism was conspicuous by its absence; it had withdrawn early in the face of the realistic appraisals that prevailed. Repeatedly, frustration was voiced as bitter tales of business losses were told by the assembled dealers. The possible solutions offered appeared weak — and weaker still when viewed against the problems that must somehow be overcome.

"I don't think we have experienced nearly the worst, and I think that to hold our own is going to take an awful lot." That was the way one dealer put it.

The discussion leaders were William Denels, Denels Music Shops, Hollywood, Cal., and Lloyd Bell, Felder-Bell, Inc., West Palm Beach, Fla.

Recounting how his show windows had

been smashed into three times within three months, Denels pointed out that "I am on one of the most brilliantly lit streets in the world . . . Hollywood Boulevard. As of yesterday when I called home, we were putting on large security gates. There is no way in the world of destroying a street any more than to gate it . . ."

"Now I have had to finally put up these gates," Denels continued ". . . my insurance company gave me an ultimatum . . . The worst part of it is that when I have these gates up, every time there is something happening and a smash, and we will have them the same as others, there will be additional gates put up and pretty soon here is one of the most beautiful shopping streets, a street that used to be a walking street at night, that will suddenly be shut — period — gates because of these two men who have picked on my store. They are destroying a community and I am helpless to stop it."

Denels went on to cite other problems:

bad checks, bad credit cards, debt collection difficulties — "because we can no longer go in with the authority of the law and repossess.

"As I say, when you go to the law, more often than not you will find that the law favors the criminal, not the honest man, and this is true . . . We are in a very volatile community in that we have a large segment of our population continuously moving."

The Hollywood dealer mentioned a company called Telecredit, which will insure a personal check up to \$150 or a company check up to \$300. When a driver's license is shown at the same time a check is presented, Denels reported that the dealer can clear the check within one minute.

"Now, if they have no record . . . they will give us the insurance number for this amount. This costs us two per cent of the amount."

Denels described a booklet that he had brought with him to the meeting. Called



### Lloyd Bell —

"The very least we can do (about riots) is to make some plans . . . so that if it does happen to us, we can perhaps soften the blow . . ."

"On The Alert," it was published by the district attorney of southern California.

Quoting from it, he noted that employe theft accounts for about two-thirds of all theft losses. Theft of this nature, the booklet points out, breaks down basically into five categories: sales persons co-operating with customers, back door thefts, cash handling, refunds, and returned and damaged merchandise.

"One of the things that I find is most important also, and I know that I am merely reviewing things that are happening in each of your businesses, is that if there is a shortage, I don't care if that shortage is two cents on the register, I want to know why. We make an issue out of any shortage of any kind . . . the employes are never allowed to think that this is all right.

He added: "I would say that the greatest losses are incurred in business by employes who have been with the firm for ten years or more."

Denels concluded his talk on an admittedly pessimistic note, expressing his belief that "the present expansion of crime (results from) the low moral state . . . in which our entire population now finds itself, where right is not right; right is only for you and for me and it's not for the other guy. In other words, there is no recognition of the fact that I owe the community an obligation and I am going to be honest because this is the thing to do.

"Today, it's what I can grab and how fast I can take it . . . and we are completely fair game for the have-nots. I don't think we have experienced nearly the worst, and I think that to hold our own is going to take an awful lot."

Dealer Carl Hagstrom, General Appliance Co., San Francisco, then told of a problem dealers faced in his area: "When they hit, they will hit three or four stores. They will pick up ten (TV) sets from me, 20 from the next fellow and right along the line — and those sets are completely lost in the area."

Hagstrom suggested that a clearing house of (stolen) television set serial numbers be established and the numbers dis-

seminated to police departments. He thought that insurance companies could be counted upon for support. It was asserted, however, that the fact that such serial numbers are in the form of stick-on paper would hinder the effectiveness of such an idea. Permanent metal plates, such as commonly used on white goods, would help circumvent this obstacle, one dealer suggested.

Nobody, including dealers, likes to become involved with lengthy court procedures either as a witness or as a complainant — and this too was mentioned as a severe obstacle to apprehension of criminals.

Dealer B.J. Green, Green Radio Sales & Service, Kalamazoo, described an approach instituted by his town's police chief:

"They call it 'Checkmate' and anyone in the community can get one of these (wallet-size cards) by going to the police department . . . There is nothing to it, really, except that you pledge to call, and it gives the telephone number of the police, when you observe a crime . . . This has worked. You are not involved in any way and I know our chief of police has said that the biggest problem is when somebody reports something, they don't want to get involved. With 'Checkmate' all you do when you call is say you are a member. You don't have to give your name."

"The very least we can do (about riots) is to make some plans," Dealer Lloyd Bell told the advisory board, "so that if it does happen to us, we can perhaps soften the blow . . ."

He suggested written instructions to keep employes in readiness; prior arrangement to have trash as well as flammable matter removed from buildings and vehicles; arrangements to quickly move out all trucks and cars, especially those that contain merchandise, tools, or equipment.

Mentioning riot plans that some firms have prepared, he said, "They have volunteers for roof watchers . . . plans to secure at least one telephone line. They assign one or two cars with drivers for emergency

use. They have instructions as to how to tactfully get customers out of the store; instructions as to limiting the amount of cash in the registers and the making of special deposits at banks."

On the subject of burglary, "If you don't do anything else," Bell said, "install a large gong bell out of reach but within easy sight. Even if it isn't connected, it may scare some of them away.

"Have adequate lighting inside and outside. If possible, put lights in locations that are hard to reach . . . Incidentally, change your locks frequently . . ."

Other suggestions Bell made to help prevent burglary included bars across windows and the use of private policemen.

On the subject of shoplifting (he found that women are more guilty than men), he suggested that the best method of fighting it is to "have all of your people on the alert for them all of the time. Don't let them relax."

To fight employe theft, Bell urged that every dealer have a professional shopping agency shop them regularly, not only for the purpose of uncovering any dishonest employes but to check on courtesy and efficiency of the help.

"The stories these professionals can tell you sound unbelievable . . . They catch each year, for instance, a number of sons stealing from fathers — and they catch fathers stealing from sons.

Bell asked: "Did you ever check to see how many of your own employes never seem to need any service on their appliances? Or, how many of them never seem to need any light bulbs or fuses? Have you ever checked to be sure you actually receive all of your trade-ins?"

In further discussion of the "crime problem," Dealer Hagstrom noted that skilled burglars can easily circumvent many alarm systems, and described one system "that is absolutely safe and secure — an ultrasonic system that reports any movement within a building.

"It's silent," he continued. "It goes by wire through (to the police) and who then apprehend the criminals in the act. You are completely then out of it yourself because they are caught right there with the goods by the police."

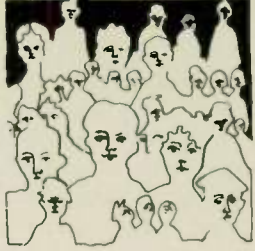
(One drawback to the system was mentioned: It is so sensitive you can't even have a cat in the building — the system does not discriminate between "good" sounds and "bad" sounds.)

Dealer Lawrence Kelley, Harold Kelley's, Portland, Ore., suggested that a tape recording system might be an effective device. Triggered, "a loud voice comes out saying: 'Photographs are now being taken in the store and outside, and the police will be here within 30 seconds.' Then this voice repeats this over and over again. They are not going to take the chance."



**William Denels** — "Today, it's what I can grab and how fast I can take it . . ."

## The People Problem



# The dealer's search for SALES PERSONNEL

Board members call for investment of self as well as money to prevent selling as independent dealer has known it from becoming a "lost art."

**A** call for an industry-sponsored program that would test the aptitude of high school level boys for selling and then train them in salesmanship was issued by Sam Gordon, Sam Gordon's Appliance Supermarkets, Madison, N. J., during the meeting of the Dealer Advisory Board in High Point, N. C.

Gordon's suggestion was made during a session for which he served as co-leader. The topic for this session was "Solving The Salesman Shortage."

Another discussion leader, Ezra Landres, Certified TV & Appliance Co., Inc., Norfolk, Va., described a "sales management" training program instituted by his

company which involves a sizable monetary investment in each new salesman but which results in the employe having a thorough understanding of the operation as well as feeling great loyalty towards the store.

The third discussion leader, Lawrence S. Kelley, Harold Kelley's, Inc., Portland, Ore., reported that his experience with an independent sales training organization had convinced him that just about any man with ambition and the desire can be trained to be a top-notch salesman.

Kelley also stressed the desire for security that exists among men 25 years of age and older who are seeking a career.

"They want to know first off that they can take care of their family reasonably well," Kelly said. "They don't want the moon. The moon they want to get through the commission rate. This is why we went from a straight commission last June to a salary of \$500 a month, plus 2 per cent on their sales up to \$10,000."

Kelley explained that the 2 per cent starts at \$7,000 and is retroactive so that a man who does only \$7,000 is making over 10 per cent. Over \$10,000, a man makes 4 per cent which is not retroactive.

"Of course, we don't keep a man very long who is just going to do \$10,000 every month," Kelley said, adding, "Frankly we



**Sam Gordon** — "Youth is not as concerned with stability and security as we were, because they weren't raised as their mothers and fathers were . . ."



**Ezra Landres** — "The guy who is willing to work 60 hours is not going to be a top man, because the man who has ability and wants to make something of himself is not interested in putting in 60 hours a week." (In front of Landres are J. C. Mauldin (left) and Julius Ventura.)

**Wolf Lansing** — "They wanted to go to school. They wanted to do something but for some reason couldn't, and they have the desire to make the money that is available to them."



## Sales personnel . . .

(Continued from preceding page) have never had this problem with this new system."

In calling for an industry program to train young men in selling, Gordon said that dealers should give of their own time to try and show these men how to make a good living through selling.

He noted that he has invited men with no previous selling experience to join his organization and that he has devoted his own time as well as the time of manufacturers and distributors to training them.

"I have taken people from insurance who are not too happy. I have taken people from the used car field . . . "Our average salesman makes over \$10,000 a year," Gordon declared.

"This is the plum that can be offered to any young man," he continued, "and I am sure that if we school people properly, their earning potential within two or three years will be in the \$10,000 to \$12,000 area."

An industry-wide sales training program for young people must be set up for those who can be developed,

rather than for just those who are without financial means, Gordon said. The trainee must be made to realize that he is preparing for a means of providing himself and his future family with an income.

"If we do it on this basis," Gordon stated, "hours will be accepted. Programs will be accepted, because a young man will know that he is being given an opportunity.

"Unless we give of ourselves to help develop the salesmen of tomorrow, our art is going to be lost."

The mass merchandiser, Gordon reminded the board members, is fast

getting a good portion of the market.

The independent dealer has to develop something that's a little better than the mass merchandiser type of salesman, he said "because all they are selling is a price tag."

"Zeke" Landres told the board that he and his partner first started to build salesmen when they decided they must expand their business to maintain their importance to the customer and supplier and to continue to get their percent of market.

As a result, Landres explained, the company wrote a training program which was designed to get new people into the business but which caught the interest of older salesmen in the business, who realized if they wanted to be promoted, they should go through the program.

The "sales management" training program stretches over eight weeks. It exposes the student to nearly every aspect of the Certified TV operation, including advertising, sales, credit, store display, etc. The trainees spend time on the delivery truck, delivering orders.

They are enrolled in the Dale Carnegie course at the store's expense.

They receive training on specific brands from distributor personnel.

They spend a week attending a Whirlpool sales training course at the factory.

For the first eight weeks, Landres explained, the company pays the trainee what he has been earning. Such an investment, he noted, builds loyalty.

The training is referred to as a "sales management training program" rather than a salesman program because everybody who is enrolled has the opportunity to manage one of the Certified stores, Landres explained.

In a discussion following the three presentations, board members seemed in general agreement that the "drop-out" student such as might be encountered in the Job Corps program could not generally be considered suitable for a retail appliance sales job. And "Zeke" Landres noted that a vocational training school in his area is interested primarily in preparing students for large manufacturers of technical equipment.

Wolf Lansing, Downing's, Inc., Denver, told the board that he had been successful in recruiting several men with one or two years of college, who for various reasons had become disenchanted with higher education.

Sam Gordon explained that the type of youth he was speaking about attracting to an industry-wide training program is a step above the Jobs Corps level.

And Lansing added the industry's manufacturers could help the situation by steering to retailers people whom they interview but who do not meet their requirements.

# WE TOOK THE ENGINE OUT OF THE LOADSPACE

(IT STARTED A WHOLE CHAIN OF BETTER IDEAS)

**New! 302 cu. in. V-8 available.** Choice of two economy Sixes—170 cu. in. or 240 cu. in.—or big new Ford 302 V-8. Manual or Cruise-O-Matic transmissions.

**New! Engine clear of loadspace.** Engine's shifted 22 inches forward, completely out of load area. New "sandwich" insulation in cover blocks heat and noise.

**New! Driver "walk-thru."** Step back into the cargo area from the driver's seat. You no longer have to walk around the van and open side doors to reach forward part of load.

We moved the engine forward to give you 23% more floor area



**New! Biggest load-space.** 23% more clear floor area than in other vans. Ford Vans now offer over 8½ ft. load length; Super-Vans over 10 ft.

**New! Payloads up to 3540 lbs.** Only Ford offers three series to choose from . . . 600 lbs. more top payload than other vans!

## ALL-NEW FORD ECONOLINE VANS

So many better ideas they make all other vans obsolete.

Moving the engine forward began it all. Load length increased. Clear floor area became 23% greater than in other vans. And with the engine out of the way, the driver gained new access to the rear load area; engine servicing became possible from outside the van. Next, we boosted payloads—up to 3540 lbs. And when we added Twin-I-Beam front suspension for easy ride, plus an optional 302 cu. in. V-8 for powerful performance, the sum of Ford's better ideas was a better van . . . all around!

**New! Long-wheelbase stability.** Forward location of front axles stretches wheelbases to 105.5" for Van, 123.5" for SuperVan. Helps make Econolines the steadiest vans on the road.

**New! Wide-stance handling ease.** New 7-inches-wider track for new stability. Quicker, easier maneuverability, too!



**New! Twin-I-Beam ride.** The front suspension made famous in Ford pickups . . . two front axles for strength and stability, coil springs for easy ride.



**New! Outside service center.** Just lift the chest-high hood to check oil, water, battery, voltage regulator, brake master cylinder and more. Everything is easy to reach.



Ford . . . has a better idea.

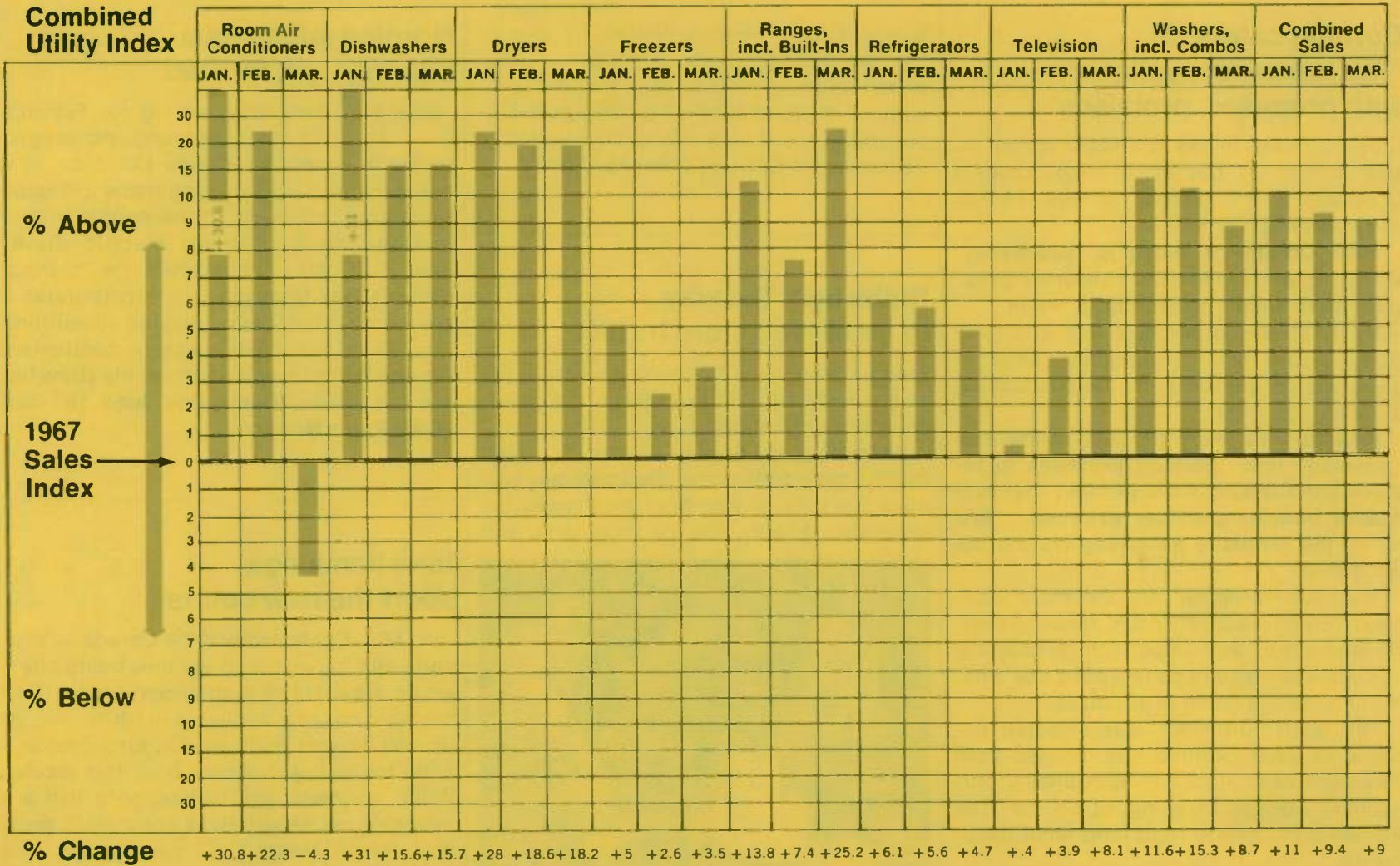
Mr. Zip Says:  
Zip code is for everyone. Use it for both business and personal letters.



# the mart index

The Mart Index is a compilation of dealer sales figures collected and forwarded to Mart magazine by 20 utilities nationwide. A cross-section of utility sizes, city sizes, and locations are represented, covering over 10,009 retail appliance and TV dealers. These figures show the trends of major appliance and TV dealer sales throughout the country . . . and are commented on in the Mart Index "Analysis" below.

## Combined Utility Index



## March City Utility Report

Utility	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	199	178	628	370	881	1129	1755	1247	218,688
City Pub. Svc. Bd. (San Antonio)	782	197	579	264	674	1083	2230	1428	192,351
Dayton Power & Light	287	249	1148	367	976	1152	3188	1609	282,702
El Paso Electric	22	212	207	77	231	538	1702		99,225
Elec. Pwr. Bd. (Chattanooga)	162	157	422	91	395	525	743	686	83,930
Fla. P & L Co. (Miami)	12,214	1824	2320	1024	5031	8409	13,567	6654	887,896
Fla. Pwr. Corp. (St. Petersburg)	565	491	970	353	1809	2144	3430	1868	375,700
Idaho Power (Boise)		198	353	183	420	454	674	695	94,375
Jersey Cent. Pwr. (Morristown)	663	994	1033	534	852	2366	4743	2545	433,290
Kentucky Util. Co. (Lexington)	213	269	960	618	1555	1996	2917	2440	222,743
Nashville Electric Service			461	175	681	738			139,650
New Orleans Public Service	5082	488	1859	594	1319	2133	3145	2732	165,499
N.Y. St. Elec. & Gas (Ithaca)	106	724	1208	578	1428	1517		2117	480,000
Omaha Public Power	235	156	344	163	326	560	1175	729	124,966
Pacific Gas & Elec. (San Francisco)	1239	5973	9169	2644	10,774	11,201	25,758	11,718	2,429,306
P. S. Co. of N.M. (Albuquerque)	20	188	429	175	295	480	1404	842	110,388
Savannah Electric & Power	261	122	197	123	185	418	831	488	110,182
S. W. Elec. Pwr. (Shreveport, La.)	497	435	661		595	1419	2711		204,266
Union Electric (St. Louis)	6851	838	1073	907	1180	4032	8485	3627	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	271	401	1465	469	3689	1857	3423	2727	377,832
Mar., 1968, compared with Mar., 1967.	-4.3%	+15.7%	+18.2%	+3.5%	+25.2%	+4.7%	+8.1%	+8.7%	

\*Includes N.J. Power & Light

**ANALYSIS:** Despite a spring dip in air conditioner sales generally due to cool weather, the **Mart Index** again showed excellent gains for retailers for the month of March. Total increase was 9 per cent, with dishwashers and dryers again showing excellent gains of over 15 and 18 per cent respectively.

Star performer for the month was ranges, with a gain of 25.2 per cent in units. A surprise was television with a unit gain of 8.1 per cent, and a figure break-out

again showing color TV with over 50 per cent of dealer sales. It would seem that 1968 will finally see color TV total unit sales exceeding those of black-and-white.

First quarter sales in general were up in all eight categories of the **Mart Index** and showed a total cumulative gain of 9.8 per cent. Percentage increases were greatest in dishwashers and dryers, two items increasing their saturation, while number of unit sales remained highest in TV, refrigerators, and washers.

Looking into second quarter sales, the effects of the assassination of Martin Luther King and rioting should show in reduced sales gains. Continued cool weather should continue to hold back room air conditioner sales, while dishwashers, dryers, and color TV should continue their upward climb.

Viewed against the early months of 1967, both white goods and home entertainment products have strongly improved their sales positions.

# electric housewares and floor care news

## Corning caters to "the feminine mystique" with promises, promises

Corning Glass thinks it knows women — and it may — but more importantly, it understands the temper of one woman, Betty Furness.

What Corning is doing is "promising" women it will replace its consumer products where once it "guaranteed" them.

None of the protection has changed, Corning says, only the language, which is designed to eliminate all legal-sounding phrases.

Packed with every product is the new "promise" that "Corning promises to replace any Corning Ware product that ever breaks from temperature extremes. Just return the pieces to a Corning Ware product dealer."

The new "promise" for the more complex "Electromatics" adds these words: "Furthermore, any imperfect mechanical or electrical part will be replaced free within one year from date of purchase."

The word "promise" was selected because of what Corning has learned from its extensive contact with consumers, particularly women. Meaning, of course, that women don't like to read long legal documents.

A second reason for the change, apparently, is that someone in upstate New York just got around to reading the official policy statement of the consumer products division, which states: "Everything we do must make sense to consumers . . . This includes not only the products we make, but how they are sold, displayed and merchandised."

It also appears that someone got to reading the "Gospel according to Betty Furness," and to evaluating the widespread publicity that Whirlpool Corp. has been getting since it simplified its guarantee in February, summing it all up in a friendly letter addressed to "Dear Customer, "Written in easy-to-understand language. And then, it began merchandising letter in full-page consumer and trade newspaper and magazine ads, coupled with an "Open Letter to Betty Furness," advising the consumer specialist that Whirlpool really is on her side in the struggle to straighten out sloppy sentence structure in the guarantee game.

The publicity Whirlpool has garnered has been enormous. The reaction from Miss Furness: no official word, but she has read the new Whirlpool warranty and letter in recent speaking engagements, without identifying Whirlpool by name.

Why Corning should be the first to take the bull by the horns — if Miss Furness can be described so indelicately — in the housewares field is open to speculation.

It would have been a natural for one of the big brand names in electric housewares to have jumped into the arena — without much chance of getting gored — sometime between the Whirlpool action in February and Corning's late April move.

## Bulbs light the way to increased store traffic

Free light bulbs — 10 cases a week — are given away by Wilton Electric, an appliance store in Antioch, Ill.

According to Robert Wilton, Sr., light bulbs create traffic, and the customer who pays his bills at the store must pass the appliance display, the TV showroom, and



Robert Wilton, Sr., gives customer Arnold Schulmeister his 10 light bulbs, offered free by area utility for each billing period, about every two months.

is also exposed to a full line of small electric appliances plus odds and ends of small electrical and lamp replacement parts, all good margin items.

The bulbs furnished by Consolidated Edison, the Chicago area utility, are distributed through outlets that collect utility bills.

## GE offers ice bucket in blender promotion

Consumers who buy any General Electric blender through July will receive a free ice bucket said to be worth about \$8. Idea of the promotion is to stress the ability of GE blenders to crush ice without liquid.

Full-page ads will announce the offer to consumers in the June 30 issue of "Saturday Evening Post" and the July 9 issue of "Look." Dealers are being supplied point-of-sale merchandising materials.

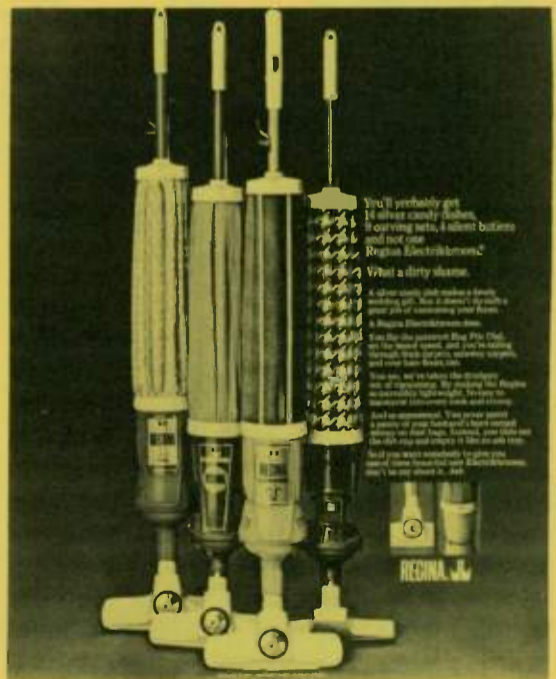
## Norelco suggests a "daring" gift for Dad

"Give him something daring for Father's Day." That's the thought being encouraged by North American Philips Co., Inc., in a new promotion piece being made available to dealers and tying-in the annual tribute to Dad with the Norelco electric shaver line. A brochure headlined "A 'Daring' Father's Day Message . . ." incorporates a snap-out, three piece display illustrating Dad as a turn-of-the-century gentleman. Around the brim and on top of his straw hat are the lines: "Dad's Day June 16" and "Give Pop a Norelco."

## Iona items now sport the new colors

Iona Mfg. Co. has joined the parade — avocado and harvest gold are now being offered on a variety of appliances. Model R-10 portable mixer is available in white, avocado and harvest gold; yellow, turquoise and pink are being dropped from this model. White, avocado, and harvest gold also are available on Model R-14 solid state portable mixer, Model C-17 can opener, and Model C-17KS can opener-knife sharpener combination.

## For the bride



Full-page, four-color ad appearing in "Brides's Magazine" and in "Modern Bride" for The Regina Corp. emphasizes desirability of giving "Electrikbroom." Headline "scolds" gift-givers for plying bride with too many multiple unimaginative gifts, at expense of "Electrikbroom" and signs off with observation . . . "So, if you want somebody to give you one . . . don't be coy about it. Ask."

**If you are in the  
Housewares Business  
your next important event  
takes place . . .**

# **July 15-19, 1968**

## **INTERNATIONAL AMPHITHEATRE, CHICAGO**

It will signal the kick-off for the vitally important last-half of 1968. You will see everything the industry produces in the way of exciting new products and merchandising ideas.

More importantly, you will see and talk with everyone in the industry. You will meet the decision-makers for that vital industry-wide person-to-person contact you can't get in any other way.

Upwards of 50,000 persons from throughout the U.S. and abroad will be on hand with you to witness the world's most dramatic and comprehensive trade exhibit devoted to the products of a single industry, under one roof in the nation's largest exhibit hall.

A leading trade publication recently said of the Housewares Industry: "The sprawling nature gives it a greater capacity to develop

and absorb truly new items and new concepts more readily than more formal industries. Its capacity for growth as a consequence is virtually unlimited. The industry's diversity . . . provides an aggressive drawing power of retailers and wholesalers that no other industry can rival in sheer numbers."

Join the forward-looking throng. Come see the American industry miracle that is Housewares — all its products, all its people, all its ideas. Make your plans now to attend the 49th NHMA NATIONAL HOUSEWARES EXHIBIT JULY 15-19,

INTERNATIONAL AMPHITHEATRE, CHICAGO.

If you are in the business of Housewares — or would like to be — do yourself a favor and come to Chicago in July to watch the modern miracle of Housewares unfold.



*Serving the Housewares Industry Since 1938*

# room at the top



**Stan Crockett**, now national sales manager; **Roy Renwick**, now regional sales manager for west and mid-west; and **W. Louis Weiss**, now sales manager for the east and central region, *Television Mfrs. of America Co.*

**Fred Kimball**, now regional sales manager of the newly created southern division, *Arvin Industries, Inc.*

**Edward West**, now operations manager, refrigeration; **John W. Schuck**, now operations manager, ranges; and **Thomas M. Hines**, now operations manager, compressors, *Kelvinator Div., American Motors Corp.*

**Robert E. Wiles**, now manager of product planning, Sylvania entertainment products, *Sylvania Electric Products, Inc.*



H. Schechter

R. C. Wallace

**Harry Schechter**, now president as well as general manager, *Zenith Radio Corp. of New York*; **Robert C. Wallace**, now president as well as general manager, *Zenith Radio Distributing Corp.*, both subsidiaries of *Zenith Radio Corp.*



L. W. Hahn

S. Shaffer

**Leo W. Hahn**, now general manager, *Quiet Kool Div., Emerson Television and Radio Co.*

**Sheldon Shaffer**, now president, succeeding **Robert Shaffer**, now chairman of the board; **Stanley Schoner**, now vice president as well as director of marketing; and **Howard Bosh**, now national account sales manager, *Dominion Electric Corp.*

**A. H. "Art" Studd**, now vice president of sales; **Gary Coppinger**, now sales manager; and **William J. Moore, Jr.**, now assistant sales manager, *Brown Stove Works, Inc.*

**Edward J. Peters**, now administrative assistant to vice president, *BSR McDonald Div., BSR (USA) Ltd.*

**Richard G. O'Neil**, now manager of distributor sales for western region, succeeding **Marvin K. Nichols**, now manager of distributor sales in Syracuse home office; and **Fred R. Williams**, now room air conditioner sales manager, *Carrier Air Conditioning Co.*



T. Berg

J. E. Quinn

**John Ritz**, now national parts manager, *Emerson Television and Radio Co.*

**Thomas Berg**, now president, *Friedrich Refrigerators, Inc.*, and *Ed Friedrich Div., AIC Corp.*

**James E. Quinn**, now general manager, *Ampex Service Co.*

**Mel Iberman**, now manager, financial operations, *RCA Record Div.*

**John L. Eichman**, now in the newly created position of national sales manager for the service products division, *Sunbeam Appliance Service Co.*

**Everett S. Glines**, general manager of the Columbus, O. appliance divisions, now also vice president, *Westinghouse Electric Corp.*

**Thomas H. Castle**, now director of advertising, *Sylvania Electric Products, Inc.*

**Jack H. Scruggs**, now assistant treasurer, *Hardwick Stove Co.*

#### STORES - 100% LOCATION! !

Join Grandway, Grand Union, Marine Midland Bank, Thom McAn, 1000 Seat Movie Theatre, Martin's Paints and other successful merchants at the new IMPERIAL PLAZA SHOPPING CENTER, Route 9, Wappingers Falls, NY (65 miles from NY City, near Poughkeepsie) 23 acres. 1300 car parking. Immediate Occupancy, Units 800 sq. ft. & up. Contact: L. Berner, Dutchess Assoc., 192 East 151 St., NY, NY.

## Unbeatable Drums

Not just a new line for '69, but a whole new system from

**Air King**<sup>®</sup>  
PORTABLE  
HUMIDIFIERS

This year, these are the humidifiers to beat. New Air King console style portables with all new deluxe drum filters. We call these portables The Quiet Beauties. Because our extra-thick polyurethane drums glide through the water supply with barely a ripple. No dripping. No running water. Just whisper-quiet performance that's trouble-free. Our Quiet Beauties come in 26½, 19 and 15-gal. capacity models with step-up features that let you serve all comers. And they're all in handsomely designed variations of Air King's trend-setting furniture styling. Write for specs. Berns Air King Corporation, 3050 N. Rockwell Street, Chicago, Illinois 60618.



the Quiet Beauties



Be our guest. See the Air King Quiet Beauties at Booth No. F 1300, Housewares Show, Chicago Amphitheatre July 15-19



# Under sell.

You shouldn't try to oversell this Hoover Electric Fry Pan. Just show your customers what's under it.

There sits the hottest under-selling idea in years.

A way to keep bacon warm while frying eggs. Meat warm while making gravy. The first stack of hot cakes warm while making the second.

Of course, you could mention this fry pan comes with either stainless steel or Teflon\* cooking surface. And that to top it all off there's a smart coppershine dome.

But don't mention our exclusive built-under warming tray. Just show it, and it'll sell itself. Like hot cakes.

And that's the understatement of the year.

So call your Hoover man, and ask for a demonstration of the Electric Fry Pan with under-sell.

And don't worry. He won't try to oversell you.

The Hoover Company, North Canton, Ohio 44720.



DIAMOND JUBILEE  
1908-1968

\*DuPont's registered trademark for its TFE non-stick finish.

# Stereotyped Stereotyped Stereotyped Stereotyped stereo?

## Not on your Panasonic.

Our line of solid state AM, FM and FM stereo radios is something else. We put into them what a lot of the others left out. Which makes our line a bit unique.

All of our models have blackout faces, so when you turn them off they still turn you on. All have FM muting circuits which prevent non-FM stereo stations from cutting in. One model has Automatic Tuning. It zeros in on stations with pin-point accuracy and won't let them drift away. Another is really a cartridge player-and-radio combo, and if you know your market, you know where the gold's at.

Now, when we say stereo, we *mean* stereo. No fooling around. You can place the speakers from floor to ceiling for true separation. *True* stereo.

The cabinets dazzle. Handcrafted, superbly matched selected woods. Beautifully finished. We designed them that way. So no matter what else is sitting on your shelf, we're seen first. And from the moment you turn us on, your sale begins.

The RE-7070 is the one with the 8-track tape cartridge player. A performer!

The RE-787, with Automatic Touch Tuning and 12 watts of power is a lot of radio.

The RE-767, with 10 watts of power and 6½-inch speakers puts a lot of the bigger bullies to shame.

Think we're boasting? Our sales rose a prosperous 68% in '67. So there's plenty going for the both of us. Like a full profit margin spurred by pre-paved sales through national ads.

Your Panasonic sales representative can show you the way to some unusual profit-making through some *un*stereo-typed stereos. Call him.

(By the way, customer demand for these models has been so great, delivery may be somewhat slower.)



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