

GENERAL  ELECTRIC

Traffic Builder

Housewares and Radio Receiver Division

JANUARY-FEBRUARY 1956

new product
features promote
mid-winter sales

**Lower fair trade prices
for G-E housewares
to up sales volume,
profit dollars**

G-E STUDY ISOLATES ILLS OF CANISTER VACUUM CLEANER SALES — page 7

GENERAL  ELECTRIC

Traffic Builder

for Housewares and Radio Receivers

General Electric Co.
570 Lexington Avenue, N. Y. 22, N.Y.

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DYNAMIC PRICING TO BOOST RETAIL SALES

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

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

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

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

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

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

Coincident with the announcement of lowered fair traded prices, Mr. Sahloff made known the addition of radio receivers as part of his division's new merchandising responsibility, and the re-naming of the division. Henceforth, it will be known as the "Housewares and Radio Receiver Division." Under the newly named division are grouped the following five departments: (1) Portable Appliances, (2) Vacuum Cleaners, (3) Blankets, Fans, Heaters and Heating Pads, (4) Clocks and Timers, (5) Radio Receivers.

**REVISED TRAFFIC BUILDER
GIVES YOU NEW SELLING
IDEAS, ITEM NEWS TO
BOOST APPLIANCE SALES**

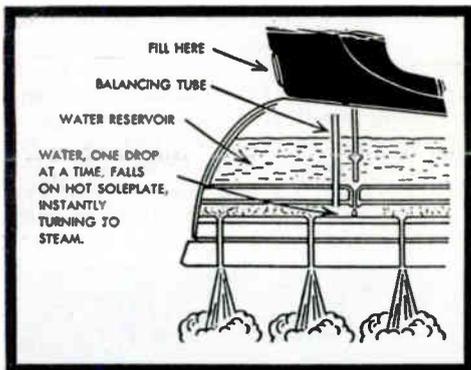
With this issue, TRAFFIC BUILDER comes to you in a new format. It will report important product information and offer how-to-do-it solutions for your everyday selling problems. Expanded editorial scope is designed to make this publication an even more effective *traffic builder* for your store.

BIG PRICE DROP, NEW FEATURES TO JUMP SALES OF G-E STEAM AND DRY IRON America's fastest selling Steam Iron now only \$14.95

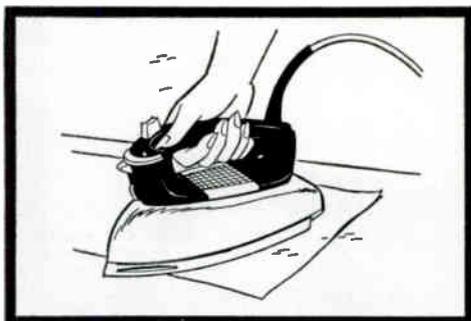
As a major concession to Mrs. Consumer—who has shown a marked preference for the G-E Steam and Dry Iron, and made it the top best seller over all others on the market—General Electric has substantially lowered its fair-traded retail price to a record new low of only \$14.95.

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

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



Even-flow steam gives better results



New Cord Lift makes ironing easy

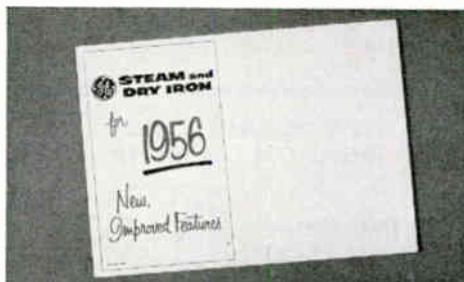
In addition, the G-E Steam and Dry Iron has a larger sole plate—30 square inches—and is lighter in weight—only three pounds—than most other irons, steam or dry! The 1100 watt Calrod unit heats the iron quickly and is practically indestructible. It uses tap water in all but extremely hard water areas.

The combination of new improvements, plus traditionally best-selling features, and greatly lowered price is bound to give the biggest boost in history to G-E Iron sales throughout dealer stores! Both features and price will be heavily supported in your local

market on TV, and in magazines with wide audience appeal. The TV curtain was raised on January 3. Here's what is on the program for the first three months of 1956.

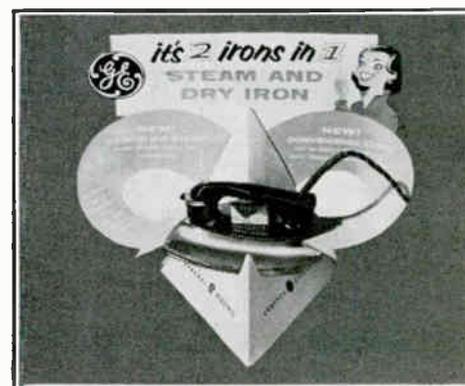
G-E STEAM IRONS ON TV NETWORK		
Jan. 3	"Warner Bros. Presents"	ABC-TV
Jan. 17	"Warner Bros. Presents"	ABC-TV
Jan. 31	"Warner Bros. Presents"	ABC-TV
Feb. 7	"Warner Bros. Presents"	ABC-TV
Feb. 21	"Warner Bros. Presents"	ABC-TV
Mar. 6	"Warner Bros. Presents"	ABC-TV
Mar. 20	"Warner Bros. Presents"	ABC-TV

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



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

New Display A Real Sales Builder!



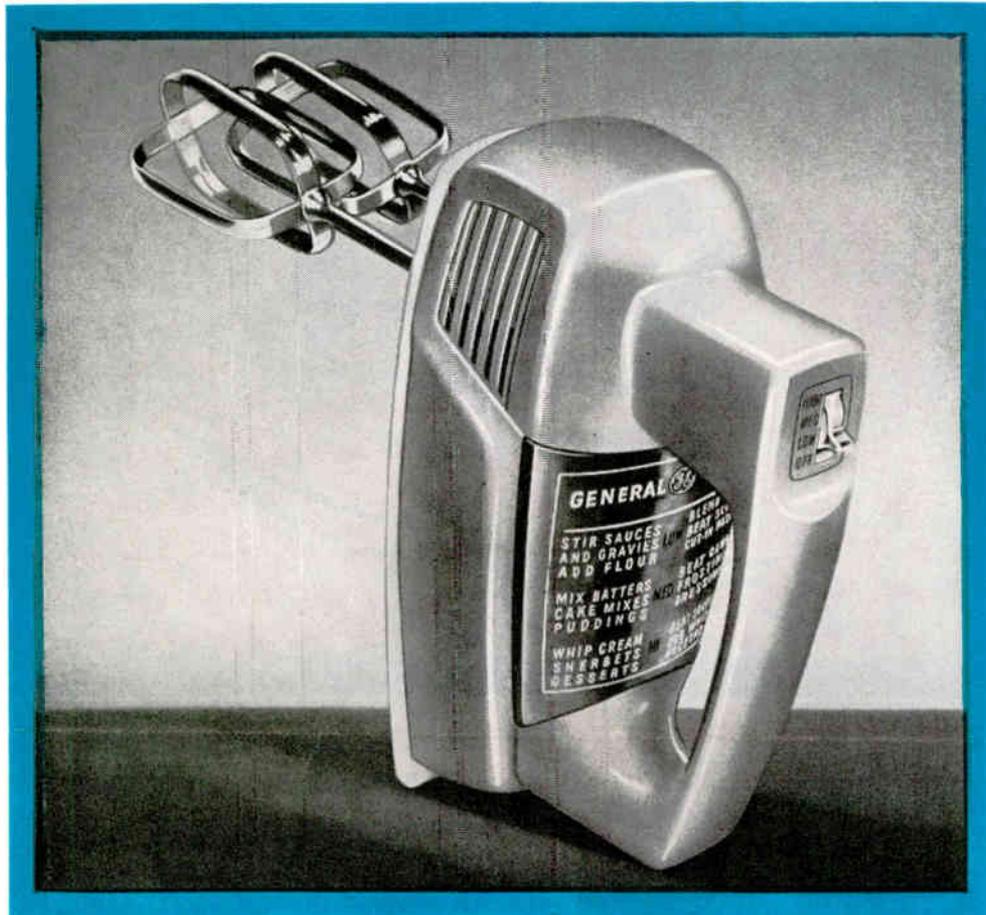
A single display unit—capable of presenting product features in quick, to-the-point fashion, and acting as a powerful sales stimulant—is now available for the G-E Steam and Dry Iron.

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

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

IMPROVED PORTABLE AT NEW LOW PRICE TO SPUR MIXER SALES

New G-E price, \$17.95 . . . new G-E design . . . new G-E convenience
to work sales magic for G-E Dealers



The G-E Portable Mixer, in the three famous Mix-or-Match colors, now introduces two exciting entirely new features for 1956. Even more important—these improvements are available at the lowest price in G-E Mixer history—only \$17.95!

First of the new features is a three-speed control button now located on the handle, just under the fingertip. A change in speed can be made instantly, without peering under the handle. The second feature is a new mixing chart on the mixer saddle plate. Lettering of the new chart is extra large for greater legibility. Every speed has been thoroughly tested to eliminate guesswork from every type of mixing—whether egg whites or cake, bread and cookie batters.

These new features make the trim, lightweight G-E Portable a "must" in every kitchen—as indispensable to food preparation as the range. With the new G-E Portable, food mixing is no chore at all! It hangs near the range always within easy reach. It weighs less than three pounds, yet it's powerful enough for even the heaviest mixing job. It sits down like a hand iron, and the rubber base guard prevents bowl-chipping. A flick of the beater ejector, and beaters drop out, ready for cleaning.

There's just no better way to build mixer sales for your store than to stock the new G-E Portable. Its new features and new lower price will mean far more mixer sales for you.

Dottie Demonstrator Says:

"Dramatize the labor-saving features of the G-E Portable, and earn extra sales.



"*Demonstrate* convenience, portability. Lift mixer off display, hold it by your fingertip. Tell your prospect, 'The G-E Portable can hang near your range

ready for every mixing, whipping job.'

"*Demonstrate* finger-tip control, easy ejection of beaters. Hold mixer by handle, move finger back and forth on speed-control button and say, 'Just a quick flick of this handy button starts or stops, or changes mixing speed.' Tip portable back, flip ejector to let beaters drop out, and say, 'Beaters are curved so food won't clog!'

"*Point out Mixing Chart.* Tell her it is designed for easy reading. Then say, 'The G-E Portable won't tip. It stands at side of bowl on the heel rest just like the famous G-E Iron!'"



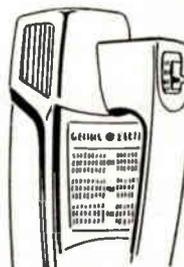
HANDY NEW THREE-SPEED CONTROL

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



NEW MIXING CHART RIGHT ON THE MIXER

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



New Promotion Kit To Help You Sell The G-E Portable Mixer



Order kit today from your G-E Distributor!

NEW FOUR-COLOR DISPLAY SELLS G-E FEATURES ON SIGHT!

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

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

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

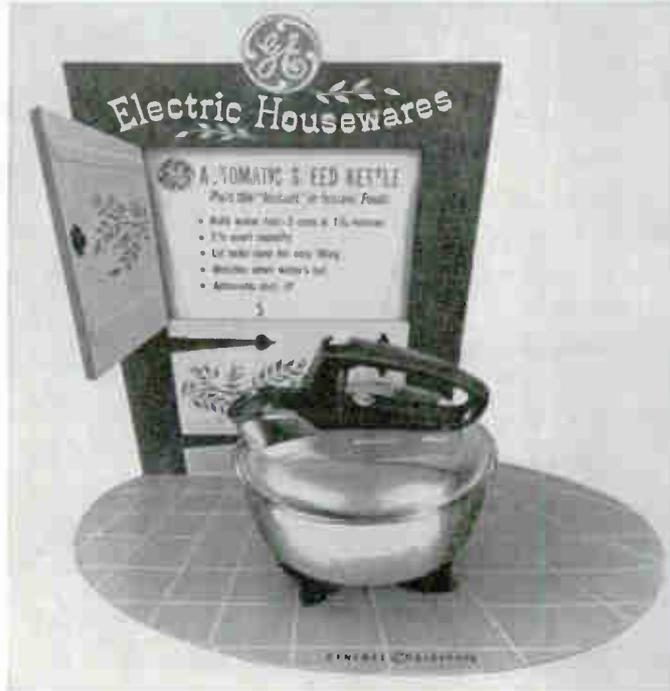
The open half door of the charming "Dutch Door" is a pocket device to hold individual and interchangeable cards for all G-E Electric Housewares. The base is a "floor" simulating tile or linoleum of a typical kitchen. The unit may be used to display a single appliance, or as a full counter or window display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

"LIVE TABLE" MULTIPLIES PORTABLE APPLIANCE SALES

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

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

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



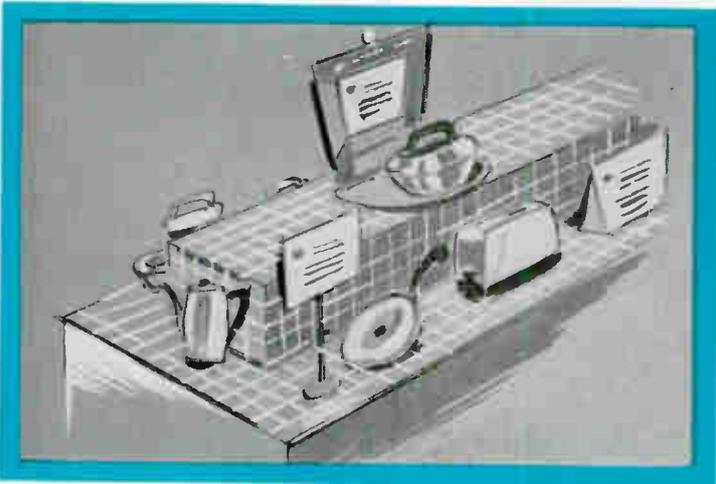
The magic of this new display will work sales wonders for your General Electric Portable Appliances. Unit is photographed here to show use of the display with one appliance, the G-E Automatic Speed Kettle. Variations of the unit with more than one appliance are shown below.

19" wide, 17" high, 17" deep.



3-Step Platform Display

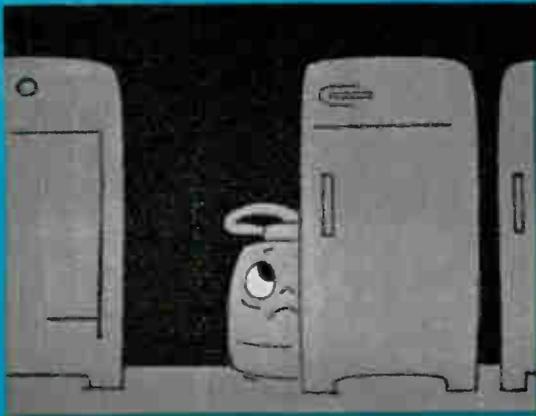
Steps are covered with imitation tile or wood-grained paper. Oil cloth in tile pattern or any plain color may also be used. Individual display cards are mounted in wire holders, or stand as easel cards beside each appliance.



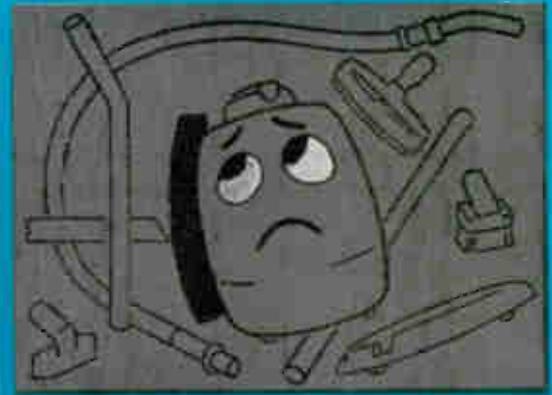
"Live-Table" Display

Unit is ideal for "live table" merchandising. In this sketch, platform is set on counter with plug-ins for demonstration. Both platform and counter are covered with imitation tile paper. Cards also will fit your regular "T" stands.

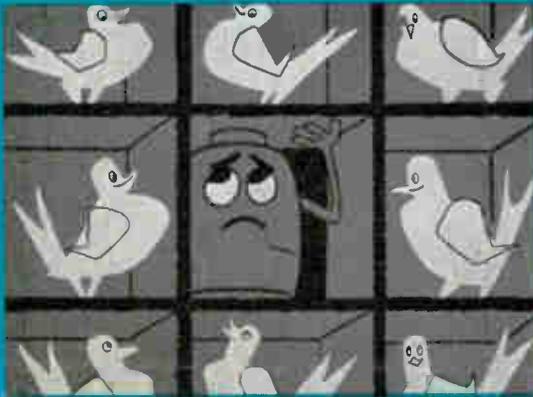
AMNANESIS (The Investigation)



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



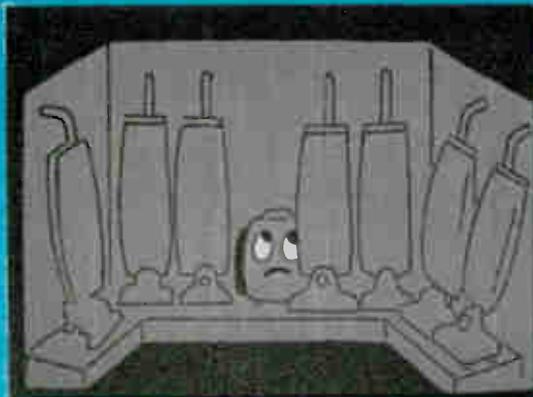
→
(Case No. 2)
Chief Complaint:
 "I JUST CAN'T SEEM TO
 PULL MYSELF TOGETHER"
Diagnosis:
 Acute Anxiety Neurosis
 (Breakdown)
History:
 Falling to Pieces at
 Hands of Sadistic Salesman



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



→
(Case No. 4)
Chief Complaint:
 "MY COLLAR'S ALWAYS
 TOO TIGHT"
Diagnosis:
 Solitude Complex
 (The End of the Rope is Near)
History:
 Stranded, Unsuccessfully,
 by Boy Promoted to Vacuum Cleaner
 Department from Wrapping Room



(Case No. 5)
Chief Complaint:
 "NEXT THEY'LL WANT ME TO
 GO DOOR-TO-DOOR"
Diagnosis:
 Oedipus Complex
 (Mama's Boy)
History:
 Never Able to Revolt from
 Firm, Upright Family



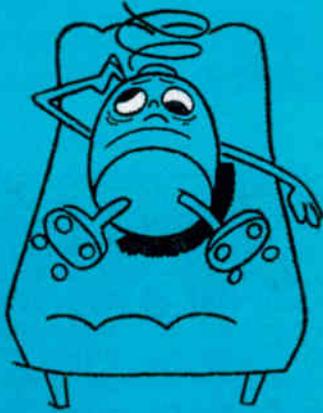
→
(Case No. 6)
Chief Complaint:
 "CAN'T SEEM TO GET
 MY FEET ON THE GROUND"
Diagnosis:
 Acrophobia
 (Fear of Heights)
History:
 Up in the Air Over Having
 to Live out of Natural Lacata



(Case No. 7)
Chief Complaint:
 "WHAT A NIGHTMARE!"
Diagnosis:
 Hallucinations
 (Seeing Things)
History:
 Emplaced in Mist of a Jungle-Like
 Vacuum Cleaner Department



→
(Case No. 8)
Chief Complaint:
 "..."
Diagnosis:
 Schizophrenia
 (Oblivious to Reality)
History:
 No Cleaners on Display
 in This Store



Psychoanalysis of Canister Vacuum Cleaners in a Display Environment

THE PATIENT: CANISTER VACUUM CLEANER (SPECIES — MOBILE)

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

The Amnesia (The Investigation)

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

The Prognosis (Clinical Opinion of Future Prospects)

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

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

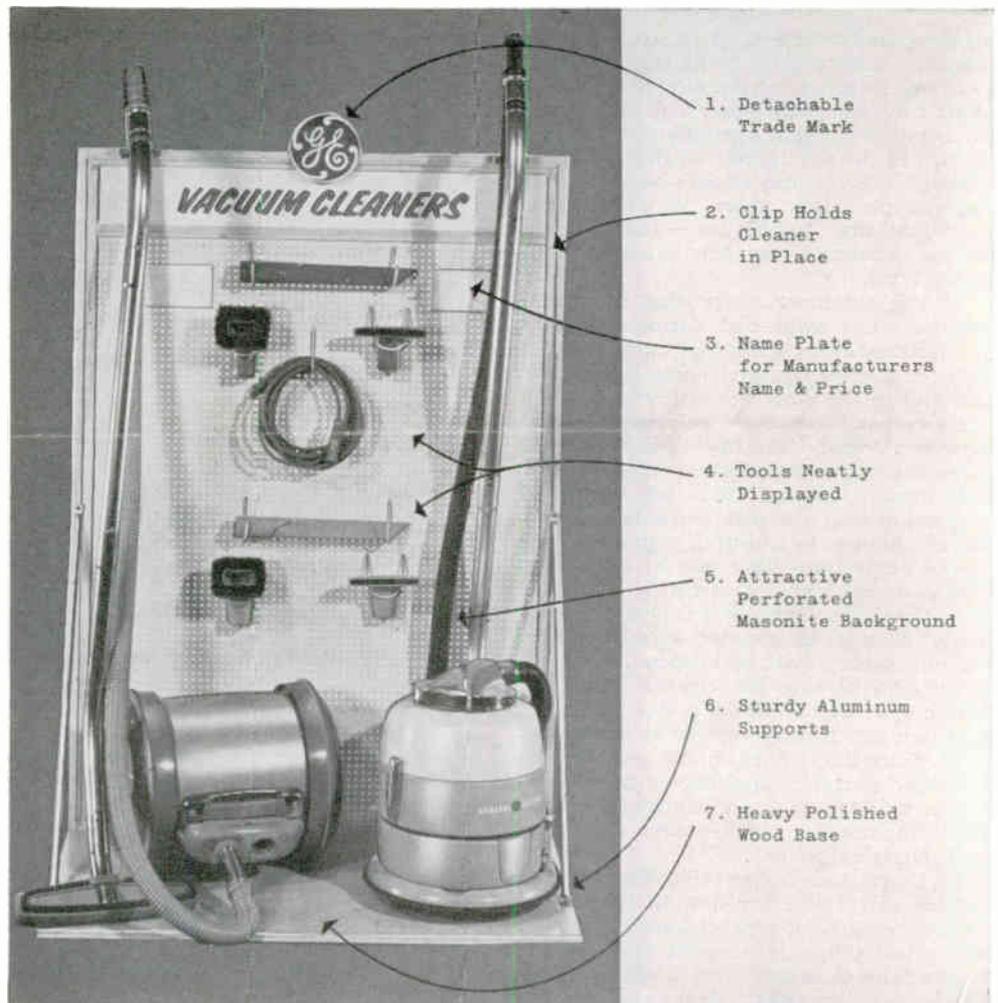
Prescribed Psychotherapy

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

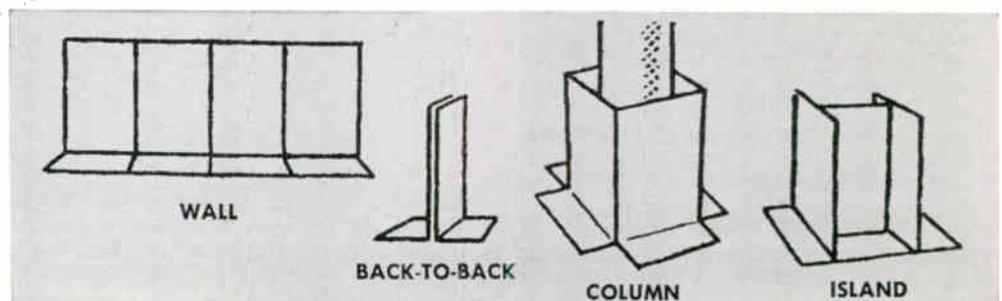
What the Doctor Orders

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

PROGNOSIS (Clinical Opinion of Future Prospects)



The New G-E Ready-For-Action Cleaner Demonstrator. Any number of these versatile display units can be joined to form a complete vacuum cleaner department. They are adaptable to all space situations.



**NEW LOW PRICES FOR
G-E CLEANERS TO ROCKET
1956 SALES**

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

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

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

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

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

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

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

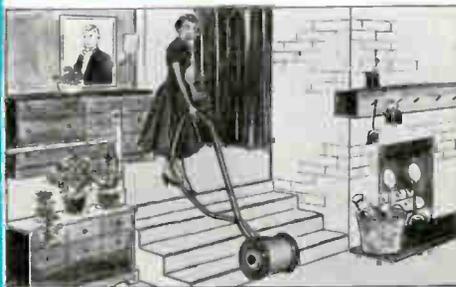
In short, the dealer who displays and makes provision for demonstration of canister and tank-type cleaners in a spot where traffic flow is heaviest will reap the bigger sales. And don't forget—the vacuum cleaner is a "big ticket" item to sales ladies who sell small electrics!

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

DEMONSTRATION DOTTIE says:



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



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



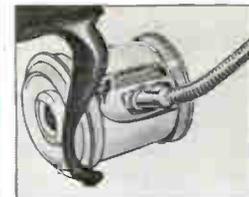
Two-in-One Tool!—Only one tool cleans both rugs and bare floors! Self-adjusting brush adapts to any rug nap.



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



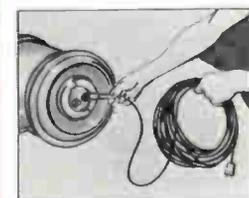
Zips dirt from bare floors!—Use soft bristle side to clean floors, linoleum, walls and mouldings. Makes day-to-day cleaning a breeze!



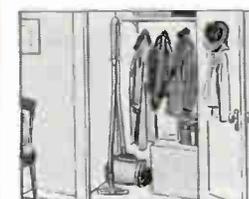
Rolls on big, cushioned wheels
Rolls smoothly, quietly over door sills, scatter rugs. Cushioned to prevent marring or scratching of furniture.



Throw-away filter bag
Filter bag has extra large capacity. Needs changing only a few times a year.



Detachable Cord Set
Ends bugaboo of dangling, messy tangle when storing cleaner. Non-kinking cord.



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

GENERAL ELECTRIC DELUXE AUTOMATIC BLANKETS AT NEW LOWEST PRICES EVER!

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

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

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

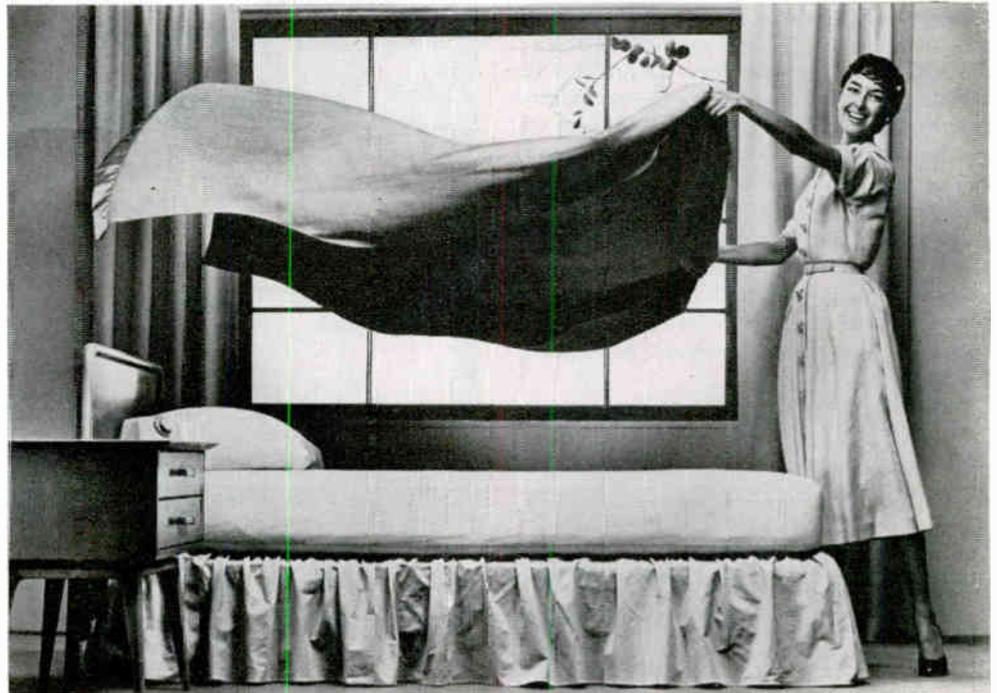
Here are the lower prices that will make the dramatic difference in your blanket sales: G-E PB18 Deluxe Automatic Blanket, Twin Bed, one-control now \$29.95; Double Bed, one-control now \$34.95; Double Bed, dual-control now \$44.95.

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

Only General Electric gives you these faster-selling features for increased unit sales and higher profits:

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

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



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

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

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

Among the additional blanket features producing bigger sales for you is the famous G-E "Sleep Guard" control, the most

dependable of any automatic blanket on the market. The Lightweight Blanket is all cotton, completely mothproof, and washable as a handkerchief. This G-E feather-weight blanket beauty is light enough for mild climates, yet warm enough for coldest weather.

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

Luxury at Low Price!



Model PB18 — Comes in six high-fashion colors! Twin Bed size now only \$29.95; Double Bed, one-control now only \$34.95; Double Bed, dual-control now only \$44.95!



Mounted easel card, in full color, and special selling sign announces lower prices to your customers.

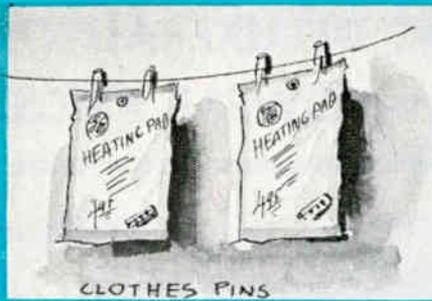
NEW "SEE-THRU" PACKAGE PUTS "SELL" IN HEATING PADS!

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

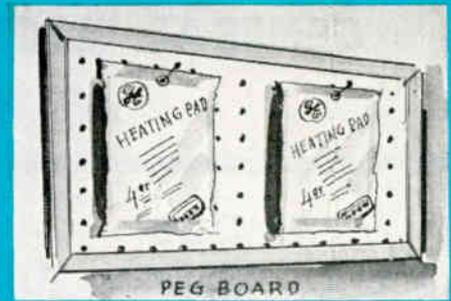
Its name is Polyethylene—and it gives dealers an opportunity to offer the new G-E Model PS9A4 Heating Pad with sealed-in factory freshness *guaranteed*. Famous G-E heating pad features are clearly visible through the new package—the high-fashion turquoise cover and contoured multi-colored Push Button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

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

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



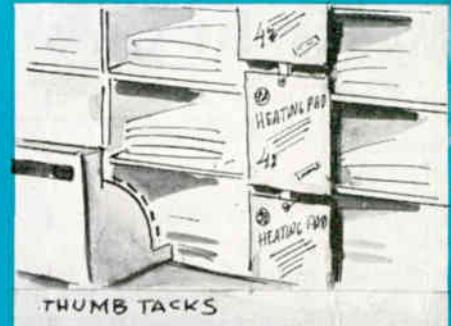
CLOTHES PINS



PEG BOARD



SKIRT HANGER



THUMB TACKS

USE THESE IDEAS TO SELL MORE G-E HEATING PADS

NEW LOW PRICES, DRAMATIC DEMONSTRATION INCREASE HEATER SALES

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

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

AUTOMATIC HEATER MODEL H-1



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

DELUXE AUTOMATIC HEATER MODEL H-2



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

Demonstration Helps Sell More G-E Heaters

AUTOMATIC HEATER, MODEL H-1

Static Demonstration

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

Demonstrate force of air flow

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

Demonstrate stability

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

Demonstrate Safety

Turn heater around in hands to show complete coverage of case. Show coolness of top by grasping top of case. Show tip-over protection by tipping heater backward and forward. When tipped on face, show how projection on plastic case keeps heater away from surface.

DELUXE AUTOMATIC HEATER, MODEL H-2

Static Demonstration

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

Demonstrate Radiant Heat

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

Demonstrate Fan-Forced Heat

Blow smoke gently toward fan from a point about three feet in front. Fan will blow smoke back.

Demonstrate Safety

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

Demonstrate Tilting Stand

Tip heater back to show wire stand. Flip stand back and forth to show change in direction of heat flow.

Demonstrate Cleaning Convenience

Depress front grill with thumbs at both sides; swing grill out from top, leaving bottom of grill attached. Heater may be cleaned without completely removing grill.

G-E FAN LINE PRICED TO SET DEALER SALES RECORD

The General Electric fan line for 1956, introduced last September, will set the pace for the industry with several important new features and new models. In keeping with General Electric's new "dynamic pricing policy", new prices will be generally lower than those of 1955.

Most important additions to the line are the new Model N1, a compact, streamlined utility fan to sell at \$9.95, retail, and a completely new line of window fans, starting at \$39.95.

In addition to the competitive pricing of the new models, several other models, such as the Floor Circulator, the Twin Fan, the All-Purpose fan, and the Kitchen Ventilator, have been reduced \$5.00 in price at the retail level.

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

Window Fans Show Strong Growth

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

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

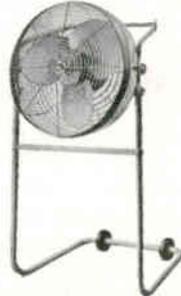
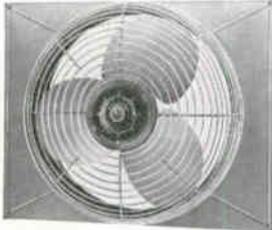
Oscillating Fans—Popular Traffic Items

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

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

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

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

 <p>N-1 Year-Round Gift Favorite \$9.95</p>	 <p>S-125 Two-Speed Control \$29.95</p>
 <p>A-1 Broad Air Stream \$29.95</p>	 <p>S-107 Low Cost—High Value \$17.95</p>
 <p>V-163 Ideal for Home, Office, or Factory \$54.95</p>	 <p>P-1 Rolls Easily Anywhere \$59.95</p>
 <p>W-21 No Installation Costs \$29.95 T-3 Portable—fits Sash or Casement Windows \$59.95</p>	
 <p>W-2 Three Speeds \$39.95</p>	 <p>W-3 Electrically Reversible \$49.95</p>
 <p>W-4 Electrically Reversible—Automatic—Portable \$69.95</p>	 <p>F-3 Two Fans in One \$59.95</p>

G-E ADVERTISING HELPS YOU SELL FANS

NEWSPAPERS

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

TELEVISION

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

BILLBOARDS

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

DISPLAY

G-E provides big, hard-selling displays free in fan cartons. Sturdy display fixtures show the full line, take up only a few feet of space. Colorful motion displays stop traffic—sell fans.

HOTTEST SALE IN YEARS SETS SIZZLING PACE FOR G-E TELECHRON CLOCKS

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

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

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

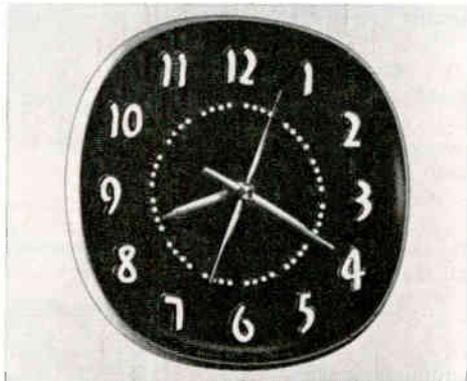
National advertising by General Electric-Telechron Clocks has stimulated buyer interest at regular higher prices. So, it follows that your sales can be upped when you advertise locally at these tremendous savings. Imagine the Russel Wright designed "Ceramic", which formerly retailed at \$8.98 now priced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

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

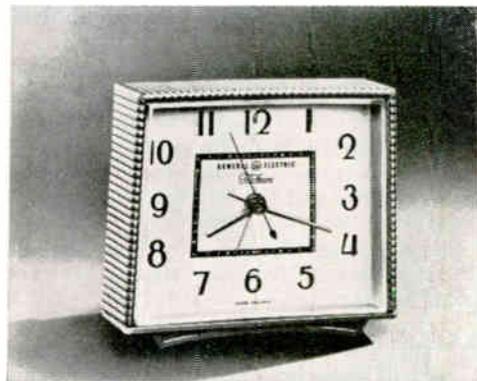
First of the two alarm clocks is the "Telecrat"—a true aristocrat of the electric alarm line. The smart beveled case is in gold color metal. Its contemporary design fits handsomely into bedroom and living room as well. New lower price for the Telecrat is a mere \$5.49—a substantial reduction from the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

The "Decor" is frankly modern in design, and a decorator's delight in predominate shades of gold, beige and rich brown. The handsome white dial is textured for a sleek sculptured effect. The Decor set sales records at the regular price of \$6.95, and now can be offered at a low \$4.99 to send your sales right through the roof!

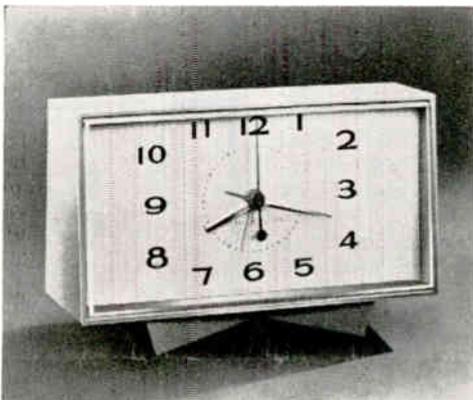
These General Electric-Telechron Clock beauties will open up important selling opportunities for you. It will pay you handsomely to order these clocks from your distributor while they last, and tie in with this compelling clock promotion!



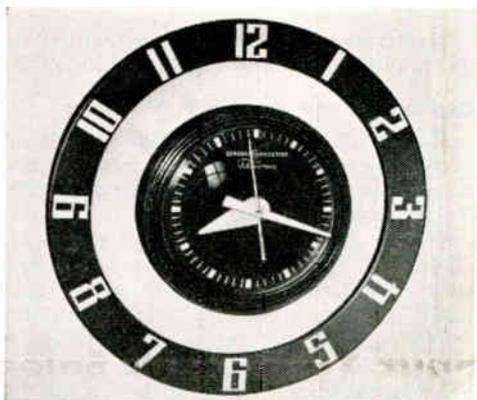
Ceramic formerly retailed at \$8.98 now priced at a low \$6.49. Comes in choice of four colors.



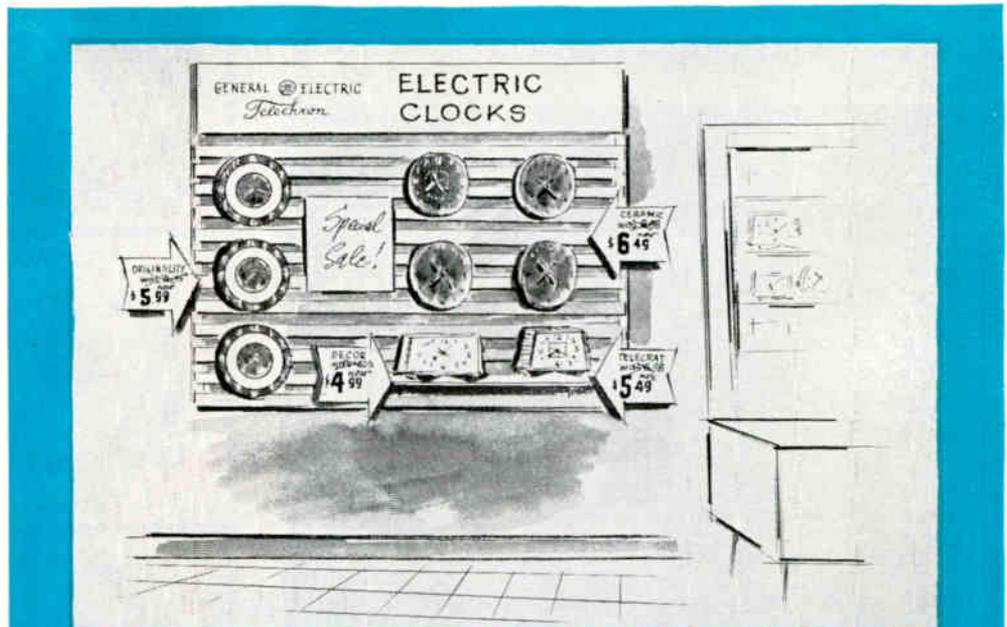
Telecrat sale priced at \$5.49 was regularly priced at \$6.98. Features smart beveled case.



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



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



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

RECORD-BREAKING SALES INCREASE FOR G-E TELECHRON CLOCKS AT POLSKY'S OF AKRON, OHIO

Polsky's, Akron, Ohio, feature display of 15 General Electric-Telechron clocks. Alarms, occasional, and kitchen clocks drew record sales for Housewares Buyer, Dave Jenkins. Tie-in fashion theme highlighted beauty of clock design, featured variety at moderate cost. Sales increases over previous year reached a high of 330% for Polsky's.



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

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

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

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

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

To open his promotion, Mr. Jenkins placed his first newspaper ads in late September. Sales results from these ads were, in his words, "immediate and excellent."

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

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

Sales increases for October and November of 1955 were a tremendous 330% over the same period for 1954! And in the first week of selling in December, the same remarkable increases prevailed.

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

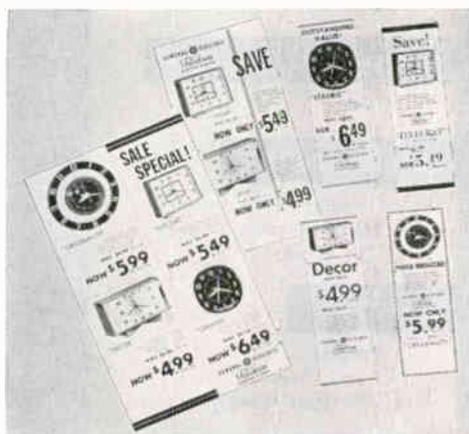
Spur Your Clock Sales With These Free Mats!

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

Mats are designed to cover every advertising need, in these three sizes: 3 col. x 10", 420 lines; 2 col. x 8", 224 lines; and four 1 col. x 6", 84 lines featuring each individual clock.

Tie-in promotion material, also available from your distributor, includes pricing cards for each sale model.

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



TIMING FACTS to help you SELL!

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

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

G-E ADVERTISING TO GIVE DEALER SALES BIGGEST PUSH

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

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

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

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

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

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

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

1956

CONSUMER ADVERTISING—G-E Housewares & Radio Receiver Div.

January through March, 1956

AUTOMATIC BLANKETS

Sunset
Bride's Magazine

January
January

1 page—4 color
1 page—4 color

VACUUM CLEANERS

Family Weekly
Ladies' Home Journal
Farm Journal
Town Journal
Successful Farming
Progressive Farmer
Household
Sunset
Parade
Family Weekly
Rural Gravure

Feb. 19
March
March
March
March
March
March
March
March 18
March 18
March

½ page—4 color
½ page—4 color
¾ page—4 color
¾ page—4 color
¾ page—4 color
½ page—4 color
¾ page—4 color
1 page—4 color
½ page—4 color
½ page—4 color
½ page—4 color

STEAM IRONS

Ladies' Home Journal
Household
Farm Journal
Better Homes & Gardens

March
March
March
March

1 page—B & W
1 page—B & W
1 page—B & W
1 page—B & W

PORTABLE MIXERS

Reader's Digest

March

1 page—4 color

AUTOMATIC HEATERS

Sunset

January

¼ page—B & W

SPEED KETTLES

Saturday Evening Post
Saturday Evening Post

Feb. 18
March 24

½ page—2 color
½ page—2 color

AUTOMATIC SKILLETTS

Life

March 19

1 page—4 color

COFFEE MAKERS

Parade
Family Weekly
This Week

March 25
March 25
March 18

½ page—B & W
½ page—B & W
½ page—B & W

TOASTERS

Parade
Family Weekly
American Weekly

March 11
March 11
March 4

3/10 page—B & W
3/10 page—B & W
3/10 page—B & W

FULL LINE HOUSEWARES

Modern Bride
Seventeen

January
February

2 pages—B & W
2 pages—B & W

TWO GREAT TV SHOWS FOR G-E PORTABLE APPLIANCES

G-E Steam & Dry Irons ABC-TV NETWORK		G-E Portable Mixer CBS-TV NETWORK	
JAN. 3-17-31	Worner Bros. Presents	JAN. 11-25	20th Century Fox Hour
FEB. 7-21	Worner Bros. Presents	FEB. 8-22	20th Century Fox Hour
MAR. 6-20	Worner Bros. Presents	MAR. 7-21	20th Century Fox Hour



HOUSEWARES AND RADIO RECEIVER DIVISION
(Formerly SMALL APPLIANCE DIVISION)

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

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

Table Models	RADIO RECEIVERS••	Retail Price	HEATING PADS	Retail Price
453		\$14.95	PS9A4	\$ 4.95
455, 456, 457		19.95	PS9A5	5.95
465, 466, 467		24.95	PS9A7	7.95
470, 471, 472		29.95	PS9A8	8.95
475, 476, 477		34.95		
480		39.95		
Clock Radios			VACUUM CLEANERS	
895		22.95	C-2	49.95
900, 902, 903		27.95	C-3	49.95•
905, 906, 907		34.95	R-1	69.95•
911, 912, 913		39.95		
915, 916		39.95		
920, 921		49.95		
Portables			CLOCKS	
635 Green		19.95	2H39 or 2HA39 or 2HC39	Originality
636, 637 Red, Grey		21.95	2H42	Jackstraw
645 Charcoal		29.95	2H43	Telemaid
646, 647, 648 Red, Green, Grey		32.95	2H44	Topper
660, 661		44.95	2H45	Swirl
675, 676, 677, 678		49.95	2H45C	Swirl (Chrome & Copper)
			2H47	Telechoice
			2H48	Ceramic
			2H49 or 2HA49	Motif
			2H55	Colonist
			2H100	Gossamer
			2H101	Diameter
			2H103	Cupboard
			2H105	Illusion
			2S57	Inheritance
			7H137	Little Tel
			7H137LI	Little Tel (Luminous)
			7H141-CP	Airlux
			7H141-M or 7HB141-M	Airlux
			7H167 or 7HB167	Yachtsman
			7H179 or 7HA179	Tribute
			7H188 or 7HA188	Candlewick
			7H192 or 7HA192	Wink
			7H197-K	Illuminette
			7H204 or 7HA204	Tweed
			7H211 or 7HA211	Dorm (Plain)
			7H211L or 7HA211L	Dorm (Lum.)
			7H213	Perspective
			7H215 or 7HC215	Decor (Plain)
			7H215L	Decor (Lum.)
			7H216-K	Brite-Dial
			7H217 or 7HC217	Telecrot
			7H220 or 7HA220	Starter (Plain)
			7H220L or 7HA220L	Starter (Lum.)
			7H223	Room-Mate (Plain)
			7H223L	Room-Mate (Lum.)
			7H225L	Luminary (Lum.)
			7H226	Urban
			7H228	Architect
			7H228L	Architect (Lum.)
			7H229	Replica
			7H232L	Caller (Lum.)
			7H233	Circlewood
			7H233L	Circlewood (Luminous)
			7H234	Harlequin
			7H234L	Harlequin (Luminous)
			7H235	Fidelity
			7H236	Revelation
			8H24	Almanac
			8H29	Tele-Jour
				14.95

PORTABLE APPLIANCES

C26	Skillet without Lid (Aluminum or Turquoise)	17.95•
C26AX1	Alum. Lid Only	2.00•
C26C	Skillet with Alum. Lid	19.95•
F-19	Portable Steam Iron	9.95•
F-32	Iron	9.95
F-33	Iron	11.95•
F-35	Iron -a)	11.95
F-50, F-60	Iron	14.95•
G-42	Sandwich Grill (Automatic)	19.95•
K20	Speed Kettle	16.95•
M12AX2	Food Chopper For M12 Mixer	14.95
M10, M17	Portable Mixer (White)	17.95•
M12	Mixer	39.95•
M15	Mixer	27.95•
M16, M17	Portable Mixer (Pink, Yellow, Turquoise)	17.95•
P-30	DeLuxe Automatic Coffee Maker	27.95•
P-31	Automatic Coffee Maker	19.95
T-82	Toaster (Brown or Ivory Base)	17.95•

FANS

N1		9.95
S107		17.95
S125		29.95
V163		54.95
A1		29.95
F2		59.95
F3		59.95
P1		59.95
T2		59.95
T3		59.95
W2		39.95
W3		49.95
W4		69.95
W21		29.95

AUTOMATIC BLANKETS

PB18A1		34.95•
PB18A2		44.95•
PB18A4		29.95•
PB16A1-C (Slumber Cover)		24.95•
PB16A2-C (Slumber Cocer)		34.95•
PB16A4-C (Slumber Cover)		19.95•

HEATERS

H1		17.95•
H2		37.95•

**Retail prices apply to all clocks bearing the trademark GENERAL ELECTRIC alone or together with the trademark TELECHRON and such prices do not include federal tax.

• Revised Price •• Added Products -a) AC/DC

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

The amount of any present or future sales, use, revenue, excise or other tax, which may be made applicable to the products covered by this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

(Form FTP-100)

MALMSTENS RADIO ELEC
SALES & SERVICE CO
3715 GLENDALE TERR
MINNEAPOLIS 10 MINN
12D

GENERAL ELECTRIC COMPANY
Housewares and Radio Receiver Division
1285 Boston Ave., Bridgeport 2, Conn.
RETURN POSTAGE GUARANTEED



Sec. 3466, P.L. & R.
U. S. POSTAGE
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New York, N. Y.
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G-E TRAFFIC BUILDER TO PAY CASH FOR IDEAS

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The G-E Traffic Builder will pay \$10 for window or store display ideas accepted for publication. The amount will be *doubled* if your idea is accompanied by a photograph!

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