GIANT STEP IN TV!...
ALL-NEW
CBS TV LINE!

...with television's 9
most-wanted advances

Here are sets utterly new, so boldly, beautifully engineered, they set the pace for all TV to follow. These are the entirely new CBS Television Sets for 1956... important, different, inside and out. It's a line based on the philosophy that superior quality is the most direct route to sales... the only line with all of television's 9 most-wanted advances.

Now and always, CBS-Columbia is determined to give you and your customers more of the best than all the rest... in product, in promotion, in profit.

CBS TV SETS... made by a Division of the Columbia Broadcasting System

VOLUME 45 • NUMBER 1
JANUARY • 1956

articles for dealers...

Sales And Profit Outlook... "56... 31
Cost Cutting At Work... 33
Color Appliances And Built-Ins... "55 For The Show, "56 For The Money"... 34
Color And Built-Ins Sell The Package... 37
How One Dealer Sells Color And Built-Ins... 38
Color TV-A Vast Sales Frontier... 41
Trends At Year's End... 48
ST Club Distributor Salesmen Speak... 52
Dealers Will Bank On Advertising And Store Promotions... 60

for distributors and distributor salesmen...

Distributor Of The Future?... 12
Christmas Cash Incentive Moves Vacuum Cleaners... 13
They Call It 8 To 5... 14

for retail salesmen...

Laundry Equipment Gets X-Ray Treatment... 76
Sales Clinic... 77
Sole-Fishing... 78

monthly features...

Editorial... 86
ELECTRICAL DEALER's Checksheet... 64
News And Trends... 6
New Products Section... 65
News Of The Month... 74
Personals... 84
Promotion Briefs... 93

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ELECTRICAL DEALER, January, 1956

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News and Trends

- Laundry appliance sales top 1950 record by 14 per cent.
- Predicts industry sales of 300,000 color TV sets in 1956.

Industry Figures Show Production Increases, Dealer Sales Of Majors Top 1954 In Seven Areas

Industry sales gains were recorded at the factory level in 1955 due to a close, as follows:

- Cumulative factory sales for home launder appliance during 1955, as reported by the American Home Laundry Manufacturers Assn., amounted to 3,700,000 units, or a 14 per cent increase over the previous year, 1954.
- Television set production for the first ten months of 55, according to the Radio-Television Manufacturers Assn., was 6,520,241, representing a 15 per cent gain while radio units totaling 11,375,583 moved 45 per cent ahead of the same 54 period.
- At the retail level, RETMA reported that sales of 5,146,977 TV sets for the first three quarters were 21 per cent ahead of the corresponding period in 1954. At the same time, the 1942,270 radio sets sold represented an increase of 20 per cent from 1954 levels.
- Other retail appliance sales from coast to coast for the first ten months of 1955 revealed increases over 1954 ranging from nine to 92 per cent. This is reflected in total sales figures for ranges, water heaters, refrigerators, freezers, and clothes dryers in seven areas as reported by dealers to their utility companies.
- Dealer reports compiled by the Pacific Gas and Electric Co., Oakland, Calif., for the East Bay area showed a 92 per cent gain for these five major appliances for the ten-month period. At the same time, the utility's San Francisco area dealers topped their 54 unit volume by ten per cent.

New Jersey dealers in the area of the New Jersey Power & Light Co. showed a 17 per cent increase in the five appliances.

"...provides the use of funds immediately..."

We selected Commercial Credit Plan originally because it is a comprehensive program of distributor, dealer and partner financing. Now, starting with Commercial Credit in 1956, we have been greatly impressed with its benefits. The insurance features are good and the retailer's control of financing is important in minimizing lost sales due to outside influences. Because it provides funds immediately, Commercial Credit does a great deal to speed the turnover of invested capital.

Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of Commercial Credit Plan. Why do we do it today?

COMMERCIAL CREDIT CORPORATION

A service offered through affiliation of Commercial Credit Company, Baltimore, Washington, Chicago, and New York with $185,000,000 offices in principal cities of the United States and Canada.

VENNARD TO BECOME MANAGING DIRECTOR OF EEI

Robert E. Vennard, the new director of the Electro-Electric Institute, has been awarded the title of 'Executive Director'. The position was created at a meeting of the Electro-Electric Institute's Board of Directors on June 15, 1955. Vennard is president of the Middle West Service Co., Chicago, since 1951.
DEALERS... DISTRIBUTORS

If you're interested in making money in the freezer business then see the all new 1956 Ben-Hur lines and get the profit building program that's tailored to fit your local conditions.

See Ben-Hur's '56 advanced design, new features, new colors and new beauty—backed by proven promotions that will make money for you.

Make Space 539-B—540-B a must at the show. We have a program to fit your needs. You'll be glad you stopped in.

Get the BEN-HUR FREEZER DEAL SPACE 539-B—540-B at the Furniture Mart

If you couldn't get through the front door of Ben-Hur's space 539-B—540-B at the January market to see and hear the Ben-Hur story, by all means, write, wire or phone for the story on how "to ride with the winner in '56!"

BEN-HUR MANUFACTURING COMPANY
634 East Keefe Avenue
Milwaukee 12, Wisconsin

I think money is here to stay and want more of it to stay with me. Send me the 1956 Ben-Hur Deal and hurry please!

NAME ________________________________
FIRM ________________________________
ADDRESS ________________________________
CITY ______ ZONE ______ STATE ______
MOTOROLA

HOLDS
THE
LINE

And here’s why: The fine new Motorola TV for ’56 is outselling any previous line in our history. Customers like it (sales prove it). Dealers like it (sales prove it). Service men like it (comments prove it). This means that you can steam right on into 1956 with a proved hot line. Look what this means to you:

- No inventory obsolescence
- No new TV line delivery delays

Value above all with volume right into ’56

MOTOROLA

World’s Largest Exclusive Electronics Manufacturer

For Distributor Salesmen

ELECTRICAL DEALER’s special section for distributor salesmen. Carry this issue with you on retail calls. It contains many ideas that can help you improve your dealers’ operations.

Philadelphia Area Distributor Sales of Seven Appliances, TV Show Marked Gains Over 1954

Distributor sales of seven appliances and televisions in the area covered by the Electrical Appliance of Philadelphia showed substantial gains in the period January 1 to October 31, 1955, over the corresponding period for the preceding year.

The report covers sales in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties. Comparative sales figures for washers were not included in the report.


... Los Angeles Distributor TV Report Shows High Consumer Preference For 21-Inch Sets

Twenty-one-inch receivers accounted for 77 per cent of distributor to dealer TV sales in the first nine months of 1955, a seven-county study conducted by the Electric League of Los Angeles, Inc., shows.

According to Fred L. Logan, managing director of the league, only 12 per cent of the set sales in this period were of 17-inch models. Twenty-one-inch models accounted for 93 per cent of sales, while one per cent were 27-inch sets.

In addition, 519 color TV sets were sold by distributors in the nine months.

TV in Jacqueline by William J. Bond, general manager of the Los Angeles electronic parts distributor, after being flown from Los Angeles to Chicago for its premiere, will be shown at the League’s 15th annual convention next month.

Toronto Wholesaler Wins Lewyt Promotion With 192 Vacuum Cleaner Sales In Two Days

A promotion that sold 192 vacuum cleaners in two days won a cash prize of $100 for a Toronto wholesaler, Geoffrey Sonnen, it was announced recently by Walter J. Dally, vice president of the Lewyt Corp.

The wholesaler had the store running a trade-in round-up of old vacuum cleaners, a promotion using newspaper advertising and a full store window displaying old and new vacuum cleaners and copies of Life, which carried a feature on Lewyt’s Museum of Household Cleaning Implements.

Norge Forms Factory Branch In Chicago Area

Formation of Norge Chicago Corp. to handle distribution and service of Norge appliances in the Chicago area, was announced recently by Norge Ltd., Rye-Warner Corp.

The area comprises 16 counties in Illinois surrounding metropolitan Chicago, and five counties in northeastern Indiana. Officials and headquarters for the new factory branch will be announced later.

Chicago will be the only company-owned distributorship in the Norge national selling organization.
Christmas Cash Incentive Moves Vacuum Cleaners

To jump vacuum cleaner volume over quota, a Milwaukee distributor works a bonus plan on its drive to a second consecutive national sales trophy.

As the "sally and timing" season approached, vacuum cleaner distributor salesmen at Taylor Electric Co. Milwaukee, were going all out to become members of James Taylor's "Christmas Cash Bonus Club." The firm's young president realized that a special incentive program providing extra money for gift buying would help bring Taylor Electric a second sales trophy in Ley's "you-never-sell-locations," door.

In the previous Leyt campaign, at the first of the year, Taylor pumps out "no won a trophy by going well over our 800 quota. We sold close to 1,200 cleaners, and expect to exceed our quota by in much this time.

The present contest was launched Oct. 31, and by the end of November Taylor Electric men had already reached the 600 quota and were shooting for the Christmas bonus money.

ALEX INCENTIVE CHOICE: The beauty of this deal for our men, Taylor explains, is that it allows them flexibility in setting up incentive programs for their dealer salesmen. If they do a good job in handling the incentive, they stand a better chance of the extra bonus.

To get the program rolling, each of Taylor's six vacuum cleaner salesmen was given an individual quota based on percentage of territory. For each sale over quota, Taylor says, the salesman receives $2. A dollar from us, which is matched by a dollar from Ley.

In going after the extra lift, the distributor salesmen had the choice of setting up a similar cash incentive program for their retail salesman or providing a merchandise premium for their own salesmen.

Regardless of which program he used, the distributor salesman

Silverware for Sale!

A Christmas bonus incentive program for Taylor at Ley did well enough at Ley's expense, so Ley introduced a "silverware for sale" plan to give each of his dealers a sales quota, and in turn, worked out each retail salesman's quota with the dealer. On the cash incentive deal, Taylor Electric matched the dealer's dollar to provide a $2 bonus for each sale over the salesman's quota. To keep the sales records up to date, the distributor provided charts for both its own salesmen and the retail men.

With each sale the retail salesman makes over his quota, the distributor salesmen enters his name on a punchboard opposite a punched number. At the end of the contest, the holder of the lucky number in each store wins a set of silverware. There are 30 punchboards on a board, "The idea is to give the salesman something he can take home to his family. They like to see their name in lights." Taylor says, "Our salesmen are very proud of their sales, and the company.

Offering a choice of sales incentives seemed to be getting good results. At the end of November, Taylor Electric was one of 15 national leaders in vacuum cleaner sales for the promotion.

For more information about Taylor Electric, please contact:

Taylor Electric Co.
420 E. College St.
Milwaukee, WI 53202

Phone: (414) 773-2100

Christmas Cash Bonus Club Members

Nov. 7 to Dec. 31, 1972

Store Quota

Christmas Cash Bonus Club Members

Nov. 7 to Dec. 31, 1972

Store Quota

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For Distributor Salesmen

Apparatus on Parade

New Keyes for Crosley-Bendix in New York anticipates the coming era in appliance distribution.

A former Keyes distributor has moved out of the local area.

FOR DISTRIBUTOR SALES

FOR DISTRIBUTOR SALES

GIVING AFTER EXTRA MONEYS FOR CHRISTMAS SHAPED IN THE FORM OF BONUSES FOR POPULAR SALE. Taylor Electric's distributor salesmen are offering retail men cash at similar times as bonus awards, since they are good salesmen in earlier times, while salesmen for the company and others bring them into the salesmen, who are more inclined to sell when they know their jobs are expected.

New Keyes warehouse for Crosley-Bendix in New York anticipates the coming era in appliance distribution.

A former Keyes distributor has moved out of the local area.

NEW BUILDING SELLERMAN

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12
ELECTRICAL DEALER. January, 1973

13
ELECTRICAL DEALER. January, 1973
"I SELL 24 REVCO FREEZERS A MONTH. My customers want large chests and only Revco gives me a full range of sizes at prices that net me a profit."

- W. Ben Jones of Linder Hardware Company in Albemarle, North Carolina

“Our trade is made up mostly of farmers and they want large freezers. We have made it a practice of giving the customer the best product for the money. That’s why we have been successful in selling Revco chest freezers. We think Revco is in the most trouble-free freezer and we display them right on the sidewalk. I predict an increase of 25% in Revco freezer sales in 1956," adds Mr. Jones.

Our customers want large chest freezers. We’ve sold 52 Revco large chest freezers in a month, we prove Revco’s lower cost per cubic foot.

-- E. A. McDonald, of McDonald Furniture Company in Alton, Georgia

"Retail customers are better satisfied with larger chests. When we use the Revco demonstrator, the customer has the Revco Financing Plan and Silver Action and shows its lower cost per cubic foot. We sell more refrigerators and small chests do not sell the farmers need; that’s why we like Revco’s full line of large sizes."

“We expect a 33½% increase in Revco sales this year. Our customers want the large service-free chest freezers with Revco’s features.”

- E. B. Murritt, Mattel Electric Company of West Palm Beach, reports to Mr. Merritt.

Mr. Merritt says that selling Revco freezers makes it possible for him to use a “counter less inventory program” because Revco chest freezer customers are always satisfied. Our customers are small farm owners and will work with larger families—and they want economical service-free large chest freezers. With the Revco line we have a model and size to fit every customer’s needs," continues Mr. Merritt.

---

According to E. B. Murritt, of Murphy Electric Company in West Palm Beach, reports to Mr. Merritt.

Mr. Merritt says that selling Revco freezers makes it possible for him to use a “counter less inventory program” because Revco chest freezer customers are always satisfied. Our customers are small farm owners and will work with larger families—and they want economical service-free large chest freezers. With the Revco line we have a model and size to fit every customer’s needs," continues Mr. Merritt.

---

Revco Chest Freezers Are Selling Fast... AND HERE’S WHY:

1. Only Revco has a complete line of large chest freezers.

2. Revco can prove the lowest cost per cubic foot.

3. Revco has a unique feature which can easily be demonstrated.

4. Only Revco has the advantages of a large-chest freezer line with demonstration taking care of the free.

You are not really in the freezer business without the Revco Chest Line.

---

WRITE FOR THE COMPLETE STORY TODAY!

Let us prove to you why so many dealers are realizing new and important profits from Revco freezers. Now, more than ever before, you need the profitable Revco large chest freezer line. This Brochure will bring all the facts promptly.
HOLD THAT ORDER UNTIL YOU'VE SEEN THE NEW

RCA Whirlpool FREEZERS

See them at the Merchandise Mart, Space 11-112...the biggest value ever from the company that has always given you more!

Whirlpool-Seeger Corporation, St. Joseph, Michigan, manufacturers of washers, dryers, ironers, air conditioners, freezers, ranges, dehumidifiers
**EXCLUSIVE 2-SPEED, 2-CYCLE WASHING**

**Slow-Speed Action:** Completely separate, fully-automatic cycle slow washing and spin-dry action by 1/3 of normal for washing delicate fabrics. Washing time is selective from 1 to 4 minutes. Dainties garments and fixed woolens may now be washed and rinsed with safe hand-gentleness.

**Normal-Speed Action:** With its normal speed and time, Whirlpool washes sport blue jeans and all regular materials thoroughly yet gently. Washing time is selective from 1 to 14 minutes... sufficient for even the most soiled clothes. Here again, this separate normal cycle is fully automatic.

**DRIES 34% FLUFFIEST**

Look At The Difference: Flannel towel was dried on the line. The fluffy one was dried in a Whirlpool dryer. You can see the difference, it's at least 34% fluffer, much softer and more absorbent. What's more, clothes last longer and look better when dried in a Whirlpool.

**ULTRA-VIOLET LAMP**

Fresh-Air Fragrance: In a Whirlpool dryer, an ultra-violet lamp floods clothes with fresh-air fragrance throughout the entire drying period. There's a special kind of clean freshness about Whirlpool-dried clothes that your nose can tell you better than any words.

**MORE THAN EVER... IT'S EASIER TO SELL WHIRLPOOL THAN SELL AGAINST IT!**

**WHIRLPOOL SUPER-SPEED GAS DRYER**

dries a big, 9-lb. load of clothes in only 27 minutes!

**3 Settings For Regular Fabrics**

In its full-range heat control, three automatic settings assure the right drying heat for all regular fabrics. HOT setting (150°) is for wools and rugs; MED. (140°) for cottons and whites; WARM, (135°) for rayons and silks. Fabric guide on each setting eliminates guesswork in selecting proper drying temperature. Simply set indicator and colored light will show the temperature selected.

**2 Settings For Delicate Fabrics**

Sheerest materials, even fabrics that do not require heat for drying, can be dried safely in the Super-Speed. DELICATE (100°) setting is for safely drying all regular, modern synthetics. For drying the most dainty, delicate materials... fluffing wool blankets and pillows or for airing out clothing... set indicator to AIR and only room temperature air will be circulated through the clothes.

**GIVES YOU THE FEATURES THAT BUILD SALES LEADERSHIP**

Money-Saving Suds-Miser: Every washday, Whirlpool saves over half the cost of detergent or soap and hot water. After first load, Suds-Miser automatically pumps hot soapy water into a storage tub. Then, for next wash load, it is automatically pumped back into washer for reuse.

**EXCLUSIVE 7 RINSES**

Water-Saving 7 Rinses: Whirlpool's 6 pressure-spray rinses plus extra deep rinses give the most thorough rinsing known, yet less water is used than with ordinary washers. No other rinsing method is better. Remember, rinsing often is the difference between half-clean and truly clean clothes.

**WHIRLPOOL-SEEGER CORPORATION - ST. JOSEPH, MICHIGAN**

WASHERS + DRYERS + IRONERS + ROOM AIR CONDITIONERS + RANGES

See the Milton Berle, Martha Raye show, Tuesday nights, NBC-TV

**EXCLUSIVE SUDS-MISER**

- Tot.

**TURN THE PAGE FOR MORE WHIRLPOOL-SEEGER PRODUCTS**
AGAIN
IN 1956

RCA

Estate

Exclusive, built-in Grid-All with thermostatically controlled unit beneath becomes a fifth cooking unit for utensils up to 25-qt. capacity. And, its location at rear of top is extra-safe from children's exploring hands.

Extra 50% cooking capacity on top! With Grid-All removed, the thermostatically-controlled unit beneath becomes a fifth cooking unit for utensils up to 25-qt. capacity. And, its location at rear of top is extra-safe from children's exploring hands.

Exclusive, separate Bar-B-Kower meat oven gives you round enjoyment of dislikeable barbecue foods . . . even whole hams. Radiant heat provides low temperatures, charcoal-like cooking recommended to obtain juicy, tender meats.

Exclusive, separate Bar-B-Kower meat oven gives you round enjoyment of dislikeable barbecue foods . . . even whole hams. Radiant heat provides low temperatures, charcoal-like cooking recommended to obtain juicy, tender meats.

Only RCA Estate Ranges offer so many ways to cook . . . so many built-in automatic conveniences. And, there's a model to suit every range market!

IN THE GAS RANGE . . .

- Two giant 12,000 BTU top burners plus two 9,000 BTU burners.
- Individual “Quick-Lite” pilots eliminate hot spots . . . give fastest and coolest lighting known.
- Affixed center simmer burners have full-range heat control with 3 “click” settings.
- Tilt-proof grate gives sure footing for even smallest utensils.
- Finger-tip broiler adjusts to 5 different heights.
- “Flow-angle”, heat-proof oven glass window permits view of baking food, without stopping.
- Two convenient appliance outlets . . . one controlled by automatic check.
- Full-length fluorescent light across top.
- Oven light with automatic door switch.
- Counter-balanced oven door with check stop.
- Approved for natural, manufactured or LP gas.

IN THE ELECTRIC RANGE . . .

- Exclusive “Leisure Heat” automatically controls right rear unit . . . starts and stops cooking at preset times up to one hour with infinite heat variations available.
- “Heat” Monotube units for simplified cooking and easy cleaning.
- One giant 2100 watt unit, two high-speed 1450 watt units plus one super-speed 1000 watt unit.
- Deep-well, versatile ElectriCooker has raisable unit . . . 7 heat switch.
- Individual step-saving Tel-U-Lites indicates units being used.
- Counter-balanced oven door with check stop.
- Completely independent radiant-heat broiler in oven.
- “Flow-angle”, heat-proof oven glass window permits view of baking food without stopping.
- Two convenient appliance outlets . . . one controlled by automatic check.
- Full-length fluorescent light across top.
- Oven light with automatic door switch.

See the Milton Berle, Martha Raye show on Tuesday nights, NBC-TV

WHIRLPOOL-SEEGER CORPORATION - St. Joseph, Michigan

WASHERS • DRYERS • IRONERS • ROOM AIR CONDITIONERS • RANGES

IT'S EASIER TO SELL RCA ESTATE THAN SELL AGAINST IT!
HOT

HOT? You bet this new Nesco Cookyke Automatic Electric Sauce Pan is the hottest idea since the introduction of the now-famous NESCO Electric Frying Pan! Here’s another important Nesco product FIRST that means important profits for dealers who feature NESCO—one of the most Retail-Minded manufacturers in the industry! See us at the National Housewares Show at booth Nos. 673-679 Navy Pier, Chicago, January 19 through the 28th for HOT DEALS on the Nesco Cookyke Sauce Pan!

The TOASTMASTER Water Heater Story

Note that all the harnessers have made their predictions for 1956 (and it’s generally agreed that there’s another year of big prosperity ahead), it’s as good a time as any for some investigation about the lot. A lot of water has gone under the bridge since the first ancestor of today’s family of Toastmaster Water Heaters was built by mechanical engineer-designer-electrician Clark Osenheld in a garage at Bungalow, Wisconsin, in 1918. It may not have been the grand-daddy of all modern domestic water heaters, but it was designed to last ... especially when you remember how many of today’s water heaters will be disposed of instead of using the cheap built-in water heater. But the old grand-daddy had a heart.

After old garage-born grand-daddy came a whole procession of water heater youngsters; they were called Clark Electric Water Heaters. In general, everybody (including other water heater builders) admitted that the Clark was a pretty doggone good electric water heater. Maybe it’s significant that utility companies took the whole factory output. Those old-fashioned models covered a lot of styles; some of them had long legs and short tanks, then long tanks and short legs—fat ones, skinny ones, middle-sized ones, big ones. At one time (not too long ago), there was a little five-gallon model. There were water heaters that hung suspended from the basement ceiling ... one of these, by the way, was in daily operation for nearly thirty years. Last we heard, it was still in operating condition.

Today there are 20 different Toastmaster Automatic Electric Water Heater models, with a range of capacities between 30 and 120 gallons. We don’t believe there’s a broader range of sizes anywhere. And we can offer you a fine line of Toastmaster Universal Gas Water Heaters, too. Here again, they’re available both with and without glass tubing and in 20 different models. Every model, of course, is equipped with universal controls, burners and pilot — withtimerange changereregulators, making it possible to convert gas to gas in about 30 seconds. That’s a big selling to your customers who have to change from one kind of gas to another and think of the expense involved in using the older models. If you want details, we’ll send you all the information you need—just write us or call us. We think you’ll find it profitable to handle Toastmaster Water Heaters. A lot of dealers and distributors have. Where shall we send details?

You’re always RIGHT with Nesco

EXECUTIVE OFFICE: CHICAGO, ILLINOIS

McGRAW ELECTRIC CO. • Clark Division • 5201 W. 65th St., CHICAGO 38, ILL.

Get the cream of the fan market with Arvin

Automatic! Thermostatic-controlled! Electrically reversible!

Arvin 20" Deluxe Portable Fan
Air circulator, window intake or exhaust
Model 7620 complete with power...All engineering and mechanical features of Model 7520, plus matching removable panel for a complete window installation. Can be installed from inside the house by any one who can use a screwdriver.

Arvin 20" Deluxe Portable Fan
$49.95

Arvin Portable "Hi-Lo" Pedestal Fan
For all 20" fans. Light weight, variable speed, with easy-to-turn rubber wheels. Maximum height: 48" to top of fan; minimum, 17" to center of fan. Finishes in pebble gray and chrome. For rotation through 360°, head firmly in any position. Plastic knurled. Model 601...

Arvin 14" Portable Fan
with swivel stand
$32.95

Arvin 14" Portable Fan
Model 7614 complete with power...All engineering and mechanical features of Model 7514, plus matching removable panel for a complete window installation. Can be installed from inside the house by any one who can use a screwdriver.

Arvin 14" Portable Fan
$29.95

Window panels for portable fans
Finished in pebble gray to match fans. Expandable to fit any double-hung frame, 10" to 60" wide. Panel sections include:

Model 506 Pencils...$16.00 Fan
Model 616 Pencils...for 7614 Fan

5-YEAR GUARANTEED FANS

RIGHT SIZES—RIGHT PRICES—RIGHT PROFITS! Here's the Arvin 1966 line, with two new 20" electrically reversible, thermostatically controlled beauties which will rock the whole fan market. And with a solid 5-year guarantee back of every fan in the line! Your customers know Arvin's reputation for quality. Get your order in now so you won't be caught short when the first heat wave comes! You'll find solid selling help in Arvin displays, banners, mailers, ad mats.

Arvin 14" Portable Fan with swivel stand
$32.95

THESE ARVIN FEATURES HELP SELL FANS FAST!

- Quiet weatherproof motor
- 8-foot rubber-covered cord
- Finger-proof safety grilles
- Electrically molded armature blade
- Early period
- Early method
- 5-year guarantee

Electronics and Appliances Division, Arvin INDUSTRIES, Inc. Columbus, Indiana

34
This is the year of BIG COLOR TV

Now you can sell RCA VICTOR BIG COLOR

TV in 5 exciting styles, from $695

FIRST AND ONLY COLOR TV LINE
ALL WITH A FULL 250 SQUARE INCHES OF VIEWABLE PICTURE
NEW LOW PRICES
MORE COLOR SHOWS THAN EVER
POWERFUL NEW ADVERTISING
BIGGEST PROFIT OPPORTUNITY YOU'VE EVER HAD

Now your customers can choose from a fabulous RCA Victor Big Color TV sets in a wide choice of finishes—table models, consoles, open cabinets and full-size consoles! Starting at a new low price—$695!

Announce your new RCA Victor Big Color TV in 5 exciting styles, each with a different color scheme to suit every taste. Choose from white, black, red, green or blue. Each set includes a fantastic color television set and a matching console or cabinet. Price varies depending on model.

In your store, RCA VICTOR big color shows will be displayed on a three-color monitor, allowing customers to see the difference between black-and-white and color pictures. This exciting new feature will attract more customers to your store than ever before!

In the year of Big Color TV, RCA VICTOR is proud to offer you the best selection of color television sets available anywhere. Choose from five different styles, each with its own unique features and benefits. RCA VICTOR TV sets are backed by a full 3-year warranty, so you can be confident in your purchase.


ELECTRICAL DEALER, January, 1956
Mrs. Brown refused to sink

"Keep coming or I’ll toss you all overboard!"

The threat came from a redheaded in corset and bonnet, with a Colt .45 holstered to her waist. And as the hundred-pound S.S. Titanic backed into the water, she rowed too, rowed until her hands bled.

Mrs. Margaret Tobin Brown had come a long way to take charge of that crowded lifeboat. Once prominent, she now had millions. Once semi-illiterate, she now knew her language. Once spurned by Denver society, she now hobnobbed with nobility.

But, as she said, "You can’t wear the social register for water wings!" Her 80,000 chickens chukked as she tended three children; her other outer garments she had given to maiden women. She wore, thirstened, any grand opera, joked; and she kept her head关 at worst situations going till tears came.

Asked how she’d done it, she replied, "Typical Brown luck. I’m unmatchable." But it wasn’t luck. It was pluck. And America has always had plenty of that trait, hardy courage. When you come to think of it, that’s one reason why our country’s Savings Bonds rank among the world’s finest investments.

For 160 million determined Americans stand behind those Bonds. This cannot be to protect your own security—and the nation’s—as through United States Savings Bonds, insured without penalty—and held onto them.

It’s actually easy to save money—when you buy United States Savings Bonds through the automatic Earnings Savings Plan where you work. You just sign an application at your pay office; after that your saving is done for you. And the Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, for as long as 10 years and longer if you wish. Sign up today! Or, if you’re self-employed, direct deposits regularly where you work.

Safe as America—
U.S. Savings Bonds

The U.S. government cannot be held responsible for the information in this publication in cooperation with the

Electrical Dealer

SALES AND PROFIT OUTLOOK ’56

Dealers: gear for aggressive selling in competitive market to win share of predicted 13% sales increase.

The nation’s electrical dealers second the sale of many manufacturers and manufacturers who foresee a 15% total wave of selling rolling in well into ’56. Of the 300 appliance retailers queried in ELECTRICAL DEALER’s annual Outlook survey, 75 per cent predict that their sales volume will show an increase in the first six months of 1956 over the first half of ’55. A compilation of actual percentage predictions shows that the average sales increase forecast to be 13 per cent. This annual survey, conducted among retailers from 40 states who rank in the upper 50 per cent volume-wise, revealed that only 11.5 per cent of dealer panelists forecast a sales-volume decrease in the first six months of this year, while 12.6 per cent anticipate no change in sales figures.

Whether actual sales figures are to record in the first half of 1956 will consist with the average of percentage predictions indicated by survey participants, is unimportant. The "bullish" forecasts do show that the vast majority of appliance merchants are gearing their operations for an anticipated increase. In previous surveys, dealer predictions generally have borne a close relationship to subsequent retail trade reports issued by the Bureau of the Census.

Specific ways in which individual dealers will seek to realize their anticipated increases through promotion, advertising, and improved sales and service set-ups are detailed in other portions of this annual Outlook survey report. (See page 60.)

Net Profit Reported—While 1955 was a better year for movement of merchandise in the appliance-TV industry, few dealers would agree that their daily menu was all peaches and cream. Ratio of net profit to total sales increased over 1954 for 37 per cent of the dealers, yet most of these retailers, as in the past, declared this ratio
### Comparison of Dealers’ Sales Forecasts With Their Realized Sales Volume of Previous Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Cent of Dealers</th>
<th>1954 compared with 1953</th>
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<tr>
<td>Sales Volume Forecast</td>
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<td>Increase, 25% or more</td>
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*From "34th Outlook Issue, based on dealer forecasts of all that first six months of each year published in ELECTRICAL JOURNAL, January, 1954 and 1955, respectively.*

### Annual Outlook Issue

#### Cost Cutting at Work

- **Here are details of methods various retailers are employing to trim costs.**
- **Sales and service emerge as chief targets in battle against compulsory costs and price competition.**

Costs increasing and profit margins have brought about a change in the focus of retailers' attention. These days, they are more concerned with sales and service than with price. In fact, many feel they are already "padded to the hilt" with price-cutting and service-building techniques. 

Despite these forced changes, any of the pinch points remain methods which they will use to reduce expenses. Often, they are more effective, achieving only that they will watch expenses closely. Service, sales pressure, and other factors are stressed to the same extent as before, but the emphasis is placed on the desired reductions in operating expenses.

A "better service organization, with complete inventory on service parts and more calls per day by service men, will be the key to reduced service costs," says John K. Money, president of Interam Electric Mfrs. Co., Chicago. 

### Shredding the Costs

- **Look, Look Again!** The workers of cost trimming avenues are driven by the hope that one per cent trimmed may show up as one per cent added to net. All have the firm belief that because there is no need to investigate and that each income is one of the most popular activities today. Separating, however, does mean taking much time and labor.

- **Build up a new competitive dealer."** This is a program that can be worth its weight in gold.

- **Cost cutting in electrical dealers."** This is a program that can be worth its weight in gold.

- **Cut in service if you can, but even one per cent might be too much of a chunk to attempt in a single area."**

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- **Build up a new competitive dealer."** This is a program that can be worth its weight in gold.
A thorough color appliances and built-ins trend across the appliance scene like a rainbow in 1955; year's end found most electrical dealers still looking for the pot of gold.

Factory sales reports which showed colors one department accounting for a respectable percentage of output failed to impress the average dealer who saw the bulk of color and built-in business in his market moving through builder and new home channels.

ELECTRICAL DEALERS' survey found few of the 409 dealers from all parts of the country who participated volunteering to admit that color was of minor importance to their operations in 1955. Respondents who handled both color and built-ins for the most part pointed to the latter as being of greatest importance to their sales volumes in '55.

A breakdown of survey respondents showed none more than 41 percent of the panel stating that color and built-ins were of any importance to their business in 1955. (Approximately half of these answers were tempered with such comments as "very little").

Nearly 55 percent of the dealers surveyed voiced that color and built-ins had been of absolutely no importance to their operations during '55, including a small number who said they conducted neither.

Kitchen Dealers Speak—For the most part it was appliance dealers with kitchen departments who had found color and built-ins an aid to their sales volume. Kitchen dealers, though, would not disguise some of the basic retailer complaints about color.

At 1955's end under way more and more dealers could see colored appliances and built-ins in their future. Several one percent of the Outlook survey participants said that they expected sales in those two categories to increase in the 12 months ahead.

A single color unit in a sea of white appliances had been the rule rather than the exception in many retailer stores in '55. Some retailers admittedly had used colored appliances to sell white, as the color TV to sell monochrome principle.

Now, many dealers felt that every year of consumer exposure to color through shelter magazines and in the new homes of their friends makes this item a better bet in the year ahead.

The Judd brothers (Bob and Cad) of Newport, Del., are planning to go out on color in refrigeration in 1956. Their plans are to stock six colors and white of the same top-of-the-line refrigerators and to feature the lineup in their new showroom windows.

Another outlet to color is Bob Painter, Chester Pa., dealer, who plans to "actually de-emphasize" white in his display of majors during '56. The distributor of his one color line has convinced Painter that in order to sell color you've got to stock it in. "You can't sell color if you're still in white goods (display) business."

Five of the units in Painter's display of six refrigerators for '56 will be in color. His range will repeat the same proportions. Painter explains: "They know what white appliances look like. They don't have to see them. If they don't like the colors, you can always sell them white. There's no way to tell what color they'll like unless we stock a reasonable sample. If the dealer picks one color to push, he's in danger of letting his own preference against the customer's."

The trick is to impress the customer is one factor which gives dealers pause in attempting to promote color during 1956. Problems in matching colors have given other retailers nightmares.

A large eastern kitchen dealer invited an ELECTRICAL DEALER editor to view one of his largest complete, one-color kitch en displays from a distance of 15 feet. From this distance, he pointed out four shades of pink from a single manufacturer in the kitchen and asked the editor's opinion.

"Matching is a tough problem to begin with," the dealer pointed out. "Secondly, color can change from time to time. It can change in tone in its installation with cabinetry, and the change is not uniform from piece to piece. Finally, placement of the entire installation is a near impossibility."

"Forty; you can't paint porcelain finishes, " he added. "If you can learn to hate the whole thing color really hard when you walls, for a factory-wants-to-get-a-kitchen best way to install the kitchen to be slapped as, had one piece wrong or damaged and face another irritating delay.

Privatized: An interesting group of color appliances played a small role in the 50 sales volumes of the vast majority of dealers. Typical answers from many markets ran like this: "Our two or three guys."

Not many dealers feel they can match their kitchen installations to color in a reasonable time period. Eighty-five percent of these equip their sales staffs with the aid of either color wheels.

No Dealer Incentives—Aside from the fact that dealers have a costly proportion to inventory, the large volume of color spectrums, dealers in the major metropolitan markets could see little percentage in push color models over the additional attractive factor for color being absorbed by the dealer as a sales item.

To many dealers, "one white bird in the barnyard" is the key to color sales. A man who stocks no color, of course, does not sell color. To many, the man who has at least one color is in a better position to sell color.

Joseph F. Bease, a St. Louis dealer, who colors his appliances in his own house, reports that more mature married couples in his market are requesting color.

Young folks prefer color appliances," he states. "They're definitely buying point and, consequently, they do a lot of promoting the color to the deals and dealers, and when they finally do make a decision, they want us to warrant the handling of the colored appliances."

Some dealers chime in 20 Sound color a distinct aid in improving sales of laundry goods, Jim Baker, D. C. dealer, notes that laundry items,

DEALERS SOUND OFF—On Color And Built-Ins

I think colors will become more of a factor in 1956, but I do wish manufacturers could get together on the same colors as it is very difficult to kitchen planning, particularly, to try to work in different colored appliances by different manufacturers.

The average appliance dealer should concentrate more on the deals than the retail. I think this could be changed by effort on the part of manufacturers. —W. E. Jordan, Jordan Appliance, Oklahoma City, Oklahoma.

When our supplier brought out a line of upholstered couches and chairs, we bought the works along with display. We have shown, detected, and taken up a lot of time on this equipment. In ten months we have sold about 50 units, but have to say we have only made $300. This takes up our time but makes no money.

If I wanted a built-in unit for myself, I would buy through a builder and save money. The builder will supply me at our cost even if the customer is not building. We are then left with some money.

We are getting more drop-offs on color and are beginning to keep the line on color. We are painting our trade-in Gees color and it is very effective.—Wallace Johnson, Memphis, Tenn.

We are very much aware of the increasing importance of the kitchen dealer in gaining appliance sales by the more frequent use of built-in and color. To do this, means improving the complete store. We are planning to get the greatest swing against dissentative forces in the Baltimore-Washington area. Half of our new sales will be in color one or two per cent may be.

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ELECTRICAL DEALER, January, 1956
don't represent clash problems—especially basement laundries which need color any-
way.

"It's no tragedy to get tried of a color when it is in a basement laundry," Fullard points out. "It can be lived with. But wom-

men are afraid to risk getting tried of a color in a kitchen.

Paul Dotting of Jackson, Mich., is one dealer who believes many consumers will take this risk shrewdly.

Many of the standard brand-name appliances sold in 1945 and 1946 are now ten years old and will be replaced in for new
models, new features, and color," he predicts.

Dotting, a veteran electrical dealer, started a separate kitchen department only 18 months ago. During the past year he

bought 20 per cent of his kitchen installations containing color appliances, whereas only five per cent of his total appliance sales were in color. In 1946, he believes color units will ac-

count for 16 per cent of his total appliance sales.

The fact that built-ins and color are now merging together has in just recent months started to dawn upon the consumer, George

Patk, Milwaukee dealer, believes.

"Just recently, I look in a year-old house, 8 ft. two door refrigerator in trade because the customer wanted a wall-
type refrigerator.

Patk reports that his store did sell 56 kitchen remodeling jobs in 1955 but only since April has increased the size of the

average job by emphasizing color and built-ins. All of the large kitchen jobs in the last quarter of 70 included color and built-

ins.

In fact, Patk says, he even lost one kitchen job because he honestly felt the prospect's kitchen was too small for built-

ins. "I tried to sell a 24-inch range from the standpoint of appearance in their present kitchen," he candidly admits. "Most

nearly wanted built-ins, and I lost the sale.

Many distributors seem to feel their main job is to sell the concept of color to the dealer, driving on trends in autos, tele-

phones, etc.

As his price leader, Leo Williams, sales manager, General Electric Appliances, Hauppauge, N.J., is concentrating on the

older Elmer Wheeler "cheer" method.

A single yellow box is a floor filled with wares ready to be priced and to sell almost $1,500 for a kitchen.

For the past year the approach is to sell the stock of a good sample so that the retailer won't look color to sell white. He takes a positive attitude to the color lineage and asks the consumer, "What color do you prefer?"

Distributors see their future sales engineers operating in selling color and built-

ins, see the following pages.)

Harry Jacobs, a partner in Jacobs' Kitchen Cabinet, predicts that all of the built-in in the business will go to spe-

cially dealers like him who have the know-how on installation and can give the customers what they want.

He says: "They see the built-ins elsewhere, and they come here to ask me if they can put them in Somewhere. I say, 'Yes,' and then I mention all the bags we usually run into on an installation. They see that we know our business and we usually get the job.

Besides brothers Harry and Al, the Ja-

cobson's Kitchen Crew includes five "good-
carpenters, a salesman, an artist, a draft-

ner, an electrician, a salesperson, and a salesclerk. Jacobson's men do all the work of installing built-in kitchens and then go on from there to plumbing and electrical work. We're subcontracted.

As advertised we needed to get the built-ins. Harry Jacobson says, but the firm now counts none on referrals by satisfied customers.

Installation is the most important aspect of selling built-ins, Jacobson says. "This involves," he continues, "schedule, work-

manship, and adjusting. If you finish the job on time, as promised, if the work-

manship is good, the customer is satisfied."

Grieder's of San Antonio, Tex., finds

Kitchen remodeling job includes color appliances and 80 per cent with built-ins.

Specialist In Built-Ins

KITCHEN SPECIALISTS Bill Grieder, left, shows how wood front on built-in dishwasher fits in with rest of kitchen. Designed locally in store's new cabin-

ettes, wood front enables man to sell dish-

washer up to $1,200 per unit of kitchen job.

The simple effort to sell the modern, new, "triple-thrite" Look in the kitchen remodel-

ning job is something one man's an-

swer to securing more profit out of the kitchen. Grieder's competitive appliance market. With Gri-

eder's of San Antonio, Tex., it's a matter of changing the merchandising approach. The

switch is from one-at-a-time appliance sales involving outfit, price, shoppers of need, to concentrating on creating buyers of desire. Handling a full line of appliances out two San Antonio and one Corpus Christi store, Grieder's is owned and operated by a partnership of C. D. Grieder and his three sons, Buck, Jack and Bob.

KITCHENS More Profitable—Job Grieder, who handles the kitchen planning phase of the business, at the downtown San-

Antonio store, explains, "We still handle single appliance sales, but find it profitable to devote special attention to advertising the complete kitchen package with the mod-

ern appeal of color and built-ins. Become-

ning equipped to handle this additional sales activity did not involve setting up an elabo-

rate and expensive staff of specialists. "In fact," Grieder points out, "it's a kitchen planning department. He developed a natural sales atmosphere in planning and selling toward the final contractor's blueprint.

Grieder finds his kitchen remodeling busi-

ness is growing fast and color appliances and built-ins are a big factor in selling the modern look. In 1954, he said 24 remodel-

ing jobs for an estimated gross volume of $75,000. In 1955, he sold 15 remodeling jobs for a gross of about $93,000, and predicts that he will double or even-

triple his 1954 volume.

From this sales experience, Grieder finds:

• The average prospect comes in pre-

pared to spend around $1,200 for a kitchen remodeling job and can usually be sold up to a really good job. His average remodel-

ing sale ranges from $1,500 to $4,000 and 90 per cent of his customers pay cash.

• Color is exciting interest. "Only one-

out of my first 36 jobs was sold with white

appliances.

• About 80 per cent of the remodeling jobs are sold with built-in ranges and sur-

face units. Either built-ins or free standing refrigerators are sold with 25 per cent of the jobs. About 50 per cent of the kitch-

ens include dishwashers and disposers, and almost every deal includes a remaining hood and fan.

The total value of appliances sold with

the average job runs around $800 at list. (You can sell at list with the complete kitchen package and nobody questions about individual appliance prices.)

Getting a diswasher into many of his remodeling projects, Grieder points out, is largely due to making a wood door avail-

able to-him with these installations that match wood cabinetry. The [chick and maple fronts, which are locally made to Grieder's specifications, were reserved for 80 discharger sales during the first four months that they were being offered as part of the wood kitchen deal.

Works With Builders—Coming on leads for remodeling sales, Grieder men-

tioned the importance of his building trade to work with the local builders. The store handles both wood and stock.

remaining color, in addition to its retail business.

Grieder had made about 75 kitchen sales to builders and had nearly 120 orders to fill. These "sales to builders," Grieder explains, have been important in bringing in prospects for remodeling jobs. Many people have a chance to see our kitchens in new homes where builders are holding open house. Just recently, I sold two remodeling jobs to people who mentioned seeing our kitchens on display in new homes.

Another source of leads for kitchen re-

modeling sales for Grieder's is a display booth at the annual home show. It is es-

imated that the lead amounting to about

was held in May, attracted around 50,000 customers.

A large percentage of these people must have passed our kitchen display," Grieder says. Immediately following the show, we were getting about ten calls a day from leads developed at our booth. About 80 per cent of these leads were profitable, with prospects coming in to see our kitchen displays.

Grieder further estimates that at least 25 per cent of his remodeling sales begin when a prospect sees one of his modern kitchens in the home of a friend. When the prospect comes into the store, he gets a glimpse pitch while looking over the kit-

chen displays. This is followed by a home-
cell and a sketch is prepared.

This is the general concept. Grieder contacts his regular in-

quiry list, gets them interested in his work, painting, plumbing, and electrical work. Grieder is an ex-soldier, an uphol-
napitted inscription for protection, and

Made in Italy and still does a complete job for the closing. At this time, he presents a limited blueprint to the customer for the final okay.

MORE SNOW BROOM, which plays catch-up in many sales. "Snow brooms and Grieder's, will change to service in kitchen planning moves to approximately 40,000 sales in

dition to its retail business.

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HOW ONE DEALER SELLS

- These innovations enable San Francisco's Carl Hagstrom to put his own trade mark on his kitchen modernization jobs.

- Half of his kitchen installations include build-ins, and 90% of the rest have color...but he reports the one-piece buyer isn't ready for color yet.

It's football's standard tactic to hit weak spots in the opponent's line. In selling kitchens, Carl O. Hagstrom, San Francisco dealer, applies the same tactics. He's doing a healthy kitchen modernization business by selling to build-ins and colored appliances in the belief that price-minded competitive quotas are slow in accepting the new concept of kitchen planning.

Back up this tactical approach, Hagstrom sums up his overall strategy, 'Our layouts and product specifications tend to block out competition.

Build-ins, colored appliances, and a mixture of different brands, which he calls "blending" are the appliances, prove several purposes:

- Until competitive dealers, using price as the only wedge, give more than lip service to build-ins and colored appliances, they won't be able to compete on the kind of jobs he sells.

- Colored appliances and build-ins put his trade mark on his kitchen jobs. It's a trade mark that produces new business because of referrals from customers.

- The contrast between white, freestanding appliances and colored built-in appliances justifies a higher price than the "patch" remodeling job.

Carl Hagstrom is an old timer in the appliance business. He started selling appliances at the distributor level in 1922, in San Francisco, and joined with his partner, Carl E. Helm, in an active retail merchandising business, under the name of General Appliances in 1941. Hagstrom is a dealer's dealer. He's vice president of the National Appliance Radio TV Dealer's Assn. Recognizing the transitions, including the discounting problem, in the industry today, he is concentrating his personal sales effort in building a profitable kitchen modernization business.

Color Means Deluxe-—With the advent of colored appliances and build-ins, Hagstrom saw new vistas in merchandising (Continued on page 46).

COLOR AND BUILT-INS

- On BUILT-INS: Due out of two kitchens planned by Hagstrom's General Appliance Co. includes a build-in appliance. Most prospects for a new kitchen in an old home are middle-aged women. Chances are she isn't a hobo anymore. So he tells her: 'We're not getting any younger, you know. It's no fun to get down on your hands and knees to look at the oil in the oven. The built-in oven can eliminate the hazard of a spilled job...like burning out the dishwasher.'

- On Colored Appliances: Eighty per cent of his complete kitchens are installed with one or more colored appliances or cabinets. "We try to sell an idea...not a kitchen. We sell: 'It's a pleasure to work in colorful surroundings. You don't wear black clothes, nor do you have fun to work in a hospital atmosphere. You wear clothes. You wouldn't have gotten me to wear a pink shirt and Chanel in the 1930s. Yet now wear them today because women like color. You know how color has shown up in new cars. Now it's showing up in up-to-date kitchens. The average woman takes a lot more pride in ownership in a new beautiful kitchen than she does in a new Oriental rug.'

KITCHEN MODERNIZATION, COLOR AND BUILT-INS

HAGSTROM ON THE KITCHEN BUSINESS: In the face of evils in our distribution methods, the kitchen modernization business looks like the only way an appliance specialist can survive. Specialty appliance sales organizations must go into the kitchen business or contractors will go into it...as some of them already have done.

CONCLUSION: It's a business that will pay off for the man who is willing to get into it.
Color Television ... a vast sales frontier

- Nearly one-third of appliance-TV dealers were promoting color to a larger extent, up from 25%.
- Many others are expecting to join the ranks of the promoters as color blazons out to meet the industry predictions of around a half-million unit sales this year.

As with any new idea, the initial promotion was limited to a small percentage of the dealer's total store budget. But the initial effort was successful enough to convince the top 40 dealers to increase their color budgets by an average of 100% in 1959. This amounted to a total of $2.5 million.

Only 52 per cent of ELECTRICAL DEALER's panel members reported that they were promoting multisided sets. In 1959, this was the year of the front-of-the-store, with many of the promoters merely keeping a foot in the door for future color sales opportunities. A few others were already getting a taste of the profits from color sales.

With the general industry predictions of annual sales approaching $1 billion in 1959, and with the advent of color television in the home, a whole new world of opportunity opened up for the home theater. Salesmen who were able to take advantage of this opportunity were able to boost their commissions and open new doors to their careers.

In conclusion, the future looks bright for color television. As the technology continues to advance and become more affordable, we can expect to see even more growth in the years to come.

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The image contains an article about color television and its impact on the sales frontier. The text discusses the growth of color television sales and the strategies used by dealers to promote it. The article highlights the success of early color television promotions and the potential for future growth in the industry. The text is focused on the year 1959, a significant year for the introduction and expansion of color television. The article concludes with a positive outlook for the future of color television sales.
has a color TV set in a room which permits total darkness for getting the best

Need for Special Room—Bob Painter, Chester, Pa., now a one line TV dealer, expresses his reaction this way: "Color TV is going to be the salvation of the TV industry... We have not been able to do much with it here because we've found that the show does not flatter the color picture."

"Without shaving or showing how to some method of preventing the face of the tube, the natural color lighting washes out the color tones... We're trying now to find a way to give the colored picture a break in the store."

"Meanwhile, I've had a color set in my house for several weeks and have made a positive effort to let people in to see the better color shows... This is the way I am getting into the color TV business."

Bob Jones, Newport, Del.: "I completely sold on color TV as a viewer. I just had a set in my home and have been having parties in every Tuesday and Thursday night even though my wife is very unhappy with the operation. However, we've got a separate antenna installation of home. The picture is beautiful. Even the black-and-white picture on color TV is better than on black-and-white. It's softer. Seems to have more depth to it. Much easier on the eyes."

"I'll keep going on the home showing until I make a major decision on how deeply I want to put my service department into the color business. Basic equipment for the service shop will represent an investment of around $1,500 and I don't want to find it absolutely unnecessary."

Continuous Shows—One of the most spectacular novelties in the East has been unveiled by Liberty Music Shops in three New York stores. Liberty claims sales of 200 color sets in the second half of 1955. Backed by heavy color TV advertising

TRADE SHOUTOUTS: The National Liberty Music Shops in New York plans quite the showoff next month. Liberty will color TV under perfect lighting conditions. Dealers agree that special show setting of new toy for making the total difference in color sets for selling is necessary. Liberty assures standing room only crowds for the颜色 of "Secrets of Man" in November.

In New York daily, Liberty is inviting all New Yorkers to "color theater" in operation constantly for all afternoon and evening color shows. "From now on". The store's sales were reported as hot plus $179 delivery, set up, and service.

ELECTRICAL DEALER attended a "showoff of man" showing in early November at Liberty's quiet town store. The show ran from 9:00 p.m. to 9:00 p.m. in a driving rain. The store's two color TV shows were jammed to capacity and placed in standby room, weat coats, and soggy shoes. The crowd totalled over 100 and still stood for the full hour show.

The larger sales booking 50 people plus overflow was heavily draped, carpeted, and lighted by only one table lamp. The smaller was kept in total darkness and held about 35 in sections from the main sales floor. Liberty's Wallace Germaine said (Continued on page 47)

NORGE for '56

ALL DRESSED UP IN COLOR AND REALLY GOING PLACES...

See it during the Chicago Winter Market Room 234 Second Floor West Merchandise Mart

INDIVIDUAL BILLSIDE—For smaller stores such as A.K. Solid's Granite Falls and Television is Beside (above), individual display of color TV are being made possible by compact, black boxes of color sets to be placed or carried. The cost of color set that stores is using as constant price.

COTTAGES FOR COLOR DISPLAY—Tests for displaying color television in larger than average stores are now well taken the form of garage-size display cottages based on Folk Box.

ELECTRICAL DEALER, January, 1956
NO MERE “FACE LIFT” FOR NORG E in ’56—we retooled at a cost of $1,800,000 to bring dealers the one refrigerator line that’s completely new from top to bottom!

NEW 1956 NORG E Tri-Level REFRIGERATOR-FREEZER

3 Separate Lockers
so conveniently arranged a housewife can find what she wants with her eyes shut!

1 10 CU. FT. REFRIGERATOR LOCKER
Has every roll-out, fold-down, come-to-you feature known—even stores vegetables and most fruits in a new In-A-Dar Crisper!

NEW SEPARATE ICE LOCKER
provides ice service and hands you frozen juice cane without opening freezer section!

2 105 LB. FROZEN FOOD LOCKER
Free-floating, self-sealing—actually keeps a steak safe frozen for an entire year! Entire locker slides in and out on nylon rollers.

PLUS
• Exclusive Norge Custom-Made Defrosting
• Roll-Out Aluminum Shelves
• 32 lb. In-A-Dar Crisper
• Egg Nest

• Tilt-Deck Shelf
• Guards in double-deep Herbador
• 10 lb. Meat-Saver
• Butter-Desk and Cheese Conditioner
• Meat-Saver Jars

Like changing hats... you just add a Custom Cap to change the looks of these refrigerators!

NEW 1956 NORG E DOUBLE-DECKER REFRIGERATOR-FREEZER

• New Separate 124 lb. Freezer with its own separate door above!
• New Separate 97 cu ft. Refrigerator with its own separate door below!
• Twin Porcelain Crispers and new In-A-Dar Crisper hold 66 lb. of fruit and vegetables—keep them farm-fresh, meat and appetizing!
• Exclusive Custom-Made Defrosting removes frost and defrost water automatically!
• Roll-Out Aluminum Shelves still all the way out to get all food with fingertips reach!

It’s no trick at all to change the appearance of these Norge Custom Cap Refrigerators (Models TCO-13, C6-135 and C6-31). You simply select the color cap you want, slip it on, and PRESTO—in minutes you have a smart new look that matches, blends or contrasts with any kitchen’s decorating scheme! With Custom Caps on 3 refrigerators—including the Tri-Level that comes in solid yellow, green and pink as well as white—you have 21 color possibilities to sell, 21 ways to profit with minimum inventory.

• 81 lb. Food Freezer on top, 113 cu ft. refrigerator below!
• Exclusive Custom-Made Defrosting removes frost and defrost water automatically. No bother to push—let food do everything to do itself!
• Giant Twin Crispers hold 21 lb. of fruit and vegetables—keep them farm-fresh, meat and appetizing!
• Double-Deep Mandolin Storage equipped with Til-Down Shelf Guards for storage convenience; Meat-Saver Jars, Meat Saver special compartments for eggs, butter and cheese!
Model for model, the NORGE quality line brings you

PRICING AND PROFITS FOR THE
BIGGEST SALES YEAR IN HISTORY!

Norge is paying off big this year... bigger than ever... because Norge has the advantage! Model for model, Norge has more and improved features than any other line. Each is competitively priced—with some listing well below comparable competitive models! And the Norge Line is designed to meet every refrigerator demand with the lowest possible inventory! Ask your distributor to put your store on the sales warpath with Norge's new 1 for 6 refrigerator plan, today. See for yourself how it pays!

(Continued from previous page)

That traffic had been growing and attendance at the Norge Department Store in November at both afternoon and evening hours was excellent. In the Middle West, where lack of promotion to sell color TV has been expressed as one of the greatest problems, Norge television sales have been getting ready for bigger and better things to come.

Chairman Sol Folk has indicated his readiness to increase the order of 500 color sets and is demonstrating his garage-size display cottages which are screened off from the main sales floor. Predicts 500% Increase

of the highest reputation in the color television business, Milwaukee's Jack Weatherly, Northern Supply Co., says: "I expect to increase our color TV sales as much as 400 to 500 per cent and in 50 and industry sales should hit the 2 million mark in '57. During the last half of '56, Weatherly sold 25 color sets at lots of $795 and $895, which indicates that the 500 color sets are not an obstacle in selling color TV. The problem has been lack of programming during the evening hours."

This being understood with more evening shows. In December, we're getting six to eight hours of evening programs and will let colors do heavier during that time. We’ve kept the pressure on colors for some time and have been identifying our colors with it for two years. Besides two continuous color TV billboards in the city, we have large display signs on the side of the store promoting color.

Bargain line colors... We take in a used set in color with about 15 per cent of the set working, buying the color not that the "as is" trade has been using up a freezer. The major line colors are now on view and selling with the use of new or second or third set, as we try to get the customer to look at them. The Blackwood colors in Don Hanes' store in the 895 and $995. As far as I know, I believe it is necessary to make people know we're in the color business and that we have a whole collection of sets during the last half, but now we're going to give away a color set in a contest.

The contest was started in the Middle of November and is designed to bring in traffic in until Christmas to look at color television. Alvis Hoke, Alvis Hoke, color manager of Keystone Radio and Television, Roomer's, says: "I believe it is necessary to make people know we're in the color business and that we can sell products in a contest.

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Trends At Year's End

- Dealers report only one-third of sales now being made at list.
- 74% lost money or broke even on trades in 1955.
- 52% of dealers are handling only one brand of refrigerators.

Dealer comments in ELECTRICAL DEALER's annual Outlook survey leave little doubt as to the competitiveness of market conditions during 1955. And dealers by their own comments leave little doubt that more and more of them are in one way or another are offering discounts on appliances and TV.

According to this most recent nationwide survey, only 30 per cent of appliance-radio-TV sales during the past year were consummated at manufacturers' list prices, although most traditional dealer concessions still were in the form of extra long trades, promotions, etc.

EXCESSIVELY LONG TRADES will be best handled by many dealers in 1956 as effort to close orders for replacements by release of appliances of 1955-56 model year.

TRADE-IN PATTERN

<table>
<thead>
<tr>
<th></th>
<th>1955</th>
<th>1954</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made Money</td>
<td>24.1%</td>
<td>22.8%</td>
<td>18%</td>
</tr>
<tr>
<td>Broken Even</td>
<td>34.4%</td>
<td>46.8%</td>
<td>44%</td>
</tr>
<tr>
<td>Lost Money</td>
<td>39.5%</td>
<td>29.9%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Longer Trades Planned—Despite the fact that nearly 74 per cent of the survey panelists and they either lost money or broke even on their trade-ins during '55, almost 94 per cent declare they will be promoting longer trades in their advertising.

Few dealers anywhere in today's appliance market would deny that you have to offer the consumer something "extra" to sell.

(Continued on page 50)

DEALER BRAND ACTIVITY

Reduction of the number of appliance and television brands handled by the average electrical dealer has been a continuing process for the past several years. The figures in the table below, gathered from ELECTRICAL DEALER's annual Outlook study, show the number of brands offered by leading appliance stores which were being handled by the average dealer as of January 1, 1952 and as of December 1, 1955. Although the average number of brands of washers handled by panelists increased from 2.2 to 2.4 in this time period, this is still a reduction from the three brands per dealer, which was the average when an eight-county study on this same question was conducted by ELECTRICAL DEALER in mid-1950. It seems likely that the number of brands handled by dealers has fairly well leveled off by now.

For additional display space, manufacturer mergers, as well as other factors have contributed to have an influence on the number of lines to be found in dealers' stores. However, reduction of number of lines does not mean that dealers are standing pat with the same lines seen in and year out.

The fact that there was a slight increase in the number of washer lines being handled per dealer during the preceding year fits in with the excellent sales record of all laundry equipment items in '55. Too, survey panelists say they will place far greater emphasis on washers and dryers than any other equipment in the first six months of 1956.

EXCLUDES SPECIAL PURCHASES

Av. No. of Brands No. of Brands Percentage of Mfrs. Per Dir., Jan., 1955 Dec., 1955 Handling One Brand

<table>
<thead>
<tr>
<th></th>
<th>Refrigerators</th>
<th>Washers</th>
<th>Televisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Dir., Jan., 1955</td>
<td>1.7</td>
<td>2.2</td>
<td>3.6</td>
</tr>
<tr>
<td>Dec., 1955</td>
<td>1.6</td>
<td>2.4</td>
<td>2.8</td>
</tr>
<tr>
<td>Percentage of Mfrs. Handling One Brand</td>
<td>53%</td>
<td>38.8%</td>
<td>35.8%</td>
</tr>
</tbody>
</table>

... with this exciting Introductory Offer!

Your customers get a FREE GIFTS OF FINE SYRACUSE CHINA

Add-on sales will spell "NEW" when

GIFT of Syracuse China with every "Roll-o-matic" purchase of a "New" Roll-o-matic mobile dishwasher.

This kind of gift is sure to encourage customers to learn more about the "Roll-o-matic" mobile dishwasher and purchase it for their own kitchen.

"Roll-o-matic" mobile dishwasher— in exclusive Coppertone

The only dishwasher of its kind . . . styled to capitalize on the modern trend to fashionable copper . . . blends beautifully with any decor!

For more days just a "Roll-o-matic" is a dishwasher designed from start to finish to capture today's market! The new American Kitchens' "Roll-o-matic" is a big dishwasher—easily movable—with the performance and capacity of a plated-in dishwasher. And a capstan on the control device shuts out to eliminating hazards by giving you the added sales appeal of a fashionable new Coppertone finish! There's no costly maintenance required by downtown sales, and the "Roll-o-matic" is priced far below the plated-in dishwasher. Check competition and see for yourself!

Best of all it gives you a full 54% mark-up on every sale you make!

Look at all these big "Roll-o-matic" features that the new "Roll-o-matic" gives you to sell:

Add-on sales will spell "NEW" when

Aided by handsome gift of Syracuse China with every "Roll-o-matic" purchase of a "New" Roll-o-matic mobile dishwasher,

Every gift of Syracuse China is marked 54% above cost . . . add-on sales will spell "NEW" when customers learn about the "Roll-o-matic" mobile dishwasher and purchase it for their own kitchen.

"Roll-o-matic" mobile dishwasher... it's a MOBILE WORK CENTER!

More than a mobile dishwasher... it's a MOBILE WORK CENTER!
DEALERS SOUND OFF...

"Middle bracket discount house operators are being forced to advertise by the really big discount boys. This may be a good sign for those of you who are trying to hold the flat price line. However, it will be a long way back even if the discount houses start knocking each other out."—W. L. Fisher, Harrington's Appliance Service, San Diego, Cal.

"We expect a big fight with discount houses during the coming season. However, we intend to sell service which is something they can't do. We have actually promoted appliances not sold in discount houses, and we plan to do so even more in '56."—Ed Hall, San Bernardino, Cal.

"Small appliances in my opinion are the slinger to promote aggressively in '56. By running promotions on these, we hope to bring people in where we can make them forget their categories. More dollar volume with smaller margins is our goal."—Earl T. Halt, Beaverdale Radio & Appliance Co., Des Moines, Ia.

"We concentrated on the sale of low-subscription items at the discount houses in '55. Here's what I like about these items: which are the appliances we will promote most aggressively in '56: (1) nice inventory; (2) flat price selling; (3) good profit margins; (4) little competition; (5) creative selling required; (6) many prospects; (7) not many people in business; (8) not many people can get in business."—W. H. Robinson, Oklahoma City, Okla.

"We believe the salvation of independent dealers outside the metropolitan areas is to give the best and fastest service they can get. There is a lot of direct selling by builders in competitor brands. They will be in trouble on service. Our job is to get our service department ready to take on 100 unit deals and then sell them at a fair profit to ourselves and guarantee the service. We can't let that be too important to us, as our first obligation is to our old loyal customers and our salesmen who bring in those good homes now."—John K. Monney, Reynolds Electric, Marion, Ind.

..."

"I think something should be done to raise the appliance dealers to the fact that they are losing most of their profit down the drain. Every factory has a certain percentage of these lower margin appliances, and it is important for the appliance dealers to try to get their share of these high-margin appliances. We believe there is room for an increase in the high-margin business."—A. J. Groce, Groce, Inc.

"...Here in San Diego, business has literally gone to hell this last year, because with the advent of the Fed-Mart operation, every dealer (whether or not he is a flat price dealer or not) is in a union. They are forced to meet Fed-Mart prices which were the lowest price line. They have cut prices to 25 percent below list price, and they are trying to make a higher profit on the units they sell. The dealers cannot match them in direct sales, but with our service and our service department, backed by good service from the manufacturer, we can compete with them."—W. P. Lautenshleger, Champion, Ill.

Before Placing Your Fan Order
It Will Pay You To Find Out About The
FASCO FAN PLAN for '56

FIND OUT ABOUT
THE FASCO FAN PLAN
at BOOTHS 229-231
National霍ousewares Show,
New York, N.Y.

OR WRITE
FASCO INDUSTRIES INC. 120 AUGUSTA ST. ROCHESTER 2, NEW YORK

SEE THE NEW FASCO
Electrical Models
Push Button Reversible Models
Cassette Window Models
All Purpose Models
Wheelbase Models
Household Models
Oscillating Models

20
Tell Plans For Big Year

- Across-the-board product promotion indicated.
- Product training to get wholesalers' attention.

The nation's top distributor salesmen will emphasize product training in the first six months of 1966 in an effort to improve satisfactory movement of their lines in a good but competitive market.

For the second year, ELECTRICAL DEALER included the more than 300 members of its SELL-THRU Club in its annual Outlook survey. These ST Club members all are top-flight distributor salesmen. They were elected to this honorary organization by the dealers whom they serve. Both these dealers and the ST Club members, employees have certified their performance as distributor salesmen to be in conformance with a code of operating standards devised by the magazine through consultation with appliance retailers.

Each ST Club member serves an average of 70 dealers. Following are answers and comments of the ST Club members in response to survey questions:

1. What is the biggest single complaint which your dealers offer today about the appliance-TV industry?
   A California wholesaler: "Overproduction; Yet they themselves do nothing about preventing it. They ban specials of any manufacturer which eats into production of what you might say is their big line. There is no loyalty among dealers.
   A Wisconsin wholesaler: "That a handful of large discount houses buy at prices so much better that they cannot compete. Also that the advertising deals that they get are so much better that they cannot afford to use any media other than direct mail. Also that the catalogue houses sell to the public at prices only slightly higher than the prices at which they buy.
   An Ohio wholesaler: "Most dealers feel that the cost of doing business, coupled with decreased margins is making it increasingly difficult to operate at a profit commensurate with their investment.
   A California wholesaler: "Discount houses, low margins, competition with their own distributors-these three run hand-in-hand. The dealers can cope with discount houses to a certain degree if their margins were longer, but trying to compete with their own distributors is impossible.
   A North Carolina wholesaler: "Low margins are the main complaint. However, the biggest complaints come from the dealers who are the cost-plus operators. In this situation, isn't it if these dealers would spend less time talking about how margins and more time telling consumers the sales story of their products, they would see higher profit?
   (2) What percentage of your dealers are going after built-in and colored appliance business?
   The average of answers supplied by these distributor salesmen from all parts of the U. S. was 12 per cent. Individual answers ran from a low of one per cent to 50 per cent.
   (3) Are your dealers demonstrating that a specialty appliance retailer can successfully compete for built-in and colored appliance business, or are they bringing out specialty kitchen dealers and builders?
   Conensus of answers is that builder and kitchen specialty dealers are getting the biggest share of this business. In some smaller towns where there are no distributors, some dealers are selling direct to builders, it is noted.
   One ST Club member notes that most of his retailers feel that there are too many problems involved with built-in equipment.
   Another opinion is that his dealers lack display space and capital to promote color and built-in properly.
   (4) "What percentage of your dealers are displaying a color TV set (compactness-five per cent); What percentage have actually a color set (compactness-three per cent); What percentage are actively promoting color (compactness-three per cent).
   (5) "What is your distributor house doing to help dealers promote color TV?" Salesmen for these distributor houses which handle color sets indicate they offer a number of sales aids to their dealers.
   Some ST Club members indicated they have done little to promote color TV because of lack of dealer interest. One states that his house has done nothing as it feels no color TV set is good enough at the present time to warrant the price.
   Several lines run dealer listing ads on color TV. One of these does this on a weekly basis. Runners and other display materials are offered at so cost by some wholesale houses.
   Only one ST Club member notes that his house conducts a color TV seminar school for dealer repair men, but several offer free service tests on the model displayed in dealer showrooms.
   Consignment plans for color TV with return privileges, are offered by some distributors so that dealers can get a model.

(Continued on page 10)

Again in 1955, Lewyt sales shatttered every record in Lewyt's phenomenal 9-year growth—and no wonder! ONLY LEWYT gives you features you can see and sell—like BIG wheels on the cleaner, wheels on the nozzle, power dial, built-in tool rack! ONLY LEWYT sends customers your way with bigger and biggest advertising campaigns—$3,000,000 last year alone! So, for record cleaner volume in '56 DO IT with LEWYT!

SPACE 536-B

FURNITURE MART • CHICAGO
JUNE 9 TO JUNE 20

ELECTRICAL DEALER, January, 1956

The cleaner rolls...
The nozzle rolls...
EVERYTHING ROLLS!

Also sold through leading Canadian Distributors LEWYT CORPORATION, 04 Broadway, Brooklyn 11, N. Y.
HERE'S HOW

Fedders is going all out to
to every family that has

FEDDERS asks:

Are pickles worth more than people?

sell an air conditioner
a refrigerator!

The rumors are true!

If you've been hearing exciting news about the fabulous Fedders line of air conditioners you can believe it. This year Fedders is offering the most desirable air conditioners ever built. Look what you get only from Fedders:

1. World's most complete line of air conditioners: 16 models for every air need: fresh air units, convertible models, and the most eye-pleasing central air conditioning.
2. The greatest selling features the industry has ever seen... revolutionary 11 amp, 115 volt air cooled, new electronic design, new model, the third your customer will ever see.
3. New low prices to fit every budget. Prices that will build scores of extra sales for you.

NEW SALES OPPORTUNITIES in apartments and offices where window installations are prohibited. In 1/2 and 1 sizes.

FEDDERS' EXCLUSIVE, NEW
SUPER 'F' COOLING SYSTEM

The most revolutionary merchandising concept in air conditioning history - presented by the world's largest maker of room air conditioners - takes air conditioners out of the luxury class... reduces sales resistance to an absurdity.

The most revolutionary merchandising concept in air conditioning history - presented by the world's largest maker of room air conditioners - takes air conditioners out of the luxury class... reduces sales resistance to an absurdity.

More than forty-seven million families will see this exciting full-color spread and the hard-hitting Fedders advertising campaign that will appear week after week in America's largest magazines. Forty-seven million profitable sales opportunities for Fedders dealers! So climb aboard the biggest, hottest and most convincing sales campaign yet for America's fastest-growing appliance.

Another Fedders first... a new high-capacity 1/2 air conditioner that draws only 2.5 amps. That's up to 25% less than other air conditioners! No special wiring needed! This is the unit you can sell in homes and apartments where new wiring is prohibited or just too expensive. And think of the savings your customers can draw from your installation charges and reduced operating costs!
on their sales floor. Factory-sponsored demonstration "cove" plans are boosted by other distributors.

(6) "In black-and-white vs. TV are you dealers selling low-end, medium-priced or high-end sales?"

Respondents indicated that 74 per cent of black-and-white sales are in the medium-priced bracket, so all other sales are evenly split between low and high-end.

(7) "What price brackets are dealers selling in major appliances?"

ST Club members indicated that 38 per cent of sales here are in top-line models, 52 per cent are medium-priced models, 20 per cent are low-end appliances.

(8) "Has your distribution shifted all lines since January, 1955?"

Manufacturers and the constant changes to add better or more profitable lines are reflected in the answers to this question. A compilation of responses showed that 89 per cent of the distributor groups involved in the survey have replaced or added additional lines in the past year.

(9) "What products will your own dis-

tribution house push most aggressively from now through June?"

Distributors were asked to meet on all products, understandably, do not give the same emphasis to promotion of various products during the first six months of 1955 as during December. However, dealer participants in the Outlook surveys give an overwhelming and fairly strong emphasis as the merchandise they will most aggressively pursue, there is very little spread in distributor nominations.

The table below indicates comparison of dealer and distributor emphasis to be given various products in the first six months. Precise figures based on frequency of mentions by both dealer and distributor panelists.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>DEG. %</th>
<th>BDC. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laundry Eqp</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Television</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Refrigerators</td>
<td>16</td>
<td>26</td>
</tr>
<tr>
<td>Freezers</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Air Cond.</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Home Wares</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Ranges</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Built-ins</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Cleaners</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

(10) "What will you emphasize most in 1955 to help your dealers improve their performances?"

Here is the order (percentage wise) in which the distribution salable units the vari-

cous "sell through" tasks on which they will concentrate during 1955.

Store promotions. (2) Consistent advertising of each line through the medium of cycles. (3) Store displays. (6) Reduction of line. (7) Better location. (8) Better location. (9) Participation in shows, fairs, etc.

(11) "Which of the following offers the greatest competition to your specialty appli-

ance dealer?"

- Builders were eliminated by 24 per cent of the ST Club members.
- Admitted discount houses were named by 15 per cent.
- Chain stores were eliminated by 24 per cent.
- Department stores were cited by 15 per cent.
- "Distributors" and catalogue houses were cited by 10 per cent.
- "The majority of your dealers at the present time offering a discount in our town or another in their advertising" (ST Club members left little doubt about this matter) 68 per cent said yes.

As a rule, the number of people in which the discount is offered, distributor salable products advertised as follows:

- 65 per cent cited long trades.
- 60 per cent cited outside price cuts.
- 15 per cent said premium offers.
- 60 per cent cited free service policies.

As for the outlook for sales in the first six months of 1955, here's what some of the ST Club members had to say:

- "Always a W. Walden, sales manager, consumer products, Westinghouse Electric Supply Co., Toledo, Ohio. "With proper pro-

motion and sales effort the past six months of 1954 should be a greater year in history. I think new features will be the reason for increased sales at the retail level."
- S. E. Carreira, Southern Appliances, Inc., Charlotte, N.C. "The outlook is very bright for 1955, with the first six months at least equal to the 1954 level. Dealers are knocking on more doors instead of waiting for trade to come to them, and it is paying off for them. Although many ap-

pliance stores are approaching a saturation point, consumers will buy because of new features, gimmicks, etc., being incorporated.

- Will Atkinson, W. J. Lancaster Co., San Francisco, Calif. "The outlook is greater than every product at better prices for the public. Greater advertising is mak-

ing people cognizant of modern appliance appliances."
- General Electric Co. also noted an increase larger for the largest part of the national business. This is an election year which is also good for business."

And no wonder! Cascade is the amaz-

ing new detergent specifically designed to give your customers the kind of dishwashing results they have been looking for! Wonderful results are achieved for the first time—thanks to Cascade's exclusive formula! That's right, Cascade is made by a re-
markable new formula that was developed after three years of experimental work in the Procter & Gamble laboratories—a formula that is used only by Cascade. This proves you must honestly recognize the product in any it can do a marvelous job—no comparison to leading brands—and with perfect safety.

Cascade gives spotless results never before possible in any dishwasher!

And tested out just how well Cascade and its new formula does its job, every leading manufacturer of automatic dishwashers tested Cascade... in their own laboratories. Result? Today, every single one of those manufacturers recommends Cascade; Cascade's tremendous efficiency means greater consumer satisfaction with auto-

matic dishwashers... the kind that will keep building sales for you.

Yes, that's only the beginning! Read be-

low how Cascade is planning to work with the manufacturer to get you the maximum consumer demand for automatic dishwashers.
dealers will bank on Ads and Store Promotions

With public buying but competition strong, dealers will give greatest emphasis to laundry equipment—hit product, price, and trades in ads.

Price promotions and longer trades will be major weapons employed by electrical dealers in the first half of 1956 to win sales for their stores. At the same time, these dealers will continue to give strong emphasis to the merits of the individual product in their advertising.

Asked how they will seek to increase store traffic and sales in '56, the largest percentage of ELECTRICAL DEALER's panelists (28.7 per cent) said they will rely upon newspaper, radio, and TV advertising. A close second were store promotions and demos, which accounted for 23.4 per cent of answers.

71% Mention Product—Asked to specify what they will feature in their advertising during the first six months of the year, 71 per cent named "product," 51.8 per cent said "price," and 51.6 per cent stated "longer trades".

Although an overwhelming proportion of survey respondents indicated they will feature "product" in their '56 advertising, it is not clear how much of the product emphasis is occasioned by "crew" requirements. When mentioned, product emphasis was almost always in tandem with "price," "longer trades" or some other approach.

These percentages do not seem inconsistent with the findings of a spot check which ELECTRICAL DEALER's editors made in one city. Eighty-seven appliance and TV ads placed by stores in this city were checked during a ten-day period.

Thirty of these ads featured at least one "special" price. Twenty-two offered fabulous trade-ins. Eight offered premiums. Nine ads were obviously for "saled" to the floor merchandise.

In addition to advertising and store promotions, dealers will attempt to increase store traffic and sales in numerous and varied ways. Of most greatest importance to the panelists will be direct mail, which 8.8 per cent say they will use.

More customer contacts, including door-to-door selling, are expected to be a major promotional arm of 8.5 per cent of the dealers.

WEAPONS RANKED FIRST—Asked which products they will promote hardest in the first six months of 1956, dealers gave first ranking to washers (56 per cent), dryers, which ranked next in this department last year slipped to second place this time, with 49 per cent of mentions. After that there is a sharp drop-off to televisions—28 per cent, followed by refrigerators—26 per cent.

WHAT DEALER ADVERTISING WILL STRESS?

*Based on frequency of appearance among multiple answers provided by 300 dealers.
Electrical Dealer’s CHECKSHEET . . .

MAIL TO: Electrical Dealer, 22 E. Huron St., Chicago 11, Ill.

Check for "New Products Information"

Page 83

Page 86

Page 89

Page 94

Page 97

Page 102

Page 107

Page 112

Page 117

Page 122

Page 127

Page 132

Page 137

Page 142

Page 147

Page 152

Page 157

Page 162

Page 167

Page 172

Page 177

Page 182

Page 187

Page 192

Page 197

Page 202

Page 207

Page 212

Page 217

Page 222

Page 227

Page 232

Page 237

Page 242

Page 247

Page 252

Page 257

Page 262

Page 267

Page 272

Page 277

Page 282

Page 287

Page 292

Page 297

Page 302

Page 307

Page 312

Page 317

Page 322

Page 327

Page 332

Page 337

Page 342

Page 347

Page 352

Page 357

Page 362

Page 367

Page 372

Page 377

Page 382

Page 387

Page 392

Page 397

Page 402

Page 407

Page 412

Page 417

Page 422

Page 427

Page 432

Page 437

Page 442

Page 447

Page 452

Page 457

Page 462

Page 467

Page 472

Page 477

Page 482

Page 487

Page 492

Page 497

Page 502

Page 507

Page 512

Page 517

Page 522

Page 527

Page 532

Page 537

Page 542

Page 547

Page 552

Page 557

Page 562

Page 567

Page 572

Page 577

Page 582

Page 587

Page 592

Page 597

Page 602

Page 607

Page 612

Page 617

Page 622

Page 627

Page 632

Page 637

Page 642

Page 647

Page 652

Page 657

Page 662

Page 667

Page 672

Page 677

Page 682

Page 687

Page 692

Page 697

Page 702

Page 707

Page 712

Page 717

Page 722

Page 727

Page 732

Page 737

Page 742

Page 747

Page 752

Page 757

Page 762

Page 767

Page 772

Page 777

Page 782

Page 787

Page 792

Page 797

Page 802

Page 807

Page 812

Page 817

Page 822

Page 827

Page 832

Page 837

Page 842

Page 847

Page 852

Page 857

Page 862

Page 867

Page 872

Page 877

Page 882

Page 887

Page 892

Page 897

Page 902

Page 907

Page 912

Page 917

Page 922

Page 927

Page 932

Page 937

Page 942

Page 947

Page 952

Page 957

Page 962

Page 967

Page 972

Page 977

Page 982

Page 987

Page 992

Page 997

Page 1002

Page 1007

Page 1012

Page 1017

Page 1022

Page 1027

Page 1032

Page 1037

Page 1042

Page 1047

Page 1052

Page 1057

Page 1062

Page 1067

Page 1072

Page 1077

Page 1082

Page 1087

Page 1092

Page 1097

Page 1102

Page 1107

Page 1112

Page 1117

Page 1122

Page 1127

Page 1132

Page 1137

Page 1142

Page 1147

Page 1152

Page 1157

Page 1162

Page 1167

Page 1172

Page 1177

Page 1182

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Page 1192

Page 1197

Page 1202

Page 1207

Page 1212

Page 1217

Page 1222

Page 1227

Page 1232

Page 1237

Page 1242

Page 1247

Page 1252

Page 1257

Page 1262

Page 1257

Page 1267

Page 1272

Page 1277

Page 1282

Page 1287

Page 1292

Page 1297

Page 1302

Page 1307

Page 1312

Page 1317

Page 1322

Page 1327

Page 1332

Page 1337

Page 1342

Page 1347

Page 1352

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Page 1362

Page 1357

Page 1367

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Page 1377

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Page 1412

Page 1407

Page 1417

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Page 1422

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Page 1427

Page 1422

Page 1427

Page 1432

Page 1427

Page 1437

Page 1432

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Page 1442

Page 1437

Page 1447

Page 1442

Page 1447

Page 1452

Page 1447

Page 1457

Page 1452

Page 1457

Page 1462

Page 1457

Page 1467

Page 1462

Page 1467

Page 1472

Page 1467

Page 1477

Page 1472

Page 1477

Page 1482

Page 1477

Page 1487

Page 1482

Page 1487

Page 1492

Page 1487

Page 1497

Page 1492

Page 1497

Page 1502

Page 1497

Page 1507
**NEW PRODUCTS**

**Vornado Air Conditioner**

Freshen up your air conditioning with this compact window or condenser unit. The unit features a three-speed fan, built-in timer, and remote control. It also includes a dehumidifier and heater. Available in white or black.

**Westinghouse Mobile TV Set**

Twenty-one-inch color television receiver that includes a built-in stereo sound system and a remote control. The unit is lightweight and portable, making it ideal for outdoor events or travel.

** nephthia FM/AM Radio**

High-quality FM/AM table model radio that features modern wood cabinet styling in either blonde or mahogany.

**Mallin TV Remote Control**

Remote control unit that is designated the "adolescent" feature.

**Taggart Electric Range**

Three-sea, electric range with oven, two burners and two storage compartments.

**Norel Refrigerator**

Convertible refrigerator that is also designed for use on either butane or electricity.

**Zephir FM/AM Radio**

Dual-band FM/AM table model radio that features modern wood cabinet styling in either blonde or mahogany.

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**Peak values at all prices**

With a complete range of styles, colors, and prices, Arvin Radios give you complete command of the market—with full assurance of top value in every price bracket. All indications point to a tremendous radio year. Make it your best, with Arvin, the best line.

Displays, newspaper, mail and radio—everything to help you sell!

**Arvin INDUSTRIES, Inc., Columbus, Indiana**

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**Klixon Protectors Save Dollars, Build Customer Goodwill,**

Says Appliance Service Manager

UTICA, N. Y.: Mr. Richard Henshke, Service Manager of Schweinders, Inc., knows the value of Klixon protected motors in appliances. He states:

"Despite increased sales, service calls on Klixon motor operated appliances have been so few, that we feel that Klixon Protectors should be used more extensively as they practically eliminate costly burnouts."

"Klixon Protectors are used on heaters and automatic clothes dryers have given the same trouble-free service record. This benefits both us and our customers by adding good will and dollars saved."

**Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts**

The Klixon Protectors, illustrated, are built into the motor for the most economical, most effective and most practical protection against all burnouts, washing machines, etc., that result from working beyond their rated capacity. It would be impossible to get customer good-will from a service call. Our suggestion is to have these Protectors as standard equipment in all Klixon motors and to ask for your Klixon Protectors.

---

**Metal Knob**

**Automatic Stove**

**METALS & CONTROLS CORPORATION**

**SPENCER THERMOSTAT DIVISION**

**PHOTOGRAPHIC SUPPLIES**

**THE DRYER DIVISION**

**1650 FOREST STREET, ATTLEBORO, MASS.**
Universal is out to make '56 the top year for retailers with the biggest program ever put behind a complete line of Electric Housewares. It's starting now, with the big push on the Festival Special in 7 national magazines and 33 key market newspapers. During the first quarter we'll be promoting the complete line to put customers in your store . . . profits in your pocket.

Ask your distributor for the exact dates of the ads running in your market. Plan your advertising to tie in and reap the full benefit of Universal's BIG YEAR program. Stock up now and be set for the biggest year in the history of Universal Electric Housewares.

Everything points to the BIG YEAR

Universal gives you 20 Profit Makers
This is Retail Selling

ELECTRICAL DEALER's special section for retail salesmen. You'll find ideas for your next sales meeting. After reading this issue, please pass it to your retail salesmen.

Retail Man Gets Tips

On Handling Trade Ins

Discussing the used appliance market and the importance of second-hand trades at a recent dealer gathering, W. G. Krummer, Kenmore's general manager of sales, made some points of interest to the mark in the sales being handled.

Krummer says: "In present day our market for used appliances was summer cottage market, or what we call "small" appliances, the normal income families. Today, however, our population growing steadily each year and our rate of family formation increasing substantially, our major market for used appliances is the newly weds. These young married couple people of limited means and not to the same withholding taxes all we face now. In order to budget properly to purchase all of new appliances, however, there is a point here that must be overcome in order to sell them used product.

"In attempting to sell a newly wed product user appliances you want to bear in mind that your all over involved with selling more for appliances it would be at the time of marriage and he is somewhat convinced by negotiations and the answer is you just have to offer your friend.

"If you offer him appliances that are in on set, you can go far by adding his request, to your friend of the newly wed problem and still give them a good looking product and a good value. How can better your books or opens your book on new appliance it is another year and a half for the five you in the store.

"As a batter aid to selling in working with Mrs. W. G. Krummer, appliance manager at Pittsburg, announces a plan developed by his company for allowing obligations. Call the "True Value Approval Guide," the plan is based on the age of the product being traded in the age of the product, the size, design, and brand of the used appliance. By stating that the dealer to adjust for local market conditions and to properly work with each salesman to figure allowances.

"Other advertising used by Ace Appliance Co. includes the names of all store salesmen, making it possible for customers to deal on a list, last, or nickname basis as set on.

Among other Memphis electrical dealers extending this southern hospitality of giving a picture or of the images to focus on personal touches. Ace Appliance Co., which pictures its own and its sales manager in newspaper ad and circular Adherence Co., which pictures store manager in business with its sign,
Laundry Equipment Gets
The x-ray Treatment

AHMLA speakers provide an inside view of what happens to Mrs. Homemaker's wash.

N uts-and-bolts knowledge to reinforce the sales-floor effort is found in the following excerpts from talks at the recent conference of the American Home Laundry Manufacturers Assn.

Discussing the mechanics of the automatic washer, Sam A. Bench, vice president of Maytag Co., pointed out:

"There are the wash, another type of agitation made in appearance, in a washer by Fregima, which we call "agitator." This has a broad floating base, much like an agitator without vases, and incorporates rapidly up and down-and-preheaters vigorous water currents which in turn lift and bend and agitate the clothes as they are circulated in suspension. As with the agitator, the contact of the clothes with the moving unit was minor, while the water currents produced were of a major importance.

Still another type is used by Kelvinator and A.B.C. in which there is a unit called a central agitator which rests around the tub in a continuous off-center circle, there by accomplishing the alternation and flapping of the fabric.

Aptos uses a wobbling tub which oscillates at a relatively high speed imparting motion to the clothing, as to cause them to move progressively and slowly around the tub. This aptos device uses methods similar to ones today applied to the one discussed by Bench.

Damp Drying Methods -Bradt also explained, "Water removal is by centrifugal force or spinning the water out. Speeds of rotation vary from 500 r.p.m. to approximately 1,100 r.p.m. Another method moves water by the use of a diaphragm or valve-like housing, pressure to force against the clothes and evaporate the water out while they are in the tub in a heated condition..."

...one of the characteristics of the process method as well as the spin drying has to avoid the tendency of undissolved particles of dirt being lodged as the water is strained through the wall of clothes as they are in back tumbles against the side of the spinner basket. However, engineers have pretty well solved this by careful design. As to the speed of the spinner operation in the washer, the higher the speed the more water it takes out, but the more strain it leaves in, but with the very efficient dryers now on the market, the speed of the spinning operation is almost one of the Homemaker's personal choices.

Mechanics of Dryer - John H. Christensen, manager of major appliances, Montgomery Ward, gave an inside view of the dryer:

"The consists of a revolving drum to tumble the clothes, a source of heat, and a system of moving the heated air through the clothes..."

"Need for Venting -Christensen further pointed out, "All dryers exhaust hot and moisture...most installations today are being vented...vent arrangements differ. Some are at the top of the dryer, some at the bottom...before the vent arrangement not only contributes to the efficiency and convenience of the dryer, as well as being a major factor in making a neat installation, it is important to check such arrangements..."

"All dryers provide some means of capturing and disposing of lint to prevent lint from settling in the laundry room or clogging the vent pipes. Usually, a screen or perforated metal tray is used...other dryers use a water spray and drain connection to flush the lint away. A system of this type does not need a vent but it does need water connections and drains..."

"The majority of dryers use a timed drying cycle. The cycle may be as long as 180 minutes in some dryers or as short as 60 or 90 minutes. These are maximum times-the average load does in 35 to 45 minutes..." One manufacturer has a built-in sprinkling arrangement for dispensing clothes...

"Some makes use a humidistat maintaining constant a moisture...thermostat is at the pre-determined heat levels the drying heat control...mild heat is the temperature the clothes are in. The humidistat maintains the heat temperature and the therapist heat control determines the heat or temperature of the dryer. Certain dryers operate at a fixed heat-usually about 140°F. Others have a choice of these temperatures... generally these settings are 135°, 160°, and 185°F. Some dryers go a step further. They offer the choice of several dryness levels...most, with air circulation and no heat...or with no heat or tumbling..."

Slate Clinic

By AL ROBERTSON

DEALER
OKLAHOMA CITY

- Using a contest or puzzle on business calling cards.
- Convincing prospects on advantages of paying a little more.

My problem is whether to service only the televisions that I have sold or expand the department to repair sets other than those I have sold.

C. A., North Carolina

This problem seems to be universal with dealers. The answer, of course, is up to the individual and the particular market. The labor supply also enters into the decision.

If you need the additional revenue to bolster the sales department, then it might be wise to expand. It is hard for most operations to show a profit on the service department.

Some operations do a very profitable business in repairs. To do so, it is necessary to advertise and promote service just as is done in selling new merchandise. Unless the store has someone capable of managing a repair department, it would not be advisable to try to expand service.

Quite a few stores weather a sales slump by pushing repairs. If prospects won't buy merchandise, they usually will have to have their old appliances repaired. This is the theory and it actually works out that way. Most dealers were to think that when sales are good it is best to maintain the service department at a small profit or break-even basis. Then, if sales slump, the store is in a position to generate profits at the limit.

How can I personalize my business calling cards?

R. N., Oklahoma

One way is by giving yourself a title in the lower left hand corner of your card. Call yourself "Customer Relations Man" or "Kitchen Installation Consultant."

For something a little more unusual, you might use an image that is associated with your name on your card. This makes the customer keep the card longer and challenges him to find the answer. On my card, I have an advertising design printed in a triangle. The message along with the picture that shows an extra word in the triangle and only one out of 60 people can spot it.

You say price is not the most important thing. How do you mean that?

R. T., Kansas

I mean that a customer is generally willing to pay a little more to get a little more. However, he has to be shown the "little more."

The automobile people realize that extra equipment-white sidewalls, push-button window controls, etc.-doesn't make a car run better, it just makes the car sell better. It is entirely possible to price something too low. Not long ago, I overheard a couple ask a salesmen what was wrong with the TV sets at the store across the street. For some reason, the dealer had priced the sets so much lower than anyone else he made people suspicious.

In another instance, a large mail order
RETAIL SELLING

chain store had a yard 21-in. TV console, in good working order, priced at $40. For weeks, every morning and afternoon, a saleslady took the price tag off and folded the sign out.


A store isn’t going to give anything away to perfect strangers.

Price shows will not merchandize. The want and need must be created somewhere along the line. For this reason, the discounters can only be succeeded with highly substantiated items such as washers, refrigerators, TV sets, etc. The desire has been created for them. But, he cannot succeed with dishwashers, disposers, and other low-denomination items.

Is a good store location necessary with a house-to-house organization?

Joseph M. Lehman

Personally, I have always thought so. I have seen house-to-house canvassing crews work successfully, however, with a very poor store location.

I have sold considerable merchandise in homes of people who have never been in my store, but where they have driven by it in the past, and I have identified my salesmen with my store location. A good, well-advertised location will help a salesman in closing a sale.

It adds prestige to the product and the salesman to have a store location that is familiar to the prospect.

A good store location certainly helps a sale whether it is on a house-to-house call or a prospect in the store.

Why won’t AMA protect legitimate franchised dealerships from the ever-faster growing discount business?

G. B. California

I wish I had an answer to the discount house. For years, I have been trying to concentrate on long-lasting items that have permanence.

Controlling competition by legislation is an impossible act. In Oklahoma, a law has been passed to charge the used car dealers, a tax of four cents on every used car that he brings from another state to sell. Naturally, if the franchised new car dealers proposed and got the law passed, he wants the used car dealers. It means new business out of business.

Any time that a manufacturer can use car dealers who prefer and want the new business, then they can put out of business. Any time that a manufacturer can use car dealers who prefer and want the new business, then they can put out of business. It would be the same if that a manufacturer could be still better if we didn’t have any kind of competition. Or would it?

A while back, I sold an air conditioner

to an old customer. How did he get to be a prospect for an air conditioner? The customer was created when he was in his old house near my store.

Did the neighborhood buy from me? He did not. He bought from a discounter, but he helped make a sale. My customer would not be the only customer.

Some dealers held at list or near list phone prices now.

J. R., Michigan

We have used several tricks picked up from other dealers. One of these, we get up in Wichita, Kan.

When a prospect quotes us a low price on another brand, we produce the prospect on that brand. We show him the price and ask if he doesn’t think we could buy and sell the same as our competitor. When he agrees that we could, we ask, "Who don’t we?" While the prospect is figuring out the answer, we point out the advantages of a better product you can get a lot more.

When he is convinced that we ship like he does, the only difference being that we know more about the business, he will buy from us.

GLOBETO-TROTTERS SALESMEN

More than 6,000 retail salesmen are ventured for choice of number among a select 50 who will get a globetrotting club trip with all expenses on Playton Gap. These trips went in France, Russia, and India. The “ liable sale” contest will depart from Newfoundland, Canada, for the spring in New York and finish return trips in surface mail.

The tour aboard a chartered Pan American plane will include the “sights” of London, Paris, Rome, New Delhi, Hong Kong, Honolulu, San Francisco, and Chicago.

Sale-Fishing

"Advise dealers that demonstration is the surest way to sell the next door. Never accept the excuse, "Once sized it isn’t hard for a woman to imagine the appearance of our own home." He reports that unaided salesmen were made to face four out of every 25 attending recent hands-on demonstrations in California, Oregon, Connecticut, and Tennessee.

"If you’re selling hick, don’t overlook that back yard. Go see Mrs. Geo. R. Moree, who believes that popular music pays for all accounts for the majority of sales of hick instruments in the next few years.

An economy sales pitch for clothes dryers. The results of a large number of consumers of owners and non-owners. The report found that a $15-a-year cost for a dryer will pay off average of $20 per year for baby clothes, while non-owner families spent $75.50. Savings extend to older children, too. Average clothing costs for a seven-year-old boy were $43.54 a year for dryer families against $95.21 for non-users.

Paul Brookes—"a customer wants a real value in good workmanship where he can see the difference."

"A customer really wants, besides the quality of clothes, the quality of Electric Living which he can visualize as his own intimate electric range; a clothes dryer that takes the work out of washing, makes his clothes look better, wears longer; a good, comfortable dryer; a filter; a more ample, an air conditioner that provides him with comfort on hot, humid days; gentle radiant electric heat such as he has never before experienced, better television reception, and a whole host of other advantages that come only with electric living. We believe that when a customer is sold on the benefits of these appliances he will be willing to spend the extra money for the necessary wiring which he will have to install to it as he and his family can enjoy it."

"Fodder for freezer selling is offered in results of a major manufacturer’s survey of 9,000 Electric Gas & Electric Co. Questionnaires sent in replies were 92.7 percent.

For those who don’t own a TV set, come in and take advantage of this test run before then other more dignified promotions. The test asked: "Do you have a hobby? Do you have a special interest? For all you folks who don’t own a TV set, come in and take advantage of this test run before the other more dignified promotions. The test asked: "Do you have a hobby? Do you have a special interest?"

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Dealer ‘Ball Session’ at Home Furnishings Market

An all-night sales and dealer appreciation dinner will be held at the Lebanon Hotel in Lebanon, N.J., this year. The evening will feature a dinner, a formal program including entertainment, and a drawing for 100 cash prizes totaling $10,000.

New Look in Light Bulb Offers Modern Design

To meet the growing demand for modern design in light bulbs, the latest trend is to use light bulbs in new, daring colors. The new Bulb-O-Matics are available in red, blue, and green, and they are perfectly suited for use in decorative lighting or as a novelty item in the home.

Dealer News

FRIGIDAIRE HEAD PREDICTS APPLIANCE MARKET

For 1956, Frigidaire President J. F. Clark predicts that the American home appliance market will experience a significant growth. He attributes this growth to the increasing demand for convenience and efficiency in home life. Clark anticipates that the 1956 model year will see a surge in sales, particularly for major appliances such as refrigerators, washers, and dryers.

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The newest trend in light bulbs is the use of modern, bold colors. Bulb-O-Matics are available in red, blue, and green, and they are perfectly suited for use in decorative lighting or as a novelty item in the home. The market is expected to expand as consumers seek new ways to enhance their living spaces.

DEALER NEWS

FRIGIDAIRE HEAD PREDICTS APPLIANCE MARKET

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Emerson-Electric's
will activate

"Active Air"
your fan sales in '56!

Get the complete ACTIVE AIR story, in color, on every
fan in America's most complete line...Send for the great
1956 Emerson-Electric fan catalog: Catalog No. 3031.
THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

Moving ACTIVE AIR Displays
prove to customers just in your
store the huge volume of air
Emerson-Electric fans move! De-
signed to stop traffic, attract inter-
cost, and sell for you.

Fact-filled Consumer Folders. Ideal
for mailing pieces, bill inserts, or
counter handouts. Imprinted with
your signature. FREE! And
"Sales Booster" pamphlets to
give your salesman latest tips.

Great Salesmen Working for You!
Big space advertisement in Life.
The Saturday Evening Post will
tell the story of ACTIVE AIR to
millions! Plus "As advertised in
Life" fan sell all tags to convince
shoppers in your store.

TV and Radio Announcements,
helping newspaper material in
your store's advertising in with the
national ACTIVE AIR campaign!

Emerson
Electric
of St. Louis—Since 1890

BEST SELLERS

1-Speed 25" Window and Utility Fan
...award-winning design; paral-
lelepiped shape with extended
height. Electronically adjustable.
Imitation ashtray base. 3-year Gar-
antee.

10" Rollabout, Stunning 3-Speed Unit,
with 3-speeds and 3-speeds. Be-
gins to attract attention, then
finishes with a bang! 3-year Gar-
antee.

LEADING VALUES

Two-Speed 25" Window and Utility Fan
...superior fans priced at a price
that really sells! Electrolytically
welded, factory sealed. Immer-
sed in water, tested. 3-year Gar-
antee.

Two-Speed 16" and 20" Window Fans...
...top-of-the-line fans—full-}
length motor housing. 2-speeds
on both sides. Custom-built, heavy-duty
motor. Heavy-gauge, 5-year Gar-
antee.
What to Expect in '56

FOR THE past several years, in our January issue,
we have exercised the editor's prerogative of looking
into the crystal ball and sticking out our editorial neck
by making some flat statements about things to come.
Last year, we hit some predictions right on the mark,
but we had our percentages of strike outs as well. No
matter, here we go again for 1956:

1. Business volume for the first six months of 1956 will
   be good. In the first quarter, sales of appliances and
   TV should show gains up to ten per cent.

2. Dealers will reduce their costs of doing business.
   They realize that if you can't get more for goods than
   competitors are asking in their newspaper ads, then
   cutting overhead is the only way to keep some of the
   money that goes through the till.

3. Some services usually handled by the traditional
   dealer will go. You can't cut at all list prices and still
   offer services and accommodations that list prices make
   impossible.

4. "Realized profit margins" should increase slightly,
   though there will be pressure on reducing the margins.

5. Dealers will continue quoting list prices, and selling
   goods at lower prices. They call this competitive sell-
   ing.

6. Manufacturers will show more interest in the middle
   markets, which lie outside of the great metropolitan
   centers where manufacturers and distributors are not
   "homing" their products 365 days a year.

7. Independent distributors will be battling to hold
   their own in the metropolitan centers against emulsions
   of factory branches operating as the left hand of the
   factory.

8. Production lines will roll out more goods early in the
   year than the consumer will absorb, and we'll hear a
   lot about sticks and inventories before summer.

9. Dealers will talk much about making a buck on their
   trade-ins in operations instead of losing on it...but they'll
   go on trading.

10. Color television will move ahead with too few dealers
    pioneering the field in every city.

11. More dealers will come up with an answer of how
    to sell colored appliances by refusing to agree with
    the prospect who says: "...but it will make the rest of
    my kitchen look old fashioned!"

12. A high percentage of modernized kitchens will in-
    clude built-ins.

13. Both built-ins and colored appliances will enable
    dealers with an interest in kitchen modernization to
    build up big ticket sales of $4,000 to $5,000, by selling
    the whole kitchen job instead of the "patch" job.

A increasing number of electrical dealers will take
the specialty route. They'll try to avoid the profit
squeeze by getting their business from low saturation
appliances, where price cutting plays a lesser role.

14. Building contractors will make a greater bid for the
    kitchen modernization job this year.

15. Low-priced portable television sets will continue to
    be "hot," as more families equip their homes with a
    second set.

16. Following a hot year, both fan and room air condi-
    tioner production will climb, and chances are, these
    items will move at higher prices earlier this summer.
    People won't wait so long to make up their minds to
    buy.

17. Low saturation appliances will continue to make
    headway as word-of-mouth praise by users influences
    the non-users.

18. Department stores' "warehouse sales" will practically
    pass out of the picture. Department stores who have
    sold that way will price their appliances on their floors
    at realistic prices, which meet the affections of other
    dealers.

19. Ten million families will complete payments on their
    car in 1956, and most of them will be "spontaneous" ap-
    pliances, as some salesman calls at the appropriate
    time.

20. There may be no material change in the actual
    number of dealers selling appliances and television, but
    there'll be a reduction in the number of dealers who
    devote most of their time to these products. Specialty
    dealers who fold up will be replaced by non-specialists,
    most of whom will sell appliances or television as a
    sideline and ignore the creative side of business.

21. Price promotions will continue to be featured in
    dealers' ads. They will say to the prospect: "Why pay
    full?" To the newly satisfied user, they will say: "You
    got gypped." To suppliers, their ads will say: "We don't
    need the margins you fellows have given us." And to
    the other dealers in town, these ads will serve as a
    challenge. "Beat this price if you can!"

Adding it up, 1956 can be a good year for dealers.
Volume, at least in the early months, will be up. But
the profit squeeze will continue, and dealers will be
hashing out more volume in stores with lower
overheads. It'll be a real trick to do...but dealers
who do both, will enjoy 1956.

WILLIAM H. JOHANNSEN
Editor and Publisher

ELECTRICAL DEALER, January, 1956

NEW COLORS...Woman's Friend SUPER-REGENT for 1956
(NO RINSE TUBS NEEDED)

SPACE 511-A
AMERICAN FURNITURE MART

MAKING GOOD WASHERS FOR OVER 50 YEARS • MANUFACTURED BY CENTRAL RUBBER & STEEL CORPORATION • FINDLAY, OHIO
NEW 1956
KELVINATOR ELECTRIC RANGES
WITH DISPOSABLE ALUMINUM OVEN LININGS
MEAN MORE DOLLARS FOR YOU!

Open the oven door of your 1956 Kelvinator and you open the door to the greatest selling-making opportunity in the range industry today! Here is a feature that practically demonstrates itself. Housewives see at a glance that these shining disposable aluminum oven linings end forever the hard, back-breaking job— the dirty, monotonous job in the kitchen—old-fashioned oven cleaning.

Now, show them how easy it is to have a shining new oven in a jiffy. Just slide out the full lined oven bottom and watch her eyes light up. Yes, this is the feature women want most. Survey after survey among thousands of housewives has proved that disposable aluminum oven linings take all the drudgery of even cleaning in the greatest range feature in the industry.

“Disneyland”, America’s Favorite Family Program, is Selling, Selling, Selling for Kelvinator Dealers

KELVINATOR IS THE
MOST VALUABLE FRANCHISE
IN THE INDUSTRY
Issued By
PORTER & LAU
Radios - Television - Appliances - Service
Phone 2253
Stayton, Ore.

COMPLETE COVERAGE
Service Contract on Television Receiver

The purchaser of a television receiver is entitled to its satisfactory performance. Similarly, the dealer and manufacturer are entitled to protection of business standing and good will through satisfactory performance by the receiver. Therefore, we agree for the period of this contract, to provide the following maintenance for your television receiver in accordance with the provisions of the reverse side of this contract.

1. Initial adjustment of the television receiver to which this contract applies, for reception from local television stations already in operation at time of installment and which are within normal service range. If it should be possible to obtain satisfactory reception in all cases because of conditions at the receiver, such adjustment shall be provided free of charge.

2. Instruction with respect to the proper operation and care of the receiver.

3. Service and maintenance of the television receiver to which this contract applies, as necessitated by normal defects of materials and workmanship.

4. The services of the dealer's qualified technicians of Porter & Lau, who will perform the work in a professional manner.

The above are provided in consideration for payment of:

<table>
<thead>
<tr>
<th>For Antenna Installation</th>
<th>For Service Warranty</th>
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This Contract is for the Period Beginning __________________ and Ending __________________

Television Model: ________________ Serial: ________________ CRT: ________________
Porter & Lau will furnish Antenna Type indicated below

(Check One)

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<tr>
<th>Outdoor</th>
<th>Indoor</th>
<th>None</th>
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</table>

Name: ________________ Type: ________________

Address: ________________ By ________________

City __________ State __________

IMPORTANT:
For service on your receiver, communicate

DEALER
Phone ________________

PORTER & LAU
Stayton, Ore.
PORTER & LAU

Radio - Television - Appliances - Service
Phone 2215
Stayton, Ore.

COMPLETE COVERAGE
Service Contract on Television Receiver

The purchaser of a television receiver is entitled to its satisfactory performance. Similarly, the dealer and manufacturer are entitled to protection of business standing and good will through satisfactory performance by the receiver said. Therefore, we agree for the period of this contract, to provide the following maintenance for your television receiver in accordance with the provisions of the reverse side of this contract.

1. Initial adjustment of the television receiver to which this contract relates, for examples from local television stations already in operation at time of installation and which are within normal service range. If the receiver is tested in which satisfactory reception in all cases because of conditions always transmitted.

2. Trouble-shooting service of television receiver in which the contract relates as necessitated by normal usage of receiver or malfunction of receiver.

The above are provided in consideration for payment of:

For Antenna Installation $2.00

This contract is for the period beginning and ending

Television Model
Serial
CRT

Porter & Lau will furnish Antenna Type indicated below

Issued to:
Name
Type

Address
City State

By

IMPORTANT: For services on your receiver, communicate with PORTER & LAU Phone 2215 STAYTON, OR.

(See other side)