

Infra-Red Broiler Sales Hit \$30,000,000 a Year

The infra-red broiler segment of the appliance industry has mushroomed into a \$30,000,000-a-year business, **Albert Klinghoffer**, president of Jay Broiler Co., estimated yesterday. This total represents only a fraction of the market potential, he emphasized.

Interviewed at the company's plant in Long Island City, Mr. **Klinghoffer** said recent studies indicated New York City was about 25 per cent "saturated," so far as the infra-red broiler is concerned, and that less than 6 per cent of the national market was saturated. Stating that New York was saturated, he added, is somewhat misleading, since there exists a vast "secondary market" in this area for expensive broiler-rotisserie combinations.

Mr. **Klinghoffer**, whose organization is three and one-half years old is reported to sell more than 50 per cent of the broilers sold in New York, noted that in this market the infra-red broiler sales totaled more than \$10,000,000 a year.

Jay Broiler is an oddity among small manufacturers. A success story in one-third of a decade, it is guided by a thirty-four year-old president. The organization is virtually self-contained. It makes its own plastic parts, electric broiler motors, plastic parts and, oddest of all, has its own printing shop, complete with a four-color and a rotogravure press.

Mr. **Klinghoffer** said that this integration is to maintain absolute control of the product and its promotion. Mr. **Klinghoffer** was found on the loading dock. He helps loading of trucks, sees that shipments go out "right" and maintains he "wouldn't have it any other way."

Arthur O. Bregstein, vice-president in charge of sales, reported his company would soon embark on a multi-million national advertising campaign. Mr. Bregstein said that a vast sales opportunity exists for the first company to undertake such a program. He estimated that a \$15,000,000 to \$20,000,000 expenditure would be required.

Mr. Bregstein showed a new portable room air-conditioner that the company will make early next year. The model, to be offered in one-half and three-quarter ton sizes, will be priced in line with other window air-conditioners, he said.

The unit itself can be wheeled from room to room, as desired, does not protrude beyond the building line, and is said to be water free. The conditioner contains a pump that uses water condensate from the coils and uses it for cooling.



Harry P. Barrand jr., has been appointed European representative of the Hanover Bank to succeed the late Bram Dukkers van Emden. His headquarters will be in London.