

KEN FOSS From Page 1

Investigating colour television and stereos by Magnavox was a routine matter. There are trade publications which rate all of the manufacturers and their products.

From these technical studies, and after imposing on engineering friends of mine, I determined that Magnavox is one of the top quality names in the electronics industry in the world.

As a matter of fact, after I had satisfied myself of the quality of Magnavox products, the company received an international award for excellence from a panel of experts who investigated every major colour TV manufacturer in the world who market their products in Canada and the U.S.

My wife did not know that I was considering lending my name as an endorsement to any of these companies. In order to gain an unbiased appraisal from her I had led her to believe that we were shopping for a new colour TV for our own home and that I wanted her to pick out the one that was the most attractive.

There were several that stood out in her mind, but she chose Magnavox.

I think it's interesting to note that when it came time for her to make the final selection she compared three different makes for appearance and price, and she showed me that Magnavox had all of the quality of the other luxury models but was priced as much as \$95.00 less than the others.

That did it.

I was convinced that Magnavox was top quality, and good value.

However, and this is important, I realize that a product is also only as good as the dealer who sells it. Any product is going to need service, and service must come from the dealer. So it was time to check out Colorama TV.

I decided that the best way to do this was to talk with some of their previous customers, people who had paid out their hard earned money for a colour TV or stereo from Colorama TV. I wanted to know what they thought of Colorama TV as a retail dealer.

Time and time again the story was the same. Colorama TV had promised them immediate delivery of the set of their choice, and Colorama delivered. Colorama TV had promised them that they would have a serviceman call to their home to make a proper "setup" after the set had been running for a few weeks. Again Colorama delivered. Colorama TV had advertised that they had an inventory of hundreds of sets to choose from, and they did.

Colorama TV also advertised that they would make the set of their choice available on budget plans that were tailor made for the individual. Again Colorama were as good as their word. Colorama TV advertised that they would not employ any gimmickry to get you into their store. Like listing low prices and then demanding a trade-in set in order to get that price. People told me they liked Colorama's honesty.

So, on the first of September, 1971, it was with a great deal of personal pride that I met with Jerry Marvin and agreed to join with Colorama TV as their official spokesman.

In the time I have been associated with Colorama TV this small Canadian company has grown into one of the largest retailers of colour TV and stereo in the province. On that day in September 1971 there were only two Colorama showrooms, in Scarborough and Richmond Hill. Today we proudly boast of nine of the finest showrooms, and as Al Jolson used to say "You ain't seen nothing yet."

Jerry Marvin has seen fit to take me into his confidence, even asking that I help them with their future planning, and all I can say is that Colorama TV is going to continue to expand in the years ahead until every marketing area in Ontario will be serviced by one of their showrooms. Colorama's formula for success is simple, and a little old fashioned. "Give the customer quality products, at fair prices, and backed with unfailing service."

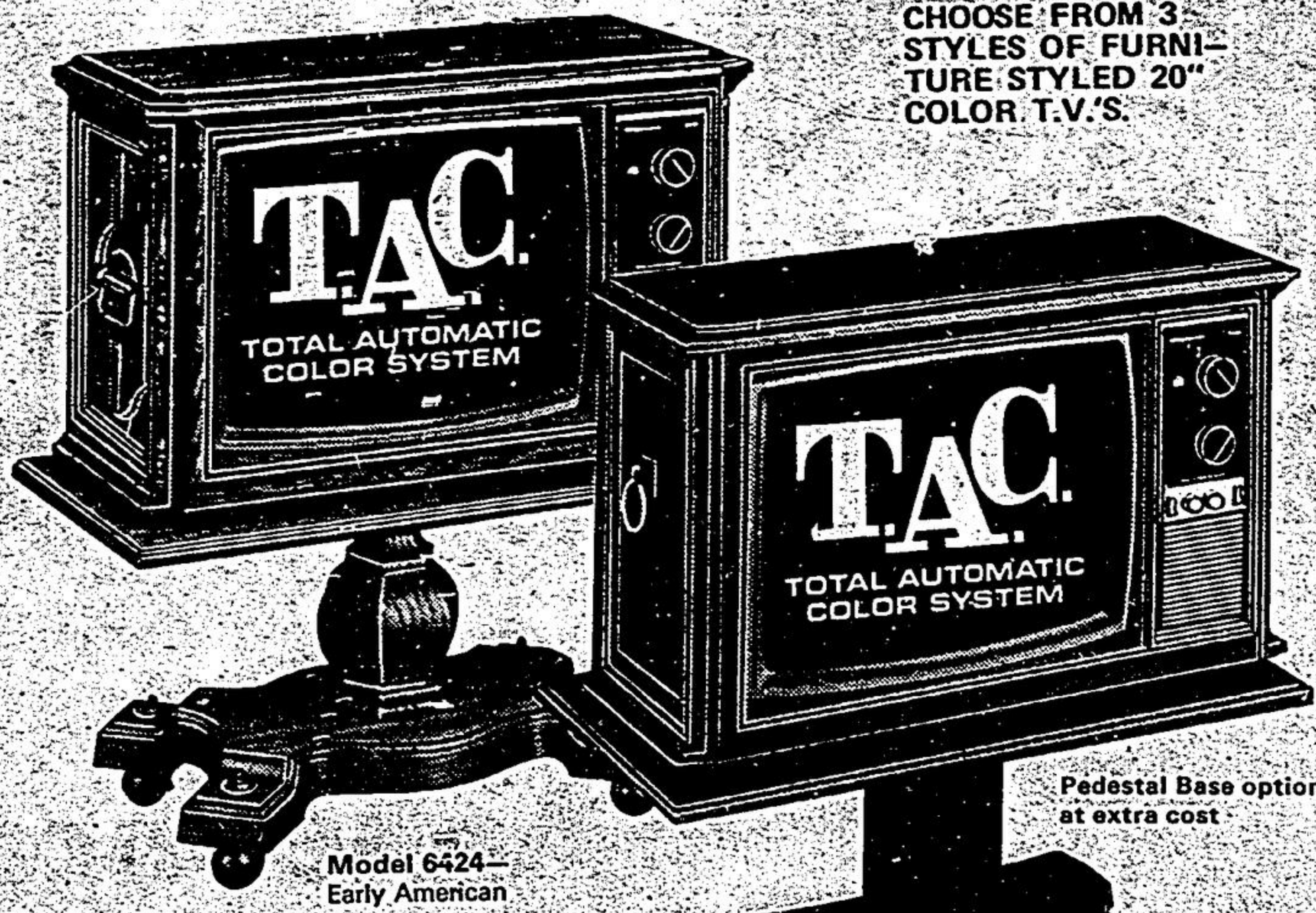
Isn't that what you want?

I think so!

That's why I'm proud to tell you that I am a Colorama booster.

I invite your comments. Write to me, Ken Foss, c/o the Colorama TV showroom nearest you.

And let me add a short personal note. There is no substitute for an honest man, and Jerry Marvin is just that. He has become my friend as well as my business associate and I trust it will always be such.

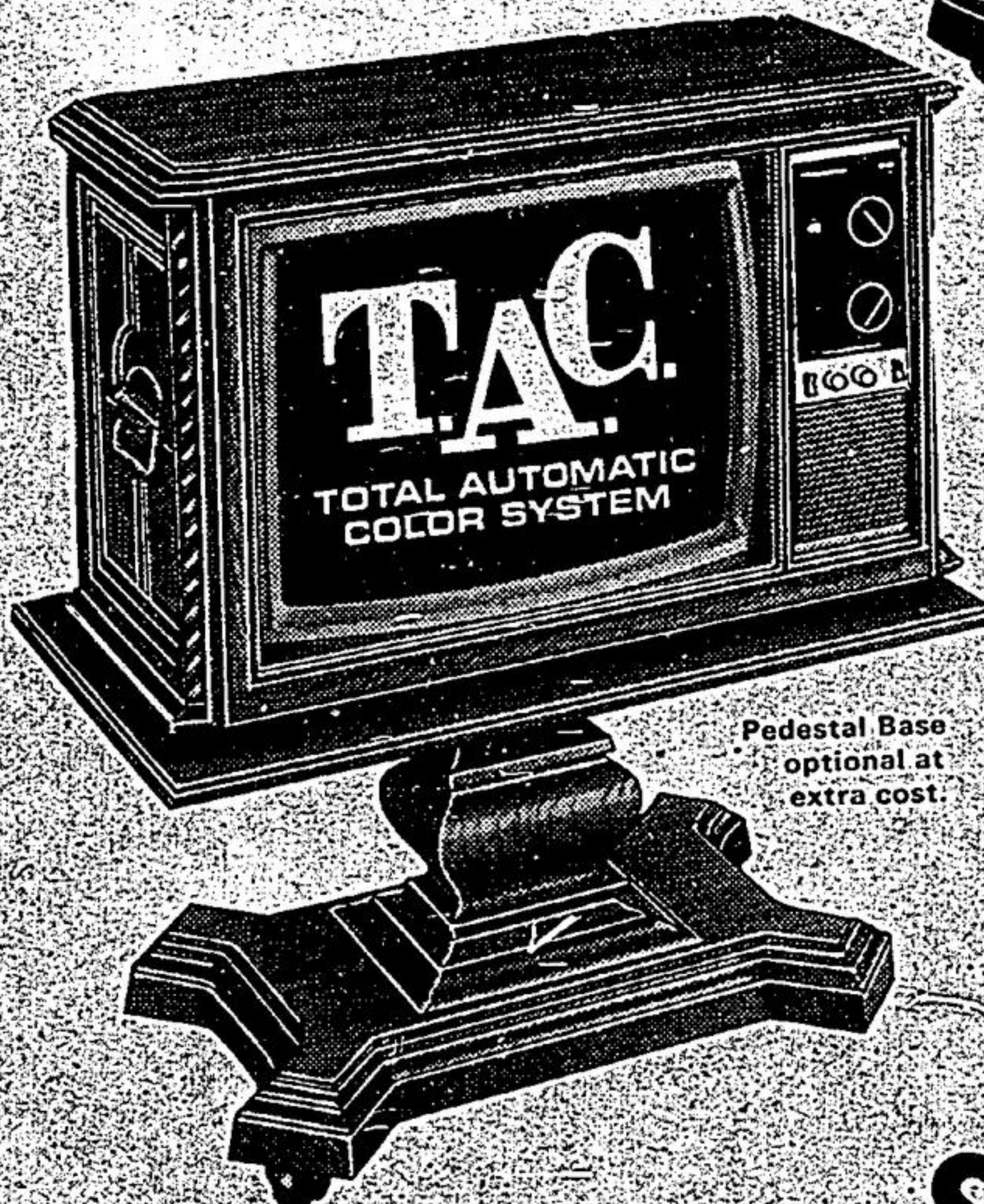



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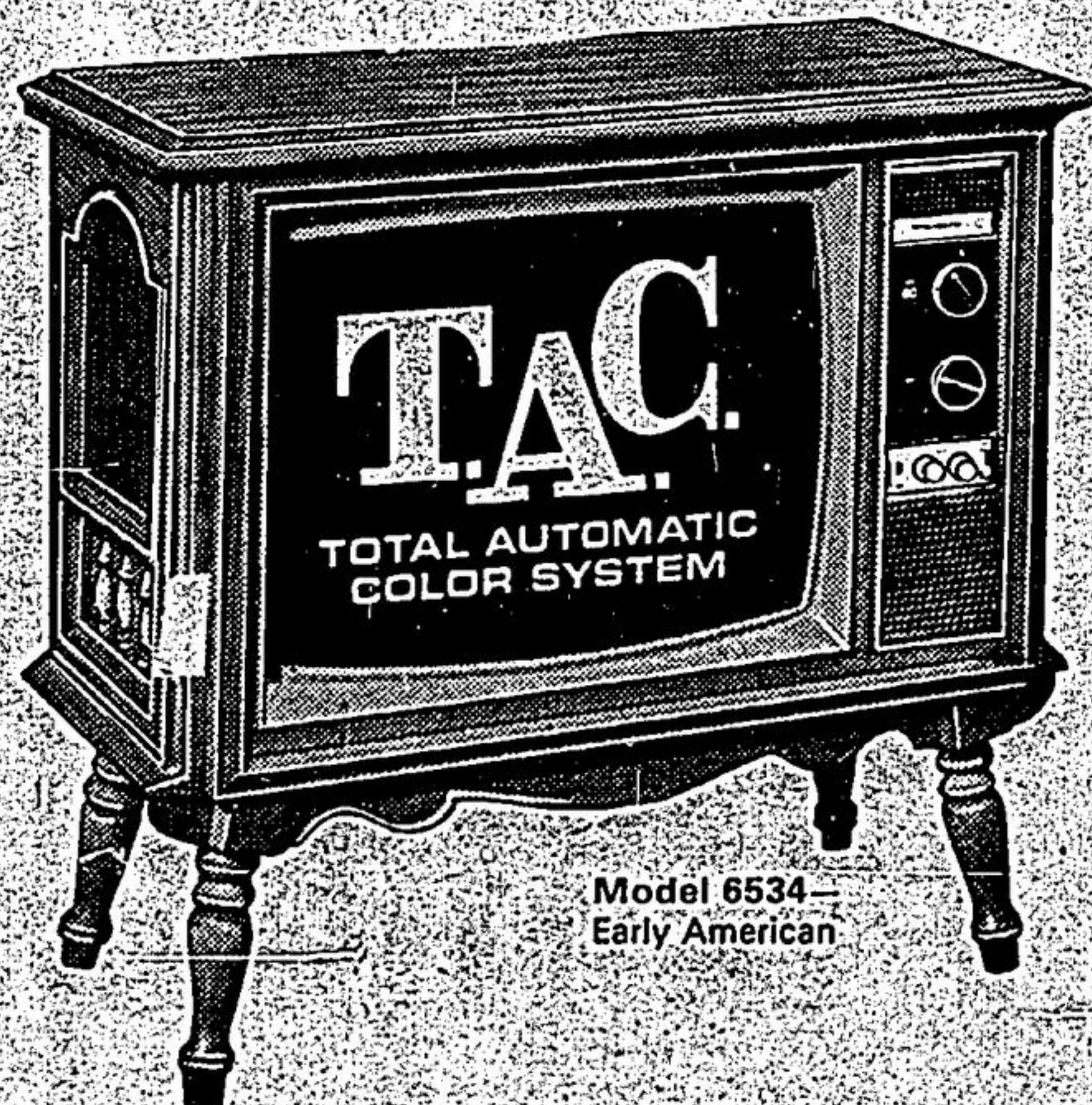
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