

Sales Up by Two Million

Record sales of the new line of music boxes has boosted first quarter revenues to the tune of 2 million dollars. It is expected that by the year 1995, one out of every 3 people in the United States and Canada will own a music box.

Research indicates that the upsurge in purchasing music boxes stems from a trend towards the traditional. In addition, the actual music has been found to be beneficial to the physical well-being.

After extensive testing, Dr. Hugo Nebula, famous tonal physicist, claims that the vibrations of the metal tines in a music box intone a series of sympathetic notes within the lumbar region, resulting in a harmonious healing of the emotional psyche.

Even reports of UFO sightings are now being attributed to the playing of certain melodies on a music box. When flying saucers were seen hovering last September over a cornfield in Iowa, a music box was blamed.



Production Plans

On the drawing boards are music box watches, dash board models for cars, waterproof boxes for showers, ultra-light boxes for backpackers, and even a computerized music box that lets you program your own tune.

Music boxes with figurines depicting the following occupational motifs will be available in November:

- Airline Pilots
- Computer Users
- Interior Decorators
- Accountants
- Farmers

Training Classes and Seminars

The telephone operating course, which was suspended over the summer, will resume again next week. This course is now required for all new employees. A record enrollment is predicted.

For those interested in attending the company excursion to Mount Mariposa, a butterfly seminar will also be offered next week starting on Monday. Contact Wendy at extension 345 or by network mail. Those attending the seminar should bring their own nets.

If you are planning on traveling home for the holidays, a course on gastronomic survival will be offered on alternating Tuesdays beginning in October. Bring your own lunch.

HALVA Goes Retail

A turning point in the history of HALVA International came on March 5th at the Grand Opening of the first HALVA retail outlet, after 50 years as a mail-order house for fine jewelry.

Attending the opening were city officials, the Governor of New York, and the Prime Minister of Atlantis.

The reaction from customers was encouraging, with many impressed at the quality line of merchandise and the competitive prices throughout the store.

By the end of this year several other retail outlets will be opened in major cities across the country. Plans are also underway to open several international outlets by the end of 1996.

Tradition in the Marketplace

The scene is familiar around the world. Mary Smith enters a retail store looking for the perfect gift for an anniversary or family birthday. Attracted to the music boxes, she finds just the right one, only to turn over the price tag and decide that a box of expensive chocolates would be a much more sensible gift.

Customers like Mary Smith are often viewed by retailers as hopelessly frugal. However, recent studies indicate that tradition may play a key role in purchasing a music box.

In those countries where the music box is seen as a good investment or a gift of quality and tradition, the average price is significantly higher.

With these facts in mind, the Marketing department is developing a new ad campaign that emphasizes the idea of the music box as a treasured heirloom, much like a diamond ring or cedar chest.