

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO.25/JUNE 21, 1965

ON THE INSIDE

◁ □ □ □ **Music Show keynote:** here is an analysis of pricing and product trends for the consumer electronics business as it gets ready for next week's annual show. Whether you are going to Chicago or not, here is where the action will be.....p.15
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AT PRESSTIME

□ □ □ □ **Sizzling prices** are in the offing as two industry giants—Frigidaire and General Electric—fired opening rounds in the battle for industry's infant market: self-cleaning oven ranges. GE fired its latest shot with the introduction of a 30-inch free-standing P-7 range, with self-cleaning oven, which carries a New York fair-trade price of \$299.95. This undercuts Frigidaire's model RDE-38, also a 30-inch free-stander, which trade sources say is tagged competitively in the \$320 range. The other Frigidaire self-cleaner, 30-inch free-standing model RCIE-39, is retailing for around \$120. For two years, GE had the field to itself with its series of P-7 units. (Before the new model debut, GE's line kicked off with a built-in unit at \$238 and a free-stander at \$318—all NY fair trade prices.) In April, Frigidaire introduced its long-expected, often-postponed, self-cleaning oven in two 30-inch models. Since that time, the maneuvering has intensified between the two rivals for this vast new market. It is only a matter of time before others in the industry unveil models. GE's first reaction to Frigidaire's entry was a complaint filed in Frigidaire's *continued on p. 2*

Next year, everyone else will be selling 3 big stereo ideas. (G.E. has them for you now!)

Give the young crowd a jet-styled portable at a price they can pay.

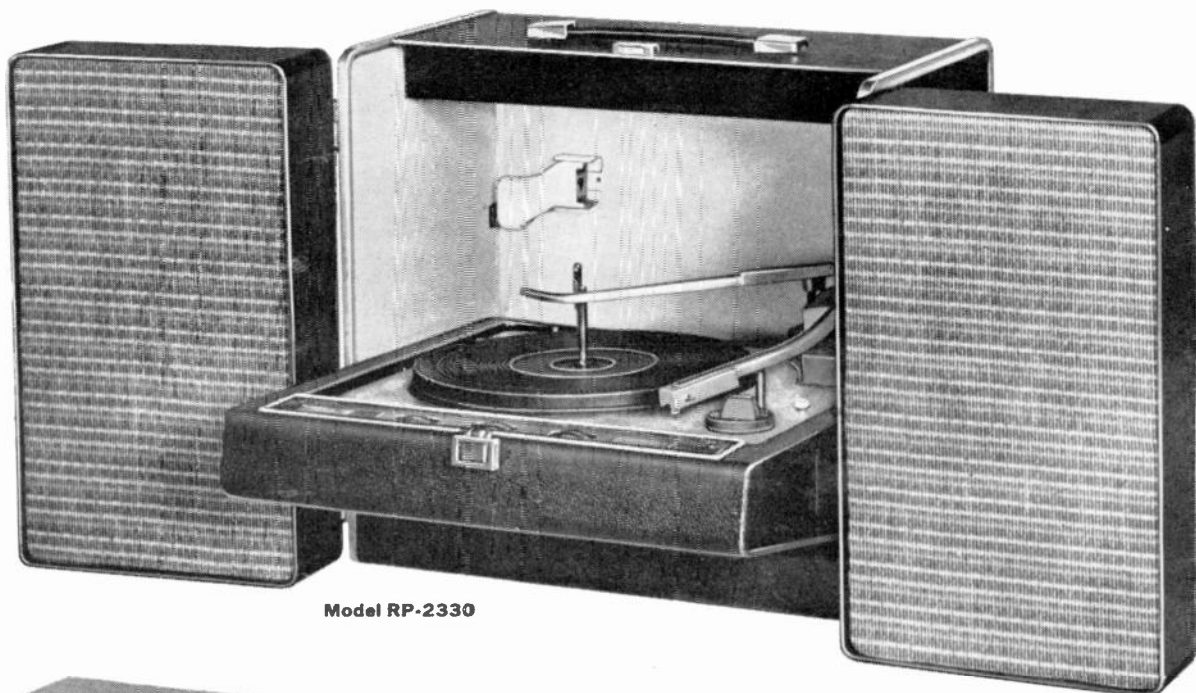
New G-E Stereo Mustang (Model RP-2320). Twin 5¼" speakers in chambers that play attached or extended. 4-speed automatic changer, sleek chrome control deck, black plastic case. \$69.95*. Matching monaural model (RP-1836) at \$49.95*.



Model RP-2320

Put class into medium-priced proven sellers by adding top-of-the-line features.

New G-E Trimline 300 (Model RP-2330). The industry's pacesetter portable, now even more exciting with the addition of the G-E Man-Made® diamond stylus, retractable cartridge, 3-knob control deck. Still \$79.95*. Companion Trimline 400 (Model RP-2340) with top-of-the-line features, still \$99.95*.



Model RP-2330

Provide components that not only look and sound great but really pack up and go!

Portable Stereo Components. 4-speed automatic changer with deluxe 11" turntable, G-E Man-Made® diamond stylus, retractable ceramic cartridge. Twin-speaker chambers have 8" and 3" Dynapower speakers in each. Vinyl laminated covering. Combines into one compact unit. \$139.95* (RP-2346WD). Companion model with 12" and 3" speakers, all-wood cabinetry. \$219.95* (RP-2371WD).

*Manufacturer's suggested list. Slightly higher South and West.



Model RP-2346WD

GENERAL ELECTRIC

Audio Products Department, Decatur, Illinois

home town of Dayton, Ohio, claiming that Frigidaire had violated GE's patents on the self-cleaning process. Frigidaire has received a postponement and will answer the charges in August. But industry sources say that Frigidaire would never have gone to market with a patent-pilfered unit. The industry is eagerly waiting the court decision, but does not expect this to be the last volley in this budding marketing war.

□□□□ **New 19-inch color set from Sharp: \$369.95.** Sharp Electronics will show its first 19-inch color tv console at the Music Show. The set, built by Hayakawa Electric in Japan, uses a rectangular 90-degree picture tube, comes in a hardwood cabinet, and has an automatic degausser. The company will also have a 12-inch vacuum tube portable at the hot price of \$79.95, a 16-inch portable at \$99.95 with a step-up at \$109.95. Sharp will also show a 12-inch transistorized unit with a built-in battery charger.

□□□□ **Panasonic's video tape recorders**—one commercial and one consumer model—will be shown next week at the Chicago Music Show. The units will not be for sale, and Panasonic has not set either a price or a shipping date. The consumer unit weighs about 44 lbs., uses 7-inch reels of ¼-inch tape that moves at 10 ips. The unit will record 64 minutes on a 3,200-ft.-long tape.

□□□□ **Amana has designs on the decorator market.** The company, which in recent years has offered wood-grain, stainless steel, or do-it-yourself panels on some of its refrigerators, will expand this effort. Backed by a national promotion, the company will offer a choice of 329 colors, patterns, textures, and fabric coverings on three top-of-the-line refrigerator-freezer combinations. The units with New York fair-trade prices are: model BFF98 at \$595.88; BFF105 at \$553.88; and BFF125 at \$595.88. Customers will be able to select the decorator panels from a listing in a dealer booklet. The charge will range from \$50 to \$100 and the panels will be shipped direct from the factory, with delivery within a week, according to Amana. In addition, customers will be able to order special plate glass mirrors, carpeting, wallpapers, etc.

□□□□ **GE has added a new dimension** to its Show 'n Tell phonograph-slide film viewer, by incorporating a new 6-transistor radio. The new Triple-Threat unit

will be marketed in the fall with a price tag of \$34.95. In addition, the company added 75 new programs for use with the line, bringing the total to 135 programs.

□□□□ **Harold Bull is severing ties with Ironrite** as the Chicago-based Ironrite Sales Corp. is being consolidated with Ironrite Corp., in Pittsburgh. Bull told MERCHANDISING WEEK that he is leaving the company as soon as the liquidation of the sales corporation is complete. Bull says "as far as he knows" there will be no change in the Ironrite marketing and distribution set-up. Ironrite will consolidate all company functions at its Pittsburgh headquarters, where president Morris Weisberg will take charge of all marketing and advertising operations.

□□□□ **GE has five new washers and dryers for 1966.** Features available on the 14-lb.-capacity Filter-Flo washers include a Mini-Wash system for small or delicate wash loads; a new Wash 'N Wear Cool Down cycle, a cold water spray rinse to help prevent spin-set wrinkles in synthetic fabrics; and a new Extra Wash cycle for heavily soiled garments. The new dryers feature GE's Thermo-Sensor, which automatically determines when clothes are dried to the proper degree.

□□□□ **Tape recorders in high-end stereo phonos:** Motorola this week will be the latest major tv manufacturer to venture into this product category, when it introduces its 1966 phono line.

□□□□ **Sessions' family-planning clock** marks the firm's entry into the "personal products" field, executives conceded last week, in previewing The Lady fertility clock (MW, 31 May, p.25). Retailing for \$19.95, the clock is similar in appearance to most occasional alarms, except for a calendar-type cutout on the face. On the first day of the cycle, the woman turns the "cycle-set knob" to the figure "1." During the cycle, fertile days appear in red, and infertile days in black. Sessions claims the rhythm method of birth control is highly effective if properly timed and observed. What type of guarantee does the clock carry? A normal one—on the accuracy of the clock only. Sessions, meanwhile, also will begin marketing a football-shaped clock. The firm produced the clock as a joke, to remind buyers that its line is not kicked around in price. Buyer reaction has been so good, however, that it is now going into the regular Sessions line.

Excise tax cuts: passage, but no relief from confusion

The excise tax is gone, but for the hard goods retailer the confusion lingers on. Dealers are wondering how to price, promote, adjust inventory—and even whether the tax repeal will actually spur consumers to buy.

"Tax cuts don't make people buy," says Harry Price, Jr., of Price's in Norfolk, Va. "It's when a tax goes up that people buy."

"We had a 3% sales tax go on here in Wisconsin," says Upton Ziesler of Rahr's in Manitowoc, "and we did

three month's business in one month. We don't begin to get that response from a 10% or 15% reduction."

As a result, dealers are playing it by ear. "We're going to promote as we do normally," says Mel Landow, of Kelly and Cohen, in Pittsburgh. "The impetus to 'buy now' has gone by the board, and I can't see where there will be a two or three day sale activity because of the cut."

Carroll McMullin of DeVaux Tv and Appliances, in Toledo, Ohio, scheduled ads for yesterday's paper

announcing Zenith's new prices, and he felt there should be a good consumer reaction to the ads. Other dealers, who felt consumers were confused, were not planning big ads.

Comparison shoppers were busily checking prices so buyers can meet or beat the new "going price" brought on by the tax repeal. One New York City resident buyer said he was busy last week working out a new pricing schedule for his chain's private-label electric housewares. He said he thought some stores would try to

pocket the extra profit on the private-label line rather than pass it along to consumers.

Retailers have taken inventories though Ziesler, for one, complained, "We haven't had one word from manufacturers on what and how to supply inventory records."

Everyone agrees that while there may not be a sudden spurt in sales, the cut will certainly help color tv sales this fall. "I think we're going to see the greatest fall ever," says McMullin, and Landow agrees.

IF YOU ARE A DEALER WHO ADMIRES
QUALITY IN A PRODUCT, WHO WANTS
PROFIT, NOT JUST VOLUME—WE INVITE YOU TO
SYLVANIA OPEN HOUSE
JUNE 16 TO 30 — WATCH FOR
YOUR LOCAL ANNOUNCEMENT.



Phase III of the new Sylvania:

“When you stand
in front of our product—
you know us
instantly.”

You'll see the fruit of three years of teamwork from our designers, engineers and executives—working proof that Sylvania is *not* an ordinary franchise.

Our devotion to new and better products has never slackened, yet we consider product to be only half the story. Our policy is the cement that holds a Sylvania franchise together. The solid and lasting base for continuing profit growth.

A Sylvania franchise is a long-term proposition. Built on an uncompromising principle: product starts the profit; policy determines the extent.

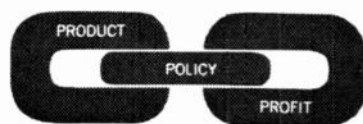
It is because of this combination of product and policy that dealers have been saying Sylvania is *the* High-Yield Profit Line in the industry. The line that fits in with a demand line and promotion line to give them maximum sales mix and profits.

Why not put yourself in front of our products by visiting your local Sylvania Open House. See what we have to offer for 1965-66. We think you'll profit by the experience.



"I urge you to visit your local Sylvania Open House to see the fine furniture and instruments that scored so highly at our national convention. You'll see the newest furniture trends, from High Point to California—vivid colors and fabrics, delicate finishes, old world distressing and antiquing. These products are certain to capture the imagination of your quality-minded customers." ... Bob Theis, President of Sylvania Entertainment Products Corporation.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GT&E**





THIS IS CROSS FIELD! EXCLUSIVE from ROBERTS TAPE RECORDERS

Cross Field plays the new LP Stereo Speed of Tomorrow 1 7/8 ips. It helps you sell the full Roberts line.

Fair traded for **FULL PROFIT.**

Roberts
Tape
Recorders
from

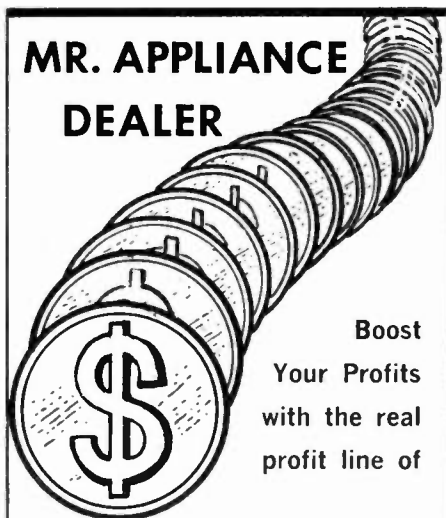
\$169⁹⁵



ROBERTS

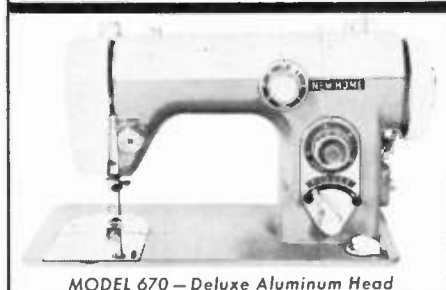
a division of Rheem Manufacturing,
an international company
with 75 plants around the world.

MR. APPLIANCE DEALER



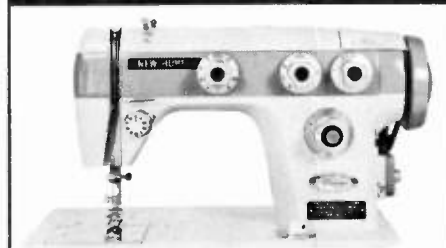
Boost
Your Profits
with the real
profit line of

NEW HOME SEWING MACHINES



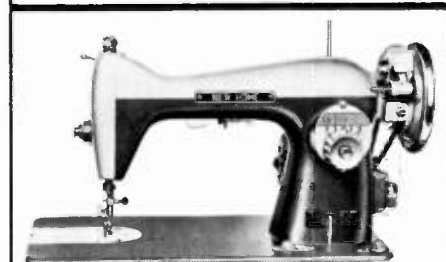
MODEL 670 — Deluxe Aluminum Head

Every prospect that comes into your store for your regular line of appliances is a prospect for a New Home Sewing Machine. Why not take advantage of these potential sales by selling a quality line of Sewing Machines . . . New Home.



MODEL 556 — Automatic Zig-Zag Model

The sewing machine business is BIG . . . over 2,000,000 sold each year. So, get your share by stocking and selling the easy-to-demonstrate NEW HOME LINE.



MODEL 170 — Budget Model

Write today for dealership details. **DON'T WAIT!** We will have our authorized distributor for your area contact you with details so that you can start making a full profit on the sale of New Home Sewing Machines.

THE
SINCE 1860
**NEW HOME
SEWING
MACHINE CO.**

P.O. Box 25901, Los Angeles, California 90025

WASHINGTON

□□□□ The FCC juggled UHF channel assignments recently with a proposed plan to provide more channels. A computer-drawn plan increases the number of full-power channels allocated to major markets. In conjunction with the plan, a proposed Federal Communications Commission (FCC) rule would reserve the top 14 channels for low-power "community-type" stations—either commercial or educational—in cities with populations of less than 25,000.

The plan would enable the FCC to crowd more of the low-power stations onto the same band without interference. The FCC is waiting for industry comments before judging whether the idea will work.

□□□□ One dissenter in the FCC approach to CATV is FCC commissioner Lee Loevinger, who feels the commission is taking the wrong tack on community antenna television (CATV) systems. Loevinger warns that "rigid and restrictive government regulation" is more likely to impede than encourage television growth. In a speech to the Colorado Broadcasters Assn., at Colorado Springs, Loevinger said that economic history shows that restraint of one mode of program transmission does not necessarily help another. "The concern about the future of television ranges from mild apprehension to what can be described only as hysterical panic," he said, but CATV's growth should not be considered "ominous or threatening." Loevinger has called on Congress to give the FCC jurisdiction over CATV systems, and to lay down "a positive and coherent policy."

A subcommittee of the House Commerce Committee is now working toward just such a policy; but, for the moment, the subcommittee has hopes of getting agreement between broadcasters, CATVers, and the FCC. Last week, agreement still seemed far away.

□□□□ Faster action on price-cutting charges may be in store to help small businessmen. Senator Philip A. Hart's (D-Mich.) Antitrust and Monopoly Subcommittee starts hearings this week on a bill that would enable small businessmen to go directly to the courts with charges of discriminatory price-cutting by big competitors. Although price discrimination is forbidden now by the Robinson-Patman Act, small businessmen who feel they are being hurt have to wait for the Federal government to initiate court action. The proposed bill would move the prohibition to within the jurisdiction of antitrust laws, so that individuals could seek injunctions—and triple damages.

Later this year, possibly in September, the subcommittee plans hearings on a package of dual distribution bills. These would prohibit manufacturers with retail outlets from supplying those outlets at prices lower than those quoted to outside retailers; reporting requirements to check compliance also would be set up.

□□□□ A new 12-member Consumers Advisory Council has been named by President Johnson. Three holdovers return: David Angevine, of the Cooperative League of the U.S.A.; Mrs. Florence Low, professor of home economics at Texas A&M's Agricultural Extension Service; Mrs. Helen Nelson, Consumer Council of California. Named chairman was former Assistant Commerce Secretary Richard H. Holton.

Retail sales and earnings are up: optimism is running high

A survey of department, specialty, and variety store presidents, just completed by the National Retail Merchants Assn. reveals expectations for a 5% jump in sales and profits during the second half of 1965 compared to the same period in 1964. And in a MERCHANDISING WEEK sampling of the first-quarter reports of retail chain giants, only two out of 15 reported that earnings were down, and 14 out of 15 indicated a sales rise.

Expansion plans for 1965 continue. This year, Sears is opening 192 new catalog sales offices, as well as 42 stores (16 of them in markets not previously served by Sears). Allied is opening six new stores. Woolworth, who entered the discount field in March with six Wool Mart stores, will open 15 more before the end of 1965, plus 26 of its Woolco full-line department stores and 28 more "big" variety stores similar to the 3-story Denver unit it opened two years ago.

Western Auto has been increasing catalog-order service at its stores, particularly at the associate level. At the end of 1964, Western owned 440 stores and had 4,052 "associate" or franchised operations.

Expansion by McCrory in all divisions with possible acceleration in 1966 is anticipated. A total of 10 to 15 new Zayre stores will open in 1965.

Four new R.H. Macy stores in 1965 will bring the total Macy units

to 52. E.J. Korvette will add a third New York City store to its 39-unit chain.

Sears Roebuck & Co. expects sales to jump 4.5% this year, says Austin T. Cushman, chairman of the board. He also adds, "On the basis of past performance, we feel that profits will keep pace with sales growth." Past performance in the four months ended May 31 showed that sales increased a record 11.5% over the same 1964 period, and that estimated first-quarter earnings were 3.2% up (to \$45,060,000) on an 11.4% sales gain.

Montgomery Ward lists a 16.3% earnings increase on sales volume of \$361,784,000, which showed little change from last year's first-quarter sales of \$361,554,000.

Allied Stores Corp. reports a 46% earnings gain and a 5.2% sales increase in its retail operations. Theodore Schlesinger president and chief executive officer, said "improved profit results for the balance of the year can be anticipated if the present sales trend continues."

Associated Dry Goods racked up a 52.8% earnings increase on sales, up 12.4% to \$111,710,000, a figure that includes Denver Dry Goods bought on a pooling-of-interest basis early this year.

F. W. Woolworth Co., whose earnings are not available at this time, reports a 3.95% sales gain for the first quarter. Company sales in April alone were up 29.4%, and president

Lester A. Burcham anticipates a 3-fold sales increase by 1967 in the Woolco Division.

W. T. Grant tripled its earnings in the first-quarter on a 10.3% sales gain. Edward Staley, vice chairman of the board, and Louis C. Lustenberger, president, say that, based on reported results, "Opportunities in 1965 will show improvement over the record results of 1964, and we are in an excellent position to take advantage of them."

The McCrory Corp. variety store division was in the black for the first time in five years during the first quarter. Although sales for the corporation were slightly down, the earnings for this quarter brought them closer to the break-even point: sales were \$117,037,000 compared to \$117,514,000 in 1964. This quarter's loss was \$453,000—considerably less than last year's deficit of \$947,000. However, chairman Riklis announced that after-tax earnings for the year will exceed \$10,000,000.

Western Auto Supply Co., a subsidiary of Beneficial Finance since October 1961, reports an even 3.3% increase in sales and earnings for this year's quarter—sales totaled \$77,588,408 and earnings were \$1,938,477.

R. H. Macy & Co. Inc., whose third quarter ended May 1, reports record sales of \$143,800,000—a 5.6% rise from 1964's third quarter—and earnings up 32.5%.

Gimbel Brothers Inc. is happy with its 56.4% earnings increase on a sales gain of 5.7% on first quarter sales of \$120,797,000.

J. C. Penney reports 26 consecutive months of sales gains as of May 31. Record first-quarter sales of \$433,754,592 buoyed an 18.3% earnings increase up to \$11,166,399. Officers of the company say they expect sales for the rest of the year to equal or better a 4%-6% increase.

E. J. Korvette, Inc. reports a loss of \$462,000 in its third quarter ending May 2. Sales were up 12.8%. Indicating that third quarter losses are traditional, a spokesman pointed out that the even larger deficit was due to the expenses involved in the acquisition of Hill's Supermarket.

Federated Department Stores Inc., showed the effect of Bloomingdale's New York City 14-day strike with an income loss of 2.5% on a 2.3% sales increase.

Interstate Department Stores Inc., reports record earnings in its normally "off" period that ended Apr. 30. Sales were up 19.1%. Sol Cantor, Interstate's president, predicts a 32.2% earnings increase for 1965 on an anticipated sales rise of 15.6%.

Zayre Corp. reported a 43.9% sales gain over last year's same quarter. The sales jump was due in part to a pooling of interest with Zayre's new domestic, infant and stationery departments bought from two former leased operators in February.

NEMA report: where distributor sales of major appliances are going

For the first time, major appliance distributors are selling more refrigerators to the "all other" type of sales outlet than to the traditional appliance store. According to a National Electrical Manufacturers Assn. (NEMA) report, appliance stores in 1964 bought only 28% of the refrigerator units sold by distributors—dipping to a new low—while the "all others" category continued to inch up in purchases, hopping over the 30% mark, another first.

In another trend, department stores moved up to 21% in the refrigerator category, an increase of only 1% from 1963, but a continuation of a movement that began in 1958 when this retail group accounted for 15% of distributors' sales.

Type of retailer	Percentage of distributors' sales to retailers of electric . . .									
	Refrigerators		Freezers		Ranges		Water Heaters		Dishwashers	
	1964	1963	1964	1963	1964	1963	1964	1963	1964	1963
Department Stores	21%	20%	6%	8%	10%	10%	14%	18%	7%	6%
Furniture Stores	12	12	16	18	10	9	2	2	5	5
Appliance Stores	28	31	42	40	25	26	9	11	31	31
Hardware, etc.*	8	9	15	15	10	11	15	34	12	13
All others**	31	28	21	19	45	44	60	35	45	45

*Includes: farm-implement and general country stores; outlets for automobiles and automotive parts; tires and gasoline; plumbing and heating contractors; and building materials dealers.

**Includes: direct-contact sales; jewelry and music stores; food-plan operations, freezer and locker operations; kitchen specialists; and utilities.

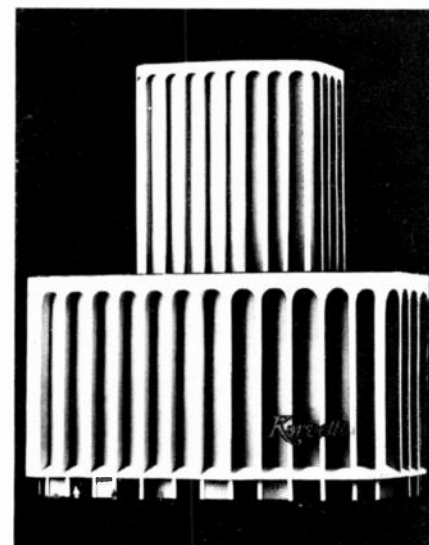
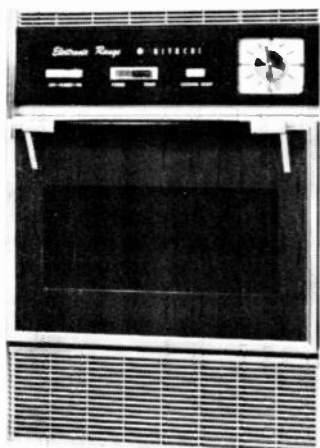
Hitachi markets new electronic oven

Hitachi has a new "table model" electronic oven—priced at \$1,555—which it has taken to market in Japan. Although no specific export plans have been made, Hitachi is ready to negotiate with exporters, according to McGraw-Hill World News in Tokyo.

The 220-lb. oven (shown at left) features a motor-driven timer with 20-second settings up to a maximum three-minute time span. Because electronic cooking makes it possible to prepare a large amount of food in a short time, the oven is especially suited for commercial use, the company says. Compact in design, the new unit measures 32 inches high, 23.5 inches wide, and 20 inches deep.

Korvette plans new Manhattan store

E.J. Korvette, reportedly the nation's largest discount chain, will soon become a next-door neighbor of two of New York City's largest retailers—Macy's and Gimbels. Next month, Korvette will take over the Herald Square site of Saks-34th Street, after that store closes. The building, which will be Korvette's third Manhattan location, will be remodeled at an estimated cost of \$12 million. The remodeled building (see architect's model at right) is scheduled to open early in 1967. It will comprise eight floors of retail selling space; a seven-story superstructure, to be known as Korvette Tower, will house the company's executive offices.



Since the all-channel tv receiver law has been on the books for over one year, MERCHANDISING WEEK decided to take a close look at UHF stations across the nation. The following article on the Detroit, Mich., market is the first in a series telling what the emerging UHF tv stations mean to local audiences and advertisers and how UHF is affecting converter, antenna, and television set sales in these markets.

"Who ranks first in tv set ownership among the country's 15 major markets? Metropolitan Detroit, where 95% of the homes have one or more television sets."

While these lines begin a Detroit tv station's promotion, and necessarily present Detroit in a good light, the four-county Detroit metropolitan area is indeed an important market for broadcasters, advertisers, and consumer electronics retailers.

Television broadcasting in Detroit remained static between 1954 and 1964. There were four strong VHF stations, and one non-commercial educational UHF station, Channel 56 (WTVS-TV) serving greater Detroit. Typical of a multi-station market, three of Detroit's VHF stations are affiliated with the three national television networks: Channel 2 (WJBK-TV) a CBS station; Channel 4 (WWJ-TV) an NBC station; and Channel 7 (WXYZ-TV) an ABC station. The fourth VHF station, Channel 9 (CKLW-TV) is considered a local independent and has its studios across the river in Windsor, Ontario, Canada.

According to local sources, the three major network stations had just about divided Detroit's viewing audience into three parts leaving small audience segments for the local station, Channel 9. Into this tightly packed broadcast scene a sixth station started operations last January.

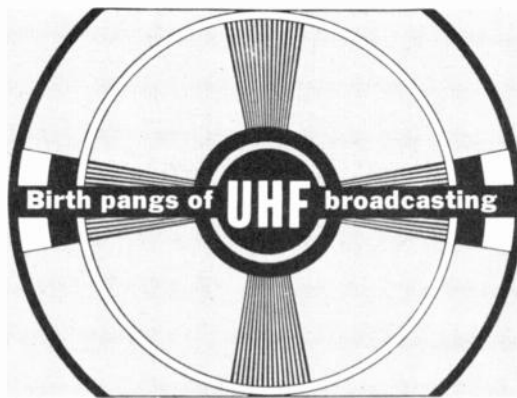
A sixth station entering any market is doomed for failure unless it offers viewers new and different programming—programming that caters to local tastes. Channel 50 (WKBD-TV) the first of Kaiser Broadcasting Corporation's UHF stations to begin operations, attempted to carve its niche in Detroit by becoming the local sports station.

Pre-broadcast promotion by Channel 50 included extensive billboard, radio, and newspaper advertising promoting the station's sports image. Richard L. Freeman, sales manager for Channel 50, said that another portion of the advertising was telling the public how they could receive Channel 50—either by buying a new all-channel television set or by pur-

chasing an inexpensive converter for their present set.

Freeman said that the station did not go into any tie-in promotions with local dealers. "We put \$2 million into building our station, and we felt that this was enough of a contribution to converter sales."

Freeman explained that station officials did speak at distributor and dealer meetings and gave these retailers Channel 50 program promotional material for their use.



Detroit's sixth station: success with sports

Many converter representatives began independent sales pushes when they learned that Channel 50 would start broadcasting. Blonder Tongue, according to local estimates, waged the most active sales campaign and gained the largest market share.

Blonder Tongue's campaign was outlined by Jay Malcolm Flora, Detroit area factory representative for Blonder Tongue. Flora said that the promotion included store banners, Channel 50 coverage map mailers to consumers, special promotions for lists of sports-minded citizens, display booths at Detroit Redwings games, newspaper ads listing local dealers, and trade and institutional ads. Flora said:

"The results of the marketing push were tremendous. Last December, our sales increased 100 times over what they had previously been. From December through April, Blonder Tongue sold in excess of 50,000 units."

Flora believes that the sports programming and sports image of Channel 50 made the difference. "This is a very sports-minded town," Flora said. "Had the UHF station entered the area just with general broadcasting, I seriously doubt whether it would have made such an impact."

Sports programming made the difference—an opinion held by everyone in Detroit from station officials, who are looking at audience ratings, to converter and television retailers, who are looking at sales. Freeman said that Channel 50's opening promotions featured the Detroit Redwings fight for a berth in the Stanley Cup playoffs. In terms of audience, Freeman said that early sports programming on the station received a rating of 30,000 homes and that some

January with 25% sponsorship of its shows. He predicts that local sponsorships of Channel 50's programs will increase to 60% by this fall.

"We offer an opportunity for local business to sponsor an entire show," Freeman said. "That's something they couldn't afford to do on network tv. One of our shows is regularly 50% sponsored by J. L. Hudson, the department store."

How to gain a share of audience in a strong VHF market is probably the biggest problem facing the merging UHF stations today. As Dr. Paul Rickard, executive secretary of educational Channel 56, explained: one UHF station can help another's share of audience.

"It's very difficult to get people to buy antennas and converters for an educational UHF station," Rickard said. "The fact of Channel 50's going on the air has helped us considerably."

UHF reception in Detroit today is still a point disputed. Sources said that, as of March 1965, in the four-county Detroit metropolitan area, there were 1,139,000 television receiving homes. Sources report that between 300,000 and 400,000 homes can now get UHF reception.

Television set sales in Detroit, as in most of the nation, have been excellent during the past few months. Appliance retailers and tv set distributors in Detroit feel that Channel 50 did help sales, but no one can gauge how much help the new "U" provided.

Many retailers reported that wives bought their husbands new tv sets for Christmas so they could watch Channel 50's sport events. Also, retailers said that many customers were switched over to buying a new set when they were told that the new sets received UHF without converting.

UHF in Detroit looks healthy right now, even though it has not revolutionized the broadcasting market. Channel 50, Kaiser's first UHF attempt, has captured a market share by offering local sports programming—and it seems to be working in Detroit.

Summing up his feelings on Channel 50's growing pains, Freeman said, "We decided to open this station when the all-channel law went into effect . . . we could never have made a go of it by just relying on converter sales."

"The biggest problem any new station has to conquer is to break old viewing habits and let people know you're in town. We feel that, by getting the sports image across, we've managed to do that."

Edison Electric Institute shapes up promotional plans for 1966

The Edison Electric Institute (EEI) promotional calendar and plan book will have a new look next year. The wraps are off EEI's preliminary plans for the 1966 promotions—and the campaign strategy includes several new ideas.

A campaign for freezers, which previously have been promoted in conjunction with refrigerator-freezers, is tentatively slated for September of next year. According to an EEI spokesman, the separate campaigns will continue EEI's efforts to coordinate promotional efforts with the peak sales period of each product. The 1966 refrigerator-freezer pro-

motion will probably run in June again; slogan for that campaign will be "No Defrosting Ever . . . Change Now to a No-Frost Refrigerator Freezer." A theme for the freezer campaign has not yet been selected.

Another all-new promotion, "very possibly" next year, will be for home entertainment products—an entirely new category for EEI. "It is 85% certain that we will run a home entertainment promotion," says an EEI spokesman. The Institute is now checking the plan with key manufacturers of home entertainment products. Reportedly, the campaign will emphasize color tv sets.

Art symbols for each campaign—along the lines of the waltzing shirt and dress used in the Waltz Through Washday promotion—will be used by the electric institute for the first time next year.

Although the dates on the promotional calendar are still somewhat tentative, they should be made final by September, says EEI.

The promotional slogans for next year are not yet complete. However, four of the new themes will be:

—Nothing compares to a Matchless Electric Water Heater.

—Be a Wise Mother—Get Dishes Really Clean.

—Make Every Day a Holiday with Electric Housewares.

—Buy a Flameless Electric Range—the Full Range of Cooking Pleasure.

The slogans for home heating products (divided into two campaigns: replacement market and new home market) and freezers will be selected this month. The themes for Medallion Homes ("The Joy of Total Electric Living"), electric laundry products ("Waltz Through Washday"), and electric comfort conditioning ("Climate Control") will remain unchanged in next year's promotional campaign.

Norge shows 1966 home laundry and adds ice-makers to freezers

Norge showed up with five new 15-lb. automatic washers, two 15-lb. clothes dryers, and four eye-level gas and electric ranges for 1966 at a line presentation in Chicago last week. The company also dropped two new thin-wall freezers with automatic ice-makers and a new 14-cu.-ft. upright model into the 1965 Norge appliance line.

The company touts its new freezers with ice-makers as the first in the industry with this feature.

The new 1966 washer line is topped by model AWG-1550, which has 10 automatic washing cycles, including an extra-slow washing speed. The heavy-duty washer features timed liquid-bleach and rinse-conditioner dispensers. A water-level control enables the user to preselect the proper amount of water for washing any load—whether it weighs as little as 6 oz. or as much as 15 lbs.

A step-down unit, model AWG-1540, provides six water temperatures, four-speed combinations, and three washing cycles; model AWG-1530 has four water-temperature combinations, two wash-and-spin speeds, and three washing cycles. Models AWF-1522 and AWF-1520 offer three water-level selections, together with varying washer speeds, as well as temperature selection.

The two new automatic dryers, available in gas or electric, both feature Norge's Stop-n-Dry, which allows a selection of either tumble or no-tumble drying. The two dryers have automatic dry cycles and a hamper door, which adjusts to three positions for ease in loading, unloading, or folding. Norge claims the dryers have the industry's largest drums with free-floating tumble action.

The four new eye-level ranges, all 30-inch models, are available with double or single ovens. The gas double-oven unit, model HGG-1316, has eye-level controls, both for the ovens and for the surface units. The oven doors on both the gas and electric models are removable.

Gas model HGG-1316 has a lift-up cooktop; electric model HEG-1316 has removable surface elements for easy cleaning. The single-oven models require no special cabinet work for installation and offer all the features in the line except the lower oven.

The new 1965 freezers include ice-makers on model UFF-1656, a 16-cu.-ft. upright, and on model CFF-1857, an 18-cu.-ft. capacity chest model. Norge's new 14-ft. upright freezer, model UFF-1450, like the other new models, features thin-wall construction.

Motorola trims tv prices, offers \$599 door models

Motorola's 23-inch color tv leader—introduced at \$479.95 in March and boosted to \$499.95 in May—rode the excise tax cut down to \$479.95 last week. At the same time, Motorola added the first 25-inch color sets to its 1966 lineup and made important price shifts in its new b&w line.

The 25-inch color consoles—there is only a pair—enter the 22-model rectangular tube color line at \$699.95, which is \$25 under the starting price of the company's Drexel furniture series of 23-inch consoles. The price range on the Drexel series: \$725 to \$850.

The 23-inch line kicks off with the \$479.95 metal table model, and steps to a console in vinyl-covered metal. Hardwood veneers enter the line at \$529.95. For \$599.95, Motorola is topping this seven-model compact series with tambour-door models in hardwood veneer cabinets with applied grain finishes. The eight model 23-inch slim silhouette series starts at \$625.

The 21-inch color tube will play only a limited role in Motorola's color plans. "We will make 21s available as our distributors ask for them," a spokesman said. "We have set no prices because we have no orders for them yet."

Cutting \$20 off 19-inch leaders, Motorola brought in its new b&w portable line at a starting price of \$129.95. The 12-inch tube models are being carried over, but at \$99.95 instead of \$112.88 because of excises cuts. At \$159.95, Motorola is bring-

ing in a 19-inch compact model with a power transformer chassis.

A fourth b&w tube size is being added this year by Motorola. The company will offer a line of 21-inch portables, starting at \$179.95 (\$189.95 for wood-grain vinyl-clad cabinets).

The 23-inch table line kicks off at \$169.95—down \$10. The new price range on consoles is from \$199.95 to \$269.95—down from last year's \$209.95-to-\$279.95 spread.

Six transistorized radios—three table models, three clock units—are being added to the new line. The AM-only table model is priced at \$22.95, and the 10-transistor AM-FM step-up is priced at \$59.95 (\$74.95 in walnut case). The clock line opens with a 4-transistor leader at \$29.95, goes to an FM-AM model at \$69.95, and tops out at \$84.95 for a wood-cabinet model.



Stylish 23-inch color console: \$650

□□□□ Zenith's share of the color tv market will hit approximately 22% this year, according to figures Zenith president Joseph Wright presented to the Investment Analysts Society of Chicago. Wright said Zenith expects to sell 2 million sets this year. Over 1.5 million sets of the projected total sales will be black and white—the rest will be color sets. Based on Wright's estimate of industry 1965 color sales—a minimum of 2.25 million units—Zenith will grab 22% of the market. The company already has taken steps to secure its position in the color market by completing its third major expansion in color tv manufacturing facilities in two years. The expansion increases Zenith's color tube production capacity to nearly 1 million units annually, according to Wright.

□□□□ Electronic devices that cause interference—such as walkie-talkies, wireless microphones, and radio-controlled door openers—are being eyed by the Senate and the Federal Communications Commission (FCC). Under the provisions of a bill now being studied, manufacturers will be held responsible for interference-causing devices found in operation. Presently, the devices are controlled at the user level—but with much legal and administrative difficulty, says the FCC. The FCC emphasizes that it does not wish to tighten manufacturing standards, which already are closely watched by the commission. Rather, the FCC is looking for a more practical means of policing the devices. Senate hearings on the proposed bill are scheduled to begin next Wednesday.

□□□□ Pilot has re-entered the tv market with a 25-inch color combination unit in four different cabinet styles; the combo starts at \$1,495. Pilot's new line of stereo console phonographs opens at \$399.95, with a fully transistorized set that features a 30w amplifier and four different cabinet styles. Top of the console phono line is a solid-state unit with 140w amplifier, six speakers, and a 6-ft.-long cabinet. In Contemporary styling, this set sells for \$899.95; in Italian Provincial, French Provincial, or Mediterranean styling, it sells for \$999.95.

□□□□ Four color tv sizes for Philco: Starting in September, Philco will add 19- and 23-inch sets to its color tv line. Shipments of 25s will start the last week in June. Philco is particularly bullish on 19-inch color sets. Vice president Armin Allen told dealers that the company's 19-incher is 50% brighter than any other color set available, and Harry Recker, tv sales planning manager, claims that Philco will have more 19s this year than everyone else put together. "We will make a real splash with 19-inch color this year," Recker said. At the moment, Philco's Lansdale div. is building 21-inch round and 19-inch rectangular tubes. Philco expects 21-inch round tubes to account for 75% to 80% of total industry sales this year, then dwindle to about 40% in 1966.

Philco has also been pushing for more full-line dealers—with apparent success. About 12% of the first wave of 700 dealers who came to kick off the Puerto Rico meeting were full-line retailers. During the meeting, according to Philco, the figure jumped to 40% or more.

APPLIANCE-TV

□□□□ **New Admiral prices** on tv, stereo, and radio include both excise tax reductions and price cuts. Not every list price in the line has been reduced; in some places dealer margins have been increased: the leader 6-transistor portable radio, for example, still has a \$12.95 tag. New key price points are: \$349.95—down \$20—for a 21-inch table color tv; a 23-inch color tv now goes for \$519.95, down \$30; a 25-inch color tv for \$750, down \$75; a 21-inch color tv stereo theatre for \$695, down \$100; a 23-inch color stereo theatre for \$825, down \$125; a 13-inch b&w portable for \$89.95, down \$10; a 15-inch portable for \$104.95, down \$10; a 17-inch portable for \$114.95, down \$10; a 19-inch portable for \$119.95, down \$10; a 25-inch b&w console for \$289.95, down \$20. The solid-state stereo line begins at \$179.95—down \$20, and runs to \$715—down \$60. An FM-AM portable radio is now \$89.95, down \$10; a plug-in transistorized clock-radio is \$22.95, down \$2; the leader table radio is \$16.95, down \$1.

□□□□ **The ramifications of RCA's color expansion** will have no effect on tube or set availability this year. The \$50 million expansion program, RCA's largest to date, will be completed within two years in RCA's set division, and within three years at its tube facilities, and will result in doubled production capacity. RCA will spend \$36.4 million on its tube plants, \$13.3 million on its set-making facilities. The expansion will bring to more than \$65 million the amount spent by RCA in boosting color capacity since 1962. RCA predicts that color tv volume will hit 2.3 million units this year and account for 25% of all 1965 set sales.

□□□□ **Still more color for network tv this fall** is in the works. CBS—which less than four months ago had no programming set for color—last week added six more shows, including *The Ed Sullivan Show*, to its color schedule. With the new shows, CBS now has 50% of its evening entertainment program slated for color. ABC was not idle last week, either, as it added two new color shows and boosted its upcoming schedule to better than 33% of the prime time mix. NBC already has 95% of its evening schedule set for color.

□□□□ **A special Waltz traffic-builder** is being offered to retailers participating in the Waltz Through Wash-day promotion. Available directly from Lakeview Industries Inc., in Milwaukee, the traffic-builders—iron-on letters appropriate for monograms, laundry markings, or school or camp identification—come in special Waltz packages.

□□□□ **Zenith cut the price** on its famed 9-band FM-AM Trans-Oceanic transistor radio by \$75, bringing it in at \$199.95. Other key Zenith radio prices: FM-only table model at \$29.95, FM-AM table unit for \$39.95, FM-AM clock for \$49.95—all down \$10. Zenith is offering a full-feature AM clock unit for about \$22.95, down from last year's \$39.95 for a comparable set. The 30-model solid-state console phono line (12 come with transistorized tuners) opens at \$139.95 for a phono-only unit. AM-FM stereo models start around \$239. The company is also offering a battery-operated monaural portable at \$69.95; batteries are extra.

Abrams brings in Emerson for '66 with a hard-sell dealer program

At 72, Ben Abrams looks like he is ready to go on forever. As he introduced the 1966 line during Emerson Radio's 50th anniversary in the home entertainment business last week, the resilient veteran made it clear that he is not ready to step down as chief executive of the company. Instead, Abrams was wheeling and dealing with his customary vigor.

Abrams admitted that the recent National Union-Emerson stock sale had created some concern among the company's distributors and staff. But he assured distributors that the deal represents no changes in Emerson's management, nor in its policy. "I hope to be with you for many more years," he said.

Preferred dealer program: Abrams encouraged his distributors to concentrate on dealers who are willing to make an investment in the Emerson line. For a retailer to qualify for the program, he must place an order for no less than \$2,500 worth of assorted merchandise—with no cherry picking. Dealers who make this investment will qualify for a special 3% discount. And if the retailer buys a minimum of another \$2,500 worth of merchandise by the end of the year, he will be eligible for an additional 2% discount, retroactive to the time of the first purchase. Emerson is shooting for a \$50 million billing between now and the end of the current fiscal year (Nov. 1).

Prices in the new line are down. Some reductions represented outright cuts, others the elimination of excises. The 11-inch portable, for example, now lists at \$89.95—down \$10 from 1964; but the transistorized version comes in at \$119.95—down \$30 from last year.

Emerson's experience with the 11-

inch transistorized portable at \$149.95 was "not good," according to Abrams. The difference in cost between tubes and transistors was greater than people wanted to pay, he said.

To meet competition in battery-operated transistorized sets, Emerson has gone to Japan for one 9- and one 12-inch set. The 9-incher will go for about \$140, the 12-incher for around \$150. The recharger and battery pack will cost another \$55.

Emerson's 19-inch b&w tv line starts at \$119.95 this year—down \$10, while 16-inch sets open at \$109.95—also down \$10. The company is offering a wireless remote-control 19-inch receiver for \$169.95. The 23-inch table model line starts at \$169.95.

In color tv, Emerson is showing a 21-inch table leader at open list and stepping up to a \$399.95 21-inch console. Veneers and solids enter the line at \$450. There are four basic 25-inch color consoles in the line (\$600 to \$650) and two 25-inch three-way combos (\$750 and \$900); because of the shortage of 25-inch tubes, Abrams will allocate more 25s for combos than for consoles.

The solid-state phono line starts with a four-speed \$19.95 manual monaural unit. At \$44.95, Emerson is offering a four-speed battery-operated mono unit with automatic changer. Stereo starts portables at \$69.95. The console phono line kicks off with AM-FM stereo at \$179.95.

The radio line includes 11 solid-state table AM, AM-FM table and clock models. The FM-AM portable line opens with a 9-transistor unit at \$24.95. For FM-AM table models, Emerson starts at \$34.95 for a two-speaker unit, and steps up to \$44.95 for an 11-transistor unit.

Hotpoint fires the starting gun with its new 16-lb. washers

Is the washer capacity race on again? Hotpoint has readied five 16-lb.-capacity washers—the industry's first—for the 1966 selling season. In addition, six new dryers, with a dryness-sensing device in the four top models, will enter the company's 1966 line.

The new automatic washers can handle 2- to 16-lb. loads, the company says, without any special attachments. A fully programmed top-of-the-line model, two 4-speed washers, one 2-speed washer, and one single-speed model appear in the new line. All of the washers have 17-gallon tubs with porcelain-enamel finish to protect against rust.

Some of the features found on the new 1966 washers are: a sediment ejector, which traps sand and other sediment during the wash cycle and expels it out an ejecting tube by centrifugal force during the spin cycle; a dual lint-filtering system; and a 3-cycle rinsing system. The washers have an "extra fill" setting, which insures a full tub of water, even under low water pressure conditions. They are also equipped with

an "off balance" control. The washers all have 1½-hp motors.

A new 5-year dryer warranty on parts replacement comes with the 1966 models. Similar to the warranty on Hotpoint washers, it provides a 90-day replacement guarantee, a one-year written warranty on parts and labor provided against defective materials and workmanship, and the new additional four-year written warranty on large component parts.

The automatic dryness-sensing device on the new dryers shuts off the machine when the pre-selected degree of dryness has been reached. The new line consists of six dryers—three electric and three gas. Four of the dryers—two electric and two gas models—have the dryness-sensing feature.

A foot pedal for opening the dryer door has been added to all the 1966 models. Another feature on the new dryers is a three-minute cooling-off period at the end of each drying cycle to help prevent wrinkling of the wash. All the new dryers have four drying temperatures.

Because it's so good...
so dependable,
RCA WHIRLPOOL laundry equipment
now carries a

**2-year
parts
warranty**

(5-year warranty on the automatic washer sealed gear case)

WARRANTY

Whirlpool Corporation warrants to the original retail purchaser of an RCA WHIRLPOOL Automatic Washer, Wringer Washer, or Clothes Dryer (herein called "Appliance") that it will, free of charge, repair or exchange, at its option, the following parts returned to Whirlpool within the periods specified below by a service organization authorized by either Whirlpool or its distributor and found by Whirlpool to be defective in material or workmanship: (a) for a period of two years after purchase, all Whirlpool-approved or FSP® parts comprising the Appliance; and (b) for a period of three years following that two year period, all Whirlpool-approved or FSP parts comprising the gear case assembly in the Automatic Washer.

For a period of one year after purchase of the Appliance, charges for service or other costs arising out of this Warranty will be assumed by the selling dealer or his distributor free of charge to the purchaser.

This Warranty is not transferable by the purchaser and shall be voided: when any part other than a Whirlpool-approved or FSP part is incorporated in the Appliance; if the Appliance is used for commercial purposes; if alterations not approved by Whirlpool are made in the Appliance; if the serial number plate is altered or removed; or, if the repair or exchange of an in-warranty part is made by other than an authorized service organization. Further, this Warranty does not apply: if an Appliance has been subjected to accident, misuse, damage caused by flood, fire or act of God or has been used on circuits, voltages or frequencies other than indicated on the serial number plate of the Appliance; or to electric bulbs, porcelain enamel or internal or external finish of the Appliance.

Whirlpool Corporation's warranty obligations are limited to those set forth herein and no other obligations, expressed or implied, are assumed by Whirlpool Corporation.

another industry first...

Just as you'd expect from the world's leading laundry appliance manufacturer, Whirlpool is setting another industry standard by offering this new factory-backed, nationwide two-year warranty. It's dramatic evidence of the long-life performance and dependability record of RCA WHIRLPOOL laundry appliances. And it's all possible because of the rugged, designed-to-take-it construction used in *every* RCA WHIRLPOOL automatic washer, with ½ hp. motors . . . heavy-duty sealed gear cases; in *every* RCA WHIRLPOOL dryer and in *every* RCA WHIRLPOOL wringer washer. This warranty is exclusively yours with any RCA WHIRLPOOL laundry appliance you buy from now on. Insist on the very finest quality choose an



LAUNDRY APPLIANCE

Turn the page . . . see the TOTAL VALUE in every 1966 RCA WHIRLPOOL model

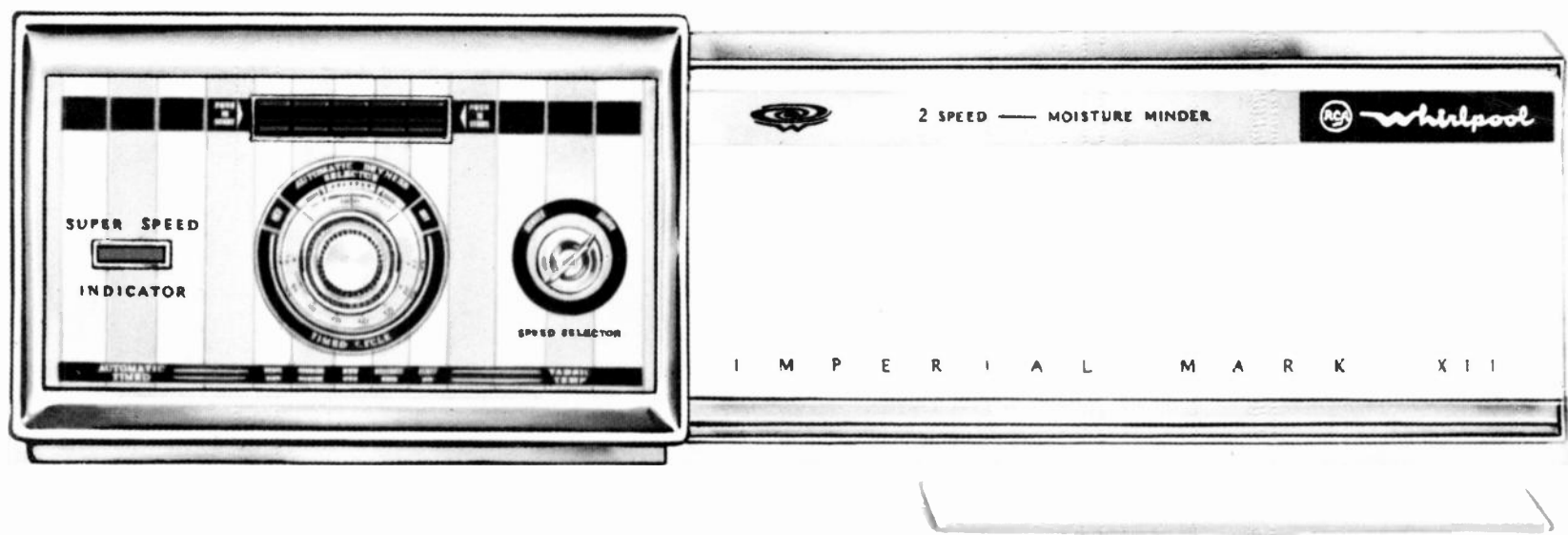


Imperial Mark XII washer model LPA 992-0

total
value
in every
1966 model!

total value:
most-wanted
exclusives, features,
convenience, styling,
quality and performance
for your customers.
So it stands to reason:
the best thing next to an
RCA WHIRLPOOL washer
is an RCA WHIRLPOOL
dryer.

It's easier to sell a new RCA WHIRLPOOL washer or dryer



Imperial Mark XII dryer model LPE 992-0



MAGIC CLEAN® filter is a filter expert's filter . . . and a boon to the ladies. You don't see it. You never touch it. But what you don't see collects lint during *all* washing and rinsing at any water level . . . with quiet efficiency. And cleans itself . . . automatically. Only an RCA WHIRLPOOL washer has it.



3 SPEEDS are better than two! The

new **LO SPEED** is the gentle speed you select on an RCA WHIRLPOOL washer to wash very, *very* delicate wash-by-hand items, or washable woolsens. (Practically a "must" today.) Then **NORMAL SPEED** for ordinary washes. And **HIGH SPEED** for everyday washables that beg for a real scrubbing.



SUPER WASH wash made for families with extra dirty play-clothes, work clothes and diapers. It beats anything . . . automatically! First, clothes get a vigorous pre-regular washing. Then they soak while the RCA WHIRLPOOL washer drains off dirt. Then the washer refills for the regular washing. You just set and forget!



2 SPEED DRYER offers two excellent solutions to two obvious drying problems. **GENTLE SPEED** treats even milady's frilly things like a warm breeze on a summer's day. But **SUPER SPEED** provides the higher heat input and the faster air flow required for big, bulky loads . . . for rush jobs, too. An RCA WHIRLPOOL automatic dryer "thinks" of everything and out-performs anything!



MOISTURE MINDER® control automatically shuts off an RCA WHIRLPOOL dryer at "dry enough". Just set the Automatic Dryness Selector for the dryness preferred . . . set the temperature selector for the type of fabric. Also special cooling and fluffing at cycle's end for Wash 'N Wear fabrics restores natural wrinkle-resistance. In a word . . . fabulous to sell . . . fabulous to buy!



1966 WASHERS AND DRYERS

than sell against it! See them at your local distributor!

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

Trademarks RCA and RCA used by authority of trademark owner, Radio Corporation of America.



The most attention-getting refrigerator ever built is AMERICANA by General Electric

Nobody walks past the Americana® refrigerator. It stops traffic. Builds traffic for every dealer who showcases it. Publicity on its new profile is snowballing. And we're telling your customers about it in 4-color magazine ads, as well as with a load of prime-time network TV.

All this means nice going for G-E dealers. Just seeing the Americana makes consumers want to replace their old refrigerators at once. Listen to a couple of recent reports: "Sold 4 Americanas day after ad. Also 3 Spacemakers and one 14-cu. ft. Frost Guard." A small-town dealer wired: "Some traffic-builder! Sold 1 Americana and 4 other models from one ad." Dealers in Kansas City, as result of the dealer-listing ad, sold 5 Americanas and 26 other models in the 3 days after the ad ran.



How about you? Is the Americana up front, loaded with display food, at eye level...and demonstrating its illuminated countertop for you? If not, get it. Fast. It's the most dramatic way to demonstrate G.E.'s automatic Self-Filling Ice Tray, No-Frost operation and exclusive Roll-Out Freezer.

True, it may not fill the bill for everybody, but when it doesn't, you can step along readily to Spacemaker 16's or 19's. Then you'll see how the elegance of the Americana sheds glamor over the entire G-E line.

Only you, as a General Electric dealer, have the Americana to display, along with the advertising and publicity support to sell this new concept. Only you can use it to demonstrate, with new excitement, the General Electric quality that's known, respected and wanted by millions.

GENERAL  ELECTRIC

Preview to a dynamic Music Show: the key to the action is pricing



Less than a week from today, the 1965 Music Show opens in Chicago with the promise of more action than any in the recent history of the industry. Sparked by the surging color tv market and new price schedules, this Show will even have a show-within-a-show. Through the Electronic Industries Assn. (EIA), set makers have gone all out to boost retailer attendance. The bait: a fancy banquet, with the famed Second City Players providing the entertainment, and a series of business sessions. All this—combined with the coming crunch in color television—gives the 1965 Music Show a special aura of excitement. Here is a preview of the action that starts next Sunday.

Trends in pricing, color

When the Music Show opens next Sunday afternoon, the industry will have its first opportunity to survey the complete post-excise tax pricing situation. And the trade will like what it sees: lower pricing.

Next to repricing, the biggest topic at the Show undoubtedly will be color tv—as dealers, distributors, and manufacturers appraise their positions for the biggest second half of the industry's biggest color year.

The coming crunch in color: The industry is faced with a question of shortages in color tubes this fall. When RCA decided to protect its share of the color set market—which is an estimated 40%—by putting color tubes on allocation late this spring, the industry was faced with a changed ball game. Suddenly, RCA's competitors were confronted by the fact that RCA might sell only about as many tubes to rivals this year as it did last year. But, over this time span, the market will grow by about one million sets.

Industry color tube production has been estimated at 2.4 to 2.6 million units this year—probably enough for the industry to realize 2.3 million color set sales this year. RCA may build 1.5 million color tubes, National Video about 325,000, Zenith 450,000-plus, and Sylvania more than 400,000. And there will be undetermined, but undoubtedly small, quantities from Philco, General Electric (the 11-inch color tube), and possibly Admiral.

But RCA, intent on retaining about 40% of the color set market, will gobble up more than 900,000 tubes. Zenith, shooting for more than 20% of the color business, will use all of the tubes it produces, in gunning for sales of 500,000-plus units. Motorola plans for 250,000 units of National Video's 23-inch color production.

If RCA, Zenith, and Motorola capture 70% of this year's color tv market (about 1.6 million units)—and they have the tubes to do it—there will probably be somewhat more than

a million color tubes left for the other set makers, who will be striving to increase their own market penetration.

What this means to the industry of course, is that there is a possibility of shortages later this year in certain models in some lines.

What is also clear is that the color market at present is in the hands of a few. It is estimated that five companies—RCA, Zenith, Motorola, Admiral, and Sears—could wrap up 85% of the 1966 color market.

The pricing situation—is another matter, however. Manufacturers—faced with the delicious prospect of lowering prices because Congress is eliminating the 10% excise tax on consumer electronics—have passed on the savings; but in the process, they have maintained the industry's traditional pricing points.

No one was revealing any formulas for cutting prices—(one set maker wisecracked that he used “two blondes to one redhead”)—but it was certainly clear that prices have been cut, even though there were some dark hints that not everyone had passed along the entire savings.

Oddball prices have been the exception, rather than the rule, in establishing new sets of suggested retail prices. More often than not, manufacturers were only willing to depart from the traditional price points in the radio business. For big-ticket items, the numbers are lower, but they still have a familiar ring.

The new price points: the bellwether 19-inch b&w portable leaders are settling in at \$129.95 in the new repricing whirl. Such heavyweights as Zenith and RCA both brought their new leaders in at this point. There are exceptions both ways, of course: above the \$129 mark (Magnavox at \$139.90), and below (Sylvania's eye-opening \$119.90 leader).

The next basic price point, the 23-inch table model, is hitting in the \$169.95 to \$179.95 range. The same price range holds true for the 21-inch b&w portable.

Color set price leaders—the 21-

inch table models—are hitting in the \$349.95 area, with RCA, Sylvania, and Zenith all kicking off at this price. But again, the pattern was by no means uniform. Nor was there a uniform pattern emerging on the sets using new rectangular 19- and 25-inch tubes.

Sylvania took the initiative in pricing 25-inch leader consoles, starting its 1966 lineup at \$599.50. Zenith hit at \$625. RCA came in at \$650. All these prices are post-excise cut prices.

The prices for new 19-inch color sets, which will not get into the pipelines until August and September, are still up in the air. RCA, in the pre-excise cut days, was talking “about \$429.95” for its upcoming 19-inch table model. Sylvania flabbergasted the industry by coming in at \$369.95 with its 19-inch leader. Philco was bullish about 19s, promised sets with its own picture tubes for this fall, but was mum on its pricing schedule.

The prices on 23-inch color leaders fit no particular slot, although it is clear that set makers who have a greater commitment to 23s are pricing these sets below the tags on the competition's lead 25s.

Obviously, manufacturers have taken advantage of the excise tax cut to pack more value into color lines with the under-\$600 21-inch product getting a particularly healthy shot in the arm, via the addition of more wood cabinets for less money than ever before.

Phonograph prices have been cut, but the precise relative values are more difficult to establish in this product line. This example illustrates the difficulty in finding a pattern: Sylvania opens at \$279.50 for its AM-FM stereo console line, Philco opens at \$189.95, and RCA at \$229.95.

The price cuts in radio, of course, mean less in total dollars than they do in any other product line. But the elimination of excises could be particularly important to the under \$30 market for AM-FM table and transistor portables.

by Donald S. Rubin



Trends in design, products

If half of the consumer electronics business rides on price, the other half must swing on style. And this year, the industry's furniture is strictly *au courant*.

The Spanish style is in this year in industry cabinet design for console tv, phonographs, and three-way combinations. Just about everyone has his own version of the Spanish style—a fine sampling of the style is pictured on the righthand page—and the look, in Tucker P. Madawick's fine phrase is "moody, misty, and Mediterranean."

But the furniture appeal in the new lines is by no means limited to Spanish styling. More diverse use of woods and a wide variety of styles are coming into play as set makers discover that the public is willing to pay the high-ticket premium for the right piece of furniture. Italian Provincial, French Provincial, Contemporary, Traditional, Danish are offered, you name it—and the industry has got it.

And style-conscious Packard Bell may have gone one-up on next year's fashions by introducing its new series of consoles influenced by Far Eastern design.

The furniture look has swept even more deeply into table radio lines, where wood cabinets and wood-grained finishes are getting a bigger play than ever before.

Component systems are emerging in large numbers this year, too, as both package and hi-fi manufacturers compete for this market. The key elements are slick styling, plenty of oiled-walnut cabinetry, and simplicity of operation. All of this adds up to sort of a "components-without-pain" approach—for the consumer who does not want a console or a portable, but who *does* want some of the prestige and quality sound associated with components.

There is a new look in color, too, this year as the rectangular tubes start to flow into the market in greater quantities. Perhaps the most intriguing new color sets sold by the industry this year will be the 19-inch models.

Thus far, only three companies—RCA, Sylvania and Philco—have shown 19-inch models; but already the pricing is clear. For a starter, the industry is going to ask more money for a smaller screen color set—obviously pegging the sales appeal on style. The new 19s offer the most compact color package the industry has yet produced.

Sylvania and Philco have elected to put handles on their leader 19s, to emphasize the portability of the model, even though the sets weigh 67 lbs. and 80 lbs., respectively. RCA's

set weighs about 85 lbs., and will be sold as a table model.

Added brightness—more than in bigger screen sets—will be another advance in the 19-inch sets. Both Sylvania and Philco are using 24,000v chassis in their 19-inch sets.

And when it comes to 19-inch color, the U.S. set makers will not be alone. The Japanese, who have been working feverishly on their own 19-inch color sets, will have units on display at the Music Show.

The color set everyone will be talking about and looking at, of course, will be the 11-inch portable General Electric will have on display. When GE announced the price of the set (\$249.95), incidentally, it was already counting on the excise tax elimination.

The home video tape recorder, long regarded as the next major new product for the home electronics industry, will show up as a marketable consumer item for the first time in Chicago. The companies who are pushing ahead in this new area: Sony Corp. and Matsushita (Panasonic).

Sony has shown the press its new units, which come with a 9-inch transistorized tv monitor. Complete with recording unit, the unit comes in a package roughly the size of a suitcase. The lead model is priced at \$995; the step-up model, with built-in clock-timer, is \$1,250.

The half-inch tape for the Sony unit costs \$21.95 for a 30-minute reel, \$39.95 for a 60-minute reel. The unit will be sold through Sony's regular channels of distribution, starting in about six weeks.

A new interest in tape recorders will also be evident at this year's show. Some of tv's biggest names are starting to edge more deeply into this market.

Zenith got its big toe wet by including a reel-to-reel stereo model as its high-end \$895 stereo phono console. The tape recorder carries the Zenith label, but, for now, the company is filling its requirements with Wollensak machines.

General Electric pushed into the battery-operated tape recorder market with \$39.95 and \$49.95 machines; it also expanded its tape-phono series from two to six models, including the first tape/radio-only combination. And, for the first time, Sylvania combined tape decks (Ampex units) in a pair of high-end stereo phonographs this year.

The impact of the transistor will be felt at the show—both in styling and performance.

The fully transistorized tv set, so long a province of the Japanese, is showing up in ever-increasing numbers in the lines of U.S. set makers. Some manufacturers are trying models which operate on a line chord, others are going to bat with battery-operated models. Zenith, for example, is offering a 12-inch battery-operated tv model that retails for \$199.95; the battery pack costs another \$49.95.

RCA is taking another route, by offering a 12-inch transistorized tv set that operates off a line chord, and retails for \$114.50. Sylvania, too, is going with a transistorized set, but with a 19-inch model retailing for \$179.50. For the Christmas season, Sylvania will follow up with its first tinyvision model: a 12-inch transistorized set designed to work off a line chord. Philco took the hybrid approach—transistorized the tuner, RF, and IF—in 19 b&w and color models, starting with a \$159.95 19-inch portable.

New product dimensions

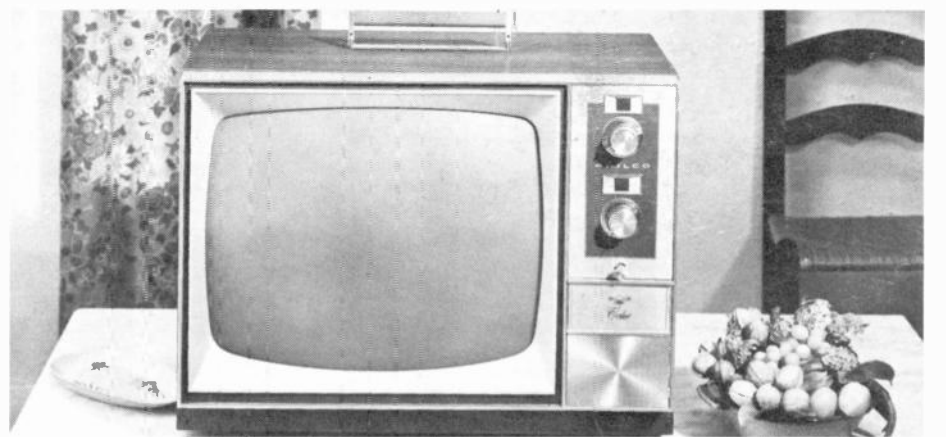


Sony's \$995 home video tape recorder; records for 60 minutes on a 7-inch reel

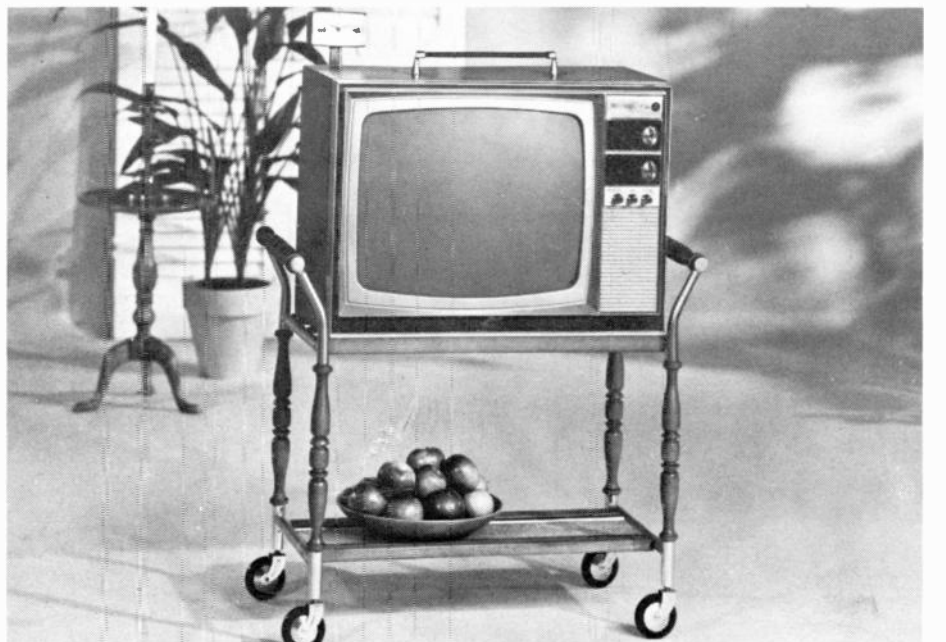
Color tv's bright new look



RCA's initial 19-inch color set—a table model—weighs in at 85 lbs.



Philco, bullish on 19s, is showing this 80-lb. set for fall delivery



Sylvania's 19s start at an eye-opening \$369.95; this is a step-up model

Components in a package



Sylvania's component module: 130w (peak), AM-FM stereo, for \$389; speakers are extra

Furniture for table radios



GE's table model: typical of the trend to the furniture look

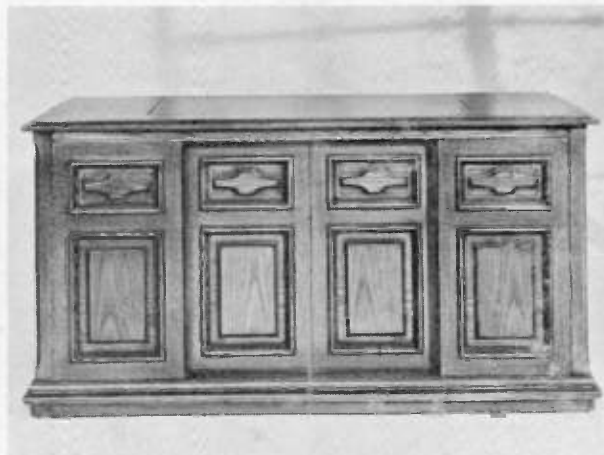
Spanish is 'in'



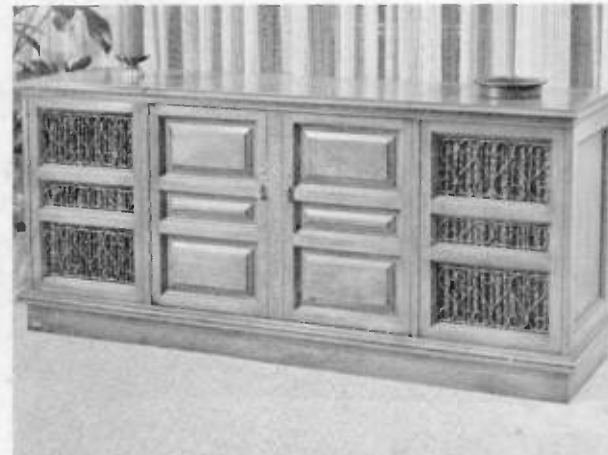
Sylvania's Spanish Provincial 25-inch color console, in hand-distressed pecan cabinet, for \$819.50



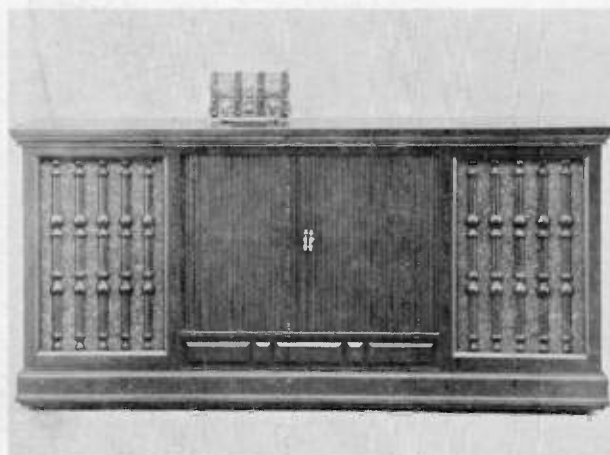
Magnavox stereo console in pecan goes for \$459.50



Electrohome's Spanish look in stereo for \$599.50



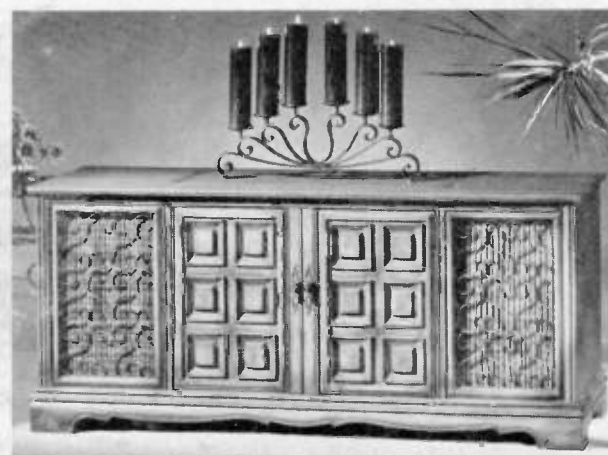
GE uses pecan, brass scrolls, in \$699 stereo unit



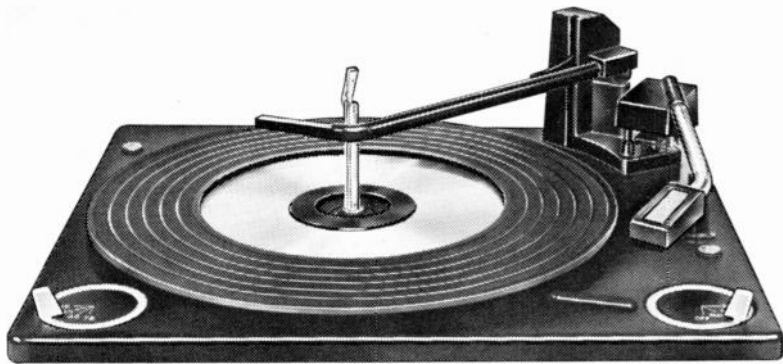
Packard Bell's 25-inch combo in Espania styling



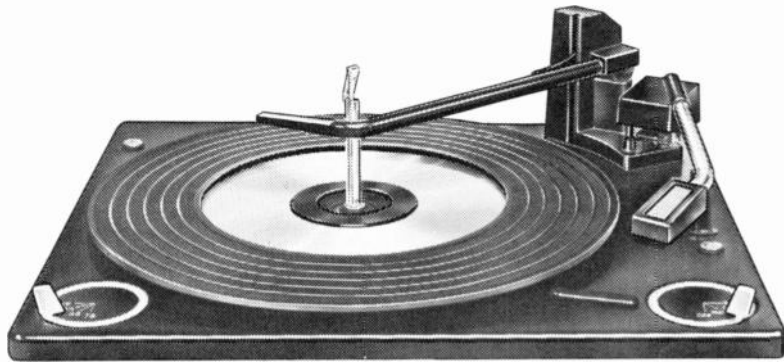
Philco goes Spanish with 25-inch combo: \$1,195



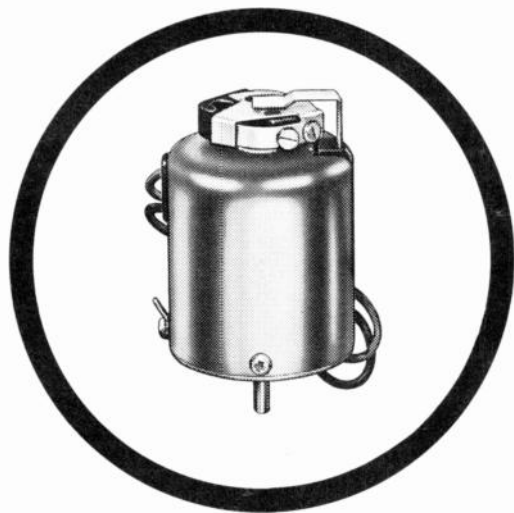
RCA's 25-inch combo in the Spanish motif: \$1,295



what's the big difference between these two changers?



one has BSR's exclusive battery-powered motor...



THE 'GO!' OF NEW CORDLESS PORTABLE SALES

This is the exclusive BSR powerhouse that's sending cordless phonograph sales into orbit! Opens new sky-high profit volume to dealers...by opening all outdoors and all indoors to carefree, cordfree record changer play! It's the *only* battery-powered changer motor* with BSR's famous jam-proof dependability. Its tiny built-in governor maintains constant speeds, for full fidelity at 16, 33, 45 and 78 rpm! And BSR's automatic shut-off adds hours to battery life! Look for BSR 4-speed changers with new battery-powered motors in the *top-selling* new cordless portables!

* works on AC house current too, with detachable cord if desired

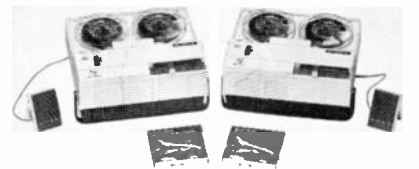
dependable



PRECISION-CRAFTED IN GREAT BRITAIN • DISTRIBUTED IN THE U.S. BY BSR LIMITED, COLLEGE POINT 56, L. I., N. Y.
In Canada: Musimart Ltd., 970 McEachran Avenue, Montreal 8.



APPLIANCE-TV



Sony tape recorders, stereorecorders

Superscope offers two new Sony tape recorders and three stereorecorders.

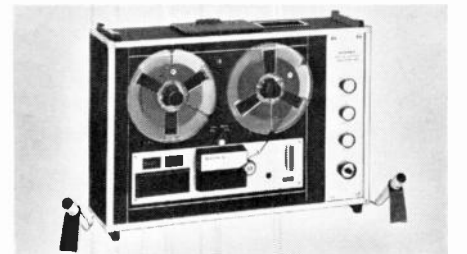
Model 123 Tapemates (above), the Twin-Pack, contains a matching pair of tape recorders that can be used for "talking letters." The owner keeps one recorder and sends the other to "the tapemate of his choice." Each unit has Sonymatic three-step recording operation, automatic volume control, two tape speeds, over two hours of recording time per 3-inch reel, record interlock to prevent accidental erasure, and solid-state design with 6-transistor amplifier. Of compact design, the units weigh 4 lbs. each, and come in high-impact styrene cases—one in gray-and-white, the other in coral-and-white. The pair retails at \$79.50.

Model 135 Tapeorder, priced at \$59.50 has Sonymatic operation; a dual-track monophonic instrument, it has two capstan-driven speeds and can record for three hours on 5-inch reels.

Model 260 Sterecorder (below), with solid-state stereo preamplifier-power amplifier, produces 10w power per channel on built-in speakers, 20w power on external speakers. It comes in a leather-grained carrying case, and features two VU meters, automatic shutoff sentinel switch, automatic tape lifters, tone controls, vertical and horizontal operation, and inputs for FM stereo recordings. Retail price is \$239.50.

Model 200 Sterecorder, an all-in-one, 4-track, stereo and monophonic record and playback system, priced at \$199.50, contains two matched speakers mounted in the lid of its carrying case. It has two VU meters, separate record buttons for each channel for 4-track stereo, 4-track monophonic, or sound-on-sound recording, two tape speeds, automatic tape lifters, digital tape counter, instant stop lever, and Sony-designed belt-free positive-drive mechanism; the unit weighs 29 lbs.

Model 250 Sterecorder is a solid-state, 4-track, stereo tape deck; it has self-contained all-transistor preamplifiers for recording and playback, two VU meters, automatic tape lifters, and automatic end-of-reel shut-off. The unit retails for under \$139.50. Superscope Inc., 8150 Vineland Ave., Sun Valley, Calif.

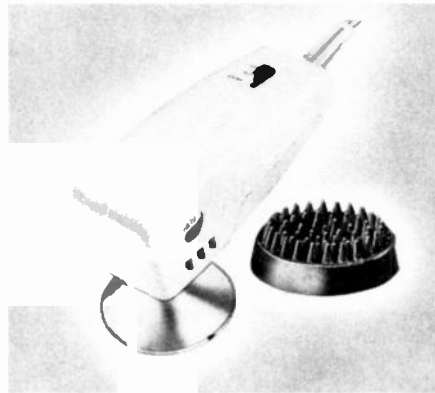


Kleen-It tuner cleaner

Kleen-It, a new tuner cleaner, has been developed by Coleman Electronics. Said to be harmless to plastics used in tuners, it is non-flammable and contains no carbon tetrachloride. A 6-oz. caddy-sized can, with a free shock-proof flexible extension, is less than \$1. Coleman Electronic Products Inc., Box 2965, Amarillo, Tex.



Oster's deluxe dryer: under \$38



Its new infra-red heat massager

Oster restyles high-end blenders, expands its health-beauty line

John Oster Manufacturing Co. is adding two professional-type hair dryers—one with remote-control unit—and an infra-red heat massager to its line. Oster, a Sunbeam subsidiary, also has restyled its line of Osterizer blenders, and has put together a new line of can openers, knife sharpeners, and combination units with coordinated styling.

The deluxe hair dryer, model 266-01, has the remote-control unit for selecting any of four air temperature settings. The dryer has a height adjustment and folds into a case with a handle. Finished in beige and white with gold trim, the model has a shipping weight of 10 lbs. Suggested list price is under \$38.

Oster's other rigid-hood hair dryer, model 265-01, is finished in pastel blue and white. It has the same features as the deluxe unit, except for remote-control selection of air settings. Suggested list price is under \$35.

The infra-red heat massager may be set to massage with or without heat. A snap-on applicator for scalp massaging is included with the tan-colored plastic-housed massager. The heat applicator is made of gold-anodized polished aluminum. An illustrated instruction booklet comes with the massager. Suggested retail for the unit, model 214-01, is \$12.95; shipping weight is 2 lbs., 6 oz.

Nine restyled Osterizers make up the blender-liquefier line. Highlighting the line is the 8-speed Classic 8, with push-button speed controls. Sur-

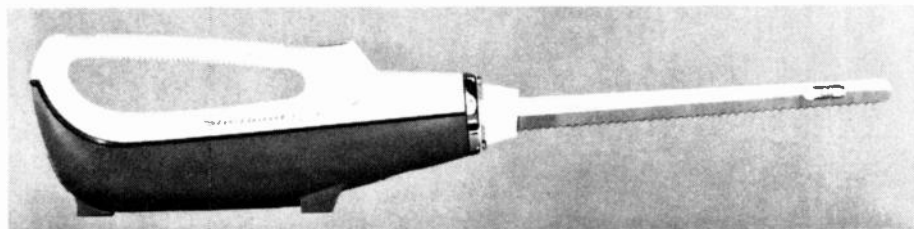
rounding the 620w motor is a chrome-plated die-cast zinc housing. Suggested list price is under \$63; shipping weight is 15¹/₄ lbs.

Also in the Osterizer line is the Supreme, a 3-speed, pushbutton unit in two finishes: model 463-11, with chrome finish, lists for under \$52; model 463-16, with white finish, for under \$48. Seven two-speed blenders round out the line. All models, except two low-end units, have brushed-chrome nameplates with aqua-and-white trim, and glass containers that open at both ends for easier cleaning and emptying. The push-button models come packed with a half-pint blend-and-store jar.

Top-line can-opener/sharpener is Oster's fully automatic unit. It shuts off automatically after opening a container, and also provides two-wheel precision honing of knives and scissors. Suggested list for this deluxe unit, model 534-11, is under \$30.

The entire can-opener/knife-sharpener line features brushed-chrome name plates with aqua-and-white trim. Oster also has three combination units and two regular can openers in its line.

Oster's promotion plans for its fall line include extensive national television ad campaigns for Osterizer blenders, can-opener/knife-sharpener combinations, new hair dryers, and the Thermo coffeemaker that was introduced at the January housewares shows. In addition, there will be local radio-tv advertising in selected markets across the country.



Shetland enters knife market with 'safety first' theme

Shetland Co. Inc. will enter the electric knife market with a knife that sports an "open handle"—but the big play will be given to the safety features on the new unit. The firm also will emphasize its one-year over-the-counter replacement program on its knife. Shetland is the fourth electric housewares manufacturer to feature an open handle. Hamilton Beach was the innovator; Riviera Appliance and Roto-Broil (MW, 3 May, p.45) also offer this feature.

The new Shetland knife will be available in two versions: in a plastic chest, at a suggested retail price

of \$19.95; in a corrugated box, at \$17.95. Shipment is planned for August. Shetland will use the "safest knife in the house" theme to promote the new units; they have a control button that automatically reverts to the safety position at the moment it is released from the cutting position, a safety guard rail protection in case the knife is knocked over, and the ribbed handle grip that provides a firmer grip. Shetland also plans to introduce a new line of floor polishers in July, and will offer an extended guarantee on the new models.

□□□□ **Power mowers up, snow throwers down**—this is the marketing situation that has set the stage for the annual meeting of the Outdoor Power Equipment Institute, which is now in progress at White Sulphur Springs, W.Va. The trade-up trend in the power mower replacement market has run stronger than ever this spring; sales have reached the highest level in several years. Especially important to manufacturers and retailers, trade sources point out, is the higher dollar volume that has resulted from the trade-up trend.

The snow thrower market, however, is a different story. Lack of snow, especially in the important Northeastern market, has cut into sales. Unlike mowers, snow throwers will be going more promotional this fall. Instead of carrying a \$300 ticket, the average snow thrower sold this winter will probably come in at about the \$150 level—or lower. Toro plans two lightweight snow throwers at \$89.95 and \$120. Sunbeam has dropped the starting price on its electric line to "under \$75." Other manufacturers are counting on the lightweight models to spur the market.

□□□□ **Status helped, but snow would help more** in pushing up snow thrower sales. Much of the volume recorded so far by this youngster among garden goods has come from sales to suburbanites, who have bought snow throwers largely as a status symbol. However, the industry has ridden the status market to the end of the line, and now needs snow to bring on the long-predicted sales gains. The trade prognosticators are looking for a sales return to the 200,000-unit level this season, after a decline from that volume in the last few years. One dealer aptly summed up the snow thrower situation: "I'll bet a lot of husbands got the 'I-told-you-so' treatment from their wives, after buying a \$300 snow thrower and then having a snowless winter."

Status has also lent a helping hand to the power mower replacement market. High-end riders now account for about 9% of total sales and should go even higher, industry insiders are saying. Electric power mowers have gained a "nice small niche" in the market—and now account for 3% to 5% of sales, according to some estimates. Electric models are said to be especially attractive to women, while the more mechanically minded men prefer gas-driven engines, whose noise has even been cited as a psychological factor in sales. Trade sources believe the electric models must go cordless to be a major factor in the market.

□□□□ **Dealer servicing of power mowers** is a key topic at the Outdoor Power Equipment Institute meeting. John L. Finn, of Gardner & Co., a Columbus, Ohio, distributor, advised power mower manufacturers to build an "after-market" business for retailers by setting up authorized parts and service organizations. In his prepared speech, Finn told the institute that a group of "parasites" has moved into the replacement parts business—making "cheap copies of original parts and selling them to your dealers." Finn said dealers, distributors, and consumers must be sold on using only "component parts engineered and made by the factory. Any failure of a unit after a service job," Finn stressed, "reflects on your company reputation, because it's your dealer and your product."

HOUSEWARES

□□□□ **A housewares version of the name game** is being played by several manufacturers seeking to build stronger identities. The latest is Metropolitan Vacuum Cleaner Co. Inc.; starting next month, at the housewares shows, the company will emphasize the Metro name on new products added to its line. Roto-Broil Corp. of America, which has marketed products under a variety of names, is putting increased emphasis on the RBA label. Merit Enterprises, too, after emphasizing the Merit name for some time, is now stressing the Lady Vanity label again.

□□□□ **Sunbeam's decision to fair-trade** its snow throwers (MW, 14 June, p.25) has revived trade reports that Sunbeam is considering switching its Vista line from consignment to fair-trade. However, a Sunbeam spokesman maintained that "absolutely no changes [in the Vista program] are contemplated at this time." He added that Sunbeam has been extremely happy with the sales success of Vista, pointing out that the line was created to "provide increased distribution of Sunbeam products." By fair-trading its snow throwers, Sunbeam is returning to this form of price protection for the first time since 1958.

□□□□ **Pay \$110 more—then you won't get a cord.** That is the competitive situation, when it comes to pricing, brought to light by a new, cordless, upright vac that Whirlpool is making for Sears. It also explains why name-brand vacuum cleaner manufacturers will not be rushing into the market with cordless models, even though all have models in their laboratories.

Sears' cordless vac, pegged at \$159.95, is similar in appearance to a Whirlpool lightweight upright vac that retails for \$44.95. Trade analysis of the giant's move: Sears is building an image as a new product innovator. But if the Sears cordless vac does take off in sales, vacuum cleaner producers will be scrambling to get into the act.

□□□□ **Electrical distributors held their own** in sales of electric housewares, when compared to all types of distributor outlets that sell these products, according to a recent report of the National Electrical Manufacturers Assn. (NEMA). In 1964, electrical distributors curbed a downward trend in their share of distributor sales; they ended up with 35% of all distributor sales of electric housewares—the same share they recorded in 1963. By comparison, however, they accounted for 41% of total domestic electric housewares sales in 1962.

The group that gained most last year were the outlets in NEMA's miscellaneous category, which includes house-to-house sales, tea and coffee routes, club plan sales, and direct sales to retailers. In 1964, this group accounted for 27% of total sales recorded by distributor outlets—second only to electrical distributors. The miscellaneous outlets have been gaining steadily—from 22% in 1963 and 16% in 1961.

Other distributor outlets picked off these shares of distributor sales of electric housewares: hardware and automotive, 11%—down from 12% in 1963; jewelry, 2%—down from 5%; premium, 11%—no change; mail order chains, 12%—down from 14% in 1963.



Steel frypan features new handles



Sunbeam's first shoe polisher



Sunbeam's new high-end blender

Sunbeam trades up with style, sets record for introductions

Sunbeam Corp. is introducing 26 more new products—bringing to a company record total the number of new products it will exhibit at the July housewares shows. Highlights of the new introductions include:

- Sunbeam's first salon-type hair dryer.
- A new low starting price of \$14.95 on a portable hair dryer.
- Sunbeam's first shoe polisher.
- A new high-styled blender line (MW, 31 May, p.25).
- A completely revamped frypan line.
- A restyled toaster line.
- More Teflon-coated products.
- A new canister vac and two new shampooer-polishers.

Prior to these latest introductions, Sunbeam had already unveiled a line of slicing knives and 11 new clocks.

Sunbeam's three new hair dryers include its first rigid-hood salon-type dryer, model HHD, which will carry a \$34.95 "full-margin" retail price. Styled in green and ivory, the new model weighs less than 7 lbs. The new low-priced portable, called the Flair (model HD-14), is styled much like a woman's purse; it features four heat positions, and comes in rose and beige. Both hair dryers are additions to the line. The third new unit, model HD-11B, which will retail at \$18.95, replaces the current model HD-11. The new model has a more luxurious vinyl case.

To promote its hair dryers, Sunbeam is offering retailers a new display unit with a coupon feature; consumers will be able to mail the coupons—with 75 cents—to Sunbeam for a rhinestone tiara comb.

The new shoe polisher will come in two models—both 2-speed: No. 222, in a wooden case, at \$29.95; and No. 220, in a plastic case, at \$19.95. Sunbeam will play up a new feature that permits application of polish and brushing and buffing of shoes without changing attachments.

Sunbeam's new blenders will retail at \$34.95, \$49.95, and \$57.95. (These are post-July 1 prices, and do not include excise taxes; for pre-July 1 prices, add \$2 to the price of each unit.) Model BL-200 is a 2-speed blender; model BL-300 is a deluxe 3-speed unit, and model BL-800 is an 8-speed deluxe unit.

Sunbeam's new frypan line is highlighted by stainless steel models.

Six new models are being introduced; six are being carried over. The new stainless-steel frypans offer two choices of style and size. The larger of the two, model SSL, measures 11¼ inches in diameter and features an extra-high, domed, stainless-steel cover; it will retail for \$29.95 (July 1 price—excludes excise tax). The 10¼-inch model SSM features a long single handle and a rounded stainless-steel cover; it will retail for \$24.95. The other new models—all large size—are: TML-B, a Teflon-coated unit with white buffet handles, at \$26.95; SMLB, a buffet-styled stainless-steel model, with high-dome cover, at \$28.95; MLB, a polished-aluminum model, with white buffet handles, at \$23.95; and ML, a polished-aluminum high-dome model, with single handle, at \$20.95. All of the new models are immersible.

In restyling its toasters, Sunbeam is adding one four-slice model and two two-slice models. The four-slice model T-75 (which replaces model T-55A) and the deluxe two-slice model T-70 (replacing model T-50) feature white end panels with gold escutcheons, and white handles; they retail at \$27.95 and \$21.95, respectively. The other two-slice model, the standard T-65 (replacing model T-45), features charcoal panels and handles; it will retail at \$17.95 (July 1 price).

In its floor care line, Sunbeam is adding a Supreme (model 636) canister vac, to retail at \$49.95. It features a 1½-hp motor and a four-piece attachment set. It has an all-steel body finished in metallic blue. In shampooer-polishers, Sunbeam is adding model 623, at a suggested price of \$39.95; model 625, at \$34.95.

Rounding out the new products are: two rectangular-shaped additions to the waffle-baker/grill line: Teflon-coated model TCGL, at \$29.95; model CGL, at \$23.95. New mixer model EM-3, a combination stand-hand unit that replaces model EM, will retail at \$34.95; model 12-CWS, a new version of the high-end chrome Mix-master, is being offered with stainless-steel mixing bowls for the first time, at \$63.95. Model TRGC, a Teflon-coated version of the RGC griddle, will retail at \$29.95. A new can opener, model ACO, with a walnut-tone front panel, retails at \$22.95.



Coming-out party

Wollensak New Sleek Look for '66 liberates tape recorders from the closet! See them at the Music Merchants Show—Conrad Hilton Hotel, Chicago—June 27-July 1.

Wollensak **3M**
COMPANY

EMPLOYMENT OPPORTUNITIES

Division Sales Manager

Because of promotion and expansion, two exceptional opportunities are available with one of America's largest manufacturers of Floor Care Products and Portable Appliances. These men will be responsible for the management of a hard-hitting group of Manufacturer's Representatives. Successful experience in selling to the major department stores and key distributors in these markets is essential. Sales Management experience is desirable. Substantial salary and incentive program plus expenses. All Company benefits. Send resume to Ray Finberg, General Sales Manager, The Shetland Company, 47 Congress St., Salem, Massachusetts.

HOUSEWARES

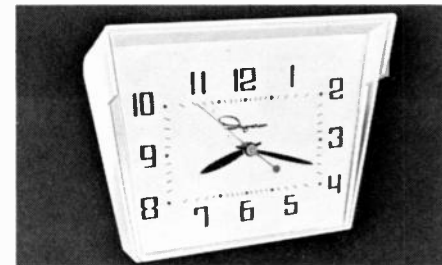


Intermatic low-voltage outdoor lights

Intermatic announces new low-voltage outdoor lighting (MW, 14 Jun., p.25) for accent lighting on landscaping, pools or fountains, statuary, walls, trellises, or patios.

A step-down transformer with cord set is plugged into a standard 110v current; the unit reduces the current to a 12v level for safe use around water. The lighting is easy to install with only a screwdriver, and no trenches or conduits are required. Individual lights or the entire system may easily be transferred to different locations. The lights use commercially available sealed-beam bulbs. The unit is available with an automatic timer built into the transformer case that can turn lights on and off automatically at a pre-selected time every day.

The unit is made of non-corrosive weather-resistant material capable of withstanding severe changes in the weather. The lighting can be focused in any direction, and mounting brackets are included for hanging the lights from eaves or from other above-ground locations. The kit contains six lamp housings, six seal-beam lamps, ground stakes, mounting brackets, 100-ft. weatherproof outside cable, and an indoor-outdoor transformer case. Various colored lenses also are available. The unit retails for \$79.95 with timer, and for \$69.95 without timer. *Time-All Div., International Register Co., 4700 W. Montrose Ave., Chicago 41, Ill.*



Ingraham electric clocks

Ingraham introduces three new electric clocks: the Keystone wall clock, priced at \$3.98, and two new alarms—the Par, retailing at \$3.98, and the Earl, retailing at \$7.98.

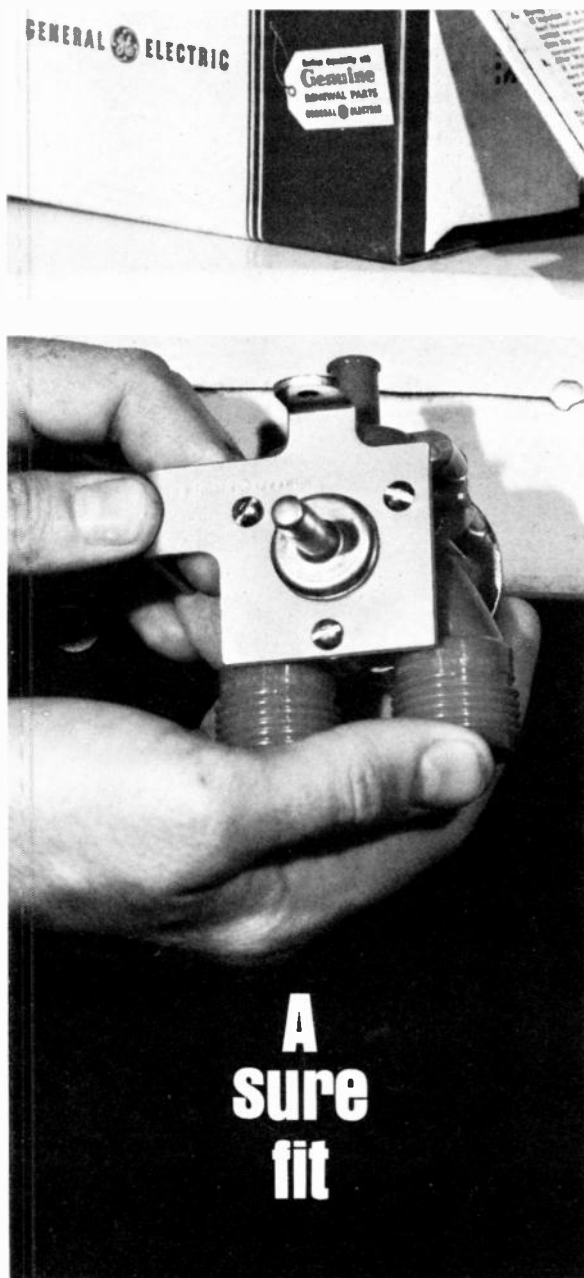
The Keystone (above) is designed with a sloping face to help reduce glare. It has a white dial, black numbers and hands, red sweep second hand, and a white plastic case.

The Par, with dark numbers on a white dial, also is available with full luminous numbers and hands at a retail price of \$4.50. Both versions have a brass sweep second hand and tapered beige case.

The Earl features a lighted dial and an "add-a-nap" control bar located at the top of the clock; the bar shuts off the alarm, which then rings again in 10 minutes. The decorator-styled case comes in white, pink, or beige. *Ingraham Co., Bristol, Conn.*

Leland portable outdoor gas light

Leland introduces a self-contained portable gas light for outdoor use that gives off a light equivalent to 30 watts. Named the Lamp-Lite, it is designed to stand on a table, hang from a chain, or mount on a post. The replaceable Butane container feeds a high-intensity filament and lasts for 50 hours, Leland reports. Styled in black iron with an opal glass shade, the lamp retails for \$14.95; refills are \$1.49 each. *Leland Industries Inc., Stirling, N.J.*



**A
sure
fit**

A precision fit and trouble-free operation are ways your service department saves time and money . . . avoids return trips and callbacks . . . keeps customers satisfied. And the proven way to save is with genuine renewal parts from General Electric. Can you afford to substitute?

Take an automatic-washer water valve, for instance. You could fidget and fiddle with a dozen or more substitute parts in repairing a water valve. But G.E.'s one-piece replacement water valve eliminates the fuss. It's designed to original high standards for fit and



**assured
operation**

long-term service. And that's profit in the pocket for you. All genuine General Electric renewal parts are built with care. Chances are you won't need the warranty. But it's there . . . our way of saying we're sure it will operate.

Don't substitute. Ask for genuine renewal parts from your General Electric parts distributor. 830-26A

**Only genuine G-E parts are
made to original specifications**

GENERAL  ELECTRIC

The Restless Line!



It's always on pins and needles.

They're too nervous.

Channel Master radios and recorders just weren't meant to sit still.

They were built to move.

What makes them restless? Lots of things.

First, your customer gets a big (and still growing) Channel Master selection to choose from. And every model offers a combination of superb performance, sure-fire features, and keen styling. Equal to (or better than) anything else in its price range.

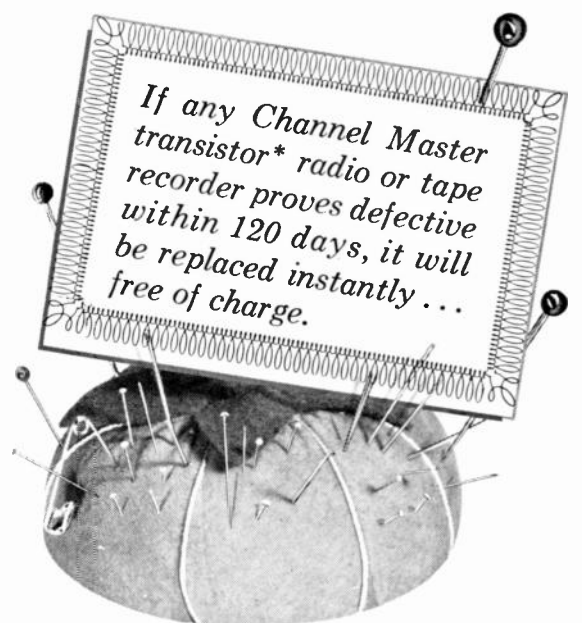
Each, moreover, is backed by a unique guarantee—not just 90 days—but 120. Should some-

thing go out of whack (it's possible), the unit is not merely repaired—you replace it on the spot. (We take you out of the repair business—and let you stick to selling.)

Profit? If you know of a line that gives you as much as ours, we wish you'd let us in on the secret.

Isn't it time our distributor heard from you, anyway? He's getting restless.

See us in Chicago at the Music Show. Conrad-Hilton Hotel, June 27th-July 1st. Booth 221. We'll show you how this guarantee can help you build a neat little cushion.



If any Channel Master transistor radio or tape recorder proves defective within 120 days, it will be replaced instantly... free of charge.*

CHANNEL MASTER World's broadest line in home entertainment

Now there's a portable tape recorder, with capstan drive, for less than \$40 with a name your customers know. General Electric.



Frankly, we at G.E. are a bit late getting into the portable tape business.

Not that it takes years to design and build a good machine. A good tape recorder that:

1. Is easy as 1-2-3 to operate.
2. That's tough as nails so you can pick up and record anywhere without worry.

3. That has constant-speed capstan drive so music sounds like music, not like a Manhattan traffic jam.

4. That plays in either a vertical or horizontal position.
5. That has a tape-spill preventer. Plus double braking.
6. That features a remote mike switch.
7. That gets fidelity sound from a big

2" x 4" speaker.

8. That is dependable.

Easy so far.

But to make a compact, good-looking recorder with all those features and make it so it sells at less than \$40 retail — that's what took us so long.

Take a look. Take a listen. That's all it takes to see that this new G-E was

worth waiting for.

Your customers will agree when they see *Life* ads urging them to record the times of their lives with this new G-E portable tape recorder.

Get ready now to sell the dependable one — General Electric.

Radio Receiver Department, Utica, New York

GENERAL ELECTRIC

MERCHANDISING WEEK

VOL. 97 NO. 25

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here are
a couple
of pointers
on

PROFIT



Two pointers, to be precise. The Lady Vanity Electric Knife (EK-1), complete with Wall/ Table/Storage Rack and the new Lady Vanity Cordless (EK-5), complete with Recharger and Storage Rack. Both are promotionally priced and both allow you to meet any competition while still giving you a respectable margin of profit. Handsome, powerful and performance proven, both come with Merit's exclusive full-year, over-the-counter replacement guarantee. Nearly half a million were sold in 1964—profitably. Get the Point?



REPLACEMENT GUARANTEED
if defective within one year

Electric Knives • Hair Dryers
Coffeemakers • Skillets • Defrosters
Ranges • Ice Cream Makers

MERIT ENTERPRISES INC., BROOKLYN, N.Y. 11208



Olympic portable radio-phono

The Pierce, a new portable radio-phono with a four-speed record changer and an AM radio, has been added by Olympic. Designated model MRP-17, the new unit can play 16 $\frac{2}{3}$, 33 $\frac{1}{3}$, 45, and 78 rpm monaural records; it also features a turnover cartridge with dual sapphire styli. The changer is jam-proof, and can intermix 10- and 12-inch records of the same speed.

The five-tube AM radio offers direct-drive tuning for fast and accurate station location and is equipped with a built-in ferrite antenna.

The Pierce is available in a leatherette-covered carrying case, with luggage-type handle. It measures 14 $\frac{1}{2}$ by 7 $\frac{1}{4}$ by 16 inches. *Olympic Radio & TV Div., Lear Siegler Inc., Long Island City, N.Y.*



Rangaire water cooler

Rangaire's new Quick Temp provides instant piping hot or ice-cold water at the touch of a button. Measuring 8 $\frac{1}{2}$ inches wide by 25 $\frac{1}{2}$ inches high and 17 inches deep, this easy-to-install appliance fits neatly into all cabinets. No special wiring is required, and only one plumbing connection for water and for drain is needed. Made of rust-resistant stainless steel, it has a snap-out water tray for easy cleaning. Suggested retail price is \$199.95. *Rangaire Corp., Box 177, Cleburne, Tex. 76031.*



Gregory speaker amplifier line

In a pre-Music Show display, Gregory introduces its expanded line of speaker amplifiers. The line starts at \$39.95 with the Mercury 600, which features a specially designed PM speaker, two instrument inputs, with 5w peak power. Gemini 700, with an 8-inch speaker, built-in Tremolo, and full 8w peak power, lists for \$54.95. Apollo No. 800, with 30w peak power, has a 12-inch speaker and features Tremolo; it lists for \$109.95. Reverb No. 900, with Concer-Tone Reverberation and variable Tremolo, has 30w power output and lists for \$139.95. Atlas 1000, at the top of the line, features 40w peak power, two channels, variable Tremolo, and two heavy duty speakers, for \$159.95.

The new 50w dual-channel Bass Amplifier No. 5000, has extended high, low, and treble ranges, and specially designed heavy magnet 15-inch bass speaker. *Gregory Amplifier Corp., 3650 Dyre Ave., Bronx, N.Y. 10466.*



Eagle compact stereo antenna

Eagle International introduces a compact indoor AM-FM stereo radio antenna, model 201, with a suggested retail price of \$12.95. Designed in a walnut finish to simulate a cigarette box, the unit measures 2 by 4 by 6 inches, and features a special electronic circuit; it has a 4-foot lead. Model 201 carries a five-year warranty. *Eagle International Inc., 220D S. Main St., Wauconda, Ill.*

Colson hand trucks

An economy line of hand trucks—available in four body styles, three wheel sizes, and two toe-plate types—has been introduced by Colson.

The lightweight Blue Flash line features all-welded construction, semi-pneumatic tires and ball bearing wheels on $\frac{5}{8}$ -inch axles. Each truck also has nonslip handle grips, stair climbers, and 1 $\frac{3}{4}$ -by 12-gauge back straps.

The four body styles are: dual flared-handle frame; two uni-loop frame styles, with loop or single handle; and king-size uni-loop with single frame. Easy rolling load-cushioning wheels in 6-, 8-, or 10-inch sizes are available for each style.

Finished with a metallic blue coating, they have a 300-lb. capacity, an over-all width of 19 $\frac{1}{2}$ inches, an 8-by 14-inch toe-plate, and an over-all height ranging from 46 to 54 inches. *The Colson Corp., Box 1000, Caruthersville, Mo.*

Snyder record tree

This Discotheque Portable Record Tree (model RT-44) is a portable version of Snyder's Discotheque Record Pole, now being marketed. A free-standing unit, it can be moved easily from room to room. Made of heavy duty, one-piece, spiraled-steel tubing with brass finish, it is 52 inches high, stands on a heavy round topple-proof enamel base. It comes with four vertical record holders, and retails for about \$7.95. Additional record holders are \$1 each. *Snyder Mfg. Co., Westmoreland and Stokley Sts., Philadelphia, Pa. 19140.*

Channel Master indoor antennas

The development of five new VHF-UHF-FM and two new VHF-FM indoor antennas is announced by Channel Master.

The two new VHF-FM models, Gamma (no. 3723) and Alpha (no. 3722), both feature a 12-position Automagic clarifier switch. Gamma retails for \$5.95; Alpha for \$7.95.

The five new VHF-UHF-FM antennas are Aurora-82 (no. 4005), Gamma-82 (no. 4007), Showman-82 (no. 4009), Alpha-82 (no. 4004), and Canaveral-82 (no. 4006). *Channel Master Corp., Ellenville, N.Y.*

KEY MOVES

Admiral—Sidney Reisberg is named general service mgr of the Chicago distributing branch; Martin L. Mann is named general mgr of the Philadelphia distributing branch; Robert A. Laneve is appointed to the new post of corporation field sales mgr.

AHLMA—Harry N. Freeman, vp-home laundering for Gibson Refrigerator Sales Corp., is named to represent Easy washer sales on the board of directors

Aldens Inc.—Henry A. Johnson is named vp, succeeding Henry J. Stentiford, who retired.

Allied Stores Corp.—Preston W. Foote is appointed market rep for all major appliances.

Andrea Radio Corp.—Frank A.D. Andrea Jr., formerly vp of manufacturing, is elected to the newly created office of executive vp.

Easy—five zone mgrs are appointed by Easy laundry sales: George J. Fitzgerald, Boston; Harry J. Gerrity, Chicago; Darvin A. (Dar) Sjolseth, San Francisco; Robert R. Moore, Detroit; and R.O. Fitzgerald, Atlanta. Robert Siguler is appointed Easy laundry national service mgr.

"WHAT'S THAT?" "Which magazine reaches the highest percent of women 18-34?"

	WOMEN 18-34		MOTHERS 18-34
	PRIMARY READERS Starch 1965 Consumer Magazine Report	TOTAL READERS Simmons 1965 Standard Magazine Report	PRIMARY READERS Starch 1965 Consumer Magazine Report
PARENTS' MAGAZINE	71%	61%	66%
GOOD HOUSEKEEPING	33%	34%	26%
McCALL'S	33%	34%	25%
LADIES' HOME JOURNAL	33%	35%	26%
REDBOOK	43%	45%	31%

And that's not all! 93.4% of all primary women readers of Parents' Magazine are young mothers, biggest buyers of virtually all products and services.

So let's keep the record straight. If you have a selling story for women 18-34 . . . and particularly for young mothers, Parents' Magazine should be #1 on your list!

COMMENDED BY PARENTS' MAGAZINE

This seal boosts sales. Ask today!

2,000,000 ABC GUARANTEED

INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 18 key products. New figures this week in bold-face type.

	date	1965	1964	% change
FLOOR CARE PRODUCTS				
floor polishers	April	92,539	102,594	- 9.80
	4 Months	423,434	395,829	+ 6.97
vacuum cleaners	April	397,806	383,808	+ 3.65
	4 Months	1,687,498	1,494,094	+ 12.94
HOME LAUNDRY				
dryers, clothes, elec.	April	61,025	55,380	+ 10.19
	4 Months	355,013	314,599	+ 12.85
dryers, clothes, gas	April	30,856	34,809	- 11.36
	4 Months	181,812	175,284	+ 3.72
washers, auto. & semi-auto.	April	252,841	249,918	+ 1.17
	4 Months	1,148,661	1,095,323	+ 4.87
wringer & spinner	April	45,154	49,276	- 8.37
	4 Months	184,684	208,438	- 11.40
OTHER MAJOR APPLIANCES				
air conditioners, room	April	428,500	287,700	+ 48.94
	4 Months	1,428,900	1,094,300	+ 30.58
dehumidifiers	April	31,900	23,400	+ 36.32
	4 Months	74,500	67,900	+ 9.72
dishwashers, portable	April	33,300	21,900	+ 52.05
	4 Months	126,600	91,300	+ 38.66
dishwashers, under-counter, etc.	April	63,600	59,600	+ 6.71
	4 Months	255,000	216,900	+ 17.57
disposers, food waste	April	92,100	108,800	- 15.35
	4 Months	411,500	423,800	- 2.90
freezers, chest	April	32,300	34,100	- 5.28
	4 Months	123,700	138,500	- 10.69
freezers, upright	April	55,700	57,700	- 3.47
	4 Months	206,900	216,200	- 4.30
ranges, elec., free-standing	April	101,000	91,400	+ 10.50
	4 Months	433,900	397,200	+ 9.24
ranges, elec., built-in	April	60,700	66,000	- 8.03
	4 Months	256,400	264,500	- 3.06
ranges, gas, total	April	179,300**	193,500	- 7.34
	4 Months	704,200	712,600	- 1.18
refrigerators	April	371,300	356,500	+ 4.15
	4 Months	1,486,000	1,379,000	+ 7.76
water heaters, elec. (storage)	April	93,500	93,700	- .21
	4 Months	353,300	349,500	+ 1.09
water heaters, gas (storage)	April	210,380	242,210	- 13.14
	4 Months	877,350	984,860	- 10.92
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	March	270,492	165,535	+ 63.40
	3 Months	718,710	506,393	+ 41.93
distributor sales	March	239,209	179,204	+ 33.48
	3 Months	703,060	502,312	+ 39.96
phonos, mfrs. ship., console	March	128,298	129,751	- 1.12
	3 Months	385,931	360,410	+ 7.08
distributor sales	March	136,264	144,880	- 5.95
	3 Months	366,549	375,196	- 2.30
radio production (ex. auto)	June 4	251,726	180,667	+ 39.33
	22 Weeks	5,467,751	3,931,973	+ 39.06
distributor sales	March	1,056,047	769,425	+ 37.25
	3 Months	2,641,069	1,978,911	+ 33.46
b&w television production	June 4	139,606	137,802	+ 1.31
	22 Weeks	3,381,863	3,319,473	+ 1.88
distributor sales	March	662,755	687,746	- 3.63
	3 Months	1,904,302	1,920,363	- .84
color television production	March	205,577	106,400	+ 93.21
	3 Months	502,857	286,227	+ 75.68

KEY MOVES

Caloric Corp.—Nathan Klein, board chairman, has asked to be relieved of line authority, effective July 1, in order to devote full attention to Caloric's Ohio affiliate: Alliance Wall Corp.; at the same time, Meyer Klein will relinquish his line duties to work on special assignments relative to expansion of Caloric service and distribution facilities; Julius Klein, Caloric president, will assume the additional duties of board chairman. Curtis L. Shollenberger is appointed to the new post of assistant controller of Caloric.

Fedders Corp.—Salvatore Giordano Jr., vp of marketing, is elected a corporation director.

Frigidaire—Four executive appointments are made in the field sales organization: James H. McKenna is named product merchandising counsellor at factory headquarters, in Dayton, Ohio; Robert W. Strain succeeds McKenna as merchandising mgr of the Oakland, Calif., sales zone; Raymond A. Egan is named metropolitan division mgr, at Chicago; Clarence R. Price Jr. is promoted to product distribution and office mgr, succeeding Egan.

Kelvinator—Myron A. Libien is named product pricing mgr for appliances for American Motors Corp.

Magnavox Co.—Charles C. Kayhart is appointed head of the customer acceptance div., and four are appointed to the field service staff: James Bowlin is named service training specialist for the Atlanta zone; Robert Gleason is named service training specialist for the San Francisco zone; Russell Wilhour is named field service engineer in St. Louis; Harold Berringer is appointed field service engineer in the San Francisco zone.

Major Electronics Corp.—Jules Roth is appointed Eastern sales mgr.

Maytag Co.—Richard L. Turner is named regional mgr in northeastern Pennsylvania for the company's Pittsburgh branch.

Norge—George R. Simkowski is appointed director of merchandising for Norge Div. of Borg-Warner Corp.; he will continue his market development responsibilities.

NuTone Inc.—W.E. Slabaugh is appointed mgr of market development.

Packard Bell—Paul E. Bryant is appointed to the newly created post of director of Eastern sales of the home products div.; prior to this appointment, Bryant served as vp for sales with Fisher Radio Corp.

Philco Corp.—Joseph A. Biernat is appointed director of distribution financing in Philco's sales and distribution div., and will continue to serve as president of Philco Finance Corp.; two other new appointees, who will report to Biernat, are: W.E. Beathard, mgr of distributor financing, responsible for all aspects of credit relationships with Philco independent distributors; L.S. Hudgins, mgr of dealer financing, responsible for dealer credit.

Pilot Radio—Morris Sobin is named head of Pilot, a subsidiary of Emerson Radio & Phonograph Corp.; Sobin served as president of Olympic Radio & TV for the last 13 years.

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For Your Customers That Will Mean **More Cash in Your Pocket**



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There is, as yet, no effective treatment for dystrophy or for the many other crippling disorders of the neuro-muscular system which afflict millions of people throughout the world. But an army of scientists is working against time to find a solution. You can support this massive research effort by contributing to the

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MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.
1790 Broadway, New York 19, N. Y.

**April total includes 121,100 conventional free-standing ranges, 17,700 high-oven models, 23,100 built-ins and 17,400 set-ins. Sources: NEMA, AHLMA, VDMA, GAMA, EIA.

WHAT MAKES MAYTAG DEPENDABLE



A cup of kindness

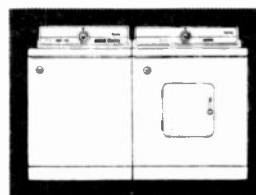
Maytag's new Fabric Softener Dispenser holds any kind of liquid conditioner or softener that the homemaker chooses (these days she's choosing them at the rate of 80 million dollars' worth a year).

It works automatically (no waiting around for the rinse cycle). Add the liquid at the beginning of the washing cycle, and centrifugal force does the rest.

The cup fits right in the center of Maytag's lint filter agitator. And it doesn't add any moving parts to the operation of a Maytag Washer. Which for a consumer is the kindest part of all.

One more reason why Maytag dependability is based on fact, not fancy. *The Maytag Company, Newton, Iowa.*

MAYTAG



the dependable automatics