

MERCHANDISING **WEEK**

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO.45/NOVEMBER 8, 1965



Under scrutiny: housewares, the innovating industry p.21

**Now General Electric
has put a tape deck in the Decorator.**



**It hangs on the wall
like a work of art.**

First, Decorator styling was a resounding success as a line of phonograph combinations. And now there's a fourth Decorator — with the sales magic of tape.

The Custom Tape Decorator combines a 4-track, 2-channel stereo tape unit, a 40-watt* amplifier, an AM/FM/FM Stereo tuner, and a pair of balanced speaker chambers — framed in a contemporary all-wood cabinet only 33¼" wide.

Solid state throughout. Plus every trade-up feature you could ask for.

Like twin wide-range, stand-up microphones. And a contour switch for conversation volume without loss of tone quality. And a 12" woofer along with a 3" tweeter in each of the swing-out, detachable speaker wings. And Porta-Fi option. And much, much more.

The Custom Tape Decorator. Newest member of the 1966 G-E Decorator line. Every one a masterpiece.

*20 Watts EIA Music Power.

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois

STEP UP HOLIDAY VOLUME WITH THESE SALE-LEADING IDEAS FROM ZENITH SALES BUILDERS!

PORTABLE TV SALES BUILDERS!



DELUXE 5-PIECE GIFT ENSEMBLES

with Zenith personal and pocket-size radios

Includes: Zenith transistor portable radio. Full set of batteries. Earphone attachment for personal listening. Custom carrying case. Specially designed gift box.

A. Zenith Royal 185-G Shirt Pocket Radio. 8 transistors (4 Powersonic) plus germanium diode. Exclusive "Squeeze Lite" feature: press side of cabinet and dial lights up. Precision vernier tuning.

B. Zenith Sun Charger — Royal 555-G. The world's most unique radio harnesses the sun to power its rechargeable batteries! Also plays or recharges on AC current for up to 5 years' battery life. 8 transistors, 3 diodes. Battery recharger line cord and 5-piece gift ensemble included.

C. Zenith Royal 85-G Shirt Pocket Radio. 8 transistors (4 Powersonic) plus germanium diode. Wavemagnet® antenna. Attractive, rugged Cyclac cabinet.

D. Zenith Royal 500N-G Personal Radio. World's finest performing personal size AM transistor radio. 8 transistors (5 Powersonic) plus germanium diode. Broadband RF stage for sensitive long-range reception. Illuminated slide rule dial.

CUSTOM MOBILE CART WITH ZENITH TV

\$10⁵⁰ to \$16⁹⁵ values*

You can offer them FREE with the purchase of any Zenith Handcrafted portable or table model black-and-white TV.

ZENITH ADVERTISING POWERFULLY PRE-SELLS YOUR CUSTOMERS

- in national magazines
- on all TV networks—NBC, CBS and ABC

TIE-IN WITH YOUR OWN ADS,
IN-STORE DISPLAY AND PROMOTION

NEW! 29-PIECE WINDOW DISPLAY

29 different and colorful pieces form a complete display to make your store window a "shopper stopper." Central piece is a cardboard Christmas tree that actually "grows" while customers watch. It starts as a small tree, gets bigger and bigger as Santa and children (included in the unit) step back in surprise. Order the complete 29-piece unit from your Zenith distributor.



PHONO AND STEREO SALES BUILDERS!



PORTABLE PHONOGRAPH GIFT PACKAGE

You can offer this \$29⁸⁵* value for only \$6⁹⁵

Striking red, sturdy carrying case for records . . . plus 5 specially prepared monaural records of top artists in popular musical selections.

Offer this record carrying case and 5 records with Zenith portable phonograph models NP8 or NP10.

Illustrated: Portable Transistorized Automatic Monaural Phonograph—Model NP10.



STEREO RECORD ALBUMS

5-record package \$24⁹⁰* value
10-record package \$49⁸⁰* value

You can offer them FREE with the purchase of any Zenith high fidelity portable stereo or console stereo!

Great to use as sales closers. The records in each package are collector's items specially made for Zenith dealers. They feature such top recording artists as Robert Goulet, Tony Bennett, Eydie Gorme and others in popular selections. Each record has its own attractive, specially designed jacket.



PORTABLE STEREO GIFT PACKAGES

OFFER THIS \$40⁹⁵* VALUE

Deluxe roll-about cart *plus* 5 specially prepared stereo records for only \$8⁹⁵

with the purchase of Zenith Portable Stereo Models NPS40, NPS45, or LPS70.

Beautifully designed cart with 3-inch casters for easy rolling. Gleaming chrome-finish metal uprights. Smart ebony-finish wood shelf. Ample space below for record albums, etc.

OFFER THIS \$49⁸⁵* VALUE

Combination cocktail table and stereo cart specially designed for Zenith model LPM95 *plus* 5 specially prepared stereo records for only \$9⁹⁵

together with the purchase of Zenith High Fidelity Stereo Phonograph with FM/AM-Stereo FM Radio.

Versatile stereo listening table and cocktail table. Grained finish table is virtually impervious to burns, scratches, stains. Easy-roll ball casters. Record rack underneath.

Ask your Zenith distributor for all these Holiday sales-builders now!

Prices and specifications subject to change without notice.

*Manufacturer's suggested retail price

ZENITH
The quality goes in
before the name goes on®



DO YOU HAVE INVENTORY PARALYSIS?

Rangemaster

solved this problem for its distributors years ago!

Rangemaster distributors stock only moneymaking, quick turnover items and rely on our unique production and inventory facilities for all other requirements. We can ship any color, size, or model combination in two or three days to any destination, whether one unit or a hundred. This is why they have an inventory turnover of twelve times or more a year.

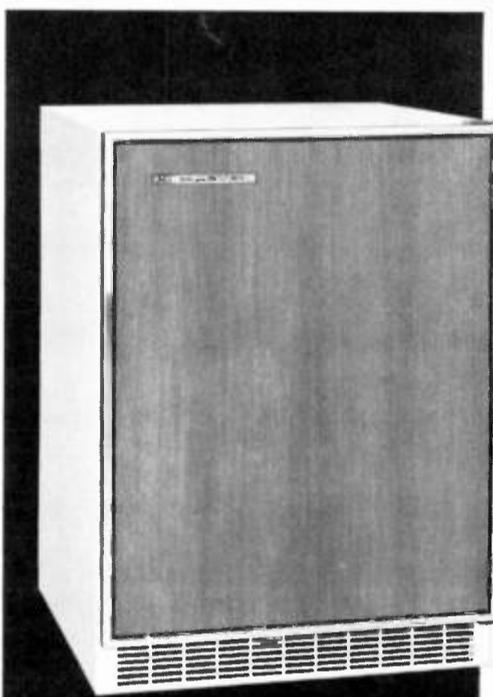
With this kind of service, operating costs go down — sales volume goes up. Rangemaster service can improve your profit picture. Write us for more details and complete catalog.

AUBREY MANUFACTURING, INC., UNION, ILLINOIS

Rangemaster

YOUR ASSURANCE
OF CUSTOMER
SATISFACTION

HOODS
FANS
VENTILATORS



Model MR 1130

**FANCY
DOORS?
Old stuff to
MARVEL!**

**See for yourself
how simple it is . . .
see us at Space
625 NAHB Show**

* Any material at all, up to 1/8" thick, will fit Marvel's unique vinyl-lock door panel to form a smart new door design. Wallpaper, cork, photographs, leather, vinyl—they're all yours to help sell Marvel! Let us show you. And look . . . this new Marvel 6.7 cu. ft. unit has the largest possible capacity for under-counter installation plus reversible doors and adjustable shelves. Matching Model MR-1129 freezer has 200 lb. frozen food capacity. Dimensions 34 1/2" H. x 24" W. x 21 7/8" D.

For information, write Marvel Industries, Inc., Sturgis, Michigan

MARVEL INDUSTRIES, INC.

Sturgis, Michigan Branch Plant: Franklin, Ky.
Sales Office, Sturgis, Michigan

□ □ □ □ Sales of home electronic equipment are expected to increase during the next five years. The marketing services department of the Electronic Industries Association predicts a 31% increase in factory sales for consumer electronics—from an estimated \$3.34 billion this year to \$4.38 billion in 1970.

All major product categories—tv sets, radios, phonographs, tape recorders, electronic organs, kits, etc.—are expected to share in the growth. In addition, newer products will have penetrated the consumer market. Ovens, ultrasonic dishwashers, burglar alarms, hearing aids, home intercom systems, video tape recorders, window and door controls, and a variety of electronic auto equipment are some of the items to watch for expanding business.

EIA also expects electronics items to capture a larger share of what the public spends for consumer durable goods in the next five years. Tracing the industry, EIA found little growth in the consumer electronics market during most of the 1950s—with its share of consumer durable goods spending actually declining from 4.92% in 1950 to 4.11% in 1956. An upturn, however, boosted this to 5.03% in 1964. And by 1970, estimates EIA, electronics items will account for about 5.68% of the projected \$77 billion consumers will be spending for durable goods.

□ □ □ □ Sales of monochrome and color tv receivers are expected to total 12.9 million units in 1970, compared with 9.4 million units this year. This will represent a decline in the annual growth rate from a high of 21.5% during 1963-64 to 2.4% in 1968-70.

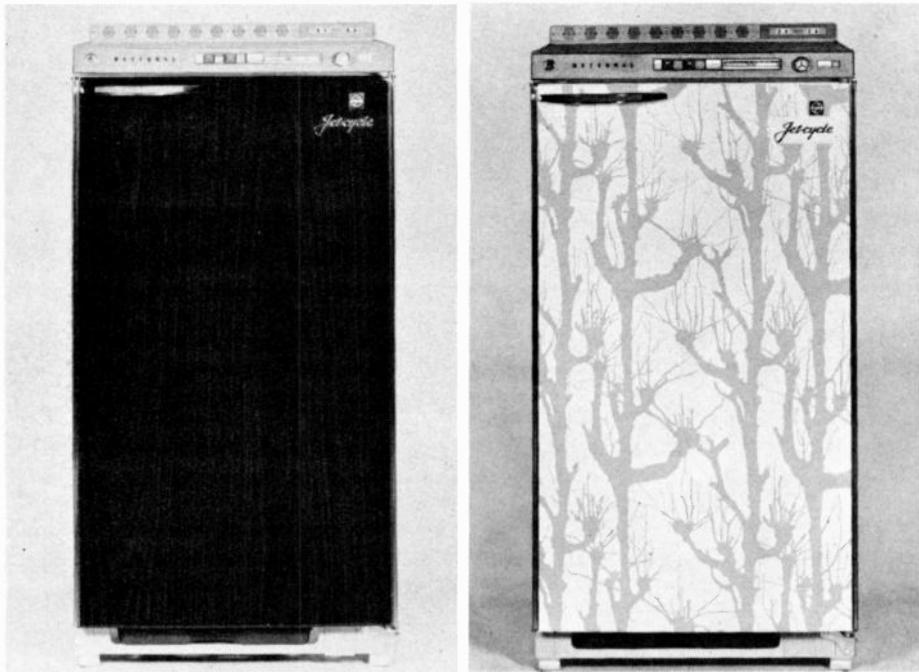
EIA expects color receivers to eventually dominate the market. But, mostly because of cost, this is not expected to take place before the end of the 1960s. By 1970, however, color tv receiver sales are projected at 6.7 million units, or 52% of the market.

□ □ □ □ Continued sales growth of radios of all types is projected by the EIA study. By 1970, it estimates annual sales by domestic producers at 25.9 million sets, compared with 19.1 million in 1964 and an estimated 23.5 million this year. Future growth will be at a slower rate.

Auto models will continue to dominate radio sales, reaching a high of about 10 million units in 1970—some 39% of the U.S. output. But factory sales of home FM units, along with sales of portable and clock model radios, will continue to rise appreciably.

□ □ □ □ Factory sales of phonographs also are expected to rise appreciably in the next five years. The 1970 total is projected at 7 million units, compared with 5.2 million units in 1964. The increasing popularity of stereo consoles is expected to boost their share of U.S. phonograph sales in 1970 to 41%, compared with 33% in 1964.

Sales of domestically produced tape recorders are projected at 698,000 units in 1970, up 44% from sales of 486,000 units in 1964. However, this does represent declining annual growth rates from 7.8% in 1964-65 to about 5.4% in 1968-70. New developments in tape recorders could, of course, change these projections into a more rapidly expanding market.



Japan's first decorator refrigerators: two of Matsushita's patterns

On the heels of the Originals, Japanese follow in our footsteps

Japanese refrigerator manufacturers are starting to follow the American trend to decorator refrigerators, reports McGraw-Hill World News from Tokyo. In 1966, Matsushita Electric Industrial Co., will introduce a line of 10 different designs, each available on five models ranging between 2 $\frac{1}{8}$ cu.ft. and 4 $\frac{3}{4}$ cu.ft. in capacity. Appearing under the National Brand name, the units will not be stocked on retailer floors, but will be available on order.

Matsushita emphasizes that its designs are registered. The patterns include two in white, three in wood-grains, three cloth, and two leather. The white designs are produced by a special screen process that applies acrylic paint in the desired pattern

over a door pre-painted with white acrylic paint. The design is then fused to the background by application of heat. The wood and cloth patterns are produced by printing directly on the steel plate used to make the door. The leather designs are produced by laminating imitation leather onto the door.

The company hopes to export the units, but has no plans at present to do so. Aside from giving its retailers a selling advantage in normal refrigerator sales, Matsushita hopes to cultivate the second refrigerator market and the special-purpose market. It estimates that 46% of all Japanese households now have refrigerators, and feels that more affluent Japanese can be sold second units.

GE opens its '66 refrigerators, promises side-by-side unit soon

Proving that automatic defrosting refrigerators are becoming less the exception and more the rule, General Electric has included seven no-frost units in its 14-model refrigerator line for 1966. Keeping abreast of another recent industry trend, GE has incorporated automatic ice-making devices in four new units.

And GE is not ignoring a third trend in today's refrigerator market: side-by-side design. The company will start production of its first side-by-side model—reportedly 35 $\frac{3}{4}$ inches wide with a 22-cu.-ft. capacity—at the first of the year.

GE also has a new color for refrigerators in 1966: avocado.

In the 1966 refrigerator line, GE has stepped up the size of one of its all-refrigerators. This model, the Fresh Food 15, has a 13.7-cu.-ft. fresh food section with a .91-cu.-ft. freezer. (Two other all-refrigerators have 15.7- and 11.8-cu.ft. capacities.)

Again next year, GE's keystone model is the Americana with its breakfront design, 14.6-cu.-ft. capacity, and no-frost operation. Other models in the new line include: four no-frost bottom-mount refrigerator-freezers (16- to 18.8-cu.-ft. capacities)

and two no-frost 15.6-cu.-ft. top-mount refrigerator-freezers. Completing the 1966 line are three dial-defrost refrigerators, ranging from 9.5- to 11.5-cu.-ft. capacities.

In the 1966 air conditioner line GE is beating the drum for a new molded-plastic case used on its new 5,000-Btu Fashionette model, which will retail for about \$139.95.

The new case is formed of Duramold, a new lightweight compound developed by GE, which the company says is rust-proof, corrosion resistant, and virtually as tough as steel. The Fashionette model weighs 59 lbs. and may be installed in windows from 20 $\frac{1}{2}$ to 36 inches wide. The new air conditioner has a tapered shape, slimmer at base than at top.

GE's air conditioner line includes seven Superline models, ranging from 8,000 Btu to 23,000 Btu in cooling capacity; four Thinline series models, ranging from 5,000 Btu to 7,300 Btu; a Thinline II series comprised of four models ranging from 6,500 Btu to 11,000 Btu; a single 6,300-Btu casement window model; and, two reverse cycle models—at 9,500 Btu and 13,000 Btu—with push-button cooling or heating.

□ □ □ □ **Allocations of major appliances?** Norge says that deliveries of 1966 refrigerators have been placed on allocation. A. B. Kight, president of Norge, estimated that the company would not be able to meet demand until January next year. He noted that 35% of the orders were for 17, 18, and 19 cu.ft. refrigerators retailing from \$425 to \$600. The move was attributed to heavy retail buying at recent Norge distributor showings of the new line. The company is also adding 400 extra workers at its Herrin, Ill., washer plant, the facility that recently resumed production after a 75-day strike.

□ □ □ □ **A realignment in Kelvinator's sales staff** has been announced by J. Mack Tenney, the company's general sales manager. Designed to make the sales organization "more effective," the personnel changes at Kelvinator headquarters include: G. G. Fitzgerald, formerly Chicago zone manager, moving to Detroit as manager of retail marketing; John F. Rolfes, formerly manager of metropolitan markets, becoming manager of major accounts; W. W. Patterson, formerly manager of retail marketing, becoming manager of product planning. In addition, Kelvinator has reduced the number of sales regions from five to three, and added several regional sales reps to the staff.

□ □ □ □ **Who attends the annual Music Show?** The National Assn. of Music Merchants surveyed the buyers who attended the 1965 show in Chicago and found that 66% of those responding described their stores as full-line music stores. However, of these, 52% sell phonographs and tape recorders and 13% sell tv sets. Another 22% described their stores as music and tv-radio outlets, and 10% designated their firms as basically tv-radio stores. Of the department store buyers—6% of total attendance—95% sell phonos, 93% carry radios and tape recorders, 90% sell tv sets, and 49% carry hi-fi components.

□ □ □ □ **Olympic's new portable tv drop-in:** the 16-inch Longmont, model 6P30, features top front tuning controls, 114-degree tube, tinted safety shield, and ear-phone attachment. The unit, available in oyster white with ebony, sand, gray, or turquoise, is on open list.

□ □ □ □ **A new 12-inch b&w picture tube** has been announced by Sylvania. The new 90-degree tube was developed for use in battery-operated, transistorized or tube tv sets. According to James W. Ritter, product marketing manager at Sylvania, special characteristics of the tube—particularly its small neck—will mean savings for manufacturers. "Due to the small neck, .788 inch in diameter by 3 $\frac{3}{4}$ inches in length, there is less demand on deflection components," Ritter said, "which will enable set manufacturers to effect savings in yokes. The tube contains a straight gun which does not require an ion trap."

□ □ □ □ **Correction:** The Bowmer & Berry's Showcase in Las Vegas is not owned by Huish Distributing (MW, 1 Nov., p.3). The building is owned by Round-Up Real Estate Co., and dealers Dennis Bowmer and George Berry lease it from Round-Up.

□□□□ **GE Christmas special: 16-inch tv for \$99.95.** GE is promoting its portable 20-lb. Adventurer II (model M500BBG) for the holiday selling season. The set comes in beige polystyrene cabinet with a luggage-type handle, monopole antenna, front controls, and a 3-inch front-firing speaker.

□□□□ **The sales express for larger refrigerators** keeps chugging along, gathering speed and momentum as manufacturers head for the end of 1965 and into 1966. Of all refrigerators shipped (3,636,800) by manufacturers in the first nine months of 1965, almost one out of every four (23.8%) was in the 16-cu.-ft.-and-over category, according to the National Electrical Manufacturers Assn. In the same period in 1964, this category garnered 15.3% of total shipments of 3,461,200 units. This represents an increase of 63.4% in 1965 over the same period in 1964 for these models. In the first nine months of 1965, the 14- and 15-cu.-ft.-and-over classifications accounted for a resounding 53.3% of total shipments, compared to 48.5% of the smaller pie in 1964. The trend will accelerate in 1966 because manufacturers' new lines offer more models with 15-cu.-ft.-and-over capacities.

□□□□ **Toshiba color tv will soon hit the U.S.** sporting the Toshiba label. The company—a Japanese industrial giant—is revamping its U.S. distribution system, and says that 19-inch Toshiba color sets are already in the works for the U.S. However, Toshiba, which builds sets for Sears and obviously does not wish to ruffle any feathers, emphasized that while production is being augmented in Japan, the company is firmly “committed to present distribution demands.”

First step in the new distribution system, which is still in the making, was the naming of National Electronics Inc. of Miami, Fla., as Toshiba's agent for the southeastern U.S. Other distributors will be named soon. National Electronics showed Toshiba's entire 1966 line—including color tv sets, transistor radios and stereo tape recorders—at the Worldwide Trade Show in Miami last week.

□□□□ **Westinghouse is bidding for intercom sales** with its new Space Maker Radio Home Intercom. The home speaker system consists of a table radio and a clock radio connected by 75 feet of wire. Transmissions can be sent and received on both radios with a push-to-talk button that cuts in on AM radio programs. Both vertically styled radios have “lock” positions for constant transmission. The clock radio features a music alarm, illuminated face, pushbutton “doze control” and a 5-inch oval speaker. The table radio has automatic volume control, a 4-inch speaker and built-in antenna. Additional wire is optional. In warm white and blue, the unit (model 219L1) will be available in 22 markets at an expected retail price of under \$40.

□□□□ **Another pre-recorded cartridge** has entered the tape cartridge market. Empire Recording Co., a subsidiary of Vidair Electronics Mfg. Corp., has introduced an initial release of six mono and six stereo titles. The 4-track Fidelipac cartridges will sell for \$7.95 mono (1 hour) and \$6.95 stereo (½ hour).

Ampex shops the VTR test market, takes aim at new targets

Ampex, pioneer in the professional video tape recorder field, went to the Far West to explore the market for its \$1,095 to \$2,500 home video tape recorder. At journey's end, Ampex had discovered new areas to shoot for and new ways to get there.

Five days of test marketing in Hawaii (MW, 25 Oct., p.7) convinced Ampex officials that the immediate target is not the home, but industry—and the immediate application for its video unit is not entertainment, but education.

“We found nothing here to discourage us on our original estimate of 5,000 to 10,000 sales in the first year [which starts May 1, 1966],” explained John Trux, marketing manager for the Ampex consumer and educational products division. “In fact, the ultimate market—after we've done something to reduce costs even more—may approach the size of the color tv market. But, I believe that the first buyers are going to be buyers with an immediate need, not consumers in the regular sense.”

One industrial application of the recorder was demonstrated in a Hawaiian Airlines hangar, Trux reported; the demonstration focuses on using the unit for training personnel. It was so effective, Trux said, that it suggested to airline officials that video films might speed up training on some new DC-9 equipment due next year. Trux also indicated that a Hawaiian construction firm is interested in the recorders for use both as training devices and for monitoring construction operations.

The home applications of the recorder were demonstrated to the middle income audience Ampex had gathered at the Princess Kaiulani Hotel. It was not a technically oriented audience, and after the very first demonstrations, Trux abandoned technical explanations and beefed-up the

audience participation aspects of the show.

The biggest attention getter was a husband-wife act, staged with teams chosen from the audience. The man would be asked to read a poem, and only the video of him reading was recorded. Then, while the video was playing back, the wife would read the same poem, synchronizing her voice to her husband's lip movements. The final play-back of the man speaking the words with his wife's voice was a hit every time.

After the demonstrations, the two questions recurred: “When will the prices be lowered?” and “When will you offer it in color?” Trux answered both queries with, “In three or four years.” But, he stressed, Ampex guarantees that tapes made on initial sets will be able to play in black and white on later generation Ampex color sets. Each of the original sets come with a full one-year dealer warranty. That will be time enough, feel Ampex executives, to iron out any of the bugs which may show up on the sets already air-shipped from Hawaii for factory inspection to determine the effect of the wear that resulted from the week-long demonstration schedule.

Next on the marketing agenda: Ampex begins its marketing program on Jan. 1 in New York City, Chicago, and in the state of California. California is expected to be the star performer in the campaign, because that state already has proven to be a spectacular consumer market for magnetic recording units.

Even before January, however, Trux will use the system to save him some time and air fare. He will open the post-Christmas Ampex sales meetings in New York City, Dallas, and Los Angeles with a video-taped speech from his office in Elk Grove Village, Ill.

Will he, or won't he: only Muntz can tell for sure

Still more confusion has been heaped onto the already tangled situation that exists in the tape cartridge field. This time the whirlwind centers around Earl Muntz and around the Lear Jet Corp.

It all started innocently enough: Muntz, irrepressible head of Muntz Stereo-Pak, announced he would use the usually 8-track Lear cartridge to record his library of music on 4-track (MW, 25 Oct., p.1) for use on Motorola tape players that would be offered in Ford automobiles.

Then the roof caved in: Jim Gall, vice president for marketing for Lear, denied that Muntz had ordered Lear cartridges or that Lear would permit him to use them for 4-track recordings.

The Lear position was presented this way last week by Kenneth E. Miller, director of Lear's stereo division: “Mr. Muntz has not ordered a single cartridge from us.” But, Miller insists, “We've extended the same

offer to him that we have to all our customers. We won't sell just to some people and not to others. We'd be happy to sell to Mr. Muntz if he sends us a written purchase order, and we have no control over what he does once he buys the cartridges. But we think it would be a mistake on his part not to take advantage of 8-track.”

The Muntz view of the situation is this: “I think there's an off-base sales manager in Detroit. Lear wants to sell us cartridges; we're in the business and Lear wants to get into it.” But, he admitted, “we haven't ordered from them yet, although we have every good intention of doing so.”

“We have a hundred sample cartridges at the plant, and we've even set up a belt for Lear cartridges. But right now we're so back-ordered with our present line that we had to shelve the Lear project for at least 30 days.”

One of G-E's favorite dishes

General Electric has just the dish for backing up your sales.

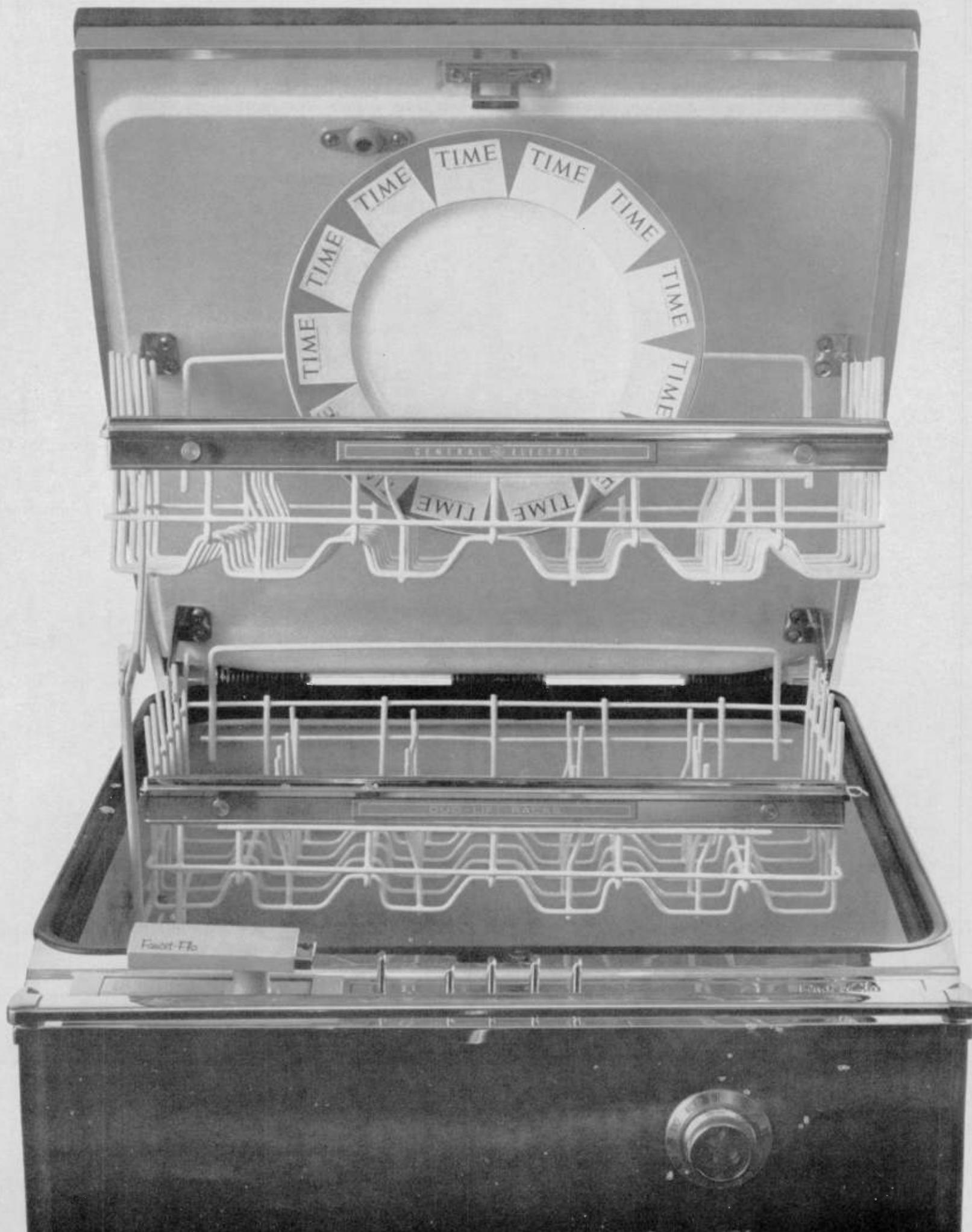
TIME—where G.E. is showing its new Mobile Maid® dishwasher with the carving-board top in the November 12 issue—out this week. Showing it to an audience that bought *one-third* of all dishwashers sold last year.

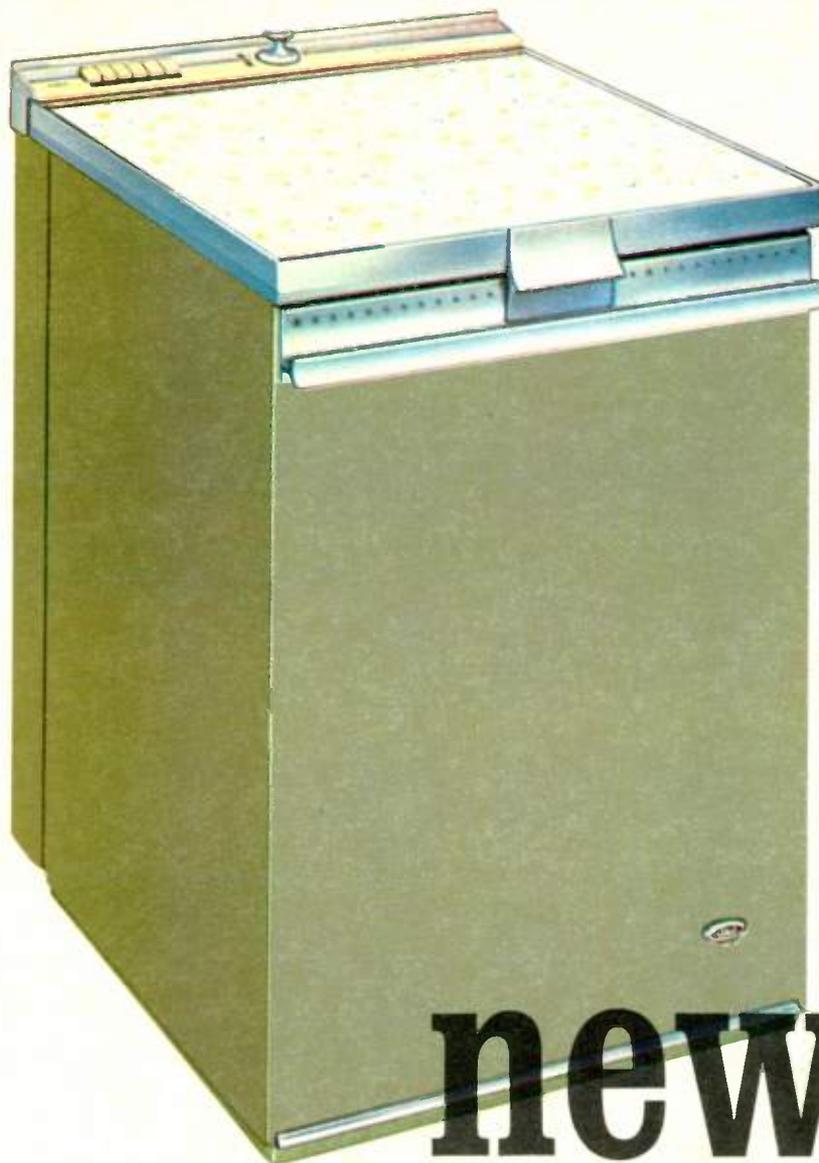
Today's affluent, educated Americans—a big fast-growing market—are aware that dishwashers free them

for more rewarding family activity. That's one reason they can and do buy out of all proportion to their number. And no other magazine reaches this new mass market with TIME's coverage and concentration.

Little wonder TIME is becoming the big new name in appliance marketing.

And little wonder G.E. uses TIME to introduce its new model Mobile Maid dishwasher. What a way to clean up!





Golden Fern

new colors

can brighten up your dishwasher business

It's a fact. Color means business. Extra business. Because the new look in kitchens calls for fresh, new colors. And you've got 'em. RCA WHIRLPOOL dishwashers in new, high-fashion colors . . . Golden Fern, Blue Mist and Sungold Beige. As well as those all-time favorites, Edged Copper and White. Undercounter front panels also available in Turquoise, Yellow, Doeskin and Brushed Chrome. Three types . . . ten models . . . nine colors. What a selling story!



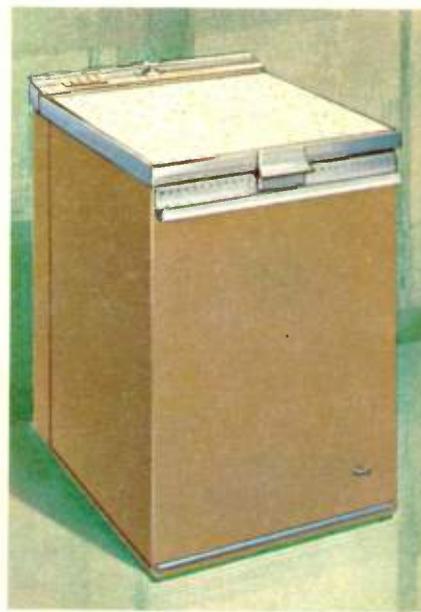
SPU-90

Available in Blue Mist (shown), Golden Fern, Sungold Beige, Edged Copper, Turquoise, Yellow, Doeskin, Brushed Chrome, White.



Model SPC-300

Available in Edged Copper (shown), Golden Fern, Blue Mist, Sungold Beige, White.



Model SPP-85

Available in Sungold Beige (shown), Golden Fern, Blue Mist, Edged Copper, White.

But the story doesn't end there. Inside that smart new wrapping is the finest dishwasher we've ever built . . . and we think you'll agree that's going some! A dishwasher that puts water pressure to work washing dishes spotlessly clean. The water pressure in an RCA WHIRLPOOL dishwasher is actually great enough to shoot a jet of water over 13 feet high!



for '66

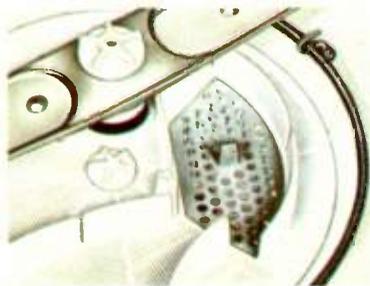


Blue Mist

It's like washing dishes with a powerful jet stream from the nozzle of a hose instead of sloshing them in the same amount of lazy water.



And there are no water-starved areas in an RCA WHIRLPOOL. Scientifically aimed nozzles in the two full-size revolving spray arms send those scouring jets of water to every corner of the tub throughout



both washing and rinsing. So dishes in the top rack get the same thorough washing . . . at the same tremendous pressure . . . as those in the bottom rack.

Our exclusive Filter-Stream* system has a self-cleaning filter



that works full time during both washing and rinsing, continuously

collecting food particles and flushing them away.

Everything from fine china and crystal to greasy pots and pans can be washed . . . and washed right . . . in one of the six automatic



pushbutton cycles.

And the dual detergent dispen-

ser adds the proper amount of detergent at the correct time in each wash. Every load can be washed with detergent not once, but twice!

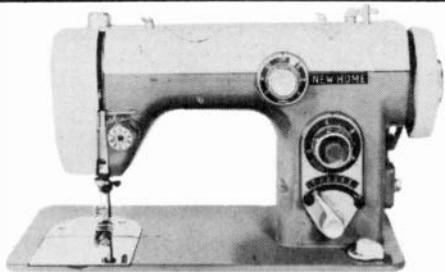
And the huge capacity of an RCA WHIRLPOOL makes once-a-day dishwashing possible. Then there's spotless drying. Random-loading. And don't forget those new colors.

Why not phone your local RCA WHIRLPOOL distributor for all the facts on these new dishwashers . . . including prices. Your conversation should prove beyond the shadow of a doubt that **it's easier to sell an RCA WHIRLPOOL than sell against it.**

*Tmk.



LOOKING FOR EXTRA PROFITS?



MODEL 670 — Deluxe Aluminum Head

New Home Sewing Machines
Offer You A **PROFIT
MAKING OPPORTUNITY.**

If you need to make extra profits now... then you will want to consider selling New Home Sewing Machines.



MODEL 556 — Automatic Zig-Zag Model

We are looking for a limited number of appliance dealers that can take our quality line and convert it into a profit making proposition. Every prospect that comes into your store for your regular line of appliances is a prospect for a New Home Sewing Machine.



MODEL 170 — Budget Model

Why not take advantage of these potential sales by selling New Home. No experience is necessary... our simple instructions when our distributor sets you up will enable you to do the job. Write today for dealership information. Our authorized distributor for your area will be in touch with you.



THE
NEW HOME
SEWING MACHINE
COMPANY

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



FOUNDER AGNES FURNDOC

Those of us who knew Agnes Furndoc before he died and left his fortune to establish Craig Panorama University remember him often saying "Please don't allow them to read any CPU ads unless they deserve to be very, very rich." Are YOU worthy?

VISTA 875
Home/Car/Boat Portable
AM-FM Radio



- works everywhere, picnic, car boat, home
- 10 transistors, AFC, tone control
- antennae: FM telescopic, built-in AM
- batteries, earphone included

Full profit at less than \$60 retail

- lock-able bracket w/speaker less than \$14 retail

VISTA 440
5-Band AM-FM Short Wave Portable

- leather covered case, carry handle
- 12 transistors, 3 antennae, AFC
- electronic tuning and tone control
- 525 KC to 27.5 MC
- batteries, earphone, ground plug

Full profit at less than \$80 retail

VISTA 10
10-Transistor AM-FM
Portable Radio



- full-range AM-FM reception
- FM telescopic antenna, AFC
- miniaturized—only 10 ounces
- slide-rule dial
- earphone, battery included

Full profit at less than \$33 retail

OK! I'm willing to listen to your pitch and get learned. Send man Send info

To Craig Panorama, Inc., Dept. MW-118
3412 South La Cienega Blvd.
Los Angeles, California 90016

Dealer's name _____

Buyer _____

Dealer's street address _____

Dealer's city state zip _____

MARKETING

Zayre, an aggressive discounter, talks about appliance marketing

In 1956, Zayre Corp. had two stores. Today it has 76 stores in 17 states, and will open three new stores this month. Next Wednesday, Nov. 17, Zayre stock will be listed on the New York Stock Exchange. And the rapidly growing discount chain is decreasing its dependence on soft goods.

To discuss Zayre's role as a merchandiser of appliances, radio, tv, and housewares, MERCHANDISING WEEK recently interviewed George M. Paulson, vice president and senior merchandise manager.

"Nobody will undersell us," said Paulson, "but there is no price slashing in our departments—no gimmicks, no trade-ins, no "schlock" operations. The price marked is our net selling price. Over the last 10 years, we have built customer loyalty with national brands in our stores. For this reason, we are going very slowly into private labels."

No coded prices: "We don't believe in them because they usually go with fluctuating prices," said Paulson. "The price on the merchandise is the minimum price we will accept, and it always includes delivery, installation, and a service contract. Every Zayre unit appliance department is showing increased sales."

No appliance loss leaders: "I can think of many better ways to bring in customers than through hard goods departments," said Paulson. "We use good appliance names to build our store image."

Zayre usually has about 3,500 sq. ft. of appliances and consumer electronics in an average store, or about 7% of all available floor space.

Not all buying is central: "We work with local distributors in some areas, and we have national deals with certain manufacturers. Within a certain framework, our district people have a free hand to buy locally. We want to know what they are buying at

headquarters, but if the deal sounds all right, we go along. We know not all lines do equally well in all areas. We buy from the factory when it is to our advantage to do so—in car-load lots if we can. Also, we often find that bulk shipping to key areas is advantageous."

Since Zayre works with distributors all over the Eastern half of the U. S., "we get a cross-section of pricing. We can tell very quickly if a distributor's price is out of line."

Sales training is continuous. "One national white goods supplier runs a program of training meetings under which a factory training squad visits each store in our chain," said Paulson. "Immediately following this visit, we run a special promotion on the manufacturer's product. These promotions have worked out very well because our brown goods sales always run larger than white goods. In our situation, we find it is easier to sell tv and stereo than washers and dryers."

Zayre has a complete computer system in the executive headquarters at Natick, Mass. The system, which includes one of the first IBM 360 computers delivered to industry, controls inventory, directs merchandise purchases, and digests sales reports from the 76 stores.

What the future holds: 15 or more stores are scheduled to be opened in 1966. Zayre expects its 1965 sales to exceed \$210 million, up 30% over 1964's \$162.2 million sales. Net income, which was \$2.9 million (or 1.78% on sales) last year, is expected to more than keep pace this year. However, at the end of the first 26 weeks of 1965, net income was 1.26% of sales. One spokesman says, "The company is benefiting from the high levels of prevailing consumer confidence, more jobs, higher purchasing power, population growth, and movement to the suburbs."

Spin-off from GESCO realignment: the Electronics Sales Operation

General Electric is organizing a new Electronics Sales Operation that will sell radios, portable phonographs, portable tape recorders, and Show 'N Tell to retailers.

The head of the organization will be Donald M. Roun, who formerly headed the Housewares and Radio Distributing Department of the General Electric Supply Co. GESCO was realigned recently (MW, 11 Oct., p.3), and the new setup is seen as one result.

GE's independent distributors will not be affected by the move, and television and console phonograph sales will continue to be handled by the company's Distribution Sales Operation in Louisville.

Effective January 1, zone managers who report to Roun will be: J.W. Weinstein, eastern zone, headquarters in New York City; E.H. Rex, central zone, headquarters in Detroit; W.W. Getz, southern zone in Atlanta; and C.A. Gustafson, western zone in San Francisco.

The district managers will be, in the

eastern zone: A. Marsili, Boston; P. J. Guercio, New York; J.C. Calahan, Philadelphia; G.R. Maley, Washington; R.H. Schmidt, Pittsburgh; and N.J. Cecilio, Buffalo. In the central zone: R.A. Elmgren, Chicago; F. J. Rowan, Detroit; T.W. Banville, Cleveland; P.V. Hayden, Cincinnati; E.S. Mulvaney, Indianapolis; D.E. Bragg, Minneapolis-St. Paul; and T.F. Martin, Louisville.

In the southern zone: R.W. Vickers, Atlanta; H. L. Thomas, Charlotte; P.C. Smith, Nashville; E.B. McKibben, Dallas; W.M. Howard, Houston; and M.C. Wilson, New Orleans. In the western zone: R.J. Wolfe, San Francisco; K.V. Martin, Seattle; W.J. Bierenkoven, Denver; H.W. Brisbane, Salt Lake City; and J.B. Kopp, Los Angeles. GE will name managers for Kansas City, St. Louis, and Miami Districts later.

Roun has been a district manager for GE major appliances, radio, tv, and small appliances, a district sales manager, and a marketing manager for housewares and radio.



ACTUAL SIZE

Exciting and New!

UHF
CHANNEL

SHIB 14 20 30 40 50 60 70 80 83 TU-9U

VHF CHANNEL



CONTRAST

VOLUME



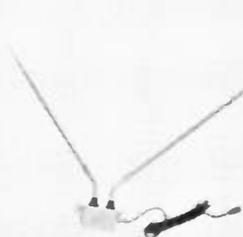
OFF

All the dealers are asking for SHIBADEN ... the TV designed by broadcasting engineers!

The major part of Japan's broadcasting equipment is made by Shiba Electric Co., Ltd., Japan's largest manufacturer of such equipment. And this same company incorporates all its technical skill into this beautifully styled deluxe portable. That's why it's guaranteed for superb TV reception. This solid state TV set is 9 inches, the most convenient and popular size.

It is the result of ideas and designs that SHIBADEN engineers have been sitting on for quite some time. And when it hatched, it started selling like hot cakes! Don't miss the opportunity of increasing your business volume. SHIBADEN features: ■ Longer margins than any other TV line ■ Strong service back-up, 1 year factory guarantee ■ We protect the profits of our dealers!

Accessories:



CA-1 Car Antenna



SB-12 Battery Pack



PB-1 Carrying Case



CS-1 Car Battery Cord
Cigarette Lighter
Attachment with Voltage
Regulator

SHIBADEN TU-9U

Solid State 9" VHF-UHF TV



SHIBADEN

If your customers expect the very best . . . you should sell them SHIBADEN!

SHIBADEN CORPORATION OF AMERICA

58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377. Tel. 212-898 1261

why play retail roulette?

Why gamble...when you don't have to? In the appliance-consumer electronic-housewares field only Merchandising Week delivers both mass merchandisers and key independents. You reach the whole market...not just a portion of it.

Merchandising Week is the Big One. Each Monday, more retailing pros on both sides of the street read Merchandising Week because it's the book that goes deeper into their problems. Our editors don't just publish the industry's news...they interpret, evaluate, analyze! They add a whole new dimension to editorial reporting.

When you advertise in Merchandising Week you're getting the best of both markets. You're also getting a bonus for the future. You're reaching the retailers who are just opening their doors today, but who will be the giants of tomorrow.

MERCHANDISING WEEK

The Interpretative News Weekly

A McGraw-Hill Publication, ABC-ABP

GET WITH EUREKA

"THE BIG HOLIDAY PROMOTION!"

TODAY'S
ADVENTURE!



GOOD! THE HOSTESS APRONS
HAVE ARRIVED... (PACKED 24 TO
A BOX IN INDIVIDUAL
SEE-THRU PACKAGES)...
FOR THE **BIG
EUREKA HOLIDAY
PROMOTION!**



BEAUTIFUL! PLEATED... GAY COLORS
... HOLIDAY DESIGN. EASILY A \$3.49
VALUE. **THEY'LL FLOCK TO MY
STORE TO GET IT FOR...**



... JUST 99¢!!
**WITH ANY EUREKA
VACUUM CLEANER**
... AS OFFERED IN...



Eureka
↑ **EUREKA'S
NATIONAL AD**



**Eureka
FLOOR CARE PRODUCTS**

Say "Merry Christmas
with a Eureka Lightweight
and get this "Holiday
Hostess Apron" for just 99¢!
(\$3.49 value)

WOW!
LOOK AT THE BUSINESS!
**AM I EVER GLAD I GOT WITH
EUREKA FOR THEIR BIG
HOLIDAY PROMOTION!**



**AND THERE'S A BIG TRAFFIC
TIE-IN-TOO... WITH EUREKA-
AMERICAN HOME'S
\$300,000 CONSUMER
SWEEPSTAKES.**



**QUICK! SEND THIS COUPON!
CUT IT RIGHT OUT OF THE BOOK!
SEE???**

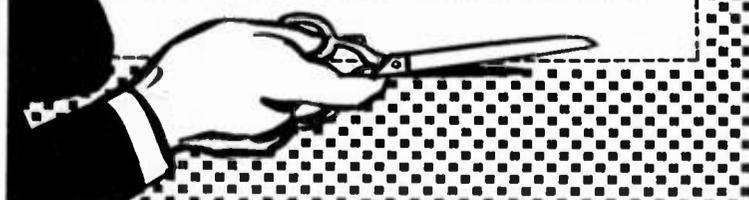
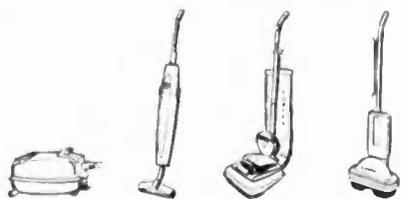
Mr. R. C. Connell
Eureka Williams Company
Bloomington, Illinois

Get my Eureka rep over here to tell me about the BIG
HOLIDAY PROMOTION. On the double!!

Name

Address

City State Zip

Get with Eureka

Eureka Williams Company, Bloomington, Illinois, Division of National Union Electric Corp.
In Canada, Eureka Division, Onward Manufacturing Company, Ltd., Kitchener, Ontario.



Semi-capstan recorders enter the market via Chicago

A Tokyo subsidiary of Sunwave is exporting a semi-capstan tape recorder. This tape recorder is expect-

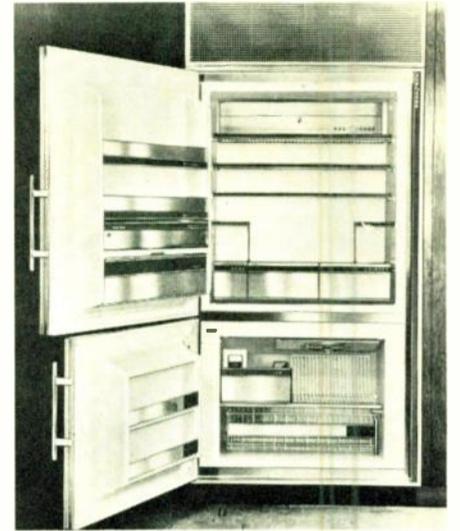
ed to carry a relatively low retail price tag.

The RA-6 recorder is manufac-

tured by the Den-en Musen Co., located in Tokyo. The solid-state unit is reportedly equipped with a new lead storage battery. The recorder can be recharged by a self-contained AC power supply located within the unit.

Shown at left is a worker on the assembly line of the RA-6 recorder; at far left are the new units ready for shipment.

This model and the entire Den-en line of tape recorders is handled by a Chicago agent, Raymond Lubar of Ray-Bar Associates Inc., 7919 S. Exchange Ave., Chicago, Ill. 60617. Mr. Lubar is sole agent for Den-en Electronics. *Den-en Electronics Co. Ltd., 1289, Okamotocho, Setagaya-Ku, Tokyo, Japan.*



Sub Zero refrigerators

Sub Zero will introduce a line of built-in refrigerators and its new home bar refrigerator line at the National Association of Home Builders' December show in Chicago.

Each of the built-in refrigerators incorporates frost-free, self-venting features in one refrigeration system. The deluxe built-in model 145BIRF (shown above) combines a 12-cu. ft. refrigerator with a 7.7-cu. ft. freezer. Freezer highlights are an automatic ice-maker and a swing-out storage basket. Model 145BIRF will retail at \$709, while model 1755RF, a 14-cu. ft. built-in, will retail at \$939. Face panels on both are removable, and can be made of wood, steel, leather, wallpaper, or laminates, up to 1/2 inch thick.

In the home bar furniture line, the L'Chaym and the Credenzette, slip-in refrigerator compartments, are both 2-cu. ft. units with bottom venting. Each has a two-tray ice cube evaporator, and is expected to retail at \$299. L'Chaym is available in cabinet form with decorator doors and slide-out glass and bottle storage racks as model 365S, the Safari. The cabinet unit will retail at \$599. *Sub Zero Freezer Co. Inc., P.O. Box 4130, Madison, Wis. 53711.*

Scott amplifiers and tuner-amplifier

H. H. Scott announces three new solid-state stereo units—a 120w and a 65w amplifier, and a FM tuner-amplifier.

Both amplifiers feature headset output, separate channel tone controls, and heat sinks. The new 120w amplifier has an extruded front panel styled to match Scott's 312 FM stereo tuner, as well as tape recorder input and output. Music power is 60w, and frequency response is 20 to 20,000 cps. Expected retail price is under \$280.

The 65w model 299T was developed, Scott says, to succeed the 299 series. Double-coupled output circuitry, aluminum chassis, and a separate power switch are features of the new unit. Music power is 22.5w at 8 ohms, while frequency response is 30 to 20,000 cps. Net price east of the Rockies is under \$200.

Scott's new model 342, priced under \$300, combines a solid-state tuner and amplifier. Driver and output transformers are not used since they cause distortion and power reduction, says Scott. Direct-coupled output used silicon transistors. With 22.5w music power, the tuner features a signal device that switches from stereo to monophonic when noise occurs. It has a silver-plated all-transistor front end. *H. H. Scott Inc., Dept. P., 111 Powdermill Rd., Maynard, Mass.*

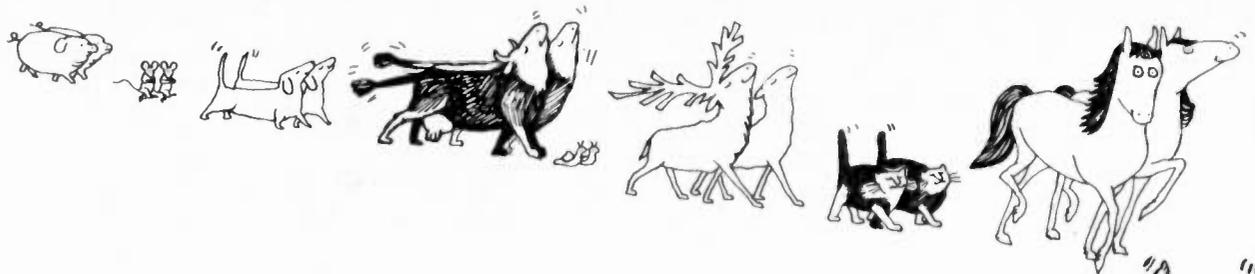
Our ace salesman has very little pull to start with



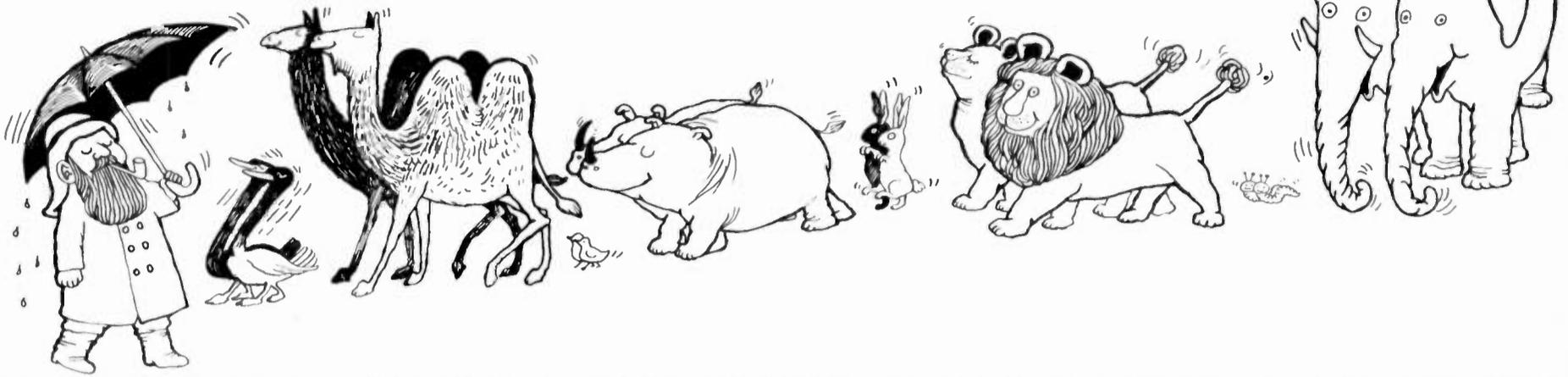
... doesn't need much to get him going. You recognize the type? Just a light push here and a little pull there ... and he's off and running. And you've made a sale. That's what we call the Lawn Boy finger-tip starting story. Quite simply it means more profit for you in 1966. Put a few of our salesmen to work for you. Go for the spring green line ... the Quick and Quiet Lawn Boy for '66. You'll be glad you did ... profitably.

By the makers of Johnson and Evinrude Outboard Motors





Prepare for a 40-day rain, mates!



Of Channel Master tape recorder business, that is.

We have a plan to flood your store with sales this (Christmas) season.

It's very simple.

To begin with, we start with a good variety of portable tape recorders. 3 different types, in 3 different price ranges—all attractively low.

First, there's Small Talk, a compact featherweight breed, Model 6473. Second is Jetaway, the Capstan-drive AC kind, Model 6471. Third is Lodestar, a cartridge-loading species, Model 6546. It's just naturally easy for your customer to make a selection.

But now comes the meat and potatoes of the plan: **Selling the recorders by the pair!** For this you need assistance. So we've enlisted a very reliable old pro in your behalf: Sy Chology.

Sy (short for Psy) says: Most people hate to write letters. Or to answer them. They'd rather hear their loved ones' voice than read his letters any day. It's more inti-

mate, has more warmth. And it's *live*.

Now you can see where selling a matched pair of Channel Master recorders comes in. Your customer buys a couple of Small Talks at \$59.95* the pair, (or the Jetaway at \$79.95* the pair, or the Lodestar, at \$99.95* the pair). He gives one to his lady-love, or (should the customer be Dad) to his daughter at college; his boy in the service; or Grandpa. The other he keeps for himself.

Then the two correspond by swapping "Voice Letters" on tape. (In the case of the Lodestar, it's simply a matter of slipping out the taped cartridge, and mailing it in its own carton. You make extra money from added cartridge sales, of course).

Yes, old Sy really works for you.

As for us, we'll even give you the tools to help you build your ark: A powerful window poster. Pull-em-in streamers. Flyers. Mats. Plus grand demo tapes and 5 different displays, etc. to help you get the rest of

your Channel Master recorder line sale-ing.

What do you say, Noah? Ready for the deluge?



Call your nearest Channel Master distributor and cast off.

CHANNEL MASTER
ELLENVILLE, NEW YORK

*Available singly, too, of course.

*What do G-E dealers have
that Zenith dealers
would like to have?*



*A 25" color set that has
a door, and lists for under
\$700.*

Not only do we make a 25"* color set for \$699.95** that comes with a door, we make a better door.

Don't laugh. It's better because it hides away in the top of the set instead of swinging out into the middle of the room like other doors.

And when you close it, it slides down into place on a cushion of air.

Our new door's not only a good idea, it's a good way to open or close a sale.

Especially when it's on a color set that's childishly simple to tune.

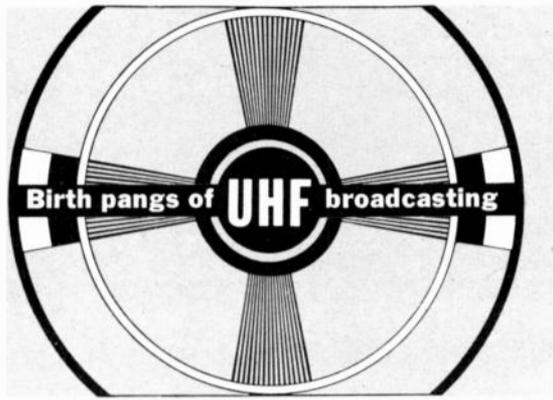
*Diagonal measurement only.

**Price optional with dealer, except where fair trade applies.

Television Receiver Department, Syracuse, N.Y.

GENERAL  ELECTRIC

Philadelphia UHF spells sales



In its sixth article in its definitive series on the rebirth of UHF, MERCHANDISING WEEK looks at a thriving, six-month-old market.

"For drama buffs, a single UHF program—Channel 17's *Play of the Week*—is enough to justify the purchase of a tv set converter."

That was how Harry Harris, television critic of the *Philadelphia Inquirer*, reacted to the programming on one of Philadelphia's commercial UHF stations. And apparently Philadelphians agree. Maybe they are not watching *Play of the Week*, but they are buying converters, distributors report.

"The big rush began the last week in August, when the two latest com-

mercial UHF stations began their patterns," explained Charles Weller of Raymond Rosen & Co. "Sales of converters and antennas have been so fast and furious that I haven't had time to recap, but I do know that September business was way ahead of last September."

"When the first UHF station went on the air, it was early summer," notes Leo Lerner, tv buyer for Lit Bros. Dept. Store, "and people weren't thinking so much about television. But now that the other stations have arrived, the story is different. All I hear now is, 'How can I convert?'"

The sales splurge will not last much beyond the re-run season next summer, estimates Weller. After that, sales will be in other areas. "Anyone who delays converting beyond then probably will buy an all-channel set in the fall," Weller contends.

The bulk of converter sales are in the \$24 to \$29 bracket, according to distributors. The antenna story is somewhat more erratic. While Lerner finds that the \$9.96 outdoor antenna goes best, Weller's heaviest sales fall in the \$20-to-\$25 price range, but some units and a few for \$70 and \$80 are selling, too.

The four UHF stations—one educational and three commercial—have contributed to the converter sales boom. Distributors estimate that between 400,000 and 500,000 sets in the Philadelphia area are capable of receiving UHF, and one station manager predicts by the end of the year that figure will have swelled to between 600,000 and 700,000. Most growth came in the last few months.

Until May 15 of this year, when Channel 29 (WIBF-TV) made its debut as Philadelphia's first commercial UHF station, the only "U" in town was the educational station, Channel 35 (WUHY), an eight-year-old veteran in the field. Then, after Channel 29 had tested the water for the other commercial prospects, two other commercial stations took the plunge: Channel 48 (WKBS), the Kaiser Broadcasting Corp. station, went on the air on Sept. 1, and Channel 17 (WPHL), a Philadelphia Broadcasting Corp. subsidiary, joined the others on Sept. 17.

Channel 29 is a family-owned business. Owner and head of the station is William L. Fox, who reports, "We're up to expectations. Advertising has been coming up slowly, and we have recently gone to billboards and newspaper ads."

Since it began broadcasting, Channel 29 has extended its broadcast day from 6½ hours (10:30 a.m. to 5 p.m.) to 14½ hours (10:30 a.m. to 1 a.m.) Feature movies and newscasts account for most of that broadcast time at the moment, but, Fox explains, "We're now in the position of test programming. When we're full time, we'll have a full range of programming—sports, variety, culture—something for everybody."

Part of that programming may come from the Unisphere Broadcasting System, a UHF network being developed by Vic Piano, of Vic Piano Assoc., of New York City. Target date for the network is early December, and, says Fox, "We're ready and waiting for them to go."

Channel 17 operates from mid-morning to a closing movie that begins at 11:10 p.m. Future plans call for a heavy diet of feature sports and a sprinkling of NBC programs.

Channel 48 runs a noon-to-midnight schedule.

greatest
combo
sales
pitch
you
can
make—



for
families
who like
to lead
3
lives
together!



Exclusive Olympic "3-At-Once" Color StereoCenter Model CK5367

'ENJOY COLOR TV, RADIO, HI-FI... IN 3 ROOMS AT ONCE'

Olympic's the One with this super-spectacular "family togetherness" demonstration...

Show them "family room service!" Switch on Color TV, Records, Radio...one by one in the StereoCenter...then all 3 at once, in 3 separate rooms! Let them hear Stereo playing in 2 rooms at once! Switch Records and Radio from room to room! Total home entertainment convenience!

So easy to demonstrate... a new Olympic pocket sales trainer makes salesmen instantly expert! The exclusive Sound Control Center gives fingertip control of Stereo Hi-Fi, AM Radio, FM Stereo Radio, and Color or B/W TV! Choice of 11 decorator-styled fine furniture cabinets...with 21", 23" or 25" Color TV, and exclusive Olympic automatic Color-On signal and Tru-Color control.

*diag. meas

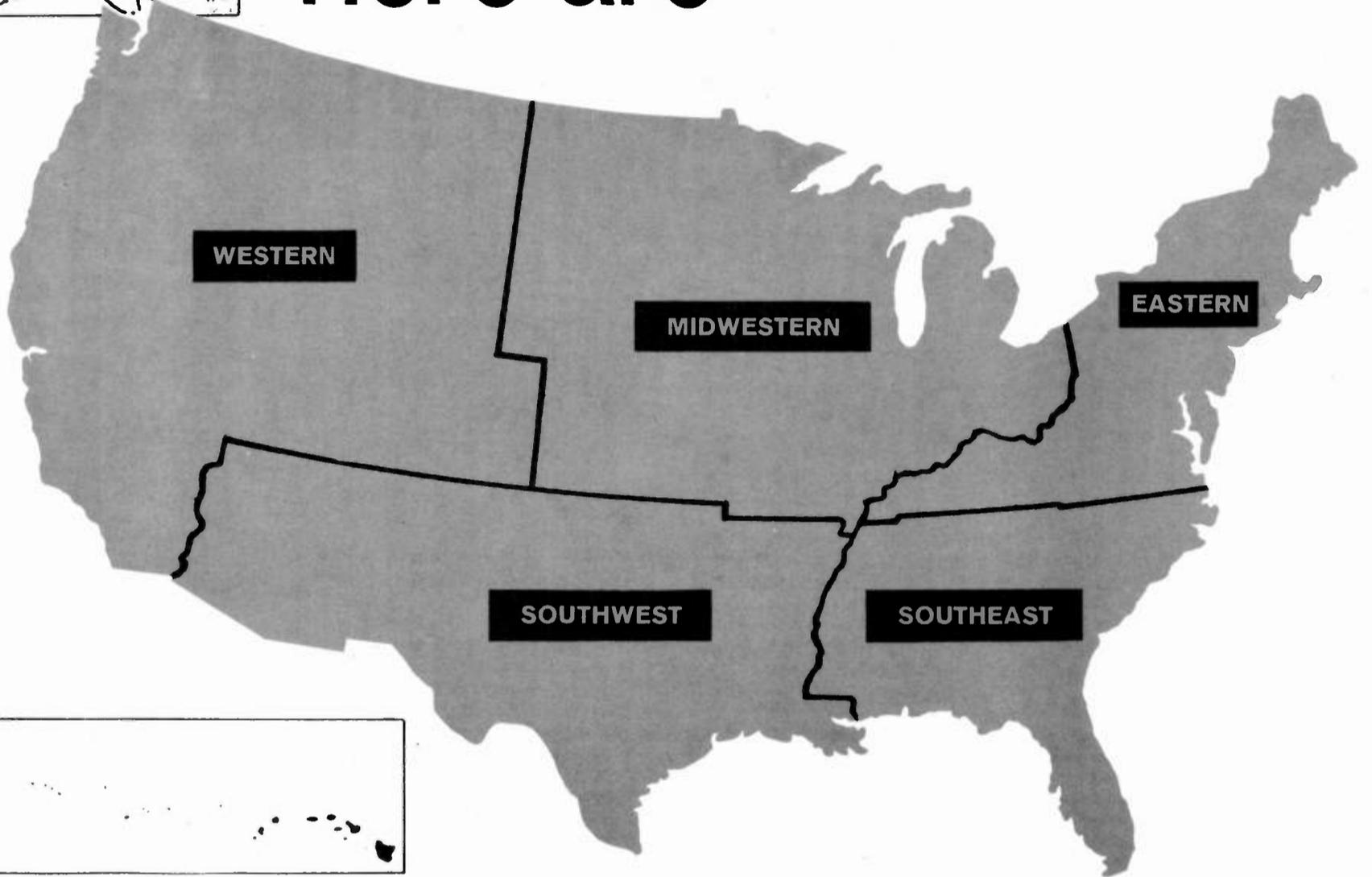
ISI / Olympic



radios • phonographs • television from the space age laboratories of LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
OLYMPIC BUILDING, LONG ISLAND CITY 1, N. Y.



here are



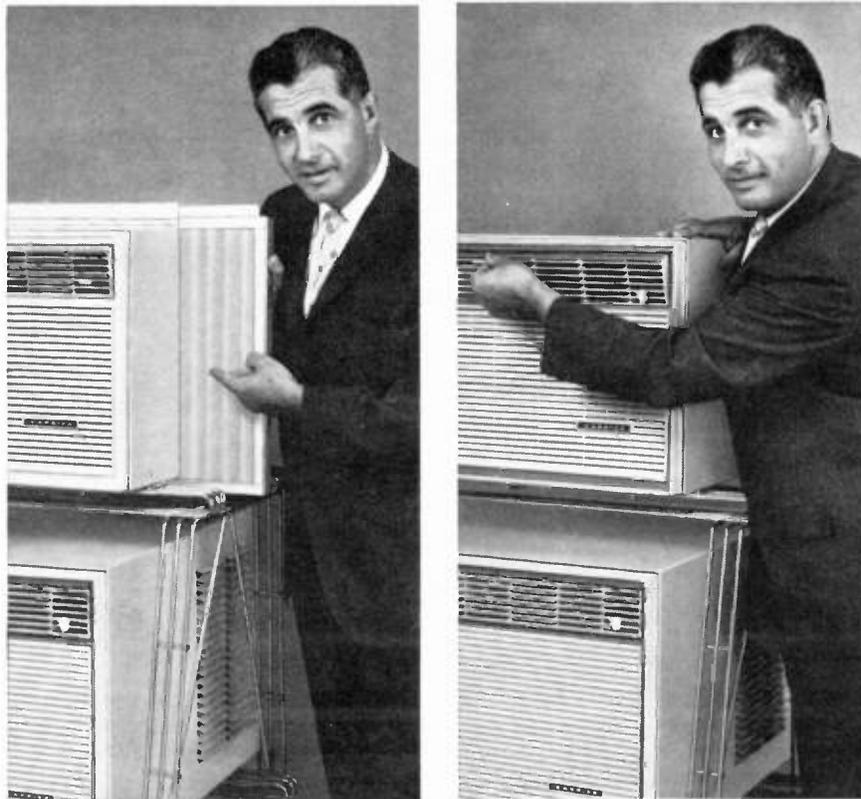
five regions why...

Merchandising Week is the most effective advertising medium in its field. Flexibility is the key to marketing success in the dynamic world of major appliances, consumer electronics and housewares.

Now in Merchandising Week, you have the flexibility required to more effectively promote a regional product, a selective sales plan or any number of special marketing projects.

Your Merchandising Week representative welcomes the opportunity to work with you on the details.

**MERCHANDISING
WEEK**

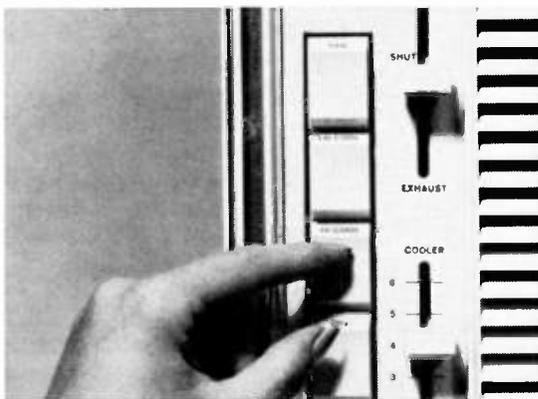


Carrier puts profits in your hands for 1966 with ROOM AIR CONDITIONERS built to be demonstrated!

Demonstrated for what? For outstanding features—such as ease of operation, servicing and installation—that make Carrier the brand to buy—the brand to sell in '66.

Matter of fact, less than five minutes is all it takes to put on a demonstration convincing enough to turn any "I've got to be shown" prospect into a buyer.

And in the 1966 Carrier line you have models to suit every prospect—25 models from 5500 to 22,500 Btu's, NEMA certified—including heat pumps, "do-it-yourself," in-the-window and thru-the-wall models. Plus accessory items in handsome Decorator Panels.



Plus continuous national advertising to direct traffic your way 12 months a year.

Plus newspaper ad mats, radio and TV spots for local tie-in.

Plus around-the-calendar promotions which include traffic-builder and sales-closer premiums.

Plus full-range financing plans.

Plus pre-season incentives for buying early—exciting trips, valuable merchandise and free room air conditioners.

For complete information about the Carrier line for '66—the line that's built to be demonstrated—call your Carrier Distributor listed in the Yellow Pages.

Carrier Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make

Under scrutiny



Housewares: the innovating industry

It is hard to believe that today's "basic" electric can opener was once considered a gimmicky-funny product. But it was.

It was also the product that made the housewares industry realize that customers may laugh at—but buy—gimmicky-funny products—and even eventually turn them into basics.

The electric slicing knife is a case in point. No one batted an eyelash when it was introduced nearly three years ago.

And nobody batted an eyelash at the fertility clock last July. (Maybe a knowing wink or two.)

So there are no more skeptics left in the housewares industry. No one laughs today when General Electric's Willard H. Sahloff predicts that, 10 years from today, you will be making your living from products that today are "only a gleam in some product planner's baby-blue eyes."

Right now, nobody is laughing at the idea of an electric hair brush. Or an electric comb. Or a cordless clothes brush. Or an electric window washer. Or even an electric paint brush.

Right now, consumer panels—like the one shown on the cover—are en-

gaged in the deadly serious business of even more startling new product innovations. The man watching in the shadows is not a casually curious eavesdropper listening in on a kaffeeklatch. He is an expert market-researcher secretly tuned in on a team of housewives, who make up this consumer research panel. The scene is in a New York City advertising agency; the panel is being conducted for a housewares manufacturer. And the market-researcher peeking in is waiting for that special new idea that will set engineers to work.

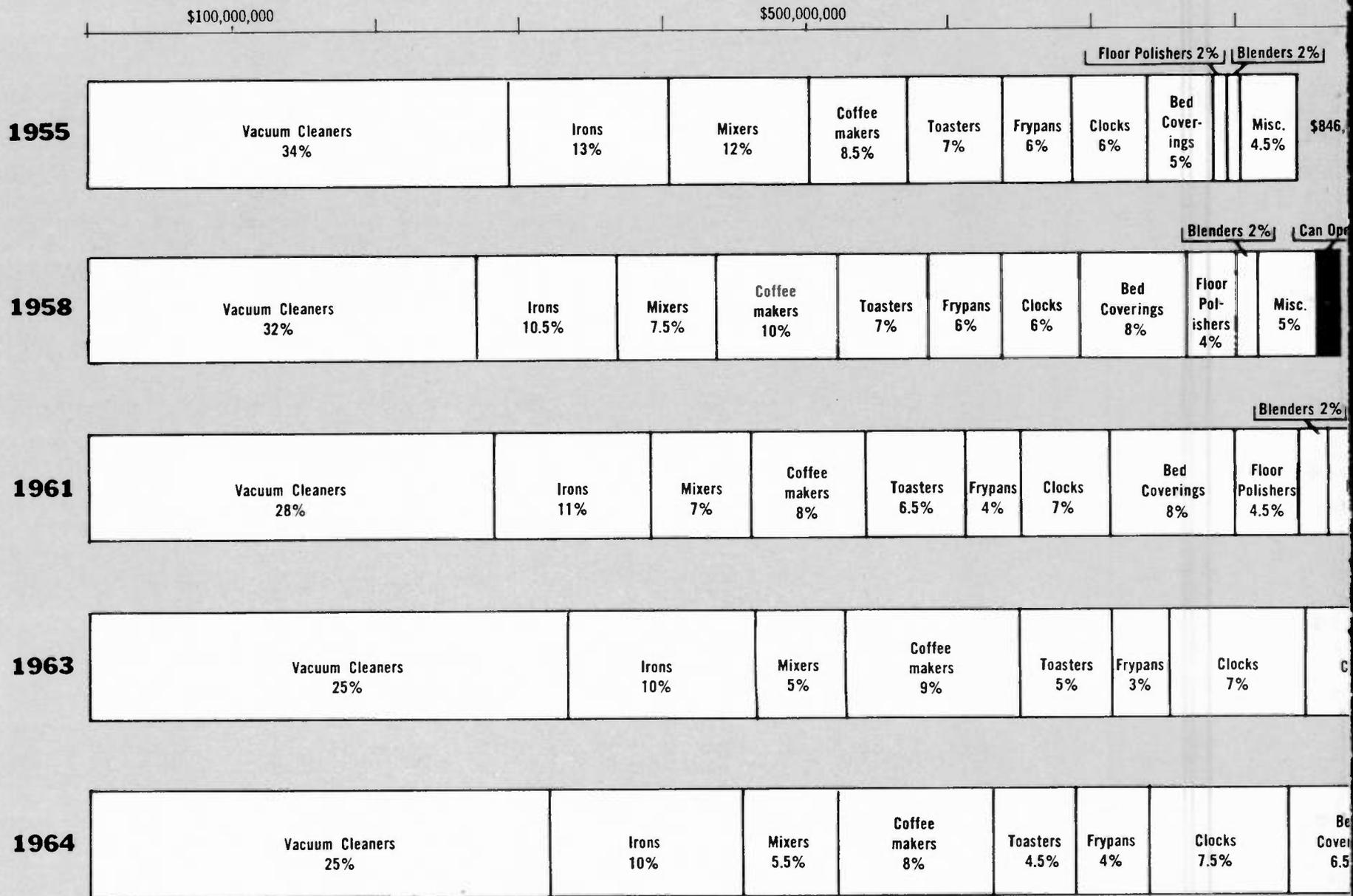
The results may well be a gimmicky-funny product. The one that may become the next hot item and, eventually, a basic product.

The special housewares report on the following pages puts the industry under close scrutiny. It brings today's housewares industry into focus by looking at its pattern of growth—past, present, and future. It probes what lies ahead—the new products, the marketing and merchandising problems and challenges, the profit opportunities, and the changes taking place at all industry levels—from manufacturing to retailing.

Story by Ed Dubbs

Art by Joan Bacchus; cover photo by Joe Ruskin

What product innovation has meant to the electric housewares business



(Source: Merchandising Week's 1965 Statistical Report)

Electric housewares: change in product mix, 1955 vs. 1964

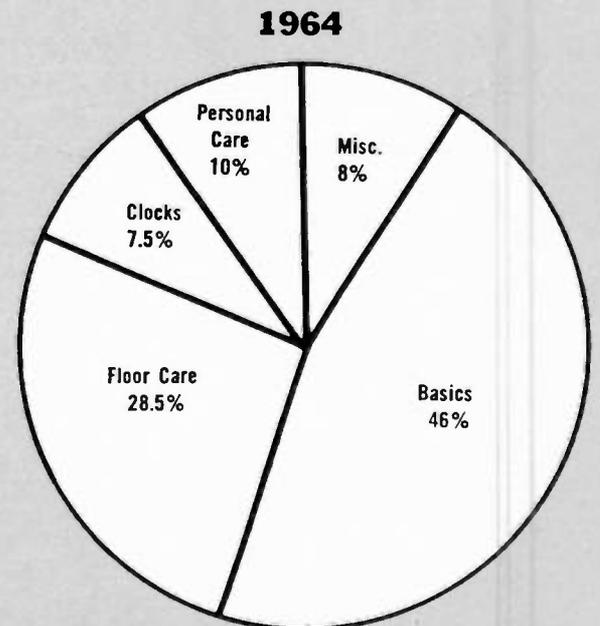
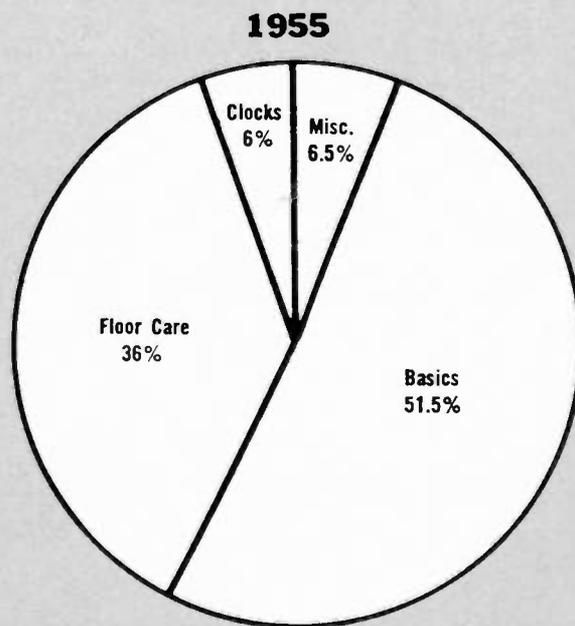
(manufacturer shipments)

Basics include:
blenders
broilers
griddles
irons
toasters
waffle irons-
sandwich grills
can openers
food mixers
coffeemakers
slicing knives
frypan skillets
knife sharpeners
hotplates & buffet ranges

Floor Care:
vacuum cleaners
floor polishers

Personal:
toothbrushes
hair dryers

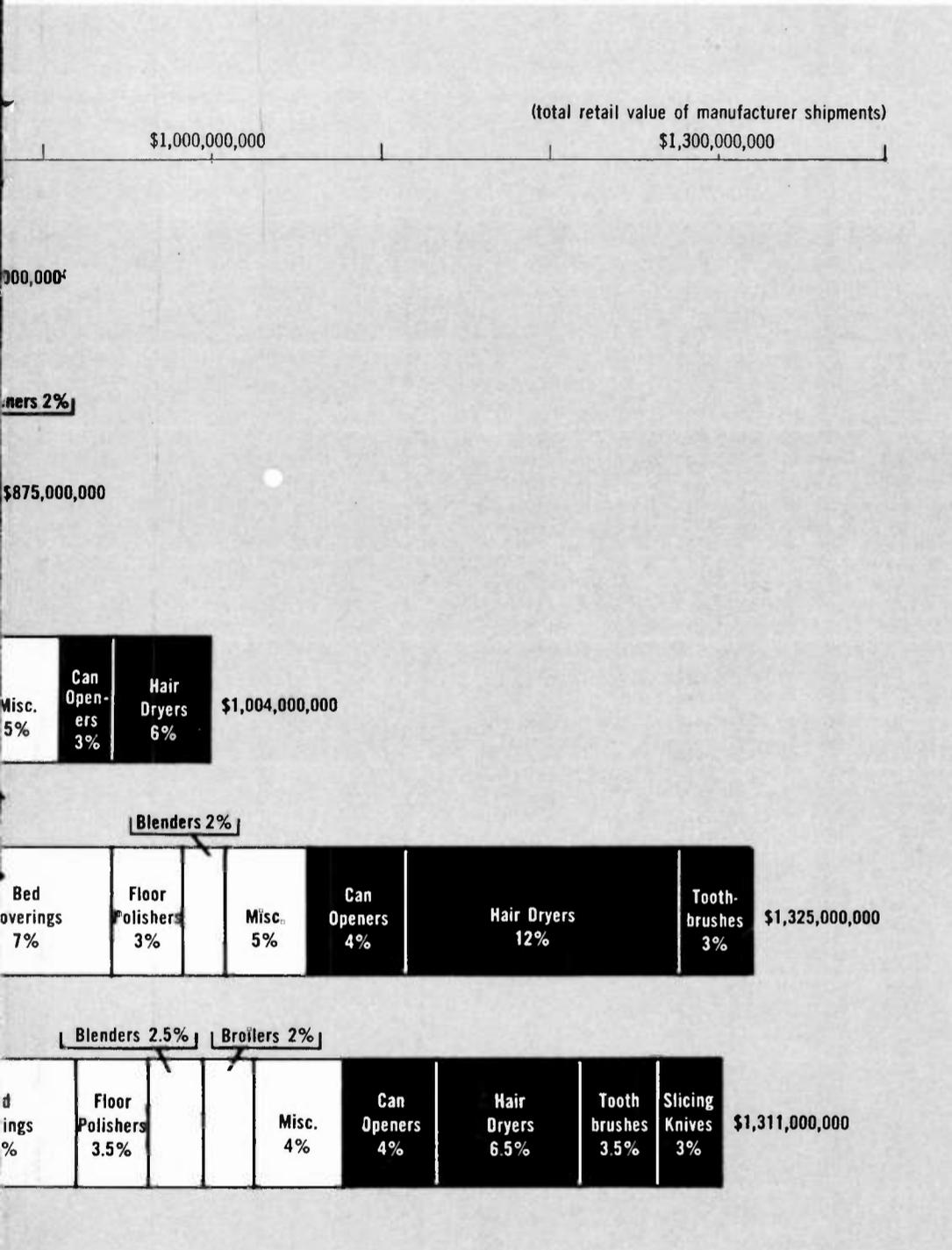
Miscellaneous:
heating pads
bed coverings
corn poppers





HOUSEWARES:
the innovating
industry

Why innovations are electrifying



New products are the building blocks of the expanding housewares industry. Without such products as the electric can opener, the bonnet- and salon-type hair dryer, the automatic toothbrush and the electric slicing knife, it is clear the housewares field would stagnate.

The meaning of new products to this industry is pointed out clearly by the charts on this page. First, and foremost, they show how important new products have been in stimulating the industry's sales growth since 1955. They point up the marketing strength through this 10-year period of the "basic electrics"—irons, mixers, coffeemakers, toasters and fry-pans—as well as vacuum cleaners, clocks and bed coverings. That, back in 1955, essentially was the electric housewares business.

The charts were compiled by MERCHANDISING WEEK's Research Department from data in the annual Statistical Issues. Figures show retail value of manufacturer shipments.

Can openers kicked off the new age of product innovation. They made their first major contribution in 1958—2% of total retail value of the industry's output. But industry sales between 1955 and 1961 remained somewhat slow and erratic.

Then came the hair dryer, and the housewares industry was wearing a new sales cap. Hair dryers accounted for 6% of the industry's business at retail in 1961. Can openers added another 3%.

The industry's big year was 1963—clearly the year of the hair dryer, which doubled its 1961 performance, climbing to 12%. It outpaced every other product in retail value, except the vacuum cleaner. Another new product, the automatic toothbrush, added 3% to the big year. The can opener also spurred ahead to 4%.

The slicing knife cut a niche in the sales picture in 1964 with 3% of total retail value, and the broiler, moving out of the miscellaneous category, contributed 2%. But the slicing knife and the slight gains made by other products failed to make up for the disastrous hair dryer slump.

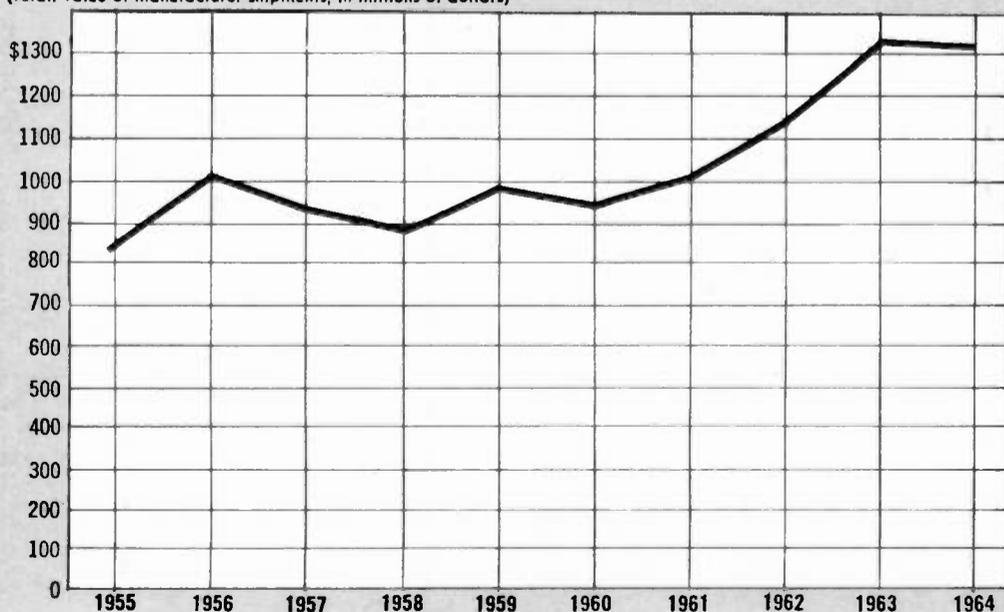
The shape of 1965, according to trade estimates, will show an uplift that will outstrip 1963. The slicing knife may double its 1964 performance; the hair dryer should make a slight comeback, thanks to the higher-priced salon-type units; blenders and broilers undoubtedly will post sizeable gains; and good performances should be turned in by the basics, some of which are riding along on the Teflon-coated sales bonanza.

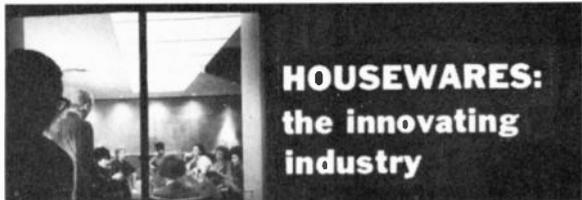
The changing merchandise mix of the housewares industry, especially the growing importance of personal-care electrics (largely hair dryers and toothbrushes), is shown in the two pie charts. The line graph shows a year-by-year sales curve for the electric housewares industry, from 1955 through 1964, based on retail value of manufacturer shipments.

Fans and other seasonal items are not included in the charts.

Growth of the electric housewares industry, 1955-1964

(retail value of manufacturer shipments, in millions of dollars)





How the whole house has been conquered

The housewares industry had its start in the kitchen but, today, it has moved beyond its birth point. The innovating industry has gone on to cover—and to conquer—the rest of the house.

The room-by-room invasion has been both highly successful and profitable for the industry. This pattern of growth has not been followed by

electric housewares manufacturers alone. Producers in a number of other basic housewares categories have marched at their shoulders.

New products led the way out of the kitchen. But other weapons—styled-up lines and the fashion approach—have been used as well.

Retailers joined the march. The room-by-room campaign at retail

gave rise to the growing “shop” concept in merchandising housewares, most successfully, of course, in the form of a bath shop.

Table-top cooking opened the door out of the kitchen for electric housewares. The toaster moved to the kitchen table, followed by the electric frypan. Then electrics, sporting a buffet appearance, moved into the living-dining area of the home.

The trend is to classify everything according to use. Even electric housewares are being divided into six major product groupings, rather than considered—and marketed and merchandised—as individual products. Today's groupings: the basic electrics (kitchen), home entertaining electrics (buffet-styled basics), floor care electrics, comfort electrics (heaters, humidifiers, fans), clocks, and personal care electrics.

The key to the boudoir for electric housewares manufacturers was the bonnet-type hair dryer. This was the genesis of the personal care classification which, today, is one of the brightest areas for new product growth. Some buyers expect the electric hair brush to add luster to this category. General Electric's cordless clothes brush can be considered personal care, as can toothbrushes, power manicurists, shoe polishers, and other grooming-beauty aids.

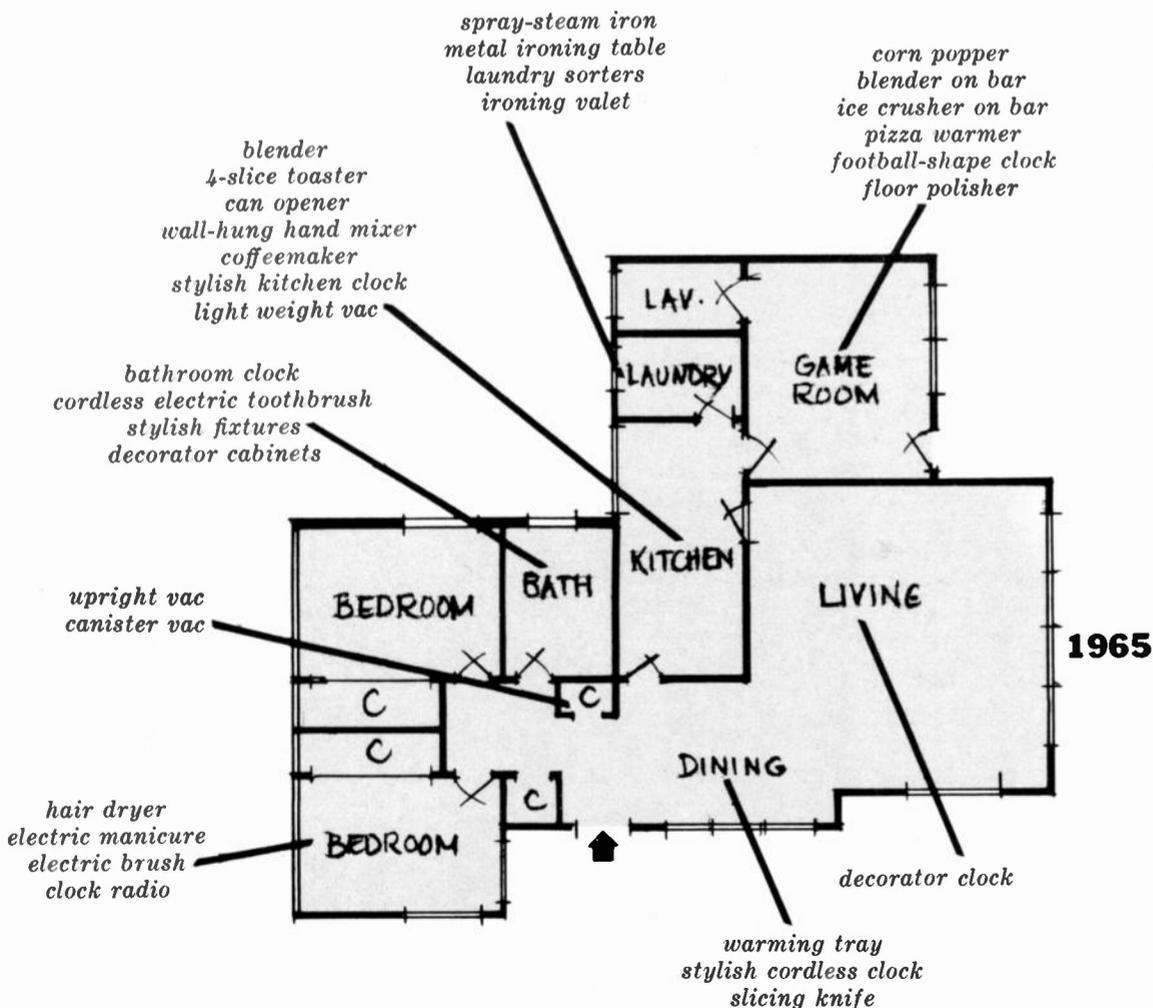
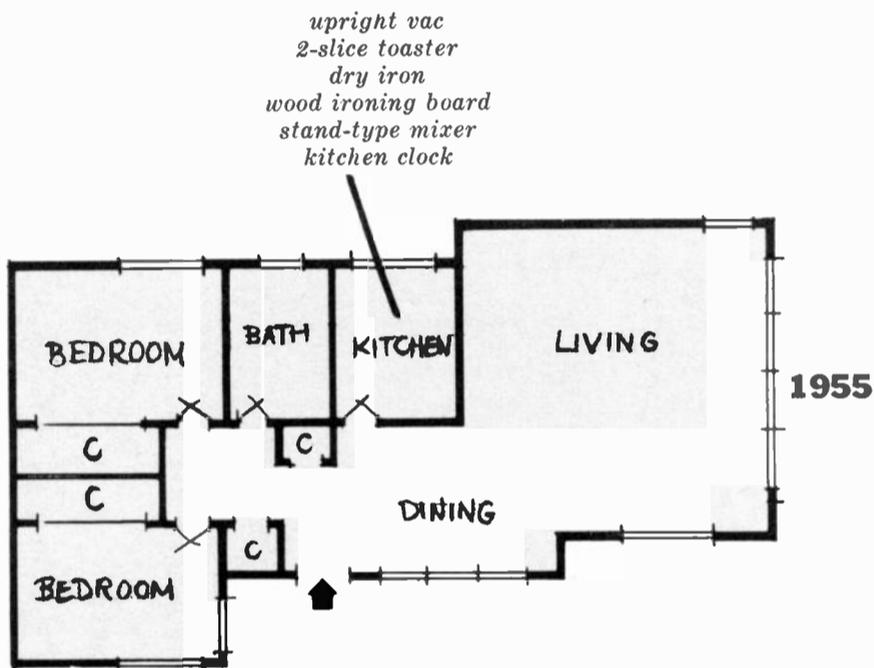
Clocks are moving out into the house largely thanks to the advent of the cordless decorative models. Once confined to kitchens and bedrooms—except for mantels before they disappeared from most modern houses—wall clocks face a bright future as decorative accessories for the home. Not even the bath has escaped clock producers as a worthy target.

Plastic housewares manufacturers have joined forces for the room-by-room conquest. Once tied to the kitchen in a dishpan-utility pail rut, producers have now discovered the bath shop, the nursery, and are looking beyond. And their lines grow longer, becoming subdivided by function.

Floor care producers have also cashed in, placing their products throughout the house. The advent of the lightweight vac gave rise to the two- and three-vac home—a lightweight for all-around use and an upright and/or canister either upstairs or downstairs. The hand vac was styled up and given a new name, portable vac, to further widen the sales appeal.

A wider gift market has resulted from these moves away from the kitchen. Most of the newer electric housewares for use throughout the house do not have as high a saturation level as the basic kitchen products. Also, many of these newer items make more glamorous gifts.

The march inside the house is not over, but the industry, without question, is well on its way to having conquered the home and is looking for new frontiers to exploit.



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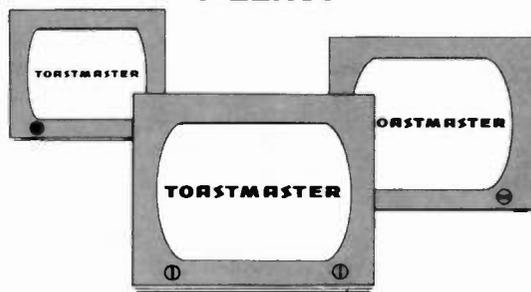
It's a powerful, dealer-supporting holiday promotion on Toastmaster appliances. You cash in on a concentrated schedule of pre-tested magazine ads that sell—appearing in national magazines with a combined readership of over 75 million. What's more, you get five full weeks of compelling

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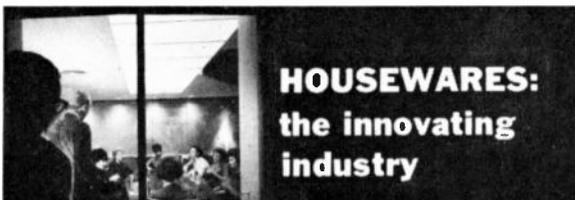
TOASTMASTER®

TOASTMASTER DIVISION
TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS



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HAIR DRYERS • IRONS • MIXERS • BLENDERS • CAN OPENERS • VIBRATORS • HAIR CLIPPERS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS



The four new frontiers for the housewares industry

The outdoors market

The out-of-doors beckons the housewares industry. Although, in product offerings, housewares manufacturers and retailers are not new to the patio and the backyard, the outside of the house remains to be conquered in the same manner as the inside of the home. Many of the tasks performed outside the home—from washing windows to raking leaves—are still done manually. And “manually” signals an invitation to the innovating industry to go to work.

The race to the outside of the home is bringing two traditionally close industries—hardware and housewares—closer together in a newly affirmed marriage.

Sunbeam has led the way outdoors for the housewares manufacturers. The Chicago manufacturer is beginning to make its mark with its outdoor power equipment products, particularly power mowers and snow throwers. General Electric is expected to follow the trend. So are the floor care producers. Vacuum cleaner manufacturers are tending to look upon themselves as in the home care business, and “home care” encompasses the outside as well as the inside of the house. “If you can vacuum rugs, you can vacuum lawns,” one trade source commented.

The electric window washer looms as one of the brightest prospects in mechanizing the out-of-doors. The product is no pipe dream. It already exists in prototype form. At least half a dozen manufacturers are known or believed to be working on it, including one electric housewares manufacturer which made its name through a kitchen appliance. The problem in bringing this product to market is reported to be one of production costs, getting the retail pricing down to a level where the product can compete favorably with air-pressure sprays and liquid window cleaners.

Other possibilities:

An electric paint brush or roller that could be used inside or outside. Just hold and guide it and the brush or roller will take the work out of house painting.

An automatic rake that not only collects leaves and papers but disposes of them as well.

An outdoor disposer unit that grinds up tin cans as well as garbage.

An electric automobile washer and waxer.

To expand the list of possible new products, just think of other household chores that have yet to be fully mechanized or electrified. If some of the ideas sound too wild to be believed, consider and reflect for one minute on the electric can opener, the electric toothbrush, the electric slicing knife, and the electric hair

brush. The skeptics truly are disappearing.

The home storage market looms for the housewares industry—both indoors and outdoors. Homes are becoming cramped for storage space. This already has led to good sales for such products as bathroom johnny-pole shelf-storage units, outdoor storage sheds, plastic organizers for kitchen cabinets, and to the rise of the closet shop, with merchandise designed to help organize as well as glamorize.

The home safety market beckons for conquest, both inside and outside the home. Low-voltage outdoor lighting provides a safety pitch against prowlers and burglars as well as for home beautification. The housewares industry has yet to tap the potential in home fire alarms and portable burglar alarms. There is also a need for personal safety items.

The housewares industry has room to grow, and outdoors is one of the brightest of new product frontiers.

Cordless convenience

Some of the bloom may have gone from the immediate potential for cordless electric products, but the long-range forecast is bright. There remain, however, some dark spots.

Sunbeam learned a lesson, and taught the entire industry something important about the cordless product field, when it unsuccessfully introduced the first cordless hand mixer. It simply did not offer enough convenience over a plug-in mixer to justify the big price differential.

Cordless growth will come, but it will be modified by a number of factors, most importantly further advances in battery research. And the cordless feature will not be offered indiscriminately on every product that now sports a cord. Its use will be determined by the degree of convenience it offers, the difference in performance quality between cordless and plug-in models, the pricing differential, and such other factors as safety.

Consumers are being conditioned, in the meantime, to accept the idea that battery-operated products need not be limited to the notions-novelty area. Cordless clocks, shavers, toothbrushes, and now cordless knives are helping to pave the way for consumer acceptance of future cordless items.

The American housewife may indeed be vacuuming her home some day with a cordless cleaner. But any general consumer acceptance must await further battery advances, and more realistic retail pricing. Sears' entry into the cordless vac field at \$159 is an image-building move, not a merchandising program in the true sense.

GE's cordless clothes brush, which reportedly will be made available to retailers soon, could well be a new winner in the cordless product field. Many of GE's competitors have shown considerable interest. And it was GE which put across the cordless toothbrush and cordless slicing knife.

A cordless scourer for pots and pans has been developed, reportedly, by a number of electric housewares manufacturers. The idea is not new. A similar product appeared about five years ago under the now defunct Kent Cordless label. The Kent Cordless firm, at that time, also offered a cordless slicing knife, a product that failed to make any headway until GE offered a plug-in model and followed up with a cordless version.

The current push behind Teflon coatings offering no-stick, no-scour cleaning reportedly is discouraging manufacturers from bringing out a cordless pan scourer. These manufacturers saw what happened to Alcoa when it broke its Duranel stainless steel-aluminum bonding process for cookware during the height of the Teflon bonanza.

Timing must be right for new product introductions, whether they be cordless, plug-in, or manual. Just ask Julius Schmidt. He made the first electric (plug-in) toothbrush back in 1939. Schmidt learned the hard way. He now works as a research man for Sonotone, one of the industry's leading producers of rechargeable batteries.

Electronic products

General Electric is presently talking up 15 products in the development stage that involve new technology. To some trade observers, this rings of electronic housewares. That is not a typographical error. Electronic housewares is a new product category, and another of the new frontiers for this innovating industry.

A sonic blender—one that works by the energy sound waves generate—is one possibility of new technology coming to the housewares industry. Researchers have long considered the possibility of using sound waves to mix and blend food, but so far it has not been practical. Sound waves are now being used in dimmers and devices for turning appliances on and off.

The electronic oven, now in the test-marketing stage in the major appliance industry, also could be adopted eventually to the portable appliance product area.

The move to electronics has started in the housewares field, and you had better start brushing up on such common-place words as solid-state, transistors, diodes, and silicon recti-

fiers, words now in daily use in the consumer electronics field.

The silicon rectifier has taken the power tool industry by storm. Hoover first used the mighty-mite in a variable-speed floor polisher. It is showing up in blenders and mixers and other products where multi-speed and variable-speed provide trade-up potential.

The housewares interest in such products as electronic telephone answering devices and portable intercom sets for the home could bring the industry into closer association with the consumer electronics product field. After all, radios and portable phonographs often have been marketed as portable appliances in the retail housewares category.

Market research

The day has passed, at least at most companies, when the president could walk in in the morning and tell his staff they were going to build some new product he had dreamed up the previous night. But there are still few housewares makers who can afford a stable of high-salaried PhDs tucked away in quiet quarters pursuing their own dreams.

The new product stakes run high in the housewares industry. Some trade sources estimate that it takes between \$2 and \$3 million—this includes introductory advertising and promotion—to put a product with a new concept into the marketplace and sell it.

To a large extent, the innovating industry must rely on its GEs, Sunbeams, and Westinghouses for much of its new product development. These companies can better afford the risks and are in a better position to put over a new product.

Much of the rest of the industry—probably too many manufacturers—ride the coattails of the giants by continually knocking off their successful innovations. The industry has an overabundance of these knock-offs.

One healthy sign for the industry is that some of the smaller firms are seeking to innovate new products rather than to expand their lines merely by bringing out another slicing knife or another toaster. Often, however, these firms have considerable financial support behind them, either having made their mark in some other industry (such as Ronson, in lighters) or getting backing from some financial holding company (such as Eureka-Williams and Regina). Even so, the funds do not come as easily to them as to the likes of GE.

Regina provides an example of how a medium-size manufacturer in the housewares industry can make its mark as a new product innovator. In recent years, Regina has pioneered the

upholstery shampooer and brought upright styling and performance to the lightweight vacuum cleaner field.

Market research is relied upon increasingly in the innovating industry's efforts to come up with new products, not only relied upon by the giants but by the smaller firms as well. Consumers often come up with ideas for new items in the course of interviews. But just as important, manufacturers, both large and small, must hedge their bets in the expensive business of innovation—for prestige as well as for financial reasons.

Regina works closely with its advertising agency, Hicks & Greist Inc., in its market research program, which basically is similar to many in the industry. At Hicks & Greist, William A. Hartman, vice president and director of marketing services for the agency, is in constant touch with company executives, particularly Earl Seitz, Regina vice-president for marketing.

A consumer research program at Regina begins with a mailing to a cross-section of 1,500 to 2,000 housewives. This can be aimed at determining consumer reaction to concepts for particular products or to finding out on a broader scale the "headaches" and problems in running a household.

In testing a new product idea, some 30 or 40 concepts are advanced. Generally, up to a half dozen of these "pull away" from the others in the process of tabulating the results of the mailings.

Those ideas which pulled the best response are then used as standards for measuring other ideas that may be advanced in further mailings. If a product idea shows potential, it moves into the second stage of the research program.

Consumer panels are set up. Today's MERCHANDISING WEEK cover shows a typical panel session conducted in one of the special rooms at Hicks & Greist. A highly skilled moderator leads the panel. Regina and agency executives can listen in behind one-way glass panels.

The panels are used. "Young marrieds up to 45 are small—45 is the absolute maximum age," explains Hartman. "After 45, women are not likely to accept anything new in the way of appliances. Twenty-five to 35 is the age span when women are more acceptable to new ideas. Under 25, they are pretty green, not sure what they want, and still tied to what mother did." Most panel members come from clubs and organizations; Hicks & Greist makes contributions to the clubs' treasuries.

Regina and Hicks & Greist conducted four panels on the firm's upholstery shampooer. After the first two, Regina was ready with a prototype which was shown to the final two panels. In these, some 10 or 12 design changes were suggested by the

housewives and were then adopted.

What Regina has formed by this time is more than just a pretty good idea of the product's potential. Besides helping actually design the products, the women, usually unknowingly, provide Regina with answers to how the firm should go about promoting the product—particularly what advertising tack to take.

Working models come next in the program, and these are placed in the homes of about a dozen retired home economists. "You worry about what's going to fail," said Hartman in explaining this stage.

The in-home test then may be followed up with a "blind survey" to the trade, designed to sound out buyers on how they view the potential for the new item. The buyers are not told what manufacturer is researching the product.

The first big expense in developing a new product, of course, is the tooling. And before Regina starts tooling up for the new product, all signals must indicate "go." Up to this point, Regina probably has invested about \$25,000 into market research on the new product.

A 100-point check sheet is used by Regina in scoring a new product idea. The new product idea must not fail any one of the 100 tests. The list covers all aspects of the Regina operation—from cost accounting, to manufacturing facilities, to the distribution system.

A product might fail because it does not fit into Regina's distribution pattern, because Regina does not have the necessary production facilities or capacities, because the profit return may not be great enough, or for any one of 97 other reasons.

Test-marketing at retail follows the tooling up of the product—tooling can add between \$25,000 and \$500,000 or more to the costs already incurred. The first 5,000 units are used in the test marketing program, which costs about \$25,000 to \$30,000.

By the end of the first two years the product will begin to reach the break-even point on the firm's investment which, by then, probably is in the neighborhood of \$2 or \$3 million. Profits are then within sight.

The program is continuous. Different stages of market research are being run at all times. Regina is not the only producer doing this. It is encouraging that a lot of other housewares manufacturers are also doing so.

What all this proves is far more than that it is expensive to be an innovator in the innovating industry. Most importantly, it means that whenever a manufacturer brings out a new product embodying a new concept, retailers, increasingly, can be assured that it has been backed up by a wealth of market research to find out if it will meet the major test—sales at retail.



Market-researcher secretly listens in as women discuss household chores

Market research: innovation alone is not enough

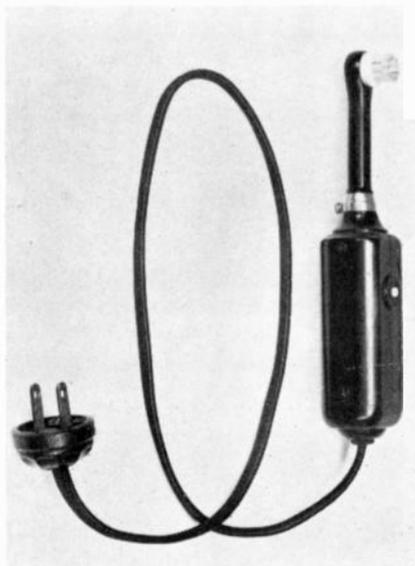
The consumer research panel pictured above could serve as a symbol for the housewares industry's search for new product innovations. Panels like this one are engaged in the deadly serious, and highly expensive, business of creating new products. The idea of an electric window washer (see artist's conception, lower right) evolved from similar research. The point is that even a good idea, like an electric toothbrush invented in 1939 (photo, lower left), may not make the grade if consumers do not, or cannot be convinced to, see a need.

Market research, ever increasingly relied upon by the housewares industry, is guarding against bringing out a new product that fails to make the final grade—sales at retail. The picture above was taken at the New York City offices of Hicks & Greist, advertising agency for Regina Corp. (Note the man's face reflected in the one-way glass.)

Technological breakthrough, of course, is necessary. It was not until

the rechargeable nickel-cadmium battery came along to chop away the cord from the electric toothbrush that the product gained wide acceptance among consumers. In a sense, the brush pictured here was not only 20 years too soon for the market, it was also 20 years too soon for the technology.

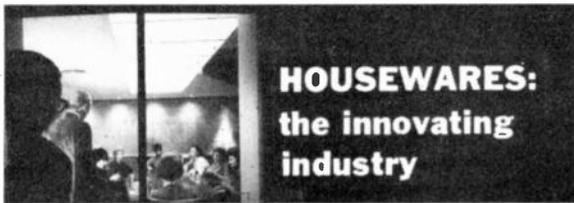
The point is that technology is not enough. It has to go hand-in-hand with market research. One reason for betting on the success of the upcoming electric window washer, for instance, is that just about every housewares manufacturer's research has uncovered a marketing potential for such a product.



1939 toothbrush: inventor's idea



196? window washer: consumers' need



Proliferation, as well as innovation

The innovating industry has bred product proliferation, an unhappy byproduct of the chase after hot items. But product proliferation in the housewares industry has meant more than the introduction of a hitherto unmarketed item; hand-in-hand with this has been the fantastic growth in manufacturers' product lines in recent years as everyone scrambled to get on board the newest innovation.

The result, in a nutshell, is that there are too many products too much alike and available from too many sources. They are clogging the industry's distribution system and playing havoc with orderly marketing and pricing. Product proliferation today rates as the number-one problem in the innovating industry.

There are no easy answers. Innovations signal growth, and no one wants a stagnant industry. GE's 15 planned products involving new technology will be welcomed with open arms. So will Sunbeam's 15 or so. And everyone else's. But, if the housewares industry is an innovating industry, it also is the home of . . .

The knock-off artist. When one manufacturer brings out a new concept in a new product, six competitors are immediately promising delivery before even tooling up. Take slicing knives: nearly 40 manufacturers produce 107 models—the market is big, but not that big. And, eventually, the bottom falls out of pricing on the manufacturer level, the distributor gets bogged down, and the retailer tires of trading dollars. At the first sign of a decline in consumer interest, the retailer pares his lines. And the pressures build up in reverse.

It happened to the hair dryer, and there is no reason to believe it will not happen to the slicing knife. Universal was dealt a hard blow when the hair dryer fell off sharply in 1964 and J. B. Williams Co. sold out to General Electric. Other manufacturers were hurt too, but managed to ride out the problem by jumping into Teflon coatings and slicing knives. "The firms now riding high on slicing knives," one manufacturer commented, "had better have something else up their sleeves."

Acquisitions have helped remove some of the promotional firms from the market already, but a hot item seems to breed new firms. Some of today's slicing knife makers are likely to draw "Who are they?" queries even from old-timers in the housewares business.

The trend to full lines appears to be abating somewhat too. Although manufacturers are still moving into new product areas—either making or subcontracting for the merchandise—many appear to be having some second thoughts. Toastmaster has resisted the temptation to get into the knife business, as has Proctor-Silex. Hamilton Beach pared its product line in half to run hard with its slicing knife business. Waring,

Oster, Regina and others are cautious about moving away from their basic product strength areas.

Lines will grow longer, nevertheless, and for more reasons than new product innovation alone. GE's Willard H. Sahloff, vice president and general manager, put it aptly when he noted that "good, better, and best" will no longer be sufficient for tomorrow's consumer. "We need good, a little better, much better, best, better than best, slightly terrific, and astounding!" And do not expect GE, or any other manufacturer, to be willing to lose out because it has not covered all bases.

Color is a big gripe with some distributors. The introduction of just one new color in a manufacturer's product line can double the warehousing space and cut turnover in half. This is just as true of retail display, warehouse, and stockroom space.

This holds true for shape, size, and a host of other product design modifications. The "average" consumer is disappearing, and the marketplace is being divided into a variety of consumer types, each with different product needs.

"We'll be faced," explains Sahloff, "with a better educated consumer, enjoying a higher income, a consumer bound less by tradition and habit, more selective in purchase and decision, a consumer who expects products that will save her time and energy. These consumers will seek diversity, not conformity; they will be motivated by the novel rather than the necessary; they'll want quality, not expediency; and, most of all, they'll insist on proper product service."

Product proliferation will get worse, not better.

Distributors are the victims of product proliferation at present. It is the distributor who warehouses the bulk of the housewares merchandise, and it is in warehousing that product proliferation adds to his operating cost, cuts down his turnover, eats into his profits. Retailers are better able to cherry-pick the cream of a manufacturer's line to build a product assortment. Wholesalers, serving a broad range of retail accounts, must stock full, or relatively full lines.

The problem is not limited to electric housewares. Product proliferation also affects a number of basic housewares product categories, such as cookware and plastic housewares. Just look at what the variety of colors in Teflon coatings has done to cookware lines. Even Corning Glass, which has shied away from Teflon coatings, has one of the longest lines in the housewares industry, and it is still growing. One housewares distributor wryly noted that he was dedicating his new warehouse to Corning.

It is interesting, and revealing, to note that cookware and plastic housewares are much more oriented to-

ward direct-selling from manufacturer to retailer than electrics (Corning, of course, is a major exception and a profit plum for housewares wholesalers).

Pressures on the wholesaler have put him in a precarious position. This is especially true of the electric housewares distributor. He is being pressured by manufacturers to do a better job on their lines and to service his retail accounts better—and this means taking inventory to make sure the retailer is not out of stock. He is being pressured by retailers for increased services, faster delivery and lower prices, often on a cost-plus basis.

The distributor cannot afford *not* to service his key accounts—the department stores and mass merchandisers—because he needs their volume and turnover to keep his inventory from getting out of hand. And, at the same time, he cannot afford to sell to the key accounts at the prices they want, give the services they demand, and still come out ahead on the profit ledger. More than ever before, the wholesaler is the middle man—*caught* in the middle.

And, as if he did not have enough problems, the distributor increasingly is finding himself competing with the factories, which are stepping up direct-selling to retailers.

What is ahead in this dilemma?

Increased use of direct-sell by manufacturers is a sure thing. However, few housewares manufacturers can afford to take over completely—nor do they want to—the role played by the distributor. Distributors maintain it would cost a manufacturer more in the long run to assume their jobs than it would to continue using their services. There is more than a little truth in the argument.

Increased jobber franchising is one alternative. Distributors in the future may be working more closely with a smaller number of manufacturers. There are moves in this direction now. Most manufacturers appear headed toward concentrating on one or two top distributors in each marketing area. And this should help distributor profits because retailers will have less of a chance to shop distributors for price.

Automation is another answer. Not only will distributors automate their own ordering, warehousing, shipping, billing, and other procedures, but also their automation will be linked to similar facilities at the manufacturers' factories. Modern warehousing facilities also will be needed by distributors.

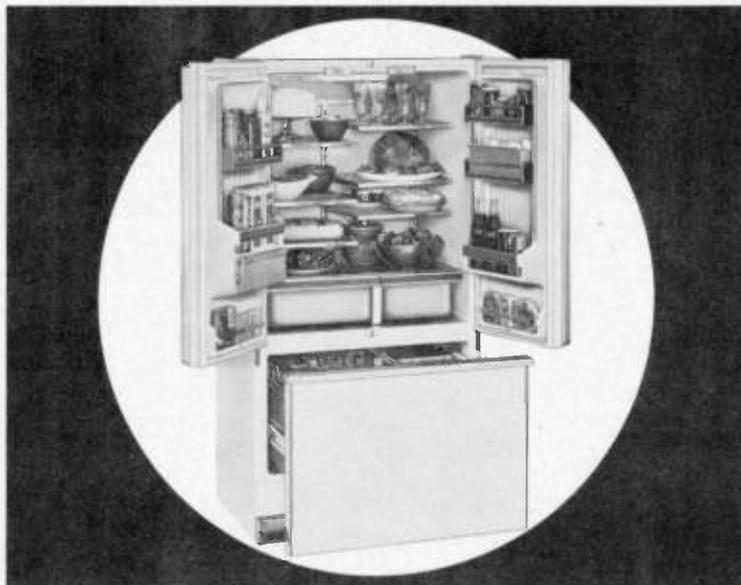
Increased pricing stability must come. Price cutting cannot be allowed to come between the distributor and the loyalty of his retail accounts. Profits must be restored at the distributor as well as the retail level.

And good common sense is needed. Eventually, manufacturers must learn that everyone cannot—at least for long—chase after the same hot item and undercut everyone else.

Bill Douglass invites you to look at the high-powered sales appeal of the new Westinghouse refrigerator line.



"As Refrigerator Marketing Manager for Westinghouse, I know—as you do—it's the features that sell the product. So let's zoom in on all we're featuring for '66.



"French doors give real distinction to our new Continental Model (RDG-88). Magnifique, yes? Women like the convenience of side-by-side doors. And with no need to stock left-hand doors, you can save on inventory.



"Our new adjustable half shelves can be arranged 46 ways to hold big items that would never fit in old refrigerators. They're so popular that we're featuring them on six new models.



"Another big selling feature: the famous Westinghouse Meat Keeper that keeps meat market-fresh for 7 days without freezing. Holds enough to feed a family of 5 for a week.



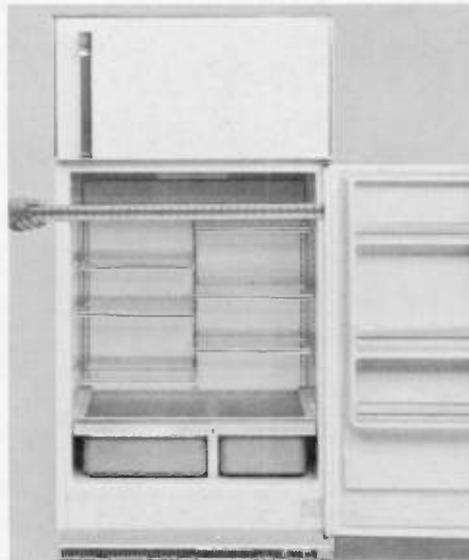
"Now here's a cool new idea. The Westinghouse Automatic Ice Tray. Makes and stores more than 175 ice cubes. And automatically refills itself each time you empty it.



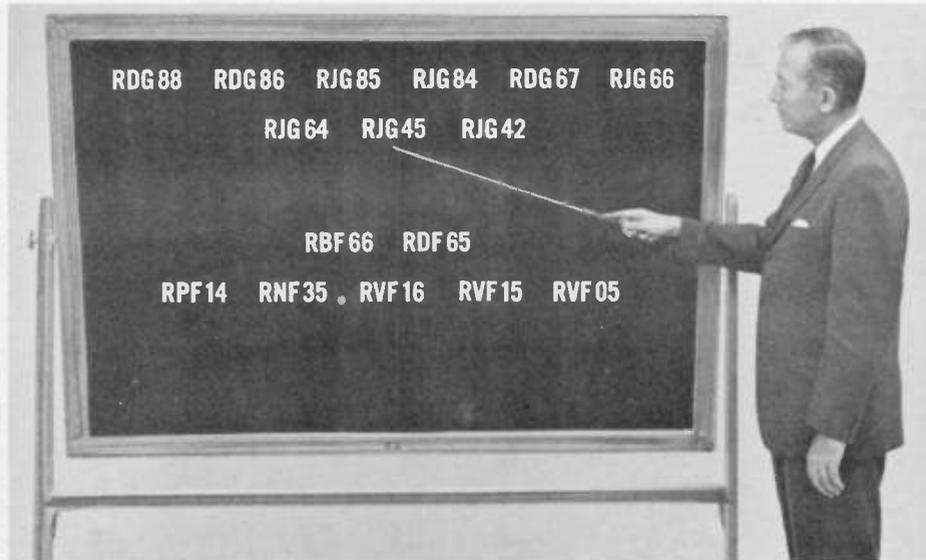
"Everything's on rollers today—from your wife's hair-do to your child's skate board. And now Westinghouse puts rollers on six new refrigerators to make floor and wall cleaning easy.



"Of course nothing is more in demand than frost-free refrigerators. So Westinghouse gives you this most-wanted feature on 12 models this year.



"Customers keep wanting more space inside refrigerators—with no increase in floor space. We do it with Slim-Wall construction on 7 new models.



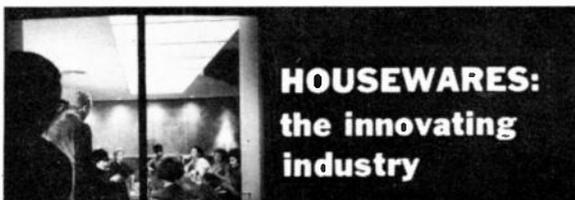
"Here's the Westinghouse line-up. A brand new team of 9 models in an all-star roster of 16. You can depend on Westinghouse Appliance Sales and Service Company to develop products with the features your customers want. Count on WASSCO to give you fast delivery, too—and strong merchandising support.



"To repeat: features sell products. And our new Westinghouse refrigerators have more exciting features than ever. So look up your Westinghouse Distributor soon...and join the team."

You can be sure if it's Westinghouse





The return of price protection—and profit

Less than five years ago, electric housewares buyers for some of the biggest names in retailing in the New York City marketing area paraded before a Federal Trade Commission hearing and conceded, under questioning, that their departments were operating in the red. These same buyers, or their successors, are today known to be turning a profit on electric housewares.

Price protection has returned to the electric housewares industry, although at times, especially when a promotional chain opens a new store, it may not appear to have. But there is a growing list of manufacturers that now offer price protection programs, and there are other lines on which there is limited price cutting.

Other factors have contributed to the industry's improved retail profits. These include the growth of manufacturer "fringe benefits" (easier access to demonstrators, particularly the sales specialist type); the growth of private-label lines in department stores, yielding buyers a healthy 30% markup; and the coming of age of the discount operation—today as profit minded as any other outlet.

Price-cutting is isolated. It is confined to promotional lines designed to be kicked around, and to certain fast-moving models in half a dozen or so top brands. But electric housewares remain and probably will continue to be the traffic appliance. No one wants to cut down on the traffic; they seek only to make the traffic a bit more profitable.

The FTC price-footballing hearing was a significant turning point for

the industry in its efforts to improve retail profits. The hearings centered around the legality of an early price-protection move—the establishment by GE of minimum prices using reimbursement for co-operative newspaper ads as the club. GE eventually won its case for the "minimum co-op price," as it has become known. By the time GE had been brought into court, practically every manufacturer in the industry had started using the same technique—but only GE had put it in writing.

Minimum co-op pricing had proved only moderately successful as a price-protection device. At best, it had kept some low-ball prices out of the newspapers—promotional outlets often preferred to go without a price in an ad in order to get reimbursed. But the hearings pointed up loud and clear the need for further price protection in the industry.

At about the same time, retailers also started putting the pressure on name-brand manufacturers by playing up and spiffing their longer private-label lines and soft-pedaling certain highly priced competitive name-brand lines.

Mention price protection five years ago, and only a handful of lines came to mind. Unquestionably, the first three would have been Corning, never a big factor in electrics; Rubbermaid, in plastic housewares; and Salton, with a limited line of Hotrays and Hotables.

But, today, practically every manufacturer has jumped on the bandwagon, although with varying degrees of effectiveness. If nothing else,

manufacturers claim "selective distribution." Clearly, it is popular to be profitable.

The "second line" proved a boon to the industry's price protection efforts. Manufacturers began creating special lines of electrics in order to offer price protection. Some of the earliest, such as Casco's Lady Casco line, did not prove out. Eventually, it was Sunbeam's consigned Vista line that convinced hold-out manufacturers that a second line, offering at least a 26% markup, was a profitable investment. Profit-minded retailers generally gave the "second lines" their enthusiastic support.

Until this year, GE was the only major manufacturer resisting the trend. And it has finally succumbed with its Universal-by-GE program, combining in one big price-protection package all the features of every-one else's program.

One profitable side effect of the return to price protection may pay off for electric housewares manufacturers. Offered a wide range of price-protected lines, retailers—particularly department stores—may help curtail and possibly even reverse the trend to private-label merchandise. Two major price-protected lines, Sunbeam's Vista and GE's Universal, provide retailers not only with a decent markup but require no inventory investment because they are marketed on a consignment basis. Private-label programs, on the other hand, tie up a retailer's capital. And there are no demonstrators, no co-operative ad money, no seasonal promotional specials.

How many electric housewares manufacturers have a price-protection program? The list here is limited to those actually fair-trading or offering special, identifiable lines sold on franchises, consignment or on the basis of other written agreements.

It does not include makers merely using minimum co-op pricing or selling on a "selective distribution" basis without signed contracts. While this list may be used as a guide, it is not intended to be all-inclusive. Some manufacturers not listed may see relatively little price cutting on their lines and have little need for a price-protection program.

Corning Glass Works fair-trades a limited line of electric housewares in addition to its cookware and tableware lines. Corning has been fair-trading continuously since 1938, never having dropped fair-trade, as did most of the industry, with the demise of the federal fair-trade statute in the late 1950s. Corning presently fair-trades in 40 states that have state fair-trade laws. Twenty of these states use a non-signer clause which binds all retailers when one signs up. Ten states, plus the District of Columbia, have no fair-trade laws, and in these areas Corning's fair-trade

prices are merely the suggested retail price.

Dominion Electric Corp. fair-trades a complete line of electric housewares products. Dominion pulled a switch on the rest of the industry by fair-trading its regular line and creating a second line, Dominion Imperial, as a promotional line.

Endura Appliance Corp. fair-trades cordless slicing knives.

S. W. Farber Inc. price-protects its electric housewares as well as fair-trading its cookware line.

General Electric Co. fair-trades, consigns, limited-franchises and direct-sells a 17-item line, Universal by GE, designed solely for key accounts.

Hamilton Beach fair-trades two slicing knives, a deluxe electric model and its Convertible cordless/plug-in model. In addition, a Hamilton Beach subsidiary, Puritron, price-protects a deluxe copper line of housewares.

Mirro Aluminum Co. offers a fair-traded line of Deluxe Mirro Electrics.

Osrow Products Co. fair-trades its deluxe refrigerator defrosters.

John Oster Manufacturing Co. is now testing a limited fair-trade program in the New York area.

Proctor-Silex Corp. offers two special lines that provide price protec-

tion—the Citation line for independent retailers and the Starflite line for key accounts.

Revere Copper and Brass Inc. fair-trades its electric housewares, including frypans and coffeemakers and a warming tray.

Rival Manufacturing Co. offers a price-protected line under the Rival Aristocrat label.

Robeson Rochester provides a franchised line of electrics to department stores.

S&H Manufacturing Co. fair-trades its Peel King electric peeler.

Session Clock Co. franchises its clock line.

Sunbeam Corp. consigns a Vista line of electrics.

Udico Electric Co. offers a special department store line, the Udico Designer Series.

Waring Products Co. offers a fair-traded line of blenders plus a new drink mixer.

Wear-Ever Aluminum Inc. fair-trades a limited, deluxe electric housewares line.

Westclox Division, General Time Corp., fair-trades its Ben line of alarm clocks.

Westinghouse Electric Corp. offers a 17-item franchised line of Royal Lady electrics.



There's more
to marriage
than she thinks.

Like egg beaters, can openers, pots,
pans, ladles, paring knives

But how do you get her to think of those practical things when she's dreaming about the wedding and the honeymoon? It's tough. But Ekco is doing it. With an advertising campaign that teaches the young bride-to-be how to set up house. That lists the essentials she'll need to make it function—everything from a bottle opener to a basting brush. (Ekco even gives her a shopping guide she can tear out and take to the store.)

These extraordinary new ads will appear in full-color bleed pages in the magazines she swears by: *Ingenué*, *Seventeen*, *Co-ed*, *Bride's Magazine*, *Modern Bride*, *Bride & Home*.

Be ready for her when she comes waltzing down your aisle.

EKCO
HOUSEWARES COMPANY

A sales closer only RCA WHIRLPOOL dealers can use:

2-year parts warranty on all laundry products

5-year warranty on the automatic washer sealed gear case

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.

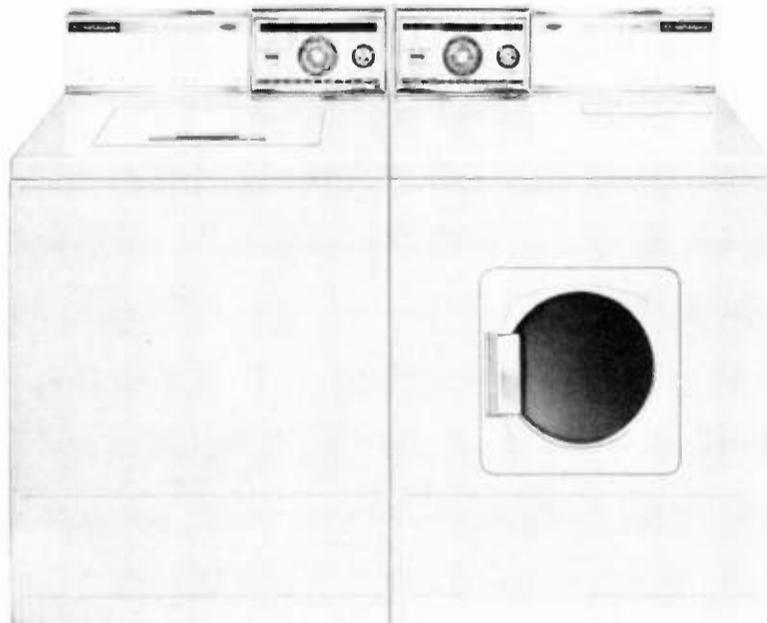
This Warranty is not transferrable by the purchaser and shall be voided: when any part other than a Whirlpool-approved or FSP part is incorporated in the Appliance; if the Appliance is used for commercial purposes; if alterations not approved by Whirlpool are made in the Appliance; if the serial number 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.

WHIRLPOOL CORPORATION Benton Harbor, Michigan
FSP is a registered trademark of Whirlpool Corporation.

Printed in U.S.A.

**Only a company that
puts the "guts" into
its product can have the
"guts" to offer this warranty!**



LPA 992-0 • LPE 992-0

At twenty paces, most laundry equipment looks alike. So how do you tell . . . really tell . . . which company's product . . . which brand name . . . which washer or dryer . . . will give you all the fine performance, dependability and long life you look for and deserve for your money? There's a simple test. It's the company that leads the industry in standing behind its name and its product with a full 2-Year Parts Warranty. Not just three months, half a year or a year, but *two full years*. And this new 2-Year Parts Warranty is yours on any new RCA WHIRLPOOL laundry appliance you buy. On *every* RCA WHIRLPOOL automatic washer. (Including a 5-year warranty on the automatic washer sealed gear case.) On *every* RCA WHIRLPOOL automatic dryer. On *every* RCA WHIRLPOOL wringer washer. Yes, only a company that puts the "guts" into its product can have the "guts" to offer this factory-backed, nationwide 2-Year Parts Warranty. So, with an RCA WHIRLPOOL, you know you've decided on the best!

Dealers: Use this successful sales closer on the next prospect who comes into your store for a washer or dryer. It can change an "I'll think about it!" to an "I'll take it!"

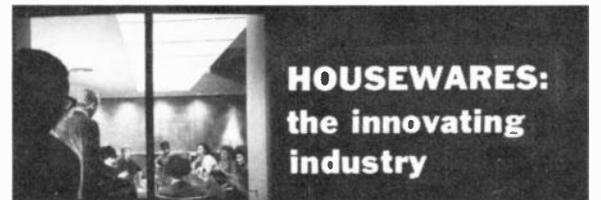


H O M E A P P L I A N C E S

It's easier to sell an RCA WHIRLPOOL than sell against it!

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

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



The final word, a need for retail innovation

There is an increasingly tough test ahead at retail for the housewares industry's products, both old and new.

Thanks to electronic data processing (EDP), some buyers—and more in the future—are now able to chart and evaluate the performance of individual products on their sales floors. And a manufacturer's product had better be able to measure up to the tests of turnover, markup, mark-down, inventory investment, and all the other factors that add up to profits. The growth of EDP is closely related to a serious problem that exists today.

The retail shelves are full. A premium exists on retail display space. Slow-movers must now move out to make room for new products. The problem will become more acute as new product innovations come along. "Go upstairs," GE's Willard H. Sahloff admonishes buyers, "and tell [department store executives] the space requirements you will need in five or 10 years." There is a need today, but the question is whether the extra space will even be there tomorrow.

EDP is revolutionizing the retailer. It has led to the growing use of the "merchandising by classification" concept, which, essentially, is an effort to break down broad departmental operations into smaller, and more meaningful, merchandise classifications. This is feasible only through EDP.

Department stores are trapped by an antiquated system for determining their buyers' open-to-buy positions. Open-to-buy, despite the growth of EDP, is still largely determined on the old departmental system rather than a more accurate measurement based on the "merchandising by classification" concept.

If a housewares buyer, for example, is heavy on seasonal-goods inventory, his open-to-buy position on basic merchandise may be adversely affected. Many of the delivery problems now facing the housewares industry this fall can be traced back, in a large measure, to the poor open-to-buy position of many buyers in July. At that time, they were heavy on seasonal goods and failed to place sufficient orders for staple merchandise for the fall selling season.

EDP accomplishes six goals for retailers who tie it to the "merchandising by classification" concept. Ralph H. Guppy, a vice president of Woodward & Lothrop department store in Washington, D. C., outlined the advantages in a recent speech before the National Retail Merchants Assn. executive seminar on "Profitable Merchandising by Classification":

(1) "To achieve a more profitable balance between sales and stock, designed to accommodate continued store expansion"; (2) "To more nearly maintain a profitable basic in-stock position"; (3) "To improve the level of customer service"; (4) "To

achieve a better balance of inventories among stores"; (5) "To spend shirt money for shirts, and pajama money for pajamas, rather than vice-versa"; and (6) "In short, to be better merchants because we have and use the more specific information that enables us to actually merchandise by classification."

Hudson's Department Store in Detroit has been another leader in adapting EDP and "merchandising by classification" into its operation, particularly in home goods. Hudson's buyers can tell at a glance the profitability of individual housewares products. Some products that have not met the profit tests have been tossed out, but some unprofitable products and lines have remained.

The human element must enter in; some items and even lines with poor markups must be handled to meet consumer demand; some items that provide a slow turnover must be carried to offer a broad assortment. But the exceptions are kept to a minimum.

The "shop concept" evolves naturally from "merchandising by classification." The grouping of coordinated merchandise merely carries "merchandising by classification" to the sales floor and to the consumer.

The store-within-a-store approach permits coordinated selling. Add-on sales come easier in the "shop."

The bath shop is the buyer's pet. Of all housewares merchandise categories, bath accessories are among the most profitable. And stores can show off a fashion flair in the housewares bath shop. The same is true for the gourmet shop for cookware, woodenware, and other "gift housewares" classifications.

A bigger gift business results when products are shown off in a glamorous shop approach. Some bath shop and "gift housewares" items are beginning to rival electric housewares

in gift appeal, especially during the Christmas season. Much of this merchandise carries a 40% or better markup. And turnover is improving.

Manufacturers favor the shop concept, especially when it enables them to pick up additional exposure for their products. Hair dryer manufacturers, for example, like the first-floor locations their products have earned in the "Beauty Bar" as well as their display space in the housewares department.

Retailers today are engaged in efforts to improve their profits, and this, of course, is another way of saying retailers are trading up. The "shop concept" has encouraged trading up. And consumers are looking for better-quality goods. Trading up and improved profits have become almost synonymous.

The real retail test ahead for the housewares retailer's products, however, may well be turnover. A high-markup item with a slow turn is in more danger of losing its retail spot than a fast-mover with a lower markup. Retailers are being told to sell turnover as an alternative to selling price. And more retailers are listening.

A housewares manufacturer's product will have to meet the turnover test. And this may signal even more intensive national advertising in order to build up consumer demand for the industry's products. Manufacturers also have to provide retailers with additional services in order to further cut their operating costs. Consignment selling may make further gains. Manufacturers and their distributors will be forced to provide retailers with improved service—particularly faster and more frequent deliveries. The retailer cannot be permitted to be out of stock.

All of the industry's efforts to unclog the pipelines cannot be permitted to become lost at retail.

Macy's New York, always an innovator, has been a leader in merchandising the "shop concept" to consumers in institutional ads. In last Monday's ad Macy's featured six shops: gift, hearth, closet, bath, paper, and basket.

Three aids to help retailers control their inventory



A warehouse age tag

If you cannot control your inventory, you cannot control your business. And to make inventory control a little easier for its retailers, RCA Whirlpool has come up with an inventory control kit that works like this:

An inventory control card is maintained for every brand and model of merchandise. The cards have ten columns with room at the top and bottom for brand and model (the cards can be used in either a desk file or a visible—Kardex—type file). The 5-by 8-inch cards have the following columns:

1. The date the retailer receives each unit of the model the card covers.
2. Where the merchandise is located.
3. The invoice or trust receipt number on which the merchandise was billed.
4. When the unit is due to be paid for.
5. The date the unit was paid for—to help in reconciling floor plan and to identify merchandise the retailer owns.
6. The unit's serial number.
7. What the unit cost the retailer.

8. The date the customer bought the unit.
9. The customer's name.
10. The store's sales ticket number.
11. The selling price.

The cards must be posted every day and reviewed whenever merchandise is reordered. If a retailer keeps his inventory cards current, he can tell how a given model moves, and how profitable it is.

The point, after all, is to know what is in stock, what moves quickly, what moves slowly, which models are old (and on which floor plan time is due to expire), and what the merchandise costs. Any cost or retail price variations are spotted as soon as the cards are posted, and the retailer can check the reasons for the differences.

Whirlpool points out that "the card can be used as a guide in forecasting sales and the size of inventory required to attain those sales. This information may be useful in helping to realize savings in taxes, insurance, and interest, as well as space occupied by your inventory."

A merchandise age tag (below) has three sections. The sections, from top to bottom, are red, yellow, and green. The tag is hung on the merchandise, and each section is perforated.

At the end of the first 30 days of a 90-day floor plan period, the green section is torn off. At the end of the second 30 days, the yellow section is torn off leaving the red tag on the merchandise to indicate to the salesmen which units are to be sold first.

A warehouse age tag (above, left) gives a quick visual check on how old crated merchandise is. The receiving clerk cuts out the month in which the carton was received and glues the tag to the carton with December in the 12 o'clock position.

A steel desk file for the inventory cards, and index tabs complete the Whirlpool kit.

There is, of course, no reason why a retailer cannot adapt these aids to his own operation. There is every reason why a retailer should use some means to control his inventory. With good control, a retailer's inventory will meet the demands of customers, will be balanced, will provide a satisfactory return on the money invested in the business, and will be stocked heavily in fast-moving items, lightly in the slow-moving ones.

You Profit More with SPEED QUEEN



Meet District Mgr. WES KARSTEN*

... who is shown here conducting a sales-service session at South East Furniture, Salt Lake City, Utah. He is demonstrating the dependable design (10 year parts warranty) of the Speed Queen transmission along with the "wash more clothes" feature of the 210° stroke agitator (see below). Meetings like this are routine with all Speed Queen district managers. It's part of their BASIC RESPONSIBILITY because product knowledge and service are directly related to dealer profits. Read what Horace Sorensen, South East Furniture President, has to say about this kind of "total involvement" to increase dealer profits:



"We buy over 6,000 major appliances each year. Most salesmen come in and take an order but do not know too much about service on their product which is usually taken care of by a service representative. We have been fortunate in having Mr. Wes Karsten handle our account with Speed Queen. He not only writes up the orders, but he is also serviceman and conducts many in-store schools on service. His total involvement in everything which it takes to move Speed Queen appliances off our floor and keep customers satisfied makes a definite contribution to our profit picture."

Horace A. Sorensen, President
SOUTH EAST FURNITURE
Salt Lake City, Utah



Attention Speed Queen dealers:

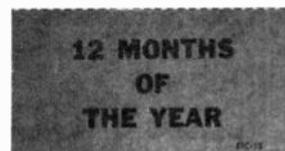
Use this new "ARC@MATIC 210" display to demonstrate how Speed Queen's long-stroke agitator circulates clothes more thoroughly so that big loads are washed uniformly clean.

SPEED QUEEN
a division of McGraw-Edison Co., Ripon, Wisconsin 54971
FAMED FOR DEPENDABILITY



CREDIT
MERCHANDISING
SERVICE

SERVES YOU



A merchandise age tag

Know what a woman wants?

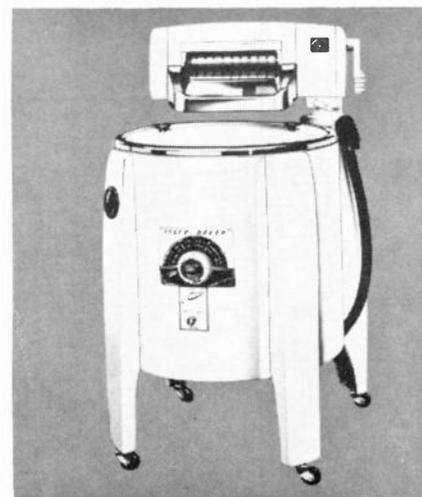
Take a tip from Speed Queen, Blackstone, Hamilton and Hoover. They offer washer tubs, drums of nickel stainless steel.



THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street, New York, N.Y. 10005
Nickel...its contribution is Quality

The reason: quality. Nickel stainless steel offers a combination of properties that provide durability, dependability and corrosion resistance in home laundry equipment. Even strong household detergents won't harm nickel stainless. Its smooth, non-porous surface stays clean because dirt can't cling. It's made to stand up to buckles, buttons and zippers...even coins or keys accidentally left in clothing on wash day.

Women will be wanting and demanding washers and dryers with carefree, wearfree tubs and drums of nickel stainless steel. Make their lives a little brighter. And your own. Stock the brands that have them.



Speed Queen Fabric-Care Wringer Washer with nickel stainless steel tub.



GET ***ACTION*** ON PROFITS WITH A **CORDLESS CORNER** IN YOUR STORE!

What is a "Cordless Corner"? It's a section of your store where you can display, demonstrate and sell all the wonderfully new, wonderfully profitable cordless products. It's a corner that helps you sell more, make more profits, stir up more store excitement...a magnet that attracts shoppers.

Fill your "Cordless Corner" with cordless clocks, radios, TV sets, toothbrushes, carving knives, kitchen mixers, tape recorders and all the other up-to-the-minute conveniences

that use dependable, portable battery power.

To meet your customers' growing battery needs, stock and display a full line of dependable "EVEREADY" Batteries... America's best-selling brand. Take your choice from a wide variety of attractive merchandisers, designed to fit every store location and build impulse sales.

Build a "Cordless Corner" in your store and make sure you order enough "Eveready" Batteries to meet rising sales.

EVEREADY

LOOK TO THE LEADER IN CORDLESS POWER—"EVEREADY" BATTERIES...WITH POWER TO SPARE!

"EVEREADY" is a registered trade mark of UNION CARBIDE CORPORATION.

**UNION
CARBIDE**

Sophistication in supermarkets: rack-jobbers polish techniques

Supermarket rack-jobbing—once a hit-and-miss operation—has become a highly sophisticated business.

The flash-flood momentum of this specialized trade (from a \$200 million business in 1950 to \$3.1 billion last year) has its origins in the use of computers, in market studies, and in product innovations.

Certainly few other segments of the housewares industry demand such a huge supply of new products. According to the American Research Merchandising Institute (ARMI), which represents 36 service distributors—or rack-jobbers—doing two-thirds of the nation's supermarket business, 7,000 new items are required by rack-jobbers each year.

The secret of supermarket sales has been closely charted by ARMI, whose primary purpose is just what its name implies: a research organization for the trade. ARMI has found that the rack-jobber, unlike the traditional retailer, cannot rely on stable selling items. Since supermarket sales in housewares items are based largely on impulse, products on the shelves must rotate constantly to keep business churning. Leave an item on the shelves too long—more than a few weeks—and the store takes on a "stagnant" image.

They must know what will sell, ARMI says of its distributor-members, because their wares are placed in the supermarkets on a guaranteed-sale basis. To help solve this problem, ARMI has become a clearing-

house for product information. As a member tests a particular product in stores selected by size, neighborhood, and type, he sends his results to ARMI headquarters in Chicago. ARMI then flashes this computerized information—what sold well and where—to other distributor- and manufacturer-members.

The search for new products is the primary goal of ARMI's annual convention. This convention-workshop is a good example of the sophisticated techniques the industry uses.

The show is divided into two three-day sessions: one a workshop, one a frantic scramble for orders. During the first session, nearly 5,000 new products of the 500 manufacturer-members of ARMI are displayed. To prevent product piracy, no manufacturers are admitted to this section of the show. In schoolroom style, the rack-jobbers—some 150 men representing 36 firms—study the products one-by-one, discussing the sales potential of each. Following this session, the rack-jobbers relay to the manufacturers the verdicts—and suggestions for improvement.

During the second three-day session of the show, the rack-jobbers and the manufacturers meet face-to-face. The jobbers, now armed with complete product information, are assigned individual booths; the 500 manufacturers then keep preset 12-minute order-taking appointments with each jobber. The 1966 convention will be held Jan. 3-8 in Chicago.

GE gets set to sell housewares, names the staff to go 'direct'

General Electric Co.'s housewares division moved ahead with its direct-sell plans last week by juggling personnel to organize a new company-owned portion of its sales and distribution force. On Jan. 1, the new organization will take over the housewares function of General Electric Supply Co. (MW, 11 Oct., p.3). GESCO will continue in the electrical supply business.

Five key zone managers will report to James F. Stark, who previously had been appointed manager of General Electric distribution. Heading the five zones are: Earl B. Mathews, manager of the northeastern zone, with headquarters in Bridgeport, Conn.; John R. Jennings, manager of the southeastern zone, in Atlanta; David T. Meskill, manager of the central zone, in Chicago; Roger A. Crabb, manager of the south-central zone, in Kansas City; and William H. Struckman, manager of the western zone, in San Francisco.

A manager for chain accounts and a manager of distribution planning also were announced for the Riddell report headquarters. James A. Bridgell will supervise sales to retail chains, and Robert C. Gibson will be in charge of direct-sell planning.

District managers were named for each of the five zones. The appointments follow:

Northeastern: C.E. Edson, Bos-

ton; C.H. Bell, Bridgeport; Phil Klein, New York City; T.L. Hill, Philadelphia-Washington.

Southeastern: J.J. Wooden, Atlanta; C.P. Dunning, Charlotte-Richmond; L.W. Wolf, Louisville; E.P. May, Miami; L.C. Smead, Nashville; J.P. Boone, New Orleans.

Central: J.T. Monahan, Chicago; E.H. Wiedelrecht, Detroit; W.F. Boland, Cleveland; L.S. Ferguson, Cincinnati; R. Volkmann, Indianapolis; E.H. Teske, Pittsburgh; J.M. Frank, Buffalo.

South-central: J.K. Moore, Kansas City; F.G. Lobb, Dallas; R.P. Mitchell, Houston; E.J. Scanlon, Minneapolis-St. Paul.

Western: Q.W. Vietor, San Francisco; R.D. Ennis, Seattle; V.S. Ridges, Denver; H.S. Coutts, Salt Lake City; and R. Rode, Los Angeles.

Sales promotion managers were named for two zones: Joseph Ionna for the southeastern zone and John Spinner for the western zone.

Meanwhile, GE's consumer electronics division, in Syracuse, N.Y., announced its direct-sell organization for radios and portable phonographs, naming Donald M. Roun as head of the new operation (see p.12).

Most of the appointments being named by both the housewares and consumer electronics division formerly held similar positions with GESCO.

□□□□ NEMA will evaluate its October promotion at a meeting of the association's electric housewares section in Chicago next week. The meeting will be held Nov. 18 at O'Hare Inn. By then, the National Electrical Manufacturers Assn. expects to have an exact count of the coupons received from consumers in the "Holiday of a Lifetime" contest around which the promotion was built—and around which the success of the promotion hinged.

Meanwhile, a spokesman for Ted Sommers Inc., a Connecticut-based advertising and public relations agency handling the promotion for NEMA, termed it a "tremendous success on all levels." Consumer response, the agency claimed, was far above expectations.

R.O. Lockman, chairman of the NEMA electric housewares section, indicated that he, and his firm, West Bend, are pleased with the response. "We are now getting reports and they are reading very well," Lockman said. "The promotion attracted customers to stores. I'm quite encouraged. It was a good promotion."

Lockman stressed, however, that whether the promotion is continued next year will have to await a "consensus" of NEMA members. He added that he will push for a decision at the Nov. 18 meeting, provided attendance is good and is representative of NEMA's membership.

□□□□ More producers are eyeing built-in products, in both housewares and electric housewares. Retailers can expect additional manufacturers to enter the builders' market for housewares products; a number of firms are known to be investigating that market. Good bets to make the move are manufacturers that now have a big stake in the commercial sales field.

The newest entrant, of course, is Ronson. Cory now offers built-in electrics; Puritron also is in the built-in field. One major appliance manufacturer, Caloric, entered the market this year.

But it is Ronson that may have discovered the answer to marketing high-end multi-purpose products through retail channels—by building its all-purpose kitchen machine into a kitchen floor cabinet.

□□□□ The future role of the Melamine Guild will be discussed at a meeting the Society of the Plastics Industry Inc. (SPI) expects to call late this year, probably in December. The SPI's Melamine Guild is being looked upon to take over some of the educational support formerly handled by the Melamine Council for the melamine dinnerware industry. Allied Chemical, the chief financial supporter for the Council, has been concentrating its efforts behind its newly acquired molder of melamine dinnerware, Stetson Products.

□□□□ Regional housewares markets will be tested come February, even though the National Housewares Manufacturers Assn. has long supported two national shows each year, and has frowned upon regional shows as efforts that would dilute the industry into a barrage of regional shows. Particular objects of trade scrutiny will be two regional shows set for February: the New England Hardware-Housewares Show, opening Feb. 12, in Boston; the Independent Housewares Exhibit's Southern Market, opening Feb. 12, in Miami.

HOUSEWARES NEWS

□□□□ **Electrics offer consumers big values**, and retailers—looking for something to take the heat off competitive pricing—might well try pointing this up in store promotions.

“Consumer values in electric housewares are better today than a decade ago,” said Willard H. Sahloff, General Electric vice president and general manager of its housewares division.

Sahloff cited a few examples from GE's current line: the T-82 toaster carried a suggested retail price of \$21.95 ten years ago, now is \$17.25; the P-31 coffee-maker listed at \$19.95 only 10 years ago, and now is a special at \$12.98; the F-60 iron carried a \$14.95 price a decade ago, and today is offered at a \$10.50 special price; and the C-3 vacuum cleaner retailed at \$69.95 ten years ago, and is similar to the current model C-10, which goes at \$49.95.

There are similar examples in every housewares manufacturer's line.

Regina's Earl Seitz pointed out that floor polishers, as well as other floor care electrics, provide especially good ammunition for promoting today's lower pricing. Often, today's retail prices are only half those of 10 years ago, Seitz added.

A promotional peg built around comparative prices today and 10 years ago, one trade observer noted, would give retailers an opportunity to sell value, rather than just price.

□□□□ **UL is holding—but not firm—on polishers.** Jan. 1 still stands as the date by which all floor polishers and wet scrubbers must be equipped with a grounding or double-insulation system (MW, 11 Oct., p.3). But requests for delay keep pouring in from manufacturers, and officials at Underwriters Laboratories admit there is still a little room for flexibility, especially if more protests come.

□□□□ **More light news for the White House:** the major producers of electric light bulbs are giving President Johnson an early Christmas present by reducing prices on light bulbs two months before the effective date of the excise tax cut: Jan. 1, 1966.

□□□□ **A strictly apropos award:** Revere Copper & Brass made its first Revere Heritage Award in a historically proper setting—in Boston. Chosen by Revere: Joseph L. Milhender, of Milhender Distributors. The award recognizes Milhender's 50 years of contributions to the housewares industry.

□□□□ **Oster takes a tip from its parent, Sunbeam,** by stepping up its fall tv advertising schedule to include: 12 one-minute commercials on *The Tonight Show*, plus concentrated local campaigns in key markets; a magazine campaign will concentrate on the Classic 8 Osterizer blender.

□□□□ **The best in point-of-purchase material** will be on display in Chicago this week at the Point-of-Purchase Advertising Institute's exhibit. More than 65 members will show p-o-p materials beginning Tuesday morning and running through Thursday, at McCormick Place.

Manufacturer sales and earnings continue to outstrip '64 pace

Financial reports from 22 housewares and hardware manufacturers verify what everyone in the industry continues to chortle: business is better than ever.

Only one manufacturer listed below, Proctor-Silex, shows a sales dip; but Proctor-Silex joins the rest in reporting profits above last year's comparative quarterly and year-to-date figures.

Again, manufacturers of Teflon-coated aluminum products are in the

vanguard for sales and earnings. During the first nine months of 1965, Aluminum Specialty boosted its sales 58% above the same period in 1964. And Mirro's nine-month sales increase was 21%; Mirro president A. L. Vits told stockholders, “Our large capital expenditures in the past several years are beginning to pay off.”

With the fourth quarter well under way, every indication points to a record year for housewares-hardware manufacturers.

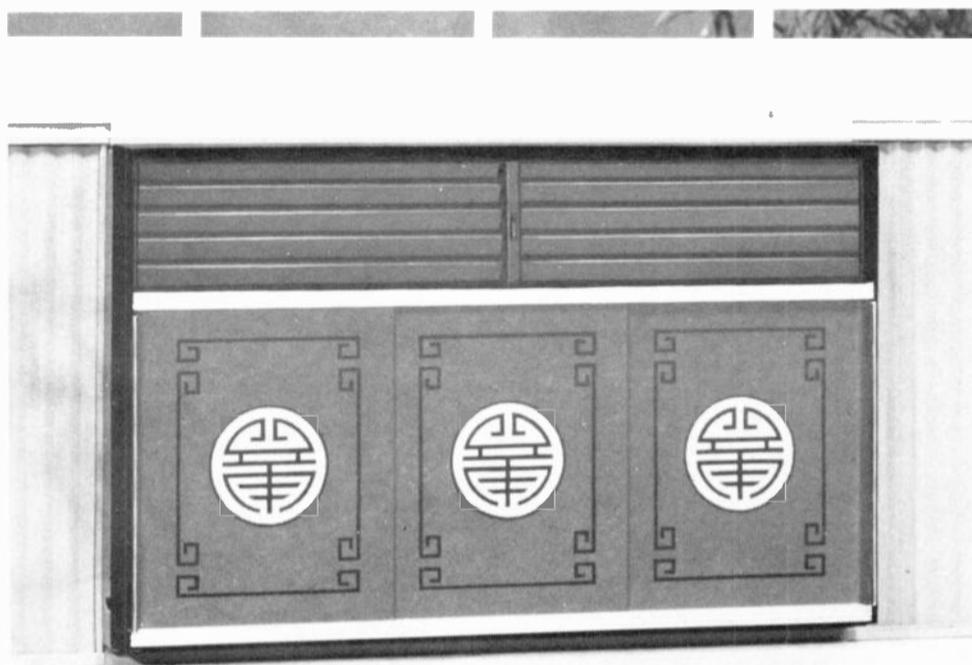
A cross section of manufacturers' latest financial reports

	Sales (add 000)		% sales change	Earnings (add 000)	
	1965	1964		1965	1964
Aluminum Specialty 9 months	\$ 10,589	\$ 6,723	+ 57.5	\$ 276	\$ 98
Anchor Hocking 3 months 9 months	42,515 124,903	42,176 120,644	+ 0.8 + 3.5	2,186 5,908	1,803 5,460
Black & Decker 12 months	119,593	100,973	+ 18.4	11,403	9,209
Corning 40 weeks	255,546	244,819	+ 4.4	27,735	25,918
Coleman 9 months	40,975	38,154	+ 7.4	2,623	2,166
Cory 12 months	14,230	12,850	+ 10.7	415	165
Eaton 3 months 9 months	150,131 475,220	130,143 418,740	+ 15.4 + 13.5	8,796 30,355	6,811 23,454
Electrolux 3 months 9 months	26,776 81,238	24,646 75,582	+ 8.6 + 7.5	2,321 6,792	1,926 5,654
General Time 3 months 9 months	23,793 66,018	20,901 57,974	+ 13.8 + 13.9	956 1,859	791 1,452
Jacobsen 12 months	19,058	18,653	+ 2.2	550	541
McGraw-Edison 3 months 9 months	111,177 343,788	105,954 312,806	+ 4.9 + 9.9	7,548 22,710	5,931 15,735
Mirro 9 months	44,622	36,916	+ 20.9	3,419	2,332
Proctor-Silex 3 months 6 months	14,032 25,019	15,139 26,365	— 7.3 — 5.1	710 858	584 604
Revere 9 months	217,239	205,136	+ 5.9	7,667	6,552
Rival 9 months	12,372	11,272	+ 9.8	1,207	669
Rockwell 3 months 9 months	46,959 135,118	42,643 126,038	+ 10.1 + 7.2	2,923 8,225	2,655 6,498
Ronson 3 months 9 months	22,851 53,718	19,348 46,545	+ 18.1 + 15.4	1,648 2,904	1,428 2,519
Rubbermaid 3 months 9 months	10,538 30,903	9,665 27,444	+ 9.0 + 12.6	852 2,644	850 2,174
Stanley 3 months 9 months	40,803 122,664	34,224 102,163	+ 19.2 + 20.1	1,526 4,689	969 3,496
Thomas Industries 3 months 9 months	13,168 38,387	12,582 36,842	+ 4.7 + 4.2	610 1,808	430 1,242
Tonka 3 months	6,590	6,072	+ 8.5	389	332
White Industries 3 months 9 months	13,278 40,002	9,787 25,929	+ 35.7 + 54.3	596 1,598	237 813



Gibson
Designer Series

DRAFT-FREE
Air Sweep
AIR CONDITIONERS



Penny Hallock Lehman

Mrs. Lehman has combined a career of home-maker, mother and leading interior designer for over 18 years. A special consultant to Gibson during this important trend-year to high styled appliances, she offers the experience needed to assure Gibson leadership in color and style, as well as performance and quality.

A beautiful new way to sales...

One of the important trends, today, is the styling of home appliances with an eye to how their design and color affect the total decor of a room. Because they are used throughout the home, air conditioners require a maximum flexibility of color and style. For 1966 Gibson offers seven distinctively original designer fronts for the 6E and 6K series, ranging from the daring accent of Chinese Red (shown) to formal Provincial White. Available across the heart of your line from 6500 to 18,000 BTUs, this important extra of high style adds valuable sales power to your still-exclusive story of patented draft-free cooling effectiveness.



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 CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION
 Greenville, Michigan



Get with the Gibson trip of a lifetime...

High Adventure in **HONG KONG**

See your Gibson distributor for exciting details

MERCHANDISING WEEK

VOL. 97 NO. 45

A MCGRAW-HILL MARKET-DIRECTED PUBLICATION



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CHEVY-VAN—Haul over a ton in the spacious 211-cu.-ft. cargo area. Big double rear doors and new 194 Six engine are standard. Double curbside cargo doors and big 230 Six engine also available. Low first cost, low operating cost make this our most popular van.

Chevrolet gives you a wider choice of covered delivery trucks than anyone in the business!

HOUSEWARES

Gulton flashlight display

Gulton announces a pilfer-proof, four-color display to show its new line of rechargeable flashlights.

The new display is designed to sell the Meteor, Commodore III, Imperial, and Zoom III flashlights. All four units are displayed vertically against a wood-grained backdrop. A drawing on the display highlights the rechargeable feature. Beams of light shining out from each unit contain model specifications and price, which are imprinted on the display.

Suggested retail prices for the four units range from \$5.95 for the Meteor to \$12.95 for the Zoom III. *Gulton Industries Inc., 212 Durham Ave., Metuchen, N.J.*

Corva cord shorteners

Corva introduces a line of plastic cord shorteners. The standard Cord Valet stores eight feet of 110-120v cord in a double-action chamber which winds in cord from both directions. It is three inches in diameter and one inch thick.

Also available are manual, automatic wind, and custom model Cord Valets to hold other sizes and lengths of cord. All units come in several neutral colors and are assembled ready for use.

Suggested retail prices range from 29¢, for the smallest model, to 69¢ for the three-inch diameter model. *Corva Industries Inc., 2941 Noble Ave. N., Minneapolis, Minn.*

Electriccord switch and iron cords

A remote control off-on switch cord and a replacement cord for irons are being marketed by the Pacific Electriccord Co. The switch unit is specifically designed for use with many electrical appliances.

The remote control cord comes in 15- and 20-ft. lengths, and can be attached to a television, radio, appliance, or light. The off-on switch is contained in a hand-sized plastic unit.

The 7-ft. replacement iron cords are designed to fit GE and Sunbeam steam or dry irons. Included with each of the four new cords are do-it-yourself wiring instructions. *Pacific Electriccord Co., 747 West Redondo Beach Blvd., Gardena, Calif. 90247.*

Westinghouse slicing knife

Westinghouse has begun shipping its first cordless electric slicing knife, model HKN-5.

The knife runs on five nickel-cadmium batteries, which are recharged in a base operating on AC power. Two stainless steel blades with serrated edges are covered with a special sheath and stored in the recharger base when not in use.

Suggested retail price is \$38.95. *Westinghouse Electric Corp., Portable Appliance Div., 246 E. Fourth St., Mansfield, Ohio.*

Empire Brushes color folder

Empire Brushes is distributing a color folder to promote Christmas sales of its line of cordless electric appliances.

Thirteen items ranging in price from \$5.95 to \$27.95 are described and illustrated. The merchandise includes six shoe polishers and shoe care sets, a cordless electric hairbrush, manicure sets for both men and women, a vacuum brush, a windshield defroster gun, a personal fan, and a massager. The folder highlights gift packaging. *Empire Brushes Inc., Portchester, N.Y.*

Superior vinyl doormats

Superior Products announces a vinyl-link doormat.

The new color-fast mats come in three sizes—14 by 22 inches, 16 by 24 inches, and 18 by 30 inches. Color combinations are brown and tan, blue and light blue, gray and taupe, or green and light green, all on a black base. Suggested retail prices start at \$2.98. *Superior Products Co., div. of Globe Rubber Products Corp., 1002 Lafayette Blvd., Philadelphia, Pa. 19106.*

KEY MOVES

Corning—With the consolidation of housewares and tableware sales operations at the factory level, Harry J. McCormick is made director of consumer product sales. McCormick, who had been department mgr for tableware, succeeds Joseph A. Celaschi as department mgr for housewares, while retaining his tableware responsibilities. His new title is general sales mgr for consumer products. Celaschi moves to Europe as managing director of a Corning-owned subsidiary in the Netherlands.

Cory—Patrick Hannigan and Frank Pollitt are promoted to general sales mgrs for Consumer Products Sales in the Eastern and Western sales regions, respectively. Hannigan formerly served as Fresh'nd-aire product sales mgr, while Pollitt was Cory and Nicro housewares products sales mgr.

Jacobsen—Jack E. Burke is named assistant mgr of advertising and public relations. He was formerly a sales engineer and has served on the public relations dept staff. Stephen M. Polcin is the new advertising production mgr, and John A. Anderson fills a recently created position as assistant market research mgr.

Wen—Rowland Burnstan is elected a director of the board and appointed a consultant for advance planning.

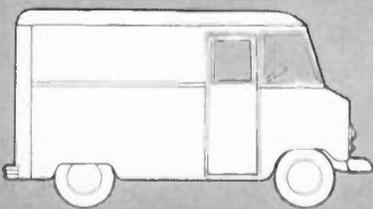


PANELS—Select either the ½-ton model with 7½-ft. body or the extra-long 1-ton model with 10½-ft. body. You can even have 4-wheel drive with the 7½-ft. body. All models feature smooth laminated wood floors with full-length steel skid strips for easy cargo handling.

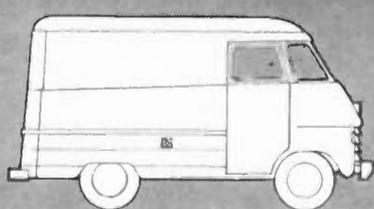
Chevrolet covered delivery trucks come in more types and sizes than any other make. They begin with the low-cost Chevy-Van and go on up to the big walk-in Step-Van King with 12½-ft. body and 10,000-lb. GVW rating. In between there are conventional panel bodies, plus a full range of forward-control Step-Van models. Forward-control chassis, for the installation of custom bodies, are offered with GVW ratings ranging all the way from 4,300 lbs. to 20,000 pounds.

Look 'em over and you'll see why your Chevrolet dealer is the man to see for the big choice in covered delivery trucks. . . . Chevrolet Division of General Motors, Detroit, Michigan.

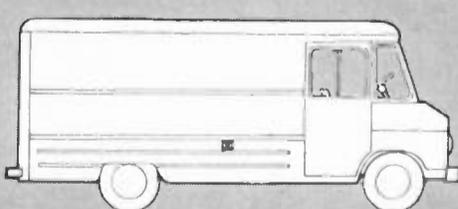
CHEVROLET NEW '66 WORKPOWER TRUCKS



STEP-VAN 7—Offered with 7- or 8-ft. body with 65- or 69-inch interior height. New 6-cylinder power standard. GVW ratings to 5,400 pounds.



STEP-VANS—Available in 8-, 10- and 12-ft. sizes with interior heights from 68 to 76 inches. New 250 Six engine. GVW ratings to 10,000 pounds.



STEP-VAN KINGS—Offered in four sizes from 10 to 12½ ft. and 72- and 76-inch interior heights. New 250 Six engine. GVW ratings to 10,000 pounds.

ALL NEW

NEW ENGINEERING
NEW STYLING
NEW VALUE

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Model R800: Stereo-Monaural Record and Play

Fulfills every professional demand. 3 speeds. Digital tape index counter. 2 VU meters. 6 watts power per channel. Sound with sound features. 50-15,000 cps. 2 self-contained 8" oval speakers. Separate volume and tone controls for each channel. Vertical or horizontal operation. 2 deluxe microphones. Rich black with simulated Walnut wood grain front.

Model R600: Stereo-Monaural Record and Play

50-15,000 cps. 2 VU meters. Sound with sound feature. 2 self-contained 8" oval speakers. Volume and tone controls for each channel. New exclusive 30% angle styling. 2 deluxe microphones. In Charcoal and Gray.

Complete Line Information,
Engineering Specification
and Prices Upon Request.



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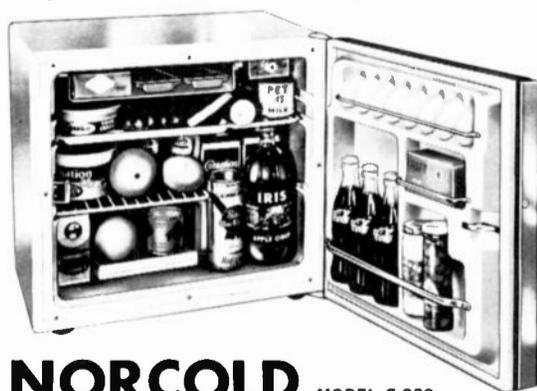
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We're First IN COMPACT REFRIGERATORS

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NORCOLD MODEL E-200

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Smart Walnut Grain Finish

First in sales since its introduction and the market has barely been scratched. Unlimited in sales appeal! Ideal for homes, offices, motels, hotels. Unlimited in performance! Fast freezing assures plenty of ice cubes in a jiffy. Unlimited in features! Deluxe storage door with egg and butter keeper and large bottle compartment. Two spacious shelves. Only 18"x20"x17" small with big storage capacity. 42 lbs. light. Operates on 110-120 volts, 60 cycles AC.

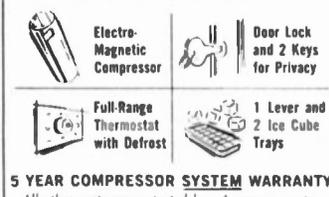
Norcold Was Also First to Offer Dealers A Low Priced Promotional Leader Which Can Be Profitably Retailed At Only

\$69⁹⁵

IN WHITE

Walnut Grain Finish—Retail \$10.00 Additional

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5 YEAR COMPRESSOR SYSTEM WARRANTY
All other parts are protected by a 1 year warranty

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IS OUR BUSINESS
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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	September	105,874	124,046	- 14.65
	9 Months	846,107	862,599	- 1.91
vacuum cleaners	September	497,672	435,063	+ 14.39
	9 Months	3,597,624	3,286,907	+ 9.45
HOME LAUNDRY				
dryers, clothes, elec.	September	178,965	160,100	+ 11.78
	9 Months	891,864	779,987	+ 14.34
dryers, clothes, gas	September	95,191	88,327	+ 7.77
	9 Months	452,428	418,527	+ 8.10
washers, auto. & semi-auto.	September	376,763	394,706	- 4.55
	9 Months	2,778,706	2,643,991	+ 5.10
wringer & spinner	September	53,826	67,324	- 20.05
	9 Months	443,668	504,755	- 12.10
OTHER MAJOR APPLIANCES				
air conditioners, room	September	39,100	47,700	- 18.03
	9 Months	2,511,900	2,261,700	+ 11.06
dehumidifiers	September	5,000	5,800	- 13.79
	9 Months	194,400	196,800	- 1.22
dishwashers, portable	September	40,900	30,900	+ 32.36
	9 Months	259,200	201,700	+ 28.51
dishwashers, under-counter, etc.	September	75,800	63,600	+ 19.18
	9 Months	591,300	509,800	+ 15.99
disposers, food waste	September	146,900	125,000	+ 17.52
	9 Months	1,013,900	963,200	+ 5.26
freezers, chest	September	41,400	37,000	+ 11.89
	9 Months	354,600	339,300	+ 4.51
freezers, upright	September	58,700	60,700	- 3.29
	9 Months	525,900	526,700	- .15
ranges, elec., free-standing	September	113,700	99,100	+ 14.73
	9 Months	928,000	839,500	+ 10.54
ranges, elec., built-in	September	72,300	73,600	- 1.77
	9 Months	580,600	607,000	- 4.35
ranges, gas, total	September	230,200*	200,700	+ 14.70
	9 Months	1,649,900	1,624,700	+ 1.55
refrigerators	September	445,700	410,400	+ 8.60
	9 Months	3,636,800	3,461,200	+ 5.07
water heaters, elec. (storage)	September	104,900	87,200	+ 20.30
	9 Months	825,600	753,900	+ 9.51
water heaters, gas (storage)	September	229,160	234,240	- 2.17
	9 Months	1,934,100	2,073,090	- 6.70
CONSUMER ELECTRONICS				
phonos, port.—table, distrib. sales	Oct. 22	133,880	130,761	+ 2.39
	42 Weeks	2,739,947	2,188,942	+ 25.17
monthly distributor sales	September	510,781	393,326	+ 29.86
	9 Months	2,377,678	1,827,651	+ 30.09
phonos, console, distrib. sales	Oct. 22	47,494	49,190	- 3.45
	42 Weeks	1,206,984	1,241,316	- 2.77
monthly distributor sales	September	179,930	214,947	- 16.29
	9 Months	1,068,926	1,109,039	- 3.62
radio (ex auto), distrib. sales	Oct. 22	431,497	352,587	+ 22.38
	42 Weeks	9,937,094	7,862,382	+ 26.39
monthly distributor sales	September	1,485,591	1,297,571	+ 14.49
	9 Months	8,790,155	6,980,845	+ 25.92
b&w television, distrib. sales	Oct. 22	206,924	243,953	- 15.18
	42 Weeks	6,242,153	6,015,354	+ 3.77
monthly distributor sales	September	935,475	839,863	+ 11.38
	9 Months	5,628,856	5,402,301	+ 4.19
color television, distrib. sales	Oct. 22	76,454	41,043	+ 86.28
	42 Weeks	2,025,735	930,756	+117.64

*September total includes 159,700 conventional free-standing ranges, 21,200 high-oven models, 18,900 built-ins, and 30,400 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.

MERCHANDISING WEEK

OFFICE OF THE PUBLISHER

November 8, 1965

JANUARY 31st...

is publication day for MERCHANDISING WEEK's 1966 STATISTICAL ISSUE, the most comprehensive single source of sales and marketing information for appliances--consumer electronics--housewares products.

Retailers, distributors and manufacturers base important buying, production and marketing decisions on these statistics. From what the editors have shown me at this early date, this promises to be the most complete STATISTICAL ISSUE in its forty years.

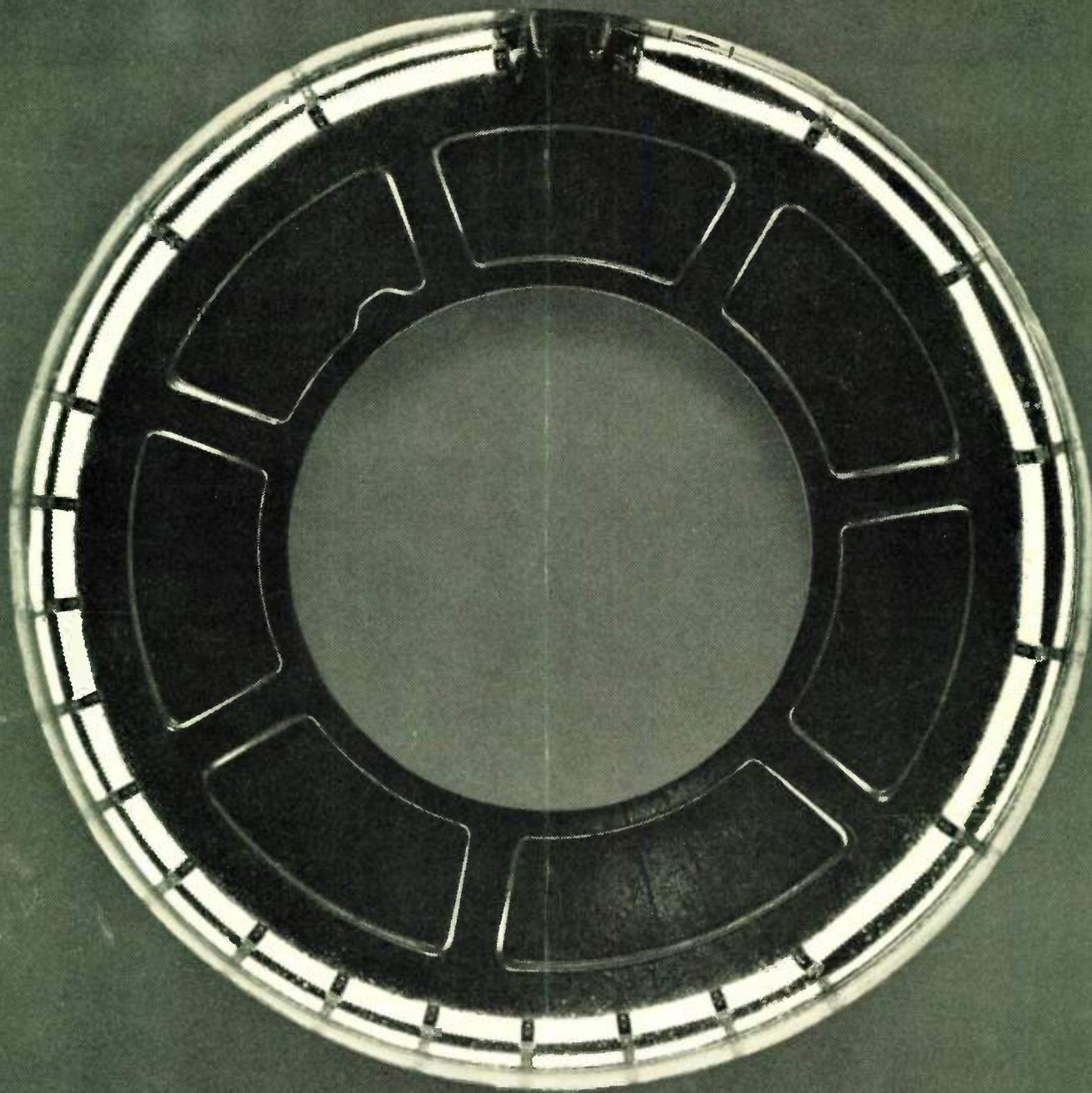
In addition to the familiar 10-year sales trend figures, replacement market information, seasonal patterns, saturation index and sales by regions, the 1966 issue will contain several new features.

Expanded product coverage will include tape recorders, electric knives and finer breakdowns on cookware and coffeemakers. Trend interpretations and new product analyses will be presented in depth.

Cordially,

Dale R. Bauer
Dale R. Bauer

What makes Maytag dependable

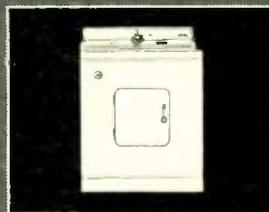


A cool idea in dryer circles

This is a heating element from a Maytag Halo of Heat Dryer. It surrounds clothes with a gentle circle of heat. Heat that's even, which means no "hot spots" that can overdry and shorten fabric life. Heat that's economical, because temperatures stay low (low enough to carefully dry even delicate lingerie). Yet the Maytag is fast—dries 32 diapers in 32 minutes.

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

MAYTAG



halo of heat® dryers