

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 46/NOVEMBER 15, 1965



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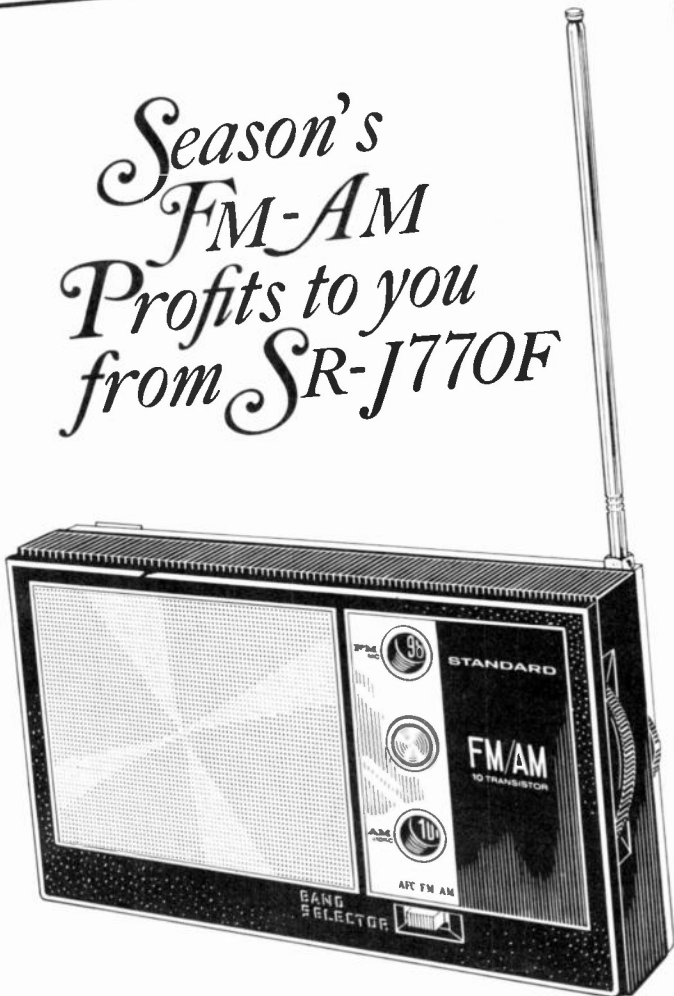
But *continued on p.3*

# We're sending out our Christmas cards early to wish you Standard Gift Profits!

This Holiday Season and during the coming year, Standard's field representative in your territory will be bringing you great new STANDARD products in such fields as New AM Micronic Rubys, FM/AM, Tape Recorders, and Transceivers.

We are illustrating only two here. There are many more to come. Together, let's keep your 1966 profits electronic years ahead!

*Season's  
FM-AM  
Profits to you  
from SR-J770F*



**Styling sells it...features explain it.** Transistors, 10...diodes, 4...thermistors, 1. AFC defeat switch for drift-free FM. AGC for constant sound level. Separate tuning eyes for AM and FM stations. 3½" dynamic speaker for full-bodied tone. With written warranty for one full year. Comes complete with leather carrying case, earphone and batteries. Suggested list price, \$29.95.

**STANDARD RADIO CORP.**

*Season's TR  
Profits to you  
from SR-200*



**It's a gift...**this piano-key, book-size tape recorder. STANDARD's *tiniest* capstan-drive model. 7 4/10 x 4 4/10 x 2 3/8 inches. 5 transistors, 2 diodes. 1 7/8 I.P.S. Double track. Flux field recording head. A.C. adaptable. Records 50 min. Complete with leather-like carry case, remote control dynamic microphone, telephone pickup and batteries. With written warranty for one full year. Suggested list price, \$44.95.

**STANDARD RADIO CORP.**

**STANDARD RADIO CORP.**  
Deliveries from warehouse stocks on both Coasts.

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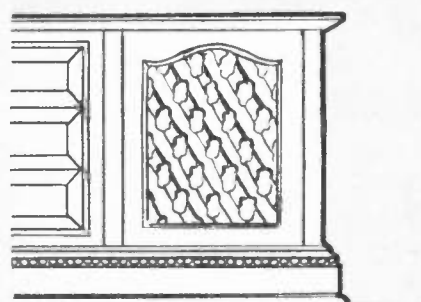
don't care how it sounds, I just don't like the looks of that cabinet." Out the door the woman and her husband walk.

Lesson: Talk to and qualify the woman on furniture first. And to qualify, a salesman must understand and talk fine furniture.

To give the salesman a feeling for furniture, MERCHANDISING WEEK analyzed the lines of 13 major manufacturers and talked with

furniture experts. The eight furniture styles below represent a composite, but accurate, definition of today's console market.

The chart is not "furniture perfect" nor the final authority. It is a sales tool to help a retail salesman, no matter which brand he is talking about, sell consoles as they should be sold—as pieces of fine furniture with audio and video excellence.



Spanish-Mediterranean

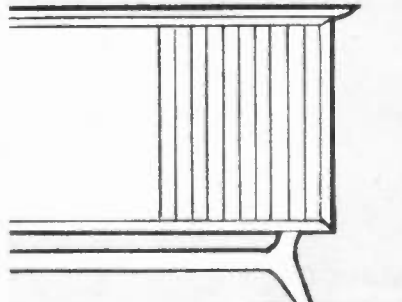
The design elements of today's Spanish-Mediterranean furniture run the gamut from the primitively functional look to the stately, traditional look. All the countries bordering or touching the Mediterranean Sea on the north — Spain, Italy, Greece, France — contribute design features. While true Spanish has a deeply molded, masculine look, Italy and Greece add a more restrained, cool Greco-Roman blend. The total effect is a heavy, massive silhouette that hugs the floor and presents a moody, Moorish appearance. As a whole, the consumer electronics industry is producing its best, most tasteful designs in this relatively new Mediterranean look.

**Design details:**

1. Heavily carved panels, deep moldings.
2. Open, thickly carved lattice work; some open fretwork in Moorish geometric designs; some deeply twisted, wrought-iron filigree.
3. Thick spindles, heavy reeding for accents.
4. Solid base; some use of thick, sturdy legs, or heavy bracket legs.
5. Hardware: heavy, but simple, handles in wrought iron or brass; heavy brass hinges used for accent.

**Grille cloth:** Softly-folded, vivid colors backing iron work; or geometric wood carvings and open lattice work for heavier look.

**Woods:** Pecan, Butternut, Walnut, Oak, Mahogany, Fruitwoods, Elm, Antique White



Scandinavian

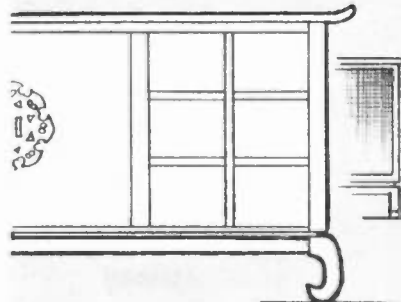
The functional, yet harmoniously sculptured, look that emerged from the Scandinavian countries during the 1930s. Scandinavian styling, with its unadorned and understated form, was the first clean break with period-oriented designs. The clean lines relied upon the natural, almost unfinished, beauty of fine woods to carry a feeling of design unity. Unfortunately, many manufacturers today ignore the good-design, good-construction principle of Scandinavian and retain only the phrase "Danish Modern" as a catch-all description.

**Design details:**

1. Tapered legs, or splayed legs.
2. Stretcher, together with legs, forms a cradle for the set.
3. Sweeping, sculptured lines, overhang sometimes softly beveled downward, apron slightly curved. Angular lines softened with moldings.
4. Panels accented by finely matched veneers; patterns formed by wood grains add sense of movement.
5. Louvered or sculptured cross-hatch look.
6. Hardware, when used, serves a functional, not a decorative purpose; handles in highly-stylized aluminum, steel, or ceramic forms.

**Grille cloth:** Coarsely-woven, rough-textured; usually covered with matching wood strips or vertical slats for "all-wood" look.

**Woods:** Walnut, Teak, Rosewood.



Oriental

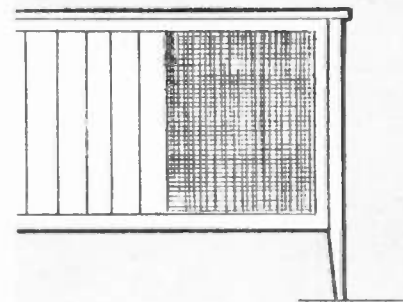
The serene elegance and the graceful flow of contrasting patterns that combine to create a feeling of Oriental timelessness — a new, and almost untapped, look for the consumer electronics industry. A few manufacturers have already jumped on the Oriental bandwagon. Unfortunately, much of what is called "Far East" today is merely a shiny, black-patent lacquer box with a splash of gaudy brass. Next year, the black-chest-look probably will be replaced by Contemporary-Oriental designs. Designs that follow the Polynesian approach to the East — combining subtle hints of Eastern art forms into a package that has just an air of the Orient.

**Design details:**

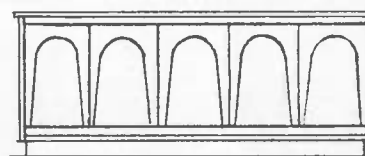
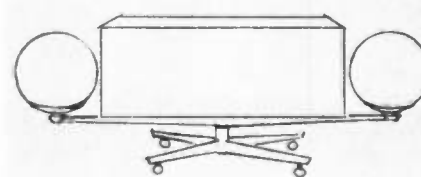
1. Pagoda roof treatment on overhang; or square lines with no overhang and parallel scroll line.
2. Deeply carved panels accented vertically; or open geometric fretwork backed with tightly woven cane or bamboo.
3. Ming leg (usually combined with pagoda top); or square, untapered leg (used with square cabinet).
4. Molded, softly curved brass rail; or simple, straight-line stretcher.
5. Hardware: usually oversized brass and pewter mounts, simply but delicately molded in Chinese patterns.

**Grille cloth:** Delicate yellows with oriental patterns to contrast with dark woods; also tightly woven cane, bamboo, or wicker panels that are reminiscent of Japanese Shoji screens.

**Woods:** Walnut (light and dark finishes), Ebony, Brown Mahogany.



Modern-Contemporary



Simplicity, symmetry, and a sense of movement describe good Modern design. To pinpoint design details would be misleading because Modern wood pieces have just one requirement—the use of finely finished woods. Unfortunately, what most console tv and phono manufacturers call Modern-Contemporary lacks excellent woods or finely-matched veneers, and the result is an uninspired box. These sketches show different designers' conceptions of Modern furniture. While they do not define Modern, they do give the feeling of this clean, crisp style—the style of today.

**Grille cloth:** Trend to all-wood look; sliding doors, bamboo, cane.

**Woods:** Teak, Rosewood, Mahogany, Walnut.

**Reeding:** (the reverse of fluting) series of parallel beaded lines projecting from the surface.

**Rococo:** Delicately carved, but fantastically done, leaf, shells, scroll designs.

**Scallop:** shell-shaped carving.

**Scroll:** spiral line, or foot shaped in spiral

**Serpentine front:** waving, snake-like curve on front of cabinet.

**Splayed leg:** leg angles or flares out.

**Stretcher:** strip of wood connecting cabinet legs but not attached to the cabinet base.

**Tambour doors:** slatted, wooden, sliding.

**Turning:** legs or trim shaped by a lathe.

**Antiquing, distressing, fuming, liming:** finish treatments to make new wood look old and used. Antiquing usually associated with dull, white finishes. Distressing means artificially marring and scratching the surface wood. Fuming and liming are simulated treatments that give woods a

grey to frost-white look of age.

**Burls, figures:** Design patterns in wood caused by abnormal growth. Used for inlays and accents on expensive cabinets.

**Dull-rubbed, hand-rubbed, oiled:** Finish treatments that give cabinets a soft, dull lustre. Used to bring out the natural beauty of fine woods.

**Grain:** The normal growth patterns of different species of woods that form the "fingerprint" or identifying pattern. Woods differ both in sharpness of grain and in design or type of pattern: cherry is fine

grain, walnut is medium grain, oak is coarse grain.

**Inlay and marquetry:** Designs in the surface of cabinets that are formed by inserting other woods, ivory, or metal.

**Wood finishes:** With the real break-through in fine wood-working yet to come, some consumer electronics manufacturers are already offering as many as 36 different finishes on face veneers. These finishes lighten, darken, age, shade, highlight, protect, and generally enhance the natural beauty and life of the wood.



**Hartley co-axial, console speakers**

Hartley introduces two new units: one it calls the "first true co-axial speaker;" the other is the Concertmaster Junior, which is companion to the full-sized Concertmaster.

The new Hartley-Luth 220MS co-axial speaker features a patented dual voice coil: an inner coil placed axially inside the main winding. Hartley describes the unit as an improved version of its wide-range high-fidelity loudspeaker. Model 220-MS has a 10-inch speaker, magnetic suspension, and moisture-proof polymer speaker cones. Expected retail price of the 220MS is \$135.

The polymer plastic cone, says Hartley, "provides a stiffness-to-

weight ratio far in excess of paper cones and makes possible a larger radiating surface without flexing or breakup."

The Concertmaster Junior is described as a full-range floor model loudspeaker system. It features a 10-inch woofer and Hartley's new 7-inch model 207 mid-range high-frequency speaker with a crossover network. The unit has magnetic suspension and polymer cone. The cabinet is 32 inches high by 24 inches wide by 14 inches deep; it is available in rubbed oiled walnut with Mediterranean styling. Other woods are available by special order. Expected retail price is \$345. *Hartley Products Corp., Barnert Pl., Ho-Ho-Kus, N.J. 07423.*

**Sherwood stereo-FM, tuner, amp**

Claiming three industry firsts, Sherwood introduces three all-silicon solid-state units: an FM-stereo receiver, a tuner, and an amplifier-pre-amplifier.

Sherwood's receiver, the new S-8800, carries a retail price of \$387.50. It features an automatic noise gate that cuts from stereo to monophonic when noise occurs, a stereo program indicator light, a panel headphone jack, noise filter, and rocker switches for a tape monitor. The 35-lb. unit has 100w of music power. Power bandwidth is 12 to 35,000cps. Model S-8800 is available in hand-rubbed walnut.

The tuner, model S-3300, features a stereo indicator light, automatic noise gate, stereo noise filter, and rocker switches. Music power is 15w, frequency response 20 to 15,000cps. In a leatherette case, the 10½-lb. unit is expected to retail for \$175.00.

Model S-9000a, Sherwood's new amplifier-preamplifier features 160w, making it the highest-powered stereo unit of its kind, according to Sherwood. In a walnut-grained leatherette case, the unit's expected retail price is \$318. *Sherwood Electronic Laboratories Inc., 4300 N. California Ave., Chicago 18, Ill.*

# Why don't you sell car radios?

*— maybe your reason is out of date —*

Perhaps you remember the time when selling car radios took a good deal of effort—caused installation problems and service expense.

But have you looked at the opportunity lately?

Motorola makes it sensible and profitable for you to handle car radios in your store.

For example, you don't have to have installation and service facilities unless you want to.

You can just sell the Motorola car radio as a carry-out package.

Who installs it? Well, we have over 6,000 Warranty Stations fully

equipped to provide installation as well as maintenance for your customers.

How much floor space would you need for a car radio department?

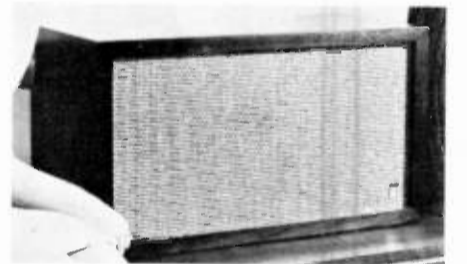
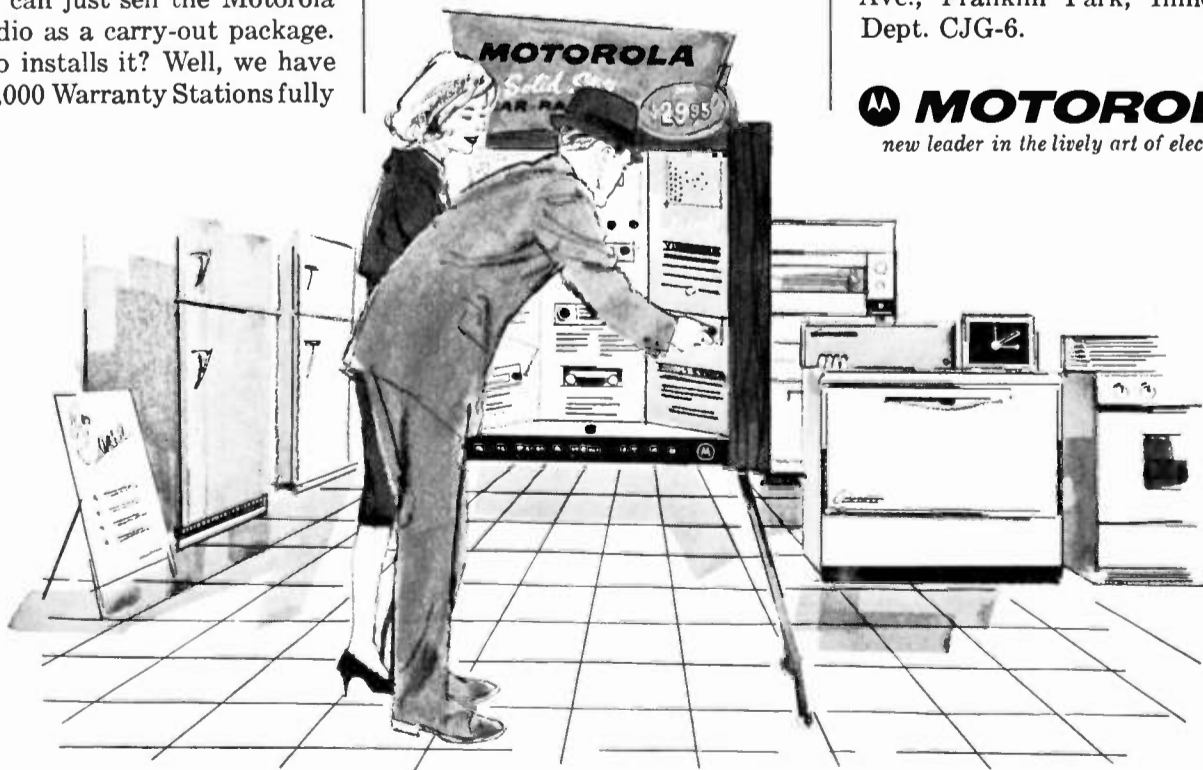
Just about 8.3 square feet. Our compact operating display shows and lets you demonstrate eight of our most popular car radio products right on your sales floor. You can sell AM radios, AM radios with Motorola's Lumalert, FM

radios, FM/AM radios, FM tuners and Motorola Vibrasonic . . . with no big inventory problem.

All are attractively designed. All are loaded with features you can demonstrate or talk about.

And Motorola car radios *bring* good markup. Shouldn't you be getting into this business? Why not call your Motorola Distributor and get more of the facts . . . or write to Motorola Consumer Products, Inc., 9401 West Grand Ave., Franklin Park, Illinois.— Dept. CJG-6.

**MOTOROLA**  
new leader in the lively art of electronics



**Jensen 8-ohm tweeter**

A new 8-ohm tweeter, installed in Jensen's TF-3 bookshelf speaker unit, has "significantly improved high frequency performance."

The Sonodome ultra-tweeter covers the range from 10,000 to 20,000 cycles. The TF-3's 10-inch woofer and two 3½-inch mid-range units cover the lower ranges down to 25 cycles. The system rated at 25 watts, is expected to retail for \$115.50 in oiled walnut and for about \$99.50 in unfinished gum hardwood cabinets. Speaker components, crossover networks, and electrical accessories of the TF-3A are available in kit form for \$69.50. *Jensen Manufacturing Div., Muter Co., 6601 S. Laramie Ave., Chicago, Ill. 60638*

**KLH four speaker system**

A new speaker system by KLH should reach showrooms in December.

The new system, a three-way acoustic-suspension design, provides wide frequency coverage with low distortion. Model Twelve's highlight is a control set to adjust mid-range and high-frequency switches, controlling range in the four speakers. The speakers are: a 12-inch woofer, two small-cone mid-range units, and a 1¾-inch tweeter. They are housed in a floor-standing oiled walnut cabinet 29 inches high, 22¼ inches wide, and 15 inches deep. Model Twelve's nominal impedance of 8 ohms makes it fully suitable for use with transistor amplifiers, most of which tend to deliver their highest effective power at that impedance. Retail price is about \$250. *KLH Research & Development Corp., 30 Cross St., Cambridge, Mass.*

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GE did take the opportunity to answer criticism of its small screen strategy and take a dig at RCA's planned 15-inch color tube. "Response from the public, and from GE dealers, following our announcement of Porta-Color last spring has laid to rest any doubts about the consumer's acceptance of small screen color," Davidson said. He also thought increased interest and activity by other manufacturers in small screen color was "significant."

□ □ □ □ **Eureka will push its lightweight vac** in a six-point Christmas promotional program. The kickoff is set for the December issue of *The American Home*, tying-in with the magazine's "Home for Christmas" and Holiday Sweepstakes program. Eureka will offer a holiday hostess apron for 99¢ with any product.

□ □ □ □ **Wards Co. opened a new store** in Richmond, Va., last week. The new 122,000-sq.-ft. outlet—The Carousel—is being billed as an upgraded promotional department store. Wards Co. operates five retail stores and 22 leased departments.

□ □ □ □ **'Obsolescence-proof' all-channel antennas** and related equipment are being promoted by Blonder-Tongue. In support of this program, the company is exchanging a selected number of UHF-VHF home tv

products with its distributors on a one-for-one basis. Distributors are requested to send the company a list of model numbers and quantities of the products they wish to exchange for UHF-VHF items. Only new, resalable equipment is eligible.

□ □ □ □ **Outer space is 'in' with Speed Queen.** Capitalizing on the capsule craze, Speed Queen is offering its dealers a space capsule kit as a washer and dryer promotion premium. The kit is a cardboard space capsule, two battery operated toy space guns and two cardboard space helmets. The capsule is actually the liner of the washer shipping carton. A bonus item is a recording of the Gemini 4 space flight and ad mats and banners.

□ □ □ □ **Telepro is looking beyond the automobile.** The cartridge tape manufacturer will ring in 1966 with two out-of-car players: a cartridge tape player in a suitcase will hit the market in a \$100 mono version and an around-\$120 stereo version after the first of the year. An \$89.95 cartridge turntable designed to hook up to hi-fi equipment already in the home will be ready for sale in January.

□ □ □ □ **Sunbeam recorded a \$20 million increase** as sales climbed to a six-month record of \$108.1 million. Profits climbed to \$7.1 million.

## At NEMA: the outlook for a super trade association

The trade association merger banner was run up again at last week's National Electrical Manufacturers Assn. meeting; both the outgoing and the newly elected president urged a rally round an expanded consumer products division flag.

Harking back to earlier merger references, A.C. Monteith, senior vice president of Westinghouse and outgoing president of NEMA, noted that he had raised the possibility of a merger with Electronic Industries Assn. He repeated that officers of the two organizations already have unanimously approved a resolution calling for each of the trade groups to look at merger action. "We should not hurry this process," Monteith said, "but I will say that up to now

the chances of marriage look promising."

**Looking to the immediate future,** Gene K. Beare, president of Sylvania and newly elected NEMA president, said, "I hope it will be carved on my tombstone that it was during my term as president of NEMA that a merger with EIA became effective." He pledged that his administration would create an atmosphere that would "make it virtually impossible for any company to resist this very logical combining of like entities." He said that the merger is "highly advisable now. In a few years, it will be entirely necessary."

**As for other merger possibilities,** the new NEMA president leaned heavily to the consumer products area

again. "Eventually—why not now?" he said. "The way I look at it, any manufacturer, or group of manufacturers, whose product comes within NEMA's scope eventually will be a member of this organization."

**In another significant move,** NEMA named Ed Barnes, vice president and general manager of Kelvinator, to the Board of Governors replacing Herman F. Lehman, the retiring general manager of Frigidaire. It is worth noting that the dynamic Barnes is also a member of the Board of Directors of the Consumer Products Division of NEMA and the American Home Laundry Manufacturers' Assn. Barnes was an important member of the late Homer Travis's team at Kelvinator when Travis pushed for the

merger of AHLMA and the consumer products division of NEMA. Barnes has a keen sense of over-all industry unity, and, like Travis, will speak out when mergers are discussed.

**Top executive secret meetings** have taken place in the past few months where expansion and reorganization of the consumer products division has been chewed over. If the consumer products division were amenable to a reorganization, the name for the revised group would probably be the Appliance Manufacturers Association, a division of NEMA. A reworked presentation of goals and reorganization plans to include such products as vacuum cleaners and home laundry is scheduled for a tour of various manufacturers.

## Hotels and motels: ripening market for a color tv harvest

With color tv sets moving into consumers' living rooms at an astounding rate, tv set manufacturers are starting to scout new markets for color. And to several manufacturers, the hotel-motel industry—where color penetration today is fractional—looks very promising for tomorrow.

**A color buying wave is predicted** for mid-1966 by five manufacturers, who previewed sets designed for the hotel-motel trade at the National Hotel and Motel Exposition in New York City last week.

Both Admiral and RCA unveiled new 19-inch color sets with price tags of approximately \$300, while Philco showed its 19-inch consumer set and promised a motel version in

January for around \$400. Admiral promised availability around the first of the year, and RCA accepted orders for April delivery.

GE displayed its 11-inch Porta-Color set. A motel version will be available in March or April, and will run slightly over \$200, GE said.

Magnavox brought out a transistorized 19-inch black-and-white set. This new 19-incher runs about 20% more than the tube models. Magnavox admitted that interest in color among the hotel-motel people was high, but cited the unavailability of sets as its reason for not showing color. "We can't deliver a set for hotels and motels until March," Magnavox said.

**The 19-inch set is the best bet** for use in hotels and motels according to most manufacturers. One set maker noted that 95% of the sets going into this market today are 19-inchers.

Color set prices must be reduced, however, before a hotel-motel color boom can be expected. Several manufacturers indicated that the \$300 price tag on the 19-inchers would have to drop to around \$200 before any change in the market could be expected.

Estimates of the size of the hotel-motel market for color tv ranged from 200,000 sets annually to 500,000 sets annually. Most tv manufacturers pegged the annual market at around 300,000 sets.

The interest in color tv has depressed recent b&w sales in the motel-hotel field according to one manufacturer. Most hotel chains have delayed replacement of outdated b&w sets until they see what develops in the color field.

**The outlook for color sales** to hotels and motels in 1966 is good. Manufacturers noted that expansion and building of new rooms continues to run high and a large number of the b&w sets now in use are due for replacement. These two reasons, along with the competitive, "I-can-offer-more-than-you-can" attitude of the hotel-motel industry, most manufacturers feel, will spur the inevitable color boom.

# GO *Airtemp* IN '66

# HIGH

HIGH QUALITY. ENGINEERED BY CHRYSLER!

# WIDE

WIDE RANGE OF COOLING POWER TO CHOOSE FROM: 5,000 TO 32,500 BTUH's!

# & HANDSOME

HANDSOME STYLING. REVERSIBLE DECORATOR PANEL ON 10 IMPERIAL MODELS.

Airtemp is the **big** line . . . 29 models, competitively priced with a good profit built in for you! Offer your customers this extra-wide choice of cooling power — 5,000 to 32,500 BTUH's. Offer your customers the top-of-the-line Imperial, with patented Air Door . . . unique Weather Seal . . . and the beautiful Decorator Panel.

Offer yourself a trip to Japan or Mexico . . . just for the profit of doing business with Airtemp. Your Airtemp distributor is waiting today to book you for profit and pleasure in '66. Call him today!

CLIMATE ENGINEERED BY  **CHRYSLER CORPORATION**

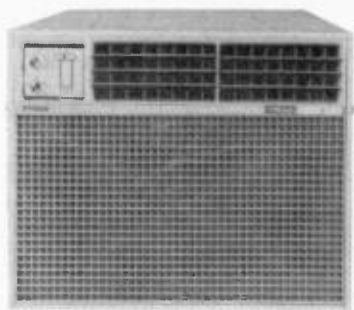




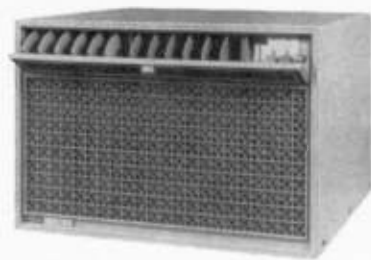
Imperial S11-61 6,500 BTUH



Imperial H17-63 14,000 BTUH



Titan T25-63 23,500 BTUH



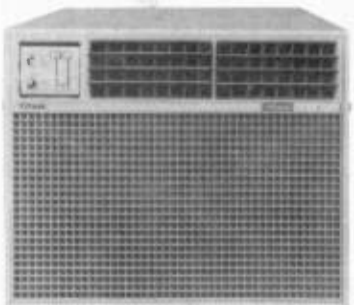
Custom S10-63 9,800/9,500 BTUH



Imperial S11-62 8,800 BTUH



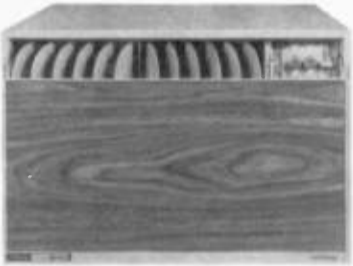
Imperial H19-63 16,000/15,500 BTUH



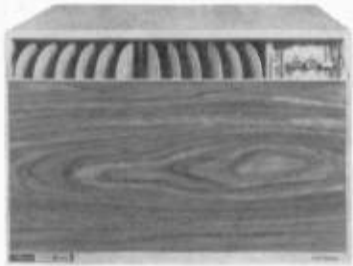
Titan T25-68 23,500 BTUH



Heat Pump T25-634  
Cooling 23,000 BTUH Heating 19,000 BTUH



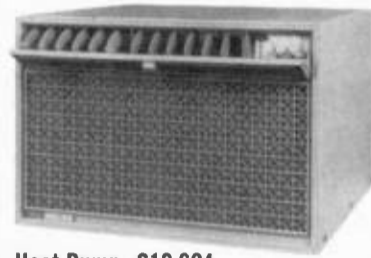
Imperial S11-63 9,800/9,500 BTUH



Imperial H21-63 18,000 BTUH



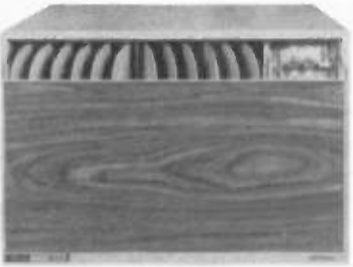
Titan T31-63 27,500/27,000 BTUH



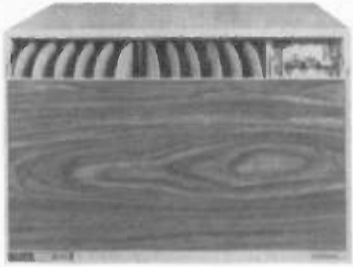
Heat Pump S10-624  
Cooling 8,200 BTUH Heating 7,400 BTUH



Casement C10-41  
5,800 BTUH



Imperial H13-62 11,300 BTUH



Imperial H21-68 17,500 BTUH



Titan T41-63 32,500 BTUH



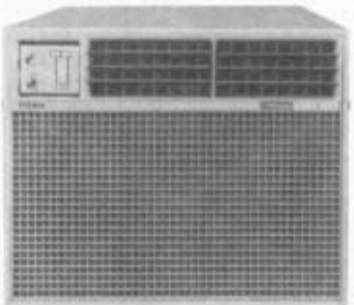
Heat Pump S10-634  
Cooling 9,500 Heating 8,500 BTUH



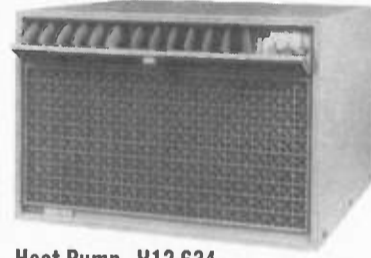
Imperial H13-63 12,300 BTUH



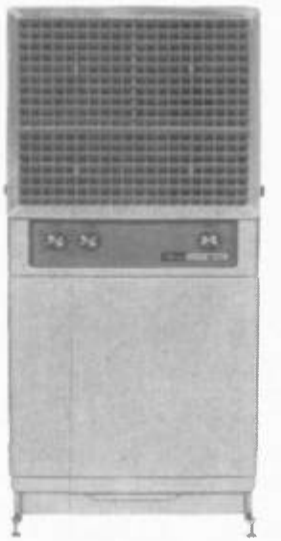
Titan T23-63 18,500 BTUH



Titan T41-68 31,500 BTUH



Heat Pump H12-634  
Cooling 12,300 BTUH Heating 11,100 BTUH



Casement C10-42  
7,500 BTUH



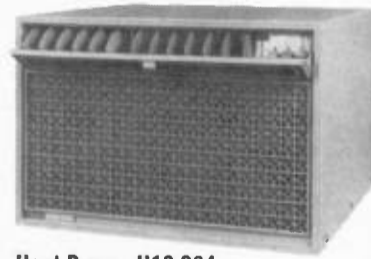
Imperial H15-63 13,200 BTUH



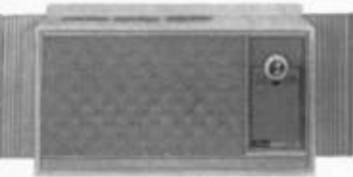
Tempette S08-62 7,500 BTUH



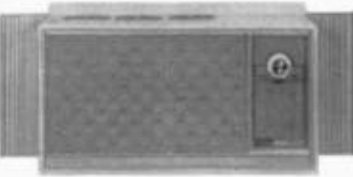
Custom S10-62 8,200 BTUH



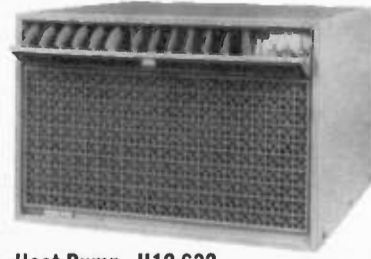
Heat Pump H18-634  
Cooling 15,300 BTUH Heating 13,300 BTUH



Tempette S05-61 5,000 BTUH



Tempette S06-61 6,000 BTUH



Heat Pump H12-632  
Cooling 12,000 BTUH Heating 12,000 BTUH

# 29 *Airtemp* MODELS! (5,000 TO 32,500 BTUH's!)

The world renowned organization  
with an International reputation for  
leadership in research, engineering  
and precision craftsmanship

# Hitachi

## Puts it on the line for Christmas Selling

### THE LINE OF UNBEATABLE QUALITY LEADERS



**Model TRQ-330: SOLID-STATE  
TAPE PORTABLE RECORDER**

Distortion-free recording "Levelmatic". Two speeds, 3 3/4 and 1 7/8 ips. 4" x 2 3/4" PM speaker. Operates on 6 "C" cell batteries. 3" recording reels. Level light for recording and batteries.

With Dynamic Microphone, Remote Control Switch and Tape

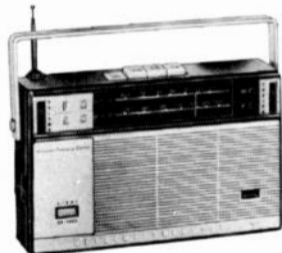
**49.95**



**Model TWA-1000: SOLID STATE  
12" ELECTRIC/BATTERY PORT. TV**

Goes everywhere, plays anywhere! Operates on AC or 12 volt battery. All channel, UHF/VHF reception. Only 16 pounds. Oval 5" x 3" speaker. 2 earphone jacks. Telescoping antenna.

Battery, Case, Charger, **159.95**  
Adaptor for Car or Boat Available.



**Model KH-1005R: 10 TRANSISTOR  
FM/AM PORTABLE RADIO**

Push-button controls. 4" PM speaker. Adaptable for FM stereo reception AFC. Bass/Treble tone control. Telescoping rod antenna. Operates on 4 "C" cell batteries.

Complete with Batteries & Earphone **49.95**

All prices suggested retail list.



# HITACHI

HITACHI SALES CORPORATION  
666 Fifth Avenue, New York, N.Y. 10019  
Phone (212) 581-8844

### THE LINE OF UNBEATABLE PROMOTIONAL VALUE LEADERS

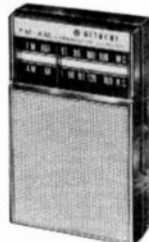
Built to the Highest  
Traditions of Hitachi Quality



**Model TH-890: 8 Transistor AM  
Pocket Portable 17.95**



**Model TH-610:  
6 Transistor AM  
Pocket Portable  
11.95**



**Model KH-811:  
8 Trans. FM/AM  
Pocket Portable  
34.95**

Above models complete with battery, earphone,  
leather carrying case with strap.

## WASHINGTON NEWS

□□□□ **A manufacturer's interest in retail prices** is legitimate in many cases and should not be stifled by outmoded antitrust concepts. So says Philip Elman, who often plays the maverick role as a member of the Federal Trade Commission.

Elman criticizes his commission colleagues, without naming them, for considering illegal any resale price agreement between manufacturers and distributors or retailers. He says: "Today the manufacturer has a vital, perhaps the most vital, interest in the marketing of his goods to the consumer."

Elman does not endorse fair-trade or quality stabilization plans. But he does say that an outright ban on all manufacturer attempts to influence resale prices is a dangerous over-extension of antitrust law and theory.

Even as Elman issued his warning, the FTC was considering reinstating a two-year-old complaint against General Electric for alleged refusal to participate in dealer advertising that does not go along with suggested retail prices. The original complaint, dropped last year, involved marketing of GE appliances.

□□□□ **Mergers in the retailing field** continue to get much FTC attention. The FTC now seems to regard most department store chain acquisitions as suspect.

FTC staffers, for example, have begun investigating the merger plans of G. Fox & Co., of Hartford, Conn., and May Department Stores Co., the nation's third largest chain.

The country's first- and second-ranking chains—Federated Department Stores Inc., and Allied Stores Corp.—recently signed agreements with FTC not to acquire any more department stores without commission approval. May Co. could have made itself vulnerable to such an agreement by planning to buy Fox.

□□□□ **AMIC is testing an FTC subpoena.** Associated Merchandising Corp., a buying group that includes 25 leading department stores, has gone to federal court in an effort to block FTC's demand for more information about its operations. Last year, FTC charged that AMC and its owners illegally induced price concessions from suppliers.

After the complaint was issued, FTC staffers subpoenaed additional material from AMC, which now has asked U.S. District Court in Washington to set aside the subpoena. The FTC case against AMC doubtless will continue, despite the outcome of the court test.

□□□□ **Geographical price discrimination** has been ruled illegal by the FTC. In a case involving a dairy chain, the commission decided that a large company cannot cut its prices to gain a foothold in a new territory—if lower prices threaten to drive newly acquired competitors out of business. The ruling could apply to appliance manufacturers as well.

FTC chairman Paul Rand Dixon, writing for the commission majority, says it is a "classic case" of a multi-state seller "using its over-all superior size, financial reserves, and higher prices in other markets as a crutch to undercut the prices of local competitors."

Commissioners Elman and Mary Gardiner Jones disagreed, feeling that such pricing policies increase rather than decrease competition.

## AHLMA looks at the Waltz, decides to stick with a winner

If officials of laundry equipment manufacturers have their way, the Waltz Through Washday promotion will be gliding across the polished floors of retailers for some time to come. At least that is the message they conveyed at the American Home Laundry Manufacturers Assn. (AHLMA) meeting in Los Angeles. Apparently, the Waltz idea, already renewed for 1966, will be with the industry for at least the immediate future.

"The success of the Waltz this year is widespread and the kind of success you get only after you have gained experience," says Claire G. Ely, vice president for marketing at Maytag. "And we are kidding ourselves if we only think we are enthusiastic because we are involved. I don't think any industry has made a similar success of a blanket program like the laundry equipment industry has of Waltz. The decision to go on is based on the philosophy that, while we might be tired of the name, Waltz Through Washday still has untapped possibilities."

Ely says that many retailers have been asking what is in the promotion for them. "The message here is that it is an opportunity for him to promote actively and get help. We don't think in terms of the mass marketing areas. The real promotion is the thousands of small towns in the fringe areas. Much of the ball is picked up by the smaller areas," he added.

To support his point, Ely says that about 400 local committees will participate in Waltz in 1965, vs. 224 in 1964 and 100 in 1963. "It is doubling every year," he says. "The amount of participating utilities is increasing, as is the number of people and the intensity. It took us four years to get into Los Angeles. Even New York is not in yet. We didn't get into Chicago until last year."

Ely admitted that there was always a possibility of change in the promotion; however, he adds, that he "would guess that it would not change much."

"The greatest test of the Waltz is that other segments of the industry, like dishwashers and ranges, have taken off using these general thoughts," he says. "People in stores who do not normally pay attention to promotion are interested in Waltz. It gives them a feeling of pride in the aggressiveness of the industry."

Ely says that off-season promotions have not been too successful in the past. "U.S. Steel tried an off-year one out here and it wasn't highly successful. Without a national effort, everyone decides to wait."

A similar theme was sounded by Robert L. Brintnall, general manager of laundry marketing for RCA Whirlpool, who is chairman of the industry promotion committee this year.

"There is a great deal to be said for continuing the theme," says Brintnall. "It has been widely advertised for three years and many industries use this as a handle. It is flexible enough to put an emphasis on segments under the over-all pro-

gram for example, such diverse elements as a local newspaper, a local utility, a distributor and a dealer can all operate in their own way under the over-all Waltz umbrella. It would be difficult to stop now even if we wanted to."

Brintnall says that Waltz is the only element of purpose among manufacturers who fiercely compete. "It is successful because of enlightened self-interest," he says. "We're in the bloody battle for the consumer dollar. The effort here is to have the lady of the house purchase a laundry appliance instead of a means of entertainment."

Brintnall does not favor off-season promotion; he finds "no substitute for hitting hard when more people are thinking about dryers, because a wet, cold day in October has kept a lady from hanging her wash out of doors."

"We've made good progress each year in local participation and support and this assures success," says R. C. Hawley, head of laundry equipment for GE. "I don't think the promotion is slowing down. A once-a-year industry-wide promotion is just right; if we tackle too much, we won't do anything too well."

Alfred M. Utt, the liaison man between Procter & Gamble and the Waltz, is also happy with the promotion. "It helps to spark local action. This is good for us. The more automatic washers sold, the more Tide used."

The only dissident chord in the cadence of Waltz was sounded by George C. Shenk, manager for consumer marketing, U. S. Steel. "Superficially, the signs are that it is going stronger than ever before. We won't really know for about two weeks when the teams get back from the field and assess their results."

Shenk thinks there should be one promotion in 1966, but says his company has proposed several different approaches to the current one. He declined to specify their substance but says he "has gotten a nice reaction from the promotion committee."

Both would differ in theme but he admitted that neither would be in effect by 1966. "We prefer to deal with the industry on this so we'll wait," he says.

"We already intend to change our part of the existing campaign," he continues. "We will aim for a harder hitting local effort, seeking to tie in ideas which give more local excitement. The basic pattern in a chorus, it is better than singing alone."

Shenk would like to see more kinds of people involved. "If given the chance, we could turn a town upside down at promotion time. We would involve service clubs and not restrict things to dealers."

He also would like an earlier starting date. September would be better than October," he says. "Maybe we should use the back-to-school hook to hang onto. Or maybe later might be better. I weep when I think of the money going into pockets this week from Christmas Clubs and we aren't getting any of it."

□□□□ The average retail price of phonographs in September was \$335 for consoles and \$77 for portables, reports Daniel Starch and Staff, a business research firm. A Starch survey shows that phono sales for the week of Sept. 25 were evenly split between consoles and portables, but consoles accounted for 81% of the dollar volume. Starch found that retail prices of consoles, including some installation charges, varied as much as \$150 from retailer to retailer. However, this price swing was not as great as that reported for color tv—\$200—in the same week (MW, 1 Nov., p.1). While an estimated 3,500 models are on the market, the survey says 27% of phono sales during the week of the survey centered on 67 models scattered among 15 brands. This Starch report, part of a continuing survey, was based on a weighted sample of 872 retail stores throughout the U.S.

□□□□ Ford's tape player may be a sales bonanza, according to Ford executives. In its first month on the market, the Stereosonic cartridge player set a sales pace that could make it the biggest option since automobile air conditioners, say company officials, who point out that one out of every five 1966 Thunderbird buyers ordered the tape player. The Motorola-designed player uses 8-track Lear cartridges.

□□□□ The color tv boom hits suppliers: Corning Glass, a major supplier of glass bulbs for color tv tubes, is adding 105,000 sq. ft. of floor space to its plant in Albion, Mich. The company also produces tv bulbs in Corning, N.Y., and Bluffton, Ind., where a 40% expansion was reported last month.

The Molybdenum Corp. of America is spending \$2.7 million to expand its production capacity of rare earth products, which are used to increase color quality in color tv picture tubes. William R. Kuntz, Molycorp president, says the color tv industry's demand for Europium Oxide has exceeded Molycorp's original estimates. Kuntz said that shipments of rare earth oxides will reach 14 million lbs. in 1965, compared to 3 million lbs. last year.

□□□□ Jerrold is building a CATV system to pipe 11 tv channels and six FM radio stations into the Harrisburg, Pa., area. Jerrold Electronics estimates the area has a potential of 55,000 subscribers.

□□□□ Christmas volume will top 1964's record this year, says a survey from the Bureau of Advertising of the American Newspaper Publishers Assn. Sales of color tv sets are expected to show the biggest percentage sales gain over last Christmas. In a surprising switch on the usual situation, one Tennessee soft goods merchant said of the upcoming season, "The public is overcommitted on debt for hard goods purchases—cars and color tv—and have less to spend on soft goods and traditional gift items."

In a coast-to-coast survey of retailers, 87% look for sales gains this Christmas over a year ago. The median sales gain expected is 8%. In profits, 72% of the retailers surveyed expect an increase; the median profit gain expected is 5%. Over half of the participating retailers say they will start their Christmas promotions prior to Thanksgiving.

□□□□ **More color tv shows from CBS:** The network is adding another prime-time color series to its schedule on Jan. 11 when a new hour-long African adventure series *Daktari* (7:30 p.m.-8:30 p.m. EST), begins. In addition, CBS has scheduled an hour special, *Ice Capades of 1966*, (9:00 p.m.-10:00 p.m. EST), in color on Dec. 1. *The Steve Lawrence Show* (10:00 p.m.-11:00 p.m. EST), which will bow out of the CBS schedule on Dec. 13, began broadcasting in color on its Nov. 8 show; its replacement, *Art Linkletter's Hollywood Talent Scouts*, which will go on the air in the same time slot on Dec. 20 also will be in color.

□□□□ **Admiral will use outdoor posters** to push its 1966 lines. One of the full-color, 24-sheet posters shows a lineup of six Admiral portable tv sets under the headline "We've Got 'Em All." A second poster features the new Duplex 19 refrigerator freezers, and a third poster illustrates the tilt-out tuning control center on Admiral color tv receivers.

□□□□ **Norelco trims tag on Carry-Corder 150.** To the announcement that the cartridge-fed unit's price is cut from \$119.50 to \$98.75, Norelco added that, until Dec. 15 retailers can qualify for refunds based on their current Carry-Corder stock. Retailers will receive a merchandise credit for the price difference when ordering the Carry-Corder at the new price in numbers equivalent to present stock. Earned co-op ad accruals will remain in effect, and more co-op credits will follow on orders made after stock adjustments, Norelco says. Reduced-price units will be gift-boxed with a carrying case, three blank cartridges, a pre-recorded demonstrator cartridge, a patch cord, and tape mailers included in the package.

Wybo Semmelink, North American Philips assistant vp and manager of Norelco's high fidelity products department, attributed the price cut to a production step-up triggered by the Carry-Corder's "tremendous popularity."

□□□□ **Speed Queen and the one-line store**—Now that the second Speed Queen store in the Chicago market is operating at full steam, Harry Swann, Speed Queen sales vp revealed last week that the whole single-line topic is earmarked for discussion when district managers gather for the company's regional meetings planned for late this month and early December. The district managers are key men, Swann noted, because the decisions on new local Speed Queen stores are left to their judgment.

The newest Chicago store, All-Suburban Washer & Dryer Service, opened about two months ago. Operated by Rich Cribaro, it occupies 3,000 sq.ft. of leased floor space for the exclusive showing of Speed Queen home laundry equipment, plus a service department. Cribaro, formerly a service specialist, also handles in-warranty repairs for non-servicing dealers, stipulating that he get the manufacturer's warranty allowance and deal directly with the customers.

The other Chicago-area Speed Queen-only store has operated just over the state line, in Indiana, for two years. There are also several other exclusively Speed Queen stores distributed across the country.

## Tappan tips hat to new trends trim kits with '66 refrigerators

Tappan is jumping on the fancy-front refrigerator bandwagon with its new line for 1966. While offering no stock decorator models, the company has introduced a trim kit—retailing for approximately \$35—with which the customer may install his choice of front materials and colors. The optional kit will be available for all regularly stocked Tappan models.

**Side-by-side refrigerators** head the lineup of new Tappan models for next year. Capacity of the two new side-by-side models, called the Twin-Temp Combos, has been increased for 1966 to 20.7 cu.ft. Width of the refrigerator-freezers is 35¾ inches. One of the units features an automatic ice-maker; the other side-by-sider has a removable "party-size" ice cube storage chest. On the freezer side of these models there is a frozen soup and juice dispenser located in the door. Both units are no-frost models.

Either model of the Twin-Temp Combo series can be fully built in with the accessory built-in trim kit.

**Tappan's two-door refrigerators** begin at 15 cu.ft. capacity. The top

model, a no-frost unit, has 10.67-cu.-ft. fresh-food storage and 4.29-cu.-ft. frozen-food storage. Other features include two glide-out refrigerator shelves, door storage in both doors, separate butter and cheese compartments, full-width porcelain crisper with glass cover and a glide-out freezer basket. This model is available in white or coppertone.

Another two-door model offers 14-cu.-ft. capacity and no-frost operation. It is available in white and coppertone. A third two-door refrigerator freezer is available with the no-frost feature in the refrigerator section only. This model is also available in white or coppertone.

**A small kitchen model** completes the regular Tappan line for next year. This unit has 12.1-cu.ft. storage capacity and is a manual defrost model. It also is offered in white and coppertone.

A special order model is also available. This unit has 9.9-cu.-ft. capacity and is offered in copper and white—but with no option for trimming.

All models are available with right- or left-hand doors.

## Hotpoint heads for a new year with cash bonuses for customers

Hotpoint is about to launch a test program to market its major appliance line. Between Dec. 1, 1965, and Feb. 1, 1966, the company will give customers a \$10 bonus with the purchase of any Hotpoint appliance being promoted in the campaign. This includes one model in each of the following categories: refrigerators, freezers, ranges, washers, dryers, and dishwashers.

To get the bonus, the customer will mail to Hotpoint his invoice and a coupon that will appear in the ads announcing the program. These customers then will be eligible for an additional \$40 bonus if they buy another—but different—Hotpoint appliance on the list before Sept. 1, 1966. The coupon for this additional \$40 bonus will also appear in the ads announcing the program.

Hotpoint plans to run only two ads—one in Seattle and one in Chicago—during the test period of the program.

**The 1966 refrigerator line** is led by the Food Center 26, Hotpoint's 26.4-cu.-ft., no-frost, side-by-side unit. Of the 15 models the company has readied for the 1966 season, nine are no-frost units. Among the no-frost models, capacities range from the top 26.4-cu.-ft. model to an 11.5 top-mount unit. The six dial-defrost models range in capacity from 11.6 cu.ft. to a compact 6.7 cu.ft.

The line features wheels on most of the refrigerators and a newly designed shelf arrangement on several models, which permits the adjustment, up or down, of the shelves to accommodate unusual-sized items. Another feature is a deep door shelf that holds ½-gal. containers.

**The 1966 freezer line** includes four upright models, and three chest units. In chest freezers, Hotpoint has a 24.5-cu.-ft., a 19.9-cu.-ft., and a 14.7-cu.-ft. capacity model. In uprights, capacities are 10.1 cu.-ft., 11.6 cu.-ft., and two models with 14.8 cu.-ft.

**The 1966 air conditioner line** includes three U-Mount models, as compared with only one this year. These U-Mount units, with a redesigned grille, come in 5,800, 7,800, and 9,000 Btu.

The 23-model air conditioner line also includes 15 models with walnut-trim fronts and two new models with antique white Provincial front panels. Largest of these models, and new for 1966, is a 29,000 Btu unit. Other models range from 6,600 to 26,000 Btu. In bedroom air conditioners, Hotpoint has three models ranging from 5,000 to 6,000 Btu.

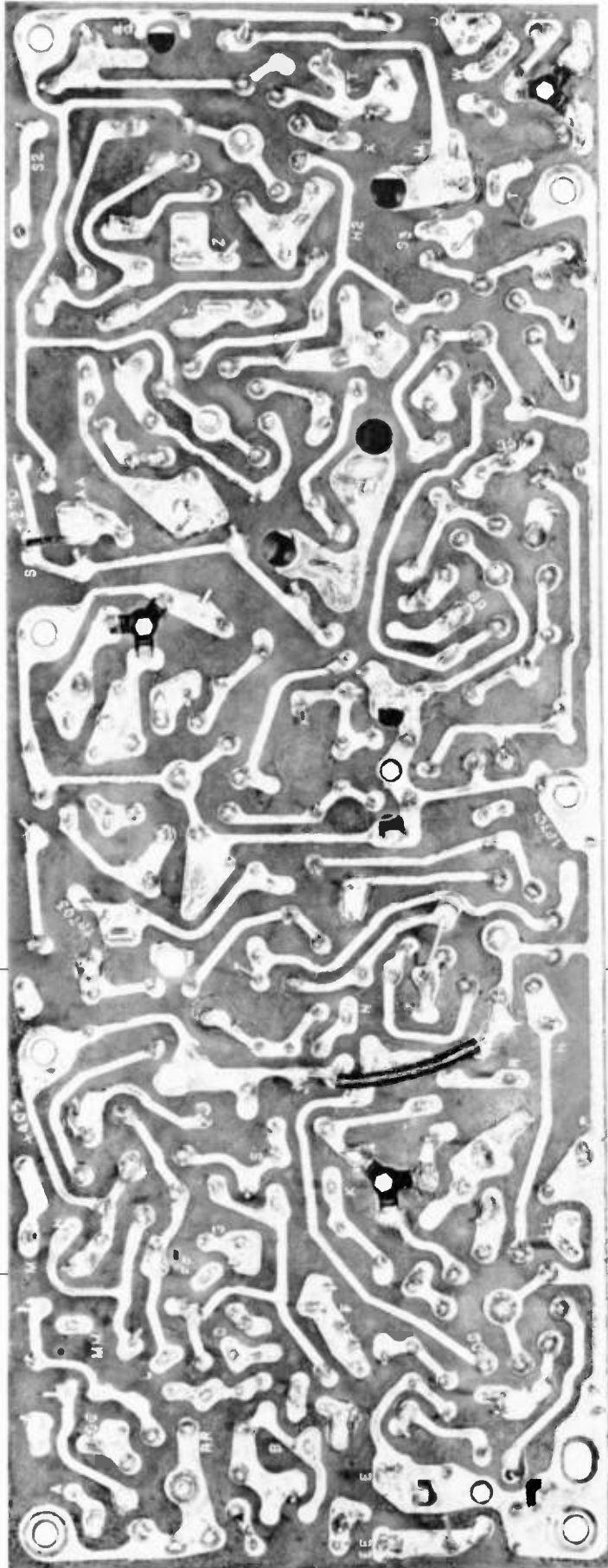
**The 1966 range line** from Hotpoint includes eight 30-inch two-oven units and eight high-oven models. In standard free-standing electric ranges, Hotpoint has four 40-inch models and eight 30-inch units. Three "slide-in" electric ranges and six "drop-in" models are also in the line for 1966. Four built-in double ovens, eight built-in single ovens, and four built-in surface sections complete the range line.

**The 1966 dishwasher line** is topped by three new convertible units capable of washing 17 table settings. These models, and one 15-table-setting unit, are equipped with a cutting-board top.

In built-in models, there are also three 17-table-setting models, and one 15-table setting unit.

# Let's bring "space age" claims down to earth

This is a so-called "space age" circuit board used in some TV sets. Its "solid copper" circuits are thinner than the paper in this page... as thin as 2 thousandths of an inch! The board itself is made of paper impregnated with phenolic resin. It costs much less than rugged space-vehicle circuit boards made



of sturdy, woven-fabric glass impregnated with epoxy resin. It is far more subject to cracking, which can cause a major circuit breakdown. Its circuits, at many points, are too close together to meet space specifications... so close they could cause an arc when subjected to high humidity — another failure that can cause a major circuit breakdown. In Zenith TV, there are no printed circuits, no production shortcuts. Every connection is carefully handwired for greater dependability and fewer service problems. This is one of the reasons why Zenith is America's largest selling TV. At Zenith, the quality goes in before the name goes on®

**A PLASTIC PRINTED TV CIRCUIT BOARD FAILURE CAN CAUSE AN EXPENSIVE MAJOR CIRCUIT BREAKDOWN REQUIRING REPLACEMENT OF MORE THAN 100 PARTS!**



BUILT BETTER BECAUSE IT'S HANDCRAFTED

**leader-ship, n.** 1. The position, function, or guidance of a leader; to be foremost among.

**Westclox, n.** 1. World's largest manufacturer of clocks and fine timepieces. 2. The first name in time. 3. Maker of keywounds, electrics and No-Cords; all types of clocks. 4. America's only full-line, full-time manufacturer.

*(Synonym: Quality manufacturer; unquestionable reputation for over 80 years.)*

Is there any question about it ●



**No.**

*Westclox is the leader* in the clock industry.

Westclox is America's only full-line, full-time, full-profit timepiece manufacturer.

The first name in time.

The world's largest manufacturer of clocks and other fine timepieces; maker of all types of clocks.

*Westclox is the leader* in keywounds, with the most famous name in clocks: Big Ben and Baby Ben.

*Westclox is the leader* in No-Cords. The first with an accurate, dependable, American-made movement. In alarm and wall models. At popular prices.

Westclox offers a quality line of electric clocks in alarm and wall models. With leading features customers demand: The Westclox Lighted Dial. Westclox Drowse alarm. The Westclox Moonbeam (flashing light) alarm. The Westclox Tangier bell tone alarm.

*Westclox is the leader* with regularly scheduled promotions. With seasonal programs four times a year for year 'round sales stimulation and extra profits.

*Westclox is the leader* in timepiece manufacturing experience, dating back over 80 years. Westclox has the most advanced manufacturing techniques and quality control. This assures you of reliable, dependable products.

*Westclox is the leader* in giving the dealer a fair profit on all Westclox products he sells. Westclox merchandise is priced competitively to guarantee fast turnover.

*Westclox is the leader* in advertising. Westclox is the world's largest clock advertiser using network television.

And top-rated magazines.

And local radio.

And local newspapers.

**Period ●**

WESTCLOX DIVISION  **GENERAL TIME**  
Progress in the World of Time

*(Let's keep these facts in mind. Re-prints of this ad are available. Suitable for framing.)*

# Sound and sight—*plus* fine furniture: the new need for design consciousness

A package is more than a box

Unfortunately, the consumer electronics industry—from manufacturer right on down to retailer—does not believe that statement when it comes to manufacturing, marketing, or selling stereo and television consoles and combinations.

**Manufacturers** right now are starting to congratulate themselves for having made and sold almost six million pieces of home entertainment equipment—fine furniture, if you please—during 1965. Their attitude toward furniture, styling, and design of consoles is: "We must be doing something right; the public bought what we manufactured, didn't they?"

**Retailers**, blinded by the current color television craze and thankful for the increasing public interest in stereo, have set aside any complaints

about what manufacturers place on their selling floors. Most retailers, looking no further ahead than the next color picture tube, are glad to get their hands on anything resembling a color tv console—even if it looks like an orange crate.

What this short-sighted, unconscious attitude toward design is doing to the consumer electronics industry is quite obvious. It does not take a decorator's eye or discriminating taste to reach one conclusion: most furniture consoles on the market today lie somewhere in the area between good design and bad design.

**The gray area of uninspired design** adequately describes most of what turns up on any selling floor. Anyone can pick out dozens of examples: French Provincial pieces that have

more curves than anything the French ever made; Early American consoles so loaded with spools and knobs it is hard to tell where the cabinet ends and the frosting begins.

The industry's own designers are not the ones to blame for all the junk on the market. These designers are the first ones to voice a plea for design consciousness in the industry. One designer candidly outlined what he feels is his biggest problem:

"The vice president of sales for our company—a guy who doesn't know art from his elbow—insists on telling me what is good taste in design. He bases his judgment on last year's sales records, and then tells me what's going to appear in next year's line."

**The designers' viewpoint**, however, is not totally black. These designers

## Yesterday's market: a gradual upgrading by the home electronics industry

A quick glance back shows how far the consumer electronics industry has progressed in styling and design for consoles. It seems like only yesterday when tv sets and record players popped out from drawers, coffee tables, and end tables.

Sylvania's Manager of Design, Gene Kile, admits the industry—at one time—tried to push off some pret-

ty bad stuff on the American housewife. "About 1959 was the time the industry had 10,000 Masonite boxes with screw-on peg legs," Kile said.

**Competition among manufacturers** to turn out better constructed cabinets with improved wood finishes has resulted in a general upgrading. The results are probably nowhere as clearly reflected as in stereo consoles.

Stereo has always been the most consistent—in terms of price—and most important—in terms of furniture—portion of the industry. While tv prices have been footballed and the sets bounced from living-room to den to bedroom, and back into the livingroom with the introduction of color, stereo has remained the rock of the industry.

**Furniture styling** is more important in stereo consoles. Because the unit remains in the livingroom, or at least the den, stereo styles must mirror new furniture trends closely.

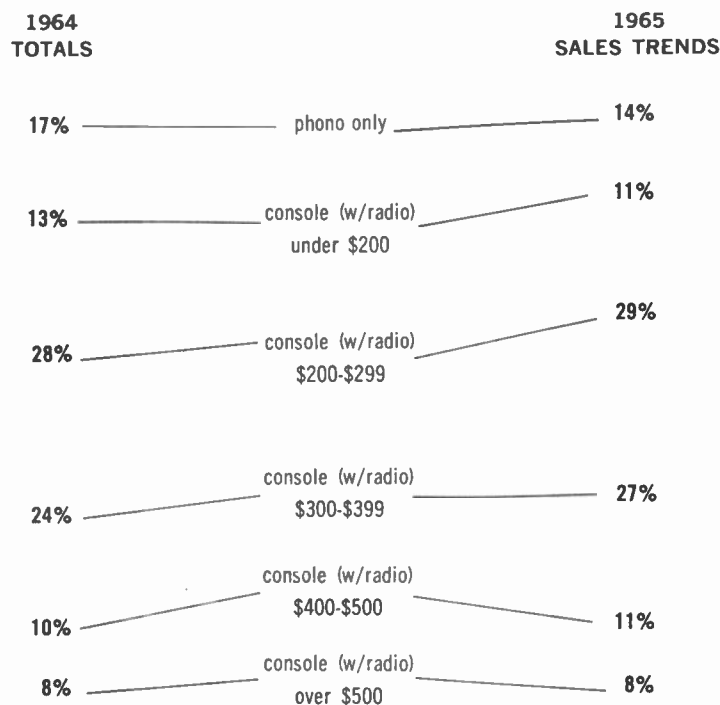
From the designer's standpoint, stereo is much simpler to work with. The designer does not have to worry about what to do with the "big eye," nor does he consider which tube sizes go with which furniture styles.

However, when a new stereo style takes off, most manufacturers quickly bring out tv consoles and combinations in the same style. So style and wood finish do cut across the board for home entertainment products, with stereo consoles being just slightly in the lead.

The chart on the left analyzes wood finish and cabinet construction for console phonographs in 1964. Walnut is by far the most popular wood, with mahogany and maple running a slow second and third. Not only does this breakdown ring true for all consoles and combinations, but it closely parallels last year's preferences in wood finish for the case-goods segment of the furniture industry.

**Cabinet construction** is one of the most confusing facets of the industry. The Electronic Industries Assn. (EIA) divides construction into three

Factory sales of console stereo phonographs show an upgrading trend in the price mix



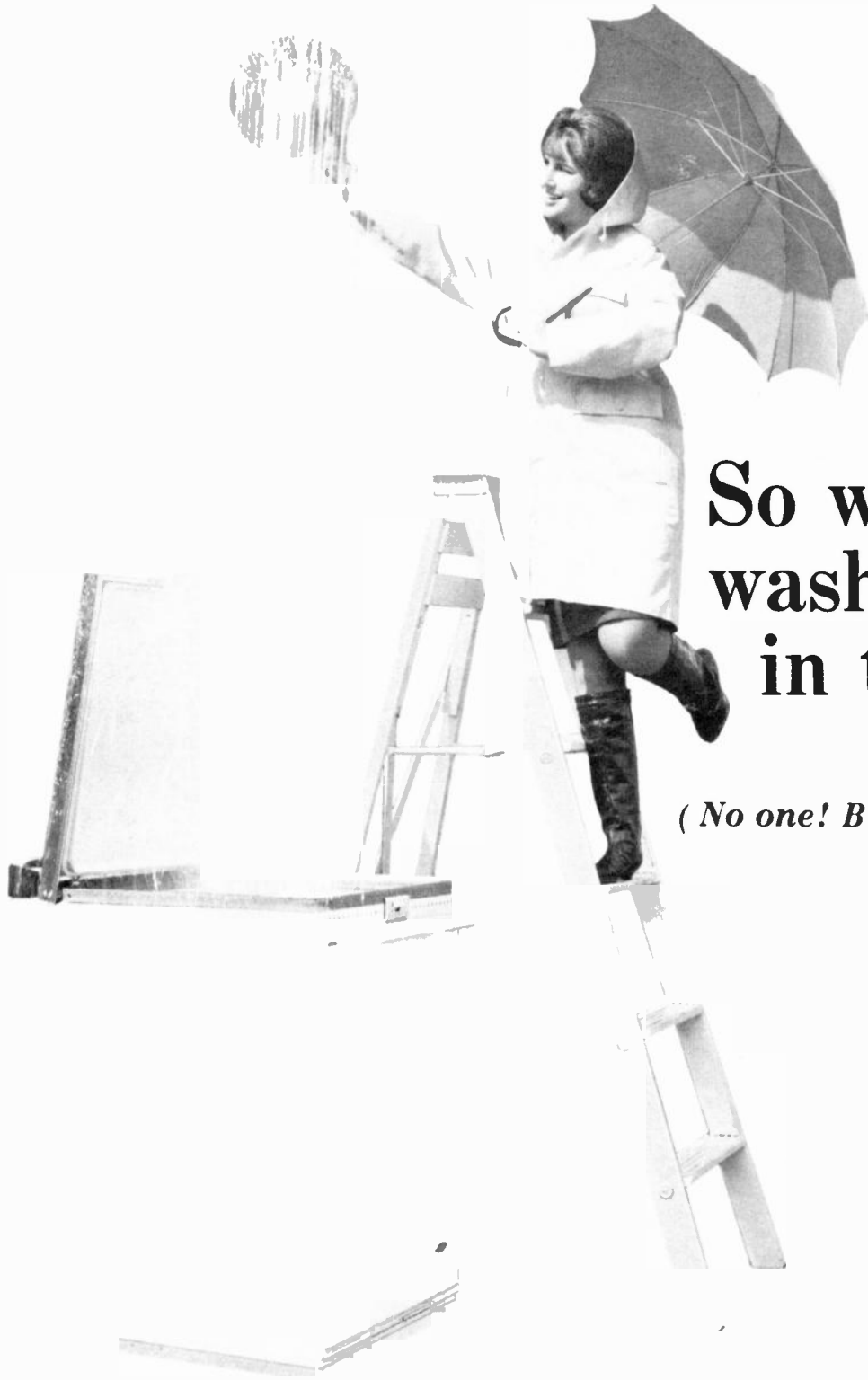
by Margaret Edin

Artwork by Joan Bacchus

Cover photo: final hand-rubbing process at Electrohome's cabinet facility in Kitchener, Ontario, Canada.



*A sales closer only RCA WHIRLPOOL dealers can use:*



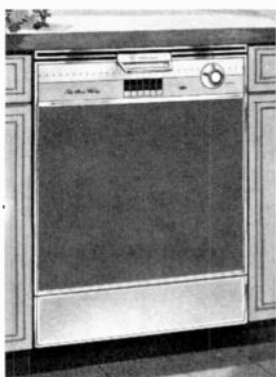
**So who wants to  
wash dishes 10½ feet  
in the air?**

*( No one! But, the fact we can, proves a point! )*

How'd you like to try doing dishes like this? Well, we've got the pressure if you've got the ladder. Pressure enough to shoot a jet of water 13 feet high. And that's a lot of pressure! But Whirlpool engineers have controlled it, by channeling it through two full-size revolving spray arms . . . put it to work to wash dishes cleaner than you've ever seen. And tamed it, too, so you can wash even your best crystal without a qualm. This powerful action is like washing dishes with a powerful jet stream from the nozzle of a hose instead of sloshing them with the same amount of lazy water. That's the real difference between washing dishes in an RCA WHIRLPOOL and other dish-

washers. The reason why you don't have to bother with scraping or pre-rinsing. Or with special loading patterns. And because of this tremendous, controlled pressure there are no *water-starved* areas. All that water, directed through scientifically aimed nozzles in the two spray arms, sweeps every corner, scours every dish. And both wash and rinse waters are constantly circulated through a self-cleaning filter. Your dishes have to be clean. Every drop of water that touches them has been filtered clean.

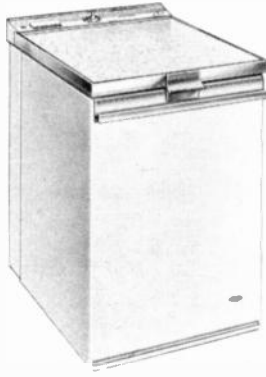
**Dealers:** Use this successful sales closer on the next prospect who comes into your store for a dishwasher. Let them see the powerful water action through the "bubble-top" display. Show the dishwashers in our great new colors and you'll create even more excitement. See your RCA WHIRLPOOL distributor for the complete details on the new dishwasher line.



Model SPU-90



Model SPC-300



Model SPP-85

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

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16072 Gothard St., Huntington Beach, Calif. 92647

## growth

Merchandising Week serves America's number one growth industry. In the next fifteen years appliance sales will be well over 70% of automobile passenger car sales compared with a 1960 figure of 50%.

source: "Resources for the Future"—in cooperation with the Ford Foundation.

## APPLIANCE-TV

# Japanese tape recorder prices took a plunge in September

Japanese exports of tape recorders to the U.S. have been dropping for the past three months—when compared with 1964—but the dollar volume of these units has continuously climbed as more high-end sets are exported. This upward trend shifted slightly in September, however.

In September, the average price of tape recorders exported from Japan was \$15.03—or \$3.22 higher than a year earlier, but \$4.09 lower than the average price in August. This deep in average price, coupled with the drop in number of units exported, brought the dollar volume of tape recorders below last year's total for the month. Still, for the nine-month period, dollar volume was well ahead—11.57%—of 1964.

**Tv set exports to the U.S.** are increasing in great bounds. By the end of September, 329,310 more tv sets were sent the U.S. than during the nine-month period last year. As the number of units increases, the average price of the Japanese tv sets has

remained very stable: at the end of the nine-month period last year, average price was \$55.63; at the end of September this year, \$55.90.

August was a record month for tv set exports to the U.S.—140,858 units—and September fell 30,110 sets short of this mark. However, this September's total was still nearly 50% ahead of the same month's shipments last year.

**Radio imports to the U.S.** from Japan are well above last year's total, and the average price is nearly equal that of a year ago: in September, 1965, average price of transistor radios imported from Japan was \$7.70; in September, 1964, average price was \$7.79.

Comparing average prices of transistor radios imported from Japan in September with those imported from Hong Kong, Okinawa, and Taiwan:

Japan—\$7.70.  
Hong Kong—\$3.02.  
Okinawa—\$3.34.  
Taiwan—\$2.52.

### Japanese exports to the U.S.:

	date	UNITS		% chge	DOLLARS		% chge
		1965	1964		1965	1964	
Transistor radios**	September	1,013,953	.....	.....	8,590,183	.....	.....
	9 Months	7,138,916	.....	.....	56,412,085	.....	.....
Chassis/kit. tr. rad.	September	9,086	.....	.....	63,031	.....	.....
	9 Months	251,735	.....	.....	468,371	.....	.....
Toy tr. radios	September	54,993	55,802	- 1.45	64,794	72,413	- 10.52
	9 Months	613,027	378,716	+ 61.87	663,891	532,042	+ 24.78
Total tr. radios***	September	1,085,786	947,586	+ 14.58	8,841,644	7,678,982	+ 15.14
	9 Months	8,077,644	6,728,685	+ 20.05	58,679,995	52,362,261	+ 12.07
Tube radios	September	135,747	.....	.....	1,476,181	.....	.....
	9 Months	861,923	.....	.....	8,722,115	.....	.....
Chassis/kit tube rad.	September	10,515	.....	.....	123,353	.....	.....
	9 Months	85,167	.....	.....	983,228	.....	.....
Total tube radios	September	146,262	104,102	+ 40.50	1,599,534	899,191	+ 77.89
	9 Months	947,090	830,592	+ 14.03	9,705,343	7,313,446	+ 32.71
Television	September	110,748	75,434	+ 46.81	6,359,508	4,060,122	+ 56.63
	9 Months	782,804	453,494	+ 72.62	43,759,117	25,226,335	+ 73.47
Radio-phonos	September	30,534	11,835	+ 158.00	559,742	288,388	+ 94.09
	9 Months	165,358	70,549	+ 134.39	4,054,319	1,806,702	+ 124.40
Tape recorders	September	239,399	327,883	- 26.99	3,846,804	3,896,894	- 1.29
	9 Months	1,990,942	2,269,565	- 12.28	29,915,813	26,814,649	+ 11.57
Transceivers	September	335,193	88,653	+ 278.10	2,475,175	984,861	+ 151.32
	9 Months	1,888,325	435,652	+ 333.45	16,176,793	5,238,873	+ 208.78

\*Source: McGraw-Hill's Tokyo News Bureau \*\*Three or More Transistors \*\*\*Includes Transistor Car Radios

### U.S. imports from Japan\*\*\*\*

Transistor radios	September	1,244,893	911,527	+ 36.57	9,583,048	7,098,687	+ 35.00
	9 Months	7,201,153	6,059,532	+ 18.84	53,649,387	44,631,873	+ 20.20
Radios, other	September	156,801	152,120	+ 3.08	1,373,926	1,178,393	+ 16.59
	9 Months	1,084,772	961,553	+ 12.81	9,814,741	7,375,919	+ 33.06
Radio-phonos	September	13,314	13,355	- .31	258,804	384,916	- 32.76
	9 Months	109,332	47,536	+ 130.00	3,008,362	1,092,218	+ 175.44
Television	September	94,446	71,898	+ 31.36	5,308,057	3,984,672	+ 33.21
	9 Months	684,319	379,421	+ 80.36	38,043,557	20,818,777	+ 82.74
Tape recorders	September	295,902	312,405	- 5.28	5,349,745	4,314,017	- 5.28
	9 Months	1,971,655	2,127,270	- 7.32	33,275,180	27,521,804	+ 20.90

### U.S. imports from Hong Kong\*\*\*\*

Transistor radios	September	510,086	242,183	+ 110.62	1,541,216	809,398	+ 90.42
	9 Months	2,415,226	1,010,473	+ 139.02	7,368,161	3,631,932	+ 101.87

### U.S. imports from Okinawa\*\*\*\*

Transistor radios	September	80,664	69,902	+ 15.40	269,626	239,834	+ 12.42
	9 Months	517,406	401,432	+ 28.89	1,692,948	1,454,167	+ 16.42

### U.S. imports from Taiwan\*\*\*\*

Transistor radios	September	112,835	53,508	+ 110.88	284,182	159,349	+ 78.34
	9 Months	374,779	249,116	+ 51.25	981,428	758,519	+ 29.39

\*\*\*\*Source: U.S. Customs

can, and rightly so, point with pride to the top of almost any manufacturers' console line. But, unfortunately, even the most excellent product design, unless backed with the correct marketing and sales strategy, can easily become the dog that never seems to move off the selling floor.

The sales problem is explained by another designer this way: "Because our marketing and sales training men do not understand furniture design and its importance to the home entertainment field, they refuse to spend money or devote time to give retail salesmen the tools they need to sell fine furniture along with electronic excellence. If a salesman can't adequately explain the difference between a \$995 combination and a \$1,695 combination with the same electronics, you can be sure the high-

er-priced model just isn't going to move."

Many manufacturers and retailers feel smugly safe in ignoring their designers' pleas to pay more attention to style and design in selling or marketing. After all, the public wants television and stereo. And, with a quick reference to the sales record, the consumer electronics industry comes away feeling fairly confident that most consumers want sight and sound in a package form, rather than components.

This "product-sales equals product-acceptance" thinking could get the consumer electronics industry into hot water. MERCHANDISING WEEK's survey of 15 leading home decorating, home building, and home furnishing magazines this fall, seems to indicate an upcoming trend and a

probable shift in the home entertainment market:

Not one magazine pictured a stereo or tv console in editorial copy.

All pictured components for stereo and portable or table tv sets.

Just one, in a cover article, discussed tv—14 ways to hide your set.

And one devoted an entire article to discussing stereo sounds in components versus consoles. The conclusion—purchase of a console or components depends on whether the woman wants sound to be obtrusive or hidden; and a warning—cheap, shoddy consoles usually indicate cheap, shoddy electronics.

Yesterday's sales reports and today's price cuts will not help the consumer electronics industry sell tomorrow's customer—a wiser, more sophisticated, more demanding con-

sumer. The industry does not have to search for talent to provide quality styling or package design. Some excellently designed consoles are already on the market; others will no doubt follow when design staffs are given a little more artistic freedom and pulled into the mainstream of marketing.

Design consciousness is what the home entertainment industry sadly lacks. From the mighty mass-market manufacturer to the profit-minded retailer, design consciousness means no more than integrating the electronics and the furniture aspects in sales literature and sales training that cover both. The result should be salesmen and point-of-sale merchandising that reach out to say—"this is excellence in sight and sound plus fine furniture."

categories (see definition at bottom of chart at left) when today there are actually four categories. And manufacturers' line brochures, when mentioning cabinet construction, simply cloud the issue.

Again, the chart on the left shows that veneers (fine wood veneer surfaces with posts of cheaper wood) are used in all cabinet construction. As can be expected, the more expensive the wood, the less chance the same wood is used for the solid wood posts and other unexposed surfaces.

Imprinting on Masonite or hardboard used to be the only choice manufacturers had to cut cabinet costs. However, many companies are now using the relatively new process of imprinting one wood grain over a cheaper, or base, wood.

Bob Munz, director of styling for Philco, explained the basic difference between printing over real wood and Masonite is that Masonite does not have a grain or wood surface. "Masonite actually does not take a good imprinting job," Munz said.

Motorola's director of design, Herb Zeller, added that a good imprinting job done over real wood achieves the same transparency of finish found in fine wood veneers. "If you look at an actual walnut veneer and a walnut imprint, it is very hard to tell which is the real wood and which is the print," said Zeller.

A change in the price mix has accompanied an upgrading in stereo cabinetry and finish. As the chart on the right illustrates, the five-year trend toward making more stereo consoles with AM-FM radios continues. Also, the bulk of most manufacturers' stereo lines are now firmly

in the \$300-to-\$500 price range.

As the trend toward the all-wood look of furniture continues, especially in stereo consoles, many of the old familiar elements of a stereo set are disappearing.

What designers want, of course, is to change, remove, or at least hide company logos, grille cloth, and control knobs.

Gordon Duern, Electrohome's head of design, said that removing the logo from the front of the set was one of the first steps he took. "My feeling is that good furniture stands alone without any need of company advertising," Duern said.

Grille cloth is something every designer would like to change. Joseph Portanova, director of design for Packard-Bell, said depth can be add-

ed to the panels by using wire mesh over cloth. "Unfortunately, we can't use strong, bright colors because they just don't fit into the decors of most homes," Portanova said.

Sliding (tambour) or folding doors over the speaker section or end-fired speakers provide two solutions to the grille-cloth problem. Doors increase cabinetry costs, while the decision to use end-fired speakers is the proper way to present stereo sound. "So far, we have stayed away from the end-firing systems," Kitts said.

Control knobs and panels, Kitts feels, add a selling point to any set—if done tastefully. Stereo controls are hidden inside most sets, Kitts explained, so the question of what to do with the panels on tv sets "has a lot to do with how the customer is

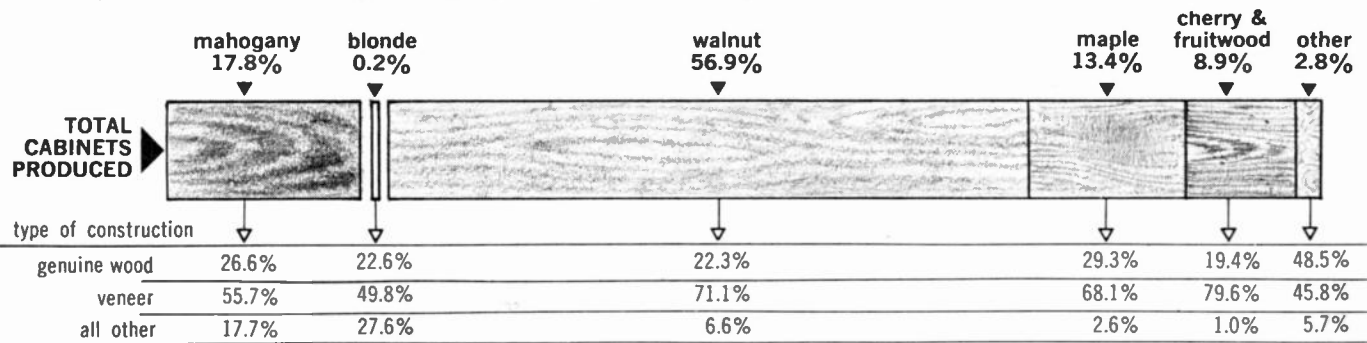
going to use the set and the set's place in the line."

The control-knob-and-panel question has been solved in a variety of ways, including Admiral's tilt-out control center and Motorola's Audio-control center." However, some designers, like RCA's manager of industrial design, Tucker Madawick, feel that the industry can go almost too far in its attempts to hide the controls.

"You can get too tricky about this control knob business, and the customer has a devil of a time finding the knobs to work the set," Madawick said.

To see how yesterday's product, styling, and design changes are making today's sales history, turn the page.

Factory sales of console phonographs in 1964 (analysis of wood finish & cabinet construction)



Definition of terms:

Genuine wood—Flat surfaces are hardwood veneers; legs and posts are solid wood of the same species.

Veneer—Flat surfaces are hardwood veneer; legs and posts are other, cheaper woods.

Other—Fiberboard printed to resemble hardwood veneer or wood grain printed on a base wood.

# Today's market: the region-by-region sales patterns of two consumer electronics manufacturers

Magnavox console stereo — price category, style				
	under \$400	up to \$600	up to \$700	over \$700
<b>MIDWEST</b>	Danish French Colonial	Mediterranean Contemporary French	Italian French Mediterranean	Mediterranean French Far Eastern
<b>NORTHWEST</b>	Danish French Far Eastern	Mediterranean Contemporary French	Italian French Mediterranean	Mediterranean French
<b>SOUTHWEST (except California)</b>	Danish French Mediterranean	Mediterranean Contemporary Colonial	French Italian Med.; Danish	Mediterranean Far Eastern Colonial
<b>CALIFORNIA (only)</b>	Danish French Colonial	Mediterranean French Contemporary	Mediterranean Italian French	Mediterranean Far Eastern French; Col.
<b>NORTHEAST</b>	Danish Italian Colonial	Mediterranean Contemporary French	Italian French Mediterranean	Mediterranean Colonial Far Eastern
<b>SOUTHEAST</b>	Danish French Colonial	Mediterranean Contemporary French	Italian French Mediterranean	Mediterranean Colonial French

Sylvania entertainment centers — model, style, finish, price				
	model no.	style	finish	price
<b>MIDWEST</b>	25HC70M	Traditional	Mahogany	\$ 875.00
	25HC80W	Contemporary	Walnut	1,095.00
	25HC81K	Early American	Maple	1,095.00
<b>NORTHWEST</b>	25HC70M	Traditional	Mahogany	875.00
	25HC80W	Contemporary	Walnut	1,095.00
	25HC82C	French Prov.	Cherry	1,095.00
<b>SOUTHWEST (except California)</b>	25HC71W	Contemporary	Walnut	925.00
	25HC82C	French Prov.	Cherry	1,095.00
	25HC81K	Early American	Maple	1,095.00
<b>CALIFORNIA (only)</b>	25HC80W	Contemporary	Walnut	1,195.00
	25HC82C	French Prov.	Cherry	1,195.00
	25HC84P	Spanish Prov.	Pecan	1,400.00
<b>NORTHEAST</b>	25HC70M	Traditional	Mahogany	875.00
	25HC80W	Contemporary	Walnut	1,195.00
	25HC81K	Early American	Maple	1,195.00
<b>SOUTHEAST</b>	25HC71W	Contemporary	Walnut	925.00
	25HC82C	French Prov.	Cherry	1,195.00
	25HC72W	Scandinavian	Walnut	975.00

Notes on these tables: Magnavox—price categories refer to retail prices; covers sales during first nine months of 1965. Sylvania—prices are suggested retail prices after excise tax cut; covers sales from midyear 1964 to

## Tomorrow's market: the problems and solutions pinpointed by home entertainment manufacturers

The consumer electronics industry now faces the most formidable challenge of its relatively short life. That challenge revolves around one question: how can an industry that designs, manufactures, markets, and sells home entertainment products with a mass-market approach successfully evolve into an industry that caters to the individual consumer?

The reason why the industry must eventually change from its present mass-market outlook was suggested by Paul Rosenthal, merchandising manager for Barker Bros., in Los Angeles, Calif. Rosenthal said:

"The customer buying home entertainment equipment is making a pleasure purchase—not a necessity purchase. Because he is imbued with the idea of owning a fine thing, many times he buys way above his means. He is not buying fine things for the higher level of the arts; he is buying for his own personal pleasure and entertainment."

**Pleasure is the key word** in Rosenthal's analysis. To the consumer, pleasure means much more than electronic product innovations or new console styling. Pleasure is concerned with how home entertainment products fit into the consumer's total living scheme.

Right now, consumer electronics manufacturers are struggling for answers that will give them a clue to the consumer's requirements for and uses of home entertainment products.

**Questions**, like the following, are under discussion.

*How do current home building and decorating trends affect the home entertainment market?*

*What are the important trends in furniture styles that will affect cabinetry and finishes?*

*What effect will the booming Young America market (MW, 9 Aug., p.13) have on what traditionally have been high-end replacement products designed for a wealthier, older group?*

These questions are far from being answered. However, as **MERCHANDISING WEEK** talked with manufacturers and designers, some solutions were suggested. Here are the bits and pieces of thinking that may eventually form new marketing approaches for the home entertainment industry.

**Satisfying the consumer** with all furniture styles is how two designers describe the function of the home entertainment manufacturer. To this idea, Packard-Bell's Portanova added: "A lot in this field depends on the living habits of the individual. We have to consider how he entertains himself and how he uses the various rooms of his home."

Ray Ryder, GE's manager of design, pointed out that the big home entertainment manufacturer is forced to provide all styles, designs, cabinet configurations, and all price ranges to satisfy the public. "A small manufacturer is more flexible. He can establish a specialized corporate image

as far as design goes, and he can aim for a certain market segment."

**A large manufacturer** with a concentrated marketing push that says "fine furniture" can also build this image. Most people feel that Sylvania, with its recent efforts in marketing, has achieved this image. Sylvania's Kile outlined his company's market philosophy:

"In many ways, home entertainment products still follow the furniture industry by two to three years in new design and styling. Sylvania feels that it must keep pace with what's happening in furniture and, in doing so, set the pace for our own industry."

**A decorator approach** to a certain segment of the line is how Hoffman Electronics is trying to solve the fine furniture image problem. Hoffman introduced its "limited edition" series in 11 western states this summer (MW, 19 Jul., p.7).

The series consists of three hand-made color consoles, retail-priced at \$1,295, and is being merchandised and sold through stores that already have an established furniture image and furniture-minded clientele. Hoffman president Ray Cox said the series will eventually go into national distribution. "We feel that if someone wants something badly enough, he will find the money to pay for it," Cox said.

**A semi-custom approach** to home entertainment products is how Electrohome executives describe their

efforts in the U.S. market. With attention to details and a management philosophy of "we'll make it right rather than skimp," Electrohome hopes to establish itself as a kind of Rolls Royce in the U.S. home entertainment field.

A new cabinet facility, totaling 330,000 sq.ft., plus its own saw mill, will give Canadian-based Electrohome (a branch of Dominion Electrohome Industries) vertical integration and dollar savings. However, the company feels that dollar savings and tightly controlled franchises are not enough to present its furniture image to dealers and consumers.

Along with helping its dealers to display, merchandise, and sell fine cabinetry, Electrohome is considering a consumer booklet that tells the woman exactly what she purchased in furniture. "This is something she can talk about and show her friends," said Electrohome's head-of-design Duern.

Electrohome has a special advantage when it comes to piloting new furniture styles. Because its parent company also owns a fine furniture division (Deilcraft Furniture), Electrohome can test market new styles inexpensively. "We may try a new style on a coffee table," Duern explained. "And it costs a lot less to go wrong on that than it costs to go wrong on a stereo console."

**A direct tie-in** with a U.S. furniture company, once a trend in the consumer electronics industry, is some-

Magnavox and Sylvania—in anyone's book—are two very strong factors in the home entertainment market today. While each company approaches the market in a unique fashion, both offer consoles and combinations in

the eight basic furniture styles, plus several styling variations.

While Sylvania concentrates on the middle-to-upper price range, Magnavox blankets the entire market with sheer number of units offered in each

price range. Magnavox's regional look at stereo sales, plus Sylvania's analysis of stereo, color tv, and combination console sales gives a distinct feeling for what is hot in today's market.

Three conclusions can be drawn: Contemporary or Danish-inspired styles are very strong; Early American-Colonial, once a clear leader, appears to be waning; Spanish-Mediterranean is strong in California.

### Sylvania console color tv — model, style, finish, price

	model no.	style	finish	price
MIDWEST	21LC33W	Contemporary	Walnut	\$459.50
	21LC35W	Contemporary	Walnut	499.50
	25LC10W	Contemporary	Walnut	609.50
NORTHWEST	21LC34W	Contemporary	Walnut	469.50
	25LC24PW	Contemporary-Oriental	Polynesian Walnut	639.50
	21LC35W	Contemporary	Walnut	499.50
SOUTHWEST (except California)	21LC35W	Contemporary	Walnut	499.50
	21LC33K	Early American	Maple	449.50
	25LC19BT	Italian Prov.	Butternut	629.50
CALIFORNIA (only)	21LC34W	Contemporary	Walnut	469.50
	25LC22C	French Prov.	Cherry	639.50
	25LC48P	Spanish Prov.	Pecan	819.50
NORTHEAST	21LC35W	Contemporary	Walnut	499.50
	25LC10W	Contemporary	Walnut	609.50
	21LC33K	Early American	Maple	449.50
SOUTHEAST	21LC34W	Contemporary	Walnut	469.50
	21LC35W	Contemporary	Walnut	499.50
	25LC42W	Contemporary	Walnut	429.50

### Sylvania console stereo — model, style, finish, price

	model no.	style	finish	price
MIDWEST	SC851W	Contemporary	Walnut	\$399.50
	SC883C	Italian Prov.	Cherry	549.50
	SC884K	Early American	Maple	529.50
NORTHWEST	SC851W	Contemporary	Walnut	399.50
	SC852W	Scandinavian	Walnut	419.50
	SC887PW	Contemporary-Oriental	Polynesian Walnut	625.00
SOUTHWEST (except California)	SC851W	Contemporary	Walnut	399.50
	SC853C	Italian Prov.	Cherry	429.50
	SC844K	Early American	Maple	359.50
CALIFORNIA (only)	SC888P	Spanish Prov.	Pecan	650.00
	SC842W	Scandinavian	Walnut	319.50
	SC911W	Contemporary	Walnut	825.00
NORTHEAST	SC851W	Contemporary	Walnut	399.50
	SC884K	Early American	Maple	529.50
	SC853C	Italian Prov.	Cherry	429.50
SOUTHEAST	SC840M	Traditional	Mahogany	279.50
	SC851W	Contemporary	Walnut	399.50
	SC884K	Early American	Maple	529.50

midyear 1965.

thing only Motorola has retained. Motorola has a working relationship with the Drexel Furniture Co. and, in the high-end of its lines, uses Drexel styling.

The Drexel tie keeps Motorola tuned in on the newest in furniture trends, according to designer Zeller. "People, to some degree, still buy home entertainment products to fit into what they already have. But when you are talking about the high-end of the line, you are talking about customers who want only the newest styles. And with Drexel's help, we can give them this."

The question of whether the consumer fits into her existing furniture decor is resolved differently by two firms.

**Cabinet design to fit** with a grouping of furniture is Philco's new "accent-piece" philosophy of design. Designer Munz said this will cut down Philco's lead time in following the new styles in the furniture industry. "We won't have to wait for a new style in the furniture industry before we bring out a new cabinet design," Munz explained, "because we will be designing cabinets with just overtones of a new design that will accent a whole furniture grouping, such as Spanish."

**Complete authenticity** of design detail, as opposed to Philco's approach, will continue to guide cabinet styling at Westinghouse. Cal Grazer, director of styling, feels that the customer looks for complete authenticity—right on down to the correct door pulls—in period cabinetry.

"I personally would like to see contemporary designs grow and take hold of the entire home entertainment market, because this is the real test of a designer's ability," Grazer said. "However, as long as the cus-

tomers want period furniture, we'll make it—and make it as authentic as possible."

**Quick design changes** plus the "trickle down" theory of new styles form part of Magnavox's approach to home entertainment products. George Fezell, vice president of sales, explained that Magnavox, like most other manufacturers, introduces new styles at the top of the line and gradually allows them to trickle down into the lower-priced categories.

Fezell said that Magnavox needs only four months lead time, at the most, to hit the home entertainment market with a new style. "Our designs are changed continuously," Fezell said. "Production runs are stopped when we see some styling feature that seems to be hurting a cabinet's sales."

While these design philosophies are being worked into new approaches for the market of tomorrow, consumer electronics manufacturers are working out specific product questions.

**Cabinet configuration** is one area that manufacturers are watching closely. And every manufacturer is trying to keep a sharp eye on what is happening, in terms of sales, to RCA's Armoire. While the tall look for cabinets is not new, RCA's Armoire—a three-way color combination—is probably the most noticeable deviation from the long, low concept of today's console and combination market. Even RCA's designer, Tucker Madawick, admits that he did not think the Armoire would sell as well as it has. (RCA has now completely sold out the second cutting.) "You can't get the best possible stereo separation when you stack components," Madawick said. "And you would think only people who have

rooms with high ceilings would buy the unit."

However, many manufacturers are beginning to think that perhaps a tall unit does belong someplace in their home entertainment lines. Sylvania's Kile pointed out: "Rooms are getting smaller—the average living room built after 1940 is about 13 by 18 feet. You just can't build a cabinet that is too long and expect it to fit into a room this size. A tall unit solves part of the space problem."

**The Young America market** is another area where some manufacturers think at least a more compact cabinet, if not a tall cabinet, will sell. There also seems to be some question among the consumer electronics manufacturers who have added components to their home entertainment lines—is the Young America market a components market?

GE's Ryder explained the Young America market this way. "These kids have grown up with a contemporary feeling for furniture and a desire for compactness and mobility. Since many of them move first into small apartments, you naturally find fewer of the big, long consoles in their homes."

**Tape recorders** are another problem plaguing the home entertainment industry. From a design standpoint, Admiral's Kitts pointed out, adding tape recorders to stereo units present a problem. "With the tape unit added, the console becomes so big it won't fit into smaller homes or apartments," Kitts said.

From a sales standpoint, Packard-Bell's president Ken Johnson thinks tape has a tremendous future. Johnson feels that cartridge tape units in cars will spur consumer demand for tape in consoles and combinations.

"We are now allowing space in

some of our cabinets for tape. In the future, we will probably build the recorders into our high-end models. However, there are a lot of inventory problems that must be solved first," Johnson added.

While manufacturers talk enthusiastically about the future, their sales training staffs work furtively to help retailers sell the home entertainment products that are on the market today. As furniture plays a bigger role, the salesman's job becomes even harder. Here are some . . .

**Sales pointers** on home entertainment retailing:

**Merchandising**—The number-one problem, according to GE, is getting the retailer to upgrade his home entertainment displays. GE's "key-line" concept suggests grouping products on the selling floor by furniture style rather than price category.

**Selling**—For stereo, Sylvania recommends talking first to the woman on furniture, rather than first accommodating the man on sound.

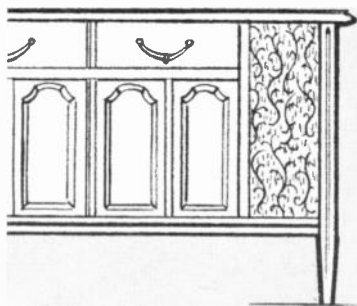
**Customer interest**—Find the "hot button" is RCA's recommendation. Before the sales talk starts, the salesman must determine the customer's key or primary buying interest.

To talk authoritatively about furniture requires knowledge. With help from many consumer electronics manufacturers plus a variety of "outside" sources, neither this article nor the furniture chart on the following pages could have been prepared.

For their cooperation and the material they provided, we would like to thank: Mary Davis Gillies, home building editor, "McCall's" magazine; the Kroehler Furniture Company; The Seng Furniture Co.; The National Assn. of Furniture Manufacturers; The American Walnut Assn.; and the Fine Hardwood Assn.

# The ABC's of console furniture design for the retail salesman of tv and stereo

Selling consoles can be a challenge. If you look at line folders with information and list product specifications, his knowledge, he is the woman and talk electronic band. First mistake! The woman is the one with the best-planned sales talkers and picture tubes.



Traditional

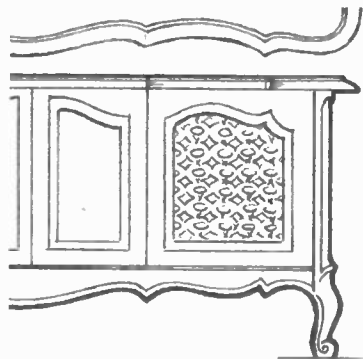
The sedate, formal, yet elegantly graceful, designs of 17th and 18th Century English court craftsmen. While this period was one of the most prolific, and includes the work of more than 12 different artisans and designers, Traditional styles have all but disappeared from most lines today. Whether consumer electronics manufacturers will join the furniture industry in the current, confusing "think English" battle remains to be seen. If the industry moves into English styles, it will probably be but a token revival — a few pieces with just a hint of English.

**Design details:**

1. Deeply recessed, high-relief panels; sometimes curved, often squared.
2. Delicately fluted legs with straight lines.
3. Fluted corner posts in classic design.
4. Extended top edge; often beveled, but sometimes squared.
5. Spade foot; tapered square foot; or bracket foot.
6. Straight skirt or apron.
7. Hardware: usually brass and delicately carved; oval pulls, ring pulls, and drop handles are popular.

**Grille cloth:** Ornate cloth designs; plus some use of cane and bamboo.

**Woods:** Mahogany, Walnut, Cherry.



French Provincial

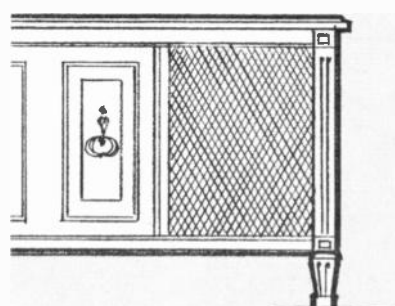
The informal, almost elegantly feminine, designs created by 18th Century provincial craftsmen (defined loosely as anyone living outside Paris). As with all "country-copies," French Provincial lacks the overly ornate, extremely-decorated, and almost too delicately feminine, styling found in High French court circles during the reign of the last three Louis. Provincial craftsmen retained only the softly-curved outlines. The new Country French or French-in-the-Country designs that some manufacturers have introduced are nothing more than French Provincial—minus a few curves.

**Design details:**

1. Cabriole leg ending in scrolled foot.
2. Curved, shaped apron accented with single scroll.
3. Graceful serpentine overhang, smoothly beveled.
4. Deeply beveled panels; carvings sometimes follow geometric patterns.
5. Graceful, sweeping arches on doors.
6. Scalloped, deeply carved moldings.
7. Hardware: delicately molded escutcheons in brass or copper finish.

**Grille cloth:** Some finely meshed cane work; some richly patterned brocades; more use of finely-pleated, pastel-toned draperies behind delicate brass or wrought-iron filigree.

**Woods:** Cherry, Fruitwoods, Antique White with gold accents, Walnut, Mahogany.



Italian Provincial

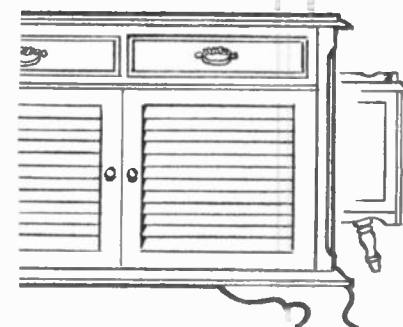
The informal designs, almost rustic in their angularity, created by 18th and 19th Century Italian craftsmen. Italian Provincial evolved in much the same manner as French Provincial. Country artists looked to the city for inspiration—in this case to the Renaissance palaces of Rome, Milan, Venice, and Florence. The "country copies" eliminated the heavy, almost ghastly, baroque ornaments, yet retained the square, tapered lines and Roman-column effect that identifies Italian Provincial styles today.

**Design details:**

1. Overhang, not usually beveled; sometimes angled to match Roman-influenced side columns.
2. Deep fluting, carving, and routing on side columns, posts, legs.
3. Inlay panels, marquetry; high-relief carving on panels.
4. Geometric designs in open-wood fretwork; metal fretwork backed with loosely-pleated cloth.
5. No apron or bass rail.
6. Thick, tapered leg; always rectangular, usually with heavy routings.
7. Hardware: hanging brass pulls; some follow square lines of cabinet; most are circular with extremely simple mounts.

**Grille cloth:** Chalky pastels used with lighter finishes and white; dark patterned designs with mahogany. Trend to all-wood look.

**Woods:** Pecan, Mahogany, Cherry, Butternut, Fruitwoods, Walnut, Antique White.



Early American-Colonial

The sturdy, straight-forward combination of design elements from the first American designers and colonial craftsmen between 1650 and 1850. Early American-Colonial was, and is, anything but a consistent style. Today, as then, hints of Spanish, German, French, English, and Dutch creep under the Early American-Colonial umbrella to emerge as design motifs in each manufacturer's line. In general, Early American pieces have a chunky, solid, "country" feeling, while Colonial cabinetry leans toward the more refined and more detailed French and English influences.

**Design details:**

1. Gallery railings; without railings, the pieces are called "American Provincial" by some manufacturers.
2. Turned leg or bracket foot; beaded spindle or baluster often added over grille cloth for effect.
3. Molding on corner posts, around doors.
4. Louvered look, vertical board doors.
5. Straight or roughly shaped apron.
6. Simulation of spice drawers; sometimes with simple brass pulls, black wrought-iron pulls, or porcelain knobs.
7. Hardware includes H&L black wrought-iron hinges, brass bat-wing mountings, or ring pulls with patriotic designs.

**Grille cloth:** Coarse weave, simple patterns for Early American; Colonial pieces use more refined patterns, finer weave.

**Woods:** Maple, Walnut, Cherry, Mahogany.

## Definition of terms used in the field

**Apron:** strip of wood between cabinet legs; also called base rail, or skirt.

**Armoire:** a tall, relatively narrow cabinet with doors and shelves for storage; similar to highboy or hutch.

**Ball foot:** round tip of turned leg.

**Baluster:** turned (shaped by a lathe) supporting column; also called a spindle.

**Baroque:** (Italian equivalent of French "rococo.")

**Block foot:** square, vertical foot on straight, untapered leg.

**Bracket foot:** low, shaped foot; forms right-angle at cabinet corner.

**Bun foot:** a bun-shaped foot; also called onion foot.

**Cabriole leg:** a leg swelling out at knee, curving in at ankle.

**Credenza:** originally, meant sideboard or buffet; now identifies consoles with solid bases and no feet.

**Escutcheon:** ornamental fitting around keyholes, knobs, handles.

**Filigree:** delicate wire-work.

**Fluting:** grooves cut into any surface or column.

**Fretwork:** general term covering filigree, lattice work, etc.

**Gallery rail:** decorative rail, usually scrolled or curved, on back and sides of cabinet top.

**Hardware:** general term covering all metal or ceramic pulls, rings, hinges, handles, etc., on cabinets.

**High relief:** deep carving on any surface.

**Lattice:** openwork wood decoration; criss-cross or square pattern.

**Molding:** ornamented or shaped strips of wood, either sunk into or projecting from the surface.

ough. The salesman  
th detailed electronics  
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She simply says: "I

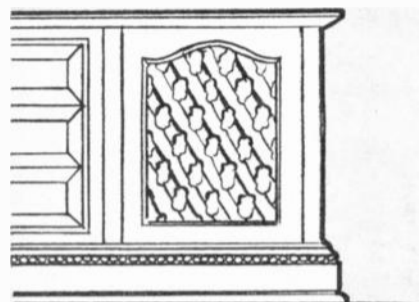
don't care how it sounds, I just don't like the  
looks of that cabinet." Out the door the wom-  
an and her husband walk.

**Lesson:** Talk to and qualify the woman on  
furniture first. And to qualify, a salesman  
must understand and talk fine furniture.

To give the salesman a feeling for furniture,  
MERCHANDISING WEEK analyzed the lines of  
13 major manufacturers and talked with

furniture experts. The eight furniture styles  
below represent a composite, but accurate,  
definition of today's console market.

The chart is not "furniture perfect" nor the  
final authority. It is a sales tool to help a re-  
tail salesman, no matter which brand he is  
talking about, sell consoles as they should be  
sold—as pieces of fine furniture with audio  
and video excellence.



Spanish-Mediterranean

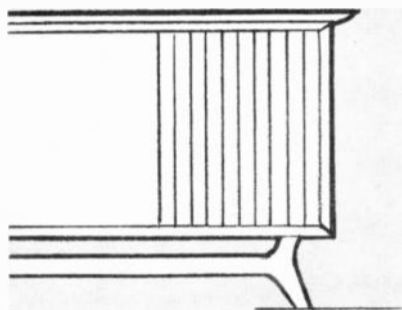
The design elements of today's Span-  
ish-Mediterranean furniture run the  
gamut from the primitively function-  
al look to the stately, traditional  
look. All the countries bordering or  
touching the Mediterranean Sea on  
the north — Spain, Italy, Greece,  
France — contribute design features.  
While true Spanish has a deeply  
molded, masculine look, Italy and  
Greece add a more restrained, cool  
Greco-Roman blend. The total effect  
is a heavy, massive silhouette that  
hugs the floor and presents a moody,  
Moorish appearance. As a whole, the  
consumer electronics industry is  
producing its best, most tasteful designs  
in this relatively new Mediterranean  
look.

**Design details:**

1. Heavily carved panels, deep mold-  
ings.
2. Open, thickly carved lattice work;  
some open fretwork in Moorish geo-  
metric designs; some deeply twisted,  
wrought-iron filigree.
3. Thick spindles, heavy reeding for  
accents.
4. Solid base; some use of thick, sturdy  
legs, or heavy bracket legs.
5. Hardware: heavy, but simple, han-  
dles in wrought iron or brass; heavy  
brass hinges used for accent.

**Grille cloth:** Softly-folded, vivid colors  
backing iron work; or geometric wood  
carvings and open lattice work for heav-  
ier look.

**Woods:** Pecan, Butternut, Walnut, Oak,  
Mahogany, Fruitwoods, Elm, Antique  
White



Scandinavian

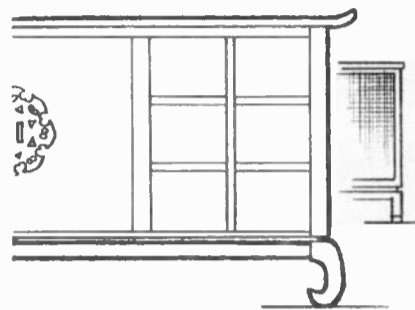
The functional, yet harmoniously  
sculptured, look that emerged from  
the 1930s. Scandinavian styling, during  
the 1930s. Scandinavian styling, with  
its unadorned and understated form,  
was the first clean break with period-  
oriented designs. The clean lines re-  
lied upon the natural, almost unfin-  
ished, beauty of fine woods to carry a  
feeling of design unity. Unfortu-  
nately, many manufacturers today  
ignore the good-design, good-  
construction principle of Scandina-  
vian and retain only the phrase  
"Danish Modern" as a catch-all  
description.

**Design details:**

1. Tapered legs, or splayed legs.
2. Stretcher, together with legs, forms  
a cradle for the set.
3. Sweeping, sculptured lines, overhang  
sometimes softly beveled downward,  
apron slightly curved. Angular lines  
softened with moldings.
4. Panels accented by finely matched  
veneers; patterns formed by wood  
grains add sense of movement.
5. Louvered or sculptured cross-hatch  
look.
6. Hardware, when used, serves a func-  
tional, not a decorative purpose; han-  
dles in highly-stylized aluminum,  
steel, or ceramic forms.

**Grille cloth:** Coarsely-woven, rough-  
textured; usually covered with matching  
wood strips or vertical slats for "all-wood"  
look.

**Woods:** Walnut, Teak, Rosewood.



Oriental

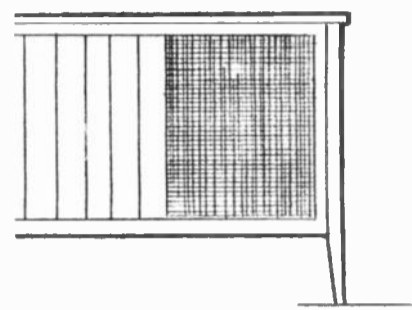
The serene elegance and the graceful  
flow of contrasting patterns that com-  
bine to create a feeling of Oriental  
timelessness — a feeling, and almost un-  
tapped, look for the consumer elec-  
tronics industry. A few manufacturers  
have already jumped on the Oriental  
bandwagon. Unfortunately, much of  
what is called "Far East" today is  
merely a shiny, black-patent lacquer  
box with a splash of gaudy brass.  
Next year, the black-chest-look prob-  
ably will be replaced by Contemporary-  
Oriental designs. Designs that follow  
the Polynesian approach to the East  
— combining subtle hints of Eastern  
art forms into a package that has just  
an air of the Orient.

**Design details:**

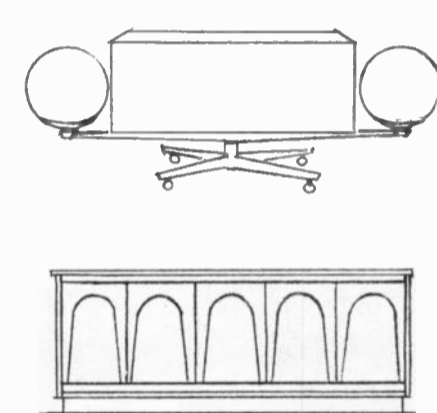
1. Pagoda roof treatment on overhang;  
or square lines with no overhang and  
parallel scroll line.
2. Deeply carved panels accented ver-  
tically; or open geometric fretwork  
backed with tightly woven cane or  
bamboo.
3. Ming leg (usually combined with pa-  
goda top); or square, untapered leg  
(used with square cabinet).
4. Molded, softly curved brass rail; or  
simple, straight-line stretcher.
5. Hardware: usually oversized brass  
and pewter mounts, simply but deli-  
cately molded in Chinese patterns.

**Grille cloth:** Delicate yellows with oriental  
patterns to contrast with dark woods; also  
tightly woven cane, bamboo, or wicker  
panels that are reminiscent of Japanese  
Shoji screens.

**Woods:** Walnut (light and dark finishes),  
Ebony, Brown Mahogany.



Modern-Contemporary



Simplicity, symmetry, and a sense of  
movement describe good Modern de-  
sign. To pinpoint design details would  
be misleading because Modern wood  
pieces have just one requirement—the  
use of finely finished woods. Unfortu-  
nately, what most console tv and  
phono manufacturers call Modern-  
Contemporary lacks excellent woods  
or finely-matched veneers, and the re-  
sult is an uninspired box. These  
sketches show different designers'  
conceptions of Modern furniture.  
While they do not define Modern, they  
do give the feeling of this clean, crisp  
style—the style of today.

**Grille cloth:** Trend to all-wood look; slid-  
ing doors, bamboo, cane.

**Woods:** Teak, Rosewood, Mahogany, Wal-  
nut.

**Reeding:** (the reverse of fluting) series of  
parallel beaded lines projecting from the  
surface.

**Rococo:** Delicately carved, but fantasti-  
cally done, leaf, shells, scroll designs.

**Scallop:** shell-shaped carving.

**Scroll:** spiral line, or foot shaped in spiral

**Serpentine front:** waving, snake-like curve  
on front of cabinet.

**Splayed leg:** leg angles or flares out.

**Stretcher:** strip of wood connecting cab-  
inet legs but not attached to the cabinet  
base.

**Tambour doors:** slatted, wooden, sliding.

**Turning:** legs or trim shaped by a lathe.

**Antiquing, distressing, fuming, liming:**  
finish treatments to make new wood look  
old and used. Antiquing usually associated  
with dull, white finishes. Distressing  
means artificially marring and scratching  
the surface wood. Fuming and liming are  
simulated treatments that give woods a

grey to frost-white look of age.

**Burls, figures:** Design patterns in wood  
caused by abnormal growth. Used for in-  
lays and accents on expensive cabinets.

**Dull-rubbed, hand-rubbed, oiled:** Finish  
treatments that give cabinets a soft, dull  
lustre. Used to bring out the natural  
beauty of fine woods.

**Grain:** The normal growth patterns of dif-  
ferent species of woods that form the  
"fingerprint" or identifying pattern. Woods  
differ both in sharpness of grain and in  
design or type of pattern: cherry is fine

grain, walnut is medium grain, oak is  
coarse grain.

**Inlay and marquetry:** Designs in the sur-  
face of cabinets that are formed by in-  
serting other woods, ivory, or metal.

**Wood finishes:** With the real break-through  
in fine wood-working yet to come, some  
consumer electronics manufacturers are  
already offering as many as 36 different  
finishes on face veneers. These finishes  
lighten, darken, age, shade, highlight,  
protect, and generally enhance the nat-  
ural beauty and life of the wood.

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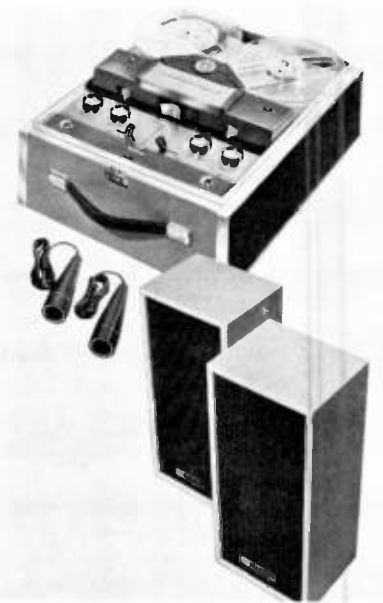
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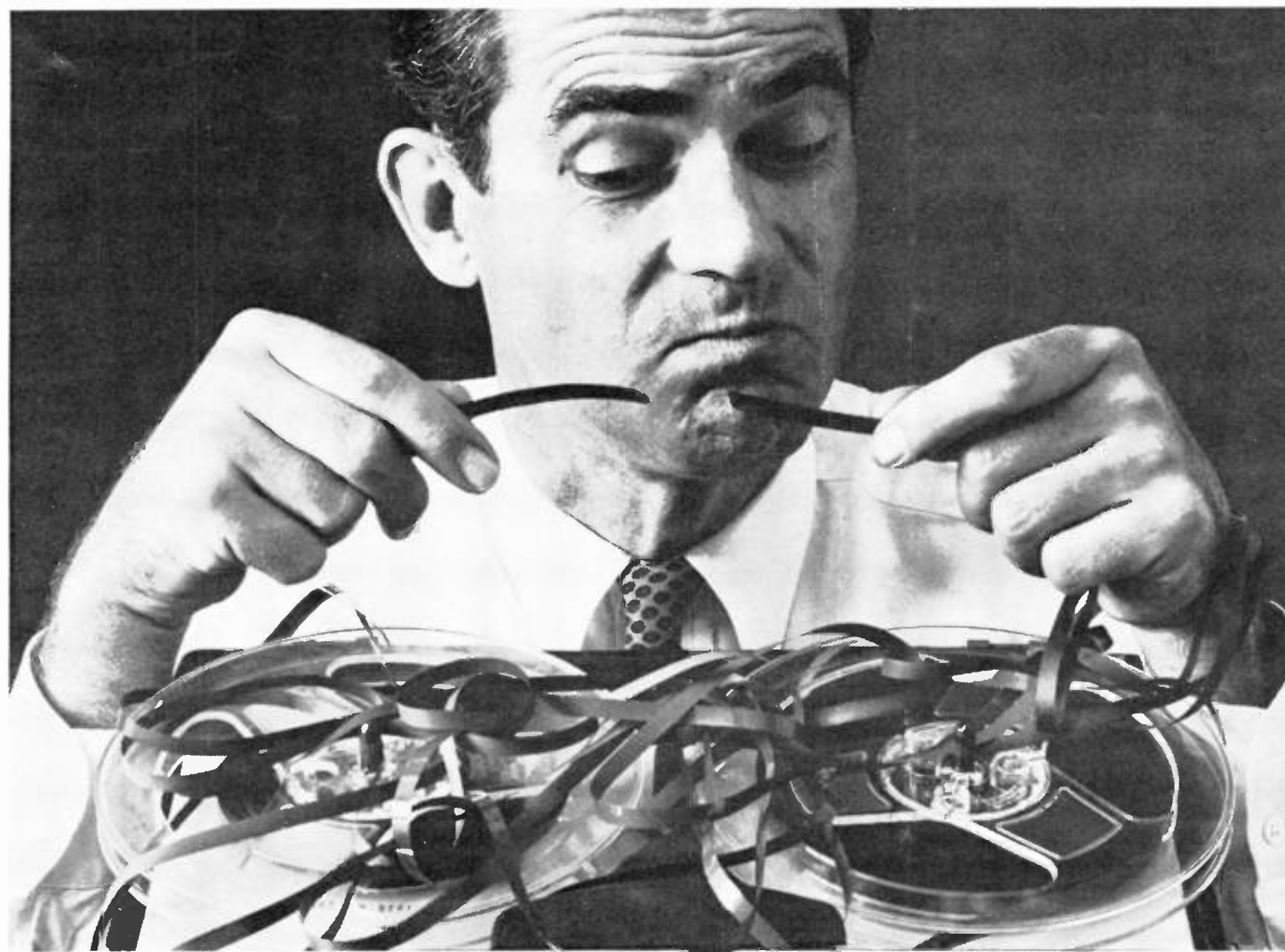
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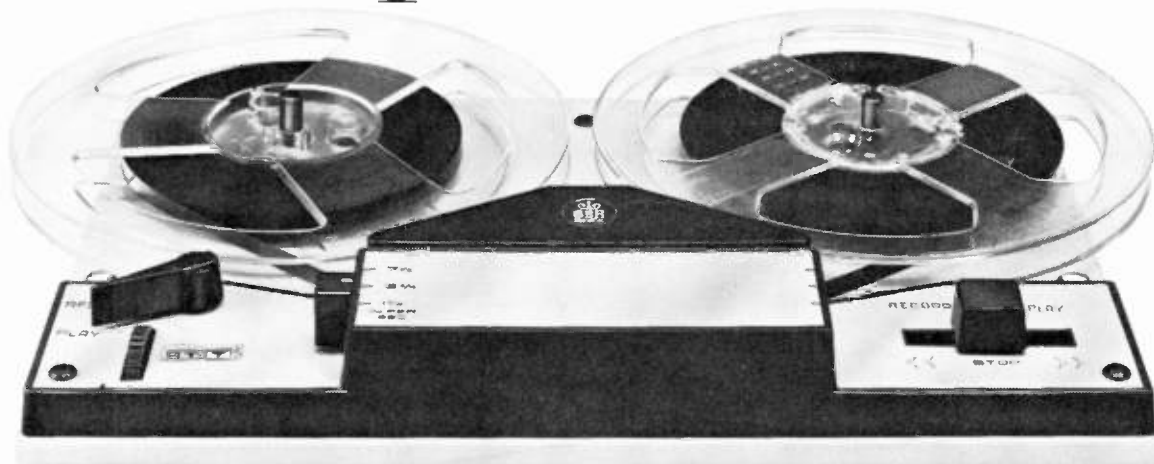


**Webcor whips up a promotion**

Webcor is wooing customers for its Regent IV stereo tape recorder with a special "limited offer" promotion. With the purchase of the Regent IV—which has a suggested retail price of \$209.95—the customer is offered a pair of matching extension speakers for \$6.95. This set of 5-inch speakers with 8-ft. extension cords ordinarily retails for \$39.95. The Regent IV is equipped with two 5-inch speakers and two external speaker jacks; other features include a push-button digital tape counter, individual volume and tone controls, two microphones, and a record level indicator.



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Leading all other tape decks in best-selling lines for 1966...dependable BSR TD10 supplies "instant relief" for tape recorder troubles! BSR lets you switch speeds...directly from play to record or rewind, from fast forward to fast rewind, without stopping the motor...and without breaking, spilling or snarling the tape! In your own demonstrations and in your customers' homes, BSR's new smooth, powerful drive and flexible action will operate flawlessly, without interruption and with full fidelity in recording and playback. Watch BSR's new trouble-free TD10 tape deck build your sales and hold your profits!

- Changes speeds and operations without pause or stop!  3 Speeds  7" Reels  Stereo or Monaural—2 or 4 track heads  Digital counter
- Constant-speed, heavy capstan drive  Extra-powered, dynamically balanced motor  Minimum flutter and wow  Low impedance heads for transistorized stereo circuits  Mat-finished aluminum control panel



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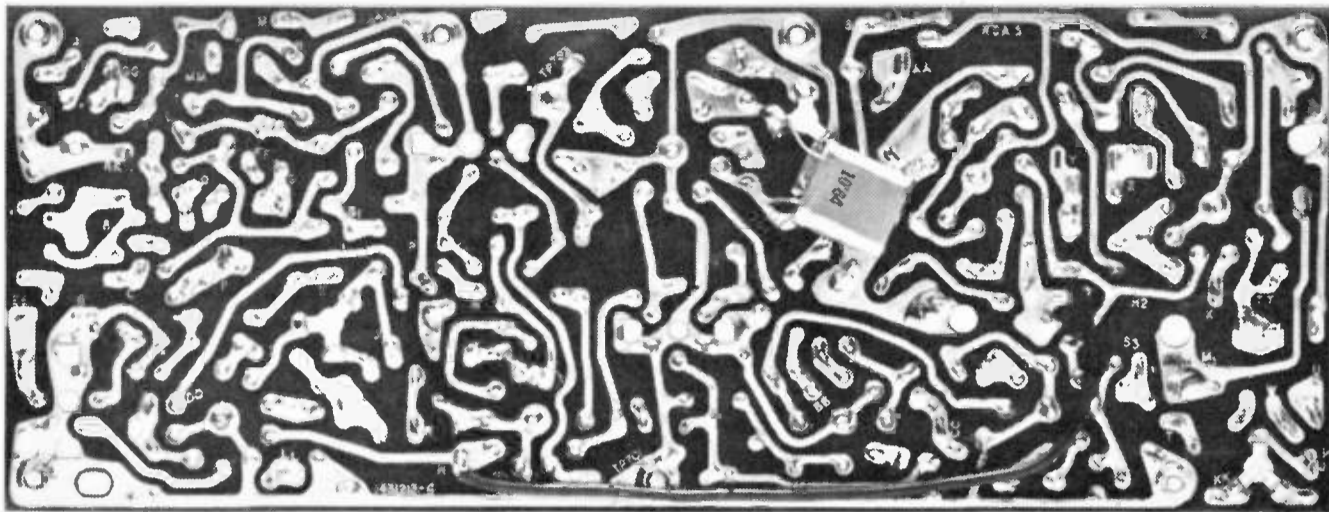
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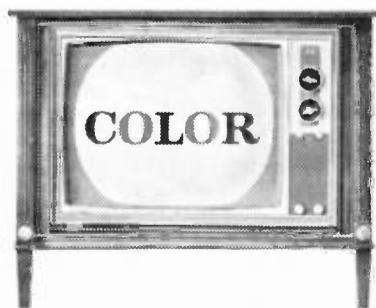


# RCA Solid Copper Circuits



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"hand wiring"...eliminate  
over 200 potential  
trouble spots.

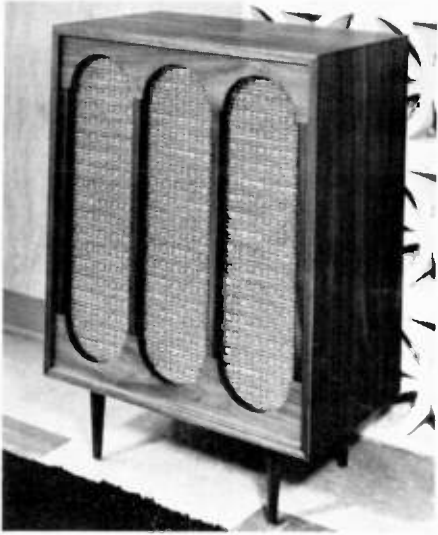
RCA Solid Copper Circuits give greater dependability... better TV performance... fewer service headaches. Remember and sell these Space Age advantages and both you and your customers will profit.



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in Electronics

Tmk(s)®

More TV servicemen own RCA Victor Color TV than all other leading makes combined



**Hartley co-axial, console speakers**

Hartley introduces two new units: one it calls the "first true co-axial speaker;" the other is the Concertmaster Junior, which is companion to the full-sized Concertmaster.

The new Hartley-Luth 220MS co-axial speaker features a patented dual voice coil: an inner coil placed axially inside the main winding. Hartley describes the unit as an improved version of its wide-range high-fidelity loudspeaker. Model 220-MS has a 10-inch speaker, magnetic suspension, and moisture-proof polymer speaker cones. Expected retail price of the 220MS is \$135.

The polymer plastic cone, says Hartley, "provides a stiffness-to-

weight ratio far in excess of paper cones and makes possible a larger radiating surface without flexing or breakup."

The Concertmaster Junior is described as a full-range floor model loudspeaker system. It features a 10-inch woofer and Hartley's new 7-inch model 207 mid-range high-frequency speaker with a crossover network. The unit has magnetic suspension and polymer cone. The cabinet is 32 inches high by 24 inches wide by 14 inches deep; it is available in rubbed oiled walnut with Mediterranean styling. Other woods are available by special order. Expected retail price is \$345. *Hartley Products Corp., Barnert Pl., Ho-Ho-Kus, N.J. 07423.*

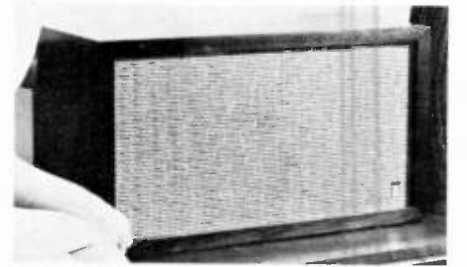
**Sherwood stereo-FM, tuner, amp**

Claiming three industry firsts, Sherwood introduces three all-silicon solid-state units: an FM-stereo receiver, a tuner, and an amplifier-pre-amplifier.

Sherwood's receiver, the new S-8800, carries a retail price of \$387.50. It features an automatic noise gate that cuts from stereo to monophonic when noise occurs, a stereo program indicator light, a panel headphone jack, noise filter, and rocker switches for a tape monitor. The 35-lb. unit has 100w of music power. Power bandwidth is 12 to 35,000cps. Model S-8800 is available in hand-rubbed walnut.

The tuner, model S-3300, features a stereo indicator light, automatic noise gate, stereo noise filter, and rocker switches. Music power is 15w, frequency response 20 to 15,000cps. In a leatherette case, the 10½-lb. unit is expected to retail for \$175.00.

Model S-9000a, Sherwood's new amplifier-preamplifier features 160w, making it the highest-powered stereo unit of its kind, according to Sherwood. In a walnut-grained leatherette case, the unit's expected retail price is \$318. *Sherwood Electronic Laboratories Inc., 4300 N. California Ave., Chicago 18, Ill.*



**Jensen 8-ohm tweeter**

A new 8-ohm tweeter, installed in Jensen's TF-3 bookshelf speaker unit, has "significantly improved high frequency performance."

The Sonodome ultra-tweeter covers the range from 10,000 to 20,000 cycles. The TF-3's 10-inch woofer and two 3½-inch mid-range units cover the lower ranges down to 25 cycles. The system rated at 25 watts, is expected to retail for \$115.50 in oiled walnut and for about \$99.50 in unfinished gum hardwood cabinets. Speaker components, crossover networks, and electrical accessories of the TF-3A are available in kit form for \$69.50. *Jensen Manufacturing Div., Muter Co., 6601 S. Laramie Ave., Chicago, Ill. 60638*

**KLH four speaker system**

A new speaker system by KLH should reach showrooms in December.

The new system, a three-way acoustic-suspension design, provides wide frequency coverage with low distortion. Model Twelve's highlight is a control set to adjust mid-range and high-frequency switches, controlling range in the four speakers. The speakers are: a 12-inch woofer, two small-cone mid-range units, and a 13¼-inch tweeter. They are housed in a floor-standing oiled walnut cabinet 29 inches high, 22¼ inches wide, and 15 inches deep. Model Twelve's nominal impedance of 8 ohms makes it fully suitable for use with transistor amplifiers, most of which tend to deliver their highest effective power at that impedance. Retail price is about \$250. *KLH Research & Development Corp., 30 Cross St., Cambridge, Mass.*

# Why don't you sell car radios?

*— maybe your reason is out of date —*

Perhaps you remember the time when selling car radios took a good deal of effort—caused installation problems and service expense.

But have you looked at the opportunity lately?

Motorola makes it sensible and profitable for you to handle car radios in your store.

For example, you don't have to have installation and service facilities unless you want to.

You can just sell the Motorola car radio as a carry-out package.

Who installs it? Well, we have over 6,000 Warranty Stations fully

equipped to provide installation as well as maintenance for your customers.

How much floor space would you need for a car radio department?

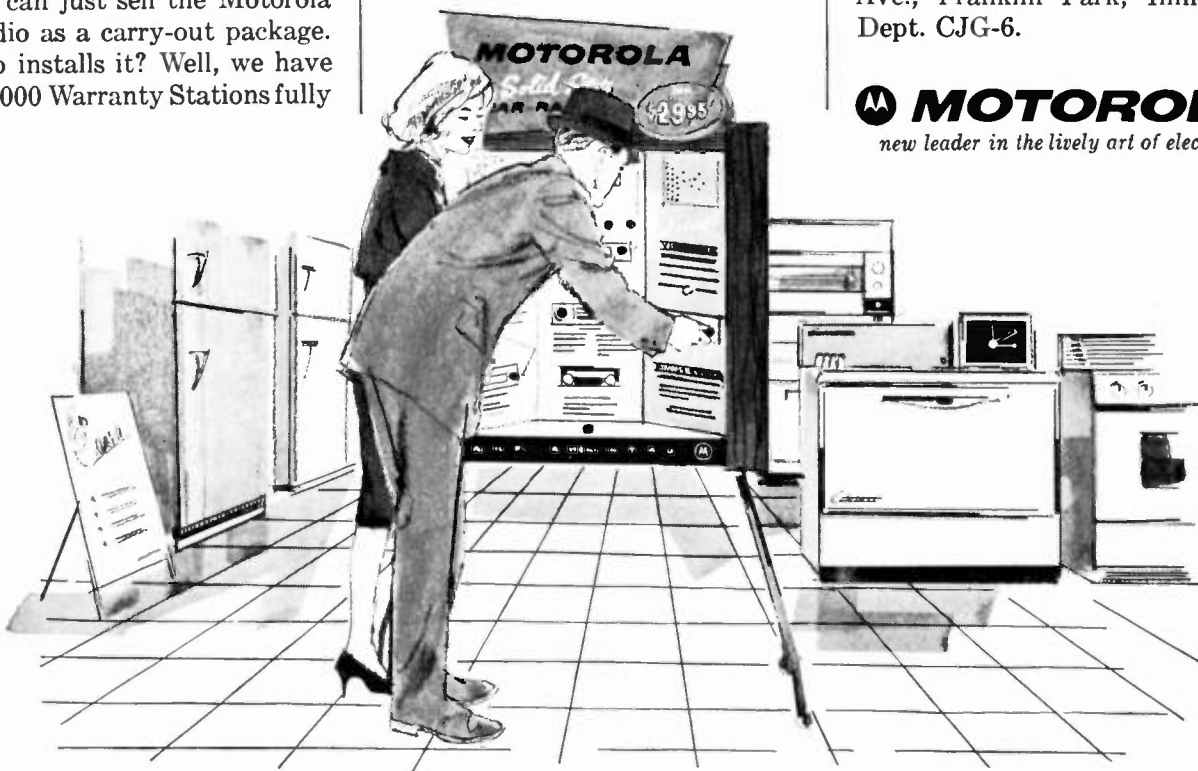
Just about 8.3 square feet. Our compact operating display shows and lets you demonstrate eight of our most popular car radio products right on your sales floor. You can sell AM radios, AM radios with Motorola's Lumalert, FM

radios, FM/AM radios, FM tuners and Motorola Vibrasonic... with no big inventory problem.

All are attractively designed. All are loaded with features you can demonstrate or talk about.

And Motorola car radios bring good markup. Shouldn't you be getting into this business? Why not call your Motorola Distributor and get more of the facts... or write to Motorola Consumer Products, Inc., 9401 West Grand Ave., Franklin Park, Illinois.— Dept. CJG-6.

**MOTOROLA**  
new leader in the lively art of electronics



**DELIGHTS!**

**EXCITES!**

**400 Winners!**  
40th Anniversary  
Celebration SALE

**DIRECTS!**

# WIN A SOUTH AMERICAN HOLIDAY FOR TWO

5 days of fun and sun in beautiful Caracas—Venezuela's most modern city. Sight-seeing on the island of Curacao! All expenses paid!

**ROMANCES!**

...write your name!  
...holiday! Living it up at the fabulous  
...Caribbean. Dining like a gourmet every day  
...fishing, surfing, golfing, sight-seeing, shopping  
...for signing your name to a winning entry  
...40th Anniversary Celebration Sale

**ENTICES!**

**ACTIVATES!**

Attention  
Norge  
Dealers  
this  
space  
reserved  
for  
you!

**400 LUCKY WINNERS** COAST TO COAST  
200 TRIPS FOR TWO WILL BE AWARDED IN 200 DIFFERENT DRAWINGS! YOU COMPETE ONLY IN YOUR AREA  
DRAWING! YOUR CHANCES OF WINNING ARE INCREASED MANY TIMES!

Join in the fun!  
**FREE GIFT**

...just for registering at the  
Norge dealer nearest you.  
List on opposite page.  
Nothing to buy! It's Norge's  
40th Anniversary Celebration  
and we want you in on it!

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**SELLS!**

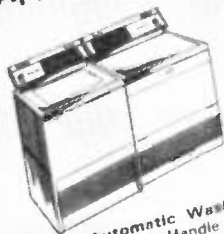
See how these quality Norge Appliances P...



Norge Never-Frost Refrigerator-Freezer—with Automatic Ice Maker. Roll-over freezer. Thin-wall design.



Norge Deluxe Ranges in 30- and 36-inch widths (gas or electric). Include Automatic Meal Sentry burner, balanced-heat oven.



Norge Automatic Washers and Dryers—Handle all fabrics, all wash loads—15 lbs. to 6 oz. Stop N Dry for safe drying of silks, etc.

Years from now you'll be glad it's a  
**NORGE**

Norge appliances **BORG** **WARNER**

## Norge South American Holiday Promotion goes all out to give you trips and customers!

Complete national promotion in your own store brings in crowds... moves merchandise...helps qualify you for an all-expense-paid holiday



Norge ad breaks in the Jan. 7 issue of LIFE. Over 31 million will see it!

**Exclusive with Norge!** A big double-action promotion that delivers a 1-2 punch to sell the merchandise in your store. Includes a new idea in traffic-pulling sweepstakes that's national in scope but local in execution! A big, colorful full-page ad in LIFE that tells your prospects the whole exciting story together with your store location! *Plus* a complete in-store promotion package with the works—tie-in newspaper ads, displays, brochures, radio spots, giveaways. See your Norge distributor for the money-making, trip-winning facts.

**NORGE**

Norge appliances **BORG** **WARNER**



**NATIONAL  
HOUSEWARES  
EXHIBIT**



**January 10-14, 1966**

**MCCORMICK PLACE, CHICAGO**



*Another Record Year... Starts Here!*

**HOUSEWARES '66**

Housewares is a great and growing industry, with most of its potential still ahead. But the rewards it promises are not to be won lightly . . . not with yesterday's techniques, or ideas, or marketing practices. Fortunately the NHMA National Exhibit provides a simple way for you to keep abreast of this vast and restless industry—to see every significant development; to meet all the people who are important to you; to renew and refresh yourself for the year of challenge ahead. The housewares industry has nowhere to grow but up. Be here; grow with it!

*Serving the Housewares Industry Since 1938*

**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

**1130 Merchandise Mart Chicago, Illinois 60654**

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VOL. 97 NO. 46

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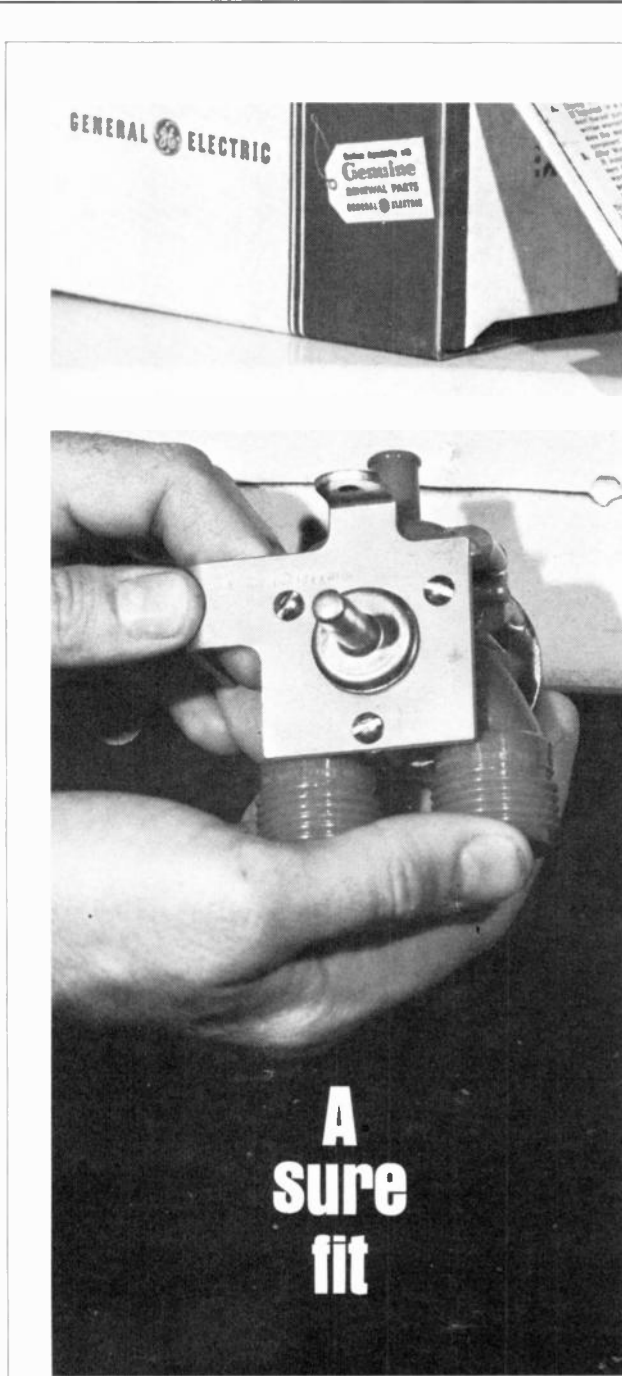
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A  
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A precision fit and trouble-free operation are ways your service department saves time and money . . . avoids return trips and callbacks . . . keeps customers satisfied. And the proven way to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

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

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

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

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

**GENERAL ELECTRIC**

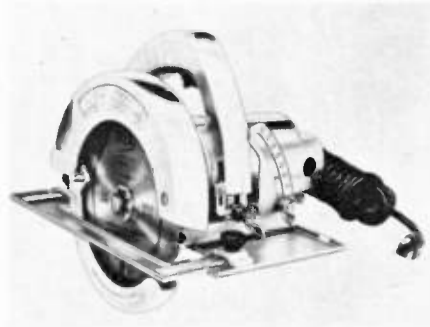


**GE power tool display**

GE's Housewares Division announces a new display to show the entire General Electric portable power tool line in four linear feet.

The display stand is made of two brown-stained shelves, two steel channel braces, and a perforated masonite backboard. Hanging on the backboard is a separate bracket display of all four GE interchangeable tool heads with pricing spots provided for each.

The display is 48 inches wide, 24 inches deep, and 54½ inches high. The upper section lifts off for counter use. *General Electric Co., Housewares Division, 1285 Boston Ave., Bridgeport, Conn. 06602*

**Wen's new circular saws**

Wen is entering the circular saw market with the Stallion 1000 and Stallion 960, both priced under \$75.

Both saws have contoured handles set behind the blade housing. Upper and lower guards encircle the

7¼-inch blade. A safety clutch is said to prevent kickback. A blower deposits dust and chips away from the cutting line. The steel shoe plate is fitted with a removable extension and a steel bar ripping guide. Also included is a wrench for removing blades. Standard on both units are a front-end guide for close cuts and an adjustment for angle cutting.

The Stallion 1000 is powered by a 2½ hp, 12 amp, air-cooled motor. No-load speed is 5300 rpm. The unit weighs slightly more than 12 lbs. Expected retail price: \$54.95.

The Stallion 960 (shown) is powered by a 1¾ hp, 10 amp, air-cooled motor. Other features are a lifetime lubricant sleeve and a no-load speed of 5200 rpm. Just under 12 lbs., the 960 carries a suggested retail price of \$44.95.

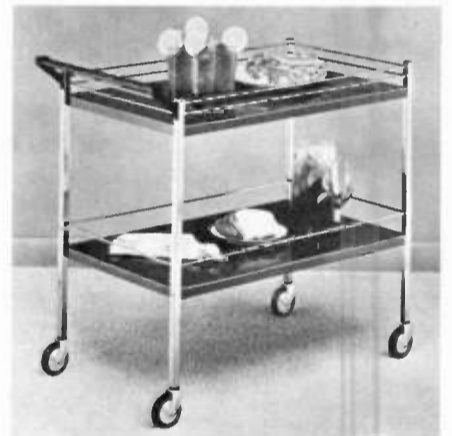
Both units operate on standard 120v, 50-60 cycle AC power but also come in 220v to 240v models. An 8-ft., three-wire cord and grounding adapter are included. A steel carrying case with baked-enamel finish is available for both saws. Expected retail price for the case: \$9.95. *Wen Products Inc., 5810 Northwest Hwy., Chicago, Ill.*

# You've got no business advertising in the Yellow Pages.

(Unless you want more business.)



**Action-people find it here first—fast.**

**Hamilton Cosco serving carts**

Shipments of two new serving carts by Hamilton Cosco begin in December.

The hospitality cart (model 86) is metal with a wood handle. The top and shelf, 26 inches by 15 inches, have a simulated walnut grain. The corner posts and guard rails on the top and on the shelf are finished in golden brass. The cart moves on four rubber casters. Suggested retail price is \$26.98, higher in the Far West.

The Cosco tea cart (model 87) features rubber-tired front wheels and smaller rear swivel casters. The top and shelf come in walnut or cherry grain. All other metal parts are finished in golden brass. Suggested retail price for the cart, 27¾ inches high, is \$30.98. *Household Products Division, Hamilton Cosco Inc., Columbus, Ind.*

**Oster Tonight Show displays**

Oster is offering its retailers a special *Tonight Show* display in order to promote its blender and its combination can-opener/knife-and-scissor-sharpener.

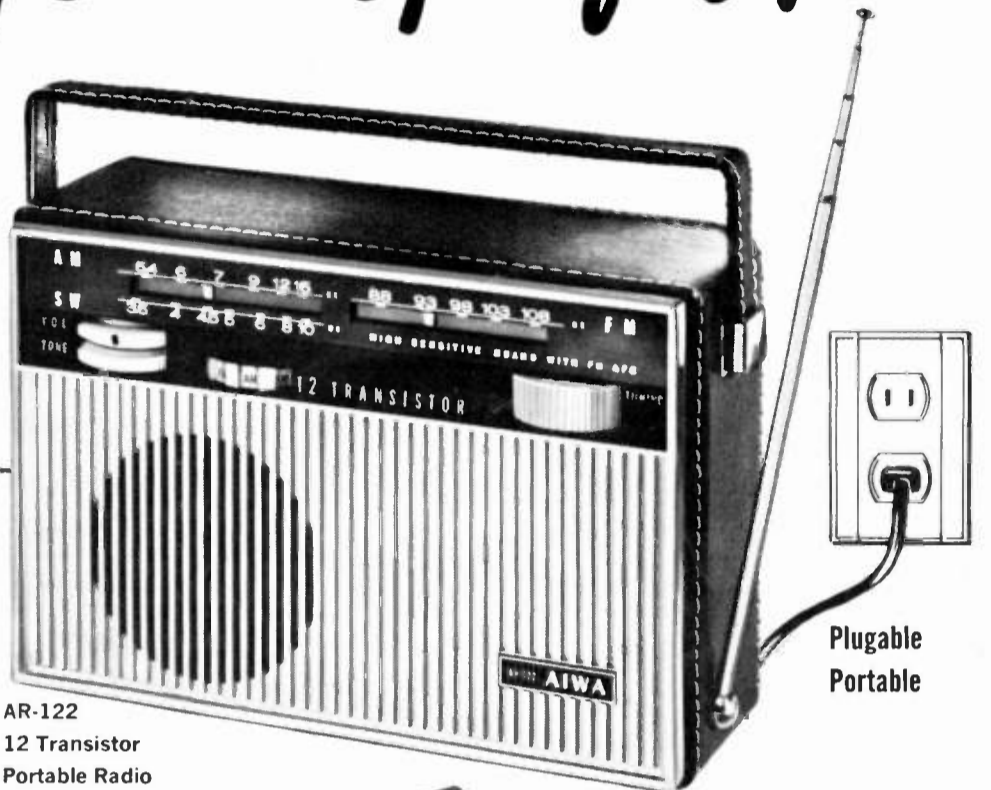
Oster is offering two different displays: counter cards and window banners. The blender and sharpener are pictured separately on the cards and shown together on the banner. Both the cards and banners are silk-screened in three colors and feature a photograph of Johnny Carson, host of the *Tonight Show*. *John Oster Manufacturing Co., 5055 N. Lydell Ave., Milwaukee, Wis. 53217*

*the sound of quality  
...for good sound profits!*



**Now! True Hi Fi In A Portable Radio**

Tune-in on the big profits of this fast-moving, 12-transistor, solid state portable! Plays on electric current (has built-in converter) or batteries. A bass/treble boosting circuit, variable tone control and dynamic speaker provide rich "console model" sound. 360° rotating antenna brings in static-free, drift-free sound on AM, FM and Short Wave. Luxuriously housed in handsome leather case with 300 lb. test grille guard of polished chrome. Includes earphone and four 'C' cell batteries.



AR-122  
12 Transistor  
Portable Radio

Plugable  
Portable



**Most Spectacular Performer In Its Price Field!**

Hard to believe! Though this tape recorder is only 2½" high, it records at two speeds (3¾, 1⅞) on 3¼" reel, is capstan-driven to insure constant speed, records up to two hours of material, has piano-styled pushbutton control and comes equipped with sensitive remote control microphone! Visual recording level assures professional recording. Handy front-mounted jacks handle external speaker or earphone. AC current converter, and radio or phono signals. For beautiful performance - at a beautiful price, stock up on the TP-703!



TP-703  
6 Transistor  
Tape Recorder

Comes with remote control dynamic microphone, earphone, four 'C' cell batteries, supply and take-up reel.



**This Medium Sized Portable Records With Big Machine Features!**

You'd expect this feature-packed recorder to be twice its size! Gives up to 4½ hours of recording time! The capstan-driven motor allows recording at 1⅞ or 3¾ ips. An AC converter is built into the set - so there's no need for an extra adaptor. Big, dynamic 4" oval speaker provides clear, high fidelity sound. Additional wanted features include: pushbutton controls, separate Forward and Record buttons, stop and start remote control microphone, input jack for recording directly from TV, radio or phono-graph. There's no doubt - the TP-704 is the medium sized recorder with the big machine features!



TP-704  
6 Transistor  
Tape Recorder

Comes with remote control dynamic microphone, earphone, splicing tape, AC power supply cord, four 'D' cell batteries, supply and 5" take-up reel and accessory case.

HEAR THE SOUND OF PROFITS: WRITE OR PHONE



THE SOUND OF QUALITY

4215 West 45th Street • Chicago, Illinois 60632 • Phone: 312-254-7900

# One thing you know about us: we'll never make it big.

## 2F-23W



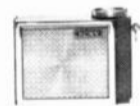
In fact, we haven't grown an inch. For instance, take our palm-size FM/AM radio, the 2F-23W. It's smaller than a pack of king-size cigarettes. But it gets all the big sounds on AM or FM. Like Bach's Prelude and Fugue in C Minor. Then when Bach turns you off, you turn him off. And switch to some serious rock and roll. The sound is so clear, you can almost understand the words.

## 2FA-24W

Then there's the 2FA-24W. It swings on FM only. It's small enough to fit into a pocket. But it tunes in automatically, just like the radio in your car. Just press the button and it zips to the next station. Press it in halfway, and it swings across the dial until you stop it. Then it locks in on the signal. So it's free from drift. For hi-fi nuts, we added a fine tuning control.



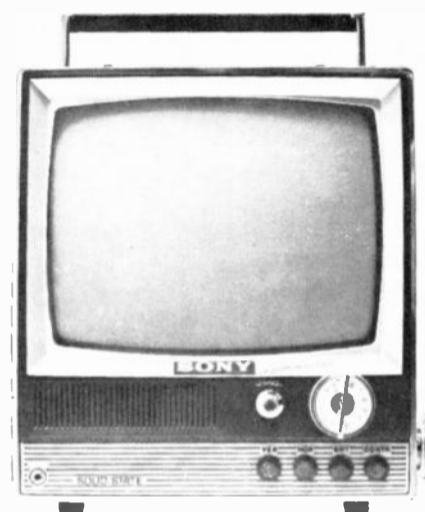
## IR-81



The IR-81 is our smallest wonder. It pulls in AM only. But it's about as big as grandpa's pocket watch. And just as sensitive. Because we squeezed 8 transistors and a thermistor into that tiny space. (Incidentally, the little gem comes nestling in its own gift box.) It can even be hooked onto a watch chain and hidden in your vest. It sounds just like a musical watch pocket.

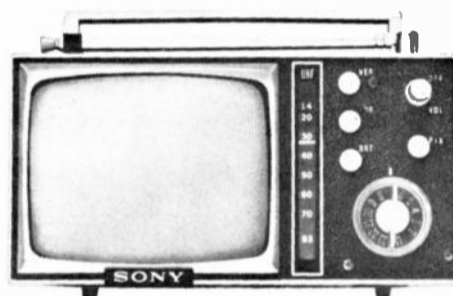
## TV 9-51UW

Even our big wonder is getting smaller. We just knocked two pounds off the 9-inch Sony (TV9-51UW). And we even made the price easier to take. But we didn't sacrifice a thing. It's all solid state. With new Stable Epitaxial Passivated transistors. It brings the words and pictures in so clearly that you'd swear it was a big big set.



## TV 5-307UW

We've taken still more of a load off you. The price of our tummy television, the 5-inch Micro TV (TV 5-307UW), has been reduced. And we've made more of them. So there won't be an empty tummy left in town.



## TV 4-204UW

Our 4 inch walkie-watchie (TV4-204UW) now recharges overnight or while it's playing on AC. And it's equipped to pick up stations some sets don't even know about.



**SONY®**  
580 5th Ave. New York, N.Y.



## The fan lines for 1966: plastics come on strong

The era of plastics has descended upon the fan industry in hearty fashion for 1966. Plastics are showing up in more lines, especially in grilles. And General Electric is using a five-blade polypropylene element for the first time.

Most models in the 1966 lines, however, remain essentially the same as this year's. A poor fan season—marked by heavy inventory carryover for some distributors—is hardly conducive to introductions of totally revamped lines. Therefore, manufacturers making changes in their lines have tended to change only one or two models.

Of eight manufacturers interviewed, most admitted to at least "moderate" carryover as a result of mild weather conditions last summer in key markets.

Industry sentiment about carryover was summed up by McGraw-Edison's Robert Marbach: "That's something you live with in the fan business."

**Close-out specials do exist**, but only GE is promoting close-out deals. Dating arrangements are generally similar to last year's. Early-buy 10% discounts are also the rule, but manufacturers are reluctant to admit to them.

William J. Rosen, vice president of Berns Air King, remarked, "I don't know of any fan manufacturer who doesn't have some kind of early-buy special."

**There are few price changes** on fans. GE reportedly will increase the price on two of its new fans (MW, Oct. 25, p.3). Toastmaster will have "some price hikes due to the increased cost of materials." Other manufacturers report prices unchanged or slightly less than last season's levels.

Following up its successful season with the 20-inch Penthouse fan, Berns Air King will again highlight the plastic-grille model next year. The \$54.95 fan gets its name from the location of the controls—on top.

Bersted and Manning-Bowman division of McGraw-Edison will center their fan promotion on a square shape with plastic grille. Three new 20-inch models, all with pilot lights, are being introduced in the 1966 line:

a 3-speed pushbutton fan, \$39.95; a rollabout version, \$44.95; and an electrically reversible model, also \$44.95. All three have white fronts with gray bodies.

Toastmaster, another McGraw-Edison division, will also feature the squared-off design with white plastic grilles. Three new 20-inch models have been added to their Custom Classic line: a manually reversible fan, \$34.95; an electrically reversible model, \$38.95; and a 3-speed rollabout, \$41.95.

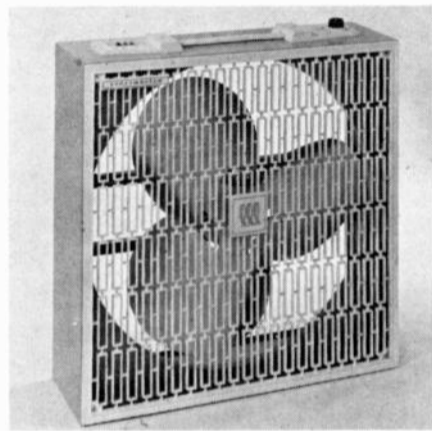
Dominion will expand co-op ads on a line that "last season was so successful," according to Walter Hoy, advertising manager. Dominion's burgeoning co-op funds are a sharp contrast to GE's. The latter dropped co-op advertising on fans in March of 1962 and still has the same policy.

GE's big fan news is the 5-element plastic grille that reportedly allows higher velocity with less weight than metal blades. The Bridgeport-based company has three new 20-inch, 3-speed models.

In the limelight of Hunter's 1966 line is a redesigned high-velocity 12-inch fan. Resuggested retail price on the model has been pared from \$38.95 to \$27.95. Hunter is introducing a 20-inch rollabout fan with a chromed "Satellite" stand. Suggested retail price is \$47.95.

Lasko is directing attention to its 20-inch oscillating fan, \$39.95, and to its belt-driven model, \$69.95.

—Robert Rowe



Toastmaster's newly designed grille

### KEY MOVES

**RUBBERMAID**—William Kellerman, Forrest Benner, and Donald Burns are named regional sales managers in Rubbermaid's newly created premium sales div. Kellerman will move from St. Louis to Chicago, Benner will continue to operate out of Dayton, and Burns will remain in New York City.

**ARVIN**—Morton Stuhlberg is appointed Southern California district sales manager for housewares.

**HAMILTON BEACH**—Miss Donna Puncochar is named executive assistant in the home economics department.

**BERNS AIR KING**—Alvin Grossman is appointed to the newly created posi-

tion of vp and marketing director of the builder products div. Succeeding Grossman as western div. sales mgr. is Alfred Gerber, former California district sales mgr.

**QUICKIE MFG. CO.**—Theodore Goldberg moves from regional sales manager to national sales manager. Goldberg will direct sales of the mop, broom, and brush lines.

**TRUE TEMPER**—Robert J. Morse is promoted to merchandise manager for the hardware and tackle div.; he was formerly hardware sales mgr.

**WARING**—Judy Johnson is named to the newly created position of district sales manager for Los Angeles.

□ □ □ □ **Christmas is coming early this year** for housewares retailers. Retail reports indicate that business is booming for housewares, especially electric housewares. Manufacturers joyfully report they are selling everything they can make, as fast as they can make it. Some trade sources raise the question of whether there will be the usual Christmas rush this year, basing their doubts on the strength of sustained business at present. Other trade sources also noted that consumers may well be doing their Christmas shopping earlier this year.

□ □ □ □ **Sales are basically strong.** The so-called basic kitchen electrics are turning in sales performances that overshadow the industry's number-one glamor item, the automatic slicing knife. "We're selling mixers as if there were no tomorrow," one chain buyer based in New York City reported. Coffeemakers, irons, toasters, and waffle-bakers/sandwich-grills are all selling well.

Teflon coating is being credited with putting new life into basic electrics—much in the same manner as it rejuvenated the cookware industry last year. Shortages and delivery delays also are plaguing electric housewares manufacturers in the same manner they affected cookware manufacturers a year ago.

□ □ □ □ **Gains by the four-slice toaster** are being cited by buyers as an example of the strong trade-up trend in basic electrics. Party percs also are doing well and buyers further report that such features as stainless steel and emersion-for-cleaning are helping to sell better percs.

□ □ □ □ **The success of GE's Teflon-coated iron** undoubtedly will lure other manufacturers into the field, despite some doubts on the necessity of coating a soleplate. Sunbeam Corp., as first reported in these pages last week (MW, 8 Nov., p.3), already is test-marketing a high-end spray-steam iron with a Teflon-coated soleplate. One New York buyer wryly asked where Sunbeam found the space for Teflon on its soleplate—considering its 36 steam holes, the largest number in the industry. Those 36 steam holes, nevertheless, are being credited by buyers with helping Sunbeam to gain in the iron field on its number-one competitor, GE, the acknowledged leader in irons.

□ □ □ □ **Blenders and broilers have come on fast**, confirming buyers' earlier expectations of good fourth-quarter increases for the two products. One new broiler manufacturer, Geiger-James with its Kitchen Genie, reportedly is making some good debut showings. In blenders, Ronson, Hamilton Beach, Rival, and Knapp-Monarch were reported making gains. The two long-time leaders, Oster and Waring, however, remain well in front.

□ □ □ □ **Hair dryers are making a comeback** with good sales reported in both portable and salon-type models. In the portable field, Sunbeam has a winner with its Flair model, which is shaped like a woman's purse. Schick Inc. is reaping even more of the sales benefits in salon-type dryers, considering the subcontract work it is doing for a number of brand-name manufacturers, including GE.

□□□□ A new automatic toothbrush that uses water has been invented by three New York State dentists who hope to see it retailed at under \$20. No manufacturer has been lined up as yet.

Meanwhile, another dental cleansing device using water, the Water Pik, is turning in a fair-to-good sales performance for some better department stores. The Water Pik lists for \$39.50. Rather than a brush, it features four colored tips through which water pulsates, thereby removing food particles and stimulating circulation in gum tissues. The unit is marketed by Aquatech, of Ft. Collins, Colo.

The newly patented toothbrush invented by the three dentists works on the same principle as the Water Pik, but it is shaped like a toothbrush with bristles, providing cleansing both by brush and by pulsating water. A hose connects the unit to a faucet; the brush then goes back and forth and up and down. The main stream of water turns a rotor, while a secondary stream is used to mix and carry dentifrice from the handle to the mouth.

Dr. Francis V. Panno, of Mamaroneck, N.Y., one of the inventors, said he and his associates are now talking with manufacturers, all of which are in the water equipment rather than the housewares field.

□□□□ A distributor catalog goes hard cover for the first time. U.S. Electrical Supply Co. Inc., New York City distributor specializing in servicing independent retailers, is offering its accounts a new full-line catalog in a deluxe plastic binder. The company, which is headed by Philip Meyerson, is celebrating its 40th anniversary.

□□□□ GE Show 'N Tell is bound for dental offices via a self-liquidating premium being offered by the General Electric housewares division. GE is providing the dentists with special Show 'N Tell records that promote good dental care, including one on the firm's cordless toothbrush. Of course, the premium deal also serves to promote the GE consumer electronics division's Show 'N Tell phonograph.

□□□□ Detecto sports a full bath shop line as the result of its acquisition of Para Manufacturing Co., a shower curtain producer. Detecto Scales Inc. is the first producer to combine all the major products of the bath shop into one line—scales, hamper ensembles, pole-shelves, and shower curtains. Detecto now will be in a position to offer retailers a complete bath shop program. Detecto officials declined to reveal further expansion plans, but one good bet is increased emphasis on smaller bath accessories.

□□□□ Chicken cooking contest time is here again for the Delmarva Poultry Industry Inc. and Sunbeam Corp., which annually ties in with the event. The promotion kicks off next month; the contest ends with the 1966 National Chicken Cookoff to be held June 16, 17, and 18 at Pocomoke City, Md. Utilities and retailers again will be tying in with the promotion.

Sol Polk is one of the biggest boosters of the poultry industry. The third annual National Egg Cooking Contest, conducted by the Poultry and Egg National Board, was held at one of his Chicago stores recently.

## Commercial lines of housewares foreshadow new retail trends

Plexiglas serving accessories—big sellers to the commercial food trade—are making a good sales showing at retail this fall. Department stores' gift housewares operations are seeing increased volume from the somewhat high-priced accessories.

One of the biggest producers, Mastercraft Medical & Industrial Corp., through its Thermalene 73 division, in Long Island City, N.Y., used the National Hotel & Motel Exposition in New York City's Coliseum last week to preview a new line of Plexiglas accessories.

The new Plexiglas line of servers, called Flair, features a crinkled look. The line is available in a choice of eight colors, includes bowls and trays, and will retail from \$3 to \$20. Official introduction of the consumer line will be at the January Housewares Show in Chicago.

Plexiglas bath and closet accessories also are turning in a good performance for some stores—considering their generally high price tags. Hammacher Schlemmer, the New York City specialty housewares store, has been doing a good job with Plexiglas products, which are popular with the store's East Side carriage-trade customers.

A new line of thermal servers from General Tire & Rubber Co.'s Chemical/Plastics Division, in Lawrence, Mass., also made its debut at the Hotel & Motel Show. General Tire is using the Bolta Tempo Thermal Server name. The line includes a 10-cup server plus individual 10-oz. servers with lids and pouring lips, and serving dishes. All are triple-insulated and designed for stacking. Colors are Java Brown and black with white collar trims. The individual servers would list for about \$2. General Tire reportedly is considering offering the line through retail channels. General Tire makes a wide range of plastic housewares, from dishpans to wine coolers, for the commercial food trade.

Corning showed new items for the commercial food trade at this show. The housewares manufacturer introduced a Pyroceram-brand glass-ceramic Beverage Server set, which sits on Corning's Hot Beverage Center—a high-styled warming tray. Corning also showed a new Hot Service Center: a dual-control warming tray with five large Pyroceram serving dishes. A Pyroceram baking dish and tableware in redesigned shapes, including a platter designed for use in a broiler, rounded out the new offerings from Corning.

New plastic sherbet dishes were shown by Texas-Ware division of Plastics Manufacturing Co., of Dallas. The sherbets are an addition to the firm's line of frosted Texan Tumblers.

A commercial slicing knife from Hamilton Beach received considerable attention at the show. Hamilton Beach is claiming the knife is the first designed especially for the professional and commercial market. Like all of the firm's models, it features the hole-in-the-handle. The knife works off a heavy duty motor and features an extra-long 11-inch stainless-steel blade that turns 90 de-

grees for either horizontal or vertical cutting. Company officials have indicated this feature may be adapted for a consumer model. Hamilton Beach will not begin shipping the commercial knife until after the first of January.

Cory re-entered the coffee grinder market. The grinder complements Cory's line of commercial coffee-brewing equipment. The firm has not made coffee grinders for about seven years.

Toastmaster, in addition to showing its line of commercial equipment, also pushed a consumer-styled 30-cup stainless-steel party percolator. The party percolator provides an example of how a product can start in the commercial field and eventually find a spot in the consumer market.

A number of electric housewares manufacturers who offer commercial equipment are understood to be showing considerable interest in the growing builders' market for housewares, in addition to seeking ways to market similar products through retail channels. Gas-fired broilers provide another example of the adaptability of commercial equipment to the retail market.

Teflon-coated cookware, on the other hand, is only now starting to make inroads in the commercial equipment market. However, silicon-treated bakeware long has been used by commercial bakers. With improved bonding processes for improved durability, Teflon-coated cook- and bake-ware are expected to make even further inroads in the commercial field.

Bar goods drew praise from housewares buyers who shopped this show looking for unusual items that could make a hit at retail. Frosty-Glass Ltd., of Long Island City, N.Y., showed a high-end device for frosting cocktail glasses. Hammacher Schlemmer recently introduced an inexpensive unit for use in the home. Hammacher is importing its glass froster from Australia. The company reportedly is pleased with the product's success.

One retail source indicated he would like to see sinks and additional compartments built into portable bars for sale through retail channels. He said he believed some of his stores could retail commercial-type units such as are now being used for setups at commercially catered functions.

AutoBar Systems, a division of AMETEK Inc., of Sellersville, Pa., showed a complete line of bar equipment including a martini mixing machine. It offers seven degrees of dryness, from regular to extra-dry.

Hotel and motel owners interviewed indicated that they were particularly interested in finding new ideas to solve their storage problems. Several concluded that this was one area that has been neglected by their suppliers. They also expressed considerable interest in safety equipment—from self-stick bath grips to night lights.

The Hotel and Motel Show draws one of the most diverse collections of home goods manufacturers of any trade exhibit.

# PANASONIC'S

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World's Smallest Table Radio  
With Full Size Sound,  
  
Now In 6 Decorator Colors  
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**RC-605**  
Gorgeous FM/AM Solid State Radio  
  
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**AN-19**  
Brilliantly Styled 19" All-Channel TV  
  
Provides Pictures of  
Remarkable Beauty and Clarity  
\$139.95

**R-132**  
Camera Styled  
Miniature Transistor Radio  
  
Gives Big, Beautiful Reception  
\$19.95

**R-111**  
Most Powerful  
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unbelievable brilliance and clarity  
Beautiful Gift Package  
\$24.95

**RF-90**  
World's Smallest  
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Featuring Most Advanced Circuitry  
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**RQ-152**  
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**SG-570**  
Solid State Music System—  
Phono, AM and FM  
  
All In One Easy-To-Carry  
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Finest, Most Dependable  
  
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\$139.95

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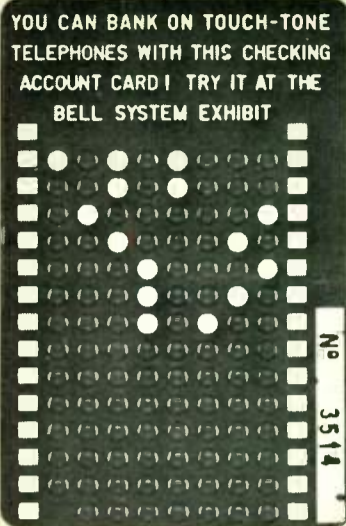
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# Customer-to-computer direct-dial banking:



It sounds like science fiction: you simply insert a plastic card (left) in the telephone, dial your bank's computer, and you can automatically (1) make a cash purchase in any store; (2) confirm your credit standing from anywhere in the country; (3) pay bills from home.

But this kind of automatic banking by phone is already becoming a reality in Delaware. At the turn of the year, the Bank of Delaware, in Wilmington, a chain of department stores in the same city, and the Bell Telephone System will join to inaugurate the first step in such a system.

Dialing for dollars in Wilmington will work like this: the department store clerk inserts the customer's special plastic card into a Touch-Tone, a card-dialer telephone developed by Bell System; he then dials the bank's computer and waits for a signal that the customer's account and the store's account are open; he then punches in the dollar amount on the Touch-Tone keyboard.

The Bell System's Touch-Tone telephone system is the vital link in this operation. Touch-Tone telephones—Bell's name for the card-dialing instruments—are just beginning to go

into use in a few cities in the U.S. The Touch-Tone keyboard—apart from making faster telephone connections—can also make "end-to-end signals." In other words, after a call is made, the keyboard can "talk" to a computer.

At present, the Bank of Delaware is using a cruder instrument, which uses regular dialing to make the connection with the computer and a Touch-Tone keyboard for signaling figures.

Since April, tellers and officers at the bank have used this telephone to obtain balances on each account when needed.

The next step will come in December, when the bank expects to distribute plastic cards (like the card shown in the photo) to its customers for 52,000 checking accounts and 35,000 savings accounts. Customers will then present the cards to bank tellers when making deposits or withdrawals.

(Trying to obtain tamper-proof plastic cards was one of the problems the Bank of Delaware faced. This was a detail the telephone company had not resolved. The cards prepared for card-dialing were perforated so that the user could punch out frequently used numbers on a whole supply of cards. Finally a card company came up with a card which will show alterations in the holes or erasures of the signature.)

The big step in December will be the opening of the bank's tie-in with a local department store: Touch-Tone card dialers located in the store will connect with the bank's computer. For a test run, the bank is offering its customers any one of these three dial-system services, through the stores:

- a cash service in which the computer debits the customer and credits the store.
- a billing plan with bills due every 30 days.
- a 24-month installment plan.

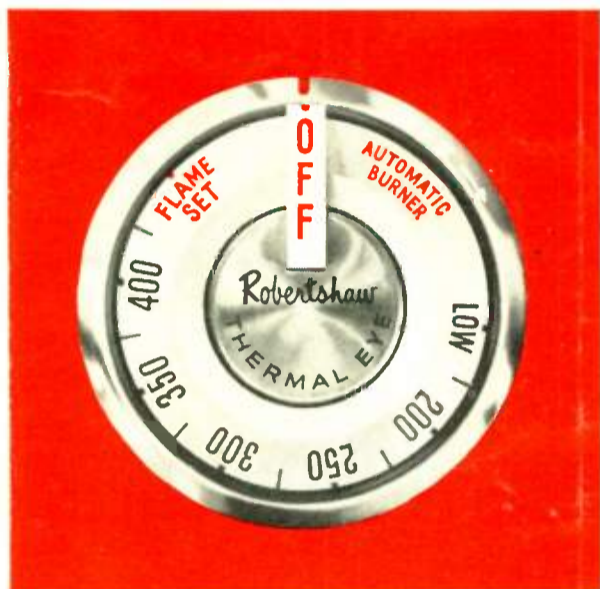
Second step in the system for Wilmington will come next year when the Bank of Delaware will tie-in—through Touch-Tone—with a supermarket. And in a dozen Wilmington homes, the bank will stage a pilot run of Touch-Tone bill-paying by phone.

At this stage, the creditors have to be firms with deposits in this bank—and several are ready to sign up for the test. As the system develops among banks, this limitation will give way to payment for any computer account into any computerized bank in the country.

Credit cards for banks are on the way in. For one thing, the department store tie-in puts the Bank of Delaware into the credit card business—following the trend of other banks around the country. The store, which now holds its own paper, will shut down its credit department—and thereby reduce its own borrowing needs. The bank will earn interest by taking over the installment paper.

On cash transactions, the store is the gainer by eliminating the risks of bad checks. On 30-day billing, it eliminates this function. On both these services—cash and billing—the store will pay a fee to the bank.

The supermarket, also, will pay a fee to the bank for the cash operation. By working through the bank,



This is the control  
... that heats the pot  
... that cooks the beans  
**... that sells the range**



Robertshaw's Flame Set Burner-with-a-brain<sup>®</sup> thinks for the cook. It controls the correct cooking temperature and maintains the proper heat until ready to serve.

\* A. C. A. MARK

This little thinker makes any store clerk into a real salesman. Because it's the special features like Robertshaw's Flame Set *Burner-with-a-brain* that sells one range over any other. Robertshaw's new simplified Fixed or Top-Stop Flame Set control eliminates the need for visual adjustment. It converts any ordinary pot or pan into an automatic cooking wonder. This top burner control not only eliminates boil-overs, burned pots and pans, smoking and splattering, but removes the chore of "pot-watching"—complete freedom for the homemaker, and she'll love your range for it. ■ Robertshaw's new family series of controls gives you matchless selling features. The *burner-with-a-brain* . . . continuous flame, smokeless broiling . . . cook and hold oven . . . meat probe . . . together, they spell bigger sales—more profitable sales for you.



New Stanton Division, Youngwood, Pa. • Lux Time Division, Waterbury, Conn. • Canadian Affiliates, Toronto, Canada

# retailers may reap greater rewards with less risk

the store eliminates the credit inquiry which most supermarkets run before granting check-cashing privileges.

**Rewards for retailers** from such a system—once it becomes more widespread and flexible—may be manifold. The cash transfer system would get stores out of the check-cashing business. By reducing the amount of cash physically present, it also could reduce holdup risks. Tied in with credit cards—which most banks are likely to use with the cash transfer system—Touch-Tone could get stores out of the credit business. And it would also make it feasible for banks to perform many bookkeeping operations for retailers.

**The checkless economy concept** would eventually require all major payrolls to be made through computers. The Bank of Delaware, like many other banks with computers, sells a payroll service to companies. This system issues checks, but eventually it could just as easily transfer funds from one account to another.

The very possibility of opening cash and credit channels to every home and store presents major problems. A fundamental obstacle is to get a single identification number for every citizen to replace the raft of credit card numbers and other cipherings. The American Bankers Assn., in fact, has launched efforts to explore the single-number concept with other number users and with the Social Security Administration.

The best solution, most experts believe, will be to use the Social Security number—which already is used by the Internal Revenue Service (IRS) and in certain bank reports to the IRS on interest payments to individuals. This presents a problem to the Social Security Administration, however, for it would require the administration to expand its file of numbers to include many citizens who are not enrolled in Social Security.

The nationwide concept only multiplies some of the problems that will appear with the first external tie to the Bank of Delaware computer: legal problems, identification, and technical bugs.

The legal problems could be great in some states, although the Bank of Delaware believes they will not be a problem. When the machines err, there can be questions of proof of transactions, and rules of evidence in court proceedings.

Identification will be crude at the start—as with the Bank of Delaware's signature card. As an interim measure, some experts feel the customer can carry, say, two secret digits in his head, then punch them into the Touch-Tone telephone after he inserts his card. Later, bankers envisage positive, foolproof identification through voice "prints" now being developed at Bell Telephone Laboratories.

**The potential of the system** is bright, many experts agree. Some predict the system will be widespread within five to ten years. The Bank of Delaware is working on a two-year development program with International Business Machines Inc. and the local subsidiaries of the American Telephone and Telegraph Co. to test various applications of the system. Donald R. Schnee, vice president of the bank, says, "Our

agreement is to give all other banks access to our experience."

Other banks are getting on the bandwagon. Wells Fargo Bank of San Francisco and the Manufacturers National Bank of Detroit have installed similar equipment that will soon permit them to make tie-ins between customers and computers.

**Another vision for the future** includes a giant electronic "financial utility." Under this system, banks would be tied together to pool computerized information of all transactions and credit information on every citizen. This "utility" could

replace all individual credit card systems with a single universal card—valid anywhere with credit references available instantaneously—for each citizen. By relying on this financial utility, retailers would be able to divorce themselves from the credit business.

**The whole nature of marketing** could be changed within a couple of decades as cash sales are made by Touch-Tone, card dialing television telephones. The "financial utility," too, will move marketing research into a new plane of speed and depth—possibly providing instantaneous

area-wide data to the U.S. Census Bureau, which could automatically feed its tabulations into the computers of market researchers.

To keep its eye on the banking industry's movement toward a checkless economy, the Federal Reserve Board in Washington this summer set up a system-wide committee on "inter-bank applications of computers and communications." This idea—rather belatedly arrived at—is to stake out a Federal Reserve franchise on the future communications system that will tie bank computers together.

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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
<b>FLOOR CARE PRODUCTS</b>				
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
<b>HOME LAUNDRY</b>				
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
<b>OTHER MAJOR APPLIANCES</b>				
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
<b>CONSUMER ELECTRONICS</b>				
phonos, port.—table, distrib. sales	Oct. 29	118,725	145,082	- 18.17
	43 Weeks	2,846,087	2,334,024	+ 21.94
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. 29	48,866	55,465	- 11.90
	43 Weeks	1,258,320	1,296,781	- 2.97
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. 29	418,009	277,353	+ 50.71
	43 Weeks	10,307,503	8,139,735	+ 26.63
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. 29	266,684	149,917	+ 77.89
	43 Weeks	6,496,050	6,162,271	+ 5.42
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. 29	75,332	45,313	+ 66.25
	43 Weeks	2,099,348	976,069	+115.08

\*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.

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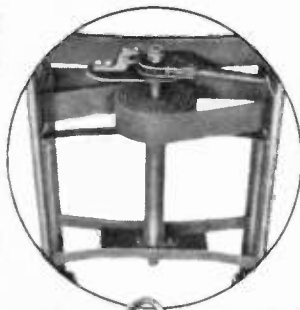
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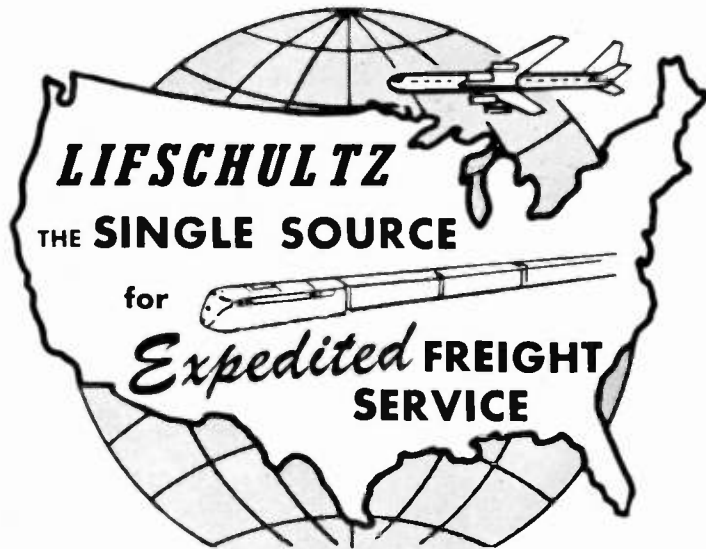
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Domestic and International Air Freight Forwarders

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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

# Sol Polk says:

**“The Kelvinator Originals are a potent weapon in our fight against mail order competition.”**

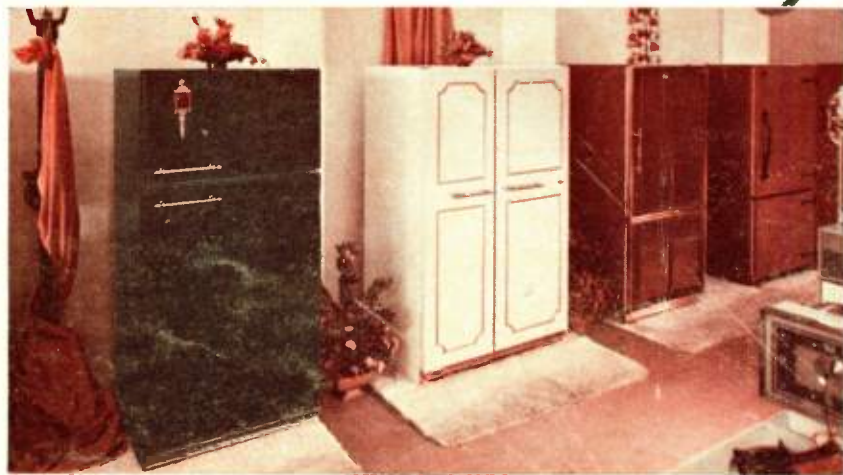
“In just six months, the Kelvinator Originals have become an important part of our merchandising. Because they are entirely different from anything else, they let us offer the public something the mail order houses don't have.

“For example, the Originals make women dissatisfied with just ordinary refrigerators and speed obsolescence. They create new refrigerator customers by giving women an opportunity to be individuals. A woman can express herself with an Original and bring elegance in living into the kitchen.

“We've found that the Originals are good traffic builders, too. They give us the opportunity to get bigger ticket sales at better grosses. They also help us increase our high-end sales. This year we enjoyed a 65% increase in our Foodarama sales and most of the credit goes to the Originals.”

That's Sol Polk, president of Polk Brothers, Chicago, talking. When one of the nation's largest appliance retailers talks about his business, you can be sure of one thing: he knows what he is talking about. Why don't you benefit from his experience with the Originals?

**Kelvinator** DIVISION OF  
AMERICAN MOTORS CORPORATION, Detroit, Michigan 48232  
Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances



40-Ft. Display of Kelvinator Originals in Polk Brothers new Arlington Heights store which opened October 16, 1965.

