

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 47/NOVEMBER 22, 1965



◀ ◻ ◻ ◻ Eyes on color in '66, industry experts size up the market for the hottest selling segment of the consumer electronics market as the new year draws near. Here is how the picture looks from both the manufacturing and the retailing end. Here is what the tube shortage will mean next year.....p.10

## AT PRESSTIME ◻

◻ ◻ ◻ ◻ FTC vs. S&H: The Federal Trade Commission squared off against the heavyweight in the trading stamp industry last week when it accused the Sperry & Hutchinson Co. of illegally pressuring retailers to stop them from giving away free S&H Green Stamps. Challenged in the FTC complaint are S&H contracts which require retailers to give no more than one stamp for each 10 cents of sales. S&H actively polices stores to discourage special promotions using its trading stamps, the FTC charges. This policing, FTC holds, tampers with retail price structures and restrains competition among merchants. S&H quickly concedes it has a "one for ten" policy (as do most other stamp firms). But S&H insists that it has a legal right to do so and indicated it would fight FTC on the issue. Also involved in the commission's attack is S&H's active campaign against commercial trading stamp exchanges. Repeatedly, S&H has gone into state courts for injunctions against businessmen who exchange, for a fee, an S&H Green Stamp for some other kind. Although S&H was the only company named in the FTC complaint, the commission knows that the other stamp firms engage in the same practices. S&H was

*continued on p.3*

# Arvin

*In Elegant Walnut Wood-Grain*



## NEW! BIG TONE!

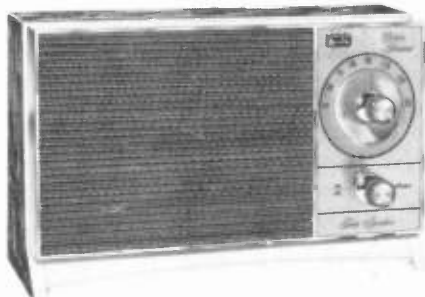
ARVIN SOLID STATE RADIO  
in Walnut Wood-Grain Cabinet

Big radio sound from powerful Solid State AC chassis featuring 5 high efficiency transistors plus diode and silicon rectifier for instant play, cool operation. Large 4" Velvet Voice speaker, on-off-volume control, built-in ferrite rod antenna.

Arvin Model 16R28

sugg. retail **\$1995**

# SOLID STATE RADIOS



## NEW! TWIN SPEAKER POWER!

ARVIN SOLID STATE RADIO  
in Deluxe Walnut Wood-Grain Cabinet

Twin 4" balanced Velvet Voice speakers are expertly matched with dependable Arvin Solid State, AC powered chassis. 5 prestige quality transistors plus diode and silicon rectifier. Precision vernier tuning, automatic volume control, built-in antenna.

Arvin Model 16R68

sugg. retail **\$2295**

# SOLID SALES BUILDERS

Here's a new line of Solid State Radios that lets you offer your customers instant-play, cooler operation and longer set life, elegantly styled in Walnut Wood-Grain. All-transistor circuitry lets us pack more sales appeal into the slimmest, trimmest cabinets, just right for today's more style-conscious radio buyers. See these new radio Sales Builders—they represent the big news in Arvin's complete line of Solid State Radios, priced from \$18.95 to \$64.95



## NEW! FULL FEATURE CLOCK!

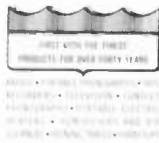
ARVIN SOLID STATE CLOCK RADIO  
in Deluxe Walnut Wood-Grain Cabinet

Arvin Solid State, AC powered 5 transistor radio chassis teamed with precision full-feature clock. Includes every wanted convenience: "Wake-to-Music," "Wake-to-Alarm," Slumber Switch, Doze Light, plus "Repeat-A-Call" alarm. Precision vernier tuning, 4" Velvet Voice speaker, sensitive rod antenna.

Arvin Model 56R38

sugg. retail **\$2995**

**Arvin**  
ARVIN INDUSTRIES, INC.  
Consumer Products Div., Dept. E-9, Columbus, Ind.



540



**Arvin**

## TRANSISTOR VOICE RECORDER

Lightweight... Plays Anywhere!

Battery operated, compact-size tape recorder records and plays back anywhere, anytime. Weighs only 4 lbs. and is no bigger than a book. VU recording meter. Single knob control for play, record, rewind, stop. Separate switch for fast forward tape movement. Remote control switch on microphone.

Arvin Model 85L08, Two-tone Beige. Includes magnetic microphone, earphone, batteries, 225' tape and two 3" reels. Sugg. retail **\$34.95**



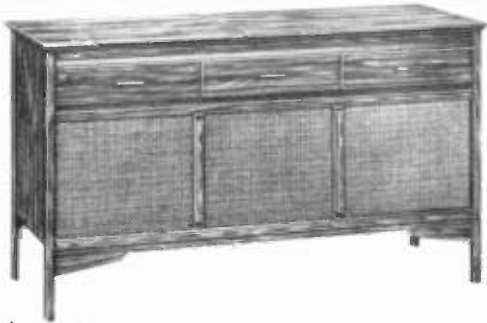
**Arvin**

## 16" ALL-CHANNEL PORTABLE TV with "Roll-About" Stand

All-channel UHF-VHF set receives channels 2 through 83. 16" aluminized picture tube brings in blacker blacks, whiter whites. "Memory" VHF fine tuning for one-time station adjustment. Solid State transistor plus tube circuitry reduces heat, lowers power consumption. Model 65K38, Two-tone Beige with Gold Trim.

DEAL INCLUDES: Arvin 16" TV, "Roll-about" TV Stand.

Arvin Model 65K38PK. Sugg. retail **\$124.88**



## Arvin STEREO CONSOLE PHONOGRAPH with FM/AM/FM Stereo Radio in Genuine Walnut Veneer Cabinet

Furniture styled 44" wood console featuring acoustically balanced 6-speaker system and dual-channel amplifier. Deluxe 9-tube tuner with Automatic Frequency Control to "lock in" FM and FM Stereo signals. Precision 4-speed changer has 11" turntable with rubber mat and ceramic cartridge with replaceable diamond needle. Lighted master panel with six separate controls.

Arvin Model 76P88, Genuine Walnut Veneer Finish.

Sugg. retail **\$189.95**



## Arvin STEREO CONSOLETTA PHONOGRAPH

24<sup>3</sup>/<sub>16</sub>" x 24<sup>1</sup>/<sub>2</sub>" x 13<sup>3</sup>/<sub>8</sub>", in Genuine Walnut Veneer Cabinet

Big Stereo sound in compact size! Matched 4-speaker stereo sound system combined with big power dual channel amplifier. Separate tone and volume controls for left and right speaker systems bring out depth and brilliance of stereo records. Automatic 4-speed changer with 9" rubber-covered turntable, dual sapphire needles and 45 RPM spindle.

Arvin Model 75P18, Genuine Walnut Veneer.

Sugg. retail **\$94.95**



## Arvin SOLID STATE HI-FI PHONO with Drop-Down 4-Speed Automatic Changer

Solid State, AC powered amplifier for instant play, cool operation. 9" rubber matted turntable. Dual sapphire needles in turnover cartridge. 3" x 5" Velvet Voice speaker. Separate tone and volume controls. WOOD cabinet is covered in scuff-resistant pyroxylin.

Arvin Model 56P38, Two Tone Brown.

Sugg. retail **\$46.95**

chosen as a target because it is the largest in its field, with 40% of the trading stamp business, which FTC calculates is an \$800 million per year industry.

□ □ □ □ **Zenith's lowest-priced AM-FM portable radio** has just been introduced. It is the Symphonette, the company's first AM-FM pocket portable, with a \$49.95 suggested retail price. The all-transistor radio comes complete with a deluxe carrying case, earphone attachment, and batteries. With batteries, the set weighs 1 lb., 10 oz. Its measurements are: 3 $\frac{5}{8}$  inches high, 6-17/32 inches wide, and 1 $\frac{5}{8}$  inches deep. The radio has automatic frequency control, an AC power converter, and 13 tuned circuits: eight on FM and five on AM. Power source is either four penlite batteries, four mercury batteries, or 120v AC current. The set also includes an FM antenna.

□ □ □ □ **NEMA moved closer** to solving some of the internal problems that stand in the way of a stronger consumer products division with the appointment of Alonzo B. Kight, president and chief executive officer of Norge, to the NEMA Board of Governors. Last week, Ed Barnes, vice president and general manager of Kelvinator, was named to the board. It appears that the move to bring more top industry appliance men into policy making positions in the trade association is slowly shaping up.

□ □ □ □ **Chrysler has climbed off the fence** and is ready to enter the cartridge tape arena—probably on the side of the Lear Jet Corp. A Lear spokesman claims his company has a purchase order from Chrysler that calls for a shipment of Lear-manufactured stereo players to be distributed through Chrysler's MoPar dealers. But Chrysler says, "We're looking at many machines (Lear and Orrtronic), but we won't be ready to make a definite decision until early this week."

□ □ □ □ **GE came up with some price surprises** last week when it showed off its 1966 major appliance line highlighted by a new color: avocado. The company, which introduced the first self-cleaning oven range in three top models in 1964, now has 14 models in every style and price range, with a leader 30-incher expected to retail at a fair-trade price of \$299.95. GE is dropping two new programmed washers into its line. One

four speed unit is expected to fair-trade for about \$299; while a 3-speed model is scheduled to retail in the \$279.95 range. Retailers can expect the new units to appear early in 1966. GE's 1966 refrigerator line (MW, 8 Nov., p.7) is paced by a top-mount no-frost 16-cu.-ft. model that will be retailed for a sizzling \$299.95. The company is also betting on a 14.7-cu.-ft. fresh-food unit, a model with small freezer space, at a projected \$349. The company's first side-by-side unit, as reported earlier, is scheduled to be shipped in January, 1966.

□ □ □ □ **NARDA's difficulties with EDP** may be solved. The association has been working for some time to find a method by which both large and small members could use a common electronic data processing system. Ezra (Zeke) Landres, whose Certified TV and Appliances has used EDP since 1963 (MW, 26 Apr., p.13), was made chairman of a committee to solve NARDA's problem. He feels he has an answer, and Jules Steinberg, NARDA's executive vice president, has scheduled time before the executive board at the February convention in which Landres will make a presentation. Landres believes he has found a way by which a small dealer could use just one or two parts of the service available and a large retailer could use the entire service. The retailer's cost would be based on how much of the service he used, and would be less than what retailers generally have to pay locally.

□ □ □ □ **A combination video-stereo tape recorder** was shown last week in Tokyo by Akai Electric, reports McGraw-Hill World News. The unit, which Akai plans to exhibit at next summer's Music Show, can record and playback video and stereo magnetic tapes. The transistorized unit uses a fixed head, 1/4-inch-wide tape, and a cross-field bias recording method developed by Akai for its audio recorders.

□ □ □ □ **Fedders will manufacture refrigerators** in its new 855,000-sq.-ft. factory and office in Edison, N.J. The company, which is marketing a line of white goods made for it by Franklin Manufacturing, will turn out "certain refrigerator models to round out the line." Speculation has been rife in the industry that the company would eventually make a line for the builder market, but the company has concentrated on establishing a beachhead with retailers in the past year.

## NEMA's housewares 'Holiday': where to go next year

"There is a need for some evaluation," said R.O. Lockman, outgoing chairman of NEMA's electric housewares section, in commenting on the section's closed meeting in Chicago last week to evaluate the results of its October promotion.

The future of the promotion, apparently, now rests in committee. The electric housewares section of the National Electrical Manufacturers Assn. has asked its sales promotion committee to study recommendations for a 1966 promotional effort.

A statement issued by NEMA pointed out that section members were pleased with the number of

coupons received in the Holiday of a Lifetime Sweepstakes contest. The sweepstakes, NEMA's statement said, resulted in a "significant amount of store traffic."

**Coupon response to the promotion** amounted to more than 38,000 consumer entries in the contest, which offered a series of all-paid vacation trips. Based on the nearly 9 million combined circulation of the two national magazines in which the coupons appeared, *Family Circle* and *Holiday*, 38,000 coupons represents a .04% return. This is low, even by direct-mail standards of 1% or 2% return. However, it should be point-

ed out that consumers not only had to clip the coupons from the magazines, but also take them to retail stores to have them stamped or signed before putting them in the mail.

If the promotion is continued, NEMA undoubtedly will seek to strengthen it even further next year. The Sweepstakes contest was added this year—the second year of the promotion—as a traffic-building feature.

The timing of the promotion could be changed, although there has been no indication from NEMA that this is currently under consideration. In

October, the electric utilities are busy with the long-running and highly successful Waltz through Wash-day promotion for washers and dryers. The NEMA housewares promotion tends to take a backseat to the Waltz among the utilities, whose strong support is vital in making any industry-wide NEMA promotion a success.

The NEMA electric housewares section will meet again in Chicago during the National Housewares Exhibit. Presumably, the meeting again will center upon an evaluation of this year's program and a discussion of what to do for 1966.

**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

Do you blow up when they

# Light the fuse and run?

You know the type. Some suppliers get you all steamed up about a product line, get your name on the dotted line, then take off in a cloud of dust.

They light the fuse, all right, but maybe your sales never pop.

At Motorola, we feel there's more to this business than just getting the order.

*We think you have a right to expect help...and the kind of leadership that leads to good profits.*

That's why, at Motorola, we do so many things, and encourage our distributors to do so many things, that can help our retailers. Sales training. Financing. Floor planning. Service. Promotion. Clear down the line, we try to help.

But we start with good products. Our small-screen Cadet TV is an excellent example. It's a standout among all the small-screen sets on the market today. Why? Good design. The antenna is up front, and the handle is on the side, so it will fit in tight places like bookcases. Cadet performance? Try and beat it.

We can't manufacture profits for you—but Motorola leads with products that can produce top retail profits... speaks for top retail profits... thinks you deserve them.

For it takes profits for progress... profits to grow.

 **MOTOROLA**

*new leader in the lively art of electronics*

**Color tv is in one of 14 U.S. households.** So reports the U.S. Census Bureau on the basis of a survey taken in August. The report shows that 92.4% of all U.S. homes have tv receivers, and 21% have two or more sets—a rise from 18% a year earlier.

**UHF can reach 21.1% of all U.S. households,** according to the same August survey. This is the first time that the U.S. Census survey has attempted to determine the penetration of UHF and color receivers in the domestic market.

**The government's position in business pricing decisions is clear now:** not only does the Johnson Administration consider inflation a threat, but it is ready to use virtually any weapon at its command to keep basic goods prices in line. This is obvious after its recent hassle with the aluminum industry.

Actually, if the Administration had shown its determination earlier, the head-on encounter could have been avoided. Aluminum Co. of America waited a full week before joining smaller producers in a price rise. That wait was designed expressly to see if the government would fight the move.

A telephone call from President Johnson to Alcoa president John Harper, a close friend of some 15 years, might have stopped Alcoa from raising prices. But the President refused to get involved personally, afraid that it would open the way to acrimony that could undercut business support of his Administration.

Instead, Johnson chose an indirect approach and handed the onerous chore to Defense Secretary Robert McNamara: release of aluminum from the national stockpile. Alcoa did not get the message until McNamara, in a private session with Harper, made it quite clear the government would insist on a price rollback.

Beyond the immediate aluminum question, McNamara has said that the government will oppose virtually all price increases in basic items—for example, those that go into an appliance. And the government has learned, the hard way, that its opposition must be open and strong.

**Prices will continue to rise next year** despite the best efforts of the Administration. But the wholesale price index is expected to rise only about half of this year's 2.3%. That is the viewpoint that emerged from the annual Economic Outlook Conference sponsored by the Agriculture Department, which traditionally provides a look at Administration thinking.

Specifically, industrial goods prices are expected to rise about 1% in 1966. The upward pressure will be mostly in non-ferrous metals, paper, chemicals, and automobiles. Labor shortages also may create some inflationary pressures.

**Standardizing fluorescent lamp colors** will be easier because of an improved method developed at the National Bureau of Standards. The new method involves use of a spectroradiometer to determine the quality of colors in fluorescent lamps. This permits a much higher degree of precision than can be achieved visually. It can be expected that industry will adopt use of the new method.



**Good Housekeeping**  
GUARANTEES  
REPLACEMENT OR REFUND TO CONSUMER





**POWER-KING \$4.98**



**FM STEREO-KING \$6.95**



**RADAR COIL \$6.95**



**RECEPTION-KING \$7.95**



*For*

- **PROFIT!**
- **PERFORMANCE!**
- **QUALITY!**

**PROFIT:** All Rembrandt antennas are fair traded for maximum profit protection and are delivered to you on guaranteed sale.

**PERFORMANCE:** Rembrandt antennas are guaranteed to out perform all others or your money back.

**QUALITY:** Rembrandt quality is proved by 10 million TV users. We make no other product, all patented Rembrandt antennas have earned the Good Housekeeping Seal.

Write or call today for full details on Rembrandt's complete line of indoor and outdoor antennas.



**ALL CHANNEL  
TV ANTENNAS**

All Channel Products  
Woodside, N. Y. 11377  
212 EX 2-1336

**WRITE OR WIRE TODAY FOR FULL DETAILS ON HOW YOU CAN BECOME A REMBRANDT DEALER.**

## Planning to change your address?

Please use this form to indicate your address change. We can best serve you if you can notify us at least one month in advance of your change. Attach the address label from your most recent issue of Merchandising Week in the space provided.

attach present label here

(Please print your new address below)

name & position

company

type of business (if retail, please indicate type of store)

street

city

state

zip

## Tape companies open a grab bag to help retailers bag tape sales

With winter in the air and Christmas just around the corner, tape companies are revving up for a big selling season. To help retailers make those important winter sales, here are some special promotions tailored for the season.

**Ampex**—Prerecorded tapes. If you buy any 25 stereo tape albums from the Ampex selection of 26 holiday titles, you qualify for these extras: pay-after-Christmas dating terms, 100% exchange privileges until Jan. 31, free freight, and a display rack capable of holding all 26 selections. An order of 50 or more Ampex Christmas tapes cuts the cost by 5%.

**Audio Devices**—Raw tape. If you "Pick-a-Mix" of Audiotape items totaling \$185 between now and the end of the Christmas season, you will get a free original oil painting imported from Europe. A \$185 mix entitles you to your choice of selected 10-by-12-inch European landscapes; for a \$285 order you can choose a 12-by-26-inch painting. To help you sell the tapes, Audio Devices is preparing a 4-color brochure titled *All About Audio Tape*.

**Burgess Battery**—Raw tape. Burgess offers you an assortment of self-service display racks with your tape orders. Orders of from 48 to 72 tapes will get you a free rack.

**Capitol Records**—prerecorded tapes. Capitol's special Christmas offering is a new release of 23 popular titles, including *Sounds of Christmas* with Fred Waring and *Music for Lovers Only* with Jackie Gleason. For year-round selling, you can take advantage of Capitol's "Stereo tape at disc prices" promotion. Twenty titles are offered at 30% savings with a program of ads set for photo and stereo magazines, and such point-of-purchase bonuses as window banners, a catalog, and flyers for you.

If you purchase any 50 tape albums, you get a steel floor merchandiser rack capable of holding 56 selections; with a \$500 purchase, you get a revolving floor merchandiser with a 120-box capacity; a 12-tape purchase entitles you to a counter merchandiser that holds 18 tapes.

**Columbia Records**—prerecorded tape. To boost holiday sales, Columbia has added the Barbra Streisand album, *My Name Is Barbra* and a series of Christmas tapes, and has a free counter rack offer.

**Cousino Electronics**—raw tape. Cousino is pushing its Audio Vendor tapes for use as a point-of-sale promotion aid. If you buy an assortment of 24 of those tapes, Cousino will give you: a free display rack to hold the tapes, a recorded sales message, and a two-sided promotion sign that says "Preserve the Sounds of Christmas" on one side and "Greater Value from Your Tape Recorder" on the other.

**Eastman Kodak**—raw tape. Kodak is promoting a new package designed for your customer's tape library, and is offering a new counter rack display to help you sell that package. Consumers can write for a "plain talk" booklet on tape.

**Ferrodynamics**—raw tape. National advertising, a 50% co-op advertising

allowance, counter cards, and streamers are some of the aids to help you sell Ferrotape. A separate promotion is built around the Ferrotape PAK, which comes with its own counter or shelf display. Included in the tape PAK is a "head-kleen" tape leader and reversing tabs on each end for automatic bi-directional playing.

**General Recorded Tape**—pre-recorded tape. GRT is running a contest to help you build tape sales. The prize: \$1,000 in cash to be used either for a trip of the winner's choosing or for a scholarship to a music school of the winner's choice. To get an entry blank, the customer must buy a GRT album from you.

**Greentree Electronics**—prerecorded and raw tape. Greentree's promotions for its American-brand recording tape center around packaging. Advertising and point-of-purchase displays promote TAK-too, a starter kit including a 1,500-ft. reel of tape, a selection of prerecorded tapes, a mail-a-tape, an empty take-up reel, a splicer, a head cleaning kit, splicing tape, leader tape, and a booklet called *Tape Tips*—all for \$9.95. A smaller version of the same package costs \$7.95.

**3M Co.**—raw tape. To push its Scotch brand tape and its new Dyna-range high speed tape, 3M has prepared an advertising campaign that includes sponsorship of tv documentaries and a 16-week radio series, plus two-page spreads in national consumer and audiophile magazines.

Here are some of the extra sales aids you are entitled to: a free demonstration tape, featuring Skitch Henderson, with the purchase of a 12-roll carton of Dyna-range tape; a gold-plated counter display with the purchase of two cartons; and free window banners and consumer literature.

**Music Tapes**—prerecorded tapes. Between now and Christmas, Music Tapes will offer six new Liberty titles to spark your sales, and the day after Christmas a rack promotion will begin. Starting Dec. 26, you can get a free rack with 25- to 100-tape capacity, depending on the number of tapes you purchase.

**RCA Victor**—prerecorded tapes. RCA is conducting a national advertising campaign to promote its recently released stereo tape cartridges, which fit the tape player now offered in 1966 Fords. An RCA floor merchandiser, consumer catalogs, full-color cover displays, and a cartridge caddy will help sell RCA tapes.

**Sarkes Tarzian**—raw tape. Sarkes Tarzian is offering tape racks for your customer's personal use. Each purchase of a three-reel tape package at a low promotional price will net your customer a tape rack for his library or for Christmas giving. P-o-p displays announce the deal.

**Sony Superscope**—raw tape. Here are some sales aids from Sony: a 75% co-op advertising allowance, fair-trade pricing, point-of-sale materials and a full-scale national advertising campaign in such magazines as *The New Yorker*, *Modern Photography*, *Film Annual*, *High Fidelity* and *Fortune*.

□ □ □ □ **RCA's \$9.95 radio from Okinawa**, the lowest priced 6-transistor portable in company history, comes with leather carrying case, earphone, and battery. The company also dropped in an 11-transistor three-band portable (FM-AM-marine short wave) for \$75.

U.S. manufacturer sales of portables are running 32% ahead of last year's pace, pointed out B. S. Durant, president of RCA Sales Corp., and they may hit the 5.5-million-unit mark. Sales of multiband radios are running 45% ahead of last year's pace. Other drop-ins from RCA: stereo console in Danish-styled cabinet in walnut veneers with lift-out speakers, optional AC adapters for reel-to-reel battery-powered tape recorders, promotional stands for 12-inch transistorized sets, a rollabout cart for the 19-inch color tv table model.

□ □ □ □ **Norge range sales broke a three-year record** in October, when factory shipments rose 40% over October, 1964, and racked up the highest total for any single month since September, 1962. Chester A. Ludka, Norge product range sales manager, attributed sales increases to distributor and retailer acceptance of the 1966 line.

□ □ □ □ **Waste King is packing a can of Oven-Gard** in the ovens of its new Universal Chef ranges.

□ □ □ □ **Tappan lofts its new portable dishwasher line** this Christmas season with a booster of nationwide holiday promotion. After marketing built-ins for five years, Tappan is coming out strong behind the Reversa-Jet line, its first series of convertible-portable dishwashers. The promotion stresses point-of-sale material, offering a 67-piece dinnerware and beverage set with the purchase of any model portable dishwasher. Three different promotion kits are featured, to go with various models stocked by retailers.

□ □ □ □ **Baffled by washday words?** Consult the revised edition of *Home Laundering Terms*, a booklet of over 200 laundering definitions. The booklet was compiled by the Home Economists Committee of the American Home Laundry Manufacturer's Assn.

□ □ □ □ **Kelvinator adds four branch offices:** In San Jose, Calif.; Huntsville, Ala.; and Orlando and West Palm Beach, Fla. They bring to 79 the number of offices in the U.S. and Canada run by Redisco, the financing subsidiary of American Motors, which makes Kelvinator products.

□ □ □ □ **Shipments of Hong Kong radios to the U.S. hit 2,641,316 units** at the end of September, according to Hong Kong's Department of Commerce and Industry. The unit shipments were running 105% ahead of last year's pace, but the average price for the first nine months was sharply down to \$3.30 per unit—a drop of 63 cents from the comparable 1964 period.

□ □ □ □ **Lionel's 1966 phonos will match 1965 models**, except for a few minor changes. Lewis S. Sanders, marketing vice president of Lionel Toy Corp., said the company's "sane toys" campaign had proved effective, precluding the need for phonograph innovations, or for basic changes in the company's entire toy line.

## APPLIANCE-TV NEWS

□□□□ **GE has rounded out its tape recorder line** with the introduction of three new solid-state models—two stereo and one monaural—ranging from \$129.95 to \$349.95. These new models, coupled with the two low-priced battery-operated recorders recently introduced (MW, 31 May, p.8), puts GE solidly into the tape recorder business. These units, which bring the GE line to a total of 11 models (\$39.95 to \$849.95), include: a 4-track deluxe stereo unit in walnut veneer case with four speakers in matching walnut cabinets for \$349.95; a 4-track stereo unit with two 6-inch speakers for \$249.95; and, a 2-track mono model in a vinyl-on-steel case for \$129.95. The three new models will be available in selective markets during 1965, with general availability scheduled for next year.

□□□□ **New general sales manager at Sharp Electronics** is Gene Gold. Sharp is a subsidiary of Hayakawa Electric Co.

□□□□ **A \$114 transistorized 9-inch portable tv set**—which operates on battery or AC current—is spotlighted by Penney in its Christmas catalog. The 10-lb. Penncrest set has side controls and a telescoping antenna. A battery pack sells for an additional \$12; a battery charger, for \$16.88. Other sets featured in the catalog are a 12-inch tube-type portable tv for \$94 and a 19-inch portable for \$129.

In radios, Penney's has a 6-transistor, AM-only, pocket-portable for \$5.88 and an 8-transistor AM-FM portable for \$22.50. A 5-transistor clock-radio sells for \$24.50. In phonographs, the catalog features a 3-speed manual portable for \$21.88 and an automatic 4-speed model for \$36.95. A solid-state stereo portable phono with one detachable speaker is priced at \$62.95. A battery-operated dual-track tape recorder and playback is listed at \$11.50.

□□□□ **The next company with a 23-inch color tube** in its line will be GE. The company just reached an agreement with National Video for the tubes and will start building 23-inch color models during the first half of 1966.

□□□□ **Selling color tv door-to-door:** Fred Hager, president of Hager Inc., said his company is buying a minimum of 7,500 color tv-radio-stereo combinations from Muntz for door-to-door retail sale. Working from customer referrals, Hager said he expects retail sales of about \$6 million in 1966 from the units, which will have rectangular color tubes. This averages out to about \$800 per set. The company will sell directly to the consumer, financing sales through its wholly-owned finance subsidiary. Hager said he expects the company will move into New York and New Jersey after first securing sales in its home territory: Connecticut. The company maintains headquarters in Bridgeport, Conn.

Under the terms with Muntz, the company may purchase 2,500 sets during the year at the rate of 200 sets per month and has an option to buy 5,000 more sets on Mar. 31 at the rate of 300 a week. Hager has an agreement with an independent service organization to handle the color sets under a 90-day warranty.



First GE Appliance Center in Houston: overhead monogram points the way

## GE Centers stake out claim deep in the heart of Texas

The GE monogram over your door is good for one thing—business—according to Wesley Edmundson, an independent Texas retailer who is converting to one-line selling. Edmundson owns three stores in Houston; he recently converted two of them into GE Appliance Centers (MW, 2 Aug., p.3). Plans for the third store are incomplete.

As for business, Edmundson smilingly reported that it is burgeoning. Business at the first store has zipped 51.8% ahead of a year ago. The second store, converted near the end of October, showed a 14.9% increase for that month.

"I am very happy with the setup so far," said Edmundson. "I have cut my inventory in half and my overhead is down. My office costs alone have been cut 35%. My service department staff has been reduced from 11 men at peak periods [by almost 90%] because of GE metropoli-

tan service. I think the stores are in a better position to train salesmen, too, because they don't have multi-brand lines to learn."

Edmundson is switching to single-line GE selling simply by phasing out other manufacturers' lines. When stock is exhausted, he does not reorder. "I haven't made any effort to remove other lines at extreme sacrifices," Edmundson said.

Edmundson made the switch primarily with his employees' help. Only limited remodeling jobs were done by professional tradesmen. Consequently, Edmundson has no estimate on total painting and remodeling costs for the two stores.

Edmundson is not alone in the Houston area. Another GE-exclusive store is run by Jerry Getz in Houston. GE Appliance Centers have also been established in Baytown, just outside Houston, and in Uvalde, inside GE's Southwest Texas district.

## Macy's liquor case points up rougher road for fair-trade

Macy's New York knows a popular cause when it sees it—the high price of liquor in New York state. And the retailing giant, traditionally outspoken against fair-trade, is making the most of a good thing—for its image as a full-fledged discounter.

David L. Yunich, president of Macy's New York, consistently speaks out against fair-trading. However, the store does maintain fair-trade pricing on a number of lines, including some in the housewares, major appliance, and consumer electronics fields.

**Corning, yes; Carstairs, no.** While Macy's sells Corning Glass Works products at their fair-trade retail prices (and pockets the nice markup), Macy's is now fighting the fair-trade pricing policies of Carstairs, Wolfschmidt, and other name-brand liquors.

In its liquor pricing battle, Macy's suffered a defeat last week when a State Supreme Court justice permanently enjoined the store from selling Wolfschmidt vodka and Carstairs whisky at below fair-trade prices. Yunich, however, said he would take the matter "to the highest court," if necessary, to win Macy's case for the liquor-consuming public. Other suits also are in litigation.

**Macy's has a popular cause.** The distillers and their distributors re-

sorted to the state's Feld-Crawford fair-trade law last year after a special session of the State Legislature outlawed price fixing through the State Liquor Control Board.

While the Macy's case concerns liquor, it could have ramifications for fair-trading in general if it is taken to the U.S. Supreme Court. And fair-trade laws all over the country are coming under attack.

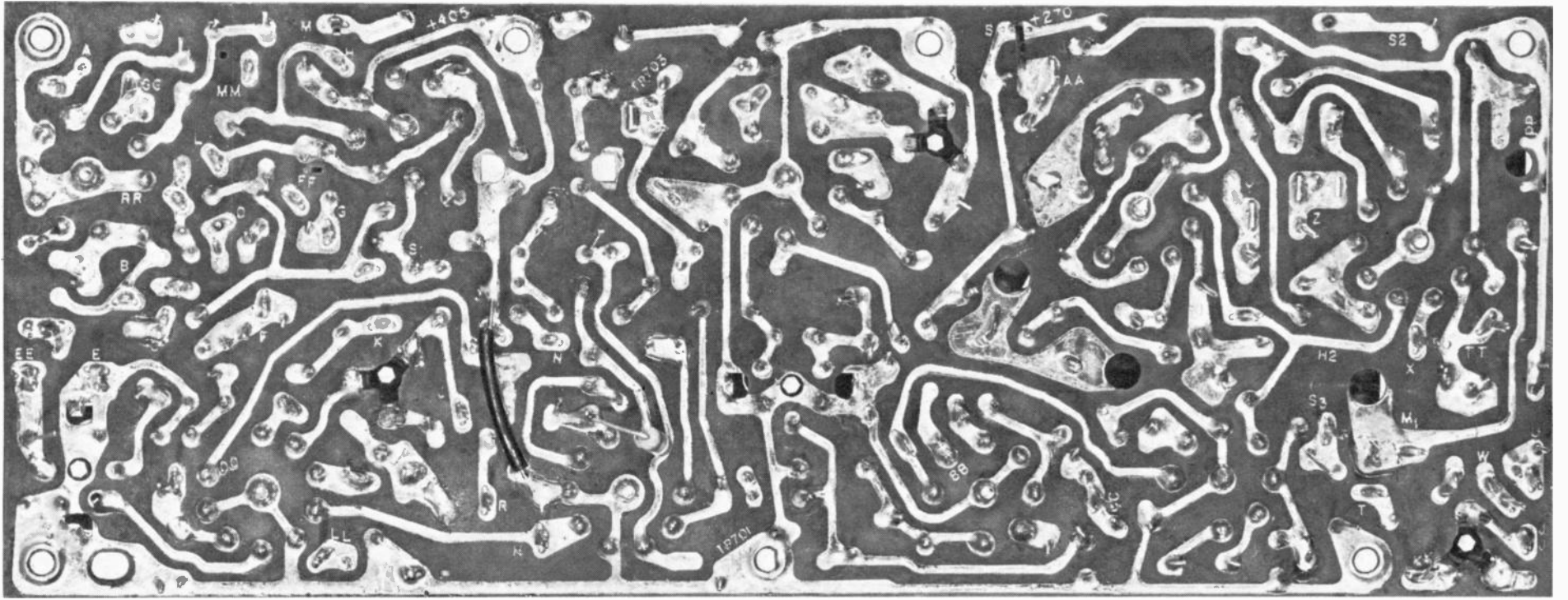
Two cases in Ohio set precedents. In one, Eli Lilly was denied an injunction against a Cleveland retailer cutting price on its products. The court maintained that Lilly must enforce fair-trade pricing in a "vigorous, aggressive, and unrelenting effort" before resorting to the courts. One of Macy's arguments in New York, incidentally, is that it is being forced—for competitive reasons—to cut prices because other retailers are selling below the fair-trade prices.

Rubbermaid suffered a setback in the second Ohio case. Rubbermaid, a longtime defender of fair-trade in the housewares field, was ruled to have abandoned its fair-trade program when it allowed one retailer to give double the amount of trading stamps on its line.

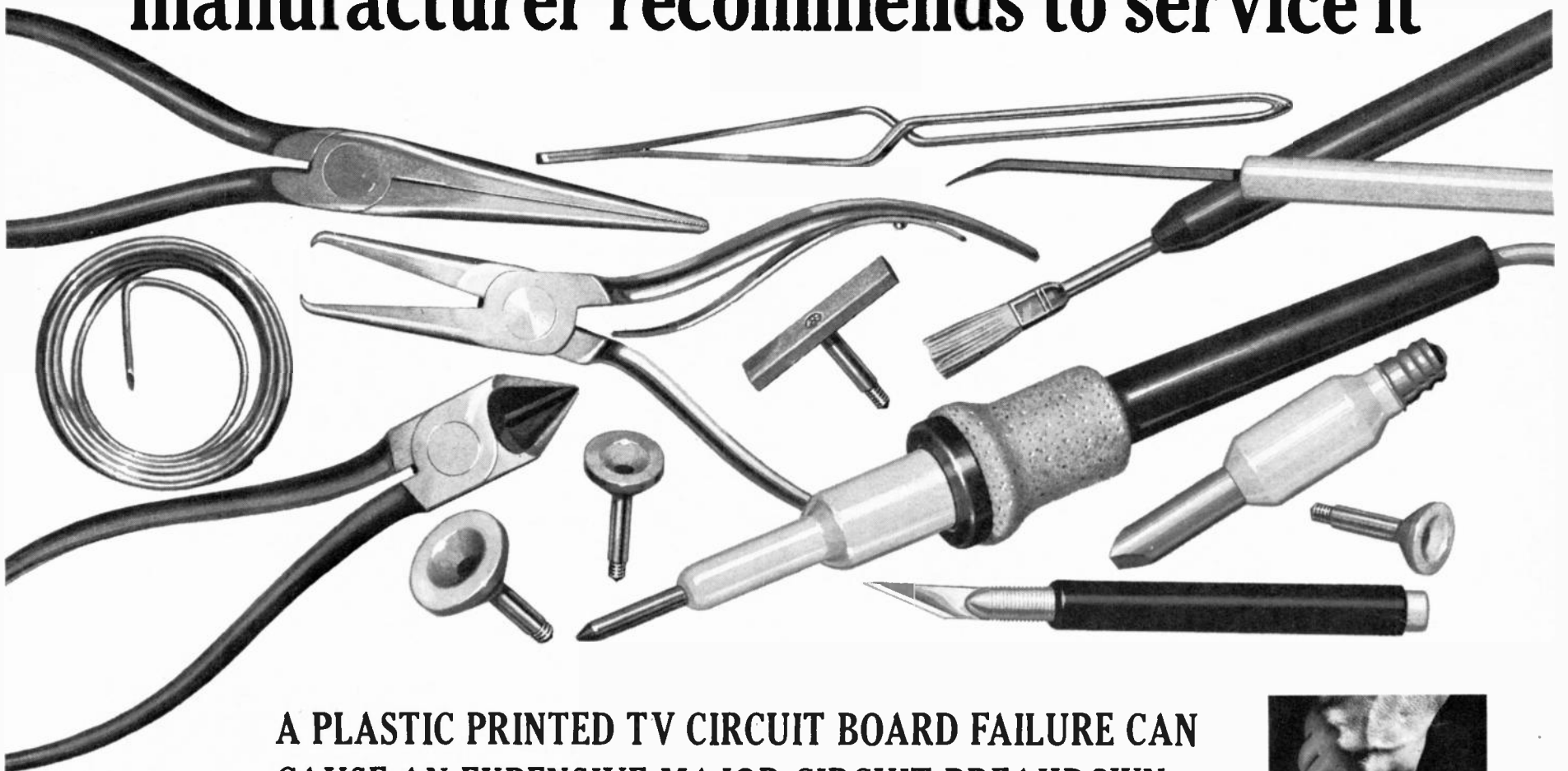
There is a rougher road ahead for fair-trade, especially when drinking and driving down prices are combined.



# This is so called "space age" TV circuitry that "won't go haywire"



These are some of the tools the  
manufacturer recommends to service it



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



**ZENITH**

BUILT BETTER BECAUSE IT'S HANDCRAFTED

# Color tv—the



Sylvania's Morgan



Westinghouse's Danforth



Zenith's Truesdell



Hoffman's Cox



Motorola's Herkes



Olympic's Schwartz

## The jury agrees 1966 will be great,

Success breeds its own problems. And color tv set manufacturers, almost engulfed by success this year, must now without pause grapple with the consequences in 1966.

"This challenge," as Zenith's L. C. Truesdell astutely describes the industry's current situation, covers a range of imponderables: proliferation of screen sizes, shortages of vital parts, taxed production facilities, and a rising market.

Gauging the size of the sales increase for next year is just another of the perils of prosperity facing the industry. (Around the circuit these days they like to tell the story of the marketing executive who has armed himself with three sets of color tv projections: one for the stockholders, another for the corporate comptroller, and a third—locked in a desk drawer—that he really believes in.)

**The numbers for 1966:** Since color sales began climbing to new, unexpected heights, the industry has scrambled to revise projections for next year.

To give the industry a better idea on how 1966 shapes up now, MERCHANDISING WEEK surveyed a dozen key industry executives who by their very positions have a large overview of the color picture.

This blue ribbon panel agrees that color sales in 1966 will be substan-

tially greater than 1965, but agreement breaks down on how much larger the sales year will be.

**The median prediction** for color sales from this key group is 4.25 million units. The industry's own statistical marketing services department at Electronic Industries Assn. (EIA) recently revised its forecast and predicted a 4.3-million-unit year for color in 1966, a 65% increase over the 2.6 million units EIA expects the industry to sell this year.

**Here is how the jury voted** individually on color tv unit sales for 1966:

Ross D. Siragusa Jr., vice president, Admiral: 3.9 million.

Benjamin Abrams, board chairman, Emerson Radio: 5 million.

W. E. Davidson, general manager, GE's Television Receiver Dept.: 3.6 million.

Ray Cox, vice president, Hoffman Electronics: "I go along with the EIA estimate which pegs industry sales at 4.3 million next year."

S. R. Herkes, president, Motorola Consumer Products Inc.: "Without any knowledge as to what the next fellow is going to produce, I believe I'll have to stick with an estimate . . . that indicated a minimum of 3.5 million sets could be sold. Obviously, more could be sold if more tubes are available, as it's our opinion that the demand will be well in excess of

whatever the industry can come up with."

Morton M. Schwartz, president, Olympic Radio & Television Sales Corp.: 4.1 million distributor-to-dealer sales.

Kenneth R. Johnson, president, Packard Bell Sales Corp.: 4.1 million.

Carl E. Lantz, vice president and general manager, Philco's sales and distribution division: 3.5 million.

B. S. Durant, president, RCA Sales Corp.: "Obviously, the industry will sell well over the 3.2 million sets we originally forecast for 1966, but how much over is at present strictly a matter of production capacity."

John T. Morgan, president, Sylvania Entertainment Products Corp. also had pegged 1966 color sales at 3.2 million, but is currently revising his numbers upward.

D. D. Danforth, vice president and general manager, Westinghouse Electric Corp.: 4 million.

L. C. Truesdell, president, Zenith Sales Corp.: "If the industry produces 5.1 million tubes in 1966 [an EIA estimate], it may be possible to sell to dealers over 4 million sets . . . allowing only a bare minimum for tube and set inventories or tube replacement. This is unquestionably a tight estimate."

**The key factor next year** in all estimates, of course, is the picture tube

supply. In appraising the opportunities next year, executive after executive named the tube supply as the limiting factor in industry sales.

Explained Philco's Lantz, "Theoretically, color tube capacity is estimated at over 5 million tubes under ideal conditions. However, under operating conditions, several factors will inhibit production of more than 3.7-4 million tubes.

"Several new manufacturers can expect start-up difficulties, which will limit their output below their theoretical capacity. Secondly, changeovers to new tube types will detract from total output and, finally, normal production type problems—availability of raw materials, etc.—will limit the theoretical capacity."

Nine companies will be producing color picture tubes next year: RCA, Sylvania, Zenith, National Video, Motorola, Admiral, Philco, General Electric, and Westinghouse. But the quantities and the mix these manufacturers will produce is uncertain.

Before 1966 is over, the industry may be selling from eight to 10 different sizes of color tubes, ranging from the familiar but fading 21-inch round to some small Japanese import. As of now, 11s, 15s, 19s, 21-inch rounds, 21-inch rectangulars, 22s, 23s, and 25s are all in the cards for U.S. manufacturers, who also expect

## Retailers feel the pinch of shortages,

The proof is in the pudding. And it is on the retail floor that sales records are set. MERCHANDISING WEEK went where the action is—to the retailers—in eight cities to find what the takeoff in color sales has meant.

"I'll tell you something," said Cliff Groom, owner of Groom Brothers Hardware and Appliances in Dallas, "we have handled color since 1955 or '56, and we have sold more color in the last three months than we did in all those prior years."

This is the tale that is repeated throughout the country:

"We're selling all we can get," said Bill Sharpe, owner of Sharpe's Appliance Store, in Atlanta. "We're 100% ahead of last year."

"My September sales for color tv are 31% of all my business," said Willy Wilson, owner of Willy Wilson's, in Washington, D.C. "Last year they were about 6% of total sales."

"We sold more color sets during the month of September this year than we did all 12 months of last year," said Mel Taylor, appliance department manager of The New Medallion, in Dallas.

This tidal wave of sales was triggered by, most retailers agree, the concentration on color programming by the three major television networks.

But now that the customers are there, the sets often are not . . .

"Color sales are out of control," complained a representative of a major department store in Detroit. "We can't get enough merchandise to replace inventory."

"They are going too well—that's the trouble," said Harry Winn, television manager at Swanson's, in

Sherman Oaks, Calif. He says his color television sales are 40% ahead of a year ago. "If we had the sets, this could have been 75%."

Cliff Groom, too, says his sales—spectacular as they are—"would be better if we could get the sets. We are really feeling the shortages in color, and it definitely cost us business—and still is.

"For example," he said, "Zenith has always been our best seller, but we haven't had a Zenith color set on our floor for 30 days. I'd say we have lost at least 50% of our color sales

# outlook for 1966



Philco's Lantz



Packard Bell's Johnson



RCA's Durant



Admiral's Stragusa



Emerson's Abrams



GE's Davidson

## but the question remains: how great?

16s and 19s, as well as color tiny-tv from Japan next year.

**What executives expect:** The median projection for tube production next year, according to the MERCHANDISING WEEK survey, is 4.6 million units. Significantly, fewer executives answered this question for the record. "It would put me in a terrible bind when I go to negotiate for tubes," one set maker answered candidly.

**In a keen analysis** of the entire picture, Zenith's Truesdell points out that the tight tube supply will be compounded by the same type of problems in cabinets, components, and parts.

"The unabating retail demand for color television sets," explained Truesdell, "calls for drastic expansion in 1966 manufacturing facilities. Each year thus far, color television sets have doubled over the previous year. (1965, despite tube shortage will be close to double, too.) The increases in *past* year-to-year sales did not tax total manufacturer ability to increase production as much as another 'double' sales requirement year (1966) will.

"We are looking at a year (1966) that could very well be far greater in volume than 4 million units, if tube flow were completely free. Another year of possibly doubled sales (as trends indicate) would mean a

very significant investment in additional plant and equipment at one time. Demand for other home entertainment products is sustaining and even increasing . . . and existing facilities are not appreciably available for diversion to color production, even temporarily or in any part."

The industry has been producing about 65,000 color sets per week, Truesdell pointed out. "The attempt to build up set production before the year end continues. But progress is a little slower than we would all like to see because of tube shortages," he said.

"Based on current weekly production rates and total available inventory—both manufacturer and distributor—the industry may be able to sell to dealers by the end of 1965 only 2.6-2.7 million units, even though demand can conservatively be estimated to be 3.5 million units.

**The figure to watch**, according to Truesdell's estimates: "The industry will have to be producing in excess of 100,000 units per week as soon as possible, certainly no later than the spring of next year to be able to come close to selling over 4 million color sets in 1966."

**A question of shortages:** Executives are virtually unanimous in predicting acute shortages of color sets in the

first part of 1966, but there is far less agreement on the year's total pattern.

Two of the canniest executives, Motorola's Herkes and Olympic's Schwartz had important reservations about the inventory buildup in 1966.

"In order to satisfy the demand during the last four months of 1966," explained Herkes, "considerable goods will have to be produced during the middle four months of the year.

"**If history is to repeat itself**, which I'm sure it will, the industry as a whole will be reluctant to warehouse goods during the summer months and promotions will occur as they did in 1965. If this should happen, the shortage next fall will be greater than ever," Herkes warned. In any event, the Motorola executive expects shortages to be critical from Jan. 1 through the second quarter.

Schwartz sounded the same theme. "In the first quarter of the year," he said, "I believe that 21-, 23-, and 25-inch sizes will continue to be in short supply. In the second quarter, shortages will probably be alleviated and we may even find some manufacturers putting promotional prices (as they did this year) to move inventories.

"The third quarter will see a tightening up of supplies and by the fourth quarter, I definitely expect a

shortage of 15-, 19-, and 25-inch tubes, with a distinct possibility of shortages also existing in 23-inch and the new 21-inch rectangular tube."

**The question of tube mix** is probably the most complex in the industry, but everyone from GE to RCA believes that the big-screen sets will predominate. Such a statement from RCA is no surprise, of course, but the situation is somewhat different at GE, which is turning out 11-inch color portables.

(The real surprise at RCA is the company's reluctance to forecast a firm color figure for 1966. After years of thumping the color drum, all RCA would say for now was that "it would not be appropriate at this time to be too precise in forecasting unit sales of color receivers.")

At Admiral, Siragusa Jr. figures sets with 22-inch and larger picture tubes will account for 58% of the 1966 market. Philco's Lantz figures the mix this way: 16-inch and under, 150,000 units; 19-inch, 300,000; 21-inch round, 1 million; 21- and 22-inch rectangular, 100,000; 23- and 25-inch, 1.95 million.

**Summing up**, Zenith's Truesdell said, "Tube shortages notwithstanding, 1966 promises to be another record year."

—Donald S. Rubin

## but the cash registers keep ringing

in this last month. We try to display about 18 or 20 sets on the floor—six or seven models of each of the three brands we sell; however, at the present time we have four sets on display. And feel darn glad to get those. We have gotten down to two at times."

One Seattle retailer said, "Shortages are a real problem. We buy whatever is available, not necessarily what we want." He estimated that he has lost sales of \$50,000 to \$60,000 since midsummer because of lack of goods.

"I kept hearing about shortages in color television, but I thought it was a big joke," said a spokesman for Avalawm Radio and Appliances, in Dallas. "I have been in the appliance business a long time, and I just didn't think it could be true, but so far this fall, I have not yet had an order for color tv completely filled."

Some retailers, however, are still only *hearing* about the shortages. Bill Sharpe, in Atlanta, who, incidentally, is a regional chairman of the National Appliance Radio-TV Dealers Assn., does not think the

shortage is acute, and "definitely not as acute as some people would have you think it is."

"Shortages are not too much of a problem with us," echoed Paul Rosenthal, merchandising manager of the Barker Brothers chain in Los Angeles. "We are being taken care of, after a fashion. We have not lost any sales because of shortages."

"Shortages have not been a problem for us yet," agreed a representative of a major Detroit department store, "but the problem is just around the corner."

A number of retailers have taken on new lines in an effort to get more sets. Larry Schwede, of appliance village, in Rocky River, Ohio, said he was thinking of adding new lines but "right now the manufacturers don't want to talk to us about it."

"**You have to be cagey on color** to make a dollar," said Bill Sharpe, in Atlanta. "The fact is, the distributor has put on a suggested retail price without adequate markup. And the buyer wants to trade-in his b&w set which isn't worth a fig. This puts the

*continued on p.12*

# The color craze is a retailer's dream

continued from p.11

dealer in a heck of a spot," he stated.

"I would not say color is the most profitable in terms of profit margins, but it probably is the largest dollar producer," said a Cleveland, Ohio, dealer.

A Dallas dealer said, "Color very definitely is producing both the largest volume and biggest profit of our appliances right now, and will certainly stay profitable as long as sets are hard to get because no one is making any cut-throat deals on them. Once they get plentiful, then the business will not be so profitable any more."

"For once, any dealer who is half-way smart can make a profit again," said Paul Rosenthal in Los Angeles. "Department stores are giving away sets with 90 days free service. They cut the guts out of a thing and they don't even have the sets to sell. It is utterly unbelievable. They are still trying to undercut the discount houses and the discount houses have raised their prices. This is the time for the dealer to put sand in his pants and mark up merchandise as manufacturers intended."

"We are strictly a brown goods house," Rosenthal went on, "seventy percent of our business is color, 20% stereo, and 10% black-and-white. Color is more profitable—it is no more of a problem to deliver a \$1,000 set than a \$500 one or make 15 deliveries rather than five. Color tv is the answer to this kind of business. We were lucky. We were able to stay in business the last five years. It's like black-and-white days when the harvest came with the first 15% of sets sold."

Harry Winn, in Sherman Oaks, Calif., commented: "Percentage-wise, color is not the profit producer black-and-white was. Dollar-wise, however, the gross is greater. The percentage markup is not as good."

Larry Schwede says that color sales in September accounted for 70% of Appliance Village's dollar volume, but he is now virtually out of his best-selling models.

"Oddly enough," said a Detroit retailer, "despite the increasing shortage of merchandise, the customer has remained quite selective about purchasing color sets. He is insistent on particular furniture styles and models. The customer appears not to have recognized the impending shortage, despite what our salesmen tell him."

**It is a topsy-turvy market:** retailers are setting sales records, yet crying over sales down the drain: customers are clamoring for sets, yet they are choosy. It is a seller's market, but retailer Harry Winn, of Sherman Oaks, Calif., reported, "People are coming in and specifying style and tube."

At Sears, in Chicago, a spokesman noted that people are very selective, looking longer, visiting more stores to find exactly what they want in screen size and furniture style in color tv models. They are *very* aware of styling, he added.

"People won't buy just anything in their eagerness to get a color tv," said a representative of a major chain of appliance stores in Detroit. "While there is big demand, people are still particular about what they

buy. Furniture styles are important."

"I am constantly amazed at this," said George Nicholson in Los Angeles, "A woman will see something with doors that costs \$250 more than they wanted to spend. But they spend. I can tell a man he's got to live with his wife, so he had better spend the money."

"The customers are not willing to take anything," agreed the tv department manager of a major Atlanta store. "Most people are very definite in the styles they want. Some people are simply buying because

color is the thing to have. In this case, they are not giving much attention to furniture types.

"The combinations," he continued, "are moving very well. Combo sales are almost as good as sales of individual consoles. In this regard, the color tv combo is biting into—stealing—potential stereo console sales volume."

"This is the first time in a long time that people have become furniture conscious. There is no question that the styling of color tv is an extremely important factor. The mere

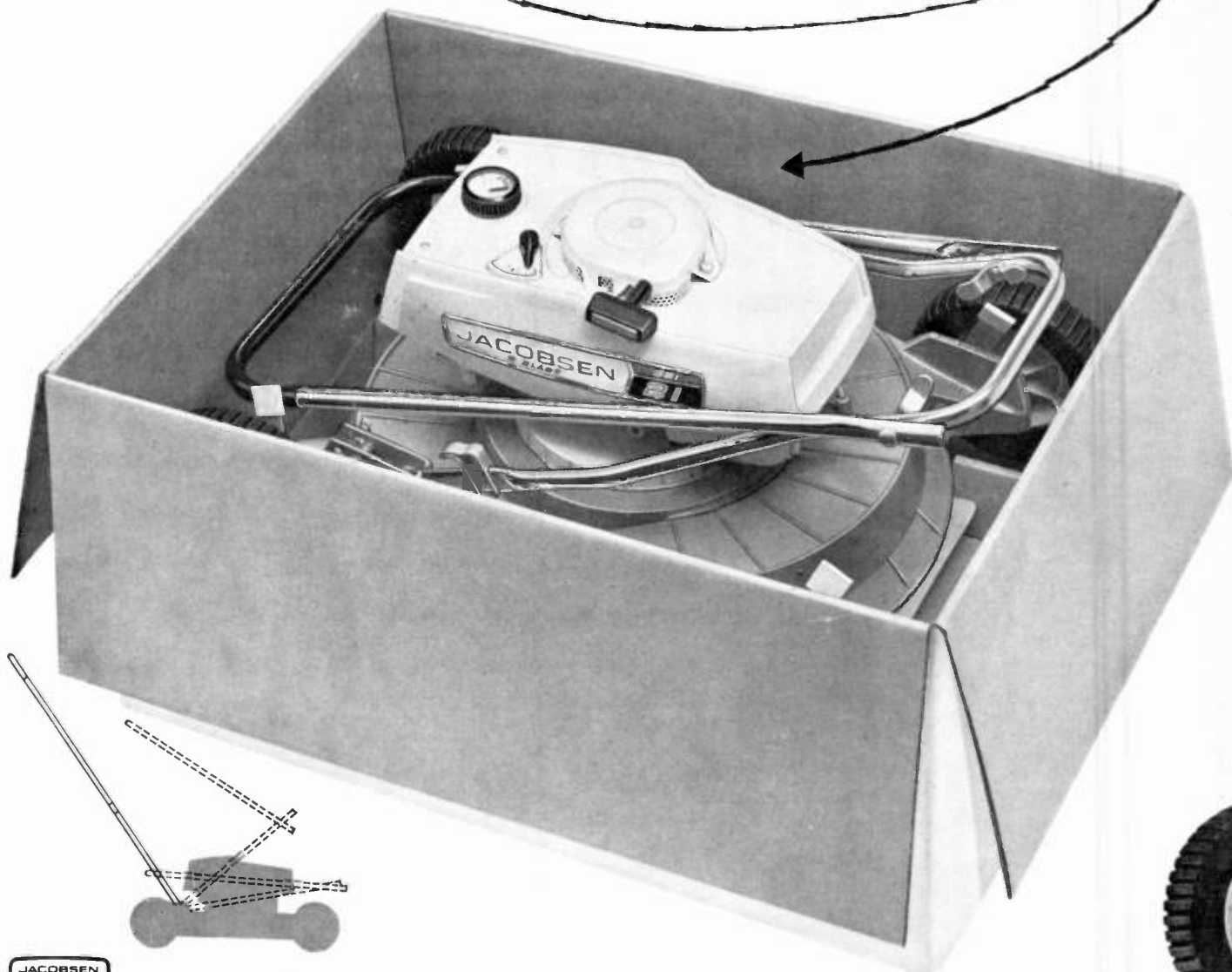
nature of the merchandise accounts for part of that. Color is a big piece of equipment. As a result, it takes up quite a significant amount of space and must become an integral part of the room."

On the other hand, some retailers report that style is not the principal concern of their customers. But customers *are* becoming more and more aware of the rectangular tube. "And it isn't easy to switch them back to the round tube," said the merchandising manager of a major discount chain in Los Angeles.

# JACCO

## with the new FOLD

*All set up and ready to mow!*



**JACOBSEN** MANUFACTURING CO. 1721 Packard, Racine, Wis.

# as the clamor for sets hits new heights

"There are no rectangular tubes, period," stated Albert Rhode, co-owner of B. L. Russell Co., in Huntington Park, Calif. Because of this especially critical shortage of rectangular tubes, most of the retailers discussed them in terms of switching: how to get the customer to take a round tube.

The tv department manager of a Seattle discount store said his pitch was: "We've had the round tube for nine years and we know it works. You never know about a new piece of merchandise." (Several retailers

mentioned the dependability factor in rectangular tubes. Said an Atlanta retailer: "Some manufacturers—though they won't talk—are running into a poor dependability factor on the big rectangulars.")

**Taking a longer range view**, Paul Rosenthal, in Los Angeles, said, "I think, generally speaking, that the public has a knowledge of rectangular tubes, but I don't think they have an idea of the true implications of rectangular over round. Next March or April, when stocks of rectangular tubes are plentiful again, there will

be a lot of unhappy people because they have antiquated models they bought now."

"About one out of five customers is interested in purchasing rectangular color sets," estimated a Detroit retailer. "Of those interested customers, about half can be switched over to another type; the other 50% know what they want and prefer to wait it out. In my opinion, the rectangular sets ultimately will take over the market. The customer, once he is aware of them, definitely prefers them."

Customers looking for a rectangular tube are easily switched, thinks Larry Schwede, in Rocky River, Ohio. "You get only 11% more screen area," he explained, "but there's a \$175 difference in price."

But, despite what Schwede says, price does not seem to make much difference to today's customers.

**It is an affluent market:** "It's nothing today to have a factory worker come in and buy a \$1,200 color stereo theater," said one Detroit dealer.

An Atlanta retailer said, "In practically every case, normally, when a customer sets a figure as an amount they are going to spend, they almost never go down in price. More often than not, they go up."

"You would be amazed at the people who buy a \$1,200 instrument," said George Nicholson, in Hollywood, Calif., "Not the very rich man, but people who enjoy entertainment in their own homes."

"The \$450-to-\$500 range is our best selling area," said Albert Rhode in Huntington Park, Calif., "although I can sell a \$1,000 set any time I can get one."

"Today, all kinds of people—from the hourly worker to the banker—are buying color tv," commented a Michigan dealer. "It's become much more of a mass market product than it used to be."

"We see most definitely that buying color is getting more and more down into the middle- and lower-income groups," said a Dallas retailer. "This is an extreme example, but we have one customer—a man with six kids who makes \$125 a week—who has already told us he is going to buy a color set just as soon as he finishes paying for a new washer. And he means it!"

When asked whether he thought the color tv customer is changing, a Los Angeles retailer replied, "No. We are still delivering \$500-\$600 sets into homes that can't afford them. When it comes to entertainment, people buy what they want. That's the American way. They go out on a limb for enjoyment and a status symbol."

Riding high on the riptide of sales, retailers have had little time—or inclination—to ponder how long the line of customers can last. There is relatively little concern about a lag at the retail level, because waiting in the wings, just ready to step into the spotlight, is the small-screen color set. When these sets hit the floor, retailers think the last real barrier to color sales—price—will crumble.

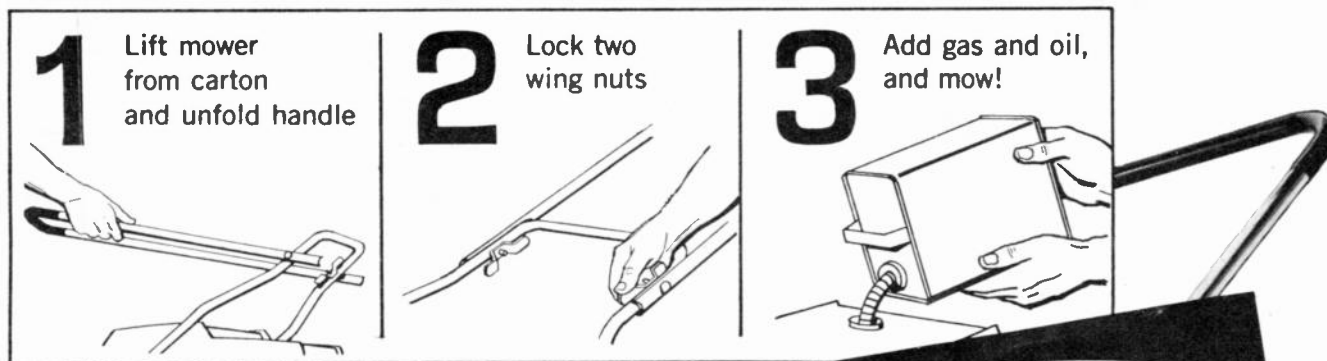
"Great as the market is now," enthused Dave Gold, manager of George's in Washington, D.C., "the sales will be fabulous when portable color sets come in." —Bruce Pfau

# B S E N

## — DOWN HANDLE

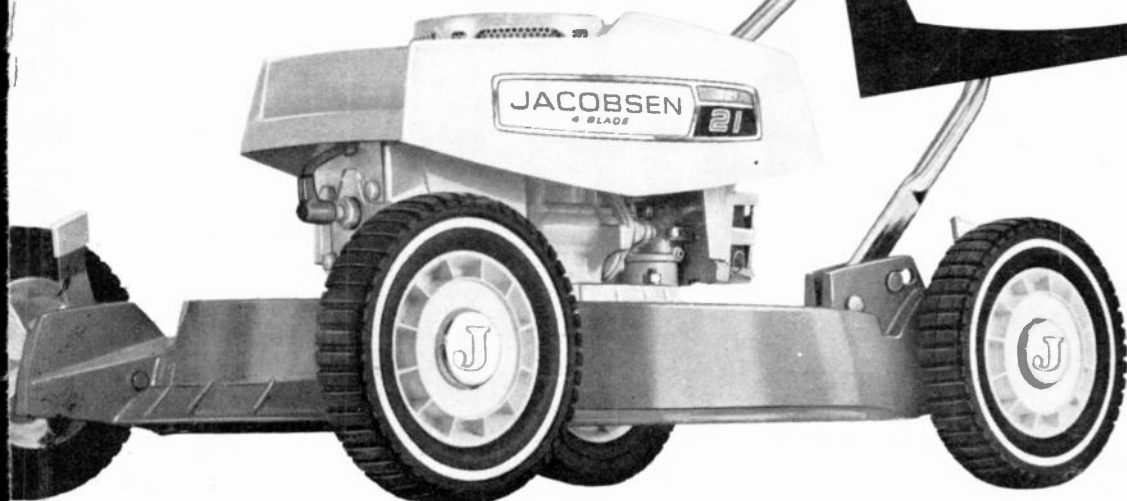
Here's the end to costly set-up time. The new Jacobsen 4-Blade rotary mowers are completely assembled at the factory . . . they're tested and adjusted . . . ready to mow in moments. All you add is gas and oil . . . and the first fill of oil is packed right in the carton!

### IT'S EASY AS ONE-TWO-THREE:



The new Jacobsen fold-down handle makes it possible. (Handy for storage and portability, too.) It's a great sales feature. It saves you time and money. It increases your profits! It will be demonstrated in a big way on TV.

The Jacobsen 4-Blade rotary mowers for 1966 are packed with features—like the new fold-down handle. Get the whole story from your Jacobsen distributor now. Jacobsen Mfg. Co., Racine, Wis.



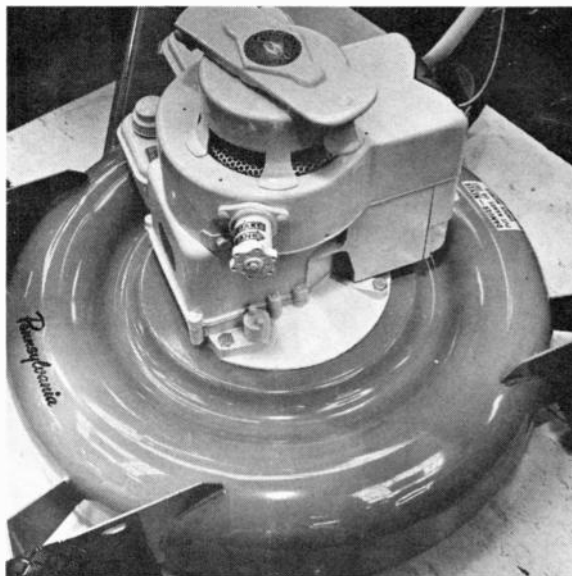
### KEY MOVES

**Friedrich Refrigerators**—E. J. Crick is named sales mgr of the room air conditioning division.

**Westinghouse**—Jess L. Moore Jr. is appointed division general mgr with responsibility for the air conditioning and the Sturtevant divisions.

**Whirlpool**—John T. Tighe is named general mgr-residential product sales for the Home System Division.

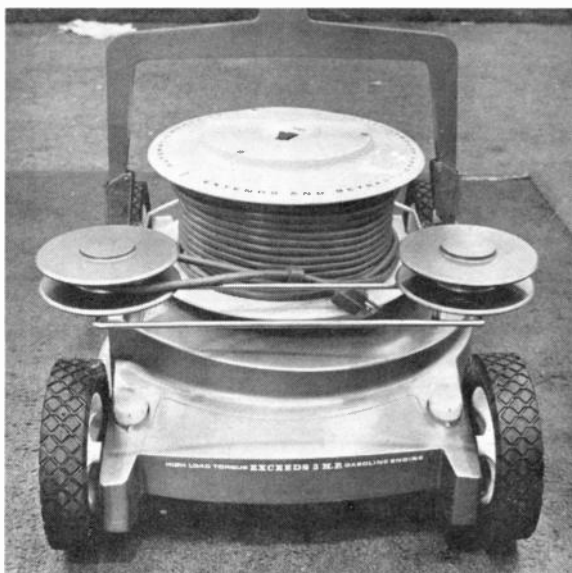
# 1966 POWER MOWERS



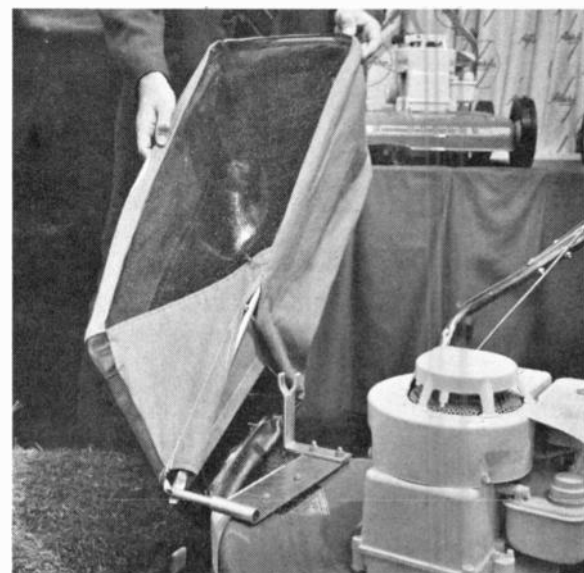
"Wind tunnel" housing, as exemplified by Pennsylvania's unit, improves rotary cutting



An easily viewed oil gauge, and edge-trimmer are two new features in Toro's mower line



Sunbeam's cord recovery reels the electric cord in and out automatically



Enlarged grass catchers, as on the Atlas Aire line, snap on and off smoothly

## The new features and new designs keyed

Power mowers for 1966 are packed with features. And it is precisely these "extras"—ranging from fold-down handles to built-in edgers—that are paving the way to higher-ticket sales and a general trend away from low-end no-profit mowers.

Industry executives estimate 75%-80% of next year's customers for power mowers will be replacement buyers. Trade-up features, of course, are just the thing to snare consumers in the replacement market. Special features, however, are also just what the quality-conscious first-time buyers will be looking for. So any way you cut it, the 1966 lines put retailers in a good position to reach for profit with the help of salable features.

**Next season**, as in the past few years, rotaries will take the bulk of the power mower business, although their share of dollar volume is expected to shrink. Rider models should continue their steady increase in dollar volume. The rider's gain may be the self-propelled (walk-behind) model's loss because of the narrowing price difference.

In every category of power mowers, it is worth repeating, the successful sales pitch will probably center on features first. And at the head of the list of most-salable features is the grass catcher.

**Grass bags** are the No. 1 power

mower accessory. Salesmen are being urged to talk up the convenience of collecting grass in a neat manner as well as the fact that agronomists now recommend removing the clippings.

Customers should be shown how easily the improved grass bags snap on and off, their increased capacity, and how they are constructed for quick, thorough dumping of clippings.

**Easy starting** is another feature getting considerable attention. Impulse and short-cord starters should eradicate customers' stagers of power mower starting as a back-breaking, arm-straining ordeal. Finger-tip controls are a good point, particularly if the wife is present. Let her try the new starters. Lawn Boy, among others, will play heavily on the easy-start feature.

**Increased power** can be emphasized at the same time as easy starting to build a picture of fast, effortless mowing. More power speeds cutting time and eases mowing thick grass and weeds. Rotaries, reels, and riders of most manufacturers sport higher horsepower ratings for next season. Electric models also have received a power boost.

**Cutting-height adjustment**, particularly in the form of adjustment that makes it unnecessary to use tools or turn the mower over, is a major feature in every line. Salesmen should

by Robert C. Rowe

Photos by Joe Ruskin



New rider mowers, like this 1966 BS&D unit, remove the hard work from lawn cutting



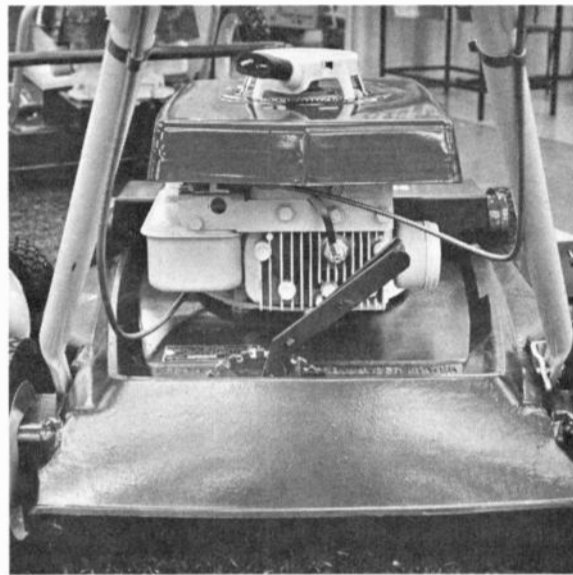
Jacobsen's new folding handle is designed for storage under tables or benches



MTD's folding handle, seen here in both positions, is a potential space saver



Aircap's cutting-height adjustment control is within reach of the driver's seat



Huffy's cutting-height adjustment is located in front of the operator for quick changes



Davis has a rake-type front to aid cutting in heavy grass and weeds

## to trading up a massive market of replacement customers

stress the cutting-height adjustment as still another element in faster mowing, as well as a way to help nurse along a lawn as the weather changes from wet to dry.

**Lightweight construction** is being stressed by manufacturers throughout the 1966 lines. They also emphasize that these lightweight models are ruggedly built to withstand frequent heavy use. Lightweight units are not only easier to push or steer than heavy units, customers should be told, but also they are easier to hang away on a garage wall.

**Self-propelled models** have a natural appeal for anyone with a hilly lawn, and for women customers.

**Riders** are most attractive, however, because they take almost all the work out of mowing. Estimates of the size of lawn necessary to require a rider mower now have gone as low as a quarter acre. Riders offer pazazz for the style-conscious and status-seeking suburbanite.

Rider features include pneumatic wheels, electric starters, padded seats, cutting-height adjustment, reverse gears. The larger rider models fall into the home-tractor category and feature such diverse attachments as snow plows, tillers, harrows, spiker-aerators, spreader-seeders, rollers, and carts.

**The woman customer**, especially when it becomes apparent that she

will do the mowing herself, is most impressed by simplicity of operation.

**Acceptance of electric mowers** is better among women than men, perhaps because women are closely familiar with other electric appliances. While men may mistrust the electric mower more than women, electricians will have a positive appeal to *anyone* who considers himself or herself mechanically *dis-inclined*.

Sunbeam is not forgetting the masculine market. It has deliberately given electric models a sturdy look and labeled the equivalent horsepower rating on the mower.

The big feature to promote in electricians is speedy operation. "Save time," Sunbeam advertises: "Always ready to go, no tanks to fill, starts instantly, just plug in and mow." Sunbeam is backing its electric mower promotion next season with a \$1 million spot-tv ad budget.

**The fold-down handle** feature is a solution to the problem of where to store a power mower. Jacobsen's fold-down handles are designed specifically for under-table storage and easier shipping. A pertinent question for sales people to ask customers is where they store their mowers. If the answer is in the garage, then a discreet inquiry into the size of the garage will make clear whether or not the fold-down handle feature should be stressed.

**The reel mower**, for the customer who considers lawn tending more of a hobby than a chore, is the type that is most likely to give the greatest satisfaction. As the reel supporters say, "Reels cut grass, rotaries chop it." Reels are also a good thing to offer any customer who cannot be convinced of the safety of rotaries.

**The "high-wheel" mower** is a good ace in the hole for the retailer who will have to cater to customers with hilly or marshy acreage. The high-wheeler has been most popular in the South, but is now gaining acceptance in other areas of the country where terrain is tough.

**Other features** worth pointing out to lure the trading-up customer include Toro's oil gauge and trimmer attachment, leaf-mulcher attachments, and numerous mechanical improvements in several lines. The rake-type front found on some 1966 models, for instance, means easier pushing in heavy, tall grass and a way to prevent large objects from entering the cutting area.

In any case, the replacement customer should be questioned about the operation of his present mower as a way to lead into a pitch on trade-up features. If a customer complains, for instance, about cleaning or maintenance, point out the advantages of the new model's shielded ball bear-

ings and garden-hose fittings for quick cleaning.

**Safety features** should be discreetly pointed out. Backing up the retailer next season will be the Outdoor Power Equipment Institute's safety program. OPEI, a manufacturers' association including nearly every important producer of power mowers, is pushing safety stickers to inform customers that any mower with the sticker adheres to the requirements of the American Standards Assn. and is safe to operate.

Safety features to point out: guards to stop flying objects from slamming out of the chute and rear of rotary mowers, power controls on top of the handle of self-propelled units, and special locking mechanisms on rider and tractor brakes.

**Design improvement** could make a difference next year to those stores with salesmen trained to push the new designs, such as the tubular wind-tunnel effect shown in the Pennsylvania model pictured above. Several manufacturers have carefully explained how design improvement is tied in with better and faster cutting. And customers can see for themselves, if they are directed to see, the value of rugged design, heavy-duty tires, and wider cutting areas. But less visible mechanical improvements need to be explained as well as pointed out.



## frost ❄️ clear CONVENIENCE

All the magic benefits of "never a thimbleful of frost in a lifetime" that have made Frost Clear refrigerators a major factor in the industry, are even more effective and more saleable in an upright freezer. Now available in 12, 14 and popular 17 cu. ft. sizes, Gibson Frost Clear freezers offer the additional convenience of new, easy to adjust cantilever shelves, blast freeze compartment and slide-out re-arranging shelf.



## UPRIGHT CAPACITY

The complete Gibson upright freezer line offers sizes to fit every market, from 9 to 31 cubic feet. However modest the budget, or big the need, Gibson gives you real leadership . . . in capacity, profitable pricing, and exclusive 3½ hour Quality Mile testing of every Gibson freezer.



## CHEST ECONOMY

As long as folks freeze food, there will always be a market for big values in chest freezers. Gibson has 'em from 17 to 25 cubic feet, with an exciting new 19 cubic foot model that offers flash defrost and optional coppertone!

# Gibson FREEZERS

LOADED  
FOR  
LEADERSHIP

**HUPP**  
CORPORATION



GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN



Get with the Gibson trip of a lifetime . . .

High Adventure in **HONG KONG**

See your Gibson distributor for exciting details



## Producers look for consumer OK before coating iron soleplates

Housewares manufacturers, waiting in the wings, are ready to jump on stage should the latest Teflon-coated attraction—irons—be adjudged a hit. Two iron producers, Proctor-Silex and Dominion, are slated to make their debut soon, despite other manufacturers' misgivings about the utility of a Teflon-coated soleplate.

"If that is what women want, that is what they'll get," said one company spokesman whose firm has not decided that Teflon-coated irons are what madame really needs.

Proctor-Silex will join the race for Teflon-coated iron sales in time for January's Housewares Show, according to Stanley Ford, president of the company's appliance division. At present, only GE and Son-Chief have added non-stick irons to their lines. However, Sunbeam and Presto are currently testing Teflon-coated irons at retail. At Dominion, company officials declined comment on trade reports that the Mansfield, Ohio, manufacturer will soon market an iron with Teflon coating. Dominion was one of the first to offer a full line of Teflon-coated electrics.

The success of Teflon-coated irons now being marketed by GE and Son-Chief cannot yet be determined. When asked about Son-Chief's model, sales manager Doug Reid replied, "We can't get enough out." Business on basic items, including irons, is so heavy at this point, reports Reid, it

is difficult to determine consumer reaction to the Teflon-coated iron.

Sunbeam has not yet received enough data to make a final decision on the product's future, according to a company spokesman.

A boost for Teflon-coated irons comes from DuPont's inclusion of the item in its extensive Teflon campaign on television. "We have had mixed consumer reaction on the iron," said Paul E. Thomas, DuPont's manager for Teflon sales. "We are very optimistic about its future."

National Presto has placed Teflon-coated irons in "five or six locations" where the company has in-store demonstrators, according to R. C. Warren, vice president and sales director.

At this time, Presto has no plans to display a Teflon-coated iron at the January show unless there is a change in consumer reaction. "They are disappointed," said Warren, "The iron's glide is not as good as expected. The demonstrators point out the only advantage of the Teflon is resistance to starch stickiness."

"We're toying with the idea," said Forrest Stone, vice president of Knapp-Monarch. "I rather doubt we'll have one by January. We're not just plunging in," he added.

At Westinghouse, a non-stick iron is "being studied." An announcement will be made before the Housewares Show, said William Knoerr, advertising and promotion manager.

## Gimbels goes full page to push personal care

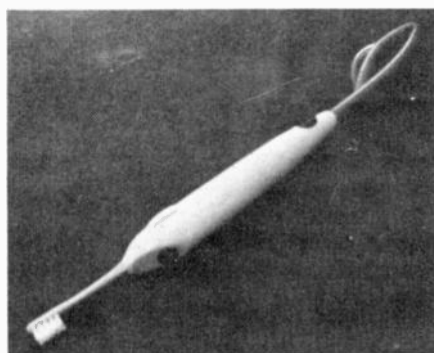
Gimbels New York drug-toiletries operation introduced two new personal care electrics in a full-page newspaper ad in the Sunday, Nov. 14, *New York Times*. One product is a variation on DuPont's battery-operated toothbrush; the other is Owen Franks' Comb 'N Go electric comb, first reported in these pages (MW, 11 Oct., p.3). For a step-up toothbrush, Van Wyck International, which markets the DuPont toothbrush, combined the DuPont unit with a specially designed converter-charger from Dynamics Industries, of Plainview, L.I. The charger-converter, which adds \$4 to the \$7.88 Gimbels price of the toothbrush, permits operation of the unit off house current (by converting it to DC); it also recharges the dry-cell batteries. The electric comb is an updated version of an old product: the curling iron. Both products are said to have pulled well.

**GIMBELS**  
A FAMILY-FULL OF SMILES WITH DU PONT AUTOMATIC TOOTHBRUSH  
7.88

**COMB 'N GO ELECTRIC HAIR COMB**  
5.95

## Manufacturer nibbles at new water-action toothbrush

At least one housewares manufacturer is showing interest in the automatic toothbrush (shown right) invented by three New York state dentists. The manufacturer, based in the Midwest, contacted one of the three dentists after a news report appeared in these pages last week (MW, 15 Nov., p.30). The toothbrush, as reported, offers cleaning through both brushing action and pulsating water. A hose connected to a faucet powers the toothbrush.



□ □ □ □ The minimum co-op pricing controversy may be raised again in the housewares industry if the Federal Trade Commission reopens its case against General Electric Co. Washington sources have indicated that the FTC is considering filing new charges against GE, as first reported in these pages last week (MW, 15 Nov., p.6). The FTC, the first time around, dropped the case without finding for or against GE. The full commission, ruling on an appeal from an examiner's decision, held that the case record was "not adequate" for a determination of the case on its merits.

Practically every housewares manufacturer now uses minimum co-op pricing: the setting of a retail selling price below which the manufacturer will not provide retailers with co-op ad funds. GE has declined comment on the Washington reports, or whether the firm has had any indication from the FTC that the case might be reopened.

□ □ □ □ DuPont plans two new housewares products for probable introduction in January. One will be a new version of the firm's automatic toothbrush. The second product, unidentified, also will be in the personal care field. A spokesman for Van Wyck International, which markets the DuPont toothbrush, indicated, meanwhile, that DuPont has no immediate plans to enter the electric hair brush field. The electric hair brush is viewed as a "natural" for DuPont, because of its well established stake in the household brush field.

□ □ □ □ A plug-in vacuum brush for clothes, upholstery, furniture, draperies, and auto is being introduced by Therm-O-Ware Electric Corp., of Brooklyn, N.Y. The product will retail for under \$10. It is similar in shape to hand-held massagers, with brush bristles extending from the base. A cut-out section amid the bristles provides for suction intake. The unit works off house current.

Meanwhile, GE is expected to introduce, officially, its cordless electric clothes brush at the January Housewares Show. GE market-tested the product through the mails earlier this year.

□ □ □ □ Iona has completed its third plant addition at Manchester, Conn. The electric housewares manufacturer has added 30,000 sq. ft., bringing total plant space to about 120,000 sq. ft.

□ □ □ □ Hoover's first Teflon-coated product, a buffet-styled electric frypan, is being introduced to retail at under \$27. It is one of three new frypans, all of which are 12 inches square, being offered by the company. An aluminum frypan without Teflon will retail at under \$24 and a bonded stainless-steel (inside) and aluminum (outside) model will retail at under \$30. All feature high-dome lids, and all are immersible for cleaning. Unlike some other electric housewares it markets, Hoover manufactures its own frypans, including the aluminum-steel bonding.

□ □ □ □ A new Stainless Steel Buyer's Guide has been issued by the Committee of Stainless Steel Producers, through Basford Inc., of New York City. The guide lists the manufacturer sources of more than 1,200 stainless-steel products, many of them housewares.

□□□□ The industry's increased emphasis on design will get a big boost from a new joint project between the National Housewares Manufacturers Assn. (NHMA) and the National Design Center (NDC).

Under the joint project announced last week, manufacturer-exhibitors at the January National Housewares Exhibit will be eligible to enter new products in a Design in Housewares Award Program. A five-member Board of Design, chosen by the NDC from the nation's leading industrial designers, will select the best in new housewares product designs. The winners—no set number—will be announced at the July housewares show.

Norman Ginsberg, president of the National Design Center of Chicago and New York, Dolph Zapfel, managing director of the NHMA, and Stanley M. Ford, president of NHMA, have outlined details of the program to NHMA exhibitors.

□□□□ A line famous for award-winning design—Braun—is getting star treatment from a number of key department stores across the country. In New York City, for example, Braun has tied in with long-running Macy's ad campaign that plays up and features a single product in tastefully executed full-page newspaper ads.

Braun also is getting special display treatment at Macy's Herald Square store, where it has earned full-line display space, rather than have the line broken down for display with the products of other manufacturers. Macy's gives the same full-line display treatment to its private-label electrics, Supre-Macy.

□□□□ Good design can sell, and a number of products, in addition to the Braun line, are proving this. From a sales standpoint, Hamilton Beach's hole-in-the-handle rates as the most successful design innovation in years. Farberware created a new product area by its smartly styled Open-Hearth broiler-rotisseries. Ronson is betting on good design to put its new products across in the mixer blender field, and the firm's electric hair brush—the first that does not look as though it belongs in the notions department—is picking up raves from housewares buyers for its "sophisticated" design. Sunbeam's Jet Set hair dryer, and its Flair purse-shaped model, although the latter is a bit gimmicky, also provide examples of how good design can mean good business.

□□□□ Winners in NEMA's Holiday Sweepstakes were announced last week by the National Electrical Manufacturers Assn. First prize, an all-expenses-paid trip for two to anywhere in the world, was won by Mrs. Laura Noiseux, of Fall River, Mass. Second prize went to Mrs. Geneva Benham, of Richmond, Ind.; third prize winner was Mrs. Donna Nohr, of Peoria, Ill.

Fourth prize winners: Mrs. Helen C. Perkins, Binghamton, N.Y.; Mrs. Paul A. Miller, Ironton, Ohio; Theodore N. Towey, Santa Barbara, Calif.; Mrs. Luella Maasler, Wausau, Wis., and Mrs. Harry S. Perkins, Topeka, Kan. All win vacation trips.

Fifth-prize winners—100 who will receive electric housewares products—will be announced later, as will the corresponding award winners among participating retailers.

## Japanese housewares exports: the chances for a mass invasion

Despite some minor forays, Japanese manufacturers of electric housewares and appliances are still a long way from any mass invasion of the U. S. market.

The delay in a general assault on the U. S. market by Japanese producers of electric housewares and appliances stands in sharp contrast with the rapid and extensive invasion already made by manufacturers of transistor radios, tv sets, tape recorders, and other consumer electronics.

While Japanese exports of consumer electronics to the U. S. in 1964 totaled approximately \$178.1 million, shipments of electric housewares and appliances amounted to only \$2.2 million. There are a number of reasons for the lag in Japanese housewares exports.

Expensive production set-ups and assembly lines favor output of such relatively big-ticket items as tv sets and tape recorders. There has been understandably less incentive for Japanese manufacturers to tool up for making comparatively lower-priced housewares for export.

Individual Japanese housewares manufacturers do not have large-scale outputs to compare to their U.S. counterparts, so their production costs are believed to be higher.

The differing consumer habits in Japan and the U. S. is another reason housewares of the sizes and styles produced in Japan have not yet won the widespread acceptance of the U. S. consumer. For example, the most popular refrigerator size in Japan is 3.5 cu.ft.

In addition, there is a wide gap between technical standards in force in Japan and the U. S. Appliances and housewares produced on existing Japanese assembly lines cannot be readily shipped out to the U. S.

The UL listing is lacking, too. Most leading Japanese producers are trying to obtain Underwriters' Laboratory authorization for a number of items but with only limited success so far. A survey of the Japanese Machinery & Metal Inspection Institute indicates that the only home electrical items authorized by UL so far are tea pots, coffee pots, juicers, shavers, and rice cookers.

Under these circumstances, it is a view generally expressed among Japanese manufacturers that unless they receive large enough orders from the U. S. to justify building

entirely new plants devoted to export production, they cannot anticipate volume shipments of housewares and appliances to the U.S.

There are some exceptions. These include compact 1.5-cu.-ft. refrigerators, tea and coffee pots, and rice cookers. There are two Japanese companies exporting 1.5-cu.ft. refrigerators to the U. S. under long-term export contracts: Wawafuji Electric Co. and Sanyo Electric Co. Wawafuji supplies Norcold Inc.

The fairly active shipment of tea and coffee pots to the U. S.—averaging 86,000 units a month since the beginning of 1965—are chiefly due to the fact that three relatively small Japanese companies have been authorized to use UL labels for their products. One model each of tea pots produced by Giken Toki Seisakusho Co. and Kato & Co., and one coffee pot model of United Trading Co. are authorized by UL.

Some leading producers, such as Matsushita Electric Industrial Co., Tokyo Shibaura Electric Co., Mitsubishi Electric Corp., and Hitachi Ltd., are exporting electric rice cookers. Shipments of this item to the U.S. can hardly be called active, however. Exports have averaged about 2,000 units a month this year. Rice cookers are believed to be sold mainly to Japanese- and Chinese-American consumers.

Despite the modest export trade in electric merchandise now being carried on with the U. S., the current recession of the Japanese industry is stimulating Japanese manufacturers to seek overseas outlets.

Japanese appliance manufacturers are curtailing their output to 30% below capacity for refrigerators, about 40% for electric fans, and at least 10% for most other appliances and housewares.

Japanese producers will step up exports, sources here believe, but they will first concentrate their efforts upon non-U. S. markets, especially nations in Asia where products off the existing assembly lines in Japan can be readily marketed.

How soon a mass invasion into the U. S. housewares and appliance markets will be launched poses a difficult question at present for both Japanese producers and their U. S. counterparts.

—Toshio Yoshimura,  
Tokyo Bureau,  
McGraw-Hill World News

### Exports of electric housewares and appliances to the U. S.

	1965—first 8 months		1964—12-month total	
	Unit Volume	Value (Add 000)	Unit Volume	Value (Add 000)
Refrigerators	44,291	\$1,408	34,371	\$1,010
Fans	119,385	236	264,013	147
Washers	1,250	63	703	35
Vacuum Cleaners	41,002	114	22,200	16
Blenders, Juicers	32,069	296	65,401	88
Irons	129,220	359	222,252	173
Rice Cookers	17,325	48	26,714	150
Toasters	1,000	4	300	1
Tea & Coffee Pots	688,574	394	939,762	516
Air Conditioners	—	—	1	0.2
Freezers	3	275	100	5
Shavers	31,828	89	21,264	57

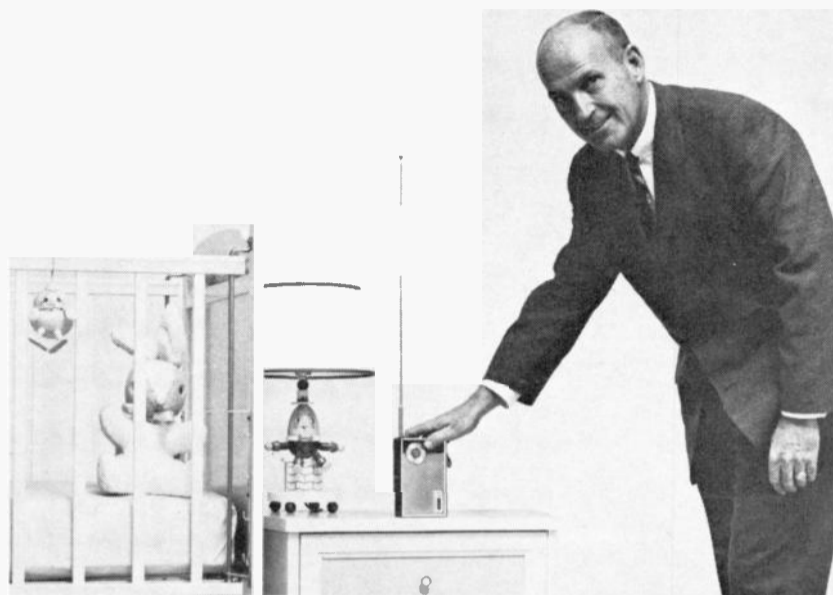
# Al Burke says: "Get a load of what's new at Westinghouse for your biggest selling season."



"Hi—I'm Al Burke, sales manager for Westinghouse radios, phonographs and tape recorders. With a load of little boxes full of big things for your Christmas season. Take a look.



"We call these walkie-talkies House & Yard Communicators. By any name they're packed with sales appeal for just about anyone.



"Sell them for work, play or around the house. Only \$49.95.\* They operate up to ¼ mile and are so simple that even babies can use them. See? Put it beside the crib, and Mother can hear baby wherever she is.



"Here's a good idea for waking up older folks. This Space Maker clock radio for \$18.95\* is only 7 inches long with a 5-inch speaker. Saves your customers from night table clutter—and alarm clock clatter.



"This new personal portable tape recorder is another small wonder. It's about 8 inches square, 3 inches high and weighs in at 4 lbs. Simple to operate with remarkably clear playback. Priced at \$29.95,\* it speaks for itself—literally.



"Now here's a Westinghouse portable phonograph that is really portable. Plays anywhere on batteries or AC. And it weighs only 10 lbs. wearing its carrying case.



"Packed into those 10 lbs. is the greatest little four-speed automatic phonograph you ever saw. Fine sound, and it shuts itself off after the last record. In fact, it does just about everything except make records. And from early sales results, I'm betting it will do that at a low price of \$59.95.\*



"Well, that about wraps it up. Of course Westinghouse has dozens of other models to please your customers, whatever they want. Get details from your Westinghouse distributor. And order now for your merriest Christmas shopping season yet."

\*Suggested list price. Local dealers determine actual selling prices.

You can be sure if it's Westinghouse





**KitchenAid portable dishwashers**

With the addition of two new front-loading models, Hobart's portable dishwasher line totals nine.

Both models, the KitchenAid KDS-55EC (shown) and the KDC-55, feature 4-cycle wash, stainless-steel SaniGuard filters, and automatic detergent dispensers. Both have "tilt-proof design," casters, and countertop tops. The KDS-55EC top is a solid 1½-inch maple cutting-board; the KDC-55 features a white Formica top. The KDS-55EC carries an automatic power cord reel and comes in edged Colonialtone. Model KDC-55 is available in white. *KitchenAid Hand Dishwasher Division, Hobart Manufacturing Co., Troy, Ohio.*



**Craig T-control recorders**

Craig has incorporated single T lever control in its new Vista tape recorders: the battery-run 212 (shown), the AC-operated 525 and the new

Vista 910 stereo recorder.

The T lever control in the new units operates at play, record, and fast forward speeds. Craig says the "jam-proof" T control is comparable in principle to an auto's 4-speed floor shift. The 212 (\$39.95) and 525 (\$69.95) also have automatic level control. The 910 (\$179.95) features twin built-in stereo speakers.

The 4½-lb. Vista 212 uses 3¼-inch reels at speeds of 3¾ and 1⅞ ips on capstan drive. Frequency response is 150 to 7,000 cps at 3¾ ips and 150 to 3,500 cps at 1⅞ ips. The 212 is equipped with a DC erasing system, microphone, earphone, and external speaker inputs, a dynamic microphone and batteries or an AC adapter. *Craig Panorama Inc., 3412 S. La Cienega Blvd., Los Angeles, Calif. 90016.*



**Concord recorder, camera display**

Concord reps are placing a new pilfer-proof display to show the company's two sound cameras and a portable tape recorder.

The slant-sided steel stand revolves on ball bearings, carrying the recorder on one side, the two cameras on the other. Folders and full-line catalogs are carried in an end bracket. The display, No. 4005, is 17 by 17 inches and weighs 9 lbs. *Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025.*



**When a customer asks, "What's new?"  
Show him the world's only self-changing tape system**

There's nothing newer, or more appealing, in sound. Just think, a tape recorder even easier to play than an automatic record changer, the unmatched fidelity of sound-on-tape, and beautiful teak and walnut living room styling to boot! So tell your customers what's new — the quality instrument that threads, plays,

changes tapes automatically. Simply stack the unique tape cartridges, touch a button, and sit back for up to 15 hours of completely unattended stereo. Over 3000 pre-recorded music selections to choose from. Or record your own from any sound source. (It's FM multiplex-ready.) More carefree, the Wollensak

Automatic is the ideal friend-maker and profit-maker for you. Get all the details about the exciting new full line of 1966 Wollensak Tape Recorders from your **3M COMPANY** Wollensak salesman. Why not do it today? **WHAT YOU WANT IS A WOLLENSAK!**



**THE WOLLENSAK  
AUTOMATIC:  
EASIER TO PLAY  
THAN AN  
AUTOMATIC  
RECORD CHANGER**



**Pilot FM, AM-FM stereo receivers**

Two new 40w, solid-state stereo receivers are announced by Pilot Radio Inc.

Both models, the R300 FM and RA300 AM-FM, feature automatic switching and stereo signal light. The R300 retails at \$299.95, the RA-300 at \$399.95. Each unit's amplifier is rated at 40w of music power. Frequency response is 15 to 20,000 cps. *Pilot Radio Inc., 100 Electra La., Yonkers, N. Y. 10704.*

**Scott solid-state FM stereo tuner**

Scott is introducing a new solid-state FM stereo tuner to retail under \$200.

The Model 315 features an all-silicon IF section, automatic stereo switching, Scott silver-plated all-transistor front end, Scott's own AGC controlled IF stages and solid-state Series Gate multiplex circuitry. *H. H. Scott Inc., 111 Powdermill Rd., Maynard, Mass.*

# Now what are women demanding?

Hoover, Blackstone,  
Hamilton and Speed  
Queen know. Washer  
tubs, dryer drums of  
i k l t ' l teel.

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

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

Hoover Compact Washer spin dries; has a quality nickel stainless steel tub.

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NEW YORK: George Neuner, Roland De Silva, 500 Fifth Avenue, N. Y., N. Y. 10036 Phone: 971-3586.

PHILADELPHIA: John Byrne, 6 Penn Plaza, Philadelphia, Pa. 19103 LO. 8-6161.

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PORTLAND: Pacific Bldg., Yamhill St., Portland, Ore. 97204 CA. 3-5118.

JAPAN: Nobuyuki Sato, 1, Kotohiracho, Shiba, Minato-Ku, Tokyo, Japan.

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## Equal employment opportunity: what do these words mean to you?

History will record 1964 as the year when all Americans were guaranteed equal political rights under the Federal Civil Rights Act. But for American businessmen—including retailers of major appliances, consumer electronics, and housewares—the date July 2, 1965 marked a special milestone.

Employee discrimination as outlined under Title VII of the 1964 Civil Rights Act, was declared illegal on July 2. The law immediately affected companies with 100 or more non-seasonal employees.

In brief, this new employment law

insures "equal employment rights" to all minority groups by outlawing race, color, religion, sex, or nationality as barriers to hiring. And even more important, the federal government has the power to stop and penalize intentional or *involuntary* employee discrimination—if state and local authorities fail to act.

Because legal compliance is spread over a three-year period, most retailers have not yet taken a close look at the new law. Retailers with 75 or more employees can wait until July 2, 1966, while retailers with 50 employees can delay action until July

2, 1967. And to small retailers with 25 employees, a deadline of July 2, 1968, seems like plenty of time to eliminate intentional or involuntary discrimination.

**Intentional discrimination**, to many retailers, appears to have a quick solution: eliminate the "white-only" phrase from help-wanted ads, and hire a Negro salesman.

These retailers do not realize that equal employment involves much more than posting "equal opportunity employer" signs. The law promises equality in every phase of employer-employee relations: recruiting, in-

terviewing, hiring, compensating, training, promoting, and firing.

**Involuntary discrimination** is even more complex, and, unfortunately, has received even less thought from retailers. For example, under the new law retailers cannot justify all-white staffs by saying "a Negro never asked for a job." To comply with the law, retailers may need positive-written policies for hiring members of minority groups.

Delayed legal deadlines might seem to postpone any need for immediate action by retailers. However, here are some facts pinpointing why every retailer who now has—or ever expects to have—25 employees must start opening employment doors now.

**Present customs and prejudices** are a touchy area that cannot be changed overnight. To avoid friction, retailers must take steps to pave the way for integration long before "that first Negro" appears on the selling floor.

Future actions of employers are all the law technically covers. However, retailers would be smart to alter employee practices before the deadline hits. A cry of employee discrimination tomorrow will sound very weak if the retailer has gone on record today with policy statements, hiring, and promoting patterns that show equal opportunity.

**Recruiting among minority groups** is essential, because the supply of qualified applicants does not match the demand. All large companies today are struggling to find enough qualified Negroes to clear their own records. Tomorrow, when small retailers face the legal deadline, finding applicants will be even harder.

Token integration will not give legal amnesty to any retailer. In fact, retailers who bypass certain present employees for promotions or limit certain personnel to menial jobs will be forced to correct this imbalance. To make sure qualified members of minority groups are available for future promotions, retailers must open and expand, if necessary, all job training programs.

**Application forms**, help wanted ads, union contracts, compensation, and employee facilities are other areas that retailers must watch closely. While the federal law clearly prohibits discrimination in these areas, retailers must check and comply with local and state laws first, because local authorities will get the first crack at violators.

The federal law takes precedence over state and local law in one area: employee facilities. From the cafeteria to the rest rooms, all facilities must be integrated and equal.

**Before the legal axe falls** retailers who take action can create good will and reap dollar benefits, according to an Atlanta, Ga., department store manager. Because the downtown branch catered to a predominantly colored trade, the manager hired and trained a Negro salesman.

The new salesman's work excelled, but the manager worried about white customers' reactions. The manager ended his story this way:

"I was on the floor when a white customer rudely said, 'I didn't know —'s hired niggers.' The Negro salesman turned and answered, 'They don't hire niggers—they do hire Negroes.' Then, the Negro went on to make the day's biggest sale to that same customer."

—Margaret Edin



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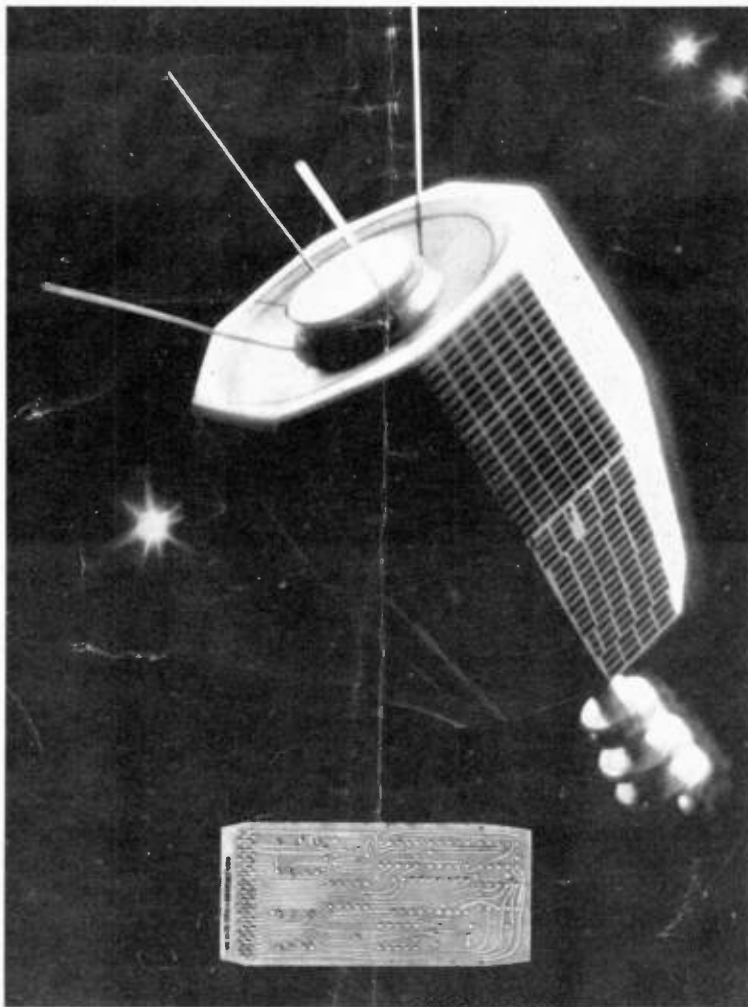
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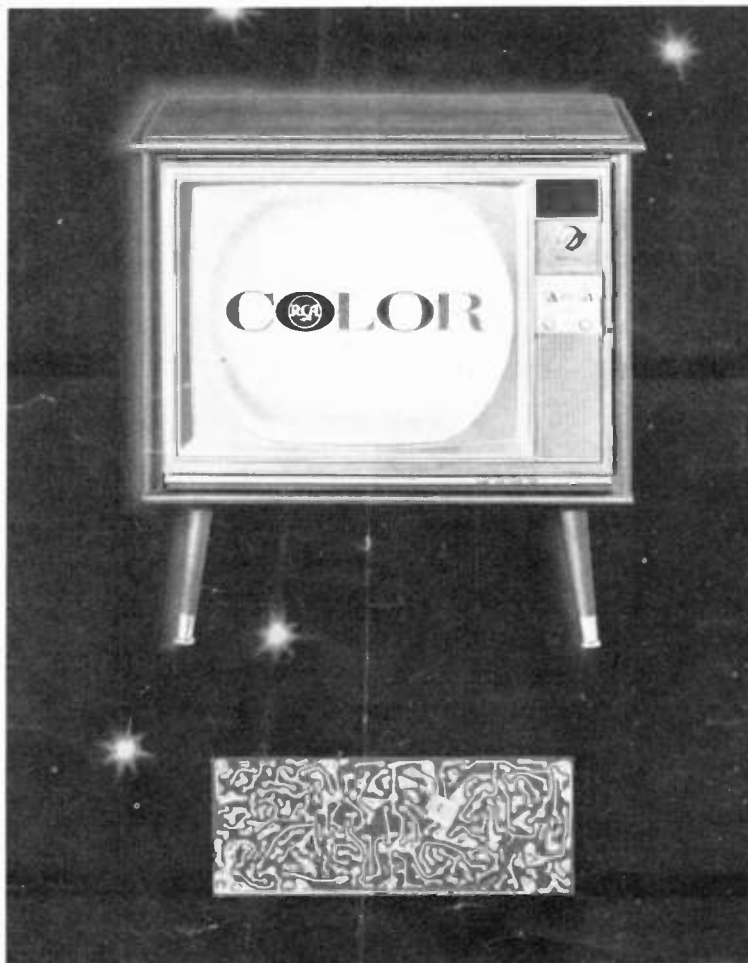
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