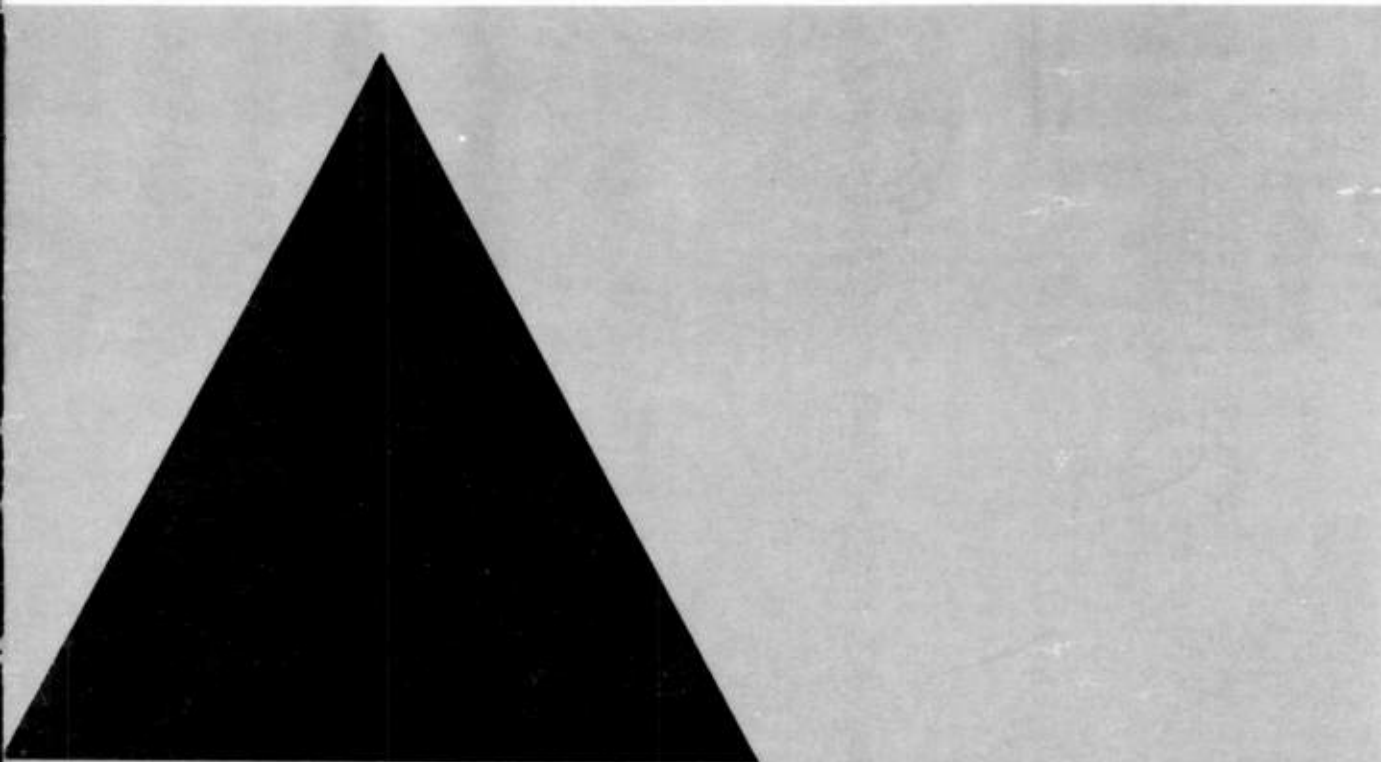
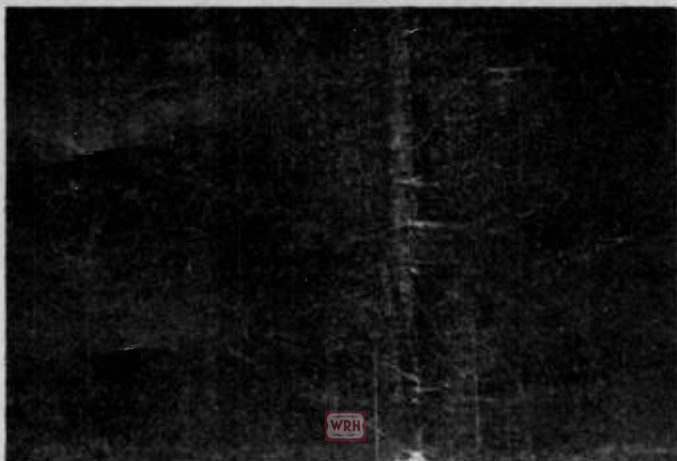
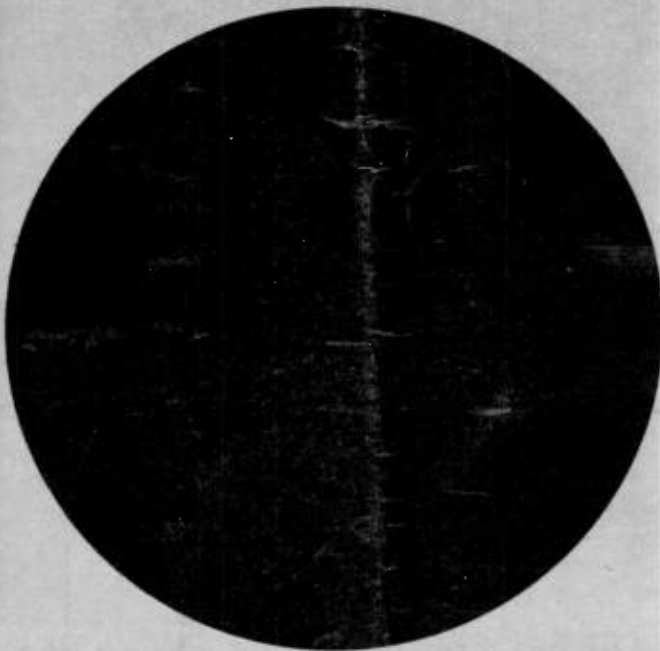
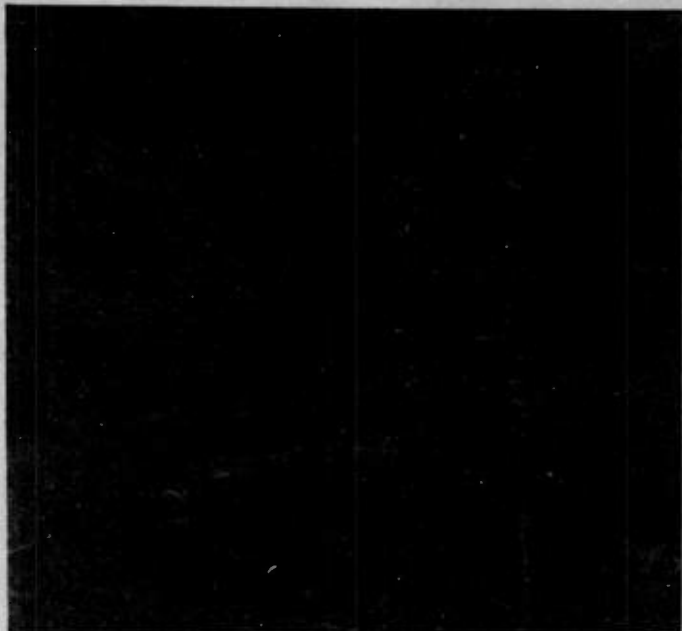


MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 49/DECEMBER 6, 1965



Design in Housewares



◆ □ □ □ Emphasis on looks in today's housewares market is pointed up by these symbols of a new program that will be launched at the January Housewares Show. Here is what lies behind the competition, how the judges rate the importance of design in purchasing decisions of the modern housewife.....p.12

AT PRESSTIME □

□ □ □ □ Motorola will expand its color tv production next year to more than 2½ times its present capacity, announced Arthur Reese, executive vice president and general manager of Motorola's consumer products division.

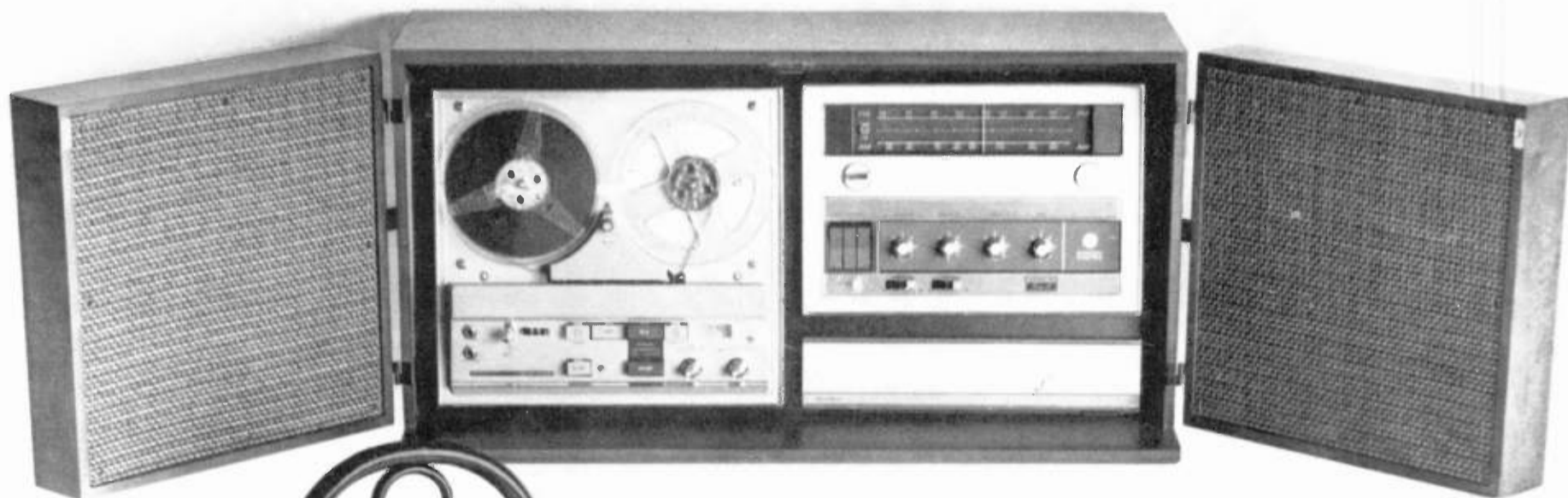
A three-part program will make the expansion possible: purchase of a 250,000-sq.-ft. plant in Elgin, Ill.; construction of a 75,000-sq.-ft. addition to its Quincy, Ill., plant; and the addition of more color tv assembly lines at the Franklin Park, Ill., complex.

The construction in Quincy, which marks the third major expansion at that plant since 1956, will pave the way for transfer of some Motorola black-and-white tv set production from Franklin Park. The Quincy enlargement will be completed by the first quarter of 1966; still another addition to the plant is planned for later next year. At Franklin Park, Motorola will expand its color tv set assembly lines as b&w production moves to the Quincy location.

The new Elgin plant, which Motorola bought from the Toastmaster division of McGraw-Edison, will serve as a "feeder" facility, supporting the expanded color assembly lines in Franklin Park. No purchase price was announced for the Elgin plant.

continued on p.3

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



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

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

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

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

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

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

*20 Watts EIA Music Power.

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois

□ □ □ □ **Mary Merris joins Merchandising Week** today as Chicago editor. Miss Merris was most recently major appliance editor for *Home Furnishings Daily*. She had previously headed up *HFD's* Chicago Bureau. Prior to joining *HFD*, she worked for WTVP-TV. Her original journalistic post was with the Lindsey-Schaub newspapers in Decatur, Ill., where she produced women's sections, did general reporting and rewrite. She is a graduate of Northwestern Univ.

□ □ □ □ **Oster is test marketing a men's shaver** at a retail price of \$24.95 through barber shops. The shaver features a double head similar to Sunbeam's new unit, but operates on a new and different cutting principle. An Oster spokesman stressed the firm has no immediate plans to market the shaver through additional retail outlets. Oster, meanwhile, also is selling a commercial hot-lather dispenser to barber shops at \$39.95. The firm indicated it had no immediate plans to introduce a home model. Shane Engineering now offers a home hot-lather dispenser.

□ □ □ □ **The outlook for the Music Show:** An industry promotion committee representing the major tv producers will meet next week to explore the possibility of holding a consumer electronics trade show in New York City in 1966. The new show, which might be sponsored by the Electronics Industries Assn. (EIA), is still only in the discussion stages. One possibility: if the industry goes ahead with its own show, it might be held in conjunction with the annual NARDA convention. Currently, EIA members use the National Assn. of Music Merchants Show as the yearly display vehicle, but that show includes everything from musical instruments to guitar strings.

□ □ □ □ **Norge has confirmed** that it is discussing sharing its mammoth two-year-old plant in Fort Smith, Ark., with other refrigerator manufacturers. Norge president A.B. Kight, seeking to curtail murmurs in the industry that Norge was involved in merger talks or was ready to dispose of its Fort Smith facilities said, "Norge has had talks with several manufacturers about the possibility of using its Fort Smith plant to make a second refrigerator line." Norge has put certain refrigerator models on allocation despite the fact that the huge plant in Fort Smith, which produces refrigerators and air conditioners, is not utilizing all available space. On another front, Norge is preparing a new line of washers featuring quietness and water saving devices.

□ □ □ □ **Gibson is allocating deliveries** of 1966 refrigerators, freezers, and ranges. Gibson, following Norge as the second major appliance company to allocate delivery, is operating its plants 20 hours a day and has added 400 workers, according to W.C. Conley, president of Gibson Sales Corp.

□ □ □ □ **4.3 million color sets in 1966**—a number limited by the number of tubes available—were predicted by Vincent Barreca, Admiral president, who added that more than 7.4 million black-and-white sets will be produced. Admiral's plant has been producing 25-inch

rectangular tubes for the past 10 weeks; the second shift has been expanded, and a third will be added by the end of December. Admiral will continue buying tubes from outside suppliers. It will also break ground in Dixon, Ill., for a \$1.5 million, 250,000-sq.-ft. plant that will make radios and stereo sets. It has leased a 160,000-sq.-ft. building in Chicago, will move the record changer division, metal stamping operations, and some government electronics production there to make more room for color tv production.

□ □ □ □ **Sylvania will continue its current lines** of home entertainment products through the first half of 1966, announced John T. Morgan, president of Sylvania's Entertainment Products Corp. In announcing there will be no December drop-ins, Morgan said that drop-in additions now would only interrupt production volume. Sylvania has dropped plans for its annual December distributor meeting this year and will instead hold special field meetings.

□ □ □ □ **Gas appliance shipments zoom.** The Gas Appliance Manufacturers Assn. reports that October gas dryer shipments were up 15.9% over October, 1964. Dryer shipments for the first 10 months were up 9.2%, compared to the same period in 1964. October gas range sales were up 6.1% over the same month a year ago and total range sales were up 1.9% for the first 10 months of 1965. The trend to high-oven range sales continues. Manufacturers moved 22,300 units in October, a 41.1% gain over the 15,800 units in October, 1964.

□ □ □ □ **Liberty will market 8-track cartridges** under its own label, according to president Al Bennett. Liberty Records will terminate non-exclusive contracts with 4-track duplicators, such as Muntz, Autostereo, and Musictapes Inc. Reason for 8-track: Bennett says Ford and Chrysler have gone 8-track and GM probably will, too. Negotiations are now under way with such companies as RCA and International Tape Cartridge Corp. to duplicate the Lear-designed cartridges. Liberty hopes to have an initial release of 50 to 60 albums by February, 1966, but will continue to market some 4-track cartridges, "as long as there's a demand for it."

□ □ □ □ **Whirlpool scraps franchising program** on Wonderlife Home Centers (MW, 17 May, p.8). The company's Home Systems division acted as central buying agency for eight independent home equipment dealers. According to a spokesman, the program was discontinued because of a lack of personnel.

□ □ □ □ **A blow to U.S. color tv hopes:** England last week tentatively came out in favor of Germany's color television system. Britain originally was a strong backer of the American NTSC system. The next round of talks on a common color system for Europe will be in Rome on Dec. 7.

□ □ □ □ **Merchandising Week's next issue**, because of our usual end-of-year scheduling, will appear on Dec. 20, not Dec. 13.

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.

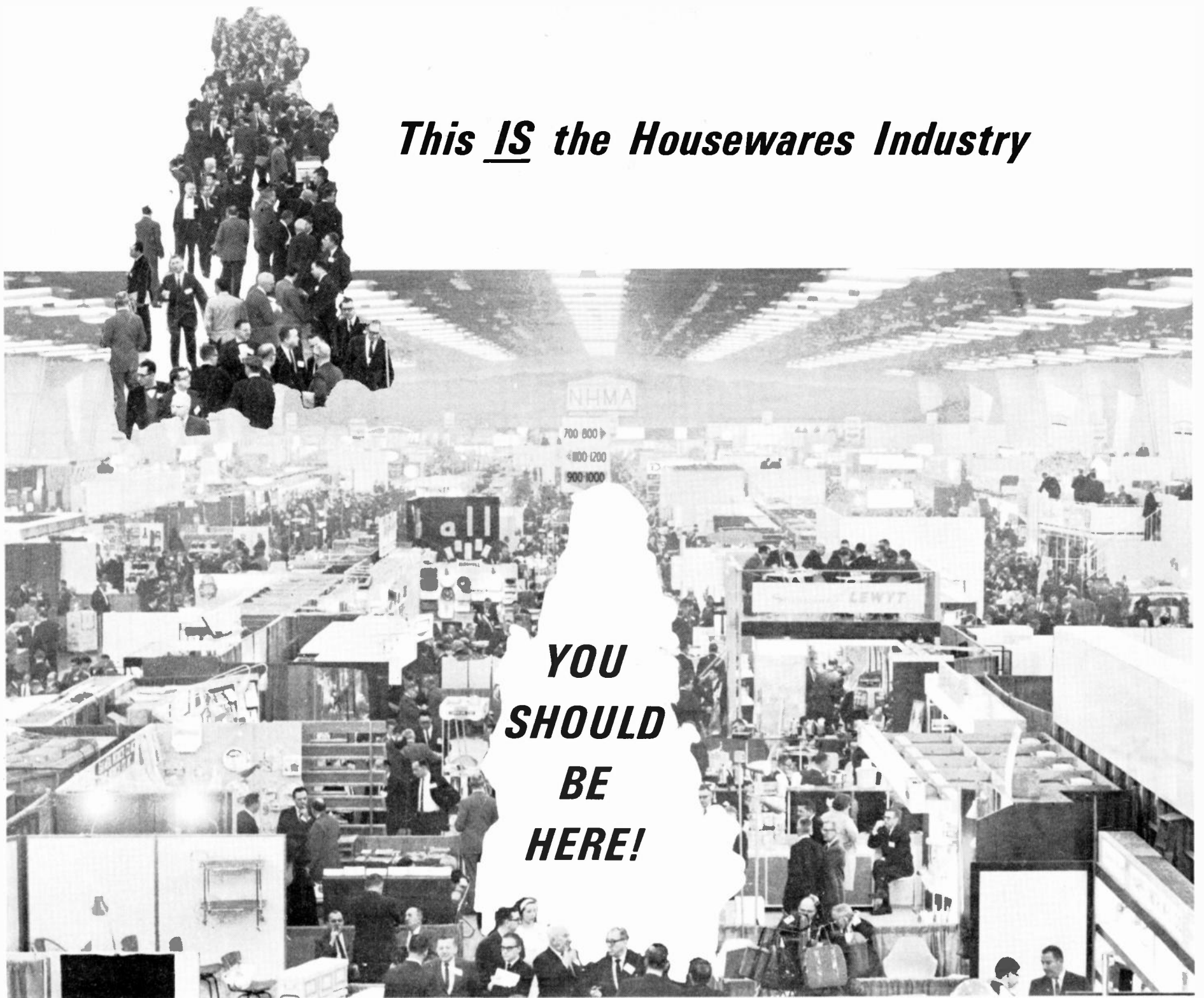
In addition to the familiar 10-year sales trend figures, replacement market information, seasonal patterns, saturation index and sales by regions, the 1966 issue will contain several new features.

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

This IS the Housewares Industry



**YOU
SHOULD
BE
HERE!**



This is a message to presidents and all other top management, to merchandising managers, to buyers—to all who have a stake in the great and growing Housewares Industry.

As always, more and more of these busy men will be present for the blast-off of Housewares '66. They will interrupt their busy schedules to be here for the realistic reason

that they can't afford **not** to be here . . . for the reason that only here can they get the one close-up preview of a beckoning housewares year in all its scope and depth.

Surely you feel the same way about it.

Once again this meeting will break its own record as the world's largest single industry exhibit. Once more its sheer magnitude will reaffirm the growing pre-eminence of an industry whose potential, notwithstanding its gains, has scarcely been sounded.

New products. New merchandising concepts. New promotions in a field that always stays young and vigorous and flourishing.

The place: McCormick Place. The carpet: red, soft and welcoming. The rewards: lots of priceless ideas that you can take with you and invest for housewares gains in the booming year ahead.

44th
SEMI-ANNUAL



**NATIONAL
HOUSEWARES
EXHIBIT**

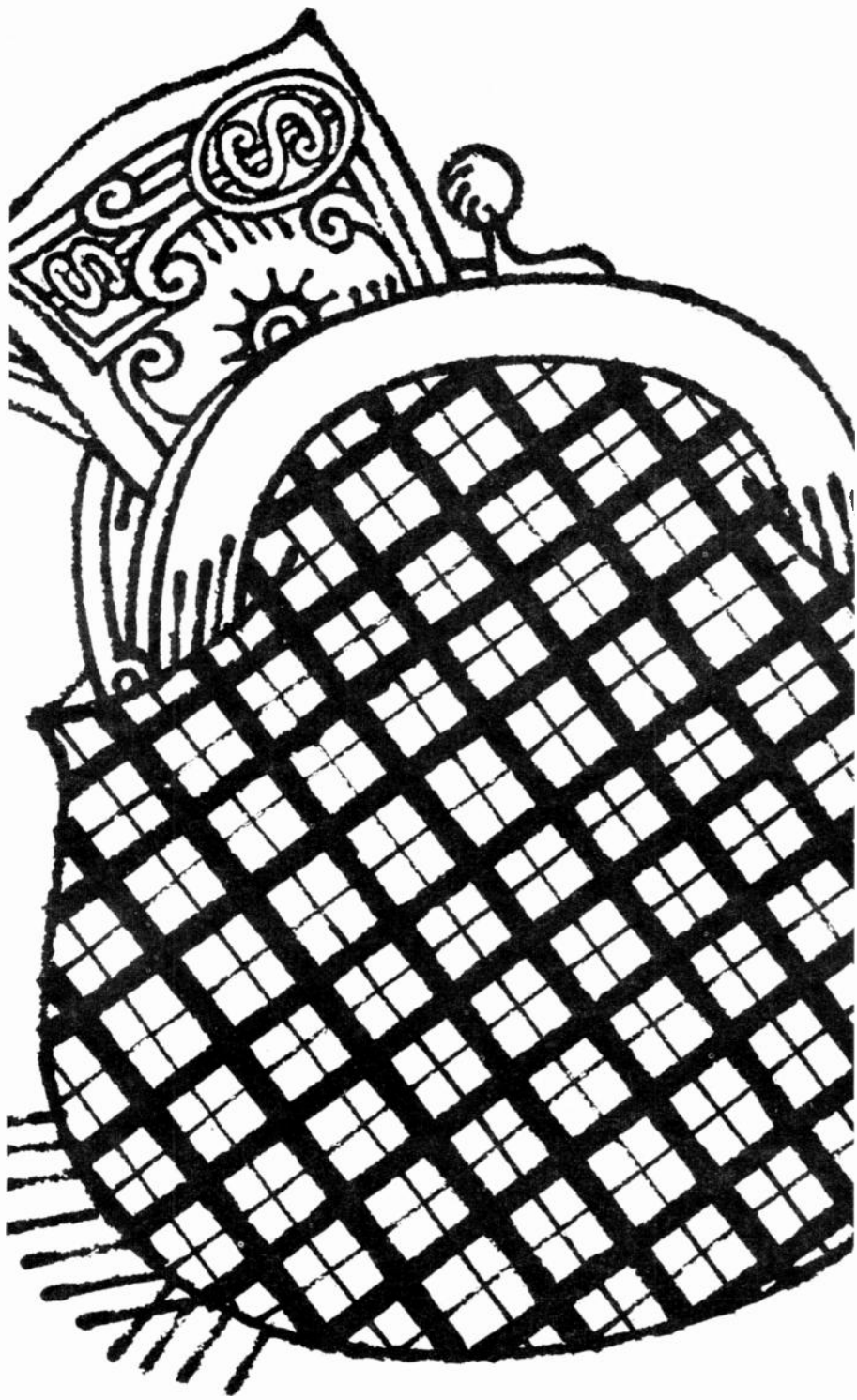
January 10-14, 1966

McCORMICK PLACE, CHICAGO

Serving the Housewares Industry Since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

1130 Merchandise Mart Chicago, Illinois 60654



THE SCOTS ARIE COMING!

The marketplace will never be the same! Norge is moving in full force to fill a big new demand that'll drum up volume sales and profits you haven't seen the likes of in a decade. Look for the Norge Man sporting a red plaid vest. He's Good News!

NORGE

home
appliances

BORG **WARNER**®

WASHINGTON NEWS

□□□□ **A foreign-origin label requirement** on radios, tv sets, phonographs, and tape recorders with imported components is little more than a remote possibility. The general feeling among Washington observers is that today's hearing by the Federal Trade Commission is more to "clear the air" than anything else.

A little over a year ago, the FTC started rule-making proceedings to establish trade regulations on the subject; as a result, the FTC decided that foreign-origin labelling was not in the public interest. Nothing much has happened since then to alter the FTC's thinking; nothing, that is, but continued pressure from some sources for a labelling requirement.

The same adversaries—both divisions of the Electronic Industries Assn. (EIA)—clashed at today's one-day hearing. The EIA's parts division believes all final products which include imported components should contain labels to that effect on the product, on the carton, and in ads.

The EIA's consumer products division sees no public need for such a move, and quotes the national Better Business Bureau, among others, as finding no evidence of deceit or misrepresentation. The division has the support of the White House and the Departments of Justice, Commerce, Treasury, and State.

The Johnson Administration feels that a labelling requirement would prejudice, without good reason, the sale of end products that contain foreign components. The State Department is particularly concerned that such a move would hinder U.S. efforts at Geneva to liberalize trade and reduce tariffs.

It will be months before the FTC makes any further move in the case. If it does decide that further action is necessary, it will institute a trade regulation rule-making proceeding similar to the one that was started a year ago. But this is considered unlikely.

□□□□ **A strict ban on "double billing"** for radio and tv advertising has been promulgated by the Federal Communications Commission. Violators are subject to fines, short-term renewal of broadcast licenses, or even, in extreme cases, revocation of licenses.

The FCC says most double billing has involved submission of two bills by a broadcaster to a retailer advertiser—one at the rate actually paid by the retailer and one at a higher rate. The intent is to defraud the manufacturer into paying a larger share of cooperative advertising than was stipulated in his contract.

Some double billing has occurred, however, with the knowledge of the manufacturer in order to get around the ban on discriminatory advertising allowances. Both practices now are banned by the commission, which will hold broadcasters liable for the actions of employees. The FCC will act on receipt of complaints.

□□□□ **The government is seizing imported batteries** that carry a "leakproof" label. The action by the Customs Bureau stems from a 1964 finding by the FTC that there is no such thing as a leakproof dry cell battery, and a label to that effect constitutes fraud.

The FTC gave industry a full year to comply with its ban on such labels. A commission official says all domestic producers have complied, but some imports, mostly from Hong Kong, still bear the labels.



New 16-inch Cadet: \$119.95



New Premiere color console: \$579.95

Motorola makes a move for '66 with a new size, a new series

Motorola has a new size for 1966: a 16-inch b&w portable. And not ignoring color, the company has dropped in a new middle-of-the-line series of 23-inch color tv sets.

The new 16-inch portable is big brother to the company's 12-inch portable, the Cadet. Like the smaller sized model, the 16-inch Cadet features up-front handle, antenna, and controls. The 16-incher also has a Uni-Pack chassis that allows all-in-one removal from the set for easy servicing. Leader model is priced at \$112.88; four step-up models in different color combinations will sell for \$119.95. The 12-inch Cadets, which have been restyled for 1966, sell for \$99.95 and \$109.95.

The new color model—the Premiere series—are priced to fit into the company's line between its Compact

color sets and its top-of-the-line push-button models.

The Premieres start at \$499.95 for a metal cabinet table model. Step-ups in the 11-model series include an "ensemble"—a vinyl-clad table model with matching hardwood base—for \$519.95; a contemporary console model in the series—for \$549.95; an Early American model for \$569.95; a contemporary lowboy for \$579.95; a swivel-base set for \$589.95; an American Modern lowboy for \$599.95; and four deluxe-styled top-of-the-line consoles for \$619.95. All of the Premieres have automatic degaussing.

In another year-end move, Motorola dropped the price of its 23-inch b&w console leader model from \$199.95 to \$189.95.

Tv industry's 'secret' shortage: color tubes for replacement

Hidden behind the much publicized shortage of color tv sets is another sort of shortage that the manufacturers are not mentioning: replacements for faulty color picture tubes.

"Some makers are putting every tube they can get their hands on into a cabinet," said one industry leader. But, naturally, no one is admitting it.

Most of the manufacturers interviewed by MERCHANDISING WEEK said they are putting aside an "adequate" supply of tubes for replacement purposes. And, they maintain, any manufacturer who is not doing so is "cutting his own throat."

Replacement shortages do exist, however. "There are definitely—without a doubt—shortages in picture tubes for replacement purposes," said Frank Moch, executive director of the National Alliance of TV & Electronic Service Assns. "All the manufacturers seem to be in the same boat." Moch is echoed by Ed Rice, of Wholesale TV Service, in Indianapolis. "There is a three-to-four week wait for a replacement tube," he says. "If we put on enough pressure, we can get them. But it's quite a wait." Rice says the shortage is not so acute in 21-inch round color tubes.

The dependability of color tubes is another factor that compounds the problem. Retailers have complained about this (MW, 22 Nov., p.13) and Moch admits, "The life expectancy of

some color tubes has been disappointing." He cites internal arcing—particularly in the 23- and 25-inchers—as the principal problem.

"A peculiarity that the manufacturers can't explain" is how Rice describes this internal arcing. Most of the makers, he says, recommend that the serviceman wait for 30 days—while the customer fumes—to see if the arcing clears itself up; if not, replace the picture tube. But will a picture tube be available?

No figures are available on the number of color tubes earmarked for replacement purposes. "We don't release those figures," snapped the spokesman for one manufacturer. But if color follows the year-by-year pattern of b&w replacement demands—and there are signs that it will even exceed them—approximately 500,000 tubes should have been set aside by the industry this year for replacement purposes.

(This figure is a rough projection for color based on annual b&w replacement figures compiled by the Electronic Industries Assn. in 1960, when 9 million b&w tubes went to set makers, 2.4 million of them—either new or reworked by major tube manufacturers—were required as replacement tubes. Last year, 1.2 million b&w tubes out of a total of 9.5 million were set aside for replacement purposes.)

□□□□ RCA will not farm out tv set assembly. After considering proposals to subcontract some phases of b&w set assembly (MW, 1 Nov., p.3) in order to clear assembly lines for color set production, RCA's home instrument division has decided it would rather do it itself. The opening of the company's 400,000-sq.-ft. plant in Bloomington, Ind., next spring, together with acceleration of present assembly lines, will enable the company to continue to manufacture RCA sets in RCA facilities.

□□□□ L. C. Truesdell looks at 1966: Zenith's president revealed the company is holding the line on both color and black-and-white tv set prices for 1966. The 1966 b&w line starts at \$99.95, just as last summer's line did, and the color line repeats with a \$349.95 leader. The high-end b&w model for 1966 will cost \$449.95, and the high-end color set will be \$1,050.

"Over 60% of the company's current color production is in 25-inch sets," announced Truesdell. He predicted 1966 industry color sales will reach 4 million sets if picture tubes and other components are available. Industry b&w set sales should run in the neighborhood of 8 million for both 1965 and 1966, he forecast, and added, "Monochrome tv is very much alive." He said that b&w receivers—like radios—are finding a place in nearly every room in the house.

□□□□ A new showroom for cartridge tape players—manufactured both in the U.S. and abroad—will be the main attraction of the new 2,500-sq.-ft. quarters of the International Tape Cartridge Corp., in the Sperry Rand Building, in New York City. Sixteen tape player manufacturers, representing the major American and Japanese cartridge player companies, have been invited to display their wares in the new showroom, which will open Dec. 15. A hostess there will demonstrate the differences between the various systems, but nothing will be on sale in the showroom. ITCC formerly occupied 425-sq.-ft. quarters in the same building.

□□□□ Philco's stand on color tv availability was outlined in a letter to dealers from Carl Lantz, vice president and general manager. And, Lantz says, "We also have suggested to our distributors and districts that they not make the contingent sales of a color receiver dependent upon a dealer's purchase of unwanted merchandise . . . we see no necessity of trying to force an extra penetration during this shortage period of color."

□□□□ Ampex wins round two in the legal battle over the video tape recorder involving MVR (formerly Mathtronics) and Precision Instrument Co. Late in November, Ampex was awarded \$20,000 of the \$3 million it sought in its claim against MVR of theft of unpatentable trade secrets. Earlier, MVR and Precision Instruments were awarded \$600,000 each when a jury decided that Ampex was using trade secrets to maintain a monopoly in the video tape recorder field.

While these two seemingly unreconcilable decisions are subject to appeal, round three of the complex court battle will start soon. Ampex attorneys plan to seek the remainder of the \$3 million in a final suit concerning patent infringement by MVR.

□□□□ Sylvania has priced its 22-inch color tube at approximately \$120, announces Merle W. Kremer, senior vice president of Sylvania's electronic components division. (By comparison, Motorola's 21-inch rectangular color tube is priced at approximately \$115 and its 23-inch rectangular tube is \$122.50 in warranty.) Sample quantities of Sylvania's rectangular 22-incher will be sent to manufacturers in the second quarter of next year; full production is expected by the end of 1966. "During 1966, Sylvania will produce rectangular tubes in 19-, 22-, and 25-inch sizes and the 21-inch round tube," Kremer said. "A 15-inch rectangular color tube will be shown to the industry early next year and will be in production late in 1966 or early 1967, depending upon demand from set manufacturers."

□□□□ B&w tv set sales will go up 200,000 units next year, predicts William E. Boss, manager of television products at Motorola. Boss forecasts b&w sales of 8.3 million units this year and 8.5 million in 1966.

□□□□ More color programs from CBS: *Art Linkletter's house party*, a daytime show (2:30-3.00 p.m., EST, Monday through Friday), will be broadcast in color starting Jan. 10. On Feb. 10, a new full-length feature film, produced especially for television, will be shown in color. The film, *The Plainsman*, will be broadcast on the *CBS Thursday Night Movies* in its regular 9:00-11:00 p.m. EST time slot.

□□□□ A new transistorized 12-inch b&w portable has been introduced by Sharp Electronics. The set, priced at \$129.95, operates on AC or on a rechargeable battery pack, and features a built-in battery recharger and an earphone jack.

□□□□ Television took a giant step forward last week as Intertel Corp. (MW, 27 Sep., p.7), licensed Bristol Dynamics Corp. to manufacture tubes for both a black-and-white and a color version. Intertel engineered the sets, which range from 2 to 3½ inches in thickness. If all goes well, say Intertel officials, the sets should be on the market by the middle of 1966.

Next step for Intertel will be finding a company to manufacture and distribute the set; negotiations are presently under way with manufacturers—both in and out of the consumer electronics industry—to handle those functions.

A 10-inch b&w version, which can be viewed from both back and front, should sell for \$130-to-\$140 initially, but could go down to about \$100 once full production is under way. A 6-inch battery-operated color set will sell for close to \$200 initially, but could go down to \$150 with full production. The color set uses a two-color (cyan and red-orange) system, rather than the three-color system used in conventional color tv. Other projected set sizes: a 4½-inch b&w set and a 10-inch color set.

Both Bristol and Intertel are relative newcomers to consumer electronics. Most of Bristol's \$2.7 million in sales last year came from government contract work, but a Bristol subsidiary manufactures coils for tv sets. Intertel is a research and development firm primarily engaged in government contract work.

Diagnosing industry standards: retailers talk about cures

Kinsey may have been interested in behavioral standards, but appliance retailers are buzzing over different standards: those that influence consumer buying. And the buzz is growing louder.

The trend to industry self-regulation of product claims was initiated in the first two years of this decade by over-zealous air conditioner manufacturers who had inflated capacity claims for their models. The claims only fostered consumer confusion, and ultimately gave a black eye to the industry's image. The image was repaired when the National Electrical Manufacturers Assn. (NEMA) established its pioneering certification program for room air conditioners.

What happened in '64 and '65

As 1965 ebbs, the major appliance industry can proudly point to the following standards set up and administered by NEMA: a dishwasher ruling establishing procedures for place settings; a certification program for refrigerators and freezers to resolve the confusion in capacity claims; a certification program for dehumidifiers that standardizes water removal capacities.

What could happen in 1966

Possibilities for enactment on the standard legislation front in 1966 include: test procedures for the home laundry industry—specifically washers—which would be shepherded by the American Home Laundry Manufacturers Assn.; additional standards for dishwashers in such problem areas as water consumption and soil removal; additional standards for air conditioners such as measurement of noise levels.

Retailers on refrigerators

Harold Mallard, refrigerator merchandising manager for Polk Bros., in Chicago, said, "We think the new NEMA refrigerator standard is wonderful; it certainly keeps some manufacturers from lying about sizes. I don't know whether the standard actually helps sell refrigerators, but it certainly helps customers."

Bob Chase, owner of Chase Appliances, in Los Angeles, echoed Mallard's feelings. "It doesn't really help us sell refrigerators, but it helps avoid confusion for the customer."

Lib Tufaralo, of Lib's Electric, in Bellevue, Wash., put it this way: "Universal conformity to the NEMA standard will help me in that I won't have customers asking me how come they can get a 16-cu.-ft. box for less money in another brand."

Jack H. Lubin, owner of Giere & Walsh Inc., in Cleveland, said, "The new standard will be for the customer's protection. With customer enlightenment, we will have more truthful advertising." But Lubin warned against allowing standards to multiply too rapidly. He said, "We get so wound up with standards and claims and counterclaims that we throw a doubt into the customer's mind as to what's what."

San Francisco retailers do not seem particularly excited about the refrigerator standard, since they feel that "customers are already confused," and that standards do not affect sales. But these same dealers, in a schizophrenic way, feel standards are long overdue and "should be applied to everything."

Al Dillard, merchandising manager at Irv Wolfson & Co., in Chicago, feels standards do help sell: "Yes, the NEMA standard helps us sell refrigerators. I tell customers about it, and use it as a talking point. We stress the size of refrigerators," Dillard added, "and sometimes customers are surprised to find out the size."

Retailers on washers

Lib Tufaralo said, "Our capacities should be determined just as accurately as the weights of goods on a grocer's shelf." He noted that "some manufacturers that have been advertising 16-lb. capacity have not changed the size of their machine for years. The present claims in washers can only confuse the customer. Housewives pay close attention to the weights of canned goods in a supermarket. With that kind of background, no wonder they get confused when two washers in the same price bracket can vary as much as 4 lbs. in capacity."

Most retailers felt that a more realistic measure of volume is needed in place of pound capacity. Clyde Carr, of Purdon's Appliances, in Manhattan Beach, Calif., says, "Is it 16 lbs. of nylon or wool or what? I think maybe cubic inches of tub capacity would be more meaningful."

Although most retailers agree on the need for a capacity standard, they express fears that standards are much harder to establish in other areas, such as cleaning claims. A spokesman for Avalawn Radio & Appliances Inc., in Dallas, Tex., says he is in "favor of some standards in washers, specifically where capacity is concerned." As for cleaning claims, he said: "That would be like getting all the detergent manufacturers together, but it is a lovely idea."

Jack Lubin on cleaning claims: "Standards on machine capacity should be pretty easy to set, but I don't know about cleaning claims. That's pretty hard to check. Such things as amount of hot water and hard or soft water are factors."

George Wishnek, manager of the appliance division at Morgan & Hershman Appliance Center, in Cleveland, thinks that a washer standard on capacity would give the retailer a "sales tool on all of his lines." But Wishnek does not think it is possible to standardize cleaning claims. "To my way of thinking there is no way to standardize different rates of contamination of clothes. There are too many variables. The only way to check it is in the laboratory, where every machine would have to be tested with every type of detergent. And then you have to consider the factor of the hardness of the water and coordinate it with the type of detergent used."



*ONE RADIO FREE with each dozen of model SR-G430, SR-G433 or SR-H436.

We'll rush them in time for your Xmas selling

...or we won't bill you for them!

Also, we'll ship you ONE RADIO FREE
with each dozen you order of any model.*

This unusual offer of gift merchandise is made only to our retailers of record!

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Warehouse Stocks on both Coasts • Telephone or Telegraph collect. 1300 West Olympic Blvd., Los Angeles 90015, 213 Du 6-8770



Roper 1966 ranges, appliances

Roper introduces its 1966 range line, topped by a new 30-inch Early American styled unit (shown).

Called the Williamsburg, the unit's Colonial design is shown in the illuminated backguard, oven window motif, oven handles, and burner knobs. One burner controls cooking time and keeps food at serving temperatures. The oven has a similar Cook & Keep device. Featured are: top front controls, oven light, and oven door seal.

Roper also announces its Silent-Swirl dishwasher, eye-level and built-in ovens, waste disposers, range hoods, and single- and double-bowl sinks. *Geo. D. Roper Corp., 2207 W. Station St., Kankakee, Ill. 60901*

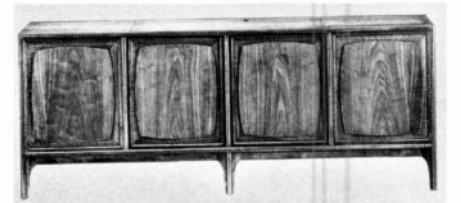
Bogen AM-FM-stereo receiver

A new solid-state 70w AM-FM-stereo receiver, which is expected to retail at \$319.95, is announced by Bogen.

The new unit, designated model RT8000, features counter-balanced flywheel tuning, automatic FM stereo switching, remote and local speaker selection, oversize heat dissipation sinks, tape monitor input, FM stereo indicator light, and four rocker switches. Frequency response is 15 to 50,000 cps.

Bogen also introduces its new AT-400 solid-state stereo amplifier, patterned after the RT4000. The new unit operates on 40w, with a frequency response of 15 to 30,000 cps; it will retail for \$139.95. It has out-

puts for speaker, tape, and headphones, and inputs for magnetic phonograph/tape head, tape amplifier, tuner, auxiliary and tape monitor. *Bogen Communications Div., Lear Siegler Inc., P.O. Box 500, Paramus, N.J.*



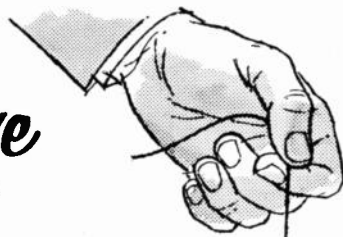
Pilot component console line

Pilot announces its new four-model line of component consoles.

The four styles comprising the line are Contemporary, Italian Provincial, French Provincial, and Mediterranean. Retail price on the Contemporary-styled unit is \$950. The other models each retail for \$1,000.

All units feature a solid-state 140w AM-FM stereo receiver, six speakers, two 12-inch woofers, two mid-range exponential horns, and two tweeter exponential horns. Also standard on the line are a Garrard LAB 80 automatic transcription turntable and a Pickering magnetic cartridge. The cabinets, ranging from 72 inches to 75 inches in length, are made of hand-finished wood. *Pilot Radio Inc., 100 Electra La., Yonkers, N.Y. 10704.*

Olympic exclusive



3-AT-ONCE COLOR COMBO



MODEL CK351: 21" Color TV, AM/FM Radio, Stereo Phonograph

SENSATIONAL PRICE

549⁹⁵
SUGGESTED RETAIL

records!

COLOR TV!

radio!

in 3 rooms at once!

Despite its low price, this Olympic gives you full profit, full quality, full features!

- "Family Room Service"... Color TV, Radio, Phonograph... in 3 rooms simultaneously!
- Exclusive Color-On Signal... Automatic Picture Purifier... Power Transformer.
- 4-Speed Stereo Changer, Diamond Stylus.
- Exclusive Sound Control Center commands all speakers.
- Choice of 11 fine furniture cabinets... all favorite stylings... 21", 23" and 25" TV (diag. meas.)... priced to retail profitably from \$549.95.

Call your Olympic distributor now... cash in with Olympic!

ISI / Olympic

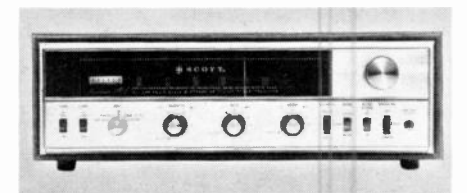


radios • phonographs • television from the space age laboratories of LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY, N. Y. 11101



Fasco ductless range hood

Fasco announces its Jet 360 ductless range hood, featuring triple filtering with a grease filter, odor absorber, and fiberglass smoke filter. The pre-wired unit has 3-speed operation and a pull-out top drawer to increase exhaust. Designed for free-standing or built-in ranges, it comes in contemporary or traditional styling, with interchangeable decorator-color front panels; lengths are 30, 36, and 42 inches. *Fasco Industries Inc., Rochester, N.Y.*



Scott solid-state FM receiver

Scott introduces its new 344B solid-state FM stereo receiver to retail at under \$375 east of the Rockies. Silicon transistors are used in both the IF section and in the direct-coupled output.

Features are automatic stereo switching, heat dissipation sinks, noise filter, earphone output, separate on-off switch power, and a compensation network that insures full range at any volume. Music power: 42.5w per channel, with a 4-ohm load. *H. H. Scott Inc., Dept. P, 111 Powdermill Rd, Maynard, Mass.*

Meet the little power tool with the big profit margin the all new micro miniature workshop

FINALLY... a modern power tool designed especially to handle precision work. And the *only* tool of its kind with a major nationwide sales and advertising promotion, reams of consumer and trade literature, FREE self-contained displays with every unit that really boost traffic PLUS a profit margin that makes every minute selling Micro well worth the effort.

THE MICRO MINIATURE WORKSHOP is the first tool of its kind to feature futuristic styling with sleek modern lines that eliminate hand fatigue and a rugged, lightweight, sta-cool plastic housing. It is unquestionably the outstanding tool for the small jobs, the odd jobs, the precision jobs ordinary power tools can't handle. At a speedy 25,000 rpm, Micro buffs, sands, saws, drills, burnishes, polishes, engraves, carves, and cleans with power tool efficiency, hand tool precision. It's just the tool your customers need for home repairs, hobbies, industrial jobs, professional work (the tool you should carry for better volume, bigger profits). Order now (or for more information write: Howard Industries, Racine, Wisc. 53404, Division, MSL Industries, Inc.

THE MICRO MINIATURE WORKSHOP IS THE ONLY TOOL OF ITS KIND TO CARRY A 2 YEAR GUARANTEE

IF YOU DON'T STOCK THE MICRO MINIATURE WORKSHOP... YOU DON'T HAVE THE ONLY MODERN POWER TOOL FOR PRECISION WORK!



ONLY
\$34⁵⁰
with accessories

Howard Industries, Racine, Wisconsin 53404
Division MSL Industries, Inc.

FOR HOME:



FOR INDUSTRY:



FOR PROFESSIONAL USE:

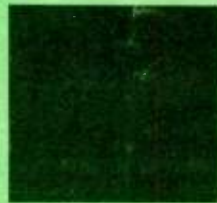


FREE SHOW 'EM—SELL 'EM DISPLAY





Design in Housewares



"There is a lot of garbage and a lot of horrible stuff put together quickly," complains Tucker P. Madawick, RCA manager of industrial design. Madawick is one of the five judges in the new Design in Housewares Award Program, a joint venture of the National Housewares Manufacturers Assn. (NHMA) and the National Design Center (NDC). Madawick, it should be pointed out, was speaking of "garbage" in general and not specifically directing his comments at the housewares industry. However, in the housewares field, there is plenty of "garbage," or, to the trade, "schlock."

But there are encouraging signs that housewares manufacturers are putting increased emphasis on product design. They have discovered, perhaps a bit belatedly, that good product design can mean good business, especially in a booming economy packed with more consumers who have more money to spend on better goods.

The Award Program is an encouraging step in the right direction. NHMA, and its managing director Dolph Zapfel in particular, have moved to upgrade the design quality of the industry—not merely in the eyes of manufacturers and retailers, but so consumers will take notice, too.

The program will not kill off all the "schlock"; be assured on that. But it should help to encourage good—quality, if you please—product design. Any program that seeks to upgrade the industry's products, and to push quality instead of low-end garbage and price, deserves wide support.

by Ed Dubbs

NHMA presents a

One key word—criteria—is behind the new Design in Housewares Award Program.

"Consumers, themselves, have grown increasingly sophisticated," explains Stanley M. Ford, NHMA president, "but often they lack the criteria by which to make buying decisions. Our Award Program will provide them with important guideposts of design for quality, function, and practicability, as well as meeting the need for which housewares are intended."

'Criteria' is underscored by Norman Ginsberg, president of the National Design Center, in New York City and Chicago, which is conducting the program in cooperation with the NHMA. Ginsberg stresses that the Award Program will establish design criteria for the housewares industry—criteria needed not only by manufacturers, but by retailers and consumers, too.

The concept of "criteria" makes the Award Program more than a contest. Even if it were merely a contest, the program would serve a useful purpose. But it goes much farther.

New criteria will reach the retail floor as stores begin building their promotions around those new housewares products adjudged to be the best in design. Retailers will receive encouragement and help from the NHMA and the NDC in tailoring these promotions, which are planned for next fall.

The new criteria will reach the consumer, and this is the most important aspect of the program. And, hopefully, the consumer will be influenced—by the criteria which she has been given—to judge the best in housewares product design, and then make her purchases accordingly. Only through retail cooperation can this goal be attained.

In a broader sense, the Award Program is designed to "foster the growing, sophisticated image of the American housewares industry; to secure its competitive position in the consumer market."

Any product shown at the NHMA-sponsored January National Housewares Exhibit and presently on the market, or appearing on the market before March 31, 1966, is eligible for consideration in the Award Program.

The judges will visit all exhibitor booths during the January Show and make preliminary selections for the Award Program. Manufacturers will be notified by the National Design Center and will be requested to provide photographs and other supporting data on their products.

The final selection of the award winners—there is no set number—will be made at the National Design Center in Chicago on April 21 and 22. Recipients of the awards will be notified no later than May 22; public announcement of the awards and presentation of citations are scheduled for the July Housewares Show.

Five judges will establish the criteria for good design. This panel of judges, composed of five of the nation's leading industrial designers, is headed by Jon W. Hauser, president of an industrial design firm in St. Charles, Ill., that bears his name.

The other judges are: Gene Bordinat, vice president and director of styling for the Ford Motor Co.; Tucker P. Madawick, manager of industrial design for the Home Instruments Division of RCA Sales Corp.; Arthur J. Pulos, head of Pulos Design Assoc., of Syracuse, N.Y., and chairman of the executive committee of the School of Art, Syracuse University; and Harold Zierhut, president of Zierhut/Vedder/Shimano Industrial Design, of Van

bold, badly needed program

Nuys, Calif. Each of the judges, when interviewed by MERCHANDISING WEEK, explained what he would be looking for in his evaluation of the products.

To Hauser, quality is the main criterion. "Quality in design as well as quality of product," explained Hauser; "I don't think design should be used as a cover-up for quality. I know it just does not substitute."

Hauser is no stranger to the housewares industry. As he pointed out "We've done a lot of housewares." And at one time, Hauser was director of design for Sears, Roebuck & Co., overseeing the design of housewares, appliances, and other merchandise.

Hauser stresses that the nature of his assignment revolves about a program of awards; he dislikes it being considered a contest for prizes. He also likes the idea that he and his four cohorts will be able to select products "right off the floor" at the show.

To Bordinat, utility comes first. Bordinat headed the group of designers that came up with one of the most successful cars in Detroit's automotive history—the Mustang.

"Utility" has to be the prime consideration," explained Bordinat. "Even as one concerned with the appearance of products, I have to concede that appearance itself is meaningless unless the basic product is entirely functional—functional both in the way it does what it's supposed to do and in its convenience to its user.

"In a broad sense, housewares design isn't much different than automotive design," Bordinat added. "The objects involved may differ in size, but the major considerations are very much the same."

To Madawick, appearance is most important. "She—the consumer—is No. 1. I'm talking consumer criteria. Does this thing attract me or does it repel—the surface, the profile, the scroll, the color, the texture, and the finish in typical Cartier fashion."

Appearance is No. 1, because "there is a lot of garbage and a lot of horrible stuff put together quickly." Behind appearance, Madawick ranks "the price tag" second, and quality ("plug it in and see how it works") third.

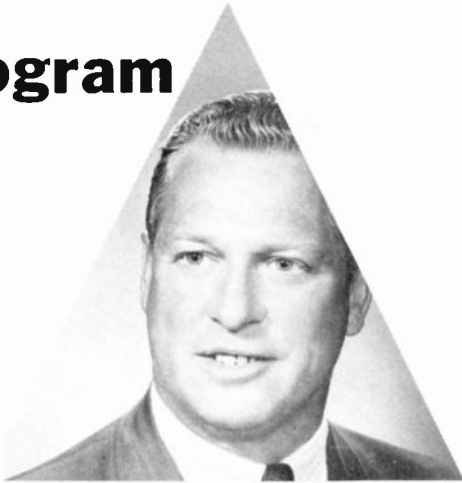
Madawick is relishing his job. He noted that there will be more than 1,100 exhibitors at the show, and the Award Program will be "a Herculean task." He added, however: "It will be like walking into a supermarket and tasting cookies."

For Pulos, it is total presentation of the product that will get his scrutiny, because he feels that industrial design not only has an obligation to educate the consumer, but to protect her. He will be looking deeper than mere aesthetics.

Pulos, an educator, said he believed the Award Program is "going to give me quite an education."

For Zierhut, the over-all role of the product will be the first consideration. He said he will try to understand as fully as possible what the designer of the product was trying to accomplish. However, in the final analysis, the aesthetics of a product are "inescapable." "You can't downgrade the aesthetic character," he added.

The judges may differ on criteria, or on which single criterion is most important, in their various approaches to the Design in Housewares Award Program. But eventually it will be the products they choose to honor that will set the product design criteria for the housewares industry. And it is these criteria, hopefully, the consumer also will learn to accept.



Jon W. Hauser, chairman of the judging committee for the Design in Housewares Award Program, will look for quality of product as well as quality in design. Hauser, president of Jon W. Hauser Inc., has held design posts with General Motors, Chrysler, and Sears. He is a past president of the Industrial Designers Institute (IDI).



Gene Bordinat is vice president and director of styling for the Ford Motor Co., which has a good design going for it in its Mustang automobile. Bordinat joined Ford in 1947 as supervisor of advanced styling, and was named a vice president in 1961. To Bordinat, utility will be the prime consideration in his judging in the Award Program.



Tucker P. Madawick, manager of industrial design for RCA's Home Instruments Division, is an outspoken defender of aesthetics in product styling. Madawick joined RCA in 1959, after 13 years with Raymond Loewy Associates, where he was manager of the product styling department. He is a past president of the Industrial Designers Institute.



Arthur J. Pulos is an educator as well as an industrial designer. He heads his own firm in Syracuse, N.Y., and also serves as chairman of the executive committee of the School of Art at Syracuse University. His firm has worked extensively in the housewares field—in power tools, fireplace accessories, dinnerware, and other products.



Harold Zierhut is president of Zierhut/Vedder/Shimano Industrial Design, of Van Nuys, Calif. His firm primarily serves clients in Southern California, but also has a few select clients as far east as Boston. Along with aesthetic considerations, Zierhut will examine products to see if they fulfill "total product requirements," including marketing goals.

Akai's convertible tape recorder: the best of two markets

Akai Electric has plumped itself smack in the middle of the burgeoning video tape recorder field with the world's first video-stereo tape recorder, reports McGraw-Hill World News from Tokyo (MW, 22 Nov., p3). While Akai has only a prototype to show at the moment, an improved version of the new product should be ready for a U.S. debut by next June, in time for the Chicago Music Show.

Price of the unit is one major selling feature for the double duty home entertainment product, which can both record and play back video or stereo magnetic tapes. Like the Rob-

erts 5000 stereo tape recorder, which the Akai unit resembles in many ways, the new machine is expected to sell for under \$700.

The relatively low price is possible, explains Saburo Akai, president of the Japanese firm, because the audio portions of the new recorder are designed for home hi-fi, rather than for professional broadcasting, as is the Roberts 5000. This change in quality will cancel out the added expenses of higher tape speed, video amplifiers, and video-capable heads.

In most other ways, the video re-

recorder bears a strong family resemblance to the Roberts 5000. Like Roberts' unit, but unlike conventional video recorders, the Akai machine uses fixed heads, 1/4-inch tape, and the crossed field bias recording method Akai developed for its audio recorders.

Type of tape used in the prototype is 3M's Scotch instrumentation tape, but satisfactory results have been obtained with Scotch 2011 audio tape. Like the tape used in a conventional stereo player, the tape developed for the new unit is recorded on four tracks—one for video and one

for audio in each direction. Presently, a 10 1/2-inch reel holding 9,200 feet of tape plays for 40 minutes at 90 ips. But by June, Akai expects to cut that speed to 45 ips in order to achieve double playing time per reel.

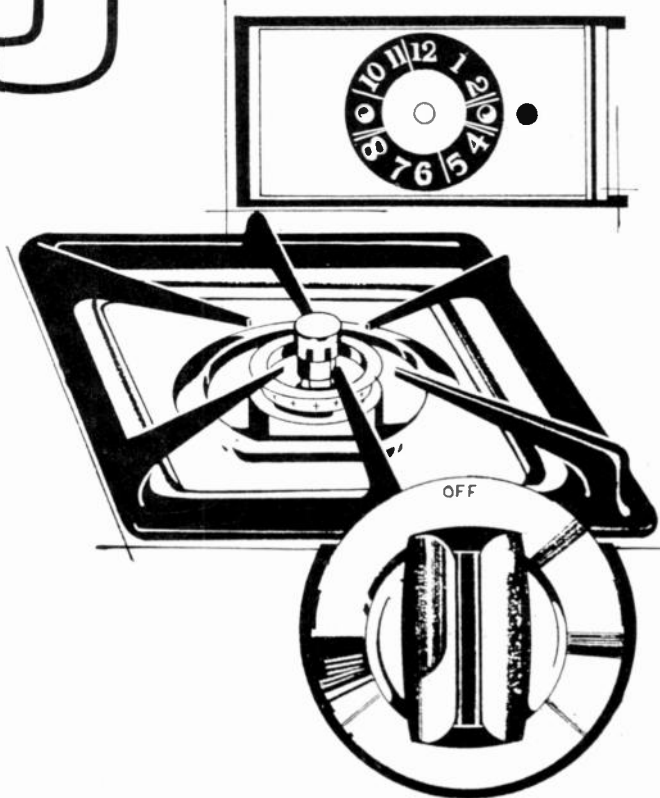
For stereo recording and playback, tape speed will be 3 3/4 ips. A second speed may be offered for audio recording.

Cost of the tape is much lower than that usually used in video recorders, Akai points out. Even the relatively expensive Scotch instrumentation tape costs only \$12 a reel, compared to the \$25-to-\$55-per-reel cost of conventional video tape.

Quality of the picture produced by the new recorder may be slightly inferior to Sony's, admits Akai, although he has never seen the Sony unit in operation. However, since he finds the picture resolution of slightly less than 200 lines comparable to that of an ordinary tv set, Akai has no immediate plans to improve picture quality. His immediate engineering goal is to reduce tape speed to 15 ips while maintaining present quality. When that is accomplished, Akai will give the go-ahead to work on improved picture resolution.

*high time somebody **timed** a top burner*

...Roper just did!



How do you make an automatic burner **more** automatic? Make it **time** cooking up to one hour . . . and "Keep" cooked foods at 180° serving temperature. Roper did it! Then tie the **timed** top burner in with Roper's famous automatic oven operation. Result? TWIN COOK & KEEP® Gas Range! Twice the automatic performance. Twice the sizzle! High time for you to sell more in '66—you will with Roper!

ROPER

another sizzling sixty-six feature!

GEO. D. ROPER SALES CORPORATION
Kankakee, Illinois

KEY MOVES

Zenith Sales Corp.—Richard A. Carlson is appointed assistant mgr of product development.

Concertone—Al Barsimanto is appointed vp of this division of Astro-Science Corp. He will head the company's product and marketing development expansion program.

Delmonico International Corp.—Raymond J. Gincavage, one of the original founders of the organization, is appointed executive vp.

Frigidaire—Emmet P. McIntosh is named general supervisor of product planning and market research. He succeeds Edwin G. South, who is retiring after 41 years of service.

Norris-Thermador Corp.—Kenneth T. Norris Jr. was elected president to succeed William E. Cranston, who was re-elected vice chairman of the board of directors.

Franklin Appliance—J. E. Nelson is promoted to the position of vp of marketing.

CORRECTION

Sears third-quarter sales this year were \$610.73 million, up 9.7% from \$556.74 million in 1964. Nine-month sales were \$4,784.01 million, up 11.4% from 1964's \$4,374.68 million.

Montgomery Ward's third-quarter sales were \$449.44 million, up 6.2% over 1964's \$423.28 million. Nine-month sales were \$1,218.44 million, up 2.6% from 1964's \$1,187.36 million.

J. C. Penney's third-quarter sales were \$590.04 million, up 8.1% over 1964's \$545.76 million. Nine-month sales were \$1,531.5 million, up 9.4% over the same period in 1964. These figures were erroneously reported on p.3 of the Nov. 29 issue.

Want something women will be looking for?

Blackstone, Speed Queen, Hamilton and Hoover washers or dryers with tubs, d f k l

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 looking for 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.

Speed Queen automatic dryer with quality nickel stainless steel drum.

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

WOODVILLE APPLIANCES PRE-SEASON

Whirlpool AIR CONDITIONER

SALE! ONE WEEK ONLY SPECIAL PRE-SEASON PRICES AND TERMS

BE AN EARLY BIRD—**SAVE!** BUY NOW! SAVE UP TO 50% NO MONEY DOWN—FIRST PAYMENT IN AUG.

Sound crazy? It isn't—You'll never buy an air conditioner for a lower price. At this time of year we were able to make an off season purchase at terrific low prices... that's why we can sell them to you at such terrific savings. Get Your Air Conditioner—NOW!

EVERY SIZE—EVERY PRICE—ALL NEMA CERTIFIED. CHOOSE FROM MANY, MANY MODELS—THE BIGGEST, BEST SELECTION ANYWHERE.

EVERY FEATURE FOR YOUR SUMMER COMFORT

PRICES AS LOW AS

| | | | | | |
|-----------|---------|------------|----------|------------|----------|
| 5,000 BTU | \$88.00 | 15,000 BTU | \$128.88 | 18,000 BTU | \$228.88 |
|-----------|---------|------------|----------|------------|----------|

BE WISE—PLAN YOUR BUDGET NOW—BUY TODAY. INSTALL IN MAY. FIRST PAYMENT IN AUGUST.

WOODVILLE APPLIANCES

Open with air conditioners, using an Early Bird special like Woodville Appliances, in Toledo, Ohio, did on Feb. 7. The copy in the center explains why the dealer can afford to cut prices. At the sides, two newspaper clippings remind customers how fast summer arrives. By combining product facts with customer benefits, this ad creates a strong "buy-now" impulse.

Valentine Specials

TAKE YOUR PICK Here for the best choice

7 COLORS

HERE'S A COUPLE OF SWEETHEARTS...

Whirlpool

PORTABLE DISHWASHER OFFERS THIS CHOICE

- 7 colors
- 7 wash cycles
- 7 wash temperatures
- 7 wash speeds
- 7 wash times
- 7 wash options
- 7 wash settings
- 7 wash programs
- 7 wash controls
- 7 wash features
- 7 wash benefits
- 7 wash advantages
- 7 wash qualities
- 7 wash characteristics
- 7 wash attributes
- 7 wash properties
- 7 wash traits
- 7 wash marks
- 7 wash signs
- 7 wash symbols
- 7 wash emblems
- 7 wash badges
- 7 wash crests
- 7 wash motifs
- 7 wash patterns
- 7 wash designs
- 7 wash ornaments
- 7 wash decorations
- 7 wash accessories
- 7 wash add-ons
- 7 wash extras
- 7 wash inclusions
- 7 wash exclusions
- 7 wash details
- 7 wash specifics
- 7 wash generalizations
- 7 wash conclusions
- 7 wash summaries
- 7 wash reviews
- 7 wash evaluations
- 7 wash assessments
- 7 wash analyses
- 7 wash interpretations
- 7 wash applications
- 7 wash implications
- 7 wash consequences
- 7 wash possibilities
- 7 wash probabilities
- 7 wash certainties
- 7 wash necessities
- 7 wash requirements
- 7 wash prerequisites
- 7 wash conditions
- 7 wash criteria
- 7 wash standards
- 7 wash guidelines
- 7 wash instructions
- 7 wash directions
- 7 wash procedures
- 7 wash protocols
- 7 wash policies
- 7 wash principles
- 7 wash practices
- 7 wash preferences
- 7 wash priorities
- 7 wash perspectives
- 7 wash positions
- 7 wash presentations
- 7 wash performances
- 7 wash potentials
- 7 wash powers
- 7 wash privileges
- 7 wash professions
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- 7 wash professions

JOHNSTON'S

Add a pair of hearts to a standard dishwasher ad, like Johnston's, of Minneapolis, Minn., did and you have a Valentine's Day special. The headline, illustration, and subhead—"Here's a couple of sweethearts"—guide right into the heart of the ad.

STELLIAN presents the new generation of Color TV

MOTOROLA Color 65

\$625.00

Low Down Payment. Make Monthly Payments.

You get a big picture. Lessen a slim one. And the rest fits close to the wall.

Full Year Guarantee

Color Indicator Light

Hand-wired Channel

TEEN DREAM (DEPARTMENT)

Special values on... **MOTOROLA SOLID STATE PORTABLES**

MOTOROLA CADET 12" PORTABLE TV

\$112.88

STELLIAN

Midway 53481 • credit terms • 1711 no. scrolling at target • open 9 to 9 daily

Or run a little romance in red to make a double impact—for Valentine's Day and color tv—as did Stellian, in St. Paul, Minn., by running the store name, the Cupids and hearts, and "Color/65" in red. By massing the product illustrations, using boxes and bars, and leaving lots of white space, this ad departmentalizes itself. Note the special Teen Dream section.

MADCAP MARCH MARATHON!

Mad "March-Hare" Savings Spectacular. Hopping with Bargains!

Shop & Save, all 10 Stores...

SILVER Friday & Saturday 10 am sharp to 9:30 pm

Final 4-Days of This Great Million Dollar Savings Event!

3.99 12.99 24.99 49.99 9.99 12.99 16.99

Start March with a strong call like Silo, of Philadelphia, Pa. did last year. Consistency and clarity are the keys to this March Marathon ad. The rabbit and the words "March-Hare savings" and "Hopping with Bargains" add interest to an otherwise simple catalog approach to an early March sale.

Spring? Yes!

and UP-TO-DATE APPLIANCES

help you get through housework faster—give you more time for leisure fun!

G-E WASHER

3 Washing Cycles! Filter-Flu Washing! plus 1 special Wash-Boost!

Reduced!

\$119.95

\$199.95

\$36.95

Then slip a little Spring into your ads to catch the range and washer replacement market. The Baltimore Gas and Electric Co., of Baltimore, Md., personalized the "why replace" approach to the phrase "up-to-date appliances to help you get through housework faster—give you more time for leisure fun." Features and product benefits are explained.

Wolk's Wackiest Week

ANNOUNCING...WOLK'S GIGANTIC **RABBIT SALE**

ONE WEEK ONLY...STARTING TODAY

It's Crazy... It's Wacky! Have a few chuckles... Save a lot of schickles... at Wolk's... this week only! BUY A BUNNY and get a new FRIGIDAIRE APPLIANCE FREE! Don't Miss This Big 14 Carrot offer! Hurry!

LOOK Buy One Of These Cute, Cuddly, Giant Size Rabbits For Only... **\$197**

...and we'll give you absolutely FREE This Brand New 1965 FRIGIDAIRE Jet-Action WASHER with the F-510ES

5-YEAR PROTECTION PLAN!

"BUY A BUNNY - GET A HOMEY OF A DEAL!" Wolk's Rabbits Priced From \$59 to \$800. Hurry! Select Yours and Get a FRIGIDAIRE APPLIANCE ABSOLUTELY FREE - This Week at WOLK'S.

"We Service What We Sell!"

Wolk's APPLIANCES FURNITURE-CARPETING

1281 ST. PAUL ST. CO 6-5020

Or pull a rabbit out of the bag like Wolk's, of Rochester, N.Y., did with its Rabbit Sale. The ad urges the reader to buy a toy rabbit for \$197 and "get absolutely free, a Frigid-aire washer." Consistency of type faces makes this ad easy to read and the ingenuity-plus theme catches even the busiest reader's eye. The time limit of the sale is specified, and the theme is carried out with phrases like "14 carrot offer."

LECHMERE SALES

REGULAR LECHMERE PRICES PLUS AN **EASTER HAM FREE**

A MORRELL EASTER HAM IS OUR GIFT TO YOU

GET YOUR "BRAND NAME" HAM FREE WITH YOUR "BRAND NAME" RANGE!

179.00

229.00

239.00

199.00

139.00

119.00

149.00

199.00

LECHMERE SALES EXTRA FREE PARKING • Telephone 491-2900 OPEN MON.-FRI., 9:30 to 9:30; SAT., 9 to 6

And cash in the chips for pre-Easter sales by offering your regular prices with an Easter ham bonus. Lechmere Sales, of Cambridge, Mass., plays on the idea of a "brand name ham" plus a "brand name range." Note: each product pitch starts with the phrase "priced Lechmere's way"—another attempt to create an image of consistency for the store through its regular weekly ads. Lechmere also plugs its credit plans by saying "you don't have to save-up to save."

AD TACTICS

for FEBRUARY and MARCH



Then raise your ad ante by running a Washington's Birthday sale complete with cherries, cherry tree, and axes. This two-color ad with Kilpatrick's, in Omaha, Neb., is extremely simple, but effective. The cherry tree presents different products in an organized, eye-appealing way. Each product is clearly identified by brand name and price. The specials—"8-inch cherry pie for 19¢, and 99¢ vac repair"—are tied into the theme by the axes at the bottom.



Let George Washington help ring up sales dollars. Wards TV, in Richmond, Va., used the Washington's Birthday theme to carry through the two-color ad with the cartoon, the patriotic "Stars and Stripes" decoration, and the subhead stating "biggest price-chopping sales event of the year." Price and specific product specifications are outlined so the reader's anticipated questions are answered before she sets foot on the selling floor.

February and March are the loneliest months of the year for many retailers.

Post-Christmas sales and January clearances bring swarms of bargain-hungry females out into the cold dreary January air for major appliance, consumer electronics, and housewares buys. But nothing short of Madison Avenue creativity in retail ads can drag these women from their warm cozy hearths—and into your store—during February and March.

To help retailers overcome the February-March doldrums, MERCHANDISING WEEK selected nine ads that provided "people-pulling power" last year. Some ads feature the products—washer, dryers, ranges—that move best during this period. Other ads use a promotional peg, like Valentine's Day or Washington's Birthday, to tie a variety of products together.

Here are some points to keep in mind when planning February and March ad campaigns.

Price is important, but remember all shoppers are not price conscious. Your ads should not always start, continue, and close with price . . . price . . . price. With clear crisp copy, make your ads spell out product values and benefits to the woman of the house.

Do not copycat an ad unless it fits *your* store image and talks to *your* customers. Just because an ad is clever or worked for a retailer in Atlanta, Ga., does not guarantee the success of that ad in Seattle, Wash.

Repeat a promotion that worked for you in the past. Remember, one-fifth of America moves each year, and chances are that one-fifth of your market did not see your promotions and ads last year.

Make ads newsworthy by tying them to a promotional peg. The months of February and March hold a wealth of potential themes for ads, along with those ideas shown at left.

February is American Music Month, which means 28 big days to sell your stereo story. Feb. 6 through 12 is National Electric Week, while Feb. 2 is Ground Hog Day, Feb. 12 is Lincoln's Birthday, and the Mardi Gras can be used for other unique ad ideas.

March kicks off National Clean-up and Home Improvement Month. Also, St. Patrick's Day, (Mar. 17), and the first day of spring (Mar. 20) are excellent pegs for ads and promotions.

Coordination is the key to any successful ad campaign. The impact of ads that tell and sell a product, in conjunction with matching in-store displays, is lost unless you cue and coach your salesmen. Remember, when a woman walks into your store she not only wants to see the advertised special, she also wants to be greeted by a salesman who knows what ad and what product she is talking about.

To make each ad dollar count, retailers should listen to what the ad experts—the men on Madison Avenue—are saying.

continued on p.18 ➔

by Margaret Edin

AD TACTICS continued from p.17

"The volume of advertising has increased some 500% in the past twenty years, while the consumer's ability to absorb this advertising has increased only 50%."

These words kick off an articulate assessment of today's ad world by one of Madison Avenue's most qualified spokesmen, Charles F. Adams, vice president of MacManus, John & Adams Inc. Adams in his book, "Common Sense in Advertising" (McGraw-Hill, \$5.95), lays down some excellent guidelines for successful ads.

Use care in making up your ads. Anyone in the big ad game—from

Madison Avenue ad man to major appliance retailer—must pay more attention to what he puts in his ads, because today's consumer is swamped with ads cajoling him to spend his hard-earned cash.

The average man, in reading his newspaper, listening to the radio, watching tv, and opening his mail, is exposed to 560-plus ads each day. Of these 560 ads, Adams quoted statistics indicating that only 76 ads are even noticed; and of these 76 ads, only 12 make any kind of impression.

"Of these 12 ads, only nine make

a positive impression," Adams said. "This means that one out of every four ads the consumer notices each day makes a negative impression."

Or look at the market another way. Adams pointed out that the average man makes \$7,000 a year. However, when this average man looks through a mass magazine, he is exposed to ads for products totaling more than \$12,000. And when the average man spends an evening in front of the tv set, he is confronted with commercials for products with a total cost of about \$15,000.

Here are Adams' suggestions for

creating successful ads—ads that carry a positive impact. The retailer can benefit by keeping these pointers in mind when he prepares his weekly ad campaigns.

Use a fresh imaginative approach to present product facts. Adams said surveys show that the American consumer wants just one thing from ads: information.

Today's consumer is more sophisticated, Adams pointed out, as he emphasized that any attention-getting devices used to attract this consumer must be honest. "Remember, it's better to impress a small audience with your ad, rather than offend a large one," Adams said.

Use clarity and speed to get your advertising message across. For every individual who reads the entire ad, Adams maintained, four people read only the headline. Adams recommended getting your message into the headline, not to the exclusion of some hint of intrigue that will make the consumer want to read the whole advertisement.

"If you are lucky with the printed page ad, you have two or three seconds of your reader's time," Adams pointed out. "Don't try to be too creative or too clever; this sometimes obscures the message."

Appeal to human motivations—Those strong enough to influence product purchases should be the aim of every ad. These basic motivations are divided into four classes by Adams.

—Promise of economy and greater financial ease. Adams pointed out that this does not necessarily imply stinginess, but indicates the consumer's strong desire for a sound purchase and value received equal to the money spent.

—Promise of self-improvement. The consumer wants to know what the product will do to increase his image, prestige, and standing in the community.

—Promise of self-gratification. The consumer wants to know how this product will add to the health and comfort of his family, Adams said, or how it will eliminate or lessen physical effort.

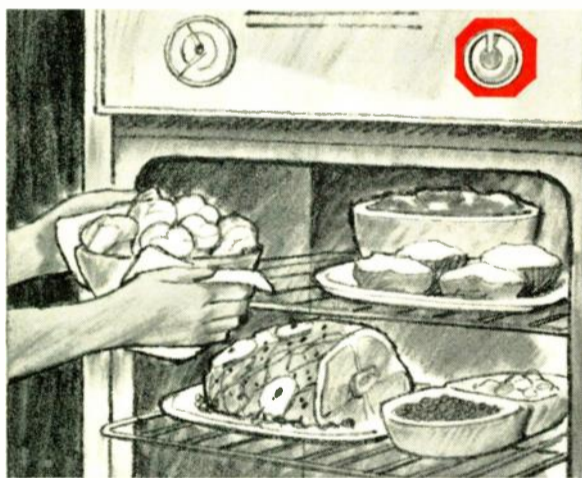
—Promise of increased family happiness. Adams explained that the consumer wants to know how this product will add "a zest for living" or give the family a "spirit of togetherness."

Consider Young America (MW, 9 Aug., p.13). Adams said the rapid growth of Young America will make the marketplace even more complex. Young America does not have established brand preferences; it is fickle, and prone to fads, Adams contended.

To prepare successful ads, Adams suggested, it is necessary to maintain close contact with this changing, more sophisticated market. In a capsule summary of what happens to an ad that is out of step, Adams recalled the words of Oscar Hammerstein: "There is no limit to the number of people who will stay away from a bad show." The same is true for an inadequate promotion or faulty ad, Adams said.



This is the control
... that cooks the meat
... that holds the heat
... that sells the range



Robertshaw's UH Auto-Magic FLAME MASTER cooks and holds food at ideal serving temperatures for minutes . . . or for hours, but won't let it overcook or dry-out.

Whether you'd be selling peanuts, automobiles, houses . . . or ranges, it's the extra services and custom features that sell the job. And it's special features, like Robertshaw's Auto-Magic FLAME MASTER, that sells one range over any other. Robertshaw's Auto-Magic FLAME MASTER control gives the customer an *oven-with-a-mind*—the ultimate in automatic, truly functional cooking. Cooking begins immediately, automatically holds at the end of the cooking cycle . . . for minutes . . . or for hours. Last minute delays are no problem. Meals stay warm, tasty—ready to serve, when the hostess is ready to serve them. ■ Robertshaw's new family series of Universal Controls give your customers all the advantages of automatic cooking. From the *oven-with-a-mind* to the *burner-with-a-brain*, sell the "cooks" as well as the "looks" and you'll sell the range.

Robertshaw



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

SEARCHLIGHT

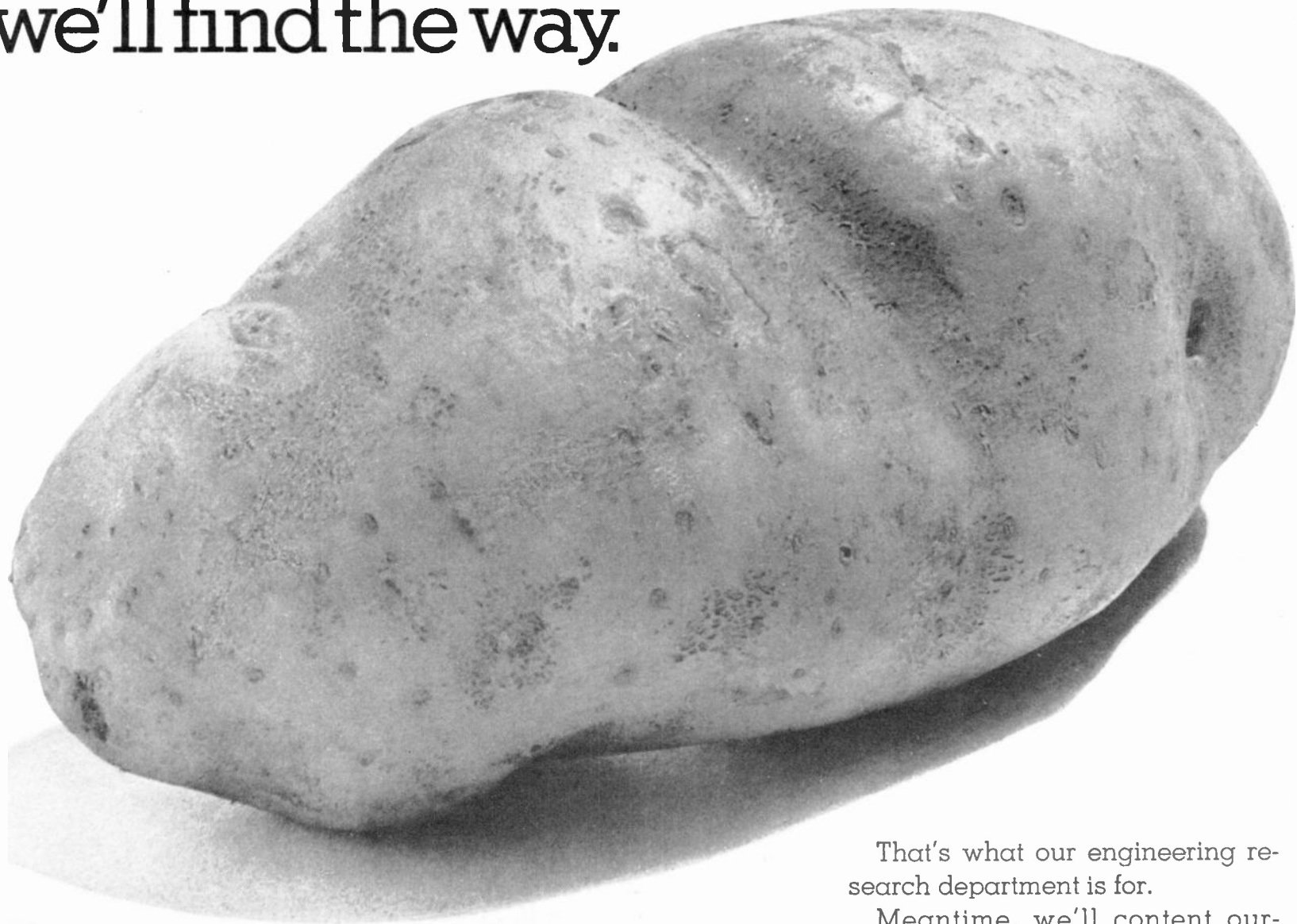
Color DIAL TELEPHONES \$10.95

Factory rebuilt Western Electric in white, beige, ivory, pink, green, or blue. If 1-prong plug is required add \$2.00. Fully guaranteed. Write for free list. All shipments FOB.

SURPLUS SAVING CENTER
Dept MW 1265
Waymart, Pa.



If there's anything
new that can be done with it,
we'll find the way.



That's what our engineering research department is for.

Meantime, we'll content ourselves with making the peelers, paring knives, French fry cutters, mashers, turners, strainers, serving tongs, mixing bowls, frying pans, saucepans, forks, and everything else anybody needs to make something out of a potato.

And we'll keep our research engineers busy busy busy developing *better* peelers, paring knives, French fry cutters, mashers, turners, strainers, serving tongs, mixing bowls, frying pans, saucepans, forks, etc.

But not too busy to develop a new product when the need arises.

Or, for that matter, not too busy to develop the need.

EKCO
HOUSEWARES COMPANY

MONDAY

| DECEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

6

DEC. 1965

Still Time!

Yes, still time to multiply your profits by sending your order to us now.

We've streamlined our processing and delivery to get your shipments to you fast — in plenty of time for the heaviest Christmas selling!



PANASONIC
BY MATSUSHITA ELECTRIC

Executive Office: Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N.Y. 10017

EASTERN SALES/PANASONIC NEW YORK, 636 Eleventh Ave., New York 36, N.Y. (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Avenue, Chicago, Ill. (312) 784-2200
WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii, 847-315

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Our star salesman rarely reports back to the shop

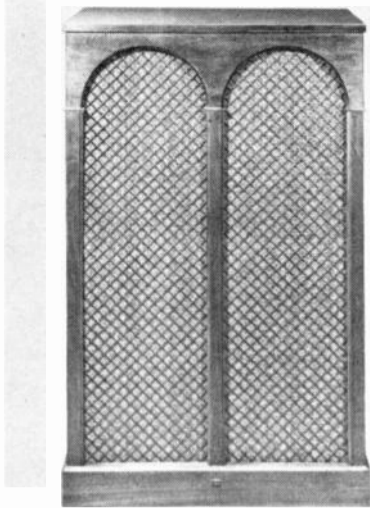
he's too busy
quietly doing a very big sell job!

He thinks he's perfect! With his finger-tip primer, twin-spark ignition, patented pulley gear reduction to flywheel, finger-tip cutting height adjustment, finger-tip handle adjustment, polyurethane air filter and automotive float-type carburetor, he just might be. But who wants a perfect lawn mower? Your customers do! So stock the spring green line . . . the new Quick and Quiet Lawn Boy for '66. You'll be glad you did . . . profitably.

By the makers of Johnson and Evinrude Outboard Motors



OUTBOARD MARINE CORPORATION • GALESBURG, ILLINOIS

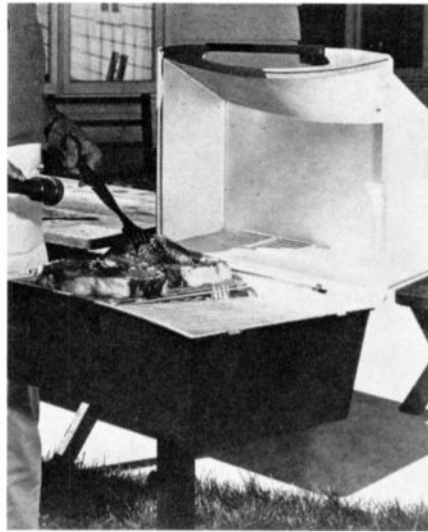


Bozak loudspeaker cabinet

Bozak introduces two new styles to its loudspeaker enclosure line for a total of five models.

Century and Moorish motifs characterize the new units. Moorish design (shown) is available on Bozak's B-300, B-302, and B-4000 loudspeaker cabinets. These mahogany units are finished in hand-rubbed light or dark fruitwood.

Century styling is available on cabinets for Bozak's B-300, B-302A, and B-305 loudspeaker systems. The cabinets are made of walnut with a matte finish or cherry with a fruitwood finish. *The R. T. Bozak Manufacturing Co., Box 1166, Darien, Conn.*



Roper gas-fired patio broiler

First shipments of Roper's new gas-fired patio broiler are scheduled for Feb. 6.

The stationary broiler is expected to retail for about \$89.95. It features a hinged aluminum lid and porcelain gas burner. Also included are a grill and racks. The grid can be tilted to drain grease into an attached container. The broiler is set on a gas pipe extension installed in a concrete footing. The unit will be marketed through distributors. *Geo. D. Roper Corp., 1905 W. Court St., Kankakee, Ill. 60901*

Everybody and his brother is not selling car radios (why aren't you?)

You may not realize it, but selling Motorola car radios is just about as easy as selling home radios and portable stereos. Some dealers probably don't understand this. There's still good profit for dealers who do.

What about service for car radios?

What about installation?

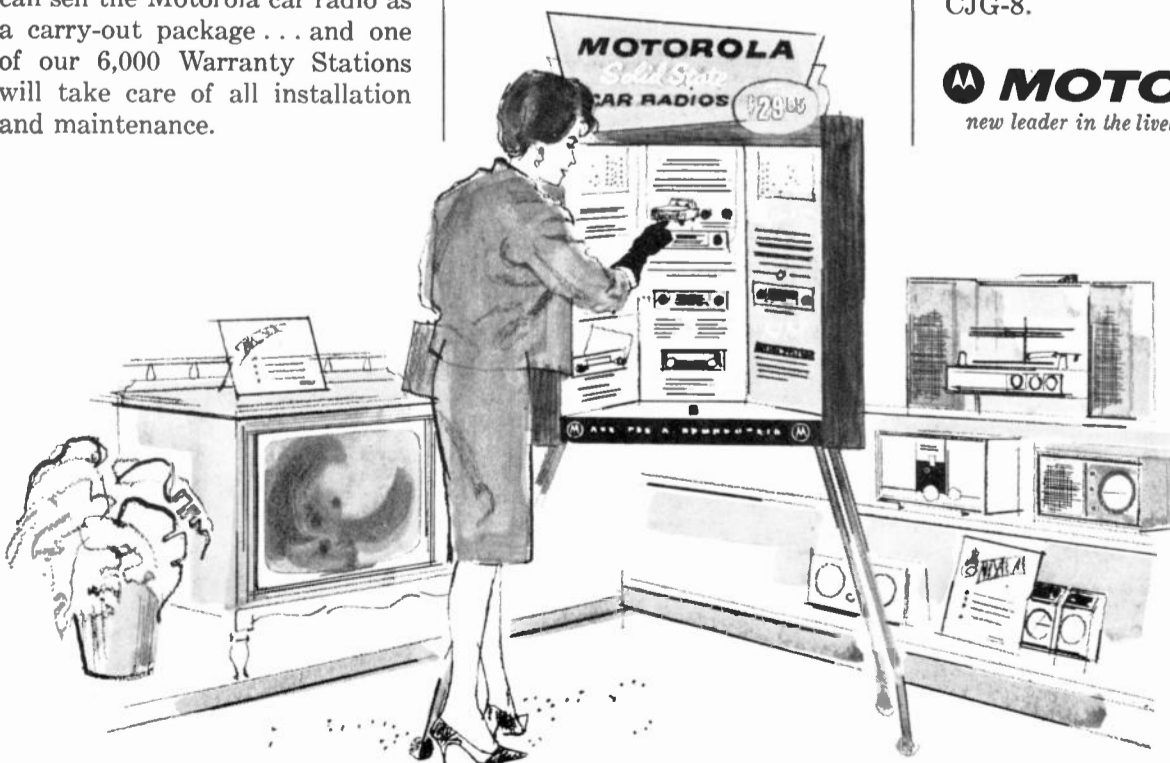
Motorola takes care of them for your customer. That means you can sell the Motorola car radio as a carry-out package... and one of our 6,000 Warranty Stations will take care of all installation and maintenance.

A Motorola car radio department takes very little space in your store, too. Just about 8.3 square feet. And our compact operating display shows and lets you demonstrate eight of our most popular car radio products right on your sales floor. You can sell AM radios, FM radios, FM/AM radios, FM tuners, AM radios with Motorola's Lumalert and Motorola Vibrasonic.

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

Most important of all, Motorola car radios *bring* good markup. Shouldn't you be getting into this business? Why not call your Motorola Distributor and get more of the facts... or write to Motorola Consumer Products, Inc., 9401 West Grand Avenue, Franklin Park, Illinois. Dept. CJG-8.

MOTOROLA
new leader in the lively art of electronics



Empire speaker wall

Empire introduces a new built-in speaker wall.

The Empire Grenadier "wall of sound" is a 12-inch woofer, a tweeter, and a mid-range speaker, all set into the walnut mounting frame. The crossover network is also built in. Each speaker has a fabric grille and is framed with a walnut molding. Price of the wall, built to specification, varies with size. *Empire Scientific Corp., 845 Stewart Ave., Garden City, L. I., N. Y.*

Peerless lp album carrier

Peerless is introducing a long-play album carrier that will store over 100 albums.

The carrier's rod and tubular metal construction is covered with a lacquered brass finish. On its 2-inch plastic casters, the carrier measures 20 inches by 14 inches by 20 inches high. Each of its four sections holds 26 albums. The expected retail price is \$4.95. *Peerless Products Industries, 812 N. Pulaski Rd., Chicago, Ill. 60651*

U-Line beer cooler-dispenser

U-Line announces a new portable, self-contained beer cooler-dispenser.

At a retail price of \$299.50, the new unit carries a one-year warranty on its refrigeration system. The unit can accommodate an eighth-, quarter- or half-barrel of beer and uses forced-draft cooling to maintain serving temperature. Mounted on four casters, it is completely portable and can be used with or without the drain.

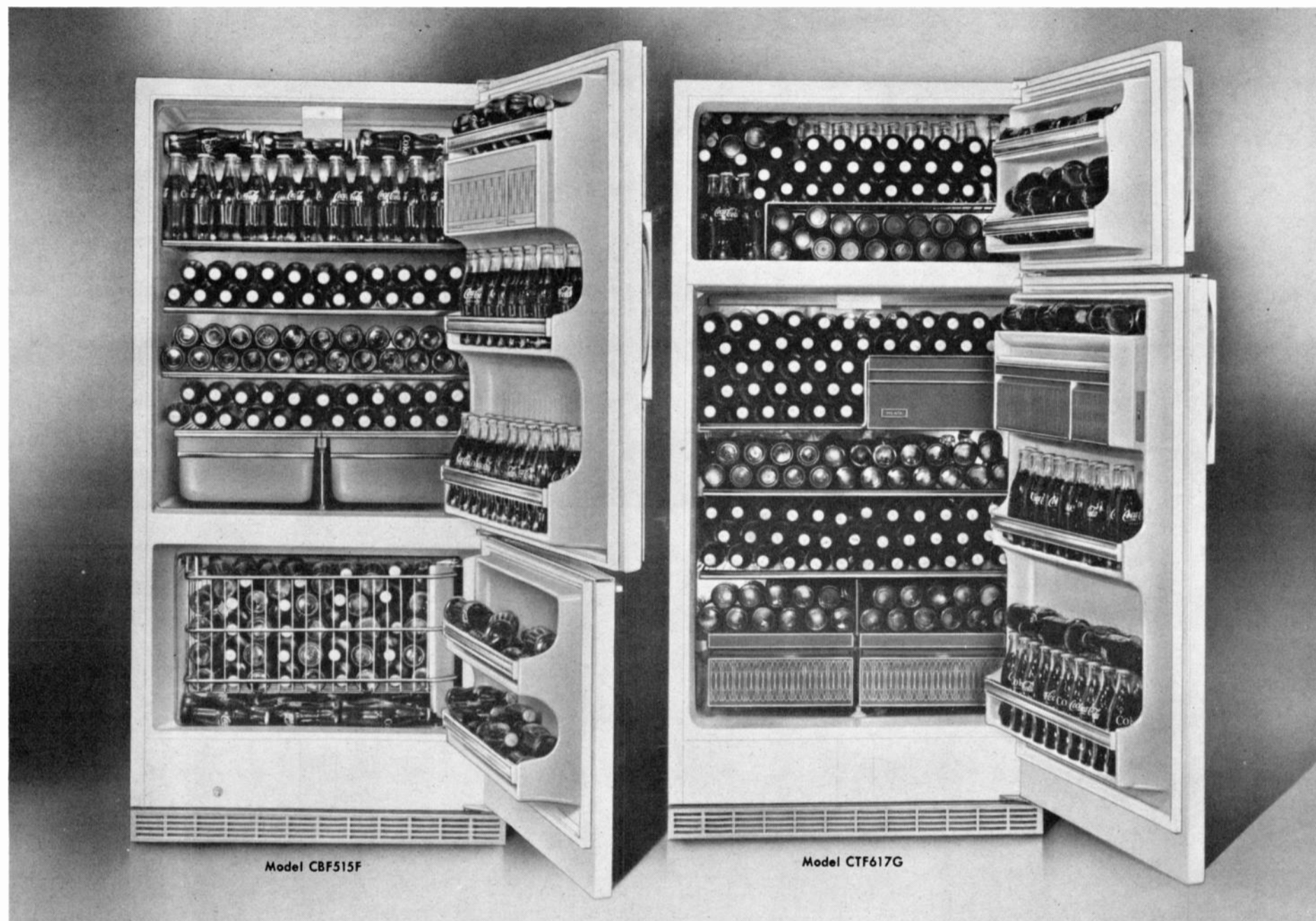
The 53-lb. unit is 20 inches by 20 inches by 29½ inches high. The AC-powered cooler-dispenser features a tap lock and buyer's choice of two tapping equipment brand names. *U-Line Corp., 811 E. Vienna Ave., Milwaukee, Wis. 53212*

338 colas

Last year's 14.8 box

438 colas

This year's 16.6 box
(same outside size)



How'd we do it? Well, we took our 14.8 footer and tucked the freezer coils and the refrigerator "xylophone" in the cabinet walls (where you can't see them and they don't take up space). Next, we added space-saving "Slimwall" insulation. This gave us 16.6 cu. ft. of storage, in a 14.8 cu. ft. cabinet. 65½" high, 32" wide, 28¼" deep. It jumped fresh food capacity from 10.7 cu. ft. to 12.69 cu. ft. Shelf area shot from 25 sq. ft. to 28.3 sq. ft. It's one of our new Royal 600s

for 1966 and is bigger everywhere, except on the outside. Your customers will learn about it in national magazines and on The Tonight Show. And there's more besides size! Look at the deluxe features, too: complete No-Frost...step-shelf with meat pan...adjustable shelf...split-shelf...butter spread control...deluxe ice service...and wheels for easy cleanings. It's quite a refrigerator! Call your Hotpoint representative, today.

Hotpoint

first with the features women want most

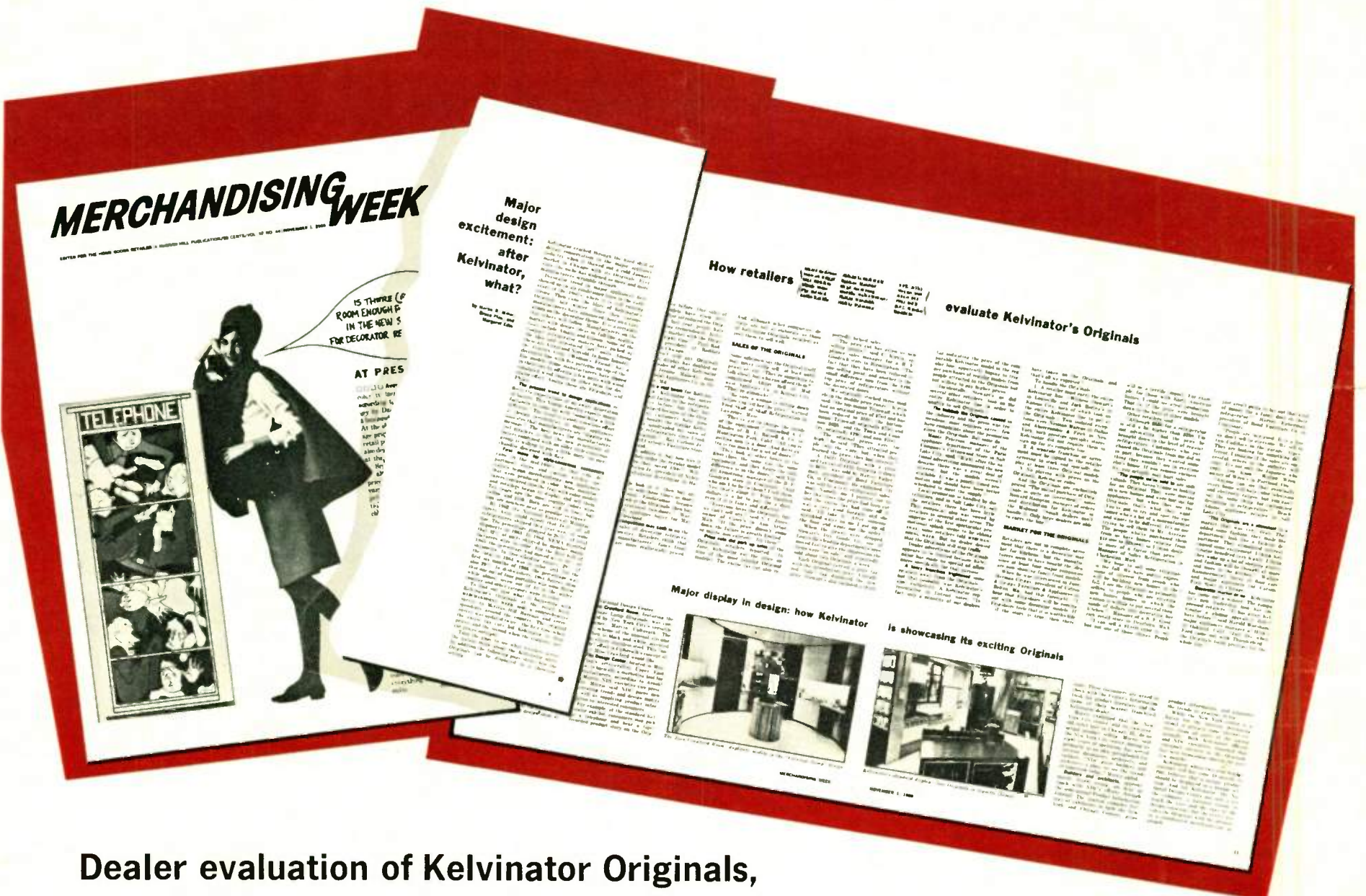


See Hotpoint appliances
sold this week on The Tonight Show,
NBC-TV, starring Johnny Carson

HOTPOINT • A DIVISION OF GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

"Kelvinator has come out a winner!"

That's the consensus of retailers' opinions on the ORIGINALS, as reported by Merchandising Week.



Dealer evaluation of Kelvinator Originals, as reported in the November 1 issue of Merchandising Week, deserves thoughtful reading by every appliance dealer.

We suggest you check your own copy of Merch... or, if you can't find it... call your Kelvinator District Manager. He'll be glad to lend you his, and give you a detailed look at the most exciting appliance sales and promotional success story of the year.

Who knows? Maybe you've been overlooking one of your biggest Profit Opportunities.

Kelvinator

DIVISION OF AMERICAN MOTORS CORPORATION, DETROIT, MICHIGAN 48232
DEDICATED TO EXCELLENCE IN RAMBLER AUTOMOBILES AND KELVINATOR APPLIANCES

Christmas Countdown: This is the second of four retail sales surveys by MERCHANDISING WEEK in cooperation with McGraw-Hill World News.

Retail sales report: profits pile up as public trades up

Housewares buyers may not have loved the slicing knife—in particular, its profit potential—in July, but their tune surely has changed in December. Not only are slicing knives the hot sellers everyone predicted they would be, but they have also proven more profitable than the buyers envisioned in their wildest dreams last July.

In all three major lines—General Electric, Hamilton Beach, and Sunbeam—trade-up models are moving well, often outselling the promotional leaders, and adding to the improved profit picture.

The trend to better goods is evident everywhere, making this not only the biggest Christmas season ever in housewares, but also making it the most profitable season in perhaps eight years. As reported in the first survey (MW, 29 Nov., p.11), sales are running as much as 20% and more ahead of last year.

The biggest volume day came the Friday after Thanksgiving, which is the traditional start of the Christmas season. For many a retailer interviewed by MERCHANDISING WEEK, that Friday produced the biggest volume ever for that day. Sales were reported substantially above last year's pace for the day. Saturday sales were good, too, but slipped off the torrid pace set Friday for some stores. Heavy weekend advertising, however, helped carry the strong sales momentum over into last week.

Customers are buying features. When they buy a slicing knife, they want a deluxe holder or tray, not a cardboard box.

In blenders, trade-up sales are reported the strongest of any product category. Many retailers are shying away from advertising the two-speed leader models, and are going with the middle-priced units at about \$29. In some cases, the best volume is coming at \$44 or \$49 for deluxe multi-speed units.

In hair dryers, salon-type models have pumped new life into the product category, which has helped profits. Schick, Oster, and GE dryers are reported selling well.

Trade-ups can be seen everywhere. In coffee-makers, such features as immersibility and stainless-steel construction are selling better models. In warming trays, the trend is to larger size models. In toasters, the 4-slice models are seeing increased consumer demand; in mixers, \$15-or-so hand models are outselling, or coming close to outselling, the \$6.88 advertised leaders. In irons, consumers are paying not only \$1 extra for white handles, but also \$1 more for Teflon-coating; and frypans, like no other electric housewares, point up the magic of Teflon coatings.

The top 10 housewares

1. Electric knives; GE still leads
2. Basic electrics; hurt by shortages
3. Cookware; Teflons and Corning lead
4. Teflon-coated electrics
5. Toothbrushes are moving up
6. Power tools starting to come alive
7. Hard-top hair dryers
8. Blenders; strong trade-up action
9. Broilers; open-style units take over
10. Bar goods are gaining

A "gift housewares" boom is here. Wooden and copper serving accessories are producing increased volume. Turnover has increased sharply throughout the so-called "gift housewares" product category, long favored by buyers for its 40%-or-better markup. Bath accessories also have gained in the gift market. Glass-fiber tray tables are outselling lower-priced metal sets for many department stores. And bar goods, from ice buckets to novelties, have come into their own.

Macy's New York is the latest department store to set up a special "shop" for battery-operated gimmicks-novelties, which it has tied into the store's Hostess Gift Shop area.

The male gift market is growing. Slicing knives, blenders, ice crushers, shoe polishers, travel toothbrushes, shavers, and power tools are showing good sales results. Some buyers point out that power tool manufacturers may have underestimated that product's sales strength this Christmas.

Personal care electrics have made strong gains within the last several weeks. The automatic toothbrush has moved up, thanks, in part, to increased national advertising by manufacturers. There are even shortages occurring in the portable hair dryer field, and the salon-type units have brightened profits. Pollenex's deep-heat massager remains a good seller for many stores. Shavers are stronger than ever, and riding the trade-up trend. Retail pricing is up.

Shortages and delivery delays are a problem for many buyers, but these are limited to certain lines and certain numbers. Over-all inventories remain on the heavy side for most key retailers interviewed. MERCHANDISING WEEK forecast this situation at the July Housewares Show: "Electric housewares buyers expressed concern that they may not be able to get enough merchandise for the big fall and

Christmas selling season. Some manufacturers, too, concede there could be a problem."

The Teflon-coated boom has caused part of the delivery problem in electrics, putting manufacturers in the same position cookware producers faced last year. In cookware, however, there are signs that Teflon-coated sales may be leveling off—but at a high level. "Incidentally, there is a falling, or at least a leveling off in sales of non-electric Teflon products," a Detroit distributor reported. "This market has been pretty well saturated. The electric Teflon product is still fairly new and should do well this Christmas."

Sunbeam's sales vice-president, B.H. Melton, came to New York City last week to talk to the press about the shortages in the electric housewares field (see p.26). Sunbeam reportedly is hardest hit by demand throughout its line, judging from retail reports. Melton also ruled out any price increase on Sunbeam's new line in January saying any price increase would not come before next April at the earliest.

In dollar volume, floor care electrics are turning in a sales performance that rivals the best of the housewares products. After a sluggish early fall, vacuum cleaner volume has perked up considerably and should ride to new sales records this Christmas, judging from buyer interviews. Activity was reported strong on most major brands, with trade-up selling heavy in this area, too.

Some of the items singled out by buyers for turning in good performances include: Proctor-Silex' glass percolator, in New York City test marketing; Shavex' high-styled sunlamp, giving Braun a run for its money in both styling and sales; David Douglas' "After Hours" battery-operated lighted beverage glasses, in the novelty area; Hamilton Cosco's new line of bar stools; Black & Decker's drill kits; high-intensity lamps, a number of brands; and mug sets, both china and plastic.

There is one disappointment for many housewares-hardware retailers this fall: the lack of sales in snow throwers. Garden goods buyers are waiting, somewhat impatiently, for the first big snowfall in many sections of the country. There has been little or no promotional activity since the early lay-away promotions.

(This survey is based on interviews with retailers in Dallas, Seattle, New York City, Philadelphia, Cleveland, Detroit, Atlanta, Los Angeles, and Chicago through McGraw-Hill World News.)

SAY 'MERRY CHRISTMAS' WITH A GIFT FROM SUPER GIANT . . .

YOUR CHOICE 6.88

YOUR CHOICE 12.88

SHOP OUR TRIM-A-TREE DEPARTMENTS FOR YOUR CARDS!

Super Giant offers a choice

(left) Against the traditional Christmas tree backdrop, Super Giant has tailored strong trade-up appeal in this "your choice" ad for its outlets in the Washington, D.C., area. Seven electric housewares are shown in strong contrast: at the \$6.88 promotion price, and at the \$12.88 trade-up price.

Hecht likes gift housewares

(right) Hecht Co. plays up the "colorful world of gift housewares" on the cover of a newspaper ad supplement in the Washington Post. The ad sets the mood for the home entertaining with a selection of wooden serving accessories and bar goods. Increased volume from gift housewares has been a profit plum for many retailers so far this holiday season.

colorful world of
GIFT HOUSEWARES



MODEL 90 - DUCTED

OLDTIMERS IN THE RANGE HOOD BUSINESS!



MODEL 130 - NO-DUCT

WHAT'S NEW AT RANGEMASTER?

Everything! It's been that way for years. The hood styles shown above were introduced 10 years or nearly 2,000,000 sales ago. Competitors still haven't matched them in style, design and functional features. Do you know of any other hood which contains all of these "new" features?

MODEL 90 - DUCTED

- Exclusive plated antique copper, hammered antique copper and Swedish hammered iron finishes.
- High temperature baked enamels match all major appliance finishes.
- Hand buffed stainless steel finishes.
- Any specified size from 24" to 60".
- Two-faced styling for Island use in any size.
- 12", 12 1/2" and 13" top plates to fit most cabinet depths. Who else does this?
- Finished backs for Pass-Through type installation - a Rangemaster exclusive.

- Choice of two prewired power packages. (Deliver from 180CFM to 325CFM. HVI rated at .10SP)
- Exclusive reinforced mitered corners prevent toeing-in.

MODEL 130 - NO-DUCT

- Has same features as Model 90 (except 12 1/2" and 13" top plates) plus:
- Completely enclosed fluorescent light with instant start switch. (Housewives love it!)
 - Moves more air than other ductless hoods.

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NATIONAL ASSOCIATION OF HOME BUILDERS SHOW

Chicago - Dec. 5-9

AUBREY MANUFACTURING, INC., UNION, ILLINOIS

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HOODS
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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

HOUSEWARES NEWS

□□□□ **The Swiss cheese look in iron soleplates** is now in vogue. Sunbeam started it all in January, when the firm introduced new irons sporting 36 steam vents. Now Dominion has come along with a new model that has a Teflon-coated soleplate (MW, 22 Nov., p.17) that sports 38 vents—two up on Sunbeam.

□□□□ **More holes may be in store for 1966** judging from the consumer success of Sunbeam's 36-hole iron. Buyers credit Sunbeam's use of 36 steam vents for the company's inroads into the iron market—a product area long dominated by Sunbeam's No. 1 competitor, General Electric.

□□□□ **The history of holes in steam irons.** Housewares historians recall the fanfare stirred up by Proctor-Silex in 1957, when it introduced the first 17-vent soleplate; at that time, 17 vents were twice the number in any competitor's model. Now Proctor is left with only half the holes of Sunbeam and Dominion. Proctor probably follows GE in total iron volume.

□□□□ **GE has the fewest number of holes:** nine. A spokesman for GE declined comment on whether the firm plans to increase the number of vents. Dominion, of course, leads with 38 holes, followed by Sunbeam's 36. Other major producers line up on holes this way: Presto, 21; Westinghouse, Son-Chief and Proctor, each 17; Knapp-Monarch, 11; and GE, 9.

□□□□ **Hitachi will export a cordless shaver** to the U.S. in the near future, reports McGraw-Hill World News from Japan. U.S. distribution probably will be handled through Hitachi Sales Corp., of New York City. Designated model BMR-120, the shaver is being sold in Japan at between \$5.56 and \$6.67 in four exterior designs. It features a flat outer blade and three revolving inner blades. Hitachi intends to produce about 40,000 units a month.

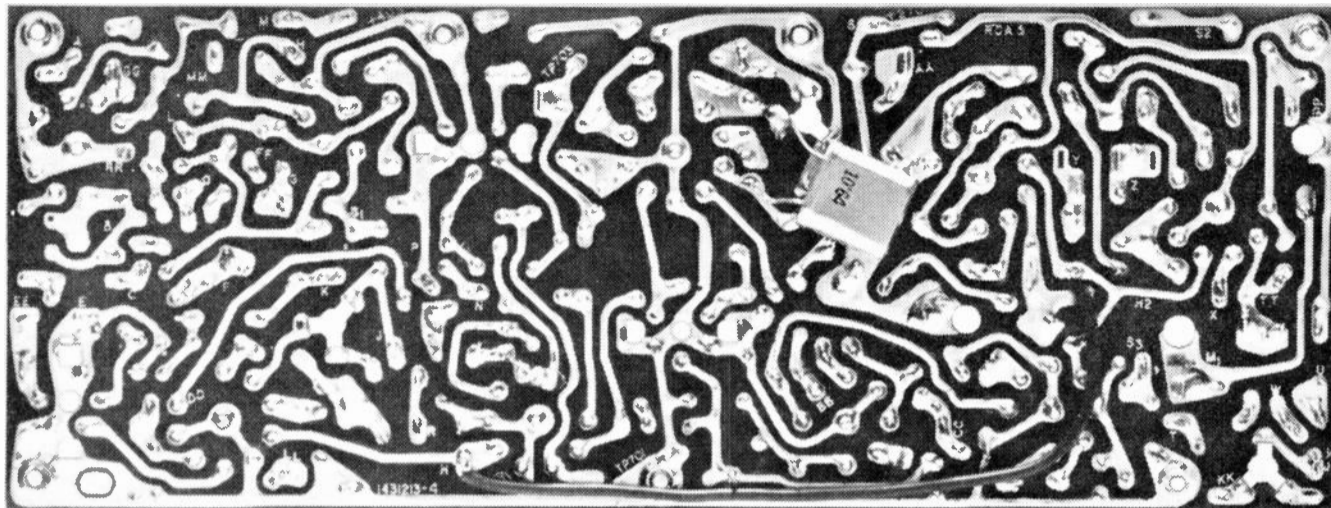
Meanwhile, Hitachi has entered the dry-cell toothbrush market in Japan, following Mitsubishi and Matsushita. Hitachi's unit—with four brushes and two batteries—is priced at \$6.11 in Japan. Hitachi has indicated it will consider exports after about a year on trial marketing in Japan.

□□□□ **"Shortages will be with us for some time,** provided the economy keeps booming," a Sunbeam executive predicted last week. B.H. Melton, Sunbeam vice president for sales, points out that an estimated 3 million new households will be formed within the next 18 months.

Melton came to New York City last week to defend Sunbeam's performance on shipping merchandise. Reports from buyers indicate Sunbeam is probably the hardest hit by shortages of goods this Christmas. "We have delivered more than our projected increase," Melton said. "Our sales are 23% ahead. You can't say we haven't delivered."

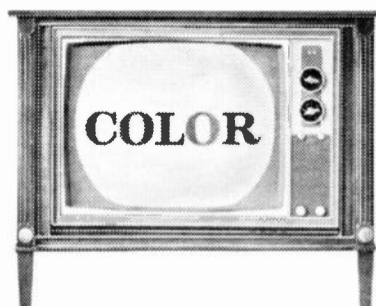
Melton points out that Sunbeam plans new factories, but indicated that the firm has had trouble and delays in obtaining new machinery and new tooling. "We're delighted with the problem," Melton added. "It is much nicer to figure out ways to increase production than to increase storage capacity."

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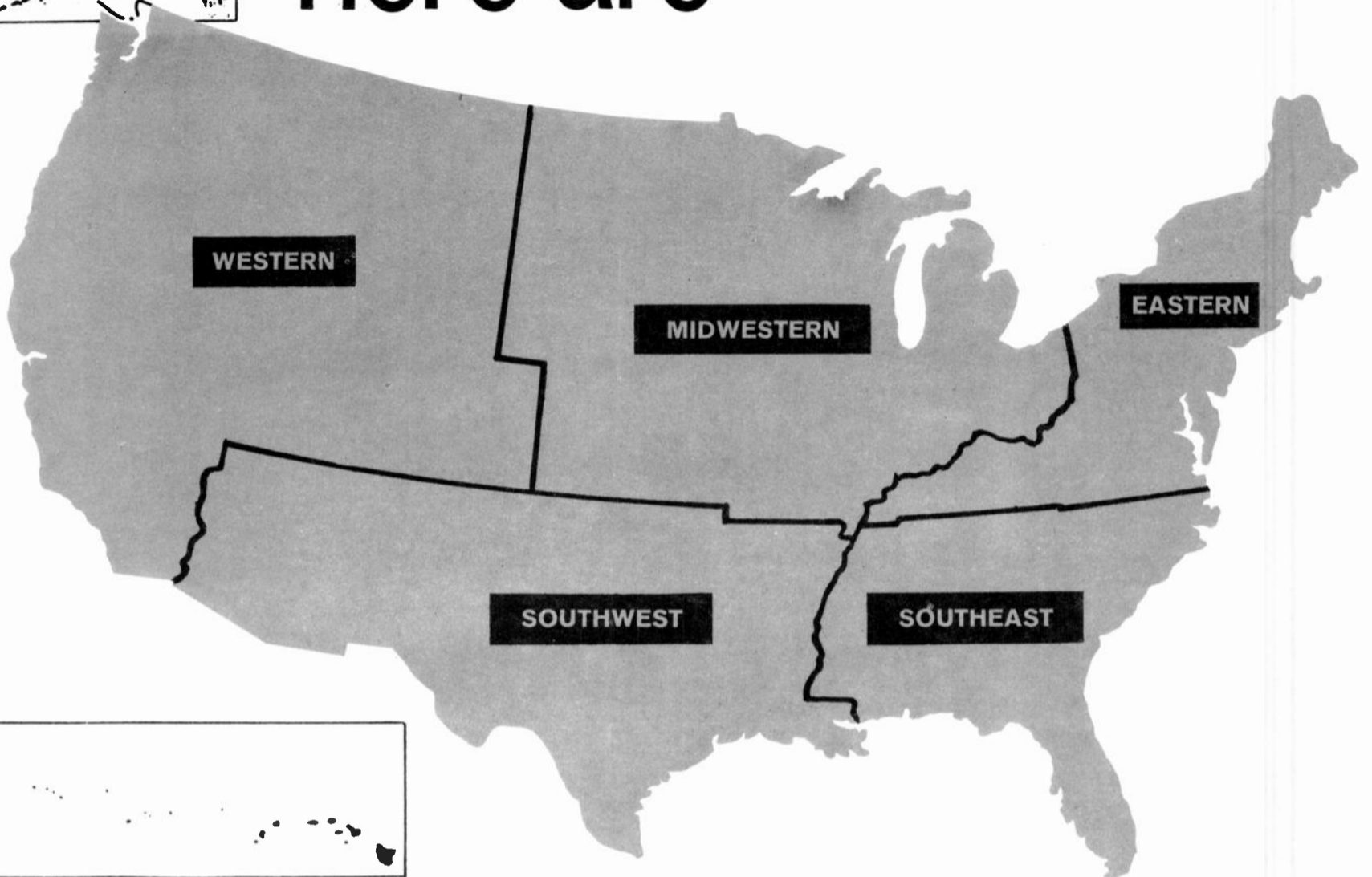
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MERCHANDISING WEEK

HOUSEWARES



Proctor-Silex Teflon-coated iron

Proctor-Silex will begin shipping its first Teflon-coated iron Jan. 1 (MW, 22 Nov., p.17).

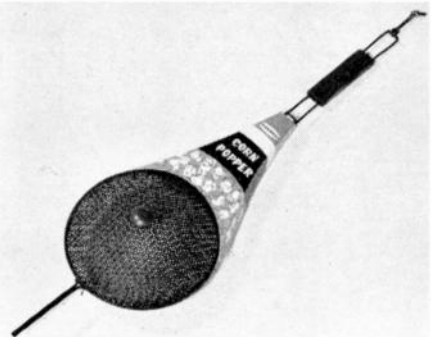
Marketed under the Mary Proctor label, the iron carries the DuPont Seal of Approval. It features 17 steam vents, a fabric temperature listing, and a dial selector. It is available with a black or white handle and chrome-covered metal base. The 1200w iron is made in two models: 10270 (black) and 10340 (white). Suggested retail price: \$16.65. Proctor-Silex Corp., 700 W. Tabor Rd., Philadelphia, Pa.



Walton console humidifier

Walton announces a new console humidifier retailing under \$130.

The Duchess, which reportedly humidifies up to 10 rooms, features a steel cabinet finished in walnut grain. Louvered vapor vents on the unit's top discharge the humidified air a maximum of 16 gallons per day. Controls are a built-in humidistat, water level indicator, and off-on switches. A conversion kit is available to connect the Duchess directly to household water line. Walton says the humidifier runs on the power equivalent used by a 50w light bulb. Walton Laboratories, 1835 Burnet Ave., Union, N. J.



Androck outdoor corn popper

Androck offers a new \$2.98 outdoor corn popper for January delivery.

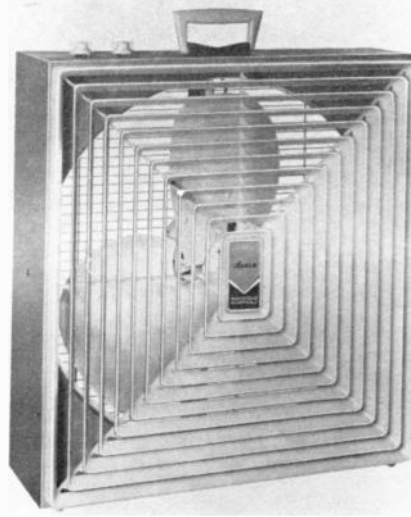
The popper features a metal rod construction with a walnut grip, 8-inch perforated steel popping bowl with 2-quart capacity, and dull black finish. The 31-inch, 5-lb. popper comes in a display sleeve. The Washburn Co., 28 Union St., Worcester, Mass.

Corning pans, bowls, saucepot

Corning announces a mid-February retail date for a pan set, a saucepot, and a bowl set to be fair-traded in applicable states.

Retailing for \$3.95, the pan set is two Corning Ware pans and two plastic covers. The pans are made of Pyroceram glass-ceramic. A color display is featured with each three-set shipment.

The 4-qt. Pyroceram saucepot will retail at \$10.95. Its cover is dome-shaped with a knob handle. The four-piece Pyrex bowl set will retail for \$2.49. The tempered bowls hold 1½ pints, 1½ quarts, and three quarts. Corning Glass Works, Corning, N. Y. 14832



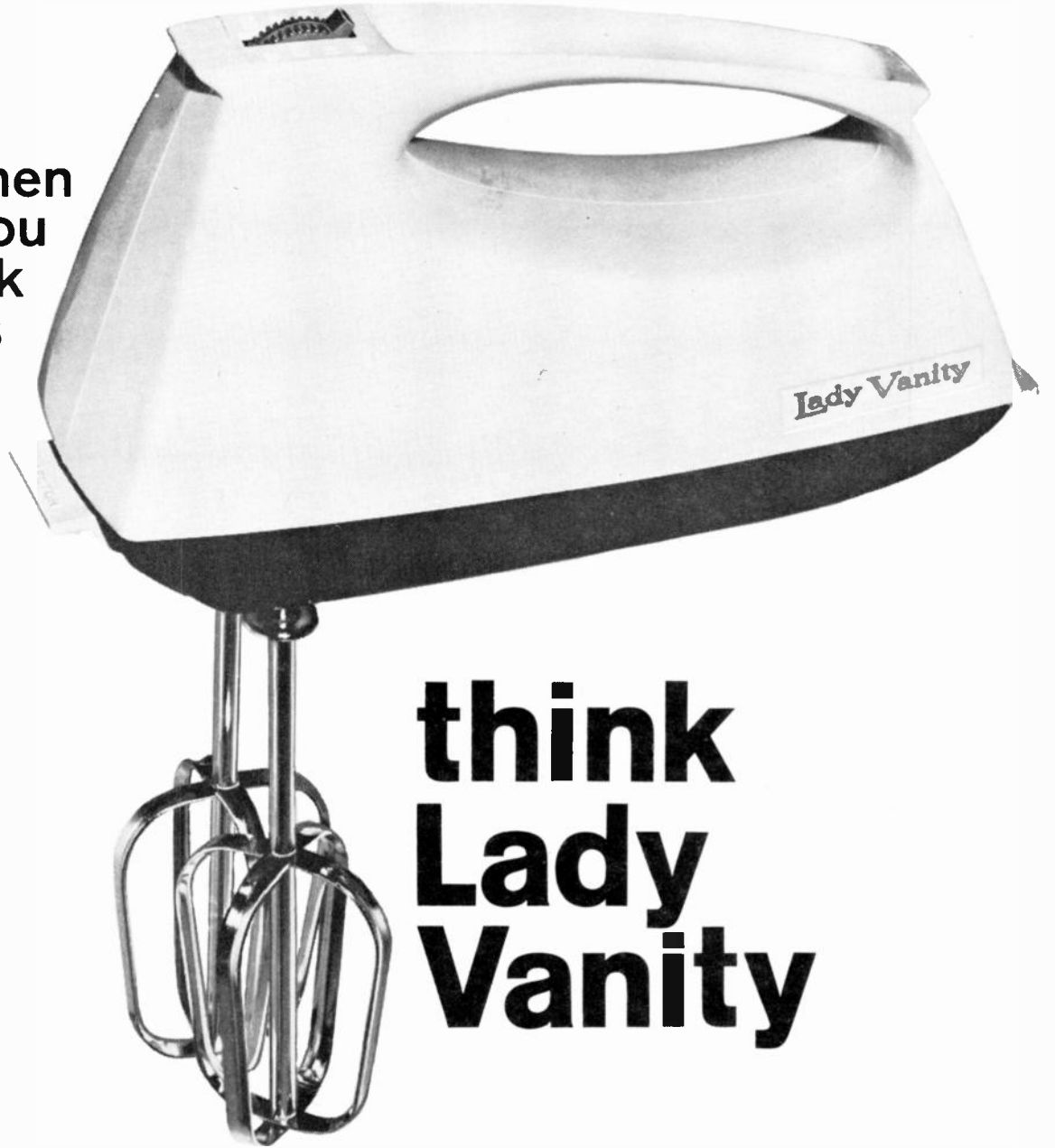
Fasco electric fans

Fasco introduces a new 20-inch electric fan for \$39.95.

Model 2077 (shown) features a slant-vent diffuser grille and built-in venturi fan housing within a square shadowbox. The electrically reversible switch provides three-speed air movement up to 6,000 cfm. Switch and thermostat knobs are located on top of the shadowbox.

Fasco also introduces a two-speed fan, model 2076, with many of the same features. A third model, 2001, offers two-speed operation in a standard shadowbox design. Finish for the three models is white and aquamarine enamel. Fasco Industries Inc., Rochester, N. Y. 14602

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you
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mixers



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Lots of good reasons why the Lady Vanity Portable Mixer stirs up so much profitable traffic. Women just can't resist its compact size, light weight (under 2 lbs.) and powerful operation (thanks to our 3-speed Dyna-Torque motor). And they appreciate the twin, triple chrome-plated beaters,

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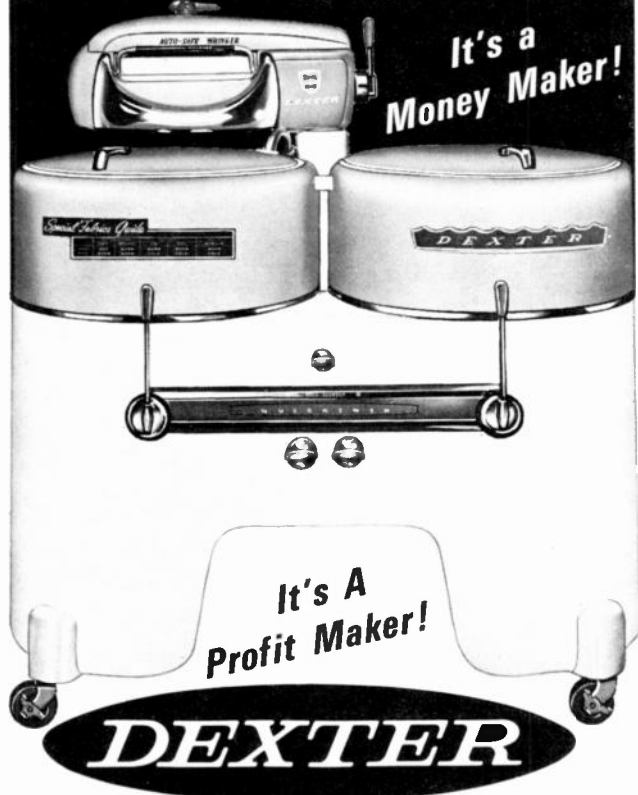
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INDUSTRY TRENDS

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

| | date | 1965 | 1964 | % change |
|-------------------------------------|-----------|------------|-----------|----------|
| FLOOR CARE PRODUCTS | | | | |
| floor polishers | October | 117,602 | 115,275 | + 2.02 |
| | 10 Months | 963,709 | 977,874 | - 1.45 |
| vacuum cleaners | October | 534,387 | 437,879 | + 22.04 |
| | 10 Months | 4,132,011 | 3,724,786 | + 10.93 |
| HOME LAUNDRY | | | | |
| dryers, clothes, elec. | October | 184,083 | 151,783 | + 21.28 |
| | 10 Months | 1,075,947 | 931,770 | + 15.47 |
| dryers, clothes, gas | October | 95,023 | 82,012 | + 15.86 |
| | 10 Months | 547,451 | 500,539 | + 9.37 |
| washers, auto. & semi-auto. | October | 347,757 | 336,189 | + 3.44 |
| | 10 Months | 3,126,463 | 2,980,180 | + 4.91 |
| wringer & spinner | October | 49,415 | 54,792 | - 9.81 |
| | 10 Months | 493,083 | 559,547 | - 11.88 |
| OTHER MAJOR APPLIANCES | | | | |
| air conditioners, room | September | 39,100 | 47,700 | - 18.03 |
| | 9 Months | 2,511,900 | 2,261,700 | + 11.06 |
| dehumidifiers | October | 3,300 | 2,000 | + 65.00 |
| | 10 Months | 197,700 | 198,800 | - .55 |
| dishwashers, portable | October | 64,500 | 43,500 | + 48.28 |
| | 10 Months | 323,700 | 245,200 | + 32.01 |
| dishwashers, under-counter, etc. | October | 66,000 | 65,600 | + .61 |
| | 10 Months | 657,300 | 575,400 | + 14.23 |
| disposers, food waste | October | 123,300 | 124,000 | - .56 |
| | 10 Months | 1,137,200 | 1,087,200 | + 4.60 |
| freezers, chest | October | 43,100 | 33,400 | + 29.04 |
| | 10 Months | 393,300 | 372,700 | + 5.53 |
| freezers, upright | October | 70,600 | 50,200 | + 40.64 |
| | 10 Months | 597,000 | 576,900 | + 3.48 |
| ranges, elec., free-standing | October | 112,000 | 98,600 | + 13.59 |
| | 10 Months | 1,040,000 | 938,100 | + 10.86 |
| ranges, elec., built-in | October | 62,000 | 66,400 | - 6.63 |
| | 10 Months | 642,600 | 673,400 | - 4.57 |
| ranges, gas, total | October | 213,300* | 201,100 | + 6.07 |
| | 10 Months | 1,859,600 | 1,825,800 | + 1.85 |
| refrigerators | October | 430,400 | 368,100 | + 16.92 |
| | 10 Months | 4,067,600 | 3,829,300 | + 6.22 |
| water heaters, elec. (storage) | October | 90,600 | 85,200 | + 6.34 |
| | 10 Months | 916,200 | 839,100 | + 9.19 |
| water heaters, gas (storage) | October | 236,630 | 260,450 | - 9.15 |
| | 10 Months | 2,168,020 | 2,333,540 | - 7.09 |
| CONSUMER ELECTRONICS | | | | |
| phonos, port.—table, distrib. sales | Nov. 19 | 113,623 | 106,826 | + 6.36 |
| | 46 Weeks | 3,171,533 | 2,618,552 | + 21.12 |
| monthly distributor sales | September | 510,781 | 393,326 | + 29.86 |
| | 9 Months | 2,377,678 | 1,827,651 | + 30.09 |
| phonos, console, distrib. sales | Nov. 19 | 53,247 | 54,483 | - 2.27 |
| | 46 Weeks | 1,385,018 | 1,437,538 | - 3.65 |
| monthly distributor sales | September | 179,930 | 214,947 | - 16.29 |
| | 9 Months | 1,068,926 | 1,109,039 | - 3.62 |
| radio (ex auto), distrib. sales | Nov. 19 | 327,958 | 299,220 | + 9.60 |
| | 46 Weeks | 11,249,844 | 8,989,452 | + 25.14 |
| monthly distributor sales | September | 1,485,591 | 1,297,571 | + 14.49 |
| | 9 Months | 8,790,155 | 6,980,845 | + 25.92 |
| b&w television, distrib. sales | Nov. 19 | 193,140 | 225,939 | - 14.52 |
| | 46 Weeks | 7,028,368 | 6,705,306 | + 4.82 |
| monthly distributor sales | September | 935,475 | 839,863 | + 11.38 |
| | 9 Months | 5,628,856 | 5,402,301 | + 4.19 |
| color television, distrib. sales | Nov. 19 | 78,958 | 42,601 | + 85.34 |
| | 46 Weeks | 2,322,618 | 1,095,138 | +112.08 |

*October total includes 151,200 conventional free-standing ranges, 22,300 high-oven models, 24,100 built-ins, and 15,700 set-ins. NEMA, AHLMA, VCMA, GAMA, EIA.

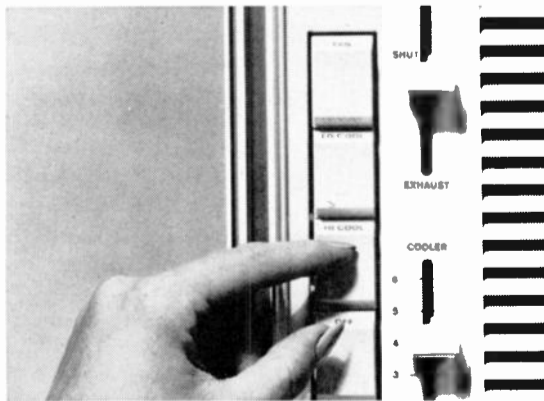


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Demonstrated for what? For outstanding features—such as ease of operation, servicing and installation—that make Carrier the brand to buy—the brand to sell in '66.

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