

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ ◻ ◻ ◻ **Viewpoint on design:** the five judges of the Design in Housewares Award study the panorama of activity in Chicago's McCormick Place. During the Housewares Show, they searched out the best in product design, as the industry got off to its best first-half ever. For a full Show report, see.....p.17

AT PRESSTIME ◻

◻ ◻ ◻ ◻ **Design at the Show:** Design impressions taken away from McCormick Place by judges in the Housewares Award Program ranged from complaints of "instant product" to praise for the some 50 products the judges are expected to honor.

Looking at design—not for design's sake, but for quality, function, and product practicality—was a task of the five-member jury. (MW, 6 Dec. 65, p.12)

Too much instant product was the board's first indictment against the housewares industry. The judges (photo, l. to r.) Tucker P. Madawick, Gene Bordinat, Arthur J. Pulos, Harold Zierhut, and Jon W. Hauser agreed the industry was plagued by its failure to design products for *her* in *her environment*—meaning Mrs. Consumer America.

Madawick backed his instant product charge with examples and said that instant marketing and instant display are used to move these poorly designed products off the selling floor. Hauser seconded the charge and added that Joe Sales Manager's taste is used too often by manufacturers as a styling standard.

After looking closely at all the products exhibited, Pulos complained that the industry suffered more from "over-design" (or just
continued on p.3



A SPECIAL
INVITATION
FROM

GENERAL ELECTRIC
ELECTRONICS SALES OPERATION

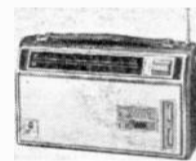
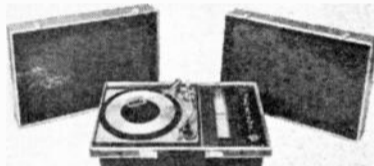
PREVIEW THE GREAT ENTERTAINERS

GENERAL ELECTRIC • RADIOS • PHONOGRAPHS • TAPE RECORDERS • NEW PRODUCTS

Plus Advertising & Merchandising Programming • Dealer Trips • Show Specials • Retail Incentives!



NEW & HOT
See them
at the Shows!



CHECK THIS LIST FOR TIME AND PLACE OF PREVIEW SHOWING NEAREST YOU!

EASTERN ZONE

BOSTON, MASS. Jan. 26-27-28
Charter House Motor Hotel
BUFFALO, N.Y. Feb. 1-2-3
Charter House
NEW YORK, N.Y. Jan. 17-18-19-20
Roosevelt Hotel
NORFOLK, VA. Feb. 1-2-3
Hampton Tunnel Motel
PHILADELPHIA, PA. Jan. 17-18-19
Cherry Hill Inn
PITTSBURGH, PA. Feb. 6-7-8
Hotel Roosevelt
PROVIDENCE, R.I. Jan. 17-18-19
Holiday Inn
RICHMOND, VA. Jan. 25-26-27
ESO Showroom
ROCHESTER, N.Y. Jan. 25-26
Schrafft's Motor Inn
SPRINGFIELD, MASS. Feb. 1-2-3
Vincent's Steak House
WASHINGTON/BALTIMORE
Jan. 18-19-20
Park University Motel

CENTRAL ZONE

AKRON, OHIO Jan. 20
Holiday Inn
BISMARCK, N.D. Jan. 18
Grand Pacific Hotel
CANTON, OHIO Jan. 18
Red Coachman Inn
CHICAGO, ILL. Jan. 26-27-28
Imperial Inn
CINCINNATI, OHIO Jan. 18-19
Lookout House
CLEVELAND, OHIO Jan. 24-25-26
Somerset Inn
COLUMBUS, OHIO Jan. 25-26
Grand View Inn
DAYTON, OHIO Feb. 3
Imperial House
DETROIT, MICH. Jan. 17-18-19
Park Shelton
EVANSVILLE, IND. Feb. 9-10
Holiday Inn
FARGO, N.D. Jan. 17
Oak Manor

FORT WAYNE, IND. Jan. 18-19
Airport Inn
GRAND FORK, N.D. Jan. 20
Stardust Motel
GRAND RAPIDS, MICH. Jan. 25-26
Quality Court
INDIANAPOLIS, IND. Jan. 25-26
Airport Inn
LEXINGTON, KY. Feb. 2-3
Continental Inn
LOUISVILLE, KY. Jan. 25-26
Executive Inn
MILWAUKEE, WISC. Jan. 19-20-21
Hilton Inn
MINOT, N. D. Jan. 19
Ramada Inn

SOUTHERN ZONE

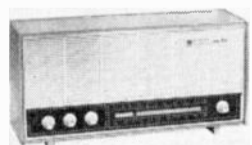
BILOXI, MISS. Jan. 22-23-24-25-26-27-28
Broadwater Beach Hotel
BIRMINGHAM, ALA. Feb. 2-3
Holiday Inn
CORPUS CHRISTI, TEX. Jan. 25-26
Ramada Inn

EL PASO, TEX. Jan. 23-24
The Downtowner
FAYETTEVILLE, N.C. Jan. 25-26
The Americana
GREENSBORO, N.C. Jan. 31-Feb. 1-2
The Oaks
JACKSONVILLE, FLA. Feb. 2-3-4-5-6-7
The Thunderbird
MEMPHIS, TENN. Jan. 26-27
Holiday Inn
MIAMI, FLA. Feb. 13-14
DuPont Plaza
NASHVILLE, TENN. Jan. 30-31
Albert Pick Motel
OKLAHOMA CITY, OKLA. Jan. 16-17
Trade Winds
ORLANDO, FLA. Jan. 23-24
Langford Hotel
RALEIGH, N.C. Jan. 17-18-19-20
Howard Johnson
SAN ANTONIO, TEX. Jan. 18-19
El Tropicana

TAMPA, FLA. Jan. 30-31
Hawaiian Village

WESTERN ZONE

ALBUQUERQUE, N.M. Jan. 18-19
Western Skies Motel
BILLINGS, MONT. Feb. 4
Rimrock Motor Hotel
BOISE, IDAHO Jan. 20
Owyhee Motor Hotel
BUTTE, MONT. Jan. 31
Finlen Hotel
FRESNO, CALIF. Jan. 19
Tropicana Motel
GREAT FALLS, MONT. Feb. 2
Rainbow Hotel
IDAHO FALLS, IDAHO Jan. 18
Stardust Motor Lodge
SACRAMENTO, CALIF. Jan. 17
Sacramento Inn
SAN JOSE, CALIF. Jan. 21
Hyatt House
SEATTLE, WASH. Jan. 18-19
Ben Franklin Hotel
SPOKANE, WASH. Feb. 2
Saharan Motor Hotel



T1225 — \$19.95*



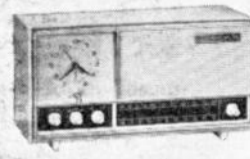
T1110 — \$9.95*



P1840 — \$29.95*



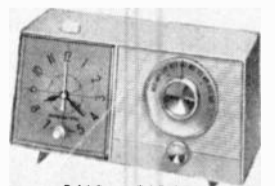
RPX472GR — \$59.95*



C1525 — \$22.95*



P1818 — \$19.95*



C410 — \$12.95*

NEVER BEFORE SO MANY SPECIALS TO START THE NEW SELLING YEAR RIGHT!



*Manufacturer's suggested retail price. Actual price varies with dealer. Slightly higher West and South.

adding gimmicks) than from sloppy styling. As the Show ended, each designer left with his personal list of well designed products. From these diverse nominations, the awards winners will be selected in late April.

□ □ □ □ **Plans for a larger McCormick Place** have revived an old idea: grouping of manufacturers by product category—for example, all electric housewares producers in one area, all bath goods manufacturers in another area. McCormick Place has announced plans to add 200,000 sq. ft. of floor space to its first-floor level, bringing total space to 700,000 sq. ft. Grouping manufacturers by product categories would raise certain problems that would have to be ironed out, such as breaking up the exhibits of manufacturers whose product lines cut across several categories. However, a spot survey by MERCHANDISING WEEK indicated most buyers and some manufacturers feel the concept of grouping should at least be re-explored.

□ □ □ □ **Vietnam concern hung over McCormick Place**, a topic discussed in whispers—never publicly. No one wanted to upset the buying mood at the Housewares Show. However, there is increasing manufacturer concern that the war could bring on shortages of raw materials and pricing and other governmental controls, as it did during the Korean Conflict. One big concern looming in the minds of manufacturers is a possible shortage of electric cordsets.

□ □ □ □ **Reaction to GE dropping minimum co-op pricing program** was minimal at the Housewares Show. GE blamed the decision on the involved and expensive checking system needed to administer the program, which set minimum retail prices below which GE would not reimburse retailers for co-op ads. GE undoubtedly felt the program had outlived its usefulness; and its effectiveness as a price-cutting deterrent always has been debatable. Most other manufacturers are expected to continue their unofficial programs of setting minimum co-op prices on a market-by-market basis. GE's program was the only one in writing that operated on a nationwide basis. In recent months, reports from Washington indicated the Federal Trade Commission was considering testing again the legality of GE's program.

□ □ □ □ **AHLMA will honor outstanding allies** in the communications field at its annual awards luncheon Wednesday. Scheduled speakers: Joseph H. Allen, president of McGraw-Hill's Publications Div., on "Effective Communication in Today's Business;" and Glenn A. Evans, group vp of Whirlpool and AHLMA board chairman, on "The Industry Outlook."

□ □ □ □ **How good was 1965 for home electronics?** The final 52-week figures on distributor-to-dealer sales compiled by the Electronics Industries Assn. show 2,747,827 color tv sets sold in 1965—a 101.11% increase over 1964. B&w television also showed a gain: 8,014,408 sets sold for a gain of 4.29% over 1964. Home radio sales hit 13,277,597, a gain of 23.27% over 1964. Portable and table-model phono sales finished the year 16.71% ahead of 1964, with 3,988,586 units sold. Only console phonographs (1,704,597 sets sold) showed a 1965 loss—down 1.96%.

□ □ □ □ **A color home video tape recorder**, Ampex admits, may be ready for demonstration at the Chicago Music Show in July. Ampex also hints that several major consumer electronics companies may appear at the Show with video tape recorders incorporated into combination home entertainment consoles. Ampex, which had hoped to have its video tape recorder in the New York market early this year, has a new date: March 1.

□ □ □ □ **Gibson has a new side-by-side refrigerator-freezer** that is narrower than its 41-inch-wide model. The new unit, which will be available in April, is 35¾ inches wide, completely Frost Clear, has a 12.9-cu.-ft. refrigerator, a 275-lb. freezer. Another drop-in is a 13-cu.-ft., Frost Clear, top-mount refrigerator-freezer with an icemaker; it can be retailed for \$280-\$300, which puts it in Coldspot country. Gibson showed its new range line at last week's distributor meeting in Miami; there are five electric free-standing models with Teflon-coated oven wall panels (MW, 10 Jan., p.5). Also dropped in was a new 14-lb., two-speed Easy washer to retail for \$180-\$200.

□ □ □ □ **The U. S. Steel range-promotion slogan** for November: "Get Help for the Holidays with a New Automatic Range." The symbol: a chef's cap.

Housewares incentives: one answer to product proliferation

Electric housewares manufacturers are taking major marketing lessons from their big brothers in the appliance industry. Increasingly, electric housewares producers are using rebates, quotas, and other incentives—even variations on the dealer trip—in order to spur distributors and retailers to push *their* lines.

Incentives are not new to the electric housewares industry, of course. But they have grown—both in number and in scope—within the last few years, and several new programs were added at the Housewares Show last week. Some of the programs are extending to the retail level as

alternatives for "baker's dozen" or similar deals.

Incentives are needed more today than ever before in the housewares industry. New firms are entering the business and manufacturers are expanding their lines. Distributors carry hundreds of product lines and they cannot possibly promote all of them effectively. Therefore, manufacturers are trying to work with smaller numbers of distributors, attempting to build programs that will make them more vital to their distributors.

Hamilton Beach is an example. The firm reportedly doubled its sales

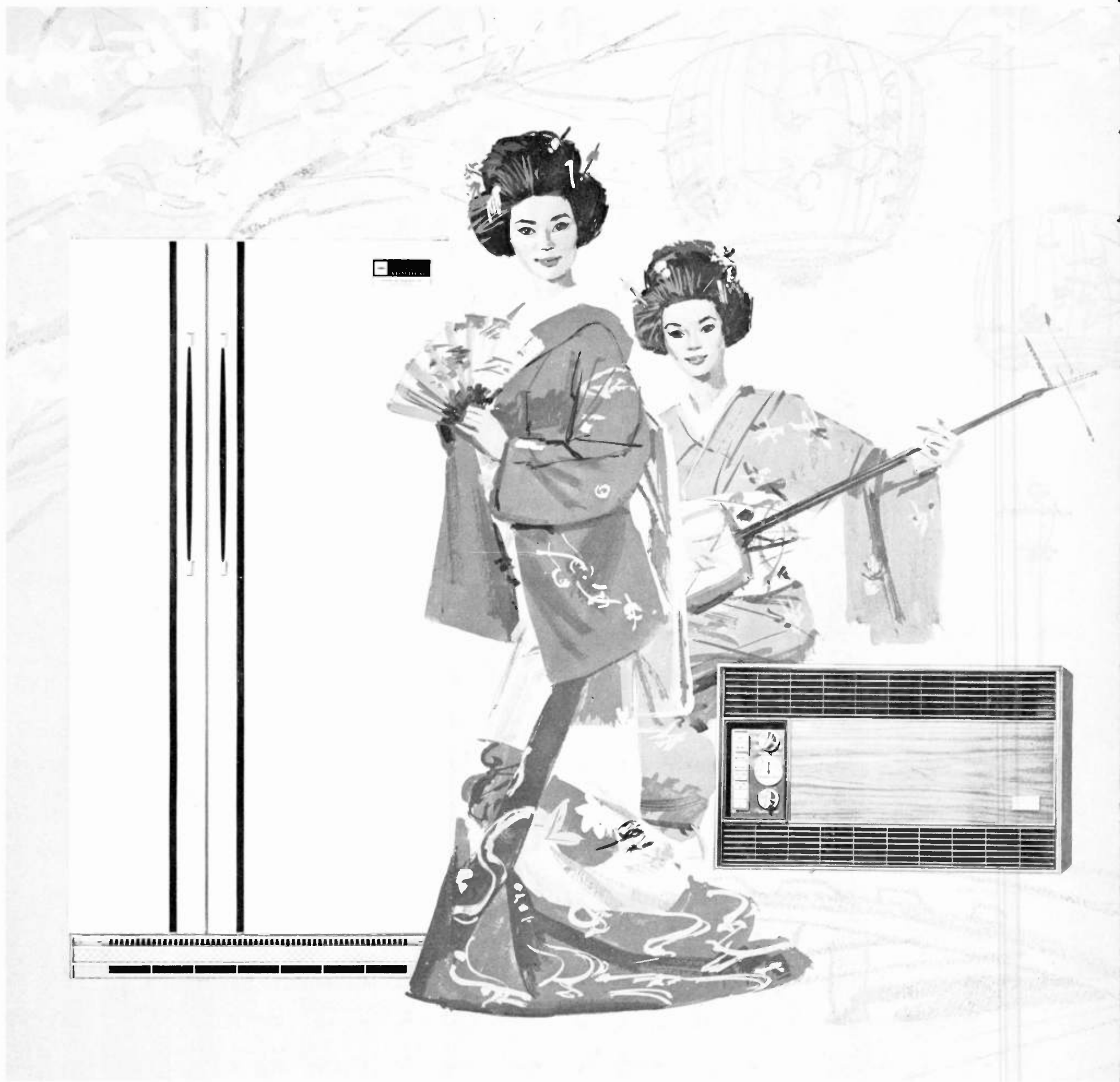
in 1965, the same year the firm cut its product line in half and developed a strong distributor program. Although the firm had its "hole in the handle" slicing knife promotion going for it, at least part of the credit must be given to the job done by Hamilton Beach distributors in pushing that line. The Hamilton Beach jobbers received their awards at the Housewares Show last week: they received plaques (containing the knife, of course) and credit memos based on their individual sales performances during 1965.

Incentives in floor care find Shetland and Sunbeam adding programs,

following the lead set by Regina Corp. with its Maximum Achievement Awards.

Cory is offering air travel mileage in a program for its distributors. It works much like the trading stamp incentive programs some manufacturers offer, but it comes closer to emulating the dealer trip in the major appliance industry.

GE is offering a year-end bonus based on cumulative sales in its Universal direct-sell program. Proctor-Silex offers a similar incentive on its price-protected Starflite and Citation lines. (*For full details on the Show, turn to p.17.*)



Admiral appliance dealers can

Want a fun-filled week in exotic, exciting, exhilarating Tokyo? It can be yours with the purchase of new Admiral Appliances...Duplex Freezer/Refrigerators, Dual-Temp Refrigerator/Freezers, Electric Ranges, Chest and Up-

right Freezers, Air Conditioners.

Call your Admiral Distributor right away for details...find out how easily and profitably you can travel to Tokyo via the Admiral Appliance Line!





enjoy a fabulous Holiday in Tokyo!

Admiral[®]



MARK OF QUALITY THROUGHOUT THE WORLD

□□□□ **Major appliance expansion in 1966:** Amana will hike its production 30% by constructing two new buildings and adding 400 production employees . . . Caloric will double last year's capital outlay and expects to boost production by 20%. The company is adding new production presses and will lease a new 2,300,000-cu.-ft. distribution center, for which ground has already been broken, in Tipton, Pa. . . Roper will complete a new 100,000-sq.-ft. warehouse in Kankakee, Ill., the site of the corporation's headquarters.

□□□□ **The color of RCA's money** will be prominent this year as the company plows more than \$100 million into expanded facilities for color tv tubes and sets. Here is what RCA plans:

—A new \$26-million, 300,000-sq.-ft. plant in Scranton, Pa., for manufacturing color tv tubes. Limited production is expected to start late this year.

—A new \$20-million, 1,154,000-sq.-ft. tv receiver plant in Memphis, Tenn. Pilot production of b&w sets will start in about four months, color later.

—A new \$13.7-million, 625,000-sq.-ft. plant in Wayne township, west of Indianapolis, which will turn out radios, phonos, and tape recorders. The company's present Indianapolis plant for these products will be converted, at a cost of \$11 million, to product consumer electronics components.

—A \$1 million expansion of the company's Monticello, Ind., cabinet plant.

—Further modernization and colorization of the NBC broadcasting facilities.

□□□□ **Delmonico raises its sights:** The importer, long a hot-ticket merchandiser in consumer electronics, has been eyeing a larger share of the refrigerator business (MW, 14 Jun., 65, p.8). Now the company has expanded its refrigerator line to include larger two-door models. The line, made by Ignis in Italy, has a 12-cu.-ft. leader which could be tagged at \$169, a 14-cu.-ft. unit, and a 16-cu.-ft. model. These models also are available in walnut. Other colors will be offered in the future, according to Herbert Kabat, Delmonico's executive vice president. Kabat said he expects to offer frost-free units within six months and also noted that the new top-mounts will be delivered in February.

□□□□ **Norge expects a 10-year sales high.** The company is looking forward to a 35% increase in first-quarter volume compared to the same period in 1965. The increase will be spearheaded by the biggest sales month (January) since November, 1959. "We are selling everything we can make and probably won't reach a free supply situation until late February," said John S. Wolfe, Norge's vp of home appliance sales.

□□□□ **Hong Kong transistor radio shipments** climbed to new heights at new low prices in November. Shipments to the U.S. that month hit 335,046 units bringing 1965's 11-month total to 3,603,988, according to the Hong Kong Department of Commerce and Industry. The average f.o.b. price per unit in November was only \$3.09; the average price for 11 months: \$3.30 per radio. The average price per radio for the 11-month total in 1964 was \$3.91.

Filling color tv's empty shelf: the outlook for more sets now

The shelf is empty as the color tv industry rolls into 1966.

Sold out: Combined factory and distributor inventories of color tv as the bright new year dawned were down to slightly less than 150,000 sets, a figure that represents a tiny drop in a very big, very empty bucket. Motorola's S. R. Herkes summed up the situation simply: "The industry sold out. It's practically impossible for inventory to drop below the 150,000 mark."

The 150,000 color sets would even be hard to find because, as RCA's B. S. Durant explained, "At this time of year, lots of sets are on wheels," heading from one warehouse to another.

Since last September the industry has been hard pressed to keep pace with demand as sales outstripped the rosier predictions. The preliminary totals for 1965 color sales hit 2,747,827 units, according to Electronic Industries Assn.

The repercussions of the astonishing record (1965's sales topped 1964 by more than 100%) will be felt all year. Symptomatic of the industry's tight supply situation is the RCA decision to drop its annual February promotion, the Bargain Bonanza. Traditionally, RCA has used the Bargain Bonanza to introduce promotionally priced sets, including color; but this year, with demand still chasing supply, the company will forego the campaign.

With the shelves bare, set makers are involved in some fancy maneuvering to keep up with demand.

Some are swapping tubes for cabinets. Others are signing contracts for parts 10 months in advance, instead of the usual four to six months.

Despite all these efforts, most executives believe the industry will live from hand to mouth all during the first quarter.

The second-quarter outlook: Not until May, perhaps, will set makers have a chance to replenish stockpiles. By this time, at least three factors will come into play: (1) added capacity set makers planned for 1966 will start to come on stream; (2) sales of high-ticket color will probably slow down as the industry's seasonal pattern once again exerts itself; (3) programming on tv networks will hit the doldrums as the perennial repeats start to go on the air.

Signs of price jockeying will be watched for once inventories build in the second quarter. Some executives frankly expect it.

Extended financing terms may be offered retailers by companies seeking a large share of the market, one executive confidently suggested last week. Or some of the set makers with inventory may offer promotional prices to bolster penetration.

Whatever happens, the retailer who can finance his inventory has gold in his warehouse, as one marketing executive put it, because the sales explosion next fall will dwarf last year's. Industry sales of 4.5 million color sets, a cool 67% increase over 1965, is already forecast by RCA.

Radio prices at Navy Pier continue to creep downward

Hari-kari pricing on imported transistor radios has become so run-of-the-mill that one buyer at the Independent Housewares Show in Chicago last week said he saw nothing spectacular in the prices there. But some prices were hair-raising.

One company was offering a Japanese 6-transistor set for \$2.75 and there were reports of several Hong Kong sixes at \$2 f.o.b. (with "plenty of delivery").

The prices on sixes hung around \$3—and this was at least \$1 below the price last January. Eight-transistor sets came in around \$4 and 10-transistor models could be had for \$4.50 or less. Twelve-transistor sets could be found for \$6 or less. "Yesterday's low-ball is today's staple," commented one importer.

The expected 15-transistor AM radio (MW, 10 Jan., p.5) did show up at this show. Polly-Goz International, for one, had such a set in its Powertone line. (Previous high on one-band AM radios was 14 transistors.)

Prices on AM-FM transistor radios were a little more stable, although there were sets going for \$9.50. One source even referred to "closeouts" from Japan at \$6.50 f.o.b.

The pricing—as compared with last January—reflects both the elimina-

tion of the Japanese check prices last fall (triggered by the tough price competition from Hong Kong, Okinawa, Taiwan, and Korea) and the elimination of the excise tax last July.

Some importers and buyers maintain that even though prices are dropping, more features are going into the sets. "More for less," paraphrased one buyer. In other words, the pricing structure is holding steady, but more features are moving down the line. At the same time, however, the buyers agree that low-end profits are nearly gone.

The profits on radios are still sliding, but one ploy to hold the line was evident at the Independent Show. Appreciably more companies—and more large companies—were showing "novelty" transistor radios: radios in the form of baseballs, world globes, liquor bottles, and the like. There was general agreement that these models are "successful," and it is thought that these items—by using a novelty package—can help push up profits, and hold up sales. Every home now has "a dozen transistor radios," the argument goes, but these novelties could create another important radio market to help support the steady flood of imported radios into the U.S.


Name another 4-slice toaster that toasts light and dark at the same time!



Model D111

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Just see **TOASTMASTER**[®]

 Toastmaster invented automatic toasters . . . and Toastmaster invented the 4-slice toaster, too—a new peak of excellence. With separate controls for each set of slots, it toasts two slices light and two slices dark *at the same time*. Or, it toasts one or two slices without heating up the whole toaster. It's easy to sell customers on Toastmaster superiority. Just turn a handsome Toastmaster toaster upside down and look inside. You'll see workmanship as fine, materials as handsome, a finish as carefully crafted as on the outside case itself. You'll see rigid steel Bus bars instead of wires. You'll see special nickel-chromium heating elements on insulating mica plates. Inside . . . outside . . . Toastmaster toasters are made better to last longer. Fact is—you're not in the toaster business unless you're selling Toastmaster! For more information see your Toastmaster distributor soon.

Sell the line consumers are sold on—**TOASTMASTER**—Booths 1261 to 1269.

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TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE BAKERS • MIXERS
BLENDERS • CAN OPENERS • IRONS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS
SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

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B112

- **The Sovereign**

The most distinctive 2-slice toaster on the market. "Up front" controls on rich gold-color panel. Hinged crumb tray. **Model B112**

- **The Imperial**

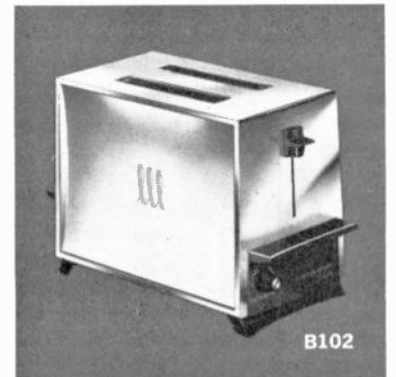
Powermatic feature makes it easier than ever to make perfect toast. Completely automatic—special motor lowers bread. No levers to push. Color control dial. **Model B122**

- **The Princess**

Has precision end-operated controls . . . toast lever, color control dial. Chrome-satin finish. Quality crafted for years of service. **Model B102**

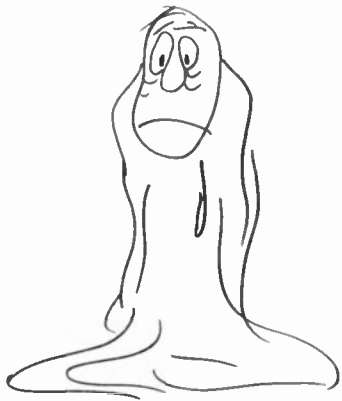


B122



B102

□□□□ Retailers will see a Melting Man (see photo below) as the symbol of the upcoming industry room air conditioner promotion in May. The dripping, drooping fellow, a creation of cartoonist Robert Osborn, will epitomize the 1966 selling theme, "Why Melt This Summer—Buy a Room Air Conditioner Now." Again repeating as sponsor and a leader of the sales push will be U.S. Steel, which will concentrate promotion activities in 15 key markets. Also on tap is an idea for a special traffic-builder program utilizing the melting theme. Although not firm yet, the idea centers around the construction of either an ice castle or, most probably, an ice man. The ice construction will be placed in a "prominent central location" in each market (a bank or utility showroom) with possibly more than one construction in some markets, if retailers prefer to put up their own figures. The public will be invited to guess the melting time of the figures by using coupons from local ads or by registering in stores. The ice construction will probably be large enough to last a week. Prizes will consist of merchandise or cash, again depending upon what local retailers decide.



U.S. Steel's May symbol

□□□□ A second tape player for Chrysler? The automobile company's dealers may be selling an Orrtronics tape player as well as the Lear unit (MW, 3 Jan., p.8). S.J. Henning, Chrysler's merchandising manager of vehicle parts sales, reports they are still discussing the possibilities of using an Orrtronics player that is distributed by Champion Spark Plugs, a Chrysler supplier. The Orrtronics unit would supplement, not supplant, the Lear player, shortly to arrive at Chrysler's MoPar dealers.

Until an agreement is reached with Orrtronics, Chrysler will use Lear exclusively. Ford, first to incorporate a tape player in its 1966 models, is installing Lear units only. General Motors is reported sitting tight, with no immediate plans for players in any of its cars.

□□□□ A "first" from Tappan will be national magazine advertising for its electronic eye-level range, which is now in national distribution. To date, Tappan has sold over 1,200 units, most at the \$995 level, although some retailers have sold units for \$1,050, a reflection of their servicing costs. Full page ads will appear in the March issues of *Life* and *House Beautiful*. Currently, Tappan is conducting an Everybody Wins mailing program in retail stores with an electronic range as grand prize.

□□□□ Westinghouse's new "durable press" dryer features a special setting for no-ironing fabrics. When a wash load is dry, the new model raises the temperature a few degrees to erase wear wrinkles without removing permanent, baked-in creases. The dryer comes in gas (DGF-590) for under \$200 and in electric (DTF-590) for about \$170.

Department stores look to 1970, a time for EDP and better images

Retailers may have had to fight their way through New York City's stalled traffic to attend last week's NRMA convention, but once in the meetings they heard that retailing has an exciting road ahead. The theme of the 55th annual convention was "Creative Retailing with the National Retail Merchants Association," and some 5,000 department, specialty and variety store executives registered.

They listened to talks that ranged from what college students think of retailing to what retailers think of electronic data processing; from what to expect from department stores by 1970 to classification merchandising; from fashion to warehouses.

The shape of things to come

James J. Bliss, NRMA's executive vp, indicated some of the changes that will be made in department stores by 1970. They will grow: "Given the continued economic growth that most forecasts indicate, department store volume should reach or surpass \$35 billion a year in 1970."

The squeeze is on independent medium-sized stores; they are attractive to chains and they are the ones most heavily affected by inheritance tax laws. The small stores that survive will be the ones that develop a strong and distinctive image, and that serve a limited market segment.

"Many smaller stores may find a competitive refuge in featuring national brands," said Bliss, "particularly as large retail organizations concentrate on developing their own brands. The drawback here is that the small store presents costly distribution problems to the brand manufacturers, who are likely to become more reluctant to deal directly with small accounts as their own empires expand. This may force the smaller stores into greater reliance on brokers and jobbers, on voluntary co-operatives, on buying offices, and on franchise operations.

Stores are going to promote their role in distribution, said Bliss. "The larger retail organizations will be more concerned with identifying themselves in the consumer's eye as the creator and provider, rather than merely the distributor, of goods and services." One result of this is that private labels may become very important.

Buying and selling will change, perhaps radically. Merchants will rely more on the computer and the buying office for routine buying, while "store buyers are left free to become interpretive merchants concentrating on developing the store personality," said Bliss.

And, he continued, the cost of electronic data processing (EDP) will drop dramatically: "What costs \$1 to get in EDP capacity today will be available for as little as two or three cents before 1970, according to the equipment manufacturers."

The computers are coming

One indication of the computer's growth in retailing came from John Lennox, of Lennox and Lennox, who

talked about EDP for smaller stores. NRMA announced it was organizing a group EDP program at last year's convention. There are now 21 stores in the program, 30 stores under contract to begin processing in the next few months, and over 78 stores preparing to join the program.

Harwell Proffitt, of Proffitt's Department Store in Alcoa, Tenn., said there was a lot EDP could do for a small store. Proffitt's uses EDP for its payroll, its accounts payable, its purchase journal, its open-to-buy report, its merchandise classification, and its sales analysis. One indication of cost: the sales report is based on the number of transactions, and, Proffitt said, the store's approximately 22,700 transactions per week cost \$100. Proffitt uses the NRMA system.

The pros and cons of using EDP were outlined by Irving Jacobson, president of Archie Jacobson Inc., Menlo Park, N. J. His store wanted EDP because it wanted vital, accurate and detailed sales data quickly, a fresh way to look at sales and merchandising policies, and closer inventory control. On the other side of the ledger, the store was reluctant to go into EDP because of its high cost, because control of the business would be lost to outsiders, because there would be more work for the staff, because it would emphasize record-keeping instead of selling, and because it seemed complicated and time-consuming to set up. Jacobson's is now using EDP and, "we would not be without it."

The image of retailing

What do college students think of retailing? Behrens Ulrich, of Drexel Institute of Technology, had almost 2,000 college students on several campuses answer a questionnaire this fall. They told him they believe beginning wage and salary rates are below average (35%) or average (48%), but that executive earnings are slightly above average (42%) or high (30%).

They felt that people in the field have average security in their jobs (54%), but that there is fairly frequent job switching (37%). The opportunities for advancement are average (42%) or are fairly fast (35%). Executives are motivated by personal earnings (28%) and by profit and customer service (47%). Their professionalism is equal to most other businesses (45%), or less than in competing fields (24%).

How retailing improves its image among college students is a problem for the industry; how a store improves its image among its customers is its problem. Jack Osborn, president of Osborn Charles Assoc. Inc., suggested that it is virtually impossible for a store to create an image "since you can never completely control what people think." A store can see to it that all the bits and pieces of information about the store reinforce each other "or at least are consistent with each other because, in the sensitive area of imagery, contradiction equals confusion."

—Wallis E. Wood


Name another quality-built iron line
with so many new models
that sell competitively!



Model C451

Don't try.

Just see **TOASTMASTER**[®]

 An iron for every need . . . a price for every budget . . . and each a real value. That's how Toastmaster irons help you profit. Toastmaster spray-steam-dry iron above, Model C451, uses our famous principles of controlled heat to assure fast, even heat from tip to heel. No waiting. No hot spots. No "half-baked" heat. Releases spray-mist at any setting. Converts to steam or dry iron at the touch of a button. Stunning white handle captures her eye in your store and is designed to fit either hand. Before you make your next iron commitment, find out about the great iron values available today from Toastmaster.

Sell the line consumers are sold on—**TOASTMASTER**—Booths 1261 to 1269.

TOASTMASTER[®]

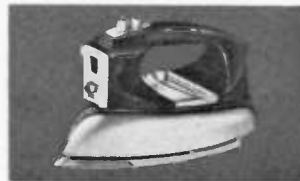
... where one good thing leads to another



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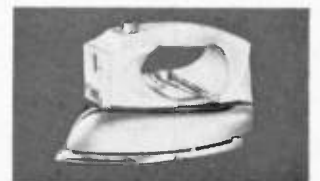
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Model
C456



Spray-steam-dry iron has the same versatile features as Model C451. Brown handle.

Model
B415



Big-demand white handled steam and dry iron with push buttons. Has fabric ironing guide.

Model
B420



Popular brown handled steam and dry iron with push buttons. Has fabric ironing guide.

Model
A401-W



White handle wash 'n wear iron for all new synthetic fabrics. Has 11-position fabric dial.

Model
A401



Black handle wash 'n wear iron for all new synthetic fabrics. Has 11-position fabric dial.

Model
X-401



Heavyweight model of the wash 'n wear iron, for your many customers who want heft. Black handle.

□ □ □ □ **More foreign stainless steel flatware** will be coming into the U.S. at lower prices. The government has substantially lowered the special barriers against knives, forks, and spoons, which were previously under strict import quotas because of damage done to domestic producers.

There are still quotas on what can be imported under regular tariff rates, but quotas have been increased from 69 million pieces a year to 84 million. Also, the special high duty on over-quota imports has been reduced considerably, the biggest cut coming on chrome steel knives and forks.

The special quota on stainless steel flatware is just one of 13 such cases on the books—all established to help a U.S. industry that was under heavy fire from imports. Four other quotas are now under review, with a decision on the touchy one of watches due later in the year.

□ □ □ □ **Government antitrusters are embarrassed** despite an almost clear-cut victory in an anti-monopoly case against Minnesota Mining & Manufacturing Co. A federal judge in Illinois fined 3M \$190,000 after the company pleaded no contest to charges of monopolizing markets for magnetic recording tape, cellophane tape, and other products.

But the judge criticized the Justice Department for not fighting the case harder, and urged that it watch 3M "for some time to come relative to its trade practices." Some congressmen have criticized the Justice Department in the past for a readiness to accept no-contest pleas, but rarely has such criticism come from the bench.

□ □ □ □ **Licensing of cable CATV**, with the same rules as those covering microwave CATV, will be recommended by the Federal Communications Commission staff—as expected. This is the major proposal to be submitted to the FCC by Feb. 7 when it begins consideration of the community antenna tv (CATV) problem.

Currently, FCC licenses microwave CATV but not similar cable operations. If the staff recommendation is accepted, as can be expected, the same rules would cover all CATV systems. Such a move would cause a furor in the industry, and presumably would result in a court test case.

□ □ □ □ **An approach to wage-price controls** is urged by two key members of Congress, on the heels of the latest steel price fracas. Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee has introduced a bill that would require 60 days notice to the government when a major company plans price increases. Representative Henry S. Reuss (D-Wis.) wants to give the congressional Joint Economic Committee, of which he is a member, authority to pass on wage-price guideposts formulated by the Administration. His bill would also authorize the joint committee to hold public hearings on price increases which appear inconsistent with these guideposts.

Neither of the bills is given much of a chance for congressional approval this year, chiefly because the Johnson Administration is leery at this time of any new, formal requirements that might smack of wage-price controls.

"If businessmen do not provide the consumer with the information he needs to bargain effectively, then somebody else will, perhaps even—heaven forbid!—the Government." This was Mrs. Esther Peterson's warning to a sparsely attended meeting at last week's National Retail Merchants Assn. convention. Mrs. Peterson is Special Assistant to the President for Consumer Affairs.

Retailers as purchasing agents for consumers, said Mrs. Peterson, thus are "partners in prosperity" with consumers, partners for whom tensions exist. "Our goal should be to identify areas of tension and devote a good deal of energy to minimizing them," she said.

There will always be conflict between merchants and consumers, she pointed out, because it is the seller's purpose to sell as much as he can at prices which will maximize his profits, while it is the buyer's purpose to satisfy his wants at the lowest price.

"I hasten to add," she continued, "that I am not talking about *caveat emptor*. I believe, with President Johnson, that the era of *caveat emptor* has long since come to an end. A new motto, 'Let there be full disclosure,' should be today's rule of the marketplace. Nor am I saying that retailers can maximize their profits only at the expense of higher costs to the consumer. The U.S. economy has proved this notion false."

What retailers must do, she said, is give consumers the information they need to bargain effectively. Why? Because, "all things being equal, the effect of bargaining between individual buyers and sellers is good. It provides checks and balances which tend to give stability to the system under which both the merchant and his customer operate."

The consumer's bargaining position depends on his knowledge of the market, but he cannot know as much about prices and quality as the retailer. And, unfortunately for consumers, the changes in products, services, and distribution make it

harder than ever before for the consumer to bargain effectively. "The housewife attempting to determine what makes a quality appliance often feels inadequate to the task," she said.

What retailers can do, said Mrs. Peterson, is disclose the standards they use to buy merchandise. "I am sure you must require that the merchandise you purchase from manufacturers and wholesalers meet certain quality and performance standards. My question is this: How about letting your customers know about these standards?" Furthermore, merchants, because they buy in volume, she argued, can demand higher standards from manufacturers—something individual consumers cannot do as effectively.

She suggested that stores could increase their efforts to train and retain a well-mannered and knowledgeable sales force, and that retailers could encourage manufacturers to put informative labels on their merchandise. "England," she noted, "is experimenting with a 'tell-tag' label attached to electrical products. This label has nothing to say about quality, but does give the consumer information about how the appliance performs, how it should be cared for, and how it can be used safely."

Mrs. Peterson also said that retailers can improve the way they handle complaints, can help in the war on poverty, can promote consumer education courses, and can work toward better retailer-government relations. She said there are many areas in which retailers and the government can cooperate and asked, "How can industry self-regulation be improved? How can we cut down consumer fraud? How can we help reduce shoplifting?"

Mrs. Peterson concluded on a hopeful note: "Most retailers enjoy good relationships with their customers—and both are reaping the benefits of a free economic system which has brought to the United States the highest standard of living ever reached by any nation in the history of the world. For this, we all should be grateful."

KEY MOVES

Whirlpool—H. Richard Herrmann and Max L. Wood are appointed general mgrs for Whirlpool Sales Divisions in New Orleans and Charlotte, respectively. Warren Silva is appointed sales mgr and Stan Green is appointed operations mgr for the New Orleans division.

General Electric—W. O. Leftwich is named marketing mgr of the Household Refrigerator Dept., W. C. Hultman is named marketing mgr of the Dishwasher and Disposal Dept., and G. P. Welch is named marketing mgr of the Home Laundry Dept. I. P. Pruitt, formerly mgr of contract sales for the GE Distribution Sales Operation, is appointed district mgr of the Southern California district. Pruitt succeeds W. B. Frogue, who is appointed regional vice president in Dallas.

S. Klein—Jack Schwadron is elected president and a director. He had

formerly been president of E. J. Korvette.

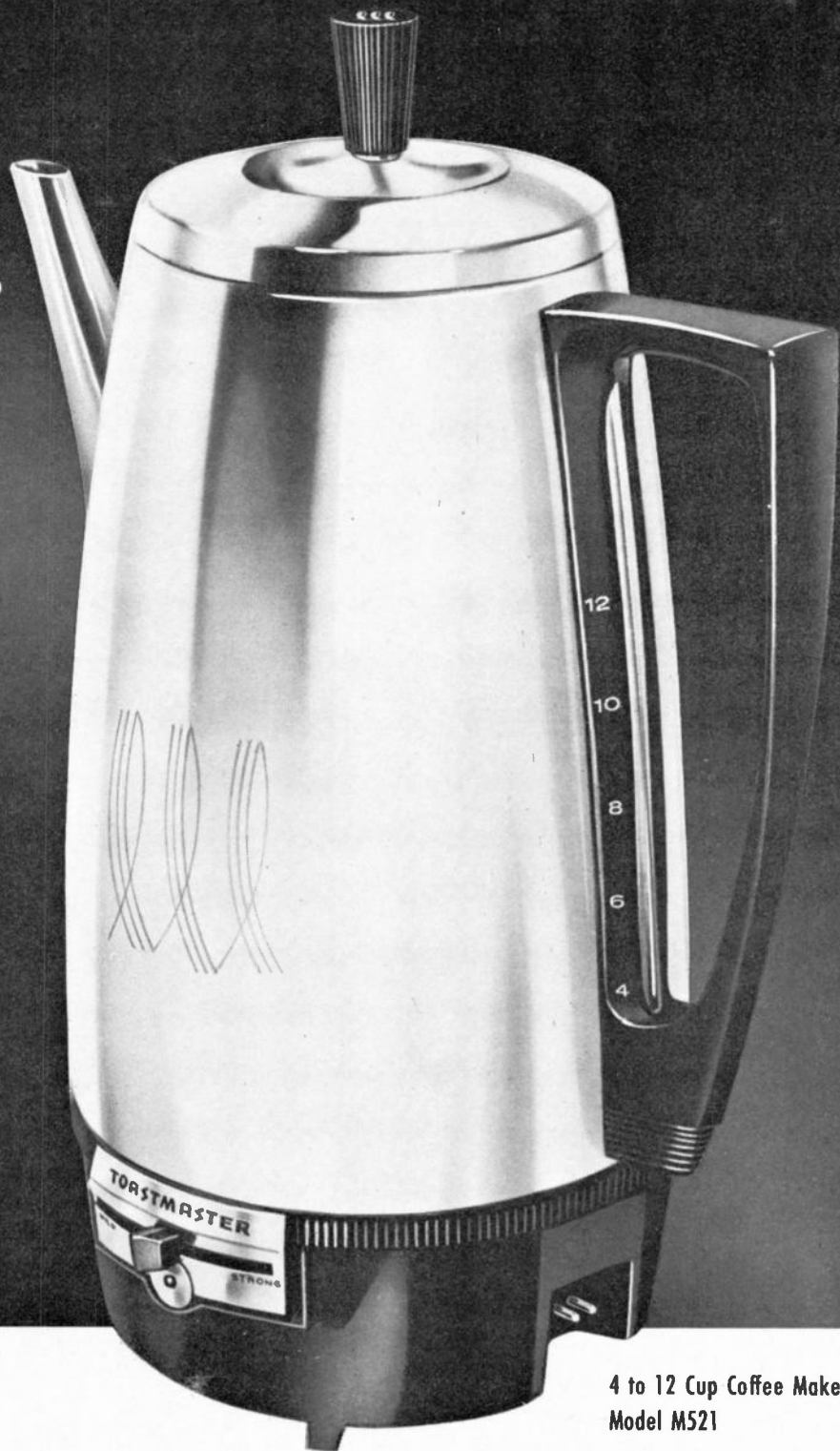
Hamilton—Thomas E. Pipes is appointed central regional mgr for the Appliance Division. He will maintain his headquarters in Strongsville, Ohio.

Zenith—Robert M. Carstens is promoted to the position of sales mgr of the international division of Zenith Sales Corp.

Union Carbide—James M. Rehfield is named general mgr of Battery Products, and Alan C. Egler is appointed marketing director of Battery Products.

Maytag—L. E. Spalding is appointed a regional mgr in the metropolitan New York area. James W. Sargent Jr. heads the newly established Dallas branch, with Fred H. Womack as office mgr.

Name another
3 to 30 cup
line of
stainless
steel
coffee
makers!



4 to 12 Cup Coffee Maker
Model M521

Don't try. Just see **TOASTMASTER**[®]

☞ Coffee Maker sales perk when you feature Toastmaster Stainless Steel Coffee Makers. Just tell your customers that inside the above model, everything coffee touches is stainless steel—basket, tube, pump, even the difficult-to-form pump well. Tell her that stainless steel makes better-tasting coffee every time, because bitter oils, odors, stains can't linger. Point out, too, the "See Level" gauge in the handle that shows level of water or coffee at a glance. Other Toastmaster coffee makers, too, are outstanding values, outside and in . . . to help you profit when you promote the Toastmaster line. Get details from your Toastmaster distributor now.

Sell the line consumers are sold on—**TOASTMASTER**—Booths 1261 to 1269.

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... where one good thing leads to another



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TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



● 8 to 30 Cup Coffee Urn

Fully automatic. Precise thermostat control. Beautiful bail handle assures safe portability. Stainless steel stays bright without polishing. Drip-proof spigot. **Model M551**



● 3 to 9 Cup Coffee Maker

Has sleek, modern stainless steel body. Automatically brews and keeps coffee drinking hot for hours. Has cup markings, automatic signal light. **Model M501**

● 3 to 6 Cup Coffee Maker

Stainless steel . . . fully automatic. Has automatic keep-warm element and signal light. "Spoutless" design prevents dripping. Easy to clean. **Model M502**

APPLIANCE-TV

Comfort-Aire air conditioners

Comfort-Aire introduces three new models in its 1966 line of room air conditioners.

The three units are designed in the Twin Line mode which allows the window to be closed through the unit. The new models are available in 11,000 Btu, 115 volts; 13,000 Btu, 230/208 volts, and 16,000 Btu, 230/208 volts. Features are an air exhaust, pushbutton controls, a full range thermostat, and air direction control. Cabinets are aluminum with the indoor section in walnut vinyl. Also introduced is the new 7500 Btu casement window unit for 115-volt operation. *Heat Controller Inc., Jackson, Mich.*

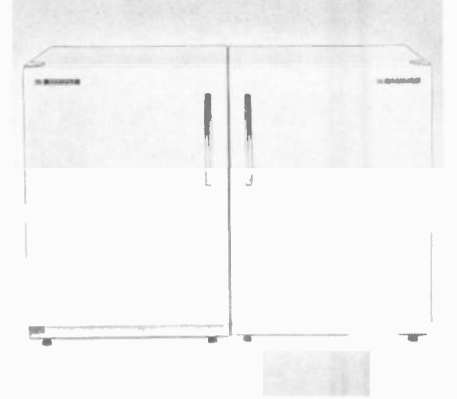


O'Keefe & Merritt gas ranges

O'Keefe & Merritt introduces a new builder's line of slip-in gas ranges equipped with 25-inch ovens and recessed tops.

The new three-model Portrait line (model 32-6246 shown) features lift-off top and oven door, removable chrome racks and oven bottom, oven light, and appliance outlet. Adjustable chrome strips on the top plus front strips contribute to the custom look.

The new line is available in copper-tone, yellow, turquoise, and white. Accessory kits include removable oven liners and a rotisserie kit. *O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Calif. 90023*



Norcold twin refrigerators, freezers

Norcold will deliver new side-by-side refrigerator and freezer compacts in February.

The freezer (F-550) and refrigerator (E-600), both 5-cu. ft., will carry suggested retail tags of \$109.95. The two units have identical dimensions: 33 inches high, 24 inches wide, and 24½ inches deep. They come in left- or right-hand doors that open within their own width. The freezer features a one-piece plastic liner, three removable door baskets, magnetic door gasket, and automatic thermostat. The refrigerator features an 18-lb. freezer capacity, illuminated control dial, automatic defrost, meat tray, vegetable bin, three removable shelves, light, and door with egg rack, dairy bar, and bottle storage shelves. Both units come in bonderized steel cabinets finished in white baked enamel. *Norcold Inc., 16200 S. Maple Ave., Gardena, Calif.*

NOW V8 POWER IN A COMPACT TRUCK, AND ONLY DODGE HAS IT!!

Plus our tough Slant Sixes. They're long on power, too . . . 101 standard, 140 optional. The V8 develops 174 horsepower.



Dodge Builds Tough Trucks

DODGE DIVISION



CHRYSLER
MOTORS CORPORATION



EMPLOYMENT OPPORTUNITIES

Administrator

To assume responsibilities of administrative head of fast-growing Home Entertainment Division of national sales and manufacturing organization. Should have some experience in phonographs, radios, or tape recorders. Write full details including education, experience, and salary requirement to: Box Number P-8353, Merchandising Week, Class. Adv. Div., P.O. Box 12, New York, N.Y. 10036.

U.S. REPRESENTATIVE WANTED

In Europe we are one of the leading producers of electrical installation-material for

- a) Shipbuilding
 - b) Industry—and housing construction
- Who likes to help us in developing U S-market?

Do you have good contacts to—Underwriters Laboratories, Inc., as well as to wholesale dealers—? You shall be the qualified man.

The expert we seek should have sense of responsibility and should be able to represent our interest with self-confidence and singleness of purpose.

Offers awaited by:
HOPPMANN & MULSOW
2000 Hamburg 19
Sillestr. 76/Western Germany

SEARCHLIGHT

WANTED RADIO & TELEVISION CABINET VOLUME

... for a 60,000 foot woodworking plant partially equipped—located in the Evansville area. Box W-8281, Merchandising Week, Class Adv. Div.

Name another smokeless indoor broiler that never needs scouring—even after barbecues!



Model 5253

Don't try.

Just see **TOASTMASTER®**

Let's face it. Broilers are one of the fastest-selling items in the business. As a result, many manufacturers are trying to crash the market. But Mrs. Consumer knows a bit about what she's buying. She'd rather not settle for second best. And neither should you! Toastmaster helped develop today's mounting demand with models like the broiler-rotisserie above. It never needs scouring, because water added to the stainless steel pan floats the drippings. They *can't* burn on or start smoking. Then water and drippings pour out together and pan washes clean without scouring. Includes chrome-plated grill for smokeless broiling of steaks, chops. If you want to make more broiler sales, feature Toastmaster . . . and give the lady what she wants.

Sell the line consumers are sold on—TOASTMASTER—Booths 1261 to 1269

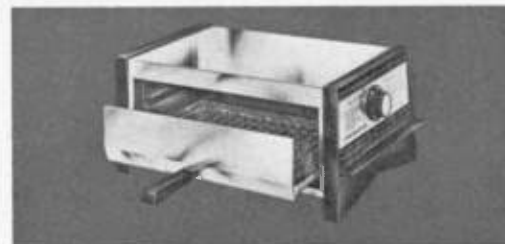
TOASTMASTER®
... where one good thing leads to another



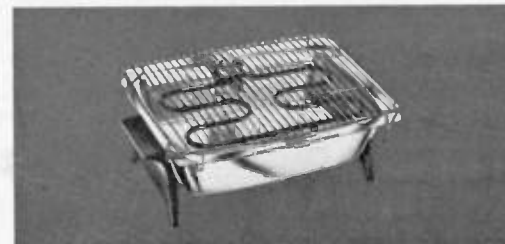
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SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS
TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



• New
"Flip-Over" Broiler Oven
With sheathed heating unit on top, it's a broiler. Flip it over and it becomes an oven, heating from below. Side panel has heat control chart —200° to 475°. Model 5231



• Portable Broiler
Broils, warms, toasts anything from frozen dinners to steaks. Two-position tray with wire rack and removable handle. Broiling guide on side panel. Model 5211



• Steak Broiler
For smokeless broiling of steaks, chops, even burgers. Drippings float on water. Pan never needs scouring. Safe for use on table or counter top. Model 5251

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	November	120,074	108,729	+ 10.43
	11 Months	1,083,783	1,086,603	- .26
vacuum cleaners	November	543,542	409,557	+ 32.71
	11 Months	4,675,553	4,134,343	+ 13.09
HOME LAUNDRY				
dryers, clothes, elec.	November	153,011	135,137	+ 13.23
	11 Months	1,228,958	1,066,907	+ 15.19
dryers, clothes, gas	November	81,459	64,257	+ 26.77
	11 Months	628,910	564,796	+ 11.35
washers, auto. & semi-auto.	November	327,349	286,767	+ 14.15
	11 Months	3,453,812	3,266,947	+ 5.72
wringer & spinner	November	43,085	47,006	- 8.34
	11 Months	536,168	606,553	- 11.60
OTHER MAJOR APPLIANCES				
air conditioners, room	October	112,200	99,200	+ 13.10
	10 Months	2,617,900	2,360,900	+ 10.89
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	November	188,000*	172,500	+ 8.99
	11 Months	2,047,000	1,998,300	+ 2.44
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	Dec. 24	139,545	114,852	+ 21.50
	51 Weeks	3,848,888	3,336,552	+ 15.36
monthly distributor sales	October	452,779	489,062	- 7.42
	10 Months	2,840,257	2,316,713	+ 22.60
phonos, console, distrib. sales	Dec. 24	48,797	40,561	+ 20.31
	51 Weeks	1,649,552	1,706,405	- 3.32
monthly distributor sales	October	175,381	187,742	- 6.58
	10 Months	1,252,881	1,296,781	- 3.39
radio (ex auto), distrib. sales	Dec. 24	286,199	247,743	+ 15.65
	51 Weeks	13,109,191	10,664,140	+ 22.93
monthly distributor sales	October	1,546,218	1,158,890	+ 33.42
	10 Months	10,289,387	8,139,735	+ 26.41
b&w television, distrib. sales	Dec. 24	150,543	147,528	+ 2.04
	51 Weeks	7,900,690	7,578,235	+ 4.26
monthly distributor sales	October	880,822	759,970	+ 15.90
	10 Months	6,492,461	6,162,271	+ 5.36
color television, distrib. sales	Dec. 24	65,291	37,040	+ 76.27
	51 Weeks	2,675,050	1,329,726	+101.17

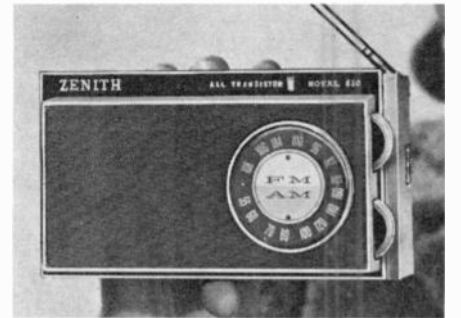
*November total includes 132,500 conventional free-standing ranges, 20,500 high-oven models, 21,200 built-ins, and 13,800 set-ins. Sources: NEMA, AHLMA, GAMA, EIA, VCMA.

APPLIANCE-TV

Zenith announces an AM/FM portable radio

Zenith introduces at \$49.95 a portable radio that it describes as the smallest all solid-state AM/FM portable radio ever built.

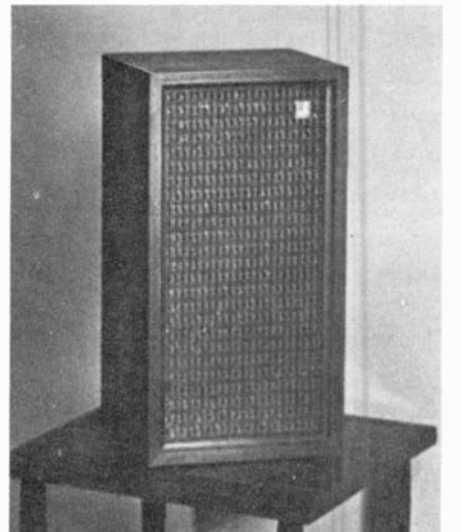
The Symphonette is about the size of a 35mm camera and weighs one lb., 10 ozs. Zenith claims the set has 200% greater FM sensitivity and 175% more FM selectivity than any similar size FM set sold today. *Zenith Sales Corp., 1900 Austin Ave., Chicago, Ill. 60639*



Jensen introduces new "shoebox" speaker

Jensen introduces a new full-range speaker system described as only slightly bigger than a shoebox.

The PR-50A, a "bookshelf" type unit, occupies 1/2 cu. ft. of space. It features an audio range of 40 to 20,000 cps with two high-efficiency loudspeakers and a cross-over network. Its music power is 10 watts, and its maximum input power is 20 watts per channel. Measuring 9 7/8 inches high by 18 1/8 inches wide by 7 3/4 inches deep, the unit is designed primarily for use with hi-fi systems where space is a controlling factor. Finished in oiled walnut, the PR-50A will retail under \$70. *Jensen Manufacturing Division, The Muter Co., 6601 S. Laramie Ave., Chicago, Ill. 60638*



Martel adds a solid-state tape recorder

Martel announces its new improved Uher Royal Stereo 8000E, which can also be used as a tape deck.

The Royal features solid-state circuitry, consisting of 4-track stereo and 4-track monaural recordings and playback; 4 speeds; 4 heads; synchronous sound with sound recording; multiplay sound on sound; echo effects; automatic slide projector control; tape stop; AB monitoring, and a swing-out chassis for inspection and servicing. *Martel Electronics, 2356 S. Cotner, West Los Angeles, Calif.*



Chambers offers a range broiler-griddle

Chambers introduces a new range with a trap-door broiler-griddle.

The Imperial Surface Range is available as a gas, electric or gas-electric combination (electric elements, gas broiler) at a retail price of \$365.90. The broiler-griddle feature is set on the range surface be-

tween the elements. Heating coils are in the broiler-griddle cover. The range is 42 inches by 25 inches deep. It comes with a satin chrome top and a satin chrome, white, yellow, turquoise, pink or coppertone front panel. *Chambers Corp., P.O. Box 177, Cleburne, Tex. 76031*

Nova-Tech shows radio-direction finders

Nova-Tech introduces two new portable radio-radio direction finder combinations.

The two models, Pilot II (shown at right) and Nova-Pal, are aimed primarily at boating and flying enthusiasts.

Pilot II retails at \$129.95, features 12 transistors and 4 bands—the standard AM, marine, U.S. Weather Navigation Service and VHF, and the aviation band. The Nova-Pal, a 9-transistor, 3-band unit, retails at \$99.95 without the aviation band. *Nova-Tech Inc., 630 Meyer La., Redondo Beach, Calif.*



Go Japan, man!

Great seven-day trip! Every Airtemp dealer can win one or more. By doing what comes naturally — business. Get in touch with your Airtemp distributor today. Get the facts. Get wrapped up in a kimono. SAYONARA!

Your customers will cry "AH, SO!" when you tell them about the big, quality-engineered Airtemp line of room air conditioners . . . 29 models with the widest range of cooling power in the industry— 5,000 to 32,500 BTU's. BANZAI!

Airtemp

CLIMATE ENGINEERED BY  **CHRYSLER CORPORATION**



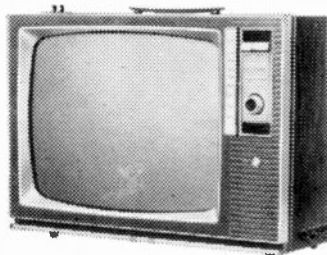
EXTRA CARE makes the quality difference at Zenith



Zenith uses more gold fillings in one week than all the dentists in the country use in a year*

We use more than 2½ million gold fillings a week at Zenith. The contacts on our Super Gold Video Guard TV tuner aren't merely gold plated—they're gold filled. Why? Because gold-filled contacts stay cleaner, last longer, give finer fringe-area

reception and assure greater picture stability. Only Zenith makes a TV tuner with gold-filled contacts—that's how much we care about quality. Extra care like this makes the quality difference in every Zenith Handcrafted TV.



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The 'shop': retail showcase for the housewares industry

MERCHANDISING WEEK's Housewares Showcase issue, which appeared at the opening of the Housewares Show last week in Chicago, carried a "shop" merchandising theme throughout its pages. And last week at McCormick Place, the industry—retailers and manufacturers alike—literally talked "shop."

Today's issue carries through the

"shop" concept—the theme of an industry on the upgrade—in the post-Show coverage of major product categories.

Retailers followed a "shop" course as they shopped the Housewares Show, looking for new items to fit into their current housewares shops and their future housewares shop merchandising plans. Manufacturers tailored packaged pro-

grams around the shop concept, thereby appealing to the growing number of retailers who are seeking to upgrade their housewares images through the shop approach. These include more mass merchandisers as well as department stores.

The housewares shop came into its own at the Show last week—as the retail showcase for the industry's products.

Floor care: mopping up on sales while holding down prices

"There won't be any major moves in floor care prices or models until the summer," said one major manufacturer at the Show. "Then watch for the prices to go up."

A tour of the floor care manufacturers' booths confirmed this comment. Prices generally are frozen at their 1965 levels. And only Shetland/Lewyt with its decorator canister vacs—and perhaps Sunbeam with its Courier canister—had genuine innovations.

More power, more full-bag indicators, and more cord reels were played up by the manufacturers, but primarily they were showing unchanged lines while quoting soaring sales statistics.

Vacuum cleaner sales climbed to 4,132,000 units by the end of October, according to the Vacuum Cleaner Manufacturers Assn., and it is a foregone conclusion that sales for the year easily passed the 5 million mark. Shetland, for one, claims a

gigantic 200% increase in vac sales last year. Eureka-Williams pegged its increase for last year at 14.2%, and every company questioned confirmed that 1965 sales were spectacular.

Holding the line on prices and models was partially attributed to the successful sales recorded last year. "Sticking with a good thing," is the way one manufacturer phrased it. However, such unprecedented sales created a few problems, too: some companies cited serious shipment and inventory problems, and others admitted there had been at least temporary shipment problems. (Eureka says sales of \$129.95 Empress canister vac outstripped original production plans 10-to-one.)

Prices could go up in the summer, warn some manufacturers, because—as they have been saying for at least a year—costs of production and supply are steadily increasing. (Regina put the increase at approximate-

ly 8%.) Copper wire for magnets in vac motors, for example, reportedly is available only at premium prices. Supply of this wire is evidently very tight; deliveries on new orders are now taking six months, says Regina.

Decorator vacs could be a trend. At least two companies—other than Shetland—may have fancy-front vacs in July. When asked if its Fashionables are being well accepted, Shetland pointed at its sales sheets: all the decorator models the company can produce between now and March 1 have been spoken for, and after that date the Fashionables will go on allocation.

The shop concept—now considered the trend in housewares merchandising (MW, 10 Jan., p.17)—has long been an accepted part of the vacuum cleaner business. But movers in the trade are enthusiastic about extending this idea to other floor care products, such as floor polishers, to create a "floor care shop," rather than

simply the "vac section" of the store.

Floor polishers are not fading out of the picture, although as usual sales are not keeping pace with the vacuum cleaner sweep. While no one claimed floor polishers had finally entered big-time competition, several companies were pointing with pride to modestly increased sales last year, compared with 1964.

Biggest news in polishers is reaction to the new UL rating requirement. At least two major companies—Westinghouse and Eureka—have not officially made a decision on their method of complying with the ruling. Production has stopped on their 1965 polisher lines, but no new triple-insulated polishers have appeared. Other companies seem to be split between the 3-prong plug and the motor-insulated method of dealing with the problem. At this Show, prices of the converted polishers were little—or no—higher than on last year's polishers. —Bruce Pfau

New cordless items: scarce, but shops are just around the corner

The shop concept may be just what is needed to make the long-range potential of cordless electric products a retail reality.

With Union Carbide prodding, the housewares industry is sure to see retailers step up their promotions of cordless electric products using more coordinated promotions or Cordless Corners, a la the shop concept.

As "shop talk" buzzed throughout McCormick Place last week, buyers

from leading department stores showed keen interest in adapting the shop concept to cordless electric products. A number of department stores set up cordless centers during the past Christmas season and were pleased with the sales response. Most of the Christmas centers were angled to cordless gimmicks.

Drawing on the gift market is a prime objective of cordless shop proponents. But the sword is double-

edged. Many retailers are not convinced that sufficient sales will be registered throughout the year by cordless shops. They contend that the two major gift-giving seasons—Christmas and May-June—are not long enough to justify establishing cordless shops. Union Carbide also is more interested in a gift promotion than a permanent shop.

Union Carbide is concentrating its sales fire on the 100 largest depart-

ment stores. The company is coordinating its Cordless Corner promotion with manufacturers. Union Carbide hopes for manufacturer cooperation in both advertising and in-store demonstration. A planbook is now being distributed to guide in cordless sales and promotion.

New cordless items were sparse at the Chicago shows. GE officially showed its new battery-operated clothes brush for the first time.

Health and beauty: retailers split on how to show off glamor

If anyone talked "shop" last week in health and beauty products, it was only half-heartedly. Both manufacturers and buyers agreed that this diverse field lends itself to a number of merchandising techniques.

Since no one manufacturer completely blankets the nine-plus product categories, shop concepts varied. Jack Anderson, of Van Wyck, summed up the manufacturer's view this way:

"Hot locations vary from store to store; the key is the buyer. A sharp buyer can move these products from notions, housewares, or drugs."

Here is the product-by-product outlook for 1966:

Toothbrushes: A lot of electric toothbrush business was placed at the Show, and it did not matter to buyers whether units had American Dental Assn. recognition or not.

Sunbeam, GE, Westinghouse, Squibb, and Tek will wrap their new

ad pitches around their ADA badges. Other manufacturers with ADA approval looked forward to a healthy slice of the expected 6 million unit market.

A Schick spokesman snapped: "Since we don't have ADA recognition, we're going to do like the man who just got a divorce—not talk about it."

Another manufacturer pitched buyers this way: "It costs a manufacturer \$30,000 to get the ADA backing, because he has to pay for ADA's test costs. We think \$30,000 can be more profitably spent on co-op and that's what we're going to do."

Electric combs: Two California-based companies, Owen Franks and Meteor, came swinging in with promises of immediate delivery on 1966 versions of grandma's curling iron. Franks lured buyers with prime-time tv exposure; Meteor offered co-op.

Both are priced right, \$5.95 suggested retail, for the big teen market. But a Seattle, Wash., buyer tossed cold water on what could be this year's "hairiest" product when he said: "Without a blonde to demonstrate the comb, it will be just another electric dog-on-the-shelf."

Hair dryers: Less gimmicky attachments and more salon-type dryers were what buyers looked for. A big market shift from bonnet to professional dryers was predicted. Out of a 5½-million-unit sales pie, Schick estimates that 35% will be professional-type, while Roto-broil pegged salon dryer sales at 50%.

Shavers: Men's, ladies', and cordless shavers are expected to make strong gains. Schick hinted of a new ad campaign aimed at placing a second electric shaver in the executive's car or office.

Sun lamps: The aches n' pains and acne market, as one manufacturer

described sun lamp customers, will be hit hard. Both Penetray and Sperti leaked plans to redesign their lines. Hanovia's redesigned line, at this Show, looked good enough to White Front for a heavy and deep buy.

Massagers: Songrand, Van Wyck, and Pollenex of Associated Mills impressed buyers with their vibrating massagers. Many buyers considered the two hand-held Pollenex units "the hottest items at the Show for traffic appliance sections." Others liked Songrand's whirlpool bath, but were worried about store display space.

Other new items that caught buyers' eyes were: Ronson's electric hair brush; Norelco's entry into the rechargeable electric shaver field; electric shoe polishers from Westinghouse and Electric Inc.; a travel manicure set by Dominion Electric; and GE's electric clothes brush.

—Margaret Edin

Kitchen electrics: housewives will be cooking with solid state

Sophisticated controls and the movement of the blender into its saturation curve are giving the electric housewares industry fresh merchandising fodder in a year that promises volume increases in almost every category.

The use of solid-state controls took a moderate—but significant—step forward at the Housewares Show, where Westinghouse incorporated transistorization into two of its blenders; Ronson also used electronics in a new food preparation product; and Rival employed it in a blender.

The very fact that this “break-through” is seen primarily in the blender category indicates the strength of higher priced units there. It also reflects a belief that money is not always the sole concern of the consumer—if the product has proper appeal.

Hamilton Beach reports 60% of its blender volume in the \$49 to \$59 bracket. Waring is back-ordered from five to six weeks on the \$42.88 solid-state blender it introduced in July. And the added attention of other manufacturers is sending this product category on its long-expected sales surge.

Dominion expects to have blenders in its line within a year. GE will probably extend its line, although only through product innovation,

rather than through sheer expansion of the number of models.

With conservative sales estimates of 1½ million units predicted for 1966, the blender stands at about a 12% level of saturation. Merchandised properly, it can become a potent product at retail.

The blender's strongest image—to the consumer—is still as a drink-maker, but fortunately this is changing. Waring, for instance, says that five to six years ago, 50% of its warranty cards read “make drinks;” now they read “general kitchen use.”

Young purchasers—who make up a vast market—prove to be more experimental in their use of blenders; they use them for chopping, grating, and making baby food. And the attention this age group is giving to blenders is one reason for the acceleration of volume, which should definitely motivate the way the product is merchandised at retail.

It is a mistake, observers say, to promote the blender simply as an orange juice or milkshake maker. This does not translate its true performance capabilities into consumer benefits.

It is far better, they maintain, to make a more real association: for example, blenders make potato pancake batter in eight seconds, or blenders make magic out of meatloaf preparation. If in-store demonstrators

can not be had, retailers should animate their displays with cake mix packages and mayonnaise, and thereby suggest the wonderful world of function that blenders provide.

Now that solid-state controls allow slower speeds (4,000 rpm compared to the usual low of 11,000 rpm), the units can be used for coarse chopping and whipping of egg whites—which should be an important part of the merchandise story.

While blenders are wending their way to profitable prominence, other kitchen electrics are continuing their own swings upward:

Electric knives: This product proved to be a highly seasonal seller in 1965, while reaching an approximate 4.7 million mark in industry sales. Industry sources feel volume will continue to rise (to an expected 5.5 million units) in 1966 before the shake-out starts.

Electric knives, these sources feel, may start to “peak out” after this year. When they do, the category may settle into steady sales of 3½ to 4 million units per year.

Toasters: The most apparent trend here is the steady growth of 4-slice toaster sales, which are estimated now at about 25% of the industry's dollar volume. Many 4-slicers are \$24 to \$27, compared to 2-slicers at \$14 to \$15. The formation of large families is said to be responsible for

this continuing increase, with total toaster sales in 1966 expected to go some 75,000 over the 4,125,000 units shipped in 1965.

Frypans: Teflon has given this category a kick, providing the industry with replacement business it otherwise would not have. Predictions are for a 50,000 rise in unit sales in 1966 over the approximately 2.6 million units sold in 1965.

Coffeemakers: This number two best-selling electric (around 6 million units sold in 1965) has reached new heights because of the urn business—and despite instant coffee. While coffeemaker growth has not been as spectacular as some products, it is thought its volume will improve by 100,000 units in 1966.

Can openers: Calmed down to staple status, this product is expected to show a 50,000-unit sales improvement this year over the approximately 3.95 units sold in 1965.

Preliminary predictions for 1966 unit sales of other portables include: griddles, remaining at 250,000; warming trays, gaining by 15,000 to 315,000; kettles, staying at 75,000; grills and waffle-makers, staying at 925,000; rotisseries, remaining at 500,000; portable mixers, jumping by 100,000 to 2.8 million; stand mixers, holding at 850,000; and irons, moving up by 200,000 to 9.7 million. —Mary Merris

Outdoor living: indoor fashion trends move out to the patio

Housewares departments are moving deeper into summer furniture as they seek to enlarge and upgrade their outdoor living promotions this summer. Buyers at the Show were shopping for high-end padded chaises and wrought iron patio sets, as well as for promotional folding chairs.

Redwood is coming on strongest: it's rustic, it's practical; and it can be sold at the low end to fit into a variety store or at the high end in the outdoor living centers so many retailers are preparing for the summertime trade. Redwood could quite conceivably cut into the aluminum folding furniture market.

Styling tends to be Spanish and Mediterranean, echoing the furniture trend to the Spanish look that started indoors. And buyers at the Show were giving the eye to some of the wicker furniture styled with a Japanese look.

Color is big—and brighter than ever: barbecues are styled in *House & Garden*, orange, green, blue, red, and yellow; glassware comes in tints of green and blue, and summer furniture, picnic baskets, and porcelainized-steel cookware all follow the trend.

Pricing is up, and step-up items are getting the most attention.

Thermos introduced a wood-grained, vinyl-on-metal, 12-gal. ice chest for a high \$33.95, and Stanley is offering its Sportsman's set of two 1-qt. steel thermos bottles in a case for \$50.

But it is in barbecues that high-end is having its heyday. Wagons and covered smokers are getting the big push. Novelty items like locomotive-shaped barbecues and Royal's \$133 Royal Coach Stagecoach Grill promise to move some traffic. Wilshire even introduced a barbecue with a Teflon-coated grill in five versions, ranging in price from \$40 to \$70.

Steak and martinis seem to be a winning formula as buyers, nostalgically recalling the heavy Christmas bar shop sales just past, prepare to buy martini shakers, bottle openers, and other bar goods for the outdoor living center.

Coordinated ads are in the cards, for some retailers. “We're going to run an outdoor living ad at the end of May,” said one buyer for a chain of 1,200 hardware stores. “We'll push everything we can in the ad: picnic supplies, lawn furniture, barbecues—anything. You can even sell outdoor lights, bug spray, and flower pots with an ad like that.”

Bath shop: being fashionable is becoming contagious

The highly profitable bath shop is becoming increasingly competitive—but in terms of fashion, rather than price—as mass merchandisers, as well as department stores, are expanding and trading up their product assortments for a bigger share of the sales and profits.

The bath shop ranked first at the Show in number of exhibitors: for the first time, bath goods producers outnumbered electric housewares manufacturers. Electric housewares once was the largest product category; it still boasts of the biggest name brands. But the quick rise in the number of bath shop producers accentuates the phenomenal growth of the bath goods industry—under the “shop concept”—within the last several years.

Just when the bath shop growth will level off is difficult to determine. One buyer predicted another two years of rapid sales expansion; some

expect the boom will peak this year.

In line with the sudden emergence of new manufacturers, retailers expect the surge to carry over in the form of new competition at their level. The consensus is that mass merchandisers and discounters will be expanding and trading up their assortments of bath shop items, trying to cut into some of the department store business.

Consumers may want something new in bath goods design; some buyers feel consumers are looking for merchandise they can use to express their individual tastes in bathroom decor, rather than rely on packaged ensembles. Color coordination, however, remains the strongest trend in bath shop merchandise. Furniture styling is another trend in the making.

Nowhere is the move toward individuality more apparent than among shower curtain manufactur-

ers. A winsome young female buyer, shod in white boots, delightedly squealed, “Oh, yes!” as she fingered the Mondrian curtain of Joseph A. Kaplan & Sons.

Jaffe introduced its Classic Op Art line of curtains, a follow-up of its optical art series last year, and a forerunner of its Roman Romance line, which is scheduled for introduction some time this year.

Detecto, which acquired shower curtain producer Para three months ago, introduced curtains that are coordinated with the colors of its hamper ensemble sets.

The Lady Syroco line of “furniture-styled” bath shop accessories has 21 items, ranging from battery-operated clocks to paper cup dispensers; it comes in four finishes: Country Walnut, Antique Gold, Venetian White, and Granada Iron.

The Mediterranean look is making strong inroads into bath shop mer-

chandise, according to Arnold Redlich, national sales manager at Pearl-Wick. “It has a rugged lived-in look,” he noted. Pearl-Wick products drew favorable comments from several buyers from metropolitan areas.

New products on display at the Show were mostly small offbeat items. Many will surely evoke happy cries of “too much” from camp followers: feather-shrouded hand mirrors from Dorothy Dean; marble-base washcloth holders with gold wire and gold trim, from Handy Andy; gilt-edged toilet paper holders (called teepee hangers by the bath-shop hippies), from several sources; hexagonal toilet lids, from Crown Products.

Selling safety in the bath shop is the aim of some manufacturers and retailers. And safety items are gaining in sales, it is true, but the main appeal in bath shop merchandise continues to be fashion.

—Robert Rowe

Cookware boom: housewives are throwing out their old pots and pans

Color . . . design-conscious consumers . . . and, of course, DuPont's Teflon . . . are giving the cookware industry a new lease on life.

Perhaps for the first time in its history, the pot and pan manufacturers are finding a public that is willing to throw away an old, though still usable, pan and invest in something new.

Teflon, naturally has been a paramount factor in this self-imposed obsolescence, but there are indications that the consumer's desire for the functionally attractive and unique is now being extended to cookware.

The growth of Teflon-coated cookware has been phenomenal. Two examples: Mirro reported Teflon accounted for 37% to 38% of its volume in 1965; at Regal, Teflon took 25% to 30% of the volume. Teflon has been the "foot in the door" for many new retail accounts; and with saturation estimated at only 8%, the outlook promises sales will go nowhere but up.

At the same time, however, Teflon has not made an appreciable dent in other cookware categories, from the standpoint of cutting into their volume. Stainless steel has not evidenced a comparable growth, but all indications show that it is holding its own.

The new price structures show spotty and rather slight increases. At least six firms are raising the retail prices on selected items. On

the other hand, there have been some reductions on Teflon items, usually made possible by economies in production. And first-quarter specials—principally in the form of reductions—are being offered in a wide range and in depth.

A partial listing of price changes by company, with first-quarter specials, include:

Club Aluminum Products Co.—Prices are up 25¢ to \$1, effective Feb. 1, on its Heritage line of promotional Teflon-coated cookware. Specials, good through the first six months, are Holiday frypan models 4116 and 4186, down from \$7.95 to \$5.97; and model 4196, down from \$8.95 to \$7.49. Two Coronet frypans and lids have dropped from \$11.45 and \$9.95 to \$8.95 and \$7.95, respectively; these reductions permit full retail markup, according to the company.

Copco Inc.—The company is introducing a "shop" merchandising display program, offers three different packages of cookware and gourmet housewares for small, medium, and large stores.

Corning Glass Works—Prices are up 14¢ to \$1 on seven Pyrex items, five pieces and seven accessories in Corning Ware, and percolator pumps. An 88¢ first-quarter special covers five Pyrex ware items that previously ranged in price from 98¢ to \$1.10. In Corning Ware, a 10-inch skillet (regularly \$8.95) is now \$5.88 and a Royal Family set (regularly \$24.95)

is now \$19.88. Both reductions still permit a 40% margin, says Corning Glass.

Descoware Corp.—Its 9½-inch porcelain-coated cast iron skillet, usually \$7.45 with wooden handle, is available with cast handle at \$4.99 retail. Descoware Corp.'s 5-qt. round oven is \$9.95.

Ekco Housewares Co.—Through June 30, two Teflon-coated cookware sets are planned for retail at \$18.18 and \$29.20. The former set comes with a free epoxy-coated spoon and turner, the latter with a free 3-cup Teflon-coated egg poacher. On Ekco's open stock Flint stainless line, which usually retails from \$5.75 to \$12.95, the company is offering 24% off through Feb. 28.

Farber Inc.—A 1½-qt. saucepan with stainless lid and aluminum-clad bottom is introduced at a \$4.89 retail price.

Mirro Aluminum Co.—Selected price increases range from 3% to 5%. Specials on Teflon-coated cookware items reflect price reductions of about 30¢ to 95¢, with a majority in the 50¢ area. Effective through May 31, 11 items are affected, including several frypans.

Regal Ware Inc.—Prices are adjusted both up and down on a couple of stainless and Teflon-coated items, but not more than about ½%. Teflon specials include seven combinations in cookware and bakeware on which reductions of 50¢ to \$2 are offered for six weeks.

Revere Copper and Brass Inc.—Prices are increased 20¢ to \$1.25 on copper-bottom stainless, Designer's group, and aluminum.

Schiller & Asmus Inc.—Aware of the "youth" and "bridal boom" markets, the company is aiming for this business with a first-quarter special on gourmet ware. Its 5-piece set, with a \$36 value, will be available to retail at \$24.95. The company's thinking is that the youth market especially is drawn to color in cookware.

U.S. Stamping Co.—Prices are up slightly: "a matter of pennies" on some items, effective Feb. 15. A special on Fiesta and Blue Meissen decorated cookware is effective through Mar. 15 and represents about a 20% reduction. A spring promotion on decorator-tone enamelware features price reductions ranging from \$1.05 to \$2.50.

Vollrath Co.—The company is closing out pots and pans and staying with its "cold water" utensils. Reductions on stainless-steel wares range from 10¢ to 55¢ until the end of March.

Wear-Ever Aluminum Inc.—Specials include four Teflon-coated items reduced from about 50¢ to as much as \$2. Also available: a new promotional 11-piece Teflon-coated set at \$19.95.

West Bend Co.—Slight reductions on Teflon-coated cookware that vary, but are not more than 5% in any one case.

—Mary Merris

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Teflon magic: new coating processes coming quicker than the eye

The rush is on to iron the bugs out of Teflon. With 1965 production of 61.5 million Teflon-coated products behind, the bandwagon is gathering speed; DuPont expects 1966 sales increases of 20% in skillets and 40% in saucepans and bakeware. But DuPont and housewares manufacturers alike recognize the cracks in their pot of gold: Teflon can scratch and it can stain.

While DuPont insists that scratches only affect appearance, not efficiency it seems apparent that any company that can eliminate those scratches will finish high in the non-stick sweepstakes. Most manufacturers are trying.

The odds-on favorite is Boeclad, the surface preparation process developed by Boeing and being licensed through General Plastics. Most housewares manufacturers are eyeing the process, which has been approved by DuPont.

The Boeclad process consists of roughening the metal surface to make it more porous. When Teflon is sprayed onto the prepared surface, enough Teflon sinks into the surface valleys to make it more scratch-resistant.

Revere Copper & Brass Inc., with its Perma-Loc (Boeclad) process is still the only official entrant in the Boeclad race, but other manufacturers are also lining up at the starting gate. Wear-Ever Aluminum Inc. is test-marketing a line of Boeclad-prepared pans for institutional use

and will probably introduce Boeclad across the board this fall.

Mirro Aluminum is readying a product for introduction this year to be prepared either with Boeclad or some similar process. Enterprise Aluminum Co. is experimenting with Boeclad. Regal Ware Inc. is licensed to use Boeclad and may have something to show in July. GE is looking at all the new processes.

The other new processes include: Triclad, a lamination process used on tape; Tuftram, which does not carry the DuPont seal of approval; and a soon-to-be-introduced process from Club Aluminum Products Co. Even at the Show, Club Aluminum was showing something new: a Color-Bond coating process on its set of porcelainized ironwear imported from Waterford of Ireland.

The Color-Bond process consists of applying Teflon to the already baked porcelain surface of the ironwear. But Club's own method will work for aluminum, too. Like Boeclad, the Club process will consist of preparation of the metal surface for Teflon application. But Club will use ceramic frits to prepare a porous surface, rather than the metal substances Boeing apparently is using. DuPont spokesmen indicate they are ready to give Club's process the nod.

DuPont, of course, is working on the non-scratch problem, too. A surface preparation process—probably using glass-like materials to create a more porous surface—should be

out before the end of the year. And DuPont is working to improve Teflon itself.

The patent situation is foggy. Although DuPont claims that it holds enough different patents on Teflon to retain clear title for some time, Allied Chemical has already come out with the competitive Ha-lon. While Ha-lon is still only being used in industrial applications, it may eventually move into housewares.

Other coatings: Descoware Corp.'s Descoflan, developed by Imperial Chemical Industries of Great Britain; and Wayne Mfg. Co.'s Wayneclad, a modified silicon that Wayne claims permits direct contact with the burner on a stove.

One of the big problems is that many buyers do not know the difference between a coating process and the coating itself. "Teflon's on the way out," explained one distributor confidentially, "The new thing to watch is Revere's Perma-Loc." But even a competitor in the field would have to expend enormous funds and efforts to fight the Teflon image.

As one manufacturer said, "DuPont is a name that consumers will recognize 85% sooner than ours, so we'll stick with DuPont." And indications are that the chemical company will double its advertising budget in the fall.

As it is, Teflon-coated items may be in short supply. One buyer, Sol Schechter of Basco Inc., of Cherry Hill, N.J., explained, "Manufacturers

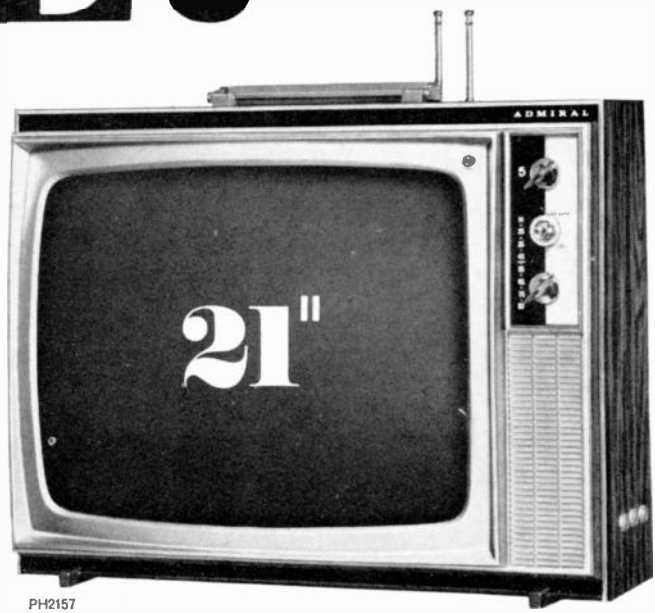
have got to move into Teflon; the potential is fantastic. Club, Regal, Wear Ever, and Revere are already back-ordered."

Prices may go up temporarily if Boeclad is accepted across the board, since it is an expensive process. But at the moment, the trend is toward softer prices, according to both Enterprise and Wear-Ever. Many companies were showing promotional Teflon-coated cookware sets.

The buyers were buying cookware sets at the Show. But they were buying other things, too: Dutch ovens, electric skillets, and irons. A big show-stopper was the Westinghouse steam iron with a polished Teflon soleplate. But Sunbeam was not showing the Teflon-coated iron it introduced in July. "Consumer acceptance was very good in our test marketing, but we don't want to introduce an item we don't think will last with continuous use," said L. W. Prestin, executive vice president for Sunbeam. But Dominion, GE, and the other manufacturers with Teflon-coated irons on the market disagreed. "We wouldn't sell a product we didn't think was good," said a GE spokesman.

Colors were disappointing this time. Despite DuPont's wide range of new Teflon colors, most items shown were the standard biscuit, although some manufacturers, like Mirro and Wear-Ever, were showing such colors as ginger and green. Colors could be a future trend. —Amei Wallace

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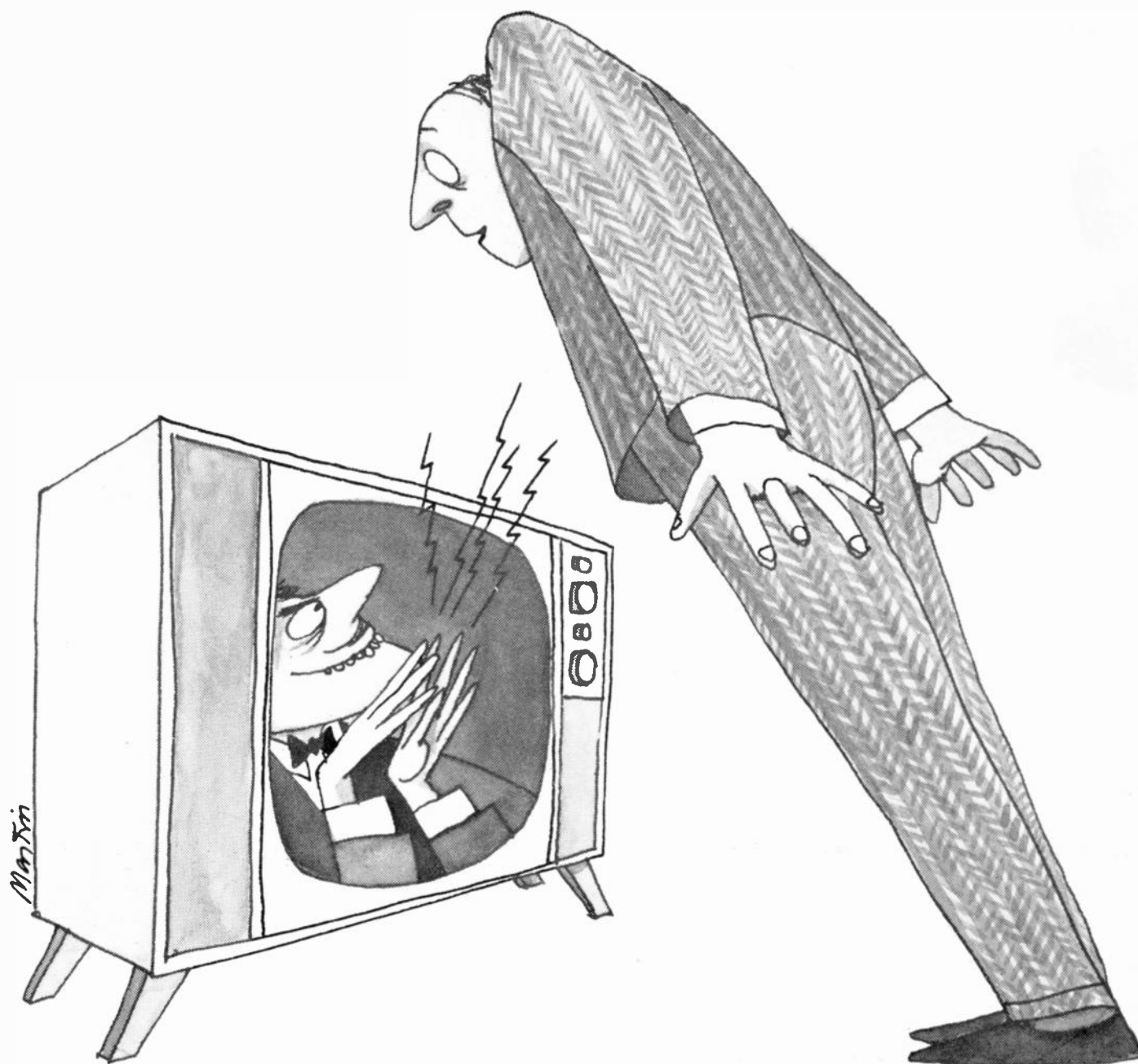
There's a big profit possibility for the retailer who isn't color blind—and Philco is aiming to help you make the most of it. Last year was a great one for black-and-white consoles, and this year looks even better... with sales of 1,750,000 black-and-white consoles anticipated.

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He does it for fun; you can do it for profit.

[Demonstrate Blackstone's exclusive Gyro-Balance]



Selling is child's play, when you have a demonstration feature as dramatic as Gyro-Balance . . . the first real product exclusive in automatic washers to come along in years.

Go ahead: put a heavy phone book into the tub . . . start the spin and prove to your prospect that Gyro-Balance positively stops washday thump, "walk", vibration and premature shut-off. That's a convincer that she'll pay to get.

And she can only get it from you, because Blackstone protects your profits with a territory plan your Blackstone representative will work out with you. Along with a pinpoint promotion plan that'll make you Blackstone headquarters in your neighborhood.

And speaking of child's play, kids can be your best Blackstone salesmen. We've got a 98¢ gyroscope top you can sell Mom for just 19¢, when she comes in to see your "live" Blackstone demonstration. Want to see this little traffic-builder? Just drop us a line on your letterhead.

Why toy around with other lines when you could be selling profit-protected Blackstones with stainless steel tubs? Write, wire or phone and start keeping those profits you've earned.

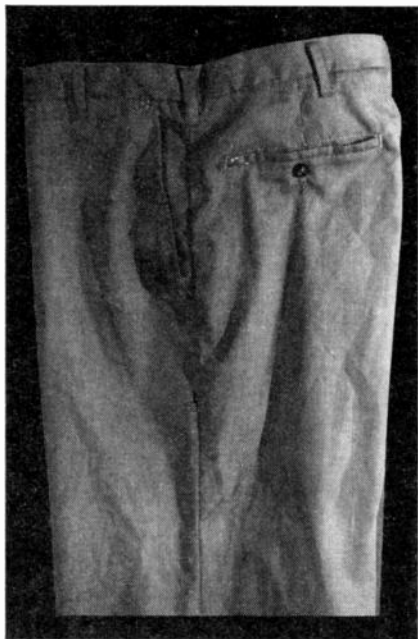


BLACKSTONE CORPORATION

1111 Allen Street • Jamestown, New York

A sales closer only RCA WHIRLPOOL dealers can use:

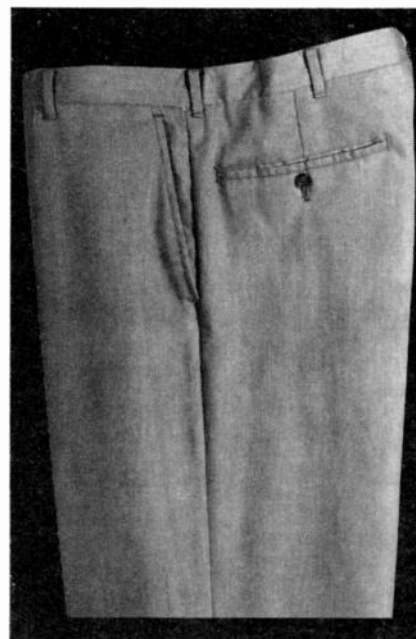
These pants prove Permanent Press garments need proper care.



Ordinary Care—These Permanent Press slacks were washed in a regular cycle and drip dried. You'll have to agree that they'd need pressing before you'd want to wear them. (These photographs are all unretouched.)



Better Care—This same pair was washed in a wash 'n wear cycle and drip dried. They look better. Seams are smoother and the pants have a better crease, but they still don't live up to that "no ironing" promise.

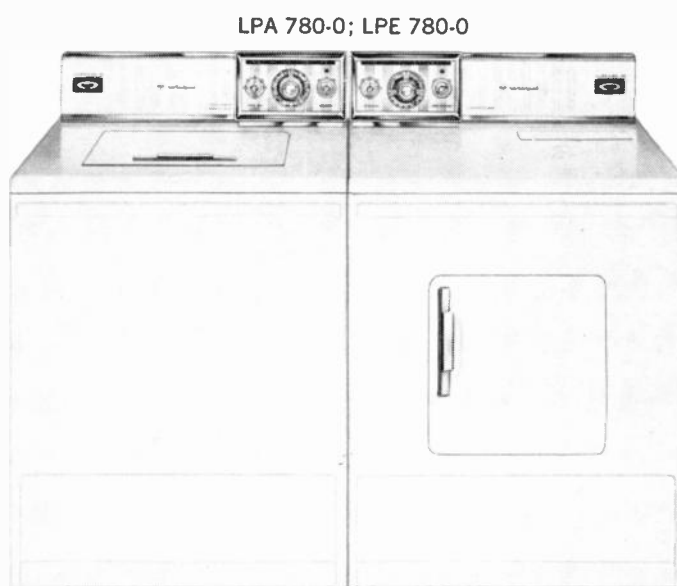


Proper Care—Here they were washed in the Wash 'N Wear cycle of an RCA WHIRLPOOL washer and tumble dried in an RCA WHIRLPOOL dryer. You can see the amazing difference. The fabric is smooth, seams and waistband are flat and creases are "tailor-shop" sharp. There's "no ironing needed" when Permanent Press garments are washed and dried in an RCA WHIRLPOOL washer and dryer.

Another reason why an RCA WHIRLPOOL is your best buy

Check the hang tags on Permanent Press garments and you'll see they recommend washing in an automatic washer and tumble drying. Our little demonstration certainly shows you why. And here's why washing and drying in an RCA WHIRLPOOL pair makes Permanent Press live up to its promise of no ironing:

The exclusive Wash 'N Wear washing cycle makes wrinkling all but impossible. Clothes are first washed in water hot enough to melt greasy soils . . . and that's very important. Then they're *suspension cooled* before spinning. What's suspension cooling? A unique system by which hot water is drained away a little at a time and cold water added, to cool clothes gradually. Since wrinkling takes place when fibers are warm and pliable, this cooling before spinning



is insurance against spin-set wrinkles.

But that's only half the story. Permanent Press needs proper drying, too. Our special Wash 'N Wear drying tumbles garments in clean, warm air until they're dried just the way you like. Then this gentle tumbling continues for 10 minutes in cool, room temperature air that smooths away wrinkles.

When you do up Permanent Press garments in an RCA WHIRLPOOL washer and dryer they're spotlessly clean and beautifully neat. And they're ready to wear with no ironing!

Dealers: Show your next prospect the amazing difference proper care can make in Permanent Press. Then tell her why. You could sell her on the spot.



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

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