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MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

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◀ □ □ □ The search for better retail training has the industry burning the midnight oil. Manufacturers are looking for new ways to satisfy the rising demand for training. For a report on what retailers think of the training they now receive, and what manufacturers are doing to change matters, see.....p.16

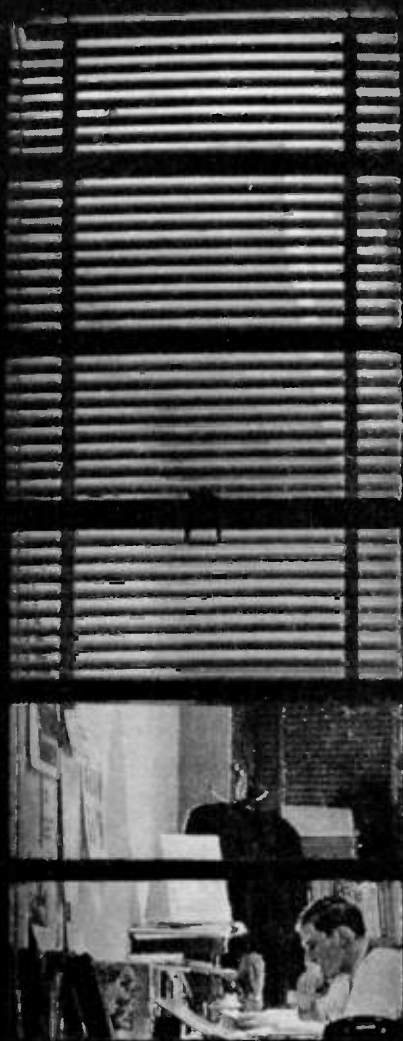
AT PRESSTIME □

□ □ □ □ More stereo FM stations are going on the air, according to the National Assn. of Broadcasters. Last October, there were 370 stations beaming stereo broadcasts (MW, 25 Oct. 65, p.7). In January, the total had risen to 396 stations—and included stations in every state of the Union. California, with 44 stereo FM stations, is the leader in stereo broadcasting.

□ □ □ □ With a tiny chip of silicon, RCA launched one of the biggest public flaps in tv since the coming of color. What RCA revealed last week was its plan to use integrated circuits—about the size of a matchhead—in some of its color and black-&-white tv sets this year.

The first receivers using integrated circuits will show up in RCA's March introduction; more units will come with the major new line introduction in May. The integrated circuits, which can perform the functions of as many as 26 current components, will first be used in the audio circuits. The new RCA models will actually be hybrids, combining not only the new solid-state devices, but vacuum tubes as well.

RCA's announcement pinpointed the turmoil going on in the industry over the use of solid-state *continued on p.3*



EMERSON RADIO AND PHONOGRAPH CORPORATION
680 FIFTH AVENUE
NEW YORK, N. Y. 10019

Office of
BENJAMIN ABRAMS
CHAIRMAN OF THE BOARD

A LETTER ADDRESSED TO ALL EMERSON
CUSTOMERS AND SUPPLIERS

You are no doubt aware that the Abrams family has sold substantially all of its interest in Emerson to National Union Electric Corp. An announcement to this effect was made the early part of June 1965. This step was taken in order to diversify our interests and to a certain extent ease our responsibilities. Under the circumstances, my brother Max and I have decided to retire from the operations of this company, effective February 16th of this year. Although this decision to retire was contemplated at the time we entered into the agreement to sell our interests, the exact date was unresolved until a few days ago.

The fifty years which my brother and I spent in this enterprise have been a source of great satisfaction, particularly in the many friends we have made and the contribution made by Emerson towards the progress of this dynamic industry. In my opinion there are tremendous unexplored possibilities for its future, which I shall watch with great interest. I sincerely hope that you and your company may fully capitalize on the vast potential which lies ahead.

It is therefore with much regret that I make this announcement on behalf of Max Abrams and myself and to express to you our sincere appreciation for the splendid cooperation we have received from you and the very pleasant business relationship which we have enjoyed. Although a new Chairman of the Board and President will be elected following our stockholders' meeting, which will take place on February 16th, it is expected that in every other respect the Emerson organization will remain intact and will continue to serve you as in the past.

My brother Max and I will always have fond memories of our relationship.

Sincerely yours,



Benjamin Abrams

BA:MF

devices in tv (MW, 24 Jan., p.13) ever since executives learned that Admiral was planning to use integrated circuits in color later this year (MW, 1 Nov. 65, p.1).

RCA pointed out that the integrated circuit will not only eliminate dozens of components, but "with the eventual elimination of most wiring, external connections—a major cause of equipment failure—will be reduced as much as tenfold."

Although the public reaction of rival setmakers to RCA's announcement was muted—"We're studying it" was a typical response—Zenith, that handcrafted colossus, took strong exception to the entire idea.

Zenith president Joseph Wright pointed out that his company was not only the first to use integrated circuits in a consumer product (two years ago in hearing aids), but probably knows more about their use in the consumer area than anyone else in the industry.

"We're not convinced that they are ready for use on any significant scale in radio and tv receivers," Wright said. "Zenith will use them in tv and radio when we feel they represent a real advantage for both manufacturers and the consumer, rather than a promotional or experimental gimmick."

□ □ □ □ **Whirlpool will extend permanent press cycles** to most of its 1967 washer and dryer line, which is slated for May introduction. All but one washer and all dryers, both gas and electric, will carry the feature.

□ □ □ □ **Culligan is test marketing two new units.** One is a small kitchen appliance that produces three to five gallons of conditioned water a day; it works on the principle of reverse osmosis. This unit will be given to Culligan dealers in November. The other unit is a fully automatic conditioner that regenerates as water is used. Current automatic units regenerate their resin on a timed cycle without regard to the amount of water that has been conditioned. Culligan is field-testing 400 of these units. Culligan, which has almost 30% of the market, is a leading manufacturer of home water conditioning equipment.

□ □ □ □ **Ampex will market 8-track tape cartridges** that are compatible with both the Lear and the Orrtronics tape players now in automobiles. Pricing will be competitive on the prerecorded cartridges, which are scheduled to reach dealers' shelves in the spring. E. Peter Larmer, manager of Ampex stereo tapes, believes the cartridges will not interfere with Ampex's line of reel-to-reel tapes because, "The sound quality of an 8-track cartridge is acceptable for automobile listening, but is well below that required in more precise home systems."

For the time being, Ampex will not duplicate 4-track cartridges. "The 4-track market doesn't seem to be growing as fast as the 8-track," explained Larmer, "and there seems to be a lot more music available for 4-track players than there is for 8." Earlier, Ampex had agreed to manufacture home versions of the Orrtronics cartridge player (MW 25 Oct. 65, p.3), but no production date has been scheduled.

□ □ □ □ **Ekco is planning some price hikes.** The increases will not be across the board, but will instead

be based on how much selling prices of selected items are affected by increased costs. Adjustments will range from a few cents on gadgets to \$1-or-more on certain cookware items.

□ □ □ □ **W. H. Eutzy moves to the top post** in Westinghouse's portable appliance division after 18 years with the consumer electronics division. Eutzy succeeds E. A. Uber as general manager of the division.

□ □ □ □ **Decorator fronts for Amana's side-by-sides:** stainless steel, wood grains, mirror glass, even fur and carpeting, will be available on Amana's new line of side-by-side refrigerator-freezers within a month or two. But, meanwhile, the specially engineered panels will be available on three new drop-ins Amana is introducing. The three drop-ins—15.4-, 16.4-, and 17-cu.-ft. models, are no-frost units with bottom-mount freezers equipped with automatic icemakers. In addition to the custom panels, Amana is offering the new models in white, two-tone copper, or in any of Amana's current 329 pattern and fabric coverings.

□ □ □ □ **Retailers can expect promotional support** from U.S. Steel for its May air conditioner push (MW, 17 Jan., p.8) in these 15 key markets: Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas, Houston, Los Angeles, Miami, Minneapolis, New Orleans, Philadelphia, St. Louis, Sacramento, and Washington, D.C. As usual U.S. Steel will produce a newspaper service, which it will send to some 4,000 papers. U.S. Steel will place full-page kick-off ads in 15 locally edited Sunday roto magazines, and will follow up with 2,200 lines of two-color advertising run-of-paper in the same publications. In addition, local action committees will be organized in each key market. Last year, members of NEMA's air conditioner section took strong exception to the selection of Spokane, San Jose, and Salt Lake City as key markets. Those cities have been replaced by Sacramento, New Orleans, and Dallas.

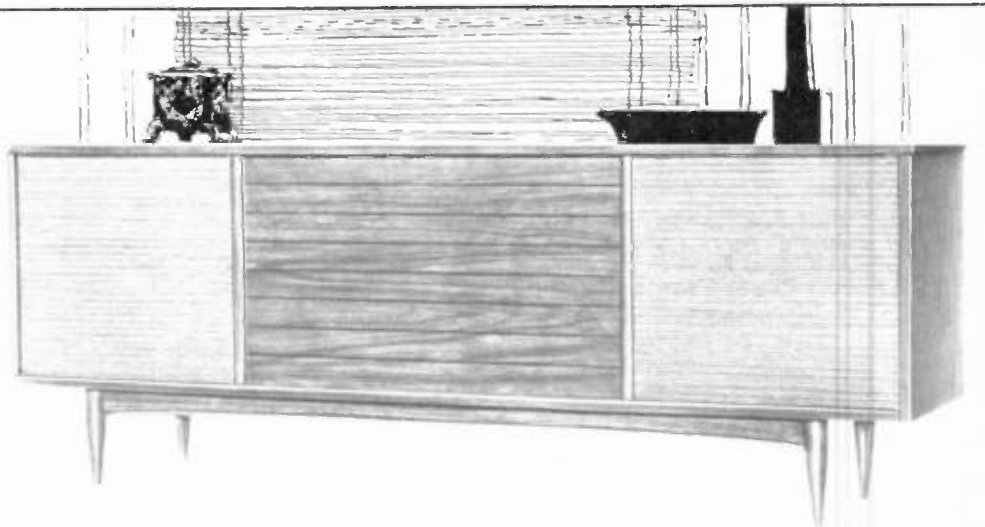
□ □ □ □ **NEMA's final figures for 1965** manufacturer shipments show increases in all eight categories. Dishwashers lead the plus parade with an increase of 20% over 1964. Refrigerators registered a healthy 8.5% gain; room air conditioners rack up a 6.9% increase and fell short of the anticipated industry goal of 3 million units, which would have been a new high. NEMA's product-by-product breakdown:

Product category	Total 1965 unit sales	Change from 1964
Refrigerators	4,930,000	+ 8.5%
Water heaters	1,095,000	+ 9.5%
Food waste disposers	1,360,000	+ 4.6%
Dehumidifiers	210,000	+ 2.4%
Room air conditioners	2,945,000	+ 6.9%
Chest freezers	455,000	+ 4.6%
Upright freezers	705,000	+ 4.4%
Total freezers	1,160,000	+ 4.5%
Free-standing ranges	1,285,000	+ 11.7%
Built-in ranges	780,000	- 4.3%
Total ranges	2,065,000	+ 5.1%
Portable dishwashers	445,000	+ 30.9%
Undercounter & other dishwashers	815,000	+ 14.8%
Total dishwashers	1,260,000	+ 20.0%

Admiral offers Solid-Fine-Furniture

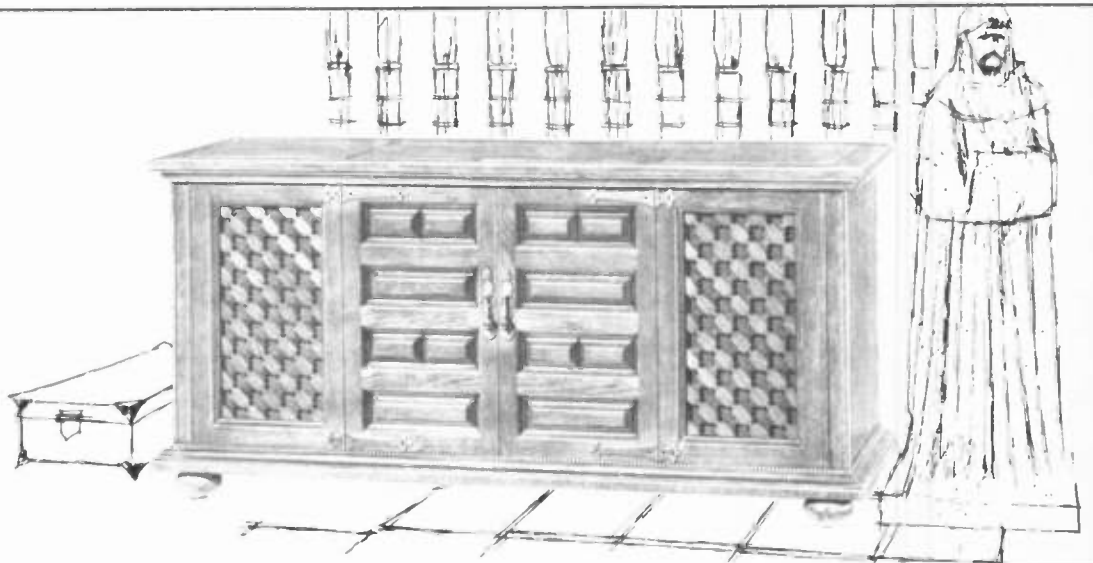
Danish Modern

Contemporary smartness! The DARIEN, Model YH8471. Danish modern lowboy in genuine walnut veneers and selected hardwoods. A masterpiece 72" cabinet authentically styled by Admiral furniture design consultants. Dual control centers, six speakers, Vari-Gram tone arm, FM/AM, FM stereo multiplex radio.



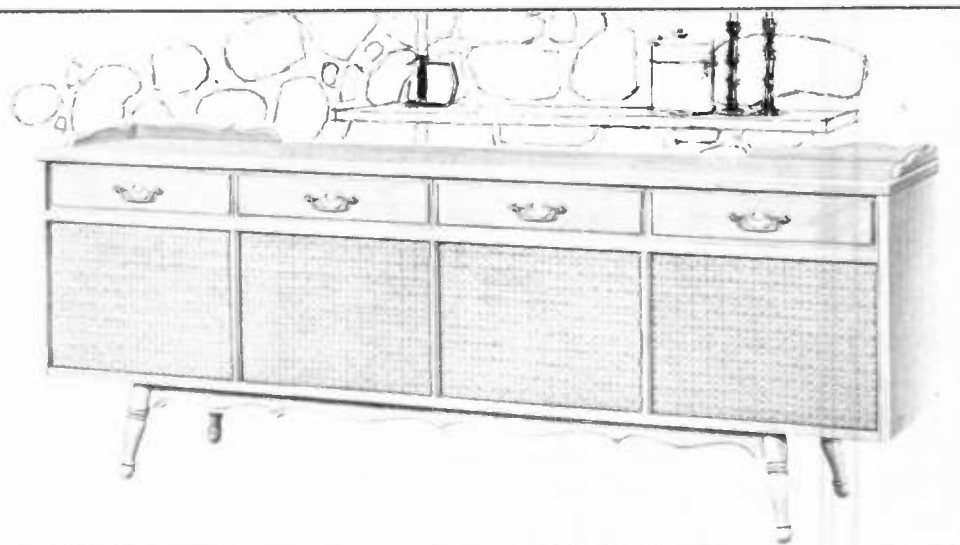
Spanish Provincial

The Spanish influence has arrived! The VALENCIA, Model YG8153, offers a distinctive new look to your line. In Spanish Provincial, genuine oak veneers and hardwoods. Finish is carefully created by proper staining for richness and long-lasting beauty. 80 watts, eight speakers, FM/AM, FM stereo multiplex radio, Vari-Gram tone arm.



Early American

Colonial charm. The PUTMAN, Model YH8485. This Early American lowboy blends with the beauty of your maple furnishings. Genuine maple veneers and hardwoods. Six speakers: two 12" woofers, four 3 1/2" tweeters, FM/AM, FM stereo multiplex radio. Two-gram tone arm with floating stylus protects records from damage if accidentally bumped.



Like how Admiral handcrafted quality pleases the eye? Just watch how Admiral precision-crafted stereo thrills your customer's ear! Up to 8 speakers, 360 watts of peak power, remarkable separation, breathtaking sound realism!



Many Admiral models now use the amazing new Admiral SM-1 solid-state cartridge. A remarkable semiconductor modulates a strong current from the

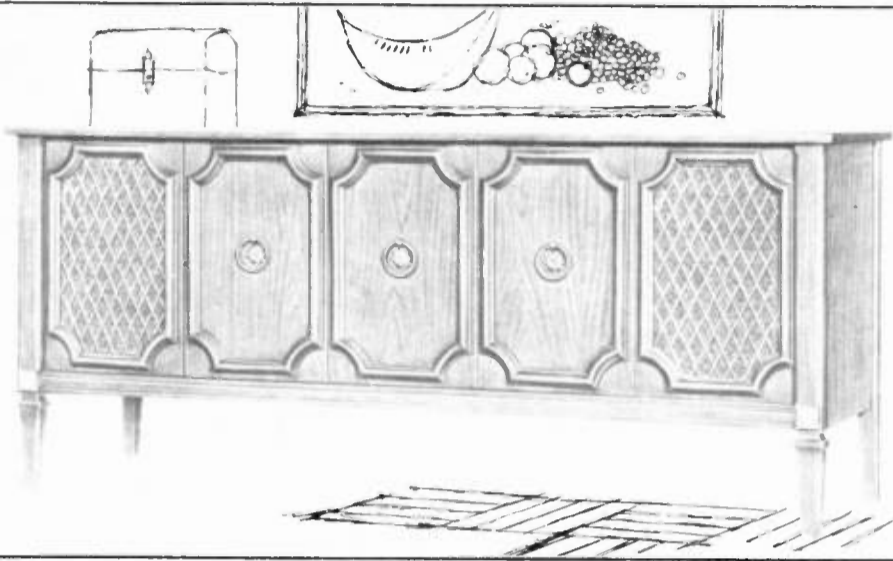
amplifier, *doesn't* depend on record grooves to generate power!

Result: nearly limitless sound range, less record wear. Admiral Vari-Gram tone arm adjusts, 0 to 4 grams. Owner sets exactly the right pressure. Retracts if bumped; can't scratch records! Here's the look of beauty, the sound of beauty, the most beautiful sales and profits. And every model is guaranteed five years!*



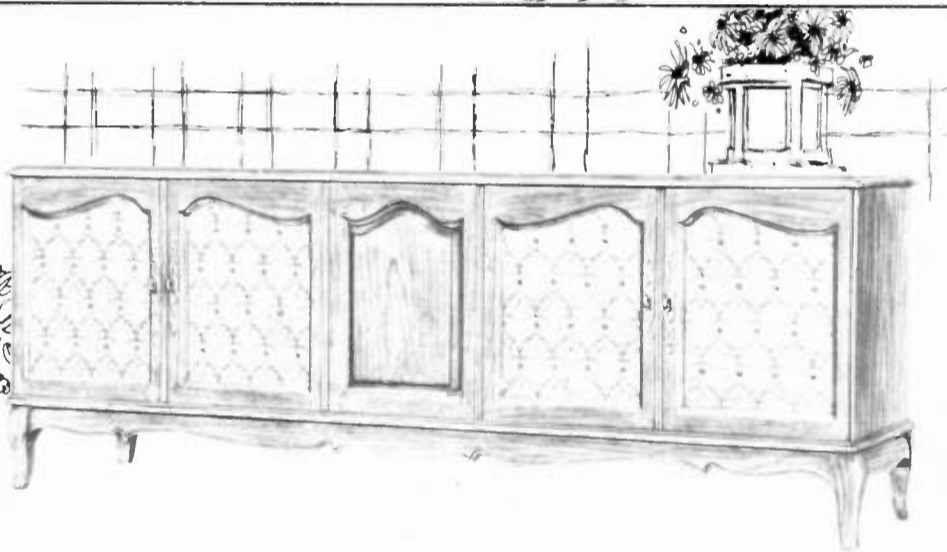
*5-year warranty: Admiral warrants each new solid-state stereophonic instrument to be free from defects in factory workmanship or materials under normal use for 90 days after date of sale to consumer; the FM/AM stereo multiplex radio tuner, pre-amplifier, amplifier and SM-1 phonograph cartridge element are so warranted for 5 years. Admiral obligation is limited to supplying suitable replacement parts. Warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer. Admiral, Chicago. Admiral Canada, Ontario.

State Stereo with Sales Appeal!



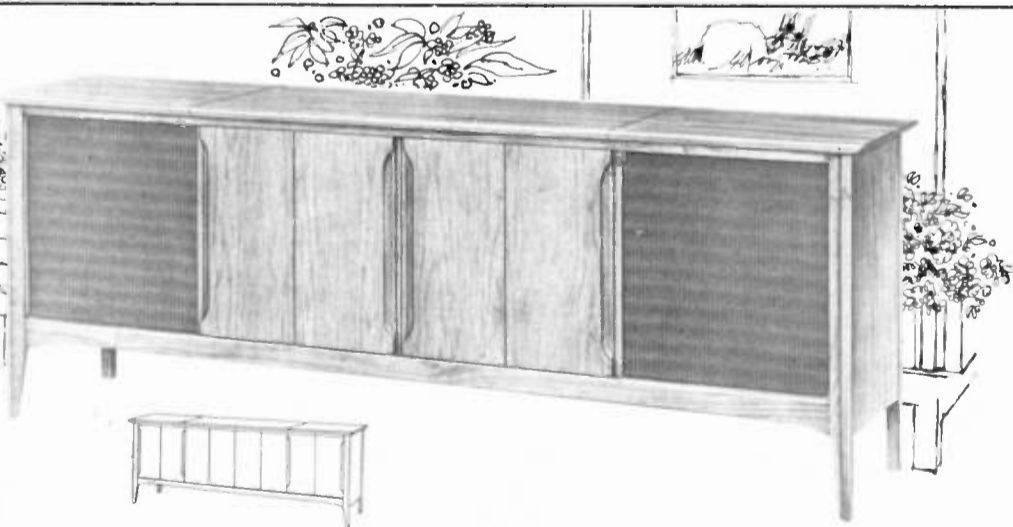
Italian Provincial

Elegant period design. The TRIESTE, Model YG8121, puts Italian Provincial beauty into your stereo line to attract the most particular furniture connoisseur. Genuine antiqued walnut veneers and selected hardwoods, 80 watts of power, professional record changer, Vari-Gram tone arm, FM/AM, FM stereo multiplex radio, six quality speakers.



French Provincial

Another Continental classic. The MARSEILLES, Model YG8229, is a 75-inch cabinet with exquisite fine-grain finish of cherrywood veneers and hardwood solids, 360 watts of power! New SM-1 solid-state stereo cartridge, professional changer with Vari-Gram tone arm, FM/AM, FM stereo multiplex radio, 8 speakers, pushbutton controls.



Contemporary

Styled for tomorrow. The CRANDON, Model YH8491, combines the most fashionable contemporary look with highest quality solid-state sound, at an amazingly low price. Genuine walnut veneers and hardwoods, sliding speaker doors, Vari-Gram tone arm, FM/AM, FM stereo multiplex radio, eight speakers, pushbutton control center.

Admiral[®]



MARK OF QUALITY THROUGHOUT THE WORLD

The Enterprise EMPRESS

The Double-Oven Range that cooks meals fit for an emperor . . . puts you in profits . . . royally



No oriental potentate ever had it so good. The Double Oven enables the little woman to bring everything to serving temperature—roast, bread, casserole—at the time the meal is ready to be served.



And you never had it so good either. Who else but ENTERPRISE brings you all these quality features in a moderate priced double-oven range:

- Big 21" wide upper oven with 3,276 cubic inch cooking area
- V-Scope Control Panel that makes oven control automatic.
- Condiment Cupboard for storage of spices, sauces, condiments, built right into back-panel on 36" Series
- "Hi-Rise" area between cooking surface and upper oven permits use of large cooking utensils on back surface units.
- (Available in both 30" Series and 36" Series).

It takes ENTERPRISE to build the EMPRESS.

The double oven range that cooks meals fit for an emperor . . . that treats you royally.

PHILLIPS & BUTTORFF CORPORATION
Nashville, Tennessee

WASHINGTON NEWS

□ □ □ □ A general tax increase could be requested by President Johnson later in the year, despite the impression he is projecting that one will not be necessary. The problem is inflation. With Vietnam buying adding pressures to an economy already running at near full tilt, economists see a real danger of price rises getting out of hand.

For the public record, White House aides predict that the value of the dollar will erode less than 2% this year, about the same as in 1965. But private economists, and even some within the Administration, see price indexes rising much more. If this happens, some sort of a brake on the economy will be needed—and tax increases on individuals and corporations may be the answer.

□ □ □ □ Truth-in-packaging legislation, which has failed to get anywhere in previous sessions of Congress, will have more White House support this year. Sen. Philip Hart (D-Mich.) has been pushing such a bill for years. He has had nominal support from Presidents Kennedy and Johnson; but neither has gone all-out, neither has given him the full support he needs to get the bill through Congress.

That kind of support has been promised this year by the White House. Word has gone out that the Commerce Dept. and the Budget Bureau are to lend their full aid to Hart in this battle.

Whether this will turn the tide still is an open question, however. Hart's support in Congress is pretty apathetic; opposition is vigorous. The best bet seems to be that the bill will fall by the wayside again this year, even with the added White House support.

□ □ □ □ State taxation of interstate firms is the subject of considerable controversy in Congress these days. A lot of opposition has developed to a bill that would give the Internal Revenue Service some control over state income, use, and sales taxes—to prevent a piling up of taxes on a company doing business in a number of states.

The bill was worked out after four years of study by the staff of a special House Commerce subcommittee. It has the whole-hearted support of wholesalers and distributors. But it has run into strong opposition from states and various state organizations, and from some manufacturing groups. Congressional approval this year is doubtful.

□ □ □ □ A higher minimum wage—probably \$1.50 an hour to replace the present \$1.25—will win the support of President Johnson this year; this support he declined to give to the bill in 1965. He also is expected to support a move to extend the minimum wage to some 5 million workers not now covered.

The presidential support will help the bill win Congressional approval this year. But organized labor's legislative goals will not fare as well. The move to repeal Taft-Hartley's section 14-B, which permits state "right-to-work" laws, seems dead. So does a drive to apply uniform federal standards to unemployment compensation benefits. On top of it all, serious consideration now is being given to legislation to curb strikes that might do "irreparable" harm to the national interest—such as the New York transit strike.

Japanese gathering steam for assault on U.S. color tv market

The sirens' song of the soaring U. S. color television market is catching the ear of more and more Japanese manufacturers. Since **MERCHANDISING WEEK's** last report on the Japanese color tv market (MW, 24 Jan., p.4), plans for exporting color tv to the U. S. already have been stepped up. The following is a rundown of the situation from McGraw-Hill World News in Tokyo.

Japanese tv manufacturers are gathering momentum for a major export offensive against the booming U. S. color tv market.

Whereas only one Japanese company—Toshiba—was shipping color sets to the U. S. (Sears) at this time last year, two additional companies have just entered the market and five more firms are preparing to do so this year.

This would mean that at least eight of Japan's 12 color tv manufacturers will be shipping their products to the U. S. during 1966.

Export targets individually set by these eight companies would total some 300,000 units to the U. S. for 1966, seven times more than the estimated total of 45,000 units shipped in 1965.

Likewise, Japanese manufacturers are planning major expansion of production this year. Production goals set by the 12 companies would amount to 570,000 color television sets this year.

However, forecasts made by the government and industry associations differ sharply from these goals. Both the Ministry of International Trade and Industry and the Electronics Industries Assn. of Japan predict this year's production will scarcely exceed 250,000 units and that exports will reach only 170,000 or 180,000 units.

The difference between these official forecasts and the producers' targets stems mainly from a confused production outlook for color tv picture tubes. With all the seven existing tube producers planning expansion of production and one other company entering the field, total production is still undetermined. Some suggest a level of 500,000 units, while some others are much less optimistic.

Production and U. S. export plans of all 12 Japanese color tv manufacturers follow:

Toshiba—production: 140,000 units; exports: 60,000 units.

Matsushita—production: 54,000 units; exports: "several thousand units."

Victor Co. of Japan—production: 70,000 units; exports: talking with Delmonico about shipping and distribution arrangements.

Hayakawa—production: 65,000 units; exports: 50,000 units. Hayakawa had said earlier that it would produce about 75,000 units this year and export 65,000 units to the U. S. (MW, 24 Jan., p.3).

Sanyo—production: about 45,000 units; exports: 10,000 units.

Hitachi—production: 36,000 units; exports: plans to enter the U. S. market following the Music Show in Chicago this summer.

Mitsubishi—production: 48,000 units; exports: plans not yet determined.

Nippon Columbia—production: 10,000 units; no export plans.

Yaou Electric—production: 10,000 units; no export plans.

Sony—production: 2,400 units; no export plans.

Nippon Electric—production: about 18,000 units; no export plans.

Fuji Electric—no definite plans to expand production or export.

Home color video tape recorder tops Sony's new import plans

A home color video tape recorder—to sell for under \$2,000—is ready from Sony, reports McGraw-Hill World News in Tokyo.

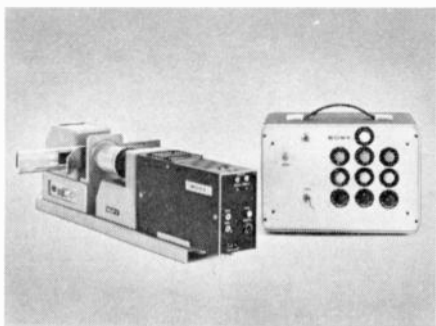
Sony says it will market the new color recorder in Japan shortly after the fall of 1967, but marketing in the U.S. may begin "even before sales on the Japanese domestic market."

Using the same 1/2-inch video tape as is used for the Sony black-and-white video tape recorder, the color equipment is designed to record color telecasts from any existing make of color tv receiver, says Sony. A Sony b&w recorder can be adapted for color for about \$1,000, roughly the equivalent of its original retail price. Sony is now working on a color vidicon camera for the home consumer market.

Sony told World News that it has sold 1,500 units of its b&w video tape recorder in the U.S. since they were introduced to the market last August.

Sony's new color video demonstra-

tor (MW, 24 Jan., p.3), part of which is pictured below, is another product the company expects to sell in the U.S. before introducing it to the Japanese market. The device is designed to pick up color images with a vidicon camera from life or from color negatives or transparencies. Still color pictures are recorded on a special magnetic disc and the image may then be projected on the picture tube of a color television receiver.



Sony's color slide converter

Gas tallies its best year in a decade: 1965 gas range sales of 2,250,500 units surpassed the sales of every year since 1955, when 2,334,800 units were shipped, according to the final year-end report of the Gas Appliances Manufacturers Assn. The industry's December, 1965, shipments were the highest since December, 1950. Eye-level oven range sales boomed in 1965 when the sales total of 217,400 units was 45.5% higher than the 1964 total of 149,400 units. December, 1965, sales of 22,100 eye-level units were up 51.4% from the 14,600 units sold in December, 1964. Free-standing range sales of 1,554,900 units in 1965 represented a rise of 5.3% from the 1964 total of 1,477,200. December, 1965, sales of 142,000 units in this category show an increase of 20.3% over the 118,000 units sold in December, 1964. Over-all, gas range sales rose 3.7% despite percentage dips of 5.9% for set-ins and 15.6% for built-ins.

Magic Chef's first big tv network promotion of four NBC color spectaculars this year will be co-sponsored with the American Gas Assn. Magic Chef will promote its line of gas ranges and emphasize its close ties with the gas industry while the Gas Assn. will polish its modern, progressive image. Total audience of the four shows is expected to top 150 million viewers.

Fedders' new "high capacity" unit, a new 33,000-Btu room air conditioner, will enter the market in April.

Fedders says that the new unit can cool a home with an open floor plan, as well as a small commercial area. The unit is 27 inches wide and is available in 208v and 230v models with air directional control. The new air conditioner carries a New York fair-trade price of \$459.95.

Emerson Radio's sales climbed about 9% for the fiscal year ending Oct. 31, 1965, hitting \$74,185,895. Board chairman Benjamin Abrams also revealed that color tv accounted for almost 20% of the net sales while the black-and-white set sales declined. If Emerson's average factory selling price of color matched the industry's \$330 average, the company moved about 45,000 color sets in fiscal 1965.

NBC bought a CATV system in Kingston, N.Y. Reportedly, this is the first move by a major network into the CATV field. According to Walter Scott, president of NBC, the network "wants to learn more about the potentials and implications of CATV and how it can best serve the public. We believe the most effective way of developing this working knowledge is through direct operating experience in CATV."

UHF penetration in the New York metropolitan area at the end of December—21 months after the UHF law went into effect and 7 months after New York's first commercial UHF station went on the air—is estimated at 28% by the station, WNJU-TV. This represents some 1,538,000 sets, a number the station feels is the minimum possible; the station also reports that "every other authoritative source has a higher estimate."

□□□□ **The color tv shortage will continue** through the first half of 1966, says B.S. Durant, president of RCA Sales Corp. "We now are operating with the greatest backlog in our history," Durant said. "The record-breaking holiday sales period placed most distributors in a bare-shelf inventory position and we expect to continue filling Christmas orders at the retail level throughout the first quarter." Durant said that industry color tv sales are expected to exceed 4.5 million units this year, compared with the record 2.7 million receivers sold in 1965 and the 1.4 million sold in 1964. (RCA says it sold a total of more than 2 million tv sets last year).

□□□□ **General Electric has cut prices by 3½%** on motors used in home laundry equipment, dishwashers, and disposers. GE sources said that despite the current copper shortage (MW, 31 Jan., p.12), prices were cut to meet the competition in motor production. Westinghouse simultaneously announced that motors used in its laundry equipment would be the only units exempt from a 3% price increase on fractional-hp motors. Westinghouse refused to comment on the effect of the copper shortage.

□□□□ **Philco's new Cleveland distribution center** will be in operation by June. The new \$750,000 building, which will serve district dealers in northeastern Ohio, will be six times the size of Philco's present facilities in Cleveland.

□□□□ **Sony's sales picture:** a \$10 million increase is predicted for this year by Akio Morita, president of Sony Corp. of America. Morita says this will represent a 30% increase over 1965, which indicates last year's sales topped the \$33 million mark. At least part of this increase will probably hinge on Sony's home video tape recorder—1,500 of which were sold in the U.S. last year—and on its new color home video tape recorder, which may come to the U.S. in 1966 (see story p.7). Morita says Sony plans to have "a very substantial quantity" of home video tape recorders available during 1966. In another move, Sony is building a new \$1.5 million warehouse and office in Long Island City, N.Y. The new building will triple Sony's facilities in the New York metropolitan area.

□□□□ **Westinghouse will take over distribution** of its major appliance and home entertainment products in the Kansas City area. Continental Electric, the Kansas City distributor of Westinghouse consumer products until the recent change, will continue to handle the corporation's non-consumer products.

□□□□ **Winegard's second major expansion** in six months will add 35,000 sq.ft. of factory space to its antenna parts facilities. The tv and FM antenna manufacturer bought the added factory space in Burlington, Iowa, to keep pace with the rising demand for antennas for color tv sets and the replacement market.

□□□□ **Mayfair salesmen will cruise the Bahamas** this summer. Reps who meet their quotas for Mayfair tape recorders will make the 10-day windjammer cruise aboard the Artic Import Co.'s ship, the Polynesia.

Solid-state in major appliances: an industry picks up the pace

Barriers are falling fast as the major appliance industry rushes into its own solid-state race. The pace is picking up as the industry thinks about an area once considered unthinkable and impractical.

The first impetus came when Whirlpool began testing washers with solid-state controls. That was a few years ago. But the recent entry of Hotpoint with its production line LW795—a model with a solid-state control made by parent company General Electric—is creating a marketing and research whirl in industry conference rooms.

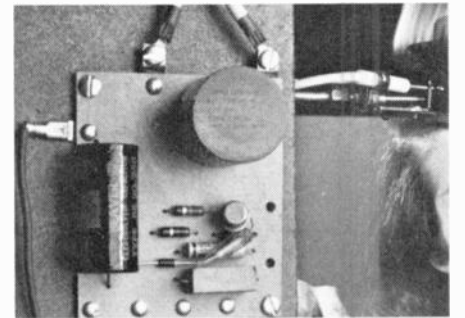
The latest ripple came when Montgomery Ward introduced its new catalog. In it, the firm unveiled a 16-lb. solid-state washer for \$339.95 that incorporated the GE solid-state device for infinite control. The Ward unit is made by Norge (which does not have a solid-state unit or a 16-lb. unit now) and undercuts the Hotpoint price by at least \$10, and more in some markets.

A solid-state dryer is in the works at Hamilton, according to J. J. Riggs, vice president, appliance products. Plans call for spring testing of the unit, which will contain solid-state applications for temperature settings on the control panel. Hamilton already has an electronic moisture-

sensing device in its line. The new solid-state model is scheduled to top the 1967 line.

Riggs vetoed the solid-state route for Hamilton washers. "We are trying to solve the problem of infinite controls through the transmission, not through solid state," he said.

The first range with solid state is expected this month, when Sears introduces a top-of-the-line unit with a device developed by the Wilcolater Co., a subsidiary of Ranco Inc. The device (shown below) is about the size of a pack of cards and works like this: a push-button or thrown switch energizes the electronic module and produces a gas-igniting spark. The price of the electronic materials will add about \$10 to production costs.



Wilcolater's solid-state igniter

Self-cleaning oven, new stirrer top Westinghouse '66 range line

Westinghouse unwrapped its newest arrival—a self-cleaning oven—and so closed ranks with GE and Frigidaire in the self-cleaning oven parade. Westinghouse is featuring the innovation on one model in its 1966 line of free-standing ranges. In addition to the self-cleaning oven, the new line boasts an industry "first": an automatic stirrer that is featured on three models. A free-standing range carrying both new features will retail at under \$400.

The new stirring device (shown below) stirs mixtures of various consistencies. Its two rotating arms operate on the principle of magnetic attraction; there is no connection between the stirring arms and the range itself. A motor-driven rotating magnet is hidden under the center of the front element on the range. A similar magnet in the base of the stirrer locks in with the rotating magnet and follows its revolutions. "It practically eliminates the chance of food scorching or sticking," says C. J. Vondran, Westinghouse range marketing manager.

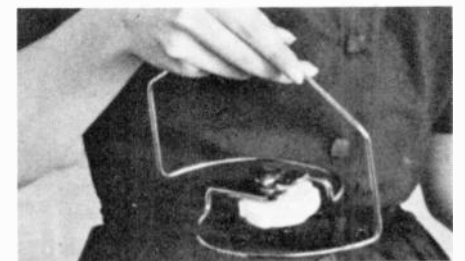
The stirrer will operate in containers made of aluminum, glass, ceramic, and non-magnetic stainless steel. It is available in two diameters: a 6-inch unit for small saucepans and an 8-inch model for larger containers.

The new self-cleaning oven operates on the intense-heat principle, reaching a maximum temperature of 1,000 F.; cleaning time is two hours. Westinghouse says that all the housewife need do is set the oven selector

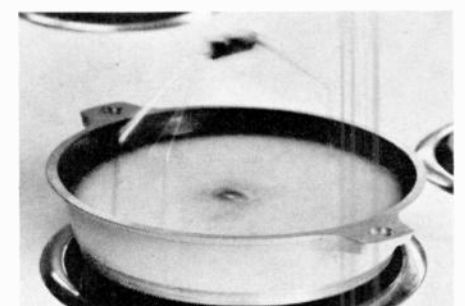
at "clean" and latch the oven door. The cost of cleaning the oven with the new method is about 6¢ for electric power, Westinghouse estimates.

The entire range line has 18 models; nine 30-inchers; eight 40-inchers; and one apartment-size 21-incher.

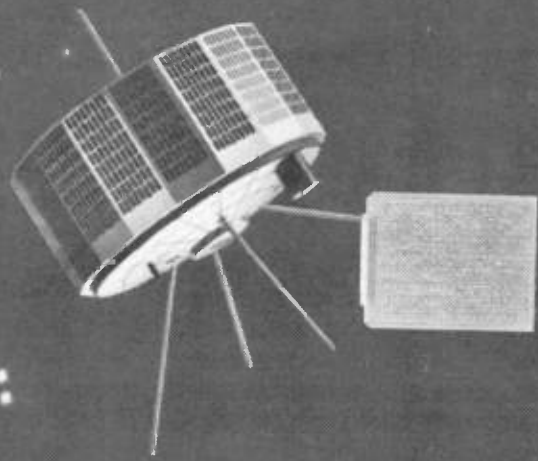
Eight models in the new line feature Westinghouse's No Turn Speed Broil system, introduced last year. Its twin heating elements broil both sides at once. Other line features are cook-and-hold, an automatic shutoff element, removable chrome oven panels, automatic timer and electric clock, and removable elements.



New Westinghouse automatic stirrer



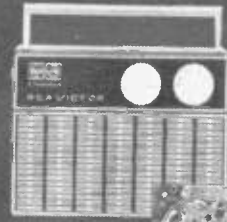
Magnet-operated stirrer in action



Tiros uses Solid RCA Circuits

The entire RCA Victor line
uses RCA Solid Copper Circuits
Why?

RCA Solid Copper Circuits won't come loose.
Won't short circuit. Won't go haywire. They're the
Space Age advance over old-fashioned "hand wiring."



SHOWN AT TOP: SOLID RCA CIRCUIT DESIGNED FOR NASA'S TIROS



The Most Trusted Name in Electronics

104650

RONSON

**INTRODUCES A
NEW KIND OF
KITCHEN
APPLIANCE**

**THE RONSON
COOK'N'STIR
BLENDER**



IT BLENDS! IT COOKS! IT STIRS!...IT EVEN CRUSHES ICE!

For the first time . . . blend and cook raw foods to a finished meal in one container!

■ Cooks and stirs soups and sauces without attention . . . without fear of scorching! ■ Boils and whips potatoes! ■ Even crushes whole trays full of ice without attachments! Timesaver . . . worksaver . . . eliminates extra pots, pans, and serving pieces.

THE RONSON® COOK 'N' STIR

The first and only blender that cooks . . . with all these exclusive Ronson features

INDICATOR LIGHTS tell when Hot/Cold Selector is turned to "Hot" and when selected temperature has been reached.

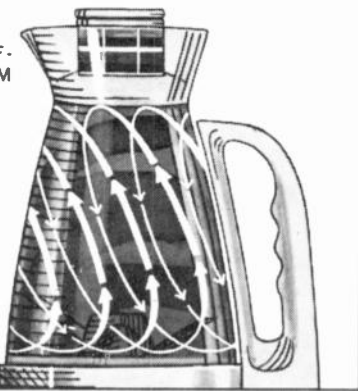
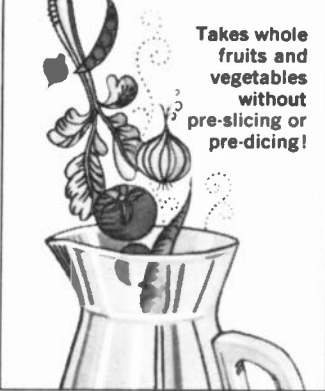
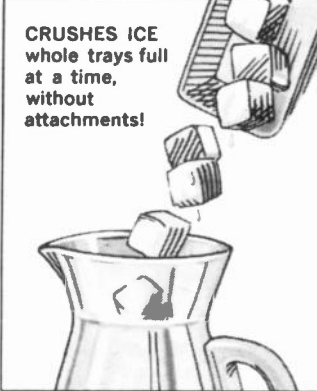

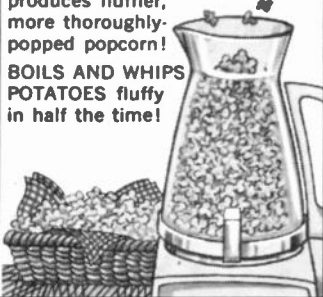

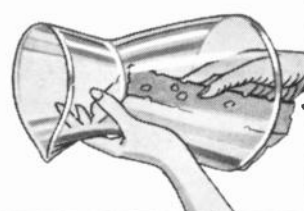
SPECIAL STIRRING RANGE of speeds makes succulent sauces and gravies without fear of scorching . . . the Ronson COOK 'N' STIR does the heating and the stirring unattended!

HANDY THERMOSTAT DIAL selects temperatures to 350°! Cooks whole meals, such as stews, casserole dishes, meat pies, etc., using only the blender's own food container. No additional pots, pans or serving pieces needed!

TURN SELECTOR TO "COLD"; makes delicious cold dishes, such as salads, cold soups, dips and spreads, in seconds!

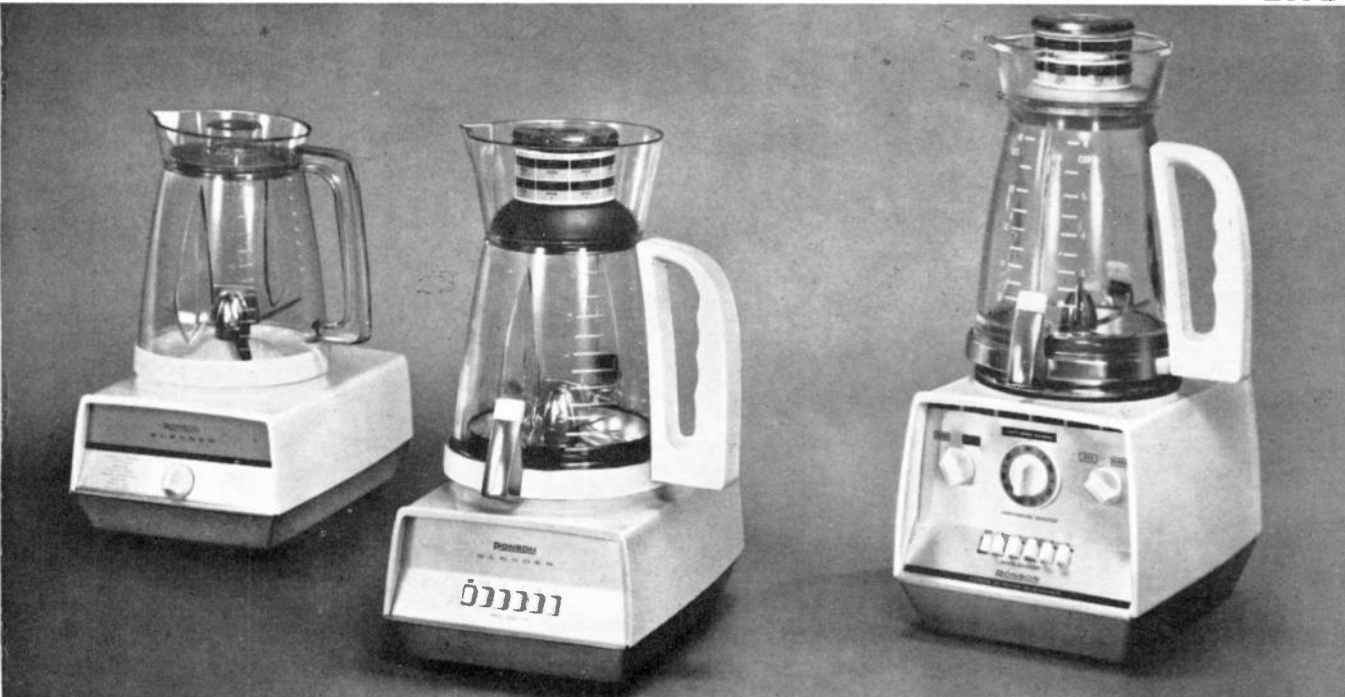
TEN SEPARATE OPERATING SPEEDS, five in "Blend" range, five in "Stir" range, give complete texture control!

ALSO FEATURES: Dual-purpose stopper . . . shows suggested blending speeds and has a 2 oz. measuring cup to add ingredients while blender is operating. Container doubles as handsome serving carafe. Large Recipe Book . . . includes scores of kitchen-tested recipes.

<p>Combination of:</p> <ul style="list-style-type: none"> • REVOLUTIONARY, SELF-FEEDING, WIDE-BOTTOM FOOD CONTAINER DESIGN • POWERFUL MOTOR • EXTRA LARGE BLADES <p>Assures faster, more uniform results, without need for spatulas, etc.!</p> 	<p>Takes whole fruits and vegetables without pre-slicing or pre-dicing!</p> 	<p>CRUSHES ICE whole trays full at a time, without attachments!</p> 	
<p>MAKES COOKED BABY FOODS from canned or fresh meats, fruits and vegetables at a fraction of the cost of commercially-prepared baby foods!</p> 	<p>EVEN MAKES POPCORN! Stirring while heating produces fluffier, more thoroughly-popped popcorn! BOILS AND WHIPS POTATOES fluffy in half the time!</p> 	<p>CHOPS, BLENDS AND COOKS raw meats, vegetables, etc. to make entire meals, such as stews, etc. without extra pots and pans.</p> 	<p>EASY TO CLEAN! Giant-capacity ovenware-glass carafe doubles as a serving piece . . . disassembles for easy cleaning and storage!</p> 

Step your customers up to the blender that cooks. Build new profits with this revolutionary new type of appliance. Perfect for demonstration!

STOCK AND SELL THE COMPLETE LINE OF RONSON BLENDERS



RONSON "CARAFE"
2-SPEED BLENDER
Famous Ronson features at a budget price, the greatest blender value ever!

RONSON "DELUXE"
5-SPEED BLENDER
The first real advance in food blender design in 25 years!

RONSON COOK 'N' STIR
10-SPEED BLENDER
The only blender that cooks while it blends!

RONSON
automatically better®

Ronson Corp., 1 Ronson Road, Woodbridge, New Jersey. Also available in Canada

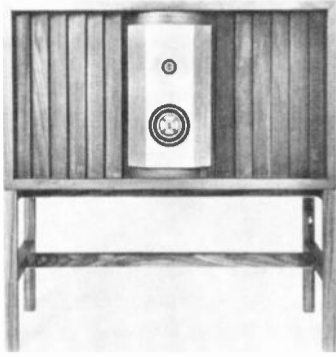
APPLIANCE-TV

Rangaire hood and garage light

Rangaire introduces a new canopy range hood with brushed chrome front panel and control switches.

The unit features a two-speed, twin squirrel-cage design exhaust unit, aluminum filter, recessed glass-covered lighting, and an indicator light. It is also available in colors or stainless steel. *Rangaire Corp., Robert Manufacturing Division, P.O. Box 177, Cleburne, Tex.*

Also being introduced is a garage light fixture that takes a standard fluorescent tube. The fixture comes in white baked enamel. *Rangaire Corp., Harris Electric Division, Itasca, Tex.*



Empire designs new speaker

Empire has a new speaker system, the 8400 Convertible Grenadier, which features louvered front panels and a walnut finish. The unit is de-

signed for standard shelf placement or may be used with a special bench. The system retails for \$205; the optional bench is \$20. *Empire Scientific Corp., 845 Stewart Ave., Garden City, L. I., N. Y.*

Audiotex portable tv inverter

Audiotex introduces a solid-state tv inverter to retail at \$49.95.

The inverter (30-602) handles 185w and equips a set to operate on batteries in automobiles and boats. Also being introduced are solid-state modules for burglar alarms, guitars, and PA system amplifiers. *Audiotex Home Electronics Co., 400 S. Wyman St., Rockford, Ill.*

Viking adds tape recorder

Viking's newest tape recorder is the 880, a reel-to-reel portable stereo in a leatherette vinyl case. The recorder carries a retail price of \$439.95.

The 4-track tape recorder is equipped with a solid-state 10w stereo power amplifier with head-phone jack. The two-way detachable speaker systems contain 5-inch woofers and 2½-inch tweeters with electrical crossover. Other features of the 880 portable stereo are a removable front cover for reel storage; three hyperbolic heads for erase, record, and playback; and pause control. *Viking of Minneapolis, 9600 Aldrich Ave., Minneapolis, Minn. 55420.*

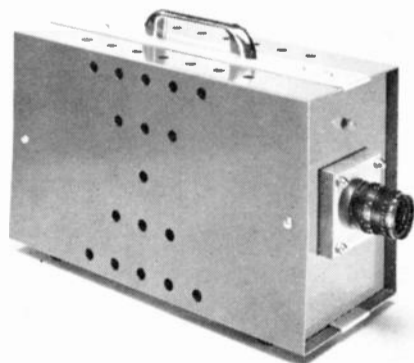


Commodore radios, walkie-talkies

Commodore is offering a line of transistor radios and walkie-talkies from Japan.

The transistor radio line begins at \$7.95 for 8-transistor model 850, which comes complete with earphone, batteries, and carrying case. Model 1050, a 10-transistor set, will retail for \$8.95. A 12-transistor unit (model 1250) complete with earphone, batteries, and carrying case will sell for \$9.95. At the top of the line is model 1450 (shown), a 14-transistor set with earphone, batteries, and carrying case for \$10.95.

The walkie-talkie line opens at \$24.95 for model 2004. This unit includes two 4-transistor transceivers with volume control pushbutton "talk" control. It operates on a 9v battery or AC adapter. Next in the line is a 6-transistor set (model 2006) that comes complete with telescopic antennas, 9v battery, earphone, and carrying case. AC or battery-operated, the set will retail for \$39.95. At the top of the transceiver line is model 2009, which also includes antennas, carrying case, earphone, and 9v batteries, for \$59.95. *Commodore Import Corp., 507 Flushing Ave., Brooklyn, N.Y. 11205.*



Conar utility tv camera

Conar introduces a new model 800 tv camera in kit form at a retail price of \$209.50 and factory-assembled at \$259.50.

The unit features an f1.9 lens and equivalent 12-tube circuit. Optional accessories are wide angle and telephoto lens, and tripod. *Conar, 3939 Wisconsin Ave., Washington, D.C. 20016.*



Are you ready for 1966....

APPLIANCE-TV



Ampex has new audio products

Ampex adds three new products to its audio line: a stereo tape recording/playing system, a portable audio tape recorder, and a stereo headset.

Included in the model 2061 stereo system, which sells for \$549, is a model 2060 stereo tape recorder (regularly \$509); two model 2013 speakers, and two model 2001 microphones. Preamplifiers and power amplifiers are included with the tape recorder, which loads automatically, reverses electronically, and plays in both directions. Each speaker is an infinitely baffled enclosure containing one 6-inch woofer and one 3-inch tweeter. Response ranges from 50 to 15,000 cps. Each 2001 microphone is a high impedance, omnidirectional, dynamic response microphone with frequency response from 50 to 15,000 cps. Matching bases are included.

The model 840 portable audio tape

recorder comes with two built-in speakers for \$299.95. The recorder includes two 701 microphones and features three speeds, dual capstan drive, solid-state power amplifier capable of producing 8w continuous RMS per channel, top-mounted microphone inputs, and fold-down carrying handle.

Ampex makes its debut in the headset field with model 140 headsets for \$36.95. Each earpiece contains a 3 1/2-inch dynamic reproducer. The sets include molded sponge plastic ear and head cushions, and a two-way jack and accessory cord for connecting to either single or double stereo outputs. Ampex Corp., 401 Broadway, Redwood City, Calif.



Columbia has 10 new phonos

Columbia introduces 10 new solid-state phonographs for its 1966 line. Low-end model 1902 is a manually operated monaural phono with power transformer, steel turntable, tone control, and turnover cartridge. The model comes with five 45rpm records and retails at \$28.95.

Battery or AC-operated model 1903 sells for \$39.95. The automatic monaural set includes 3-way switch, 4-inch speaker, steel turntable, and power transformer. The optional energy pack retails for \$12.95. Model 1904A (shown) is the same set but comes in blue formed luggage.

Models 1906A, 1907, and 1908 are stereo models which contain custom mobile stands and are priced from \$57.95 to \$99.95 with full dealer discounts. Stereo model 1912, at \$129.95, features a Garrard changer, 4-pole motor, ceramic cartridge, separate bass and treble controls, and 4 speakers. Component-type portable model 2016 includes a hand-wired circuit, Garrard changer, Pickering cartridge, pre-amp stage and 30w output. The unit, which comes in Oxford grey Samsonite luggage, sells for \$199.50. Model 2017 is the same as model 2016, except for the addition of a solid-state AM-FM-FM Multiplex tuner. Selling price is \$392.50.

Three new packaged component audio systems include model 4596 (shown), a solid-state unit with AM-FM-FM Multiplex, for \$225. Models 4610 and 4660 come in solid walnut cabinets with tambour enclosures and slanted control panels. Model 4660, with AM-FM-FM Multiplex tuner is \$379.50. Model 4610 sells for \$250. Columbia Records Inc., 799 Seventh Ave., New York City.



In-Sink-Erator has new model

In-Sink-Erator introduces a newly designed model 77 garbage disposer that includes a stainless-steel grinding chamber.

The redesigned unit features a lifetime corrosion guarantee, a back-splash baffle, new shredding blades, an automatic reversing switch, a new drain-disposer connection, and a 1/2-hp motor. In-Sink-Erator Manufacturing Co., 4700 21st St., Racine, Wisconsin.



the year over 100 million people find out about long-lasting DURACELL® batteries?

Are you ready for 2 to 4 times more profit?

Now, there's a battery that delivers more profit... It's the Duracell battery, the long distance power cell that lasts too long to be called just a battery. Duracell batteries take no more shelf space than ordinary zinc-carbon batteries but they deliver up to four times more profit, and give you satisfied customers to boot.

This year over 100 million people are going to discover Duracell batteries through ads in Reader's Digest, Modern Photography, Popular Photography and local newspaper and radio.

Duracell batteries move fast. They come in all sizes for all purposes... backed up by a variety of merchandising displays and point-of-sale aids that provide instant recognition and fast turnover.

No more worry about selling customers a half-dead battery—Duracell batteries keep their operating power up to two years before use.

For information on Duracell batteries and the latest Duracell displays, contact your local Mallory distributor, or write Mallory Battery Company, a division of P. R. Mallory & Co. Inc., S. Broadway, Tarrytown, N.Y. 10591. Telephone: 914-591-7000

It's good business to do business with Mallory



*Registered trademark of P. R. Mallory & Co. Inc.

Memo to the manufacturer: the costs behind a \$100 price tag

For appliance and radio-tv manufacturers who want a brief guide to average production costs in their industries, MERCHANDISING WEEK applied the findings of a Dept. of Commerce input-output study to the industry retail sales forecasts in the 1966 Statistical Report.

In September, 1965, the Office of Business Economics of the U.S. Dept. of Commerce—in its monthly *Survey of Current Business*—published a breakdown of a Commerce Dept. input-output study conducted in 1958. The results give one indication of how much industry spends for primary materials and services to produce each \$100 (retail value) of appliances, radios, and tv sets.

An example: for every \$100 appliance sale at retail, the manufacturer has, on the average, invested \$7.64 for iron and steel, but only 18¢ for glass products. In the appliance industry, total cost averages \$39.11 per \$100 of appliances produced. In radios, tv sets, and communications equipment, the cost is \$30.96 per \$100 of retail value produced.

To calculate total 1965 supplier sales to the industries, MERCHANDISING WEEK projected the survey's costs-per-\$100 against total 1965 industry sales, as detailed in the 1966 Statistical Report published last week.

Primary materials & services sold to the appliance and radio-tv industries	Appliance industry		Radio-tv industry	
	Manufacturer cost per \$100 (retail) of appliance output*	Total 1965 supplier sales to the industry (add 000)	Manufacturer cost per \$100 (retail) of radio-tv and communications equip. output*	Total 1965 supplier sales to the industry (add 000)
primary iron & steel	\$ 7.64	\$534,800	\$.92	\$36,800
primary non-ferrous metals	4.25	297,500	1.94	77,600
plastics & synthetic materials	.30	2,100	.69	27,600
rubber & misc. plastic products	3.27	228,900	.98	39,200
glass & glass products	.18	12,600	.45	18,000
stampings, bolts, screw machine prods.	5.36	375,200	1.85	74,000
heating, plumbing, structural metal prods.	1.58	110,600	.06	24,000
other fabricated metal products	3.31	231,700	1.19	47,600
service industry machines	2.90	203,000	.06	24,000
electrical industrial equip. & apparatus	4.16	291,200	1.66	66,400
electric lighting & wiring equipment	.78	54,600	1.14	45,600
electronic components & accessories	**	—	17.99	719,600
scientific & controlling instruments	3.02	211,400	.55	22,000
stone & clay products	.78	54,600	.31	12,400
transportation & warehousing	1.58	110,600	1.17	46,800
total	\$39.11	\$2,718,800	\$30.96	\$1,218,600

* Source: U.S. Dept. of Commerce, Off. of Business Economics, Survey of Current Business, Sept., 1965
** Less than \$.01 per \$100

A tip on selling UHF converters: tomorrow is too late

"In the next five to 10 years, 500 UHF stations will spring up all over the country, and a lot of smart retailers will be cashing in on converter sales," predicts Richard B. Helhoski, director of marketing for Blonder-Tongue Laboratories Inc.

Helhoski was describing how his company encourages dealers to take advantage of potential converter sales. "What we have to remember is that no one wants to buy a converter," Helhoski said. "People buy programming. So we concentrate on telling people about the new station in town and then advise them to see their tv dealer to find out how to get it."

The formula seems to be working successfully. "In Philadelphia alone, retailers sold 40,000 Blonder-Tongue converters since we started pushing the three new stations there five months ago," says Jerry Balash, distributor products manager for Blonder-Tongue.

"But now is the time to make your profits," says Balash. "It's a one-shot deal—a 90-day to six-month market—for most retailers in new UHF areas. And in about two-and-a-

half years, when all-channel sets have replaced the old VHF's, there won't be any market at all."

The exact size of the market is difficult to determine accurately. Blonder-Tongue, which claims a 60% share of the converter market, estimates its converter sales for the past 12 years at a 4½ million units.

The U.S. Dept. of Commerce estimates that last August, 23.7% of all the tv sets in the U.S. were equipped to receive UHF, and of those, only 2.8% used converters.

The promotional appeal developed by Blonder-Tongue to exploit whatever market exists is aimed at retailers and consumers alike. "We start by picking the station," explains Balash. "If there's no need for that station in that area, we won't touch it."

"Specialization seems to be the secret of UHF success," says Balash. "New York's Channel 47 is doing well with its Spanish-language broadcasts, and the all-sports Kaiser station in Detroit is golden. It's the stations that do second-hand or carbon-copy material that run into trouble."

In the markets where there are only one or two stations, the networks can move in. For instance, says Balash, "When Channel 17 opens in Jacksonville, Fla., on Feb. 9, retailers will have a simple story to tell: 'ABC is coming to town.'"

Two weeks before the debut of a new UHF channel, Blonder-Tongue distributors hold a dealer meeting. "It's important to wait until the last minute to kick off a promotion," says Balash, "because then, when the station hits the airwaves, dealer interest is still at a peak."

The meetings usually begin with an open discussion of all the problems and disappointments retailers have encountered with UHF in the past. "We try to describe how the situation has changed, says Balash, "and how the 1964 all-channel law encouraged new investments in UHF. "We try to dispel the feeling that UHF is a second-best means of transmission." Because of the altitude of the UHF signal, Balash explains, UHF reception is better in some areas than VHF signals.

The key to profit, Blonder-Tongue tells retailers, is full support of the

local station. The programming makes the sale in most cases, but UHF gives retailers other sales aids as well. A retailer can sell the obsolescence of a VHF-only set, the resale value of sets equipped with a converter Blonder-Tongue executives estimate that 20% to 30% of converter sales are for the resale market), or he can make a new set or a color set sale.

"We encourage dealers to send out mailers and to visit the men's clubs in town," says Balash.

"In any market, one or two retailers do all the business," says Balash. "In Detroit, for example, one dealer did good business with one day of house-to-house canvassing. He'd leave the converter at the house, and when he came back, people didn't want him to take it off the television set."

Department stores do poorly with UHF in many cases, according to Balash, because they tend to hide the converters in their service departments, rather than demonstrating them on the floor. "So far this market belongs to the independent dealer," Balash says.

newest idea in home protection



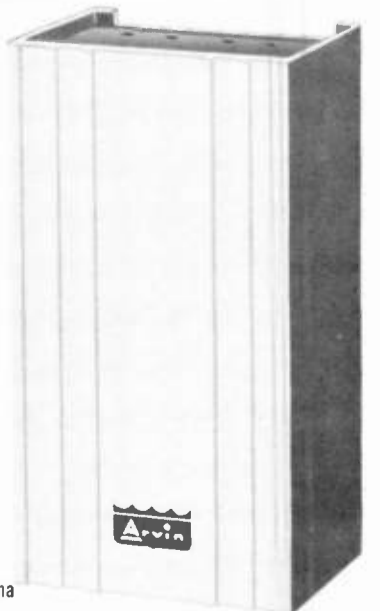
Arvin automatic door alarm

Here's your opportunity to introduce this remarkable new protective device to your customers! Cash in on the growing demand for effective warning systems for the homeowner. The Arvin Automatic Door Alarm is completely transistorized . . . uses economical flashlight batteries. Simple to install on door or adjoining wall. Includes "off-on" and "test" switches. Tiny, but highly effective—measures just 2 7/8" x 2 1/8" x 5 7/8".

Sugg. Retail

\$16⁹⁵

Model 96B28, Gold



FRIGHTENS AWAY INTRUDERS!

Penetrating alarm sounds the second the door knob is turned.

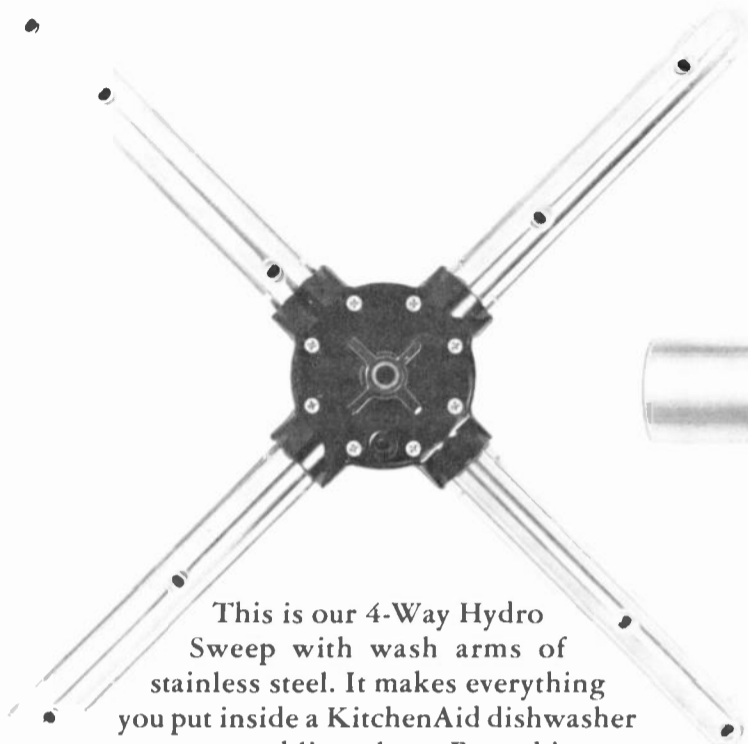
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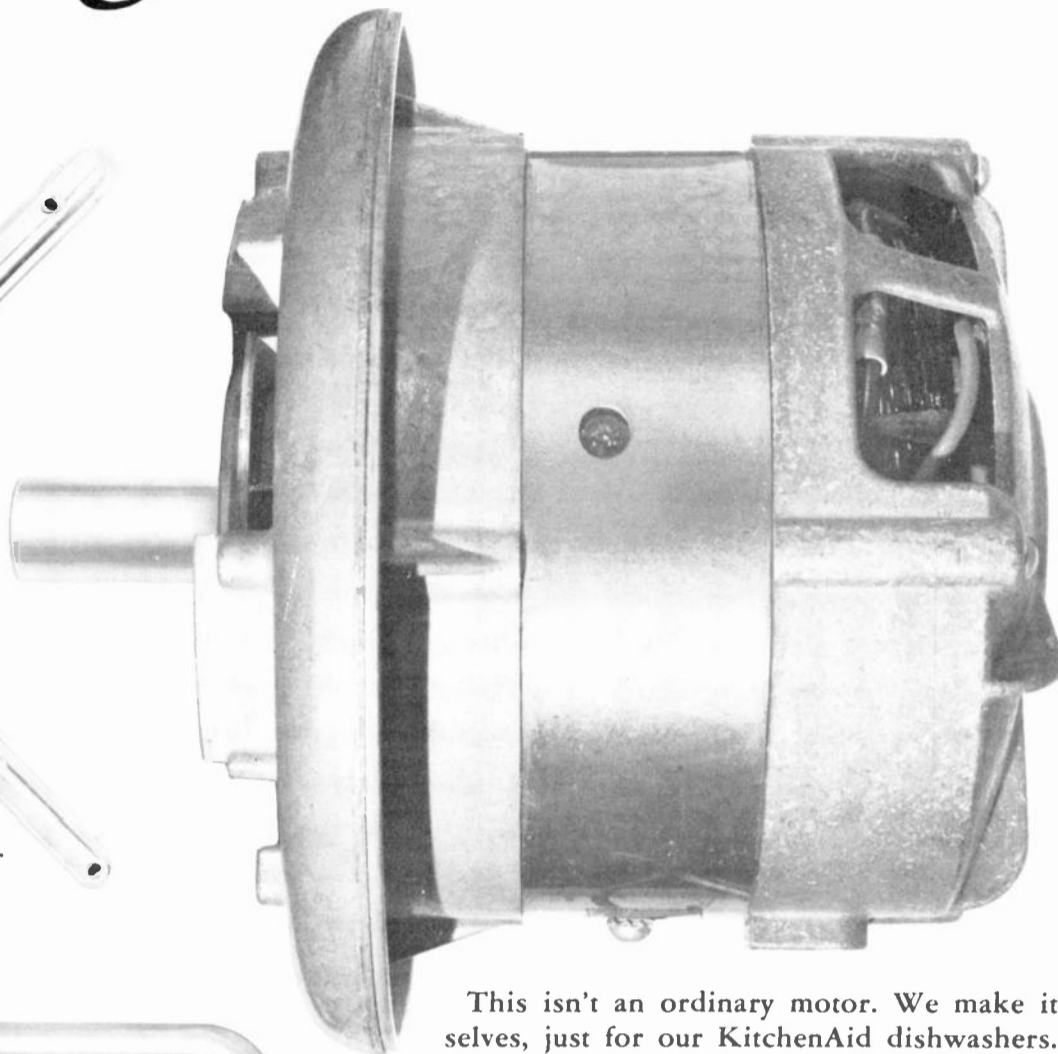
ARVIN INDUSTRIES, INC. • Consumer Products Division, Dept. E-9 • Columbus, Indiana

For complete information, write, wire or call

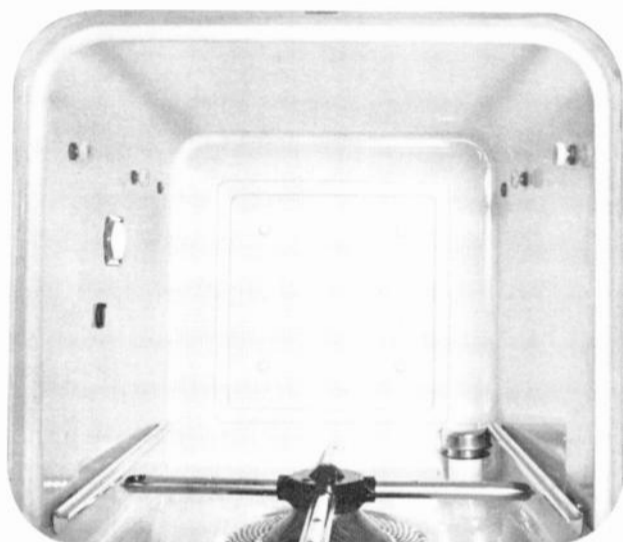
Little things mean a lot.



This is our 4-Way Hydro Sweep with wash arms of stainless steel. It makes everything you put inside a KitchenAid dishwasher come out sparkling clean. Everything.



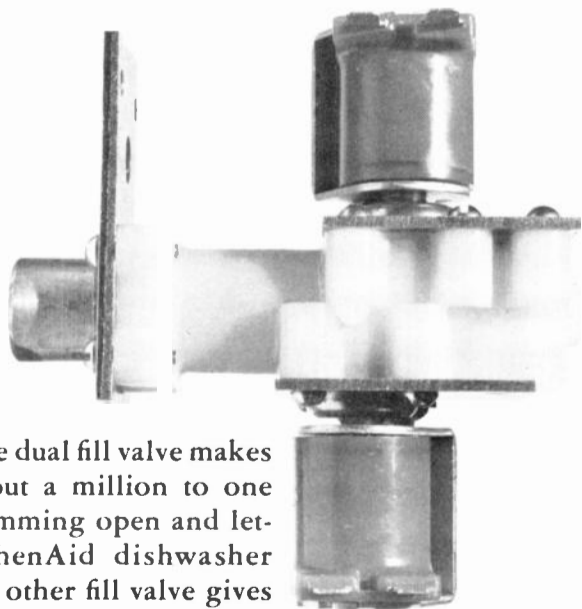
This isn't an ordinary motor. We make it ourselves, just for our KitchenAid dishwashers. And we've been making motors for almost 70 years now. It's rugged, heavy-duty, dependable and 1/2 hp. Most others are only 1/4 or 1/3 hp.



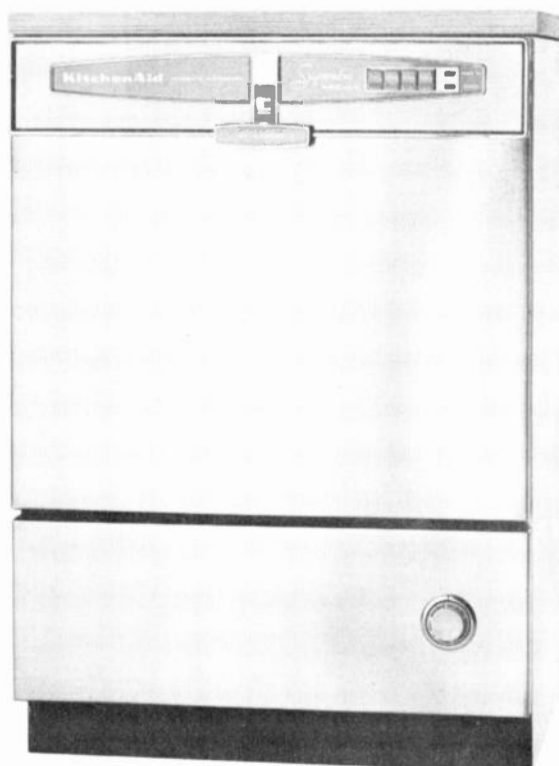
At KitchenAid, we deep-finish the inside and outside of our wash chambers with porcelain enamel so they'll wipe clean, resist stains, scratches, fading and rusting, and look nice for years. Any woman knows how important this is.



This special SaniCycle on a KitchenAid Superba VariCycle dishwasher gives extra protection against bacteria by giving dishes a final rinse in water preheated to 180°.



This exclusive dual fill valve makes the odds about a million to one against its jamming open and letting a KitchenAid dishwasher overflow. No other fill valve gives as much protection.



This is the package these little things come in. The KitchenAid Superba VariCycle dishwasher.

These are some of the little things that make KitchenAid dishwashers work better, last longer and easier to sell. See your distributor or write Dept. 6DP-2, KitchenAid Home Dishwasher Division, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid®
Dishwashers

KitchenAid dishwashers are products of The Hobart Manufacturing Company



The search for better retail training

By Wallis E. Wood

Cover photo by Joe Ruskin

The ferment in the field

What retailers say

"Manufacturers have not had decent training available since World War II. There's not enough training information; what there is is the wrong kind, and it is too hard to get."

This indictment—from Upton Ziesler, manager of Rahr's, in Manitowoc, Wis.—is echoed and amplified by other retailers of appliances and consumer electronics around the country.

"We use any kind of training that is offered—which isn't much," says Ezra Landres, Certified TV & Appliances, Norfolk, Va.

"The training we have been offered is pitiful. Most successful salesmen are better than the training they are offered," says Myles M. Myers, A-1 Appliance Sales and Service, Sacramento, Calif.

"From time to time we are offered a weak form of training by a few companies," says James Fulford, Fulford's Sales Inc., Washington, D.C. "In the past it has been very ineffective, usually put on by amateur salesmen who don't even know their product."

"Generally speaking, sales training on the West Coast (L.A.) is poor at best," says Jim Bethanis, MSI Appliance Stores, in Southern California. "Appliance manufacturers could learn a lot from auto manufacturers and insurance companies, to name only two industries that have good sales training."

Retailers say that manufacturers do not train enough, that they do not provide the right kind of training, that when the factory *does* produce training materials, the distributors ignore them. The distributor salesmen are poorly trained, retailers say, and are seldom qualified to run a training meeting. Training meetings are usually a waste of time, retailers complain.

Retailers not only express dissatisfaction with the quality, the quantity, and, in some cases, the nature of what they are offered, but also they are vocal about what manufacturers and distributors could do to improve their training:

"They could train their own representatives first—on selling techniques and knowledge of their own product," says Harry Sussman, National Sales Co., Cambridge, Mass.

They should give "more and sustained training programs by competent personnel or specialists," says Louis L. Del Padre, Del Padre Music Shops, Springfield, Mass.

Manufacturers should "send out professional instructors periodically from the factory to the distributors," says Ellna Roberts, Modern Appliance Center, Laconia, N.H. "RCA Victor did this on television this fall, and we all got more product information and selling techniques during that one day than in the previous five years."

Distributors should "put their salesmen in our stores more often,"

says E. W. Spaulding, Gulf Stores Inc., Beaumont, Texas.

The factories should "develop more 'pros' like Kip Anger of Zenith, and make them available for a sales training course—not just a sales meeting," says Samuel M. Boyd, Bailey-Wagner Inc., Springfield, Mass.

A major appliance buyer for one large department store says there should be "more in the store—short product stories to review merchandise after new-model presentations."

Manufacturers and distributors should "provide better training, at least once each quarter, with competitive information," says Frank Chipman, Wheeler TV & Appliances, Tucson, Ariz. "Distributor salesmen are falling down on sales information and concentrating on 'dealer loading' plans. They are not giving retail help to sell at retail."

Del Padre adds, "In most cases, suppliers are most anxious to obtain orders, but are least anxious to see the merchandise move out of a dealer's warehouse through retail salesmen properly trained by these same suppliers."

But this may not be the distributor salesman's fault, according to George Johnston, Johnston's, Minneapolis, Minn. "Distributor salesmen are not pedagogically trained (though good ones are very helpful)," he says. "Factory teams sometimes go through the country making one- or two-day stands, but this doesn't give the sales training equivalent to the training an engineer gets at M.I.T." Johnston feels retail training is as important as engineering training: "Our system trains engineers to make appliances, but it doesn't train anyone to get rid of them."

"We try to have bi-monthly sales meetings, but find it difficult to get distributor men who know as much about the product as we already know" says Landres. Distributors should "get or train qualified people to present information, and make it mandatory for franchised dealers to attend meetings."

The easy answer that manufacturers and distributors sometimes give to all this is: "We'd make more training available, but the dealers don't use the stuff we've got now. They don't come to meetings; they don't pay attention when they come."

There is some truth in the charge. Getting retailers to use what is available is a problem that everyone—from manufacturers to the National Appliance & Radio-TV Dealers Assn.—has wrestled with. Retailers split the blame between manufacturers and "lazy dealers," as Carroll W. Conn, Conn Appliances Inc., Beaumont, Tex., terms them.

Dealers don't attend meetings because they feel they are doing well enough without more training, says Ed Adams, Adams Appliance Center, Detroit, Mich.

And there is the problem of time. "No dealer can afford to send all, or even half of his men away dur-

ing working hours," says Boyd, "and salesmen are reluctant to attend meetings on their own time."

"Most often, meetings are held at the convenience of suppliers—like between 9 and 6, or 3 and 6, or 6 and 9," says Landres. "They should be held either before or after working hours."

"The groups are too large, benefits too small," says John McGowan Jr., McGowan's Inc., St. Paul, Minn. "There is not enough time for everything, and the good from the meetings doesn't justify the effort."

Retailers do not like to waste their time, and all too often manufacturers offer "poor programs, the same old tune, played on the same old piano, sometimes by the same musician," says Myers. "Manufacturers have a set way to do things. They think it fits every market. Each dealer in the same town can be uniquely different in his methods."

Not every retailer, of course, criticizes manufacturer training efforts. "Manufacturers do a pretty good job of product training," says Harry Price Jr., Price's, Norfolk, Va. And Louis Goodman, Lou Goodman's Appliances, Passaic, N.J., says, "I believe manufacturer training is adequate to maintain results."

On the balance, however, retailers are critical. They are looking to manufacturers and distributors for more and better training. And manufacturers, for their part, are trying to provide it.

What manufacturers say

Manufacturers are spending time and money to develop their training programs. For instance:

Whirlpool has built and staffed a 9,500 sq. ft. Education Center in Benton Harbor.

Five years ago RCA Victor had one person in its sales training department; today it has 15.

Admiral hired a full-time training director a year ago; he has been developing materials for distributors and retailers.

Fedders recently hired a man who will be responsible for training.

Tappan, which has not had a program, says, "We are bringing into our headquarters a seasoned, top-notch district manager to head up our sales training program. We consider this aspect of our business highly important to our future growth, and are giving this top priority in our planning for 1966. We intend to make sure that every Tappan retail operation gets the full benefit of a sales training program on a consistent basis."

But experts point out that the manufacturer who gets into training must ask himself, what kind of training should I give. How much training should I give? Who will be responsible for the training?

Retailers want different things, need different things. Some retailers want factory trips, some want meetings at the distributor's, some want all training confined to the store. Some think one meeting on a product a year is enough; others think there should be two meetings a year. (Del

Padre thinks there should be at least six a year.) And within the retail organization, different people need different training.

"We know the salesman adds value to the product he is selling," says Joseph A. Ricard, director of education and training, GE's Distribution Sales Operation. "The purpose of our training programs is to hammer this fact home to all our people and then provide them with the information, selling tools, and techniques to convert this theory into fact."

Untrained salesmen, after all, are unskilled labor. As Ricard points out, "It is easier for trained men to sell the higher profit items since they know how to apply selling principles. Trained men usually have a better record in opening new accounts. They have fewer credit losses and develop better work habits."

Since 1960, Frigidaire has had an in-depth sales training course called Human-Centered Selling. It has this program, says Robert A. Kramer, manager of sales training, because "we believe a trained salesman will close more. We feel that we have done a great deal to further strengthen the professional capabilities of retail salesmen in Frigidaire appliance dealerships across the country" through Human-Centered Selling.

The manufacturer who wants a training program has his problems; one of the biggest is finding someone to run it, says Bud Rebedeau, who is in charge of Admiral's program. "Many manufacturers pay lip service to training," he says. "They bring in a guy who may be a top salesman, but he wants to be a district manager, not a sales trainer. A professional sales trainer has to be a top salesman, a good public speaker, someone who can run a meeting and who is a good teacher."

Manufacturers (and retailers) are more concerned about training now than they have been in the past for at least two reasons:

1. "I think this industry has gone through a period when everyone has cut the price just about as much as they can," says Dale Petersen, RCA Victor's Manager of Sales Training. "Now they need information about the product so they can get more sales."

2. "Methods of doing business today are considerably different from what was done ten or twenty years ago," says Dick Hershey, Philco's sales training manager for electronic consumer products. "For one thing customers have changed. I think they are far more intelligent, more aware of product features than they were in the past. The man who tries to sell these customers with techniques he learned twenty years ago just isn't going to do as well as he could."

E.L. Stehle, manager of GE's Distribution Sales Operation, once remarked, "You hear these old salesmen tell young training people, 'I've forgotten more about selling than you ever knew.' Of course, that's the whole problem—they've forgotten it."

To help them remember, to teach managers to manage and salesmen to sell, manufacturers are looking at training in new ways.

A new way to look at training

Retail training covers many activities; more, perhaps, than most retailers—and some trainers—realize. There are at least four kinds of retail training: service, management, sales, and product.

Management

Management training, obviously, teaches someone how to manage a business. Few manufacturers give management courses for retailers, and few retailers that MERCHANDISING WEEK questioned felt management training was very important. They rated it last, rating information on features and benefits, information on selling techniques, information about the competition, and technical information ahead of it, in that order.

However, management training may be the most important kind of training there is. A salesman can open his own store, and as long as the business stays small, the books stay simple, and the problems remain easy, he may survive and prosper. As he prospers, however, problems grow, and the manager can no longer run the store by the seat of his pants.

NARDA's annual Institute of Management at American University in Washington, D.C. is one of the better known schools for independent appliance dealers, and the week-long course is almost entirely about management.

Last year's subjects in the program for first-time students ranged from "Do you know your store image?" to "Why Sears is successful in selling appliances;" from "The dealer as sales manager" to "How to figure break-even points;" from "Recruiting and selecting salesmen" to "How to conduct a sales meeting." Among the subjects covered in the program for advanced students were distribution, electronic data processing, advertising, executive decision-making, inventory management, leadership, and sales management.

To supplement the week-long Institutes (there is now one in Salt Lake City also), NARDA has organized three 6-hour-long symposiums, one on management, one on sales, and one on service. Jules Steinberg, NARDA's executive vice president, teaches the management symposium. He tries to help dealers answer these questions: How healthy is your business? Where and how can you safely cut expenses to increase profits? What is a good "workable" compensation plan for salesmen? Should you handle your own service? How much inventory is "enough"? Are quantity discounts always worthwhile? What about "co-operative" buying groups? Are you getting the proper return on your business investment?

A manufacturer that answers these questions is RCA Whirlpool, with 4½-day dealer seminars at its Benton Harbor Education Center. Each group is limited to 18 to 20

retailers; they are nominated by their distributors and come from all over the country. Whirlpool covers four major subjects, financial management, pricing, personnel, and service. The dealers study each subject in depth. For example, the topics covered in financial management are:

Monthly financial statements; ratio analysis; inventory control; controlling gross margin, working capital, expenses, insurance costs, receivables, cash flow; return on investment; NARDA's cost-of-doing-business survey; evaluating accounting systems; how to borrow money; finance company relationship; evaluating your financial statement form; preparing an expense budget; using retail budgets; and using the break-even point.

Whirlpool has scheduled 20 dealer seminars for 1966; at 18 to 20 retailers in a course it will take years to train all Whirlpool dealers. The company therefore is also training its distributors, and training specialists who will teach retailers at the distributor level.

Another source of management training for the retailer could be—and some manufacturers feel it should be—the distributor salesman. He, after all, is the closest outsider to the business. While most retailers will probably deny that their distributor salesmen know much about appliance retailing, GE, for one, says "to be really effective, the Sales Counselor must be an expert in merchandising and retail selling techniques. He should be able to counsel his dealers on all aspects of merchandising." He must, according to GE, understand inventory, advertising, displays, return on investment, and the economic factors that affect the dealer's area.

Of the two retailers who have commented on management training, one said: "If I were to take a long trip on an unfamiliar route, and, if I had plenty of time, I would eventually arrive at my destination. However, if the same trip was carefully mapped out for me, I would arrive much faster, and at a great saving in time, effort, and money."

The other, Ellna Roberts, said recently: "The training we receive at the NARDA Institute in Washington brings one up to date on all phases of the industry and how other dealers approach your own problems. It is inspiring."

Sales

Many retailers are interested in sales training; many manufacturers provide it. As Jim Fulford says, "I believe any salesman should know as many selling techniques as possible, and all the benefits to the consumer of the product he has to sell."

"There is a great need for better informed salesmen," says Landres, "and the only way we can compete with the giants is with information. Everything you hear about Sears men tells you they are well trained; ▶

yet our suppliers and branches do nothing—or very little—to make us competitive, saleswise.”

Interestingly, Landres is a Frigidaire dealer, and Frigidaire's Human Centered Selling is one of the most extensive sales training programs in the industry. “Knowing the product line alone is no longer enough. All good salesmen know their product,” says Frigidaire. “But to sell that product—how to make people aware of it and want to buy it . . . that's the truly creative aspect of salesmanship.”

Frigidaire's basic Human-Centered Selling conferences are built on five workbooks that the student uses: “The Salesman” (how to translate product knowledge into human terms), “The Customer” (how to get the customer to participate in the sale), “Qualifying Customers,” “Presentation and Demonstration,” and “Overcoming Objections.”

Frigidaire also has a two-day advanced program that reviews these subjects and the handling of walk-ins and be-backs, and closing the sale; and a one-day advanced telephone selling conference.

NARDA's Retail Sales Symposium, taught by the association's assistant executive vice president, Thomas L. Andersen, covers, among other subjects, why people buy, asking the right questions, selling up to quality, moving traffics and seasonal items, and asking for the order.

Sales training—or as Philco's Dick Hershey calls it, “salesmanship training”—can be a ticklish subject. “We don't think you can tell someone how to sell,” says Westinghouse's sales training manager, Roger Masquelier. How a store's men sell is a management function, and some retailers resent any manufacturer's attempt to tell their sales people how to sell.

“It's true that the retailer determines the flavor of the training,” agrees Admiral's Rebedeau. “But the retailer cannot afford to ignore sales training when it's offered.” For one thing, there are principles of salesmanship a salesman can use whether he is selling in Macy's or in Mom & Pop's Corner Appliances.

“We try to sneak sales training in through the back door,” says Masquelier. In its product training films, Westinghouse shows how salesmen meet various selling situations.

RCA Victor comes in the other way: in its sales training, it makes various product points.

Russell Weber, head of Magnavox's sales training department, says that, in their semi-annual meetings, Magnavox trainers spend some time on general sales training. Many products—like stereo—require more than a knowledge of product features. A salesman who sells stereo, says Weber, should know something about furniture and how it fits into room arrangements.

There is a point where sales training shades off into product training, but without understanding how to sell, the salesman is likely to misjudge his customers' needs, their attitudes, their ability to pay, say

training directors. He will not be able to step a customer from one model to another even though he knows the features of both. He will not know when to stop selling and ask for the order.

At the same time, he must know what he is selling.

Product

Virtually every manufacturer offers some kind of product training, even though it may be nothing more than a spec sheet. Product information is important. “The man on the retail floor will sell the product he is confident in, the product he knows about,” says Rebedeau. “Product training must make him confident in the product, so that he knows what it will do, and that it will do everything he says it will.”

Salesmen like to sell products they know the most about, and customers like to buy from a person who knows the features and explains the benefits.

The retailers who responded to MERCHANDISING WEEK's questions rated information on features and benefits as the most helpful. One major department store added that the most helpful kind of training is “informative meetings on new product features and specifications, and comparisons with competitive models.”

Sam Boyd says that, for his needs, the best training is “that which combines product advantages—proof, with ‘buy now’ and ‘buy from us.’ Ways to dramatize and individualize the product should be sought, and training should be consistent and continuous.”

“Training only becomes successful when it is repetitious,” says Jack Shepman at Norge. “When I get into a plane, I automatically fasten my seat belt because I've done it over and over. The store manager should make it a routine thing that every salesman sits in on a meeting once a week.”

“People get into a rut,” says Harry Price. “They tell the same story over and over; don't give an enthusiastic sales pitch.” Price's holds sales meetings every morning before the store opens, has been encouraging the men to criticize the meetings, and has been happily surprised to learn that most of the men think the meetings are important to them.

“Product information is something that must be given regularly,” says Upton Ziesler. “You don't eat once a month; you eat three times a day. It's not enough to learn the new line when it comes out and then forget about it until the next new line.”

Magnavox, which was singled out by retailers as a company with one of the best training programs, visits each market twice a year with an eight-hour presentation. It follows this up with a mailing to the salesmen's homes.

Manufacturers generally have realized that training is important; now they are developing new ways to bring the training to the retail floor where it can do some good.

The emergence of new methods

A flood pours from the manufacturers: training records, tape recordings, slide films, sound movies, cue books, product stickers, competitive information, working models, demonstration materials, product flip charts, wall charts, hang cards, sales pointers, and workbooks.

But, in the middle of this flood, training directors have two worries: how to make the information stick, and how to get the material to the retailer.

Training directors say that department stores and mass merchandisers (with certain notable exceptions) do not respond as well to training as independent retailers. They often will not release their men for a day-long meeting, and, often because of unions, cannot require the men to go to meetings on their own time. This should encourage independents to make an effort to train their people, and to demand training from their suppliers.

Most retailers MERCHANDISING WEEK questioned feel that movies are the best form of training. A remark by Tom Connors, Jeffco Home Appliances, Denver, Colo., is typical: “Movies or film strips are the most helpful—because the eyes and ears must be used.”

For the store that will not—or cannot—release its salesmen for a training meeting, Westinghouse has developed an “Instant Meeting” the distributor salesman can hold on the floor. While the retail salesmen watch, a distributor salesman covers each of the features of, say, a range. As he makes a point, he puts a sticker on a floor model. The stickers are left on the model after the meeting, both to point out the features to the public, and to remind the salesman of the selling point.

Frigidaire's Human Centered Sell-

ing course uses the techniques of psychology to help the salesman understand his prospects, and to help him understand his role in the selling situation. It tries to make him understand what makes people buy, what makes them postpone buying, and what makes them refuse to buy. A salesman who understands what motivates people will be more comfortable when he sells, and he will, in turn, make his customers feel more comfortable.

RCA Victor has taken its show on the road (along with Magnavox, NARDA, Admiral, Norge, and others). In the past, RCA has had 2½-day meetings at the factory. Why change? “The meetings in the field cover the same kind of training,” says Petersen, “except there is no trip through the factory. But we felt we could reach so many more people by going to them. We brought about 1,500 people a year to the factory in the two and a half years we had the program, but by going out on the road, we'll reach 10,000 people a year, and the expense is about the same.”

NARDA began its program in Salt Lake City and has begun its local symposiums to give more dealers a chance to learn. “We long ago recognized the need to bring education to the dealer who neither has the time nor the money to go away for a week,” says Steinberg. Both NARDA chapters and manufacturers who are affiliate or associate members of the association can sponsor a symposium. The sponsor pays for the meeting room, the meal, \$20 for the first student, \$10 for every other student, and guarantees at least 20 students. NARDA is talking to manufacturers who want to give sales and management training but do not want to spend \$50,000 to \$75,000 to develop a course.



For an “instant meeting” the Westinghouse distributor salesman sticks these plastic labels on the product as he makes a point. The labels remain on the product after the meeting, both to remind the salesman of the features as he talks to his prospects, and to inform the public. The salesman can easily remove the labels after the merchandise is sold.



RCA Victor sales trainer Ed Pullman supervises the loading of an RCA training station wagon. There are two such wagons now touring the country. Because the RCA meeting uses movies, lights, slides, and sound, the back of the wagons are jammed with gear. The trainers arrive in a city on a Monday and spend the day setting up. They give three one-day meetings, knocking the show down on Thursday afternoon and driving to the next city over the weekend.

Whirlpool, by expanding its education center to 9,700 sq. ft. last year, committed itself even more firmly to factory training. Even a retailer who does not carry Whirlpool said admiringly, "I think Whirlpool is doing the best job in the industry of training its people, and I think their business is reflecting this activity."

Whirlpool also is setting up distributor sales training centers to do locally what the company does in Benton Harbor. By the end of this year, the company hopes to have a man who is responsible for retail training in every distributorship. He, not salesmen, will make sure retailers get training materials.

To bring the product story into the store, at least two manufacturers—Westinghouse and Admiral—use counter-top projectors. The machines they use show color slide films with a synchronized sound track, and can be viewed in a lighted store. Admiral has modified its machines so that a distributor salesman can stop the sound to expand on a point or to interrupt the program while the dealer talks to a customer.

Educators generally have been excited by programmed instruction. A student who works with a programmed instruction book works at his own pace, retains more than with conventional teaching, and tests himself as he works. Whirlpool has three programmed instruction writers working on management, selling, and product training information.

About a year ago, Norge began using an Audiograph record and book, which, says Shepman, replaces the more cumbersome and more expensive strip film. Like the strip-film record, the Audiograph record has a signal after each bit of information. Instead of watching a screen, however, students read a script book, turning pages at the signal. "The important thing about this method is that the retail salesman keeps the book, and he can review it at his

leisure," says Shepman. "Product retention therefore is much higher."

One kind of training, which no one gives but which everyone agrees is incredibly helpful, is the exchange of ideas, suggestions, and trade tips after hours at a school like NARDA's Institute. Billy Yates, General Appliance & Furniture Co., Dyersburg, Tenn., says about the Washington school, "I've gotten as much out of the bull sessions as I have out of the curriculum."

Retailers are relatively candid at the Washington Institute because they come from all over the country, and because they live together for a week. There is not the same exchange at a short distributor meeting both because there is not much time, and because retailers are not usually as willing to discuss their business with the guy in the next block as they are with the guy in the next state.

Two retailers made suggestions for better retail training. George Johnston said, "The one group who could do the most good are the utilities. They are 'on the ground' where dealers are, but today they are very ineffective in their dealer development programs, and they waste a pile of dough on them. Why not have the utilities set up three training schools: elementary, intermediate, and advanced, with factory help and "on-the-job" training by dealers to help students pay their way?"

And Upton Ziesler suggested, "There should be information available from the factory. The factory should have a national library so that any dealer who wants to get films or slides or charts could get them and not have to go through the distributor. We've got slide projectors, movie projectors, everything we need to hold a meeting. But trying to get material from the distributor—that's the problem. Why don't manufacturers make material available to those who will use it?"



During January, more than 100 salesmen from Polk Brothers in Chicago attended a one-day concentrated course on "How to Sell" at Whirlpool's Education Center in Benton Harbor. This is one kind of training Whirlpool offers its retailers.



This is the LaBelle Courier table top projector that Westinghouse and Admiral are using. The machine runs on batteries that can be recharged by plugging the machine into a standard wall outlet. The projector gives a slide-and-sound show that is clear even in a lighted store. The machines cost about \$300 each. Admiral has modified its units so that they are easier to load with the film and sound cartridge, and so that a salesman can interrupt the show to make a particular point.

How the search pays off

"Everybody wants to go to heaven, but nobody wants to die," says Rebe-deau. "Everybody thinks training is wonderful, but nobody wants to take the time to train."

And yet, when retailers take the time, the results are worth it. Examples come from all over the U.S., and could be multiplied by a hundred.

"I attended the first NARDA Institute of Management in Washington in 1956," says Billy Yates, in Dyersburg, Tenn. "When I came back to the store, we made changes in our operation that enabled us to show a \$10,000 increase in volume in the last three months of that year."

"We have seen the results time and time again of what good training meetings can do for the sales of a particular product," says Carroll Conn in Beaumont, Texas. And E. W. Spaulding, adds, "We hold two meet-

ings per month; one at 7:30 a.m. in the stores, one at 6:30 p.m. in a motel where we have dinner. Both are effective."

Retailers respond to training they think will be worthwhile. Two weeks ago in Tampa, the RCA Victor distributor, Raybro Electric, and the RCA factory team trained 180 men and women in three one-day meetings. "We could have had more," says Raybro's Chuck Brown, "but we had to hold the meetings down to 60 people."

Mr. and Mrs. Leslie Morgan, A-1 Television Sales & Service, drove over 100 miles from Ft. Meyers to come to a session. "Why?" said Mrs. Morgan. "Because with electronics changing all the time, you have to keep learning just to keep up with things." And, Mrs. Morgan contended, "You never get enough training."

How the search pays off: a distributor's experience

About three and a half years ago, D&H Distributing Co. Inc., an independent RCA Victor and Whirlpool distributor in Harrisburg, Pa., organized dealer progress panels. Each panel has eight to eleven dealers who meet once a month for six months. They discuss business methods, profit and loss, service, and merchandising. The meetings begin at 8:00 in the morning and continue until the dealers feel they have covered the subjects adequately.

Retailers were less than enthusiastic when the panels were announced. As Morris Schwab, vp and treasurer of D&H, says, "The department manager who organized the panel had to do some of his best selling to persuade eight dealers to get together for our first panel."

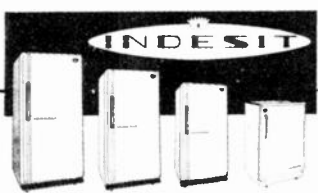
D&H had expected the meetings to end by 1 p.m. All lasted longer, usually until 4 or 5 o'clock. What were the results?

D&H studied sales to panel member dealers in 1964 compared to

1963; out of 42 members, 28 showed increases, 14 decreases. "At least one dealer whose purchases from D&H dropped," says Schwab, "realized he should do less volume—make more profit—and build a sound base for future growth. We agree. He has made internal improvements in his business."

Four dealers added white goods; one added television, and a service dealer began to promote strongly. All are doing well. A retailer solved a service problem with ideas from the panel. One closed an unprofitable branch, two others opened second stores. D&H's rate of sales increase with the panel members was almost twice as great as the rate with non-panel members.

Morton Spector, D&H's vp of sales, said recently, "What is amazing is that, in line with the future and its apparent dependence on education, our dealers are only too aware of the need, and are joining the panels and discussions with little urging."



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MARKETING

**Behind Chicago's newest U:
a lesson in promotion**

"Polk Bros. salutes the brand new Chicago UHF Channel 32 WFLD. This is another good reason to buy a new portable tv." That was how Polk Bros. headed its full-page ad that appeared in the *Chicago Sun-Times* a few days before Channel 32 hit the airwaves last month, on Jan. 4. Unlike so many other retailers in so many other markets, Polk was cashing in on whatever benefits the newest station in town had to offer. **But Channel 32 is an unusual U.** Channel 32 is the newest branch of

the expanding Field Enterprises; it is a brain child of the late Marshall Field, and little sister to two of Chicago's four daily newspapers: the morning *Chicago Sun-Times* and the evening *Chicago Daily News*. That means that Channel 32 can rely on the financial backing of a highly successful corporation, the public voice of two successful newspapers, and any programming possibilities inherent in that unique relationship. **Channel 32's only UHF competitor** in Chicago is Channel 26 (MW, 20 Sep. 65, p. 26), which is beset with difficulties.

But Sterling "Red" Quinlan, head of the new station, who was formerly affiliated with ABC's Chicago outlet, is convinced that a much rosier future awaits Channel 32.

"About a million homes [35% of total tv homes in the Chicago area] will be within reach of our signal in 1966," says Quinlan. "And by 1969, we hope to be on a par with VHF."

To woo that audience, Channel 32 ran a series of full-page ads in the Field newspapers, in which it placed special emphasis on the need for antennas; the ads also included three-point tips on how to receive UHF. In addition, the station printed promotional circulars for enclosure in the regular mailings of Sears and of appliance retailers. Letters to store promotional directors suggested in-store promotions to tie in with the new station.

Channel 32's biggest asset in promotion may well be the Field newspapers. On the day after the station opened, the *Daily News* carried two articles: a column and an editorial on the station. The *Sun Times* carried a picture of the channel's debut on its front page. If, as Quinlan hopes, consumer education is a key to success for Channel 32, he has all the tools of success close at hand.

Channel 32's unique programming formula is the real bait on which Quinlan hopes to snag a sizable viewing audience. "We will be completely oblivious to ratings," explains Quinlan, who expects the station to operate at a loss for at least three years. "But we will try to give the viewer a choice, and once we win an audience, we think it will remain loyal."

The choice consists of college sports colorcasts and a heavy diet of such relatively high-brow programs as *The Richard Boone Theatre*, *Profiles in Courage*, and Charlie Chaplin movies.

Heart of the programming is an in-depth news service that will take full advantage of Channel 32's blood relationship to the Field newspapers. One example: cameras stationed in the city rooms of the papers will pick up first-hand reports of developing news stories from editors and reporters on the job.

Channel 32's advertising rates are predictably low—30% below those of the VHF stations in Chicago. For example, one hour of prime time for less than 52 weeks costs \$1,000 on Channel 32 compared to \$3,146 on the VHF independent.

But Quinlan is working on new ways to win advertisers. "We hope to develop a profile of our viewer," he explains. "Then we can say, 'Here, Mr. Advertiser, is a new and different market for you.'"

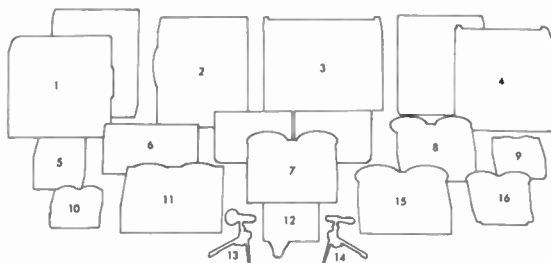
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1. **Stereorecorder 500-A** — A complete 4-track stereo/mono tape system with unsurpassed studio quality. The full range, infinite baffle detachable speaker systems integrate into the recorder lid, and separate 15 feet for optimum stereo effect. Less than \$399.50. 2. **Sony Stereorecorder 777** — Professional, solid state 2- or 4-track stereo/mono tape recording system featuring remote control and the exclusive Sony Electro Bi-Lateral head system. World's finest tape recorder. \$695. 3. **Sony Stereorecorder 260** — Complete solid state 4-track stereo/mono system with built-in XL-2 Radial Sound speakers for total stereo-dimensional sound, with 10 watts of pure music power per channel. Less than \$249.50. 4. **Sony ESP Reverse 660** — The world's first truly automatic tape reversing system. 3 motors, 4 heads, and featuring Sony XL-4 Quadradial Sound speaker system with 50 watts of music power per channel — surrounds you with a stereophonic curtain of music. Less than \$575. 5. **Sony Voice Command Battery Portable 905-A** — Starts at the sound of your voice. Less than \$159.50. 6. **Sony Stereo Mixer MX 777** — For advanced recording techniques, this all-transistorized, battery-powered 6 channel stereo/mono mixer is the perfect accessory to complete the 777 professional system. Less than \$175. 7. **Sony Stereorecorder 200** — The most compact and lightweight quality 4-track tape recording system on the market today. Carrying case lid separates into 2 full range speaker systems. Unequaled for performance and price. Less than \$199.50. 8. **Sony Portable Tape Recorder 102** — Rugged 2 speed, dual track hi fidelity recorder with deluxe features and 7" reel capacity satisfies the most exacting recording requirements. Less than \$129.50. 9. **Sony-**

matic solid state 900 — The 5½ pound wonder with the big voice. Conveniently operates everywhere — on 4 flashlight batteries or AC with no adapter needed. 2 speed with stop-&-go mike, automatic volume control. Only \$67.50. 10. **Sonomatic TapeMate 123** — Bantam-weight with over 2 hours recording time on small reel, 2 speeds, and automatic volume control. Body-storing mike, simplified Sonomatic operation. Ideal for sending "Talking Letters." \$39.95 for a single unit. \$79.50 for a pair. 11. **Sony Stereo Tape Deck 350** — A 4-track, solid state, stereo playback tape system with 3 heads to give a component set-up the versatility and capabilities of stereo tape facilities. Vertical or horizontal installation. Complete with walnut finish cabinet: \$199.50. Portable model 350C: \$219.50. 12. **Sony Professional Condenser Microphone C-37A** — A high performance studio and theater microphone for both uni- and omni-directional use. \$295.00. 13. **Sony Uni-Directional Professional Dynamic Microphone F-113** — Lightweight cardioid hand or stand held, for top quality performance in broadcast and recording use. Less than \$249.50. 14. **Sony Omni-Directional Professional Microphone F-91** — A slim-tapered probe or stand held mike for public address and on-the-spot pick-up of wide-field sound coverage. Less than \$149.50. 15. **Sony Solid State 250-A** — The country's best selling stereo tape deck, adds the scope of stereo tape recording/playback to any sound system. 4-track, 2 speed, vertical or horizontal operation, walnut base. All for less than \$149.50. 16. **Sonomatic 135** — Ideal family recorder with simplified Sonomatic one-two-three operation, automatic volume control, and full 5" reels. Has body-storing mike, vinyl carrying case. Less than \$69.50.



For literature or name of nearest franchised dealer, write to Superscope, Inc., Sun Valley, California. Dept. 29





IceMagic® automatic ice maker

The IceMagic is no Johnny-Come-Lately. It's the tried and proved ice maker that's been used in hundreds of thousands of homes for over eight years. It's the automatic ice maker that your customers know and want, for there's no gadgetry . . . no gimmicks . . . just automatic ice making at its finest.

Use these ideas...

they'll help increase your sales of the IceMagic



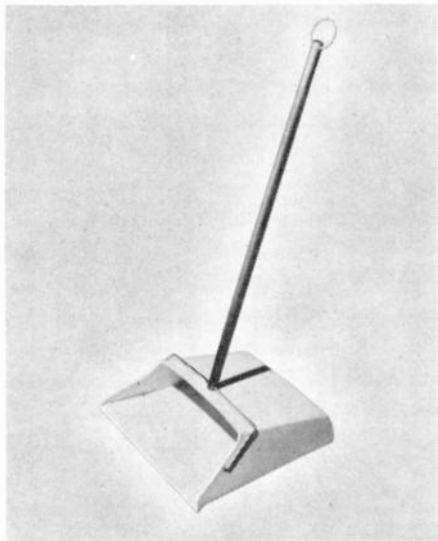
Model EPT-17M features exclusive IceMagic ice maker . . . 9 other models also available with the IceMagic.

- ✓ **Display and Demonstration Materials**—Attention-getting in-store displays and cutaway demonstration doors spotlight the IceMagic in your store. And there are in-store signs . . . even a pressure tank to make hook-up for demonstrations easy.
- ✓ **Sales Closers and Premiums**—Your distributor salesman has sales closers such as ice crushers, a silverplate tray . . . traffic-building premiums that include automatic pencils, snow brushes, ice trays.
- ✓ **Installation Kits**—Offer either of the "do-it-yourself" installation kits and you'll convince cost-conscious skeptics of how inexpensive the IceMagic is to install.
- ✓ **Promotions**—Check on "Don't Buy ½ a Refrigerator", "Banish Messy Ice Cube Trays", "15-Day Free Home Trial", "Free Installation" and all the other promotions that are geared to build your sales of the IceMagic models.
- ✓ **Literature**—Sell 'em on the use of ice with our "Ice Ideas" recipe booklet, offer 'em the IceMagic coloring book, the "Best of Both" brochure . . . literature that's all designed specifically to tell the IceMagic story.
- ✓ **Newspaper Ads**—Special newspaper ad headers, mats and drop-ins will help you promote, help you sell more RCA WHIRLPOOL refrigerators with IceMagic automatic ice makers.



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

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.
Trademarks WHA and RCA used by authority of trademark owner, Radio Corporation of America.



Plas-Tex dust pan, bin, wastebasket

Plas-Tex introduces a dust pan, storage bin, and wastebasket.

The "No Stoop" dust pan features a plastic pan, heavy wire fittings, and a 22-inch hardwood handle with a hanging ring. It is available in turquoise, yellow, and sandalwood. The dust pan carries a retail price of \$1.98. The storage bin is designed to hang separately or nest. Available in moss green, orange, regal blue, and gold, the bin retails for 98¢. The 30-qt. wastebasket at \$1.98 comes in yellow, turquoise, and sandalwood. It retails for \$1.98. *Plas-Tex, Division of Delkay Plastics Corp., 200 E. Beach Ave., Inglewood, Calif.*



Hirsh storage cabinets

Hirsh introduces a new line of sliding door storage cabinets in several colors and wood grains.

The new cabinets come in two- or three-shelf units. The steel frame is finished in oven-baked enamel. The doors are hardboard, and the tops and sides are vinyl wood grains or pastel finishes. Wood grains and colors are teakwood, fruitwood, contrast blues, and cream with gold and yellow. The two-shelf unit retails for \$22.50; the three-shelf unit for about \$32.50. All come partially assembled in customer "carry out" packages. *S.A. Hirsh Manufacturing Co., 8051 Central Park Ave., Skokie, Ill. 60078.*

OLYMPIC TV-ON-THE-GO!

three
new 12" *
solid state
portables
with
extra profit
step-up
features!



\$129⁹⁵
suggested retail price,
Model 3P48 (Gray)

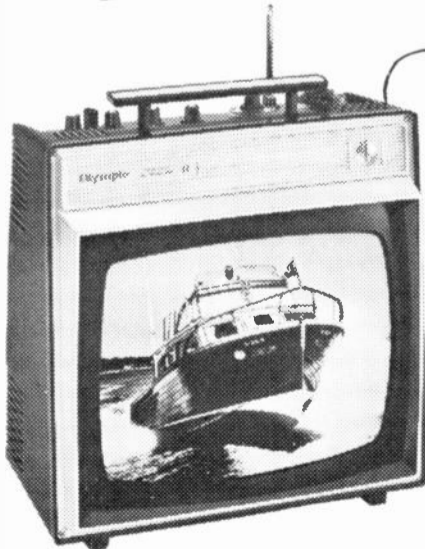
- Transistorized... heat-free, trouble-free
- Plays on AC or optional 12V battery pack
- Plugs into car or boat cigarette lighter with optional 10-ft. cord
- 12" * family-size picture... yet light, compact
- Instant, automatic picture and sound
- 110° aluminized tube, 14,000V power
- Built in UHF, VHF antennas... safety switch prevents overload if outdoor antenna is used

*diag. meas.



\$134⁹⁵
suggested retail price,
Model 3P48 (Princess White)

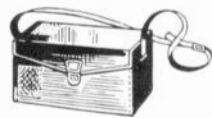
- All features of Model 3P48 above
- Adds special deluxe Princess White finish, preferred for many decors in bedrooms, kitchens, doctor's office, etc.



\$139⁹⁵
suggested retail price,
Model 3P49 (Ebony, Wheat, Turquoise
or Coral with Oyster White accents)

- Adds 10-ft. cord for play from car or boat cigarette lighters (12V)
- Adds private earphone with plug-in cord
- Adds choice of four 2-color finishes

- Adds matching snap-on plastic Port-O-Cover for travel protection.



**OPTIONAL,
EXTRA: EXIDE 12V BATTERY & RECHARGER**

Pack includes battery, built-in recharger and handsome carry case. Recharges on AC, even while set is playing, to give 1000 battery hours!

Call your Olympic distributor now...
sell "TV-on-the-Go"!

ISI / Olympic

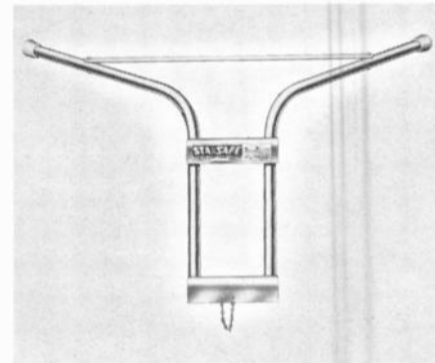


radios • phonographs • television • from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY, N. Y. 11101

Gerber do-it-yourself frames

Gerber announces a new line of do-it-yourself picture frames for immediate delivery.

The hardwood frames are glued and fitted with 3/8-inch threaded dowels inserted into pre-drilled end holes. Sanded and ready for finishing, the frames come in traditional and modern designs, 29 sizes in all. The frames are packed in carded plastic bags priced from 59¢ to \$1.79. Two bags make a frame. Sold through wholesalers only, the frames include free glue and display stands. *Gerber Wrought Iron Products Inc., 1510 Fairview Ave., St. Louis, Mo. 63132*



Werner ladder stabilizer

Werner introduces a new tube-aluminum ladder stabilizer.

The stabilizer is two widely angled, rubber-tipped aluminum arms supported by three crossbars. A pin holds the stabilizer to the ladder. Retail price of the unit is from \$6 to \$7. *R.D. Werner Co. Inc., P.O. Box 580, Greenville, Pa.*



Cooper freezer, oven thermometers

Cooper introduces a refrigerator-freezer thermometer (shown) and an oven thermometer.

The thermometers are 2 3/4 inches high and feature a two-way top hook. *Cooper Thermometer Co., Reed's Gap Rd., Middlefield, Conn.*

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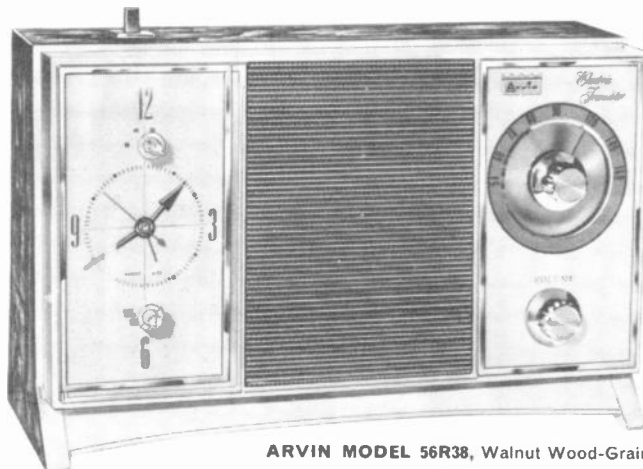
Arvin

Styled in popular Walnut Wood Grain

Engineered with Solid State circuitry

Priced especially low to sell in big volume

FULL FEATURE CLOCK RADIOS



ARVIN MODEL 56R38, Walnut Wood-Grain

Arvin SOLID STATE ALL-ELECTRIC TRANSISTORIZED RADIO with Full Feature Clock styled in Deluxe Walnut Wood-Grain Cabinet

Just flip on the switch and enjoy instantaneous performance from this SOLID STATE beauty. No tubes to heat up, wear out, or burn out. The cool operating chassis with 5 transistors, diode and silicon rectifier incorporates Arvin's advanced SOLID STATE circuitry for longer performance life. The full feature clock includes: "Wake-to-Music," "Wake-to-Alarm," Slumber Switch, Doze Light and "Repeat-A-Call" alarm. Precision vernier tuning for pinpoint station selection. Sensitive ferrite rod antenna. Big 4" Velvet Voice speaker.

Sugg. Retail **\$29⁹⁵**



ARVIN MODEL 16R28, Walnut Wood-Grain

Arvin SOLID STATE ALL-ELECTRIC TRANSISTORIZED AM TABLE RADIO styled in Deluxe Walnut Wood-Grain Cabinet

The big radio sound of this new Arvin table model is as rich as its handsome Walnut Wood-Grain cabinet. Powerful AC SOLID STATE chassis features 5 high efficiency transistors plus diode and silicon rectifier for instant play, cool operation and long life. 4" Velvet Voice speaker delivers finest total purity. Built-in ferrite rod antenna pulls in hard-to-get stations.

Sugg. Retail **\$19⁹⁵**

Arvin 12 TRANSISTOR 3 BAND PORTABLE RADIO

- FM/AM plus Marine Band—1.7 to 4.7 mc • Leather grained vinyl case with handle • Switchable AFC on FM • AC adapter jack • Built-in AM antenna, telescoping whip antenna for FM/shortwave • Operates on 4 "C" type batteries • Earphone, batteries included.

ARVIN MODEL 87R59, Black

Sugg. Retail **\$36⁹⁵**



Arvin 7 TRANSISTOR "TRANSCIVER" SET

- Pocket-size, 2-way communication • Up to 1 mile range • 39" whip antenna • Simple controls "On-off," "Volume" and "Push-to-talk" • Durable, break-resistant polystyrene cabinet • 1 pair receiving-transmitting units • Complete with cases, batteries and earphones.

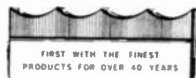
ARVIN MODEL 97R29, Black

Sugg. Retail **\$39⁹⁵**



Visit these permanent show spaces:

- Chicago, Merchandise Mart—1477
- New York, 230 Fifth Avenue—612
- San Francisco, Merchandise Mart
- Hollywood, 1025 Highland Ave.
- Arvin Sales Dept., Columbus, Indiana



RADIOS • PORTABLE PHONOGRAPHS • TAPE RECORDERS • TELEVISIONS • CONSOLE PHONOGRAPHS • PORTABLE ELECTRIC HEATERS • HUMIDIFIERS AND AIR CLEANERS • IRONING TABLES • FURNITURE

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Arvin® ARVIN INDUSTRIES, INC.
Consumer Products Division, Dept. E-9, Columbus, Indiana

We can show you how to live off the fat of the land.

Nobody makes it easier for you to do than Ekco.

For one thing, we make a few thousand things that people really need.

The things that'll keep on selling as long as people keep on eating.

All kinds of gadgets, kitchen tools, pots and pans, cutlery and flatware.

Everything it takes to whip up a meal and dish it out and eat it up.

We make all of those essential things. (Which means you can get all your house-

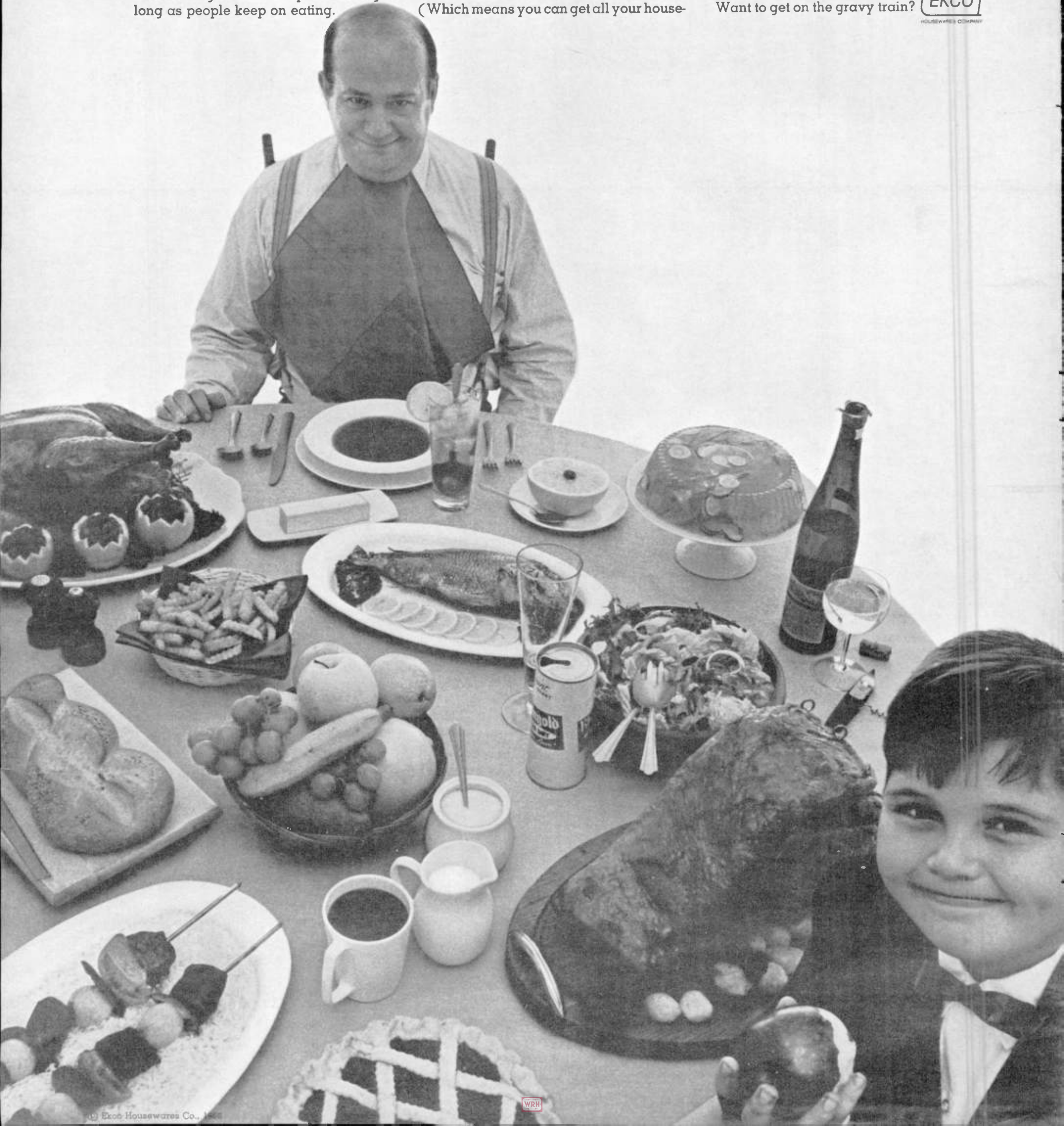
wares needs from one source.)

And we make more of those essential things than anyone else. (Which means that we give you more money-making opportunities than anyone else.)

Want to get on the gravy train?

EKCO

HOUSEWARES COMPANY





Herb Wexler and Valerie Gordon work out Macy's fashion show schedule

Macy's merchandising marriage weds pots and pants with style

It's pots & pans plus pedal-pushers & pants at Macy's New York for the next two weeks. Macy's is blending two worlds of fashion—hard and soft goods—into a "live" Broadway fashion show. The show opens on a three-a-day basis today in the Housewares Basement of Macy's Herald Square store.

The new fashion marriage has been arranged by Herbert I. Wexler, Macy's vice president and hard goods administrator, in an effort to take "the humdrum away from the typical housewares show and sale."

The romance goes deeper, however, than merely showing off the latest in housewares fashions (with a few major appliances thrown in) against the latest in casual, about-the-home pants. Wexler, in an interview last week, said he believes the "blending of the two worlds of fashion" could be carried over into other merchandising efforts. Wexler would like to see this fashion show, officially titled "Pots & Pants," start a trend.

Three months of planning has gone into the fashion show, including cooperation between Wexler's product area—housewares, major appliances, and consumer electronics—and the ready-to-wear division. Wexler's Gal Friday on the project has been Valerie Gordon, Macy's housewares fashion coordinator.

A revolving stage with runway has been built on the housewares selling floor, facing the Dutch Treat restaurant in the basement, or Lower Level. The show is being staged there by Walter Hazeltine, well-known director of fashion shows. Margaret Draper will be the commentator. Four professional models have been hired.

Some 100 products were chosen by Macy's to be shown during the two-week run. About a dozen products will be featured in each show, which will be built around a series of four vignettes, which include "Breakfast in Bed" and "Wife Savers." Each of the three shows scheduled during the course of the day—at 11 a.m., 2 p.m., and 4 p.m.—will be different. Each show will end with a wedding scene, since the wedding gown is traditionally shown at the close of a fash-

ion show. But in Macy's version of the wedding scene, the model will be attired in slacks: long, fancy, and lacy pants.

Macy's is promoting the show with a double-truck, institutional style ad scheduled for yesterday's edition of *The New York Times*. Ads also appeared in other Sunday newspapers, and an 80-page mailer was sent out to charge account customers last week. One page from the mailer announcing the show is pictured below. Other ads will be run during the promotion.

Fashion is carried beyond the actual fashion show. Flatwood cut-outs of homemakers gaily dressed in pants and topped with yarn "hair," are being used to carry the theme throughout the basement. "Wexler calls the cut-outs "woodikins."

Among the items to be shown (see photo above) are GE Permatel coffee-maker, Westinghouse Early American perc, Ronson Cook 'N Stir blender, Westinghouse blender with solid-state control, Club Aluminum Coronet cookware, Presto slicing knife, GE clothes brush, Sunbeam Courier vac, Braun coffee grinder, Detecto Bow Knot hamper, and GE Mobil Maid dishwasher. A Norcold fancy-front compact refrigerator is the other major appliance selected for the show. —Ed Dubbs

Macy's flyer warms up show interest

□□□□ Eureka's new double-insulated polishers will be ready for shipment later this month, according to R.C. Connell, Eureka's sales vice president. A price increase is anticipated, he said. This leaves Westinghouse as the only major polisher manufacturer with units that do not conform to the 1966 UL requirements. A spokesman for Westinghouse, when asked when his company would meet the new requirement, replied, "I have no idea when."

□□□□ Bissell will push rug shampoo and powder products this spring via spot tv commercials and magazine ads. Three new items will be featured: Germ Proofing Rug Shampoo, Rug Clean-Up Kit, and Dry Rug Cleaner Applicator. A 12-week spot-tv campaign in 26 metropolitan areas will promote the new products. Print ads will promote Bissell's entire line.

□□□□ NEMA's 1966 heater directory is now ready. Information covers catalog numbers, watts, volts, and length of the heaters produced by 33 companies. Equipment listed meets NEMA Standard No. HE2, as tested by Electrical Testing Laboratories Inc. Directories may be purchased from NEMA headquarters, 155 E. 44th St., New York City, N.Y. 10017, for 25¢ each. Quantity discounts are available.

□□□□ Corning will test an expanded guarantee—three years against breakage—in Denver, starting Mar. 1. Retailers will be authorized to replace upon return all broken pieces of any Corning Ware product broken in normal use. Corning also is test-marketing a "counter that cooks" in Rochester, N.Y. The 4-burner counter top and eight cooking vessels are made of Pyrex glass. Retail price is \$349. First reports that Corning would enter the builders' market appeared in these pages last fall. At that time, Corning showed a similar cooking unit at the National Hotel & Motel Show (MW, 15 Nov. 65, p.30).

□□□□ A Father's Day contest kit is offered to retailers at \$35 by the Father's Day Council. Cash prizes will be awarded to the retailer who sponsors the best promotion. Father's Day, the biggest single men's merchandise promotion, reached a volume of \$1.066 billion in 1965, an increase of 4.62% over 1964.

Plans to get a maximum share of the increased profit opportunities from Mother's Day should be made now, according to the National Committee on the Observance of Mother's Day. Official merchandising aids, designed to help give tie-ins the greatest possible impact, are available at low cost. Aids emphasize the theme, "Remember Mother With a Gift She'll Remember."

□□□□ Key moves . . . William M. Linn is promoted to field sales mgr at DOMINION . . . Robert A. Wise is appointed mgr of engineering for the portable appliance division of WESTINGHOUSE . . . Robert S. Stein joins HAMILTON BEACH as sales promotion mgr . . . Thomas L. Kelly, formerly branch sales mgr in Dallas, is now special account executive for stamp and premium houses, armed services agencies, J.C. Penney, and other national accounts for HOOVER . . . John A. Corry and Robert S. Neese are elected vps of MAGNOLIA PRODUCTS.

with matching guest towels in an ensemble to retail at \$11.95. The gift packaging features a gold-colored fitted box with a see-through plastic cover. The color-coordinated Bathette ensemble is avail-

Youngwood, Pennsylvania

We want to help "Stamp Out Peeping Moms," too. Please send full details on available promotion material.

Title _____
 Company _____
 Address _____
 City _____ State _____ Zip Code _____



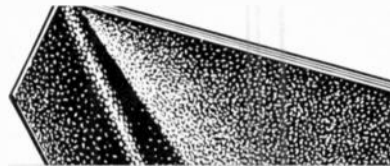
DISTRIBUTOR APPOINTMENTS

Setchell-Carlson—Don Dorsey, of Nashport, Ohio, is appointed sales rep for Ohio (except Hamilton County), West Virginia, and western Pennsylvania.

timore, for the Eastern Shore of Maryland.

Concord—Kenneth E. Dixon is named district sales rep for audio and video

KitchenAid—Liberty Distributors Inc., of Wichita, for KitchenAid automatic home dishwashers in Kansas, west of Topeka.



KEY MOVES

Chancellor Electronics Inc.—Hal R. Bronstein is appointed national sales mgr; prior to this appointment, Bronstein served as eastern regional sales mgr.

Rego Communications—Steve Reynolds is promoted to sales mgr of Rego, a division of Viking Industries.

Frigidaire—Verlos G. (Jack) Sharpe is promoted to mgr of laundry appliances engineering, succeeding Charles D. Graham, who is retiring; Sharpe formerly served as engineering supervisor of washer mechanisms.

Friendly Frost—David H. Pollinger is appointed president of the broadcast division of Friendly Frost; the appliance retail chain owns WTFM in New York City and WGLI in Babylon, Long Island, N.Y.

O'Keefe & Merritt—Two promotions are announced: E. E. Calnon is appointed market development mgr; Harold Montgomery is promoted to the post of regional sales mgr for free-standing products in the Southern California area.

WASSCO—W. C. Busbin is named assistant to A. E. Last, mgr of field sales for the Westinghouse Appliance Sales and Service Co.; J. T. Kain is named to Busbin's post as district mgr of WASSCO's Miami district, which includes all of Florida except the extreme northwestern part of the state.

F. W. Woolworth—W. Robert Harris is named vp in charge of sales, succeeding Thomas R. Lynn, who retired as of Jan. 1; Harris formerly served as vp-executive office representative.

INDUSTRY TRENDS

FLOOR CARE PRODUCTS

floor polishers

vacuum cleaners

HOME LAUNDRY

dryers, clothes, elec.

dryers, clothes, gas

washers, auto. & semi-auto.

wringer & spinner

OTHER MAJOR APPLIANCES

air conditioners, room

dehumidifiers

dishwashers, portable

dishwashers, under-counter, etc.

disposers, food waste

freezers, chest

freezers, upright

ranges, elec., free-standing

ranges, elec., built-in

ranges, gas, total

refrigerators

water heaters, elec. (storage)

water heaters, gas (storage)

CONSUMER ELECTRONICS

phonos, mfrs. ship., port.-table

distributor sales

phonos, mfrs. ship., console

distributor sales

radio production (ex. auto)

distributor sales

b&w television production

distributor sales

color television production

“How we found a new solution to an old distributor-dealer problem”



KENNETH A. DISHELL, Vice-President, Sales • Glendale Electronics Supply Co. • Michigan's largest electronics distributor

“Every distributor faces it—that old problem of increasing the productivity of dealers. Usually, this means some sort of incentive programs or extra advertising deals.

“We decided to be different. We decided to try to help the dealer where he's hurting most in his selling methods.

“The new solution came easy and was successful beyond our hopes. We sponsored 35 dealers in the Dale Carnegie Sales Course, perhaps the most famous training of its type in America. It worked. Within three months, the group reported average increases from 10% to 30% in sales, and their purchases from us are running 20% ahead of what they were previously.

“I think one amazing side benefit is probably as important to us as the increase in sales. It's the new sense of loyalty we have won from these people for the opportunity to learn professional selling, in-person and first-hand from the top rated Dale Carnegie organization.”

How about you? Ready to try a solution that works? A distributor-dealer participation plan for the Dale Carnegie Sales Course is now available in most markets throughout America. Call your local Dale Carnegie representative or write:



DALE CARNEGIE & ASSOCIATES, INC.

DOROTHY CARNEGIE, PRESIDENT
SUITE 126W-1475 FRANKLIN AVENUE-GARDEN CITY, LONG ISLAND-NEW YORK 11530
54 years of developing personal abilities • Over 1 million graduates • Available in 1077 cities
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Herb Wexler and Valerie Gordon work out Macy's fashion show schedule

Macy's merchandising marriage weds pots and pants with style

It's pots & pans plus pedal-pushers & pants at Macy's New York for the next two weeks. Macy's is blending two worlds of fashion—hard and soft goods—into a "live" Broadway fashion show. The show opens on a three-a-day basis today in the Housewares Basement of Macy's Herald Square store.

The new fashion marriage has been arranged by Herbert I. Wexler, Macy's vice president and hard goods administrator, in an effort to take "the humdrum away from the typical housewares show and sale."

The romance goes deeper, however, than merely showing off the latest in housewares fashions (with a few major appliances thrown in) against the latest in casual, about-the-home pants. Wexler, in an interview last week, said he believes the "blending of the two worlds of fashion" could be carried over into other merchandising efforts. Wexler would like to see this fashion show, officially titled "Pots & Pants," start a trend.

Three months of planning has gone into the fashion show, including cooperation between Wexler's product area—housewares, major appliances, and consumer electronics—and the ready-to-wear division. Wexler's Gal Friday on the project has been Valerie Gordon, Macy's housewares fashion coordinator.

A revolving stage with runway has been built on the housewares selling floor, facing the Dutch Treat restaurant in the basement, or Lower Level. The show is being staged there by Walter Hazeltine, well-known director of fashion shows. Margaret Draper will be the commentator. Four professional models have been hired.

Some 100 products were chosen by Macy's to be shown during the two-week run. About a dozen products will be featured in each show, which will be built around a series of four vignettes, which include "Breakfast in Bed" and "Wife Savers." Each of the three shows scheduled during the course of the day—at 11 a.m., 2 p.m., and 4 p.m.—will be different. Each show will end with a wedding scene, since the wedding gown is traditionally shown at the close of a fashion

show. But in Macy's version of the wedding scene, the model will be attired in slacks: long, fancy, and lacy pants.

Macy's is promoting the show with a double-truck, institutional style ad scheduled for yesterday's edition of *The New York Times*. Ads also appeared in other Sunday newspapers, and an 80-page mailer was sent out to charge account customers last week. One page from the mailer announcing the show is pictured below. Other ads will be run during the promotion.

Fashion is carried beyond the actual fashion show. Flatwood cut-outs of homemakers gaily dressed in pants and topped with yarn "hair," are being used to carry the theme throughout the basement. "Wexler calls the cut-outs "woodikins."

Among the items to be shown (see photo above) are GE Permatel coffee maker, Westinghouse Early American perc, Ronson Cook 'N Stir blender, Westinghouse blender with solid-state control, Club Aluminum Coronet cookware, Presto slicing knife, GE clothes brush, Sunbeam Courier vac, Braun coffee grinder, Detecto Bow Knot hamper, and GE Mobil Maid dishwasher. A Norcold fancy-front compact refrigerator is the other major appliance selected for the show. —Ed Dubbs

What's Cooking?

- SALES • VALUES
- CLOSEOUTS
- BARGAINS
- SPECIAL PURCHASES - A BONANZA PLUS A STAR-STUDDED SPECTACLE... ALL IN MACY'S FASHION SHOW & SALE OF HOUSEWARES

Feel the satin smoothness of Teflon ■ See the pastel hues and brilliants in the Bath Shop ■ Pick the gayest in color-coordinated cookware ■ Revel in the prints 'n plaids 'n quilting in the Closet Shop ■ Enjoy the slim, trim, efficient electrics ■ See the color, color, color in the Paint Center ■ View the versatility of Vacuums ■ Choose the fanciful partyware in the Paper Shop ■ Master the mobility of do-it-yourself ideas ■ Glaze on the ingenious, welcome ideas in the Gift Shop ■ Delight in the drama of dinettes ■ See the actual and the make-believe in the Hourly Shop ■ View the modish antique-finish furniture

Plus high-flying demonstrations to see; shops, fascinating shops to explore at your Macy's in Herald Square, the World's Largest Store... and aisles-full of attractions at Macy's near you

Macy's flyer warms up show interest

□□□□ Eureka's new double-insulated polishers will be ready for shipment later this month, according to R.C. Connell, Eureka's sales vice president. A price increase is anticipated, he said. This leaves Westinghouse as the only major polisher manufacturer with units that do not conform to the 1966 UL requirements. A spokesman for Westinghouse, when asked when his company would meet the new requirement, replied, "I have no idea when."

□□□□ Bissell will push rug shampoo and powder products this spring via spot tv commercials and magazine ads. Three new items will be featured: Germ Proofing Rug Shampoo, Rug Clean-Up Kit, and Dry Rug Cleaner Applicator. A 12-week spot-tv campaign in 26 metropolitan areas will promote the new products. Print ads will promote Bissell's entire line.

□□□□ NEMA's 1966 heater directory is now ready. Information covers catalog numbers, watts, volts, and length of the heaters produced by 33 companies. Equipment listed meets NEMA Standard No. HE2, as tested by Electrical Testing Laboratories Inc. Directories may be purchased from NEMA headquarters, 155 E. 44th St., New York City, N.Y. 10017, for 25¢ each. Quantity discounts are available.

□□□□ Corning will test an expanded guarantee—three years against breakage—in Denver, starting Mar. 1. Retailers will be authorized to replace upon return all broken pieces of any Corning Ware product broken in normal use. Corning also is test-marketing a "counter that cooks" in Rochester, N.Y. The 4-burner counter top and eight cooking vessels are made of Pyrex glass. Retail price is \$349. First reports that Corning would enter the builders' market appeared in these pages last fall. At that time, Corning showed a similar cooking unit at the National Hotel & Motel Show (MW, 15 Nov. 65, p.30).

□□□□ A Father's Day contest kit is offered to retailers at \$35 by the Father's Day Council. Cash prizes will be awarded to the retailer who sponsors the best promotion. Father's Day, the biggest single men's merchandise promotion, reached a volume of \$1.066 billion in 1965, an increase of 4.62% over 1964.

Plans to get a maximum share of the increased profit opportunities from Mother's Day should be made now, according to the National Committee on the Observance of Mother's Day. Official merchandising aids, designed to help give tie-ins the greatest possible impact, are available at low cost. Aids emphasize the theme, "Remember Mother With a Gift She'll Remember."

□□□□ Key moves . . . William M. Linn is promoted to field sales mgr at DOMINION . . . Robert A. Wise is appointed mgr of engineering for the portable appliance division of WESTINGHOUSE . . . Robert S. Stein joins HAMILTON BEACH as sales promotion mgr . . . Thomas L. Kelly, formerly branch sales mgr in Dallas, is now special account executive for stamp and premium houses, armed services agencies, J.C. Penney, and other national accounts for HOOVER . . . John A. Corry and Robert S. Neese are elected vps of MAGNOLIA PRODUCTS.

□□□□ **Teflon-coated cookware sets at \$8.88** or lower are almost a sure bet to stir up retail price competition this spring. Many department stores are promoting 10-piece, lightweight-aluminum sets coated with DuPont's Teflon at \$9.88. Mass merchandisers are expected to come in at \$8.88, and, as one cookware source pointed out, "Someone's got to put it out at \$7.95."

Mirro, West Bend, and Regal are offering lightweight aluminum cookware coated with Teflon. Mirro is using 18-gauge aluminum for a highly promotional set. West Bend has come in with 16-gauge, and Regal is mixing 16- and 14-gauge in sets.

Up to now, most Teflon coatings have been used on 12-gauge aluminum for saucepans and some 10-gauge for frypans.

□□□□ **Variety chain sales of Teflon-coateds** are almost sure to increase, thanks to the lighter gauge aluminum. Variety stores also are expected to step up their promotions of sets, having previously concentrated largely on frypans and some bakeware and saucepans.

Obviously, one of the major factors luring manufacturers into the low-end Teflon-coated business is the prospect of increased volume from the variety chains and some highly promotional mass merchandisers. Alexander's, in New York City, last week broke a traffic promotion built around a variety of Teflon-coated cookware pieces at 99¢ each. A second grouping was priced at \$1.49 each.

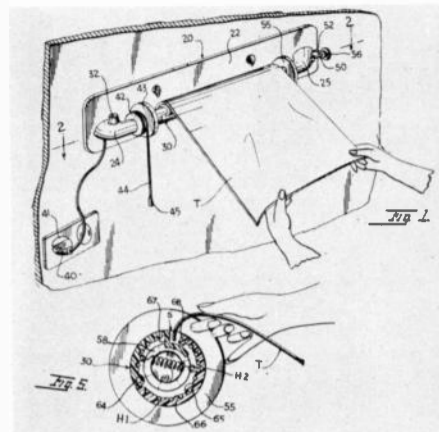
"I don't understand it," one manufacturer said. "There is no need for it. It doesn't cost any less to coat a lightweight gauge frypan than it does to coat a heavy gauge."

□□□□ **Softer pricing on Teflon-coateds** is bringing mixed reactions from the trade. Some buyers welcome lower pricing, giving them a set to advertise below \$10 and to sell against on the floor. Other buyers see little need for the lower-priced sets, maintaining they have been getting good volume with the \$19.99 or \$16.99 sets, and cannot see why they should go down to the lower price—unless forced to for competitive reasons.

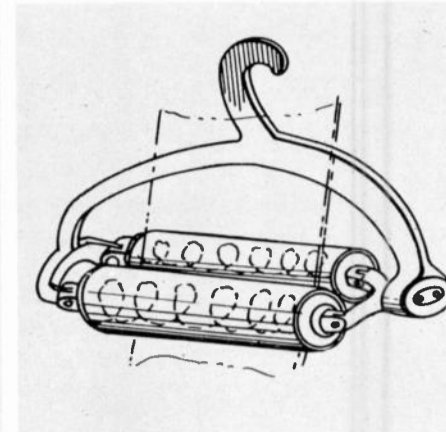
□□□□ **Price footbaling helped kill Teflon-coated cookware** the first time around—about five years ago. But that is not expected to result from the current softening of retail pricing. At that time, there was no DuPont quality stabilization control for Teflon coating; imported silicone-coated frypans were flooding the U.S. market; and DuPont did not have its huge ad budgets playing up the DuPont and Teflon names five years ago.

What some buyers are worried about is not that lower pricing will kill off Teflon, but that it will kill off profits.

□□□□ **Other Teflon developments:** Mirro has begun shipping its first Teflon-coated product using the Boeclad process: an electric frypan. The first reports that Mirro would begin using the Boeclad process appeared in these pages last month (MW, 17 Jan., p. 21); and DuPont confirmed it is "well along" on developing a new coating process to prevent scratching of the Teflon surface, also first reported here last month.



Electrically heated towel rack



Battery-powered pants presser

The wild, inventive world of Dorothea M. Weitzner

Remember Julius Schmidt? Probably not. Julius invented a strange-looking contraption back in the Thirties that brought him nothing more than a few "ho-hum" and "don't-call-us, we'll-call-you" replies. Schmidt's invention: the electric toothbrush. Projected 1966 sales of electric toothbrushes: a "paltry" six million units. Julius, who held no patent on his invention, does not share in the wealth.

Dorothea M. Weitzner is an obscure New York City inventor brimming with ideas, but, so far, no backers. In her fourth-floor apartment just around the corner from Manhattan's Central Park, Miss Weitzner told of the evolution of her ideas into patent applications. "Usually I'm on Cloud Nine," Miss Weitzner said, referring to her main interest—the development of a "space-age religion" that synthesizes art and religion into a contemporary form. "But the product ideas come while I'm down on Cloud Six."

One of Miss Weitzner's patented ideas—hollow plastic shoe heels that contain foul-weather shoe coverings—won an award of merit at the First International Inventors Exhibition, held last fall in New York.

Another patented idea is a heated towel rack (shown above left). An extension on the rack idea is the heated pants presser (above right). Miss Weitzner finds the pants presser "more exciting because it employs a double set of internally heated, battery-operated rollers."

The heated towel rack also has been designed with two rollers. Towels or sheets are drawn through the rollers, giving a press as well as warmth to the object. Either double-roller rack also can be used for drying photographic prints.

Interior Decor-Namics (patent

pending) permits "furniture, rugs, floorings, wall panels, and ceilings to acquire incredible variation through rotation and illumination." Motor-driven rotary shafts hold coils or variously designed fabrics or plastic strips. Turn on the machine, and new scenery uncoils.

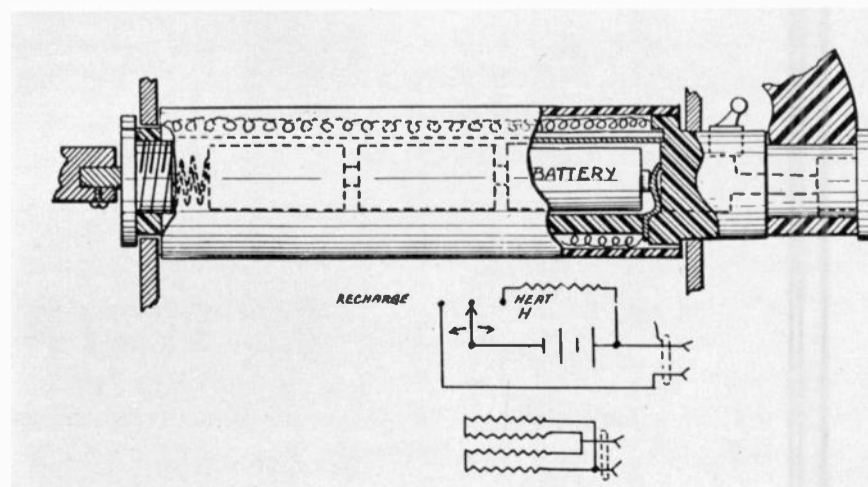
The Valise Scooter is simply a suitcase with coasters that unfolds to convert into a motor scooter.

Acousti-book, another of Miss Weitzner's inventions displayed at the Inventors Exhibition, has pre-recorded magnetic tape affixed to book pages or interchangeable plates. The taped words or music are "played" by stroking the tape with a hand-held, battery-operated "tone arm." One use of Acousti-Book could be as a traveler's aid, Miss Weitzner said. Key phrases—"I am an American citizen", "How do I get to the ruins?" Is it safe to drink the water?"—could be recorded on tape in a foreign language with the English written alongside.

Zip-Off Straw (patented) is a plastic drinking straw wrapped around the cap of a beverage container. It is simultaneously released when the cap or tab is pulled.

Miss Weitzner has no working models of her inventions, although several are patented. As with most independent inventors, she finds she has neither the time nor the money to promote and market her ideas. Obtaining a single patent, Miss Weitzner reports, takes almost two years and about \$500 in fees. She does hope to find licensees for her ideas.

Miss Weitzner would like to see her ideas crystallize into accepted consumer products, though she concedes some of them might be considered eccentric. But remember Julius Schmidt. —Robert C. Rowe



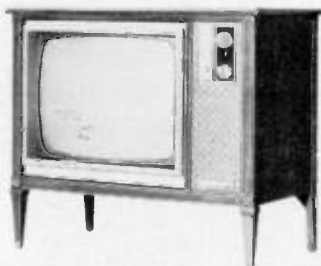
Internal view of the proposed battery-operated towel rack

EXTRA CARE makes the quality difference at Zenith



Double-distilled water isn't good enough for our shower

More than a million phosphor dots are placed on the face of each Zenith Color TV picture tube. To assure the uniformity and color purity of each microscopic dot, Zenith specially treats and carefully filters the



water used in the manufacturing process until it's *ten times purer* than water which has been double-distilled. It is extra care like this that makes the quality difference in Zenith Handcrafted TV.

ZENITH[®]

The quality goes in before the name goes on[®]

DISTRIBUTOR APPOINTMENTS

Setchell-Carlson—Don Dorsey, of Nashport, Ohio, is appointed sales rep for Ohio (except Hamilton County), West Virginia, and western Pennsylvania.

Finney Co.—Thomas & Sukup Inc., of Indianapolis, is appointed sales rep for Indiana and Kentucky.

Hardwick—McDonald Sales Corp., of New Orleans, for free-standing and eye-level gas ranges in southern and central Louisiana and southern Mississippi.

Motorola—Bramblett Sales Corp., of New Orleans, for the home electronics line in New Orleans; Maryland Appliance Wholesalers Inc., of Bal-

timore, for the Eastern Shore of Maryland.

Concord—Kenneth E. Dixon is named district sales rep for audio and video tape recorders and DF-1 marine navigation systems in Indiana, Kentucky, and parts of the Ohio Valley.

Roper—Reed Distributing Co. Inc., of Shreveport, for northern Louisiana and northeastern Texas; Mommensen-Dunnegan-Ryan Co., of El Paso, for West Texas and parts of New Mexico and Colorado.

Craig Panorama—James A. Gedney, of Denver, is appointed manufacturer's rep in the Rocky Mountain territory.

KitchenAid—Liberty Distributors Inc., of Wichita, for KitchenAid automatic home dishwashers in Kansas, west of Topeka.

R.T. Bozak Manufacturing Co.—Roy J. O'Donnell Co. Inc., of Denver, is appointed sales rep for the Rocky Mountain states.

Admiral—Arrow Appliance & Electronic Distributing Co. Inc., of Kingston, Pa., for the state of Pennsylvania.

Lear Jet Corp—Main Line Distributors Inc., of Toledo, Ohio, for the stereo division in northwestern Ohio, extreme northeastern Indiana, and southwestern Michigan.



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CROSS
FIELD
"ROVING
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RECORDER
\$299.95**

Broadcast quality professional tape recorder. Battery or AC portable.

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for electric appliances that generate salesmen to sell . . . buyers to buy . . .

The Quality Premium at a Promotional Price!



For complete information, write Premium Division, MERIT ENTERPRISES, Division of Atlas Corp., Brooklyn, New York 11208

HOUSEWARES

National car washer

National introduces a new Spin Jet car washer with a pistol grip suds dispenser.

The new unit (9140) features a water-powered revolving brush, nylon gears and turbo blades. The 36-inch handle, extending through the suds dispenser, is made of heavy gauge aluminum. The hose coupling has a shutoff valve. The units come individually bubble-packed in a carton of four. *National Brush Co., 101 Illinois Ave., Aurora, Ill.*



Specialty laundry rack

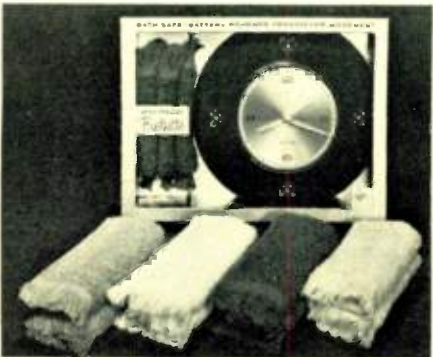
Specialty introduces a new plastic laundry rack.

The rack is suspended on two cane-like bars and joined to a notched crossbar by a wing nut. The rack holds 12 coathangers. Retail price of the unit is 98¢. Also introduced is Hush, a garbage disposal conditioner, said to keep a disposer clean, sharp, and noiseless. It retails for 89¢. *Specialty Items Co., 1010 Doyle St., Menlo Park, Calif.*

I.D. cocktail, serving trays

I.D. introduces a new line of matching serving and cocktail trays.

The new trays come in four patterns lithographed in eight colors. The 18-inch metal serving trays (65/T350) and the matching 9-inch cocktail trays (65/T430) are glazed with an alcohol-resistant finish. The trays are made in England. Retail prices are \$3 for a serving tray and 75¢ for a cocktail tray. *I.D. Company, 450 Austin Pl., Bronx, N.Y. 10455.*



Seth Thomas packages wall clock

Seth Thomas is packaging its Bathette decorative cordless wall clock with matching guest towels in an ensemble to retail at \$11.95.

The gift packaging features a gold-colored fitted box with a see-through plastic cover. The color-coordinated Bathette ensemble is avail-

able in white or four decorative colors: ice pink, antique gold, verdian green, and bristol blue. *Seth Thomas Division, General Time Corp., 135 S. Main, Thomaston, Conn.*



Woodpecker bath accessories

Woodpecker is offering three new bath accessory sets.

The sets include an Italian alabaster set (shown) at \$20 retail. It is available in white, olive, blue, and gold. An 11-piece frosted glass set, and a 4-piece Angle textured semi-porcelain set also are offered. The frosted set carries a suggested retail price of \$20; the Angle set, \$8.50. *Woodpecker Woodware, 6606 10th Ave., Los Angeles, Calif.*

Artsam cutting board, bowl

Artsam introduces a new cutting board and a salad bowl.

The hardwood cutting board is

available in the oval or paddle board shape at retail prices from \$2.49 to \$5.49. The salad bowls come in hardwood with a spice wood finish. An unconditional guarantee against warping, cracking, and splitting is included. *Artsam Co. Inc., 1150 Broadway, New York City*

Coleman extension cords

Coleman introduces two new indoor-outdoor electric cords.

The cords feature a grounding plug and rubber casing, said to be resistant to acid, grease, oil, moisture, and severe weather. The cords come in 25- and 50-ft. lengths. *Coleman Cable & Wire Co., 1900 N. River Rd., River Grove, Ill.*



SELL MORE AUTOMATIC GAS RANGES

WITH THIS READY-MADE PROMOTION Robertshaw dramatizes the "cook and hold" oven with a unique promotion theme—"Stamp Out Peeping Moms"—which you can use in your local plans. Available promotion material includes display posters, lapel buttons and recipe folders. Build your range advertising around the "Peeping Moms" theme and send for your promotion material. Here's a theme that will

"grab" the consumer. It dramatizes the automatic gas range in terms the average homemaker can understand and appreciate. The acceptance which the automatic "cook and hold" oven has enjoyed since Robertshaw conceived the idea in 1961, plus being a gas range exclusive, make this promotion a natural for all sales-minded utilities and dealers. Send for full details today!

Robertshaw Controls Company
 New Stanton Division, Dept. M-1
 Youngwood, Pennsylvania

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip Code _____

We want to help "Stamp Out Peeping Moms," too. Please send full details on available promotion material.

Robertshaw
 New Stanton Division
 Youngwood, Pa.

KEY MOVES

Chancellor Electronics Inc.—Hal R. Bronstein is appointed national sales mgr; prior to this appointment, Bronstein served as eastern regional sales mgr.

Rego Communications—Steve Reynolds is promoted to sales mgr of Rego, a division of Viking Industries.

Frigidaire—Verlos G. (Jack) Sharpe is promoted to mgr of laundry appliances engineering, succeeding Charles D. Graham, who is retiring; Sharpe formerly served as engineering supervisor of washer mechanisms.

Friendly Frost—David H. Pollinger is appointed president of the broadcast division of Friendly Frost; the appliance retail chain owns WTFM in New York City and WGLI in Babylon, Long Island, N.Y.

O'Keefe & Merritt—Two promotions are announced: E. E. Calnon is appointed market development mgr; Harold Montgomery is promoted to the post of regional sales mgr for free-standing products in the Southern California area.

WASSCO—W. C. Busbin is named assistant to A. E. Last, mgr of field sales for the Westinghouse Appliance Sales and Service Co.; J. T. Kain is named to Busbin's post as district mgr of WASSCO's Miami district, which includes all of Florida except the extreme northwestern part of the state.

F. W. Woolworth—W. Robert Harris is named vp in charge of sales, succeeding Thomas R. Lynn, who retired as of Jan. 1; Harris formerly served as vp-executive office representative.

INDUSTRY TRENDS

FLOOR CARE PRODUCTS _____
floor polishers

vacuum cleaners

HOME LAUNDRY _____
dryers, clothes, elec.

dryers, clothes, gas

washers, auto. & semi-auto.

wringer & spinner

OTHER MAJOR APPLIANCES _____
air conditioners, room

dehumidifiers

dishwashers, portable

dishwashers, under-counter, etc.

disposers, food waste

freezers, chest

freezers, upright

ranges, elec., free-standing

ranges, elec., built-in

ranges, gas, total

refrigerators

water heaters, elec. (storage)

water heaters, gas (storage)

CONSUMER ELECTRONICS _____
phonos, mfrs. ship., port.-table

distributor sales

phonos, mfrs. ship., console

distributor sales

radio production (ex. auto)

distributor sales

b&w television production

distributor sales

color television production

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DOROTHY CARNEGIE, PRESIDENT
SUITE 126W-1475 FRANKLIN AVENUE-GARDEN CITY, LONG ISLAND-NEW YORK 11530
54 years of developing personal abilities - Over 1 million graduates - Available in 1077 cities
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Sources: NEMA, AHLMA, VCMA, GAMA, EIA.

An up-to-the minute tabulation of estimated industry shipments of 18 key products.

New figures this week in bold-face type.

date	1965-6	1964-5	% change
November	120,074	108,729	+ 10.43
11 Months	1,083,783	1,086,603	- .26
November	543,542	409,557	+ 32.71
11 Months	4,675,553	4,134,343	+ 13.09
November	153,011	135,137	+ 13.23
11 Months	1,228,958	1,066,907	+ 15.19
November	81,459	64,257	+ 26.77
11 Months	628,910	564,796	+ 11.35
November	327,349	286,767	+ 14.15
11 Months	3,453,812	3,266,947	+ 5.72
November	43,085	47,006	- 8.34
11 Months	536,168	606,553	- 11.60
October	112,200	99,200	+ 13.10
10 Months	2,617,900	2,360,900	+ 10.89
October	3,300	2,000	+ 65.00
10 Months	197,700	198,800	- .55
October	64,500	43,500	+ 48.28
10 Months	323,700	245,200	+ 32.01
October	66,000	65,600	+ .61
10 Months	657,300	575,400	+ 14.23
October	123,300	124,000	- .56
10 Months	1,137,200	1,087,200	+ 4.60
October	43,100	33,400	+ 29.04
10 Months	393,300	372,700	+ 5.53
October	70,600	50,200	+ 40.64
10 Months	597,000	576,900	+ 3.48
October	112,000	98,600	+ 13.59
10 Months	1,040,000	938,100	+ 10.86
October	62,000	66,400	- 6.63
10 Months	642,600	673,400	- 4.57
November	188,000*	172,500	+ 8.99
11 Months	2,047,000	1,998,300	+ 2.44
October	430,400	368,100	+ 16.92
10 Months	4,067,600	3,829,300	+ 6.22
October	90,600	85,200	+ 6.34
10 Months	916,200	839,100	+ 9.19
December	246,150	197,140	+ 24.86
12 Months	2,613,590	2,724,070	- 4.06
Jan. 21	52,200	48,581	+ 7.45
3 Weeks	122,031	134,461	- 9.24
October	452,779	489,062	- 7.42
10 Months	2,840,257	2,316,713	+ 22.60
Jan. 21	43,726	36,394	+ 20.15
3 Weeks	96,239	84,273	+ 14.20
October	175,381	187,742	- 6.58
10 Months	1,252,881	1,296,781	- 3.39
Jan. 21	231,604	194,839	+ 18.87
3 Weeks	541,435	473,462	+ 14.36
October	1,546,218	1,158,890	+ 33.42
10 Months	10,289,387	8,139,735	+ 26.41
Jan. 21	175,259	158,117	+ 10.84
3 Weeks	455,059	412,889	+ 10.21
October	880,822	759,970	+ 15.90
10 Months	6,492,461	6,162,271	+ 5.36
Jan. 21	68,424	38,147	+ 79.37
3 Weeks	147,287	98,792	+ 49.09

*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, VDMA.

KEY MOVES

GE—Richard E. Christie is named general mgr of GE's television receiver dept., effective Feb. 1; Christie succeeds William E. Davidson, who was recently appointed general mgr of GE's newly formed overseas lamp dept. S.J. Martin is named mgr of product planning and research for the audio products dept. Appointments in GE's new Electronic Sales Operation (ESO) are: to the headquarters staff of ESO: Kent J. Worthen is mgr of marketing; William W. Wemple is mgr of national retail accounts; Joseph L. Maguire is mgr of finance and administration; Allan L. Reagan is mgr of advertising and merchandising. New ESO zone mgrs: W.W. Getz, for the southern



R. E. Christie

zone; J.W. Weinstein, for the eastern zone; E.H. Rex, for the central zone; C.A. Gustafson, for the western zone. Two appointments are announced in GE's major appliance division: William B. Frogue is elected a regional vp and is assigned to GE's southwestern Region; where he will have broad responsibility for GE customer relations in Texas, Oklahoma, Louisiana, New Mexico and parts of Arkansas; I.P. Pruitt is appointed district mgr of the Southern California district, with headquarters in Los Angeles; Pruitt succeeds Frogue in this position; Pruitt formerly served as national mgr of contract sales for the GE Distribution Sales Operation.

Caloric—William J. Renfer is promoted to the position of mgr of physical distribution of Caloric Sales Corp., in Topton, Pa. Renfer formerly served as Caloric's general traffic mgr.



LAWN BOY
OUTBOARD MARINE CORPORATION • GALESBURG ILLINOIS

He's the rugged, quick starting type . . . you'll probably never see him hanging around the shop when he should be out working. Why so dependable? For one thing, Lawn Boy is made by the makers of Johnson and Evinrude Outboard Motors. That's why you can count on the new Lawn Boy for quality and workmanship. For another, the new Lawn Boy has fewer moving parts, needs less maintenance. And the new Lawn Boy cleans and lubricates itself. You never have to change the oil or check the oil level . . . oil goes in with the gas. Get yourself a salesman that keeps your customers happy. Stock the spring green line . . . the new Quick and Quiet Lawn Boy for 1966.

By the makers of Johnson and Evinrude Outboard Motors

You don't have to tinker with our top salesman





This is it, the astonishing new concept in the art of living by Kelvinator!

This is the Rogue's Galley as shown at the National Design Center in Chicago. Not just a dream kitchen—but a totally new concept in living from the same people who brought you the first really new idea in appliance design—the Kelvinator Originals.

There is a multitude of new ideas in this concept. A hideaway sink. A horizontal refrigerator that keeps food cold even while using the drop-down door as a work surface. Flip-over radiant surface-cooking units. Serving cart with heating and cooling compartments.

Telescoping dining table with a section for chilling champagne or wine.

All of these ideas show how Kelvinator engineers and designers are constantly pioneering to help give Kelvinator dealers a sales edge.

What have we given you recently?

The Originals. Plus the hottest refrigerator line in the industry. Plus a Jamaican Holiday Room Air Conditioner Trip. Plus the first and only fabulous Foodarama. Plus... (ask your Kelvinator District Manager for the latest!).

Kelvinator

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