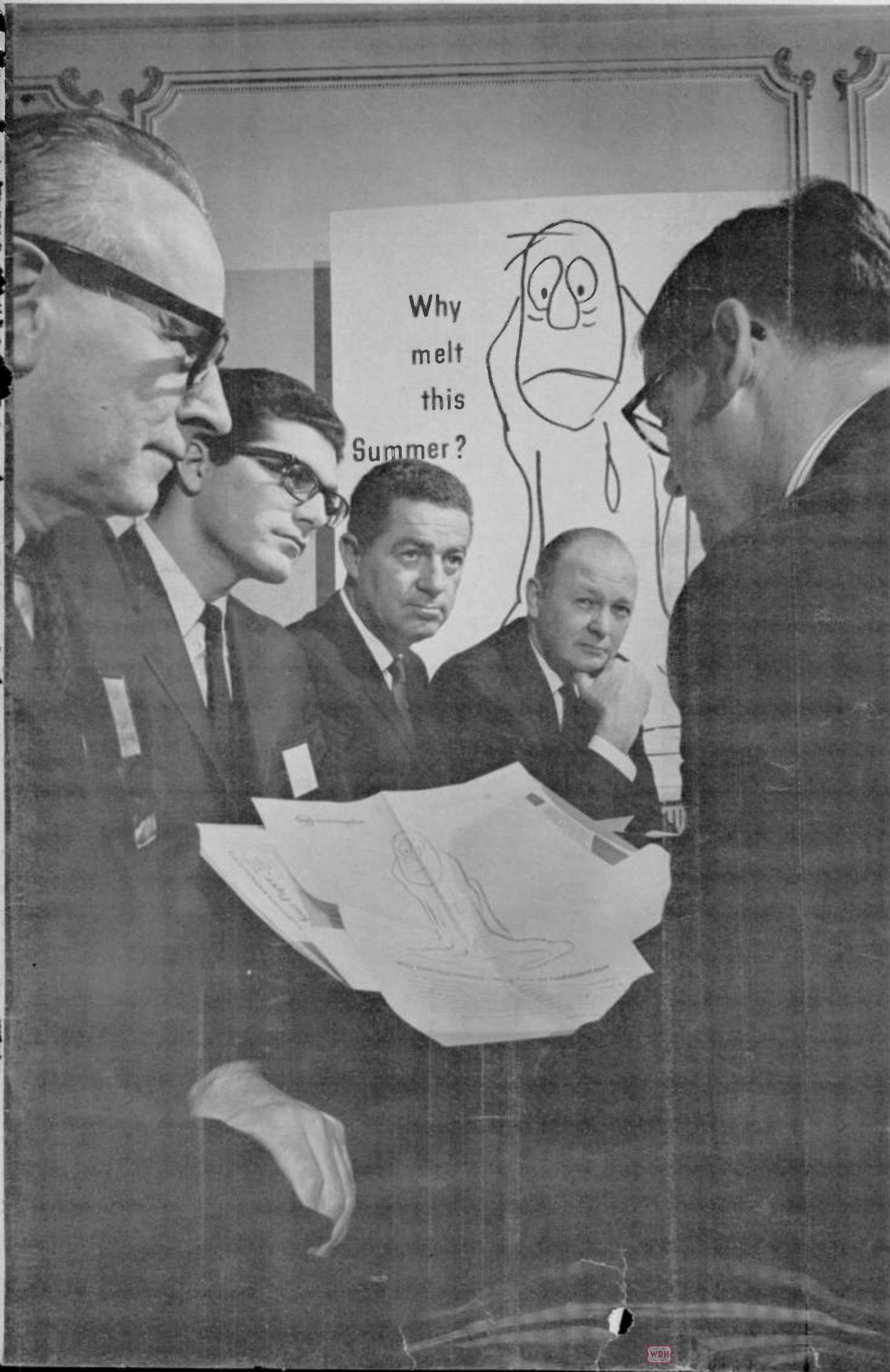


MERCHANDISING WEEK

* EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

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◀ □ □ □ Men with a mission: these leaders in the room air conditioner industry are determined to increase retail sales this spring. For how U.S. Steel's "melting man" promotion will help, plus weather maps, a cooling-load estimate chart, and line-comparison specifications, see the story beginning on.....p.13

AT PRESSTIME □

□ □ □ □ No color tv build-up of inventory has occurred as set sales have maintained strength into 1966. At the end of January, the industry's color inventory was about 160,000 sets; this compares to the 130,000 sets at the end of December. Electronic Industries Assn. says in the first four weeks of January, distributors sold about 224,000 sets to dealers; this compares to 146,000 sales in the same 1965 period. Sales of combinations are up about 127% over last January's sales.

□ □ □ □ GM makes its move. General Motors looks like it is headed for the 8-track corner; GM, the last of the "big three" auto manufacturers to make the move, is climbing into the cartridge tape player arena. A spokesman for GM's Delco Division dropped the bomb the industry has been waiting for: Delco Div. is developing a cartridge player compatible with the 8-track Lear-RCA cartridge. "The unit is a hybrid," explained the spokesman. "We want to offer a two-year warranty with the product. Since we couldn't find a player on the market that would hold up well enough for that period of time in all kinds of weather, we went ahead and made our own player. We're working with engineers

continued on p.3



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at GM's auto divisions. Although nothing is definite yet, chances are that the player will be in some 1967 model GM cars."

The player, which will be mounted in the instrument panel of the car, will probably be both dealer- and factory-installed.

□ □ □ □ **The bigger they are the better they sell** according to the 1965 report on total refrigerator sales by capacities compiled by the National Electrical Manufacturers Assn. Models with 15-cu.-ft.-and-over capacities accounted for 26.2% of sales in 1965—a rise of 10.4% over their 1964 share of total sales. In medium-size refrigerators, 13-cu.-ft. were hardest hit by a slump, registering a sizable decline of 5.8%. Sales in the 10-cu.-ft.-and-under category, meanwhile, inched up 1.1%, with these units accounting for 11.5% of 1965 sales.

In freezers, units with 16- to 19-cu.-ft. capacities were slightly more popular than last year, with models of 20-cu.-ft.-and-over accounting for 19.1% of total sales—a 1.2% rise over their 1964 share.

□ □ □ □ **More than 4.5 million transistor radios** were exported from Hong Kong to the U.S. last year, says the Commerce and Industry Dept. of Hong Kong. The final 12-month figure was 4,507,133, a 114.44% increase over 1964. Average price of the radios during 1965 was \$3.23, down \$.66 from the 1964 average price. In December of last year, 903,145 transistor radios left Hong Kong at an average price of \$2.93. The December total tops by 275,519 units the previous monthly high for 1965, which was set in October.

□ □ □ □ **Hardware-housewares wholesale sales gained 10%** on the average in January, 1966, over the average level reported in January, 1965, according to the National Wholesale Hardware Assn. (NWhA). The NWhA survey showed the 10% gain as a consistent indicator of wholesale gains in all parts of the nation.

□ □ □ □ **Montgomery Ward will have 19-inch color** on the market within the next couple of months. The sets will come from Hayakawa in Japan and Hoffman Products, both of which make b&w sets for Ward's. There have been no indications of price, but presumably the

sets will be competitive with Sears' 19-inch sets: a console for \$329.95, and a portable for \$399.95.

□ □ □ □ **Nearly 10 million homes will have color tv sets** by the end of 1966, predicts Hugh M. Beville Jr., planning vice president at NBC. According to NBC estimates, the total number of U.S. households with color tv sets reached 5.22 million as of Jan. 1, 1966—a gain of more than 85% over the figure as of Jan. 1, 1965. Of all households owning tv sets, the percentage of those owning color sets as of Jan. 1, 1966, had climbed to 9.6% of the total from the 5.3% owning color sets as of Jan. 1, 1965.

□ □ □ □ **EDP seminars for department stores** have been scheduled by the National Retail Merchants Assn., Smaller Stores Division. The seminars will be held in San Francisco, Feb. 28-Mar. 1; Los Angeles, Mar. 3-4; Dallas, Mar. 21-22; Atlanta, Mar. 24-25; Chicago, Apr. 11-12; St. Louis, Apr. 14-15; Washington, D.C., Apr. 25-26; and Boston, May 2-3. The seminars explain how a store can get started in electronic data processing, and covers the problems of using various EDP systems.

□ □ □ □ **A decade of growth in consumer electronics** is pointed up by the latest figures from the Electronics Industries Assn. (EIA). The total in the table below include imports:

Product category	1965 unit sales	1955 unit sales	Change from 1955
Television sets	11.6 million	7.76 million	+ 49.5%
Radios (includes car)	41.0 million	14.0 million	+192.9%
Phonographs	6.5 million	3.0 million	+116.7%
Tape recorders	4.0 million

In 1955, factory sales for the consumer electronics industry totaled \$1.5 billion; in 1965, they reached \$3.3 billion and, EIA estimates they will rise to \$4.5 billion by 1970. The increase in dollar volume is even more remarkable, EIA points out, in view of the steady decline in prices of b&w tv sets and transistor radios. The wholesale price index of the U.S. Bureau of Labor indicated that radio-tv-phono prices have actually declined, EIA notes, while those of competing consumer products have risen.

At NARDA's convention: Support swells for '67 super show

The outlines of a new super show designed to attract key retailers took shape last week at the convention of the National Appliance & Radio-TV Dealers Assn. in San Francisco.

The still unnamed show, which is set for 1967 in New York City, will be sponsored by the consumer products division of the Electronics Industries Assn. (EIA). The show will be staged at the New York Hilton and Americana hotels. The new exhibition of home electronics equipment will replace the National Assn. of Music Merchants mid-summer Music Show as the focal point for the new product displays of set manufacturers.

The show has NARDA's support. Set manufacturers quickly picked up the backing of the association for the 1967 venture. Next year, NARDA will hold its annual convention to coincide with the home electronics trade show.

"Simultaneously held meetings of this type," explained NARDA's Billy Yates, "will save valuable travel time for many trade executives . . . and enhance the profitability for that one trip. . ."

The ramifications of the new show could be far-reaching. EIA, a non-profit trade association, could take any funds provided by the show and flow them into a non-partisan indus-

try-wide promotion for consumer electronics equipment. At the very least, set makers obviously hope the new show will enhance the industry's image.

Set makers are also nursing hopes that an expanded, more glamorous trade show will attract broadcaster interest. It is no accident that the show takes place practically on the doorstep of the nation's three major television networks: NBC, CBS, and ABC.

"We're looking ahead to great togetherness with broadcasters," said Jack Wayman, staff vice president for EIA's consumer products division. "We hope specifically that the

networks will provide image-building displays."

Still further down the road there is even a desire to join forces with major appliances manufacturers for a giant all-industry trade show. For two years, NARDA has been studying manufacturer reactions to such a venture, but found little, if any, desire for such a show among major appliance producers.

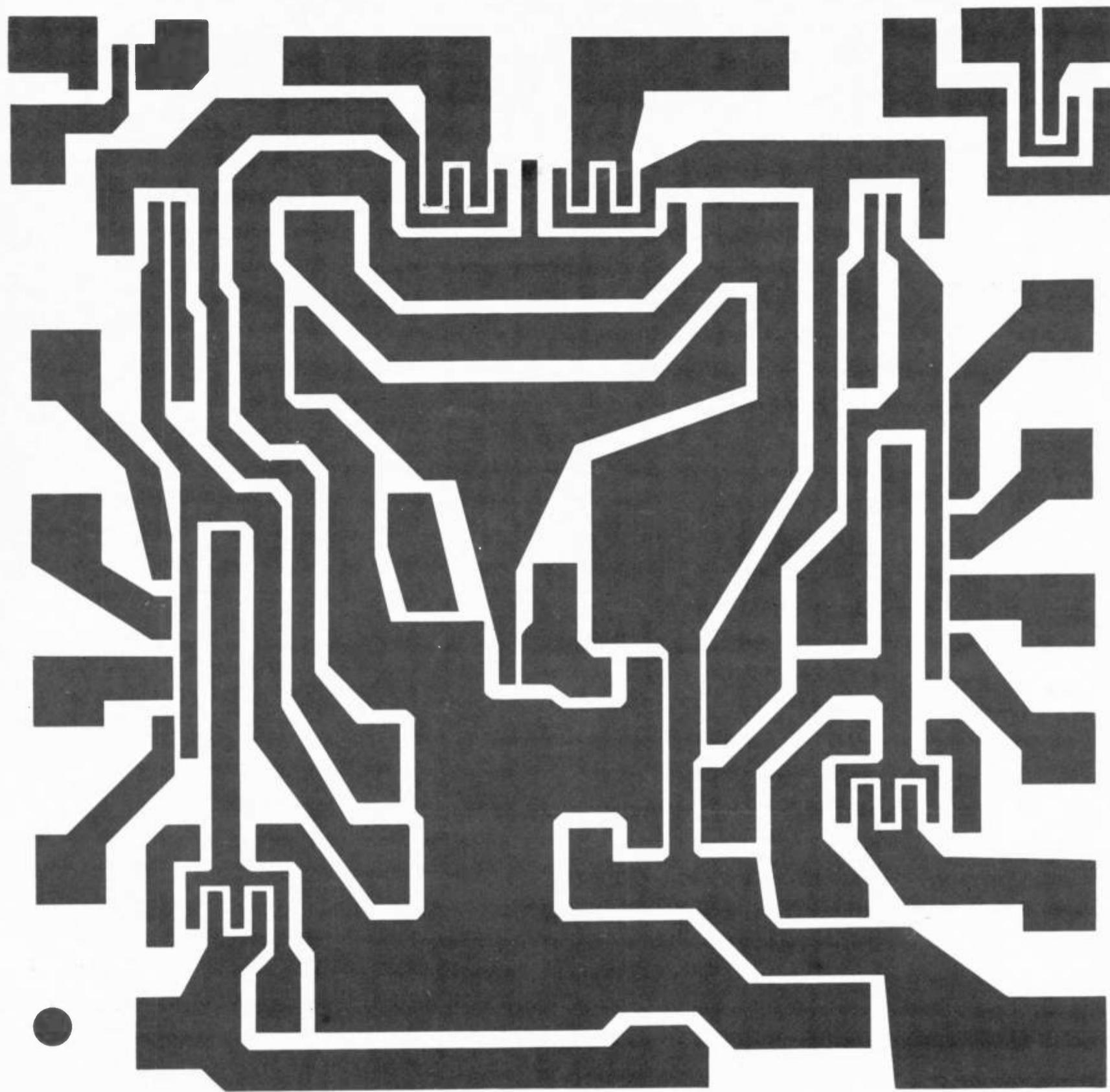
"We don't wish to cram show business down anyone's throat," said Yates. "However, the . . . show sponsored by the EIA indicates genuine interest by the brown goods producers and we're extremely happy to extend a helping hand."

With this tiny chip, RCA launches the biggest



(Solid Integrated Circuit shown actual size.
So small it cannot be manipulated by
human fingers—yet it is a complete elec-
tronic circuit containing 24 transistors
and diodes and all interconnecting wiring.)

revolution in TV circuits since the coming of color.



(Solid Integrated Circuit used in RCA Spectra 70 computer shown 19,000 times actual size—actual size shown on opposite page.)

**RCA uses Solid Integrated Circuits in space vehicles... in Spectra 70 Computers
... and is now building them into the sound systems of some
RCA Victor Color TV and black and white TV sets. Solid Integrated Circuits are
the latest in a series of space age advances over old-fashioned handwiring.**

What's an RCA Solid Integrated Circuit? It is a tiny block of silicon incorporating matched transistors, resistors and diodes. Formed at 2000 degrees F. and hermetically sealed against the elements, these virtually indestructible circuits are mounted on RCA Solid Copper Circuits of

proven dependability. RCA Solid Integrated Circuits are such a giant step toward the future that they will ultimately prove more meaningful than the big leap from vacuum tubes to transistors. It was the reliability of integrated circuits that caused them to be designed for use in the

electronic systems of space vehicles where size, weight and reliable performance are absolutely critical. The use of these new circuits in RCA Victor TV is but one of the early steps in this electronic revolution—a step that was vital to approach the perfection we seek in circuit

function performance. RCA engineers and scientists are now engaged in the task of broadening the application of this new space age marvel. Out of their efforts will come a new and even higher standard of reliability for all RCA Victor home entertainment and other RCA products.

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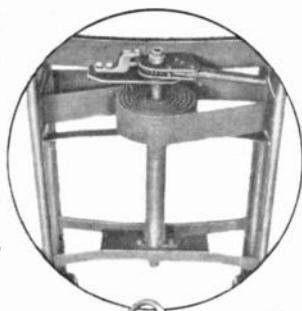
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□ □ □ □ **New rules covering CATV operations** will act to spur the growth of community antenna tv in rural areas and smaller cities but retard its development in larger cities. The Federal Communications Commission laid down the rules after a lengthy study of CATV operations, a study that was marked by bitter infighting between CATV and regular tv interests.

Basically, FCC assumed jurisdiction over cable CATV as well as that relayed by microwave—applying the same rules to both types of operation. In a compromise move, the FCC relaxed one of its more restrictive regulations: The 30-day non-duplication ban on programs broadcast by local tv stations (15 days before, 15 days after). This restriction will be changed to a one-day ban—and then only in prime time.

In the nation's 100 largest tv markets, the FCC will require a full hearing and commission approval before a new CATV system—one that picks up distant signals—can begin operation. In practice, this requirement will hinder CATV's entrance into larger cities, where the bulk of the money is. Even in smaller cities, a hearing will be held if requested by an existing VHF or UHF station. But the CATV system may start operation without prior FCC approval.

□ □ □ □ **The issue of program origination** by a CATV system was bucked to Congress. FCC says it will recommend a ban on CATV program origination, but will not put such a ban into effect unless Congress deems it advisable.

FCC also asked Congress to confirm its jurisdiction over cable CATV (there still is considerable legal doubt) and establish a basic national policy for the expanding CATV field. This would include a decision on whether CATV is a public utility and whether CATV systems should be required to obtain the originator's consent before picking up a program broadcast.

□ □ □ □ **The FCC rules are restrictive**, but nowhere near as restrictive as those proposed by the commission staff. The staff had recommended an outright ban on CATV in big cities, and retention of the 30-day non-duplication ban.

Despite the compromises, however, the rules will still put a damper on investor enthusiasm for CATV. To gain a major foothold in the tv market, CATV must move into the big cities. FCC does not ban this, but its rules will surely make it tough on the CATV applicant.

□ □ □ □ **How big is 22 inches?** The staff of the Federal Trade Commission may have an answer to this and other questions about tv picture tube sizes in the not-too-distant future. The lengthy staff investigation of the controversial issue will be concluded "in a matter of weeks." Then it will be up to the commission.

Meanwhile, the FTC closed the public record today on another matter of importance to appliance dealers: whether the commission will require labeling of imported components for tv sets, radios, and tape recorders. The guess is that the FTC will not lay down such a requirement. But the commission's decision is not expected much before the end of the year.

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Japanese exports to the U.S.: what the numbers do not say

Although Japan's tv set exports hit record highs last year, Japanese brands failed to gain ground in their effort to boost market penetration in the U.S. The basic reason: an increasing number of the Japanese sets carried American brand names.

In 1965, only 300,000, or about 30%, of the slightly over one million sets shipped to the U.S. carried Japanese brand names. In 1964, Japanese brands accounted for about 40% of shipments, about 300,000 units.

The average tv set f.o.b. price rose from \$55.52 in 1965 to \$57.23 in 1965, reports McGraw-Hill World News from Tokyo; this rise probably reflected the jump in color tv set exports. Industry experts estimate total 1965 color tv shipments hit somewhere between 50,000 and 60,000 units in 1965 (about 5% of total tv shipments), compared with less than 20,000 units in 1964 (about 3% of total shipments). At an estimated average f.o.b. price of \$170 per set, color sets accounted for well over

13% of the total dollar volume. Most of the color sets went to Sears.

Nearly one third of the tv sets shipped in 1965 were transistorized. The 16- and 19-inch sizes accounted for more than one-quarter of total shipments. The 12-inch-and-under sizes accounted for another quarter.

Transistor radio exports again sprinted to a record high in 1965, after a one-year slump in 1964. Total transistor radio shipments, including toys, jumped to more than 11 million units in 1965—a 15.51% gain.

The average radio f.o.b. price for transistor sets, however, was down to \$7.56 in 1965 from \$7.75 in 1964. This drop may reflect Japan's attempt to rescue its diminishing share of the U.S. import market from Hong Kong, Okinawa, and Taiwan.

Total transistor radio imports from the three islands rose 123.39% in 1965, according to U.S. Customs. Although Japanese imports climbed, Japan's share of the import market shrank.

Japanese exports to the U.S.*†

	date	UNITS			DOLLARS		
		1965	1964	% chge	1965	1964	% chge
Transistor radios**	December	966,231	7,405,536
	12 Months	10,138,003	80,370,625
Chassis/kit. tr. rad.	December	10,758	86,358
	12 Months	140,581	911,000
Toy tr. radios	December	19,900	73,562	- 72.94	20,161	79,994	- 74.80
	12 Months	699,369	599,394	+ 16.68	733,116	853,354	- 14.09
Total tr. radios***	December	1,016,179	932,601	+ 8.96	7,789,707	6,484,707	+ 20.12
	12 Months	11,111,628	9,619,681	+ 15.51	83,978,268	74,557,319	+ 12.64
Tube radios	December	109,078	1,064,247
	12 Months	1,232,924	12,640,044
Chassis/kit tube rad.	December	12,792	166,522
	12 Months	118,851	1,407,733
Total tube radios	December	121,870	91,202	+ 33.63	1,230,769	941,158	+ 30.77
	12 Months	1,351,775	1,177,275	+ 14.82	14,047,773	10,317,698	+ 36.15
Television	December	106,612	98,530	+ 8.20	6,759,900	5,505,500	+ 22.78
	12 Months	1,089,070	770,255	+ 41.39	62,322,202	42,767,778	+ 45.72
Radio-phonos	December	33,194	15,500	+ 114.15	678,877	333,260	+ 103.71
	12 Months	270,615	139,635	+ 93.80	6,317,110	3,340,529	+ 89.11
Tape recorders	December	206,633	183,973	+ 12.32	3,334,602	2,637,846	+ 26.41
	12 Months	2,792,475	3,104,917	- 10.06	41,625,660	37,753,135	+ 10.26
Transceivers	December	272,757	183,639	+ 48.53	2,103,247	1,398,713	+ 50.37
	12 Months	2,883,419	925,118	+ 211.68	23,435,152	9,390,730	+ 149.56

*Source: McGraw-Hill's Tokyo Bureau **3 or more transistors ***Includes Transistor Car Radios
†Revised year-end totals

U.S. imports from Japan****

Transistor radios	December	1,143,010	863,203	+ 32.41	8,363,531	6,323,466	+ 32.26
	12 Months	11,216,400	8,976,838	+ 24.95	84,040,544	66,540,419	+ 26.30
Radios, other	December	141,723	173,432	- 18.28	1,438,108	1,278,288	+ 12.50
	12 Months	1,658,993	1,448,172	+ 14.56	15,177,041	10,770,787	+ 40.91
Radio-phonos	December	42,823	17,737	+ 141.43	996,369	617,034	+ 61.48
	12 Months	219,356	88,995	+ 146.48	5,697,438	2,517,115	+ 126.35
Television	December	104,094	92,537	+ 12.49	6,076,599	4,855,284	+ 25.15
	12 Months	1,047,135	658,342	+ 59.06	59,363,109	35,986,203	+ 64.96
Tape recorders	December	143,067	383,927	- 62.74	1,660,463	4,740,472	- 64.97
	12 Months	2,681,677	3,156,167	- 15.03	44,456,321	41,133,133	+ 8.08

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

Transistor radios	December	571,372	279,191	+ 104.65	1,580,284	966,206	+ 63.56
	12 Months	4,303,351	1,802,689	+ 138.72	12,749,689	6,300,284	+ 102.37

U.S. imports from Okinawa****

Transistor radios	December	67,990	40,920	+ 66.15	198,327	144,059	+ 37.67
	12 Months	849,482	556,905	+ 52.54	2,675,057	1,990,640	+ 34.38

U.S. imports from Taiwan****

Transistor radios	December	154,452	26,354	+ 486.07	410,206	73,313	+ 459.53
	12 Months	888,858	344,904	+ 157.71	2,348,758	1,064,230	+ 120.70

****Source: U.S. Customs

□ □ □ □ Sears' new twin-door refrigerator-freezer line, which features interchangeable decorator fronts, includes one model with top freezer and two with conventional bottom freezers. Designated the Coldspot Twin Dor Cupboard, Sears' new units come in three sizes: 16.2 cu.ft. with top freezer, at \$499; 16.2 cu.ft. with bottom freezer, at \$499; and 18.2 cu.ft. with bottom freezer, at \$529.95. The decorator panels come in Provincial, Frontier, French Elegance, Empress, Contemporary Walnut, and Contemporary Birch styling, with door handles designed to match. The panels are priced at \$30 per set.

A stove like Grandma's—but with all the conveniences Grandma never had—also is being introduced by Sears at under \$300. Touted by Sears as having all the Victorian charm any 1890 woodburner could offer, this electric copy features porcelain-enameled steel in black finish. The cooktop is chrome-plated cast iron. Cooking features are four elements, clock-controlled oven, rotisserie, and element signal lights.

(For latest news on Sears' solid-state range, see p.8.)

□ □ □ □ Minimum export prices on Japanese tv sets:

Six major Japanese manufacturers of color tv sets—Matsushita, Hitachi, Tokyo Shibaura, Mitsubishi, Sanyo, and Hayakawa—have agreed to set minimum export prices on their color tv sets, reports McGraw-Hill World News in Tokyo. This move is aimed at forestalling price competition among the companies. Details of the price control plan will be worked out by the Electronics Industries Assn. of Japan (EIAJ). It is believed that EIAJ will invite all other Japanese color tv producers to participate in discussion of the proposed price agreement.

□ □ □ □ More Japanese-brand tv sets will be seen in the U.S. this year. Standard Radio Corp. plans to export its 3-inch transistorized sets under its own name beginning in mid-1966. And Crown Radio Corp. will begin distribution of its 4-inch transistorized tv set this spring. Crown hopes to ship 2,500 to 3,000 units a month, says McGraw-Hill World News in Tokyo; Standard plans to export about 2,000 units a month. (For a rundown on Japanese penetration of the U.S. market over the past year, see story at left.)

□ □ □ □ Another video tape recorder is in the works.

Victor Co. of Japan, which supplies Delmonico, will begin selling a unit for \$556 in Japan this fall. Victor says it is now engaged in talks with two U.S. companies to export the recorder, but no agreement has been reached yet. The Victor unit uses ½-inch tape and operates at 11.8 ips. This announcement marks the fourth Japanese entry into the video tape recorder field. Other Japanese companies now producing such a unit are Sony, Matsushita, and Shiba.

□ □ □ □ Tape recorders ahead for Philco:

The company cleared the way for the addition of both audio and video tape recorders to its product line last week by hiring a specialist, John A. O'Hara, as project director for tape development in the consumer electronics division. O'Hara came to Philco from Trak Inc. Previously, he was marketing manager for components and tapes at Bell Sound.

□□□□ **News from the cartridge tape market:** RCA has established a new Recorded Tape Marketing Department, headed by Irwin Tarr, the man who guided the development and promotion of Lear-type 8-track cartridges at RCA. In addition, RCA has released 26 new Stereo 8 titles, bringing to 226 the total number of titles in its Stereo 8 catalog.

London Records will produce London label 8-track stereo cartridges through a licensing arrangement with Ampex. The first 25 London albums compatible with the Lear-type cartridge player will be available in April.

General Recorded Tapes has added the Starday label to its catalog of 24 4-track albums, which are compatible with Fidelipac cartridge players.

Two companies have cartridge player promotions: Norelco is promoting its Carry-Corder cartridge player and its Car-Mount in a nationwide campaign. Retailers in 35 major markets can get free listings in newspaper ads if they buy a specified amount of Car-Mounts and Carry-Corders. Streamers, banners, and point-of-purchase sales aids are also available.

Telepro Industries is offering two package deals to retailers who carry the 4-track Porta-tape cartridge player. Retailers who order a specified amount of Porta-tape players receive a free supply of either 28 pre-recorded Fidelipac cartridges or a free combination of 12 cartridges and 12 reverb units. Dealers who buy a specified amount of cartridges get six free carrying cases.

□□□□ **Muntz TV has found new fields to conquer.** Muntz soon will be marketing complete lines of table model radios and stereo phonographs. The company also hopes to bring out the "Muntz ensemble," a 25-inch color tv console with matching speakers, now in the design stage.

The first Muntz table radios will appear in about a month. The self-contained units will be offered at open list in wood veneers with optional matching speakers. The completed lines will consist of five radio models and 10 phono models. The phono line will range from portables to a 5½-ft. lowboy console with eight speakers and AM-FM multiplex radio on open list.

□□□□ **Norge factory shipments climbed 30%** in January, making it the best volume month since November, 1959. Norge said washers, refrigerators, and gas and electric ranges were the chief sales builders. Shipments of automatic washers rose 26% over January, 1965, while refrigerators went up 29%, and gas and electric ranges tallied more than a 100% increase for a record range month.

□□□□ **The American Institute of Kitchen Dealers** will hold its annual industry showcase convention Mar. 9-11 in the Exposition Hall of the Statler-Hilton Hotel in New York City. Besides the 1966 kitchen industry showcase, the convention will include speeches, round table discussions, and design awards.

□□□□ **Marketing For Profit** is the topic scheduled for discussion on Mar. 25-26 when the marketing section of the Pacific Coast Electrical Assn. holds its biennial workshop conference at Kauai, Hawaii.

Sears 'pilotless' gas range ignites industry competition

In the developing scramble for solid-state controls in major appliances, Sears has gained the pole position and is well on the way to taking full advantage of it.

In fact, Sears' gas range with the solid-state igniter made by Wilcolater (MW, 7 Feb., p.8) has been test-marketed in the Cleveland area (see ad) with good sales results.

The solid-state igniter, which electronically sparks the top burners, the oven, and the broiler, eliminates the pilot light. In its ad, Sears hit hard at this theme and pushed the idea that "... your kitchen stays cooler ... there are no standing gas pilots to heat up your kitchen 24 hours a day." The idea of "cold" gas range was emphasized in Sears' ad, and is sparking discussion among gas range makers. It is estimated the new device could save consumers about \$8 per year in gas bills.

The Sears eye-level unit, called the Kenmore Classic Pilotless Gas Range (model 798) will be featured in Sears' 1966 fall catalog; it will be offered in a new walnut finish and in white and coppertone at \$419.95, or with base, at \$469.95.

A Whirlpool solid-state range may be the next on the market, as other companies push plans ahead and rework introduction timetables because of the Sears move. Paul Armbruster, general manager for ranges at Whirlpool, said, "We are very interested in the Electronic Match." He said Whirlpool will have at least one drop-in with a solid-state control

on the market by the end of 1966.

Magic Chef's solid-state entry, its recently announced food waste disposer (MW, 3 Jan., p.10) is still being tested before production begins. Roy Musselwhite, sales vice president at Magic Chef, said that "A reliable ignition system (the Wilcolater Electronic Match) is quite important in this food waste disposer application." But Musselwhite added that, at present, a solid-state range was not in his company's schedule.

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Sears ad pushes "cold" range concept

Corning's new kitchen concept: 'The Counter That Cooks'

Corning has cooked up an eye-catching new culinary concept: a glass-ceramic range top. One of the unit's key features is a smooth, even surface that minimizes the odious household chore of cleaning the range.

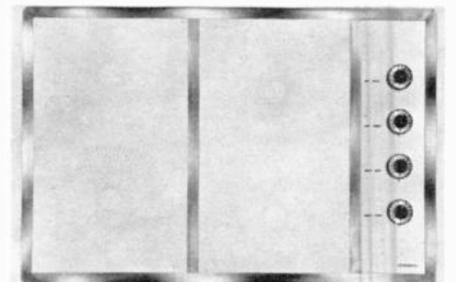
The range is being test-marketed for Corning by a Rochester, N.Y., builder. It features a flat top made of Pyroceram glass-ceramic. Four heating areas under the white, opaque, glass surface are marked on top by gray sunburst designs (shown). Immediately under the sunbursts are the four heating units, which are networks of electrical wires. Corning says the heat rises without radiating beyond the edge of the sunburst. This keeps the range's perimeter cool and concentrates heat to speed cooking. Suggested retail price is \$349.95. After market-testing, Corning will consider retail and other sales outlets.

A dozen heat settings are marked on each of the four control knobs. Two 8-inch and two 6-inch heating networks have built-in thermostats.

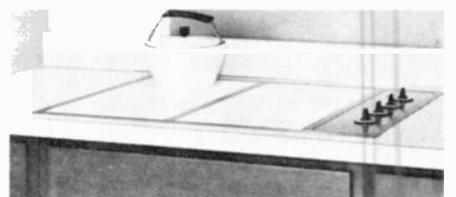
Special pots and pans were designed by Corning for its new range top. The containers—eight matched glass-ceramic pieces—have flat bottoms that lie completely flush with the range surface, assuring rapid heat passage. Metal utensils may be

used, but Corning says they could reduce heating efficiency.

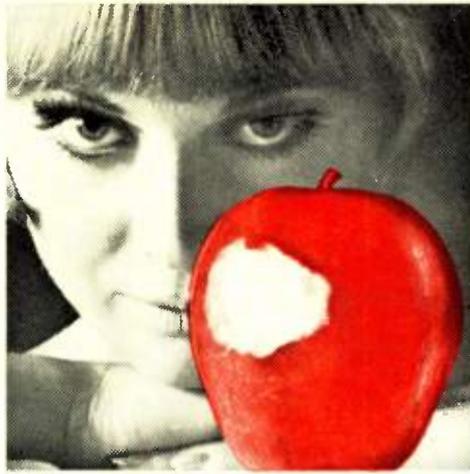
The glass top is ¼-inch thick and measures 32¼ inches wide by 21½ inches deep. A thin buffer of mica, a mineral silicate, is joined to the underside of the glass ceramic top to prevent heat stains. Corning guarantees the range top and pans against impact breakage and electrical failure for three years. All glass-ceramic parts have a lifetime guarantee against heat breakage.



Sunburst designs mark heating areas



The top, in place, is cleaned easily



We're tempting women again...
with a \$2 refund offer
on these Westinghouse "Demonstrables"

Buy any one of these standout Westinghouse products and we'll mail you a

\$2 REFUND



Multi-Action Cordless Electric Toothbrush (HB 30)
Exclusive "multi-action" combines vertical motion with horizontal motion for all around brushing. Rechargeable nickel-cadmium battery. Attractive case contains 4 TEK® brushes.

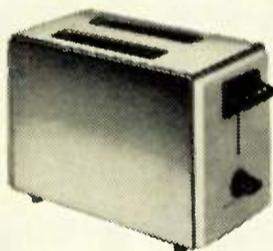
The Westinghouse toothbrush has been accepted professionally as an effective cleaning device for use as part of a program of oral hygiene to supplement the regular professional care required for oral health. Council on Dental Therapeutics, American Dental Association.



Steam 'N Dry Iron (HS 28)
This iron uses plain tap water.* Has all the features that make ironing easier: single dial control with settings for wash and wear, steam or dry ironing... fabric guide... convenient water window.



Automatic Can Opener (HC 11)
Just push the switch... it automatically pierces the can, turns, stops, and holds can in place till you're ready for it. Opens cans of any size.



Automatic Toaster (HT 18)
The attractive chrome case with white end panels has jet black trim and handles. There's an accurate color control... wide toast wails so nothing gets stuck... even a handy crumb clean-out bottom.



Push Button Blender (HA 05)
Powerful enough to blend, liquify, mix, grate, chop, and grind. Just push a button for "high" or "low" speed. 38-ounce capacity with ADD-A Cup measure built into the lid.

Buy one for yourself... buy one as a gift. Save 12 times. Clip this certificate and send it to us, or ask your Westinghouse dealer for one. (Offer expires April 30)



You can be sure if it's Westinghouse 

*In extreme hard water areas continuous use of tap water is not recommended, but periodic use of tap water is satisfactory.

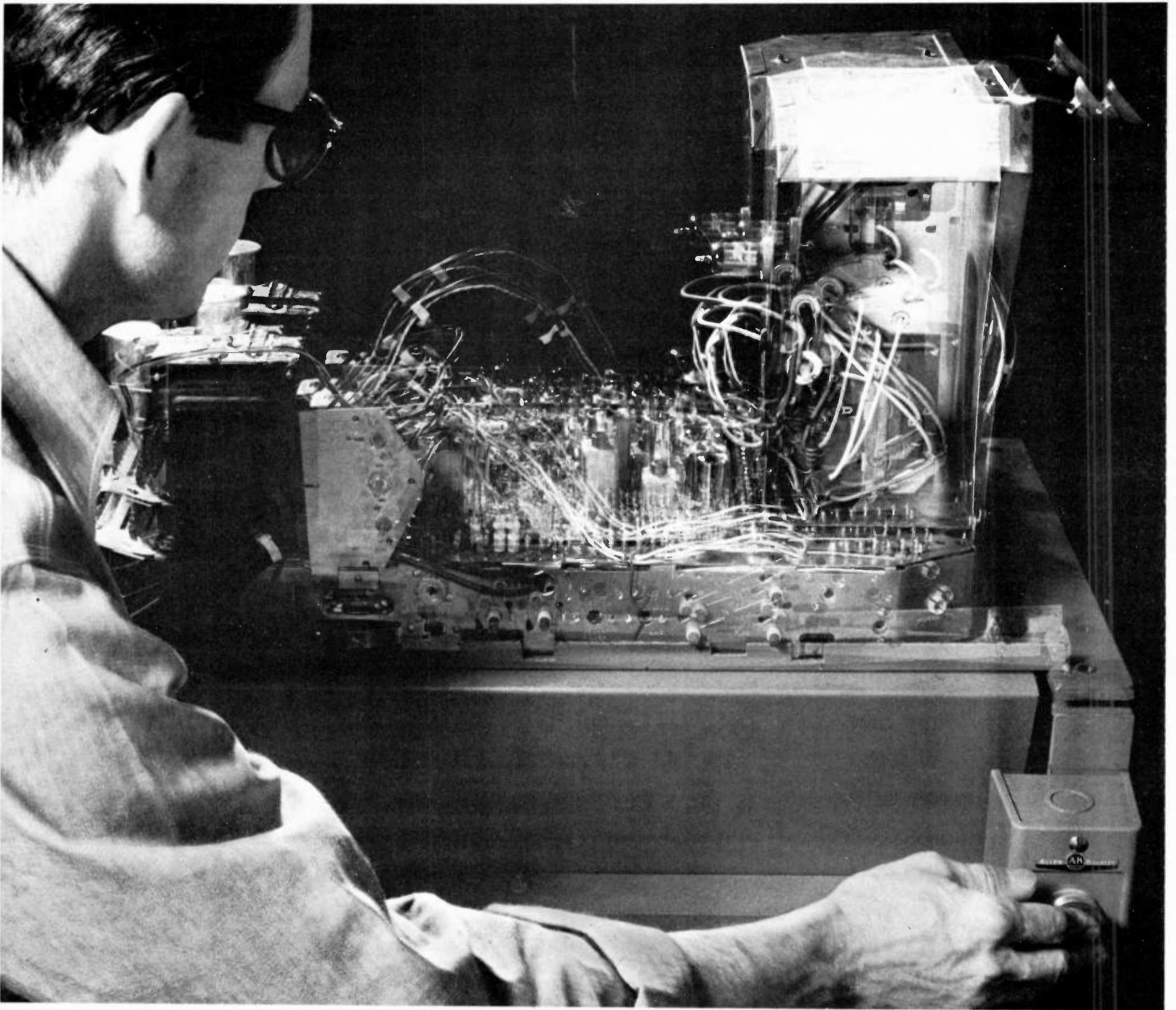


Every time a customer buys one of these highly demonstrable Westinghouse appliances, you give her a certificate we'll redeem for \$2.00 cold cash. She mails us the certificate, we mail her a check. Just like that. There's no paperwork, no

cost to you. We're even going to bring customers in by advertising in Life and Sunset. All you have to do is display the "Demonstrables" and give out certificates. The offer is good until April 30. It's an offer women can't resist.

You can be sure if it's Westinghouse 

EXTRA CARE makes the quality difference at Zenith



"Shakedown cruise" for a color TV chassis

Before we let a Zenith Color TV out of the plant, its Handcrafted chassis has to undergo a series of rigorous checks and tests. For example, we torture it on a shakedown table, just to make sure that every one of its parts is

firmly fastened to its rugged metal chassis. Only when it passes a series of such grueling tests is it good enough to be a Zenith. Extra care like this makes the quality difference in Zenith Handcrafted TV.



ZENITH[®]

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

Admiral's spring selection seasoned with new features, old prices

Admiral rounded the corner into spring with its list of new drop-ins for 1966. The emphasis is on features. A new departure for Admiral is the introduction of its first free-standing builder gas oven.

In color television, three new sets kick-off the latest roster of drop-ins with a hold-that-line price policy and a something-new-has-been-added attitude toward features. Slide-rule tuning is the added feature on the two new 23-inch sets and the new 25-inch models. The 23s are priced at \$549.95 and \$569.95; the 25 is \$675.

All three sets have automatic degaussing, color fidelity control, 26,000v of picture power, and solid-state silicon rectifiers. Styling holds no surprises: the 23s come in Contemporary and Early American styles; the 25 comes in Contemporary, Early American, and French Provincial models.

In b&w tv, the only addition to the portable line is a single 19-inch portable at open list price. The set features a Q-17 chassis with 17,000v of picture power, gated automatic gain control, and transistorized two-speed UHF tuner. The set comes in a black or white cabinet and includes a stand.

A 23-inch b&w console, at open list, completes the television drop-ins. The set features a Q-20 chassis with 20,000v of picture power, gated automatic gain control, 110 degree steelbond picture tube, and two speakers. Styling is Contemporary.

In radios, the new drop-ins include two 6-tube AM-FM table radios and an 8-transistor shirt pocket portable.

The new tube models, at open list, feature vernier slide-rule tuning and automatic frequency control.

The 8-transistor model comes complete with a gift pack that includes batteries, earphone, and carrying case. The set features automatic volume control, built-in ferrite antenna, and high-gain IF amplifier.

A new solid-state hi-fi phonograph, at \$45, features a new type of changer capable of replaying 12-inch records. Although the phono can only replay 12-inch records, it can play 7- and 10-inch records.

In majors, Admiral unwraps a "first": its first free-standing build-

er gas range plus a new line of free-standing builder electric models, slip-in ranges, surface cooking units, and wall ovens. The new free-standing gas ranges come in 20-, 24-, 30-, and 40-inch widths. Completing the builder line are three double-oven eye-level units (two electric, one gas), plus a gas "stack on" unit that fits on kitchen cabinets.

In builder air conditioners, Admiral premiers four new Coronet units and three Royal models, one with reverse cycle heating. The four new Coronet models have cooling capacities ranging from 7,200 to 9,500 Btu. The

three Royal additions feature cooling capacities of 17,000 Btu, 12,300-to-12,500 Btu, and 9,200-to-9,600 Btu. The 9,200-to-9,600 Btu unit features the reverse cycle heating with a heating capacity range of 9,500-to-11,700 Btu.

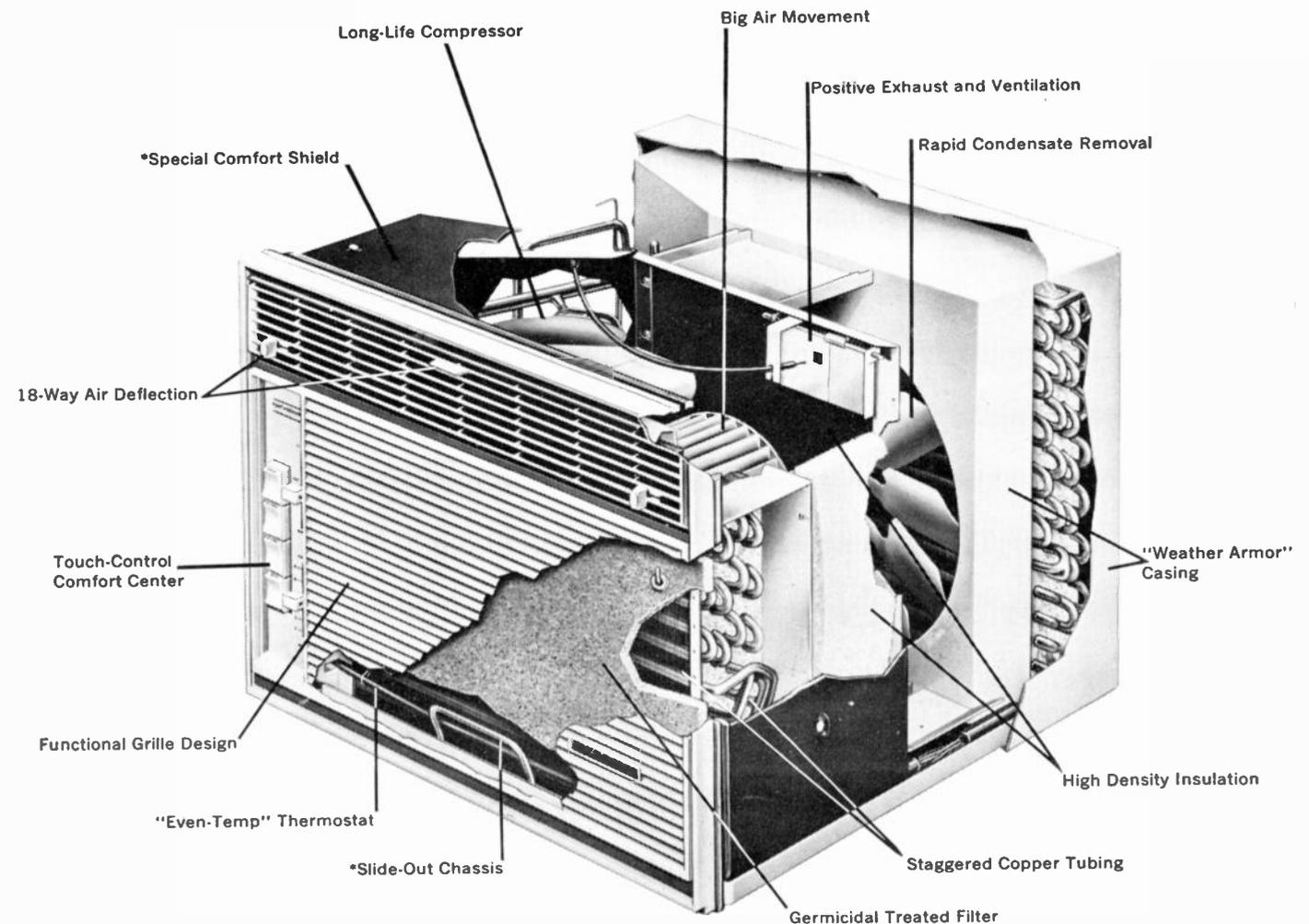
In dishwashers, Admiral's built-in model features a rotating spray arm at the bottom and an upper spray tube that rinses the revolving top rack. Designated model DU2465, the new dishwasher has a capacity of 14 place settings and maintains a minimum wash water temperature of 180 degrees.



The Sheffield: 25-inch color tv

Carrier 1966 Room Air Conditioners are built to be demonstrated

Look at all the features that make Carrier the brand to buy and sell in 1966!



*Larger models only

Any way you look at them, you can demonstrate the superiority of the 1966 line of Carrier Room Air Conditioners.

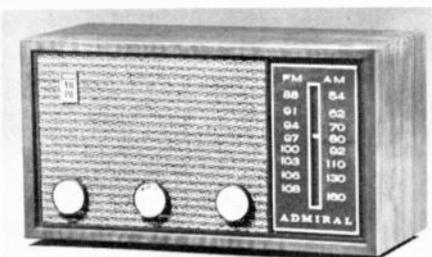
There's a model to suit every prospect—25 in all, from 5500 to 22,500

Btu's, NEMA Certified, including heat pumps, "do-it-yourself," in-the-window and thru-the-wall. Plus handsome Decorator Panels.

Plus preseason incentives to you for buying early—and preseason traf-

fic-builder and sales-closer promotions to help you sell early.

So order now. Your Carrier Distributor, listed in the Yellow Pages, will be glad to show you why Carrier is the brand to buy and sell in '66.



The Dresden: 6-tube AM-FM radio



The Bolero: hi-fi portable phono

Carrier Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make



The SUPER

This beautiful series features a new dimension in quiet, cool comfort. Installs in minutes with Ezy-Mount. Capacities from 5,200 to 7,500 BTU's make the Super ideal for bedroom or den.

Why did we create such beautiful furniture...that COOLS?

(To give you ROOM AIR CONDITIONERS that sell without cutting profits)

Coolerator's styling "breakthrough", without adding extra cost or extra cabinet length, gives you a great new profit advantage in 1966. Now you have a distinct competitive edge. Now your customers can have comfort and beauty without paying \$20.00 or more for furniture styling. With Coolerator you can sell people what they want and still maintain a full profit margin.

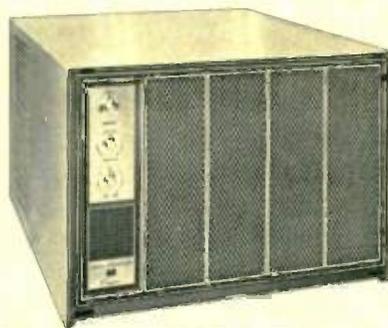
Four big things to remember about Coolerator

1 UNCOMPROMISING QUALITY—Regardless of price, only the finest quality construction goes into every Coolerator. And before any Coolerator leaves the factory, it is thoroughly tested for 60 minutes.

2 FEATURES THAT SELL—Furniture Styling, Tilt-Out Magnetic Front, permanent washable filter, Ezy-Mount, 4-way air control, and other features, Coolerator air conditioners sell against any competition.

3 DIRECT BUYING—Because you buy direct from the factory, Coolerator gives you greater opportunity to make higher profits. And still you get quick service from a nationwide network of authorized service stations.

4 PROFIT PROTECTION—Selected dealer appointment allows you to develop your market to its full sales and profit potential.



The CUSTOM

Gracious cooling of living rooms, recreation rooms or other large areas is no problem for this decorator-designed series. It ventilates, exhausts stale air and has three fan speeds to meet any comfort condition. Available in a wide range of capacities from 12,000 to 22,500 BTU's.

The COMPACT

Small in size yet big in capacity this furniture-fashioned series is full featured and available for every type of installation including Ezy-Mount, Standard Mount or Thru-The-Wall. Popular range of capacities from 8,500 thru 12,000 BTU's.



Coolerator is the complete profit line

To fully serve the residential and commercial market, Coolerator offers a complete range of models with capacities from 5,200 to 34,000 BTU's. For extra large rooms, multirooms, stores and offices there is the powerful Glacier series with capacities from 24,000 to 34,000 BTU's. For casement or extra-narrow windows there is the Powerette. Coolerator also offers a complete line of models with reverse cycle heating.

Coolerator®

Manufacturers also of Thomas A. Edison Room Air Conditioners, Central Air Conditioning, Dehumidifiers, Humidifiers

another
quality
product of



Albion Division
McGraw-Edison Company
Albion, Michigan

MAIL THIS COUPON TODAY

ALBION DIVISION DEPT AC 1
MCGRAW-EDISON COMPANY
ALBION, MICHIGAN

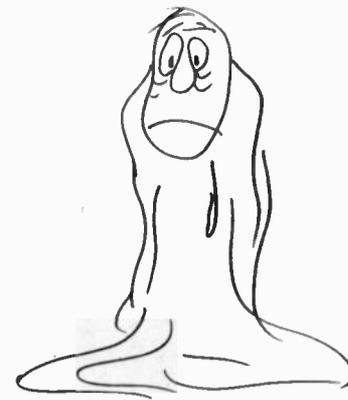
Please send full details on the new Coolerator Room Air Conditioner line for 1966.

DEALER NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____



You can BREAK THE ICE before the warm weather sets in

Ever been ice-fishing? To get started, you must cut a hole in the ice to reach the fish. The same can be said for retailing air conditioners at pre-season. The retailer must be able to cut through a cool cover of sales resistance, drop in his baited line, and wait for the customer to be hooked. And pre-season fishing for air conditioner sales is legal in all states, even though some retailers cling to the belief that sales are not made in this period.

To prove that it is possible to sell air conditioners in cooler months, look at the chart below. It shows what percentage of annual retail sales were made in the months of March, April, and May in 1962, 1963, and 1964. Over this three-year span, retailers across the nation rang up almost 30% of their yearly sales total in these three months.

To help retailers warm up sales in this period, and particularly this May, U.S. Steel will again promote air conditioners. The selling theme this go-round will be "Why Melt This Summer—Buy a Room Air Conditioner Now." And the sad, drooping man (see top right), a creation of cartoonist Robert Osborn, will symbolize the promotion.

To move merchandise at retail, U.S. Steel will again concentrate efforts in 15 markets: Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas, Houston, Los Angeles, Miami, Minneapolis, New Orleans, Philadelphia, St. Louis, Sacramento, and Washington, D.C. To back up "local action committees" that will

coordinate special events, U.S. Steel will run full-page ads in locally edited Sunday supplements, followed by two 2-color half pages at weekly intervals in daily newspapers. In addition, the steel maker will again offer display kits to retailers and a news-feature service to some 4,000 newspapers.

To chip away at customer resistance on your own, even if U.S. Steel is not promoting in your marketing area, here are some of the steps you, as retailer, can take: hustle down to your distributor to gather up any promotional help he can offer; if he cannot help, write to a manufacturer. Also, see your utility man, go to your ad man at the local newspaper, and check out the possibility of getting together with other retailers in your area for a joint promotion.

To focus on the whole story of what U.S. Steel will do in May, and what retailers can do to push early season sales, turn the page. What follows is a three-month weather prediction for all parts of the country and a Btu chart to help consumers select air conditioners. Also, on the following pages, is a comprehensive comparison of all manufacturers' models and specifications for 1966 units. Retailers use these specs to aid them in buying and selling and also to see what the competition has to offer.

By cranking up now, retailers can explode the myth that no one can make air conditioner sales jump early.

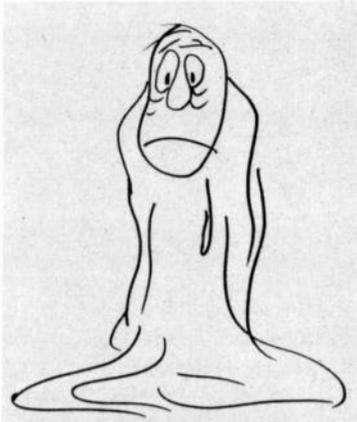
Retail sales of air conditioners
(% of annual sales each month)

		JAN	FEB	(% of total year) (3-month total)			↓	JUN	JUL	AUG	SEP	OCT	NOV	DEC
				MAR	APR	MAY								
THE EAST	1954	.4	.4	.9	2.8	11.6	15.3	28.5	38.7	11.7	3.0	1.1	.4	.5
	1963	6.7	4.7	9.4	6.4	8.4	24.2	17.3	26.9	6.4	2.4	4.0	2.3	5.1
	1962	5.7	5.2	10.2	10.9	25.3	46.4	19.7	6.1	4.6	4.0	2.7	2.6	3.0
THE SOUTH	1964	5.9	3.6	6.2	8.1	9.7	24.0	15.5	17.8	11.9	6.8	7.2	3.9	3.4
	1963	4.1	4.4	5.8	10.4	8.8	25.0	13.4	19.4	12.3	9.0	5.7	3.4	3.3
	1962	3.9	4.1	7.0	6.2	10.8	24.0	13.3	19.2	13.3	8.8	6.2	3.7	3.5
THE FAR WEST	1964	3.6	1.9	4.0	8.8	9.4	22.2	21.5	22.2	10.6	6.3	5.3	3.9	2.5
	1963	3.3	3.9	3.7	6.4	16.6	26.7	20.8	16.6	9.9	7.6	4.7	4.6	1.9
	1962	.1	1.4	3.4	15.5	4.8	23.7	30.8	29.3	6.3	2.9	2.0	1.0	2.5
THE MIDWEST	1964	.8	.9	1.5	4.5	16.6	22.6	21.7	37.8	13.0	1.7	.6	.6	.3
	1963	.5	.8	1.8	5.1	10.6	17.5	37.7	31.7	9.1	1.6	.4	.4	.3
	1962	.6	1.1	2.1	5.8	31.5	39.4	18.5	23.7	12.8	2.2	.8	.4	.5
THE SOUTHWEST	1964	8.0	9.0	11.6	12.1	10.5	34.2	17.0	15.0	11.0	2.3	.9	.6	2.0
	1963	6.1	4.2	8.0	13.2	14.0	35.2	18.3	16.2	10.1	5.4	1.7	.4	2.4
	1962	4.5	5.7	6.8	8.8	14.9	30.5	15.8	21.2	9.7	4.7	4.5	1.1	2.3
THE NATION	1964	4.6	3.9	5.8	7.7	11.1	24.6	19.4	23.7	11.7	4.3	3.6	2.1	2.1
	1963	4.9	4.1	6.9	8.8	10.1	25.8	18.6	22.5	9.5	5.3	3.8	2.2	3.3
	1962	4.4	4.5	7.6	8.3	18.1	34.0	16.5	15.6	9.6	5.8	4.2	2.6	2.8



The men on the cover are shown listening intently to George C. Shenk, consumer industry marketing manager of U.S. Steel. From left: Hugh Dillon, product planning manager for room air conditioners at Kelvinator; Sal Giordano Jr., marketing vp at Fedders; Robert Jones, president of Friedrich, and chairman of NEMA's air conditioner section; Warren Singer, general manager of air conditioning and specialty products at Whirlpool.

Story by Martin R. Miller. Cover photo by Joe Ruskin.



The 1966 air conditioner promotion

Warming up air conditioner sales:

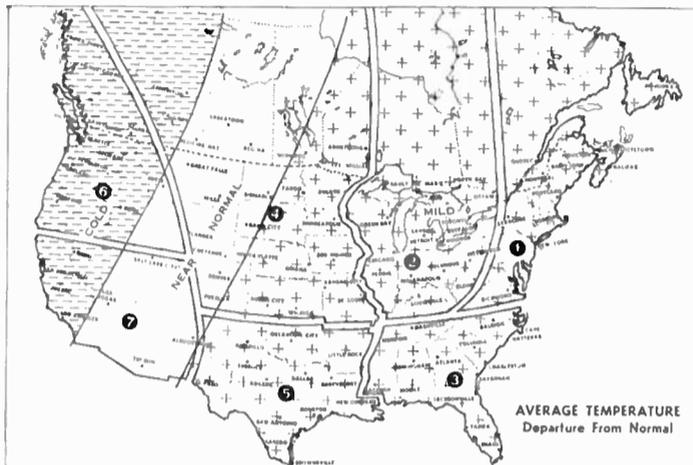
It is hard to convince a shivering consumer in March, a rain-soaked shopper in April, or a spring-minded family in May to purchase a room air conditioner before sweltering summer heat arrives.

But it is possible. And the art of selling whenever

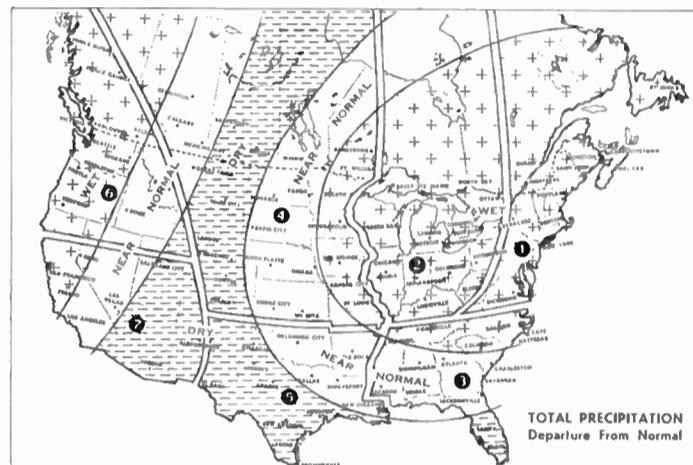
possible is symptomatic of a strong retailer.

Strong retailers are not relying entirely on the vagaries of the weatherman before they begin this year's all-out push for air conditioner sales. They are revving up their sales machines now.

Forecast for March 1966

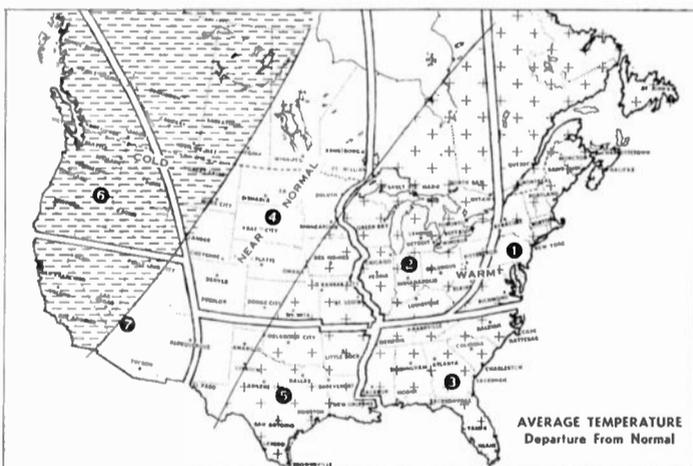


In March, the Pacific Coast regions will be colder than normal while areas east of a line extending from Manitoba to New Mexico are expected to average somewhat milder than usual. Precipitation should be above normal along the Pacific, in the Great Lakes-Midwest and Northeast regions, in-

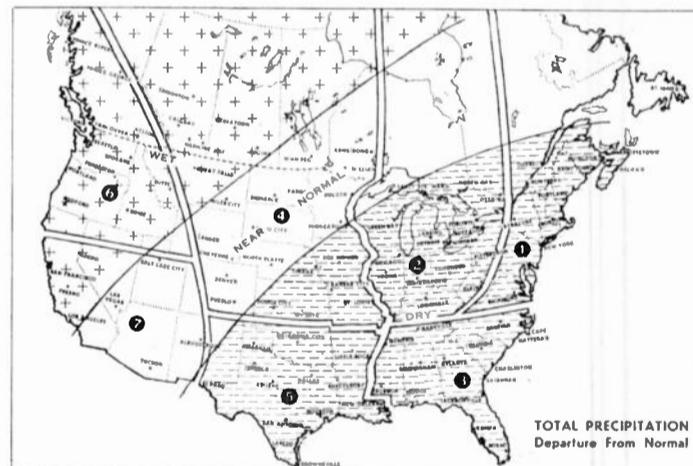


cluding the eastern half of Canada. Despite the overall mild pattern, many northern locations east of the Mississippi will be more vulnerable than usual to heavy snowfall and possible blizzard conditions. Rocky Mountain States and Saskatchewan will be drier with near normal temperatures.

Forecast for April 1966



The preliminary weather outlook for April indicates warmer and generally drier conditions in the South Central States, parts of the eastern Great Plains, in all areas east of the Mississippi River and most Canadian stations, from central Ontario to the Atlantic Ocean. The month as a whole will

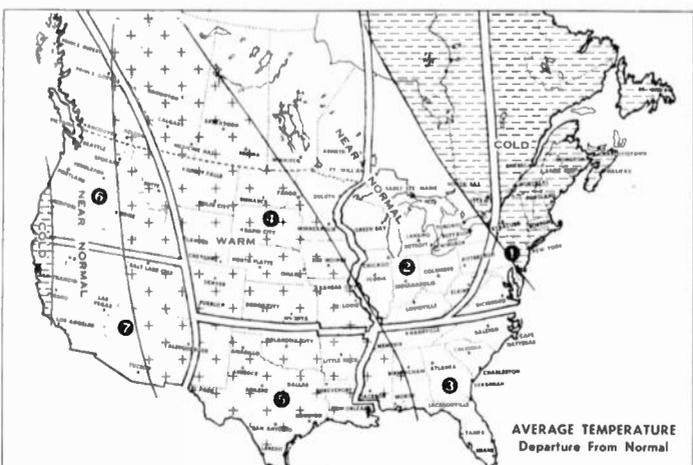


average colder and wetter than usual to the west of a line extending from Saskatchewan to California. A long zone from Manitoba and western Ontario, through the Dakotas and Colorado and into Arizona, should have near normal conditions — both, in temperature and precipitation.

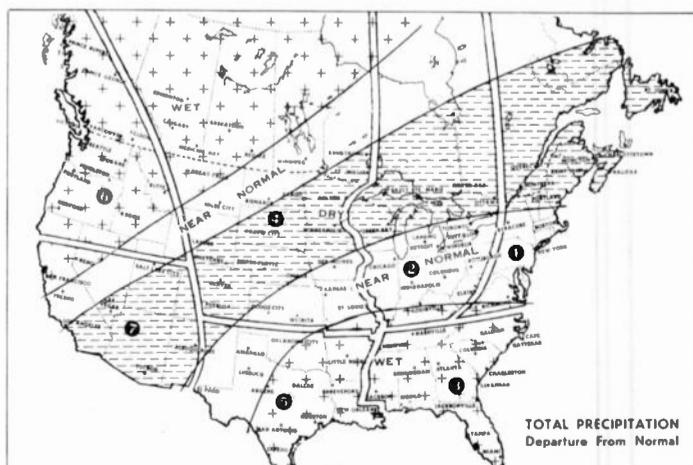
Forecast for May 1966

LEGEND FOR TEMPERATURE AND PRECIPITATION:

- NORMAL
- ++++ ABOVE
- BELOW



Most locations in the Northeast and coastal California will average colder than normal during the month of May. The preliminary outlook for most of the North and South central region calls for warmer than normal temperatures for the month as a whole. Precipitation will be greater than



normal throughout most of the South Central and South East states. The outlook is for wetter weather for Nebraska in the Northwest. A long zone from Wisconsin and Minnesota through Nebraska and Colorado and into Arizona and Southern California will average drier than normal.

here are tools that will cut ice with your customers

Fuel for the accelerator is on these pages. The weather maps forecast what is to come, and the Btu chart below matches room size to cooling power needed.

These two aids, combined with MERCHANDISING WEEK's exclusive specification comparisons on the follow-

ing pages, and U.S. Steel's May promotion, give retailers a head start.

But, there are a number of other ways to begin breaking the ice right now. Here are some questions retailers will find worth while answering in the affirmative:

Are you going to survey new

homeowners or old contacts for possible replacement sales? Are you about to call or write all your air conditioner customers for pre-season servicing (and selling)? Have you made potential buyers aware of new models that you now have in stock?

Are you going to lay out ads in

cooperation with your local newspaper before this month is over? Are you thinking about pushing the gift idea for Mother's Day?

What else is there to remember? Just this: three out of four wired homes in the U.S. still do not have an air conditioner.

Match room size to air conditioner size with this Btu chart

The chart on the right is a handy approximator. It can help retailers quickly match a prospective buyer's room size to the correct Btu capacity needed to cool his room.

The first step is to ask your customer for the width and the length, in feet, of the room or rooms he wants to cool with an air conditioner.

Then, across the top of this chart, find the numbered column that matches the room's width.

Next, down the left side of this chart, find the numbered bar that matches the room's length.

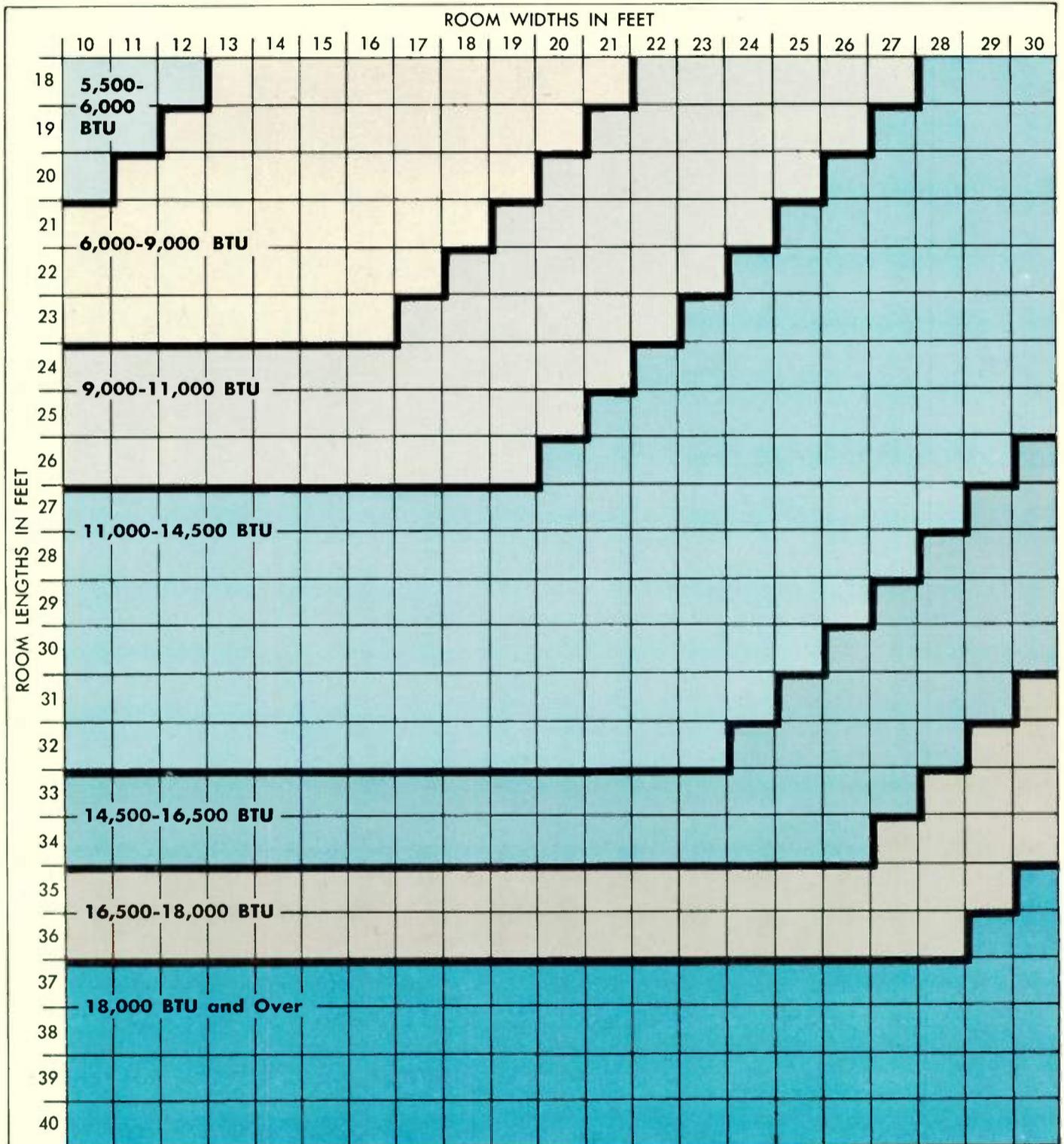
The shaded area where the two intersect tells you how much Btu capacity is needed to cool the room in question.

Example: a room 18 ft. wide by 28 ft. long will require between 11,000 and 14,500 Btu. Naturally, a room with a large window facing southeast into bright sunlight will require closer to 14,500 Btu, while a room with small windows facing northwest into a tree-shaded grove will require closer to 11,000 Btu.

Another way to figure out how big an air conditioner a customer needs is to use a cooling load estimate form available from the National Electrical Manufacturers Assn. NEMA will send one free copy to any retailer who sends a self-addressed and stamped envelope. A 50-copy pad costs 50 cents. Write NEMA, 155 E. 44th St., New York City, N.Y., 10017.

NEMA's form covers a multitude of variables affecting the cooling of any area and is worthwhile using. The chart at the right is quick, but not comprehensive.

Something to remember, in any case, is that a slightly undersized air conditioner that would operate more nearly continuously will be more satisfactory than a greatly oversized one that would operate intermittently.



Weather maps on facing page prepared by Weather Trends Inc. Subscribers to the company's advisory

service receive, in addition to a free 64-page temperature booklet, the following:

Each month, a week before the coming month you get:

1. A summary of the coming month's weather, written in easy-to-understand language.
2. A temperature map, showing the deviation from normal in your area and

3. A precipitation map, estimating the percentage of normal moisture in your area and throughout the U. S.
4. Timing estimates of the significant periods of storminess, cold and warm trends for the entire month to come in easily recognized graph form.

5. A paragraph describing the over-all character of the coming month's weather for each of the seven climatological zones.
6. Climatological data and forecasts for key cities.
7. Preliminary outlooks, by month, for the next 60 days.

WEATHER TRENDS, INC. • 565 Fifth Ave., N.Y., N.Y.10017

Enter my subscription with your next issue. I understand that if I'm not satisfied, I may cancel and you will refund my money.
 Enclosed is check for \$36. Please send me my bonus Climatological Atlas, Volume I. Bill me

Name _____ Title _____
 Firm _____
 Address _____
 City _____ State _____ Zip _____

For extra copies, mail coupon to Merchandising Week Reader Service, 330 West 42nd St., New York, N.Y.—10036

No. copies
 ... Btu/room-size chart: 1-10 at 35¢ each; 11-25 at 25¢; write for quote on large-quantity prices
 ... Specification for room air conditioners: 1-10 at 50¢ a set; 11-25 at 35¢; write for bulk rates

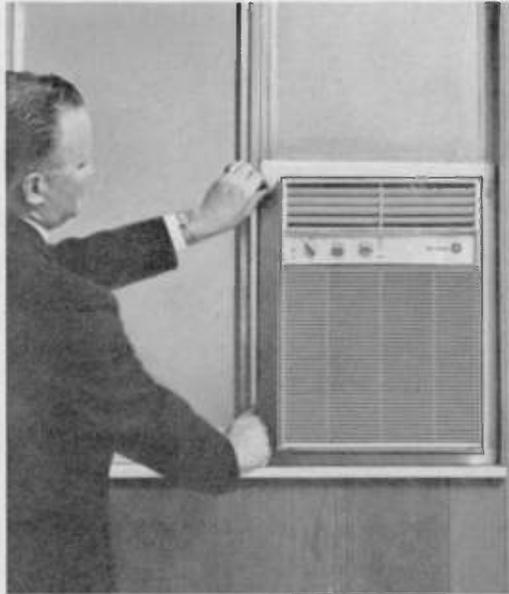
check enclosed bill me

Name _____
 Firm _____
 Address _____
 City _____ State _____ Zip _____

Rodger Gibson of Westinghouse tells you how to cool competition with the "leadership line" of room air conditioners.



"As National Sales Manager I'm carrying the big news in '66 room air conditioners. A Westinghouse exclusive... a unit for those impossible-to-fit sliding windows.



"See how easily it goes in? Up 'til now, sliding windows meant thru-the-wall installation. That meant sales resistance. Now your customers can do it themselves. 5500 and 8000 BTU. Both 115 volt plug-ins.



"Picture the number of new prospects this brings you! All those medium and low priced homes with sliding windows and no central air conditioning. 40% of all aluminum windows are sliders. Our new unit fits wooden sliding windows, too—plus casements. Anything up to four feet high!



"Here's the heart of our fast-selling compacts. A strong, silent compressor that weighs only 25 pounds. In most other makes, the compressor weighs 40 pounds and takes more space, too. Reliability is so great ours has a 5-year replacement guarantee.* It's used in...



"...our 5,000 and 6,000 BTU models. These are the compact units that blew the market wide open in '65. They're backed with the Westinghouse 5-year replacement guarantee*—the industry's first and best. Wait'll you see what they do in '66 teamed up with the new sliding window models!



"Next step up is to the 6,000 to 17,000 BTU range. Many are 115 volt plug-ins. Top of this group is the Panelaire—designed to appeal to decor-conscious prospects. Simulated wood grain finish can be painted or papered to match anything.



"Here's our exclusive, easy-to-use Mobilframe mount. You secure it in place first, then slide in the air conditioner. Unit can't get away from you with this frame locked in position.



"These are for the big cooling jobs. Up to 26,000 BTU with or without exposed louvers. WASSCO offers free floor planning, a buy back deal and fabulous trips for successful dealers. Your Westinghouse distributor will be glad to give you the whole story."

*Authorized dealer or service agent will replace with comparable model to original purchaser any Mobilaire® 5000 and 6000 delivered to him on which the hermetically sealed refrigerating system becomes defective within 5 years due to workmanship or material.

You can be sure if it's Westinghouse



MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT			OTHER FEATURES					
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)		PROFESSIONAL (SEE KEY)	THERMOSTAT	VENT	FAST MOUNT	AIR DIRECTION (SEE KEY)
ADMIRAL -- Admiral Corp., 3800 Cortland St., Chicago, Ill.																										
406A7	C	W		4,000		115	7.5	800	180	0.8	N	N	1	13 1/2 x 22 1/4 x 13 1/2	Polystyrene	6 1/2	1-6 1/2**	80±	P	S	N	N	Y	F		
456A7				4,500				800	180	1.0			1	13 1/2 x 22 1/4 x 13 1/2		6 1/2	1-6 1/2**	82			N	N	Y	F		
456A7T				4,500				800	180	1.0			1	13 1/2 x 22 1/4 x 13 1/2		6 1/2	1-6 1/2**	83			N	N	Y	F		
546A7				5,400				850	190	1.2			2	13 1/2 x 22 1/4 x 16		5 1/2		99			N	N	Y	F		
646A8				6,400				900	200	1.8		Y	1	13 1/2 x 22 1/4 x 16		5 1/2		102			N	N	Y	F		
746A11				7,400				1,180	200	2.2		Y	1	13 1/2 x 22 1/4 x 16		5 1/2		105			N	N	Y	F		
805B12				8,000				1,180	290	2.4		N	1	13 1/2 x 26 1/2 x 17		7		130			N	N	Y	F		
886B12CH				8,800	8,500			1,350		2.5		N	1	14 1/2 x 27 1/2 x 17 1/2		7 1/2		144			N	N	Y	F		
906B12				9,000				1,350		2.6	Y	Y	1	13 1/2 x 26 1/2 x 17		7		135			N	N	Y	F		
1006B23B				10,000		230/208	8.0/8.4	1,650/1,650		2.8			1	13 1/2 x 26 1/2 x 17		7		135			N	N	Y	F		
806C7		W, T		8,000		115	7.5	860	260	1.8				16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2**	180	O***	O***		N	Y	A†	"Cycle-Air", "Arctic Window"	
986C12				9,800		115	12.0	1,350	330	2.4				16 1/2 x 26 1/2 x 20		7 1/2	2-10 1/2**	152				N	Y	A†	"Cycle-Air", "Arctic Window"	
1066C12A				10,600		115	12.0	1,380	360	2.5				16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2**	172				N	Y	A†	"Comfort Stat", "Cycle Air", "Arctic Window"	
1226C238H			C	12,200	11,800	230/208	9.2/9.5	1,950/1,950	330	3.6				16 1/2 x 26 1/2 x 20		7 1/2	2-10 1/2**	159				N	Y	A†	"Cycle Air", "Arctic Window"	
1226C238HR			R, C	12,200	11,800/12,200*	230/208	9.2/9.5	1,950/1,950	330	3.6				16 1/2 x 26 1/2 x 20		7 1/2	2-10 1/2**	159				N	Y	A†	"Cycle Air", "Arctic Window"	
1266C238				12,600		230/208	9.2/9.5	1,950/1,950	330	3.8				16 1/2 x 26 1/2 x 20		7 1/2	2-10 1/2**	157				N	Y	A†	"Cycle Air", "Arctic Window"	
1426C238				14,200		230/208	10.5/10.8	2,200/2,200	390	3.9				16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2**	178				N	Y	A†	"Cycle Air", "Arctic Window"	
1526C238A				15,200		230/208	11.8/12.0	2,480/2,480	400	4.4				16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2**	179				N	Y	A†	"Comfort-Stat", "Cycle Air", "Arctic Window"	
1726C23				17,200		230/208	13.2/14.5	2,950/3,100	410	4.7			3	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	264				N	Y	A†	"Cycle Air", "Arctic Window"	
1756C23M			C	17,500	17,000	230/208	14.0/14.4	2,980/3,100	470	4.7			2	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	200				N	Y	A†	"Cycle Air", "Arctic Window"	
1806C23				18,000		230/208	14.0/14.4	2,980/3,100	470	4.8			2	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	198				N	Y	A†	"Cycle Air", "Arctic Window"	
1906C23				19,000		230/208	14.0/14.4	3,100/3,100	550	5.8			3	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	205				N	Y	A†	"Cycle Air", "Arctic Window"	
2266D238				22,600		230/208	14.5/15.5	3,100/3,100	740	5.5			3	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	264		S		N	Y	A†	"Cycle Air", "Arctic Window"	
2566D23				25,600		230/208	16.0/17.5	3,450/3,750	750	6.5			3	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	284		S		N	Y	A†	"Cycle Air", "Arctic Window"	
2906D23				29,000		230/208	17.5/18.7	3,750/4,200	760	7.5			3	21 x 29 1/2 x 32		15 1/2	1 1/2-15**	296		S		N	Y	A†	"Cycle Air", "Arctic Window"	
C606F9		C, W		6,000		115	8.7	930	205	1.4	N	N	2	10 1/2 x 14 1/2 x 24	Steel & Alum.	14 1/2	9 1/2	98	O***	O***		N	Y	A†		
* 3,600 Watts at 230 Volts Resistance Heat ** Adjustable † Motorized Adjustable Air Deflection "Cycle-Air" ‡ Adj. 4 1/2-8 1/2 1/4 †† Adj. 1 1/2-8 1/2 1/4 *** Do-it-Yourself Install. For Special Type Professional Install. Recommended. Kits Included. † Shipping Wts.																										
AIRTEMP -- Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton, Ohio																										
A10-41	C	T		6,400		115	7.5	900	240	2.0	Y	N	2	15 1/2 x 23 1/2 x 16	Plastic			110	P	S	S	Y	Y	N	A	
A10-42				8,800		115	11.5	1,300	270	2.6			2	15 1/2 x 23 1/2 x 16			115				Y	Y	N	A		
A10-43				9,600		230/208	7.0/7.6	1,500/1,500	270	3.0			2	15 1/2 x 23 1/2 x 16			115				Y	Y	N	A		
A10-48				9,600		230/208	7.6/8.8	1,500/1,925	270	3.0			2	15 1/2 x 23 1/2 x 16			115				Y	Y	N	A		
A12-43				11,500		230/208	8.8/9.6	1,925/1,925	320	3.4			3	15 1/2 x 23 1/2 x 16			117				Y	Y	N	A		
A12-48				11,500		230/208	9.6/10.8	1,925/1,925	320	3.4			3	15 1/2 x 23 1/2 x 16			117				Y	Y	N	A		
S05-61		W		5,000		115	7.5	825	175	1.2	N		2	12 x 23 1/2 x 16			78				N	Y	N	A		
S06-61		W		6,000		115	8.7	950	175	1.3	N		2	12 x 23 1/2 x 16			95				N	Y	N	A		
S08-62		W		7,500		115	12.0	1,275	175	2.5	N		2	12 x 23 1/2 x 16			98				N	Y	N	A		
S10-62		WT		8,200		230/208	12.0/12.3	1,300/1,450	285	2.3	Y		2	15 1/2 x 23 1/2 x 16			112				Y	Y	N	A		
S10-63				9,800		230/208	6.8/7.3	1,450/1,450	270	3.0			2	15 1/2 x 23 1/2 x 16			115				Y	Y	N	A		
S11-61				6,500		115	7.5	880	245	2.0			3	15 1/2 x 23 1/2 x 16	Plas. & Vinyl Clad Steel		110						Y	A	Reversible Decorator Front	
S11-62				8,800		115	11.5	1,300	265	2.6			2	15 1/2 x 23 1/2 x 16			115						Y	A		
S11-63				9,800		230/208	7.0/7.5	1,500/1,500	265	3.0			2	15 1/2 x 23 1/2 x 16			115						Y	A		
H13-62				11,300		115	12.0	1,350	410	3.2			2	15 1/2 x 23 1/2 x 22			160						Y	A		
H13-63				12,300		230/208	9.4/9.8	2,000/2,000	390	3.2			2	15 1/2 x 23 1/2 x 22			132						Y	A		
H15-63				13,200		230/208	7.5/8.8	1,600/1,925	410	3.1			2	15 1/2 x 23 1/2 x 22			170						Y	A		
H17-63				14,000		230/208	11.5/12.0	2,350/2,350	410	3.6			2	15 1/2 x 23 1/2 x 22			137						Y	A		
H19-63				16,000		230/208	13.0/13.5	2,650/2,650	470	4.6			3	15 1/2 x 23 1/2 x 22			142						Y	A		
H21-63				18,000		230/208	12.5/15.0	2,750/2,750	470	5.5			2	15 1/2 x 23 1/2 x 22			175						Y	A		
H21-68				17,500		230/208	15.0/17.5	2,750/2,750	470	5.5			2	15 1/2 x 23 1/2 x 22			175						Y	A		
T23-63		W		18,500		230/208	9.3/10.8	1,900/3,500	550	3.9	Y		3	20 1/2 x 26 1/2 x 34 1/2	Plastic		230			O	O			Y	A	
T25-63				23,500		230/208	15.5/17.5	3,500/3,500	680	6.0			3	20 1/2 x 26 1/2 x 34 1/2			230						Y	A		
T25-68				23,500		230/208	17.5/18.4	3,500/3,600	680	5.8			3	20 1/2 x 26 1/2 x 34 1/2			230						Y	A		
T31-63				27,500		230/208	17.2/18.4	3,600/3,600	750	8.0			3	20 1/2 x 26 1/2 x 34 1/2			240						Y	A		
T41-63				32,500		230/208	22.5/25.5	5,000/5,200	860	10.0			3	20 1/2 x 26 1/2 x 34 1/2			245						Y	A		
T41-68				31,500		230/208	25.5/27.5	5,200/5,200	860	9.0			3	20												

Only Admiral Air the control that's more

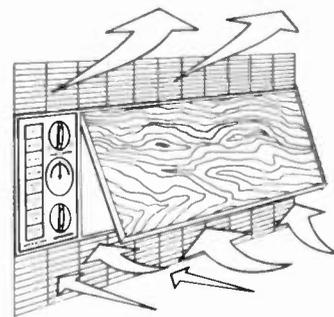
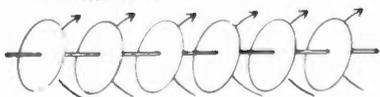
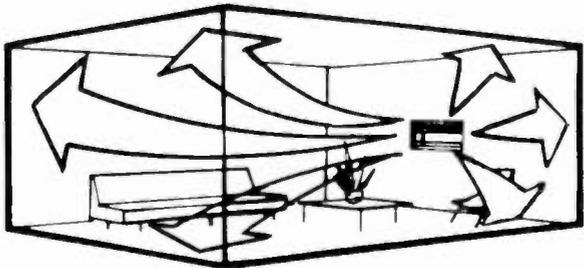
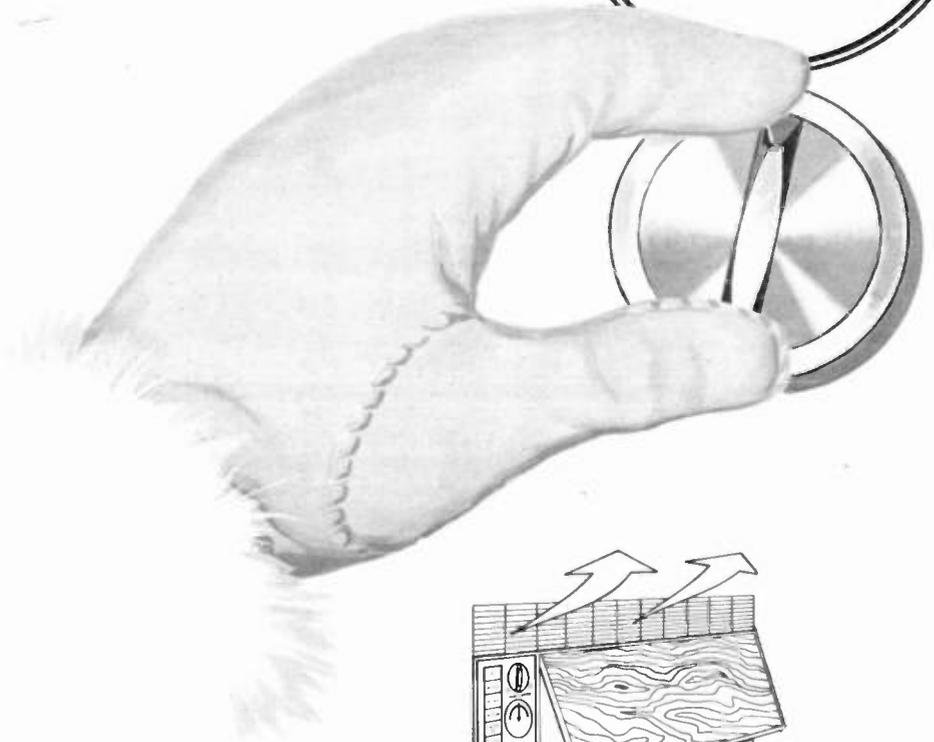
Exclusive new Admiral *Comfort-Stat*, the control that thinks cool! Set and forget all summer!

Great new convenience, great new sales feature! Exclusive new Admiral "Comfort-Stat" provides consistent coolness, greater economy, quieter operation!

Owner sets visual indicator to comfort level desired. "Comfort-Stat" then controls the air conditioner completely. When desired comfort level is reached, it turns the compressor off, fan continues to circulate cool air. When room temperature lowers a fraction, fan turns off, too.

When room temperature rises, "Comfort-Stat" turns on fan and compressor again, in sequence, and continues this cycle all summer long. (Ordinary thermostats control compressor only, not fan.) And with Admiral, you can see what you set!

Only Admiral has this amazing new "Comfort-Stat", exclusive on Admiral Royal Model 1066C12A, rated 10,600 BTU*, 115 volts, and Model 1526C238A, rated 15,200 BTU*, 208/230 volts.



Exclusive Admiral "Cycle-Aire," the backbone of summer comfort! Scientifically engineered angled discs in cool air vent rotate automatically, distribute cool, dry, clean air in all directions. No chilly blasts. No hot spots. On Admiral Royal and Imperial models.

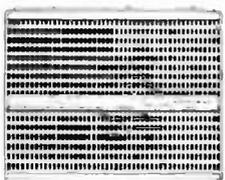
Exclusive Admiral "Arctic Window," walnut grained panel, opens at base for huge air intake, extra cooling power... swings closed for the fine-furniture beauty look... fits flush with sash and drapes. On Admiral Royal and Imperial models.

26 quality models, 4,000 to 29,000 BTU*

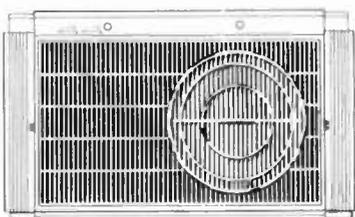
*Net NEMA



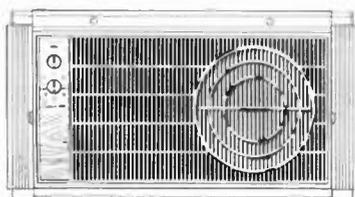
Reverse cycle heating/cooling units also available. Flex-O-Mount* or installation kit included with all models. Optional kit for mounting casement unit in double-hung windows.



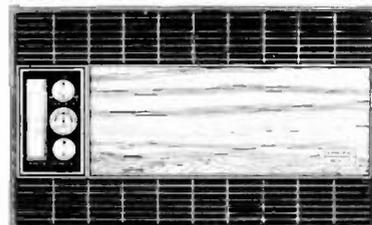
New Admiral Casement model, 6,000 BTU*, 115v. 14½" wide.



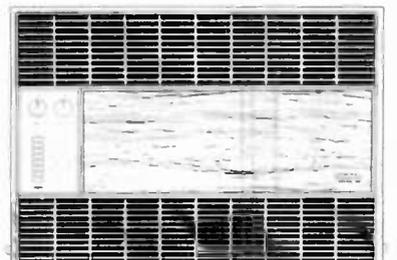
New Admiral Princess models, 4,000 to 7,400 BTU*, 115v. Easy to install in minutes with Flex-O-Mount.



New Admiral Coronet models, 8,000 to 10,000 BTU*, 115 and 230v. Two cooling speeds. Exhausts stale air.



New Admiral Royal models, 8,000 to 19,000 BTU*, 115 and 230v. Pushbutton climate control, up to 3 speeds.



New Admiral Imperial models, 22,600, 25,600 and 29,000 BTU*. Exclusive "Cycle-Aire" and "Arctic Window."

Conditioners offer than a thermostat!



Admiral Royal 152, Model 1526C238A, 15,200 BTU,* with "Comfort-Stat."

 **Enjoy a fabulous holiday in Tokyo! Buy Admiral appliances, get a trip to the Orient.
Call your Admiral Distributor for details!**

Admiral[®]



MARK OF QUALITY THROUGHOUT THE WORLD

**Admiral
Air Conditioners
start at \$89⁹⁵**

*Mfr. suggested list price
Model 406A7, slightly
higher South and West.*

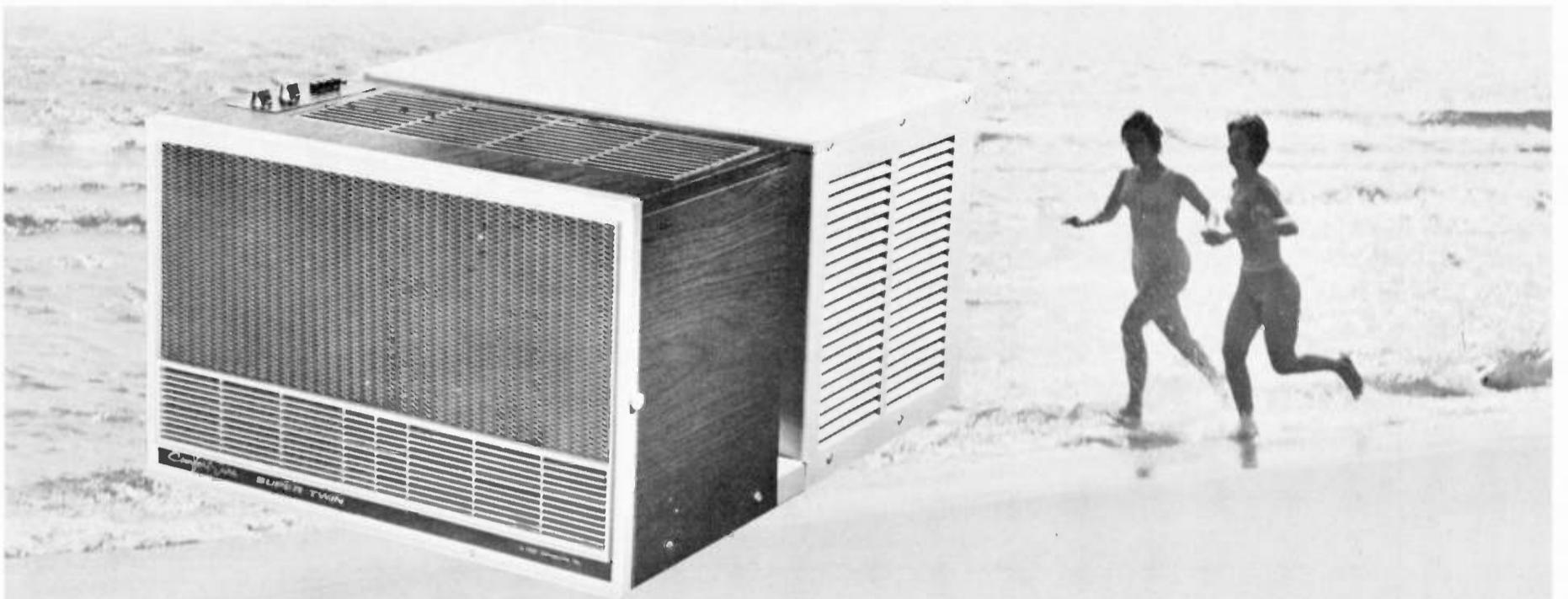
MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

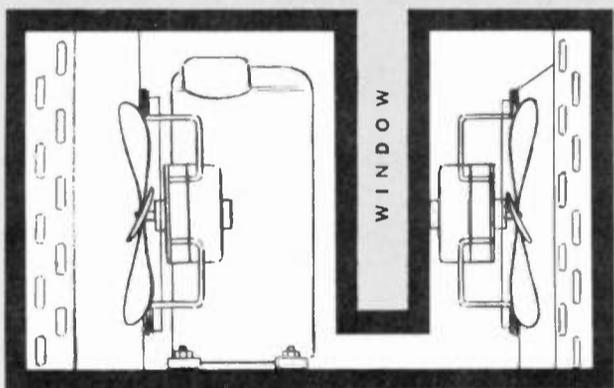
KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable, U-UPPER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET				KIT				OTHER FEATURES					
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)	INSIDE PROJECTION (IN INCHES)	NET WEIGHT (IN LBS.)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)	PROFESSIONAL (SEE KEY)		THERMOSTAT	VENT	FAST MOUNT	AIR DIRECTION (SEE KEY)	
AMANA -- Continued																											
212D-3CH	C	W, T	R, C	12,400 12,200	17,500 16,000	230 208	9.0 9.4	1,900 320	330 320	3.7	Y	Y	3	17 1/4 x 26 1/2 x 26 1/4	Wood, Plas. & Metal		Min. 5 1/2	179	P	S	S	Y	Y	N	A	Decorator Front	
213-3B				13,000 12,800			9.0 9.4	1,950 330	340 330	3.8				17 1/4 x 26 1/2 x 23 1/4			Min. 3	163									
213-3BH			R, C	12,800 12,600	17,500 16,000		9.0 9.4	1,950 330	340 330	3.7								166									
216-3B				16,500 16,200			11.8 13.0	2,550 400	400 390	4.9								171									
216-3BH			R, C	16,100 15,800	19,000 18,000		11.8 13.0	2,550 400	400 390	4.8								177									
217D-3C				17,000 16,600			12.0 13.2	2,575 340	340 330	5.6				17 1/4 x 26 1/2 x 26 1/4	Plas., Wood & Metal		Min. 5 1/2	199									Decorator Front, Automatic Fan Speed Control
217D-3CH			R, C	16,300 15,900	18,600 17,600			2,575 340	340 330	5.5				17 1/4 x 26 1/2 x 26 1/4	Plas., Wood & Metal		Min. 5 1/2	205									Decorator Front
218-SP				18,000 17,600				2,650 430	430 420	5.8			2	17 1/4 x 26 1/2 x 23 1/4	Plastic		Min. 3	180									
218-SPH			R, C	17,300 16,900	20,000 19,000				430	5.7			2					186									
219-3B				18,500 18,100					430 420	6.0			3					186									
219-3BH			R, C	17,800 17,500	20,000 19,000				430 420	5.9								192									
324-3B				24,000 23,600			15.0 16.0	3,400 685	700 685	7.8				22 1/4 x 26 1/2 x 32 1/4	Metal			257									
324-3BH			C	23,000 22,600	23,000 22,500		15.0 16.0	3,400 685	700 685	7.7								260									
329-3B				29,000 28,500			19.0 20.0	3,800 715	730 715	9.0								261									
329-3BH			C	28,000 27,500	27,000 26,500		19.0 20.0	3,800 715	730 715	8.9								264									
COMFORT-AIRE -- Heat Controller, Inc., 1900 Wellworth Ave., Jackson, Mich.																											
WXA-581	C	W		5,800		115	7.5	850	165	1.8	Y	N	1	11 1/2 x 18 1/2 x 22 1/2	Plastic & Metal	14 1/2**	8 1/2	82	P	S		Y	Y	Y	A	Patented Design, Window Closes Into Unit, No Mounting Kit Required	
WXA-781				7,800			11.4	1,225	180	2.2			2	11 1/2 x 18 1/2 x 25 1/2		15 1/2**	9 1/2	95									
WXA-901				9,000			12.0	1,325	225	2.9				11 1/2 x 18 1/2 x 25 1/2		15 1/2**	9 1/2	100									
WXA-111				11,000			12.0	1,400	360	3.4				15 1/2 x 23 1/2 x 29 1/2		17 1/2**	12	116									
WXA-133				13,000 12,700*		230 208	10.0 10.0*	2,100 2,000*	370 335	4.4								121									
WXAE-133			R	13,000 12,700*	8,850	230 208	10.0 10.0*	2,100 2,000*	370 335	4.4								123									
WXA-163				16,000 15,700*		230 208	13.0 13.0*	2,700 2,600*	380 340	5.4								126									
CWA-601		C, W		6,000		115	9.1	975	155	1.9	N			10 1/2 x 14 1/2 x 26 1/4		17 1/2**	9	90								Mounting Kit For Double Hung Window, Available As Optional Equipment	
CWA-751		C, W		7,500			11.0	1,230	190	2.4				10 1/2 x 14 1/2 x 26 1/4		17 1/2**	9	94								Mounting Kit For Double Hung Window, Available As Optional Equipment	
WD-501		W		5,000			7.5	850	165	1.6				11 1/2 x 18 1/2 x 18 1/2		12**	6 1/2	82								Dual Fans & Dual Fan Motors, Exceptionally Quiet Operation	
WD-701				7,000			11.3	1,270	180	2.0				11 1/2 x 18 1/2 x 21 1/2		13 1/2**	8 1/2	95									
WD-851				8,500			12.0	1,380	225	2.6				11 1/2 x 18 1/2 x 21 1/2		13 1/2**	8 1/2	100									
WD-833				8,300		230	6.0	1,350	225	2.6				11 1/2 x 18 1/2 x 21 1/2		13 1/2**	8 1/2	100									
WD-111		W, T		10,500		115	12.0	1,450	350	3.4	Y			17 1/2 x 27 1/2 x 27 1/2		25 1/2**	Flush	132			S			N			
WD-133				12,500 12,000*		230 208	10.0 10.0*	2,100 2,000*	370 300	4.4								137									
WDE-133			R	12,500 12,000*	8,850	230 208	10.0 10.0*	2,100 2,000*	370 300	4.4								139									
WD-163				15,500 15,000*			13.0 13.0*	2,700 2,600*	370 300	5.4								142								Slide-Out Chassis	
WD-183				18,000 17,500*			12.5 13.5*	2,800 2,800	410 320	6.7				17 1/2 x 27 1/2 x 25 1/2		23 1/2**		198									
WDE-183			R	18,000 17,500*	11,950		12.5 13.5*	2,800 2,800	410 320	6.7				17 1/2 x 27 1/2 x 25 1/2		23 1/2**		200									
WD-223				22,000 21,500*			14.2 15.5*	3,200 3,200	550 430	7.2				17 1/2 x 27 1/2 x 32		28**		220									
WDE-223			R	22,000 21,500*	11,950		14.2 15.5*	3,200 3,200	550 430	7.2				17 1/2 x 27 1/2 x 32		28**		222									
WD-273				26,500		230	19.0	4,300	800	8.3				17 1/2 x 27 1/2 x 36		32**		235									
WD-283				28,000		230	19.3	4,240	780 660	9.0				22 x 27 1/2 x 36		32**	4	295									
* Dual Voltage - Denotes 208 Volt Rating ** Dimension From Inside Wall If Mounted Thru The Wall Or From Window Glass If Window Mounted.																											
DEARBORN -- Dearborn Stove Co., Div. Of Addison Products, P.O. Box 28426, Dallas, Texas																											
DAC-6060S	C	W		5,800		115	7.5	850	165	1.8	Y	N	2	11 1/2 x 18 1/2 x 22 1/2	Plastic	12 1/2	8 1/2	82	P	S		Y	N	Y	A		
DAC-6080S				7,800			11.4	1,225	180	2.2				11 1/2 x 18 1/2 x 25 1/2		14 1/2	9 1/2	95									
DAC-6090S				9,000			12.0	1,325	225	2.9				11 1/2 x 18 1/2 x 25 1/2		14 1/2	9 1/2	100									
DAC-6110S				11,000			12.0	1,400	360	3.4				15 1/2 x 23 1/2 x 29 1/2		15 1/2	11 1/2	116									
DAC-6130S				13,000 12,700		230 208	10.0 10.0	2,100 2,000	370 335	4.4				15 1/2 x 23 1/2 x 29 1/2		15 1/2	11 1/2	121									
DAC-6160S				16,000 15,700		230 208	13.0 13.0	2,700 2,600	376 340	5.4				15 1/2 x 23 1/2 x 29 1/2		15 1/2	11 1/2	126									
DAC-6075C		C		7,500		115	11.0	1,230	190	2.4	N			10 1/2 x 14 1/2 x 26 1/4		16 1/2	9 1/2	92									
DAC-6050		W		5,000			7.5	850	165	1.6	N			11 1/2 x 18 1/2 x 18 1/2		10 1/2	6 1/2	82									
DAC-6085				8,500			12.0	1,380	225	2.6	N			11 1/2 x 18 1/2 x 21 1/2		11 1/2	8 1/2	100									
DAC-6100				10,500			12.0	1,400	350	3.2	Y			17 x 27 1/2 x 27 1/2		23 1/2	2 1/2	132						N			
DAC-6120				12,500 12,000		230 280	10.0 10.0	2,100 2,000	350 320	4.1				17 x 27 1/2 x 27 1/2		23 1/2		137									
DAC-6150				15,500 15,000			13.0 13.0	2,700 2,600	370 340	5.3				17 x 27 1/2 x 27 1/2		23 1/2		142									
DAC-6180				18,000 17,500			12.5 13.5	2,800 2,800	410 320	6.7				17 1/2 x 27 1/2 x 25 1/2		21		198									
DAC-6220				22,000 21,500			14.2 15.5	3,200 3,200	550 430	7.2																	

Comfort-Aire® **TWIN** ROOM AIR CONDITIONERS



INSIDE-OUTSIDE DESIGN INCREASES SALES

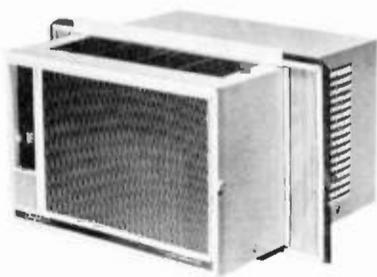


Compressor system outside your window — outside your hearing.

Inside all you hear is the whisper of the 2-speed circulation fan.

BECAUSE YOU CAN DEMONSTRATE THE WHISPER QUIET OF THE MOST ADVANCED ROOM AIR CONDITIONER ON THE MARKET — The closed, locked window becomes a sound and weather barrier — locking heat and noise out — sealing cool quiet comfort in. The TWIN is so quiet because two motors and two fans divide the work. **INSTANT INSTALLATION** — No mounting kit required, the closed window becomes the mounting kit — All aluminum cabinets — Interior portion vinyl clad in Furniture Walnut Wood tone. **BIG PERFORMANCE** — Available in six models with capacity ratings from 5800 Btu/Hr to 16,000 Btu/Hr. **EVERY DELUXE FEATURE** — Full range thermostat, air exhaust, push button controls, full room adjustable air pattern. Write today for the name of your Comfort-Aire distributor.

A COMPLETE SELECTION OF AIR CONDITIONERS FOR EVERY NEED IN THE HOME.



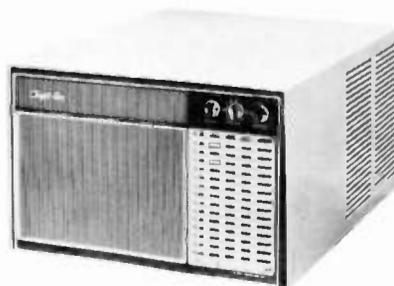
DUAL-AIRE SERIES — Installs in minutes with premounted expanding panels — Dual Fan Motors and fans for quieter operation — Full range thermostat, push button controls — aluminum cabinet is decorator grained for attractive appearance. Four sizes from 5,000 Btu/Hr to 8,500 Btu/Hr.



SUPER DUAL AIRE SERIES — Big capacity room air conditioners with super quiet operation. New Dual fan and two motor design keeps compressor and heat rejection fan and motor noise outside. Cool air quietly circulated inside by balanced air flow fan. Three sizes 10,500 Btu/Hr for 115 volt operation, 12,500 Btu/Hr and 15,500 Btu/Hr for 230/208 volt installation. Mounting kit included.



CASEMENT QUIET AIRE SERIES — Special cooling problem with casement windows in home or office? These special casement window models install quickly and easily from inside the room, no complicated mounting kit, cutting or welding in standard casement windows. Two capacities available 6,000 Btu/Hr and 7,500 Btu/Hr both 115 volt. Special mounting kit available for narrow doublehung windows.



POWER-AIRE SERIES — Big multiroom or whole house cooling from these models. Cooling capacity for offices and meeting rooms, too. Slide-out drawer type chassis for ease of installation. Installs in window, thru-the-wall, or transom location. Three sizes 18,000 Btu/Hr, 22,000 Btu/Hr and 26,500 Btu/Hr all for 230/208 volt operation. Mounting kit included.

Comfort-Aire®

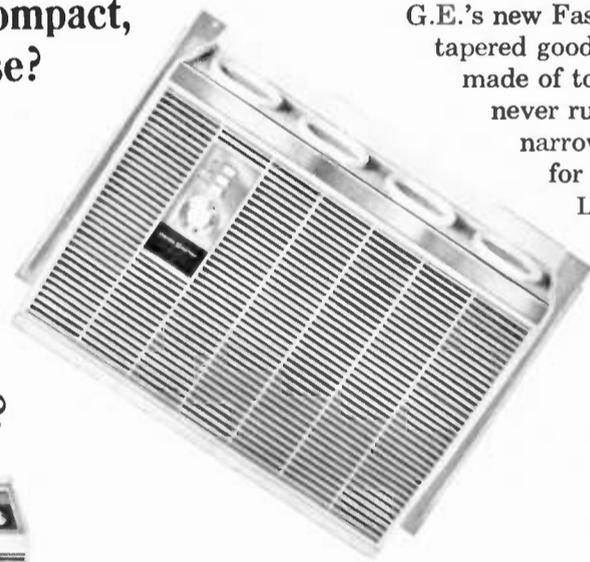
By HEAT CONTROLLER, INC., JACKSON, MICHIGAN
THE QUALITY LEADER IN CONDITIONING AIR



Anyone who tries to he has a line of room as sell-able as the 1966 is handing you a line.

**High Style in a Compact,
Rustproof Case?**

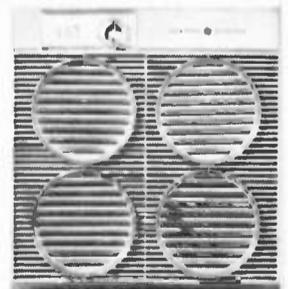
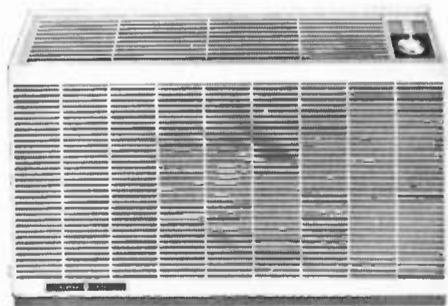
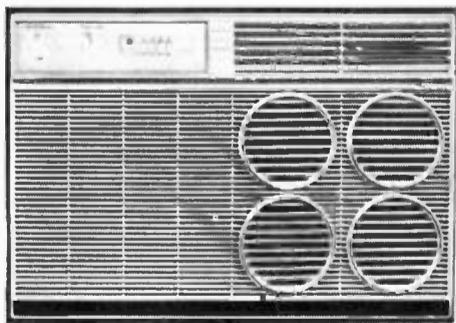
G.E.'s new Fashionette 5000 . . . trim,
tapered good looks . . . a Duramold case
made of tough G-E LEXAN® that will
never rust or stain . . . fits windows
narrow as 20½", wide as 36". Watch
for the 4-color ads starting soon in
LIFE, LOOK, and SATURDAY
EVENING POST.



**8,000 BTU's in a
7½ Amp, 115-Volt Model?**

**Carry-Home,
Install-Yourself Units?**

**Casement or Extra-
Narrow Double-Hung
Windows?**



G.E.'s got it . . . with the
added feature of Filter Blower in
the RF406A. One of two extra-quiet
115-volt Filter Blower models for
'66. (The other one: 11,000 BTU.)

G.E.'s got four of them,
5,000 to 7,300 BTU. Our biggest retail
profit makers—The Thinettes.

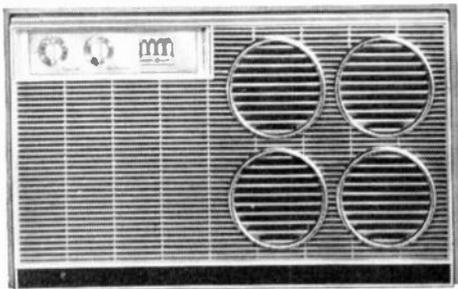
G.E.'s Model RS302A
slips into a single pane opening
without cutting the
casement frame—adapts
for narrow double-hung
windows, too.

Air Conditioning Department—Appliance Park, Louisville, Ky.

GENERAL  ELECTRIC

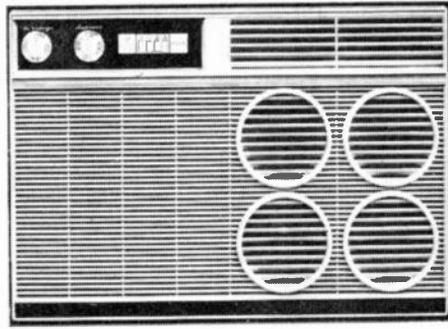
tell you air conditioners G.E.'s

**11,000 Quiet BTU's
in a Thinline-size case?**



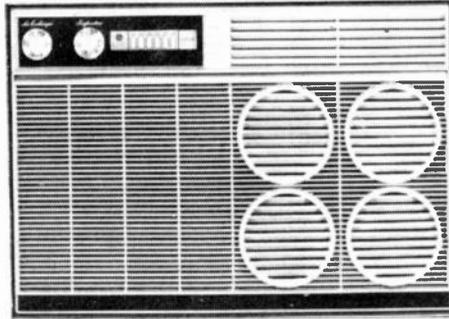
G.E.'s quiet new Thinline II Series sports four models, 6,500-11,000 BTU—plus two Easy-Mount Models. Higher air flow, even lower noise, in the popular Thinline case.

**Big
Cooling Jobs?**



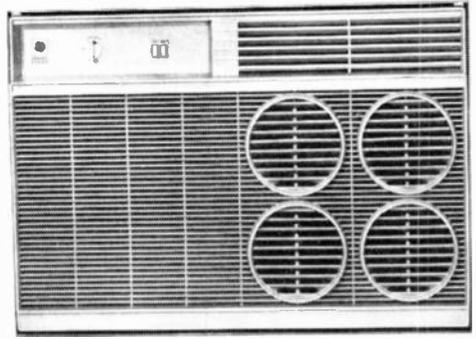
G.E.'s five new Superlines for 1966—13,000 to 23,000 BTU—with up to 44% more cooling thrust than ever before. Watch for ads in LIFE, LOOK, and SATURDAY EVENING POST—on the Superline that cools air by the houseful.

**Reverse-cycle
Heat Pumps?**



G.E.'s famous (and exclusive) design is offered in 9,500 and 13,000 BTU heating and cooling ratings.

Promotional leaders?



The new RF700 and RD900 Superline models at 14,000 and 18,000 BTU will be tough to beat.

In '66, the "Sell" Line is General Electric.

MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT				VENT	FAST MOUNT (SEE KEY)	AIR DIRECTION (SEE KEY)	OTHER FEATURES
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)	PROFESSIONAL (SEE KEY)				
FEDDERS -- Continued																									
M50F-2	C	W		5,000		115	8.4	910	180	1.5	N	N	2	12 1/2 x 25 x 15 1/2	Plastic	Variable	Variable	94	P	S	Y	Y	A	Roll Out Side Panels	
M60F-2		W		6,000			9.0	940	200	1.8	N	N	2	12 1/2 x 25 x 15 1/2				98		S				Roll Out Side Panels	
M80F-2		W		7,500			11.0	1,190	215	2.2	N	N	2	12 1/2 x 25 x 15 1/2				101		S				Roll Out Side Panels	
A40W-2		T		4,000			8.7	800	190	1.7	Y	Y		15 1/2 x 26 1/2 x 16 1/4				102						Roll Out Side Panels	
A60W-2		T		5,700			9.0	980	190	1.7				15 1/2 x 26 1/2 x 16 1/4				108						Slide Out Chassis	
A60SF-2		W		6,000			7.5	870	200	1.8				16 1/2 x 27 x 19 1/2				118		S				Slide Out Chassis	
A70W-2		T		7,000			10.3	1,220	210	2.1				15 1/2 x 26 1/2 x 16 1/4				110						Slide Out Chassis	
A80SF-2		W		7,500			7.5	890	210	2.3				16 1/2 x 27 x 19 1/2				129		S				Slide Out Chassis	
A80F-2		W		8,000			12.0	1,300	220	2.4				16 1/2 x 27 x 19 1/2				124		S				Slide Out Chassis, Roll Out Side Panels	
A80E-2		W		8,000			12.0	1,300	220	2.4				16 1/2 x 27 x 19 1/2				124		S				Slide Out Chassis, Roll Out Side Panels	
A80HK-2		T		8,000			12.0	1,400	240	2.4				16 1/2 x 27 x 19 1/2				128		S				Slide Out Chassis, Roll Out Side Panels	
A90WHR-7			C,R	8,500/8,500	9,000/10,400	208/230	8.8/8.5	1,800	240	2.6				15 1/2 x 26 1/2 x 16 1/4				115						Window Kit Optional	
A90W-2				9,000		115	12.0	1,400	240	2.7				16 1/2 x 27 x 19 1/2				117						Slide Out Chassis	
A90W-3				9,000		230	9.0	1,800	240	2.7				16 1/2 x 27 x 19 1/2				112						Slide Out Chassis	
A90W-5				9,000		208	9.5	1,800	240	2.7				16 1/2 x 27 x 19 1/2				112						Slide Out Chassis	
A90WR-3			R	10,600		230	9.0	1,800	240	2.7				16 1/2 x 27 x 19 1/2				115						Slide Out Chassis	
B100HRK-3			C,R	9,500	10,700	230	10.0	2,000	250	2.8				16 1/2 x 27 x 22 1/4				137		S				Mounting Kit, Preassembled	
B100HK-7			C	9,500/9,500	10,700	208/230	10.5/10.0	2,000	250	2.8				16 1/2 x 27 x 22 1/4				135						Mounting Kit, Preassembled	
A100E-3		W		10,000		230	9.2	1,850	270	3.0				16 1/2 x 27 x 19 1/2				126						Slide Out Chassis	
A100E-5		W		10,000		208	9.6	1,850	270	3.0				16 1/2 x 27 x 19 1/2				126						Slide Out Chassis	
B100F-2		W		10,000		115	12.0	1,470	270	3.0				16 1/2 x 27 x 22 1/4				140						Slide Out Chassis	
A110W-7		T		10,500/10,500		208/230	9.7/9.4	1,980/1,960	265	3.2				15 1/2 x 26 1/2 x 16 1/4				117						Slide Out Chassis	
B110F-2		W		11,000		115	12.0	1,500	300	3.3				16 1/2 x 27 x 22 1/4				142		S				Slide Out Chassis	
B110W-2		T		11,000		115	12.0	1,500	300	3.3				15 1/2 x 26 1/2 x 19 1/4				145						Slide Out Chassis	
B110WHR-7			C,R	11,000/11,000	12,800/13,000	208/230	10.7/10.2	2,100	300	3.3				15 1/2 x 26 1/2 x 19 1/4				135						Slide Out Chassis	
B120HRE-3		W	C,R	11,500	12,500	230	10.3	2,000	310	3.4				16 1/2 x 27 x 22 1/4				145		S				Kit Assembled to Cabinet	
B120HK-7		T	C	11,500/11,500	12,500	208/230	10.8/10.3	2,000	310	3.4				16 1/2 x 27 x 22 1/4				144		S				Slide Out Chassis	
B120W-7		T		11,700/12,000		208/230	10.7/10.2	2,100	320	3.6				15 1/2 x 26 1/2 x 19 1/4				130						Slide Out Chassis	
B120E-3		W		12,000		230	10.0	2,000	320	3.6				16 1/2 x 27 x 22 1/4				142		S				Kit Assembled to Cabinet	
B120E-5		W		12,000		208	10.3	2,000	320	3.6				16 1/2 x 27 x 22 1/4				142						Kit Assembled to Cabinet	
B120WR-3		T	R	13,000		230	10.2	2,100	320	3.6				15 1/2 x 26 1/2 x 19 1/4				135		S				Slide Out Chassis	
D120E-2		W		13,000		115	12.0	1,400	320	3.6				16 1/2 x 27 x 22 1/4				166						Slide Out Chassis	
B130WFS-7		T	C,R	12,600/13,000	14,500/14,800	208/230	12.5/12.0	2,500	330	4.1				15 1/2 x 26 1/2 x 19 1/4				155		S				Slide Out Chassis	
B140E-7		W		13,500/14,000		208/230	13.4/13.0	2,550	350	4.2				16 1/2 x 27 x 22 1/4				146		S				Kit Assembled to Cabinet	
B150W-7		T		14,500/14,500		208/230	13.5/12.8	2,700	350	4.3				15 1/2 x 26 1/2 x 19 1/4				150						Slide Out Chassis	
B150WR-3		T	R	14,500	13,000	230	12.8	2,700	350	4.3				15 1/2 x 26 1/2 x 19 1/4				155						Slide Out Chassis	
D160HE-7		W	C	14,500/15,000	16,000	208/230	12.5/12.0	2,500	380	4.5				16 1/2 x 27 x 27				176		S				Mounting Kit, Preassembled	
D160FSE-7			C,R	14,500/15,000	16,000	230	12.5/12.0	2,500	380	4.5				16 1/2 x 27 x 27				182						Slide Out Chassis	
D160E-7				15,500/16,000		230	12.5/12.0	2,500	400	4.8				16 1/2 x 27 x 27				173						Slide Out Chassis	
D180E-7				17,500/18,000		230	15.0/13.8	3,000	450	5.4				16 1/2 x 27 x 27				193						Slide Out Chassis	
D200HE-7			C	18,500/19,000	20,000	230	16.0/15.6	3,400	450	5.7				16 1/2 x 27 x 27				198						Slide Out Chassis	
G240HE-7			C	22,500	24,000	230	15.0	3,300	700	6.7			3	20 1/2 x 27 x 32 1/2				249						5-Position Voltage Compensator	
G240E-7				23,500		230	16.9	3,710	710	7.1				20 1/2 x 27 x 32 1/2				249						Slide Out Chassis	
G270E-7				27,000		230	18.0	3,900	790	8.2				20 1/2 x 27 x 32 1/2				264						Slide Out Chassis	
J330E3				33,000		230	23.0	4,800	800	11.2				20 1/2 x 27 x 39 1/2				295						Slide Out Chassis	
J330E5				33,000		208	25.0	4,800	800	11.2				20 1/2 x 27 x 39 1/2				315						Slide Out Chassis	
FRIEDRICH -- Friedrich Refrigerators, Inc., 1117 E. Commerce St., San Antonio, Texas																									
65C71	C	W,C		7,000		115	9.9	1,090	220	1.5	N	N	2	10 1/2 x 14 1/2 x 26 1/2	Hi-Impact Polystyrene	2 1/2-26 1/2	1 1/2-6 1/2	88	P	S	Y	Y	N	A	Slide-Out Chassis
65081		W,T		8,200		115	8.6	955	340	1.0	Y	Y	5	15 1/2 x 25 1/2 x 26 1/2		18 1/2-15 1/2	2 1/2-6	146							Room Thermostat Control with Outdoor Temperature Compensation
65101				10,200		115	11.9	1,330	340	2.2				15 1/2 x 25 1/2 x 26 1/2		18 1/2-15 1/2	2 1/2-6	146							Slide Out Chassis
65102				10,200		230	6.0	1,330	340	2.2				15 1/2 x 25 1/2 x 26 1/2		18 1/2-15 1/2	2 1/2-6	146							Slide Out Chassis
65121				12,100		115	12.0	1,425	355	2.6				15 1/2 x 25 1/2 x 26 1/2		18 1/2-15 1/2	2 1/2-6	177							Slide Out Chassis
65132				13,400		230	8.0	1,635	355	3.4				15 1/2 x 25 1/2 x 26 1/2		18 1/2-15 1/2	2 1/2-6	171							Slide Out Chassis
65182				19,100		230	9.7	2,055	620	3.9				20 1/2 x 28 x 32 1/2		**	2 1/2-10	234							Slide Out Chassis
65252				26,300		230	14.2	3,020	600	7.4				20 1/2 x 28 x 32 1/2		**	2 1/2-10	246							Slide Out Chassis
6Y081		C		7,800	6,900	115	8.9	1,010	340	1.0				20 1/2 x 28 x 32 1/2		**	2 1/2-10	246							Slide Out Chassis
6Y132		C,R		13,200	10,000	230	8.1	1,640	355	3.4				20 1/2 x 28 x 32											

14 years in a row

FEDDERS

**World's largest
selling
air conditioner.**

**Here's how we're working with our distributors
and dealers to make it 15.**

KEY MOVES

Amana—Kevin M. Furlong,
special sales representative
Headquartered in
Long Beach, California
Pacific Northwest

to meet the physical demands
of the home office in
residential areas

Regina makes more sense because it makes more dollars.

Regina builds exclusive, saleable features into every product... to satisfy your customers' demand for quality... your demand for high-margin items that sell in volume.



Regina Elektrikbroom®—
Only lightweight with the
patented Rug Pile Dial.
Only lightweight with a
removable Dirt Cup—
empties like an ashtray. No
expensive dust bags to buy.



Regina Rug Shampooer/Polisher—
400 Watt motor, Dual Torque
Power, (the only polisher powerful
enough to sand floors). New
Touch-O-Matic Dispenser.
New Super-Shield internal
double insulation. All metal
die cast housing.



Regina Upholstery
Shampooer—The original
home electric upholstery
shampooer that does a
professional cleaning job for
next to nothing. Pays for
itself after only one use. Buffs
furniture and cars, too!



Regina Brush 'n Beat—
Revolutionary new upright
that's half the weight of old
fashioned uprights. Powerful
brush and beater bar for
deep-cleaning action. The
first major advance in
uprights in thirty years.



Regina Power-Flite Portable
—Features canister type
motor, two stage power
booster fan. Super suction
air movement whooshes
in three hundred and forty
feet of air per minute.



Regina Shoe Polishers—
The only complete line of
electric shoe polishers—
hand-held and floor mounted
—a model to satisfy
every customer.

Features sell merchandise. We know it. You know it.
Regina belongs on your floor...now more than ever before.
The Regina Corporation, Rahway, New Jersey

REGINA 

In Canada, contact Switson Industries, Limited, Welland, Ontario

14 years in a row

FEDDERS

**World's largest
selling
air conditioner.**

**Here's how we're working with our distributors
and dealers to make it 15.**

Go with the leader... For another record

Again from Fedders, the broadest product line!



Fedders has the industry's biggest selection of room air conditioners—more than 40 models—ranging from 4,000 to 33,000 BTU's. This puts you in a position to meet every customer requirement no matter what type of wiring he may have, what kind of window, what size capacity he may need, or what his budget requirement. Low cost portables? Of course, but with quality features you can demonstrate. That customer with Casement Windows. Fedders gives him a choice of three models—each with the unsurpassed 60-second installation feature. Narrow windows? Fedders fits windows as slim as 16 inches. Does he want several rooms cooled? Fedders multi-room models range all the way up to 33,000 BTU's (our newest model). Heat Pumps? Again, the broadest line in the industry.

Lead from strength. Sales come from meeting customer needs. And Fedders broad line helps you meet these needs best.

Again from Fedders, the most wanted features!

Reserve Cooling Power...

The most significant selling feature an air conditioner can have. It keeps a Fedders cooling on even the hottest, muggiest days.

Famous Weather Wheel...

Rotates 360 degrees and gently wafts cool air to any corner of the room. Even Fedders budget models have it!

Sound Barrier Construction...

An engineering achievement behind Fedders reputation for being the quietest air conditioner.

Total Cabinet Enclosure...

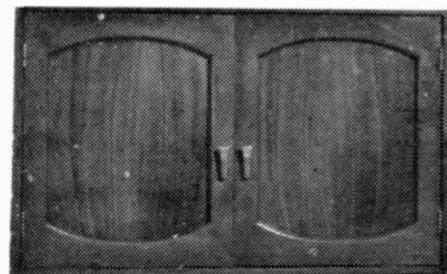
Even the rear of every unit (budget model included) with a steel grille. Shields components better. Looks better, too.

Slide-out Chassis...

Chassis slides out easily without removing the entire air conditioner from the window. Simplifies maintenance and service.

New Decorator Fronts...

They slip right over the front of the air conditioner for a beautiful decorative effect. Made of solid wood. They look like (and are) fine period furniture. And give you the chance to make a profitable tie-in sale when you sell a Fedders!



See your Fedders Distributor...and get a line on

Go with Fedders... smashing year in 1966!

Again, when it comes to helping you sell, Fedders wrote the book!

Now is the time to plan your peak selling season. And Fedders gives you the book that provides solid assistance ... Shows you how to base your plans on:

- Fedders prestige-building national advertising program
- A wide array of promotional aids and display materials
- Traffic-building ad mats tailored for every market segment
- Capsuled feature and benefit reminders for salesmen
- Sales generating booklet "How to Buy Air Conditioning"
- And for neighborhood dealers—Fedders will have an exciting new direct mail program with guaranteed results

Get your copy of this plan book...
plan now to make this your most
successful year with Fedders.

FEDDERS 1966 Plan Book

**Full page advertising—April, May, June will give
every Fedders Dealer added prestige.**

LIFE

LOOK

**Reader's
Digest**



FEDDERS

Edison, N. J. 08817

the hottest line in the air conditioning industry.

MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

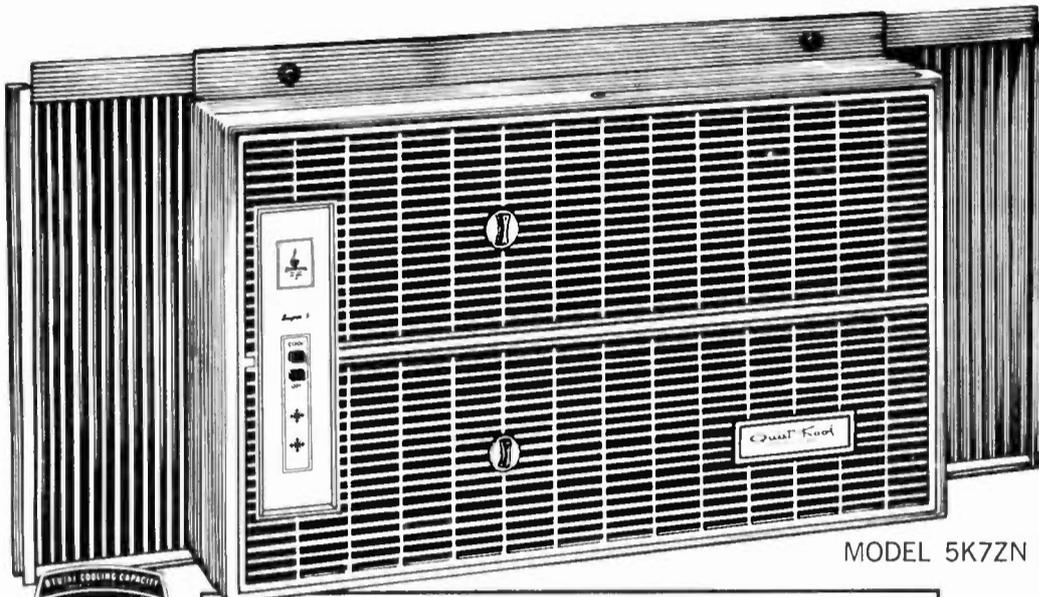
A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT				AIR DIRECTION (SEE KEY)	OTHER FEATURES					
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)	PROFESSIONAL (SEE KEY)			THERMOSTAT	VENT	FAST MOUNT		
FRIGIDAIRE -- Continued																												
A-15K	C*	W		15,000		230	10.1	2,130	460	4.4	N	Y	2	16x26x28 ¹ / ₂	Plastic	Variable	Variable	187	P	O	S	Y	Y	N	A	4-Way Air Direction		
A-15K8				15,000		208	11.1	2,150		4.4								187								4-Way Air Direction		
A-19K				19,000		230	13.7	3,100		6.0								199								4-Way Air Direction		
A-19K8				18,700		208	15.4	3,125		6.0								199								4-Way Air Direction		
A-24K				24,000		230	16.0	3,550	700	6.5	Y	N		20x28x32 ¹ / ₂	Alum. & Steel			240								Floating Chassis, 4-Way Air Direction		
AW-9K		T		9,000		230	6.0	1,270	300	2.9				16 ¹ / ₂ x26x20 ¹ / ₂	Plastic			147								Floating Chassis, 4-Way Air Direction		
AW-9K8				9,000		208	6.8	1,280	300	2.9								147								Floating Chassis, 4-Way Air Direction		
ARHW-9K			R,C	8,600	10,500	230	6.0	1270/14.5	275	2.5								148								All-Season, Floating Chassis		
AW-12K				12,000			9.2	1,960	310	4.3								165								Floating Chassis, 4-Way Air Direction		
AWP-12K				12,000			7.4	1,600	300	3.5	N	Y		16x26x29 ¹ / ₂	Alum. & Steel			187								Extra Quiet		
AWP-12K-BE				12,000			7.4	1,600	300	3.5				16x26x29 ¹ / ₂	Alum. & Steel			187								Extra Quiet		
AW-15K				15,000			10.1	2,130	460	4.4				16x26x28 ¹ / ₂	Plastic			187								4-Way Air Direction		
ARHW-15K			R,C	15,000	15,000		10.1/15.4	2110/3500	430	4.4				16x26x28 ¹ / ₂	Plastic			197								All-Season		
AW-19K				19,000			13.7	3,100	460	6.0				16x26x28 ¹ / ₂	Plastic			199								4-Way Air Direction		
AW-24K				24,000			16.0	3,550	700	6.5	Y	N		20x28x32 ¹ / ₂	Alum. & Steel			240								Heavy Duty, Floating Chassis		
BW-638K				6,200		230/208	5.2/5.3	1075/1030	290	1.7				**	Plastic			123								Separate Chassis, Floating Chassis		
BW-838K				8,000		230/208	7.3/6.9	1470/1380	320	2.5				**	Plastic			128								Separate Chassis, Floating Chassis		
BW-1038K				10,000		230/208	8.3/8.2	1730/1650	300	3.1				**	Plastic			140								Separate Chassis, Floating Chassis		
*Rated and Guaranteed NEMA "C" But Not NEMA Certified. **Sleeve Dimensions are 16 ¹ / ₂ x26x19 ¹ / ₂ .																												
GENERAL ELECTRIC -- General Electric Co., Appliance Park, Bldg. 6, Louisville, Ky.																												
RP205A	C	W		4,000		115	9.9	900	180	1.4	N	N	1	15x25 ¹ / ₂ x16	Hi-Impact Polystyrene	9 ¹ / ₂	6 ¹ / ₂	67	P	S								
RP305A				5,000			10.4	910		1.8			1	15x25 ¹ / ₂ x16		9 ¹ / ₂	6 ¹ / ₂	69										
RP307A				5,000			7.5	850		1.8			2	15x25 ¹ / ₂ x16		9 ¹ / ₂	6 ¹ / ₂	71										
RK301A				5,000			7.5	830		1.8				14 ¹ / ₂ x20 ¹ / ₂ x16		9	7	59									F Carrying Handles	
RP310A				6,000			10.3	1,150		2.2				15x25 ¹ / ₂ x16		9 ¹ / ₂	6 ¹ / ₂	73									F Carrying Handles	
RJ301A		W,T		6,500			7.5	835	260	2.5				15 ¹ / ₂ x26x16 ¹ / ₂		Variable	Variable	103		O	S						F No Side Louvers	
REJ301A		W		6,500			7.5	835	260	2.5				15 ¹ / ₂ x26x16 ¹ / ₂		Variable	Variable	112		S							F No Side Louvers	
RF403A		W		7,300			12.0	1,325	275	2.6				15x25 ¹ / ₂ x16		9 ¹ / ₂	6 ¹ / ₂	82		S							F Carrying Handles	
RF406A		W,T		8,000			7.5	845	330	2.2				18x26x24		Variable	Variable	137									F Filter Blower	
RJ401A		W,T		8,500			12.0	1,330	285	2.8				15 ¹ / ₂ x26x16 ¹ / ₂		Variable	Variable	107		O	S						F No Side Louvers	
REJ401A		W		8,500			12.0	1,330	285	2.8								113		S								
RJ501B		W,T		9,500		230	7.6	1,550	290	3.1								108		O	S							
RJ501C		W,T		9,500		208	8.2	1,550	290	3.1								108		S								
RJ601B		W		11,000		230	8.0	1,650	325	3.5								108		S								
RJ601C		W		11,000		208	8.8	1,650	325	3.5								112		S								
RF606A		W,T		11,000		115	12.0	1,340	330	3.8				18x26x24				139									F Filter Blower	
RF608A		W,T		11,500		115	12.0	1,350	390	3.7								142										
RF611D		W,T		13,000		230/208	8.9/9.2	1,800	410	4.2								146										
RF712B		W,T		15,000		230	11.7	2,350	410	5.0								147										
RF712C		W,T		15,000		208	13.0	2,350	410	5.0								147										
RD809D		W,T		16,500		230/208	8.6/9.1	1,790	510	5.1								175										
RD909B		W,T		19,000		230	13.0	2,750	510	6.5								176										
RD909C		W,T		19,000		208	14.1	2,750	510	6.5								176										
RD108B		W,T		23,000		230	16.0	3,600	570	8.0								186										
RD108C		W,T		23,000		208	18.9	3,600	570	8.0								186										
RS302A		C		6,300		115	10.8	1,190	300	2.0				**		15 ¹ / ₂	10 ¹ / ₂	92										
RF486D		W,T	R,C	9,500	9,500	230/208	6.0/6.5	1,350/360	3.0					18x26x24		Variable	Variable	146										3400 Watt Heater
RF686D		W,T	R,C	13,000	13,000	230/208	9.7/10.4	1,950/360	3.8					18x26x24		Variable	Variable	155										3400 Watt Heater
*Air Exchange **10 ¹ / ₂ x14 ¹ / ₂ x26 ¹ / ₂ , Inside Height 15, Width 14 ¹ / ₂ .																												
GIBSON -- Gibson Refrigerator Sales Corp., 515 Gibson Dr., Greenville, Mich.																												
G528-2S	C	W,T		28,000		230	21.0	4,250	720	9.5	Y	Y	2	*	Plastic	18 ¹ / ₂	2 ¹ / ₂	256	P									Patented Air Sweep
G524-8S				24,000		208	16.7	3,450	560	8.0	Y	Y	2	*		18 ¹ / ₂	2 ¹ / ₂	236										Patented Air Sweep
E578-1R			C	7,800	6,500	115	12.0	1,300	270	2.8	N	Y	2	16 ¹ / ₂ x26x18 ¹ / ₂		8 ¹ / ₂	12	135									Accessory Heat Kit Available	
K512-3HS			R,C	11,800	8,500	230/208	9.2/9.5	1,900	365	3.8	Y	Y	2	16 ¹ / ₂ x26x24 ¹ / ₂		12		159									Patented Air Sweep	
K515-3HS			R,C	14,500	11,500	230/208	12.5/13.0	2,450	375	5.4	Y	Y	2	16 ¹ / ₂ x26x24 ¹ / ₂		12		169									Patented Air Sweep	
G524-2HS			R,C	23,500	17,500	230	15.0	3,450	560	8.0	Y	Y	2	*		18 ¹ / ₂	2 ¹ / ₂	240									Patented Air Sweep	
C460-1		C		6,000		115	9.5	1,020	200	1.9	N	N	1	10 ¹ / ₂ x14 ¹ / ₂ x26 ¹ / ₂	Steel	21 ¹ / ₂		90		S							Fast Mount in Casement Windows	
EC580-2		T		8,000		230	6.5	1,300	270	2.8				16 ¹ / ₂ x26x17 ¹ / ₂	Plastic	8 ¹ / ₂												

25% MORE COOLING POWER

SAME MAGIC PRICE



MODEL 5K7ZN



INSTANT INSTALLING SUPER KOM-PACT

5,000 BTU'S OF CERTIFIED COOLING POWER...
ECONOMICAL 115-VOLT, 7.9 AMP. OPERATION

NEW 5,000 BTU LEADER

THE SUPER 5

The capacity and price you've been waiting for! This one, complete with features like up-front controls, and permanent easy-access filter will bring 'em in!

\$99⁹⁵

BIG TRAFFIC LINEUP FOR THE MASS MARKET!

Quiet Kool Gives You The Sales Power in Every Popular Capacity—Right Where The Traffic Is—With the Line, The Step-Ups, The Total Merchandising

**NEW
POPULAR-PRICED
Instant Installing
SUPER KOM-PACTS**

from 5,000 to 7,500 BTU's

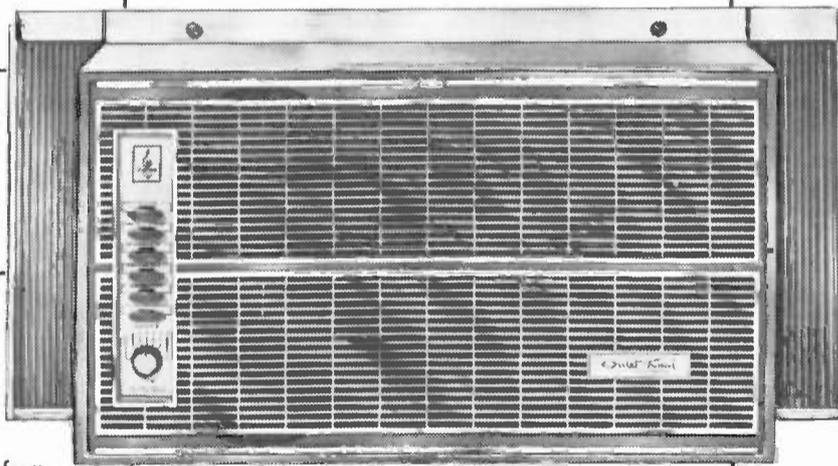
**4 SERIES
26 Models
To Sell With**

**FULLY
DELUXE
Instant Installing
E-Z MOUNT MODELS**

from 6,200 to 12,000 BTU's

**GIANT
CAPACITY**

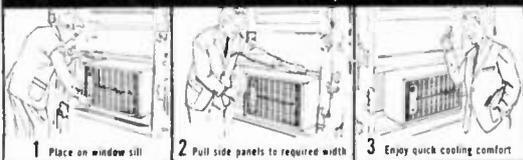
Multi-room cooling power from 11,000 to 17,000 BTU's for standard, thru-the-wall or transom installation



**SUPER
DYNAMIC
Air Conditioners**

3 models to 24,000 BTU's for central-system cooling power at room air conditioner prices

INSTALLS INSTANTLY WITHOUT KITS, TOOLS OR EXTRAS!



Quiet Kool
by **Emerson Radio**



DIVISION OF EMERSON RADIO, INC., 680 FIFTH AVE., NEW YORK 10019

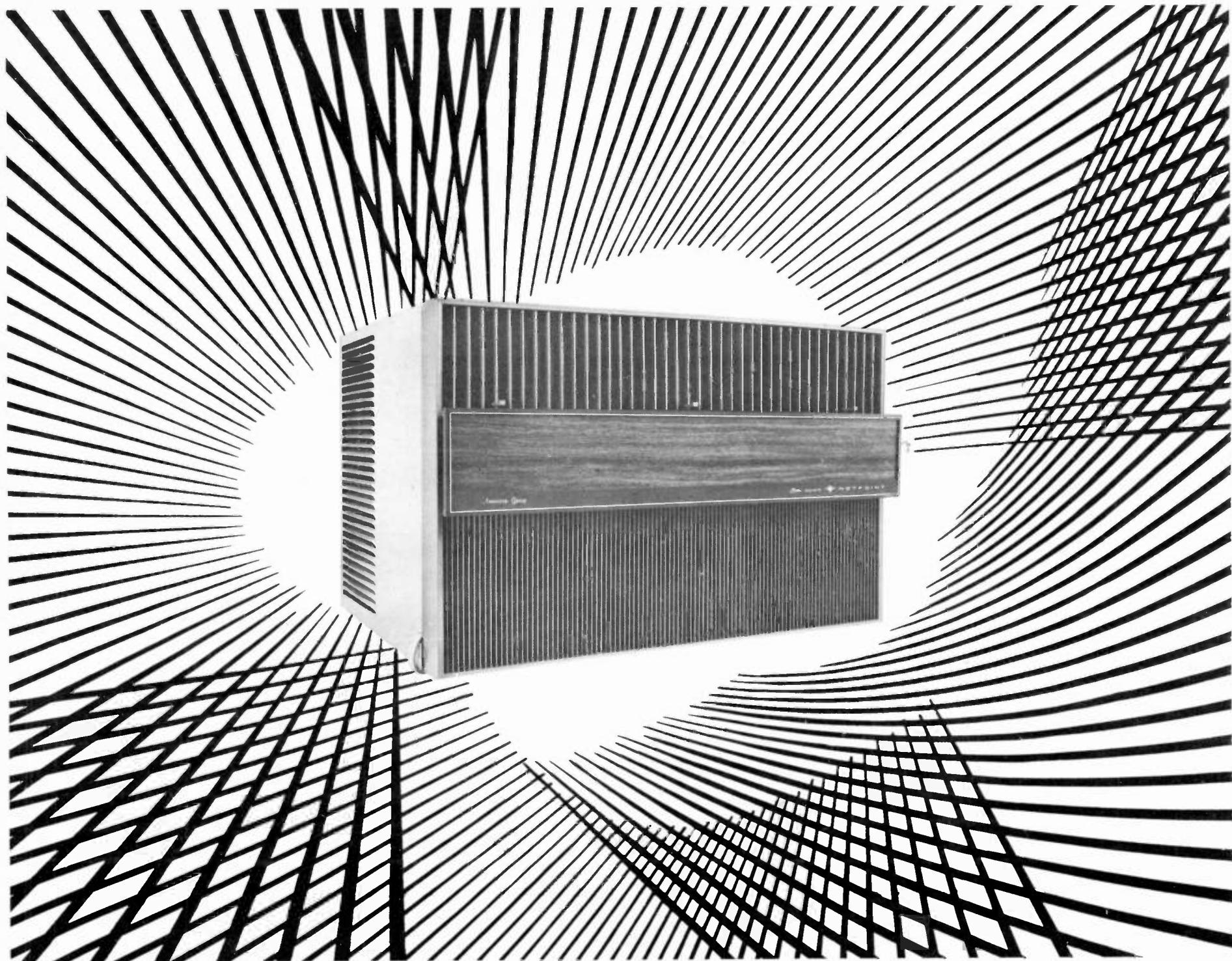
... the broadest line of 115-volt units plus a complete NEMA-certified line up to 24,000 BTU's.

MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

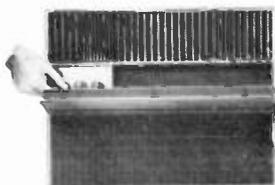
MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT			OTHER FEATURES							
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)		PROFESSIONAL (SEE KEY)	THERMOSTAT	VENT	FAST MOUNT	AIR DIRECTION (SEE KEY)		
HOTPOINT -- Hotpoint Div. Of G.E., Chicago, Illinois																												
ACP52	C	W		5,000		115	8.5	875	170	1.8	N	N	1	17 ³ / ₈ x12 ¹ / ₂ x15 ¹ / ₂	Plastic	13 ¹ / ₂	2	85	P	S	S	Y	N	N	F			
ACPQ51				5,000			9.8	845	170*	1.8			2	17 ³ / ₈ x12 ¹ / ₂ x15 ¹ / ₂		13 ¹ / ₂	2	85					N	N	Y	F		
ACPQ62				6,000				1,075	170/155	2.1				17 ³ / ₈ x12 ¹ / ₂ x15 ¹ / ₂		13 ¹ / ₂	2	87					N	N	Y	F		
ACE71				6,600			7.5	865	270/200	1.9	Y			26x16 ¹ / ₂ x19 ¹ / ₂		15 ¹ / ₂	4	130				Y	N	N	Y	A		
ACEQ71				6,600			7.5	865	270/200	1.9								132							Y			
ACE82				8,000			12.0	1,300	270/240	2.8								130							N			
ACEQ82				8,000				1,300	270/240	2.8								130							Y			
ACEC112				10,600				1,350	325/240	3.6								140							N		Auto Circulaire	
ACES112				10,600				1,350	325/240	3.6								140									Prov. Front	
ACE106				10,500		230/208	8.0	1,570/1,525	315/280	3.6								139										
ACK126				12,000			9.0	1,730	365/325	3.8				26x16 ¹ / ₂ x25 ¹ / ₂		21 ¹ / ₂		164										
ACK156				15,000			12.0/12.0	2,325/2,275	375/335	5.4						21 ¹ / ₂		164										
ACKS156				15,000			12.0/12.0	2,325/2,275	375/335	5.4								164										Provincial Front
ACKC186				18,000			13.0/14.5	2,750/2,725	400/335	6.1								188										Automatic Circulaire
ACKR126		R,C		11,500	10,000		8.5	1,675	365/325	3.8								169										Reverse Cycle
ACKR156		R,C		14,500	10,000		11.5	2,300	375/335	5.4								169										Reverse Cycle
ACG206				20,000			14.0/15.5	2,930/2,875	560/490	6.0				26 ¹ / ₂ x16 ¹ / ₂ x36		29 ¹ / ₂	6 ¹ / ₂	238										
ACG263				26,000		230	18.0	3,800	625/545	8.3								246										
ACG264				26,000		208	19.0	3,800	625/545	8.3								246										
ACG293				29,000		230	21.0	4,250	**	9.7			3					255										
ACA61				5,800		115	7.5	850	165/140	1.8	N	N	2	18 ¹ / ₂ x11 ¹ / ₂ x22 ¹ / ₂		12 ¹ / ₂	8 ¹ / ₂	82					N	Y			U-Mount Design	
ACA82				7,800		115	11.4	1,225	180/150	2.2	Y	N	2	18 ¹ / ₂ x11 ¹ / ₂ x25 ¹ / ₂		14 ¹ / ₂	9 ¹ / ₂	95					N	Y			U-Mount Design	
ACA92				9,000		115	12.0	1,325	225/200	2.9	Y	N	2	18 ¹ / ₂ x11 ¹ / ₂ x25 ¹ / ₂		14 ¹ / ₂	9 ¹ / ₂	100					N	Y			U-Mount Design	
KAUFFMAN -- Kauffman Air Conditioning Co., 4336 W., Pine Blvd., St. Louis Mo.																												
N		W		10,000		115	12	330	27	Y	Y	2	18x26x24	Alum.	12			140	P	S	S	Y	Y	Y	Y	F		
O				10,500		230	8	300	3									150										
P				12,000			10	400	3.8									170										
Q				15,000			11	420	5									190										
R				18,000			14	440	5.3									220										
S				22,000			14	700	6.1					23x36x27		16	16	290										
T				25,000			15	900	8					23x36x27		16	16	300										
G		T		8,000			7 ¹ / ₂	260	2					14 ¹ / ₂ x26x19 ¹ / ₂		3		119										
H		T		9,500		115	12	270	2.5					14 ¹ / ₂ x26x19 ¹ / ₂		3		119										
I		T		10,000		230	9 ¹ / ₂	320	2.7					14 ¹ / ₂ x26x19 ¹ / ₂		3		130										
KELVINATOR -- American Motors Corp., 14250 Plymouth Rd., Detroit, Mich.																												
K-561M	C	W		5,500		115	7.5	900	175	1.5	N	N	2	10 ¹ / ₂ x14 ¹ / ₂ x22 ¹ / ₂	Alum.			88	P	S	S	Y	N	N	N	A	F	
K-464Q				4,500			9.0	1,000	250	0.8				13 ¹ / ₂ x25 ¹ / ₂ x16 ¹ / ₂	Plas.			88					N	N	Y	A	F	
K-561Q				5,200			7.5	900		1.0								90					Y	N	Y	A	F	
K-664Q				6,000			9.0	960		1.1								95					Y	N	Y	A	F	
K-661Q				6,300			7.5	960		1.2								95					Y	N	Y	A	F	
K-761Q				7,500			12.0	1,300		1.6								100										
K-861L				8,600			12.0	1,300	340	2.0				14x25 ¹ / ₂ x18 ¹ / ₂				119										
K-861Q																												
K-962S				9,000		230	6.9	1,400	325	2.1				14x25 ¹ / ₂ x18 ¹ / ₂				121		S	O	S	O			N		
K-962L				8,800		208	7.6	1,400																				
K-865L		C		8,700	8,000/8,500	230	6.9/7.6	1,400/1,400	325	2.0					14x25 ¹ / ₂ x18 ¹ / ₂			124		O	O					N		
K-1061L				10,000		115	12.0	1,400	320	2.4				14x25 ¹ / ₂ x19 ¹ / ₂				126		S	O	S	O			*		
K-1061Q																												
K-1062S				10,500		230/208	8.4/8.7	1,700/1,700	320	2.6					14x25 ¹ / ₂ x19 ¹ / ₂			129		S	O	S	O			N		
K-1062L				10,300																								
K-1262S				12,000		230/208	10.5/11.2	2,050/2,050	305	3.0					14x25 ¹ / ₂ x21 ¹ / ₂			140		S	O	S	O					
K-1262L				11,700																								
K-1165L		C		11,700	10,800/10,500	230/208	10.5/11.2	2,050/2,050	305	2.9					14x25 ¹ / ₂ x21 ¹ / ₂			143		O	O							
K-1261S				12,000		115	12.0	1,350	375	3.0	Y		3	17 ¹ / ₂ x26 ¹ / ₂ x29 ¹ / ₂				205		S	S							
K-1462S				14,000		230/208	10.5/11	2,200/2,150		4.3								175		S	S							
K-1365L		C		13,700	12,500/12,200	230/208	10.5/11	2,150/2,150		4.2								178		O	O							
K-1762S				17,000			12.7/12.9	2,600/2,550		5.2								183		S	S							
K-1665L			</																									



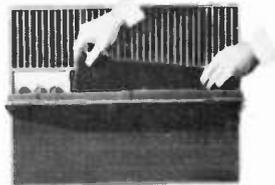
Hotpoint's automatic Circulaire sweeps cool air floor to ceiling...wall to wall with powered louvers, continuously—automatically

Now...total air conditioned comfort throughout an entire room or living area. No hot spots. No warm air layers near the ceiling. It's the handsome Hotpoint American Group air conditioner with new Automatic Circulaire that uses powered louvers to sweep cool air from floor to ceiling—and 3 sets of air-directors to aim it forward, right and/or left. Never before so much air conditioner versatility and cooling consistency!

Automatic Circulaire is standard



Concealed Controls



Flip-out Filter

on the American Group's 10,600 BTU and 18,000 BTU models. Other models—6,600 BTUs to 29,000 BTUs—feature manual Circulaire which is instantly adjustable for horizontal and vertical air distribution. All models have concealed control knobs and washable filter that's a snap to flip-out, clean and replace.

For full details on the easy-selling American Group air conditioner line that offers more without costing more, call your Hotpoint representative, today!

Hotpoint

first with the features women want most



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

HOTPOINT—THE GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-Resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT			VENT	FAST MOUNT (SEE KEY)	AIR DIRECTION (SEE KEY)	OTHER FEATURES			
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)					PROFESSIONAL (SEE KEY)	THERMOSTAT	
MATHES-REPUBLIC -- Mathes Air Conditioning Co., 6210 Denton Dr., Dallas, Texas																											
575	C	T,W		5,500		115	7.5	850	180	1.6	N	N	1	15 1/2"x23x20 1/2"	*	19 1/2"	1 1/2"	115	P	O	O	Y	N	Y	F	R-22	
675				6,500			7.5	900	240	1.7			2	15 1/2"x23x20 1/2"		19 1/2"		119									
785				7,500			8.2	940	240	1.9				15 1/2"x23x20 1/2"		19 1/2"		122									
912				9,500			12.0	1,320	300	2.5				15 1/2"x26x21		19 1/2"		139									
965				9,500		230	6.5/7.0	1,350	300	2.5				15 1/2"x26x21		19 1/2"		138									
1212				12,000		115	12.0	1,480	340	3.8				17 1/2"x26x26		24 1/2"		170									
1380				13,000		230	8.0/208	1,600	340	4.2				17 1/2"x26x26		24 1/2"		167									
1590				15,000		230	9.0/208	1,950	340	4.7				17 1/2"x26x26		24 1/2"		167									
1812				18,500		230	11.6/208	2,550	570	6.0				19 1/2"x27 1/2"x30 1/2"		28 1/2"		219									
2416				24,000		230	16.0	3,450	650	7.5				19 1/2"x27 1/2"x30 1/2"		28 1/2"		232									
NORGE -- Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, Ill.																											
ACE-1A01-51	C	W		5,100		115	8.7	965	220	1.5	N	N	1	13 1/2"x22 1/2"x17 1/2"	Plastic	11 1/2"	5 1/2"	100	P	S	S	Y	N	Y	F	*	
ACE-1A02-51				5,100			7.3	835	170	1.5			2					100									
ACE-1A15-52				6,000			7.5	875	170	2.0								109									
ACE-1A35-52				8,000			12.0	1,340	220	2.7								111									
ACE-1A35-53				8,000			12.0	1,340	220	2.7								111									
ACE-1B08-52				7,000			7.5	850	280	1.8				16x26 1/2"x21 1/2"	Wood	17 1/2"	4 1/2"	147									
ACE-1B08-53				7,000			7.5	850	280	1.8								147									
ACE-1B11-52				9,000			12.0	1,285	330	2.8								151									
ACE-1B11-53				9,000				1,285	330	2.8								151									
ACE-1B31-52				11,000				1,420	330	3.2								151									
ACE-1B31-53				11,000				1,420	330	3.2								151									
ACE-1B50-24				10,000		208/230	7.9/8.5	1,640		3.1				16x24 1/2"x21 1/2"		4 1/2"	17 1/2"	145									
ACE-1B60-21				12,200		208/230	9.5/10.2	2,000		4.4								151									
ACE-1B65-01				14,000		230	12.0	2,450	400	5.1								149									
ACE-1B69-01				14,000		230	12.0	2,450	400	5.1	N	N	1					149									
ACE-1C70-21				15,200		208/230	12.5/13.2	2,450	450	4.9	Y	Y	2	18x27 1/2"x29 1/2"	Wood	19 1/2"	9 1/2"	183									
ACE-1C80-01				18,200		230	14.0	3,050	420	6.5	Y	Y	2					196									
ACE-1C89-01				18,200		230	14.0	3,050	420	6.5	N	N	1					196									
ACE-1C80-21				18,200		208/230	14.0/15.0	3,050	420	6.5	Y	Y	2					196									
ACE-1C85-01				21,000		230	14.5	3,220	510	6.8								202									
ACE-1C85-21				21,000		208/230	14.5/15.5	3,220	510	6.8								202									
ACE-1D90-01				25,000		230	16.4	3,680	800	7.1				20x28 1/2"x36 1/2"	Wood & Plastic	26 1/2"		253									
ACE-1D90-21				25,000		208/230	16.4/17.4	3,680		7.1								253									
ACE-1D93-01				29,000		230	20.0	4,400		9.0								262									
ACE-1D93-81				29,000		208	22.0	4,400		9.0								262									
ACE-1E05-51				6,000		115	9.5	1,020	200	1.9				10 1/2"x14 1/2"x26 1/2"	Wood	14	9 1/2"	75									
ACE-1E06-51				5,800		115	7.5	850	165	1.8				11 1/2"x18 1/2"x22 1/2"	Wood	14	9 1/2"	75									
ACE-1E09-51				9,000		115	12.0	1,380	225	2.9				11 1/2"x18 1/2"x25 1/2"	Wood	14	9 1/2"	92									
ACE-1B45				9,500	8,850	208/230	7.8/8.3	1,620	330	2.9				16x26 1/2"x21 1/2"	Wood	26 1/2"		156									
ACE-1C75				15,000	14,800	208/230	13.2/14.0	2,750	450	4.8				18x27 1/2"x29 1/2"		19 1/2"		183									
ACE-1B11-55				9,000		115	11.8	1,285	330	2.8				16 1/2"x26x19 1/2"		17 1/2"	4 1/2"	165									
ACE-1B50-25				10,000		208/230	7.9/8.5	1,640	330	3.1				16 1/2"x26x19 1/2"		17 1/2"	4 1/2"	165									
ACE-1D98-21				33,000		208/230	23.0/25.0	4,800	800	11.4				20x28 1/2"x36 1/2"	Wood & Plastic	26 1/2"	9 1/2"	295									
PHILCO -- Philco Corp., C & Tioga Streets, Philadelphia, Pa.																											
5AC41	C	W		6,000		115	9.5	1,020	220	1.6	Y	N	2	10 1/2"x14 1/2"x26 1/2"	Metal	17 1/2"	8 1/2"	90	P	S		Y	N	Y	A	No Drip Dehumidification, Washable Filter	
5AC3-A				5,000			7.5	875	190	1.4				12 1/2"x19x17 1/2"	Plastic	15 1/2"	2 1/2"	90									No Drip Dehumidification, Washable Filter
6AC7-A				6,000			9.5	1,000	200	1.8				12 1/2"x19x17 1/2"	Plastic	15 1/2"	2 1/2"	103									No Drip Dehumidification, Washable Filter
6AC9-A				6,000			9.5	1,000	200	1.8				12 1/2"x19x18 1/2"	Plas & Metal	15 1/2"	3 1/2"	104									Same as Above Plus "Furniture Front"
7AC3-A				6,900			7.5	875	250	1.7				15 1/2"x19x18 1/2"		14 1/2"	3 1/2"	131									Same Plus Nite-Lite, "PB Conts.", Tilt-down Front **
9AC1-A				8,700			11.4	1,300	255	2.4								135								Same as Above	
9AC4-A				8,700		230	5.9/6.3	1,300	255	2.4								135								Same as Above Except No Nite-Lite	
9AC5-A				9,000	8,800	115	12.0	1,425	310	2.5								133									
10AC6-A				9,500	9,400	230	7.5	1,550	310	2.9								135									
12AC2-A				12,000		230	9.2	1,950	330	3.4								141									
11AC1-A				11,400		115	12.0	1,330	380	2.7								175									
13AC2-A				12,800		230	7.7	1,625	380	3.2				16 1/2"x27x23 1/2"		18 1/2"	5 1/2"	175									Same as Above Plus "Sound Curtain"
14AC4-A				14,000		230	12.0	2,575	425	4.0								150									
14AC6-A				14,000	13,000	230	10.0	2,150	425	4.0								190									
16AC2-A				16,000		230	12.0	2,700	380	4.8			</														



here are



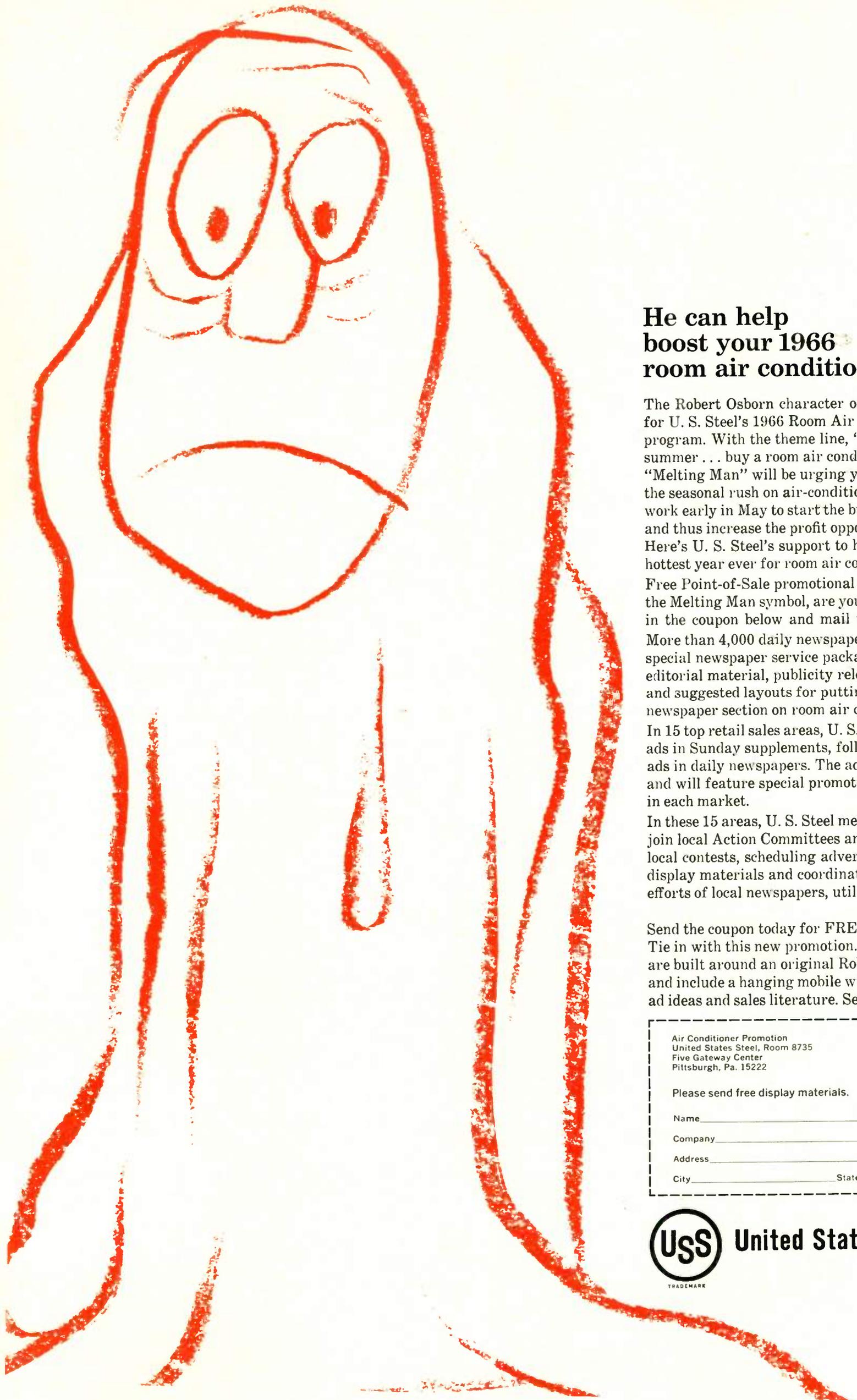
five
regions why...

Merchandising Week is the most effective advertising medium in its field. Flexibility is the key to marketing success in the dynamic world of major appliances, consumer electronics and housewares.

Now in Merchandising Week, you have the flexibility required to more effectively promote a regional product, a selective sales plan or any number of special marketing projects.

Your Merchandising Week representative welcomes the opportunity to work with you on the details.

MERCHANDISING
WEEK



He can help boost your 1966 room air conditioner sales

The Robert Osborn character on the left is the symbol for U. S. Steel's 1966 Room Air Conditioner sales program. With the theme line, "Why melt this summer . . . buy a room air conditioner now," the "Melting Man" will be urging your customers to beat the seasonal rush on air-conditioning units. He'll go to work early in May to start the buying season earlier and thus increase the profit opportunity for dealers. Here's U. S. Steel's support to help make 1966 the hottest year ever for room air conditioner sales:

Free Point-of-Sale promotional materials, built around the Melting Man symbol, are yours for the asking. Fill in the coupon below and mail today.

More than 4,000 daily newspapers will be offered a special newspaper service package which includes editorial material, publicity releases, ad ideas, pictures and suggested layouts for putting together a complete newspaper section on room air conditioners.

In 15 top retail sales areas, U. S. Steel will run full-page ads in Sunday supplements, followed by two half-page ads in daily newspapers. The ads will list tie-in dealers and will feature special promotional contests organized in each market.

In these 15 areas, U. S. Steel merchandising teams will join local Action Committees and assist in arranging local contests, scheduling advertising, distributing display materials and coordinating the promotional efforts of local newspapers, utilities and distributors.

Send the coupon today for FREE Display Materials. Tie in with this new promotion. Free display materials are built around an original Robert Osborn cartoon, and include a hanging mobile window and wall banners, ad ideas and sales literature. Send the coupon today.

Air Conditioner Promotion
United States Steel, Room 8735
Five Gateway Center
Pittsburgh, Pa. 15222

Please send free display materials.

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____



United States Steel

TRADEMARK

This mark
tells you a product
is made of steel.

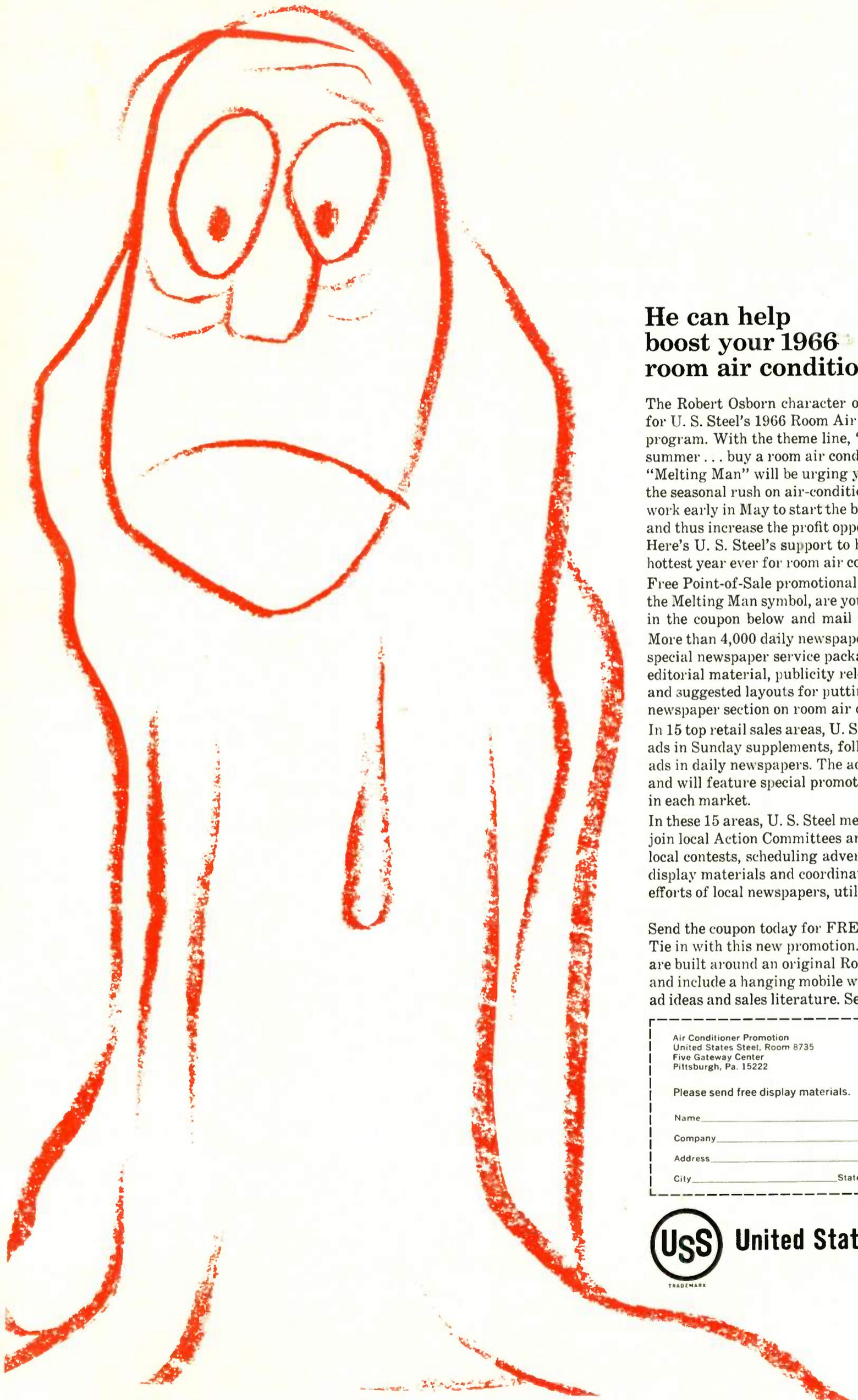


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MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT			THERMOSTAT	VENT	FAST MOUNT	AIR DIRECTION (SEE KEY)	OTHER FEATURES		
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)						PROFESSIONAL (SEE KEY)	
VORNADO -- Continued																											
V6106	C	W, T		10,600		115	12.0	1,380	360	2.5	Y	Y	2	16 1/4 x 26 1/4 x 26	Polystyrene	11 1/4	2-12 1/4	172	P	O	O	Y	Y	N	A		
V6152				15,200		230/208	11.8/12.0	2,480	400	4.4			2	16 1/4 x 26 1/4 x 26		11 1/4	2-12 1/4	179		O	O						
V6190				19,000		230	14.4	3,100	410	5.8			3	16 1/4 x 26 1/4 x 26		11 1/4	2-12 1/4	205		O	O						
V6226				22,600		230/208	14.5/15.5	3,100/3,100	740	5.5				21 x 29 1/2 x 32		15 1/4	1 1/2-15 1/2	264			S						
V6256				25,600		230	16.0	3,450	750	6.5				21 x 29 1/2 x 32		15 1/4	1 1/2-15 1/2	284			S						
V6290				29,000		230	17.5	3,750	760	7.5				21 x 29 1/2 x 32		15 1/4	1 1/2-15 1/2	296			S						
VC660		C, W		6,000		115	8.7	930	205	1.4	N	N	2	10 1/2 x 14 1/2 x 24	Steel & Alum.	14 1/4	9 1/4	98		O	O		N				
WELBILT -- Welbilt Corp., 57-18 Flushing Ave., Maspeth, N.Y.																											
2506	C	C		5,500		115	7.5	850	200	1.8	N	N	2	10 1/2 x 14 1/2 x 21 1/2	Plastic	14 1/4	7 1/2	90	P	S		Y	Y	N	A		
3506		C		6,000			9.5	1,050		2.0			2	10 1/2 x 14 1/2 x 21 1/2		14 1/4	7 1/2	90		S		Y	Y	N	A		
1305		W		4,300			7.5	850		1.2			1	12 x 23 1/2 x 16		7 1/2	4	85				N	N	Y			
1306				5,000			9.0	850		1.6			2									N	N	Y			
2305				6,000			9.5	1,050		2.0												Y	Y	N	A		
2306				5,000			7.5	1,050		1.6												Y	Y	N	A		
1606		W, T		6,500			7.5	850	280	2.0	Y	Y		15 x 26 1/2 x 16		8 1/2	3 1/2	115									
2606				7,500			11.5	1,050	280	2.4																	
3606				8,500			12.0	1,370	300	2.7																	
5606				10,100		230/208	7.5/7.9	1,550	300	3.1																	
6606		W		12,800		230/208	9.0/9.5	2,000	325	4.1																	
1706		W, T		7,500		115	7.5	870	325	2.4				15 x 26 1/2 x 19		9 1/2		155									
2706				11,000		115	12.0	1,400	325	3.5				15 x 26 1/2 x 19		9 1/2		155									
3706				15,500		230/208	11.4/12.0	2,450	350	4.7				15 x 26 1/2 x 19		9 1/2		155									
2805				16,000		230/208	12.0/12.5	2,550	375	5.2				15 x 26 1/2 x 27		15	4	205		S				N			
4805				18,500		230	15.0	3,600	375	6.5				15 x 26 1/2 x 27		15		215									
5805				18,500		208	16.0	3,700	375	6.5				15 x 26 1/2 x 27		15		215									
2905				23,500		230	19.0	3,700	900	7.5				21 1/2 x 26 1/2 x 38		20 1/2		295									
3905				23,500		208	19.5	3,800	900	7.5								295									
4905				27,500		230	19.0	4,200	925	9.0								305									
5905				27,500		208	19.5	4,300	925	9.0								305									
WESTINGHOUSE -- Westinghouse Electric Corp., 300 Phillip Rd., Columbus, Ohio																											
MMF057Z	C	W		5,000		115	7.5*	840**	185	1.6	N	N	2	12 1/4 x 19 1/4 x 15 1/4	Plastic	Varies	Varies	59	P	S		N	N	Y	A		
MDF057Z		W		5,000			7.5	840	185	1.6	N	N	2	12 1/4 x 19 1/4 x 15 1/4				59		S		Y	Y	N	A		
MCF061Q		W		6,000			9.5	1,020	190	1.8	Y	Y	3	13 x 22 1/2 x 15 1/4				61				Y	Y	N	A		
MKG067V		C		5,500			7.5	840	190	1.7			2	19 x 14 x 22 1/2				87				Y	Y	N	A	Quick Mt. Kit Std.	
MKG081V		C		8,000			11.5	1,280	250	2.4				19 x 14 x 22 1/2				105				Y	Y	N	A	Horizontal Sliding Casement Model	
MDE061C		W, T		6,000			8.0	920	240	1.8	Y	Y		14 1/2 x 24 1/2 x 16 1/2				90		O	O			O		Horizontal Sliding Casement Model	
MDG081C				8,200			12.0	1,340	250	2.6								103									
MDG096C				9,300/9,000		230/208	7.4/7.9	1,650/1,600	310	2.8								105									
MDE091R		C		8,700	8,200	115	11.7	1,340	260	2.8								109									
MPG091M				8,700		115	12.0	1,350	260	2.8								110		S				Y		Panel Front, Al. Mob. Frame Mtg. Kit Std.	
MPG101M				10,200		115	12.0	1,375	300	3.2				14 1/2 x 24 1/2 x 23 1/4				127		S			Y		Panel Front, Al. Mob. Frame Mtg. Kit Std.		
MPG152M				15,000		230	11.5	2,500	380	5.0				14 1/2 x 24 1/2 x 23 1/4				143		S			Y		Panel Front, Al. Mob. Frame Mtg. Kit Std.		
MHG101C				10,200		115	12.0	1,375	300	3.2				14 1/2 x 24 1/2 x 22 1/4				124		O	O			O			
MHG126C				12,000/11,600		230/208	9.3/10.0	2,100	350	4.0								137									
MHG152C				15,000		230	11.5	2,500	380	5.0								140									
MHG153C				15,000		208	12.0	2,500	380	5.0								140									
MHE172C				17,000		230	12.8	2,800	400	5.7								159									
MSG121S				11,500		115	12.0	1,375	400	4.5				17 1/2 x 26 1/2 x 30 1/4				220		S				N		Slide Out Chassis	
MSG186S				18,000		230/208	11.5/12.0	2,510/2,450	530	6.0								215									
MSG206S				20,000		230	13.5	3,000	530	6.5								217									
MSG246S				23,500/23,000		230/208	15.8/16.7	3,400	580	8.0								225									
MSG262S				26,000		230	16.5	3,850	630	9.0								232									
MSG206R		C		20,000/19,500	17,500/17,000	230/208	12.5/13.0	2,630/2,580	530	6.5								224									
MSE156S				15,200/14,800		230/208	10.5/11.3	2,280/2,250	450	5.0				17 1/2 x 26 1/2 x 29 1/4				220								Panel Front, Slide Out Chassis	
MSE172S				17,000		230	11.0	2,320	530	5.5								218									
MSE206S				20,000/19,500		230/208	12.5/13.0	2,630/2,580	530	6.5								223									
MSE246S				23,500		230	15.8	3,400	580	8.0								229									
MSE266S				26,000		230	18.5	3,850	630	9.0								236									
MHE116R		C		11,200/11,000	11,000	230/208	11.0/10.5	2,150/1,970	370	4.0				14 1/2 x 24 1/2 x 22 1/4				139		O	O			O			
MHE142R		C		14,000	14,000	230	12.0	2,550	385	5.0	</																



He can help boost your 1966 room air conditioner sales

The Robert Osborn character on the left is the symbol for U. S. Steel's 1966 Room Air Conditioner sales program. With the theme line, "Why melt this summer . . . buy a room air conditioner now," the "Melting Man" will be urging your customers to beat the seasonal rush on air-conditioning units. He'll go to work early in May to start the buying season earlier and thus increase the profit opportunity for dealers. Here's U. S. Steel's support to help make 1966 the hottest year ever for room air conditioner sales:

Free Point-of-Sale promotional materials, built around the Melting Man symbol, are yours for the asking. Fill in the coupon below and mail today.

More than 4,000 daily newspapers will be offered a special newspaper service package which includes editorial material, publicity releases, ad ideas, pictures and suggested layouts for putting together a complete newspaper section on room air conditioners.

In 15 top retail sales areas, U. S. Steel will run full-page ads in Sunday supplements, followed by two half-page ads in daily newspapers. The ads will list tie-in dealers and will feature special promotional contests organized in each market.

In these 15 areas, U. S. Steel merchandising teams will join local Action Committees and assist in arranging local contests, scheduling advertising, distributing display materials and coordinating the promotional efforts of local newspapers, utilities and distributors.

Send the coupon today for FREE Display Materials. Tie in with this new promotion. Free display materials are built around an original Robert Osborn cartoon, and include a hanging mobile window and wall banners, ad ideas and sales literature. Send the coupon today.

Air Conditioner Promotion
United States Steel, Room 8735
Five Gateway Center
Pittsburgh, Pa. 15222

Please send free display materials.

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____



United States Steel

TRADEMARK

This mark
tells you a product
is made of steel.



MANUFACTURERS' SPECIFICATIONS FOR 1966 ROOM AIR CONDITIONERS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No, O-Optional; UNDER NEMA: B-btu, C-complete certification which includes watts and amps also; UNDER INSTALLATIONS: W-regular window, C-casement window, T-through the wall; UNDER TYPE HEATING: R-resistance, C-cycle reversed; UNDER TYPE FILTER: P-permanent, D-disposable; UNDER KITS: S-standard, O-optional; UNDER AIR DIRECTIONAL: A-adjustable, F-fixed

MODEL NUMBER	NEMA CERTIFICATION (SEE KEY)	INSTALLATION (SEE KEY)	TYPE HEATING (SEE KEY)	B T U COOLING	B T U HEATING	VOLTS	AMPS	WATTS	CFM (INSIDE AIR RECIRCULATED)	MOISTURE REMOVAL (PINTS PER HOUR)	OUTSIDE EXHAUST	OUTSIDE INTAKE	NUMBER OF FAN SPEEDS	CABINET			NET WEIGHT (IN LBS.)	KIT					OTHER FEATURES		
														DIMENSIONS HxWxD (IN INCHES)	FRONT FINISHES	OUTSIDE PROJECTION (IN INCHES)		INSIDE PROJECTION (IN INCHES)	FILTER TYPE (SEE KEY)	DO-IT-YOURSELF (SEE KEY)	PROFESSIONAL (SEE KEY)	THERMOSTAT		VENT	FAST MOUNT
VORNADO -- Continued																									
V6106	C	W, T		10,600		115	12.0	1,380	360	2.5	Y	Y	2	16 1/2 x 26 1/2 x 26	Polystyrene	11 1/2	2-12 1/2	172	P	O	O	Y	Y	N	A
V6152				15,200		230	11.8/208	2,480	400	4.4			2	16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2	179		O	O				
V6190				19,000		230	14.4	3,100	410	5.8			3	16 1/2 x 26 1/2 x 26		11 1/2	2-12 1/2	205		O	O				
V6226				22,600		230	14.5/208	3,100	740	5.5				21 x 29 1/2 x 32		15 1/2	1 1/2-15 1/2	264			S				
V6256				25,600		230	16.0	3,450	750	6.5				21 x 29 1/2 x 32		15 1/2	1 1/2-15 1/2	284			S				
V6290				29,000		230	17.5	3,750	760	7.5				21 x 29 1/2 x 32		15 1/2	1 1/2-15 1/2	296			S				
VC660		C, W		6,000		115	8.7	930	205	1.4	N	N	2	10 1/2 x 14 1/2 x 24	Steel & Alum.	14 1/2	9 1/2	98		O	O	N			
WELBILT -- Welbilt Corp., 57-18 Flushing Ave., Maspeth, N.Y.																									
2506	C	C		5,500		115	7.5	850	200	1.8	N	N	2	10 1/2 x 14 1/2 x 21 1/2	Plastic	14 1/2	7 1/2	90	P	S		Y	Y	N	A
3506				6,000			9.5	1,050		2.0			2	10 1/2 x 14 1/2 x 21 1/2		14 1/2	7 1/2	90		S		Y	Y	N	A
1305		W		4,300			7.5	850		1.2			1	12 x 23 1/2 x 16		7 1/2	4	85				N	N	Y	
1306				5,000			9.0	850		1.6			2					85				N	N	Y	
2305				6,000			9.5	1,050		2.0												Y	Y	N	A
2306				5,000			7.5	1,050		1.6												Y	Y	N	A
1606		W, T		6,500			7.5	850	280	2.0	Y	Y		15 x 26 1/2 x 16		8 1/2	3 1/2	115							
2606				7,500			11.5	1,050	280	2.4								115							
3606				8,500			12.0	1,370	300	2.7								115							
5606				10,100		230	7.5/208	1,550	300	3.1								130							
6606		W		12,800		230	9.0/208	2,000	325	4.1								135							
1706		W, T		7,500		115	7.5	870	325	2.4				15 x 26 1/2 x 19		9 1/2		155							
2706				11,000		115	12.0	1,400	325	3.5				15 x 26 1/2 x 19		9 1/2		155							
3706				15,500		230	11.4/208	2,450	350	4.7				15 x 26 1/2 x 19		9 1/2		155							
2805				16,000		230	12.0/208	2,550	375	5.2				15 x 26 1/2 x 27		15	4	205		S				N	
4805				18,500		230	15.0	3,600	375	6.5				15 x 26 1/2 x 27		15		215							
5805				18,500		208	16.0	3,700	375	6.5				15 x 26 1/2 x 27		15		215							
2905				23,500		230	19.0	3,700	900	7.5				21 1/2 x 26 1/2 x 38		20 1/2		295							
3905				23,500		208	19.5	3,800	900	7.5								295							
4905				27,500		230	19.0	4,200	925	9.0								305							
5906				27,500		208	19.5	4,300	925	9.0								305							
WESTINGHOUSE -- Westinghouse Electric Corp., 300 Philippi Rd., Columbus, Ohio																									
MMF057Z	C	W		5,000		115	7.5*	840**	185	1.6	N	N	2	12 1/2 x 19 1/2 x 15 1/2	Plastic	Varies	Varies	59	P	S		N	N	Y	F
MDF057Z		W		5,000			7.5	840	185	1.6	N	N	2	12 1/2 x 19 1/2 x 15 1/2				59		S		N	N	Y	F
MCF061Q		W		6,000			9.5	1,020	190	1.8	Y		3	13 x 22 1/2 x 15 1/2				61				Y	Y	N	A
MKG067V		C		5,500			7.5	840	190	1.7			2	19 x 14 x 22 1/2				87				Y	Y	N	A
MKG081V		C		8,000			11.5	1,280	250	2.4				19 x 14 x 22 1/2				105				Y	Y	N	A
MDE061C		W, T		6,000			8.0	920	240	1.8	Y			14 1/2 x 24 1/2 x 16 1/2				90		O	O			O	
MDG081C				8,200			12.0	1,340	250	2.6								103						O	
MDG096C				9,300		230	7.4/208	1,650	310	2.8								105						O	
MDE091R			C	8,700	8,200	115	11.7	1,340	260	2.8								109						O	
MPG091M				8,700		115	12.0	1,350	260	2.8			3	14 1/2 x 24 1/2 x 17 1/2				110		S			Y		
MPG101M				10,200		115	12.0	1,375	300	3.2				14 1/2 x 24 1/2 x 23 1/2				127		S			Y		
MPG152M				15,000		230	11.5	2,500	380	5.0				14 1/2 x 24 1/2 x 23 1/2				143		S			Y		
MHG101C				10,200		115	12.0	1,375	300	3.2			2	14 1/2 x 24 1/2 x 22 1/2				124		O	O			O	
MHG126C				12,000		230	9.3/208	2,100	350	4.0								137						O	
MHG152C				15,000		230	11.5	2,500	380	5.0								140						O	
MHG153C				15,000		208	12.0	2,500	380	5.0								140						O	
MHE172C				17,000		230	12.8	2,800	400	5.7								159						O	
MSG121S				11,500		115	12.0	1,375	400	4.5			3	17 1/2 x 26 1/2 x 30 1/2				220			S		N		
MSG186S				18,000		230	11.5/208	2,510	530	6.0								215						O	
MSG206S				20,000		230	13.5	3,000	530	6.5								217						O	
MSG246S				23,500		230	15.8	3,400	580	8.0								225						O	
MSG262S				23,000		208	16.7											225						O	
MSG206R			C	20,000	17,500	230	12.5	2,630	530	6.5								232						O	
MSE156S				15,200	17,000	208	13.0	2,580										224						O	
MSE172S				14,800		230	10.5	2,280	450	5.0				17 1/2 x 26 1/2 x 29 1/2				220						O	
MSE206S				20,000		230	12.5	2,630	530	6.5								218						O	
MSE246S				19,500		208	13.0	2,580										223						O	
MSE266S				23,500		230	15.8	3,400	580	8.0								229						O	
MSE266S				26,000		230	18.5	3,850	630	9.0								236						O	
MHE116R			C	11,200	11,000	230	11.0	2,150	370	4.0			2	14 1/2 x 24 1/2 x 22 1/2				139		O	O			O	
MHE142R			C	14,000	14,000	230	12.0	2,550	385	5.0								141						O	
MHE126E			R	11,700	10,200	230	11.0	2,150	350	4.0								139						O	
MHE152E			R	15,000	10,200	230</																			



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 and RCA used by authority of trademark owner, Radio Corporation of America.

APPLIANCE-TV



ADC receiver, amplifier

Audio Dynamics Corp. offers a new solid-state stereo receiver (shown) and a new solid-state stereo amplifier.

The stereo receiver (model 600) features an indicator to show when the receiver is tuned to any FM stereo station; the multiplex section

has automatic monaural-stereo FM switching, which eliminates the need for manual selection. The amplifier section of the receiver will deliver 60w of music power. ADC says elimination of the output transformers has yielded a superior transient response and an exceptionally broad power bandwidth. The unit, which is 8½ inches deep, has a stereo headset sockets and two sets of speaker terminals that can be independently controlled. Retail price is \$248.

The stereo amplifier (model 60), priced at \$149.50, is 8½ inches deep and 3¼ inches high. ADC says it will deliver 60w of music power to any type of speaker. *Audio Dynamics Corp., Pickett District Rd., New Milford, Conn. 06776*



KitchenAid portable dishwasher

KitchenAid introduces a new portable dishwasher with an automatic lift-top rack. Suggested list price is \$199.95.

The new KDE-5's rack is attached to the dishwasher's lid and opens with it to a 90-degree position. Features are porcelain enamel inside and out, 4-way stainless steel SaniGuard filters, and Flo-Thru drying. The dishwasher comes equipped with 40-inch fill and drain hoses and an anti-splash adapter. A pressure-release button on the sink connection permits drawing of hot water at the sink for other uses. The unit is available in white or edged Colonialtone. *KitchenAid Home Dishwasher Division, The Hobart Manufacturing Co., Troy, Ohio.*

Arvin makes you a RECORD-PHONO DEAL for profitable volume!

Now, perk up phono sales with these exciting traffic-building deals! Your customers get a pack of ten 45 RPM popular hi-fi records for the price of the phono

alone. And, for extra sales impetus, these ARVIN phonos have been specially priced. Get full promotion and profit details from your ARVIN distributor today!



ARVIN MODEL 45P68PK, Tan and White, complete with ten 45 RPM records
Sale Priced to Retail at

\$28⁹⁹

ARVIN MODEL 45P25PK, Blue and White, complete with ten 45 RPM records
Sale Priced to Retail at

\$18⁹⁹



Arvin 4-SPEED PORTABLE RADIO-PHONO COMBINATION with pack of 10 records

Double the fun and double the performance! Four-speed manual portable phonograph and radio combination . . . great for any member of the family. Four-speed precision balanced turntable plays any size, any speed of monaural records. Large Velvet Voice speaker for full rich sound. 45 RPM records is "pop-up" style. The 5-tube AM radio features Arvin "Copper-etched" circuitry and rod type antenna for outstanding selectivity. Sturdy cabinet is scuff-resistant polypropylene for years of rugged use.

Arvin 4-SPEED PORTABLE PHONOGRAPH with pack of 10 records

Real value in a compact, lightweight portable phonograph for the younger set. Its rugged polypropylene cabinet is designed for years of hard use. 4-speed manual turntable with rubber bumpers to protect records; 45 RPM pop-up spindle. Turnover cartridge has dual sapphire needles. Large speaker and reliable Arvin "Copper-etched" circuitry assure top performance and tone quality.

Arvin SOLID STATE HI-FI TAPE RECORDER

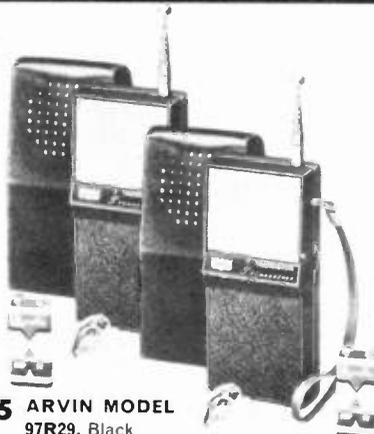
- 2-speed capstan drive
- Solid State for instant play, longer life
- Operates on AC
- Records up to 45 minutes
- Speaker jack
- One knob controls all operations
- Complete with microphone, tape, 2 reels (3"), 225 ft. of tape, 1 roll of splicing tape.



Suggested Retail **\$49⁹⁵** ARVIN MODEL 86L19, Black

Arvin 7 TRANSISTOR "TRANSCEIVER" 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.



Suggested Retail **\$39⁹⁵** ARVIN MODEL 97R29, Black



Craig cartridge tape player

Craig Panorama introduces two new cartridge tape players, the C-503, a custom car stereo, and the C-516, a home stereo tape recorder/player. Both units are solid state and use the 4-track fidelipac cartridge.

The C-503 is priced at \$130 without speakers. The 10-16v, 12-transistor, capstan drive player features dual stereo playback heads, separate volume, balance and tone controls, automatic track selector, and reset button. The model's frequency response is 100 to 10,000 cps. The 8-lb. unit, which comes in an all-chrome case, measures 7¾ inches wide by 2¾ inches high by 8¾ inches deep.

The C-516, which is priced under \$230 without speakers, records from microphones, tuner or phono turntable. Frequency response is from 75 to 15,000 cps; wow and flutter is less than 25% wrms. The recorder comes with AC bias record/erase system; dual inputs for microphone, phono, and tuner; dual outputs for speakers, pre-amplifiers, and stereo-phonos; plus individual control of input select, function select, bass, treble, volume/balance, auto start, channel select, reset/stop monitor, stereo-phonos, power, and record-lock. Shipments will begin at the end of May. *Craig Panorama Inc., 2302 E. 15th St., Los Angeles, Calif.*



Rudimac radio-sunglasses

Rudimac Corp. introduces sunglasses with a transistor radio built into the frames for under \$20.

The miniature radio is equipped with on-off switch, volume control, tuning dial, and built-in antenna. The miniature battery operates 80 to 160 hours, the company says. Replacements are available at most camera and hearing aid centers. *The Rudimac Corp., 1275 Bloomfield Ave., Fairfield, N. J.*

Visit these permanent show spaces:
Chicago, Merchandise Mart—1477
New York, 230 Fifth Ave.—612
San Francisco, Merchandise Mart
Hollywood, 1025 N. Highland Ave.
Arvin Sales Dept., Columbus, Indiana



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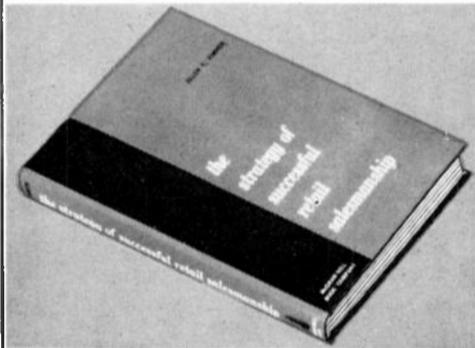
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The best retailing is in the hands of the best sales people



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Here is a long-needed, easy-to-read book written solely for retail salespeople. Page after page of this practice guide reveals tried and proved principles of effective retail salesmanship. But far beyond the book's outline of selling principles is its inspirational value to the reader. And this is where *The Strategy of Successful Retail Salesmanship* excels.

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In all, this book will give those on your sales staff a healthy new attitude towards their career in retail selling. It will show them new possibilities for making their work more stimulating, more financially rewarding, and more personally satisfying.

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By ALLEN E. ZIMMER
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words, phrases and sentences and to place the proper emphasis on the value of a pleasing tone of voice in selling?

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ALLEN E. ZIMMER, a prominent retail sales consultant, has been intimately associated with department store and specialty store retailing for more than 40 years. Mr. Zimmer is the founder of Zimmer, McClaskey, Lewis, Inc., an advertising agency in Louisville which is the largest of its kind in Kentucky. He served as its president for many years.

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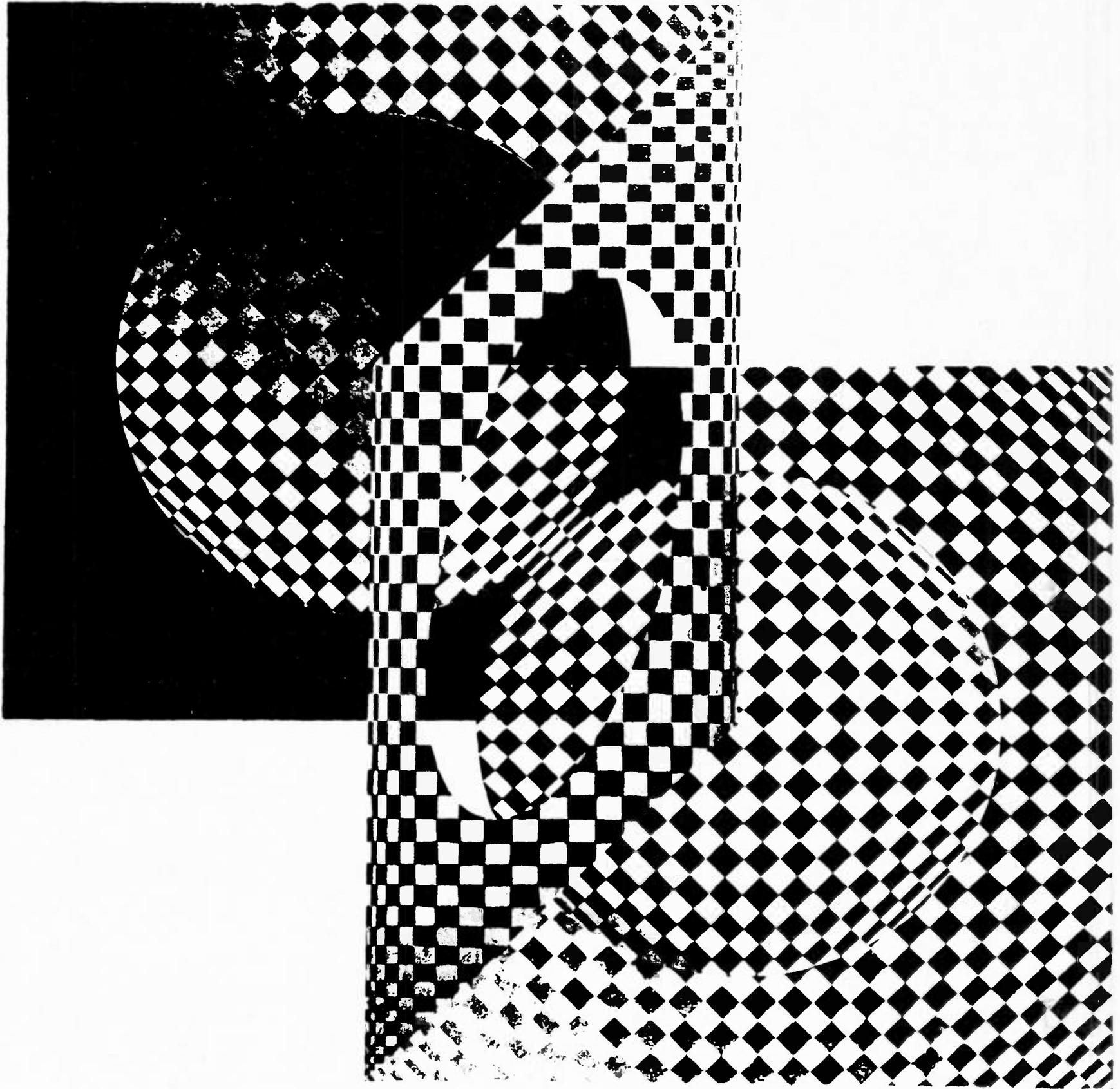
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"Bent Space" by Ben Cunningham



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MERCHANDISING WEEK

*edited for the appliance,
consumer electronics
and housewares industries*

A McGraw-Hill Publication

Tire chains aim for traffic, plan spring garden goods pushes

The factory-owned and franchised outlets of tire and rubber manufacturers will be stepping up their promotions of seasonal housewares this spring. The outlets hope to become more competitive with Sears and department-store chains that operate outdoor garden centers adjacent to their automotive centers.

"I wish I knew what Sears is planning," said one merchandising spokesman for a tire company, clearly indicating which retail organization presents the greatest competition to his service stations and stores. B. F. Goodrich, Firestone, General Tire, and Goodyear are aiming their spring promotions at outdoor life and leisure. And low prices are a chief tactic being used to keep customers from switching to Sears or a department store.

The brunt of the attack against Sears and other competitors for automotive-product customers is being carried by the tire producer's company-owned stores. "We make suggestions to the franchised dealers," said one spokesman, "but the company-owned outlets do as we say."

Direct mail is still the main advertising medium for spring promotions, although local newspaper advertising is on the upswing. Promotions are timed to begin with the advent of warm weather.

Here is the outlook for spring promotion plans of the four major tire and rubber manufacturers:

B. F. Goodrich

Spring promotions coincide with the company's major event of the year, the Anniversary Sale. Over one million direct mail pieces will be mailed late in April, each with the imprint of a local dealer. The dealers choose which of three sizes they want sent to consumers in their area.

A 4-page flyer features only tires and batteries. It is geared to the thousands of service stations which have a B. F. Goodrich franchise. The 12-page flyer has a large selection of housewares and major appliances. Eureka vacs are featured, ranging in price from \$29 to \$59. The third size, a 16-page flyer, carries an extensive selection of housewares items. Hahn Eclipse and Garden Club (MTD-made) power mowers are included in the 12- and 16-page flyers.

All of the direct-mail pieces feature a "Jackpot Awards" blurb on the front page. Prizes to be given are determined by the dealers in each locale. A special price is being offered on an aluminum lawn chair when customers make a minimum budget purchase of \$19.95. The chair, which regularly retails for \$3.49, is being sold for \$1.

Sales promotion manager Dale Kramer reports that the flyers are being used increasingly as local newspaper inserts. Asked which housewares products had been effective in drawing customers, Kramer cited West Bend Teflon-coated cookware. B. F. Goodrich has approximately 500 company-owned stores and 20,000 franchised dealers.

Firestone

Two direct mail flyers will kick off the promotion season this spring for Firestone. The Spring Bonanza flyer is keyed to company-owned outlets and franchised retailers who carry home goods; the Spring Jubilee flyer is for service station accounts.

Spring Bonanza specials include a \$48.88 private-label rotary power mower, a \$1.87 package of lawn and garden food, a Deluxe 25-piece tool set for \$1.99, and various sports items.

The Spring Jubilee special is a Teflon-coated ironing pad cover, retailing for 49¢. Both flyers will offer free flower seeds.

Local newspaper advertising will back up the promotions, as will some of the ads on Firestone-sponsored national tv shows.

Firestone has 11 warehouses throughout the country to service its 850 company-owned stores and 60,000 franchised outlets. Approximately one-fourth of the latter carry non-automotive goods.

General Tire

Spring promotions, built around cutting tools and fertilizer, will start in each region with the onset of warm weather. Although last year's Regal Teflon-coated cookware promotion was deemed one of the most successful in the company's history, General Tire will focus on garden goods this spring: garden hose (75-ft. length this year, compared to 50-ft. length last spring), and "de-weed and feed" lawn chemicals. General Tire is also featuring golf balls in this year's spring promotion.

Factory-paid ads in most of the major markets, where company-owned stores are strongest, will back up the spring specials. Co-op advertising will also be used, along with heavy direct mailings and in-store displays.

Asked about the possibility of incorporating floor-care products into General Tire's merchandising mix, merchandising manager Bob Reeves remarked, "We'll be in that business sometime, but I don't know when." As with the other tire companies, General Tire's non-automotive lines are not being expanded. Upgrading is more important than new additions.

Goodyear

Aluminum lawn furniture, barbecue grilles, and mowers will headline Goodyear's spring promotion. The firm anticipates a strong turn toward rider mowers this season, and thus will be playing them up in newspaper and radio advertising. Goodyear, for the most part, shuns direct mail, except for an occasional "jumbo" postcard mailing on automotive services.

Both barrel and rotisserie barbecues will be promoted, along with "the standard garden goods," reports a company spokesman. Price levels are unchanged from last year, he added.

□ □ □ □ New dental cleansing devices using water are in the works, probably for July introduction. Endura Appliance, of Freeport, N.Y., is known to be working on a model, shooting for a retail price under \$20.

Meanwhile, the product that innovated the process, the Water Pik, continues to roll up surprisingly strong retail sales, considering its \$39.50 price tag. Water Pik's showing is being credited mainly to strong recommendations from dentists who view the product as helpful for gum care, as well as a good automatic device for removing food particles.

Practically all manufacturers with a big stake in the brush-type automatic toothbrush have started to take notice of the Water Pik's sales performance.

□ □ □ □ An Electric Snake has proved a hot item for a number of leading department stores around the country, according to reports from buyers. The Electric Snake is a drain-cleaning attachment for a power drill. It is being marketed by Kirk Products of Hialeah, Fla., in five sizes, ranging from an 8-ft. model at \$3.95 to a 50-ft. model at \$19.95. The best seller, buyers report, is the 12-ft. unit for \$5.95.

□ □ □ □ Norelco will spend \$6 million on ads and promotions this year, kicking off with a Father's Day and graduation push behind its Speedshavers. In the campaign, the Norelco shaver, with its thinner shaving head, will dare to match shaves with a blade. Norelco will use 60-second tv spots on more than a dozen CBS prime-time shows, plus magazine and newspaper ads.

Norelco also is running a distributor contest and, in addition to other prizes, is offering five all-expenses-paid trips to the U.S. Open golf tourney in San Francisco.

□ □ □ □ Corning will celebrate its 51st year by extending its 50th anniversary promotion: a traveling road show of glass displays billed as the Spectaculars. The Spectaculars played at leading department stores last year and have been booked at more than 200 department stores for 1966.

Corning also will expand its promotion of old Pyrex ware, offering membership in an Over 30 Club to consumers owning Pyrex ware which is more than 30 years old. In a recent promotion in Hartford, Conn., Corning found 118 women eligible for the club. Corning is running a similar promotion through Feb. 28 at Higbee's in Severance, Ohio, a Cleveland suburb.

□ □ □ □ Housewares Show, Mexican style: over one million visitors will flock to the 11th Home Fair to be held Feb. 25 through Mar. 31. Housewares, appliances, automobiles, and every other kind of consumer product will share space with regional exhibits, singing and folk dancing in Mexico City's National Auditorium. Amidst the songs, raffles, and general conviviality, buyers and spectators will see the latest advances of Mexico's blossoming economy. Many key U.S. producers—with subsidiaries south of the border—will show lines, including a Sears display for Kenmore.

□ □ □ □ Harry Roehm has joined Excello division of Charles Schwartz & Co. Roehm formerly was vice president for consumer products at Cory Corp.

HOUSEWARES NEWS

□ □ □ □ **The retail pace has picked up again** as major stores hit with spring housewares promotion. Judging from buyer comments, business is good and sales action is strong across the board, just as it was during the Christmas season. Items that moved well during Christmas look like they will repeat their sales performances during the spring gift season.

□ □ □ □ **Blenders have remained hot**, with some buyers reporting little or limited letup in sales activity since the Christmas season. Slicing knife sales also are continuing at a good pace.

Surprisingly strong January sales of warming trays were reported by one buyer, who said he was amazed that anyone sold warming trays during that month. He told of selling out every tray in his warehouse—originally stocked for a February promotion—and having to reorder.

□ □ □ □ **Washington's Birthday sales look good** to buyers, who are expecting stronger-than-usual volume from the holiday promotional period. In New York City, almost every major department store will be keeping its Manhattan store open on this holiday for the first time. Last week, New York stores were busy putting the final touches on heavier-than-usual newspaper ads for the weekend. As expected, housewares will play a key role in these holiday promotions.

□ □ □ □ **Retail pricing has held up so far.** There was limited price cutting during the Christmas season; the same was true for January and, so far, for February. However, buyers are worrying about how long it will last, fearing that some hot price competition is in the works. "Nobody's run yet with those \$5 knives they bought in Chicago," one buyer said, recalling the low-price deals available during the January show.

□ □ □ □ **Manufacturer deliveries are improving**, report retailers and wholesalers. "They even have started to ship some of the new stuff they introduced in January," one jobber said. In a spot check of manufacturers, spokesman after spokesman agreed that production was "catching up" with orders.

In New York City, however, Macy's was forced to take orders for later delivery on many of the new items it previewed in its Pots & Pants fashion show. Generally, Macy's was promising April delivery, except for Ronson's Cook 'N Stir blender, for which it pointedly would only claim "future delivery." Macy's, incidentally, is booking orders for the Cook 'N Stir at list price, which is nice if you can get it.

□ □ □ □ **Shetland is shipping its Fashionables**, the new decorator canister vacs, to retailers in New England and on the West Coast. Jordan Marsh was scheduled to break the first retail color ad on the new line over the weekend.

New York City retailers will be next to get the Fashionables, with promotions scheduled to start the week of Mar. 13. E. J. Korvette and Abraham & Straus will run opening ads. The Korvette ad will appear in the metropolitan edition of *Life* magazine; A&S will run a full-color ad in the *New York Sunday News*. Chicago is next on the introduction schedule.



A&S Massage Clinic: even the men enjoyed the relaxing demonstration

A&S puts its customers at ease, and the pleasure is all theirs

"A massage makes you feel so good," said Miss Sonia Jackson, who was being billed as Miss Joan Oster. And with those words, Abraham & Straus kicked off a trial promotion of the Oster massager line at its downtown Brooklyn department store last week.

A&S promoted the demonstration in its Brooklyn store with ads in the Brooklyn edition of the *New York Sunday News*. A&S branches will get into the act this week, as the Massage Clinic moves into A&S's Long Island suburban stores. A&S will push the promotion at its branches in *Newsday*, a suburban daily serving Long Island.

The Massage Clinic is a test for Oster, which is the Milwaukee-based subsidiary of Sunbeam Corp. Although Oster has long manufactured massagers for home and commercial use, it has concentrated the bulk of its retail promotional efforts behind its Osterizer blenders. Now Oster is finding out if it can adapt to its massagers the long-standing promotional tactics it has used successfully for its blenders.

Pollenex has been the leader in grabbing much of the massager business at retail. And a number of leading department stores, including the electric housewares operation of A&S, under buyer William Noering, have done a good job with the Pol-

lenex line. Even as the Oster demonstration clinic was being conducted, A&S was featuring the new Pollenex bed massager elsewhere in the department.

Miss Jackson was pushing Oster's Swedish-type, hand-held massager that A&S had priced at \$28.48. By Monday noon, Miss Jackson had sold half of the models A&S had in stock.

Even non-buyers benefited from the promotion by getting a relaxing free massage. And the look of contentment on the faces of customers receiving the massages proved to be one of the strongest selling points at the clinic.



One fast result: contented customers

KEY MOVES

Cory—Patrick J. Hannigan is promoted to the position of general sales mgr for consumer products.

General Electric—Daniel J. Louney is appointed mgr of product planning for the Asheboro, N.C. and Cleveland, Ohio, housewares plants.

Globe Rubber Products—Marvin A. Klein and L. Joseph Meyer are named vice presidents.

Corning—David N. Van Allen is appointed to the newly created position of mgr-sales development, specialized products. Four men are reassigned in the field sales organization: W. F. Braxton, new Baltimore

district mgr; R. W. Riley, Los Angeles rep; N. L. Smith, rep for Wyoming, and the eastern halves of Colorado and Montana; J. R. Santel, rep for Louisiana and southern Mississippi. Two Corning Ware and Pyrex ware salesmen are reassigned: Roland MacDonald to the Cleveland territory, and Ronald W. Moyer to the Reading, Pa., territory.

Iona—Alden H. Doughty is appointed service mgr, and Raymond T. Boucher is named to the newly created post of claims mgr.

Magnolia Products—John A. Corry and Robert S. Neese are elected to the position of vp.

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MERCHANDISING WEEK

MERCHANDISING WEEK'S EXPANDED NEWS AND FEATURE COVERAGE OF FLOOR CARE AND COOKWARE PRODUCTS COVERS ALL ISSUES. HERE IS THE LINEUP OF ISSUES FOR EACH SECTION . . .

**1966 FLOORCARE
SECTION ISSUES**

**1966 COOKWARE
SECTION ISSUES**

February	14	February	28
February	21	March	14
March	7	March	28
March	21	April	11
April	4	April	25
April	18	May	9
May	2	May	23
May	16	June	6
May	30	June	20
June	13	July	4
June	27	July	18
July	11	August	1
July	25	August	15
August	8	August	29
August	22	September	12
September	5	September	26
September	19	October	10
October	3	October	24
October	17	November	7
October	31	November	21
November	14	December	5
November	28		
December	19		

Note to advertisers:

**Clip this guide to effective scheduling
for your product advertising.**

FLOOR CARE NEWS

□ □ □ □ **VCMA and the FCC will discuss horsepower standards** for both canister- and tank-type vacuum cleaners in a closed meeting scheduled for this Thursday (Feb. 24) in Washington. This will be the first official meeting between representatives of the Vacuum Cleaners Manufacturers Assn. and the Federal Trade Commission for the purpose of establishing standards for rating vacuum cleaner performance.

The VCMA has been under pressure from the FTC and others, including the National Better Business Bureau, to develop meaningful and uniform standards for the industry.

□ □ □ □ **Vac producers are in a horsepower derby** under present marketing conditions. All major vacuum cleaner manufacturers are caught up in the horsepower race, and everyone blames its existence on the competition. There is little doubt that power claims for vacuum cleaners are exaggerated. Manufacturers readily tell of testing competitors' machines and finding they do not come close to measuring up to the power claims made for them.

□ □ □ □ **The FTC meeting is termed "preliminary"** by J. P. Hunter, of General Electric Co., of Cleveland. Hunter is chairman of a VCMA committee that has been studying standards for more than a year. Hunter said the subject of the meeting with the FTC was the "elimination of abuse concerning horsepower" claims in the industry. Hunter's committee will report its findings to the FTC and "sound out" the commission's feelings on VCMA proposals for standards.

VCMA's Washington, D.C., attorney, George Lamb, of Lee, Tomme, and Kent, is expected to attend the meeting along with Hunter and other VCMA representatives.

□ □ □ □ **The FTC will hear a dissenting voice** from at least one vacuum cleaner manufacturer at this week's meeting. MERCHANDISING WEEK has learned that Robert I. Lappin, president of Shetland Inc., has written a letter to the FTC asking that a new industry-wide technical committee be established to formulate a rating standard. Lappin, it was learned, objects to the VCMA committee's decision to use horsepower as the standard for rating vacuum cleaners. Lappin has been an advocate of a "cleaning power" standard that would include additional factors such as suction and air movement—similar to the air conditioning manufacturers' adoption of the Btu system. Shetland is not a member of the VCMA, and Lappin and other officials have declined comment on the contents of the letter to the FTC.

□ □ □ □ **The rating controversy has been stirred up** now and the vacuum cleaner industry has just begun its efforts to develop a rating system. The VCMA committee has concentrated its efforts on canister- and tank-type vacuum cleaners, so far ignoring the stick-type units: uprights and lightweights. The chairman of the VCMA standards committee indicated that no decision has been made on whether the committee will take up the subject of standards for stick-type vacs after completing canister and tank standards.

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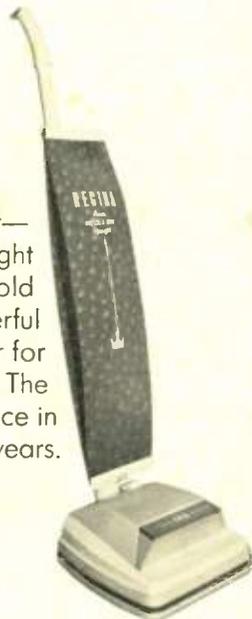


Regina Rug Shampooer/Polisher— 400 Watt motor, Dual Torque Power, (the only polisher powerful enough to sand floors). New Touch-O-Matic Dispenser. New Super-Shield internal double insulation. All metal die cast housing.



Regina Upholstery Shampooer—The original home electric upholstery shampooer that does a professional cleaning job for next to nothing. Pays for itself after only one use. Buffs furniture and cars, too!

Regina Brush 'n Beat— Revolutionary new upright that's half the weight of old fashioned uprights. Powerful brush and beater bar for deep-cleaning action. The first major advance in uprights in thirty years.



Regina Power-Flite Portable—Features canister type motor, two stage power booster fan. Super suction air movement whooshes in three hundred and forty feet of air per minute.

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Features sell merchandise. We know it. You know it. Regina belongs on your floor...now more than ever before. The Regina Corporation, Rahway, New Jersey

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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

December 97,690 104,323 - 6.36
12 Months 1,181,473 1,190,926 - .79

December 431,391 372,399 + 15.84
12 Months 5,106,944 4,506,742 + 13.32

December 159,175 127,321 + 25.02
12 Months 1,388,133 1,194,228 + 16.24

December 79,639 65,747 + 20.28
12 Months 710,252** 632,197** + 12.28

December 317,544 273,708 + 16.02
12 Months 3,771,356 3,540,655 + 6.52

December 39,569 42,363 - 6.60
12 Months 575,737 648,916 - 11.28

December 201,800 241,100 - 16.30
12 Months 2,945,000 2,755,000 + 6.90

December 6,500 3,600 + 80.56
12 Months 210,000 205,000 + 2.44

December 61,000 47,100 + 29.51
12 Months 445,000 340,000 + 30.88

December 78,300 74,100 + 5.67
12 Months 815,000 710,000 + 14.79

December 120,900 115,100 + 5.04
12 Months 1,360,000 1,300,000 + 4.62

December 32,800 30,500 + 7.54
12 Months 455,000 435,000 + 4.60

December 56,900 47,800 + 19.04
12 Months 705,000 675,000 + 4.44

December 124,900 110,700 + 12.83
12 Months 1,285,000 1,150,000 + 11.74

December 73,400 76,900 - 4.55
12 Months 780,000 815,000 - 4.29

December 201,500* 166,400 + 21.09
12 Months 2,250,500 2,170,400 + 3.69

December 452,600 350,100 + 29.28
12 Months 4,930,000 4,545,000 + 8.47

December 86,900 87,700 - .91
12 Months 1,095,000 1,000,000 + 9.50

December 246,150 197,140 + 24.86
12 Months 2,613,590 2,724,070 - 4.06

Feb. 4 56,539 74,827 - 24.44
5 Weeks 241,780 266,145 - 9.15

October 452,779 489,062 - 7.42
10 Months 2,840,257 2,316,713 + 22.60

Feb. 4 37,094 26,708 + 38.89
5 Weeks 184,268 144,014 + 27.95

October 175,381 187,742 - 6.58
10 Months 1,252,881 1,296,781 - 3.39

Feb. 4 263,949 227,587 + 15.98
5 Weeks 1,062,859 920,592 + 15.45

October 1,546,218 1,158,890 + 33.42
10 Months 10,289,387 8,139,735 + 26.41

Feb. 4 147,893 153,606 - 3.72
5 Weeks 787,601 785,615 + .25

October 880,822 759,970 + 15.90
10 Months 6,492,461 6,162,271 + 5.36

Feb. 4 66,121 37,866 + 74.62
5 Weeks 290,285 183,560 + 58.14

*December total includes 142,000 conventional free-standing ranges, 22,100 high-oven models, 23,300 built-ins, 14,100 set-ins. **Year-end totals are adjusted to include units previously omitted to avoid disclosure of individual company data.

newly created position as marketing mgr of the Magnetic Products Division. He continues to headquarter in St. Paul, Minn. William H. Madden assumes the duties of national sales mgr of audio range and video tapes. Curtis F. Koefod is appointed national sales mgr for computer/instrumentation tapes.

Geo. D. Roper—L. A. Rooney is promoted to division mgr with responsibility for the Northeastern territory. He replaces Charles E. Schuster who retired. Jerome Benoit assumes Rooney's responsibilities as district mgr for Nebraska, South Dakota, and Western Iowa. Benoit is headquartered in Omaha, Neb. Ralph Fouser, a former sales coordinator, is named district mgr for Georgia and Alabama with headquarters in Atlanta. J. A. Eaton Jr., formerly district mgr for Oklahoma and Ark-

ansas, is promoted to mgr of physical distribution. He is located at the home office in Kankakee, Ill.

Matsushita Electric—Jack A. Kramer resigns his position as marketing mgr, Consumer Products Division.

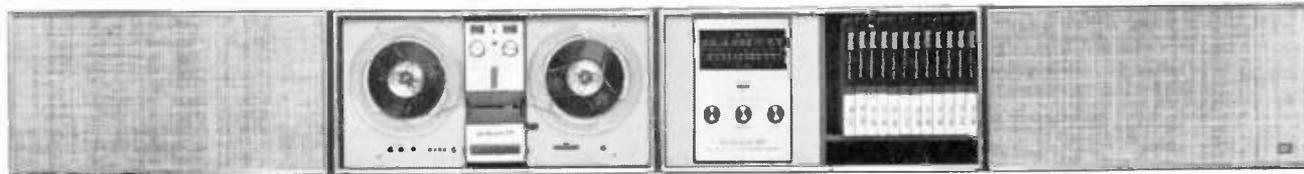
Selectron—Frank A. Augustin joins the company as assistant national sales mgr.

Philco—William Oppenheim is appointed mgr of the Newark (N. J.) district, Sales and Distribution Division.

Hardwick Stove—William W. Platt is named Chicago division sales mgr. Platt takes over the division formerly assigned to George H. Luehrman, who remains with Hardwick in a consulting capacity.

NEW SLEEK LOOK IN SUPERB SOUND—WHAT YOU WANT IS A WOLLENSAK!

Be sure to show the price tag, because most customers will think it's twice that price! And no wonder—this is the most strikingly beautiful tape recorder at any price. Magnificent walnut furniture six and one-half feet long. Modern sectional construction allows you to hang it on the wall, stack it, or put it in a bookshelf. And this slim styling contains the most advanced solid-state stereo tape recorder and two powerful stereo speakers. AM-FM stereo tuner is optional at extra cost. Uniquely designed Control Central is a sound studio in a hand-span: new power activated push buttons, two VU meters, 4 speed-4 track, four digit tape counter, monitor facility, stereo headphone jack, FM multiplex-ready, finest Wollensak construction. And the biggest advertising promotion in tape recorder history will tell the world about the new Wollensak "Sleek Look" line. So stock up now. Your Wollensak salesman has all the details.



Over six feet of beautiful furniture, most advanced tape features: New Wollensak 5300 Stereo Recorder



KEY MOVES

Amana—Kevin M. Furlong is appointed special sales representative on the West Coast. Headquartered in Temple City, Calif., Furlong is responsible for sales to California and Pacific Northwest wholesale distributors.

Lear Jet—Edward Waldman is named director of manufacturing, and Max Ross is named materials mgr for the Stereo Division.

Motorola—George Hickmon is reassigned to service distributors in Milwaukee, Wis., Chicago, Ill., and Gary, South Bend, and Elkhart, Ind. John Snediker succeeds Hickmon in working with distributors in Pittsburgh and Altoona, Pa., and Cleveland and Youngstown, Ohio. John Daly replaces Snediker as special account mgr for B. F. Goodrich. Wade Gaylor takes over distributors in Birmingham, Ala., Chattanooga, and Nashville, Tenn., and De-

catur, Ga. Art Fromader joins the company as special account mgr for Coast to Coast Stores.

Webcor—Elected to the board of directors are Watson D. Harbaugh, patent attorney and member of the firm of Harbaugh, Rummel & Snow; Roy A. Flynn, president, Continental Business Forms; and Rudolph M. Shaffer, business mgr, Chicago White Sox. Re-elected are Titus Haffa, president and chairman of the board; Richard J. Cole, executive vp and treasurer; George J. Pyre, president, Dormeyer Division and Webcor Sales; and Thomas Cooper, president, Haber Corp.

Kierulff Electronics—John Wallace is appointed branch mgr of the stocking service center in Alamogordo, N. M. He replaces Lundy Barnard who resigned recently.

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

Sources: VCMA, AHLMA, NEMA, GAMA, EIA.



“We chose Hamilton because it is easy to sell and because it is a quality line”

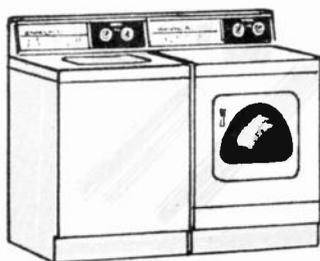
JACK GLASCOCK HONOLULU GAS EQUIPMENT CO., HONOLULU, H. I.



“We chose Hamilton because dryer sales are growing faster than washer sales, and Hamilton is the leader in dryers”

DAVE ORECK
MC DONALD SALES CORP.
NEW ORLEANS, LA.

If you want a quality laundry line with the kind of mark-up that makes a retail sale worthwhile, you want



Hamilton—The complete laundry line of Heritage and Holiday Dryers, automatic washers, wringer washers.

Hamilton®

Hamilton Manufacturing Company / Two Rivers, Wisconsin
Factories at Two Rivers, Wisconsin and Kosciusko, Mississippi



**This new
Zenith antenna
doesn't believe
in ghosts**

Zenith Wavemagnet[®] indoor TV antenna

Designed for clear, sharp, all-channel (2 to 83) reception in color or B&W, the Zenith Wavemagnet antenna meets the quality standards set for Zenith "original parts"...your assurance of the world's finest performance.

The VHF and UHF elements are heavy chrome-plated. Separate lead-in cables for UHF and VHF correspond to the input arrangement of every new all-channel TV receiver.

This new design features a special network providing substantial step-up of basic dipole impedance, resulting in a lower voltage standing wave ratio (VSWR) than the ordinary VHF indoor antennas. This reduces snow effect, reflections and ghosts.

Optimum UHF performance is achieved with two full-size UHF loops, arranged one behind the other, that are carefully phased through a coupling network through the entire UHF spectrum from 470 to 890 megacycles. The increased sensitivity develops an exceptionally high front-to-back ratio equal to that in many outdoor antennas. This is remarkably effective in reducing ghosts and man-made interference.

Order the new Wavemagnet antenna (Part Number 973-56) and other genuine Zenith replacement parts and accessories from your Zenith distributor.

ZENITH[®]

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

Specifications subject to
change without notice

3M—Jack W. Savidge fills the new
of marketing

WRH