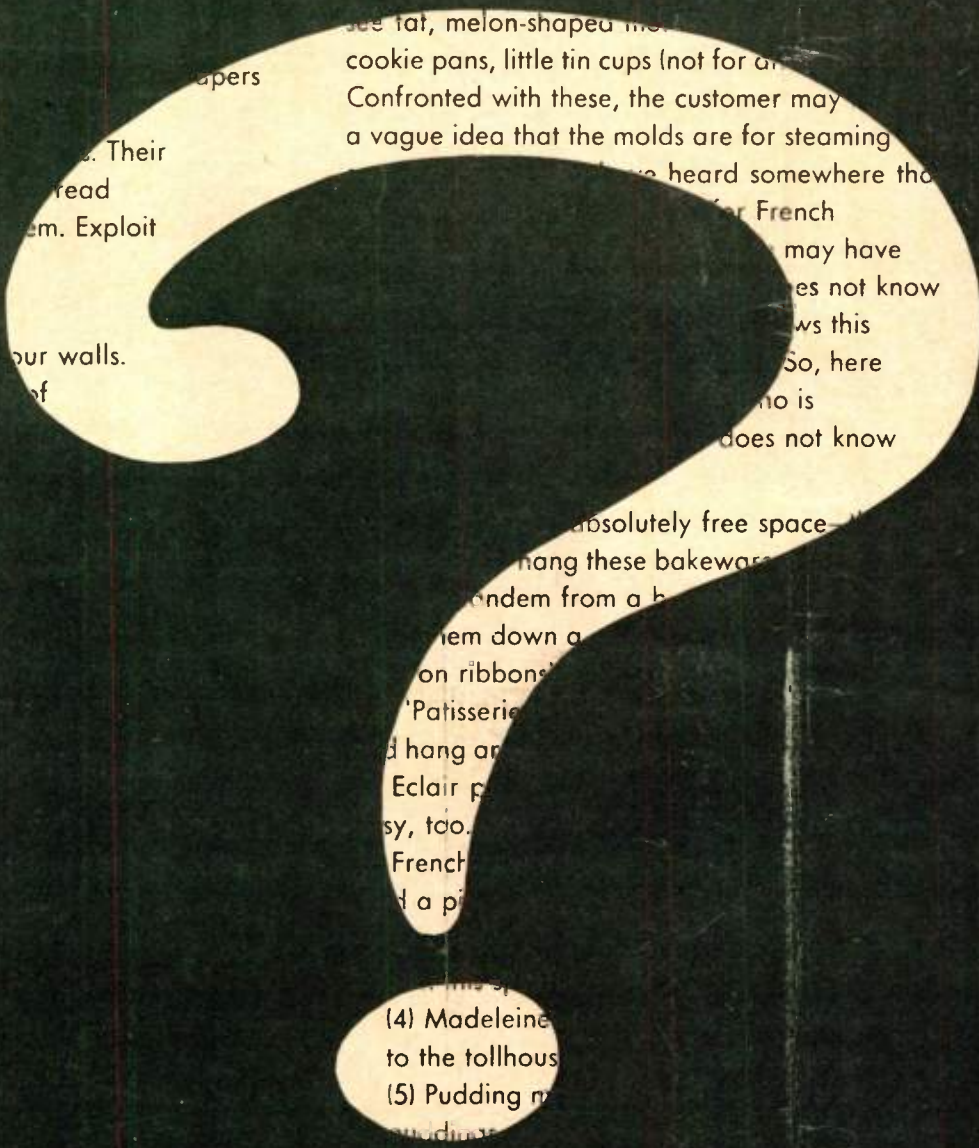


MERCHANDISING

WEL

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 9/FEBRUARY 28, 1966



◀ □ □ □ **The cookware question** is being answered profitably to the degree that retailers are exploiting new consumer tastes in fashion, design, and style. Imagination is becoming the key to profit . . . so, for facts, figures, and saleable fancy to feed the imagination, begin a cookware adventure onp.23

AT PRESSTIME □

□ □ □ □ **Consumers plan to buy** more tv sets than any other appliance-tv product during the first half of 1966, according to the U.S. Census Bureau's latest survey of buying intentions. This prediction is based on the fact that the number of persons intending first-half purchases of tv sets increased by 1.3% over 1965. This January, 5.8% of households surveyed intended to buy a tv set. Consumer intentions to buy other products between now and June were: refrigerators, up from 3.4% to 3.9%; washers, down from 5.2% to 5.1%; dryers, up from 2.3% to 2.7%; dishwashers, up from 0.9% to 1.4%; radios and phono equipment, up from 2.0% to 2.4%; air conditioners, up from 2.4% to 2.5%.

□ □ □ □ **A change of tune** is due for the 1967 home laundry industry promotion. After several years of wedded bliss with "Waltz Through Washday," the American Home Laundry Manufacturers' Assn. (AHLMA) is giving strong consideration to a new theme: "World of Change." New technical developments in textile processing (such as permanent, or durable, press) have helped spur the search for a new theme.

At a recent meeting of the association, *continued on p.3*

Hong Kong this Fall? Terrific!
Hong Kong and Tokyo?
Unbelievable,
but that's where
Gibson and Easy Dealers are going.



✈ to JAPAN ✈



Fly PAN AM HONG KONG ✈



We haven't fussed about it, but honest, that's what's happening. On top of an exotic jet trip to Hong Kong, thousands of Gibson and Easy Dealers will also visit Tokyo, all in the same wonderful week. Two-thirds of the way around the world, the two most fascinating lands in the Orient to see, shop in, add to your travel memories. We're only whispering the big news because Hong Kong-Tokyo is so close to sold out. Besides, Dealers expect the unusual from us – like a jet trip to Tokyo that's merely a bonus! If you haven't completed your qualification, check with your Honorable Gibson or Easy Distributor now!

Gibson
APPLIANCES

EASY
APPLIANCES

Gerald Ankeny, vice chairman of the promotion committee and general sales manager of Maytag, pointed out that since the inception of the Waltz promotion, industry sales have risen 40%—from 4.6 million to 6.5 million units—with a heavy proportion of these gains recorded during Waltz months.

□ □ □ □ **A final ruling on tv tube sizes** was made by the FTC late last week. The commission has ruled that effective July 1, 1966, it will be unlawful for any marketer of tv sets to refer to the picture size or tube size unless that reference is to the viewable size on a single-plane basis. (For earlier details, see p.8.) What this means is that an advertiser cannot advertise a "21-inch set" if part of the area is obstructed by the tube mask or the cabinet.

□ □ □ □ **Sales of Japanese color tv sets this year** are forecast at 300,000 units; half of these will be exported—principally to the U.S. According to the McGraw-Hill World News in Tokyo, total demand for Japanese tv receivers—both b&w and color—is pegged at 4.98 million units during 1966, a gain of 15% over last year. Exports of b&w sets will total about 1.5 million units; of these, shipments to the U.S. are expected to exceed 1 million units. Demand for Japanese transistor radios is expected to increase by a relatively modest 5% this year, to 23.95 million units; shipments to the U.S. are expected to exceed 10 million units.

□ □ □ □ **Admiral's "Instant Fun" promotion** starts today. For the next 18 weeks, Admiral will promote its products on network tv and in newspapers across the country. Admiral plans 90 one-minute spots for daytime broadcast over NBC-TV; it will run five 1,000-line national ads in newspapers. Dealer mailers and 3 million consumer mailers round out the program.

□ □ □ □ **GE's new 2.1-cu.-ft. compact refrigerator** is scheduled for test-marketing in New York, starting Tuesday. The compact, model TA2SB, will sell for under \$80. Manufactured in Italy by the General Electric Co., the new unit is intended for use in snack bars, patios, bedrooms, offices, and summer homes. GE spokesmen said no plans for national marketing have

been made. The 52-lb. compact measures 18 inches high, 22 inches wide, and 20 inches deep; it has no coils exposed on the back.

□ □ □ □ **The eighth GE Appliance Center** opened last week in Cleveland. Grand opening specials featured a \$5.88 transistor radio, a \$79.88 12-inch portable tv, and a \$274, 30-inch free-standing, self-cleaning oven range.

□ □ □ □ **Westclox offers a His 'N Her alarm clock** as part of its second-quarter promotional program built around a "Twin Time" theme. The twin-faced His 'N Her alarm is actually two clocks separated by a decorative center panel; it will retail for \$12.95. Other new clocks include: Bell-View alarm, with a visible bell alarm, at \$10.95 retail, on an introductory offer of one free with every 11 purchased; Big Ben Electric Dialite at \$8.98; promotional Westclox Drowse electric at \$4.98; two No-Cord bath models—the Powderette with removable fluffy cover at \$12.95, and the Bathmate with top ring ornament at \$11.95. Two consumer premium deals also are included in the new program.

□ □ □ □ **Whirlpool is taking over Norge's plant** in Ft. Smith (Ark.) this summer. Whirlpool has assumed the plant lease and has effected a cash settlement for some of the machinery there. The plant has a production capacity of more than 650,000 units per year. Norge has been operating the plant at about one-third capacity with a work force of 1,600. Norge refrigerators, which had been produced at Ft. Smith, will now be made by another manufacturer or manufacturers (not Whirlpool), according to A.B. Kight, president of Norge.

Kelvinator will make a side-by-side refrigerator-freezer for Norge (MW, 7 Feb., p.3), and there is strong industry speculation that Kelvinator may also make the entire Norge refrigeration line.

□ □ □ □ **Kelvinator is negotiating to buy Manitowoc Equipment Works facilities.** Manitowoc, which is located in Manitowoc, Wis., makes freezers and ice-making machines. It has built commercial refrigeration equipment for Kelvinator for a number of years.

Vac horsepower race: The FTC moves up on the outside

The vacuum cleaner industry has offered the Federal Trade Commission its proposals for cleaning up misleading advertising claims of canister vac horsepower. The proposals center around voluntary standards for measuring motor horsepower output (MW, 21 Feb., p.44).

"The next step is up to the FTC," said George Lamb, Washington counsel for the Vacuum Cleaner Manufacturers Assn. The VCMA's technical committee, which also includes non-VCMA members, has studied the horsepower rating problem for more than a year. Last Thursday, the industry committee presented its recommendations to FTC officials at a meeting in Washington.

In a statement issued by Lamb's office after the FTC meeting, the VCMA said the industry committee had attempted to "establish recognized engineering methods for measuring horsepower so that advertising claims can be accurate." The details were not spelled out.

"If accepted by the FTC," the statement added, "the recommendations should solve the problem to which the commission had directed its attention." The VCMA statement conceded that the industry had acted on a request from the FTC, which had maintained that some horsepower rating claims have been "misleading."

There was no comment from the

FTC following the meeting. Edward M. Hall Jr., chief of the FTC's Division of Trade Practice Conferences and Guides, would only acknowledge that such a meeting was held. Hall was one of four FTC officials present.

The FTC heard some dissent from industry ranks at the meeting. "It was the consensus of all present that misleading or deceptive claims must be eliminated," the VCMA statement said. "The only difference of opinion was how this might be accomplished."

And here is the rub. The industry committee favors horsepower as the standard for rating vacs, while others in the industry, particularly Shetland, favor a broader standard that has been described as "cleaning pow-

er." Shetland was represented at the meeting by its Washington counsel; the firm is not a VCMA member.

"The prime motor output power is in no sense a true indication of cleaner performance," contended Shetland's president, Robert I. Lappin, in a letter addressed to the VCMA technical committee. "Blower efficiency, nozzle design, bag area, and porosity can vary greatly from cleaner to cleaner and are of major and critical importance to a cleaner's true performance. These factors are completely independent of output horsepower."

The FTC is studying the matter for the time being. And it undoubtedly will have the last word. —Ed Dubbs

Admiral Dealers: take advantage of

Admiral INSTANT

*** GET INSTANT PROFITS! ***



Color your profits green!

...on New Admiral 25" Rectangular Color TV

with exclusive Tilt-Out Control Center (pat. pend.) and other outstanding sales-getting features!



Roll out more profits!

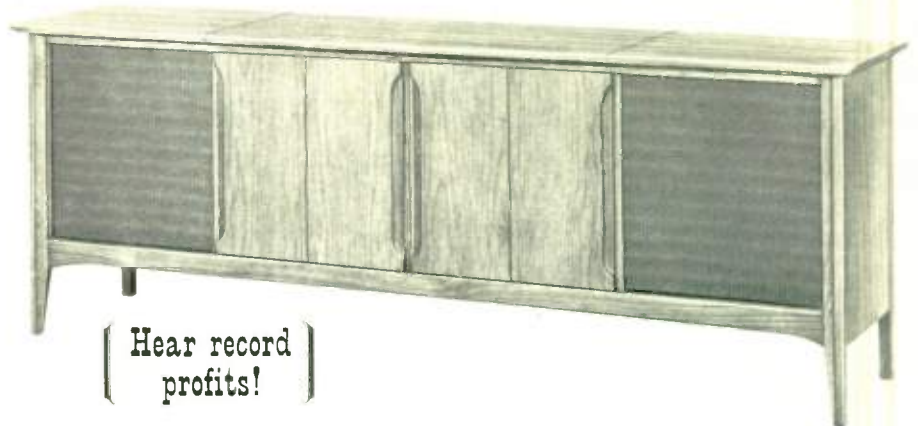
...on New Admiral 19" Portable TV with stand

packed as one complete assembled unit (PHC9210), ready to feature and sell!



...on New Admiral Portable Solid-State Phono with stand

featuring Admiral "tilt-out" record changer and a complete selling package!



Hear record profits!

...on New Admiral Solid-State Stereo

the huge beautiful 72" fine-furniture cabinets and others, that sell on sight and sound!

Instant values!



...on New Admiral All-Transistor Radio

and a wide variety of Admiral Portables for every desire and need and for every budget!

Turn your sales volume up!

Ideas that more merchandise come from...

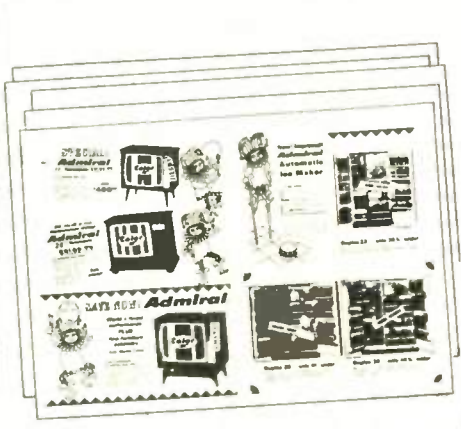
FUN PROGRAM!



* GET INSTANT SALES! *



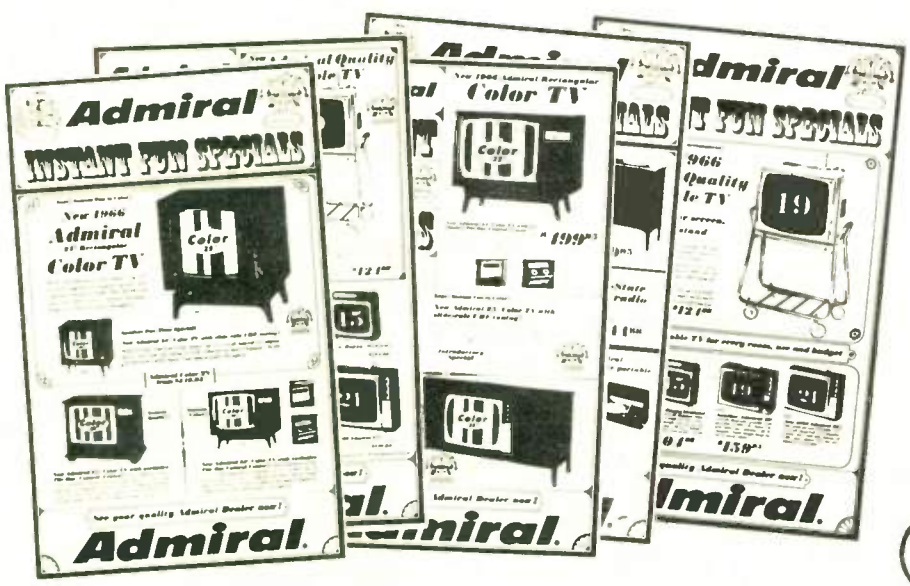
...with instant store promotion!



...with instant consumer mailer!



...with instant dealer ads!



...all backed up by 5 newspaper ads featuring the Admiral "Instant-Profit Specials"!



Call your Admiral Distributor now and ask about the details!

Admiral

MARK OF QUALITY THROUGHOUT THE WORLD

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.

□ □ □ □ **A bitter battle is shaping up in Congress** over the Federal Communications Commission decision to regulate all community antenna television systems. Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee is up in arms because, he says, the FCC adopted its CATV rules without first telling Congress about them. He claims the FCC promised such prior consultation.

Rogers contends the FCC rules are a first step to censorship over what the American public will see on their tv sets. He has introduced a bill that would prohibit any FCC control over radio or tv reception, and would bar the federal agency from regulating CATV systems.

Rogers' proposal is not likely to win much support in Congress. Chairman Harley Staggers (D-W.Va.) of the parent House Commerce Committee, who plans early hearings on the CATV issue, says he is convinced that the FCC does not intend to disrupt any programs received by CATV customers.

□ □ □ □ **The concept of cooperative buying** is not under attack by the Federal Trade Commission. So said FTC officials when queried about their recent complaint against Southern California Jobbers Inc., a Los Angeles auto parts buying cooperative.

The FTC complaint is based on the allegation that the auto parts cooperative violated the antitrust laws by seeking and obtaining discounts for a closed group of dealers. There is nothing discriminatory, say FTC officials, about a cooperative that opens its membership list to all competitors.

What the FTC is saying is that the Southern California case involves what the agency deems to be a specific violation of the law, and should not be construed as a blanket attack against cooperatives.

□ □ □ □ **The possibility of increased taxes** is looming larger each day. Wending its way rapidly through Congress is the Administration bill to hike excise taxes on autos and telephone bills and to put corporations on more of a pay-as-you-go basis. But this may be only the beginning.

Inflation fears are growing, both within and without the Administration. Officials admit quite candidly now that they are preparing a general tax increase proposal to submit to Congress if and when prices get out of hand. It probably would call for something like a 1% boost in corporate and individual income taxes. The Administration will not submit such a proposal to Congress, however, unless it has to.

□ □ □ □ **Powerful opposition is growing** to a bill that would give the federal government some control over state taxes imposed on interstate companies. Gov. Nelson Rockefeller of New York is spearheading a drive that could kill the bill—on the grounds that the measure is an “unwarranted intrusion” into the taxing powers of the states.

Rockefeller is joined in his opposition by other states and by most representatives of large manufacturers. Wholesalers and distributors stand almost alone in their support of the bill, designed to prevent duplication of taxes on companies doing business in several states.

Warranties and guarantees: the Feds ask a few questions

The honesty of how some appliance manufacturers use guarantees and warranties as selling tools was questioned last week at the 34th annual convention of the Institute of Appliance Manufacturers (IAM).

Manufacturers were challenged to inform consumers more fully about guarantees and warranties on their products by Mrs. Esther Peterson, President Johnson's special assistant for consumer affairs.

Mrs. Peterson told delegates: "Guarantees and warranties are excellent sales promotion devices . . . But the unscrupulous cannot let a good thing alone. So the unscrupulous have taken guarantees and reduced them to fine print and added phrases that sound good, but get them off the hook; and, as frequently happens, the honest manufacturer has gotten much of the blame." She called attention to a bill recently introduced in the House of Representatives that is aimed at protecting consumers against meaningless or misleading guarantees and warranties.

Appliance makers were urged to put more effort into improving product performance, rather than using the word "new" as a label to sell the same old product. She cautioned her audience that ". . . the word [new] has been bandied about so much that I think consumers are becoming doubtful."

In his keynote speech, Sol Goldin, president of IAM and manager of retail marketing at Whirlpool, said, "This industry can go broke while

making a profit if it's using up its men and its markets." He implored appliance manufacturers to "fix the roof before it starts raining" by instituting cash programs in (1) technical innovation, (2) marketing experimentation, and (3) management recruiting. If this is not done, the appliance industry will lag behind other industries.

Industry needs were elaborated by Goldin, who called for marketing test programs. The industry, said Goldin, must expand the influence of appliance specialty dealers, expand its contribution to department store volume, step beyond its "self-made white goods boundaries."

An industry call for greater product innovation and creation of entirely new industries to meet the demands of an affluent and "young generation" was issued by E. B. Barnes, Kelvinator vp and general manager.

Draper Daniels, chairman and chief executive officer of Draper Daniels Inc. said that, for the most part, the industry's tv commercials did a better selling job than its print advertising. Daniels also quoted from a study that showed that almost seven out of 10 women who shop for an appliance have a brand in mind when they enter a store and that 60% of these women cannot be switched. Draper noted the study showed the women's top gripe with appliance advertising was that it was "too long, too gabby, too much, particularly tv."

Plastics in appliances: problems, but volume keeps growing

Men representing the plastic and appliance industries discussed—at times heatedly—"Plastics in the Appliance Field" at an American Management Assn. seminar in New York City last week. They concluded that, in the future, more plastic will be used in more ways in more appliances and consumer electronics.

But not everything is coming up roses. For one thing, consumers, retailers, and appliance design engineers tend to think of plastic as a "cheap" material, "and I don't mean 'cheap' in the sense of 'inexpensive,'" said Arthur E. Benford, a Whirlpool Corp. materials engineer.

Among the developments discussed were improvements in plastic plating. Manufacturers are learning to plate larger parts—and the demand for them is growing so rapidly that many suppliers cannot keep up.

More plastic will be used in portable tools. Rockwell has had considerable success with its Green Line power tools. Black & Decker in July will market a drill that is practically encased in plastic.

More than a few problems have plagued refrigerator manufacturers who use plastic liners. Among other things, foamed-in-place urethane foam eats away ABS plastic liners. Corn oil also attacks ABS liners. So an all-plastic refrigerator seems a

long way off. As Benford asked, "Who will guarantee that in 10 years a plastic refrigerator will not sag to one side?" No one answered.

Charles Epperson, material manager in Hotpoint's refrigeration department, said, "I think the wheel has turned. People are returning to Fiberglas for refrigerator insulation."

A marketing strategy for appliances was outlined by William Webber, a GE housewares product planning manager. A strategy is important because even the leader can be hurt by a small, aggressive company. He said that Hamilton Beach's electric knife and Sunbeam's electric toothbrush cut substantially into GE's share of these markets.

Webber said that GE's Universal operation has made up product prototypes for the next five years. Universal is also working with Proto-Cast, a mold manufacturer, to make quick, inexpensive molds for plastics. With this system, Universal can get a new product to market quickly without committing itself deeply.

Plastics are used because they are versatile. Furthermore, as new plastics are developed, as suppliers and fabricators of raw materials become more sophisticated, and as appliance manufacturers gain experience, plastics will play an even greater role in the appliance industry.

□ □ □ □ **RCA will have an 8-track cartridge player** on the market soon (MW, 16 Aug. 65, p.3). RCA's home instrument division made it official: by May the company will announce a new line of 8-track, Lear-system cartridge players for the home. The company will continue to devote its major effort to its existing line of RCA-system cartridge players. The RCA-system players can record as well as play; the Lear-system units can play only. RCA's record division currently has a catalogue of 226 cartridge albums compatible with Lear-system players (MW, 21 Feb., p.8).

□ □ □ □ **More tape cartridge players on the way:** As manufacturers of 4-track players wait to see which way the market will turn, new companies are preparing to enter the tape cartridge player field. "If the industry and GM goes 8, of course we'd be forced to, too," explained Richard Morris, sales manager for Viking. "For that reason, we're sitting tight on new developments for our 4-track players."

Martel Electronics, another 4-track manufacturer, expects to supplement its current line of 4-track players with a Lear-system 8-track player by August. No price has been set for the Martel player, which will come in two versions: with and without a radio. Martel also is working on a home unit—probably 8-track—that could record as well as play. In addition, OKI, Sony Superscope, and Roberts are preparing to enter the tape cartridge player market. All three are considering adapting U.S. systems to the players they market.

□ □ □ □ **A new Westinghouse 3-model disposer line:** Westinghouse Sales and Service Co. is stressing the quiet, vibration-free operation of the new units. The top-of-the-line model features a ½-hp motor with reverser switch to clear jams. The two other units have ⅓-hp motors. All models feature stainless-steel shredder rings and blades.

□ □ □ □ **A club for GE major appliance service men** is being formed by General Electric; club headquarters will be at Appliance Park, in Louisville, Ky. The General Electric Service Club "will help . . . members to become better technicians and take an even livelier interest in their jobs," according to Robert R. Strachan, manager of GE product service. Membership is open to technicians who service GE major appliances as employees of servicing dealers, authorized servicing agencies, or other independent service organizations.

□ □ □ □ **Admiral has added a 19-inch b&w portable tv** set to its 1966 line. The new model, named the Corsair, comes with monopole antenna and retractable handle. The Corsair is available in white or black cabinets, and will be merchandised with a stand. The unit carries an open list price.

□ □ □ □ **Norelco has cut the price** on its Continental 101 cordless tape recorder as part of a promotion on battery-operated recorders. The \$99.50 unit has been reduced to \$79.50. Along with the price cut, Norelco has set up a refund program for dealers to protect the value of current retail inventories and has initiated a June dating program for all new purchases of the battery-operated recorder.

□□□□ A specific rule on picture tube sizes now seems likely from the Federal Trade Commission (FTC). Pressure to adopt such a ruling has been applied by Sen. Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee. Sen. Hart wants the FTC to "give the consumer a break" by requiring that picture tube size be determined—and advertised—by viewable measurements. "Under the current measuring system," said Hart in a Senate speech, "the temptation to flim-flam is obvious. It's easy to increase the size of the tube an inch merely by adding a little glass to the corners." The FTC staff, after more than a year's study, is expected to make its recommendations shortly.

□□□□ Stricter rules on guarantees are being asked by Rep. Jonathan B. Bingham (D-N.Y.), who introduced a 4-part regulatory bill in Congress. The Bingham bill would require the name of the guarantor, the period of the guarantee, a detailed statement of all guarantee conditions, and a list of all costs to be paid by the consumer. Although this kind of legislation has some support (see story p.7), the Bingham bill is given little chance of approval this year.

□□□□ Emerson has increased its color tv prices by 2% to 3%. The new prices became effective on both DuMont and Emerson color tv sets last week. "Although our manufacturing costs have continued to rise for a long period of time," said George Cohen, Emerson's marketing vice president, "we did not raise our prices as other color set makers did many months ago. We have reached the point now, however, where we must raise them to compensate for continuously increasing manufacturing expenses."

□□□□ Home laundry equipment sales rose 13% in January over January, 1965, on sales of 187,000 dryers and 319,000 automatic washers. Electric dryers led the percentage parade with a soaring increase of 36%—on sales of 125,465 units. Gas dryer sales rose 19% on sales of 61,924 units. Automatic and semi-automatic washer sales rose 10% over January, 1965 on total sales of 290,413 units.

□□□□ Telepro's recording cartridge tape player for the home will be on the market by July. The tape deck, which will record and play back, will be compatible with existing stereo systems in the home; the unit will sell for under \$90. By May, Telepro will have its first stereo automobile cartridge tape player on the market. It will sell for \$89.95 with two speakers.

□□□□ Fisher will make color tv sets for its own music systems, according to Avery Fisher, president of the company. "I can't say when, but its in the program," Fisher said. "We won't put the sets in anything but our own music systems. We will buy the tubes from outside sources."

□□□□ Westinghouse's color tv production capacity will quadruple by the third quarter of this year, says Douglas D. Danforth, vice president of the company's consumer group. Westinghouse, he says, will have an annual production capacity of 500,000 color sets by late this summer.

New tune at NARDA's convention, but does the malady linger on?

They were still worrying about the death of the independent retailer at the annual convention of the National Appliance & Radio-TV Dealers Assn. But the tone of the San Francisco meeting—influenced perhaps by the city's charm and a booming national economy—was markedly different from last year's session.

The same prickly topics were discussed in the spacious corridors of the St. Francis Hotel—mail order chains, single-line retailing, builder sales—but no one spent much time publicly flogging Sears or any of the other usual hobgoblins.

A survival course

Instead, retailers concentrated on learning new ways to survive in fiercely competitive business. The total effect of this concentration was a muffling of last year's controversy.

NARDA's new president, Upton R. Ziesler, of Manitowoc, Wis., epitomized the new mood of 1966.

"There's an obvious change in the attitude of manufacturers," explained Ziesler, "that is favorable for the independent dealer. They have found that totally price-promotion products are disastrous for many types of business, and that the consumer is not as price-conscious as they thought. The customer wants service and quality first."

Ziesler believes that this could be an exceptional year for a retailer "who is really on his toes." Furthermore, he sees signs of a new awareness of the need for professionalism among retailers.

At the center of this growing awareness was an increased interest in the changing complexion of franchises. In one of the convention's best speeches, Dan R. Cavalier, Caloric's marketing vice president, pinpointed the change.

The best kept secret

"Even though no one seems to have noticed it," Cavalier told the convention, "franchises are coming back. But the franchise of today is somewhat different from the franchise of two decades ago. Today, the franchise implies a more extensive commitment on the part of the manufacturer and the dealer."

Inevitably, Cavalier feels, the franchise in the appliance industry is going to involve steadily increasing mutual financial commitments by both retailers and manufacturers.

"The trend is so obvious," he said, "that many people are now beginning to ask: 'To what extent should a retailer become a financial partner of the manufacturer?'"

Food for thought

A couple of decades ago, Cavalier pointed out, independent grocery retailers faced the same problems with food chains that appliance dealers today face with vertical merchandisers (e.g., Sears). And it was not until the independent supermarket operators received the active financial backing of food wholesalers that they began to roll back the chains.

Many types of fiscal relationships between manufacturer and retailer already exist: (1) floor planning, (2) extended dating, (3) use of trust receipts, (4) manufacturer-sponsored minimum pricing, (5) cooperative advertising, (6) guarantee of retailers' credit, and, finally, (7) the single-line store.

The retail store that is run under the manufacturer's brand name is an accepted pattern in the automobile and petroleum industries, Cavalier pointed out, and it may be significant that large vertical merchandisers never penetrated these industries to any extent. "This is probably the principle reason why national manufacturers in my industry are watching this development."

Although Cavalier did not offer any final answer, he did leave the convention with at least two important points worth pondering: Retailers should stop judging the new fiscal relationship as "good" or "bad." Instead, the retailer should ask if it is a "necessary" or "unnecessary" relationship.

"... The unpublicized renaissance of the dealer franchise in our industry is the first step in the answer to the challenge of the vertical merchandiser," Cavalier summed up.

'Go see Bernie Artz'

With 15 months of experience as a MARTA member behind him, Samuel M. Boyd, of Baily-Wagner, offered his fellow dealer a cooperative answer to their current problems. Boyd warmly described his experience in the co-op and suggested that it offers the best means not only for survival, but for growth in the battle against private-label competition from big chains.

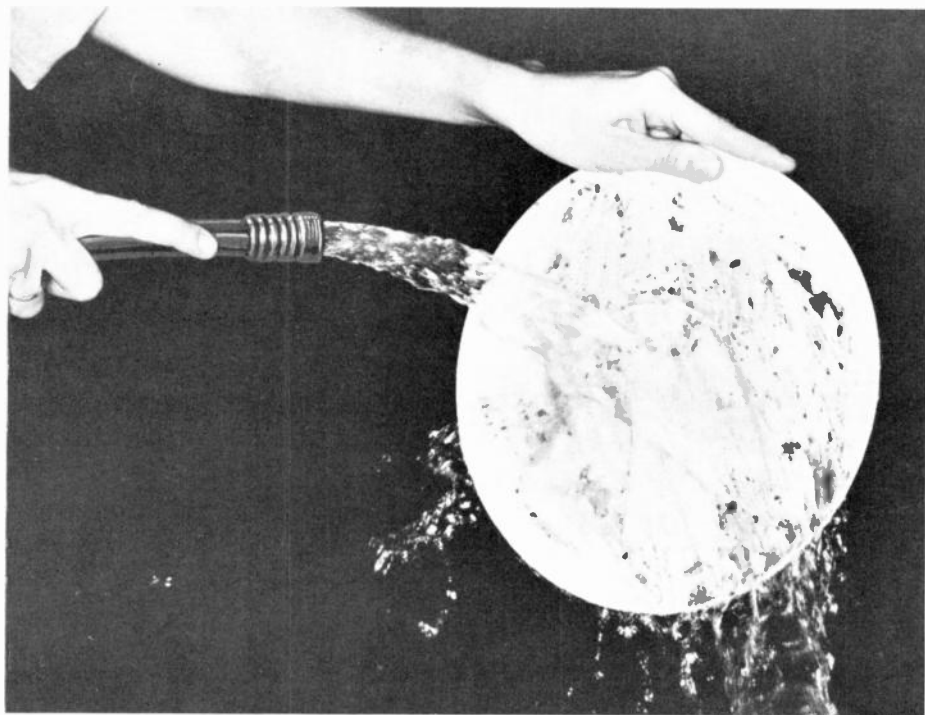
In the future, Boyd said, he can even see a federation of co-ops spread across the U.S., an idea shared by MARTA's president, Bernard Artz. Boyd's final piece of advice to his fellow retailers: Go see Bernie Artz and learn about the co-op experience.

Retailers also got an earful on the role of national brands. From Philco's pipe-smoking president, Robert O. Fickes, they also received some chiding. "Some independent retailers support private-label manufacturers," he said, "by stocking their products. That is your business . . . but let me ask you, is this in your own best interest?"

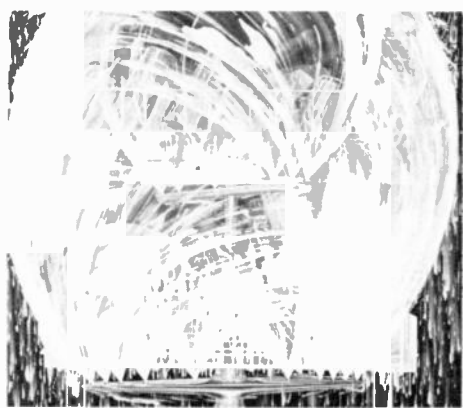
In any event, Fickes told the convention that retailers need to do more to help their own cause and worry less about private labels. "I think it has been amply demonstrated that merely talking and complaining has earned us nothing but lost sales and stiffer competition."

And for anyone who needed reminding that it is possible to prosper as an independent, there was that shining example of independence, George Johnson of Minneapolis. Johnson's advice was simple and to the point: Get in the trade-in business, work at sales training, love the customer, be an opportunist, sell more than one line. And remember, Johnson said, "this is not a friendly business." —Donald S. Rubin

A sales closer only RCA WHIRLPOOL dealers can use:



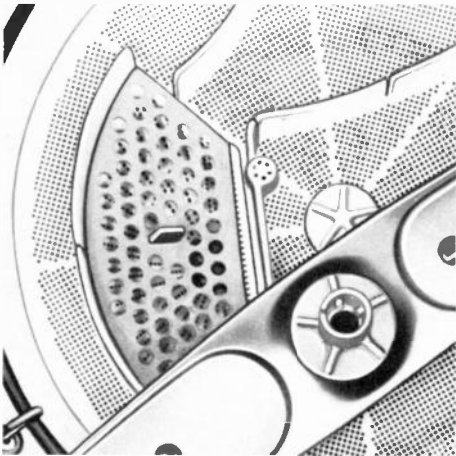
Which do you think will remove the dried-on egg?



High-pressure jet action does the work in an RCA WHIRLPOOL dishwasher. It's like washing dishes with a powerful jet stream from the nozzle of a hose instead of sloshing them around in lazy water. Water rushes through jet nozzles in the two full-size revolving spray arms . . . they're actually scientifically aimed nozzles . . . under pressure so great it could shoot a stream 13 feet high! Instead it's controlled to create that high-pressure jet action washing we're talking about . . . and make the

RCA WHIRLPOOL an even better dishwasher than you are.

But there's more to it than that. Those two full-size revolving spray arms send scouring jets of water sweeping every corner of the tub. There are no water-starved areas in an RCA WHIRLPOOL dishwasher. No place where dishes can escape that scrubbing, scouring action.

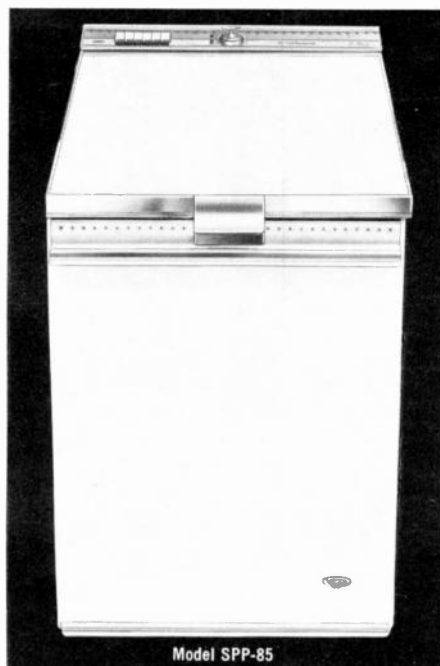


Then there's the full-time, self-cleaning filter that works during

washing and rinsing, collecting food particles and flushing them away after each cycle, so there's no messy filter cleaning. And every drop of water that touches your dishes is filtered. Filter never allows food particles to be recirculated.

This same fine dishwashing is yours whether you choose an undercounter, front-loading portable or top-loading portable. There are ten models in all . . . nine decorator colors.

Dealers: Make sure your next dishwasher prospect hears the high-pressure jet action dishwashing story. It could close the sale on the spot. And make sure she sees all the new colors, too. If you don't have them, your RCA WHIRLPOOL distributor does. Call him.



Model SPP-85



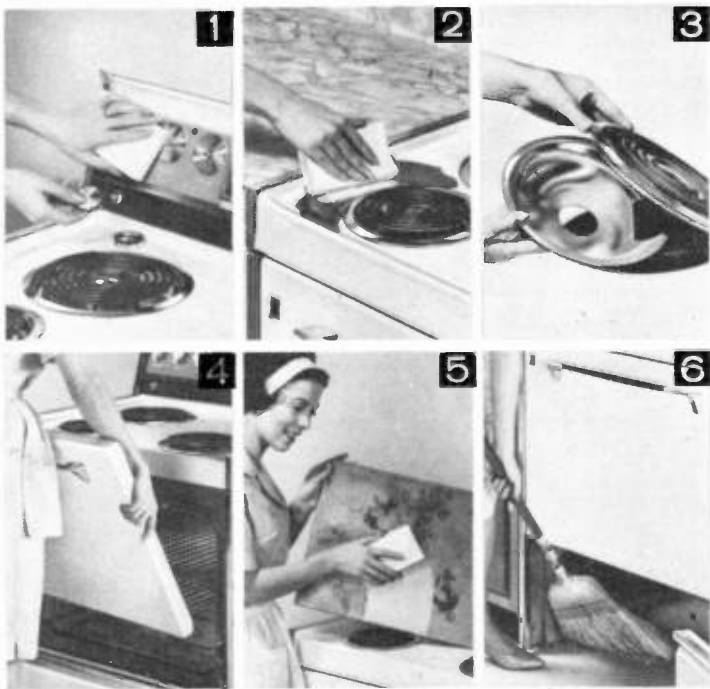
Whirlpool

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

What's more exciting than
Hotpoint's new

TOTAL CLEAN ranges?

Now...offer your customers ranges that are really easy to clean, all over! It's Hotpoint's new Total-Clean range concept that features: (1) quick-clean porcelain control panel with snap-off knobs, (2) recessed cooking surface to hold in spills, (3) stand-up Calrod® units with removable drip pans, (4) removable oven door, (5) slide-out, Teflon-coated oven walls that sponge clean and (6) removable storage drawer—no crossbraces, for clean sweeping. Never have there been ranges easier to clean—easier to sell! Your customers will fall in love with their good looks and convenience at first glance.



It's
Hotpoint's
**TOTAL
CLEAN**
Range Sale!



All spring long—from March into May—your customers will be pre-sold on the Total-Clean range concept during Hotpoint's big Range Sale. Model RB540 (pictured on opposite page) will be featured at \$199*, and the word will be spread via color advertisements in Life, Look, Saturday Evening Post, Progressive Farmer, Southern Living and Farm Journal. Ads will also appear in a long list of Rural Electric Co-op Publications. Johnny Carson and Ed McMahon will be talking Total-Clean on NBC-TV's Tonight Show and there'll be 30 Total-Clean range selling exposures on 5 outstanding daytime TV shows! In addition, there's a full-scale publicity, merchandising and local advertising program available to you!

Your Hotpoint distributor has the full story on how to put this sales-making promotion to work for your store. Call him, today!

*Price and terms optional with dealer, except where fair traded. Prices higher in Hawaii.

Hotpoint

first with the features women want most



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

Where do new dealers come from? Mark Vrontikis knows

When the NARDA convention opened in San Francisco, Mark Vrontikis of Salt Lake City was the youngest dealer there.

Even though he is vice president of Pete Vrontikis and Son Appliance Co., he had to tell the Salt Lake City Board of Education he would not be in school for a couple of days. That is because Mark is only 10 years old and a fifth grade pupil.

The title of vice president fits the youngster like a glove; he looks and acts like a business executive. As a stockholder in Pete Vrontikis and Son Co., Mark is responsible for keeping price books in order, answer-

ing telephones, and greeting customers and showing them around if sales personnel are busy.

To hold a customer's attention until a salesman can take over is no job for an amateur; consequently, Mark is required to know every product in the store. And he does.

Six months ago, Mark and his father accompanied a friend to a local television studio while the friend taped a commercial. As they waited, father and son jokingly acted out a sales pitch. From that session came the idea that would catapult Mark to the company vice presidency—unsalaried but respected—and into

the limelight as a television star, perhaps the only television star in the fifth grade.

For some time, Pete Vrontikis had been mulling over the idea of opening a new store in Salt Lake City and divesting his interest in Vrontikis Bros., which he operated with his brother, Nick.

Mark's interest and aptitude for the appliance business fell right in line with what his father had in mind. Mark, looking every inch the executive in a trim dark suit and red vest, appeared last November on local television to introduce the new company: "Remember the new name—Pete

Vrontikis and Son. I'd like you to meet Pete Vrontikis, and I'm his son . . ."

The commercials were an instant success. The youngster handled himself with dignity and yet was able to toss off a punch line with considerable aplomb.

Mixed in with his plugs for Philco, Packard Bell, and Frigidaire were lines intended to preserve the image of a serious-minded, but personable youngster: "I'm sure by now you've all heard about Salt Lake's newest appliance store, Pete Vrontikis and Son. I've been trying to get Dad to change the name to Mark Vrontikis and Father, but that's the way it goes . . ."

Another commercial called for Mark to sell \$19.95-value hair dryers for \$5.97. Here's how the spot started:

Voice: "What's that you're wearing, Mark?"

Mark: "It's a hair dryer. We've got such a terrific deal on them at Pete Vrontikis and Son that I bought one for myself."

Mark is also featured in newspaper ads. With his picture and a headline of "What Buys." Mark is quoted: "My dad just made some tremendous buys . . . you can take advantage of them right now during our Special Purchase SALE . . . and just the buys you've been waiting for . . ."

What does Mark Vrontikis think about his sudden prominence in the local business scene?

"I think it's great," he says. "I could stay home and monkey around, but I found I can learn something at the store—so I spend time there after school. It's the only way I can learn the business." (Mark's last report card showed only A's and B's.)

The senior member of the firm is understandably proud of his boy; he sees a bright future for his son. (Pete Vrontikis is himself a NARDA director and recipient of the Dealer of the Year Award for 1965 of the Salt Lake City Chapter of the Inter-mountain Electrical Assn.)

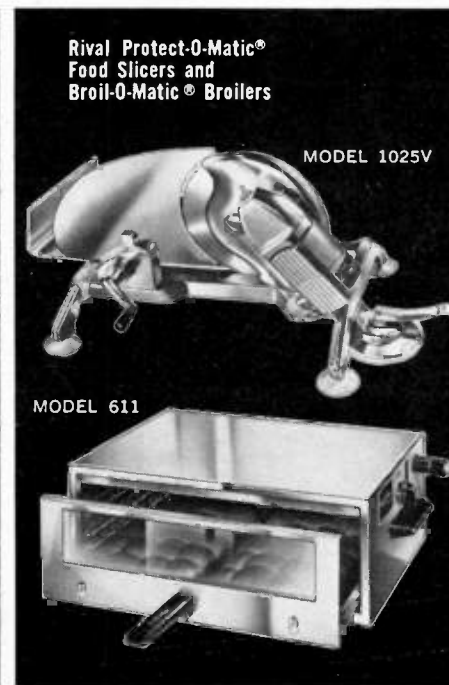
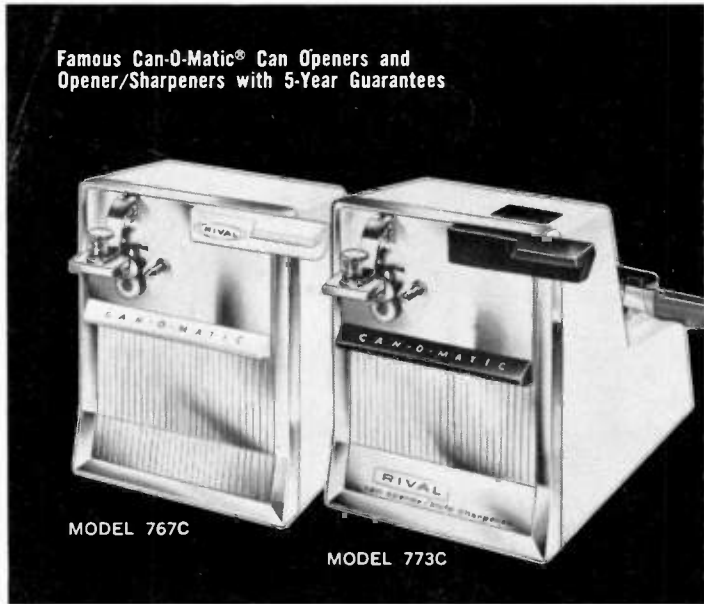
The two seem to have established a remarkable rapport. Whenever a spare moment offers itself in the store, the father is apt to toss a test question at his junior executive: "Give me a sales pitch on Frigidaire." Pete Vrontikis will say, and then listen with pride as the 10-year-old rattles off the reasons why a customer could not possibly live without this or that model.

"I usually just show the customers around," Mark explained. "I take them right up to the point of talking price, and then I turn them over to Dad to close the deal. He can tell whether the customer is a price buyer or a deluxe buyer."

More and more these days, people walk into the store and ask for Mark. ("I just want to talk to the vice president. I don't want to buy anything.") The percentage of customers who leave without making a purchase is getting smaller and smaller. They cannot seem to turn down the little fellow in the dark suit, red vest, and horn-rimmed glasses who greets them with a smile and a ready handshake:

"Hello, I'm Mark Vrontikis. What can I show you today? Have you seen the new Philco color television? We have a bonus buy that will amaze you . . ."

When every Rival electric sells another, why carry one or two? Stock, display and profit from the full, wide and wonderful Rival line!



Call your distributor today!

RIVAL MANUFACTURING CO. • Kansas City, Mo. 64129 In Canada: Montreal

MERCHANDISING WEEK

VOL. 98 NO. 9

A MCGRAW-HILL MARKET-DIRECTED® PUBLICATION



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ADVERTISING SALES MANAGER

Philip G. Weatherby

PROMOTION DIRECTOR Robert P. Green

PRODUCTION MANAGER

Marie R. Gombert

Assistant: John Amberg

DISTRICT MANAGERS

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

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

PITTSBURGH: Edward H. Hall, 4 Gateway Center, Pittsburgh, Penna. 15222 Phone: 391-1314.

ATLANTA: Ian C. Hill, 1375 Peachtree St., N. E., Atlanta, Ga. 30309 875-0523.

CHICAGO: Edward J. Brennan, John J. Cherry, 645 N. Michigan Ave., Chicago, Ill. 60611 Phone: MO. 4-5800.

DALLAS: James Anderson, 1800 Republic National Bank Tower, Dallas, Tex. 75201 RI. 7-9721.

DETROIT: Sherman Davis, 856 Penobscot Bldg., Detroit, Mich. 48226 Phone: WO. 2-1793.

HOUSTON: Stan Kail, 2270 Humble Bldg., Houston, Tex. 77002 CA. 4-8381.

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SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco, Calif. 94111 Phone: DO. 2-4600.

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

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

PUBLISHER Dale Bauer

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PUBLISHER Dale Bauer



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

DAVE ORECK,
McDONALD SALES CORP.,
NEW ORLEANS, LA.



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

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



“We want our Dealers to make a profit. Hamilton helps make this possible.”

KENNETH ROFFMAN,
MARCO SALES, INC.,
ST. LOUIS, MO.

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



Hamilton®

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

Hamilton--The complete laundry line of Heritage and Holiday dryers, automatic washers, wringer washers.

□□□□ **The use of integrated circuits**—including many applications in radios and tv sets—may become more widespread with a new experimental process being developed by RCA. Because the present type of integrated circuit is designed for low voltage applications, its use has been confined largely to computers. However, with this new process, says Dr. James Hillier, vice president of RCA Laboratories, “We can expect the benefits of integrated circuits to soon spread throughout the entire communications industry. This can lead to radical advances in design, capability, and economy of many types of systems.” The new process produces mosaics the size of a half dollar. They are made up of hundreds of tiny silicon tiles, each containing a microelectronic circuit element. The entire assembly is set in a ceramic matrix that electrically insulates the elements from one another.

□□□□ **An American Management Assn. forum**, “Marketing Through Retailers,” will be held Mar. 2-4 at the New York Hilton. At the meeting, manufacturers and retailers will discuss such issues as: the obligation of the manufacturer to the retailer; the obligation of the retailer to the manufacturer; the proper role of the name brand in the retail outlet; price fixing; and the present price squeeze.

□□□□ **GE has bought a CATV system** in Watertown, N. Y., through its wholly-owned subsidiary, General Electric Cablevision Corp. The community antenna television system, which serves more than 5,600 subscribers in the Watertown area, has been in operation since 1961. This is GE Cablevision Corp.’s first purchase of an existing CATV system, although the corporation has been awarded a number of franchises to build new systems since its inception early last year.

□□□□ **NEMA has listed 21 dehumidifier brands** in its third Directory of Certified Dehumidifier Models. The new publication, Directory, 1966 No. 1, supplants the former directories listing brand names, certified units with model numbers, and water-removal capacities.

□□□□ **You can offer S&H Green Stamps** with major appliance sales if your store is located in the seven-state Tennessee Valley Authority region. The TVA is conducting a spring and fall “Green Stamp Go-Go” promotion campaign, offering stamps to customers as incentives to buy and install appliances featured during promotion periods. The spring campaign dates are Apr. 21 through June 11, and the fall drive will run from Oct. 6 through Nov. 26. Suggested stamp bonuses are: 4,000 stamps for an air conditioner, dishwasher or freezer; 6,000 stamps for a range or a clothes dryer; and 10,000 stamps for a water heater.

□□□□ **Tappan has freed 42,000 sq. ft.** for production space in its Mansfield, Ohio, plant by shifting some functions formerly handled there to its new Mansfield parts center and its distribution center near Shelby, Ohio.

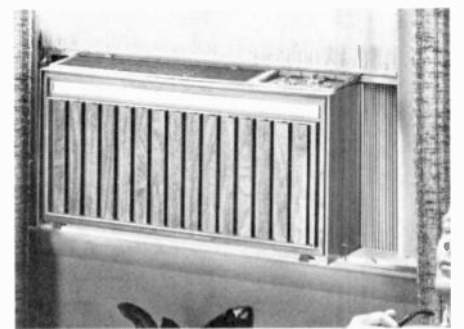
□□□□ **The 1966 NAB convention** will be held Mar. 27-30 at the Conrad Hilton Hotel in Chicago.

Coolerator introduces room air conditioner series

Coolerator introduces a new bedroom air conditioner series and a new 34,000 Btu room air conditioner.

The new bedroom Super series ranges in capacity from 5,200 to 7,500 Btu. Features are a radial fan, automatic thermostat, fresh air intake, two-speed fan, tilt-out front, washable filter, and 4-way air control. A 5,200 Btu model with 2-speed operation and fixed louvers, has a suggested retail price of \$109.95.

The new 34,000 Btu unit, added to the Glacier series, carries the same features as the Super series, plus a stale air exhaust. Also new are several additions to Coolerator’s



Custom series, including a new 115v model with a 12,000 Btu cooling capacity. *Albion Division, McGraw-Edison Co., Albion, Mich.*

O’Keefe & Merritt has new sink disposers

O’Keefe & Merritt announces a new three-model series of food waste disposers.

The top-of-the-line model, No. 51-5066, features a ½ hp reversing motor, stainless steel 360-degree swiveling impellers, removable black rubber splash guard, full sound jacket, and sound-proofing rubber mounting gaskets. Of the other two models, one has a ½ hp motor and the other a ⅓ hp motor. All three models feature a carbon steel turntable, lifetime lubricated end bell with thrust bearings, and a dishwasher outlet. *O’Keefe & Merritt, 3700 E. Olympic Blvd., Los Angeles, Calif. 90023.*



Hamilton announces a new clothes dryer series

Hamilton introduces a new Holiday 626 dryer series with a tinted window in the door.

The 626’s window allows a clear view when the dryer is operating, but prevents seeing in when it is not. The new line includes many of the features carried on the Holiday series introduced last August. Additional features are: a 180-degree door opening, raised loading ports, drum support, recessed top panel, extruded drum vents, safety motor stop-switch, recessed top panel, heat chamber protectomatic thermostat, and overload protector. Front, service, and top panels can be removed. All parts carry a standard two-year warranty. The dryer, which is 27¼ inches wide, is available in gas or



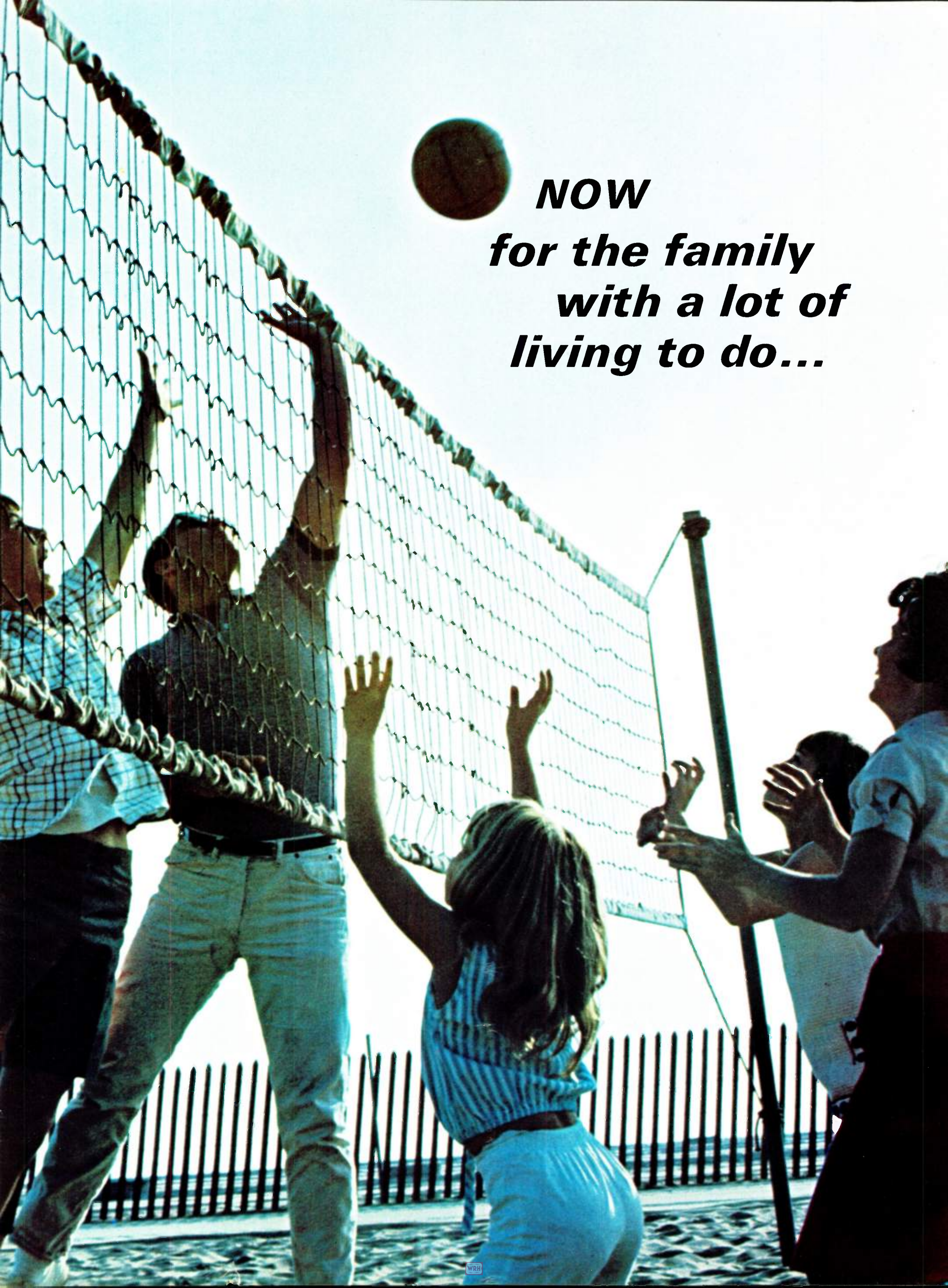
electric and matches Hamilton’s 300 series of automatic washers. *Hamilton Manufacturing Co., Two Rivers, Wis. 54241.*

Hardwick introduces an eye-level range

Hardwick announces a new “economy” double-oven eye-level gas range.

The new Debutante features a picture window eye-level oven, four burners, a lower oven, and broiler. The eye-level oven is available either as a second bake oven or as a Micro Ray broiler—Hardwick’s own infrared unit that “cooks twice as fast with half the gas.” The range comes in 30- and 36-inch widths and features two 12,000 Btu burners and two 9,000 Btu burners. Other features are insulated oven bottoms and door seals, leveling legs, and brushed-chrome cooktop. *Hardwick Stove Co., 1815 E. Main St., Chattanooga, Tenn.*





***NOW
for the family
with a lot of
living to do...***

Announcing generation o Maytags ...

for the family with a lot of living to do!



the new f dependable

Automatics loaded with selling advantages for the dealer with a lot of sales in mind. Maytag has changed completely. And importantly. Outside, inside, up and down the line. Dramatic new styling, distinctive new features. New and better ways to get clothes clean and dry. More potent selling ammunition than you've ever had before.

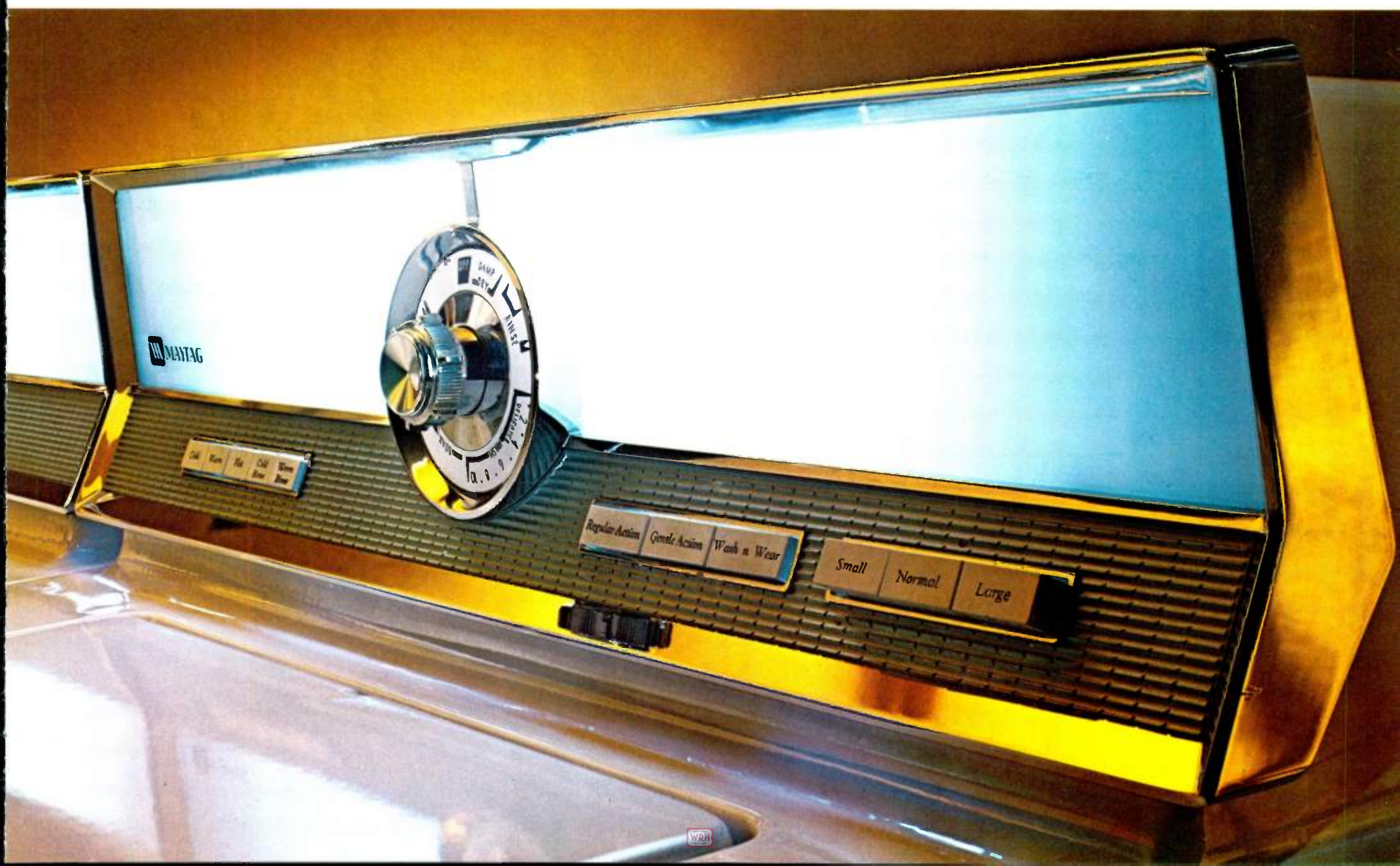
These are the spirited automatics designed to win the hearts and dollars of the booming young-married market. Designed to put Maytag dependability within reach of every family in America.

The time is ripe, the products are right, the opportunities are really unlimited. Let's shoot the moon!



MAYTAG

THE MAYTAG COMPANY, NEWTON, IOWA. SOLD IN CANADA AND THROUGHOUT THE WORLD.



New Maytag Washers

Giant
bristling



Maytag's
new Power-Fin Agitator

**New Power-Fin Agitator
washes clothes cleaner
regardless of load size!**



Maytag engineers have found a way to prevent even the biggest loads from bogging down—an agitator with *flexible fins*. Made of rugged, specially-formulated polypropylene, the fins flex firmly (but gently) against the clothes each time the agitator moves. This adds an extra boost that forces water through the fabrics. Big loads and little loads are all alike to the New-Generation Maytags. (The Power-Fin Agitator also features an exclusive built-in lint filter and an automatic fabric-conditioner dispenser. It's the world's workingest agitator!)

(Models A906, A806, A606, A406)



**New
giant-capacity porcelain-
enameled washbasket!**

No other automatic holds more laundry than these Maytags. Yet, New-Generation Maytags require no more floor space than last year's models. All adjust to 36" height.

(Models A906, A806, A606, A406)

**New Maytag giant-capacity
models save electricity!**

Even with giant washing capacity, these New-Generation Maytags use less electricity than other washers.

Washes more clothes
per load, reduces total
loads per week.



WhisperpowerTM Automatics

capacity washers and dryers...
with new ways to get clothes clean.

New easier servicing!

No need to move machine away from wall. All New-Generation Maytags open from the front and top to provide easy access for servicing.



Now the lowest-priced Maytags offer top-line features!

Features that some manufacturers don't even offer in their top-of-the-line models:

- Big family-size tub!
- Rustproof ball hinges!
- Delicate-fabric setting!
- Metered fill!
- Automatic water level control!
- Exclusive lint-filter agitator!
- Fabric-conditioner dispenser!
- Porcelain-enameled top and lid, solid metal backs!
- Steel cabinets coated with zinc, acrylic-resin and chip-resistant enamel!

Giant drying capacity—in less floor space!

Fashionable New-Generation Maytag Dryers are 3" trimmer than previous models!

Completely restyled. Yet, they'll take on any load a New-Generation Maytag Washer can handle. And that's a big one!



Maytag's exclusive Electronic Control prevents underdrying and overbaking!

When clothes are dried exactly right, the Electronic Control shuts dryer off.

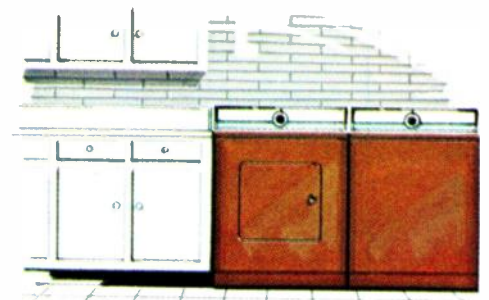
Maytag Halo-Of-Heat[®] Dryers!

Only Maytag dries clothes from all sides in a gentle circle of warm air. No harsh hot pockets to weaken delicate fibers.

All models now have smooth, snag-free porcelain-enameled drums!

Dryers also have porcelain-enameled tops, magnetic safety latches, cycling thermostats and full opening doors. And Maytag Dryers have the same rugged construction as the new Maytag Washers.

All models are adjustable to 36" counter height!



Great New Maytag 5-2-5 Warranty!

MAYTAG 5-2-5 WARRANTY



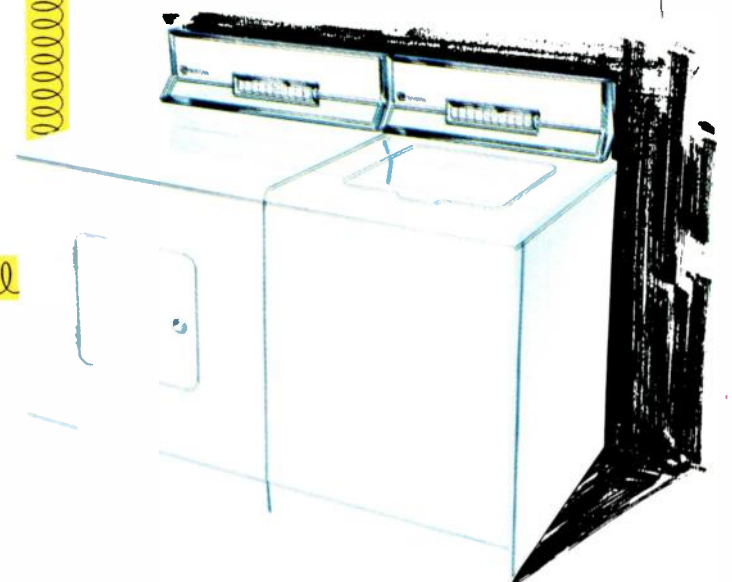
*Free repair or exchange of defective parts or cabinet if it rusts. Installation of parts is the responsibility of selling franchised Maytag dealer within first year; thereafter, installation is extra.

MAYTAG



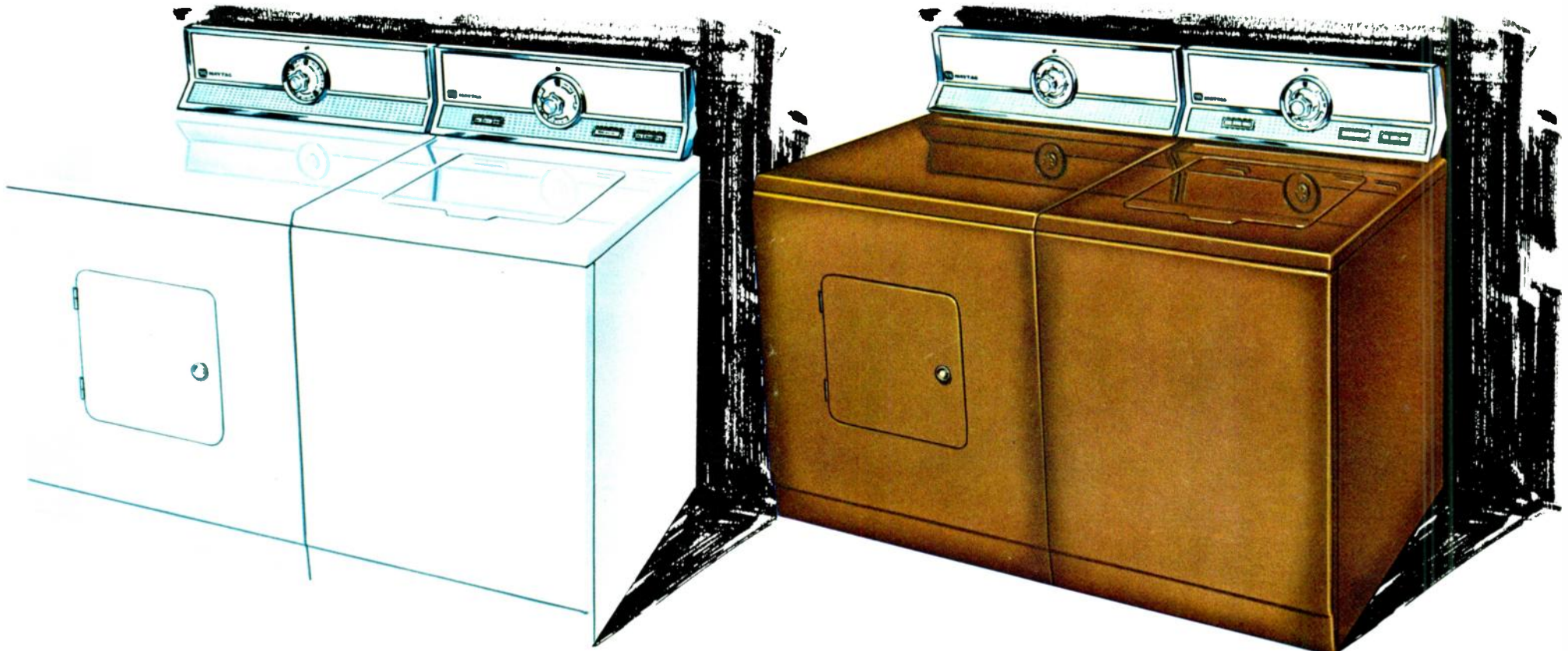
The Maytag Company, Newton, Iowa 50208

WRH



For families with a lot of living to do

the new generation of dependable -with a lot of life in them!



New Maytag Halo-of-Heat® Dryer priced for young families—model D306.

Completely restyled. New 28½" cabinet is 3" slimmer than previous models. New porcelain-enameled drum and dryer top. Magnetic safety latch on door. Cycling thermostat. Simplified controls. Wash 'n Wear setting. Air Fluff setting. Zinc-coated steel cabinets with acrylic enamel finish. Choice of Shaded Coppertone, Yellow, Turquoise or White. Gas or Electric.

Now a young-family washer at a young-family price—model A106.

Maytag's famous Lint-Filter Agitator. Family-size tub. Water temperature control. Automatic water level control. Wash time selector. Fabric softener dispenser. Delicate-fabric setting. Optional suds-saver. Single agitator and spin speeds. Rustproof ball hinges. Porcelain-enameled top and lid. Solid metal back. Chip-resistant enameled steel cabinets.



(Also available with two wash and spin speeds at slightly higher cost—model A206.)

Maytag's exclusive Electronic Control Dryer—model D606.

For only a few dollars more, a famous Maytag Halo-of-Heat® Dryer with all the D306 features. Plus: an electronic moisture-sensing control that shuts dryer off the instant clothes are dried exactly right. (Prevents underdrying and overbaking.) Plus a special damp-dry setting. Plus a helpful end-of-cycle signal. Plus an in-use signal light! Gas or Electric. All colors.

Better yet—washer model A606.

Offers all the A106 and A206 features plus: Maytag's giant new washing capacity. New, big-load Power-Fin Agitator for cleaner wash regardless of load size. New giant-capacity white porcelain-enameled washbasket. New electrical economy. New automatic soak cycle. Two wash and spin speeds. Choice of colors—Shaded Coppertone, Yellow, Turquoise and White.



(Also available at lower cost with single wash and spin speed—model A406.)

Feature reference chart for New-Generation Maytag Washers

	A906	A806	A606	A406	A206	A106
Automatic Water Level Control		X	X	X	X	X
Water Temperature Control: Hot, Warm, Cold		X	X	X	X	X
Speed Control—Agitation and Spin		X	X	X	X	X
Wash Time Selector		X	X	X	X	X
Special Cold Rinse Water Temperature Selection		X				
Delicate Fabric Cycle		X	X	X	X	X
Special Wash 'n Wear Cycle		X				
Special Wool Cycle						
Special Pre-Wash Cycle		X				
Special Soak Cycle		X	X	X		
Automatic Advance Pre-wash to Soak		X				
Automatic Bleach Dispenser	X	X				
Giant Capacity Washbasket	X	X	X	X		
Large, Family Capacity Washbasket					X	X
Power-Fin Agitator	X	X	X	X		
Automatic Fabric Softener Dispenser	X	X	X	X	X	X
Lint Filter	X	X	X	X	X	X
Lint Remover Tub	X	X	X	X	X	X
Full Cycle Safety Lid	X	X	X	X	X	X
Swirlaway Draining for Sediment Removal	X	X	X	X	X	X
Metered Fill—Positive Water Level	X	X	X	X	X	X
Automatic Unbalance Load Control	X	X	X	X	X	X
Porcelain Enamel Top Cover and Lid	X	X	X	X	X	X
Rustproof Lid Ball Hinges	X	X	X	X	X	X
Corrosion Resistant Leveling Legs	X	X	X	X	X	X
Corrosion Resistant Zinc-Coated Steel Cabinet	X	X	X	X	X	X
Rustproof, Corrosion Resistant Poly Pump	X	X	X	X	X	X
Low Post, Positive Power Agitator Drive	X	X	X	X	X	X
Helical Drive	X	X	X	X	X	X
Special Cabinet Finish—resists cigarette burns	X	X	X	X	X	X
Adjustable, Locking Leveling Legs	X	X	X	X	X	X
Perforated Self-Cleaning Washbasket	X	X	X	X	X	X
Flush-to-Wall Installation	X	X	X	X	X	X
Flush-to-Cabinet Installation	X	X	X	X	X	X

All washers operate on 115 volts, 60 cycle A.C. (Available on order for most other odd voltage and cycle currents.) Weight: approximately 230 lbs. uncrated. Inlet hose 5 feet. Drain hose 6 feet.

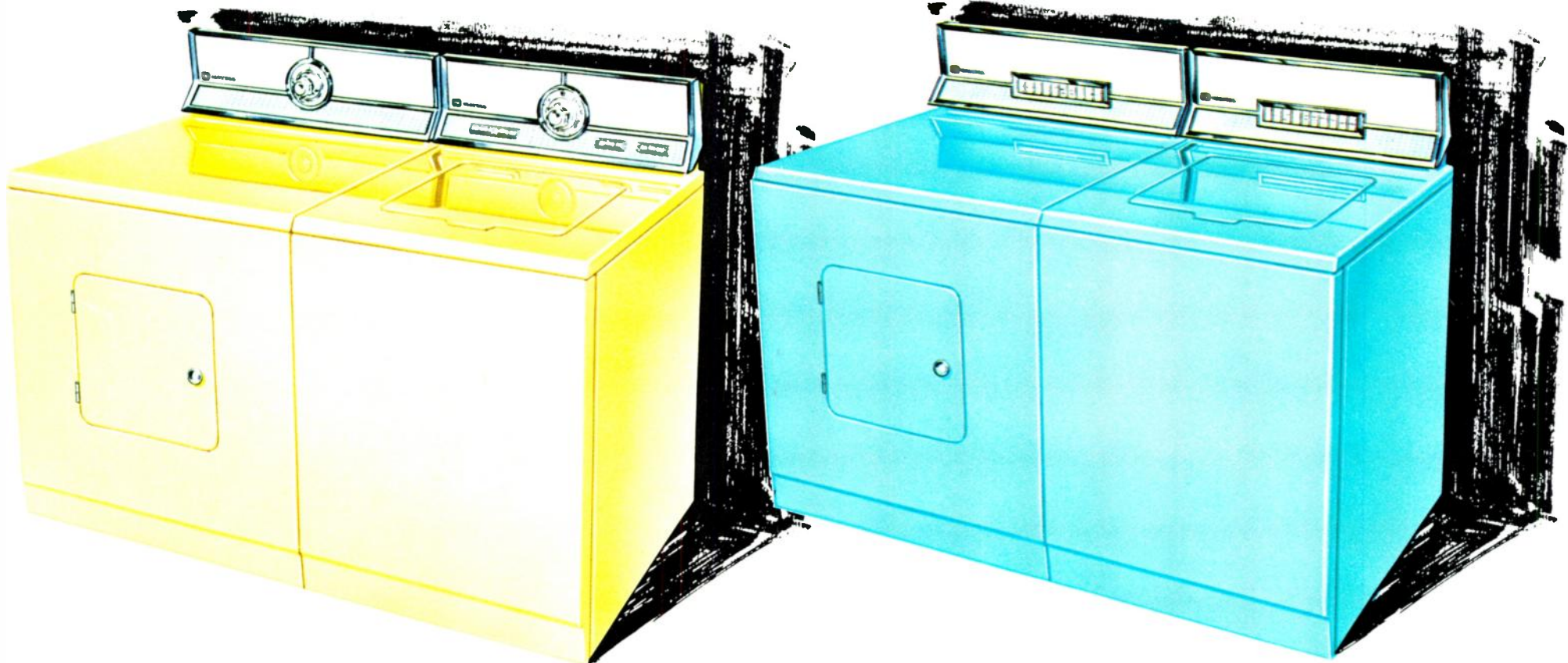
Feature reference chart for New-Generation Maytag Dryers

	D906	D806	D606	D306
Pushbutton Control	X			
Control Panel Light	X	X		
Interior Drum Light	X	X		
Operating Signal Light	X	X	X	
Damp-Dry Setting	X	X	X	
End-of-Cycle Signal	X	X	X	
Automatic Electronic Dri Control	X	X	X	
Wash 'n Wear Dry Cycle	X	X	X	X
Lint Filter	X	X	X	X
Hi-volume Exhaust Fan	X	X	X	X
Porcelain Enamel Top Cover	X	X	X	X
Safety Door and Start Switch	X	X	X	X
Magnetic Door Latch	X	X	X	X
Porcelain Enamel Drum	X	X	X	X
Corrosion Resistant Zinc-Coated Steel Cabinet	X	X	X	X
Air-Fluff Setting	X	X	X	X
Full Opening Door	X	X	X	X
Flush-to-Wall Installation	X	X	X	X
Flush-to-Cabinet Installation	X	X	X	X
Minimum Width Cabinet for Large Capacity Drum	X	X	X	X
Adjustable, Locking Leveling Legs	X	X	X	X
3-way Venting	X	X	X	X
Low Temperature Drying	X	X	X	X
Even "no hot spot" Drying	X	X	X	X
Convection Cooled Cabinet	X	X	X	X
High Speed Drying	X	X	X	X
End-of-Cycle Clothes Conditioning Period	X	X	X	X
Preheated Incoming Air	X	X	X	X
Economical Operation	X	X	X	X
Quiet, Vibrationless Operation	X	X	X	X
Big Capacity Drum	X	X	X	X

All electric dryers operated on 230 volts, drawing approximately 4800 watts or 115 volts drawing 1500 watts, 60 cycles, A.C. Gas models use single port burners. Gas rating 18,000 BTU per hr. input. Adaptable to any approved gas. Constant pilot. Weight: approximately 170 lbs. uncrated.

Maytags—6 new Washers, 4 new Dryers

Maytag's new generation of washers and dryers is loaded with family appeal at every price level. There's a Maytag for everybody, and a lot of profit in every Maytag you sell.



An extra touch of beauty and a dryer chamber light, too—model D806.

This new Maytag Halo-of-Heat™ Dryer includes Maytag's Electronic Control (for precise economical drying) and all the other D306 D606 convenience features. Plus a super deluxe new cabinet and control-panel trim. Plus an automatic interior chamber light. The D806, like all Maytag Dryers, is quiet and vibration-free. Gas or Electric. Complete choice of colors.

Most versatile, super deluxe Washer—model A806.

Includes all A106, A206, A406 and A606 features plus: an automatic timed bleach-injection system. Automatic pre-wash cycle. Automatic advance from soak to wash. Handy wash 'n wear cycle. Interior light. Separate rinse-temperature selector. New super deluxe cabinet and panel trim. A panel light. And a complete choice of colors, including new Shaded Coppertone.

Luxury drying convenience in the most advanced Maytag Dryer—model D906.

Combines all D306, D606 and D806 dryer features. Also has the added convenience of pushbutton selection for regular fabrics, wash 'n wear, damp-dry for ironing, or air fluff for tumbling without heat. Electronic Control is positive assurance that every load is dried exactly right—no matter how many different fabrics are dried together. Gas or Electric. All colors.

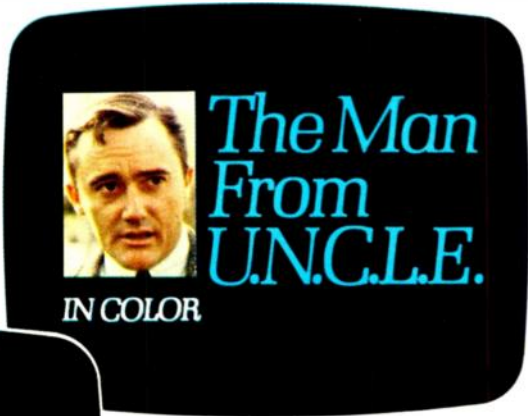
Pushbutton washing convenience for top-dollar profit—model A906.

Does everything the A806 will do with pushbutton convenience. All cycles cut in automatically according to the wash selector button pushed. Each button determines: amount of fill, wash and rinse water temperature, wash time, agitation and spin speeds. You can wash any washable fabric perfectly. Never before has it been so simple to wash clothes exactly right. All colors.

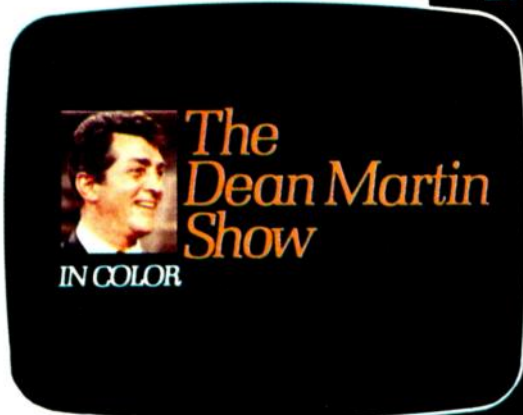
MAYTAG

The Maytag Company, Newton, Iowa 50208

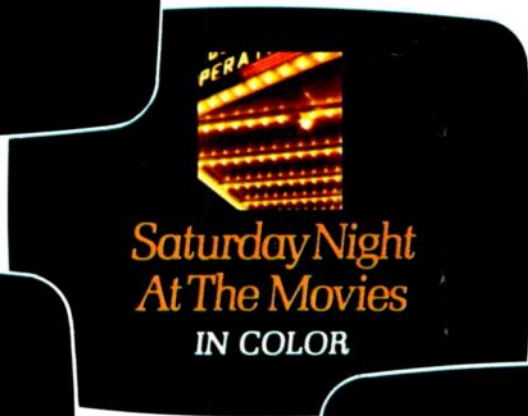




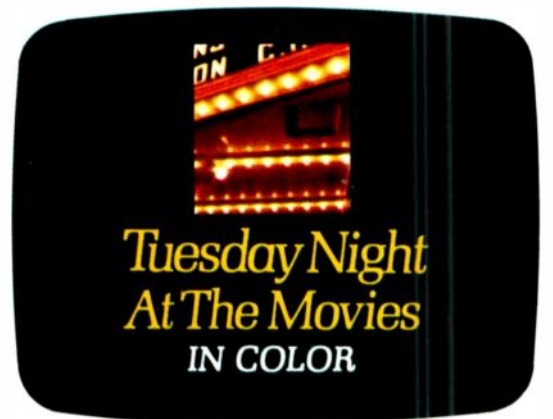
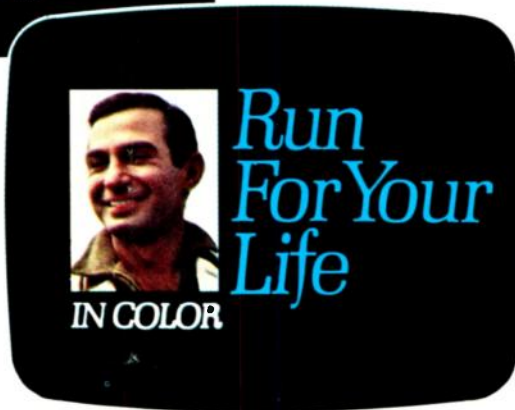
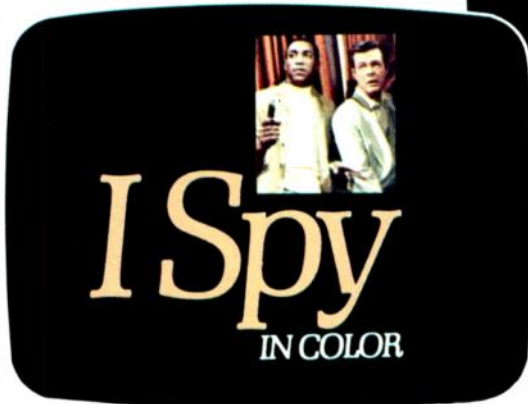
"THE MAN FROM U.N.C.L.E."
will soon be working for you.



So will Dean Martin and many other top-rated TV attractions. Together they reach an average weekly audience of over 36 million people. *Your* kind of people, with a lot of living to do. A lot of laundry, too. Naturally, we aim to have them do it in Maytags.



All TV shows and Maytag commercials are in living color on the full NBC Network.



Biggest advertising support for you in Maytag history

a new generation of Maytag television and magazine advertising geared to penetrate the young-family market week after week!



The Maytag Company, Newton, Iowa 50208

Life begins for the new generation of Maytags in the March 11th issue. Over 30 million *Life* readers will get the news in full-color 2-page spreads. Millions more will get their first eyeful in *Better Homes & Gardens* and *Sunset*. And the excitement will continue for many issues to come.

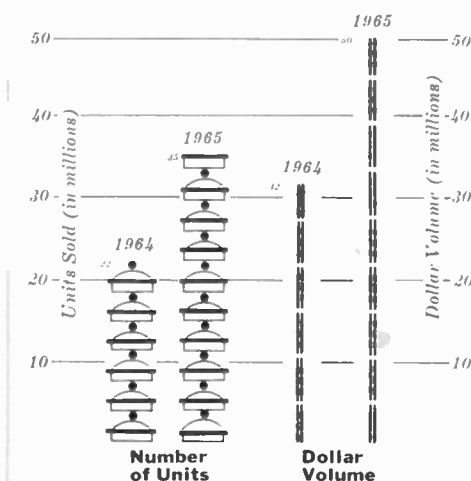
The new taste in cookware.....

The cookware business can grow to the degree the merchandiser stretches his imagination and learns about his market. It is not just a question of bringing in the customer to buy a skillet. She will continue to do that no matter what. But will she look to cookware categories for the "plus" purchase, the one that has "me" written all over it, the one that represents a surcease from the dull? She will . . . if the retailer gives her a reason. Thus, on the following pages: right-now reasons and recipes for retail growth in cookware.



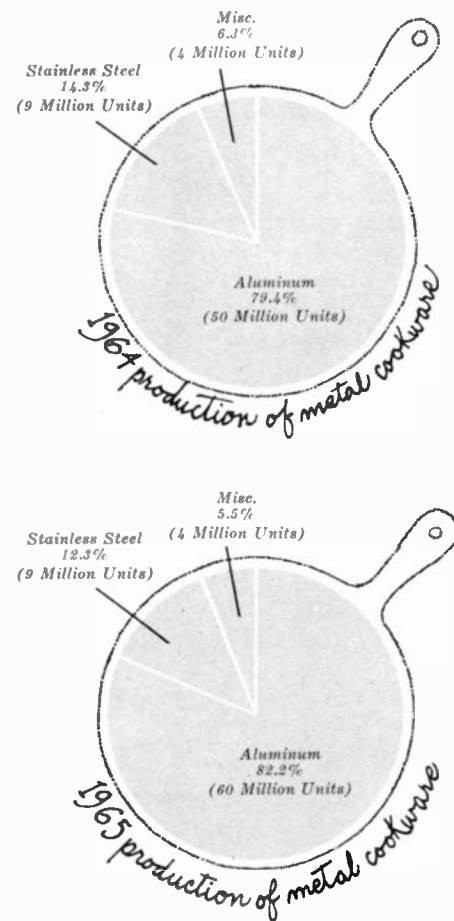
...a recipe for retail growth.

Sales of Metal Bakeware 1964-1965
(exclusive of glass bakeware)



Source: Metal Cookware Manufacturers Association

Production of Metal Cookware 1964-1965



Source: Metal Cookware Manufacturers Association

Story by Mary Merris

Graphics by Joan Bacchus

Chafing dish photo by Joe Ruskin

The cookware industry has bubbled along at a profitable simmer for quite some time. But now there are new market factors that could heat sales to a roiling boil.

Before this happens, however, the merchandiser of cookware must recognize that it is no longer enough to say "this pot boils water," and that it does both the consumer and the product an injustice to perpetuate the retail addiction to peas-in-a-pod pan lineup.

Design maturity. In the first place, today's consumer has a new awareness. She is no longer a grown up Girl Guide who looks to the retailer for taste signposts. Nine times out of ten, she is more sophisticated than he . . . and certainly more daring. She is cultivating a propensity for an individualized environment. She is more keenly conscious of design in all the objects surrounding her .

In the second place, she has long since stopped being afraid of color . . . being timid about entertaining in her own way . . . resisting the international viewpoint, a departure now familiar because of her own travel or because of the mass media she devours.

A taste for the tasteful. Today's consumer thinks design should extend to the kitchen, and, as paradoxical as it may seem, this goes hand-in-hand with the warm-and-serve trend.

There is no denying that packaged pre-cooked foods are here to stay, and it is ludicrous to think that the cake mix will ever be passe. But it is just as big a mistake to assume that the only pot or pan worth promoting is the one that accomodates a block of frozen food. In a world where people worship ease and speed at the alter of leisure, there is a parallel desire for individuality, to establish traditions of one's own. Thus, just because a woman uses an instant cake mix does not mean she will not buy a jazzy mold to bake it in, or never make her own eclair.

Cookware catalysts. Besides the new consumer (her desire to improve her taste and seek out style), there are other factors fulminating in the new market for cookware.

Teflon is making obsolescence a fact. It has caused the housewife to toss away the old

and replace it with the Teflon-coated. And, because saturation is at an estimated 8%, there is a no-speed-limit road ahead.

Similarly, the overwhelming Young America market is packed with fast-paced spenders just waiting to be tapped provocatively by the with-it cookware merchandiser.

And last, not least, the "shop" concept itself offers an avenue to greater volume.

Departure points. All of these market factors . . . the new consumer, Teflon, Young America, and the "shop" . . . are interwoven:

Teflon-coateds bring in new and old customers, but of a store does not meet the customer's growing demands through display and over-all presentation, it loses its chance.

Teflon-coateds bring in new and old customers, but if a store does not meet the customer's growing demands through display and over-all presentation, it loses its chance.

The rehabilitation of consumer taste, evident at all age levels, is even more so in the Young America market, a market not to be judged by its 20-years-ago counterpart.

The shop concept, while offering the rationale by which the consumer makes an unplanned purchase, is—if defined in broad terms—the most imaginative way to serve customers who themselves are seeking a more imaginative way of life. It is the instrument for persuasive display.

Terms that talk. Take the average cookware advertisement or promotion: there is little to stimulate the developing design awareness of the consumer. It is all very meaningful to push brand names and price, but why not reach the new consumer with a glossary of terms that truly define the vast and fashionable implications of cookware?

Why not relate stainless steel cookware to the "Mies lean-and-clean" school that thinks G-string modern is the living end in the living room? Point out that aluminum is light and lovely, and should be seen . . . that copper can cultivate a country look . . . that brilliant enamelware is cookware's answer to Pucci and the woman who buys his kaleidoscope-colored clothes.

As for the Young America market . . . never have so many done so much to shatter precedent and establish their own codes. The very vastness of this market makes it one that merits specialized attention. At least some stores are now including cookware in their bridal-registry approach.

But this is not enough. Nor is it enough to

go the routine route of listing "essentials" the consumer needs to furnish a kitchen . . . unless it is remembered that "essential" is a variable. For instance, there are a lot of people besides the Swiss who think a fondue set is an "essential."

Gourmet a-go-go. It is imperative to relate. Why not take a real look at this Young America group and ways to capture its fancy?

For the girls who wear granny gowns: an old-fashioned bean pot and gallon-sized kettle in smash colors. For the boots-and-books type: coin a classic (and classical) cookware approach. For the fast movers, the sports car and ski types: a casual cookware package (perhaps a fondue set with all accoutrements, including baskets for the bread).

There are mods, rockers, and Peace Corps graduates—all hell-bent on individuality. And they all entertain . . . are potential cookware purchasers if the merchandiser pushes the right button.

Pushing the right button is easiest if one follows the thinking upon which the shop concept is predicated . . . "logical adjacency."

Shops: logical adjacency. "Saleable adjacency" is a synonym. For years the apparel shops have successfully merchandised accessories (scarves; jewelry, belts) with coats, suits, and dresses. Cookware—of all the housewares categories—is the easiest to "accessorize" in a similar manner. Sell the soup ladle with the kettle, the electric knife with the carving board, individual baking dishes with their larger, family-size counterparts.

In other words, anything that makes sense logically can be coordinated to motivate a customer's impulse. "Organized impulse merchandising" might be another definition.

Ekco Housewares Co., for example, has segregated all of its housewares into shops because "the shop approach is no more than an up-to-date technique of applying the age-old sales advantage of suggestive selling."

It is up to date because it provides convenience to the consumer; she knows where to look for what she wants. It is up to date because today's consumer is thinking of bettering a living area when she thinks of buying. Her affluence means she not only wants better, she also wants more. And she has a better image of a retailer who coordinates products in a shop than she has of a retailer who fails to do so, thereby failing to recognize her sophistication and affluence.

Others are also alerting retailers to the shop concept. Copco Inc. has set up a detailed program. The Copper Development Assn. Inc. has tested "Copper Corners" for more than a year, and this year will have 17 to 18 stores with these shops. Such a presentation, says the association, has boosted sales as much as 50%.



Shops: elasticized merchandising. The shop concept transcends any particular category, is extraordinarily elastic. Its use depends to a great degree on how much "togetherness" one finds desirable.

Ekco, for instance, feels that bakeware should be merchandised with cookware because each compliments the other in actual use. The consumer, this company reasons, thinks of preparing meals, which involves both.

But the concept can also be more finite. Coordinate in a general way, but take advantage of the possibilities of specialization.

Imagination is the key to...

Shops: cancel cliches. Imagination is the key. The shop is a decorative means of display important in today's market where decoration in the kitchen is causing people to take a second look at cookware. It is definitely a means of eliminating display cliches from the dark ages of retailing. For instance, it invites the use of seldom employed vertical space, space often wasted.

It is logical, then, if one is going to identify stainless cookware with the modern school of promotion, that a shop follow-through should be used. Use a Rya rug as a backdrop for the cookware, or stain plywood walnut and hang your stainless on it. Or light a stack display with a low-hanging Scandinavian bubble lamp.

If you use a "Color Your Kitchen" idea and coordinate color cookware, give it some punch with a not-to-be-missed color-strewn "op" painting that suggests to the customer that such cookware can personalize her kitchen.

If your market is aware that foreign cookery lends enchantment to American meals, you might set up, for example, a "Swiss Cook and Serve Center" with pictures or posters of the Alps and Swiss linens under or behind the products displayed.

The point of it all is to give your shops, each one of them, "trademark" decor that establishes an immediate association in the customer's mind.



On the next two pages, Merchandising Week presents other shop-display ideas illustrating flexibility: that shops can be as small as two square feet . . . can present a style idea, such as modern . . . can offer a color story . . . can suggest specific cooking ideas.

Shops discipline display . . . undiscipline the consumer's budget.

...exciting cookware display.

Imaginative merchandising requires no Alladin's lamp, has no price tag, is there for anyone with wit and wisdom to jiggle his thought processes. All it takes is . . .

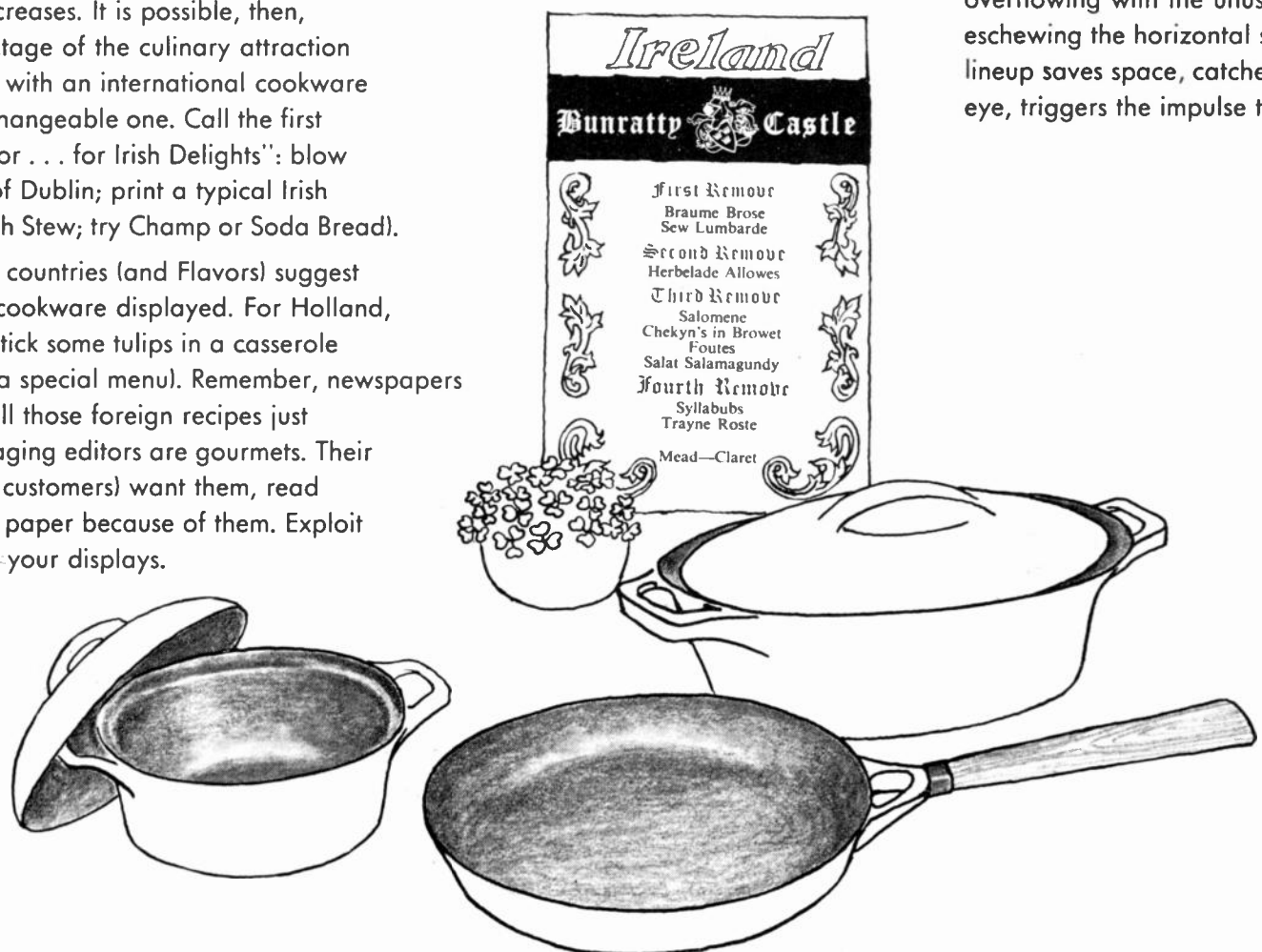
An unrestricted ability to associate logically; an awareness of consumer awareness; enough respect for a product to motivate creativity in the presentation of it.

After all, the purity of line and design inherent in a globe-shaped aluminum mixing bowl is just as classically admirable (and saleable) as an Eames chair . . . but few housewares departments acknowledge the style of the bowl in the same way a furniture fashion coordinator treats the chair.

To "merchandise" is to "communicate." On these pages, Merchandising Week suggests some ways and means of communicating the infinite virtues of cookware on the retail floor.

Foreign flavor. As the world tightens its margins, awareness of intriguing ethnic differences increases. It is possible, then, to take advantage of the culinary attraction of the foreign with an international cookware center . . . a changeable one. Call the first "Foreign Flavor . . . for Irish Delights": blow up a picture of Dublin; print a typical Irish menu (skip Irish Stew; try Champ or Soda Bread).

And for other countries (and Flavors) suggest new uses for cookware displayed. For Holland, for instance, stick some tulips in a casserole (again, show a special menu). Remember, newspapers do not print all those foreign recipes just because managing editors are gourmets. Their readers (your customers) want them, read them, buy the paper because of them. Exploit this interest in your displays.

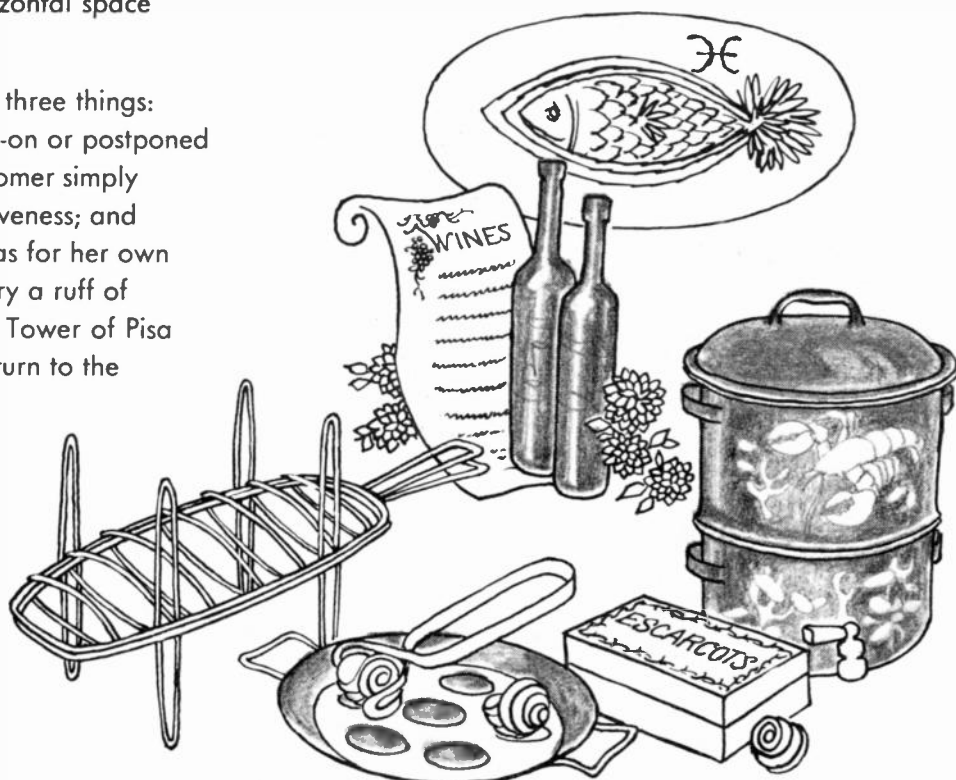


Vertical variety. Warm up to your walls. Start at the bottom with a bundle of utensils in a barrel. Above that, hang more of the same, but a different variety. Higher still, hang baskets filled to overflowing with the unusual. The point: eschewing the horizontal shooting-gallery lineup saves space, catches the wandering eye, triggers the impulse to buy.



Vertical visuals. Displays, like architecture, require variation in line and texture. Thus, row-after-row of horizontal pan lineup is about as exciting as the telephone directory. Considering that one of the most expensive things in a store is sheer space, it is surprising that there are not more vertical displays like this one . . . ones that suggest more than a single purchase in virtually the same amount of horizontal space a pot would take.

Such vertical displays do three things: (1) pave the way for add-on or postponed sales; (2) intrigue the customer simply because of visual attractiveness; and (3) give the customer ideas for her own at-home table displays (try a ruff of frankly fake flowers in a Tower of Pisa stack of pans). People return to the source of ideas.



Shops can catch the customer...

Culinary corners. Fish, for instance. Why do you think there was a lobster shortage last summer? Because, among other things, Midwesterners ate more of them. Five years ago, many people would have thought snail pans were for tiny cupcakes. Not so now.

Try a Fish Cookery Corner (under the sign of Pisces). Gather together a wire fish steamer-broiler, a clam steamer, fish baking pans and racks, and snail pans. Arrange them around tongs and packaged escargots ready to be put together and baked. Back up the display with some wine bottles and a scroll sign in script listing good American wines that go with Sole Marguery, snails, etc. This way, the customer can be reassured about which pan is for what without having her intelligence insulted.



Patisserie Potpourri. Look in any housewares section of any scope and chances are you will see fat, melon-shaped molds, ruffle-edged cookie pans, little tin cups (not for drinking). Confronted with these, the customer may have a vague idea that the molds are for steaming something; she may have heard somewhere that the little shell-shaped tins are for French cookies called Madeleines; and she may have eaten baba-au-rhums, though she does not know they are baked in tin cups. If she knows this much, she is ready to be told more. So, here is a chance to tell her. After all, who is going to buy something if she does not know what it is for?

Why not use that absolutely free space—the air above—to hang these bakeware question marks in tandem from a butcher's hook (or, string them down a wooden post; or, cluster them on ribbons)? Call this airborne shop the "Patisserie Potpourri"; number the items and hang an index below them.

- (1) Eclair pan—for eclectic eating, and easy, too.
- (2) French tart pan—no one will know you used a pie mix.
- (3) Cranberry mold—start your own tradition with this specialty.
- (4) Madeleine cookies—French, fragile answer to the tollhouse.
- (5) Pudding mold—when you are not steaming puddings, fill it with daisies.
- (6) Baba-au-rhum cups—follow a TV dinner with these; reputation assured.

...So... Now is the time for the retailer to give more than lip service to the axiom "know your customer" . . . to make his cookware department as interesting as the consumer is trying to make her home . . . to use the shop approach, where the abstract becomes concrete . . . to acknowledge that today's customer wants convenience, charm, clarification.

For, the fact is, people have a growing desire for individuality, for attractiveness in the objects surrounding them — including cookware.

They want this in their own homes, want it as well in the stores they favor.



To Company Presidents:

**Is there any way to make certain
all your up-and-coming executives
read this publication regularly?**



Sure!
Clip this ad and route it to everyone.

You can't take the time to tell everybody in your organization everything that's going on in our industry. And you don't have to. That's our job. What are your competitors doing? What are your customers thinking? What is, what was, what will be? It's all here on our editorial and advertising pages — reported as fast as it happens, exactly as it happens, plus what's likely to happen as a result. If you take the time to read this publication regularly, your executives should be doing the same. Tell them how you feel. In a nice way, of course. Send along this ad. They'll get the message and your company will reap the benefits.

MERCHANDISING WEEK

HOUSEWARES NEWS

□□□□ **Washington's Birthday stirred up pricing** on housewares and electric housewares as retailers promoted the holiday more heavily than ever before. Some buyers believe the sharp pricing that prevailed for Washington's Birthday sale promotions is an omen of what they can expect during much of the second quarter. Retail pricing has held relatively steady ever since before Christmas: "too long to last much longer," as one buyer for a large chain said.

The activity on Feb. 22 also pointed up the growing importance of the holiday for hard goods sales. For many retailers who remained open, it was by far the best sales day of 1966, and came close to rivaling sales during the Christmas season. The Washington Birthday showing also is expected to encourage retailers to step up their promotional activity for May 30 and July 4.

□□□□ **Slicing knife prices were cut to below \$5** by several giant retailers. In New York City, for example, Alexander's promoted a slicing knife at \$4.99. Even Stern's, the Allied store in New York City, was offering customers a \$5.99 choice on knives: a Troy unit or a Roto-Broil Eldorado. Low-end toaster-broilers also proved popular for traffic-building.

□□□□ **New GE toothbrushes get ADA recognition.** The American Dental Assn.'s Council on Dental Therapeutics has awarded Class B recognition to General Electric's two new toothbrushes with up-and-down brushing action. GE, which introduced the new models in January, had earned Class A recognition in 1964 for its models with back-and-forth brushing action. GE said it had compiled research data on the up-and-down brushing models for six years.

GE also has reduced the retail price on its model 5104 (back-and-forth action) by \$1 to \$18.98, giving it the same list as the comparable 5108 model (up-and-down). Pricing on GE's other toothbrushes remains unchanged.

GE, in announcing the new ADA recognition, estimated that 1966 sales of automatic toothbrushes will reach \$55 million in retail value—a \$5 million increase over 1965. GE also estimates that "personal care electrics" will account for \$350 million in retail sales this year, a \$20 million increase over the estimated 1965 level.

□□□□ **Remington claims a shaving breakthrough** with a new Selectro Shaver with "precision adjustability." The shaver features a 6-position dial which raises the shaving heads through four shaving positions. Another position pops up the sideburn trimmer, while the sixth position flips the head open for cleaning. A Selectro 330 model carries a \$32.95 suggested retail price; a Selectro 200 lists for \$23.95 and will be aimed primarily at the youth market.

□□□□ **Schick will rely on tv to push its shavers** in a \$5 million campaign planned by its new ad agency, Dancer-Fitzgerald-Sample. Schick Electric commercials will be seen on six NBC-TV shows, backed up with a spot tv campaign in 50 markets that begins with the spring gift season. A print schedule will be added for the fall-Christmas season.

Manufacturer sales and earnings: sure sign of a sizzling market

The financial reports of 19 publicly owned housewares producers give another strong boost to the chorus of "We've never had it so good" now echoing throughout the industry. Seventeen of the 19 companies listed below report sales gains for the latest financial periods. Among the leaders: Sunbeam, up 53% for its third quarter; Aluminum Specialty, up 46% for 1965; Scovill, parent company of Hamilton Beach, up 37% for the year; Tensor, up 61% for its last 12-month period.

The only substantial sales drop among companies in this survey was recorded by Melnor Industries: a 6% loss in 1965, compared to 1964.

Corporate earnings have climbed; in most cases they have outstripped sale gains. Aluminum Specialty's 88% increase in earnings was almost double its sales increase. Scovill had a similar situation: 1965 profits increased 65% over 1964, on a sales rise of "only" 37%. Gulton Industries' 3-month and 9-month figures show profit increases substantially ahead of sales increases.

Proctor-Silex appears to have re-

surrected itself from its recent profit problems; income for its third quarter was 109% ahead of the corresponding period in 1964, and 1965 nine-month income is 72% ahead of 1964 figures. A company spokesman blamed low 1964 profits on a non-recurring industrial loss.

Credit for last year's boom is attributed to the healthy condition of the nation's economy, especially at the end of 1965. "The best holiday period in Sunbeam's history contributed heavily toward record earnings and sales for both the third quarter and the first nine months of the current fiscal year," said Robert P. Gwinn, president.

Forecasts for 1966 are optimistic. Alonzo G. Decker Jr., president of Black & Decker, predicts an increase of 17% in sales and 23% in income for his company. Other predictions vary from 5% to 30% gains in both sales and earnings.

Consumer income is expected to reach \$488 billion this year, an increase of \$24 billion over last year, according to McGraw-Hill's Dept. of Economics.

A cross section of manufacturers' latest financial reports

	Sales (add 000)		% sales change	Earnings (add 000)		% earnings change
	1965	1964		1965	1964	
Aluminum Specialty 12 months	\$ 15,033	\$ 10,287	+ 46.1	\$ 440	\$ 234	+ 88
Anchor Hocking 12 months	170,858	164,286	+ 4.0	8,860	7,605	+ 16.5
Arvin Industries 12 months	143,030	112,729	+ 26.9	5,466	4,626	+ 18.16
Black & Decker 3 months	37,099	28,067	+ 32.2	3,054	2,243	+ 36.2
Corning 12 months	340,471	327,612	+ 3.9	38,688	35,022	+ 10.5
Electrolux 12 months	111,573	103,092	+ 8.2	9,444	7,702	+ 22.6
General Time 12 months	91,624	79,904	+ 14.7	2,481	1,856	+ 33.7
Gulton Industries 3 months	11,386	9,322	+ 22.1	563	311	+ 81.0
	31,888	25,608	+ 24.5	1,229	783	+ 57.0
Hamilton Cosco 12 months	31,277	23,557	+ 32.8	1,647	1,503	+ 9.6
Melnor Industries 12 months	10,289	10,933	- 5.9	571	935	- 38.9
Mirro 12 months	59,195	53,551	+ 10.5	3,914	3,618	+ 8.2
Proctor-Silex 3 months	15,894	14,860	+ 7.0	1,015	484	+ 109.7
	40,913	41,225	- 8	1,872	1,088	+ 72.1
Rockwell 12 months	187,007	171,112	+ 9.3	12,320	11,007	+ 11.9
Schick 12 months	25,953	22,995	+ 12.9	527	606	- 13.0
Scovill 12 months	268,156	195,604	+ 37.1	8,855	5,359	+ 65.2
Skil 12 months	39,697	33,503	+ 18.5	3,109	2,632	+ 18.1
Sunbeam 3 months	118,500	77,265	+ 53.4	8,547	6,392	+ 33.7
	226,614	165,033	+ 37.3	15,647	12,616	+ 24.0
Tensor 12 months	6,863	4,263	+ 61.0	537	298	+ 80.2
Tonka 6 months	13,063	11,399	+ 14.6	763	662	+ 15.3

HOUSEWARES



Moeller tined slicing board

Moeller introduces a new miniature slicing board with four stainless steel tines to secure food while cutting.

The Slice-A-Bit's tines fold down for storage. The rustproof metal cutting board stands on five rubber feet. Suggested retail price is 98¢. *Moeller Manufacturing Co., Greenville, Miss.*



Olivetti Lettera 31

Olivetti Underwood's new Lettera 31 portable typewriter will retail under \$60. The portable has many "big machine" features, according to the company.

The 31 weighs less than 10 lbs. including its self-locking carrying case, and has a fold-down carriage return lever. The new typewriter has 43 typing keys, ball-bearing suspension, a carriage width to accommodate full-size business envelopes, a 1½-inch diameter platen, and a "memory line-finder." *Olivetti Underwood Corp., One Park Ave., New York City 10016.*

— SEARCHLIGHT —

Color DIAL TELEPHONES \$10.95 Complete

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

SURPLUS SAVING CENTER
Dept MW 22866
Waymart, Pa.

EMPLOYMENT OPPORTUNITIES

BRANCH SALES MANAGER
New Orleans

To direct branch sales for top manufacturer of home and commercial air-conditioners.

Must have 7 to 10 years wholesale and retail sales experience in air-conditioners or other major appliances. Prior administrative experience desirable.

Salary \$15,000 plus incentives.

Reply in confidence to
Box MW 1525, 125 W. 41 St., NYC 36

Twincio ironing board cover, mitts

Twincio announces a new metalized fabric ironing board cover and a new sponge mitt.

The new cover, Fabrifoil, is a continuous sheet of aluminum foil permanently bonded by lamination to a white cotton ironing surface. Twincio says the foil spreads heat more uniformly for better ironing results. The cover, which retails for \$3.95, is also available with a foam and cotton pad (\$4.95).

The sponge mitts are gold vinyl with attached utility sponge palms. The mitts are cuffed above the wrist. Two pair plus three scouring mitts retail for \$1. *Twincio Products Co. Inc., San Fernando, Calif.*



Roll Out trash cart

Roll Out is marketing an aluminum cart to hold two trash cans. The 48-inch cart will hold two 26-gal. cans. *Roll Out Products Corp., 2970 W. Broadway, Los Angeles, Calif. 90041.*

Gay Lawn Furniture, cot

Gay introduces several new pieces of lawn furniture, a folding cot, and a juvenile table and chair set.

Topping the lawn furniture additions are a wooden arm chaise lounge (350) and chair (750), retailing for about \$12 and \$7, respectively. A promotional patio set, two chairs, and a lounge (2272) in green webbing, retails for about \$15.

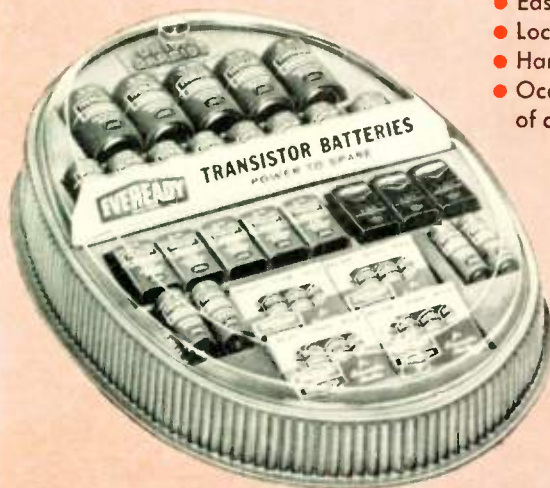
The aluminum-frame cot features one-piece sling construction in green (366) for a retail price of about \$10.95. The junior maple set is a 20-inch by 26-inch table with two matching Early American chairs. *Gay Products Inc., P.O. Box 899, Clearwater, Fla.*

New from EVEREADY BATTERIES
3 fast-selling merchandising assortments



CORDLESS POWER CENTER ASSORTMENT NO. 76

- Batteries for 98% of today's cordless needs
- Pilferproof... Locks for maximum security
- Handsome registered walnut showcase
- Precision built-in tester



MIDGET SHOWCASE ASSORTMENT NO. 80

- 8 most popular transistor batteries
- Easy to load—Easy to sell from
- Locks, for maximum security
- Handsome walnut finish
- Occupies less than 1 square foot of counter space



PREPACKED SAMPLE ASSORTMENT NO. 79

- 8 most popular transistor batteries
- Clearview protective cover prevents pilferage
- Ideal for supplementary display

ORDER THE MERCHANDISING ASSORTMENTS YOU NEED TODAY—DISPLAYERS FREE WITH YOUR ORDER!

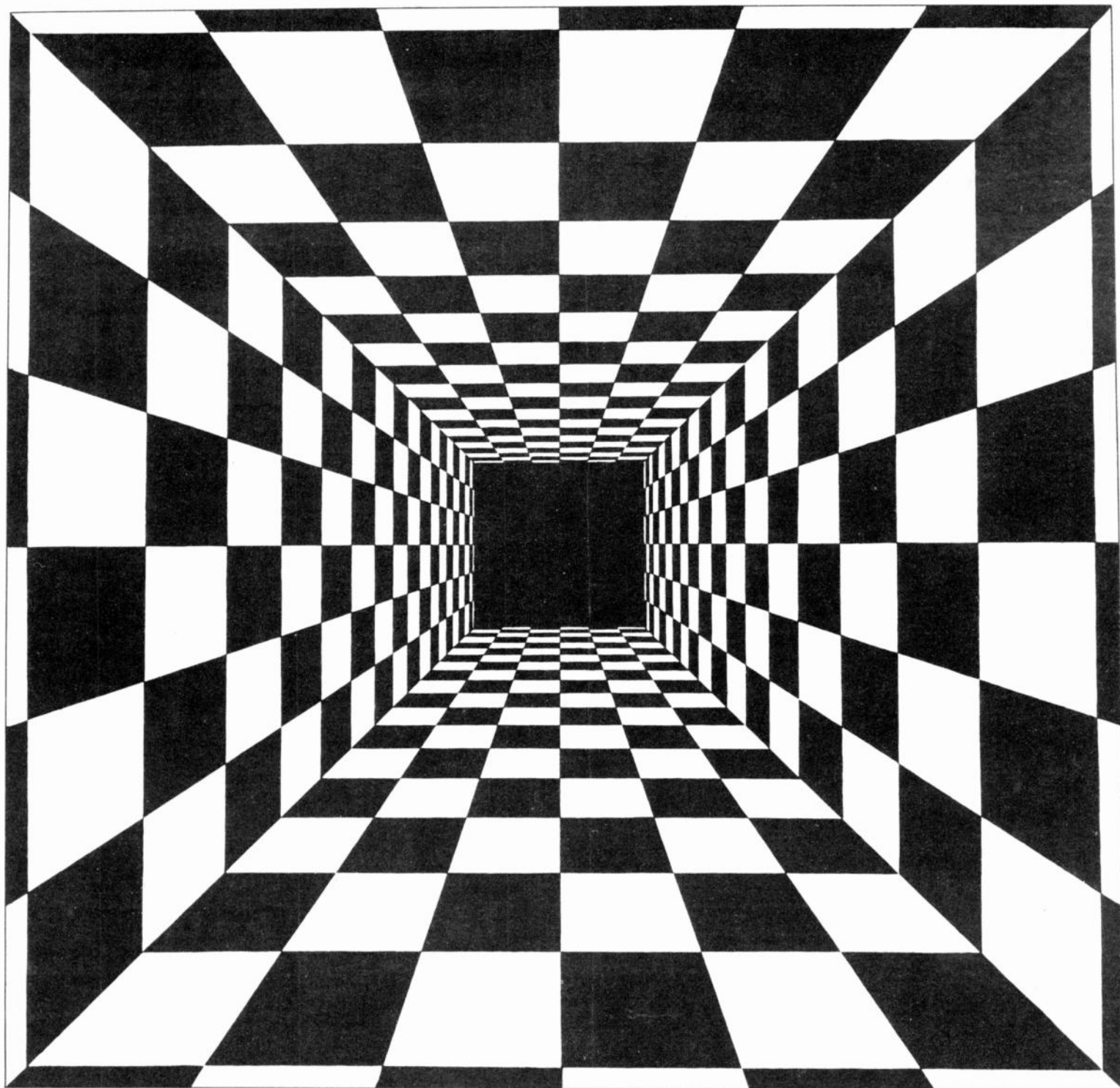
"EVEREADY" Batteries have POWER TO SPARE
12th Straight Year Of Network TV



"Eveready" is a registered trade mark of UNION CARBIDE CORPORATION



Detail from "Focus" by Marina Stern



DEEP VIEW

In a dynamic, surging, fast-changing retail market it's easy to take the surface view... easy and dangerous.

With appliance, consumer electronics and housewares sales soaring towards their biggest decade, there's need for a publication that keeps the market's feet on the ground. Reports its successes. And its failures. Gives its readers the *whole* story. The deep view. Every issue.

That's Merchandising Week.

Each Monday morning, Merchandising Week alerts its audience—merchandisers, manufacturers and marketers—144,500 strong. Gives them the facts. The latest product intelligence. A complete briefing on the market.

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Editors dig. Search out the essence of retail problems. Present their findings in big, middle-of-the-book features.

This is not surface skimming; it's deep, gutsy, interpretive writing. The kind that informs. Stimulates. Disrupts. Sets the disquieting mood in which advertising works best. Your campaign will get *results* in this atmosphere.

MERCHANDISING WEEK

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

A McGraw-Hill Publication

□ □ □ □ **How much NHMA Show attendance was off in January**—if at all—may never be known for sure. The National Housewares Manufacturers Assn. last week issued attendance figures for the January, 1966, show that indicated attendance of both wholesale and retail buyers was off from the 1965 and 1964 January shows. This year, however, the NHMA made a more detailed study of attendance records than it has in past years. NHMA, seeking more accurate figures, made a card-by-card check to root out duplication in its attendance figures; most common causes of duplication: buyers forgetting badges at their hotels and then re-registering, and buyers pre-registering and never showing up.

□ □ □ □ **A new NHMA policy has emerged** from the statistical confusion: the NHMA will not release attendance figures during the course of the show, but instead will wait until a "card analysis" can be made after the show.

Here is a look at the NHMA's 1966 January attendance figures: 8,003 buying firms (retail and wholesale) sent 14,151 buyers.

Department stores accounted for 21.2% of the retail buying firms represented—719 out of the 3,394 total retail buying firms. The 719 department stores sent 1,761 buyers. Twenty percent—or 680 buying firms—were housewares-hardware stores, while 15.4%—or 522—were categorized as discount operators. Variety stores accounted for 9.3%, drugstores for 8.2%, food stores for 5.2%, mail order firms for 4.8%, and appliance retailers for 4.1% of total retail buying firms. Total retail buyers: 6,566 from 3,394 buying firms.

The great bulk of the wholesaler buyers represented 1,526 housewares-hardware distributors, which accounted for 33.1% of the total 4,609 wholesale buying firms.

Electric housewares distributors accounted for 358 of the wholesale buying firms, or 7.8%. Others: premium users, 583 buying firms, or 12.7%; premium distributors, 517 buying firms, or 11.2%; variety distributors, 485 buying firms, or 10.5%; and rack jobbers, 412 buying firms, or 8.9%. Total wholesale buyers: 7,585 from 4,609 buying firms.

The wholesale figures point up the growing importance of premium outlets for the housewares industry's products: One out of 4.6 wholesale buying firms at the show was either a premium user or a premium distributor.

□ □ □ □ **Cotter features sharp pricing for spring** in an Early Bird mailer promotion for its member stores. In mid-March, the Chicago-based housewares-hardware co-op will mail the 8-page flyer to some 3.8 million homes.

Some sample pricing: a GE FM-AM 11-transistor portable radio at \$22.88; a Monarch-Aire 20-inch breeze box at \$12.88; a Rid-Jid Knee Room ironing table at \$8.88; and a series of coupon offers for plastic housewares—Foley's Fold 'n Pour dustpan at 49¢ and Empire's bowl brush at 18¢.

The featured power mower is a Supreme deluxe 21-inch rotary with a 3½-hp Briggs & Stratton engine and cast aluminum deck with side discharge. The leader rotary is a 3-hp, 20-inch unit with recoil starter priced at \$49.99.

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

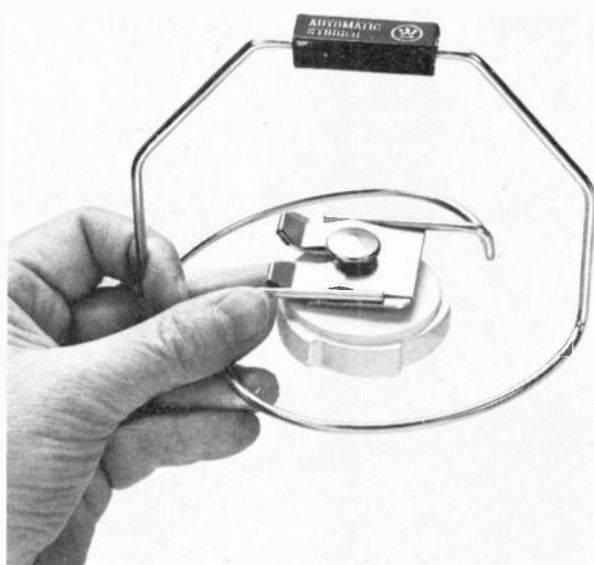
	date	1965	1964	% change
FLOOR CARE PRODUCTS				
floor polishers	December	97,690	104,323	- 6.36
	12 Months	1,181,473	1,190,926	- .79
vacuum cleaners	December	431,391	372,399	+ 15.84
	12 Months	5,106,944	4,506,742	+ 13.32
HOME LAUNDRY				
dryers, clothes, elec.	December	159,175	127,321	+ 25.02
	12 Months	1,388,133	1,194,228	+ 16.24
dryers, clothes, gas	December	79,639	65,747	+ 20.28
	12 Months	710,252**	632,197**	+ 12.28
washers, auto. & semi-auto.	December	317,544	273,708	+ 16.02
	12 Months	3,771,356	3,540,655	+ 6.52
wringer & spinner	December	39,569	42,363	- 6.60
	12 Months	575,737	648,916	- 11.28
OTHER MAJOR APPLIANCES				
air conditioners, room	December	201,800	241,100	- 16.30
	12 Months	2,945,000	2,755,000	+ 6.90
dehumidifiers	December	6,500	3,600	+ 80.56
	12 Months	210,000	205,000	+ 2.44
dishwashers, portable	December	61,000	47,100	+ 29.51
	12 Months	445,000	340,000	+ 30.88
dishwashers, under-counter, etc.	December	78,300	74,100	+ 5.67
	12 Months	815,000	710,000	+ 14.79
disposers, food waste	December	120,900	115,100	+ 5.04
	12 Months	1,360,000	1,300,000	+ 4.62
freezers, chest	December	32,800	30,500	+ 7.54
	12 Months	455,000	435,000	+ 4.60
freezers, upright	December	56,900	47,800	+ 19.04
	12 Months	705,000	675,000	+ 4.44
ranges, elec., free-standing	December	124,900	110,700	+ 12.83
	12 Months	1,285,000	1,150,000	+ 11.74
ranges, elec., built-in	December	73,400	76,900	- 4.55
	12 Months	780,000	815,000	- 4.29
ranges, gas, total	December	201,500*	166,400	+ 21.09
	12 Months	2,250,500	2,170,400	+ 3.69
refrigerators	December	452,600	350,100	+ 29.28
	12 Months	930,000	4,545,000	+ 8.47
water heaters, elec. (storage)	December	86,900	87,700	- .91
	12 Months	1,095,000	1,000,000	+ 9.50
water heaters, gas (storage)	December	246,150	197,140	+ 24.86
	12 Months	2,613,590	2,724,070	- 4.06
CONSUMER ELECTRONICS				
phonos, port.—table, distrib. sales	Feb. 11	52,503	73,912	- 28.97
	6 Weeks	294,283	340,057	- 13.46
monthly distributor sales	October	452,779	489,062	- 7.42
	10 Months	2,840,257	2,316,713	+ 22.60
phonos, console, distrib. sales	Feb. 11	44,628	29,676	+ 50.38
	6 Weeks	228,896	173,690	+ 31.78
monthly distributor sales	October	175,381	187,742	- 6.58
	10 Months	1,252,881	1,296,781	- 3.39
radio (ex auto), distrib. sales	Feb. 11	274,827	212,923	+ 29.07
	6 Weeks	1,337,686	1,133,515	+ 18.01
monthly distributor sales	October	1,546,218	1,158,890	+ 33.42
	10 Months	10,289,387	8,139,735	+ 26.41
b&w television, distrib. sales	Feb. 11	159,969	159,282	+ .43
	6 Weeks	947,570	944,897	+ .28
monthly distributor sales	October	880,822	759,970	+ 15.90
	10 Months	6,492,461	6,162,271	+ 5.36
color television, distrib. sales	Feb. 11	74,723	47,287	+ 58.02
	6 Weeks	365,008	230,847	+ 58.12

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

Kevin Sullivan says, "Join the range revolution with the new Westinghouse Automatic Stirrer, Self-Cleaning and No Turn Speed-Broil® Oven."



"As Sales Manager of Westinghouse ranges, I'd like to introduce you to a really amazing new range. The only one anywhere that stirs automatically, cleans its own oven and broils on both sides without turning."



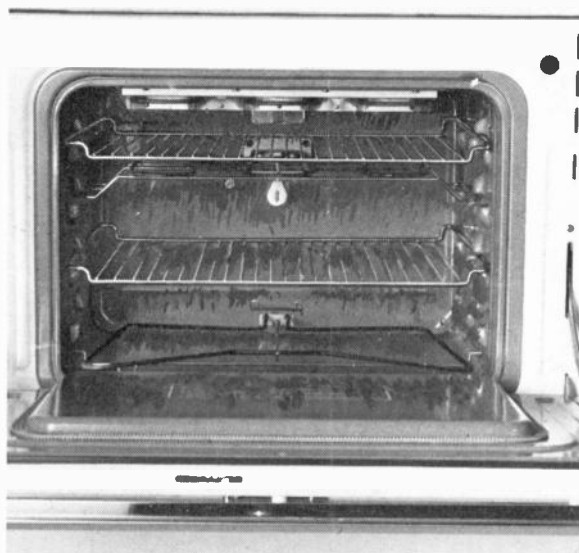
"There's never been a cooking feature that you could demonstrate as easily—and dramatically—as this new Westinghouse Automatic Stirrer."



"The Stirrer comes in two sizes—for small pans and large ones. And you can place either one into almost any type of cookware—stainless steel, aluminum, glass or porcelain enamel. For demonstration purposes, glass is best—like this."



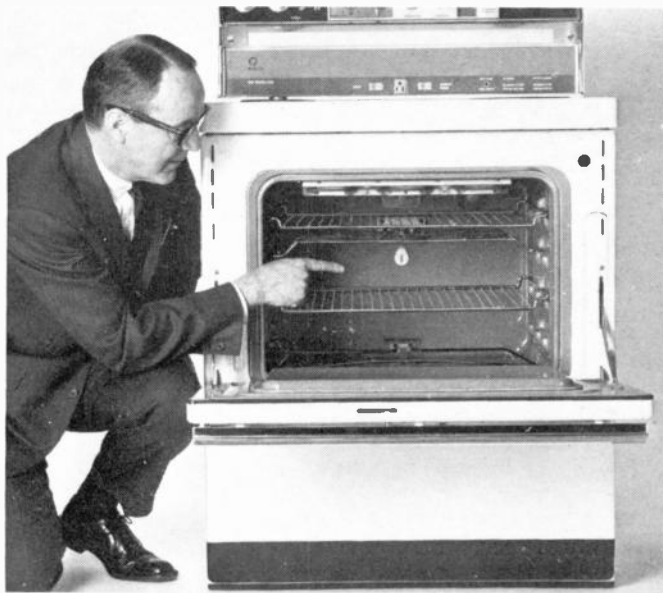
"Just flip the switch for the special surface unit, and a motorized magnet underneath it begins the stirring action. Your customers will flip, too, at the idea of getting perfect gravies, soups, puddings and sauces without ever lifting a spoon."



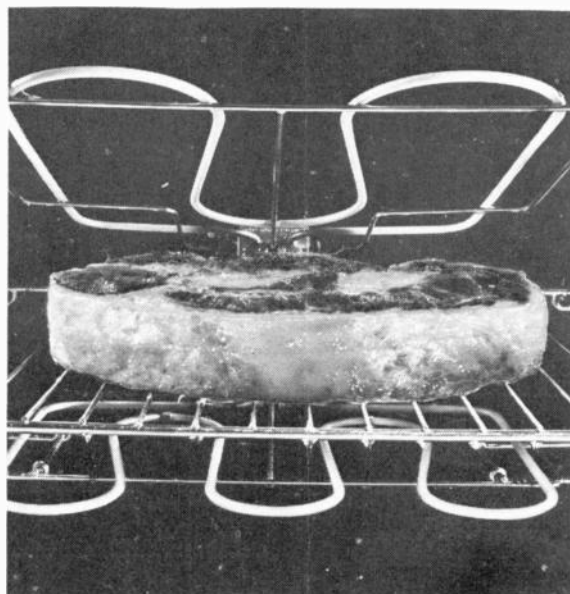
"Next you can tell them about the new Westinghouse Self-Cleaning oven. No matter how bad the baked-on buildup may be, this new feature will make it shine like new in only two hours."



"Just set the selector switch to 'Clean'... close the special door latch, and let the cleaning begin."



"The Westinghouse Self-Cleaning oven works faster and more efficiently than any other make. Operating cost is lower. Kitchens stay as cool as during normal baking. It's really incredible."



"Now for the third big selling feature of this revolutionary range. The No Turn Speed-Broil has already proved itself with overwhelming customer approval. Probably you're familiar with the way it sears meat on both sides at once to seal in flavor."

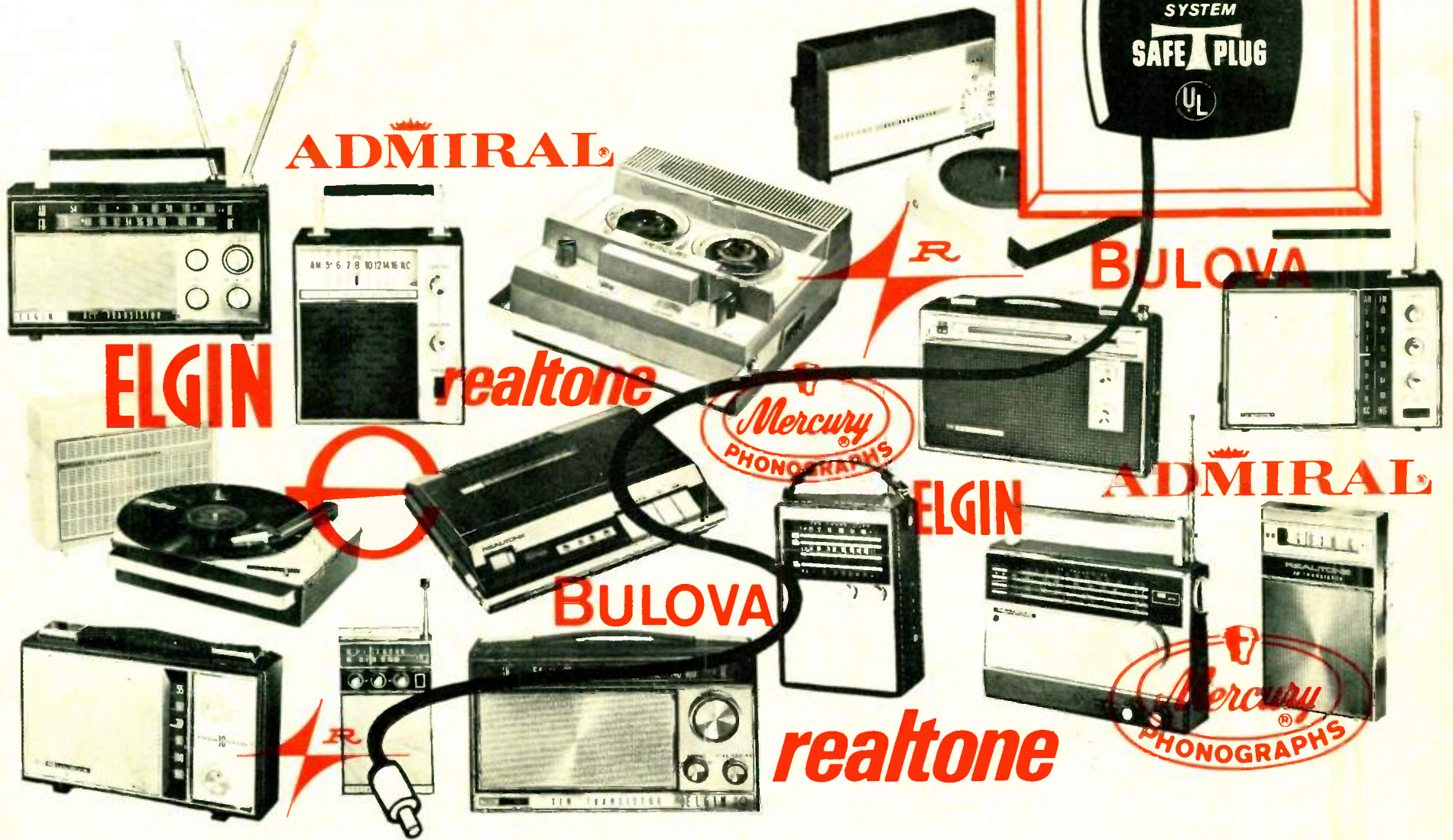


"Of course our new ranges include many other styles and features. Westinghouse gives you the depth of line—the exciting innovations—that enable you to meet every customer demand. Let your Westinghouse distributor give you details. Join us for a great new selling season."

You can be sure if it's Westinghouse



This is the year of the **3-WAY PORTABLE**



- 1. Portable**
- 2. Plugable**
- 3. Rechargeable**

Leading manufacturers of radios, tape recorders and other portable devices have recognized the trend that is sweeping the country. This year's consumer wants the *truly* versatile product . . . made possible by the Dynamic System. Obsolete products that are only portable . . . or only portable and AC adaptable . . . fall short of the mark. Dynamic equipped products offer the THIRD big feature – rechargeability using *ordinary* dry cell batteries, a unique concept pioneered and perfected by Dynamic.

Think of it! A radio or tape recorder that plays for two years on the same set of ordinary dry cell batteries.

Skeptical? Don't take just *our* word for it. Send for your free copies of "Dry Cell Batteries Are Rechargeable", a 7-page editorial article which recently appeared in **PRODUCT ENGINEERING**, one of McGraw-Hill's top engineering publications; and "Recharging Accessory Improves Cordless Devices" an editorial article from **ELECTRONIC PRODUCTS** magazine.



THE **DYNAMIC** SYSTEM
AC ADAPTER/CHARGER



DYNAMIC INSTRUMENT CORP.

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