



Jack Adams, Editor of Mart Magazine, and John Morgan, President of Sylvania Entertainment Products Corporation, congratulate Gary Reynolds of Handy Andy, Sacramento, Calif., winner of the MART/NARDA Creative Salesman of the Year Award. This is the second year in a row a Sylvania dealer's salesman has won. Why?

Product, Policy, Profit. The combination that encouraged Gary Reynolds to win the creative salesman of the year award.

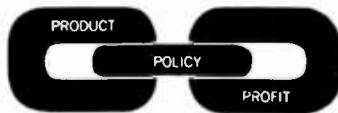
We give dealers and their salesmen a little something extra to work with. We call it a proper selling climate.

The finest quality products we know how to make. Priced competitively to the consumer. Profitably to the dealer. And since we are the industry's high-yield dealer profit line, it means higher income for the salesmen, too.

Here's the whole combination. Elbowroom. Prestige advertising. One-sheet pricing. Products that sell. Salesmen who sell. And a solid, unwavering policy that ties the whole thing together.

But we don't stop there. We believe a professional salesman is always ready to learn more about the product he sells. So we hold regular sales training seminars to help each salesman acquire a fresh point of view. We issue floor-oriented product material to reinforce customer selling points. And we've established the Key Man Sales Society, a professional sales organization that puts extra incentive behind every sale.

So when one of our dealers' salesmen wins an industry award, we know all the time and effort was worth it. It's encouraging.



SYLVANIA
SUBSIDIARY OF
 GENERAL TELEPHONE & ELECTRONICS **GTE**

At presstime, still another record company joined the expanding Lear 8-track fold. Mercury Record Corp. will make its initial release of sixteen 8-track stereo albums, each priced at \$6.95, on Mar. 25.

□□□□ **The shutdown at GE's Appliance Park** in Louisville continued at the weekend. Last Wednesday, 10,000 members of Local 761 of the International Union of Electrical, Radio and Machine Workers (AFL-CIO) struck because of a backlog of accumulated grievances. GE considers the strike illegal because 10-day notice was not served before the strike. GE says it will not negotiate unless workers go back to their jobs. But union president Don Rock said GE had notice—by virtue of press coverage—of a strike vote on Feb. 20.

□□□□ **California pay tv got the go-ahead** last week in the form of a State Supreme Court ruling. The court ruled that the ban on pay tv—which was approved by the California voters in 1964—was an unconstitutional violation of free speech.

□□□□ **Dearborn has six new "split" units** in its 1966 room air conditioner line. The Dual Cabinet units are designed with a split so a window can close to a point within two inches of the sill; this puts the compressor and condenser fan outside the room. The six models, with prices, are: 5,800-Btu, \$154.50; 7,800-Btu, \$184.50; 9,000-Btu, \$214.50; 11,000-Btu, \$244.50; 13,000-Btu, \$259.50; 16,000-Btu, \$294.50.

□□□□ **GE will make its own big-screen color tubes**, starting early in 1967. GE now makes only 11s.

□□□□ **Appliance sales keep chugging along.** The National Electrical Manufacturers Assn. (NEMA) reports that manufacturers' shipments in January increased in all seven categories. Dishwashers chalked up a 24.2% increase over the same period in 1965

(96,900 units compared to 78,000). Refrigerators gained 14.4% (393,700 compared to 344,100). Range sales were up 16.9% (176,800 vs. 151,200); water heaters were up 8% (82,400 vs. 76,300); food waste disposers were up 22.3% (106,900 vs. 87,400); freezers were up 3.6% (72,600 vs. 70,100); and dehumidifiers were up 253.3% (21,200 vs. 6,000).

□□□□ **EIA's 1965 year-end figures are out.** Distributor sales of tv sets, radios, and phonos were up substantially over 1964, according to the Electronic Industries Assn. Color tv distributor sales took the biggest jump, with a 101.03% rise over 1964; over 2.7 million color sets were sold in 1965. Console phonos, the only product to drop in 1965, were down 1.73% to 1.7 million units. B&w tv distributor sales showed only a slight gain of 4.46% to 8 million units. Home radio sales rose 23.31% to 13.3 million units. Portable phono sales rose 18.39% to 4 million units.

□□□□ **Norge's four new no-frost refrigerators** are among the company's special 40th anniversary introductions. The new 12-cu.-ft. model carries a suggested list price range of \$219-to-\$229, but could show up on retail floors with promotional-pricing in the \$199-to-\$219 level. The 13-cu.-ft. unit retails at the \$239-to-\$249 level; the 14-cu.-ft. bottom-mount unit sells at the \$279-to-\$289 level; and the 15-cu.-ft. model retails at \$269-to-\$279.

A new 12-lb.-capacity washer is priced at the \$209-to-\$219 level. The matching automatic dryer is available at \$169 in electric, or at \$199 in gas.

Four new ranges feature woodgrained backguards. Electric models are priced from \$170 to \$180, and gas models from \$140 to \$160.

□□□□ **The industry's first 18-lb. washer** is being tested in 14 market areas by Sears. The automatic unit with large capacity tub has been advertised in Houston by Sears for \$199.

Video recording disc: CBS closes its eye, Sony winks

Two events in the electronics world last week cast a futuristic light—and fired industry speculation—on the potential of prerecorded programming for home use on television.

Last Monday, the *New York Times* reported that CBS was demonstrating, in its Stamford, Conn., laboratories, a metal disc that produces motion pictures on a tv screen, much as a long-playing record produces music on a phonograph. CBS issued a prompt and firm denial that it had such a device. And on Tuesday, CBS reinforced its denial in the face of an even more detailed report in the *Times*.

On Thursday, Sony abruptly unveiled its latest television-based innovation: a flexible plastic disc that reproduces prerecorded pictures. Akio Morita, executive vice president of the Sony Corp. of Tokyo, disclaimed any effort to capitalize on the CBS publicity or to beat CBS to the punch.

Morita said, "My two-week visit was planned in advance. It was coincidental."

The **CBS metal disc** reportedly weighs a few ounces; it has a diameter of about 7 inches, is 1/4-inch thick, and generally resembles a 45-rpm record. Cost of raw materials in each disc was set at \$1.

Reportedly, the disc is designed to be "played"—like a phonograph record—in a unit that is wired to the antenna posts of a tv set. An electronic device then transmits the pictures and sound from the disc to the tv set. The disc has a 33-minute playing period.

The playing unit, said to be priced at about \$400, was seen as a less expensive substitute for a home video tape recorder; such units currently retail at about \$1,000. The CBS disc would also be considerably less expensive than a roll of video tape; a roll of tape currently retails at about \$65.

The **Sony tape disc** is shaped like a phonograph record; it has an outer surface of a material identified with video tape. One of two playing units, called the Color Demonstrator, uses a 10-inch disc to record and playback 40 color stills. A second unit, called the Videomat, uses a 16-inch disc to first record and then playback twice a 30-second black-and-white motion picture.

Sony's metal-rimmed disc itself is "very cheap," says Morita, costing "a couple of dollars." Both the Color Demonstrator and the Videomat use an electronic device similar to a tape head to play the discs.

The estimated price of the Color Demonstrator, according to Morita, was pegged at "about \$1,700 or \$1,800." The unit requires a converter to feed the disc impulses into the tv receiver. The converter would cost "under \$100," Morita said.

The Videomat, including a television camera, would sell for about

\$3,000. Morita expects the units will be used as professional equipment. Sony will lease the Videomat, and both units will be available in the fall.

Professional applications of Sony's new units were described by Morita. The Color Demonstrator could be used in television stations, for educational purposes, for color tv demonstrations, and for merchandise displays in department stores.

The Videomat could be used for self-instruction in bowling alleys, golf clubs, and other sporting centers; in retail stores, it could be used to give customers a look at themselves in new clothing. It could be used, too, in airports or amusement parks, for self-entertainment.

Adaptation of the disc for home use is the next step. Sony is presently developing "unusual machines," Morita said, which will bring the flexible disc into the home entertainment field. —*Laurence Locke*

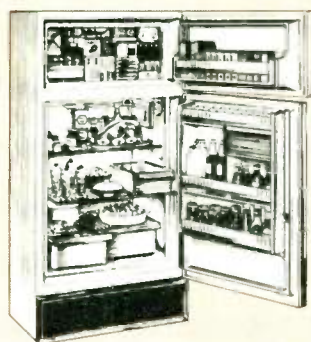
It's the retail appliance event of the century!

NORGE 40th Open House



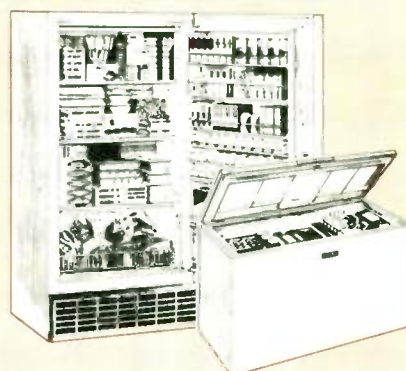
Sell-ebrate with NEW NORGE RANGE PROMOTION

- **FREE CONSUMER OFFER!** HAMILTON BEACH ELECTRIC KNIFE with purchase of any featured Norges range (gas or electric).
- Complete merchandising package to back you up! Store displays! Consumer mailers!
- Great new 40th Anniversary Specials.



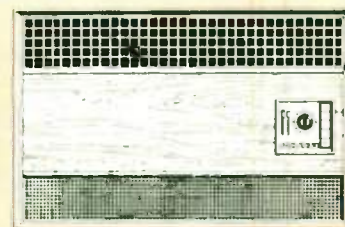
Sell-ebrate with NEW NORGE REFRIGERATORS

- New "40th Anniversary Special" Never-Frost models!
- Better than ever full line includes new Norges Side-by-Side Super-Stor 22.
- Hard-hitting in-store promotion materials! Tie-in advertising! Displays!



Sell-ebrate with NEW NORGE FREEZER PROMOTION

- A real Pull-em-in "Your Choice" promotion! Offers prospects choice of white or coppertone, upright or chest model at one red-hot price.
- In-store promotion materials! Plus hard-hitting co-op ads!



Sell-ebrate with NEW NORGE AIR CONDITIONERS

- **FREE 2-PIECE SALAD SET** to pull in traffic.
- **FREE OFFER** to close the sale! A BEAUTIFUL, HIGH QUALITY INDOOR-OUTDOOR THERMOMETER with humidity indicator. Retail value: \$11.95!
- In-store Displays! Consumer mailers!

Albany, New York
Cooper Valley Distributors, Inc.
116 Railroad Avenue
at Showroom—March 16 & 17

Albuquerque, New Mexico
Norge Albuquerque Sales Office
1411 Broadway, N.E.
at Norge—March 17

Allentown, Pennsylvania
Charles L. Bell Company, Inc.
1139 Sumner Avenue
at Showroom—March 8 & 9

Amarillo, Texas
Consolidated Appliances, Inc.
1010-20 N.E. 3rd Avenue
at Showroom—(To Be Announced)

Atlanta, Georgia
Thoben Elrod Company
500 Amsterdam Avenue, N.E.
at Thoben Elrod—March 30 & 31

Baltimore, Maryland
Maryland Appliance Wholesalers, Inc.
1125 DeSoto Road
at Maryland Appliance

Billings, Montana
Midland Implement Company, Inc.
402 Daniels
at Midland Implements—March 25

Birmingham, Alabama
R. P. McDavid & Company, Inc.
1430 Second Avenue, South
at R. P. McDavid—March 9 & 10

Boston, Massachusetts
Northeastern Distributors, Inc.
304 Vassar Street
Cambridge, Massachusetts
at Northeastern—March 15 & 16

Buffalo, New York
Graybar Electric Company
180 Perry Street
at Graybar—March 8 & 9

Charleston, South Carolina
Gas Engine & Electric Company, Inc.
201 East Bay Street
at Gas Engine—March 17

Charleston, West Virginia
Charleston Electrical Supply Company
312 McCorkle Avenue, S.E.
at Display Room—March 9 & 10

Charlotte, North Carolina
Major Appliance Distributors, Inc.
1213 West Morehead Street
at Major Appliance—March 8
at Greenville, S. C.—March 7

Chattanooga, Tennessee
Standard Appliances, Inc.
1901 Central Avenue
(To be announced)

Chicago, Illinois
Norge Chicago Sales Office
7330 West Montrose Avenue
Norridge, Illinois
at Norge—March 9-11

Cincinnati, Ohio
The Knodel-Tygrett Company
3250 Spring Grove Avenue
at Knodel-Tygrett—March 8-10 & 15-17

Cleveland, Ohio
Norge Cleveland Sales Office
3107 Carnegie Avenue
at Norge—March 8 & 9

Columbus, Ohio
Thompson & Hamilton, Inc.
211 North Fourth Street
at Thompson & Hamilton—March 10

Dallas, Texas
Norge Dallas Sales Office
1359 Motor Street
March 7-16
(for exact locations call Sales office)

Dayton, Ohio
Lofren Distributing Company
1202 4th Avenue
Moline, Illinois
Display Floor—March 7-11

Dayton, Ohio
Yonts Radio & Appliance Company, Inc.
535 East Third Street
at Showroom—March 1-4

Denver, Colorado
Merchandising Distributors, Inc.
750 South Santa Fe Drive
at Merchandising Distr.—March 20-25

Detroit, Michigan
Republic Supply Corporation
2566 East Grand Boulevard
(To be announced)

El Paso, Texas
Boyd-Harbaugh, Inc.
1830 Mills Avenue
at Warehouse—March 10-12

Fargo, North Dakota
Bristol Distributing Company
1345 Main Street
at Bristol Distributing—March 14 & 15

Fort Wayne, Indiana
Gerlinger-Schueler, Inc.
2131 Fairfield Avenue
at Showroom—March 9 & 10

Fresno, California
H & A Distributing Company
1850 South Parallel
(To be announced)

Green Bay, Wisconsin
Northland Merchandising Distributors, Inc.
118 South Washington Street
at Northland—March 22

Harrisburg, Pennsylvania
Philadelphia Distributors, Inc.
1635 North 7th Street
at Philadelphia Distr.—March 9 & 10

Houston, Texas
Automatic Distributing Corporation
5721 Harvey Wilson Drive
at Ramada Inn, Gulf Freeway,
Houston—March 16
at Ramada Inn, Bryan, Texas—March 22

Indianapolis, Indiana
Norge Indianapolis Sales Office
105 South Denny Street
at Norge—March 22-24

Jackson, Mississippi
McKee & McRae, Inc.
390 Commerce Park Drive
at Showroom—March 7

Jacksonville, Florida
Cain & Bultman, Inc.
60 Copeland Street—March 1-4
Miami, Florida
401 N. E. 71st Street—March 1-4
Tampa, Florida
202-11th St.—March 1-4

Johnson City, Tennessee
Summers Hardware & Supply Company
Buffalo & Ashe Streets
at Summers—March 23

Kansas City, Missouri
Superior Distributing Company
1601 Baltimore
at Superior Distr.—March 13

Knoxville, Tennessee
Valley Appliances, Inc.
1528 Island Home Avenue, S.E.
at Showroom—March 21-25

Little Rock, Arkansas
Graybar Electric Company, Inc.
417 Byrd Street
at Display Room—March 7-11

Los Angeles, California
J. N. Ceazan Company
3535 South Broadway
at J. N. Ceazan—March 8-10

Louisville, Kentucky
Cooper-Louisville Company, Inc.
305-307 West Main Street
at Showroom—March 23 & 24

Memphis, Tennessee
Woodson & Bozeman, Inc.
733 South Somerville Street
at Woodson & Bozeman—March 23

Milwaukee, Wisconsin
Roth Distributing Company, Inc.
647 West Virginia Street
at Roth Distr.—March 29 & 30

Minneapolis, Minnesota
Norge Minneapolis Sales Office
800 North Washington
at Norge—March 17, 18 & 20

Biggest ever in size, concentration, impact!

Anniversary Sell-eboration



Sell-eborate with NEW NORGE "40" SCOT WASHER and DRYER

- Deluxe 40th Anniversary specials! Packed with demonstrable features.
- **FREE CONSUMER OFFER!** HIS 'N HERS TRAVEL SET with purchase of new Norge Dryers.
- Local impact ads promoting special values and free offer. Consumer mailers! In-store displays!



Sell-eborate with NEW NORGE WRINGER WASHERS

- **FREE CONSUMER OFFER!** 40th Anniversary "Fancy 40" Glassware Set (40 pieces) with purchase of featured Wringer Washers.
- Deluxe styling and features.
- Solid promotion package!

IRELAND and ENGLAND

GREECE and ISRAEL



**Sell-eborate with Norge
on a trip to IRELAND and ENGLAND;
or GREECE and ISRAEL
(TAKE ONE TRIP OR BOTH!)**

- Easier than ever to qualify. Easier than ever to join.
- Get all the money-making, trip-winning facts at your Norge Distributor Open House.

NORGE home appliances **BORG WARNER**

**NORGE 40TH ANNIVERSARY
SELL-EBRATION MONTH**

MARCH OPEN HOUSE

check here for exact date and
location of your Norge
Distributor's Open House

Mobile, Alabama
R. P. McDavid & Company, Inc.
418 North Royal Street
(To be announced)

Nashville, Tennessee
Moore-Handley, Inc.
492-498 Craighead Street
at Moore-Handley—Week of March 14

New Haven, Connecticut
The Plymouth Electric Company
450 Sackett Point Road
North Haven, Connecticut
at Showroom—Week of March 28

New Orleans, Louisiana
George H. Lehleitner Company
601 South Galvez Street
at Geo. H. Lehleitner—March 10 & 11

New York, New York
Warren-Connolly Company, Inc.
29-30 Hunters Point Avenue
Long Island City, New York
(To Be Announced)

Oklahoma City, Oklahoma
Leo Maxwell Company, Inc.
530 South Broadway
March 7 & 8

Omaha, Nebraska
Norge Omaha Sales Office
1603 Leavenworth Street
at Castle Hotel, Omaha—March 19 & 20
at Holiday Inn, North
Des Moines, Iowa—March 12 & 13

Philadelphia, Pennsylvania
Philadelphia Distributors, Inc.
630 Clark Avenue
King of Prussia, Pennsylvania
at Philadelphia Distr.—March 8 & 9

Phoenix, Arizona
Sun State Distributor
1015 North 21st Avenue
at Sun State—March 15 & 16

Pittsburgh, Pennsylvania
Graybar Electric Company, Inc.
900 Ridge Avenue
at Graybar—March 8 & 9

Portland, Maine
Nelson & Small, Inc.
212 Canco Road
at Portland & Bangor—March 13-22

Portland, Oregon
The Lou Johnson Company, Inc.
2720 N.W. 29th Street
at Lou Johnson Co.—March 13 & 14

Providence, Rhode Island
Northeastern Distributors, Inc.
1270A North Main Street
at Sullivan's Steak House—March 15 & 16
North Main Street

Raleigh, North Carolina
McCracken Supply Company
1500 Old Garner Road
at Showroom—March 8 & 9

Richmond, Virginia
Virginia Appliance Wholesalers, Inc.
2910 N. Boulevard
at Virginia Appliance

Rochester, New York
Graybar Electric Company, Inc.
175 Dewey Avenue
at Graybar—March 7-14

St. Louis, Missouri
Graybar Electric Company, Inc.
600 South Taylor Avenue
at Graybar—St. Louis—March 7-11
at Graybar—Springfield, Ill.—March 7-11

Salt Lake City, Utah
Western Supply, Inc.
435 West 4th South Street
at Western Supply—March 14-18

San Antonio, Texas
Norge San Antonio Sales Office
301 North Medina Street
March 22-April 1
(for exact locations call Sales Office)

San Diego, California
J. N. Ceazan Company
1945 East Harbor Drive
at J. N. Ceazan—March 8

San Francisco, California
W. J. Lancaster Company
660 Mariposa Street
(To Be Announced)

Seattle, Washington
Polson Company
625 South Lander Street
at Swedish Club—March 10 & 11
1920 Dexter North

Shreveport, Louisiana
Dunckelman Distributing Company, Inc.
1251 Dalzell Street
at Dunckelman—March 23

South Bend, Indiana
Great Northern Distributors, Inc.
1117 West Sample Street
at Showroom—March 8-10

Spokane, Washington
Polson Company
East 41 Gray Street
Holiday Inn—March 13 & 14

Springfield, Massachusetts
Western Mass. Associates, Inc.
113-115 Day Street
West Springfield, Massachusetts
at Showroom—Week of March 7

Syracuse, New York
Graybar Electric Company, Inc.
Deere Road & Industrial Parkway
at Graybar—March 7-14

Toledo, Ohio
Gerlinger Equipment Company, Inc.
1001 Adams Street
at Gerlinger—March 16 & 17

Washington, D. C.
Washington Appliance Wholesalers, Inc.
3515 "V" Street, N.E.
at Showroom

White River Jct., Vermont
Key Sales Company
50 South Main Street
at Key Sales—March 16

Wichita, Kansas
Liberty Distributors, Inc.
149 North Rock Island
at Liberty Distr.—March 13 & 14

Williamsport, Pennsylvania
Neyhart's, Inc.
141-151 West Third Street
at Young Men's Republican Club—March 16
147 Market Street

Youngstown, Ohio
Graybar Electric Company
602 West Rayen Avenue
at Graybar—March 9 & 10

How would you like to sell

a \$19.95* appliance and clear \$7.38 dealer profit?

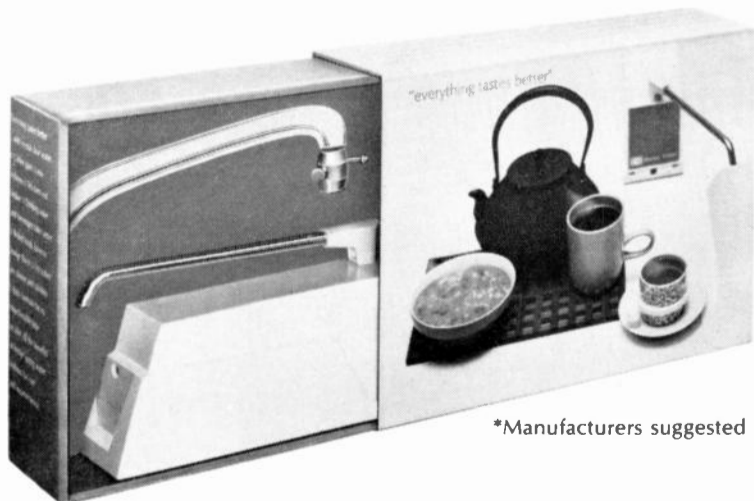
- ...makes clearer ice cubes
- ...gives coffee a new richness
- ...brews brisker tea
- ...removes objectionable taste from baby's formula
- ...keeps vegetables' natural flavor
in fact, makes *everything taste better*

AND

- ...it attaches to kitchen tap
- ...needs no plumbing/electrical connections
- ...sets on sink top
- ...has an activated charcoal filter
- ...is nationally advertised
- ...comes with complete merchandising program
- ...has full-color, self-sell carton

HERE IT IS...EATON WATER FILTER

...considered one of the hottest houseware items in 1966.



*Manufacturers suggested list price

WRITE FOR FULL DETAILS



EATON HEATER DIVISION

CLEVELAND, OHIO 44104

WASHINGTON NEWS

□□□□ **A drive to revive parcel post service** has been started by Postmaster General Lawrence F. O'Brien. His stated goal is to provide improved parcel post service for the public and the business community—manufacturer, distributor, and retailer. Businessmen now account for 78% of all parcel post mailings.

The service has been declining steadily since 1951, when Congress, in an effort to help the ailing Railway Express Agency (REA), stringently reduced the sizes and weights of parcels the U.S. Post Office could accept. O'Brien contends this has not helped REA, but has resulted in a deterioration of parcel post, from the standpoints of service and finances.

O'Brien wants Congress to approve a rate hike of 8¢-per-package, and a change in size and weight restrictions to permit shipment of parcels measuring up to 100 inches and weighing up to 40 lbs. between all first class post offices. Currently, parcels are restricted to 72 inches; and 40-lb packages may be shipped only 150 miles. He sees the move as a particular benefit to small businessmen in large cities.

□□□□ **The bulk of the opposition will come from REA**, of course, with an assist from the railroads and bus lines. REA president William B. Johnson already has said the proposal "would cut our business by 40% and force us into bankruptcy within a few months."

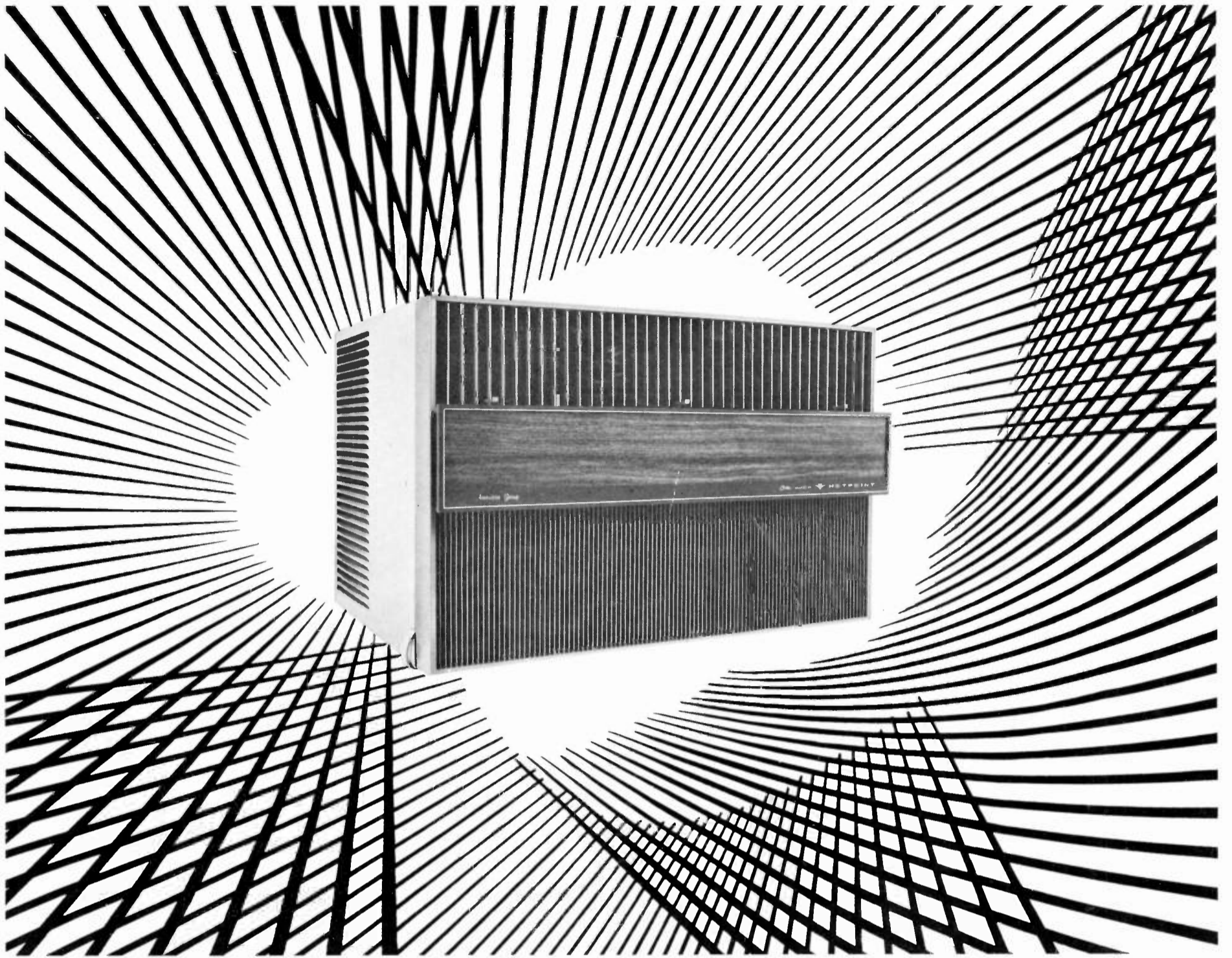
Johnson gets a chance to state his case more fully at hearings before the House Post Office Committee, headed by Rep. James H. Morrison (D-La.). Even before the hearings, however, he and his colleagues did some apparently effective lobbying among committee members. This was obvious from the pro-REA questions the Congressmen put to O'Brien as the hearings opened.

But the proposal is expected to get through Congress without too much trouble. Morrison, spurred by White House support, will press hard for its enactment. And it has a good deal of appeal for shippers and buyers, as well as for Congressmen who want to see the postal deficit cut to a minimum.

□□□□ **A sales decline in small radio devices** can be expected as a result of rules promulgated by the Federal Communications Commission. The FCC banned use of any radio device to eavesdrop or record private conversations without the consent of all parties. Law enforcement agencies are exempt.

The FCC acted in the wake of what it described as growing public indignation over the use of wireless microphones so small they can be concealed in a pack of cigarettes or in a martini olive. The rules, covering both direct and indirect use of radio devices, becomes effective on Apr. 8.

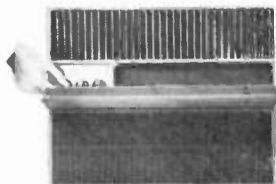
□□□□ **Prices for household furnishings** certainly are not contributing to the concern about inflation, a worry that is growing daily in Washington. The January consumer price index for household furnishings stands at 103.6% of 1957-59 levels. This represents the lowest price rise of all categories. The highest is medical care, now at 124.2% of 1957-59 price levels. Over-all, the consumer price index now has risen to 111% of the base level, with an increase of 1.9% during the past year.



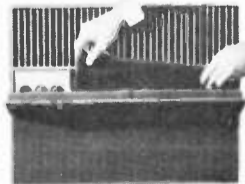
Hotpoint's automatic Circulaire sweeps cool air floor to ceiling...wall to wall with powered louvers, continuously—automatically

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

Automatic Circulaire is standard



Concealed Controls



Flip-out Filter

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

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

Hotpoint

first with the features women want most



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

HOTPOINT—THE GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

□□□□ Interstate taxes are burying manufacturers in expensive paperwork and are ultimately burdening consumers with higher retail prices, according to Werner N. Davidson, finance vice president of Caloric Corp. Davidson represented Caloric and the Gas Appliance Manufacturers Assn. before a House special subcommittee hearing on state taxation of interstate commerce. Davidson said it costs Caloric substantially more to prepare its local and state tax returns and accounting, and to cooperate in audits, than the total cost of local, county, and state taxes.

Davidson cautioned subcommittee members: "Remember, it's the consumer who pays the ultimate cost of inefficient and excessively costly taxation. Without relief, he will pay more for the products made by companies harassed by this type of taxation."

Davidson advocated positive action by the subcommittee on H.R. 11798, a bill that would limit state and local tax bases to two: payroll and real property. State and local taxation now uses four tax bases: sales, inventory, payroll, and real property.

□□□□ FM stereo continues to grow. The National Assn. of Broadcasters reports there are now 435 stations broadcasting in multiplex stereo. This is an increase of 39 stereo stations since January.

□□□□ Factory sales of high-oven ranges zoomed 58.3% in January—to 19,000 units—compared to 12,000 units sold in January, 1965, reports the Gas Appliance Manufacturers Assn. Free-standing range shipments were up 11.4%—to 117,100 units—from the 105,100 units delivered in January, 1965. The 165,000 domestic gas ranges sold this January surpassed January, 1965, by 9.5% and was the highest sales total since January, 1953.

□□□□ Franklin Manufacturing joins AHLMA. The private label manufacturer, a division of Studebaker Corp., becomes the 18th member of the American Home Laundry Manufacturers' Assn.

□□□□ The copper shortage has hiked motor prices of one manufacturer by 3%. Controls Co. of America announced the increase in its fractional-horsepower motors and blowers; it cited the cost of materials, especially the rising cost of copper, for the increase.

□□□□ Clartone will go into the tv business this June when it begins building color tv sets at its Stellarton (Nova Scotia) plant. The 9-model line will include five consoles and four combos—all with 25-inch rectangular tubes. The consoles will be priced from \$650 to \$800; the combos from \$995 to \$1,200. The sets are styled in French Provincial, Italian, Spanish and Modern. Clartone expects to start deliveries late in August.

□□□□ Pilot is back in the tv set business with the announcement it is now shipping color tv combos. Two models are being offered, each with a 25-inch color tube, a solid-state stereo amplifier, a Garrard Lab 80 turntable, and two 3-speaker infinite-baffle speaker systems. The Contemporary model lists for \$1,600; the Mediterranean lists for \$1,700. They are the first tv sets Pilot has manufactured since 1952.

Tv industry gets out yardstick, measures FTC's new ruling

Out of the confusion that followed the Federal Trade Commission's ruling on measurement of tv screen sizes (MW, 28 Feb., p.3), two problems emerge clearly: the industry must find a way to present the new screen sizes to the public with a minimum of confusion; and manufacturers must agree on an industry-wide policy to implement the rule.

When news of the FTC ruling first broke, the reaction was frantic. The commission ruled that, effective July 1, 1966, any reference to the picture size or tube size must be based on the viewable picture area. Furthermore, measurements must be made on a single plane—that is, not incorporating the convex shape of the tube face.

But by midweek, manufacturers were already examining possible ways to comply with the new rule.

The best way to advertise the new measurements, most manufacturers feel, is simply to inform consumers that there are new sizes, without belaboring them with details. As one industry spokesman explained, "The public accepted it when Cape Canaveral became Cape Kennedy, the public accepted it when NEMA set refrigerator standards, and the public will accept new screen sizes."

Many manufacturers agree with Paul Butz, chief of the FTC's Division of Trade Regulation Rules, "If I were the manufacturer," said Butz, "I'd let salesmen on the selling floor handle any questions that come up."

The best way to comply with the ruling will probably be determined by negotiations between the Electronic Industries Assn. (EIA) and the FTC. This problem is high on the agenda of the EIA when it meets in Washington Mar. 9. The EIA is also pressing for a postponement of the FTC's July 1 deadline; the preferred date is Jan. 1.

However, many manufacturers feel

they will be ready to meet the July 1 deadline. Most vociferous champion of the July date is S. R. (Ted) Herkes, the man who started all the shouting about the proliferation of screen sizes. "The July deadline," explains Herkes, "corresponds with the industry introductions of new lines. If the ruling is postponed until Jan. 1, we'll have to change all our advertising in midstream."

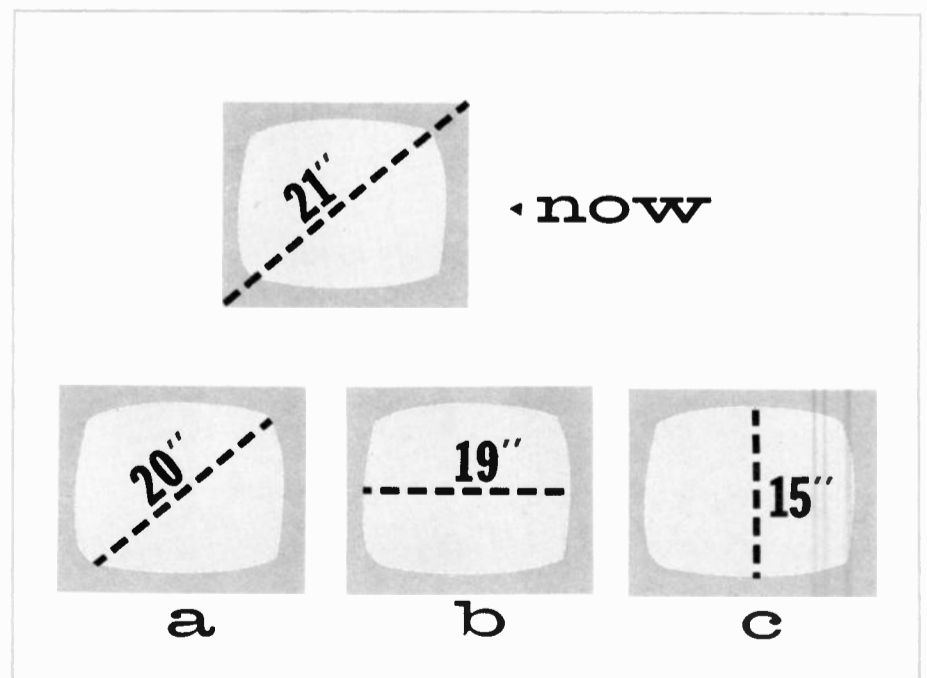
Herkes has reason to be happy with the ruling. It virtually wipes out the difference between the 21-inch color set and the 22-inch sets that Herkes decried (MW, 10 Jan., p.12). Measured diagonally, what would have been a 22-inch color set will be designated a 20-inch set; what is now a 25-inch color set will be classified as a 23-inch set.

The best way to measure the screen size is one of the problems that must be faced at the EIA meeting. The FTC ruling leaves manufacturers several alternative bases of describing screen sizes; the viewable diagonal, the viewable horizontal, both the viewable horizontal and viewable vertical (as in 19- by 15-inch), or the total viewable area in square inches.

Many manufacturers prefer the diagonal measurement, but some have told EIA they prefer the square-inch measurement. The FTC is backing the horizontal measurement. "One problem with any measurement except the square-inch measurement, however," explains Paul Butz, "is that we have not yet determined whether or not to permit manufacturers to round their measurement off to the nearest 1/2-inch. If a horizontal measurement is 19.9 inches, I don't think we would object to calling it 20 inches. But if the measurement is 19.5 inches, I don't know whether we would consider it accurate to call it 20 inches."

—Amei Wallach

The FTC ruling: three ways to figure the size of the screen



Now—manufacturers measure the overall diagonal of the tube face. On July 1, FTC's ruling will allow measurement only in the following ways:
A. Diagonal measurement will include only the viewable area of the screen.

B. Horizontal measurement will include only the viewable area of the screen.
C. Vertical measurement will include only the viewable area of the screen. The FTC also approves use of total viewable area in square inches.

A sales closer only RCA WHIRLPOOL dealers can use:



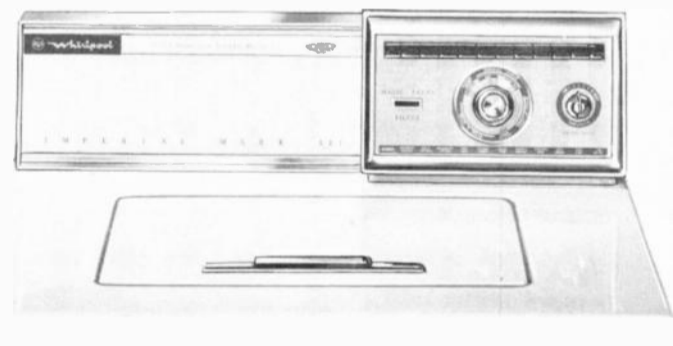
This lint filter does 2 jobs... it removes lint and cleans itself, all automatically!

Sure . . . all automatic washers have some kind of a lint filter. True, it filters out lint, but, the lint *stays in* the filter until *you* clean it out. It's messy.

That cleaning chore is a thing of the past with an RCA WHIRLPOOL. *This* washer features a new kind of filter. One that does two jobs. It not only filters out the lint *but* cleans itself

automatically. It's aptly called MAGIC CLEAN® filter and it's exclusive.

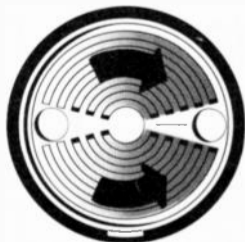
And the MAGIC CLEAN filter never forgets! Its lint-cleaning, filter-cleaning chore is repeated . . . quietly, efficiently, *automatically* . . . wash after wash, whether you are washing a 1-lb. load of delicates or a 14-lb. load of heavy fabrics.



Here's the fascinating inside story of how the MAGIC CLEAN filter works:



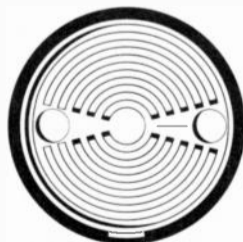
1. When wash cycle starts, filter starts collecting lint.



2. All during washing and rinsing, lint is trapped and held in circular channels.



3. Then, during draining, reverse water action flushes the lint away.



4. Now the filter is clean again and ready for the next wash.

Dealers: Use this successful sales closer on the next prospect who comes into your store for a washer. Demonstrate with the illuminated filter display. It works!

Model LPA 992-0



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

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

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

Great commercials like RCA Victor

It's the Space Age story of the Space Age Color



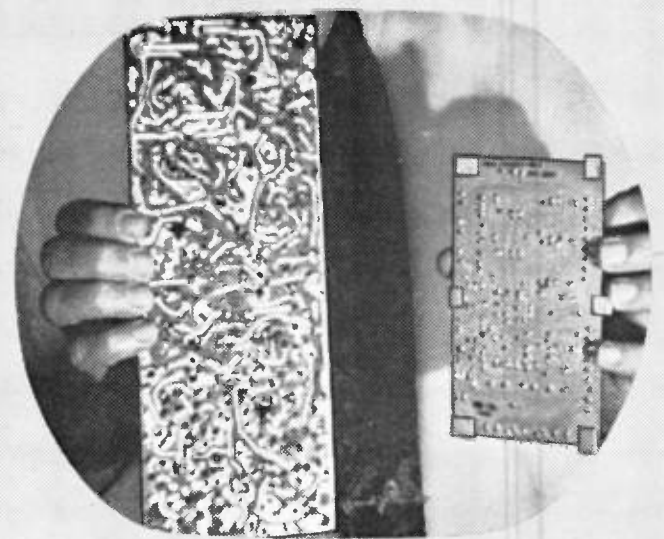
1. (Sound: Establishing music)



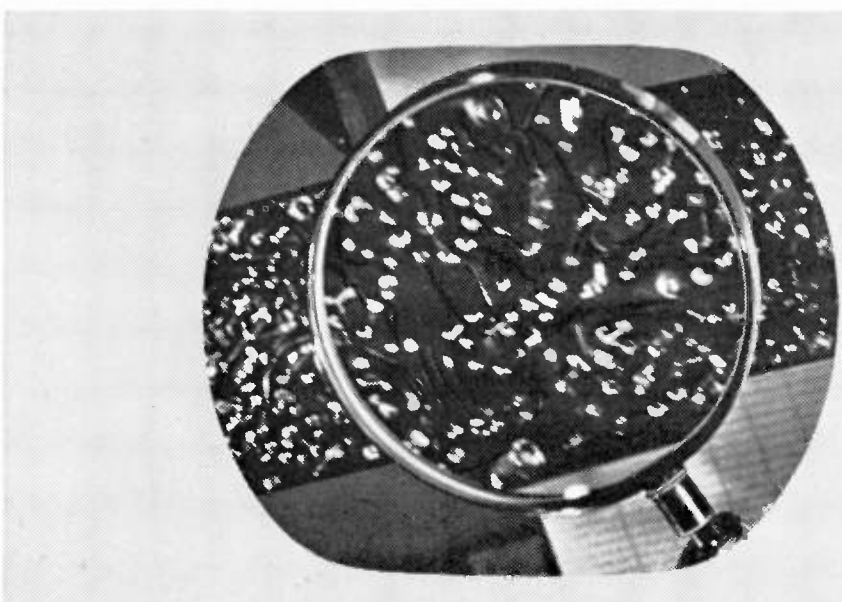
2. (Sound: Intercom voices from mission control center, then countdown)



5. DENTON CLARK (ON CAMERA): They won't come loose or go haywire a hundred and fifty miles above the earth, because they're solid.



6. And copper circuits in RCA Victor Color TV are solid. They won't come loose or go haywire, either.



9. For Space Age reliability, be sure...



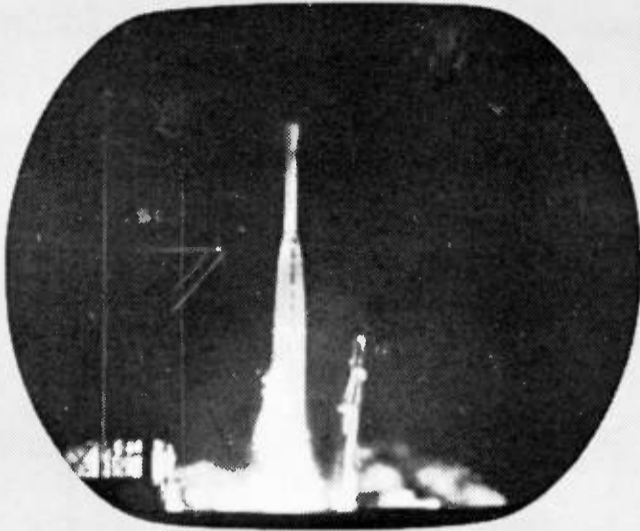
10. you get RCA Victor Color TV with RCA Solid Copper Circuits.

these are helping you sell Color TV

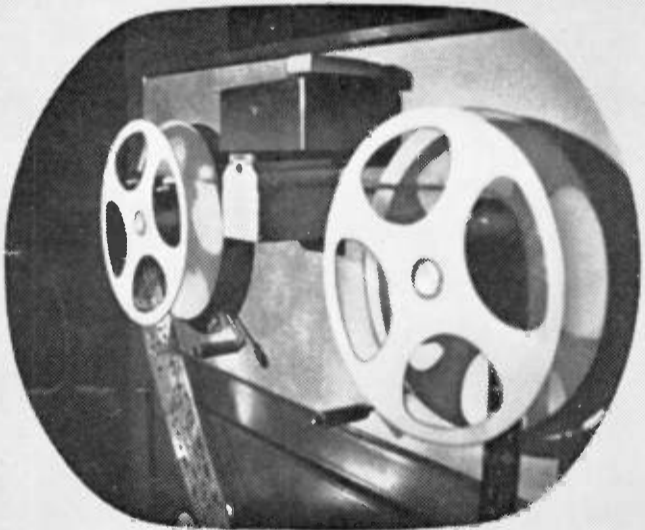
TV... the one with RCA Solid Copper Circuits



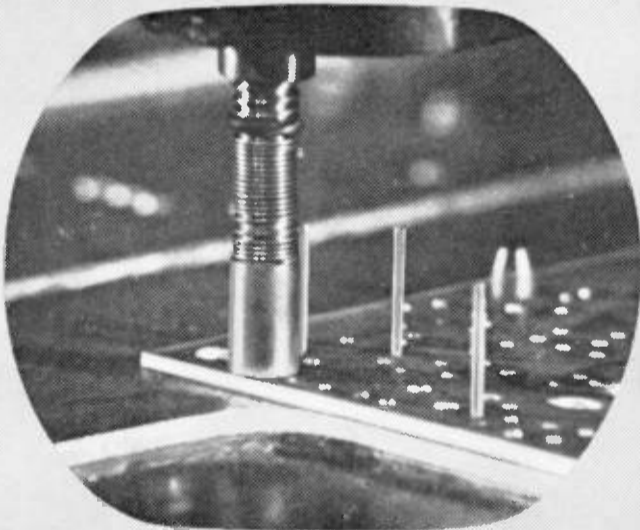
3. ANNOUNCER (VO): You can't call a repairman from outer space.



4. ANNOUNCER (VO): That's why so many of America's successful space ventures rely on Solid RCA Circuits.



7. ANNOUNCER (VO): RCA Solid Copper Circuits are made with computer precision, Space Age precision...



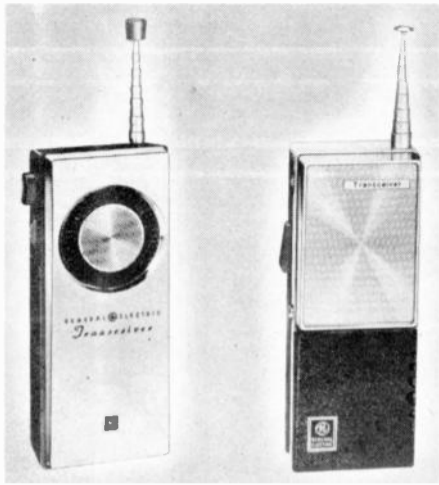
8. that old fashioned handwiring can't equal!

See it on Walt Disney's "Wonderful World of Color" and other NBC-TV Network programs. Sell it on your showroom floor.



The Most Trusted Name in Electronics

Tmk(s)®

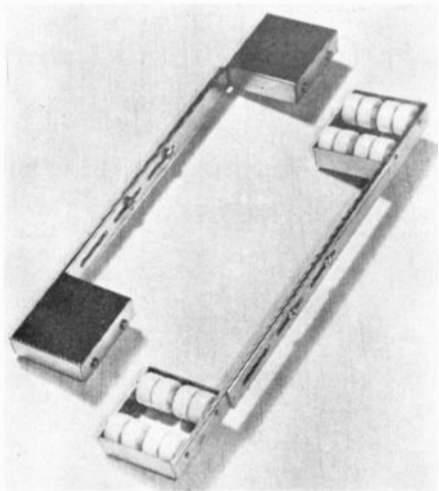


GE introduces two transceivers

General Electric has entered the citizens band field with two new transceivers. Model Y7000 in black and silver has a suggested retail price of \$59.95 a pair; model Y7010 lists at \$75 a pair. Prices for both units include carrying case, earphones, and batteries.

The Y7000 has a sending-receiving range up to two miles. It uses six 1½v penlight batteries, and weighs 1¼ lbs. with batteries. It is designed for easy one-hand operation, and employs a 51-inch whip antenna.

Model Y7010 operates at ranges up to three miles, uses eight penlight batteries, and has a 59-inch whip antenna. An optional accessory is a power converter which permits use on AC current as a portable home intercom system. *General Electric, Consumer Electronics Division, Electronics Park, Syracuse, N. Y.*



Delta refrigerator rollers

Delta introduces a new roller set for use under refrigerators.

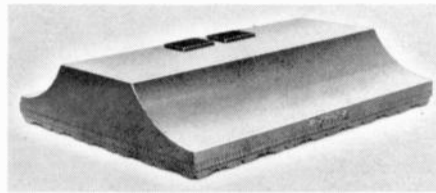
The Roll-Out unit is two steel-frame dollies, each set on 20 white nylon wheels. Delta says the 40 wheels will roll up to 650 lbs. without marring floor covering. The rollers, which raise the appliance 1½ inches, can also be used under ranges and freezers. The suggested retail price is \$9.95. Delta will supply magnetic signs, lapel buttons, banners, and ad mats to interested dealers. *Roll Out Products Corp., 2970 W. Broadway, Los Angeles, Calif. 90041.*

Enterprise eye-level range

Enterprise introduces a new Empress double-oven eye-level range in both gas and electric.

The Empress range is available in a 30-inch and a 36-inch series. The 36-inch series features a condiment cupboard built into the back panel. Other features of the two series are automatic oven, clock timer, cook-

and-hold oven, and a high-rise area above the burners which permits use of tall containers on the range's back burners. *Phillips & Buttorff, Nashville, Tenn.*



Chambers range hood

Chambers introduces a new range hood in Early American or Provincial styling.

The new CH-410 Kitchen-Mate

hood features a twin squirrel-cage blower and permanent aluminum filter. The range hood, designed for island or peninsula cabinet installation, is available in antique white or gold, Chambers colors, and stainless steel. *Chambers Corp., Cleburne, Tex. 76031.*

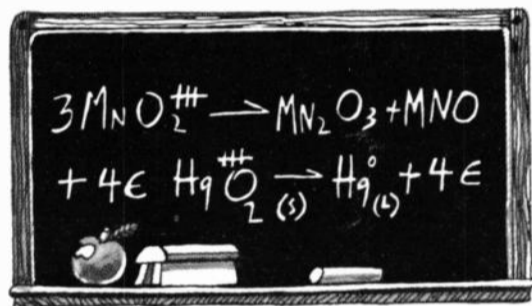


Sharp has new AM-FM radio

Sharp Electronics Corp. has introduced a new AM-FM table radio (shown at left) in a walnut cabinet at a retail price of \$44.95.

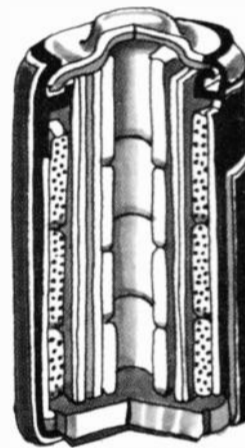
The radio (model FMA-21W) features automatic frequency control, automatic gain control, and a 7½-by-4-inch speaker. The chassis has six tubes plus rectifier, and incorporates one RF and two IF amplifier stages. The walnut grain hardwood cabinet is accented with a gold-trim speaker grille, vertical station selector dial, and control panel. The set measures 15 7/16 inches wide, 5 1/8 inches deep, and 8 9/16 inches high. *Sharp Electronics Corp., 178 Commerce Rd., Carlstadt, N. J. 07072.*

9 good reasons why DURACELL® batteries can give your customers an extraordinary buy...



1. Completely different electro-chemistry

Pick up a Duracell battery and an ordinary battery of the same size. You can actually feel how much heavier the Duracell battery is, how much extra power and life there is in it. Red Duracell batteries use a mercuric oxide system to store energy, Black Duracell batteries use an alkaline-manganese system. Both systems create long-lasting energy more efficiently than the zinc-carbon system used in ordinary batteries.



4. Safe for expensive equipment

Ordinary batteries destroy themselves as they're used, leaking corrosive liquid into delicate parts. Even sitting still, ordinary batteries eat themselves up, especially under high temperatures. But Duracell batteries are specially sealed to resist loss of liquid. If a Duracell battery causes damage to a camera or radio, Mallory will make it as good as new or replace it.



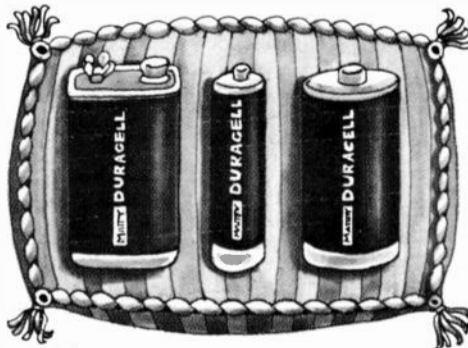
2. Up to 8 times more life

Because Duracell batteries work on different chemical systems, they have a completely different standard of performance. In transistor radios, for example, they give up to 5 times more life than ordinary batteries. In battery-powered toys, up to 8 times more life. And they give perfect flash pictures months after ordinary batteries have begun causing "flash-lag"



3. Longer life even sitting still

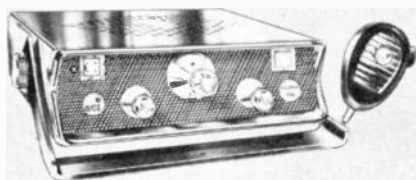
A Duracell battery can sit for two years or more and still have strong operating power. Ordinary batteries lose much of their life just waiting to be sold. (You'll notice there's no expiration date on Duracell batteries.)



5. More energy for heavy drains

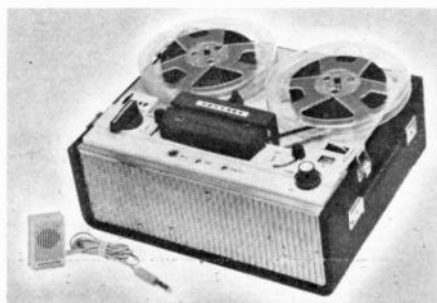
Sometimes ordinary batteries, even when fresh, barely move a battery-powered toy. But when they're switched to Duracell batteries, that toy picks up and goes. Duracell batteries put out more energy for heavy-duty applications.

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



E.C.I. Electronics adds new line

E.C.I. Electronics introduces a new line of 2-way radio communication equipment. The transistorized line includes the Courier TR-6 (shown) and the Courier TR-23s. Both models are supplied with 30w AM and 50w FM power; both operate on the 11-meter band. *Hamos Co., International Division, 332 W. 21st St., New York City, N.Y. 10011.*



Concord's solid-state tape recorder

Concord introduces the Concord 122, a 3-speed solid state monaural tape recorder with up to 12 hours playing time. The 122, which will ultimately replace the 120, sells for less than \$125.

In addition to the features which

characterized the 120, the 122 has AC bias on both record and erase, a VU meter, and variable tone control. The recorder measures 14 inches by 6½ inches by 11 inches, and weighs 17 lbs. Power rating is 60w and 117v. Frequency response is 50 to 12,000cps at 7½ips. All reel sizes up to 7 inches can be played on the unit. *Concord Electronics, 1935 Armacost Ave., Los Angeles, Calif. 90025*

NuTone range hood series

NuTone Inc. introduces a new Selectamatic range hood series which is available in three metals and nine finishes.

The new series features a die-cast

control panel and contoured front lines. The models are available in widths of 30, 36, 42 and 48 inches and include twin recessed lights and a 3-speed fan. Colors for the new series are stainless steel, silver or copper anodized aluminum, colonial copper, copper, white, turquoise, yellow or beige. *NuTone Inc., Madison and Red Bank Rds., Cincinnati 27, Ohio.*



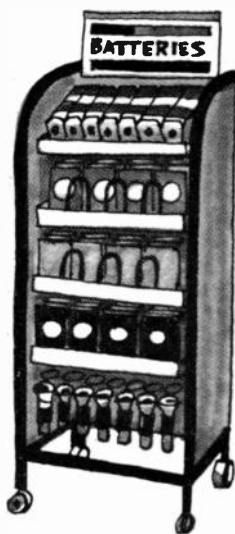
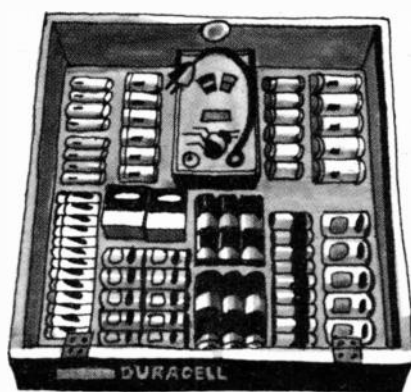
ADC offers compact speaker system

The key technical feature of Audio Dynamics Corp.'s new "bookshelf size" speaker system (model 404) is extremely low fundamental resonance, says the company. This is achieved by critical matching of mass and elasticity of the enclosed air to cone mass and suspension, rather than by enclosure size. The speakers, 11⅞ inches high, 7¾ inches wide, and 8¼ inches deep, have full bass response down to 45cps. Power requirements of the speakers are 6w minimum and 50w maximum. The cabinets are oiled walnut. The speakers retail for \$56 each. *Audio Dynamics Corp., Pickett District Rd., New Milford, Conn.*

...at the same time they're giving you
2 to 4 times more profit!

6. More profit from the same space

Duracell batteries are the same size as ordinary batteries, but they deliver 2 to 4 times more profit because they've got a bigger price tag.



8. Duracells move

New merchandisers and displays keep Duracell batteries moving. Customers can help themselves from assortments for almost every battery use.

7. Sizes and types for every need

Photographic equipment, transistor radios, portable equipment of all types and description work best with Duracell batteries. The use of Duracell batteries grows as customers find how good they are in one application and try them in another.



9. Duracells are in demand

The word about these long lasting batteries is getting around. National advertising in magazines like the *Reader's Digest*, *Life* and *Look* provides some of the push, local radio and newspapers spread the word even more. But best of all, satisfied customers are telling their friends, and their friends are coming in to buy. For more information about Duracell Batteries, contact the Mallory Battery Company, a division of P. R. Mallory & Co. Inc., S. Broadway, Tarrytown, N. Y. 10591. Telephone 914 591-7000.



It's good business to do business with Mallory

MALLORY

50th
ANNIVERSARY

Samuel ovens, range tops

Samuel Stamping and Enameling introduces its new line of restyled built-in Suburban ovens and range tops.

The 5-model oven line features a new control panel with a snowflake pattern on dark porcelain. The top-of-the-line 21-inch gas model features Program Cooking, drop-down doors, plus windows and lights in oven and broiler doors. Single-oven electrics in 21-inch sizes feature drop-down door, automatic clock control, oven window and light.

The range tops come in gas or electric, featuring four elements or burners, lift-off top, and recessed top-mounted controls. Both ovens and range tops come in copper, turquoise, yellow, chrome or white. *Samuel Stamping & Enameling Co., 1815 E. Main St., Chattanooga, Tenn.*

Gibson and Gimbels-Schuster tune in on 'Young America'

The importance of the "Young America" market was the paramount factor in the decision of Gimbels-Schuster, of Milwaukee, to launch its recent all-out promotion of decorator-front refrigerators.

The promotion was launched with a splash with a two-page color spread. But Gimbels-Schuster's initial planning—carried on in conjunction with Gibson Refrigerator Sales Corp.—began as far back as November.

To score well with the fashion-conscious Young America group, executives of Gimbels-Schuster felt their store had to establish an image of being first with the newest and latest in design in all product categories. The Young America market, they point out, is generally acknowledged as an increasingly important segment of the consumer population for retailers.

The tone of the entire promotion was set at the very first meeting between Gimbels-Schuster and Gibson personnel. That meeting involved the participation of merchandise managers, buyers, display people, store decorators, and floor sales personnel.

Staggered mailings of brochures to the public started on the first of February. The brochures showed Gibson decorator-front refrigerators in vignettes; prices were not included. On the strength of the brochures alone, six units reportedly were sold.

Initial reaction to the promotion, which, Gimbels-Schuster said, "virtually attracted hundreds," proved that the appeal of decorator styling was not limited to just the Young America market; it also proved successful with 50- and 60-year-old consumers who were in the process of re-doing their kitchens.

The theme was pushed storewide, as well as on radio and tv; these are the methods Gimbels-Schuster used:

- Exterior window displays were set up in other units of the 8-store Gimbels-Schuster chain.

- A special display was set up at the downstairs entrance to the store, even though the appliance department is upstairs.

- Enlarged photos of promotion displays were placed at escalators and elevators.

- Vignettes were located at the entrances to the store restaurant, as were "table tents" inviting consumers to visit the appliance department.

- Models throughout the store handed out invitations to the white goods section.

- Radio and tv interviews were conducted with Penny Hallock Lehman, designer for the Gibson line.

- Finally, and perhaps most important, Gimbels-Schuster paid careful attention to accessorizing its displays. For example, the store is said to have spent about \$300 on tile alone to be used in vignettes. It expended a good deal of time and money on acquiring authentic visual elements to complement its refrigerator displays.

The store plans to follow up its first color ad on the decorator models with a black-and-white ad that emphasizes the designer series, but incidentally mentions white and copper finishes. Gimbels-Schuster will then run a second follow ad that empha-

sizes white and copper, with the incidental reference to the designer group.

The best selling model in the designer group, the store reports, was "Happy Cooking," an Oriental motif.

The decorator door derby has been off and winging ever since Kelvina-tor introduced its line of Originals at last year's winter markets in Chicago. Since then, entries with colorful and decorative designs have included—besides Gibson—Amana, Norcold, and Sears.

Whirlpool—Conde G. Maiden is named vp of the international division.

Philco—H. Thomas Stroop is appointed director of marketing, appliance division, and Robert R. Austin is appointed director of manufacturing, appliance division. William R. Mitchell is named San Francisco district mgr, sales and distribution division. Glenn Smith succeeds Mitchell as district mgr in New Orleans.

Magnavox—Arthur P. Stern is named vp, research, and general mgr, Magnavox Research Laboratories.

Zenith—Donald G. Haines fills the newly created post of administrative engineer.

Corning—Robert W. McFadden is appointed sales promotion mgr, Corning Ware products and Pyrex Ware. Richard Keeler is appointed southern district sales mgr, tableware, in Dallas. Milton A. Traylor is named mgr, retail merchandising, Los Angeles district.

Maytag—Raymond Hamilton, regional mgr, is named to a Kansas City branch territory in northeastern Kansas.

Amana—Elmer J. Dittrich is promoted to national sales mgr for central air conditioning products, and Glenn R. Moss is named product mgr of electric-gas central air conditioning systems.

Look at all you get with Scotch[®] Magnetic Tape BRAND

(besides the fastest selling recording tape in the business!)

The dealer handling "SCOTCH" Brand Recording Tapes has the line that's pre-sold—by mass advertising, promotion and the finest merchandising program in the business. Here's product quality plus selling support! According to "Billboard"

magazine's recent survey, dealers prefer "SCOTCH" Recording Tape twelve-to-one over their nearest competitor—because their customers do! Look at all you get when you carry the "SCOTCH" Brand line of recording tapes.

Advertising

Mass consumer advertising directed at your present customers and specially selected to bring you new ones. In America's top magazines—also on 3M-sponsored weekly FM radio in 25 top markets—plus in all these audiophile books.



Westinghouse—Robert F. Pierce is appointed sales mgr to independent distributors for television and stereo lines. George P. Harris Jr. succeeds Pierce as district mgr for radio-phonograph products in Chicago. J. J. Eagan is named eastern regional mgr for the Appliance Sales and Service Company, and H. Paxinos is named to a newly created post of mgr of product planning for the tv-radio division.

New York Transistor—John C. Olney is appointed national sales mgr.

Benjamin Electronic Sound—Jay Menduke is appointed to the position of national sales mgr of the distributor products division.

Controls Company—Donald M. Strathearn is elected senior vp and chief operating officer. A. L. Topp succeeds Strathearn as group vp, and Robert W. Sloane succeeds Topp as general mgr of the heating and air conditioning division.

Hamilton—Howard Havlichek is appointed regional mgr on the west coast for the appliance division.

In-Sink-Erator—C. H. Frahm is named advertising and sales promotion mgr; he formerly served as ad mgr.

GE—E.D. Disborough is named product mgr of color tv product planning for the television receiver department.

March-April sales aids: a key to springtime profits

As March begins giving way to spring, your customers will be getting ready for the new season with a flurry of spring cleaning activities. You can get ready now to sweep in springtime profit opportunities. Your local gas and electric utilities have a program of March and April promotions to help you sell electric and gas products.

Promotion kits, cash bonuses, co-op advertising allowances, and customer premiums are only some of the sales aids your local utilities have

prepared for you. Plan your own spring promotions to coincide with utility product campaigns.

Here is a roundup of March and April utility promotions. Check this list and contact the utility representative in your area for sales aids and details on local promotional opportunities.

Arizona—gas and electric ranges. The Arizona Public Service Co. is running two simultaneous range campaigns. The "Cooking with gas is easy as pie" promotion will run in the southern area through Mar. 31, and the "A lady's love: a modern electric range, the heart of the kitchen" campaign will run in the northern area through Apr. 30. Both campaigns offer retailers a 40% co-op advertising allowance and are backed with a program of newspaper ads, radio spots, billboard posters, and tv spots. Both promotions include home service cooking demonstrations and promotion kits. Salesmen in the northern area are also eligible for these cash bonuses: \$1 for the first electric range sale, \$2 for the second, \$3 for the third, \$4 for the fourth, and \$5 for the fifth and each succeeding sale.

Florida—water heaters. Both the customer and the salesman can benefit from Florida Power Corp.'s "Water Heater Round-Up" promotion through April. The salesman receives \$2 for each water heater he sells to a Florida Power Corp. customer. He receives \$10 if the water heater replaces a flame-type heater. The customer who buys an electric water heater to replace her flame-type heater receives a \$25 wiring allowance. Radio, television, and newspaper advertising will back up the promotion, and retailers can contact their local service representative for window banners and other sales aids.

Illinois—electric ranges. The Central Illinois Public Service Co.'s electric range promotion, which runs through April, offers retailers a little of everything: cash bonuses, a co-op advertising allowance, and a premium. The promotion also includes a wiring allowance for the customer. For each new or used electric range sold during the promotion, a salesman receives \$5 per unit on the first five units, and \$10 for each unit thereafter. CIPS also offers retailers a 50% co-op advertising allowance. Each CIPS customer who buys an electric range from a retailer in the CIPS area receives a certificate for a 12-piece Teflon-coated cookware set by Westbend. In addition, a customer who buys either an electric range or water heater receives a \$15 wiring allowance. If it is necessary to change the wiring from 120v to 240v service, the customer receives a \$50 allowance; if the customer buys both an electric range and a water heater and needs to change her wiring from 120v to 240v service, she receives a \$75 allowance.

Be on the lookout for these other promotions from Central Illinois Public Service: June, no-frost refrigerator-freezers; October-November, electric dryers.

Connecticut—electric heater. The Connecticut Light and Power Co. is offering customers a \$5 per kilowatt allowance toward the installation of electric heat in 1966.

Merchandising

IN-STORE DISPLAYS THAT SHOW-AND-SELL THE COMPLETE "SCOTCH" RECORDING TAPE LINE.



PERMANENT FLOOR CABINET FCD-2. This display has increased tape sales from 42% to 300% in stores across the country. Inviting self-service unit holds 144 rolls plus accessories.



"LIVING LETTER" TAPE. A profitable, fast-turnover line displayed (how else) in an attractive red-white-blue Mail Truck or Mail Box. Every roll comes in a heavy-duty plastic mailer. Display holds address labels and literature.



MAIL TRUCK holds 36 rolls—12 each of 150', 300', 600' lengths.



MOST COMPLETE ACCESSORY LINE. Self-threading Reels, Splicing Tape, Leader and Timing Tape, End-of-Reel Tape Clips, Sensing Tape . . . all in one display.



MAIL BOX holds 72 "Living Letter" Tapes—24 each of 150', 300', 600' lengths.

NEW SHRINK-PACK, ONE-PIECE BOXES.

An attractive extra touch for both 5" and 7" reels. Insures "factory to you" clean tapes. Eliminates tape switching, too.



Sales Literature

THE ROAD TO BIGGER SALES AND PROFITS STARTS WITH THIS COUPON.

Ellen Young, Magnetic Products Division, Dept. MEV-36, 3M Company, 2510 Conway St. St. Paul, Minnesota 55119

Send me details of:

- 3M Merchandising Displays and ordering information.
- 3M Sales Literature available to me.

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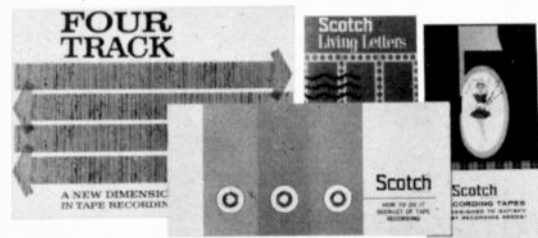
COMPANY _____

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CITY _____ STATE _____ ZIP _____

Magnetic Products Division **3M** COMPANY

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FREE SALES AIDS include the popular "How to Do It Booklet of Tape Recording," and "Four Track: A New Dimension In Tape Recording." Also free brochure on the self-threading reel, and on the "right" tape to select.

**the
outlook
for
spring
and
summer
sales**

Story by Ed Dubbs

Cover and drawings
by Joan Bacchus

The outlook for spring and summer housewares sales is bright from a product standpoint. There are styling refinements, brighter colors, new convenience features, and increased trade-up selling potential throughout the seasonal products field.

Outdoors is a step-up scene along all product lines:

For power mowers, replacement customers are expected to make their purchases at the high end, are looking for product features that make lawn mowing easier and faster. Fair-trade pricing and "selective distribution" policies by manufacturers have helped to clean up power mower pricing.

For barbecues, covered smokers and smoker-wagons are expected to gain an increased share of the market, taking pricing pressure off the bowl-type braziers. And customers who buy a deluxe barbecue for home use also are prospects for portable units to take to the beach or on picnics. Improved product styling and brighter colors have added more of a fashion touch to barbecues.

For fans, fancy-front plastic grills have given this product category a new flair, if not a new lease on life. Several years ago, buyers were saying they could not sell a fan above \$20, blaming it on air conditioners. Now deluxe units are moving at upwards of \$50. With only a little bit of co-operation from the weather, retailers should have little or no trouble beating last year's sales and profit figures on fans.

In addition to playing up improved styling, retailers will be hitting hard at the idea of a fan for every purpose, including helping to circulate air that already has been cooled by an air conditioner. Although the bulk of sales is expected to continue to come from the 20-inch portable box fan, a number of specialty fans — small desk units, hassocks, and oscillators — are likely to post gains.

For summer furniture, housewares retailers have upgraded their product assortments, seeking to play down the low-end folding furniture that is sold everywhere, from supermarkets to drug chains. Some department stores will be featuring wrought iron furniture in their housewares displays for the first time. In New York City, for example, Macy's will move dinettes up to the furniture floor for the summer and move wrought iron summer furniture to the housewares operation. Department stores and mass merchandisers also will be playing up redwood and highend metal furniture with a mesh look.

For storage sheds, retailers will be stepping up customers to bigger units, pushing the 6-by-8-foot models. There also is improved styling—away from the box-like look — to talk up.

For sprinklers, retailers will be step-

ping up customers to deluxe "traveling" models. Sprinklers also have been styled up. However, retailers in some parts of the country again face the possibility of a water shortage that could hamper sales of sprinklers and garden hose.

For paper goods, retailers will be featuring the "Western" look of calico and the LBJ barbecue. Many housewares departments will be selling paper goods for the first time this year. In summers past, customers had to go to the stationery department, where they were greeted mainly by paper goods designed for birthday parties, anniversaries, and bridge clubs.

For barbecue accessories, packaged barbecue ensembles will be the major play, but retailers also will be weaving in regular carded gadgets, such as tongs, holders for corn on the cob, and hamburger presses. More soft goods—tableclothes, aprons, and chefs hats — also will make the housewares scene.

For picnic goods, product assortments have been traded up and away from the low-end styrofoam products. Insulated metal and deluxe plastic chests and jugs will be pushed. Some retailers also will be combining "gift housewares" products, such as insulated tumblers and servers, with their jugs and chests.

One bright new product will be making the spring-summer scene for the first time: low-voltage outdoor lighting. This product category has yet to receive a major retail selling test, although a number of department stores and other retailers added at least one line late last year. Other housewares and garden goods manufacturers are expected to watch with interest the sales acceptance of the two major low-voltage outdoor lines—AMF's Wen-Mac and Intermatic's Time-All.

For electrics, juicers will be gaining increased retail exposure and promotion this summer. Oster and Panasonic introduced new models in January, and Waring and Braun will be featuring their units. Ice cream freezers, blenders, toaster-broilers, hair dryers, automatic 24-hour timers, and even massagers (for summer aches and pains) also are proving to be popular summer items.

Summer need not be slack for retailers, even in electric housewares, provided the retailer promotes the total summer scene of leisure-time activity and products.

On the opposite page, Merchandising Week presents some ideas worth considering or copying for coordinating seasonal housewares with hot-weather boutique shops designed to merchandise these products in sales-catching displays all season long.

Merchandising seasonal

**retail
'shop' ideas
that pave
the way
to
profitable
display**

housewares:

Retail display for seasonal housewares this spring and summer will be big as all outdoors . . . the kind of promotional scope these products deserve.

More than just "shops" will be involved, however. The profitable angle is to carry the boutique-shop concept to its natural conclusion by coordinating individual seasonal-goods shops into one big panorama of summertime leisure activity.

The Paper Shop will be tied to the Barbecue & Picnic Shop, which will lead into the Patio & Terrace Shop, where summer furniture will be coordinated in room settings with other housewares products, including bar goods and electrics. The Patio & Terrace Shop, of course, moves naturally into the Lawn & Garden Shop.

A shoppers' oasis will result—a one-stop scene for all of the consumer's spring and summer housewares needs and conveniences. And it will be achieved simply by treating individual shops now in existence as if they were one big seasonal-goods shop.

The total summer scene can be enhanced further by weaving an over-all theme throughout the multi-shop area. An over-all theme can be achieved through using inexpensive one-dimensional wooden cutouts of figures—dubbed "woodikins"—which are gaining popularity in retail circles. The woodikins could be dressed in casual summer clothes and could include children as well as adults. For a beach picnic vignette, the woodikins could be clad in bathing suits. For an outdoor cooking scene: barbecue aprons and the chef's hat.

Summer is an impulsive season, and retail displays should encourage the impulse — make it irresistible.

Two major goals of a shop merchandising concept are showing the customer that the store offers a wide product assortment and encouraging multiple sales through suggestive and coordinated selling.

A picnic promotion is a good way to capture these goals, and it can be soft sell all the way. It can be handled through in-store displays that are coordinated with newspaper ads and mailers.

The peg is homemaker service, an approach national women's magazines use over and over with evident success. One way to do it is to promote your own special list of "Helpful Hints for a Care-Free Picnic," including all the suitable housewares products you sell and ranging as far afield as possible, even touching on household chemicals, such as insect spray. Another natural come-on is a recipe brochure including the housewares items needed for picnic meals.

And for the Picnic Shop, try a surfboard to set off the products you are pushing. Don't forget a wicker picnic basket, an insulated chest, a portable



barbecue — and a transistor radio.

Summer salads can be the theme for another hot-weather promotion, one that has proven highly successful for some retailers. A summer promotion built around cool salads brings wood-ware and other gift housewares products — condiment sets and salt-and-pepper shakers—into the seasonal swing of things.

The idea here is to show customers how they can dress up summer salads. Use demonstrators. They can toss and hand out samples for tasting. And they also can prepare new dressings for a tie-in with a blender promotion. The low-calorie angle can be brought in, too.

For a cool-looking display to set off the cooling freshness of a summer salad, arrange sea shells and driftwood around the bowl, the accessories, and the utensils.

Housewares room settings for the terrace or patio can be promoted in the same manner as the furniture department runs newspaper ads featuring furniture room settings. Macy's New York, for instance, has been a leader in adapting room settings to the housewares operation, for summer furniture and unpainted furniture.

Stage a show of gracious outdoor living. Bring a wide array of products into the room settings—summer furniture, melamine dinnerware, stainless flatware, insulated tumblers, a serving cart, bar goods, patio lighting, a barbecue, and electrics (an ice crusher, a blender, an openstyle broiler-rotisserie, a fan).

Use garden hose as rope to set off garden tools and sprinklers in a patio or garden setting.

A summer twist for electrics can be built around a promotion with a theme such as "Keep Cool in the Kitchen This Summer." Feature such items as a fan, a toaster broiler (why heat up the oven?), a refrigerator defroster, a blender, an ice crusher, a slicing knife (with tomatoes and cold cuts), and juicers.

Steamed clams can provide another housewares promotional peg. Several major housewares buyers in the East said they are planning to put more promotional emphasis on enameled clam steamers this season.

A nautical motif is the solution to display. Use an anchor and a ship captain's cap. Insulated tumblers and a buffet range also fit in with this kind of a promotion.

Summer vacations are also worth exploiting. There is more to sell the vacation-bound consumer than luggage. For instance: portable hair dryers, travel alarm clocks, travel coffee sets, and even 24-hour timers (for customers to connect to lamps when they leave to make it look as if the vacationing family is still at home).

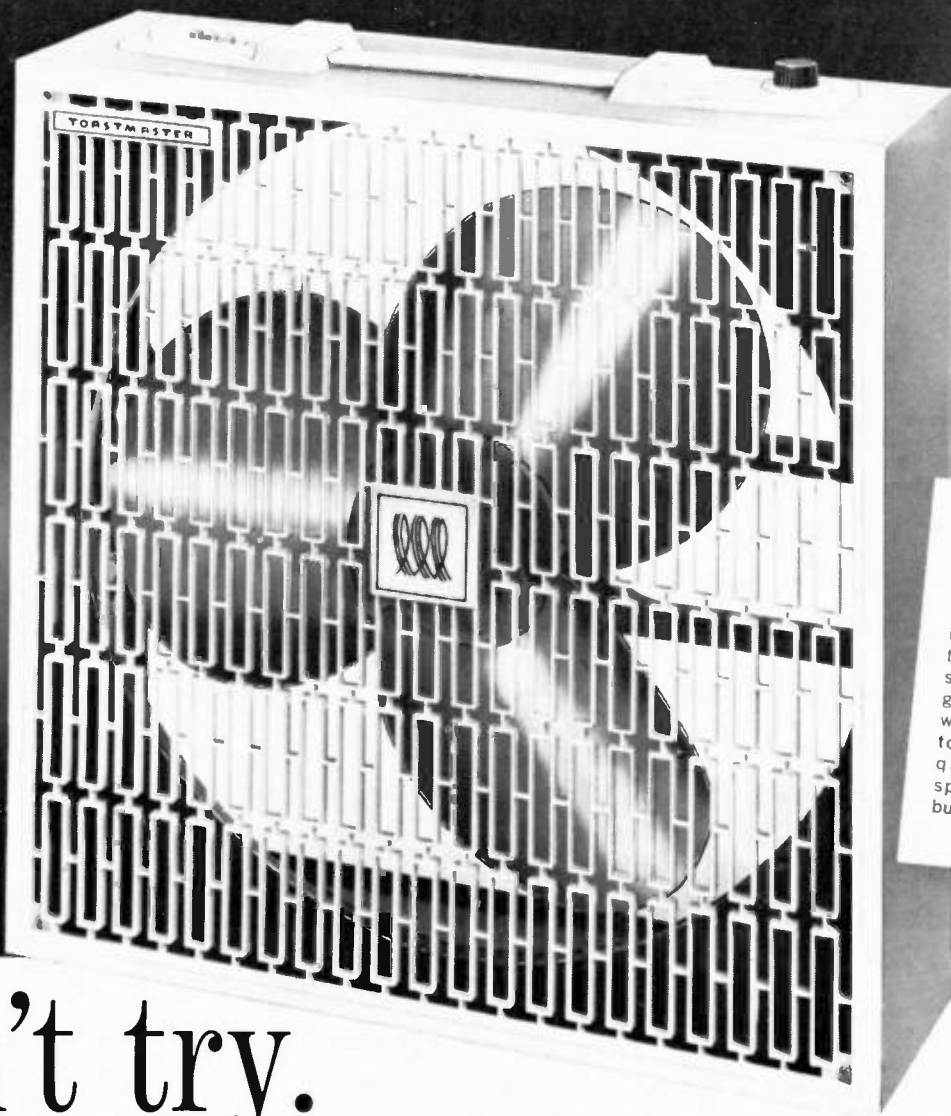
MANUFACTURERS' SPECIFICATIONS FOR 1966 ELECTRIC FANS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-yes, N-no; UNDER TYPE OF FAN: W-wood only, G-general all purpose, A-attic, E-exhaust, H-hassock, PB-portable box, O-oscillating, R-roll about, S-stand or pedestal, T-table top or desk, C-ceiling, V-vestibule, CA-casement; UNDER BLADE & BODY CONSTRUCTION: M-metal, P-plastic, R-rubber, W-wood, A-aluminum, S-Steel

MODEL	TYPE	BLADE DIAMETER (INCHES)	BLADE CONSTRUCTION (SEE KEY)	BODY CONSTRUCTION (SEE KEY)	NOMINAL RATINGS			COLORS AVAILABLE	NET WEIGHT (LBS.)	OVER-ALL DIMENSIONS H x W x D (INCHES)	VENTURI RING	FILTER	REVERSABLE	THERMOSTAT	CO-OP PROGRAM	MFG'S SUGGESTED RETAIL PRICE
					SPEEDS	MAX. CIRCULATION (cfm)	MAX. VENTILATION (cfm)									
AIR KING -- Berns Air King, 3057 No. Rockwell, Chicago, Ill.																
PR20-S	G, PB	20	M	M	2	5,250	2,500		21	22 1/2 x 22 1/2 x 6 1/4	N	N	N	N	N	\$ 24.95
MR20P	G, PB, R	20	M	M	3	5,500	2,600	Beigetone	31		N	N	N	N	N	35.95
P20E	G, PB	20	M	M	2	6,500	3,250		21		N	N	N	N	N	33.95
P20		20			3	5,500	2,600		21		N	N	N	N	N	38.95
PHT20		20			2	6,500	3,250		25	22 1/2 x 22 1/2 x 6 1/4	N	N	N	N	N	39.95
PHW20		20			3	6,750	3,350		31	23 1/2 x 25 1/2 x 7 1/4	Y	N	Y	Y	Y	53.95
WF20-E	W	20			2	4,000	3,150		25	Adj. 28-40 W.	N	N	N	N	N	37.95
SQ20PB	W	20			3	5,750	3,250		27	Adj. 27 1/2-40 W.	N	N	N	N	N	49.95
AV20-PN	W	20			3	6,750	3,350	Beigetone, Ivory Louvers	40	Adj. 28-40 W.	N	N	N	N	N	68.95
P14	PB, G	14			2	3,750	1,900	Beigetone	10	16 1/2 x 16 1/2 x 5 1/4	N	N	N	N	N	24.95
TP24-SG	S	24			2	10,000		Hammertone Grey	107	Adj. 60-96 H.	N	N	N	N	N	155.90
ATLAS AIRE -- Atlas Tool & Mfg. Co., 5147 Natural Bridge, St. Louis, Mo.																
P66	PB	20	M	M	2	4,000*		Blue	25	23 1/2 x 22 1/2 x 6	Y	N	N	N	N	24.95
L65	PB	20	M	M	2	3,000	180	Butterscotch	21	23 1/2 x 22 1/2 x 6	N	N	N	N	N	24.95
W63	W	20	M	M	2	4,000	115	Butterscotch	30	26 1/2 x 28 x 6	Y	N	N	N	N	24.95
W63R	W	20	M	M	2	3,700	115	Blue	32	26 1/2 x 28 x 6	Y	Y	Y	Y	Y	28.95
W63RT	W	20	M	M	2	3,700	115	Biege	32	26 1/2 x 28 x 6	Y	Y	Y	Y	Y	31.95
C63	S	16			2	2,500	160	Blue	13	22 1/2 x 20 1/2 x 7	N	N	N	N	N	22.50
BREEZ-AIR -- Buffalo Forge, 490 Broadway, Buffalo, N.Y.																
Breez-Air	A	24	M	M	2	5,900			128	30 1/2 x 30 1/2 x 16 1/4	N	N	Y	N*	N	
		30			2	7,960			150	38 x 38 x 18 1/4	N	N	N	N	N	
		36			2	10,200			175	44 x 44 x 19 1/4	N	N	N	N	N	
		42			2	14,600			200	49 x 49 x 20 1/4	N	N	N	N	N	
		48			2	17,400			265	55 x 55 x 21 1/4	N	N	N	N	N	
		54			2	20,400			300	61 x 61 x 21 1/4	N	N	N	N	N	
DOMINION -- Dominion Electric Corp., 150 Elm St., Mansfield, Ohio																
2007	G	8	M	M	1	750	70	Standard Dominion, Aqua	7	12 1/2 x 12 1/2 x 8 1/4	Y	N	N	N	Y	12.95
2011	O	10	M	M	1	700	50		8	14 1/2 x 11 1/2 x 10	N	N	N	N	N	15.95
2017	O	12	M	M	2	1,250	70		9	15 1/2 x 13 1/2 x 10	N	N	N	N	N	19.95
2026	G	10	M	M	1	1,250	105		12	14 1/2 x 15 1/2 x 10 1/4	Y	N	N	N	N	19.95
2067	PB	20	M	M	2	4,000	160		24	24 x 24 x 6 1/4	Y	N	N	N	N	32.95
2069	R	20	M	M	2	4,000	160		34		Y	N	N	N	N	23.95
2074	PB	20	M	M	2	4,000	160		22		N	N	N	N	N	21.95
2075	PB	20	M	M	2	4,000	185		25		Y	N	N	N	N	33.95
2079	R	20	M	M	2	3,000	160		32		N	N	N	N	N	31.95
EMERSON SEABREEZE -- Emerson Electric Co., Builder Products Div., 8100 W. Florissant Ave., St. Louis, Mo.																
WFR202	W, G	20	M	M	2	4,000	2,350	125-75	27	22 x 22 x 6 1/2	Y	N	Y	Y	Y	39.95
WFM202	W, G	20	M	M	2	3,000	2,200	155-110	26	22 x 22 x 6 1/2	N	N	N	N	N	
SF201	G	20	M	M	2	3,500		155-110	27	22 x 24 x 8 (Incl. Stand) †	N	N	N	N	N	
WFR200	W	20	M	M	2	3,200	2,800	125-75	27	27 1/2 - 34 x 26 1/2 x 7 1/4	Y	N	Y	Y	Y	47.45
WF201	W	20	M	M	2	3,000		165-115	25	Same as WFR200	Y	N	N	N	N	35.95
LT-122	H	12	M	M	3	3,200		110-95-85	25 1/2	14 Dia. x App. x 18 Hgt.	N	N	N	N	N	54.60
RA181	R	18	M	M	2	4,350		155-96	44	28-48 H. 21 Dia. Guard	Y	N	N	N	N	59.95
RA200	R	20	M	M	2	3,500		155-110	28	27-41 H. 24 Dia. Guard	Y	N	N	N	N	32.95
RB06	T	6	M	M	1	300		35	2 1/2	9 x 6 x 6 (Incl. Stand) †	N	N	N	N	N	12.95
UC101	T, G	10	M	M	1	830		45	9	15 x 12 x 8 (Incl. Stand) †	N	N	N	N	N	12.95
OL Series	O	12, 16 1/2	M	M	3	1,400/3,400		58-80	9	Guard Dia. Less Stand 14 and 18 Respect.	N	N	N	N	N	54.55-93.00
P Series		16 1/2	M	M	3	2,900		80-75-60	22	Guard Dia. Less Base 18 †	N	N	N	N	N	29.10
NW121		12	M	M	2	875		58-38	12 1/2	Guard Dia. Less Base 14 †	N	N	N	N	N	59.65
OL121/161-4M (Marine)		12, 16 1/2	M	M	3	1,400/3,400		80-62-58/72-65-58	19,	Guard Dia. Less Base 14 and 18 Respect.	N	N	N	N	N	64.75
C241 Series	S	24	M	M	2	6,500		220-1130	45,	Hgt. Function Of Mfg. Guard Dia. 27 †	N	N	N	N	N	91.45, 97.50
C301 Series	S	30	M	M	2	8,400		340-130	50-52	Hgt. Function Of Mfg. Guard Dia. 33 †	N	N	N	N	N	101.45, 107.50
CF362	C	36	W	W	2	3,630		80-50	18	Mounts To 12 From Ceiling	Y	N	N	N	N	70.65
CF522	C	52	W	W	2	7,000		140-90	22	Mounts To 13 From Ceiling	Y	N	N	N	N	102.30
XB121	E	12	M	M	1	1,050	100		16	17 1/2 x 17 1/2 x 10 1/4	Y	N	N	N	N	51.00
XB161	E	16	M	M	2	2,030	150-100		18	21 1/2 x 21 1/2 x 10 1/4	Y	N	N	N	N	61.00
XB181	E	18	M	M	2	2,440	165-100		19	23 1/2 x 23 1/2 x 9 1/4	Y	N	N	N	N	69.00
AV16	A	16	M	M	1	2,030	150		24	21 1/2 x 21 1/2 x 10 1/4	Y	N	N	N	N	77.35
DD30	A	30	M	M	2	5,700	275		27	36 x 36 x 12 1/2	N	N	N	N	N	59.90
XS120*	E	12	M	M	1	1,450	115		19	14 1/2 x 14 1/2 x 8 1/4	Y	N	N	N	N	46.75
XS160*	E	16	M	M	2	2,100	120		23	18 1/2 x 18 1/2 x 8 1/4	Y	N	N	N	N	63.15
XS180*	E	18	M	M	2	2,700	350		30	20 1/2 x 20 1/2 x 11 1/4	Y	N	N	N	N	69.45
24WF	A, E	24	M	M	2	5,200	380		56	32 x 32 x 14 1/2	Y	N	N	N	N	88.35
30WF		30	M	M	2	7,000	450		61	36 x 36 x 14 1/2	Y	N	N	N	N	98.85
36WF		36	M	M	2	10,800	750		89	42 x 42 x 16 1/2	Y	N	N	N	N	115.75
42WF		42	M	M	2	15,000	825		103	48 x 48 x 17 1/2	Y	N	N	N	N	156.00
24WF-2		24	M	M	2	5,200	380		60	32 x 32 x 14 1/2	Y	N	N	N	N	116.00
30WF-2		30	M	M	2	7,000	450		66	36 x 36 x 14 1/2	Y	N	N	N	N	126.00
36WF-2		36	M	M	2	10,800	750		87	42 x 42 x 16 1/2	Y	N	N	N	N	140.00
124-D		24	M	M	1	5,200	380		60	32 x 32 x 14 1/4	Y	N	N	N	N	88.35
130-D		30	M	M	1	7,000	450		65	36 x 36 x 14 1/4	Y	N	N	N	N	96.85
136-D		36	M	M	1	10,800	750		82	42 x 42 x 15 1/4	Y	N	N	N	N	115.75
124-D-2		24	M	M	2	5,200	380		60	32 x 32 x 14 1/4	Y	N	N	N	N	115.75
130-D-2		30	M	M	2	7,000	450		69	36 x 36 x 14 1/4	Y	N	N	N	N	126.00
136-D-2		36	M	M	2	10,800	750		87	42 x 42 x 15 1/4	Y	N	N	N	N	140.00
24X		24	M	M	1	5,000	440		45	29 x 29 x 11 1/2	Y	N	N	N	N	69.00
30X		30	M	M	1	7,500	590		49	36 x 36 x 11 1/2	Y	N	N	N	N	74.40
36x		36	M	M	1	10,000	554		62	42 x 42 x 11 1/2	Y	N	N	N	N	88.00
30X-2		30	M	M	2	7,500	590		51	36 x 36 x 11 1/2	Y	N	N	N	N	95.40
36X-2		36	M	M	2	10,000	554		63	42 x 42 x 11 1/2	Y	N	N	N	N	109.00
ESKIMO -- Bersted Mfg. Div., McGraw-Edison Co., 2nd & Vine Sts., Boonville, Mo.																
08105	T	8	M	M	1	30		Turquoise	3 1/2		N	N	N	N	N	
10103	TO	10	M	M	1	40			8 1/2	14 x 12 x 11	N	N	N	N	N	
12107	TO	12	M	M	3	6*			10	16 x 14 x 12	N	N	N	N	N	
16111	TO	16	M	M	3											

Name another famous fan line with more models...better pricing...more people appeal!



**NEW
CUSTOM CLASSIC
20" Fan**

Nothing quite like it on the market... trim square profile, dove gray cabinet, pure white plastic decorator grill. Features quiet, powerful 3-speed motor, push-button controls.

Model 5343

Don't try.
Just see **TOASTMASTER**

Today Toastmaster gives you the most complete fan line in the industry. From the lowest-priced model to big deluxe fans with all the newest convenience features, Toastmaster offers an outstanding variety of styles and sizes at prices that beat competition. And the built-in quality of Toastmaster fans has built-in consumer acceptance. What's more, Toastmaster fan dealers are backed by the strongest *total* merchandising plan in the business. For '66 that means not only dramatic new models but more liberal promotional allowances... sales-grabbing banners, posters, displays. Get all the facts on Toastmaster's *total* merchandising plan. See your Toastmaster distributor today!

Sell the line consumers are sold on...

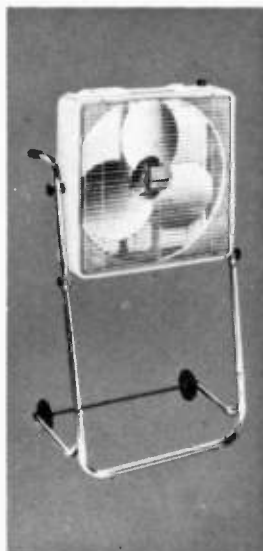
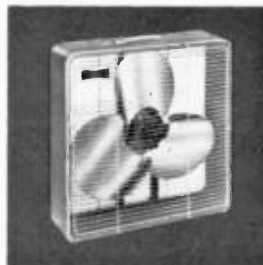
TOASTMASTER

... where one good thing leads to another



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

TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



- **2-Speed 20" Fan**
Combines famous Toastmaster quality with a "buy now" price. 2 speed plunger switch, weather-protected motor. Grill removes for cleaning—as on most models. Beechwood baked enamel cabinet with white vinyl carrying handle. **Model 5325**
- **3-Speed 12" Floor Fan**
Adjusts to any angle on sturdy chrome-plated stand. Has 4-position dial control. Baked enamel cabinet with white handle. **Model 5338**
- **3-Speed 20" Roll-About-Fan**
Has automatic thermostat for precise control. Detachable fan is mounted on easy-to-roll chrome stand. Tilts to any angle. **Model 5354**
- **3-Speed 12" Oscillating Fan**
Can be tilted to any angle. Features sturdy mar-proof base suitable for table or wall mounting, chrome grill, white plastic blades. **Model 5302**
- **16" Hassock Floor Fan**
Fitted with comfortable padded cushion to allow extra seating. 3 speeds, big capacity cooling. Metal frame, wood legs. **Model 5380**

MANUFACTURERS' SPECIFICATIONS FOR 1966 ELECTRIC FANS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y=yes, N=no; UNDER TYPE OF FAN: W-window only, G-general all purpose, A-attic, E-exhaust, H-hassock, PB-portable box, O-oscillating, R-roll about, S-stand or pedestal, T-table top or desk, C-ceiling, V-vestibule, CA-caseant; UNDER BLADE & BODY CONSTRUCTION: M-metal, P-plastic, R-rubber, W-wood, A-aluminum, S-Steel

MODEL	TYPE	BLADE DIAMETER (INCHES)	BLADE CONSTRUCTION (SEE KEY)	BODY CONSTRUCTION (SEE KEY)	NOMINAL RATINGS			COLORS AVAILABLE	NET WEIGHT (LBS.)	OVER-ALL DIMENSIONS H x W x D (INCHES)	VENTURI RING	FILTER	REVERSABLE	THERMOSTAT	CO-OP PROGRAM	MFG'S SUGGESTED RETAIL PRICE
					SPEEDS	MAX. CIRCULATION (cfm)	MAX. VENTILATION (cfm)									
FASCO -- Continued																
56	H	12	M	M	3	4,500		145	Aquamarine & white combination	21		N	N	N	N	\$ 42.50
10	T	10	R	M	1	1,000		40		5						16.05
127	G.O	12	M	M	3	1,500		52		12						39.15
177	G.O	17				2,150		120		19						52.50
177S	G.O									21						59.00
179	S.O									43						78.60
179S	S.O									45						86.00
205S	S	20				3,100		195		48						98.40
FRESH'ND-AIRE -- Cory Corp., 3200 W. Peterson Ave., Chicago, Ill.																
ER-208A	W	20	M	M	3	3,500		130	-Desert beige (goldtone trim)	23	22x22x7	Y	N	Y	N*	49.95
T-128	CA	12				2,500		110	Beige	25	27x17x6					59.95
F-143	G	14				1,800		75	Dark brown	15	18 1/2 x 18 x 8					29.95
F-12-3	H	12				3,200		120	Beige & white	18	14x17 1/2 Dia.					39.95
F-12-4W	H	12				3,200		120	Brown woodtone	18	14x17 1/2 Dia.					49.95
C-77-3	S	17	P	M	3	2,400		85	Chrome	19	20 1/2 x 18 1/2 Dia. x 14 1/2	N				54.95
FRIGID -- Frigid, Inc., 1250 Rockaway Ave., Brooklyn, N.Y.																
FRF20	PB	20	A	S	3	5,500			Beige	31	22x22x6	Y	Y	Y	Y	45.00
OSC20	O					4,400			Beige	37	22x22x6		N			45.00
WHP203R	W					5,500			Ivory	38	22x26x6					45.00
WF203R	W					4,250				38	22x26x6					39.50
WF163R	W	16				2,400				26	18x26x6					39.50
SPE203	E	20				4,250				25	22x26x6					29.50
SPE203	E	20				4,250				25	22x26x6					35.00
PC143G	PB	14				1,800			Beige	17	15 1/2 x 15 1/2 x 6					19.95
PC14	PB	14				1,800				17	15 1/2 x 15 1/2 x 6					17.50
PC122	PB	12				1,600				11	13x13x6					14.50
PR20	PB	20				4,400				26	22x22x6			Y		39.95
P20	PB	20				4,250				26				N		29.95
PD20R	PB	20				4,400				28				N		37.50
P420R	PB	20				4,400				27				Y		29.50
P420	PB	20				4,400				26				N		24.50
SW10	W	10				1,250				15						17.50
SW12	W	12				1,600				19						22.00
CD12	H	12				1,500				16 1/2						24.50
SD10	G	10				1,250				7						12.50
SD122	G	12				1,600				9 1/2						14.50
B3300	PB	20				4,000				21						14.50
B3300R	PB	20				4,000				22						19.50
XS10	O	10		M	1	850			Blue	8 1/2	12x14					12.50
XS12	O	12				1,100				11	14x16					14.50
1243	O	12				1,100				12	14x16					19.50
CR163	C	16				2,900			Beige	19	17x17x22	Y		Y	Y	34.50
B2200	PB	20				4,150				22	22x22x6	N		N	N	17.50
B2200R	PB	20				4,150				23	22x22x6	N		Y	N	
TS20	S									3	22x22x12					5.00
Meco	S									6	22x22x48					10.00
M-chrome	S								Chrome	6	22x22x48					12.50
GENERAL ELECTRIC -- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.																
W-22	PB	20	P	M	3	4,000	2,100	185	Beige	22.0	22 1/2 x 22 1/2 x 6 1/2	Y	N	N	N	
W-23	PB	20	P	M	3	4,000				22.1	22 1/2 x 22 1/2 x 6 1/2					
PS-7	R	12	P	M	3	4,000				31.3	22 1/2 x 22 1/2 x 6 1/2					
W-18	W	18	M		2					27.1	23 1/2 x 29 1/2 x 7 1/2					
PG-10	O	10			1	500		40		7.9	14x12x9 1/2					
PG-12	O	12			2	1,000		70		12.0	16x14x12					
A-2	G	10		M,P	2	1,050		70		11.7	14x14 1/2 x 8 1/2	Y				
F-3	H	12-10		M,P	3	3,200		175		23.7	15 1/2 x 16 1/2	Y				
HUNTER -- Hunter Div.-Robbins & Myers, Inc., 2500 Frisco Ave., Memphis, Tenn.																
FD20RT	G	20	M	M	3	6,200*	2,200	200†	Woodtone w/white plastic grille	33 1/2	22x25x7	Y	N	Y	Y	52.25
FD209	G	20			3	6,000*	2,200	200	Woodtone w/white wire grille	33	25x22x7					42.95
FL201	G	20			3	5,500*	2,100	225	Woodtone w/chromed grille	23 1/2	22x22x5 1/2					30.75
FL12	G	12			2	1,500*		115	Woodtone w/chromed grille	12 1/2	17x15 1/2 x 8					21.95
FL20P	R	20			2	5,500*	2,100	165	Woodtone cabinet w/chrome stand	34	42-52x27 1/2 x 17					43.95
FL20PD	R	20			3	5,500*	2,100	225	Woodtone cabinet w/chrome stand	33	47 1/2 x 24 1/2 x 24 1/2					47.95
W20	W	20			3	6,500*	2,500	140	Woodtone	33	24 1/2 x (27-36 1/2) x 8 1/2			Y	Y	74.50
W18	W	18			2	4,500*	2,350	185	Woodtone	36 1/2	24x(27-35)x9 1/2					65.25
W12	CA	12			2	5,500*	2,000	185	Woodtone	35	36 1/2 x 16 1/2 x 8					81.75
D202	W	20			2	4,500*	2,000	165	Beige	25	24 1/2 x (27 1/2-33)x7 1/2					40.95
J20	W	20			2	4,500*	2,000	165	Beige	23 1/2	24 1/2 x (27 1/2-33)x7 1/2					33.95
F12	H	12		M,P	3	3,500		100	Jade green	25	15x16x16	N				55.75
FV12	T	12		P	2	3,000		82	Jade green	11	16x15 1/2 x 9 1/2	Y				27.95
C165	O,T	16 1/2		M	3	2,150*		68	Black satin w/chromed guard	23 1/2	22 1/2 x 19 x 11 1/2	N				60.95
CG16	O,T	16 1/2			3	2,150*		68	Grey	17 1/2	21 1/2 x 18 1/2 x 9 1/2					50.95
FO12	O,T	12			2	1,000		52	Beige	10 1/2	15 1/2 x 13 1/2 x 9 1/2					30.75
FZ20	G	20			2	4,800*		165	Beige	20	22x22x5 1/2					19.95
FZ20P	R	20			2	4,800*		165	Beige	26	(45-50)x26x17					24.95
BV24	A	24			1		5,200	375	Steel grey	69	16 1/2 x 32 x 36	Y				88.50
BV242	A	24			2		5,200	385		72	16 1/2 x 32 x 36					111.60
BV30	A	30			1		7,200	375		74	16 1/2 x 35 1/2 x 40 1/2					96.20
BV302	A	30			2		7,200	385		78	16 1/2 x 35 1/2 x 40 1/2					121.20
BV36	A	36			1		10,550	500		84	16 1/2 x 41 1/2 x 43 1/2					114.80
BV362	A	36			2		10,550	480		87	16 1/2 x 41 1/2 x 43 1/2					134.70
A24	A	24			1		5,200	375		80	33 1/2 x 33 1/2 x 19 1/2					100.00
A242	A	24			2		5,200	385		86	33 1/2 x 33 1/2 x 19 1/2					121.20
A30	A	30			1		7,200	375		98	42x42x21					112.00
A302	A	30			2		7,200	385		101	42x42x21					133.00
A36	A	36			1		10,550	500		106	48x48x21					141.20
A362	A	36			2		10,550	470		110	48x48x21					161.60
FA42	A	42			1		16,000	780		246	54x54x25 1/2					257.50
FA422	A	42			2		16,000	930		253	54x54x25 1/2					308.00
FA48	A	48			1		20,000	825		276	60x60x25 1/2					298.80
FA482	A	48			2		20,000	930		283						348.50
FA48B	A	48</														

Unfair! Gibson r.a.c. Dealers
already have exclusive Air-Sweep,
Hydro-Coil and Designer Fronts.

And now, 100% Fresh Air exclusively, too?

BAN HYDRO COIL!

AIR SWEEP GO HOME

THE LAST STRAW... 100% FRESH AIR!

DOWN WITH DESIGNER FRONTS!

Gibson
DRAFT FREE

HUSH A BYE TRIO
Works in a Whisper -
Quiet as a Breese

EXCLUSIVE HUMIDITY
CONTROL
Prevents Moisture Damage
Without Cooling

RECYCLE YOUR
OWN AIR SYSTEM.
REUSE 90% OF YOUR AIR.
Reduce Energy Costs.

No one has more exclusive air conditioning ideas to sell than Gibson Dealers have. No one! So it's no accident that Dealers have made Gibson a top line – toughest, fastest-growing of the industry! Just look at the four features mentioned above. Power-driven Air-Sweep, the strongest single sales exclusive on any line! Hydro-Coil, for 10% more efficient cooling. Designer Fronts, which add smart styling to coolest cooling. And now, 100% Fresh Air, Gibson's exclusive control which delivers over 4½ times as much fresh air as competitive models. Be unfair to competition, fair to yourself, with the great new Gibson line!

you'll be glad you've got

Gibson

*Refrigerators, Freezers,
Room Air Conditioners, Ranges*

PRODUCTS OF HUPP CORPORATION, MARKETING BY GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN

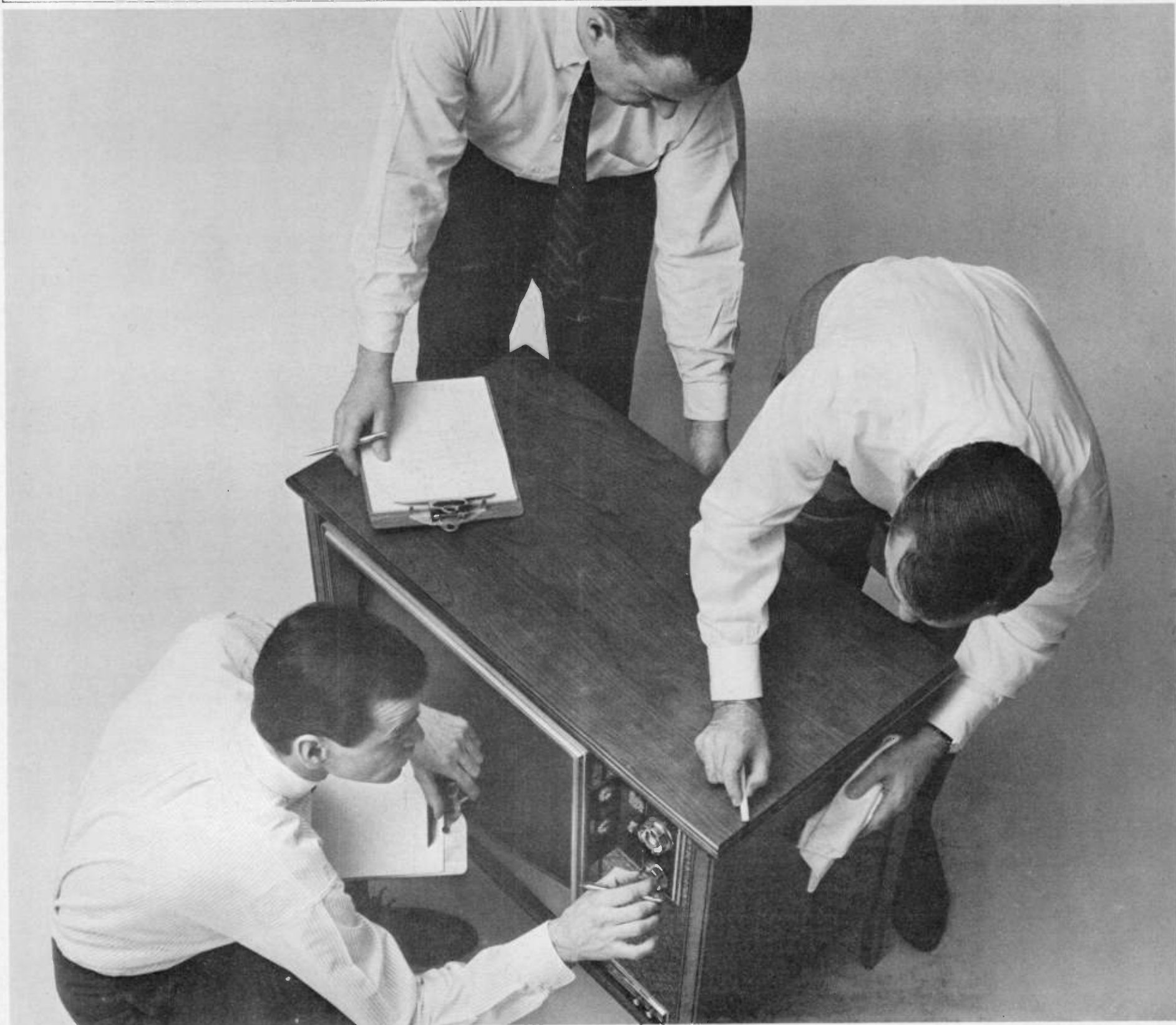
MANUFACTURERS' SPECIFICATIONS FOR 1966 ELECTRIC FANS

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y=yes, N=no; UNDER TYPE OF FAN: W-window only, G-general all purpose, A-attic, E-exhaust, H-hassock, PB-portable box, O-oscillating, R-roll about, S-stand or pedestal, T-table top or desk, C-ceiling, V-vestibule, CA-casement; UNDER BLADE & BODY CONSTRUCTION: M-metal, P-plastic, R-rubber, W-wood, A-aluminum, S-Steel.

MODEL	TYPE	BLADE DIAMETER (INCHES)	BLADE CONSTRUCTION (SEE KEY)	BODY CONSTRUCTION (SEE KEY)	NOMINAL RATINGS			COLORS AVAILABLE	NET WEIGHT (LBS.)	OVER-ALL DIMENSIONS H x W x D (INCHES)	VENTURI RING	FILTER	REVERSABLE	THERMOSTAT	CO-OP PROGRAM	MFGR'S SUGGESTED RETAIL PRICE
					SPEEDS	MAX. CIRCULATION (cfm)	MAX. VENTILATION (cfm)									
KORD -- Kord Mfg. Co., Inc., 4510 White Plains Rd., Bronx, New York																
HF12	H	12	M	M	3				16							
D10X	O	10			1						N					
D12X		12			1											
T12X3		12			3											
D10X5		10			1											
D12X5		12			1											
T12X35		12			3											
F8	T	8			1											
F10	T	10			1											
F12	T	12			1											
Rg21	W	10			2											
Rg22		12			2											
HV10		10			1											
HV1252		12			2											
X20M	PB	20			3											
X20E																
X20VT																
X20EVT																
WE20	W															
SP20	R				2											
R20	R				2											
CR10	G	10			1											
CR12		12			1											
CR12S2		12			2											
X12		12			1											
PO14CR		14			2											
PO14					2											
XC14N					2											
CR141					1											
S14					1											
Rg10	W	10			2											
Rg12	W	12			2											
PF12X	SO															
PF12XS	SO															
PC12	S															
LASKO -- Lasko Metal Products, Inc., 300 Confederate Dr., Franklin, Tenn.																
4735*	G	20	M	M	2	5,100		Green	22	22x23½x6	N	N	N	N	N	
6745-T*	G				2	5,100			23	22x23½x6	Y	N	N	Y	N	
6760-T*	G				2	5,100			23½	22x23½x6			Y	Y		
8620	W				2	5,900			28	24x37½			Y	Y		
8720	W				2	5,900			28	24x37½			Y	Y		
1450	G	14			2	1,900			12	15x15	N		N	Y	N	
1250		12			2	1,600			11½	15 Dia.			N	Y	N	
52-10		10			2	1,200			8½	12x12			N	Y	N	
7745 PG*		20			2	5,100			22	22x23½x6			N	Y	N	
* All 20" Fans Come With Optional Plastic Grilles.																
MANNING-BOWMAN -- Manning-Bowman Div., McGraw-Edison Co., 2nd & Vine Sts., Boonville, Mo.																
08506	T	8	M	M	1	30		Surf Grey	5		N	N	N	N	N	
10503	TO	10			1	40		Pearl Grey	8	14x12x11			N	N		
12507	TO	12			3	.6*			10	16x14x12			N	N		
16511	TO	16			3	2.2*			18	21x18x14			N	N		
20530	W	20			3				25	27x27x9			Y	Y		
20531	W	20			2				25	27x27x9			Y	Y		
20544	W	20			2				24	27x27x9			Y	Y		
12509	PB	12			3			Off-White	11	16x15x5			N	N		
12510		12			3	.9*			13	18x15x5½			N	N		
14500		14			2	1.2*			13	17x16x5½			N	N		
16514		16			2	2.2*			15	19x18x5½			N	N		
20537		20			2				21	22x21x6			Y	Y		
20538		20			2				21	22x21x6			Y	Y		
20539		20			3				21	22x21x6			Y	Y		
20559		20			3			Surf Grey	24	22x23x6	Y		N	Y		
20560		20			2			Surf Grey	25	23x22x6	Y		N	Y		
10505	G	10			1	40		Chrome	8½	14x14x10	N		N	N		
12508	G	12			3	.6*		Chrome	9¼	17x17x14	N		N	N		
20522	G	20			3	2.2*		Chrome	24	27x24x19			Y	Y		
20542	R	20			2			Off White	28				Y	Y		
20561	R	20			3			Surf Grey	32				Y	Y		
16513	H	16			3			Off White, Dark Brown	27	21x21x19	N		N	Y	N	
* Amp.																
MARKEL -- Markel Electric Prod. Inc., 145 Seneca St., Buffalo, New York																
M2061F	W,P	20	M	M	2	4,000	4,000	Grey	23	22x22x6	N	N	N	N	N	\$ 24.95
M2069F	R	20			2	4,000	4,000		27	33½x24x17			N	N	N	31.95
M834T	W*	8*			1	1,500	1,500		11	12x22½x4¼			Y			20.95
M1001F	G	10			1	1,500	1,500		6	15x14x7½			N			15.95
M1401F	WP	14			2	1,500	1,500		13	16x16x6			N			20.95
M2052RT	W	20			1	4,000	4,000		25	23½x37x29¼			Y	Y		40.95
M2081RT	WP	20			1	4,000	4,000		27	22x22x6	Y		Y	Y		41.95
M2092F	R	20			2	4,000	4,000		36	25x17½ D	N		N	N	Y	44.75
* Twin																
RANGAIRE -- Roberts Mfg. Div., Rangaire Corp., P.O. Box 177, Cleburne, Texas																
140	C*	4½*	M	M	1	70		Chrome	8½	8½x10x4	N	N	N	N	Y	21.95
132	C	6½	M	M	1	225		Chrome	8	11 x Approx 10	Y	◆	N	N	Y	18.95
110	C	5½*	M	M	1	200		All Enamel Finishes	15	17½x11x9	Y	Y	N	N	Y	38.95
* Or Wall																
SWANSON -- Swanson Mfg. Co., 607 South Washington St., Owosso, Mich.																
8285	E,C	6	M	M	1	50†		Chrome	5		Y	N	N	N	N	18.30
8095		6			1	70†			5				N	N		15.50
41851		4½*			1	90†			14				N	Y		70.00
41051		4½*			1	90†			12				N	Y		37.50
8085		6			1	80†			5				N	Y		18.50
8065		4½*			1	60†			9				N	Y		21.40
805-S		8			1	160†			12				N	Y		23.50
803-S		8			1	160†			8				N	Y		25.00
802-S		8			1	180†			8				N	Y		19.75
* Wheel																
WESTINGHOUSE -- Westinghouse Electric Corporation, Portable Appliance Div., 246 East Fourth St., Mansfield, Ohio																
AR20	PB	20	M	M	2	3,000	1,800	Green	27	22½x22½x7	N	N	N	N	◆	22.95
AR30					2	3,000	1,800	Green	27		N	N	N	N		31.95
AR40					2	3,600	2,000	Green	28		Y		Y			36.95
AX88					3			Green & White					Y			38.95
AR50					3			Green					Y			45.95
AX77					3			Blue & White					Y			47.95
AS20	W				2	2,100	220	Blue	33	26-37x23-7½			N	N		31.95
AS40	W				2	3,500	2,100	Blue	33	26-37x23-7½			N	N		45.95
AM17	R	17			1	3,000	3,000	Blue & White	38	42x23x16			Y			34.95
AM20	R	17			1	3,000	3,000	Beige & Brown	38	34-50x22½x13½			Y			44.95
AM40	R	17	P		1	4,000	4,000		41	37-53x22½x13½			Y			56.95
10LA4	O	10			1	600	50		7	14x11½x8½						

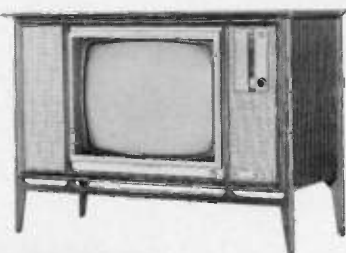
EXTRA CARE makes the quality difference at Zenith



More inspectors than Scotland Yard

At Zenith, we have *three times* as many inspectors in our Color TV plant as there are in all of Scotland Yard! In fact, one in every seven of our employees is an inspector. They check, inspect and test everything. Handcrafted chassis. Components. TV picture

tubes. Cabinetry. Complete assembly. If any "bugs" are suspected, Zenith's Quality Control experts can shut down all operations until the trouble is cleared. Extra care like this makes the quality difference in Zenith Handcrafted Color TV.



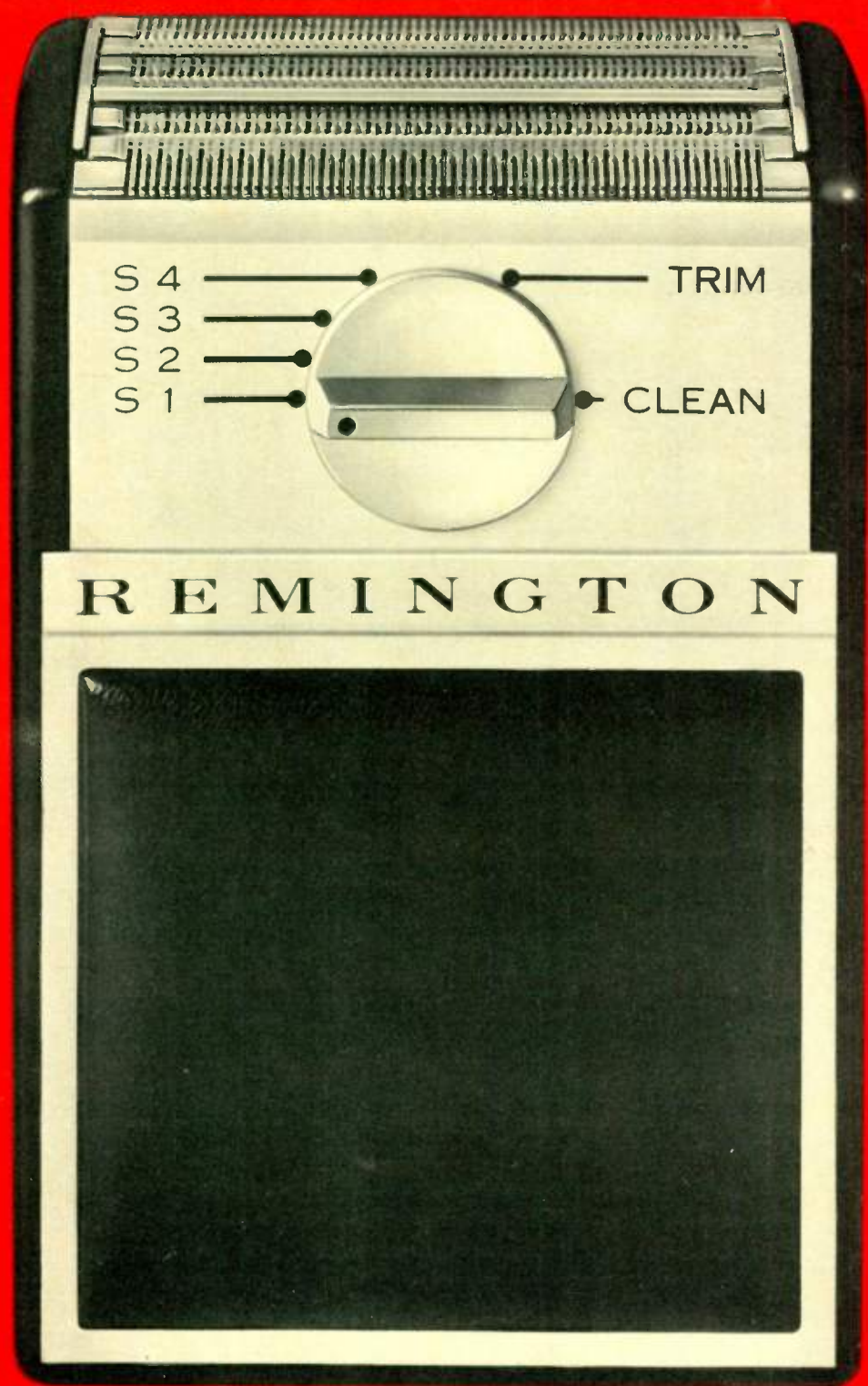
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a perfect
shave!**

* Don't spend a penny on shavers until your REMINGTON salesman shows you the two amazing new REMINGTON SELECTRO Shavers designed to put your shaver business in the best shape it's ever been! New and amazing? You bet! People who have never considered an electric shaver, people who have never gotten a satisfactory electric shave, people who get sore necks from shaving will turn to you for this new kind of shaver. Amazing!

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WRH

Manufacturers accuse retailers of downgrading the buyer's role

There is growing manufacturer concern over the downgrading of the buyer by top retail management. Charges that buyers are being stripped of their legitimate responsibilities were expressed—largely in private conversation, but also in some public comment—at last week's Marketing Through Retailers conference in New York City.

"Shorn of his responsibility" is the way GE's Willard H. Sahloff described the role of today's buyer. Sahloff, a General Electric vice president and general manager of GE's housewares division, is himself a former buyer for the Macy's organization and also for Montgomery Ward.

"A buyer has become automatic or impotent, and fundamentally this can come about through no fault of his own," Sahloff said in his prepared text. "Here's an employee who ranks with importance to our Secretary of State. He's the manufacturer's primary contact with the store, and through him, your and our only contact with the consumer. But by all that's holy, this individual really has been shorn of his authority."

"If top management continues to let this situation degenerate," Sahloff maintained, "if top management continues to operate by committee and edict, then it—and it alone—must assume the responsibility for having eliminated an important listening post for both of us, and for having destroyed the effectiveness of

a vital contact with our very lifeblood: the consumer."

The changes affecting the buyer are clear: (1) retail decisions to buy by committee; (2) buyers being relieved of responsibility for the sales floor activity; (3) growing use of automation in buying and inventory control; (4) upgrading of merchandise managers and downgrading of buyers; and (5) turning to the use of "merchandising by classification"—that is, the "shop concept."

Macy's foresees changes in the buyer's role; these were outlined in a speech by David Yunich, president of Macy's New York. In discussing the shop concept, Yunich foresaw "groupings of merchandise within a department where *procurement* [our italics] may be handled by as many as five buyers sharing one location jointly." One example outlined by Yunich was a tabletop department that would combine china and glassware, linens and domestics, flatware, melamine dinnerware, and other categories.

Buyers were blamed by Yunich for confusion in the presentation of merchandise; part of the confusion, he said, results from "the proliferation of merchandise categories as many manufacturers attempt to diversify. Buyers who become oriented to certain manufacturers tend to accept such proliferation. Hence, departments wind up with some very strange groupings of merchandise category of the department."

A tree grows in Bridgeport (a GE Christmas tree, that is)

Ho, ho, ho . . .

Willard H. (Santa) Sahloff has pulled an artificial Christmas tree out of his bag of new products from General Electric's housewares division, which is located in Bridgeport, Conn.

GE's newest business venture will get its preview this week at the American Toy Fair in New York City. The 6-ft.-tall artificial trees come complete with a musical rotating stand, handmade Bavarian ornaments, and four sets of "Merry Midget" miniature lights. The complete package will retail at \$150; it will include a choice of two styles of decoration: traditional or contemporary. The trees, which are styled after Scotch Pines, are made of flame-resistant vinyl.

GE's name for the new venture is Carousel—a reference to the rotating bases, which are equipped with Swiss music boxes that play "Silent Night" and "O Come All Ye Faithful." The base will also be marketed separately; the company says it will carry a suggested retail price of \$39.98.

The rotator stand is finished in semi-gloss white with gold-colored snowflake pattern. A remote-control box extends from the stand; the box contains three individual switches to permit operation of lights, music, or

rotation in any combination. An electrical lead from the top of the rotator extends into the Christmas tree, designed to hide the string set light plugs.

GE's trees will be available at retail beginning in September. GE plans to market its new Christmas trees through housewares channels, as well as through the trim-a-tree distribution outlets.



GE's \$150 Christmas tree package

□□□□ A do-it-yourself "permanent press" chemical from Ironees Co. of Philadelphia, is drawing enthusiastic comment from buyers, who expect to cash in on consumer interest in permanent press dominating the ready-to-wear scene at retail. Ironees, which manufactures laundry accessories, has introduced the chemical without fanfare. It previewed the product to key accounts at the Housewares Show in January.

The product consists of two chemicals, which are mixed together by the consumer; called No-Iron Permanent Prest, it will retail for \$4.99. Ironees claims the product enables the consumer to add permanent press qualities to any wash-and-wear garment, thus cutting down the housewife's ironing.

□□□□ The effect of permanent press on iron sales is being discussed in some industry quarters, although no one is expressing immediate concern. David Yunich, president of Macy's New York, touched on the subject in a speech before the Marketing Through Retailers conference in New York City last week. Asked Yunich: "Will the iron, the laundry, and the dry cleaner disappear as fabrics have soil resistance built into them?" He did not attempt to provide an answer.

Trade sources point out that the can opener has had its obituary written for the past 10 years. But even with the growth of frozen foods and the advent of tab openers on cans, can openers have been gaining in sales.

□□□□ A special corporation for Boeclad operations is being set up by General Plastics Corp., of Bloomfield, N.J. The new corporation, Glenclad Corp., will handle licensing of the Boeclad process for applying DuPont's Teflon in addition to using the process itself. Glenclad will be headed by Robert Goldsmith, president of General Plastics.

□□□□ Corning Ware sports platinum filigree: Corning Glass Works is introducing a new Corning Ware gift line that is coordinated with the platinum edge on its formal Centura tableware. Products and prices with the new design will be: a 6-cup electric perc to retail for \$24.95; a 10-cup perc for \$29.95; a 1¾-qt. party buffet for \$9.95; and a 2½-qt. deluxe buffet for \$11.95. The buffets come with chrome-plated carrying cradle, a Pyrex-brand cover, and a candlewarmer.

□□□□ Westinghouse is offering a new upright vac to retail at under \$60. Westinghouse's only upright now is its Converto-Vac upright-canister combination. Westinghouse, meanwhile, is closing out its floor polisher line; it has yet to introduce a new line that meets the revamped Underwriters' Laboratories requirements.

□□□□ Key moves EKCO names Herbert E. Zabel to the newly created position of manufacturing vp . . . GE appoints David T. McGoldrick business planning specialist for the overseas housewares dept.; Burton H. Chapman succeeds McGoldrick as market planner for the portable appliance group of the housewares div.; both men are headquartered in Bridgeport . . . JACOB-Michigan, Indiana, Ohio, and Kentucky . . . SHETLAND appoints Milton B. Popkin finance and administration vice president.

HOUSEWARES NEWS

□□□□ The new Westinghouse automatic stirrer, which is featured in the company's 1966 free-standing range line (MW, 7 Feb., p.8), is causing considerable comment in the housewares trade. In fact, W. R. B. Hall, product manager for the Westinghouse electric housewares department, concedes he would like to have the stirrer in the housewares operation. However, the major appliance division is expected to keep a tight hold on the stirrer for marketing with its ranges.

To operate the stirrer on its ranges, Westinghouse uses a motor-driven rotating magnet hidden under the center of the front element. The stirrer, with two rotating arms, is placed inside a frypan or saucepan; a similar magnet in the base of the stirrer locks in with the rotating magnet on the range and follows its revolutions. The stirrer concept could easily be adapted to an electric frypan, according to trade sources.

□□□□ No-stir cooking is becoming more inviting to housewares manufacturers all the time, and the Westinghouse innovation adds to the interest. "It practically eliminates the chance of food scorching or sticking," point out Westinghouse major appliance spokesmen. And the housewares industry, thanks to the magic of DuPont's Teflon, knows how popular the non-stick concept is: thus it would like to combine non-stick with no-stir.

Ronson has accomplished no-stir cooking with its Cook 'N Stir blender, but there are many mar-

keting officials in housewares who believe the no-stir concept can be marketed more successfully—and at lower retail prices—than via the blender.

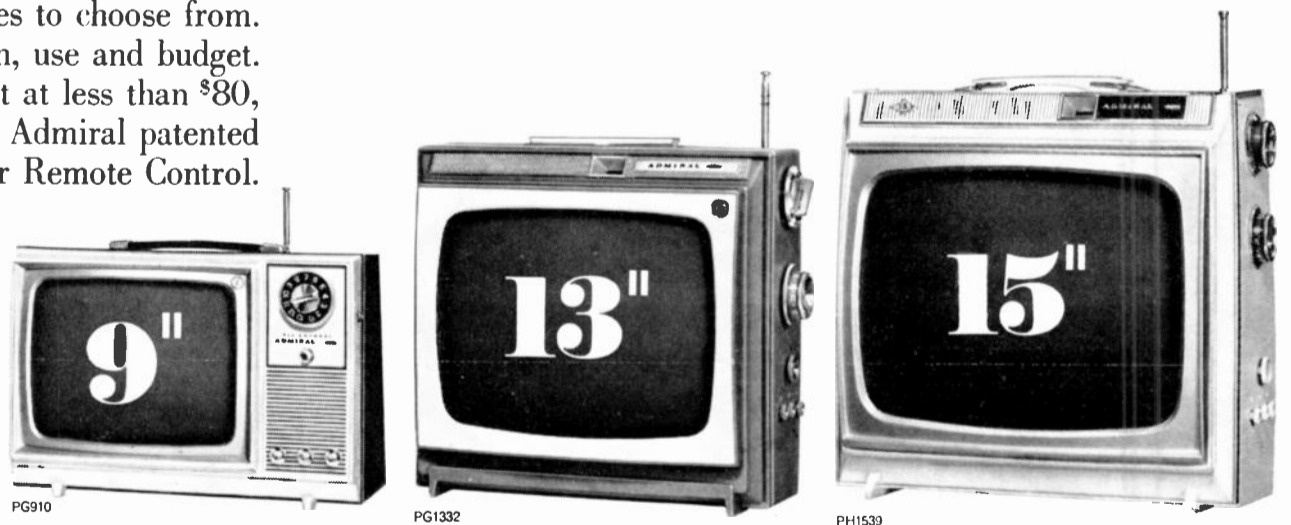
□□□□ GE will push 23 product categories in its ads for the spring gift-giving season. GE's housewares division has added more tv commercials to a heavy print schedule. Products to be featured are: irons, vacs, toothbrushes, baby dishes, Toast-R-Ovens, hair dryers, can openers, slicing knives, coffeemakers, party percs, mixers, toasters, clocks, clothes brushes, floor polishers, blenders, fire starters, skillets, blankets, grill-waffle bakers, cigarette lighters, shoe polishers, and timers.

In addition to its commercials on *The Today Show* and *The Tonight Show* and its sponsorship of *College Bowl*, GE will sponsor two golf tournaments—on Apr. 17 and June 18-19—on ABC-TV. GE's print schedule calls for ads in 10 magazines in March, 6 in April, 24 in May, and 19 in June.

□□□□ A lightbulb showroom for decorators will be opened today in New York City by Duro-Test. The mid-Manhattan showroom will be open to the public, although it is designed primarily to enable decorators to bring in their clients. Besides showing the Duro-Test and Duro-Lite bulb lines, displays will point up how lighting can change the appearance of colors in household fabrics, clothing, and makeup.

WE'VE GOT

55 Admiral quality portables to choose from.
A set for every room, use and budget.
Admiral Portables start at less than \$80,
some available with Admiral patented
Sonar Remote Control.



Admiral



MARK OF QUALITY THROUGHOUT THE WORLD

FLOOR CARE NEWS

□□□□ **Complete outlawing of horsepower ratings** as the standard for measuring vac performance is one possible choice open to the Federal Trade Commission in its study of misleading advertising claims for canister vac motor output (MW, 28 Feb., p.3). Such a decision, of course, would mean the FTC had rejected the vacuum cleaner industry's proposal that a voluntary industry-wide engineering standard be adopted for measuring horsepower output.

□□□□ **Shetland is fighting for an outright ban** on horsepower claims in advertising. Shetland favors a standard, but would prefer to scrap the horsepower rating system for a "cleaning power" rating system that would include a number of factors—such as suction power—in addition to motor output. Sources close to Shetland, however, concede that getting the industry to agree on a "cleaning power" rating system would be extremely difficult—if not impossible.

□□□□ **The VCMA took the easy way out** when its technical committee recommended to the FTC that horsepower, under a uniform rating system, be adopted as the standard for measuring vac performance. Trade sources point out that the Vacuum Cleaner Manufacturers Assn. could not have recommended an outright ban on horsepower ad and promotional claims; such a move by the VCMA, as industry representative, might have violated antitrust laws, accord-

ing to one legal source. An outright ban, however, could be recommended by the FTC and voluntarily adopted by the industry.

In working with the FTC, the VCMA has been careful to consult non-member manufacturers, including three major producers of canister vacs; Eureka Williams, Shetland, and Sunbeam.

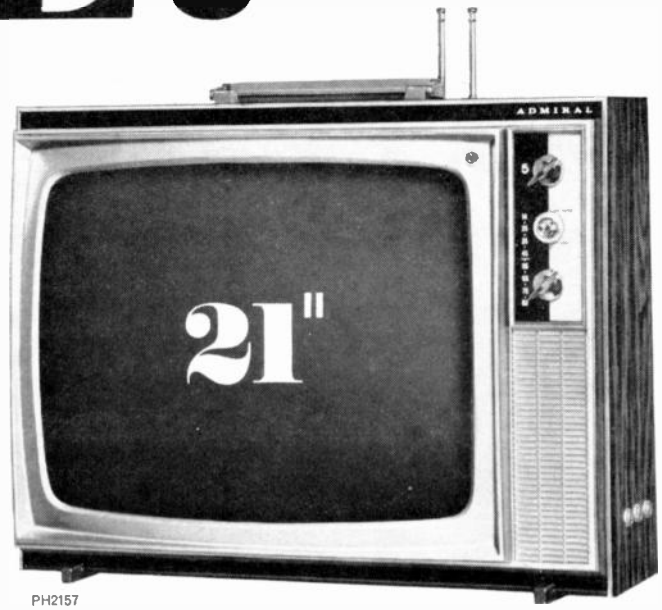
No quick FTC decision is expected. Officially, the FTC staff is still studying the problem. The full commission is not yet officially involved.

□□□□ **Vac sales are off to a record start** in 1966. Shipments during January climbed 20.7% ahead of the pace set in January, 1965. The January increase this year compares to a 10.9% increase in January, 1965, over January, 1964. (In 1965, the industry went on to a 13% increase in shipments over 1964.)

Here is a close look at this year's record start: Sales of home-type vacuum cleaners totaled 434,498 units, a 20.7% increase over the 360,072 units sold in January, 1965. (The January, 1964, shipment level was 324,728 units.) This is an increase of more than 100,000 units for January in only two years.

Floor polisher shipments, however, were another story. January shipments fell from 90,914 units in 1965 to 83,134 this year—a decrease of 8.6%. Polisher shipments, in fact, fell below the January, 1964, pace, when 85,096 units were shipped. (In 1965, floor polisher sales were slightly off the 1964 pace.)

'EM ALL!



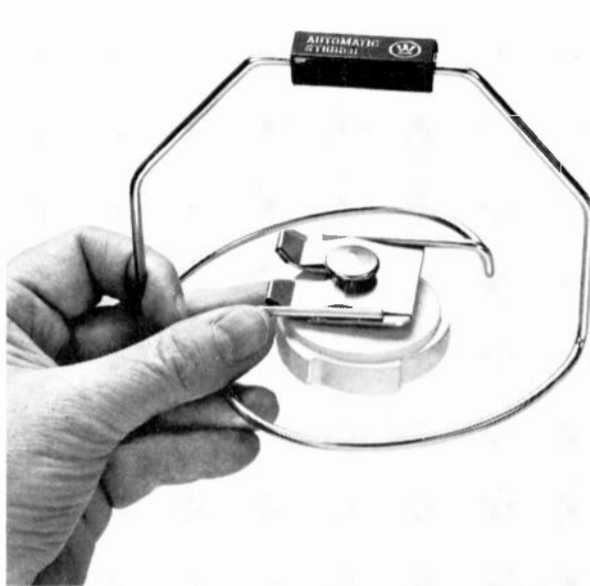
Quality Portables

All screen sizes overall diagonal measure. Admiral, Chicago. Admiral Canada, Ont.

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.



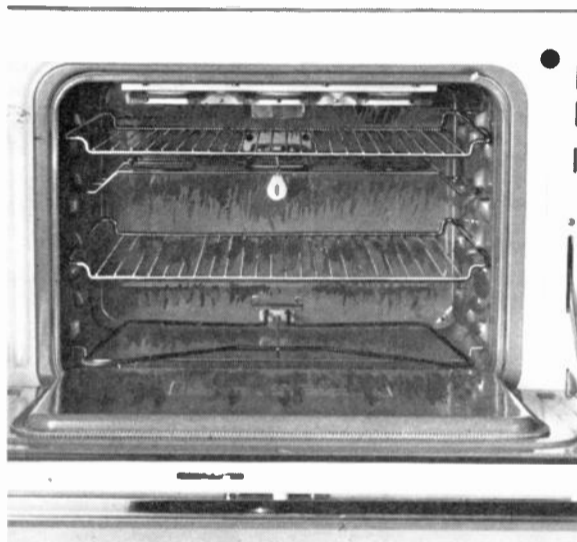
"There's never been a cooking feature that you could demonstrate as easily—and dramatically—as this new Westinghouse Automatic Stirrer.



"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.



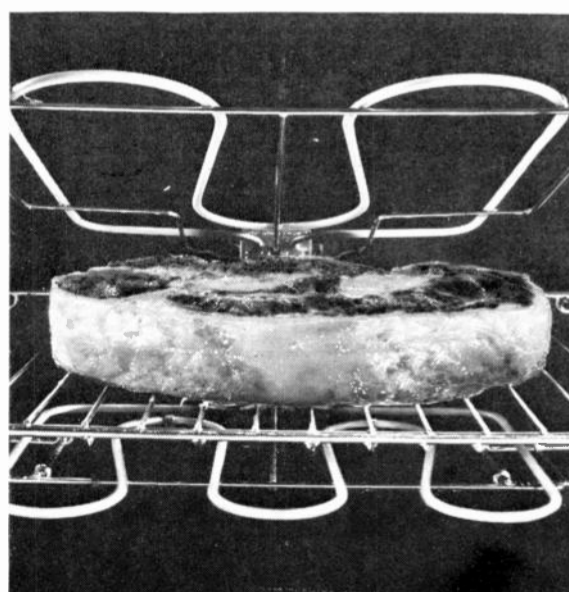
"Next you can tell them about the new Westinghouse Self-Cleaning oven. No matter how bad the baked-on buildup may be, this new feature will make it shine like new in only two hours.



"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



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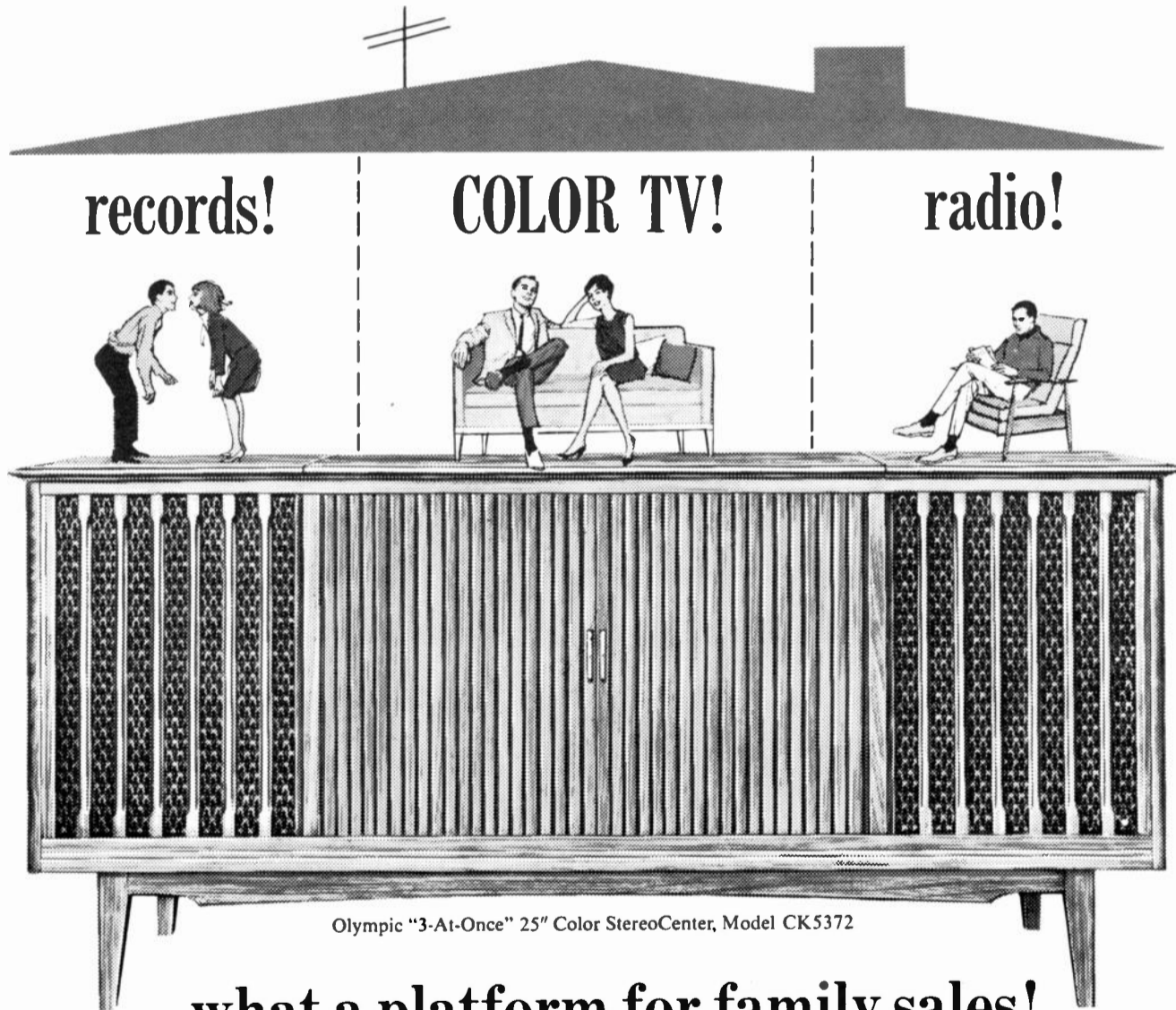
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I'm in love with hue

"It's wonderful," emoted my friend, Gloomy Gus. "I haven't seen anything like it in 15 years!"

Since I haven't seen Gus smile in 15 years, I jumped at the cue and asked, "What's wonderful?"

"Color," he laughed, "the way folks are buying color. Look," he added, waving a slip at me, "this is a sale I just made on a color combination for \$1195! Do you know what that is?"

"Of course," I began, "it . . ."

Gus cut me off gleefully. "It's eight 19-inch portables at \$149.95 each, six black-and-white consoles for \$200,

or three West German hi-fis at \$399.95 per," he babbled happily. "It's one glorious week's business in one deal!"

"A few months ago, we talked about color," I reminded Gus, "and you were very pessimistic."

"Things have changed," he chortled. "For one thing, you need a good hookup for the right demonstration, and we didn't have one then."

"So whose fault was that?" I inquired.

"The installation man's," Gus advised. "Unfortunately, he stepped in front of a moving vehicle after he

had given us a beautiful installation. Then the hurricane came along and blew the whole hookup akimbo. And my boss—the tightwad—he didn't bother to get the system rehabilitated until he located the late installation man's assistant working in a gas station and had him fix it up for a couple of bucks on the side. But you ought to see our color setup now. It's gorgeous!"

"Gorgeous?"

"Gorgeous," Gus affirmed. "The other evening a couple wandered in looking for a cheap black-and-white console under two bills. I turned a

cheapie on for them—a 23-inch black-and-white job for \$179.

"It was tuned in to show where Dina Merrill is turning down Cliff Robertson, who wants to marry her because she's engaged to Eddie Albert, who has a fatal disease, and she feels sorry for him.

"Anyway, while they watched, I quietly turned on four color sets in a row. I tell you Dina Merrill came up on them like the dawn out of China, as pretty as a porcelain doll.

"The guy with the head, caught a glimpse of Dina in color with those baby blue orbs, those golden tresses, that ripe peaches and sweet cream complexion, and I had a \$600 sale!"

"The quality is better than ever," I agreed.

"Without a question," Gus enthused, "and I go all the way back to the days of compatible and non-compatible and a \$25 bond for every sale, and you sold two sets a year if you were good or lucky.

"It's those rare earth phosphors or whatever they use, but the reds are redder, the whites are whiter, and the sky is bluer!"

"Round the clock color shows haven't hurt us either," I observed.

"Not a bit," Gus concurred. "A prospect would walk in on a Saturday night at 7:30 to look at color, and you had to tell him, 'sorry, but come back Tuesday night at eight,' which usually cooled him off completely."

"Speaking of Tuesday at eight," I replied. "Color could sure use a draw like Milton Berle. Remember how he pulled the live ones in?"

"Forget Berle," Gus rejoined. "I've found a new star."

"Who?" I demanded.

"The other Friday night," Gus explained, "a guy came in for a color set. It was a bit hectic 'cause I had my hands full keeping his kids from scrambling the color controls while I was trying to talk.

"But I wound up with a \$700 deal. All he wanted was the set in the house by 7:30 Sunday night."

"What was the hot attraction," I inquired, "a guided tour of the fleshpots of Babylon with King Feisal?"

"Babylon, nothing," Gus snorted. "Just plain old *Walt Disney Presents*. Those brats couldn't wait to tint old Walt's locks green!"

About the author—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily those of MERCHANDISING WEEK.

— EMPLOYMENT —

ADMINISTRATIVE ASSISTANT

Large corporation is seeking a man to fill the position of Administrative Assistant to the Product Manager of its Home Entertainment Division. Necessary qualifications include a strong background in both administration and accounting, and preferably some working experience in some area of the Home Entertainment field.

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But a Blackstone goes right on spinning under any conditions (Gyro-Balance, remember?). It goes right on making an overwhelming impression on your prospects.

So you've got an exclusive feature to sell, and wait till you hear about Black-

stone's protected-territory plan, neighborhood promotion plan, and premium plan (like the 98¢ gyroscope you sell to Mom for 19¢ when she catches the Blackstone show in your store).

No, you can't shake a Blackstone. But Blackstone sure is shaking the industry. Call us today on the first real exclusive since automatics.



BLACKSTONE CORPORATION

1111 Allen Street
Jamestown, New York

A top retailer offers a means to combat private-label fever

The mass merchandiser, or "dis-counter," may be the one retail outlet with which national brand manufacturers of appliances and tv can counter climbing private-label sales.

This is the opinion of S. S. Wurtzel, president of Wards Co. Inc., the Richmond (Va.)-based retail chain. Wurtzel, the only retailer to speak at the recent Institute of Appliance Manufacturers convention, said that department stores (with a few exceptions), furniture stores, and small appliance stores "have failed to keep pace with the growth of the appliance market."

Department store trouble. Wurtzel claims that conventional department stores, for the most part, "have proven unable to compete in the national-brand market. They have taken refuge in private labels."

Furniture store problems. This type outlet is "not primarily interested in sales of appliances. Those appliances which they do sell are primarily as a convenience to their charge account customers and are not a substantial part of their volume," Wurtzel said.

Small dealer doldrums. Wards president claims that small dealers are still an important means of marketing appliances, "but they have found it difficult to compete . . . The small dealer will undoubtedly continue to be an important factor in the total market. They serve an important need, just as the independent grocer serves a need, but I do not believe their share of market will increase."

The outlet for manufacturers of national brands wishing to compete with private labels will be the mass merchandiser. But, Wurtzel claims, many "mass merchandisers do not recognize their potential in retailing appliances. Secondly, many manufacturers have not been aware of this development and how to use it successfully."

The reasons for a hard look at the potential of mass merchandisers as rejuvenators of national-brand sales, Wurtzel said, is that "Mass merchandisers have developed the managerial ability and the financial resources to retail appliances at a competitive level. They are able to provide customers with shipping conveniences and values they demand. They are able to operate with moderate mark-ups, low overhead, and still make a fair profit."

To back his thinking, Wurtzel offered some pertinent figures on the Wards operation. The company operates five conventional stores in Richmond and 24 licensed or leased departments in mass merchandising outlets. He said the company's [1965] volume in tv appliances—excluding its hardware-housewares Murmac Division—was \$19 million. "We operate in 21 markets in 16 states," Wurtzel said. "Our average sales volume in the licensed department division is \$827,000 per annum per unit. Our sales total per square foot is over \$200 per annum. Our profit before income tax and profit-sharing exceeds 7% of sales." Wurtzel told the manufacturers this demonstrates it is possible for an appliance retailer to achieve a fair-profit—especially if that retailer is a mass merchandiser.

DISTRIBUTOR APPOINTMENTS

Lear Jet—The corporation's stereo division franchises three distributors: Main Line-Cleveland, of Cleveland, Ohio, for Lear Jet Stereo 8 products in northern and central Ohio; Associated Distributors Inc., of Indianapolis, for central Indiana; Interstate Distributing Co., of Billings, Mont., for Montana and northern Wyoming.

Also appointed are: Music Distributors Inc., of Chicago; Main Line Record Service Co., of Miami; Dulaneys, of Oklahoma City; Houston Air Center, of Houston; Perry Shankle Co., of San Antonio; Ward Terry & Co., of Denver; Arizona Sundries, of Phoenix; Graybar Electric Co., of Wichita; Interstate Supply Co., of St. Louis; Thoben-Elrod,

of Atlanta; Lewis Bear Co., of Pensacola; Commercial Distributors Inc., of Portland, Me.; Jack H. Samuels Co., of Pittsburgh; Memphis Aero, of Memphis; Advanced Stereo Inc., of Dallas; D&H Distributing Corp., of Harrisburg; and Taylor Electric Co. of Milwaukee.

Snyder Manufacturing Co.—Morris F. Taylor Co., of Silver Spring, Md., is appointed East Coast manufacturer's rep for the radio-tv division. Snyder manufactures tv antennas, housewares, and sporting goods equipment.

Hamilton Manufacturing Co.—Five new distributors are appointed for the full line of Hamilton automatic

washers, dryers, and wringer washers: Appliance Distributors Inc., of Oklahoma City; Capitol Radio & TV, of Nashville; Major Appliances Inc., of Miami; Simpson-Eckel Corp., of San Francisco; and Zork Hardware Co., of Albuquerque.

Webcor—Eight are appointed to distribute Webcor tape recorders and phonographs: Frankelite Co., of Cleveland; Radio Electric Service Co., of Baltimore; Marty's TV & Electronics, of Washington, D.C.; Southern Electric Corp., of Staunton, Va.; Stan-Mail Inc., of York, Pa.; Baynesville Electronics, of Towson, Md.; Foster Distributing, of Louisville, Ky.; and Kitronics Corp., of Lincoln, Neb.



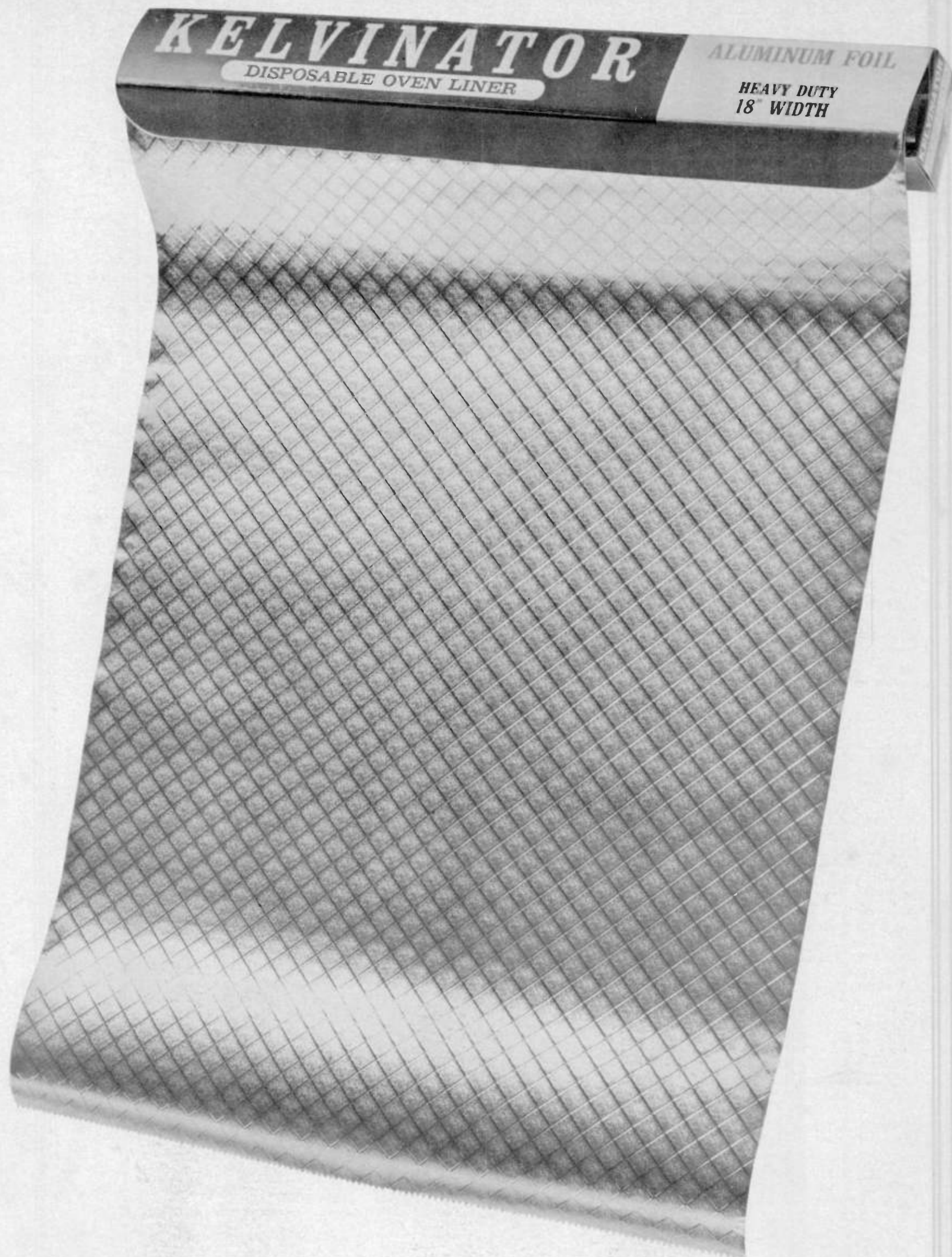
Our star salesman rarely reports back to the shop

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

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

By the makers of Johnson and Evinrude Outboard Motors





This is a piece of inexpensive aluminum foil.

It makes customers out of women who want a sensibly priced range that ends oven-cleaning. For only Kelvinator protects the entire oven: top, sides, bottom, and back with disposable aluminum foil. So, if you want to sell more ranges to more women, switch to Kelvinator.

Kelvinator
Division of American Motors Corporation