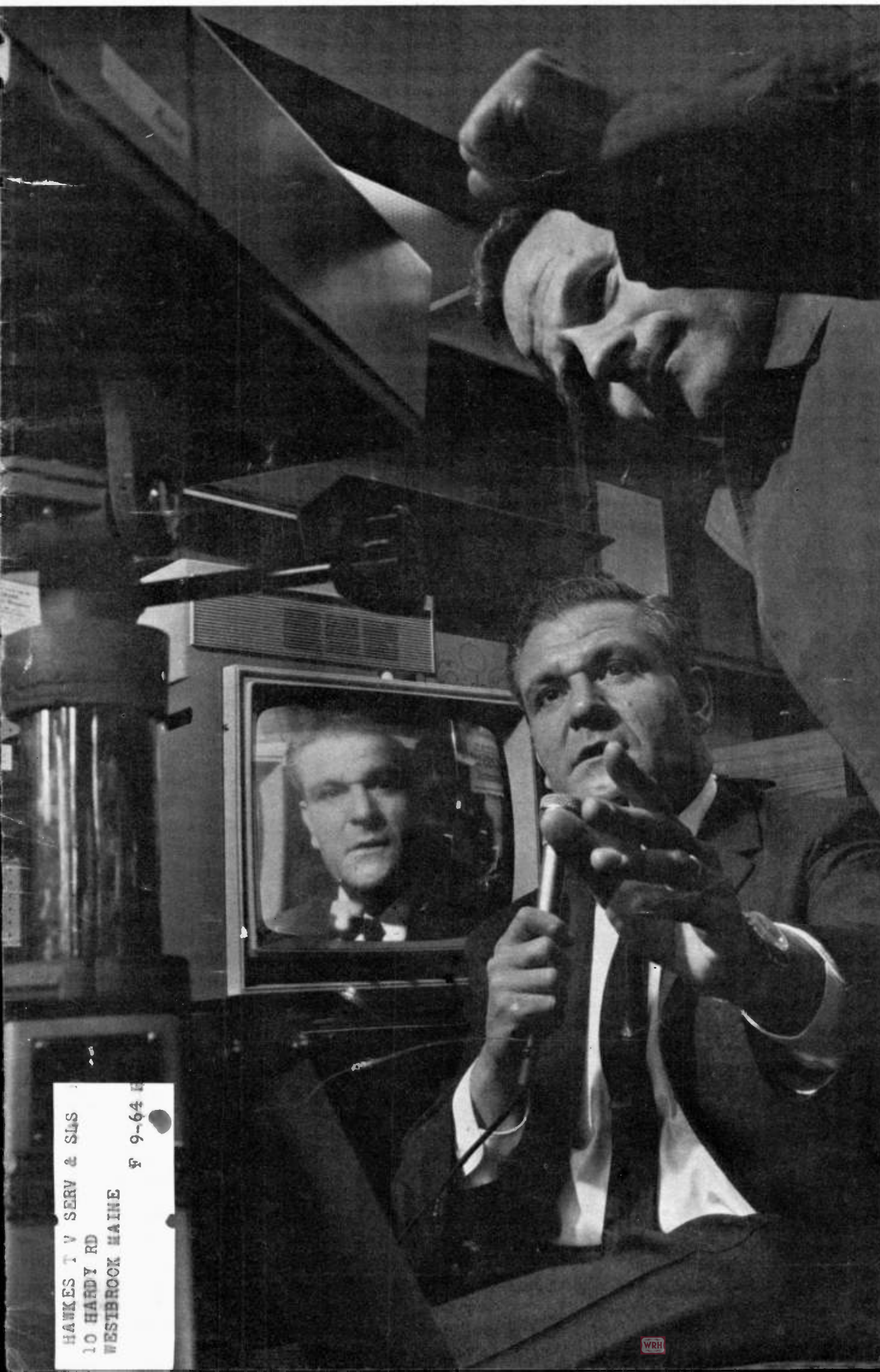


MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 19/MAY 9, 1966



◀ □ □ □ Video tape recorders are finding cash customers now that they are appearing in retail stores like those of William Colbert (shown demonstrating here). Prospects for widespread retail success, however, depend on knotty problems that are outlined and unraveled in the story beginning onp.13

AT PRESSTIME □

□ □ □ □ The discount shakeout is over, says Dun & Bradstreet. The latest figures from D&B show 12 discount store failures in the first quarter of 1966—a sharp reduction from the 48 failures registered during the comparable period in 1965. D&B, the nation's largest credit organization, predicts the over-all mortality rate among discounters in 1966 will be lower than in 1965, when 100 discount stores failed. Key reasons for the declining death rate, says D&B, are stronger management, beefed-up controls and systems, and greater financial stability.

□ □ □ □ More Hoffman dealers is one key aim of the company, as announced at its annual meeting last week. Hoffman will add 335 dealers—up from the present 165 to a new high of 500—by the end of the year, says Robert Jablonski, general manager of Hoffman's consumer electronics division. Ultimately, Hoffman expects to develop a national dealership of 1,500.

Plans to expand the Hoffman consumer electronics line were also announced. Among the additions will be a 19-inch rectangular color tv portable and tv sets using a "new approach" to remote-control operation. Hoffman also showed the prototype of an *continued on p.3*

HANKS TV SERV & SLS
10 HARDY RD
WESTBROOK MAINE
☎ 9-64 E

Westinghouse Refrigerators have appeal for both men and women, says Dick Sanford



"As Sales Manager for Westinghouse refrigerators it's my business to know what consumers will buy. With today's bigger shopping loads a Westinghouse has a line of refrigerators that can satisfy both."



Only Westinghouse makes an 18 cubic foot top-mount model for '66. The RJG-89. It's one of 7 models with a 7-day Meat Keeper and adjustable half shelves.



And wait till the men see this automatic ice-maker! Always enough cubes for a party. Makes and stores 175 cubes.



Now take a look at a model that's a real traffic stopper. The 18 cu. ft. RDG-88. The only true French-Door refrigerator-freezer now on the market. Completely eliminates concern for left and right door swing.



Naturally, it's completely Frost-Free like 12 other Westinghouse models. These are the sort of convenience features that make families go for Westinghouse. And turn up the extra profit dollars for you too!



Talk about size, you've got to see this RSH-22. It's the side by side model that's in such high demand. 22.1 cubic feet of storage space in only 35 and 3/4 inches of floor space. No one else can give you more in so little space.



Westinghouse uses Slim-Wall foam insulation for more efficient use of space. And with adjustable shelves you can make this space stretch even further. That's the sort of economy everyone can appreciate.



It's an obvious fact that you make more per unit profit when you sell larger refrigerators. It's also a fact that people who buy larger refrigerators expect more convenient features. The most important fact is that Westinghouse has the models and features to satisfy this demand. Call your WASSCO distributor today and get them."

You can be sure if it's Westinghouse



8-track, home-type cartridge tape player. According to Jablonski, Hoffman has not yet decided whether to show its new line at the Chicago Music Show or at regional dealer showings.

□□□□ **A \$3 million compact refrigerator deal** has been signed by Topp Appliances Inc. (a subsidiary of Topp Import & Export Inc., Miami) and Zoppas, the Italian appliance manufacturer, reports McGraw-Hill World News from Milan. Six models are involved, ranging from 4.6 cu.ft. to 9 cu.ft.; they will be sold under the Topp name. Units are arriving in the U.S. now. Topp has not yet priced the line.

□□□□ **A Whirlpool water-softener washer** which the company claims is "an industry first" has been introduced as part of its 1967 laundry line. The 14-lb. water-softener washer (Model LRA690) comes with an accompanying compact water softener and will retail for \$289.95. Whirlpool also has added an automatic washer with an 18-lb.-capacity tub to retail for \$259.95 (Sears has been selling an 18-lb. unit in 16 markets). The five other models in the washer line, including one 24-inch-wide unit, range in price from \$199.95 to \$329.95. The line of four dryers, in both gas and electric, starts at \$169.95 (electric) and \$199.95 (gas) and goes to \$289.95. All dryers have what Whirlpool terms a "wash 'n wear/permanent press cycle." The company also introduced eight new gas ranges: four 30-inch and two 36-inch free-standing models and two 30-inch, eye-level units.

□□□□ **Admiral's color tube production capacity** will go up 300,000 units—boosting annual capacity to 900,000—when a newly announced expansion of its tv tube plant in Chicago is completed in July, 1967. The company expects to hit the 600,000 mark by September of this year, and is presently shipping 1,000 tubes a day. "Our own production capacity of 900,000 tubes annually, combined with tubes from outside sources, will provide a total availability of 1.25 million color tubes a year," says Ross S. Siragusa, Admiral's board chair-

man. While operating losses in the tube division were almost as great during the first quarter of this year as they were last, the white goods division's profits ("We are selling more side-by-side models than all other manufacturers combined") helped substantially to offset tube losses. Admiral also is investing \$1 million to double the capacity of its cabinet plant and is shifting its b&w production to Dixon, Ill., freeing its Harvard (Ill.) plant to build color sets exclusively. The Harvard plant will ultimately have an annual capacity of 1.2 million color sets.

□□□□ **Another RCA 2-inch round-tube color set** will be dropped into its tv line this year. RCA has stated that it will phase out 21-inch round tubes this year, and a company spokesman emphasizes that the new set will be a "wind-up" model in the line and does not indicate that RCA will be producing more 21-inch round tube color tv sets. The new model reportedly is a Contemporary unit in the \$479 range.

□□□□ **One major holdout gives in to Teflon:** Farberware reportedly is planning to use its own coating process for a Teflon-coated line of aluminum-clad stainless-steel cookware; it is expected to be shown in July. This leaves only Corning as the major holdout to the non-stick movement.

□□□□ **Hamilton Beach is integrating Puritron** into its Racine, Wis., operation. All sales-accounting functions of Puritron (Hamilton Beach's Builder Products Division) are being transferred from New Haven, Conn., to Racine. Puritron merchandise will still be shipped from a new warehouse in New Haven. Puritron's manufacturing facilities will be transferred to a new plant in North Carolina in October.

□□□□ **More Japanese color tv sets:** Two more Japanese companies—Osaka Onkyo and Shibe Electric—are entering the color tv market with sets for sale both in Japan and the U.S. by the end of this year, reports McGraw-Hill World News in Tokyo.

New wave from Italy: plastic refrigerators at retail

A radically new plastic process in refrigerator manufacture—xilosteel—will make its debut in the U.S. next month in the 20 White Front discount stores on the West Coast.

The new units are built by Ignis, a major Italian refrigerator manufacturer; the lightweight refrigerators are made of plastic laminate, which, in effect, bonds a laminated surface directly to a polyurethane foam wall. The units are rust- and stain-resistant and sport a wood-grain finish similar in appearance to Formica. Ignis uses porcelain enamel on the interiors.

Technically, the plastic laminate (xilosteel) is made of ledorex wood, which is devitalized; the cells are filled with a special glue or compound. For the outer color, the plastic laminate is covered with melamine-rich resin.

The White Front discount chain, a division of Interstate Department Stores Inc., is one of three major retailers that will sell the xilosteel refrigerators under private label. The other two reportedly will be Sears, Roebuck & Co. and Associated Merchandising Corp. Sears tested an Ignis compact in Atlanta late last summer, but a company official denied there were any Italian imports currently in the Sears line.

Contracts have been signed with three leading retailers for private-label deals by Delmonico International, agent for Ignis in the U.S. But Herbert Kabat, executive vice president of Delmonico, would only verify the deal with White Front. All three contracts call for xilosteel units. Shipments of the xilosteel refrigerators to Delmonico from Ignis began about a month ago.

The Universal label will be used on the new refrigerators by White Front, according to Sam Nassi, White Front's vice president and sales promotion director. Interstate recently obtained the right to use this label on major appliances from Universal Major Corp. Interstate may also use the Universal label on some appliances in its Topps discount stores.

Nassi expressed confidence that White Front's entry into private-label major appliance merchandising would be a successful venture. "We've been very successful in our private-brand program in consumer electronics," he said, "and there's no reason why we can't do equally well in major appliances."

Nassi was reluctant to discuss merchandising and promotional details planned for the xilosteel refrigera-

tors. He did say, however, that they would be "sensationally priced." Since White Front is a highly promotional chain, this would indicate that the refrigerators will carry sharply competitive pricing.

White Front's initial contract with Ignis is understood to be for an estimated \$3 million.

In a departure for White Front, the discount chain will try to sell the xilosteel refrigerators to builders of multi-unit houses. If successful, Nassi said, the chain will attempt to sell other major appliances to California builders.

White Front's appliance business accounts for about 30% of its over-all volume. One of the nation's most successful discount chains, White Front is currently doing business at an annual rate of close to \$250 million in gross sales.



great protector

That damsel in distress could be your product.

The villain: trade indifference.

Our hero: Merchandising Week.

The plot: (as if you didn't know) Product in trouble, is saved from a fate-worse-than-death by Merchandising Week.

(The play's not too original. But the residuals are terrific.)

In real life, Merchandising Week has been successfully fighting trade indifference for over 50 years. Each Monday morning Merchandising Week is there. With the late news. The hot, new merchandising ideas. The promotions. The products. The changing scene.

To over 144,500 readers, engaged in the merchandising, manufacturing and marketing of appliances, consumer electronics and housewares, Merchandising Week is product intelligence headquarters.

The place where the best brains in the business check judgment. Get perspective. Search for new lines. Plan.

Put your trust in the Great Protector, too. Advertise regularly in Merchandising Week and your damsel will never be taken advantage of.

MERCHANDISING WEEK

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

A McGraw-Hill Publication

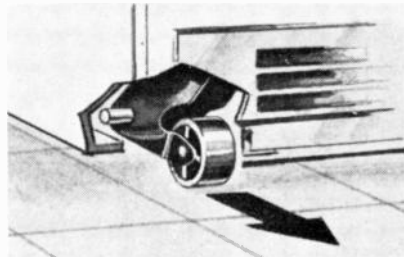
Hotpoint's
new
**"No-Frost
17"**
is the biggest
\$298*
refrigerator
on the market!



(and it rolls out on wheels)

Here's a more-for-the-money refrigerator customers will recognize as "unbeatable value" the minute they see it. It's our CTF117G with a gigantic 16.6 cu. ft. of storage in a top-mount cabinet that's only 65 1/2" high, 32" wide, 28 11/16" deep—it fits kitchens like older 12-footers. There's over 12 cu. ft. fresh food capacity with 28.3 sq. ft. of shelf area. The freezer holds a remarkable 138 lbs. It's completely

No-Frost top and bottom. It even rolls out on wheels for easy floor care. And it's priced to sell at about \$298*! Your customers will learn about it in full-color advertisements appearing in top national magazines and on NBC-TV's "Tonight Show" starring Johnny Carson. Your Hotpoint representative has full details. Call him, today!



Rolls out on wheels for easy cleaning

*Price and terms optional with dealer except where fair traded.

Hotpoint

first with the features women want most



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

HOTPOINT-GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

□□□□ **Shortages of steel and aluminum** used in appliances and other non-military products may be more imminent than most think. Once again, expanding military purchases for Vietnam has pushed "set-asides" for the two key metals up for the next quarter. And the expectation is that copper set-asides may follow.

The set-aside program is designed to tell a manufacturer what percentage of his output he must reserve to fill military orders. Government officials believe that the set-aside rise will continue, but at a declining rate of increase.

Set-asides for steel are set at 1.1 million tons for the third quarter of this year, up 113,000 tons from the current quarter. This is about 4.5% of the industry's total 1965 output. Aluminum producers must save 290 million lbs. for the military in the third quarter, an increase of 12% over this quarter's set-aside and 127% above last year's level.

□□□□ **If you operate a warehouse**, you should know that the Internal Revenue (IRS) is ignoring its 1962 guideline establishing the useful life of a warehouse—

for tax purposes—at 60 years. The move is the result of a survey by the National Assn. of Wholesalers, which showed that the average useful life of warehouses in the industry is 33.85 years.

The IRS is under pressure to change its guideline, but for now, it is permitting dealers to write off warehouses in 33 years.

□□□□ **The parcel post liberalization bill** proposed by Postmaster General Lawrence F. O'Brien is nearing its first test in the House. The postal rates subcommittee has completed two months of hearings on the subject and should report a bill out in the next week or so.

O'Brien wants to raise rates an average of 8¢ a package while liberalizing sizes and weights to a maximum of 100 inches and 70 lbs. Retailer groups favored the move at the hearings, but the plan ran into unexpectedly strong opposition from the REA, the railroads, and the railroad brotherhoods. Despite the opposition, O'Brien is expected to get his way.

□□□□ **Is that price increase you are considering** really necessary? That is the question posed to businessmen by Gardner Ackley, chairman of President Johnson's Council of Economic Advisers at the annual Washington meeting.

Ackley noted that profits after taxes in the last quarter of 1965 were 88% higher than in 1961. This, he said, means either that prices have been raised more than costs, or that prices have not been reduced where costs have fallen.

Carrier provides the big sales plus for '66!



He's demonstrating ease of air flow. In just five minutes, he can easily demonstrate nine other important features of Carrier Room Air Conditioners.

PRODUCTS! Room air conditioners built to be demonstrated. With models to suit every prospect —25 in all, from 5500 to 22,500 Btu's, NEMA Certified, including heat pumps, "do-it-yourself," in-the-window and thru-the-wall. Plus simplified installation kits. Plus handsome Decorator panels.

PROMOTIONS! Pre-Season, Trade-In, Price Leader and Post-Season. Plus other traffic-builder and sales-closer promotions featuring such time-tested premiums as golf balls, towels, filters and puppets. Everything to promote sales-plus for your store 12 months a year.

PROGRAMS! Continuous 12-month national magazine advertising. Plus newspaper ad mats, radio and TV spots for local tie-in. Plus a strong dealer identification and display program. Plus liberal, full-range financing for you and your customers. Plus an incentive program for you and your people.

Put yourself in the plus column this selling season—profit more with Carrier 1966 Room Air Conditioners. For complete information, call your Carrier Distributor, listed in the Yellow Pages. Ask him to demonstrate why Carrier is the brand to buy and sell in 1966!

Carrier Air Conditioning Company

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

Japan's first-quarter figures: tv exports jump to new highs

Total television set exports from Japan to the U. S. picked up nearly 20% in the first quarter, compared with the same period last year.

While b&w tv sets still represent the majority of tv set exports from Japan, color tv exports climbed to 12,273 units in March, an increase of 4,957 units—or 67.8%—over February. The March total, in fact, outstripped total color tv exports for the first two months of the year. (Color tv exports in January and February totaled 11,412.)

At the same time, black-&-white tv set exports dropped 11,832—or 15.6%—from February to March.

The average tv prices in both categories dropped in March, however.

The average price of b&w tv sets exported from Japan in March was \$50.98—down only 3¢ from February. But the average price of color tv sets in March dropped \$2.24—down to \$176.82 from \$179.06 in February.

Compared with the first quarter of last year, radio exports in 1966 increased nearly 750,000 units—or 45.6%. However, the dollars brought in by the transistor radios during the first quarter of this year are running only a little ahead—about \$2 million—of television dollars. Last year at the end of the first quarter, transistor radio exports were bringing in close to \$7 million more than tv set exports.

Japanese exports to the U.S.*

	date	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Transistor radios**	March	956,208	659,419	+ 45.01	7,064,288	4,928,186	+ 43.34
	3 Months	2,371,773	1,628,834	+ 45.61	17,537,615	12,194,955	+ 43.81
Chassis/kit tr. rad.	March	12,762	2,245	+ 468.46	115,383	32,650	+ 253.39
	3 Months	56,288	8,955	+ 528.57	286,746	63,758	+ 349.74
Toy tr. radios	March	41,900	59,262	- 29.30	20,258	79,800	- 74.61
	3 Months	91,750	132,930	- 30.98	43,362	180,367	- 75.96
Total tr. radios***	March	1,052,961	730,454	+ 44.15	7,703,445	5,179,030	+ 48.74
	3 Months	2,594,034	1,792,491	+ 44.72	18,795,486	12,751,757	+ 47.40
Tube radios	March	72,325	100,103	- 27.75	708,408	925,394	- 23.45
	3 Months	168,280	229,725	- 26.75	1,786,746	2,025,190	- 11.77
Chassis/kit tube rad.	March	6,814	14,334	- 52.46	88,319	175,297	- 49.62
	3 Months	38,370	37,935	+ 1.15	372,184	420,774	- 11.55
Total Tube radios	March	79,139	114,437	- 30.84	796,727	1,100,691	- 27.62
	3 Months	206,650	267,660	- 22.79	2,158,930	2,445,964	- 11.74
Television, b&w	March	75,773	3,865,441
	3 Months	223,379	11,564,098
Television, color	March	12,273	2,197,663
	3 Months	23,685	4,218,140
Total television	March	88,046	60,638	+ 45.20	6,063,104	3,525,186	+ 71.99
	3 Months	247,064	206,249	+ 19.79	15,782,238	11,115,529	+ 41.98
Radios-phonos	March	48,740	15,719	+ 210.07	842,510	410,583	+ 105.20
	3 Months	90,270	37,838	+ 138.57	1,478,872	1,089,698	+ 35.71
Tr. port. tape rec.	March	37,018	58,149	- 36.34	966,902	1,039,494	- 6.98
	3 Months	106,630	125,878	- 15.29	2,506,135	2,152,938	+ 16.41
Total tape recorders	March	169,277	236,028	- 28.28	2,714,238	3,120,671	- 13.02
	3 Months	424,462	565,475	- 24.94	6,490,747	7,541,966	- 13.94
Transceivers	March	423,937	133,081	+ 218.56	2,834,508	1,468,375	+ 93.04
	3 Months	883,992	330,189	+ 167.72	6,358,463	3,494,818	+ 81.94

*Source: McGraw-Hills Tokyo Bureau **Three or more transistors
***Includes tr. car radios

U.S. imports from Japan****

Transistor radios	March	991,697	675,280	+ 46.86	7,129,861	4,640,875	+ 53.63
	3 Months	2,497,268	1,763,130	+ 41.64	17,480,116	12,559,222	+ 39.18
Radios, other	March	100,541	121,916	- 17.53	1,471,331	958,914	+ 53.44
	3 Months	267,223	334,834	- 20.19	3,446,322	2,809,736	+ 22.66
Radio-phonos	March	21,232	12,638	+ 68.00	366,200	321,000	+ 14.08
	3 Months	69,908	23,176	+ 201.64	1,250,605	751,964	+ 66.31
Phonographs	March	41,578	18,873	+ 120.30	382,488	231,214	+ 65.43
	3 Months	94,654	43,837	+ 115.92	882,946	520,467	+ 69.64
Television	March	109,326	81,974	+ 33.37	6,981,176	4,212,526	+ 65.72
	3 Months	269,414	218,060	+ 23.55	16,796,133	11,547,914	+ 45.45

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

Transistor radios	March	527,138	273,329	+ 92.86	1,343,943	812,901	+ 65.33
	3 Months	1,216,155	592,678	+ 105.20	3,288,496	1,836,480	+ 79.07

U.S. imports from Okinawa****

Transistor radios	March	46,240	50,080	- 7.67	117,507	166,634	- 29.48
	3 Months	109,601	129,548	- 15.40	294,847	431,761	- 31.71

U.S. imports from Taiwan****

Transistor radios	March	113,200	29,254	+ 286.96	314,258	72,639	+ 332.63
	3 Months	303,112	63,988	+ 373.70	791,054	161,404	+ 390.11

****Source: U.S. Customs

□□□□ A 3-D tv set has been developed by the National Aeronautics and Space Administration. Dubbed stereoscopic television by NASA, the device uses a colorless, transparent screen of adjacent, parallel cylindrical lenses placed in front of a raster, which is the area on which the image is reproduced in the cathode-ray tube of a tv receiver. Frames from two synchronized cameras are alternately displayed on the raster; the viewer's left eye sees alternate frames from the left camera and the right eye sees alternate frames from the right camera. The interlaced images produce the three-dimensional effect.

□□□□ A corporate marriage will be decided May 31 by stockholders voting on the proposed merger of Emerson Radio & Phonograph Corp. into National Union Electric Corp. The boards of both firms have already approved the merger. National Union presently owns more than 80% of Emerson's outstanding capital stock.

□□□□ GE is building traffic during May with a See America Sweepstakes. The national promotion will offer a prize to at least one customer of every participating GE dealer. Grand prize in the sweepstakes is a 30-day expense-paid trip anywhere in the U.S., \$5,000 cash, and a new car for the winning family. Dealer prizes—new Dodges—will also be awarded.

□□□□ Olympic's first 25-inch color tv console has been dropped into the company's line. The new model—a Contemporary-styled unit with mahogany or walnut finish—will sell for \$569.95.

□□□□ Westinghouse's new chest freezer line features capacities ranging from 15- to 21.1-cu.-ft. The 15-cu.-ft. model stores 525 lbs. of food, the 17-cu.-ft. freezer holds 595 lbs., the 21.1 model holds 738 lbs.

□□□□ GE is offering service information on radios, Show 'N Tell, portable phonographs, portable tape recorders, intercoms, and citizens band transceivers. Available from GE's Radio Receiver Dept., Plan A (\$5.50 for 1966 manuals) covers service information, schematics, wiring diagrams, alignment procedures, electrical specifications, and parts lists with prices. Plan B (\$11.50) includes the material in Plan A, plus three radio service guides on GE radios produced between 1946 and 1965.

□□□□ Gibson will play "Bingo" in a traffic-building promotion that starts on May 17. A bingo card insert in the *Saturday Evening Post* will invite consumers to take the cards to their local Gibson dealers. Prizes in the bingo promotion, which are valued at \$400,000, include a trip to Hong Kong and choice of any Gibson or Easy appliance.

Gibson's 4,990 dealers will be listed regionally in the *Post*; in addition, Gibson has another one million cards which dealers may imprint with their own names for special mailings. Backup ads include: commercials on the *Today* show and on tv participation shows; newspaper ads in key cities, and an ad in the June issue of the *Ladies Home Journal*.

□□□□ RCA lined up all the big guns at its 47th annual stockholder's meeting in New York City last week. Some of the shots fired: factory dollar sales during the first quarter for the home instrument division are running 36% ahead of the same period in 1965; the last four months of 1965 were the best for any comparable period in the company's history and RCA's annual sales volume should exceed \$3 billion by 1970, with color tv being the most important growth factor; the company's new tv receiver plant in Memphis will begin b&w production within the next two weeks and should be operating at full capacity by late 1966. Both RCA President Robert Sarnoff and W. W. Watts, group executive vice president, commented on the development of an RCA home video tape recorder: "None of the home units now on the market has been able to meet RCA's exacting quality standards," Watts said, and Sarnoff noted that "RCA has built prototypes of a home television tape recorder-player that we believe can out-perform any such devices on the market today."

□□□□ Motorola's sales were up 45% for the first quarter, compared with the same period last year. Nevertheless, says president Elmer H. Wavering of Motorola, the number of tv sets delivered during the first quarter was less than planned because the company was still being plagued by the shortage of color tubes. He also noted that Motorola has been affected by a shortage of skilled labor, that shortages of certain materials—such as copper—are becoming more apparent, and that price increases are beginning to affect costs.

□□□□ Muntz plans to produce private-label tv sets. According to Wallace Keil, president of Muntz TV Inc., "three or four" companies are now looking at the Muntz units for possible private-labeling. Muntz has created a separate division—called Tele-Vogue—to handle the private-label business; the company is also expanding its Wheeling (Ill.) production facilities by one-third.

□□□□ Whirlpool's Kitchen of the Future (circa 1970), originally constructed as part of Whirlpool's exhibit for the New York World's Fair, is now on a nationwide tour of appearances at home and builder shows, county and state fairs, and various other exhibitions.

□□□□ Lear Jet introduced its cartridge players including the new auto stereo with FM radio fair-traded in New York at \$179.95—to New York City area retailers last week. Many of them were seeing the Lear line for the first time. Reactions ranged from "could be a fad" to "the biggest thing in all my years in the business," but most of the retailers were enthusiastic over the cartridge players. The exclusive distributor of the Lear Jet line in the New York City area is Steejay Inc. An offshoot of Chancellor Electronics, Steejay is headed by Chancellor president Sidney Koenig and was formed for the sole purpose of marketing the Lear line. Starting in June, Lear will launch a national ad campaign in such magazines as *Life*, *Look*, *Playboy*, and *Sports Illustrated*.

Consumer Reports gives the nod as tape cartridges forge ahead

Automobile companies have adopted it; more and more consumer electronics manufacturers are examining it; Motorola is pushing it; and now *Consumer Reports* has given it a pat on the back. The tape cartridge player is coming of age.

Consumer Reports examined "Stereo Tape Players for this month and found . . . a marked separation of instruments to left and right and a sense of encompassing sound. The handling of bass and treble and the over-all smoothness was judged satisfactory, but nowhere near the level of a top-grade, home-installed audio system. Nevertheless, we judged the effect generally pleasant and often exciting."

"The most important fact the buyer may have to consider," *Consumer Reports* added, "is the market situation. Until last year, the 4-track cartridge system dominated the auto tape player market . . . [Now] the 8-track system appears to be the bandwagon almost everyone is climbing aboard . . . The purchaser should consider whether the variety in cartridge selections of . . . 4-track . . . will keep pace with . . . 8-track cartridges."

The problem of standards, it is true, continues to plague the industry: not only 8-track vs. 4-track standards, but also the question of standards for blank cartridges.

To solve some of these problems, representatives of the automobile, record, and consumer electronics industries met recently at Electronic Industries Assn. headquarters, in Washington, D.C., to hammer out proposed standards.

A task force, appointed to work out technical problems of cartridge

measurement, head alignment, and insertion depth, will report its findings tomorrow and the industry will get a crack at proposed solutions next month.

Who is interested in the cartridge scene became increasingly apparent at the meeting. In addition to the "oldtimers" in the cartridge industry, these key manufacturers showed up: Warwick Electronics, 3M, Eastman Kodak, and GM's Delco Division.

But only Warwick was ready to comment for the record: "We're making a market study and expect to reach a decision in 30 to 60 days," said one spokesman. "We're thinking in terms of an auto and/or home player—probably 8-track—for the Sears winter or spring catalog."

A spokesman for American Motors, which expressed interest in the meeting but did not attend, characterized his company as "interested in purchasing or marketing a player, but no decision has been made yet."

The technical problems inherent in developing a new product are holding back many interested companies. To fill the breach, Motorola's automotive products division is selling private-label manufacturers an AC stereo tape deck for use in home stereo players. RCA has already announced plans to buy this deck (MW, 18Apr., p.7) and the Borg-Warner player (MW, 11Apr., p.8), due in May will also be Motorola-made.

Next on the Motorola bandwagon will probably be Philco. While Philco and Motorola spokesmen both declined comment, indications are that Philco will show a line of Motorola-built cartridge players to its distributors in Hawaii in June.

Kelvinator's 1967 laundry line joins permanent press parade

Kelvinator is marching out with a 1967 home laundry line that features more multi-speed washers capable of handling permanent press fabrics, plus a new extended guarantee. And, for the first time, there will be no additional charge for color; the 1967 top-of-the-line units are available in a new shade: avocado.

Kelvinator's aim is to be well armed for the permanent press battle in laundry sales coming up next year. Four of Kelvinator's seven washers—two more than last year—feature special cool-down cycles for washing permanent press fabrics. These cycles include cold water injection that cools the garments and prevents wrinkling during the spin-dry cycle. Five of the washers have a minimum of three wash-spin speed combinations; a programmed model tops the line.

The four dryers feature an alarm that rings two minutes before the drum stops revolving. This warns the housewife that it is time to remove clothes to avoid wrinkling. On earlier models the alarm rang when the cycle was finished. The dryers come in gas or electric.

Extended guarantees work this way: Kelvinator now guarantees all washer and dryer parts for two years and has expanded its 5-year guarantee to include the washer tub and agitator. The 5-year guarantee previously covered only the drive mechanism of the washer.

The company also has added four 2-door refrigerator-freezers—all over 15-cu.-ft. in capacity. One of the new units is a top-mount model; three are bottom-mount models. Three of Kelvinator's new units are no-frosts.

Kelvinator's promotion plans include a 4-color ad in *Life*. Its campaign will revolve around this new slogan: "Whether you cool it, wash it, or freeze it . . . do it in style with Kelvinator." Style, of course, is a reference to Kelvinator's Originals.



Kelvinator's washer control panel

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APOLEX RC-600

APOLEX RC-600

•Capstan drive • 6 transistors • 3-3/4" and 1-7/8" speeds • Dynamic microphone with remote start / stop switch • Positive speed change lever • Simple push button controls • Flat, light weight design • Optional equipment includes 4" reels, adaptors for AC and telephone recording • Size: 9-1/4" x 9-3/32" x 2-1/2" • Weight: 6 lbs. 10 ozs



APOLEX RA-68

•Reel drive • 4 transistors • Piano type push buttons • 2-1/4" dynamic speaker • Crystal microphone • Power source: UM-2 (1.5V) x 2 • Size: 8-5/8" x 7" x 2-1/4" • Weight: 2 lbs. 10 ozs.



APOLEX RA-18

•Reel drive • 5 transistors • Push button controls • Remote controlled crystal microphone • Weight: 3 lbs. 5 ozs. • Optional equipment includes adaptor for AC, foot control start/stop & quick rewind switch • Size: 7-5/8" x 8" x 2-5/8"



APOLEX RA-11

• Reel drive • Dual track • 4 transistors • Reel size: 3" • Recording time: approx. 30 min • dual track with 200 ft. tape • Power source: UM-2 (1.5V) x 2, & 006P (9V) x 1 • Size: 2-3/8" x 6-1/8" x 9"



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APPLIANCE-TV



Distributor's van (left) serves as a mobile showroom for the Airtemp line

Distributor puts wares on wheels, himself in the driver's seat

J. W. Roll, an Airtemp distributor, has found an effective way to get closer to retailers—he drives there. Roll, whose distributorship, J. W. Roll Inc., is in Dayton (Ohio), drives a truck van in which he gives private showings of Airtemp room air conditioners to retailers who cannot come to his showrooms.

Roll disliked office calls to retailers because he had only a catalog to show them. He also found that his presentation was frequently interrupted. What he wanted to do was demonstrate the air conditioners and their features; he believes in a product's appeal to the senses.

So he bought the truck van last August and had its interior finished as a demonstration area. Roll or one of

his staff can now call on about six retailers per day and spend half an hour with each of them. The air-conditioned van is stocked with spec sheets and product literature. So far, 80 retailers have seen van demonstrations.

"During my presentation," Roll said, "we are never interrupted or distracted. We have our dealer's undivided attention; we can show him the unit; he can touch it; and listen to it."

The van will boost sales by 50%, Roll estimates. When he is not showing Airtemp products, Roll plans to install seats, and the traveling showroom will become a bus that will take retailers on local incentive trips and outings.

Help for the small retailer: retail marketing conferences

Can the butcher, the baker, the candlestick maker—small retailers all—be helped in this age of supermarkets, mass merchandisers, and giant chains? The U.S. Department of Commerce has begun a series of marketing conferences to help small retailers think like big merchandisers.

The first conference has been held in Washington, Pa., a small city about 20 miles south of Pittsburgh. The conference was co-sponsored by the local Chamber of Commerce, and attracted some 20 retailers, two bankers, and four retail experts.

The idea for the conference originated in the Pittsburgh office of the Department of Commerce, and Lewis E. Conman, of the Department, says that the Washington meeting is the first of several that will be held in the area. While the Department will experiment with the format and program of the meetings, the goal will remain the same: to help independents become better retailers.

The retailers who attended the Washington meeting were obviously concerned about their future and the future of their town. Their problems, one suspects, are problems they share with small retailers in towns everywhere.

The conference exposed, during the question-and-answer session, some of the retailers' fears. Their stores are feeling competition from a nearby shopping mall that has two large Pittsburgh department stores and a Sears store. The retailers asked what they could do to bring shoppers into Washington, and to keep Washing-

ton's shoppers from driving out to the mall.

One observer suggested that every retailer present ask himself: "If I knew nothing about this area, would I shop in my store?" If an honest answer is "No," the retailer should discover why not, and see what can be done to change the situation.

One of the speakers, Edwin A. Moos, senior merchandiser manager Gimble's, Pittsburg, said during the discussion after lunch, "I think the pressure is on the middle-sized store. There will always be a place for the small independent. There is no substitute for the personal attention they can give—something it is very hard for a big store to obtain."

Someone else pointed out that businesses do not usually fail because of competition; they fail because of poor management.

The conference program included Conman who talked briefly about the statistical and other aids available from the Department of Commerce; Shirley Long, president of Marketing Services Center Inc., a market research organization; Allen Henderson of Touche Ross Bailey & Smart, certified public accountants; and Moos.

Miss Long talked about marketing, what it is, and how retailers can improve their efforts. Henderson talked about sales forecasting and retail accounting. Moos based his talk on MERCHANDISING WEEK's "How to Buy" article (18Apr., p.12). Each speaker told the retailers the same thing: You must plan.

—Wallis E. Wood

MERCHANDISING WEEK

VOL. 98 NO 19

A MCGRAW-HILL MARKET-DIRECTED® PUBLICATION



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MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly by McGraw-Hill, Inc. Founder: James H. McGraw (1860-1948).

SUBSCRIPTIONS: to MERCHANDISING WEEK are solicited only from retailers or distributors of home goods products. Subscription rates for individuals in the above fields, U.S. and Possessions: \$3.00 per year; subscription rates for all other individuals, U.S. and Possessions: \$10.00 per year; (Single copies, 50¢ except January Statistical issue—\$2.50). Foreign rates on request. Position and company connection must be indicated on subscription orders forwarded to address shown

below. Publisher reserves the right to refuse non-qualified subscriptions.

EXECUTIVE, EDITORIAL, CIRCULATION AND ADVERTISING OFFICES: McGraw-Hill Building, 330 West 42nd Street, New York, N.Y.-10036. Telephone 971-3333.

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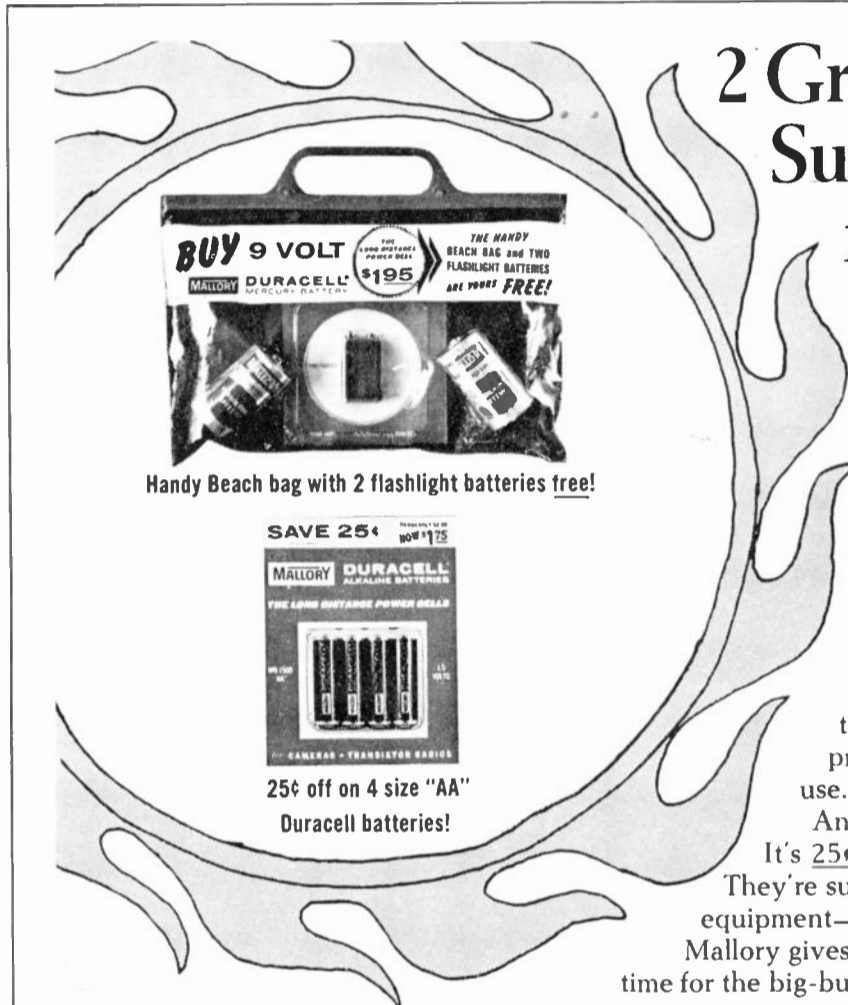
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video tape recorders

Votes for the vtr: cash customers and manufacturers are multiplying

William Colbert is displaying a \$3,450 piece of merchandise in his retail stores—and it is selling. The product is a video tape recorder.

Convinced that a large vtr market is in the making, Colbert—who is president of Audio Exchange Inc., a six-outlet chain of retail stores in the metropolitan New York area—has created a new company specifically to sell video tape recorders. Appropriately named VTR—Video Tape Recorder Co. Inc. (“I think the name will draw,” says Colbert), the company will carry every type of video tape recorder—as each appears on the market.

Colbert is not the only man in the consumer electronics industry who believes the video tape recorder industry is in healthy and heady ferment. At last count, *MERCHANDISING WEEK* found 16 companies that have announced the development of a video tape recorder—and the list literally is growing daily.

What the vtr really is and what it will mean

The video tape recorder has been aptly described as the “instant home movie”—a futuristic combination of movie camera, television set and audio tape recorder. “Take a piece of paper and a pencil and start writing,” a retail salesman told a customer, “and by tonight you will have thought of 2,000 uses for a video tape recorder.”

The possibilities of the vtr *do* seem unlimited. Family events can be recorded, to be played immediately or saved for the future. A library of televised football or baseball games, or tv specials, could be collected. Speeches can be rehearsed in front of the vtr camera and the speaker can instantly appraise his delivery—and, if he likes, erase the

recording and make another. Salesmen could practice their techniques, seeing themselves in action on the vtr monitor.

And another possibility has been pointed out by B. S. Durant, president of RCA Sales Corp. “We believe that, besides recording programs off the air, consumers eventually will be able to rent or buy tv tapes of Broadway shows, operas, and symphonies.”

Born in television broadcasting studios, the video tape recorder only a few years ago was a \$50,000 product for professional applications only. As the price began to drop, educational and industrial uses were found for the machines. Today, the units are being touted as consumer products, as home entertainment instruments.

Sony, which, at the moment, has the only “low cost”—\$995, without camera—unit on the U.S. market, has launched a magazine and television advertising campaign aimed at the man on the street, the consumer. (Not incidentally, Sony says it has sold 1,500 video tape recorders since they went on the market seven months ago.) Sony no doubt intends to firmly establish its image as an innovator with these ads, but at the same time, the campaign is serving to familiarize the consumer with the electronic industry’s new wonder-child, the home video tape recorder.

Who will buy the vtr and who will build it

In the three months since the formation of the Video Tape Recorder Co., William Colbert has sold nine video tape recorders.

At \$3,450 a throw, he moved three semi-professional Norelco units. The other six sales were Sony machines that sell from \$995 to \$1,300. At these prices, these sales may seem

surprising, but, in an economy where consumers can—and do—lay out \$1,200 for a console color tv set, a \$1,000 price tag can no longer be considered hair-raising. Colbert, however, has sold all of his machines for commercial uses: for sales training, to a psychiatrist, to advertising agencies. Obviously, the man on the street is not a prime prospect—until prices come down.

Prices will and must come down, all the proponents of vtr agree. RCA, for one, has stated on numerous occasions that, before it will put a video tape recorder on the market, it must be manufactured at a cost to permit a retail price of no more than \$500. Several companies have already announced the development of such units (see listing on the next page), although none are yet on the market in the U.S.

It is generally assumed in the industry that every major electronics manufacturer in the U.S. is in some way working on a video tape recorder. But it is the Japanese consumer electronics manufacturers who have hit the headlines most often with video tape recorder news. As was the case with audio tape recorders, the Japanese video tape recorder builders may be trying to secure an unshakeable position in the U.S. market before the domestic giants can make their play for the paying public.

The Japanese already are predicting that 9,000 of their video tape recorders will be exported—principally to the U.S.—this year (MW, 18 Apr., p.1), and they expect vtr exports to increase about 40% next year.

For a discussion of how the video tape recorder works; who has, and who will have, video tape recorders; and the inherent problems in video tape recording—turn the page.

By Bruce Pfau; cover and p.16 photos by Joe Ruskin

video tape recorders

Unreeling the vtr secret: tape speed is the trick

Three techniques used for video recording

Concord's video tape recorder runs at 12 ips (inches per second). Sony's vtr goes at 7.5 ips. Ampex has a video tape recorder that operates at 9.6 ips. Wesgrove's vtr operates at 7.5, 10, or 12.5 feet per second. The Illinois Institute of Technology says its vtr operates at 120 ips. What is the difference—and why?

The video tape recorder records moving pictures and sound on reels of magnetic tape much as a standard audio tape recorder records sound. Because the picture that the video tape recorder picks up is transmitted as nothing more than a continuous series of electrical charges, it is possible to store these charges on magnetic tape—just as audio signals are recorded. But because the speed of the electrical charges—or beams—in a tv picture is so high, a normal sound recorder cannot be used.

Audio tape recorders play music at frequency responses of up to 18,000 cycles per second. But much higher frequencies are required to record television pictures. And frequency response is directly related to the speed at which tapes move past recording and playback heads.

In audio recorders, the tape generally moves past the head at 7.5 inches per second, although slower speeds of $3\frac{3}{4}$ ips and $1\frac{7}{8}$ ips also are used. To increase the speed in order to attain video recording frequencies, engineers have developed three different methods.

1. Traverse

Traverse recording, which is used to produce television pictures with professional broadcast quality, uses a rotary recording head. Two-inch wide video tape is moved past the recording head at 15 or $7\frac{1}{2}$ inches per second. However, four record/playback heads are mounted on a drum which rotates rapidly across

the tape at a 90-degree angle to the path of the tape. In this way, the relative tape-to-head speed is increased to 1,500 inches per second, although the tape itself is still moving at only a relatively slow speed. At a tape-to-head speed of 1,500 ips, frequencies of 4 to 5 million cycles per second may be achieved.

2. Helical

Helical recording, a second video tape recording technique, is employed in many of the home-type video tape recorders now being introduced. In this method of video recording, one or two record/playback heads are mounted on a moving drum. These heads record across the moving tape on a diagonal curve known as a helix. While the actual tape speeds can vary from 3.75 to 12 ips, the relative tape-to-head speed increases anywhere from 650 to 1,000 inches per second. This speed can create frequencies of up to 3 million cycles per second.

3. Longitudinal

Longitudinal recording has also been dubbed "brute force" recording. In this method of video recording, the tape—generally $\frac{1}{4}$ -inch wide—is moved past stationary recording heads, which record parallel to the tape path. For video recording, very high speeds of up to 100 or 120 inches per second are required. It is possible to produce frequencies of 1.5 million cycles per second at this speed. The principle objections to this method have been the relatively poor picture quality and the large quantity of tape required. (Telcan's ill-fated vtr, for example, required 13,200 feet of tape to record 22 minutes of material). There are, however, some manufacturers still producing longitudinal machines and others who are working to reduce the speed and improve the quality of this method.

Who, what, when, where: watching the vtr concerns

Until Sony's home video tape recorder appeared on retail floors, the vtr market was mostly a matter of speculation—with few actual announcements and demonstrations. Now that a manufacturer has made a definite move and put a home-type machine on the market, there is a noticeable increase in activity from other vtr companies. The following is a listing of the video tape recorders that have been announced:

Ampex expects to begin production of its "home" video tape recorder this week, and will start deliveries this month. Two units are planned; a compact table model, which operates at 9.6 ips with 1-inch tape, for \$1,095 and a step-up model that will retail for \$1,295.

Concord is carefully avoiding calling its video tape recorder a home unit and instead is aiming primarily at the educational market. The vtr probably will sell for around \$1,000 when it officially hits the market this summer. The helical scan recorder operates at 12 ips with $\frac{1}{2}$ -inch tape. The Concord unit is manufactured in Japan—to Concord's specifications—by Matsushita.

Fairchild Camera has shown the prototype of a home video tape recorder, which, it says, could retail in the \$350-to-\$500 range. A longitudinal-type machine, the unit operates at 60 ips. Fairchild is now negotiating for licensees.

Defense Electronics has announced the development of a video tape recorder that, it says, could retail for about \$300. The machine uses a fixed recording head with $\frac{1}{4}$ -inch tape moving at 96 ips. Defense says it will try to arrange production and marketing through a licensing agreement with another company.

Ikegami Tsushinki Co. has developed a semi-professional video tape recorder which will probably sell in the U.S. for between \$3,000 and \$4,000. Using 1-inch tape, the helical scan unit operates at 9.6 ips. Plans for marketing in the U.S. have not yet been completed.

Illinois Institute of Technology has announced the development of a video tape recorder which, it says, could be marketed for "well under \$500." The company is working on units that operate at 120 or 60 ips. IIT is reportedly negotiating with a major—but undisclosed—U.S. manufacturer for a licensing arrangement. IIT also has announced development of a color vtr that, it says, could retail in the \$500 range.

Panasonic will begin deliveries of its Matsushita-built \$1,050 video tape recorder this month. The helical scan machine uses $\frac{1}{2}$ -inch tape and operates at 12 ips.

Norelco has a semi-professional video tape recorder on the market

that is priced at \$3,495. The unit uses 1-inch tape at 9 ips.

Par Ltd. has completed development of a longitudinal type video tape recorder which, it says, could be priced from \$400 to \$600. Par has worked on units operating at 30, 45, and 60 ips. The research company now is talking with manufacturers to take over production of the machine.

Precision Apparatus Inc. has announced development of a helical scan type video tape recorder, which, the company says, could be priced at about \$400. This is the lowest priced helical scan recorder that has been announced. The unit uses $\frac{1}{2}$ -inch tape and operates at 7.5 ips.

3M—has introduced the Wollensak VTR-150, which will retail for \$1,495. A helical-scan unit, the recorder will operate at 7.5 ips with $\frac{1}{2}$ -inch audio tape. A mobile console-type vtr with all accessories will sell for about \$3,000.

Roberts will have its Akai-built vtr at the Music Show in Chicago this July. While Roberts is releasing no details on the unit, earlier reports (MW, 6 Dec. 65, p.14) said the unit uses $\frac{1}{2}$ -inch tape with stationary recording heads. No price has been announced.

Shiba has developed a video tape recorder that has been touted as the lowest priced—about \$500—unit yet to come from Japan; but it is expected to retail here for about \$1,000. Not yet on the U.S. market, two units have been announced: a vtr with $\frac{1}{4}$ -inch tape and three fixed recording heads that operates at 60 ips, and another unit using $\frac{1}{2}$ -inch tape and two rotary-type heads that operates at 7.5 ips.

Sony has made the biggest splash in the vtr market to date. Its Videocorder, a helical scan unit that uses $\frac{1}{2}$ -inch tape, is priced at \$995. Sony also has demonstrated a color video tape recorder, which will retail for about \$2,000.

Victor Co. of Japan has a vtr that uses $\frac{1}{2}$ -inch tape and operates at 11.8 ips. Delmonico probably will carry the unit; price and marketing plans have not yet been set.

Wesgrove is one of the proponents of the longitudinal-type video tape recorder. Its English-built machine, which retails for \$585, uses $\frac{1}{4}$ -inch tape and operates at 7.5, 10, or 12.5 feet per second. The machine is now available for deliveries.

It is generally assumed that all the major U.S. consumer electronics manufacturers are working on video tape recorders. Some of the other companies most often mentioned in discussions of the vtr are: Nippon Electric, Bell & Howell, Zerex, IBM, Polaroid, Hitachi, Toshiba, Sanyo, Yaou, and Eastman Kodak.

Putting the picture on tape poses some problems

"The video tape recorder is not a toy," emphasizes a spokesman at Matsushita, which will start delivery of its \$1,050 Panasonic video tape recorder later this month. An incredibly complete piece of machinery, the video tape recorder is being called a "home" unit more and more hesitantly by the vtr companies—with the outstanding exception of Sony.

"We are aiming first at the educational and commercial markets" is becoming a stock phrase among the vtr manufacturers. The 3M Company, for example, flatly states that its new \$1,495 VTR-150 is *not* a "home entertainment device" but primarily a training device for educational, industrial, and military markets.

Ampex, which is already selling what it terms an "educational" video tape recorder, is now quietly remapping its strategy for its upcoming "home" unit. An Ampex spokesman says that the company is convinced that most of the home units—at least initially—will *not* go into consumers' homes. "We will play down the 'home' label," he says.

Servicing the sales: a massive problem

While the actual operation of most of the video tape recorders that have been developed is not overly difficult, the machines are highly sensitive ("the weather can affect them," candidly admitted one engineer) and servicing is a distinct problem that calls for a technically sophisticated serviceman—if not an engineer.

Those companies that already are making marketing plans for their machines are faced with the massive problem of setting up special servicing facilities. Sony has taken the strongest steps in this direction. The Japanese company has already set up "service stations" in New York, Boston, Detroit, Los Angeles, San Francisco, San Diego, Dallas, Washington D.C., Philadelphia, Milwaukee, and Chicago. And in the near future

Sony plans to open service centers in Cleveland, Baltimore, Pittsburgh, Denver, and Houston. In some cases, admits Neal Fields, national servicing manager at Sony, the service centers are being established in these cities before the video tape recorder appears on local retail floors.

The complexity of servicing the machines is apparent in Sony's intensive service training program. Sony's flying field force of vtr technicians first spend three months training with the Sony engineering staff. These engineer-trained technicians are then used to educate servicemen at franchised service centers in the cities selected by Sony. The Sony engineer-trained servicemen spend three days with the local service representatives. The local service center also is given the option to buy a Sony video tape recorder at a special discount, and, Field hopes, the local staffs will be intrigued enough by the machines "to do some extra lunchtime fiddling with them."

Ampex, which hopes to begin delivery of its home-type video tape recorders this month, plans to have 19 service centers established throughout the country by September. The company already has set up vtr servicing facilities in Chicago, Washington D.C., Los Angeles, and Hackensack, N.J. (to serve the New York City area).

The state of the art

Confusion is the rule at the present stage of video tape recorder development; there are claims and counter-claims.

"At this state of the art," says A. Stewart Hegeman, the technical director at Par Ltd., "to achieve an acceptable picture, it is actually easier to build a helical scan machine." However, Hegeman believes the Par-developed longitudinal machine has licked the problem of picture quality—primarily through a new type of tape-driving mechanism developed by the company.

Hegeman says there are several advantages to the longitudinal machine over the helical-scan type unit, such as Sony has. First, the helical scan units inherently require a more expensive mechanism, he says. The video tape used by the helical scan machines is much more expensive than the standard—and relatively cheap—audio magnetic tape which may be used on a longitudinal machine. And, Hegeman says, the problem of interchangeability from one machine to another (playing tape on machines other than the one on which it was recorded) is much more complex with a helical type unit than with a longitudinal unit.

In reply, Ampex, for one, defends the helical scan system of video recording because—among other reasons—it will be most easily adaptable to color video tape recording. Hegeman admits that Par has not yet investigated the problems involved in color recording. However, the Illinois Institute of Technology (IIT) claims to have developed a color video tape recorder—that it says could retail between \$300 and \$500—which employs the longitudinal, or stationary-head, type of recording.

As for the price of special video tape, Ampex argues that one hour of 8mm movie, including the cost of processing, would cost around \$120; one hour of its highest grade video tape costs \$59.95.

While the longitudinal machines so far announced or introduced (Wesgrove, IIT, Par) carry relatively low price tags, there also have been announcements of "low cost" helical scan units. Precision Apparatus, for example, claims to have developed a helical scan unit that could retail for about \$400.

If the interchangeability of tapes from one machine to another is a problem—and there are also claims and counter-claims on this point—it could seriously affect the potential video tape recorder market. For, if the video tape recorder is ever to be-

come a popular home entertainment device—taking its place in the home next to the television set, the radio, the phonograph—pre-recorded tapes, playable on any machine, will be the key. Consumers must some day be able to buy pre-recorded video tapes of the Beatles, of Barbra Streisand, of a symphony orchestra. Until the interchangeability problem is completely solved, such tapes would not be possible.

Setting vtr standards: when will they come?

Standards for the video tape recorder could conceivably be set by the first company to introduce the pre-recorded video tapes—the first with the most.

Along with the announcement of its new video tape recorder, 3M—which is one of the major suppliers of magnetic tape—gave the nod to the possibility of producing pre-recorded tapes. The company already is talking with companies holding large educational film libraries about making the films available on video tape. This could be a first step toward a general video tape market. Incidentally, 3M says tape interchangeability among its units is no problem.

The vtr market has been dominated so far by the Japanese, and already they have encountered the problem of lack of standardization; none of the Japanese home video tape recorders is compatible with any other or with any U.S. machine. Recognizing that this could become a serious marketing obstacle if the problem is not resolved soon, the Japanese Magnetic Tape Assn. is now studying home video tape recorder standardization.

But standardization obviously will not be forthcoming soon. Some industry experts predict that it will take a major shake-out of would-be manufacturers, over the next two years at least, before any standards are set.

video tape recorders

The far-out vtr could become an In item

William Colbert has sold six Sony video tape recorders—the only home-type vtr now available to his Video Tape Recorder Co. None of these units, he says, went to what the consumer electronics industry calls “consumers.” But have the video tape recorders in his store stirred up excitement? “Lots of lookers,” he smiles.

Colbert is convinced that someday the vtr will be a consumer product, but he is the first to admit that that day has not yet arrived.

Until the much-heralded—and hoped-for—\$500-and-under video tape recorders appear on the market, most retailers probably will not be racking their brains to find room for the vtr on the sales floor; and until some

sort of video tape recorder standards are set, most of the giant consumer electronics manufacturers will probably bide their time before making a move.

But retailers should be ready—should watch carefully what could someday be one of their big sellers. Yesterday's luxuries have become today's necessities for the affluent consumer. Today's far-out vtr could be tomorrow's In consumer product.

Color video tape recorders are also coming. Sony has already demonstrated its color vtr (\$2,000) and says that it could be on the market next year. The Illinois Institute of Technology has announced development of a color video tape recorder that, it says, could retail for around

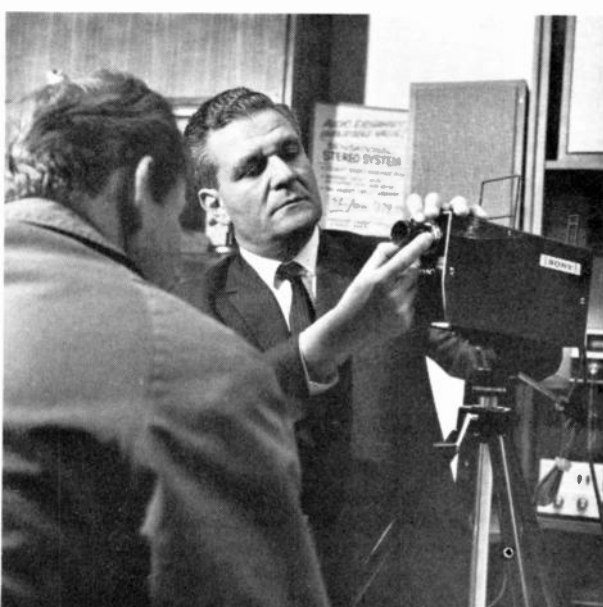
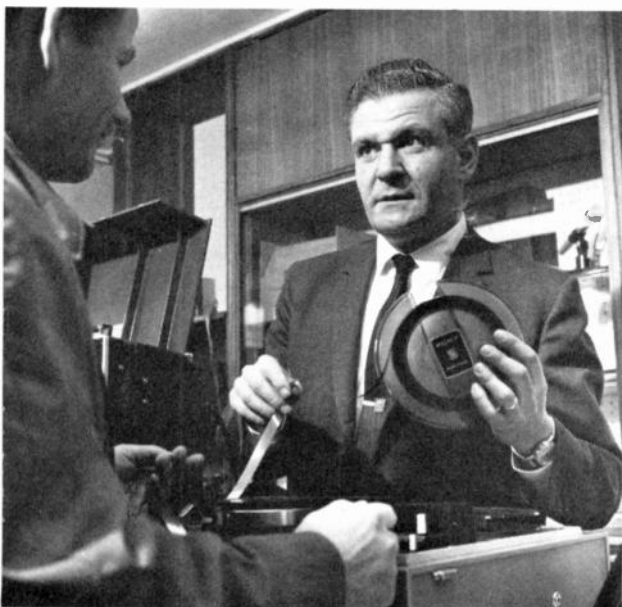
\$500—and now is talking with U.S. manufacturers about licensing arrangements. At the Institute of Electrical and Electronics Engineers convention in New York City in March, Shiba showed the prototype of a color video tape recorder that it has developed.

W. Walter Watts, group executive vice president at RCA, readily admits that the giant corporation has been working on a video tape recorder for more than 10 years. “It would be most desirable for such a device to incorporate color as well as black-and-white,” Watts says.

Color television has caught the consumer's eye, and, by the end of the decade, he probably will consider simple b&w a bore.

If the video tape recorder manufacturers are to corner some of the color-conscious consumer's cash, color video tape recorders should be—and probably are—on the drawing boards of every company.

Another competitor for what could be the vtr market also is simmering under the surface. Waves were made two months ago when reports erupted that CBS had developed a video recording disc—a device that could replay motion pictures through a television set from long-playing metal “records.” Although CBS hotly denied these rumors, the possibility of such a product innovation is very real—both Sony and Westinghouse have already put still pictures on discs.



Vying for vtr sales: how to show the machine

William Colbert, president of Audio Exchange and Video Tape Recorder Co. Inc. in New York City, here is demonstrating, in one of his six stores, a Sony video tape recorder to a prospective customer.

Step 1: Colbert explains to the customer that the $\frac{1}{2}$ -inch video tape is re-useable, eraseable.

Step 2: Colbert shows the customer the video camera which is available with the Sony unit: “You can make

your own instant home movies, you can practice a speech or even your golf swing.”

Step 3: Colbert makes the real selling point by showing the vtr in operation, replaying a program recorded

off the air on the monitor included with the unit. “Take a pencil and paper,” Colbert tells the customer, “and by tonight you will have thought of 2,000 uses for a video tape recorder.”

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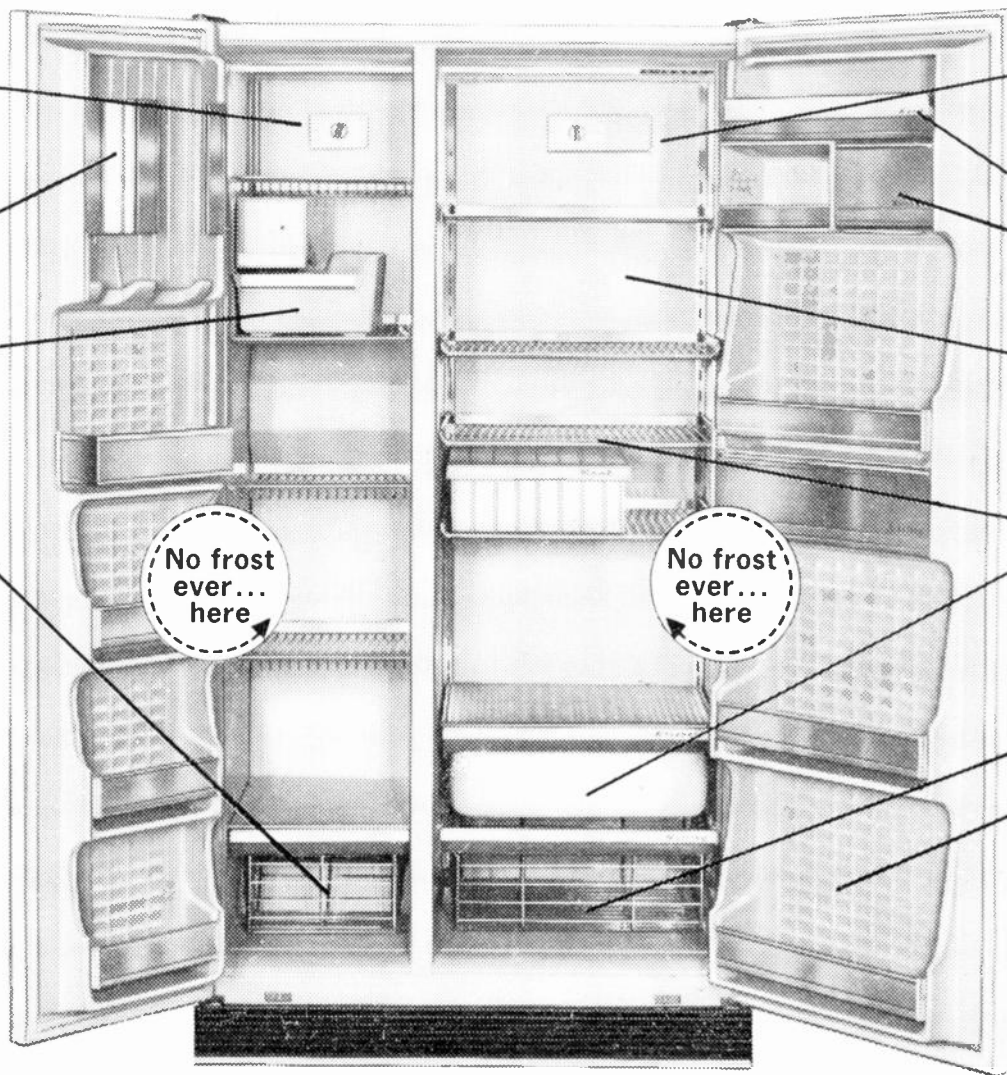
Separate cold control in freezer operates independently. Insures true zero degree temperatures.

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Quickie offers mop for Teflon

A plastic dish mop that doesn't scratch is introduced by Quickie. It is designed for use with Teflon-coated cookware. Available in white or pink, the dish mop retails for 49¢. Quickie Manufacturing Corp., 1315 W. Cumberland St., Philadelphia, Pa. 19132.



Allied Chemical has Batman set

Holy Mashed Potatoes! It's Batman, Robin (the Boy Wonder), and the Joker, staring up from Allied Chemical's new 3-piece "juvenile" feeding set. The melamine ware is decorated in daring Batcolors: blue, yellow, and orange. The set retails at \$2.50 and will be available in June. Pow! Allied Chemical Corp., 40 Rector St., New York, N.Y. 10006.



Gulton introduces lighter display

A new concept in cigarette lighter displays is being introduced by Gul-ton Industries. The Gul-ton Sepra-Charge lighter, a rechargeable battery-operated model, is shown in a trapezoid-shaped counter unit.

The display comes equipped with a walnut-like cardboard background which enhances product visibility. Three lighters are inserted into the trapezoid unit. The lighter's electrical outlet prongs fit into the insert to keep the product in place. Gul-ton Industries, 212 Durham Ave., Metuchen, N.J. 08840.

'new system . . . to facilitate independent distributor operations'

Dear Sir:

We enjoyed reading your article ["Norge takes a new direction in distribution," MW, Apr. 18, p.3] describing Norge's regional warehouse program on the West Coast and appreciate the trouble you went to in preparing this story.

In the interests of accuracy we must point out, however, that J. B.

Calder is not an independent Norge distributor on the West Coast. Further, his comments on the fact that company agents may replace distributors in no way reflects Norge management thinking, which for forty years has been devoted to independent distribution. Actually, this new system is being developed to facilitate independent distributor operations.

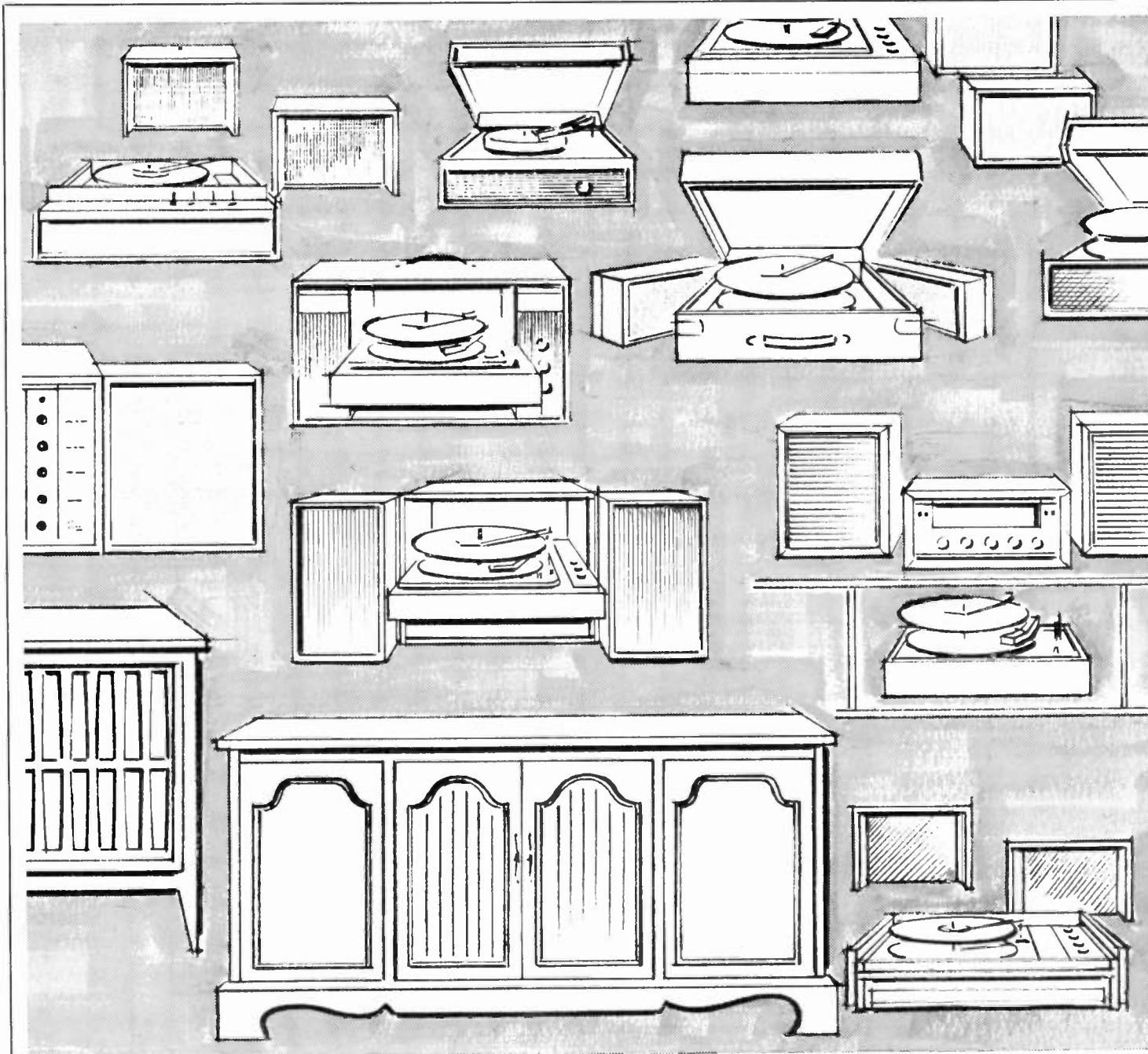
Leonard L. DeCoster
Assistant to the President
Director of Physical Distribution
NORGE
Div. of Borg-Warner Corp.
Merchandise Mart Plaza
Chicago, Illinois
60654

Ampex—Jack C. Dews is named national sales mgr. James W. Lantz is named Northwest regional mgr. and Harold C. Blakeslee is named Central regional mgr.; all are in the consumer and educational products div.

Electronics Communications—Thomas W. Easton joins the St. Petersburg Div. as divisional operations vp.

Oak Electro/Netics—Robert T. Mc-tigue is appointed vp and director of domestic operations; Carl J. Bradshaw is appointed vp and director of foreign operations.

Emerson—John P. Ryan is named vp-Emerson Div., and Robert G. Furlong is named vp-DuMont Div.



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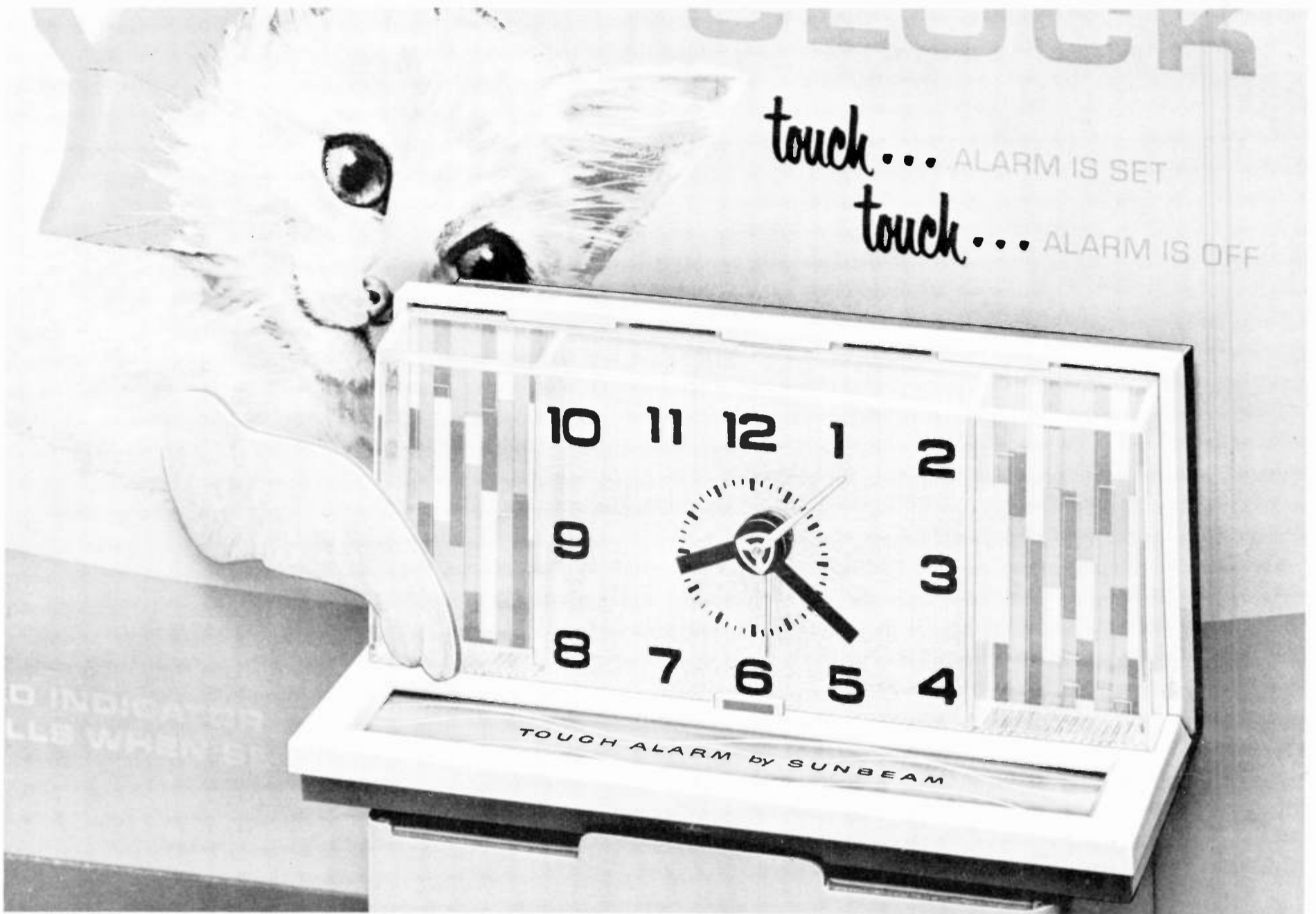
Whether you are looking for an economically priced monaural model, value-packed stereo portables, rich sounding units with the "component look", complete component systems offering optimum listening pleasure or decorator styled consoles of distinctive design with exacting sound reproductions . . . there is a Symphonic model for your selection.

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THIS FREE ACTION DISPLAY—to help you sell even more Sunbeam Touch Alarm Clocks! Cash in on today's hottest selling new clock feature: **The Up-Front Alarm Bar!** Press it to set the alarm...press it to turn it off...with a red indicator flag that tells when the alarm is set! No fumbling in back or underneath; no wondering if alarm is set. The Sunbeam Touch Alarm Clock is available with regular or pleasing Bell Tone alarm...regular or lighted dial. Full Margin Retail: \$8.98* through \$12.98*. **Get in on the action!** Contact your Sunbeam clock distributor or send in the coupon. **Hurry—while supply of display lasts!**



DISPLAY FREE
—while supply lasts—with initial order for Touch Alarms. (Display holds 5 assorted Touch Alarms.) Pussycat's paw moves to point out Touch Bar!



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Sunbeam Clock Division
SUNBEAM CORPORATION, 5400 Roosevelt, Chicago, Ill. 60650

Gentlemen: I have purchased _____ assorted Touch Alarms
(must be at least 5)

from _____ (distributor). Please ship one free Touch Alarm display to:

NAME _____ FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Limit—one display Offer expires July 1, 1966

Plastic housewares producers mold mass product appeal

The plastic housewares industry is enjoying a sales revival by offering something for everyone.

There is price, of course. And discounters are falling in love with plastic housewares all over again; these products have long been a favorite category because they allow sharp pricing that lures traffic.

Plastic housewares had lost some of their traffic-pulling power, probably because they were overworked by many discounters. But now, on the strength of renewed promotional efforts, they are gaining back their old sales stride.

Discounters who attended the recent New York City trade show for members of Mutual Buying Syndicate told of getting surprisingly strong sales—even from “styrene crystal” products. The cut-glass look in plastic housewares—once ranked among the hot sellers—is making a volume comeback for many discounters. Cake servers and small tableware pieces at under \$1 retail are turning the strongest sales performances.

There is styling. Department stores, which have never done the promotional job on plastic housewares that the discounters have, are realizing some of the best product designs are being shaped in plastic.

Department store buyers point particularly to the bath shop area, where plastic housewares manufacturers have exhibited a flair for color and form. Pretty Products' bath ensembles and Fesco's Mayfair line have turned in good sales results. Pretty Products uses a molded-in design while Fesco has achieved a three-dimensional sculptured design

that can be produced in a single molding process.

Other plastic housewares products cited for good design and good sales by buyers include Fesco's wicker-shaped clothes basket, and Loma's high-styled plastic canister set.

Two newer lines of self-adhesive vinyl plastic are beginning to make sales inroads against Con-Tact, the established leader. They are Columbus Coated's Cling and Twin-Z; Twin-Z was introduced to the market in January.

There is innovation in the plastic housewares field. Molders are no longer content with copying in plastic those products that already exist in other materials. Two examples: Foley's Fold 'N Pour dustpan and Prophylactic's Sween 'N Scoop dustpan and brush.

Rubbermaid opened up a whole new world for plastic housewares manufacturers with its kitchen cabinet storage units. Lower pricing on the Rubbermaid units have helped the firm's sales.

Plastic housewares also are making new inroads against long-established metal products. Two of the best bets are the chances of plastic canister sets against the long-established metal units, and of large-size plastic garbage pails against galvanized ware.

There are big brands coming in plastic housewares as acquisitions continue, bringing increased financial support to plastic housewares molders. The latest example is Sohio's recently announced purchase of Loma Industries. Earlier, Celanese purchased Fesco and Allied Chemical bought Stetson Products.

□□□□ **Sunbeam is jumping the gun on percs** by introducing a new line of coffeemakers before the July Housewares Show. Sunbeam is previewing the new percs to key distributors and retail accounts across the country. A press preview is scheduled in New York City this week.

Sunbeam reportedly is telling distributors it is putting a \$10 million investment behind its new coffee-maker line. This investment includes the same type of television advertising support that Sunbeam has provided for its slicing knives, shavers, toothbrushes, and irons.

Sunbeam's new product line and the heavy promotional support it is planning mark another effort by the company to go after a product stronghold of its number one competitor, General Electric. GE became the clear-cut leader in coffeemakers when it acquired Landers, Frary & Clark (Universal) last year.

Everyone is gunning for GE's coffeemaker business. Westinghouse beefed up its product line last year. Most other electric housewares producers have already dropped in new percs or will be doing so in time for the July Show.

GE, however, is not expected to stand still as everyone else cuts in on its perc volume. GE officials are known to be tired of innovating a product category—such as they did with slicing knives and electric toothbrushes—then having to watch someone else come along and steal much of the thunder.

□□□□ **GE will offer a new blade** on one of its knives to provide an additional sales feature, according to reliable trade sources. GE officials have declined comment on the report.

Until now, Sunbeam has been the only housewares manufacturer to make a special sales point of its slicing knife blades with the phrase, “the tip that trims.”

GE began producing its own blades earlier this year, after having relied on outside specialists to provide the blades. GE is understood to have felt it could provide the blades more efficiently itself.

□□□□ **Ronson will offer a money-back guarantee** on its electric shavers. Promoting the “world's thinnest shaving screen,” Ronson will advertise a money-back offer that its shaver will shave as close as a blade. The Ronson move is an obvious answer to increased industry emphasis on thinner shaving heads, particularly sales leader Norelco's “daring to compare” its shaver with blades.

□□□□ **NuTone is marketing a clock with chimes.** The Cincinnati-based firm also is offering a new Decorator Series of range hoods.

NuTone's new clock will retail at \$22.95 with chimes and at \$15.50 for the clock only. It is styled in three color combinations: dark brown against gold tones, dark brown against copper tones, and charcoal grey with silver.

The new range hood series is designed to go with “the squared-off modern lines of today's appliances.” Colors, too, have been coordinated with appliances: copper, white, turquoise, yellow, beige-tone enamel, and stainless steel. The price range extends from \$53.95 to \$78.95.

KEY MOVES

Fasco—Leon G. Barry is appointed director of engineering.

General Electric—Three new field home economists are appointed: Joyce Cryder, for the Chicago region; Judith A. Heinsberg, for the New York region; Myra E. Thomas, for the Bridgeport (Conn.) region.

Crescent Niagara—Robert E. Keenan is named assistant marketing mgr. Keenan will supervise sales promotion and sales training programs of the corporation's Crescent Tool, Bridgeport Hardware, Billings & Spencer, and Barcalo Tool divisions.

Hoover—William M. Caddey is appointed assistant vp of Hoover Worldwide Corp.

Emerson—Anthony J. Orlando is named vp-marketing for the industrial controls and electronics division.

Cory—Four sales agencies are appointed to represent consumer products: Pat Patterson & Assoc. will cover Philadelphia, Baltimore, Washington (D.C.), and four New England states; William E. Brown & Co. will cover the states of Louisiana,

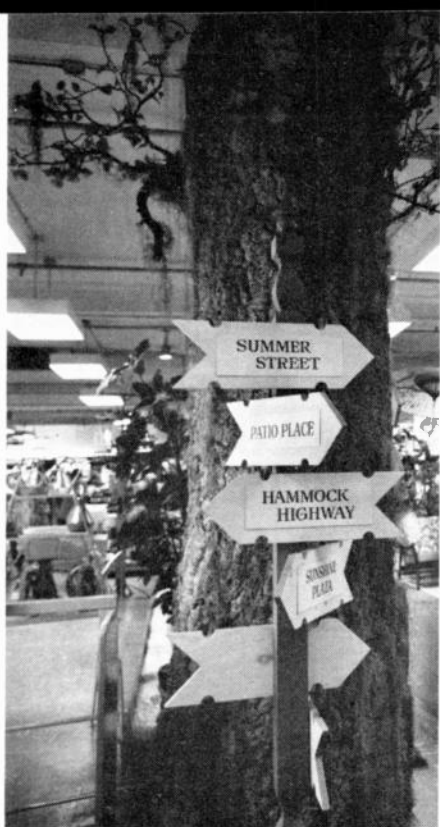
Arkansas, Alabama, Mississippi; Donald Nelson Assoc. will cover Georgia and Tennessee; and George Michel & Co. Inc. will handle Kansas, western Missouri, and Iowa.

Eureka—Gilbert L. Dorsey joins the company as supervisor of sales analysis. John D. Hoppe, who previously served in this capacity, has been promoted to the newly created post of product mgr.

Regal Ware—Fred A. Thomas is appointed to the company's retail sales division.

Stanley Works—Three major changes are announced: John C. Cairns, chairman of the board, retires; Donald W. Davis becomes president and chief executive officer; C. Kenneth Freedell is elected executive vp.

Eaton Yale & Towne—A realignment of marketing services assignments at the corporate level is announced: Edgar W. Clark is director of corporate advertising and promotion; Robert M. Whitney is director of division advertising; Frank P. Minnelli is director of marketing research; Robert W. Firlik is mgr of economic research.



Summerville, U.S.A.

Macy's New York is taking its customers on a tour of Summerville, U.S.A.—the hometown of leisure living. And for housewares retailers across the country, Summerville can turn retail floors into a merchandising paradise for seasonal goods. In Macy's

Summerville—a miniature village built within its housewares operation—there is barbecue fun on Patio Place and Charcoal Circle. The living is easy along Hammock Highway. Rat-

tain Road leads to lounging in style. Green thumbs will be lured to Garden Terrace. And there is a Main Street, of course, as an avenue that opens onto all kinds of leisure products for summertime fun. Summerville dramatizes leisure living for Macy's; it enables the retail giant to merchandise a concept loaded with consumer sales appeal.

Coordination is used well to present all the seasonal goods categories: lawn and garden goods, barbecues and accessories, picnic supplies, summer furniture, and even gift housewares; one example: serving accessories are coordinated with summer furniture in patio room settings.

Merchandise has been upgraded by Macy's for its Summerville presentation. Although the product assortment covers all prices, much of the merchandise is at the high end; for example, there is emphasis on smoker-wagons in barbecues and on wrought iron, redwood, and rattan in summer furniture.

But most important, Summerville is a pleasant place for consumers to shop. For other retailers, it's a good place to visit.

*inviting
exciting
refreshing
delightful
original
enticing
free-swinging
catchy
imaginative
compelling*



A sundeck setting for accessories lures shoppers as they stroll along Main Street. Tabletops and shelves display merchandise



A Colonial archway leads to summer fun on Main Street, the main shopping aisle in Macy's Summerville, U.S.A., setting

Story by
Ed Dubbs

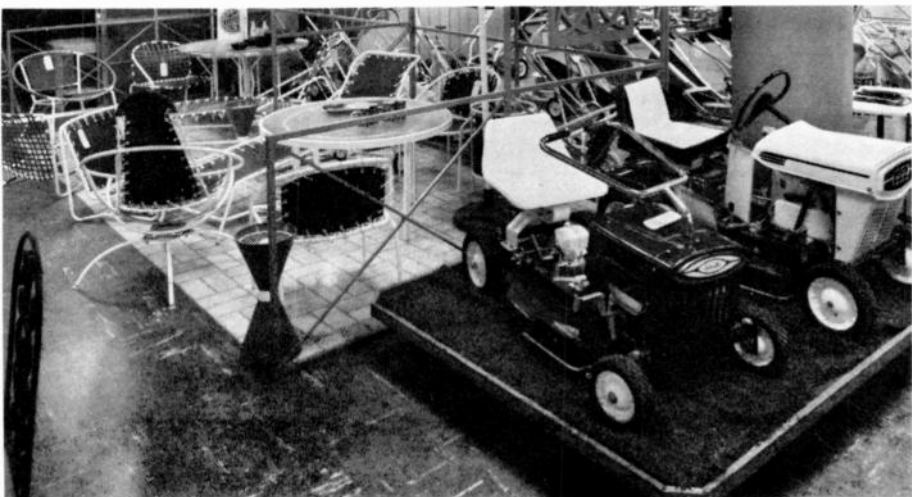
Photos by
Joe Ruskin



Barbecues are spotlighted beneath a decorative lamp post; emphasis is on wagon-grills at the line's high end

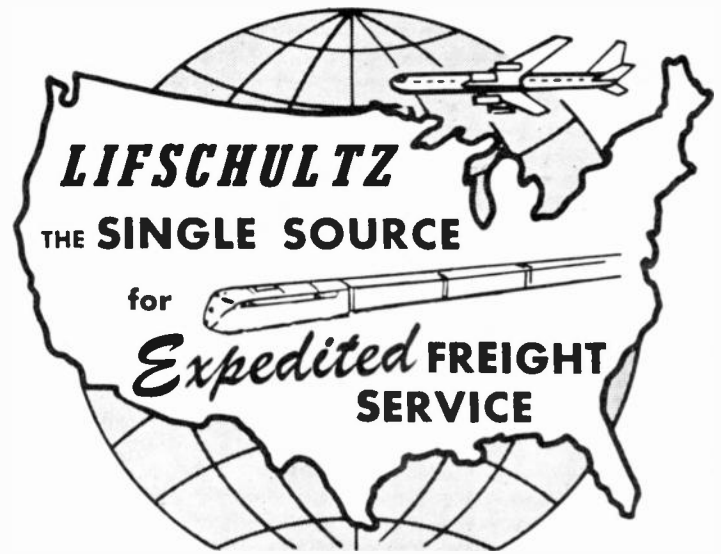


Barbecue accessories—aprons and chef caps—are neatly pinned on one wall; just around the corner are other accessories



The coordination of garden goods with summer furniture is pointed up by these two rider mowers standing just in front of a patio room setting

SEARCHLIGHT SECTION



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□□□□ **Lancaster Colony enters metal cookware marketing** with the proposed acquisition of Enterprise Aluminum. Enterprise will be operated as a division of Lancaster. Lancaster Colony, a holding company, also owns Lancaster Glass, Pretty Products, Jackson Corp., National Glove, Barr Rubber Products, and Pitman Dretitzer.

“With the Enterprise line added to existing glass, rubber, and plastic products, the Lancaster Colony family of companies will be in a position to supply one of the broadest lines of housewares in the industry,”

stressed John J. Gerlach, president of Lancaster Colony.

Enterprise, which has its headquarters in Massillon, Ohio, will continue to operate under its present management and with its own sales force. David J. Zuver, president of Enterprise, will become a vice president and director of Lancaster Colony, which is based in Columbus, Ohio.

Shareholders of both companies will meet on May 20 to vote on the proposed merger, which will involve an exchange of stock, details of which were not revealed.

Directors of both companies have approved the merger.

□□□□ **DuPont is raising the Teflon numbers** with its prediction that 60% of all metal cookware pieces sold this year will be Teflon-coated. This compares with 40% of cookware sales that were Teflon-coated in 1965. For the metal cookware industry in general, DuPont is projecting a 14% over-all growth in sales for 1966, largely on the strong consumer appeal of Teflon.

Metal cookware shipments by manufacturers last year totaled 73 million units, according to the Metal Cookware Manufacturers Assn. Metal Bakeware pieces accounted for another 35 million pieces last year.

□□□□ **The biggest sales gains for Teflon-coateds** will come in saucepans and bakeware, according to DuPont's projections. In bakeware sales, cookie sheets and loaf pans are expected to show the biggest gains. Whereas one out of every two U.S. households now owns a Teflon-coated frypan, only one out of 10 households now owns a Teflon-coated saucepan, and only one out of 20 households now owns a Teflon-coated piece of bakeware.

□□□□ **Teflon will be the focal point of attention** at the spring meeting of the Cookware Manufacturers Assn., to be held May 15-17 at the Greenbrier, in White Sulphur Springs, W.Va. Paul E. Thomas, national sales manager of DuPont's Teflon finishes sales division, will speak on “The Status of the Non-stick Market.”

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like it
on the
market

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Here's the line that will shake all the leaves off the money tree, starting right now! Round at the bottom, oval at the top, these unique percolators have the only new-departure styling in the industry. Brooks Stevens styling. Plus distinctive Charcoal Blue trim. Best of all, they're just the leaders of a full, matched-set selection, shown below.

These eleven proved movers are priced to give you an honest profit...and price-protected to make sure you get it. With up-front display and active promotion, they'll pay their way, day after day.

FRY PAN AND BUFFET SERVERS FINISHED WITH DUPONT TEFLON



M-0471-50
11" ELECTRIC FRY PAN
TEFLON finished
\$19.95 Fair Traded



M-0463-50
11" BUFFET SERVER-FRYER
TEFLON finished
\$19.95 Fair Traded



M-0483-50
11" BUFFET SERVER-FRYER
with HIGH DOME COVER
Super tough TEFLON finish
applied by BOECLAD® process
\$24.95 Fair Traded



M-0472
10-CUP CHROME
PERCOLATOR
\$14.95 Fair Traded



M-0479
22-CUP CHROME
PARTY PERCOLATOR
\$14.95 Fair Traded



M-0474
35-CUP PARTY PERCOLATOR
\$16.95 Fair Traded



M-0475
9 1/2" BROILER
\$9.95 Fair Traded



M-0477
3-QT. AUTOMATIC
CORN POPPER
\$8.95 Fair Traded



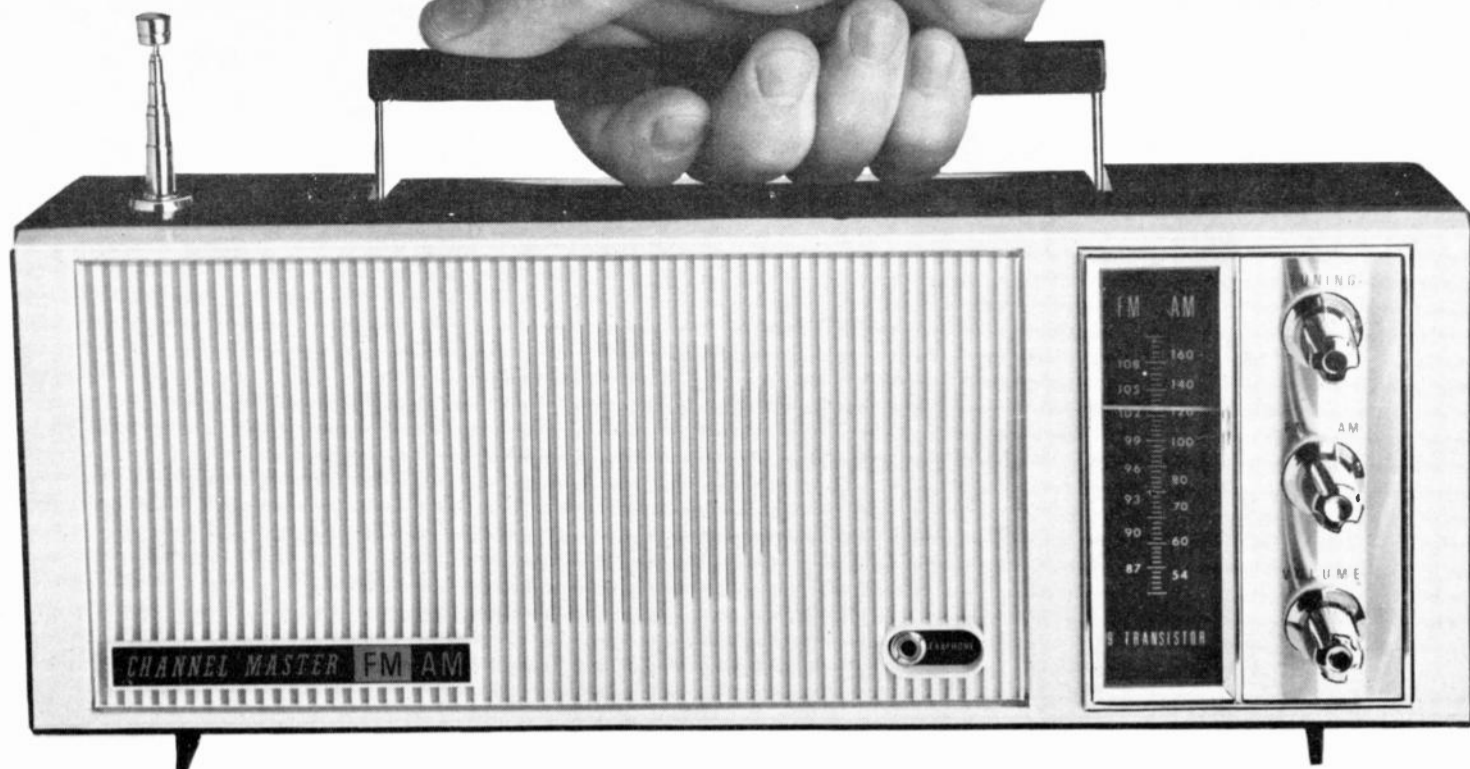
M-0470
2 1/2-QT. CORN POPPER
\$6.95 Fair Traded



NATIONALLY ADVERTISED SINCE 1917



MIRRO ALUMINUM COMPANY, Manitowoc, Wisconsin 54220 • Fifth Avenue Bldg., New York 10010 • Merchandise Mart, Chicago 60654 • World's Largest Manufacturer of Aluminum Cooking Utensils



With emergency standbys like this...



you've got it made!

Sugar. Cabbage. Gravy. Dough.

Call it what you like—the money you'll make on this solid state Channel Master FM/AM portable should taste mighty sweet.

It's battery-powered with 4 "D" cells which lead a long and charmed life. So a listener can always bank on it to play anywhere and anytime. (Great for power blackouts).

Most happily, it's an AC plug-in table model, too. So you don't lose the guy who prefers it that way.

But no matter how he turns it on, he can depend

on the most marvelous FM to pour out. (It has 9 transistors, a 6" speaker, and a telescoping FM antenna.)

And the radio looks just as nifty as it sounds and handles.

All of which is why Model 6463 has been streaking like a best-seller since we introduced it last December.

You can't beat it as a top-profit standby.

And you can say the same for these three Channel Master old reliables.

Emergency or no emergency.

CHANNEL MASTER Home 'n Roam Portables



Model 6510. 6-transistor table portable.



Model 6515. 8-transistor super-fringe portable complete with accessories.



Model 6506. 6-transistor personal portable complete with accessories.

*...and another thing
you can bank on:*

If any Channel Master transistor radio proves defective within 120 days, we will replace it with a new one, instantly, FREE.

KEY MOVES

Frigidaire—William R. Heath is promoted to merchandising mgr of the St. Louis sales zone, after serving as division mgr with the Dayton sales zone.

McCrary-McClellan-Green—Clynee White is named mgr of McClellan's in LaGrange, Ga.

General Recorded Tape—Herbert Hershfield is appointed to the newly created post of national sales mgr, as part of the company's expansion into production and marketing of tape cartridges for car tape players.

Hotpoint—Harold E. Black is appointed mgr of the recently purchased Bloomington (Ind.) plant of GE's major appliance and Hotpoint div.

Hotpoint—Shelby H. Trappey is appointed mgr-marketing for the home laundry dept., suc-

ceeding Charles R. Krewson, who has been named mgr-consumer electronics for the distribution sales operation.

Litton Industries—L. B. Lackore is elected vp of marketing for Litton's Streater Store Fixtures division. Donald E. Wilson succeeds Lackore as national territory sales mgr.

Thermador—Robert L. (Bob) Nagle is named regional mgr for the Central and Southeastern states.

Zenith Radio Corp.—Eugene M. Kinney is named to the new post of vp-special products; he will continue as president and general mgr of the Zenith Hearing Aid Sales Corp.

Philco—Charles J. Fabso is appointed director of marketing in the consumer electronics div.

INDUSTRY TRENDS

FLOOR CARE PRODUCTS

floor polishers

vacuum cleaners

HOME LAUNDRY

dryers, clothes, elec.

dryers, clothes, gas

washers, auto. & semi-auto.

wringer & spinner

OTHER MAJOR APPLIANCES

air conditioners, room

dehumidifiers

dishwashers, portable

dishwashers, under-counter, etc.

disposers, food waste

freezers, chest

freezers, upright

ranges, elec., free-standing

ranges, elec., built-in

ranges, gas, total

refrigerators

water heaters, elec. (storage)

water heaters, gas (storage)

CONSUMER ELECTRONICS

phonos, port.—table, distrib. sales

monthly distributor sales

phonos, console, distrib. sales

monthly distributor sales

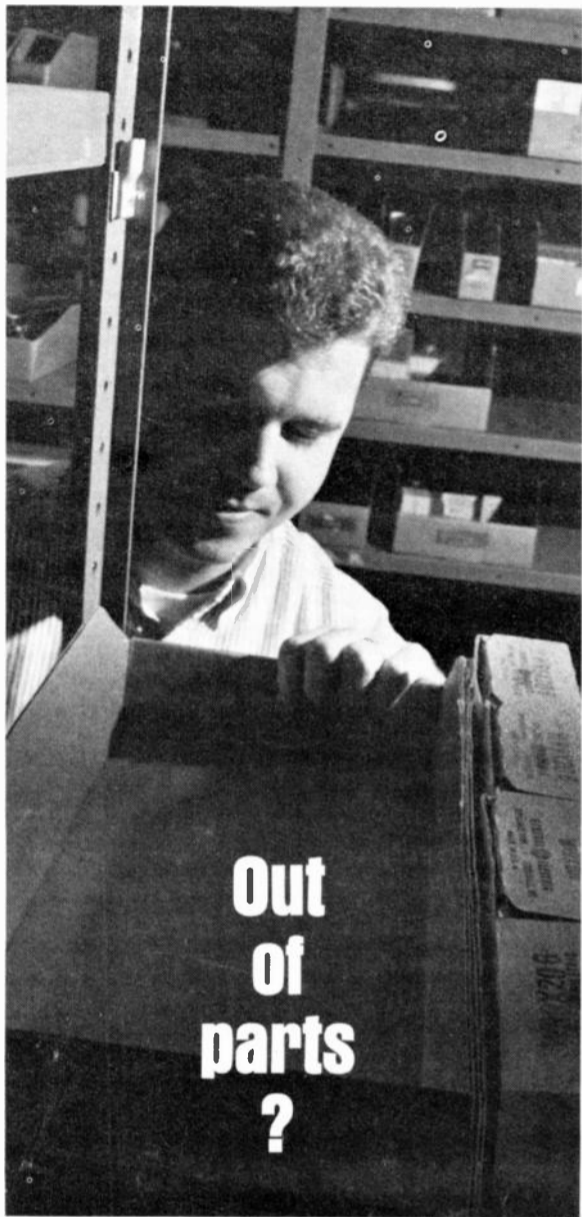
radio (ex auto), distrib. sales

monthly distributor sales

b&w television, distrib. sales

monthly distributor sales

color television, distrib. sales



Out
of
parts
?

When you need fast parts service . . . and not fast talk . . . count on your General Electric distributor. He maintains a large stock of G-E major appliance, television and console stereo parts to help you with both routine requirements and emergency needs.

In the unlikely event your distributor is out of your required part . . . your wait will be a short one.

All General Electric distributors are in teletype contact with the G-E Parts Distribution Center in New Concord, Ohio.

Your special order will be computer-processed at New Concord. Chances are your part—selected from more than 32,000 different parts and a total inventory



...on
the
way

of 100 million pieces—will be on its way to you within a few hours.

Get your share of the repeat business that comes from fast one-call service . . . service that is possible if you have an adequate parts inventory and if you are backed-up by a reliable distributor.

"Lack-of-parts" is an irritating problem for servicemen . . . and customers. Your General Electric distributor stands ready to help you solve this problem. Call him today!

830-32

**Count on your G-E distributor
for fast parts service.**

GENERAL  ELECTRIC

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

date 1966 1965 % change

March 114,416 120,122 - 4.75
3 Months 310,668 321,564 - 3.39

March 549,606 504,287 + 8.99
3 Months 1,501,141 1,298,801 + 15.58

March 119,516 98,534 + 21.29
3 Months 375,188 293,988 + 27.62

March 60,719 47,316 + 28.33
3 Months 184,900 150,956 + 22.49

March 344,747 337,969 + 2.01
3 Months 959,079 895,820 + 7.06

March 52,965 52,011 + 1.83
3 Months 120,799 139,530 - 13.42

March 392,500 443,000 - 11.40
3 Months 943,100 1,000,400 - 5.73

March 21,300 20,900 + 1.91
3 Months 67,100 42,600 + 57.51

March 31,600 40,700 - 22.36
3 Months 92,900 93,300 - .43

March 83,000 78,900 + 5.20
3 Months 231,600 191,400 + 21.00

February 114,400 99,700 + 14.74
2 Months 221,300 187,100 + 18.28

March 42,300 32,700 + 29.36
3 Months 108,800 91,400 + 19.04

March 56,200 59,700 - 5.86
3 Months 145,000 151,200 - 4.10

March 120,700 127,400 - 5.26
3 Months 355,100 332,900 + 6.69

March 58,900 78,100 - 24.58
3 Months 184,100 195,700 - 5.93

February 188,100* 168,400 + 11.70
2 Months 353,100 319,600 + 10.48

March 394,800 421,500 - 6.33
3 Months 1,170,200 1,114,700 + 4.98

March 78,600 100,700 - 21.95
3 Months 247,400 259,800 - 4.77

January 221,110 212,340 + 4.13

April 22 28,815 51,732 - 44.30
16 Weeks 781,589 854,363 - 8.52

January 196,584 191,318 + 2.75

April 22 16,914 21,505 - 21.35
16 Weeks 575,712 429,337 + 34.09

January 156,251 117,306 + 33.20

April 22 160,377 223,962 - 28.39
16 Weeks 3,794,116 3,213,706 + 18.06

January 831,350 693,005 + 19.96

April 22 107,212 125,643 - 14.67
16 Weeks 2,326,170 2,279,424 + 2.05

January 650,904 632,009 + 2.99

April 22 74,700 25,541 +192.47
16 Weeks 1,155,902 566,219 +104.14

*February total includes: 132,500 conventional free-standing ranges, 23,300 high-oven models, 17,300 built-ins, 15,000 set-ins. Sources: VCMA, AHLMA, NEMA, GAMA, EIA.

DISTRIBUTOR APPOINTMENTS

Hamilton—O'Day Equipment Inc., of Fargo, N.D., for North Dakota and parts of Minnesota.

Packard Bell—Vision Electronics Inc., of San Antonio, for the home entertainment line in San Antonio, Austin, Corpus Christi, Laredo, and the Rio Grande Valley.

Realtone—Metropolitan Sales Co., of Queens Village, N.Y., for the New York City area.

Dexter—Midwest Appliance Co., Kansas City; Russell Distributing Co. Inc., St. Petersburg, Fla.; Century Hardware Corp., Milwaukee; Empire TV, Milwaukee; and Watts Distributing Co., Winston-Salem, N.C.

Gibson—Interstate Distributors, of Kansas City, for Easy laundry products.

Tapemaster—Ross Associated Sales, Miami; Texport Co., Dallas; Nelson Co. Inc., Denver; J. M. Nelson Electronics Ltd., Vancouver, B.C.; and Art Cerf & Co., Caldwell, N.J.

Admiral—Western Appliance Distributors Inc., of Seattle, for the Seattle-Spokane territory and Alaska.

Reeves Soundcraft—W. K. Wood Inc., Seattle; Sinai-Johnson Inc., San Francisco; ABM Sales Inc., Detroit; and J. Y. Schoonmaker Co. Inc., Dallas.

Sharp—Winkley & Assoc., Wichita, for Kansas, Iowa, and parts of Nebraska and Missouri.

OKI—Smith Engineering Assoc. for Minnesota, North Dakota, South Dakota, western Wisconsin.



easy to sell...
JACK GLASCOCK, HONOLULU

well-built product...
A. J. BUTTS, JR., ATLANTA



reliability and quality...
WILLIAM DEAN, MEMPHIS



the leader in dryers...
DAVE ORECK, NEW ORLEANS



service and quality...
CALVIN MITCHELL, CHARLOTTE



dealer profits...
KENNETH ROFFMAN, ST. LOUIS



growing sales...
DAN ROWLANDS, MIAMI



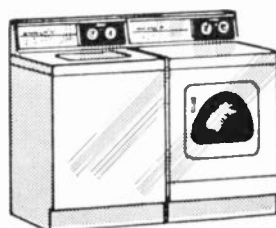
quality lines...
JOHN STOVER, RALEIGH



Dryer sales are on the rise, and Hamilton dryers keep the profit in the sale.

JACK STRAUS, STRAUS-BODENHEIMER CO., HOUSTON, TEX.

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



Hamilton®

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

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

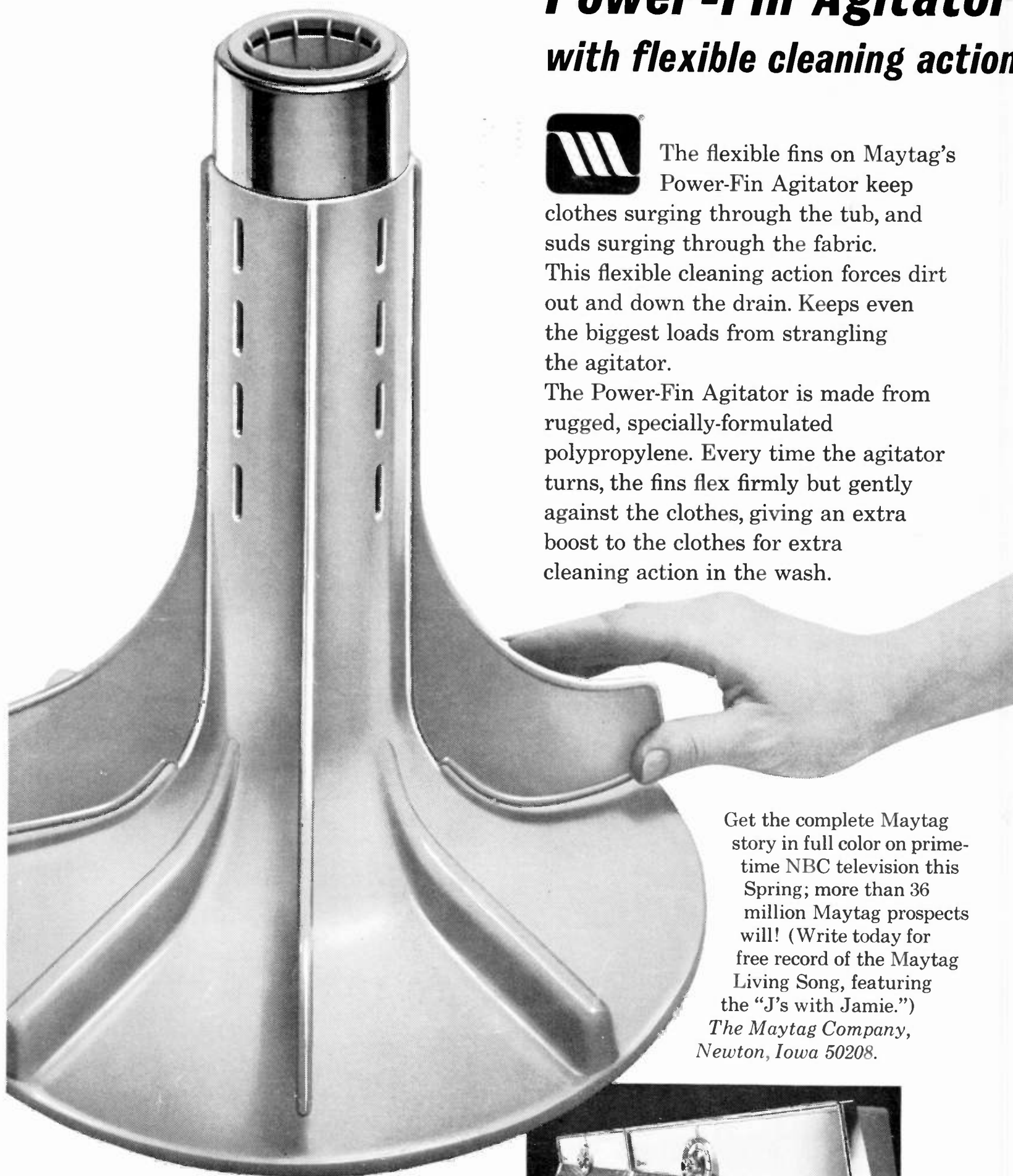
Salespower from the New Generation Maytags:

Maytag's new Power-Fin Agitator with flexible cleaning action

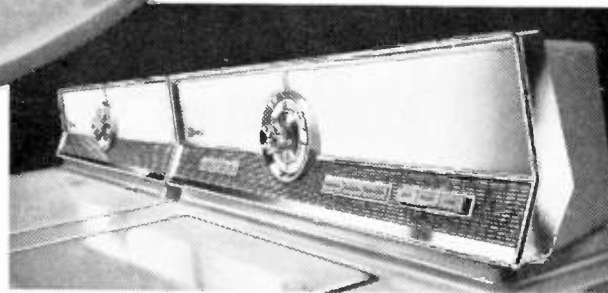


The flexible fins on Maytag's Power-Fin Agitator keep clothes surging through the tub, and suds surging through the fabric. This flexible cleaning action forces dirt out and down the drain. Keeps even the biggest loads from strangling the agitator.

The Power-Fin Agitator is made from rugged, specially-formulated polypropylene. Every time the agitator turns, the fins flex firmly but gently against the clothes, giving an extra boost to the clothes for extra cleaning action in the wash.



Get the complete Maytag story in full color on prime-time NBC television this Spring; more than 36 million Maytag prospects will! (Write today for free record of the Maytag Living Song, featuring the "J's with Jamie.")
*The Maytag Company,
Newton, Iowa 50208.*



MAYTAG

*for the dealer with a lot of profits in mind...
The New Generation of Dependable Maytags*