

# MERCHANDISING WEEK

\* EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES  
A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 20/MAY 16, 1966



◀ □ □ □ Behind this label and others like it is the story of a fabulous fabric phenomenon that is sweeping the country and carrying with it a vast potential for sales of home laundry equipment—especially dryers. The whole story, including tips from retailers who are profiting by it, begins on.....p.14

## AT PRESSTIME □

□ □ □ □ Color tv inventory at factory and distributor levels is still anemic, representing barely three week's supply of merchandise. For the first 16 weeks of the year, combined factory and distributor inventory of color tv was slightly under 210,000 units, or about 31% under the comparable 1965 period. Distributor sales of color tv, however, were running 104% ahead of last year's pace, according to Electronic Industries Association.

□ □ □ □ Tube import battle. Importers of small radio and tv receiving tubes are fighting in the courts an administrative decision by the U.S. Customs Bureau that, they contend, will increase tariffs four and five times above previous levels.

At stake is about \$12 million in retroactive payments—and the future of the tube import business, particularly that segment coming from Japan.

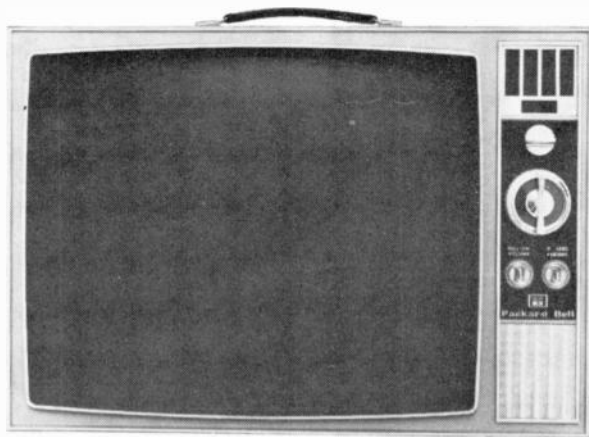
The case, brought by Daystrom Inc., will be heard by the U.S. Court of Customs and Patent Appeals in Washington next fall. Even though a decision is at least a year off, the Customs Bureau has gone ahead and put the higher tariffs into effect.

Traditionally, the 12.5% duty on tubes had been based on the invoice price.

But, *continued on p.3*



**"I want a picture that won't go blaah in bright daylight!"**



## Show her the new Packard Bell Solar Shield Portable TV!

Show her the new Packard Bell Solar Shield portable TV! The Solar Shield intensifies picture contrast. Eliminates picture washout that usually occurs in bright light. Result? Crisp, contrasty picture indoors or outdoors. Even in brightest daylight, it refuses to go blaah. Only Packard Bell has it!

**Packard Bell**   
WEST'S LARGEST SELLING TV • COLOR • STEREO • RADIO

Some exclusive profit-protected franchises are still open—in the East, Midwest and South. Send coupon for complete details.

Mr. Paul Bryant • Packard Bell Sales  
1933 So. Bundy Dr., Los Angeles, Calif. 90025 • Phone: Area Code (213) 272-6141

NAME _____	STORE NAME _____
ADDRESS _____	CITY _____ STATE _____
TELEPHONE _____	

in 1961, the Customs Bureau switched to the so-called "second wholesale" price, a level that importers claim is equivalent to the retail price in Japan.

Daystrom immediately filed suit to force Customs to retain the invoice-price method, but, after winning in the New York Customs Court, it lost a three-judge appellate decision. U.S. set makers fear the ultimate loss of the case will prompt Customs to switch to a higher valuation on a wide range of imported components.

□ □ □ □ **Sears: 3 self-cleaning ranges this summer:** The sales giant expects to have three ranges with the self-cleaning oven feature—a GE innovation—on the sales floor by mid-summer. Roper, which manufactures the ranges for Sears, reportedly will make self-cleaning oven ranges for its own line, too. Another firm, Thermador Division of Norris-Thermador Inc., is also licensed to manufacture the ranges.

□ □ □ □ **Disquieting reports of inventory buildup** were put in fresh perspective last week by Jules Steinberg, executive vp of NARDA. It is normal, he pointed out, for the industry to lose its sales pace and build inventory at this time of year. "The industry may have been spoiled by the fabulous volume of each month in 1965," Steinberg explained. "It behooves everyone to realize that they are making comparisons with an extraordinary period in 1965 and not to be panicked at this par-

ticular time." Steinberg believes price hikes are looming in white and brown goods, and he pointed out that, if a dealer turns his back on a color allocation now, he may never have a chance to buy sets again at current prices. He also believes the industry will maintain an increase in volume.

In line with this, NARDA is sending members a letter advising that West Bend is raising prices in June.

□ □ □ □ **A new low-cost color video tape recorder** has been demonstrated by International Video Corp. of Los Gatos, Calif. The \$1,200 machine will be in production by mid-1967. A helical-scan unit, the machine operates at 6.5 ips with 1-inch video tape.

□ □ □ □ **Whirlpool's upright freezer has an icemaker** for the first time. The icemaker is being introduced now on one unit (EPV-15MM)—a 15-cu.-ft. model.

□ □ □ □ **Xilosteel plastic refrigerators at Wards:** The new units, made by Ignis, a major Italian refrigerator manufacturer, will be advertised in the company's summer sales circular. MERCHANDISING WEEK last week erroneously stated that Sears had the plastic units.

□ □ □ □ **Martin R. Miller is promoted** to Senior Editor of MERCHANDISING WEEK. Miller joined MW in August, 1962 as assistant editor and was named associate editor in October, 1964.

## Philips' tape cartridge picks up some major support

Underline Philips in your cartridge tape glossary. While the Fidelipac-versus-Lear cartridge controversy rages, GE and Sony have quietly chosen the Dutch-developed Philips cartridge for their upcoming move into the market. And Sears, which already sells both Lear-type and some Fidelipac-type cartridge players, is now reportedly preparing a Philips-type player. The Philips cartridge is not compatible with either Lear or Fidelipac players.

The Philips cartridge is sweeping Japan. Twelve Japanese manufactur-

ers have signed contracts with Philips to produce its type of cartridge. Most of these companies, says McGraw-Hill World News in Tokyo, will begin building Philips-compatible players this fall, and exporting them to the U.S. early in 1967. The list includes Matsushita, Sony, Hitachi, Sanyo, Crown Radio, Jeco Co., Aiwa, Nippon Columbia, TDK Electronics, Hitachi-Maxwell, Maruwa Electronics, and Teikoku Denpa Co. And another eight Japanese companies will conclude contracts with Philips in the next two months, reports World News.

Norelco, Mercury, and 3M—the pioneers with the Philips system in the U.S.—may soon find themselves in the center of new cartridge competition, and controversy. Standards for tape cartridges are in a tangle (the Electronic Industries Assn. is now working on 4-track/8-track standards—a task force last week began circulating its findings among manufacturers). Now, this sudden surge in Philips-type machines may mean still more confusion.

While the Lear- and Fidelipac-type cartridge players have been primar-

ily automobile units—although more and more home units are appearing—the Philips-type units have, to date, been small, portable, and home-type models. (Norelco, however, offers a car-mount with its portable model.)

The Mercury units now on the market sell for \$90, the 3M machine is priced at \$99.95, and the Norelco model is \$89.50. Reportedly, General Electric will price its Philips-type unit—probably to be seen at the Music Show in July—at somewhere around \$70.

## Masters maps a 'master' comeback plan—to sell 3 stores

Masters Inc., one of the nation's discount pioneers which took a financial battering three years ago, is waging a comeback.

Late breaking developments at the 29-year-old discount chain find Masters agreeing in principle to sell its three Miami stores to Zayre Corp. for a reported \$3 million; planning to open two new stores in the metropolitan New York area before the end of 1967, possibly in Brooklyn and the Bronx; and putting increased emphasis on white goods through greater selections and display in view of the healthy sales gains registered on this merchandise.

Sale of the three Miami stores will reportedly net Masters about \$1 mil-

lion after it pays off its obligations relating to the Florida operation. Masters will then be left with four units—all in the metropolitan New York area. The three stores reportedly have a combined annual volume in excess of \$12 million. The sale includes merchandise and fixtures.

Jack Haizen, Masters president, declined to divulge the purchase price. He did say, though, that the money would be used for further development and expansion of the metropolitan operation. This includes modernizing the Manhattan store and expanding the Westchester unit.

"We're a stronger company today," said Haizen. "We've mechanized our controls and systems—and this has enabled us to increase our gross profit

through sounder control of initial markup, merchandise mix, and shrinkage."

Haizen's cheerful words represent a dramatic change from the conditions that prevailed in January, 1963, when problem-ridden Masters was forced to file Chapter XI proceedings (a plan of reorganization under court jurisdiction). In December of that year, though, it shed its Chapter XI manacles and embarked on a whirlwind campaign to strengthen every phase of the operation in a bid to stave off bankruptcy. And in the process, Stephen Masters, the man who once vowed that conventional department stores would reel under his unorthodox merchandising attack, bowed out as president.

The 1966 growth formula at Masters includes further development of the chain's most profitable departments, such as housewares, drugs and cosmetics, and automotive equipment. Masters also is planning to boost the percentage of management-owned departments from its present 70% to 80%.

Haizen forecast sales of about \$20 million for the newly changed fiscal year ending Jan. 30, 1967, but said he was not certain whether Masters would show a net profit. "We will, though," he predicted, "show an operating profit for the year." In the last fiscal year ended Apr. 30, 1965, the discount chain registered a small profit on sales of approximately \$22 million.



**THE INTER-OCEANIC ROYAL 990**  
 Five-band, solid-state transistor portable radio featuring drift-free FM, long-distance AM and 3 Shortwave bands. **\$9995\***

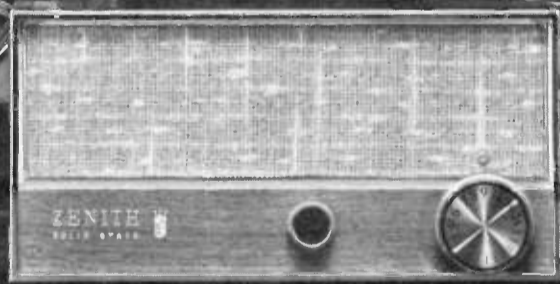
*Powered to tune in the world!*  
 Zenith announces two great new Inter-Oceanic portables, quality-crafted in the same tradition of excellence and superior performance as Zenith's world-famous Trans-Oceanic® radios. Both new Inter-Oceanic portables are solid-state and multi-band radios. Tuning is so sharp and clear that they provide up to four times better sensitivity on standard broadcast and shortwave than many comparable radios! Complete coverage of three shortwave bands from 1.6 mc to 18 mc includes amateur, marine, weather and international broadcasts. The 3-gang condenser and tuned RF stage offer selective, super-sensitive reception. 8 inexpensive "D" flashlight batteries provide up to 300 hours operating power at normal volume. Dual Zenith antennas: built-in Wavemagnet® plus telescopic Waverod®. Zenith quality 6" oval speaker.



**INTER-OCEANIC ROYAL 955**  
 Four-band, solid-state transistor portable radio featuring long-distance AM and 3 Shortwave bands. **\$7995\***



# MAKE YOUR SUMMER SALES SIZZLE WITH THESE FRESH IDEAS IN FINE ZENITH RADIOS



**New FM/AM Table Radio**  
**THE OPERETTA Model N730 \$54<sup>95</sup>\***

Here's an FM/AM table radio that's a really great value for your customers. Fine wood cabinetry, exquisitely designed in genuine Walnut veneers and solids (also, Maple veneers and solids). New advanced Zenith FM tuner assures outstanding reception. Automatic "bass boost" circuit. Zenith quality 6" oval speaker.

**New Solid-State AM Table Radio**  
**THE MINSTREL Model N855 \$29<sup>95</sup>\***

This new solid-state AM table radio delivers 1000 milliwatts of undistorted power output (more than many comparable size AC table radios). And its modern, compact lines—only 5" high, 9<sup>3</sup>/<sub>16</sub>" wide, 4<sup>3</sup>/<sub>16</sub>" deep—make it fit on a bookcase, room divider . . . nearly anywhere. Charcoal Brown and Cherry color, or White and Walnut color.

**New FM/AM Solid-State Portable Radio**  
**THE ADVENTURER ROYAL 960 \$89<sup>95</sup>\***

Introducing Zenith's new FM/AM solid-state portable that is unequalled, feature for feature, in quality, styling and performance. It provides up to 4-to-1 better sensitivity on AM and 2-to-1 better usable sensitivity on FM than in many comparable radios. AFC plus tuned RF stage on FM. 19 tuned circuits assure super-sharp selectivity.

INCREASE YOUR SHARE OF THE HOT-WEATHER GIFT AND OUTDOOR MARKET. ORDER NEW ZENITH RADIOS FROM YOUR ZENITH DISTRIBUTOR NOW.

**ZENITH** The quality goes in before the name goes on<sup>®</sup>

\*Manufacturer's suggested retail price

□□□□ **Hazards in electrical appliances** is the subject of an investigation by the Federal Trade Commission (FTC). Chairman Paul Rand Dixon told a House appropriations subcommittee that the FTC is considering a trade regulation rule requiring manufacturers to disclose the possibility of hazards.

"Preliminary inquiry," he says "indicates that certain appliances, such as electric toothbrushes, water heaters, and table lamps, may have built-in electrical hazards." Dixon says the Commission hopes to promulgate a labeling rule by May, 1967.

□□□□ **Discriminatory allowances** to appliance dealers by manufacturers is another inquiry cited by Dixon for fiscal 1967. He says investigations of 15 alleged violations of the Clayton Antitrust Act in this area are pending, and the FTC has received an application for an industry-wide proceeding on the subject.

Dixon describes the industry as consisting of more than 500 manufacturers and 800 distributors of televisions, radios, phonographs, and such major appliances as freezers, ranges, and air conditioners with a net annual value of shipments in excess of \$5 billion.

The inquiry, according to Dixon, "would be to correct any of these practices shown to be unlawful without the necessity of litigation."

□□□□ **Decisions on labeling of imports** probably will not come before July 1, according to Dixon. He notes public hearings held by the Commission on the subject of labeling imported radios, television sets, phonographs, tape recorders, or their component parts.

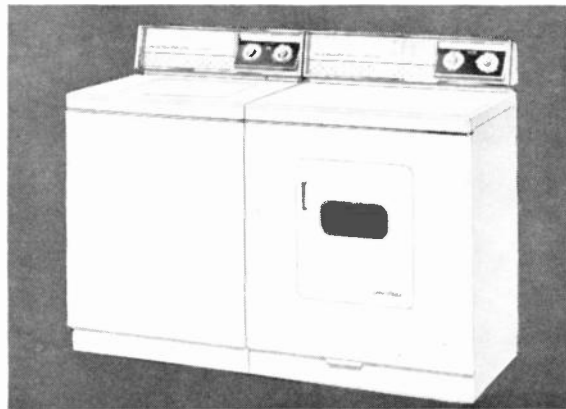
"This subject is now receiving study with a view to determining whether industry-wide proceedings should be initiated in the public interest," he says. "If proceedings are initiated, it is likely that the bulk of the work of such promulgation would fall in fiscal 1967."

□□□□ **The possibility of two FCC vacancies**, instead of one, now faces President Johnson. The Federal Communications Commission chairman, E. William Henry, left May 1, and there has been no hint from the White House as to who will be appointed as his successor.

Now, Commissioner Lee Loevinger concedes that he is considering offers from two universities to become dean of their law schools. If he leaves the FCC, he would depart in August or early September.

To complicate matters further, the term of Rosel Hyde—acting FCC chairman—expires June 30. So far, the President has given no hint that he will reappoint Hyde. Hyde is a Republican; Henry and Loevinger are both Democrats.

# One dryer has been designed for Durable Press



Sell this great dryer with a matching washer by Hamilton.

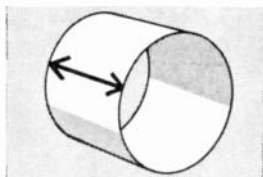
## Hamilton.

Pick any Hamilton dryer, in either the Holiday or Heritage series, in any of 19 different models. All are masters of durable press care. No secret gimmicks. No new gadgets or tricks. Just Hamilton quality. Hamilton makes the soundest, most versatile dryer available. When new fabrics come along, the Hamilton is already designed to handle them. Think about it. What's coming tomorrow — after durable press? A newer fiber? A new fabric treatment? It doesn't matter. If you're selling Hamilton, you'll be selling the one dryer designed to handle tomorrow's garments . . . as well as today's.

### 6 REASONS WHY HAMILTON DRYERS ARE BEST FOR DURABLE PRESS



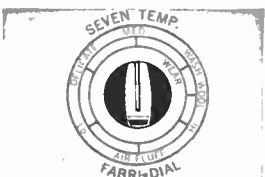
1. Double-Fan drying in the Holiday models and Twin Air-Stream drying in the Heritage models. All Hamiltons provide air currents to gently tumble garments and to carry away moisture-laden air.



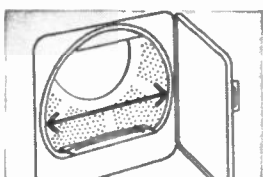
2. The drum in Hamilton dryers is deeper than average for loose, crush-free tumbling so important in the care of durable press fabrics.



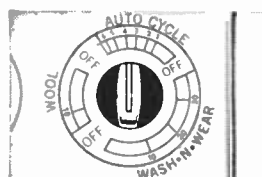
3. The tumbling baffles in a Hamilton run the full depth of the drum, keeping all damp clothes constantly in motion in the warm air stream. Everything dries evenly and wrinkle-free.



4. Hamilton's exclusive Fabri-Dial offers the exact heat for best results with every garment. Hydraulic thermostat provides the same temperature every time.



5. Hamilton dryers all have extra wide loading ports (up to 16") for easy removal of dry garments without bunching or crushing.



6. Hamilton dryers have an Automatic Dryness Control (the Heritage 505, 495, 405, and Holiday 885 models). This moisture-monitor adds extra convenience to the care of any fabric.

# Hamilton®

Hamilton Manufacturing Company, Two Rivers, Wisconsin. Factories in Two Rivers, Wisconsin and Kosciusko, Mississippi

HAMILTON — THE COMPLETE LAUNDRY LINE OF HERITAGE AND HOLIDAY DRYERS, AUTOMATIC WASHERS, WRINGER WASHERS

## Korvette's hard-goods skipper points to where the action is

E. J. Korvette Inc., which launched its volatile retail career 17 years ago as a hard goods discounter, is rapidly approaching the point where soft goods line will gobble up 50% of its general merchandise volume.

"It could happen soon, very possibly within two years," said Leo Cohen, vice president and general merchandise manager of Korvette's hard goods division.

But Cohen was quick to emphasize that hard goods would continue to be an integral and vital part of day-to-day operations. The continued rise in soft goods volume will in no way stunt the growth of hard lines, he contended.

"It's simply a matter of soft goods catching up and assuming their proper role in the overall operation," Cohen said. "I think the two will continue to grow side-by-side, with each complementing the other."



Leo Cohen: "Our private-label sales are growing."

### Hard goods

Korvette's hard-goods operation is reportedly running at an annual sales rate of about \$360 million. This figure is equivalent to approximately 60% of the chain's general merchandise sales and about 45% of its annual volume of \$800 million.

Cohen related the future of Korvette's hard goods operation to its performance in the Fifth Avenue store, the chain's number-one volume producer with reported annual sales of better than \$34 million. Though heavily oriented to soft goods, the store boasts one of the most profitable hard goods operations in the chain. And, said Cohen, it is likely to stay that way.

Cohen predicted another record-breaking hard goods performance for the chain in the fiscal year ending July 31, sparked by fat increases in major appliances and traffic appliances. Color tv and such items as electric knives, records, and hair dryers were characterized as outstanding.

The hard goods boss was reluctant to discuss figures, but he did note that his division's sales were running "considerably ahead" for the year. "We're currently ahead of our sales projections and we ought to wind up the year that way," he said cheerfully.

### Private level

Private-label white goods, a nine-month old operation, are proceeding at a satisfactory pace, Cohen said, adding that the 42-unit chain would continue to move more forcefully into them.

"We're growing in this area day-by-day, week-by-week," and some merchandise under the Leonard Korv-air label is outselling the na-

tional brands, Cohen said. "And if we lose one Whirlpool or Norge sale, we make it up with two Korv-airs."

Typical of the price structure of the Leonard Korv-air line is an automatic multi-cycle washer at \$149 complete with a two-year guarantee on parts and labor. The price is highly competitive with national-brand washers.

The stepped-up activity in private-label hard goods by the nation's biggest discount chain comes on the heels of similar action taken by White Front Stores, a division of Interstate Department Stores Inc., White Front, one of the nation's most successful discount operations, recently disclosed plans to expand into private-label major appliances. Marking this entry will be Italian-produced plastic refrigerators (MW, 9May, p.3).

### Key question

A key question, of course, is the profitability of private-label hard lines—a matter of particular significance

to discount stores, whose markup potential is somewhat limited by the competitive nature of low-margin retailing.

In the case of Korvette, the private label yields a bigger markup than national brands, according to Cohen. In addition, he said, private-label goods provide continuity in advertising because the merchandise is never out of stock. Cohen noted that private-label goods get a fair share of the advertising budget, with plans calling for an increasing percentage as sales of this merchandise continue to grow.

### Color tv

Sales of color tv were characterized by Cohen as "fantastic." Color television sets currently account for about 20% to 25% of Korvette's unit sales in tv, and it is Cohen's belief the figure will shoot up to 50% in two or three years. In about 10 years, he said, "I think black-and-white sets will be obsolete."

Cohen said all new Korvette stores will have a separate color tv room with a dropped ceiling and subdued lighting. At present, about 15 stores have such a room.

Will the price of color tv come down drastically? In Cohen's opinion, the price decline will be a gradual one. At the moment, he said, "You can't get a decent color tv under \$400 or \$450."

As for fashion—it penetrates virtually every area of hard lines. Said Cohen: There is no longer a ceiling on price if fashion and quality are there. Today, fashion is everywhere, "and you should see some of the beautiful cockamamies on vacuum cleaners nowadays."

□□□□ Japan has set higher export goals for fiscal 1966, reports McGraw-Hill World News in Tokyo. A joint government-industry council in Japan forecasts a 22% increase over fiscal 1965 in exports of consumer electronic products, electronic components, and electrical appliances to the U.S. and Canada. The fiscal year began Apr. 1. Color tv accounts for \$30 million of the total tv export goal. Following is a breakdown of the anticipated increases:

Product category	1966 export target (add 000)	1965 exports (est.) (add 000)	Percent change
Tv receivers	\$104,800	\$ 79,390	+ 32.0%
Radios	111,205	107,315	+ 3.6%
Phonographs	15,450	11,651	+ 32.6%
Tape recorders	66,000	55,631	+ 18.6%
Transceivers	33,660	26,522	+ 26.9%
Other electronic equipment	4,700	3,649	+ 28.8%
Electronic components	94,280	68,141	+ 38.4%
Refrigerators	1,500	2,034	- 26.3%
Other home elec. appliances and housewares	5,900	5,181	+ 13.9%
<b>Total</b>	<b>\$437,495</b>	<b>\$359,514</b>	<b>+ 21.7%</b>

□□□□ Whirlpool will conduct a series of news clinics to clarify the use of permanent press garments. The clinics will be held in Los Angeles, May 23; San Francisco, May 25; Dallas, May 27. (For the whole story of permanent press, see p.14.)

□□□□ RCA has a new color tv tube development which it calls Perma-Chrome. The company says Perma-Chrome eliminates any change in color quality as the tube warms up. This innovation probably will appear in at least some of the new RCA sets scheduled for introduction this month; the company will use the Perma-Chrome process in its 15-, 19-, and 25-inch color picture tubes. The normal picture tube, compared with the Perma-Chrome tube, takes about 1½ hours to warm up and achieve complete color stability, RCA says. More than a consumer benefit, Perma-Chrome will cut down set-up time on color tv production lines and will speed up adjustments made by servicemen, according to RCA.

□□□□ GE has filed suit against Westinghouse, claiming patent infringements on GE's self-cleaning oven process.

□□□□ Another sign of rising costs in tv: some tuner prices are going up. Sarkes Tarzian was the latest to announce a hike in its tuner prices. The increase, which ranges from 2.5% to 4% on the present price span of \$4 to \$8, will become effective with orders delivered after May 15; it is the first in the company's history.

During the past few years, tuner prices—which were 50% higher 18 months ago—had been moving steadily downward. Sarkes Tarzian spokesmen do not believe prices will rise to that level again. On Apr. 1, Standard Kollsman raised its tuner prices from 2% to 2.5%. And Oak Electro/Netics is reviewing the prices on some of its tuners, but plans no blanket increases unless union demands exceed President Johnson's wage increase guidelines. Gavin Instruments, which sells tuners priced between \$3 and \$4.50, is not increasing its prices.

## GE's new tv line: hot prices for transistorized portables

Once again, General Electric demonstrated its fondness for a hot product at \$99.95.

What GE sprung on the industry last week was nothing less than a line of transistorized black-and-white portables starting with a 12-inch model at \$99.95. The leader model operates on line power only, but starting with the \$114.95 ac-dc step-up, GE offers an optional rechargeable battery (\$24.95) and charger (\$14.95). At \$119.95, there is an-



12-inch transistor leader: \$99.95

other 12-inch set with a built-in charger. A 16-inch portable with a built-in charger tops the line at \$139.95.

Pushing portability, GE is offering a series of sea-going and automobile accessories for the transistorized models. Mounting brackets for boating buffs go for \$31.95 (12-inch size) and \$35.95 (16-inch size). A boat battery cable kit is priced at \$1.95. For viewing in the back seat of an automobile, GE is offering a \$7.95 bracket. And there is a new auto/marine antenna for \$16.95.

The vacuum tube portable line opens at \$84.95 for a 12-inch set; the 16-inch leader begins at \$109.95. In the key 19-inch business, GE starts with an open-list model and moves to \$129.95. Top-of-the-line price for 19-inch merchandise is \$149.95. A 21-inch set weighing 38 pounds is priced at \$169.95. The 23-inch table models start at \$179.95.

**Color me improved:** GE packed more guts into its 11-inch porta-color set, added \$20 to the suggested list price, and topped off the new \$269.95 set with a free parts and labor warranty on carry-in service. The \$249.95 version GE introduced last year had a 90-day parts and labor warranty.

Here are some of the additions to the new GE porta-color:

—automatic fine tuning.

—new deflection yoke which simplifies convergence.

—upgrade capacitor in the chroma circuit which will improve tint control; other circuit components were also upgraded.

—better color uniformity through greater mechanization in the laying down of phosphor dots on the face of the picture tube.

The new model also comes with earphone and jack as well as lighted color controls.

The big screen color line opens with the company's first 19-inch table model in a vinyl-clad steel cabinet and roll-around stand for \$429.95. A 19-inch console is also in the works.

Furniture styling in the 23- and 25-inch console line features Early American, Danish Modern and Spanish.

The 23-inch color line, all in genuine wood veneer cabinets, opens at \$599.95 for a Danish Modern console, steps up to \$609.95 (Early American) and French Provincial models and winds up at \$629.95 for Spanish Provincial in pecan veneer.

The 25-inch color line—three basic models all using drop-down doors—starts at \$699.95 for a contemporary unit, steps up to Early American at

\$709.95, and finishes at \$729.95 for Spanish Provincial.

Meter-guide tuning is the big new feature in GE's color line. When the viewer adjusts the fine tuning knob on the sets, he can watch for maximum needle deflection on the meter which tells the viewer when the set is properly tuned. This feature and a new automatic flesh-tone stabilizer—a special circuit alignment—are standard on all GE table and console color sets.



19-inch color tv with cart: \$429.95

## 1967 Admiral line sails in: on deck are new prices, tape recorders

Sharp pricing on an Admiral line is not new. And the company's 1967 consumer electronics do not tarnish the image. For example, the firm has shaved small-screen black-and-white portable tv prices: the 13-inch Playmate is now \$85 (formerly \$89.95), and the 15-inch Vagabond is now \$95 (formerly \$99.95).

In addition, the company's color tv line-up is heavily weighted in favor of 25-inch units (25 of 33 consoles) and is rounded out with six 23-inchers and a lone 21-inch console.

**Admiral's first tape recorders**, a two-model low end line, consists of the Courier at \$39.95 and the Diplomat at \$49.95. Both are 6-transistor, monaural, dual-track recorders.

**Color tv consoles:** Admiral has equipped eight of the 25-inch models with remote control and power tuning. The remote control device enables the viewer to adjust color and tint from his chair. The styles and suggested list prices are: Early American, Italian, or French Provin-

cial, \$725; Danish-styled in walnut veneers, \$699.95; Mediterranean in pecan veneers, \$735; Danish Modern in walnut, Early American in maple, and Spanish Provincial in oak veneers, all \$825.

Six 25-inch color consoles feature tilt-out controls and power tuning. Prices range from \$695 for a Danish Modern unit to \$725 for a model in Spanish styling. Five solid-state combos are priced from \$799.95 to \$950. The seven remaining 25-inchers range in price from \$619.95 to \$635 with a Danish Modern model on open list.

Six 23-inchers start at \$559.95 and go up to \$575, excluding two models on open list. A 21-inch color console is also on open list.

Instant Play on seven b&w models highlights Admiral's line of big screen black-and-white models. The feature gives the viewer sound and picture instantly. Prices on the seven models range from \$189.95 to \$229.95. Four models are on open list.

**The portable line:** Topping the 13-model line is a 19-inch unit with both Instant Play and remote control; the suggested list price is \$189.95. Another 19-incher, featuring Instant Play, will sell for \$159.95; a 21-inch model is on open list.

Three phonos have "flight decks" in Admiral's new 8-model line of stereo-radio consoles. The new feature (shown here) raises the entire turntable and instrument panel to a proper operating level when the lid is raised. Two "flight deck" models will sell at \$399.95 and one at \$369.95. Other line units will sell for between \$229.95 and \$299.95.

**The phonographs:** Phonos are all solid-state and include 10 stereo models that range from \$59.95 to \$149.95. Two monaural units are \$39.95 and \$69.95.

**Radios:** Five solid-state table radios include an FM-AM unit (\$39.95) and a clock table model (\$49.95). Eight solid-state clock radios are priced from \$26.95 to \$50. Admiral's

20-model line of tube radios features nine FM-AM sets, five of which are clock radios. Prices on the full line range from \$9.95 to \$54.95.



Phono feature: Flight Deck



Tape recorder: \$39.95

## Symphonic lines up its 1967 phonos—hits all price points

Symphonic is marching to market with the longest line of phonographs—38 models in all—in its 20-year history. The new 1967 phono line ranges from \$16.95 for a solid-state monaural portable to \$419.95 for its top-of-the-line 70-inch console phono-graph with AM-FM stereo radio.

**The monaural portables**, starting with the \$16.95 leader model, include four manual models (\$16.95 to \$27.95), two battery-operated models (\$19.95 and \$54.95), and three other automatic units (\$39.95 to \$54.95).

The stereo portables start at \$59.95

and range in price up to \$189.95 for a component-type set with AM-FM radio. Included in the 10-model stereo portable line is a solid-state unit with AM-FM radio that operates on batteries or optional AC adaptor for \$59.95. The component-type stereo portables—four models in all—start at \$139.95.

**Stereo component systems** in the new line come in simulated walnut cases and start at \$95 for a 3-piece unit. The other two systems are a \$189.95 model with four speakers and 30w power, and a \$298.95 model with six speakers and 50w power.

A stereo console, priced at \$89.95, is available in mahogany or walnut cabinet.

**The stereo consoles** range in price from \$99.95 to the top Symphonic models at \$419.95. Fifteen consoles are in the line. FM-AM radio first appears in the consoles at \$179.95 and AM-FM stereo radio appears in the \$239.95 models. A tape recorder is standard equipment in a 60-inch unit for \$379.95. The three \$419.95 consoles all have six speakers, 80w power output, and AM-FM stereo radio. Every console carries a 90-day in-home warranty.



Solid-state portable: \$22.95



Walnut veneer console: \$419.95



# Use this new PIVOT APPROACH you'll sell more refrigerator-freezers

## STEP 2 SEE UP MODEL



After you've shown her the EPT-14N, "pivot" and "see up" to the EPT-14I. Point out the chrome shelves including the additional sliding shelf, the half shelf, the covered glide-out meat pan and the deluxe trim. She'll see at once how much more she gets for her money when you tell her the EPT-14I costs only \$20.00 more.

## STEP 1 PIVOT MODEL



Once your customer sees pivot model EPT-14N she's interested. It has the features she wants . . . no defrosting in either refrigerator or freezer sections . . . separate cold controls . . . glide-out shelf . . . twin crispers . . . but she'd like to "look around". She needs to be convinced in her own mind that it really is a good value. Keep her from taking a walk! "Pivot"!

## STEP 3 SEE DOWN MODEL



She's still not sold? Now's the time to "pivot" and "see down" to the EPT-12N. 1.9 cu. ft. of storage is the only difference between the EPT-12N and the EPT-14N . . . features are identical. And the capacity comes out of the height alone. Your customer can see at a glance that she's getting less refrigerator and saving only \$30.00 when she settles for the EPT-12N.

The easy, three-step pivot approach establishes the value of RCA WHIRLPOOL refrigerator-freezers without comparison shopping. Want to learn more about how it can work for you? Your RCA WHIRLPOOL distributor has the complete pivot selling plan. Ask him about the optional closing premium, too. Call him today.





Here Is The Best Appliance Truck  
Money Can Buy Because Only The

# Escort®

## OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

**1 ALL-STEEL RATCHET STRAP  
TIGHTENER WITH AUTOMATIC  
STRAP RECOIL!**

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

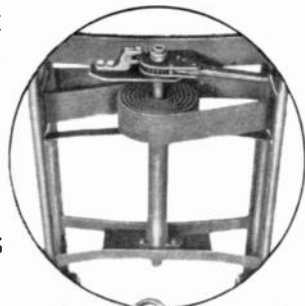
**2 FAMOUS ROLLER  
BEARING  
CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE  
TODAY  
For Full Details And  
Descriptive Literature

STEVENS APPLIANCE  
TRUCK CO.

DEPT. E BOX 897  
AUGUSTA, GA.



MODEL MRT  
Magnesium Light!  
Magnesium Strong!

MODEL SRT  
Rugged, All-Steel  
Construction

# Escort

APPLIANCE TRUCKS

SOLD ON A MONEY-BACK GUARANTEE!

## The Men Who . . .



. . . had the temerity, audacity, effrontery, nerve, cheek, and gall to single out 94 housewares products for especially good design, from upwards of a quarter million shown at the National Housewares Exhibit last January, have made their selections faultlessly.

Remember the old days, when the Museum of Modern Art selected housewares for Good Design, the days (circa 1950) when a coffee pot could get the nod even if nothing less than surgical instruments would clean it? Well, those days of esoteric "good" design are over. A new day of functional, beautiful, saleable good design has been ushered in. (The ushers are, left to right, above: Damon C. Woods, Arthur J. Pulos, Harold Zierhut, Tucker P. Madawick, and Jon W. Hauser.)\*

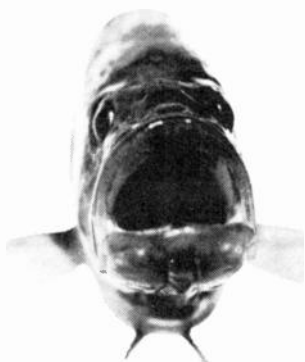
The award-winners will not be unveiled until July 4, but today is not too early to start thinking about promoting Good Design in Housewares at retail. For, to repeat what I said in this space Apr. 18: "The housewares industry has not, for years, had the pleasure of a successful industry-wide promotion. So the Design in Housewares Award Program (sponsored by the National Housewares Manufacturers Assn. and coordinated by the National Design Center) is a fresh start, and a welcome one."

Some objections to that statement, notably from NHMA managing director Dolph Zapfel, have reached my desk. He feels, "with reason," he said, that NHMA's semi-annual housewares shows, its trade mission to Europe, its "Operation Cologne" and "Operation Europe" were "just surely that." Perhaps I wasn't clear. I'm talking about a successful industry-wide retail promotion, and I stick by my guns.

I also had some objections to my espousal of the National Design Center's marketing philosophy ("marketing through aesthetics") as a rallying point for such promotion, notably from Jack Kane, Ekco's marketing vice president. "It's true," he said, "that the industry has not had a successful industry-wide promotion," but added that the promotional value of marketing through aesthetics "has yet to be defined or proven." However, in rebuke to my statement that "in many quarters, the image is more schlock than sophistication," Kane pretty well defined for himself what marketing through aesthetics is all about. Said he: "Those of us who are trying desperately hard to convey a design concept in keeping with modern living requirements . . . should not be broadly categorized as having a 'schlock' image."

Exactly. That is where the Design in Housewares Award Program comes in. As you will see for yourself when the 94 award-winners (representing 61 manufacturers) are displayed at the July Housewares Show, the generally broad schlock image of the housewares industry, held in some quarters, will begin to be dispelled. It will then be up to retailers and manufacturers to impress consumers with the new image.

—Walter R. Browder, Editor

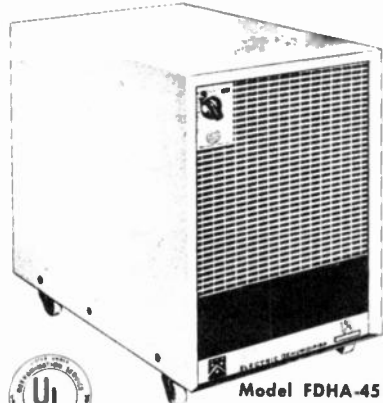


## FISHING FOR MORE PROFITS ??

PUT YOUR HOOKS INTO THE  
COMPLETE LINE OF ELECTRIC  
DEHUMIDIFIERS FROM . . . . .

# Comfort-Aire®

THE OUTSTANDING  
AIR DRYERS . . . More  
selling features . . .  
Overflow Sentinel, Au-  
tomatic Humidistat,  
8½ quart Styrene Col-  
lector Bucket, Big Nine  
inch Fan, Direct Drain  
Connector.



Sell the BEST,  
Sell Comfort-Aire



Model FDHA-45  
NEMA Certified —  
Capacity of 22.1 Pints

# Comfort-Aire

## DEHUMIDIFIERS

HEAT CONTROLLER, INC., Jackson, Michigan

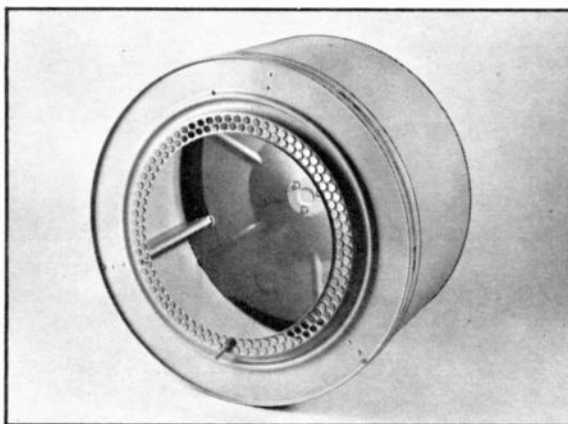
\*Damon C. Woods is chief stylist of the interior studio of Ford Motor Co. Arthur J. Pulos heads his own industrial design firm in Syracuse, N.Y., and is chairman of the executive committee of the School of Art at Syracuse University. Harold Zierhut heads his own design firm in Van Nuys, Calif. Tucker P. Madawick is manager of industrial design for RCA's home instruments division. John W. Hauser, chairman of the board of design for the Design in Housewares Awards Program, heads his own design firm in St. Charles, Ill.

# Does Norge have the biggest selling story on "durable press" drying?

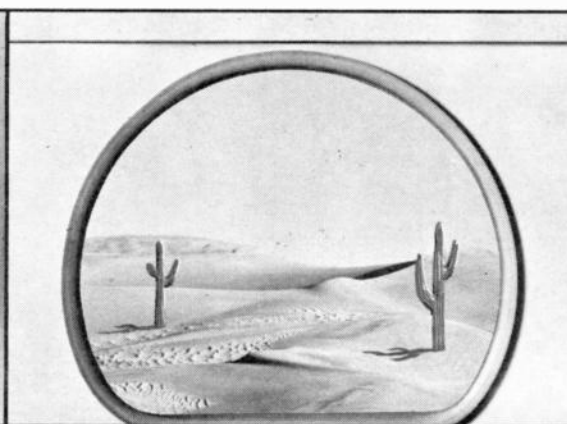


MR. STUART ZENT  
Director—Norge Laundry Div.

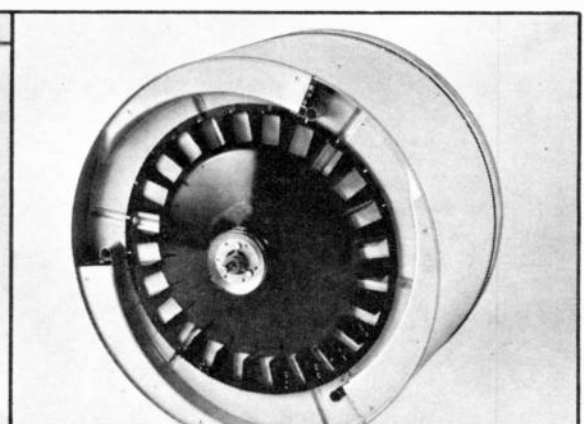
You said an armful.



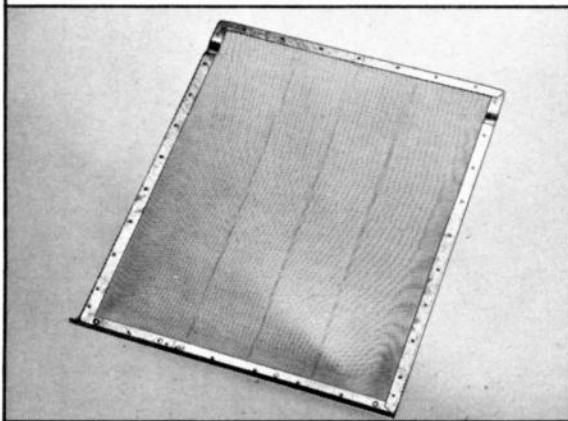
Norge has more room for clothes to tumble in. Big 6 cu. ft. drum gives biggest loads more elbow room for drying; doesn't bunch them up. Smooth, solid walls prevent snagging and wear.



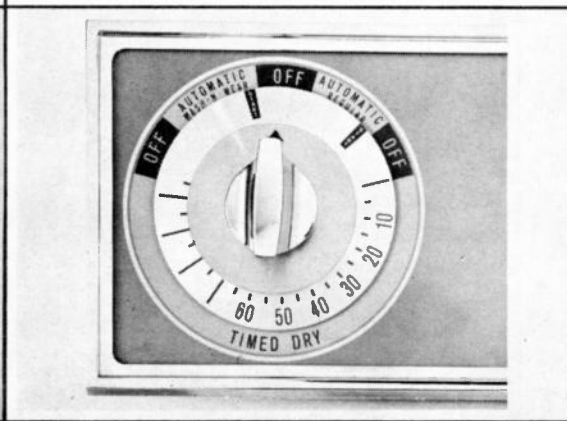
Norge has the lowest drying temperature. Biggest drum puts more air to work more efficiently. Result: Norge Dryers require less heat, dry clothes faster, safer, more wrinkle-free.



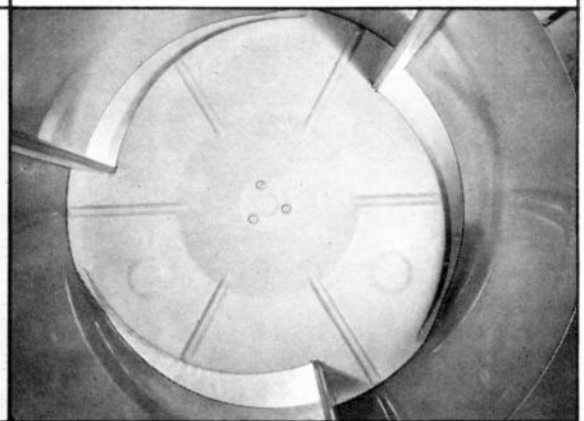
Norge has the most uniform heat. Big 21" fan pulls in air over burner (waist-high, dust-free) into the drum. Result: there's greater lifting and billowing of clothes, more uniform drying.



Norge features biggest lint filter. Huge 14x18 lint screen (with front-belly design) permits lint to collect without restricting air flow. Special lint wiper prevents lint build-up in drum.



Norge "Automatic Dry" Models eliminate over-drying... stop wrinkles. Completely goof-proof. Norge dryers sense when clothes are dry and automatically shut off after a special wrinkle-out, cool-down period.



Norge's 3-port air entry—safest, most efficient. Heated air is blown evenly through three ports directly into the drum. No chance of hot spots or heat damage to durable press fabrics.



All this and Stop-N-Dry too! Permits safe, no-tumble drying of nylons, silks, woolens—even boots and shoes... Make '66 your best dryer year yet! Fabulous Norge line (6 big models) includes the fast-selling Norge 40th Anniversary Special—the greatest dryer value in 40 years!

**NORGE**<sup>®</sup>  
**BORG WARNER**<sup>®</sup>

# G.E.'s spreading the good new 'No-Frost 16'

...with 4 full-color pages in LIFE and LOOK.

And when the news gets out about the new General Electric 'No-Frost 16'...your business is bound to go up! We're spreading it far and wide...with full-color pages in LIFE that will hit the newsstands on June 6th, June 27th and July 11th, and more of the same in the LOOK issue out on June 14th.

Total circulation—staggering: over fifteen million. And many of these readers are right in your own neighborhood...on the verge of buying new no-frost refrigerators right now. But wait! That's less than half the advertising this big new General Electric 'No-Frost 16' will get in the top-selling season of '66. Read on.



**Fastest ice freezing!  
Giant-size freezer!**

**only in G.E.'s  
big, new  
'No-Frost 16'**

- Fastest ice freezing of ten leading comparable refrigerators tested. Ice cubes freeze up to twice as fast in G.E.'s new Jet Freeze Ice Compartment.
- Trays are easily removed. Food stores neatly.
- Giant-size freezer holds up to 147 lbs.
- Big 15.6 cu. ft. capacity includes large fresh food section with separate temperature controls for refrigerator and freezer sections.
- No defrosting anywhere. Frost just never forms. Economical, dependable operation.
- No coils on back. Fits flush to wall. Wide color choice including new Avocado shown.

Quality service wherever you live. 

LOW PRICED AT ABOUT  
**\$299<sup>95</sup>\***

\*Subject to fair trade where applicable. Prices may be slightly higher in the West.

Model TBF-16S

GENERAL  ELECTRIC

# word about the big

TV color commercials on prime-time, big-time shows.

Tune in on ABC-TV most any night in the week between June 7th and July 22nd, and watch a color commercial that sells every feature of the new G-E 'No-Frost 16' in a new and spectacular way.

Some TV schedule.

Biggest we've ever put behind a promotion. But TBF-16S deserves it. Not only is it today's most popular-sized refrigerator (a full 15.6-cu. ft. capacity) — it also has the fastest ice cube freezing in the West (East, North and South). With a giant-size freezer, loads of fresh-food space, and no defrosting anywhere. And the price is so down-to-earth, it's bound to lead the field.

Ask your G-E Sales Counselor about the bountiful promotion package. It includes the works: newspaper mats, radio jingles, TV spots, direct mail material, point-of-sale displays, outdoor posters, sales training tools. Place your orders for G-E 'No-Frost 16' refrigerators now. And brace yourself for a turnover that's faster than flapjacks.



**No  
defrosting  
anywhere**

GENERAL ELECTRIC *Color*

GENERAL  ELECTRIC

the whole picture  
**Permanent Press**  
 past, present, promise



The word is *permanent press*. Whether you eavesdrop on a clutch of washday wives or a conference of textile executives, you will hear it repeated like a magic phrase. Along with it, you will hear exclamations like "It really works!"

**Not only does it work. It sells.** Right now the production horizon is broad and rosy and the sale action is brisk.

Appliance retailers can cash in on this excitement. Permanent press fabric is the latest thing. And, like other fabrics, it has special handling needs. Washing, for instance.

**Where appliance retailers come in** to the picture is in showing the consumer why the best way to handle permanent press apparel is to wash it in an automatic washer and dry it in an automatic dryer.

The growing popularity of permanent press garments at the consumer level carries with it a vast potential for sales of home laundry equipment, and manufacturers are beginning to capitalize on this. Whirlpool, Maytag, Westinghouse, Kelvinator, Hotpoint, and Norge, for instance, are promoting cold-water injection cycles, which cool down permanent press clothes, thus preventing many wrinkles from setting in the spin-dry cycle. Whirlpool and Westinghouse are taking things a step further in their 1967 washer and dryer line; "wash-and-wear" labels on controls have been replaced by "permanent press." And other manufacturers are expected to make similar changes on their control dials.

**Emphasis on the importance of the dryer** to permanent press is the big angle, however. Manufacturers are stressing that for proper care of permanent press items, an automatic clothes dryer is a necessity. And so it is.

Many garment labels, like the one on the cover of this issue, clearly specify: *For best results, tumble dry. Why?*

Because the shape-setting chemicals used in permanent press fabric react to heat, such as is generated in the wash and spin-dry cycles of a washer. When the garments were originally baked in curing ovens, the impregnated chemicals reacted. The shape was set, creases locked in, wrinkles locked out. This baking was done at temperatures as high as 500 degrees F.

But, even though the average automatic dryer operates at only 130 to 160 degrees F., which is relatively cool, it is just hot enough to make the fabric pliable again, to smooth out wrinkles even a washer with a cold-water injection cycle cannot get rid of.

**What the consumer needs to know**, however, is that permanent press garments must be removed from the dryer and hung on hangers immediately after the dryer shuts off. If they are not removed, if they are left to settle into a lump, wrinkles will form in the now-pliable fabric.

But what happens if a housewife leaves permanent press clothes in the dryer too long? All is not lost. She still does not have to resort to the drudgery of ironing—if she has an automatic dryer.

The shape of the garments remains. So all she has to do, to eliminate the temporary wrinkles caused by lumping, is to run the load through the dryer again, hang them for a while, or simply put them on.

**The sales point for retailers** is that an automatic dryer is a necessity—it solves all the consumer's problems connected with maintaining the permanence of permanent press clothes.

Even if a customer objects that she would find dryer-watching tiresome and would just as soon hang her clothes out on a line, the appliance retailer has a good comeback:

Hanging permanent press out to dry instead of machine-drying it is the act of an old-fashioned optimist. True enough, if she should be lucky enough to get a windy Monday, wash wrinkles will fall out quickly. But, if not, clothes will retain a smattering of wrinkles and she will be back at the ironing board. Also, even if she does get tumble-dry weather, an obstacle still remains. Wind carries the housewife's nemesis—dirt.

Another point in the retailer's favor, when a customer complains that she does not like dryer-watching, is an innovation that Kelvinator has introduced. The company's 1967 dryers will feature a bell that rings two minutes *before* the dryer shuts off. This will give the housewife ample warning that it is time to take her permanent press clothes out and hang them up.

So, all around, the dryer (and the retailer selling one) comes out on top of the permanent press heap.

And the permanent press heap is getting bigger all the time.

**The future of permanent press** is glowing with promise. From its start in February, 1964, it has already assumed prodigy proportions. It has now grown into a widely accepted innovation in fabric finishing.

Just check any soft-goods department to find a wealth of permanent press labels. Men's slacks, for instance; they were in the vanguard. Or women's and children's sportswear. Or even dress shirts and trench-coats. They are all in step with the times.

**Predictions from the garment industry** put 1966 sales of permanent press slacks at 300 million pairs. Estimates show that approximately 80% of all men's casual slacks are permanent press.

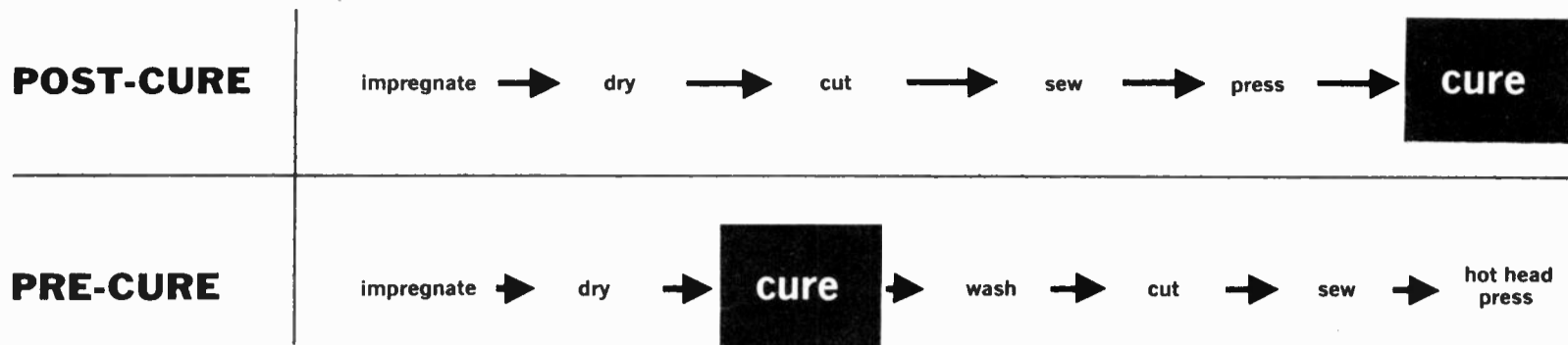
And this is only the beginning. As experimentation continues, new ways to use the permanent press process are steadily being discovered.

Permanent press nightgowns are on the counters now. Curtains are making a start. And the way lies open to draperies, table cloths, bedspreads, sheets—you name it. Everywhere that wrinkles threaten to come and creases threaten to go, permanent press will come to stay.

Permanent press has a good future, and home-laundry retailers can fit in that future. The time for action is now.

Story by Lawrence Locke  
 Cover by Joan Bacchus and Hans Basken

## The two basic kinds of Permanent Press



### What is permanent press?

Permanent press is a shape-setting process. This means two things: first, the crease is in to stay; second, the flat areas stay flat.

Here is the process. Chemicals and heat curing are permanent press's two special ingredients. The chemicals are heat-sensitive resin compounds. When exposed to high temperatures they form a chemical bond that shapes the garment. Fabrics are steeped in resin compounds and later cured at temperatures from 325 to 500 degrees F. They emerge from the curing oven in final form—permanently pressed.

## How it is made and who makes it

Permanent press is not wash-and-wear, but it is an extension of that process. Chemical doses (resin compounds) in permanent press are about double those in wash-and-wear. Also, permanent press is cured at temperatures higher than those of wash-and-wear. These two factors insure the shape-setting bond of permanent press clothes.

**Permanent press is made by two processes** (see chart above). Both start with the impregnation of the fabric by heat-sensitive chemicals. And both processes require intense heat to activate the chemicals. However, the point of baking or curing is different.

**The first process is called post-cure.** Impregnated fabric is dried, cut, sewn, and pressed as garments usually are. But then the entire garment is popped into a curing conveyor oven heated to about 325 degrees F. The chemicals react to the heat. When they join in a bond, the garment is shaped—permanently.

**Pre-cure, the second method, is similar.** It is different in one step—heat application. As in post-cure, the chemicals are implanted and allowed to dry. However, the uncut fabric is then cured *in a piece*. Next, the fabric is cut, sewn, and shaped on a hot-head press that reaches 500 degrees F. This extreme heat, higher than the first curing temperatures, temporarily breaks the chemical bond and immediately restores it. The garment is then permanently pressed.

**The difference:** Post-cure cures the garment. Pre-cure cures the fabric.

Several fabric manufacturers have made minor changes and substitutions, but these two processes are the basic methods.

**Which process is better to use?** It is primarily a matter of money. The post-cure process requires large and expensive ovens. Pre-cure's baking facilities are more modest. Then, too, each process has its own special uses. For instance, pre-cure is very effective with stretch fabrics.

**Permanent press cannot be altered**, no matter which process is used, because the garment's shape has been baked in. However, permanent press chemists and fabric experts are working on remedies for this shortcoming. One possibility is a spray solution that would temporarily suspend the fabric's chemical bond. After an interval, the shape would return. This product could be sold to the consumer for home use.

Permanent press was first made by Koret of California, a women's sportswear manufacturer. Meanwhile, other manufacturers were experimenting with ways to improve the no-iron qualities of wash-and-wear. Out of this continuing research came:

**The seven main methods** of making permanent press garments.

1. Koratron, by the Koratron Co. (formed by Koret), is a post-cure process (see chart), and the final step is oven-baking.

2. Super-Crease, by J. P. Stevens & Co. Inc., replaces resins with sulfone chemicals in its post-cure process.

3. Dan-Press, by Dan River Mills, is a post-cure process like that on the chart.

4. Coneprest, by Cone Mills. After the garment is sewn, the potential crease is sprayed with a solution that suspends the chemical bond. A hot-head press then sets the crease and restores the chemical bond.

5. Burmi-Crease, by Burlington Men's Wear, requires no chemicals. Instead, the thermoplastic synthetic fibers are shaped in a hot-head press.

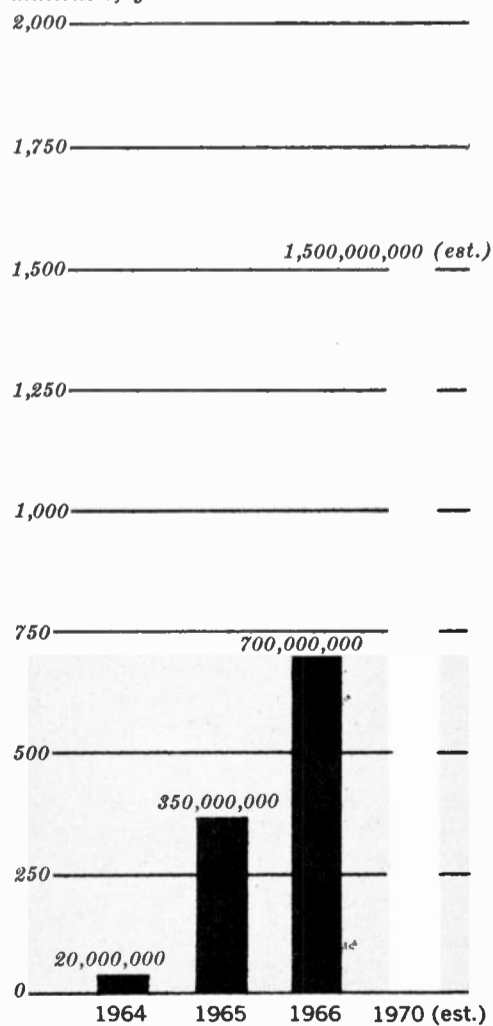
6. Never-Press, by Wamsutta Mens' Wear Division, is pre-cured at about 250 degrees F. The heat acts on a balanced mixture of fibers and a special resin finish.

7. Sharp/Shape, by Everprest Inc., is pre-cured. The shape is completely formed with a custom-made hot-head press.

Although these processes differ, the target is the same: shape-set garments.

### Growth of finished permanent press fabric

millions of yards



Source: industry consensus of approximate production. Note: marketers say that if permanent press technology continues to meet demands, and no fiber or chemical shortages crop up, production in 1970 conceivably could rise as high as 3 billion yards.

## The name game: whaddayuhcallit?

Some people call it "durable press." Others call it "permanent press." "Perma-Prest" is the name Sears uses. Others prefer "dura-press" or "perma-press." And each of the seven manufacturers listed above has its own distinct brand name.

**Confusion** over the name of the new shape-setting process has reached such a point, in fact, that the American Home Laundry Manufacturers' Assn. has found it necessary to schedule a special seminar during its convention this year (May 26-28, in Colorado Springs), on what to call the process.

**The two most widely used terms**, for general purposes, are "permanent press" and "durable press." The faction holding out for "durable" points to the disillusionment over the term "wash-and-wear," which was too extravagant a description, and argues that "durable" is a safer term because it makes a more modest claim.

MERCHANDISING WEEK opts for "permanent press" for one reason: tests have proved that the shape of true permanent press is baked in to stay, lasts for the life of the garment, is conceded to be truly *permanent*.



## Retailers focus on the permanent press picture

Permanent press is almost as new to the retailer as it is to anyone else. But the word is spreading fast. To discover just how well known permanent press is, and what effect it is having, MERCHANDISING WEEK surveyed a variety of retail appliance outlets across the country. Here are the results:

**"Permanent press sells more dryers,"** says Walter J. Bryson, manager of Mays & Bryson Inc., Tallahassee, Fla., "especially in an area like Tallahassee, where such a high percentage of housewives are employed full-time and are interested in labor and time-saving methods at home."

"We find," he says, "that 80% of the washers and dryers sold in this store are sold with features which defer to that trend [permanent press]."

Mays & Bryson links its washers and dryers with permanent press. "In our ads and in-store displays we stress the point that our appliances handle delicate and wash-and-wear fabrics," Bryson said.

"When we explain about the fabrics, we sell more washing machines that feature more than one speed, and more with cold wash and cold rinse," says Leonard Robohm, owner of Robohm Appliance & TV, Denver.

**"Most customers are aware,"** said Don Andreas, sales manager of Fred Schmidt Appliance & TV in Denver. "As a result," Andreas said, "these people have been buying dryers with a cooling-down cycle. We haven't tried any particular advertising campaign or in-store display. We just talk to the customer about the way the dryer or washer works with the new fabrics."

**"Yes, they are aware,"** says Tom Alexander, vice president and sales promotion director of Joske's in Houston. "This [permanent press] has been pushed a lot during the past six months, and I believe that advertising is beginning to pay off. In our laundry department it is stressed a great deal."

**"About 50% are influenced** by permanent press," says Bill Shotwell, sales manager of Houston's S. E. Teaff (four stores). "There has been a sudden awareness of this and it is influencing the buyer a great deal. More people are trading in their old washing machines for newer ones with the special cycle for washing the durable press fabrics."

Dale C. Haynes, manager of the Hager-Fox home center in Lansing, Mich., says that his customers ask about the relationship of permanent press to dryers. "We bring up the subject ourselves, too," he said.

Haynes added that Hager-Fox is stressing permanent press in its newspaper and radio ads for washers and dryers. He also has used signs furnished by WESTINGHOUSE as dryer-top displays.

**"We are stressing a dryer** that cuts off automatically when 97% of the moisture has been removed," says Edwin V. Smith, manager of Leonhardt's Appliances, Louisville, Ky. "It's important not to over-dry these clothes. I think it would be a good idea to put a special 'permanent press' setting on dryers and washers, like they've done for wash-and-wear," Smith said.

"Maytag has provided us with some literature about dryers, stressing the need for low heat and lots of airflow. It makes a good talking point," he added.

**"Many people are quite aware** of this process," says David Weiner, manager of Zayre Department Store, Louisville, Ky.

Weiner suggested that appliance manufacturers "should stress that permanent press and other types of fabrics are better dried in

a dryer than any other way. I think we [Zayre] should start tying this into our dryer sales."

"Probably about 50% of the customers are thinking about permanent press," says Carroll Roetger, branch manager of The Trend Appliances, in St. Matthews, Ky.

"Our manufacturer [General Electric] sent us information about speed settings for washing these garments. However, they haven't touched on it in advertising. I'm sure they could do more in this regard."

**"Durable press can sell more dryers,** if the salesman is aware of what is going on in the field," says Lester D. Friedland, merchandising manager of Norman's in Manchester, Conn. He says that 60% of his customers are aware of permanent press.

**"People will buy more readily** if you take the time to explain durable press, it's very much like wash-and-wear. I've seen several dryers sold in the last few weeks, and this is the start of our slack season for dryers with summer coming on," Friedland said.

Lester R. Hansen, manager of Barker-Fowler Electric Co., a general electric outlet in Lansing, also thinks that permanent press has stimulated interest in dryers. The process has been a factor in perhaps 25% to 30% of his dryer sales, he estimates.

Jay Winslow, manager of Appliances City, in Phoenix, says that dryer sales are up 10% to 15% over 1965—almost wholly because of the impact of permanent press.

**"It sells a heck of a lot of dryers** for us," says Carl Schwab, manager of Wagon Wheel Appliances, in Phoenix. "This was especially so during December when we had unprecedented rain and the women couldn't hang clothes out on lines." The store stresses the dryer cycles in its newspaper advertising and in-store displays.

**Enthusiasm is growing** as fast as sales in permanent press, according to Martin Friedman, merchandising manager for the Federal Department Store, in Detroit.

"Manufacturers have begun to stress the process, and our salesmen are continually bringing this factor up when talking with customers. But this is really just the beginning of the trend," Friedman said.

**"Permanent press will help sell dryers,** washers too," he says, "but only after the consumer is made aware of exactly what 'durable press' means, and the benefits derived from the process." Federal ran a series of ads that tied washer-dryer combinations with a leading trouser manufacturer's line of permanent press pants.

Bert Pierce of Gerke's Inc., a suburban Seattle retail outlet, features a permanent press display and has scheduled tie-in advertising.

"RCA Whirlpool has given permanent press a real good kick-off," he said, but he "would like to see more advertising with special emphasis on dryers." He plans to capitalize on the relation between permanent press and the dryer with a contrast display of ordinary and permanent press clothes.

**"The trend's hitting pretty hard,"** says George Shater, major appliance buyer for Crowley's, in Detroit.

"Manufacturers have begun to stress the importance of the new process, and its effect on the purchase of dryers and washers is just beginning," Shater said.

"There is great potential for higher sales in the major appliance area with the introduction of the durable press process, but right now most customers are not aware of what the

process really is. I think that as soon as they are more knowledgeable about what it is, they'll begin buying more," Shater said.

**"Young women are aware of it,"** says Nancy Watson of the Bellflower-Lakewood Maytag home laundry center, in Los Angeles.

"One-third of dryer sales result from impulse-buying. And permanent press is responsible for much of this in-store impulse buying. When the housewife sees what these machines are going to do for her, she would have to be an idiot not to want a dryer. We demonstrate for customers and this has a really tremendous effect."

Miss Watson said permanent press was "the most important asset for laundry equipment to come along in a long while. We keep durable press clothing on our display counters and feel it's a big asset in getting the customer to buy a dryer."

1966 laundry sales have risen 10% at her center and Miss Watson attributes the gain directly to permanent press, especially as it affects dryer sales. She suggested that more appliance manufacturers should advertise to educate the public. "They're not doing enough to let everyone know. Many customers don't even know what wash-and-wear cycles are," she said.

**Permanent press is a potent sales factor,** according to Mrs. W. L. Tidwell of Tidwell's Appliance & Furniture Co., in Atlanta, Ga.

"If our customers are not aware of the durable press trend, we're telling them," she said. "I've found that durable press does influence consumer purchases in laundry equipment when you tell them about it."

"A lot of people don't know that you cannot wash durable press clothes with fast spin or hot water. A lot are disappointed when they find out they have ruined their durable press by putting wrinkles in the fabric by a fast spin. They have to iron out the wrinkles."

"I don't think manufacturers are making the most of the durable press trend," Mrs. Tidwell said. "They should stress the time it would save the housewife—particularly if she works. Because time is the one thing she can't get more of. We use durable press as a selling point. I always ask the customer if she works. If she does, I point out the time she can save with durable press clothes."

**Permanent press sells high-end dryers,** according to Bruce Pickering of Pickering Appliance in Seattle. He says that all his women customers are aware of the durable press trend and take the fabric into account when buying laundry equipment.

Pickering has placed several small ads and displays to emphasize the tie-in between permanent press and the dryer. These are getting good response, he said. Pickering also noted that RCA Whirlpool has realized the potential of the new process and is beginning to make the most of it.

**Permanent press is part of the pitch,** according to Glen E. Hardin, general manager of Handy Andy's two appliance stores in the Sacramento area. Hardin has instructed his salesmen to include the washing needs of permanent press when selling washers and dryers. This, he said, accounts for most of his sales that are attributable to permanent press.

**Permanent press will step up sales** at the two stores, Hardin said. However, the final outcome "may not be more dryer sales but sales of better dryers," he said.

**"Permanent press needs national ads,"** Hardin says. "Tie-ins should get good results. An example would be a tie-in with RCA Whirlpool and Arrow shirts."



**JOSKE'S**  
HOUSTON

LET YOUR DRYER DO THE IRONING



**Durable Press Percale Sheets of Celanese® Fortrel®**  
Polyester and Cotton Go From Dryer to Linen Shelf

Just imagine: crisp white sheets that look as fresh as **new** as the day you first set them on the bed. Here's why. They're **Durable Press**—a 50% Celanese Fortrel and 50% combed cotton percale that never needs ironing. You can even tumble them dry. They're softer to the touch, they rest and wrinkle less for added sleeping comfort. Last longer than all-cotton sheets, too. Stack up your new linens—just come buy for 48¢ that will long be remembered!

22x108" Flat or Twin Fitted Sheets	\$4 each
31x110" Flat or Double Fitted Sheets	\$5 each
42x18" Pillowcases	\$1.20 each, \$2.00 per pair

LIMITED STOCK IN STORES. 1st Floor, 1st Floor, 1st Floor. Order \$1.00 or more by mail (P.O. Box 7475) or call Shopping Service, NA 2-1032.

SHOP FORTWORTH AND NORTHEAST ON 1 TODAY! 10:00 AM TO 10:00 PM

Joske of Houston seems to be simply promoting permanent press sheets in this ad. But there is more to it. The ad copy and the dryer illustration both argue that the new fabric needs a dryer. This same need can also mean more dryer sales for appliance retailers.

## Tips to sell dryers via permanent press

"Tumble-dry" labels on permanent press garments plug dryers and are perhaps the strongest dryer advertisement to reach the housewife.

But not all garment manufacturers are sewing in the label. Industry spokesmen say manufacturers fear that the consumer without a dryer will not buy permanent press. To counter this reluctance, laundry equipment manufacturers are urging that the label be sewn into all permanent press garments. But the label alone is not enough.

**In-store displays** can sell dryers by stressing the no-ironing feature of permanent press. Suggestions: hang a banner announcing the arrival of the "new no-iron, no-wrinkle phenomenon in fabrics"; display the garments on washers and dryers; stress especially that permanent press needs a dryer; set up a display contrasting machine-dried and line-dried permanent press slacks to show customers that to do it right they must have a dryer.

**Ads** can link dryers to permanent press. For example, the advice, "for best results, tumble dry," is becoming increasingly familiar to the housewife. Retailers can capitalize on it in their advertisements and also coordinate it with in-store dryer-and-garment displays. Tie-ins with local garment retailers are another possibility.

**What Sears is doing.** Sears' ads stress tumble-drying for permanent press clothes, and, Sears reports, the response is good. Sears, of course, sells both dryers and permanent press garments. It displays the garments and devotes space to explaining the care they need (see ad). And it emphasizes strongly that a dryer is a necessity for permanent press garments.

**However it is done, this is the point:** by selling the idea of permanent press, the retailer can sell dryers because dryers are an integral part of the permanent press picture.

12 Full Shopping Hours Monday Through Friday at Sears Neighborhood Stores... \*Late Street Monday, Thursday, Friday 9:15 A.M. to 8:30 P.M.

# No Ironing Needed

**Sears**

**PERMA-PREST Clothes Come Out of Kenmore Dryers Ready to Wear...**

Sears exclusive PERMA-PREST process shapes a garment as it washes and tumble-drying keeps creases, wrinkles out. You never have to iron these garments. An automatic dryer produces the heat and tumble action required to restore PERMA-PREST clothing to original shape... with sharp creases and no wrinkles... (For more effective than clothes-line drying.) PERMA-PREST is available at Sears on many garments for men and women, for boys and girls, including pants, shirts, skirts and dresses. See a demonstration of PERMA-PREST and Kenmore Dryers at your Sears store.

**SEARS HOME APPLIANCE Jubilee SALE**  
Featuring Exceptional Values at Exceptionally Low Prices



## Kenmore Automatic Dryers

**Kenmore 2-Cycle Electric Dryers**

Sears Price **\$59**  
\*No Trade-In Required!

- Dries your regular and wash 'n wear clothes easy
- Shows timer for flexibility to dry any type load
- Load-door makes a handy shelf for folding
- Hot steam rollers out for quick, easy ironing
- Dry-to-finish cabinet • Safety switch

**Electric Dryers with "Air Only"**

Sears Price **\$88**  
\*No Trade-In Required!

- Hot rollers for drying all of your regular fabrics
- "Air Only" built-in rollers and rollers also freshen wool clothes
- Built-in door doubles as a handy clothes shelf
- Safety switch stops dryer whenever door is opened
- Latest hot steam **6000 Model**... \$109.00

**Kenmore 2-Cycle Electric Dryers**

Sears Price **\$99**  
\*No Trade-In Required!

- Two cycles for drying Regular and Wash 'n Wear
- Temperature-control, 5-step plus "Air Only" setting for drying slacks, bedding, sweaters
- Safety switch stops dryer whenever door is opened
- Handy Load-A-Door doubles as a convenient shelf
- Latest hot steam **6000 Model**... \$139.00

**Sears** Chicago and Stores • Also Gary, Indiana • Satisfaction Guaranteed or Your Money Back • Shop at Sears and Save

*This is an example of the Sears approach to permanent press. Sears uses permanent press as a dryer-selling tool. Instead of simply pushing dryers, Sears ads explain permanent press and its handling needs. Special stress is laid on the fabric's need for a dryer.*



## Who wants to shop in a cardboard jungle?



(Let G.E. sort it out for you!) Take a look around your store. Too much cardboard from too many manufacturers? General Electric can take care of that little problem.

They'll supply you with any and every major appliance you want to sell . . . and give you a good, coordinated display program to go with them.

We even have professional store designers who will help you plan an efficient floor layout for your store. You'll get more room to move in and a faster turnover, too.

And besides beating back the jungle and improving your traffic patterns, G.E. keeps sales counselors overflowing with new merchandising ideas that will help you sell. So line up with G-E major appliances . . . and leave the jungle to Tarzan.

GENERAL  ELECTRIC

# MERCHANDISING WEEK

VOL. 98 NO. 20

A McGRAW-HILL MARKET-DIRECTED® PUBLICATION



**EDITOR** Walter R. Browder  
**MANAGING EDITOR** Donald S. Rubin

**PRESENTATION & PRODUCTION EDITOR:**  
B. H. Schellenbach

**Associates:** Joan Bacchus  
Dorothy Miller (Chicago)  
Ronald D. Wind

**Assistants:** Judy Kunzelman  
Louis C. Keiler (Chicago)

**Consultant:** Jan V. White

**SENIOR EDITOR** Martin R. Miller  
**ASSOCIATE EDITORS:**

Ed Dubbs  
Mary Merris (Chicago)  
Wallis E. Wood

**Assistants:** Bruce Pfau  
Lawrence Locke  
Robert Rowe  
Amei Wallach

**NEWS BUREAUS:** John Wilhelm, Director World News; Jules Abend, Domestic News Editor; Alyne Elias, Foreign News Editor; WASHINGTON: Arthur Moore; ATLANTA: Fran Ridgway; CHICAGO: Reck Johnson; CLEVELAND: Arthur Zimmerman; DALLAS: Marvin Reid; DETROIT: Nick Hunter; LOS ANGELES: Michael Murphy; SAN FRANCISCO: Margaret Ralston Drossel; SEATTLE: Ray Bloomberg; PITTSBURGH: Carl Kovac; COMMON MARKET (BRUSSELS): Arthur Erikson; LONDON: John Shinn; MOSCOW: Donald Winston; BONN: Robert Dorang; PARIS: Robert Farrell; TOKYO: Charles Cohen; MEXICO CITY: Bruce Cross; MILAN: Ronald Taggiasco; RIO DE JANEIRO: Wesley Perry.

**ECONOMIC SERVICES:** Douglas Greenwald, Manager; Dexter Keezer, Advisor.

**DIRECTOR OF RESEARCH:**  
Murray M. Benson

**Associate:** Alicia Donovan  
**Assistant:** Joan Lyons

**ADVERTISING SALES MANAGER**  
Philip G. Weatherby

**PROMOTION DIRECTOR** Robert P. Green

**BUSINESS MANAGER** Marie R. Gombert  
**Assistant:** John Amberg

## DISTRICT MANAGERS

**NEW YORK:** George Neuner, Roland De Silva, 500 Fifth Avenue, N. Y., N. Y. 10036 Phone: 212-971-3586.

**PHILADELPHIA:** John V. Byrne, 6 Penn Plaza, Philadelphia, Pa. 19103 Phone: 215-LO. 8-6161.

**PITTSBURGH:** Edward H. Hall, 4 Gateway Center, Pittsburgh, Pa. 15222 Phone: 412-391-1314.

**ATLANTA:** Peter Morris Peck, 1375 Peachtree St., N. E., Atlanta, Ga. 30309 Phone: 404-875-0523.

**CHICAGO:** Edward J. Brennan, John J. Cherry, 645 N. Michigan Ave., Chicago, Ill. 60611 Phone: 312-MO. 4-5800.

**DALLAS:** James Anderson, 1800 Republic National Bank Tower, Dallas, Tex. 75201 Phone: 214-RI. 7-9721.

**DETROIT:** Sherman Davis, 856 Penobscot Bldg., Detroit, Mich. 48226 Phone: 313-WO. 2-1793.

**HOUSTON:** Stan Kail, 2270 Humble Bldg., Houston, Tex. 77002 Phone: 713-CA. 4-8381.

**LOS ANGELES:** Noel Humphrey, 1125 West Sixth, Los Angeles, Calif. 90017 Phone: 213-HU. 2-5450.

**SAN FRANCISCO:** Thomas H. Carmody, 255 California St., San Francisco, Calif. 94111 Phone: 415-DO. 2-4600.

**PORTLAND:** Mohawk Bldg., 222 S.W. Morrison St., Portland, Ore. 97204 Phone: 503-223-5118.

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

**PUBLISHER** Dale Bauer

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.

Printed in Chicago, Ill. 60607. Second class postage paid at Chicago, Ill. Title reg. ® in U.S. Patent Office. Copyright © 1966 by McGraw-Hill, Inc. All Rights Reserved. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner.

**OFFICERS OF McGRAW-HILL PUBLICATIONS:** Joseph H. Allen, President; Vice Presidents: George H. Reppert, Jr., Operations; John R. Callahan, Editorial; Ervin E. DeGraff, Circulation; Donald C. McGraw, Jr., Advertising Sales; Angelo R. Venetian, Marketing.

**CORPORATION OFFICERS:** Donald C. McGraw, Chairman of the Board; Shelton Fisher, President; L. Keith Goodrich, Hugh J. Kelly, Robert E. Slaughter, Executive Vice Presidents; John J. Cooke, Vice President and Secretary; John L. McGraw, Treasurer.

**UNCONDITIONAL GUARANTEE:** The publisher, upon written request, agrees to refund the part of the subscription price applying to the remaining unfilled portion of the subscription if service is unsatisfactory.

**SUBSCRIBERS:** Address correspondence regarding change of address notice, subscription service or subscription orders to Fulfillment Manager, MERCHANDISING WEEK, P.O. Box 430, Hightstown, N.J. 08520. Change of address notices should be sent promptly; provide old as well as new address; include ZIP code or postal zone number if any. If possible attach address label from recent issue. Please allow one month for change of address to become effective.

**POSTMASTER:** Please send Form 3579 to Fulfillment Manager, P.O. Box 430, Hightstown, N.J. 08520.



MERCHANDISING WEEK is a member of The American Business Press and the Audit Bureau of Circulation.

HAVE A SELL OF A YEAR



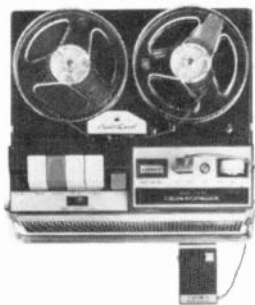
TALK ABOUT CONFIDENCE IN CROWN QUALITY!

INDUSTRIAL SUPPLIERS BACKS EVERY CROWN PRODUCT WITH A FULL YEAR GUARANTEE—PARTS AND LABOR!

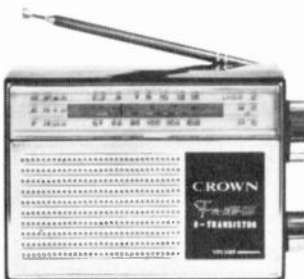
SERVICE CENTERS KEEP CUSTOMER CALL-BACKS OFF YOUR BACK!

Not even major U. S. A. manufacturers back the quality of their products with a guarantee like this! There's a network of Crown service centers in every major market! No more bothersome call-backs, just satisfied customers all the time. And the full year parts and labor guarantee is on every Crown product you sell!

Crowncorders — battery operated, portables list from \$44.95 to \$169.95



Crown Radio / Phonos. Portables, table models. List: \$32.50 to \$199.95



Crown transistor radios. Portables, table models, AM, FM, SW. List from \$9.50 to \$87.50

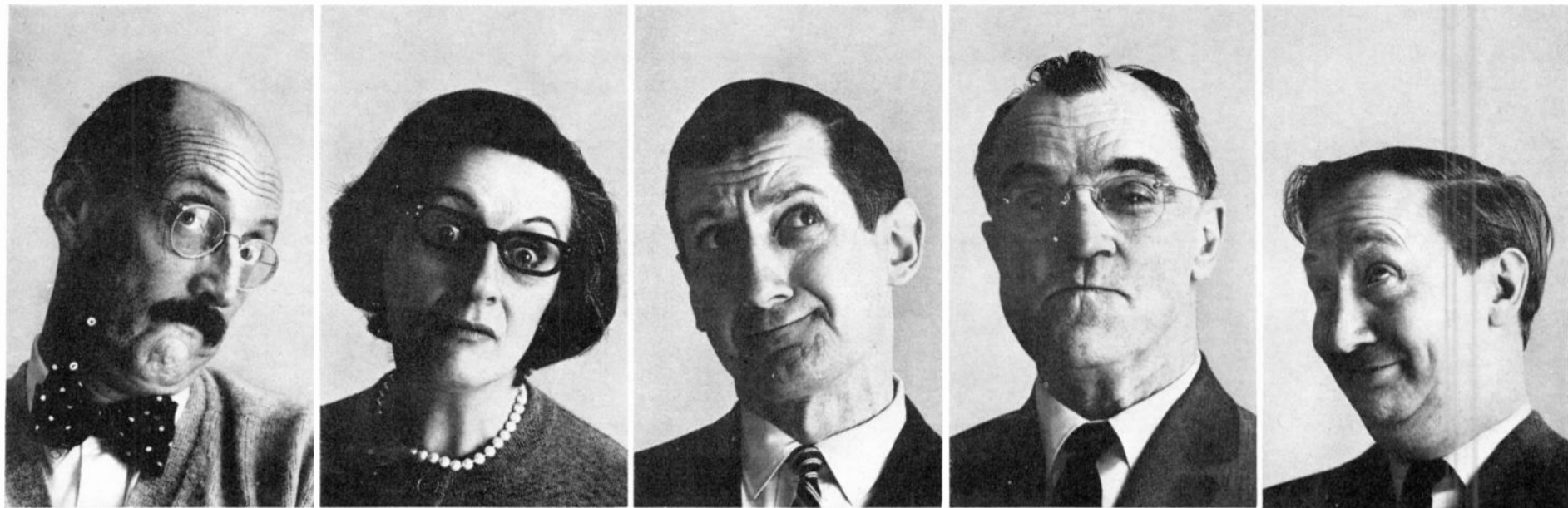


Crown Melody Coin Bank—hottest gift item in years! 6 transistor radio in wood cabinet bank! List: \$21.50



755 FOLSOM ST., SAN FRANCISCO 94107/415-781-3030

WITH CROWN QUALITY!



"I can't hear it."

"I can't hear it."

"I can't hear it."

"Hear what?"

"I think I can hear it."

# Sony announces an almost imperceptible improvement in stereo.

We'd like to be able to tell you that the new Sony HP-450 makes everything else sound terrible.

But we have to be honest.

All we've done is design a music system that we think is a hair better than the competition.

And that's where we ran into a snag.

One of the sad facts about human ears is that four people out of five can't tell the difference between a very good sound system and an excellent one.

So, to four-fifths of your customers, all we can suggest you tell them is that the new Sony has a professional-type moving coil cartridge. (The kind that's used on broadcast equipment.)

That it's completely equipped with silicon transistors. (They're more expensive than germanium transistors, but they're more reliable, so we use them.)

And that it has two full-range speakers on each side instead of the usual one. (They give wider directivity for better high-frequency response.)

Of course, if you're dealing with the one out of five with extraordinary ears, you won't need to tell him about all these little advances.

He'll hear the difference.

And don't worry about all the people who can't.

Even to those with strictly ordinary ears the new Sony still sounds good.



The new Sony® HP-450 stereo music system

## U.S.-made electrics gaining overseas; blenders are hot

First-quarter figures for exports of housewares suggest that as long as Europe prospers, so do American suppliers. Exports of U.S.-made housewares rose sharply to a 54.8% increase over the same quarter last year.

This good news has more than fulfilled industry expectations. As a spokesman for Sunbeam put it, "We looked forward to greater sales abroad this year in comparison with the first-quarter sales last year—when the dock strike put a damper on all exports."

Exports rose, in terms of units, to 615,260 housewares sent in the first three months of 1966 (mostly to Europe and Latin America) compared to 397,300 items exported in the first quarter a year ago.

Seven products actually doubled their export volume. These were

power reel lawn mowers, sewing machines, blenders, can openers/knife sharpeners, automatic coffeemakers, toasters, and clocks.

The biggest housewares items (in total units sent abroad and percentage of growth) of the first quarter were mixers, blenders, and juicers—with an increase of 178.16%, up from 37,737 units in 1965 to 104,971 units in 1966. The three products are lumped together in U.S. customs tallies. Automatic coffeemakers have registered the next biggest export gain, jumping 169.25%. More than 25,000 coffeemakers were sent to Europe this year. During the same quarter last year, fewer than 10,000 coffeemakers had been exported.

The only housewares to show first-quarter declines were electric fans (-19.33%), shavers (-25.22%), and heating appliances (-22.75%).

### First-quarter U.S. exports of housewares (1966 vs. 1965)

Products	1st Qtr 1966	1st Qtr 1965	% Change
Mixers, Blenders, Juicers	104,971	37,737	+178.16
Coffeemakers, automatic	26,807	9,956	+169.25
Can Openers/Knife Sharpeners	15,467	7,178	+115.48
Sewing Machines	2,745	1,359	+101.99
Clocks	97,290	50,561	+ 92.42
Lawn Mowers, power reel	6,430	3,464	+ 85.62
Toasters	23,070	12,466	+ 85.06
Cooking Appliances (n.e.c.)	48,092	29,566	+ 62.66
Lawn Mowers, hand	19,948	12,303	+ 62.14
Lawn Mowers, power rotary	34,821	22,497	+ 54.78
Vacuum Cleaners	45,866	30,486	+ 50.45
Floor Waxers & Polishers	8,439	5,864	+ 43.91
Hair Dryers	8,324	6,146	+ 35.44
Irons	71,227	58,861	+ 21.01
Drills, portable electric	50,453	43,100	+ 17.06
Fans, electric	23,833	29,543	- 19.33
Heating Appliances (n.e.c.)	12,420	16,077	- 22.75
Shavers	15,057	20,136	- 25.22

Source: U.S. Customs, N.E.C.; not elsewhere classified

## Netherlands stays way ahead in shaver imports to the U.S.

Four out of five shavers imported to the U.S. in the first quarter of 1966 came from the Netherlands, where Norelco-brand shavers are manufactured. The Netherlands accounted for 90% of the dollar value of all shavers imported into the U.S. during the quarter.

Imports from the Netherlands were almost double those of the first quarter last year: 416,952 in 1966 compared to 230,408 in 1965. At the same time, the average price per unit

rose substantially, from \$3.47 to \$5.07.

First-quarter figures also show that of the 487,033 units shipped to the U.S. this year, some 416,952, or 85.6%, came from the Netherlands. Total cash value of shaver imports was \$2,158,939—of which \$1,893,009, or 87.7%, came from the Netherlands.

The United Kingdom was second in shaver imports with 29,000 units, which brought in \$95,100—up \$41,371 from the first quarter of 1965.

### U.S. imports of shavers (1st Quarter 1966)

	UNITS			DOLLARS		
	January	February	March	January	February	March
Japan	N/A*	400	N/A	N/A	\$ 1,200	N/A
United Kingdom	10,000	N/A	19,000	\$ 32,800	N/A	\$ 62,300
Netherlands	132,120	131,808	153,024	537,460	623,894	731,655
France	5,100	8,300	N/A	17,085	27,805	N/A
West Germany	4,170	6,130	4,342	27,030	11,650	27,883
Austria	N/A	N/A	1,000	N/A	N/A	4,970
Switzerland	2,800	3,200	1,685	4,200	5,479	5,237
Italy	612	N/A	3,342	6,072	N/A	32,219
Monthly totals	154,802	149,838	182,393	\$ 624,647	\$670,028	\$864,264
Total 3 months	487,033 units			\$2,158,939		

Source: U.S. Customs N/A\*: Not available; figures are gathered sporadically, not every month.

□□□□ New products are coming early as manufacturers add to their product lines before the July Housewares Show, hoping to get some of the spring gift business.

Master Appliance Corp., of Racine, Wis., is adding a blender and a cordless slicing knife to its growing line of electric housewares. The Master blender offers a push-button 6-speed control, a timer, and 7-cup container. Master is promoting the blender's 1100w motor. The slicing knife uses Teflon gearing and Union Carbide batteries.

Casco Products, which sold its electric housewares business to Hamilton Beach several years ago, is back in the health and beauty business with a new line designed for the drug trade. To its line of heating pads, Casco has added an infra-red massager, a heat bandage, a heat bonnet, a neck-throat heating pad, and a cordless hair brush.

Kromex, of Cleveland, is offering a new line of Temp pantryware that features sharply sculptured black accents against a variety of metal and vinyl finishes. Retail price range is \$5.98 to \$16.98.

And Waring Products will introduce five new blenders about June 1, six weeks before the Housewares Show.

□□□□ Sunbeam is talking style on its new percs, previewed to the press in New York City last week (MW, 9 May, p.21). Sunbeam is offering five "style" models in the new line, which breaks down into "high fashion," "traditional bullet," and "low silhouette" styles in five price ranges. Full margin retail prices range from \$12.95 (Sunbeam's lowest ever) to \$26.95. Three of the five new percs are 4- to 12-cup models. Shipments will begin immediately.

□□□□ Westinghouse puts blankets on Park Avenue with a new line of all-virgin acrylic fiber models that carry 5-year guarantees. The Park Avenue line is offered in six decorator colors in a \$25 to \$60 price range. Westinghouse also is offering a new Westbrook line in a mixed fiber blend in an \$18 to \$50 price range. A new bedside blanket control holder also is being introduced to retail at \$1.50.

□□□□ Teflon research is moving ahead at DuPont with the first two coatings in a new family of Teflon resins that promises to provide more durability. The new coatings, described as "experimental durable release coatings," are being made available to manufacturers for laboratory and promotion tests; they may begin showing up on some housewares products by fall. Advantages of the new coatings are: increased resistance to scratching and abrasion; lower baking temperatures; and the need for only one coating application instead of the usual two. The new Teflon resins also can be applied by electrostatic spraying.

□□□□ Key moves . . . CORY appoints E. J. Camos Co., a St. Louis sales agency, to represent consumer products in eastern Missouri, southern Illinois, and part of Kentucky . . . ROBINSON KNIFE, names Milton M. Zelter to the new post of director of sales and marketing . . . SCOVILL elects John C. Helies to the new post of executive vp.





designed by  
and for  
the  
**Housewares  
Industry!**



■ If you are in the housewares business, and intend to stay and prosper, you cannot afford to miss this midyear exhibit. Each year the July NHMA Exhibit grows in impact and importance until now it looms as the make-or-break pause on the merchandising calendar. Housewares is not a one-shot-a-year business. It is ever-changing, ever-moving, ever-growing. The summer housewares get-together is the industry's own way to keep up-to-date on products, promotions, people and ideas. Make it your way to your full share of profit in the climactic selling season ahead.

45th   
SEMI-ANNUAL

# NATIONAL HOUSEWARES EXHIBIT

*Serving the Housewares Industry Since 1938*  
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION  
1130 Merchandise Mart, Chicago, Ill. 60654

JULY 11-15  
1966

MCCORMICK PLACE,  
CHICAGO

**COMING . . . JUNE 27TH ISSUE**

MERCHANDISING WEEK TAKES A WIDE ANGLE LOOK AT THE NEW LOOK IN REFRIGERATION . . . THE TRENDS, THE PACE SETTERS, THE MERCHANDISING INNOVATIONS.

**Advertising Reservation Date: June 13th**

**Planning to change your address?**

Please use this form to indicate your address change. We can best serve you if you can notify us at least one month in advance of your change. Attach the address label from your most recent issue of Merchandising Week in the space provided.

attach present label here

**(Please print your new address below)**

name & position

company

type of business (if retail, please indicate type of store)

street

city

state

zip

**'Selective' price increases are coming** in the electric floor care product field. Vacuum cleaner manufacturers are expected to follow the electric housewares pattern of "selective price increases" as laid down last month by Sunbeam Corp. The price increases will range from 1% to 7% depending on the model, but will not affect every product in most lines. Increases are expected to average out over the line at about 3% to 5%.

Shetland is following the "selective approach" in its new pricing schedule that goes into effect today. Two polishers have been increased by less than 2%, while two chrome numbers are raised by 7.1% and 8.2%. "The percentages were based on increases in dealer cost figures." In vacuum cleaners, only the Fashionables are affected by price increases—the \$44 retail line was upped by 2.4% on dealer cost, the \$54 retail line was increased by 3.9%, and the \$64 retail line was raised by 1.2%. Shetland officials point out that the firm did not raise prices when it brought out the new canister line of Fashionables in January.

Most, if not all, vacuum cleaner producers are expected to adjust prices generally upward before the July Housewares Show. Some manufacturers—such as Regina Corp.—talk of "resisting" price increases at this time, but will not rule out the possibility that prices may be increased by July.

**Shetland stands alone with decorator vacs.** Other leading vacuum cleaner manufacturers are not expected to copy the Shetland "fashion approach" used on the Shetland Fashionables canister vacs. Eureka-Williams, for example, has shelved an idea to offer a decal kit for its canister cleaners. And Regina's Robert E. Cassatt told of experimenting five years ago with a fancy design for the cloth bags on Elektrikbrooms. The firm decided against the fashion angle at that time and has no plans to give it a go at this time, Cassatt added.

Although no one apparently is planning to copy the Shetland fashion angle, many a vacuum cleaner manufacturer is somewhat envious of the publicity and trade excitement Shetland received from the Fashionables. The feeling is that there is no more publicity or excitement to be had.

**Vacuum cleaner design is focusing**—and will continue to focus—on light-in-weight products with features that add to cleaning performance and convenience. Westinghouse's new Twin-Jet upright vacuum cleaner is an example. Although the product features a slim-looking modern appearance, the promotional effort is on the dual suction fans that provide "more suction power." Ads are showing a cutaway of the fan section of two uprights—a conventional unit with one fan and the Westinghouse Twin-Jet model with two suction fans. The product is being introduced at a \$59.95 retail price. Westinghouse dropped the Twin-Jet into the line after the January Housewares Show.

**Eureka will tie in household chemicals** with its electric floor care products in a new premium offer. Through Aug. 31, Eureka will offer an assortment of Wagner cleaners and applicators in a premium promotion built around a Time-Saver theme. The Time-Saver kit is valued at \$5.64.



# 2.3 million automatic washers and 2.1 million dryers will be purchased by McCall's homemakers in the next two years.\*

## How many will be yours?



Nobody knows for sure, but one thing is certain, the number of your brand sold will depend largely on your exposure to this market.

McCall's has the market—17,078,000 responsive women readers. That's 22.8% more than the next ranked women's publication. And what's more, McCall's market is a buying market. Dealers say six out of every ten brands are selected and purchased by women. This is the market to reach and concentrate on and you'll do it through McCall's.

And now there's added incentive to buy washers and dryers with new innovations in the textile industry, such as Durable Press. With the advent of this new process the drudgery of ironing is truly eliminated if the homemaker owns a fully automatic washer and clothes dryer. Result, more leisure time for the modern woman.

In any case, if you feel your present advertising approach is washed up or dried out try a fresh one—look to McCall's for results.

Source: All audience data copyrighted by Alfred Politz Media Studies and printed with their permission.  
\*Brand Rating Index

# McCall's goes further

First magazine for women

## APPLIANCE-TV NEWS

□ □ □ □ **Roper places 50 "electronic match" ranges.** The company has distributed the ranges to utilities across the country. The solid-state "match," which Roper is putting into its ranges for Sears (MW, 31 Jan., p.3), replaces the pilot light. Generally, the utilities are not expected to show the units to consumers. The companies' home service departments will test the ranges to assess the device's advantages, and the results will help Roper decide whether to include the unit in its 1967 range line.

□ □ □ □ **Olympic has a new 12-inch portable tv set** with solid-state power supply, telescopic antenna, and plug-in earphone. Available in a black or tan molded plastic cabinet, the set has an open list price.

□ □ □ □ **New labels on RCA's tape cartridges** have been announced. Among RCA Victor's Stereo-8 cartridge releases this month are selections from the Kapp, Scepter, and Wand labels. This is the first time that RCA has offered recordings on Stereo-8 cartridges from labels other than its own. These tapes will be manufactured, packaged, and distributed by RCA and will carry the same warranty as RCA Stereo-8 cartridges, which guarantees replacement for one year from date of purchase on manufacturing defects.

□ □ □ □ **Color tv sets are in 6.2 million homes,** according to the latest estimate from NBC. This total represents a gain of 2.8 million color households, 87% above the 3.21 million color household figure for Apr. 1 last year. NBC estimates that, on Apr. 1, 11% of all households with tv sets had color units.

□ □ □ □ **Admiral has a \$114.98 19-inch b&w portable tv** that will be offered to dealers on a limited basis as an "advertising special" leader model. Leader model in the 21-inch b&w tv line is \$139.95—\$10 lower than last year. (For more details on the 1967 Admiral line, see story on p.8.) Admiral estimates that the industry will sell 3.7 million 19- and 21-inch b&w portables this year. Admiral will double national magazine advertising this year. Also, a total of 115 spot commercials—pushing portable tv sets, stereo consoles, and, for the first time, color tv theaters—will be shown on network television. Unlike last year, the tv campaign will not be discontinued during the May-September period.

□ □ □ □ **Norelco cut the price** on its Carry-Corder 150, a miniature, cassette-loaded, cordless tape recorder. Effective Apr. 25, the minimum advertised price in co-op ads was reduced from \$98.75 to \$89.50.

□ □ □ □ **A new builder of color tv deflection yokes** is preparing to enter the market. Muter Co. is now tooling a color yoke plant; until a fire destroyed its manufacturing facilities several months ago, the company had supplied most major tv manufacturers with b&w deflection yokes. According to Herbert E. Kuhl, executive vice president of Muter, shortages of copper—one of the chief materials required in yokes—will not be an acute problem. (Muter still holds the allocation contract it concluded with copper suppliers when it was manufacturing b&w deflection yokes.) Muter has no plans to reinstate b&w yoke production.

## INDUSTRY TRENDS

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
<b>FLOOR CARE PRODUCTS</b>				
floor polishers	March	114,416	120,122	- 4.75
	3 Months	310,668	321,564	- 3.39
vacuum cleaners	March	549,606	504,287	+ 8.99
	3 Months	1,501,141	1,298,801	+ 15.58
<b>HOME LAUNDRY</b>				
dryers, clothes, elec.	March	119,516	98,534	+ 21.29
	3 Months	375,188	293,988	+ 27.62
dryers, clothes, gas	March	60,719	47,316	+ 28.33
	3 Months	184,900	150,956	+ 22.49
washers, auto. & semi-auto.	March	344,747	337,969	+ 2.01
	3 Months	959,079	895,820	+ 7.06
wringer & spinner	March	52,965	52,011	+ 1.83
	3 Months	120,799	139,530	- 13.42
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	March	392,500	443,000	- 11.40
	3 Months	943,100	1,000,400	- 5.73
dehumidifiers	March	21,300	20,900	+ 1.91
	3 Months	67,100	42,600	+ 57.51
dishwashers, portable	March	31,600	40,700	- 22.36
	3 Months	92,900	93,300	- .43
dishwashers, under-counter, etc.	March	83,000	78,900	+ 5.20
	3 Months	231,600	191,400	+ 21.00
disposers, food waste	February	114,400	99,700	+ 14.74
	2 Months	221,300	187,100	+ 18.28
freezers, chest	March	42,300	32,700	+ 29.36
	3 Months	108,800	91,400	+ 19.04
freezers, upright	March	56,200	59,700	- 5.86
	3 Months	145,000	151,200	- 4.10
ranges, elec., free-standing	March	120,700	127,400	- 5.26
	3 Months	355,100	332,900	+ 6.69
ranges, elec., built-in	March	58,900	78,100	- 24.58
	3 Months	184,100	195,700	- 5.93
ranges, gas, total	March	<b>224,200*</b>	<b>208,300</b>	<b>+ 7.63</b>
	3 Months	<b>574,800</b>	<b>527,900</b>	<b>+ 8.88</b>
refrigerators	March	394,800	421,500	- 6.33
	3 Months	1,170,200	1,114,700	+ 4.98
water heaters, elec. (storage)	March	78,600	100,700	- 21.95
	3 Months	247,400	259,800	- 4.77
water heaters, gas (storage)	March	<b>237,260</b>	<b>227,150</b>	<b>+ 4.45</b>
	3 Months	<b>669,980</b>	<b>671,310</b>	<b>- .20</b>
<b>CONSUMER ELECTRONICS</b>				
phonos, port.—table, distrib. sales	April 29	39,419	43,656	- 9.71
	17 Weeks	821,008	898,019	- 8.58
monthly distributor sales	February	248,358	272,533	- 8.87
	2 Months	444,942	463,851	- 4.08
phonos, console, distrib. sales	April 29	19,343	19,128	+ 1.12
	17 Weeks	595,055	448,465	+ 32.69
monthly distributor sales	February	167,483	112,979	+ 48.24
	2 Months	323,734	230,285	+ 40.58
radio (ex auto), distrib. sales	April 29	263,596	172,584	+ 52.73
	17 Weeks	4,057,712	3,386,290	+ 19.83
monthly distributor sales	February	1,103,561	892,017	+ 23.72
	2 Months	1,934,911	1,585,022	+ 22.07
b&w television, distrib. sales	April 29	127,312	149,296	- 14.73
	17 Weeks	2,453,482	2,428,720	+ 1.02
monthly distributor sales	February	589,186	609,538	- 3.34
	2 Months	1,240,090	1,241,547	- .12
color television, distrib. sales	April 29	83,456	26,218	+218.32
	17 Weeks	1,239,358	592,437	+109.20
monthly distributor sales	February	302,062	168,460	+ 79.31
	2 Months	533,300	314,154	+ 69.76

\* March total includes: 157,100 free-standing ranges, 28,700 high-oven models, 20,000 built-ins, 18,400 set-ins. Sources: VCMA, AHLMA, NEMA, GAMA, EIA.

# "Here's why the Westinghouse 'leadership line' is the toast of the Room Air Conditioner business."



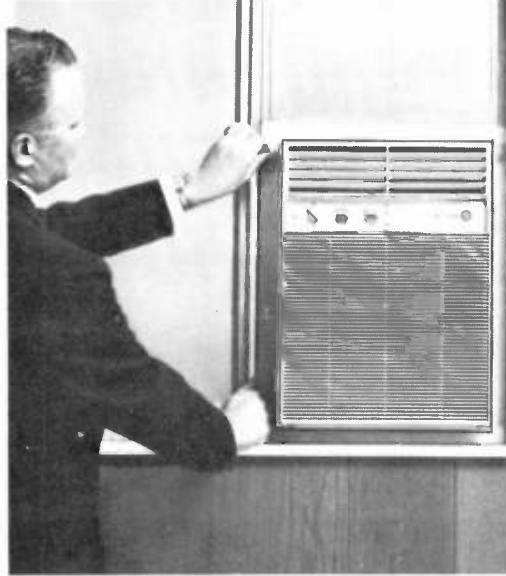
"Take our 5,000 and 6,000 BTU models, just for openers," says Rodger W. Gibson, National Sales Manager of Westinghouse. There are a couple of solid reasons why these compacts took the market by storm in '65.



"This strong, silent compressor, for example. It weighs just 25 pounds. Which makes the unit not only lightweight, but *really* compact. Another big plus is the 5-year replacement guarantee.\*



"Our hot-selling compact line has a great new addition in '66. A unit for those impossible-to-fit sliding windows... that's a Westinghouse exclusive.



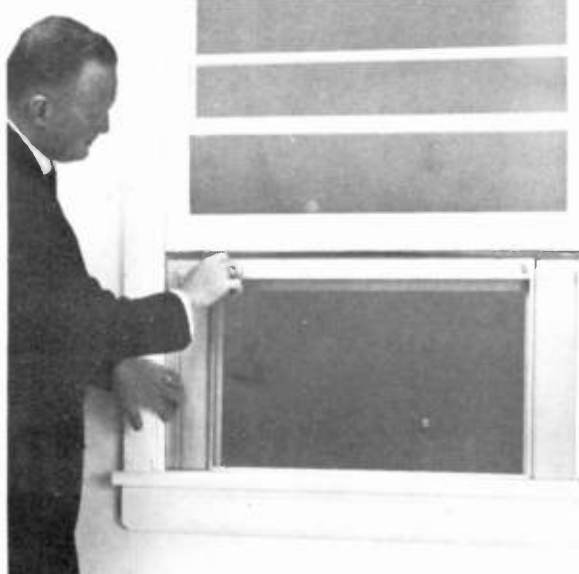
"See how easily it goes in? Up 'til now sliding windows meant through-the-wall installation. Now your customers can do it themselves. 5500 and 8000 BTU. Both 115 volt plug-ins.



"Picture the number of new prospects. All those medium and low priced homes with sliding windows and no central air conditioning. 50% of all aluminum windows are sliders. Our new unit fits wooden sliding windows, too—plus casements. Anything up to four feet high.



"How about this Panelaire unit—the step-up model in the 6,000 to 17,000 BTU range. Panelaire is made for the style-conscious prospects. It has a simulated wood grain finish that can be painted or papered to match anything.



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



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

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

You can be sure if it's Westinghouse



# Remember all those women who walked away from your overweight uprights? Call them back.



You could have sold a lot more uprights if only they weren't so darned heavy.

Well here's one that's not—the Regina Brush 'n Beat.

It's the first full powered upright vacuum that doesn't feel like a Mack truck.

It brushes, beats, devours deep-down dirt. From carpets. Bare floors too. Does the same thorough job as any heavyweight—but weighs only *half*.

It slips under low furniture. Fits stair treads. Has a twice-as-big dust bag. Hangs flat against a wall. Has a full set of attachments. Has a retail price tag of less than \$40—the industry's lowest priced full featured upright—with a full profit margin.

Features sell merchandise. You know it. We know it. The Brush 'n Beat is everything a woman expects an upright to be.

Except heavy.

The Regina Corporation, Rahway, N. J.

**REGINA**

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