

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ □ □ □ Planning for profit in the booming kitchen business begins with appliance salesmanship. But, beyond that, it takes a special kind of know-how. A report to appliance retailers on the help they can expect, the pitfalls and advantages, and the experiences of some of their colleagues begins on.....p.31

AT PRESSTIME □

□ □ □ □ **Prerecorded stereo tape** sales will jump 50%—or \$18 million—this year over last, predicts E. Peter Larmer, stereo tape manager at Ampex. This estimate includes only 4-track reel-to-reel tapes, not 4-track or 8-track cartridge tapes.

□ □ □ □ **Sabotage cost GE** 25,000 refrigerator shells last month when sand or sugar was fed into the paint system of the General Electric household refrigerator department in Louisville, Ky. GE, which sold the ruined units for scrap, declined to estimate the cost of the damage.

□ □ □ □ **Electronic ignition** devices will be featured on Athens Stove's new gas range line that the Athens (Tenn.) firm will introduce in July.

□ □ □ □ **Hong Kong radio prices** on exports to the U.S. averaged \$2.55 on 1,462,382 radios sent through April—a drop of 83 cents from the 1965 four-month period. Radio exports from Hong Kong to this country rose 83.12% for the first four months of 1966, compared with the same period last year. Total for this April: 599,029 radios (average price: \$2.41). This is a 199% increase over April of last year, when only 199,884 units (average price: \$3.42) *continued on p.3*



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GENERAL  ELECTRIC

Home Laundry Department, General Electric Co., Louisville, Ky.

WA-952B

WRH

were shipped. Through April this year, 68.1% of all radios exported from Hong Kong came to the U.S.

□□□□ **Major appliance shipments are up** for the first five months of 1966, reports the National Appliance Manufacturers Assn. Compared to the first five months of 1965, dishwasher shipments were up 28.8% in 1966, dehumidifiers were up 15.3%, refrigerators were up 9.1%, electric ranges were up 7.7%, freezers were up 5.3%. Electric water heater shipments were unchanged; room air conditioner shipments were off 8.6%.

□□□□ **Packard Bell strengthened its hand** outside the western states by opening a new service center in Chicago. It is the company's first service center outside the West Coast.

□□□□ **GE and Arvin have signed Nippon Columbia** to export tape recorders to them in the U.S. The GE contract calls for shipments of 25,000 tape recorder chassis and mechanisms (without cabinets) over a period of three months, beginning in August. Under the contract with Arvin Industries, Nippon Columbia will export 20,000 completed tape recorders to the company. Shipments, which have already begun, are scheduled to be completed this fall, reports McGraw-Hill World News in Tokyo.

□□□□ **Color tv expansion in Japan:** Sanyo is building a new color tv factory to have a monthly production capacity of 10,000 units by the end of 1966. And Hitachi is doubling its color tv production to about 6,000 units a month by the end of the year. Sanyo said at the beginning of this year that it would produce a total of 45,000 units in 1966 and export about 10,000 of them to the U.S. The company presently has a monthly production of about 4,000 units, says McGraw-Hill World News in Tokyo. Hitachi said earlier that it would produce 36,000 color sets this year and would consider export plans to the U.S. following the Music Show in Chicago.

□□□□ **Standards for tape cartridges** have been drawn up by the Electronic Industries Assn. (EIA). A special EIA engineering committee on cartridges has proposed standards for the external dimensions of Orrtronics-type cartridges, Lear-type cartridges, and endless-loop cartridges requiring an external pressure roller. According to an EIA spokesman, the committee ironed out the cartridge standards in near-record time

—six weeks—an indication of the industry's keen interest in this new product category. Quality and performance levels are not involved in the EIA standards. The standards proposals will now be circulated within the industry for comments which should be returned to EIA by mid-July.

□□□□ **Norge's new 15-lb.-capacity laundry line** of Very High Quality (VHQ) units includes five automatic washers and four matching dryers. The washers carry suggested retail prices ranging from \$199.95 to \$289.95. Gas and electric dryer prices start at \$119.95 and go to \$229.95. A new backguard design provides "step-up" styling, according to Norge. The new appliances provide features for permanent press clothing, including 140-to-160F drying temperature range, cool-down cycles, and mass air circulation.

□□□□ **Pilot Radio will buy Telectro Industries**, subject to the approval of National Union, which wholly owns Pilot and owns about 65% of Telectro's outstanding stock. Telectro is a manufacturer of tape recording equipment; Pilot manufactures hi-fi and stereo components and consoles, and related cabinets, and recently started making and marketing color tv receivers.

□□□□ **NARDA's cost-of-doing-business survey** for 1965 shows, in preliminary analysis, a sharp rise in volume for association members as well as an impressive hike in before-tax profit. Not quite as satisfactory is the finding that inventory rose 16% by year end over the year's beginning (for a closer look at inventories, see p.8): in 1964 this rise was only 4.2%. Sales were up 12.4% for the year; in 1964 they were up 11.1%. Initial findings show dealers will have an average before-tax profit of slightly less than 3%; this will be increased by almost another 2% when "other income"—rebates on financing, year-end-volume rebates, and the like—and other expense items are taken into account. Before-tax profit, therefore, will be almost 5%, up from 1964's 3.06%, which was a six-year high. Other figures show:

<i>Costs</i>	<i>1964</i>	<i>1965</i>
Cost of goods sold	73.82%	72.74%
Total operating costs	24.43%	24.53%
Net operating profit	1.75%	2.73%
<i>Sales mix (by product category)</i>		
	<i>1964</i>	<i>1965</i>
Tv—% of total dollar sales	26.8%	36.8%
Refrigerators—% of total dollar sales	17.4%	13.8%
Washers—% of total dollar sales	13.1%	11.6%
Radio, hi-fi, phono—% of total dollar sales	7.5%	10.1%

Solid-state color tv: a look at the industry's timing

Color television receivers equipped with all-solid-state circuitry may be available for consumers as early as January, 1967. The only thing preventing an earlier introduction is the continuing high demand for sets with conventional circuitry. This is the opinion of some engineers expressed at the spring conference of the Institute of Electrical and Electronics Engineers in Chicago. The meeting was on tv and broadcast

equipment, and a number of the big name television and radio producers were showing off wares that carried the latest in advanced technical thinking of solid-state design.

"I think most producers have transistorized set designs stashed away somewhere that they could put on the market most any time," said an executive for one large set manufacturer. "But set makers look at it this way: What's the sense of putting

such a set on the market when the present sets are selling so well? You're riding a seller's market with demand outstripping supply, and so there is no real incentive." This opinion was echoed by other engineers, but some felt that the primary problem in solid-state color tv receivers was cost. "You simply can't sell them," said one engineer.

"I expect we will see color sets hybridized for a while—possibly a year

before you will have an all-solid-state set on the market," he added. One manufacturer that showed an experimental solid-state receiver was Motorola. The set has 49 transistors and is all-solid-state except for the picture tube and high-voltage rectifier. The set was shown to engineers "to provide an idea of what could be done in solid-state design." RCA also exhibited a 15-inch developmental transistorized color set.



**As Ed Leahy bids a
fond farewell
aloha to Hawaii, the
biggest sales boom
in Philco history
is underway.**

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□□□□ **Limiting the growth of CATV** seems to have become a fairly popular game these days. Already this year the Federal Communications Commission (FCC) assumed jurisdiction over all community antenna tv (CATV) systems, a federal judge in New York ruled that CATV is subject to copyright laws, and the House Commerce Committee approved a bill that would confirm FCC jurisdiction.

Outwardly, CATV people are trying to maintain a calm we've-just-begun-to-fight attitude. Privately, they concede that things look rather dark. The important

points: the ruling, if it stands up under appeal, could make CATV too expensive for the average consumer; and the FCC wants to keep CATV out of the nation's top 100 tv markets, where the money is.

CATV lobbyists may well succeed in blocking passage of the Commerce Committee bill this year; it is getting late in the session, and the Senate Commerce Committee probably will not even plan hearings until the House acts. The FCC is not counting on passage of the bill in the current session of Congress.

Blocking passage may give CATV people some cause to rejoice. But they will be overlooking an important point: the FCC has assumed jurisdiction over CATV and will not change its mind if the bill does not get through because of lack of time. It will take affirmative action by Congress to make the commission reconsider.

□□□□ **More power for the Federal Trade Commission (FTC)** to halt mergers is implicit in a recent Supreme Court decision. The court says the FTC can seek a temporary order blocking a merger while it studies the situation.

To a merger-minded businessman, the decision has serious implications. As dissenting Justice Abe Fortas notes: businessmen might well abandon a merger plan rather than wait until an FTC proceeding "wends its leisurely way toward a wearying conclusion."

□□□□ **The furniture-appliance business is booming**, or is it? The Commerce Department reports that, while retail sales in May were 5% above those of May, 1965, but 2% below sales in April of this year, the drop in furniture-appliance sales was relatively slight. But, at the same time, retail inventories are building.

Government economists attribute this to expectations of higher sales in the near future. Some skeptics contend that inventories rise when dealers buy more than they sold in the immediate past. Inventories in May were nearly \$200 million above April. About half of this increase was in department and furniture-appliance stores.

Phonola Magnecord is very big in tape recorders.

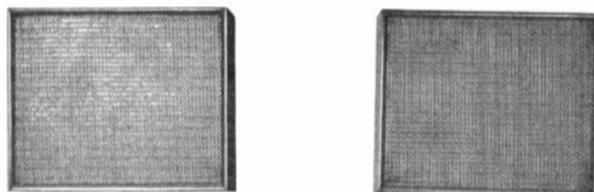
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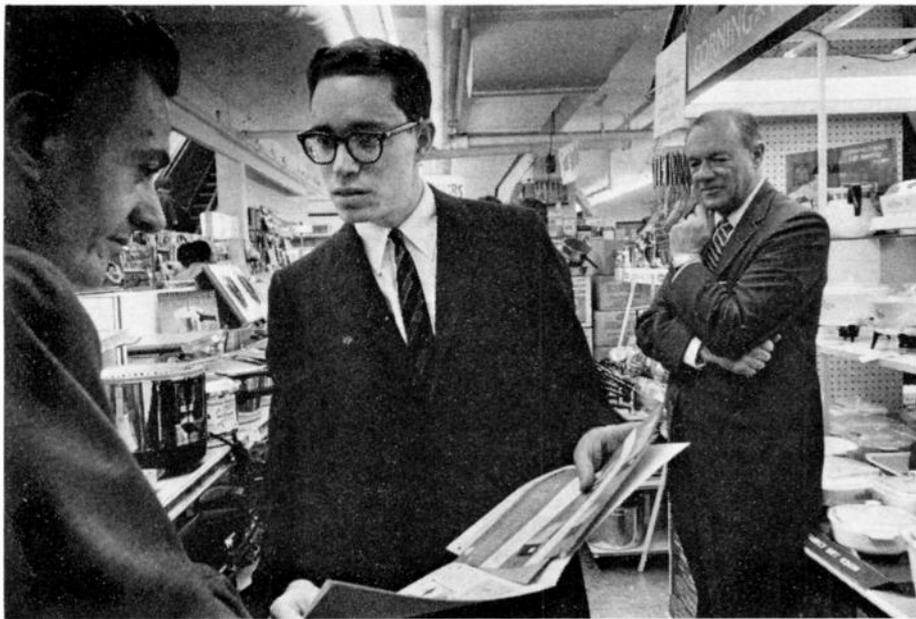
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Max Shulman looks on approvingly as his son, Lloyd, talks to Mays buyer.

Go-go son of J. W. Mays chief has hard goods sales humming

There are two quick routes to the presidency of a major retail chain.

One is to be the boss' son. The other: get the message across to management that you are executive material with a series of merchandising and operational changes that generate fat increases in sales and profits.

Lloyd Shulman fills the bill on both counts.

A 24-year-old fireball who coordinates the activities of the 11 hard goods divisions at J. W. Mays Inc., Lloyd is the son of Max L. Shulman, chairman and president of the Brooklyn-born six-store chain.

Significantly, Mays' hard goods operation, which represents slightly more than 20% of the chain's \$101 million annual volume, has shot up to new highs in both sales and earnings since Lloyd put his two cents into the hard lines business 10 months ago. Translated into figures, Mays' hard goods complex is streaking 48% ahead in gross profit and 33% ahead in sales for the current July 31 fiscal year.

How come the big increases? As Max Shulman explained it: "We practically revamped the operation—in terms of greater depth of merchandise, more resources, and bigger hard goods departments. There is now greater customer awareness that Mays' is in the hard goods business in a substantial way."

In an interview with the Shulmans in the family's plush Park Avenue apartment, the Mays' president observed happily that the overall profitability of the chain's hard goods division is better than had been expected.

"We thought our competitive efforts in pricing and servicing of hard goods would result in a low profit margin—but I'm happy to say it wasn't the case," he said.

Mays' boss spoke glowingly of his son's contributions: most notably, expansion of lines and the upgrading of merchandise—both of which have made positive contributions to increased sales.

Asked whether his son had made many mistakes along the way, Max Shulman replied with a grin: "If he has, he's concealed them pretty well."

Although Max wouldn't make a definite statement to the effect that Lloyd would be the next president

of Mays, it is pretty clear that this is the case.

Presumably, the elder Shulman would continue as chairman and chief executive officer of the firm when his son becomes president.

The prospect of heading Mays does not scare Lloyd. "I'm not afraid of the job," he said confidently, "I've been well trained for it. I grew up at Mays. My grandfather (the late Joe Weinstein, founder of the 42-year-old firm) used to wheel me into the store in a baby carriage. And when I was 13, I was selling shirts in the boys' department."

A graduate of Ohio State University who spent a year with the hard goods division of Goodyear Tire & Rubber Co. before joining Mays last August as an assistant major appliance buyer, the youthful retailer has some definite thoughts on the hard lines industry.

A pet peeve is fair-trade pricing, which he considers unfair to the big store. In fact, he said, large stores have become showrooms for the small dealer. "Fair-trade merchandise is supposed to be sold at a preticketed price. Yet, we get customers who come into the store with sales slips to show us where they bought an item for less. Unfortunately, national brands don't police the small stores as effectively as they should. But they keep very close tabs on the large stores."

In light of this, Lloyd said, "we're leaning more heavily on non-fair-trade items where possible."

Removing his shoes and curling up in a large sofa chair, the youthful retailer spoke enthusiastically of consumer reaction to the firm's lines of higher priced hard goods, such as \$49.95 mixers and \$70 blender-and-cooker combinations. He also expressed delight at the big volume in 19-inch color tv sets at \$449.95. "We're selling them as fast as we get them," he said.

"Don't forget about the bathroom" injected his father. "Bath shop accessories are going fantastic. We've set up separate departments and we're selling such items as red bathtubs and red sinks with gold fixtures. It seems that the bathroom has really become the glamour spot of the home."

His son—the future president—nodded in agreement.

□□□□ **The lowest-priced microwave oven in Japan** is being marketed by Matsushita for \$827.78. The new Panacook 7 NE-700 is 24 inches high, 19 inches wide, 24 inches deep, and weighs 143 lbs. Matsushita has no immediate export plans.

□□□□ **Penney plans a catalog distribution center** near Atlanta, Ga. Construction of the new 2-million-sq.-ft. plant is scheduled to begin late this summer and be completed by fall, 1968. Penney is aiming for nationwide catalog service by the early 1970s.

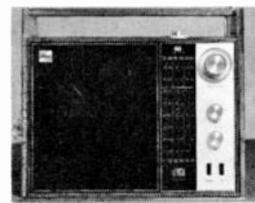
□□□□ **Hotpoint aims to build dealer traffic** this summer with a Summer Sale promotion. The campaign was launched with a full-color, full-page ad in the June 10 issue of *Life*. The same ad will appear in the *Saturday Evening Post*. Hotpoint dealers have a consumer contest which will tie in with the publicity. Consumers guess how many bottles of Coca-Cola are stored in a Hotpoint No Frost 17 and win prizes of Coke.

□□□□ **NBC estimates the number of color tv sets** in U.S. homes on Apr. 1 was 6.01 million—an 87% increase over Apr. 1, 1965. NBC maintains that the number of U.S. households owning color tv sets will near the 10 million mark by the end of the year.

□□□□ **\$15 will buy a home laundry classroom kit** that has been designed as a new educational service by the American Home Laundry Manufacturers' Assn. (AHLMA). Educators, home economists, and retailers can order the kit from AHLMA, 20 North Wacker Dr., Chicago, Ill. 60606.

□□□□ **Japan aims for higher-end radio exports:** McGraw-Hill World News in Tokyo reports that a new export control system is scheduled for adoption at the June 20 meeting of the Japan Machinery Exporters Assn. (JMEA). The new system will limit radio exporters to 6-month unit totals equal to only three times their "reserved quotas." Currently, exporters can ship unlimited quantities of low-end radios as long as they find unfilled quotas. JMEA hopes this new curtailment will encourage export of higher-ticket radios.

□□□□ **A first look at Toshiba's pricing:** its consumer electronics line to be marketed in the U.S. under its own name (MW, 2 May,p.3), will include two b&w tv sets—a 19-inch tube-type model and 11-inch AC-DC portable—both to retail at about \$130. The new line, which will be seen for the first time at the Music Show next month, also includes a 19-inch color console to retail somewhere between \$360 and \$440. A nine-model line of transistor radios will be priced between \$9.95 and \$200; AM-FM will come in at \$25. A line of solid-state 4-track stereo tape recorders will be priced in the "medium to high range." Toshiba hopes to have a national sales network set up by mid-1967: its ultimate aim, says George T. Stewart, consumer division vice president of Toshiba America, is to establish, 5,000 to 7,500 dealers nationally and to grab 20% of the Japanese-brand consumer electronics business in the U.S.



New 7-band portable

□□□□ **Loading the low-end in color tv?** Three top television executives—S. R. Herkes of Motorola, W. Walter Watts of RCA, and John T. Morgan of Sylvania—say no, the high-end color tv sets will still be hard-hitters in sales.

—Herkes: Cannot understand the thinking behind tapping, through the recent price reductions, “another and lower strata of consumer buying power” when the industry could not hope to meet the market for receivers existing at the previous prices.

—Watts: RCA’s headline-making \$449 leader 25-inch color set combined with its \$750 color combo will account for less than 2% of RCA’s unit production this year; 21-inch color sets will represent less than 5% of RCA’s 1966 production. “Price leaders are only a small proportion of retail sales,” Watts asserted. “The average retail price of sets ordered by RCA’s distributors has jumped to \$624 a set from \$750 over the past 12 months.”

—Morgan: The more expensive models are the sellers, he agrees. Sylvania’s biggest seller in its 1966 line was a 25-inch Italian Provincial model for \$625—and Morgan does not expect the trend to change. Sylvania’s color tv production breakdown for this year: 15% 21-inchers, 25% 19-inchers, and 60% 25-inchers.

□□□□ **Matsushita: a color tv export division** has been formed to boost the company’s overseas sales, reports McGraw-Hill World News from Tokyo. The new division is expected to expand Matsushita’s production capacity from the present 8,000 color sets per month to 15,000 per month by the end of the year. Of the present monthly total, between 5,000 and 6,000 units are fed into the Japanese market, and 2,000 are exported to the U.S. Matsushita’s color tube capacity has already been expanded to about 15,000 units per month, although actual production presently averages about 8,000 units per month.

□□□□ **The biggest Music Show ever** is predicted by William R. Gard, executive vice president of the National Assn. of Music Merchants. “For the first time, attendance will go over the 20,000 mark,” he said. “Every bit of space available for exhibits has been sold out.” A home entertainment panel meeting will be held Monday, July 11, at the show. It will feature William F. Mulcahy, president of TelePro Industries, discussing “The Future in Tape”; Jack Raymond of Jenkins Music Co., of Kansas City, speaking on “Key Decisions in Marketing Home Entertainment Products”; an executive of KLH Research and Development Corp. on “Effects of Compacts on Today’s Console Radio-phonograph Sales”; and Edward J. Horstman, president of LaGrange Television and Organ Co., on “Using Bedell Advertising Principles in a Competitive Urban Market.”

□□□□ **Kelvinator is leasing Manitowoc’s plant**, located in Manitowoc (Wis.) after negotiating with the Manitowoc Company Inc. to buy the facility (MW, 28 Feb., p.3). Kelvinator will assume management of the 170,000-sq.-ft. plant on July 3. Manitowoc, which has built commercial refrigeration units for Kelvinator for many years, will continue to market its own line of freezers and refrigerator-freezers.

Out of a \$4.5 million lawsuit may come a new look at Magnavox

Retailers around the country will be watching one retailer who is suing Magnavox for \$4.5 million. The retailer, Marlan Appliances Co. Inc., of Long Island, N.Y., is accusing Magnavox of antitrust activity, breach-of-contract, and conspiracy. Out of the suit may come an inside look at the way Magnavox does business.

In its suit, which was filed in Federal Court, Brooklyn, N.Y., Marlan says it was one of the largest Magnavox dealers in Suffolk County on Long Island. Marlan says it signed a franchise agreement with Magnavox on Jan. 28, 1963, and says Magnavox unilaterally terminated the franchise Mar. 16, 1966. Between these dates, Marlan apparently had its troubles.

Marlan says it had an incentive agreement with Magnavox to buy \$107,147 worth of merchandise during the year 1965-66, but that Magnavox failed to deliver all the merchandise, and what was delivered was not what Marlan wanted. The suit alleges: “as a condition of precedent to having the defendant Magnavox’s salesman take an order for color television, the defendant’s representative insisted that stereo, hi-fidelity, and black-and-white television be tied in across the board with these orders,” violating, says Marlan, Sect. 1 of the Sherman Act, and Sect. 4 of the Clayton Act.

On two occasions, Marlan states, it ordered color sets with other tie-in merchandise; the other merchandise came; the color sets did not. At the same time, Magnavox was selling color tv sets and other merchandise to other dealers in the Long Island area. The effect of these sales, Mar-

lan feels, may have been to “substantially lessen competition or tend to create a monopoly in the sale of Magnavox color tv sets” in the area.

Marlan says that between February, 1965, and March 1, 1966, it complained to Magnavox that other dealers were cutting prices. It alleges that “the defendant Magnavox Co. has discriminated in price, often secretly, in the form of preferential prices, discounts, rebates, and advertising allowances.” The suit also says that the Magnavox representative “threatened to remove the Magnavox franchise, unless the plaintiff stopped selling Sylvania products.”

The suit further alleges that Magnavox’s refusal to supply it with color sets was the result of a conspiracy between Magnavox, its representatives, and Friendly Frost, who are also named in the suit. Friendly Frost, a 30-store chain with outlets in New York and Connecticut, was franchised by Magnavox in 1963.

Marlan claims that it has been damaged \$1 million because of Magnavox’s antitrust actions, entitling Marlan to triple damages. For the alleged breach-of-contract between Magnavox and Marlan and the alleged conspiracy between Magnavox representatives and Friendly Frost, Marlan claims \$1.5 million damages.

Growing retail inventories: NARDA gauges the growth

A recent report of rising appliance-tv dealer inventories is being carefully studied by the board of the National Appliance-TV & Radio Dealers Assn. (NARDA).

Although the substantial rise in inventories is not necessarily threatening, it does merit careful scrutiny. And so yesterday, NARDA’s board met to examine the potential dangers.

The report, NARDA’s annual cost-of-doing-business survey, shows that the value of inventories rose 16% from the beginning to the end of 1965. By comparison, the value of inventories rose only 4.2% in 1964.

Another indicator of the inventory situation was pointed out by Jules Steinberg, executive vice president of NARDA. Preliminary 1966 surveys show that—in comparison to 1965—first-half volume has shown a slight over-all increase and profits have failed to keep pace, while the rate of inventory build-up has accelerated.

The products responsible for the high inventories, according to Steinberg, who just completed a trip around the country, are primarily three: air conditioners, stereo (representing the accumulation of units dealers have had to buy in order to get color tv sets), and color tv sets.

“I’ve seen color inventory,” Stein-

berg stated, “although I haven’t heard any complaints.” And, he added, in view of the probable increased costs of color tv, and the continued color tube shortages, color set stockpiles are not necessarily ominous.

The catch, of course, is consumer demand. “Will she or won’t she,” Steinberg asks rhetorically, “come in and buy this fall?”

In the meantime, the retailer’s working capital is tied up in inventory while the cost of money rises. Only last week, for example, New York City’s largest bank, the Chase Manhattan, boosted interest rates on automobile, home improvement, and most other installment loans (new rates 4¾% to 5¼%) in a move reflecting rising money costs.

One other development about which Steinberg speculates:

“I think that the good business done at recent manufacturer showings has been done by department stores and chain stores. And if the manufacturer isn’t allocating a definite part of his production to distributors—so that the dealer can get merchandise when he needs it—he isn’t fulfilling his obligation.

“He may be—and I hope he is—doing this. Many independent dealers can’t afford to be wrong.”

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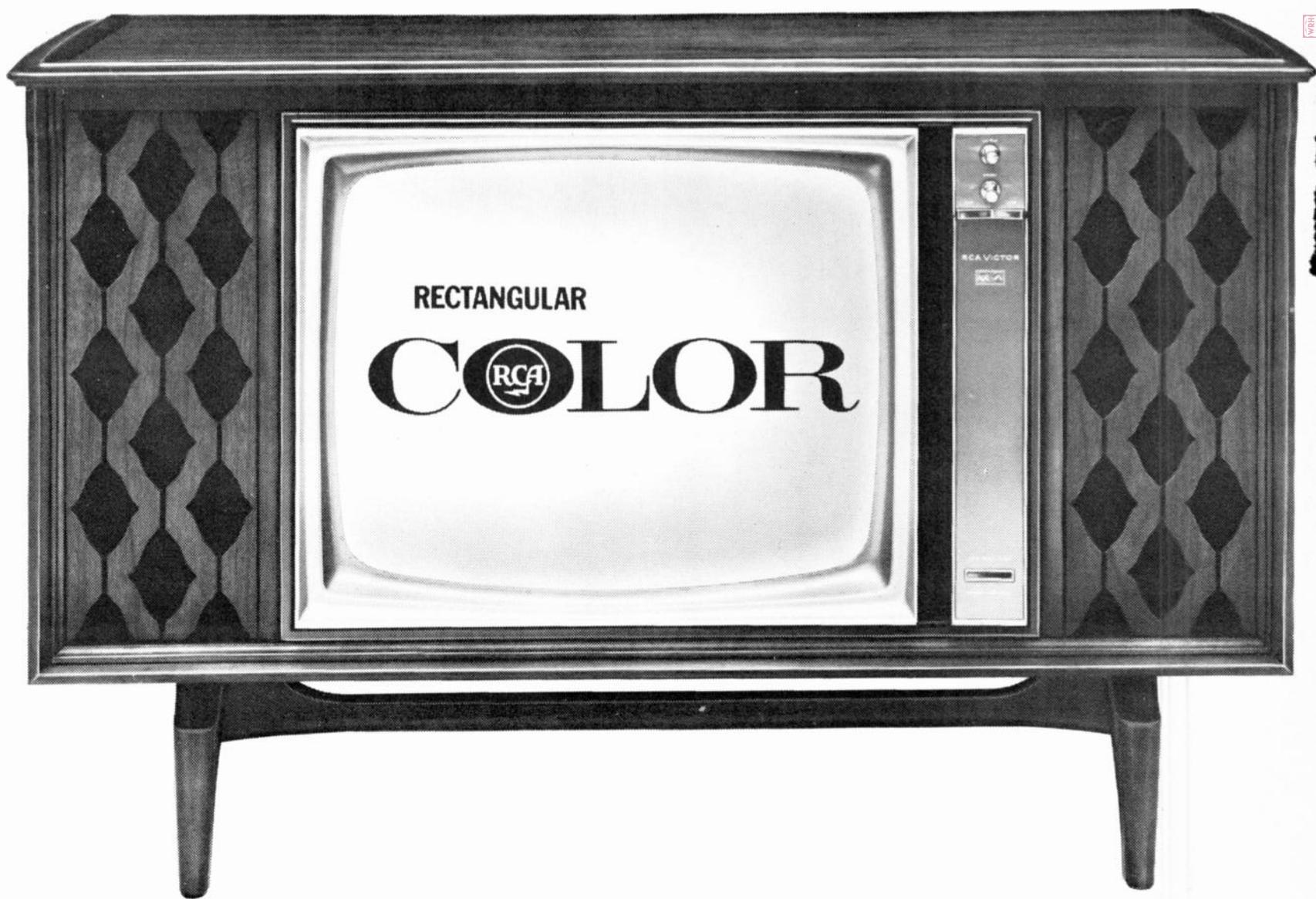


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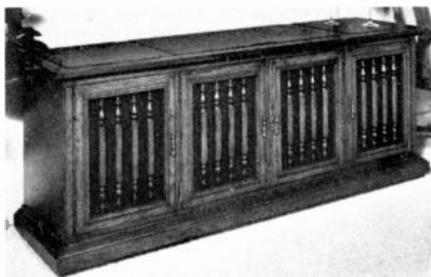
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GENERAL ELECTRIC

830-45

APPLIANCE-TV NEWS



Spanish stereo console: under \$800



New turntable "lowers" records

**Westinghouse's new lines—
big wattage, big color**

Westinghouse has put the Instant-On feature in all 14 of its new color tv sets for 1967. The new line, built entirely around 23-inch and 25-inch rectangular tubes, opens at about \$490 for a new 23-inch table model. (Last year's leader was a 21-inch table model for \$360.) The 23-inch consoles for 1967 start at about \$550—\$75 below last year's price.

The new color tv line also includes seven 23-inch consoles, five 25-inch consoles, and one 25-inch, three-way combination. Prices on the 23-inch models range from \$490 to \$700; the 25-inch sets, prices run from \$750 to \$1,000.

The single combo for 1967 includes a 6-speaker, solid-state stereo system with 60w peak power. In addition to a 4-speed changer, 11-inch turntable, and automatic shut-off and intermix for the phonograph, the unit's radio can be used for AM-FM or FM stereo play. The consoles in

the new line are available in Contemporary, French Provincial, Italian Provincial, Mediterranean, and Early American stylings.

The new console stereo line for 1967 is topped by a 3-model 300 Series of consoles—\$700 to \$800—that incorporates a new automatic turntable developed by Westinghouse. This new turntable remains stationary as each record is lowered—not dropped—into playing position. The turntable also has a cue button that allows the record to be stopped at any point and then automatically resumes playing at exactly the same spot.

The 300 Series consoles have 300w peak power, two 15-inch woofers, two exponential horns and crossover capacitors, as well as an AM-FM stereo radio.

Eight other stereo units being introduced by Westinghouse all include AM-FM stereo radio. The units range from \$200 to \$700.

**Masterwork blankets the market
with phonos at every price**

Hitting price points right up the line, Masterwork Audio Products, division of Columbia Records, has introduced a line of 35 portable and console phonographs. Also new for 1967 are four component systems, eight portable radios, and five tape recorders.

The Masterwork phono line starts at \$19.95 for a manual monaural portable in attache case styling. Other new monaural portables list from \$29.95 to \$49.95. An AC-DC battery-operated unit is priced at \$34.95 and the first automatic monaural portable comes in at \$39.95.

The stereo portable phonograph series starts at \$59.95; this promotional model comes complete with a mobile stand. A drop-down model with detachable speakers and Garrard changer is priced at \$79.95. At \$99.95, a stereo portable with 10w output, luggage-type styling, and Garrard changer comes in.

Stepping up in wattage, a 20w stereo portable with drop-down Garrard changer and walnut-grain finish is priced at \$129.95. A 20w portable with AM-FM stereo tuner and four speakers lists for \$159.95. Next step up is a component-type portable in Samsonite luggage case with 30w output for \$199.50.

At the top of the portable stereo line is another component-type model, but with solid-state AM-FM stereo tuner featuring automatic switching for FM stereo. This top model will sell for \$325.

The Masterwork component systems start at \$150 for a 3-piece unit with

solid-state amplifier, 24w output, and walnut hardwood cabinets. An identical model with AM-FM stereo tuner and illuminated dial and stereo indicator is priced at \$225. At \$250, Masterwork offers a 3-piece system with solid-state circuit, Garrard changer, and solid walnut cabinets. A similar model with solid-state AM-FM stereo tuner is priced at \$379.50.

The Masterwork stereo consoles, all with AM-FM stereo radio, start at \$289.50 for a 6-speaker Contemporary model with 40w output. A Spanish and an Early American version of the same model are priced at \$299.50. A Contemporary console, with 80w output, solid-state amplifier, and oiled walnut finish, will sell for \$399.50. Early American and Italian Provincial versions of the same set come in at \$425.

The Masterwork radio line starts at \$19.95. For a micro-miniature AM portable that operates on one penlite battery. A 10-transistor AM portable lists at \$22.50. The company's first AM-FM portable also is priced at \$22.50. Five other portable radios in the line are \$39.95 to \$75.

The Masterwork tape recorders open at \$39.95. For a battery-operated, capstan-drive unit. A 2-speed, capstan-drive model for battery or AC operation sells for \$59.95. At \$79.95, a 2-speed, solid-state tape recorder with wood case comes in. A \$99.95 unit with three speeds and heavy-duty motor is the next step up. At the top of the line is a solid-state stereo model for battery or AC operation at \$129.95.

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

Thanks to Compactrons:

*348 Morning Shows,
531 Early Shows,
976 Late Shows, and even
429 Late, Late Shows,*

and still a perfect picture.



Good news for our friend the TV addict . . . no more fears of missing a single program. COMPACTRONS in TV sets mean better reception day-after-day-after-year.

Life tests by leading manufacturers have proved that COMPACTRONS can reduce TV failures by as much as 50 percent. One COMPACTRON actually does the job of two or more ordinary receiving tubes. This means greater reliability because you have simpler

circuits and fewer parts to go wrong. Besides, reducing all these "extras" allows for more compact TV sets—at a lower cost!

More than 15 million TV sets now are *Compactronized*. The set you are making, selling, or thinking of buying may be one of them. If it is . . . you already get the picture. If it isn't, just remember that COMPACTRONS could make that set work better, cost less, and last longer. *General Electric Company, Owensboro, Kentucky . . . World's leading producer of Compactrons.*

270-15

GENERAL  ELECTRIC

MR. G-E FRANCHISED DEALER:

Concepts

opens the door to a whole new world of profits for you.

This is your copy (it's detachable) of the new issue of General Electric Kitchen and Electric Living CONCEPTS.

Far more important, it's your entrée to a new kind of business—the built-in replacement business—the business you've been leaving for the other guy.

The built-in replacement market is ripe for retail picking. Built-in ovens installed eight to ten years ago are wearing out. Owners are clamoring for the new P-7' built-in ovens that clean themselves electrically. More than 2½ million automatic dishwashers in American homes need replacement. Stimulated by the new 'No-Frost' feature, refrigerators purchased in the 1950's are undergoing a big replacement cycle. Not to mention the huge replacement opportunities in home laundry equipment where major product advances have recently been made. Today's affluent consumer is ready for such electric living concepts as air conditioning and Radio/Intercom systems.

CONCEPTS is the ideal handout to help you get your share of this business. It presents your G-E appliances in beautiful, original kitchen settings. It spotlights the wide choice you offer. Lets the customer decide in a leisurely fashion exactly what's right for her home because it gives her complete information on the appliances.

Put this attractive little magazine to work in your store. You can order it in quantity from your G-E Distributor at his very nominal cost. Use the coupon.

GENERAL  ELECTRIC



PLEASE MAIL THIS COUPON TO YOUR G-E DISTRIBUTOR

Store Name _____

Address _____

City _____ State _____ Zip Code _____

Please ship me _____ copies of the new edition of General Electric Kitchen and Electric Living CONCEPTS. Bill me at your nominal cost.

Signature of store owner or manager

KITCHEN PLANNING: AN OVERVIEW FOR RETAILERS

A market too good to miss p.33

Why retailers are wary p.36

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Retailers' sales tales p.43

By Amei Wallach

Cover photo by Joe Ruskin

Graphics by Joan Bacchus

**KITCHEN PLANNING
AN OVERVIEW
FOR RETAILERS**



The total-kitchen market—too good to miss

Appliance retailers lost about 1.5 million range sales last year.

They lost about 1.5 million refrigerator sales last year.

They lost nearly 1.5 million dishwasher sales last year.

They lost these sales for one reason: they were not in the kitchen planning business. Lumber dealers, plumbers, contractors, interior decorators, kitchen specialists, and private-label chains all shared in the \$2-billion-plus cash cornucopia that is the kitchen remodeling market. But most appliance retailers (independent appliance dealers and department stores) chose to ignore it. And with it, they probably ignored a sizable share of the 6.2-million-unit built-in market.

Business is booming

In 1965, between 2.5 and 3 million kitchens were sold to the tune of approximately \$4 billion, according to the American Institute of Kitchen Dealers (AIKD). Only about half of those kitchens were new kitchens in newly built homes. The rest: remodeled kitchens in older homes.

And that is only the beginning. Consumers, hungry for new status and the furniture look of a professionally designed built-in kitchen are cooking in kitchens as outdated as the icebox. U.S. Steel estimates that 20 to 25 million homes in the U.S. have kitchens over 10 years old, and that 44 million homes need a modernized kitchen. The kitchen planning business is only in its infancy.

The now middle-aged women who were buying refrigerators, ranges—any appliance—as fast as they could lay their hands on them in the late Forties and early Fifties are now ready for a well planned, good looking total kitchen. The style-conscious families who bought white appliances and one-color steel cabinets in the Fifties are now ready for a furniture-look wood-and-formica kitchen. The Mr. Fixit who passed up the kitchen retailer and had the corner carpenter install his kitchen a few years back is ready for an efficient, well designed kitchen. The \$7,500-a-year-man who wants to show off to his neighbors, and the \$75,000-a-year-man who wants to show how much he is worth—both are in the market for new kitchens.

The business has been growing at a steady rate for the past few years and is expected to jump ahead 20% in 1966 as the order backlog at cabinet factories grows larger each month. Most of the growth appears to be in the remodeling market. Housing starts have remained at a relatively constant 1.5 to 1.6 million annually, and there is little sign of an increase in 1966.

And there is still greater growth potential in the years to come. The horde of war babies who were born in the late Forties is growing up now. Many of the young people are starting new families. They are moving into new houses or remodeling old ones. They have watched their mothers' problems with old fashioned kitchens, and they know the advantages of a new one.

"Usually it runs in the family," says Eugene Biechlin, owner of Harwick Appliances in Emmaus, Pa. "We'll sell a kitchen to a woman whose kids have grown up, and pretty soon we'll be selling one to the daughter, too."

Manufacturers are moving

"The only reason kitchen remodeling has not grown faster," asserts W. R. Tappan, president of the company that bears his name, "is because there are not enough qualified remodelers."

So Tappan, like other manufacturers, is pushing the kitchen-planning concept at the retail level, where the remodeling starts. And manufacturers are taking note of two other keys to this untapped market—innovation, and design.

"The appliance industry has generated a demand for new kitchens," notes Lawrence Newman, of Kitchen Associates Inc., a New York custom kitchen center. "A woman sees an advertisement for frost-free refrigerators on tv, and the next day she has to defrost her old refrigerator again. When she goes to buy a new one, she decides she wants one that's bigger than her old one and a color that doesn't fit in her old kitchen—and there she is, ripe for a remodeling job."

The appliance industry has still another sales ace up its sleeve—design. From Kelvinator to Gibson to Philco to GE, appliance manufacturers are stressing design in their new luxury-look appliances. Appliance manufacturers, who 10 years ago were content to leave the kitchen retailer to his own devices, are suddenly promoting the kitchen bonanza with new concepts in design and decoration and new programs for total kitchen planning. And manufacturers who tried to help, but failed, are back again searching hard to find new ways to enter the kitchen field through the retail portal.

In design, the word is decals, and slip-out panels, and decorator fronts, and matched appliances-and-wallpaper. In the total kitchen field, the trend is toward the total kitchen line (cabinets plus appliances). Manufacturers in the vanguard of this trend are Tappan, NuTone, and Westinghouse. Tappan's new one-stop Tappan Kitchen Center, for instance,

could be a pace setter as other manufacturers sniff the air, waiting to see how consumers will take to a one-line, total-kitchen retail operation.

As for cabinets the trend is toward wood, wood, and still more wood. Even the manufacturers of steel cabinets are disguising their product with wood-paneled fronts. And the wood cabinets are emulating furniture trends. Although Early American designs and the maple cabinet with raised panels are very popular in many parts of the country, the currently fashionable look in cabinets—as in furniture—is the Mediterranean look. In many places, the kitchen that is not Mediterranean is decidedly dated.

New to the cabinet industry, too, is the drive toward the establishment of minimum construction and performance standards for prefinished cabinets. If the National Kitchen Cabinet Association (NKCA) has its way, cabinets will soon bear identification as Federal Housing Administration (FHA) standard approved. According to the NKCA, such identification would improve cabinet performance and give the kitchen retailer an added sales argument.

Action on every front

New trade associations, like the American Institute of Kitchen Dealers are springing up to nurture the market that created them. And such old familiar faces as the National Appliance & Radio-TV Dealers Assn. (NARDA) are rising to the cause of the kitchen business.

"We're all for the Tappan Kitchen Centers," explains Jules Steinberg, executive vice president of NARDA. "Usually we don't approve of a manufacturer offering consumer services, but, if it takes this kind of shock treatment to get appliance dealers into the business, we're all for it."

The glossy women's magazines are probably doing the biggest promotion job. Bent on enhancing the joys of homemaking, these magazines ply their readers with full page, full color, fully glamorized pictures of coiffed and gowned ladies in their French Provincial kitchens or of the new look in Mediterranean kitchens.

And the magazines go further. They promote kitchen equipment; they investigate the market; and they study their readers. And what do they discover? Their readers want new kitchens. Their readers are weary of inadequate storage space; dim, sporadic lighting; hard-to-get-at and hard-to-clean ovens; ugly appliances and steel cabinets. Their readers want space for a desk and table; roomy, well placed cabinets; lazy susans; and adjustable shelves. Their readers—your customers—want new kitchens.

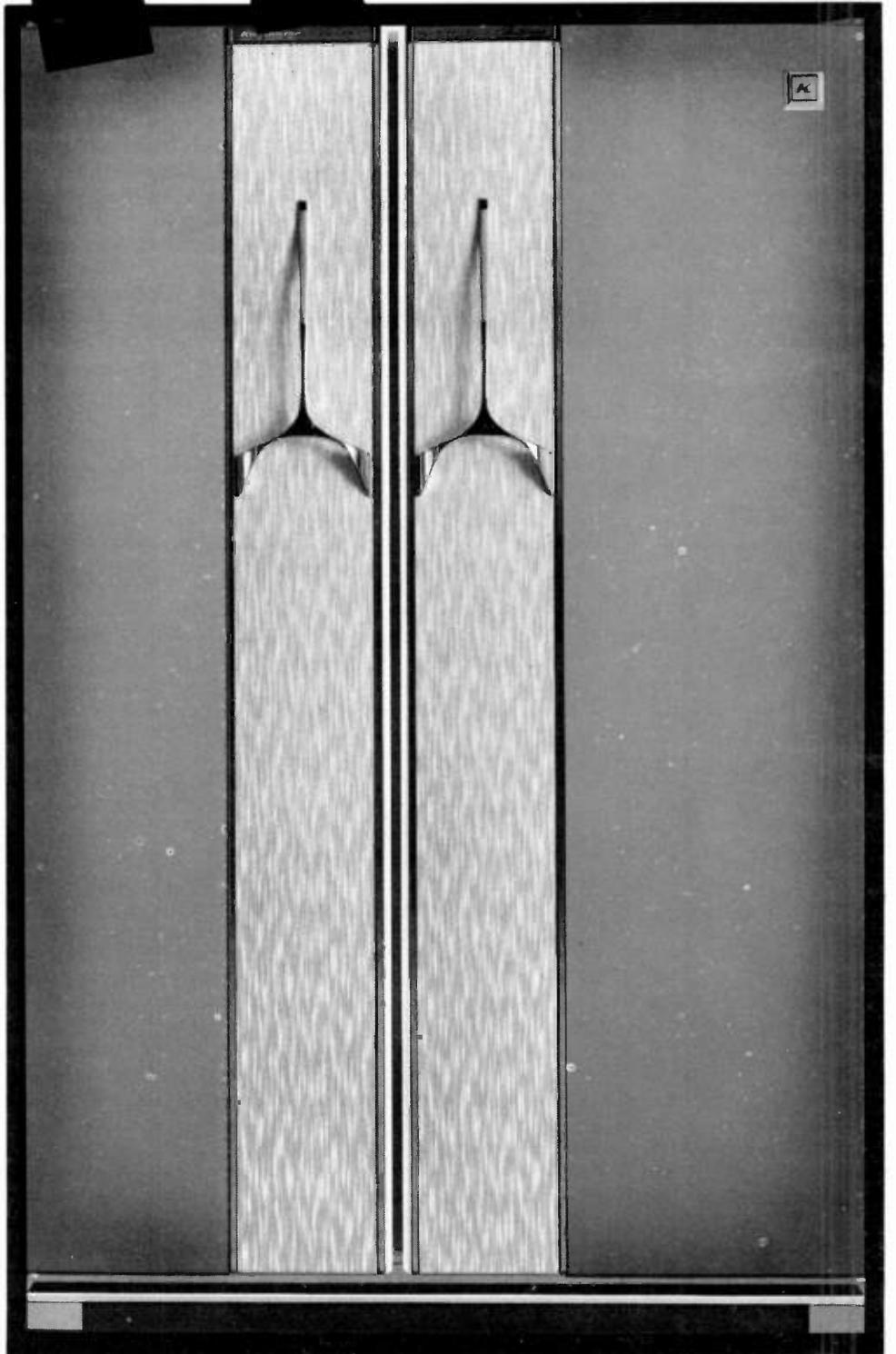
Kelvinator® is **ACTION**

New Color **ACTION**

The famous Kelvinator Foodarama® Refrigerator-Freezer in avocado green.

Check this for woman appeal. Our own Foodarama (we invented it!) in contemporary avocado green. An unbeatable combination. With so much more to sell besides avocado green:

- Big 22-cu.-ft. storage • 307-lb. freezer
- Popular and practical 65" height
- No-Frost in refrigerator and freezer
- 4 glide-out shelves • Deep door storage
- Ice cube storage • Trimwall construction
- The best cold-making system in the business • And more Kelvinator value features • Plus a special Up-Front buy deal to make your profits come easier.



And there's big advertising action going for you, to step up Foodarama sales!

Watch for this full-page, full-color Avocado Foodarama ad in the June 24th issue of LIFE.

New Product **ACTION**

The all-new 1967 line of Kelvinator Washers and Dryers.

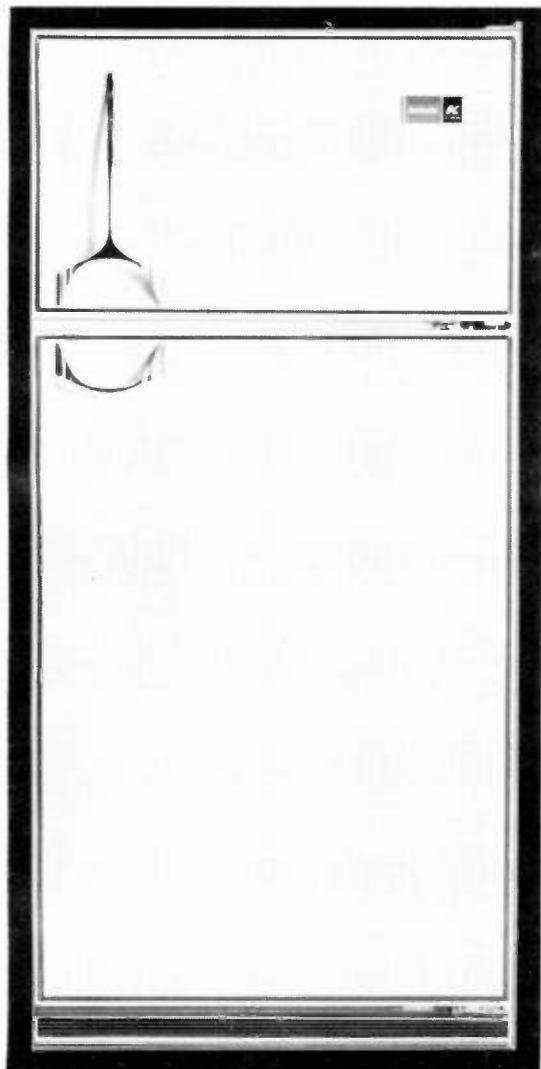
- New extended washer guarantee: 5 years on drive mechanism parts, 5 years on agitator, 5 years on porcelain enameled tub, and 2 years on all parts • The best possible method for laundering permanent-press fabrics with gentlest, cleanest all-fabric washing • Multiple speed combinations to meet every washing need • Color at no additional charge. All this with a special buy deal to sweeten your profits.



Plus another full-color action-getting ad, selling Kelvinator laundry products in the June 17th issue of LIFE.

New Promotional **ACTION**

Kelvinator sparks action on your sales floor. With colorful, self-selling product displays. Action price and feature stickers. Local dealer ad mats. Complete retail advertising guide. And up-to-the-minute sales training programs.



New Price **ACTION**

Four special model refrigerators to give you the biggest values in town. Summertime—and the pricing is right. Kelvinator gives you not one, but *four* special model refrigerators. Priced to make sales climb like heat-wave temperatures. In sizes and capacities to activate every prospect:

- 16.3 cu. ft. with 152-lb. top freezer • 16 cu. ft. with 174-lb. bottom freezer
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- No-Frost top and bottom • Lower operating costs with superior cold-making system • And a special buy deal on every model to make your sales more profitable.

See your DM for all the money-making details.



Plus advertising action to spread the good word in the July 1st issue of LIFE.

Feature the world's most beautiful refrigerator-freezers: the fabulous Kelvinator Originals!



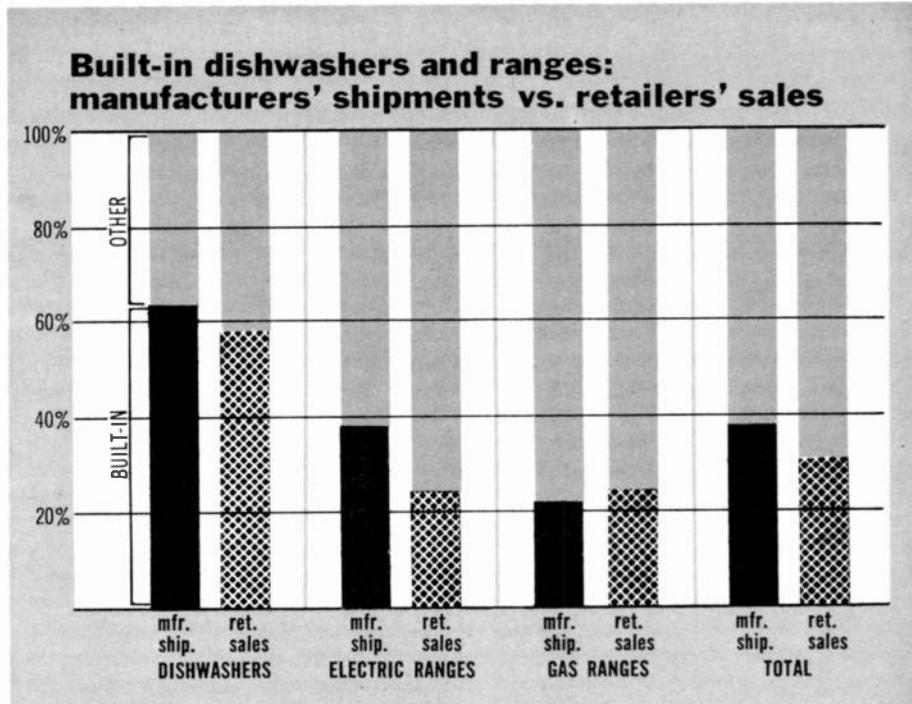
Kelvinator

Division of American Motors Corporation

Come to where the action is . . . Kelvinator, Drake Hotel, Chicago, Room M-11

**KITCHEN PLANNING
AN OVERVIEW
FOR RETAILERS**

continued



**But retailers
are still wary
of past headaches
in the kitchen**

The appliance retailer, however, is taking most of the action sitting down. "The number of our retailers in the kitchen business is so infinitesimal that we don't even attempt to keep a record," explains a spokesman for the National Retail Merchants Assn. "Right now, the percentage of appliance retailers in the business is so small we don't even count it," explains Jules Steinberg, of the National Appliance & Radio-TV Dealers Assn.

"We're not going to get into the kitchen business," asserts one appliance retailer. "There's no need to, and it's a headache. I doubt that the kitchen business would push our built-ins. They're a builder item, anyhow," he said. It is a familiar refrain.

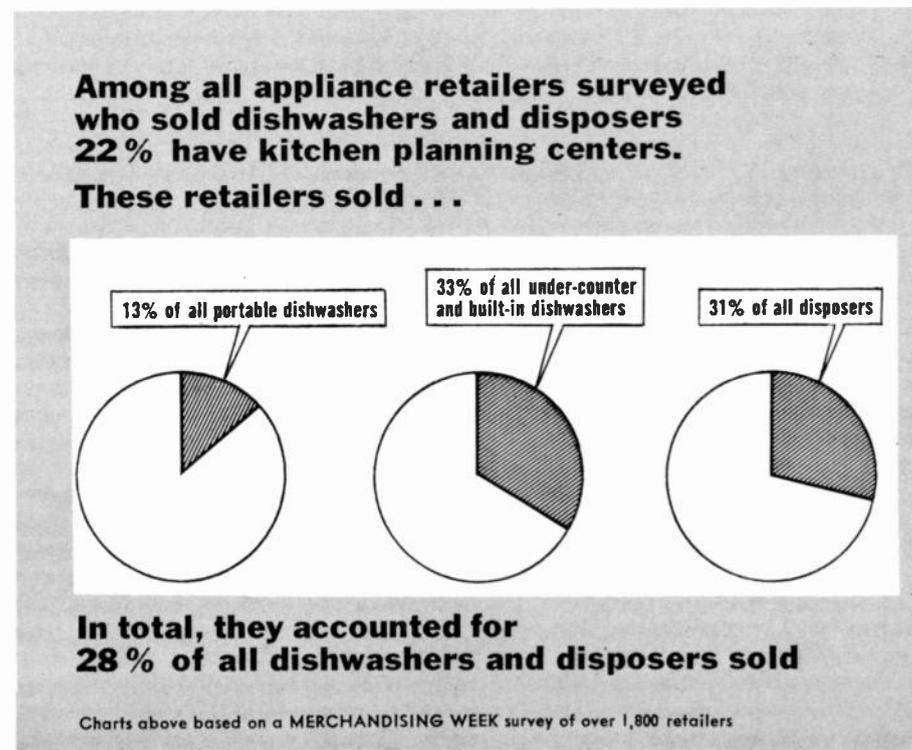
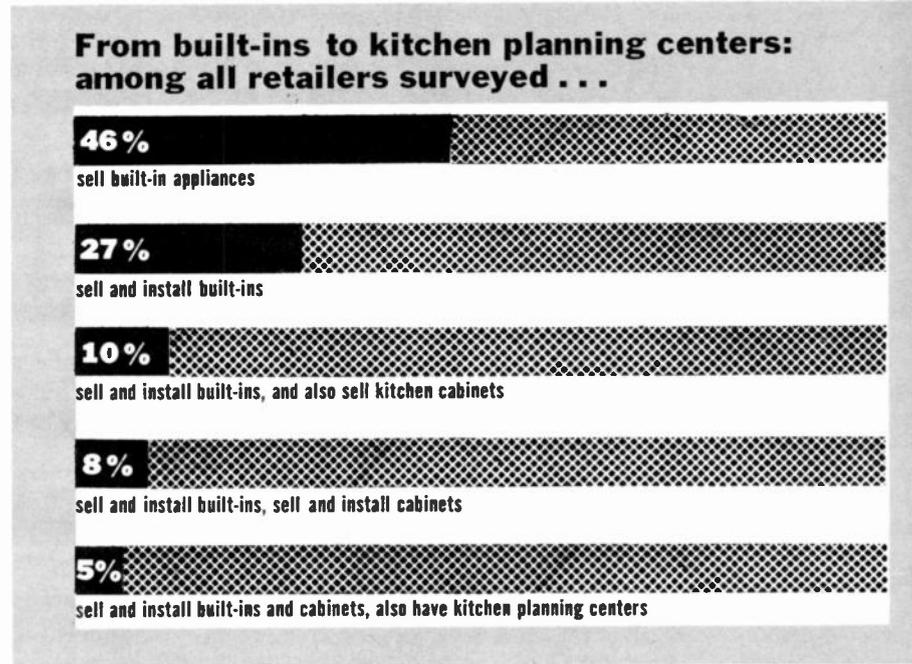
The appliance retailer is cursing out the builders who sell built-ins; he is bemoaning the cut-throat competition down the street; he is selling price and losing profits; he is shaking his head over the certainly real enough dangers that lurk behind every kitchen blueprint; he is selling slip-ins but no built-ins, or built-ins without installation, or built-ins with installation but no cabinets. But he is not selling kitchens. Because he is not selling kitchens he is losing sales. He is losing sales of kitchen appliances to the steady customer who wants a complete remodeling job. While she wants to buy from him, she would rather get the whole job done in one place. She knows if she buys her appliances from him, she will have to coordinate the installation, the plumbing, the carpentry, and the design herself. And she would probably have to go elsewhere for cabinets.

He is losing the range sale to the customer who is shopping quality and looks—not price—and has no reason to stop at the store that displays nothing but row upon row of nearly identical ranges. That same shopper might stop at the store down the street, which shows its appliances in a status-look kitchen setting.

And he is losing the dishwasher sale to the woman who knows that her new dishwasher will require installation and perhaps necessitate minor remodeling.

But most of all, he is losing built-in sales. And no retailer can afford to lose the benefits of a market which accounted for over half of manufacturer dishwasher shipments and over a third of electric range shipments last year.

The dishwasher market is espe-



cially significant. What retailer can overlook a \$193 million market (in 1965) which is growing at a rate of 17% a year?

In a recent survey of over 1,800 MERCHANDISING WEEK retail subscribers, including appliance stores, home furnishings stores, and department stores, the built-in sales of the respondents stacked up fairly well against the national proportion (top chart). While 64% of manufacturers' dishwasher shipments were built-ins, 58% of retailers' sales were built-ins. (The difference can easily be accounted for by new construction and inventory lag.)

But who was selling all those dishwashers? Less than half of the retailers questioned even carry built-ins. So less than half of the retailers questioned accounted for 100% of the built-in sales.

Retailers with kitchen planning centers carried more than their share of the sales burden (bottom chart). Of those retailers who were questioned specifically about their dishwasher sales, 22% had kitchen planning centers. (This percentage, far above the national average can probably be accounted for by the fact that these were retailers strong in dishwashers, which are a stock item in the new kitchen.)

But those 22%—less than a quarter of the retailers questioned about dishwasher sales—were doing a third of the built-in dishwasher business, and nearly a third of the disposer business.

Where did the other retailers lose out? Every step along the way. The middle chart shows the big gap between those appliance retailers who carry built-in appliances—and the far far fewer retailers who have a full kitchen planning center. Although nearly half of the respondents sell built-in appliances, barely over a quarter install them. This means that a customer who can get that service from a competitor will probably go to him—and price will not make the difference. If she buys from the retailer who does not install, she has to pay to have her appliance installed anyhow.

The figure drops still more dramatically for the next step. Only 1/5 of the respondents carry cabinets. But it is an obvious item for a built-in appliance retailer to stock. Very few customers are going to leave a built-in oven in the middle of their kitchen floor—they need a cabinet to hide it. And they are likely to buy from the man who can sell them the cabinet as well as the oven.

From there it is an easy step to cabinet installation and full kitchen center. The one follows out of the other. Sure, a kitchen center takes special coordination, special manpower, and special skills. But if a retailer is going to sell built-in appliances, he might as well sell as many as he can. And the big retail market for built-in appliances is in remodeled kitchens.

Prestige, profits and built-in sales do not tell the whole sales story

Built-in sales alone do not make the kitchen business: there are many other good reasons why the appliance retailer should stop for a second look. For instance, the entrance fee into the kitchen business is a relatively small one.

The bright side of things . . .

Take Raymar Kitchens, a custom kitchen shop in a fancy New Haven, Conn., shopping center. The two former appliance salesmen who set up that operation did so with \$20,000, and in 10 years they were making 1/3 of a million a year. Kitchen Associate's initial investment was \$10,000, and that outfit did a \$120,000 business in its first year and expects to sell \$200,000 worth of kitchens in its second.

And it is even cheaper for the appliance retailer to throw his hat into the kitchen ring.

Not only does he already have his showroom, appliances, a going retail operation, and steady customers, he also has a choice of many compromise half-ways of capturing his share of the kitchen dollar. If he chooses to, he can set-up a full kitchen operation in his store, headed by a kitchen specialist or an engineer. If he is big enough, he can hire carloads of salesmen, designers, carpenters and electricians to handle kitchen sales. If he wants to, he can hire a kitchen expert to train his sales staff. But he does not have to do any of these.

Instead he can work out some kind of reciprocal arrangement with a local cabinet maker: he sends the cabinet maker his kitchen business; the cabinet maker sends him the kitchen appliance business. Or, an appliance retailer can sell his appliances in a kitchen setting, but send the real installation work elsewhere; or he can line-up salesmen and designers on his payroll, but subcontract all the carpentry, wiring, plumbing and plastering work.

Whichever he chooses, he should remember one thing: you can't do everything at once. The kitchen business is different from the appliance business: it involves installation, design, carpentry, electrical work, plumbing; it involves working closely with a finicky customer to create for her what she wants.

Kitchen customers are easy enough to find. Many kitchen men do only the most cursory advertising—the most popular forms are newspapers and the yellow pages—because most kitchen business comes by way of

referral. A woman pays her friend a visit, has a second cup of coffee in her friend's spanking new kitchen, and becomes a potential customer.

The retailer who advertises extensively should be able to handle all the inquiries he receives—immediately. "You should follow up every lead within two days," asserts Marvin Waiman, co-partner at Barmark Kitchens, Bamberger's kitchen concession in New Jersey. "And once you've got the job, the trick is keeping your customer happy with quick installation. She'll stay happy only as long as she sees men on the job, because her whole routine is being interrupted.

Since what the kitchen specialist is selling is really an intangible service, he can maintain price better than the appliance retailer. "Sixty percent of the jobs we do never get competitive pricing from anyone else," says E. C. Fox, head of the Hager Fox Home Center.

There is no way to compare all the variables in the package. Even if the kitchen man breaks down the cost of every product and every piece of labor for the customer—and there is some controversy over whether or not he should—there is no way to price shop all the variables in a kitchen package. And even if one of the appliances in the package costs more, the customer will stay with the kitchen man if she trusts him.

"We've had customers here who wanted to buy a kitchen with, say, a particular make of built-in oven," explains Waiman. "And we tell her: 'Look, you'll be paying more for that oven here than if you buy it at a discount store, but we give you a lot more to go with it.' And usually she'll buy from us."

The kitchen center presents excellent opportunities to expand into new product lines. Refrigerators, ranges, dishwashers, disposers, and cabinets are not the only items that will go into a kitchen. Kitchens can sell lighting fixtures, flooring, wall coverings, counters, laundry equipment for a kitchen laundry area, kitchen tables and other furnishings, and even radios and tv.

Some retailers—such as Harwick Appliances—use their kitchen display for promotional parties and cooking demonstrations.

Other stores, such as Rike's Dept. Store in Dayton, Ohio, or Price's Inc. in Norfolk, Va., sell a status image for the store through their kitchens. "It's a fashion-conscious part of a fashion-conscious store," explains Jack Andrews, Rike's general merchandise manager. "It's not very profitable—most departments of this sort aren't—but it is excellent for our image and prestige."

"The biggest justification we see in the kitchen business is the prestige it brings Price's," says H. B. Price of Price's Inc. "A woman who shows off her Price's kitchen helps the store."

. . . and the dark

But the kitchen business is not all Nesselrode pie. "It is a difficult market for people who are retail oriented and have an aversion against getting involved in services," admits Robert Lipson, director of merchandising for Waste King. "It is a good business only for the people who have good coordination within their retail operation."

The biggest headache is the lack of adequate help. Most appliance retailers have no training in architecture and design, and they need someone who has. They must also decide whether or not they want to have an in-house installation crew, or whether they would rather farm the work out. An in-house crew is expensive and must be kept busy; a subcontracting arrangement presents problems of quality control.

Also, if he does not keep track of his cash outlays, and if he does not break down the cost of each operation and each product involved in a kitchen sale before he estimates the price of the kitchen, a retailer could easily find himself on the short end of the profit stick. At least one highly successful appliance retailer is earning only a 2% profit on his kitchen business. Others are much more successful.

Then, too, the retailer is apt to run-up against the builder-distributor. Many kitchen retailers themselves are builder-distributors, and as such are able to sell their kitchens at less than retail price. But those that are not run in fear of pricing themselves out of the market. If they handle their sales right—if they sell reputation and service, rather than price—the builder-distributors loom as less of a threat.

Then, too, the kitchen retailer often deals with a customer who knows exactly what she wants, and can be quite trying about it. "We have to charge a higher margin on remodel jobs than we do for new kitchens," explains E. C. Fox. "Remodel jobs demand greater supervision and greater design details—someone who's paying for a \$2,000 kitchen can get very particular, and if there's a scratch on a \$400 counter top, sometimes we have to replace the whole counter. "We got out of the kitchen business," says Sam Boyd of Bailey-Wagner, Inc. "Because we found we could only close deals with about 25% of the people who made inquiries. And we don't think it makes an attractive deal to a customer if you have to charge the cost of three planning sessions to one sale."

Twenty-five percent is a pretty good batting average. Most kitchen retailers do not charge for the initial plans they draw for a customer. And most kitchen men draw plans for every sale they make. There is no question about it—the kitchen business is a complex one. But help is on the way.

That damsel in distress could be your product.

The villain: trade indifference.

Our hero: Merchandising Week.

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

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

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

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

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

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

great protector

MERCHANDISING WEEK

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

A McGraw-Hill Publication





The Gold Medallion is the electrical industry's mark of excellence in home building.

G.E.'s central air conditioning (left), new electric furnace and electrostatic air cleaner give year-round whole-house comfort. Compact-sized equipment that's easily installed is available in capacity ranges suitable for any size residence. Air cleaner removes airborne impurities and pollen for a cleaner, more healthful home... providing the ultimate in living comfort.

G-E Zoneline air conditioning (right) couples quiet, zonal cooling efficiency with smart appearance. Decorated interior and exterior baffles blend in with wall. Heavy-duty components in cooling-only and cooling-heating models, 8,000 to 15,000 BTU.

Silent, clean baseboard electric heating units are space-saving and economical in any area. Baseboard is just one of many G-E electric heating systems offering room-by-room temperature control.

“I want year-round climate control and everything else that goes with Total Electric Living.”



- Please send me complete information about G.E.'s program for all-electric construction.
- Please send me working plans and specifications for Concept Nos. _____
- Please send me specifications and additional information on the following products _____

 Firm Name _____
 Street Address _____
 City _____
 State _____ Zip Code _____

Mail coupon to Mrs. Eleanor Mellichamp, Consumer's Institute, General Electric Company, Appliance Park, Louisville, Ky. 40225.

With words like these coming from more and more home buyers, the house that isn't electrically heated, cooled and equipped can be obsolete by the time it's built. That's why General Electric works with builders to produce Medallion homes with the extra sales appeal of Total Electric Living.

Climate control... fully electric kitchens and laundries... dramatic new methods for lighting... wiring for tomorrow's needs... so much is possible when you go all electric with General Electric.

Mr. Builder

General Electric offers many services, professional advertising and promotional aids to help you sell and rent Total Electric Medallion homes and apartments, technical assistance from General Electric engineers and expert design service. Whether you build the tallest hi-rise apartments or the smallest family houses, you can use these services when your construction is equipped by General Electric.

GENERAL  ELECTRIC



Here is the JD-14, a more deluxe version of the oven below, with an attractive oven window. Lets her see how things are coming along in the oven. Also available in double-oven version, Model JD-25, with both ovens automatically timed and equipped with window doors.

Countertops of durable general-purpose grade Aqua Twilight (TX4815). Cabinets of vertical grade Plankwood Cherry (TT9122T).

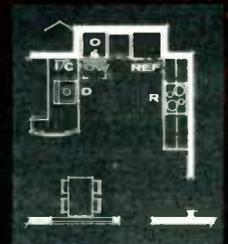


You're right. The built-in appearance of these appliances does make them look expensive, but every one of them is moderately priced. The JD-12 Built-in Oven shown offers a variety of deluxe oven features and is fully automatic. It's designed

to fit most existing 27" oven enclosures or wall openings 24¾" x 24¼" to keep your installation costs low. The JP-76 Cooktop and its matching JH-90 Exhaust Hood also keep the cooking center reasonably priced, but unusually attractive.

"Economy, you say? These look like deluxe appliances!"

Concept #10—JD-12 Built-in Oven, JP-76 Cooktop, JH-90 Exhaust Hood, TB-165B Refrigerator-Freezer, FC-100 Disposall® Unit, SD-200B Dishwasher, W-371 Radio/Intercom.





Concept #9—J-245 Range, JH-30 Exhaust Hood, TB-12MB Refrigerator-Freezer, SS-200B Dishwasher, W-370 Radio/Intercom.

“How about that dishwasher? Right under the sink!”

The SS-200B undersink dishwasher is just one of the ways General Electric has for saving you space. This one saves the room usually wasted under the sink. Move on to the J-245, another of G.E.'s marvelously

compact ranges in the Mark family. It's only 21" wide and there's a similar model, the J-235, that has three surface units instead of four. Note how the Textolite countertops help give this kitchen a luxury look.



Countertops of durable general-purpose grade Pumpkin Mist (TX4372)



This new J-320 is a slide-in, 30" full-feature model with brush chrome cooktop panel and with automatic oven clock timer. Accessory trim strips that give it a real built-in look are available.

WRH



All Mark 21 Ranges can be installed flush to backsplash or back wall. It's easy, low-cost installation with no notching necessary, only one connection to make. The J-245 shown here has its removable backsplash and baseplate attached. In the main picture above, Textolite replaces both. Optional trim strips available.

Concept #8—JM-86 Range, JH-30 Exhaust Hood, TBF-16CB Refrigerator-Freezer, FC-100 Disposall® Unit, W-330 Radio/Intercom.

“What a beautiful, big refrigerator... and all that freezer space, too!”

This handsome 'No Frost 16' Refrigerator-Freezer has a net volume of 15.6 cu. ft., more room than the usual apartment refrigerator. The huge zero-degree freezer holds up to 145 lbs., has a reliable Auto-Fill Icemaker to end filling and spilling. No defrosting ever in either section. 30½" wide.

Now on the popular, record-breaking Mark 27 series you can get the amazing P-7 self-cleaning oven, with integral control backsplash. Note its recessed cooktop and built-in oven with automatic rotisserie. All Mark 27 Ranges fit in 27 inches of space between cabinets.



Model TBF-16CB has the exclusive Jet-Freeze Ice Compartment for extra fast freezing. The ice tray is easy to remove and refills automatically. In the fresh-food section, convenient new Adjusta-shelves give real storage flexibility. Half-width shelves, both flat and basket, permit a choice of arrangement, even interchange with meat and vegetable bins. Sink-size shelves remove for easy washing.

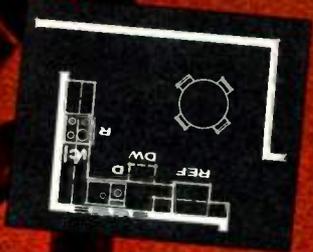


The JM-85 shown here is similar to the JM-86 shown above, but without the P-7 self-cleaning oven feature. It fits into the same 27" space and has its own backsplash control panel and window oven door.



Textolite® Countertops of durable, general-purpose grade Golden Beige Twilight (TX4800).

W330



The Total Washer is the one with the unique MINI-BASKET[®] for the washables you never dared machine-wash before. This convenient extra tub fits over the activator, holds 2 pounds. Great for nuisance loads and left-overs, too. The giant regular tub gets even those huge loads of heavy fabrics clean. Exclusive Filter-Flo[®] system traps lint fuzz from both the giant tub and the MINI-BASKET.

The Total Washer does anything washable perfectly because you select the correct wash-and-rinse temperatures, wash speed and spin speed. Detergent and bleach are added automatically at the right time. No other washing machine ever built does so much so well.

The range shown in the kitchen to the rear is the famous single-oven Americana.

The matching Total Dryer with automatic-control system reduces drying clothes to an exact science. Can't underdry or over-dry. Adjusts drying time by reacting to the moisture content of the fabric load being dried. Automatically determines when clothes are properly dry.

Space problem? This new WD-860 Combination Washer-Dryer does the work of both a washer and a dryer with a single control setting. Or, at the touch of a button, you can have the convenience of a separate washer or dryer. Available in an undercounter model, too.



“No more hand wash for me. I’ve got The Total Washer!”

Concept #7—WA-850B Washer, DE-820B Dryer, W-377 Remote Intercom Station, J-772 Americana (single-oven, 30") Range.





Concept #6—JF-26 Double Built-in Oven, JP-84 Surface Plate, JV-64 Exhaust Hood, TCF-19CB Spacemaker Refrigerator-Freezer, FC-100 Disposal[®] Unit, SD-300B Dishwasher, W-330 Radio/Intercom.

“Eye-level controls on both oven and exhaust hood and beautiful new styling, too!”

The JV-64 blower-vented exhaust hood* puts all range controls conveniently at eye level. This year, General Electric offers a full and completely redesigned line of range and surface plate exhaust hoods. They come in a wide variety of styles and in all the striking G-E colors. There's one to meet any requirement. Shown, too, is the new style double built-in oven (JF-26)** in beautiful new Avocado. Rotisserie in upper oven.

*Hood available about May, 1966
**Oven available about April, 1966

To help achieve more attractive, more practical range-hood combinations, G.E. has gone into the hood business in a big way. You can choose from 15 different models. Hoods shown available about May 1966. Choose from both 30" and 36" models—blower-vented, fan-vented or non-vented.



JV-66



JV-33



JV-64



JV-31



JV-62



JV-30

Textolite Above: Countertops of durable general-purpose grade Tortoise (TX5089). Cabinets of vertical grade Honey Teak (TT9214T). Right: Countertops of durable general-purpose grade Aqua Camelot (TX5106). Cabinets of vertical grade Americana Walnut (TT9570T).



“Am I seeing double? Side-by-side refrigerator- freezer, double P-7 oven!”

This giant 'Foodcenter 21' with 20.5-cu. ft. net volume is the latest in modern refrigeration, a convenient side-by-side arrangement combining 12.7-cu. ft. of fresh-food storage with a 275-lb. freezer. Only 35¾" wide and 65" high. No defrosting ever, either side, and the freezer has its own Auto-Fill Ice maker.

The deluxe JK-28* Double Built-in is a 27" wide P-7 oven combination, new in styling and concept. Both ovens are self-cleaning and fully automatic. The upper oven has a meat thermometer and rotisserie. She can bake or broil in either or both at the same time.

*Oven available about April, 1966.



The JP-86 Cooktop has a Sensi-Temp® unit. It holds a constant temperature, guards against boiling over or burning on. The control for this feature (left) is on the JV-66** Exhaust Hood with eye-level controls for the cooktop.

**Hood available about May, 1966.



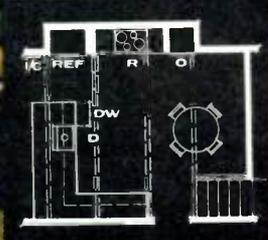
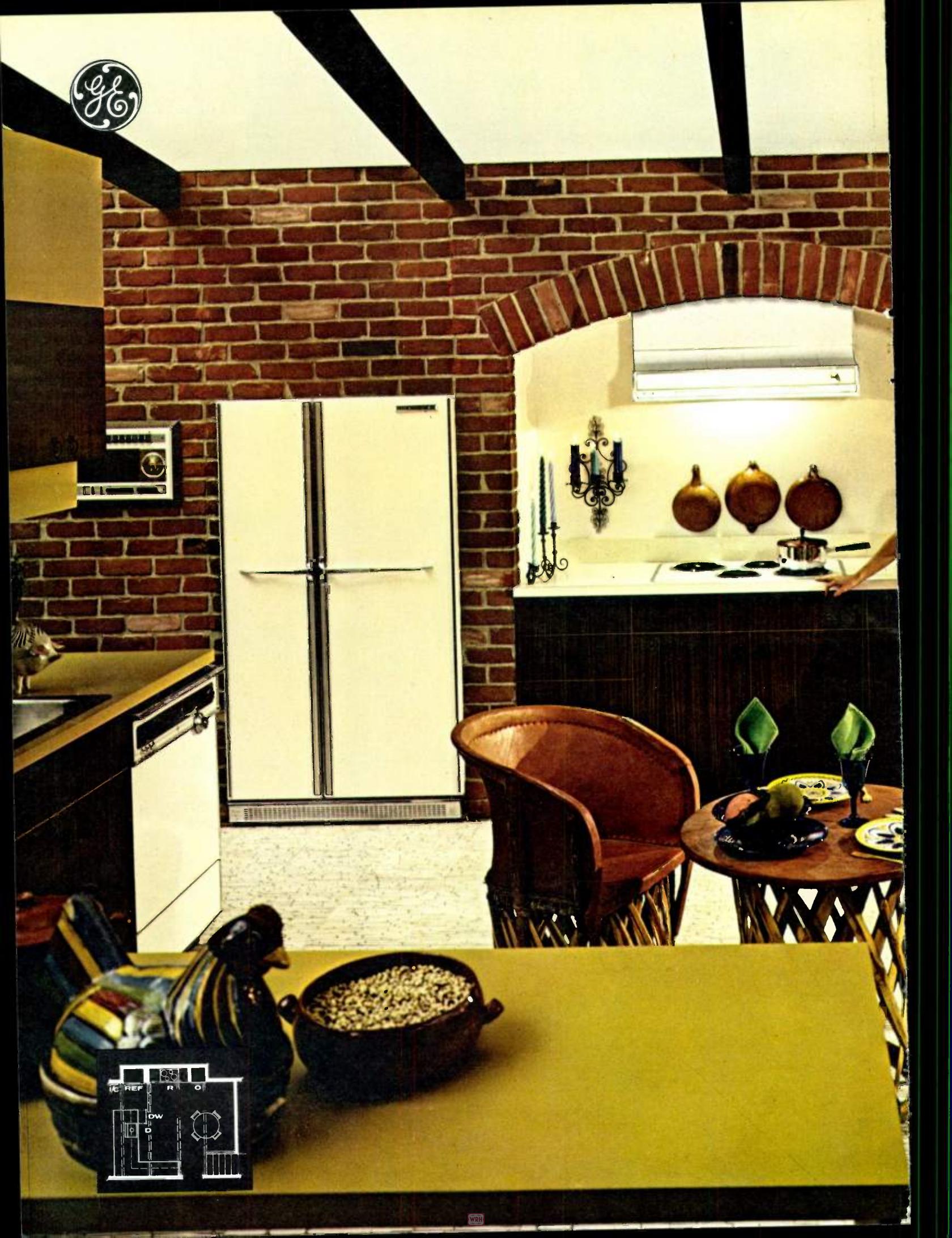
Here's the 4-way Thoro-Wash*** system. It eliminates most scraping and pre-rinsing. Just tilt off large or hard food scraps. Power Shower washes downward, Power Tower washes upward, Power Arm washes all around. Silver Shower provides a special *plus* washing action for silverware.

***Thoro-Wash is General Electric's name for more than one level washing action coupled with Flush-away Drain.



How's that for cold storage? The 'Foodcenter 21' keeps all foods that need refrigeration in plain sight and easy to reach. Has butter and cheese compartments, fruit and vegetable bins and a handy meat keeper.

 **Textolite**® Countertop (range) of durable general-purpose grade White Mist (TX4300) Countertop (sink) of Honey Gold (TX1424). Cabinets of vertical grade Americana Walnut (TT9570T)





This new JK-12 is a built-in P-7 oven that cleans itself electrically. It and the JK-18 featured on Page 5 install in the same size cabinet or wall opening as the JF-16 shown below. Now you can have the option of a 27" custom oven—with or without P-7—with no change in cabinet enclosure dimensions.



Here's an incredible buy in low-cost food disposers—the FC-100—the new *STAINLESS* Disposall® Unit. It's made with noncorrosive stainless steel in a number of vital water-contact parts. Easy snap-on installation; hangs in rubber gasket for quiet operation.

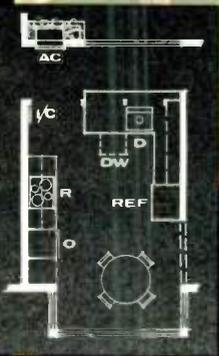
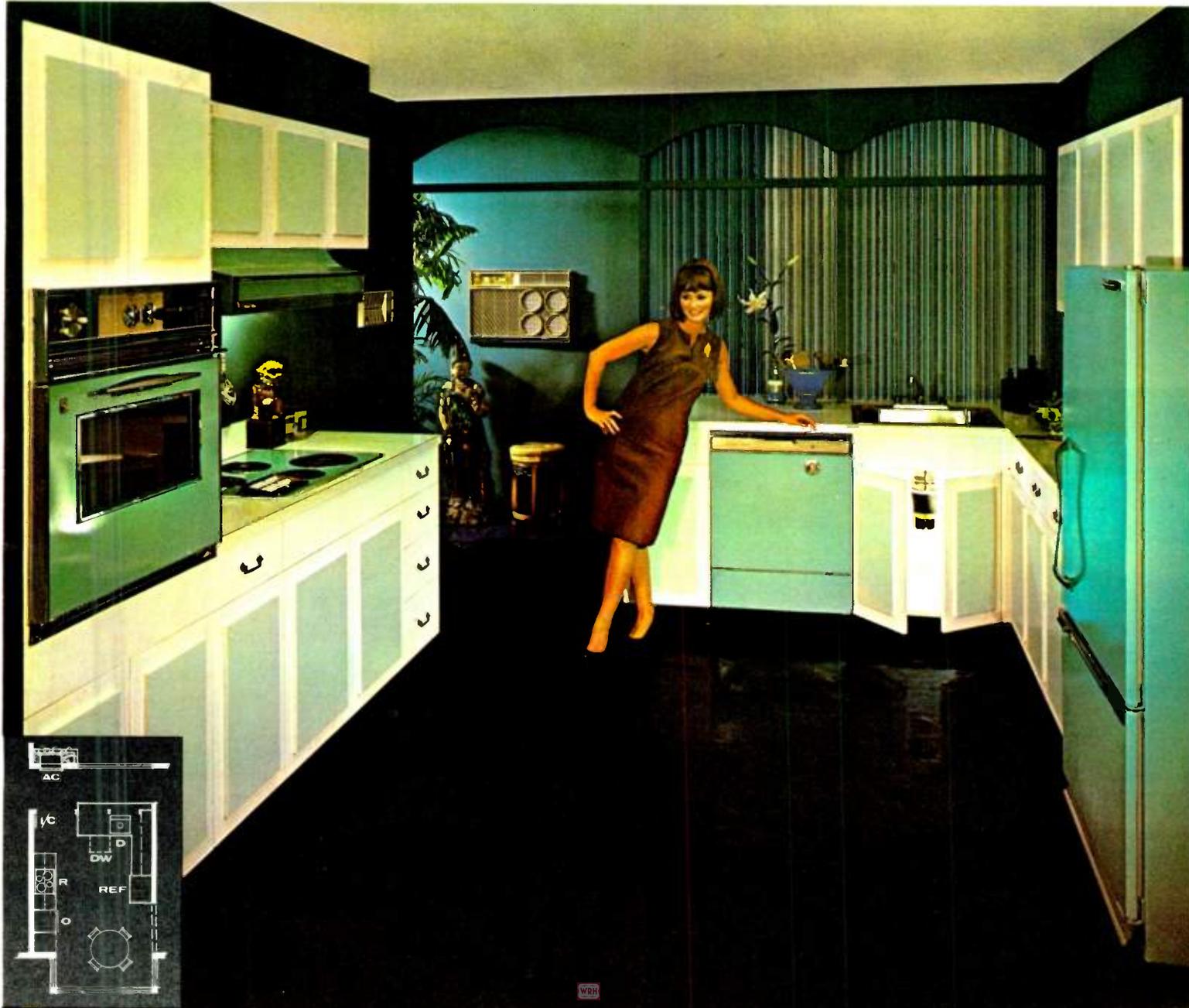
The JF-16** is *all* new. New styling, new dimensions, new look. It's 27" wide. It's fully automatic with an Easy-Set oven timer, interior light and meat rotisserie, too. The "Peek-in" door window and elegant trim are extra added attractions.

Look at the convenience of the big 'No-Frost 15' Refrigerator-Freezer. Plenty of room and—no defrosting ever, top or bottom. And note the convenient W-333 Radio/Intercom. She'll never feel out of touch with the family.

"Love that G-E oven! New design, isn't it?"

**Oven available about April, 1966.
 ***Hood available about May, 1966.

Concept #4—JF-16 Built in Oven, JP-76 Surface Plate, JV-62*** Exhaust Hood, TCF-155B 'No-Frost 15' Refrigerator-Freezer, SD-200B Dishwasher, FC-100 Disposall® Unit, W-370 Radio/Intercom, RF-606A Filter Blower Superline Air Conditioner.





Concept #3—JM-79 Range, JH-33 Exhaust Hood, TCF-16CB SpaceMaker Refrigerator-Freezer, SD-400B Dishwasher, W-330 Radio/Intercom.

“Sure it’s pretty, and it does the whole dishwashing job!”

Dishwashers look alike but vary a lot in performance. This smartly styled SD-400B has exclusive Thoro-Wash* action, 4 different levels of action which eliminate most pre-scrapping and pre-rinsing. Just tilt off large or hard food scraps. Glassware comes out sparkling, spotless.

The SD-400B offers popular front loading with pull-out racks and a swing-down door. 4-cycle push buttons let you choose the perfect washing action for daily loads — pots and pans — china and crystal — rinse and hold. 15-table-setting capacity (NEMA standards). *Thoro-Wash is General Electric’s name for more than one level washing action coupled with Flushaway Drain.

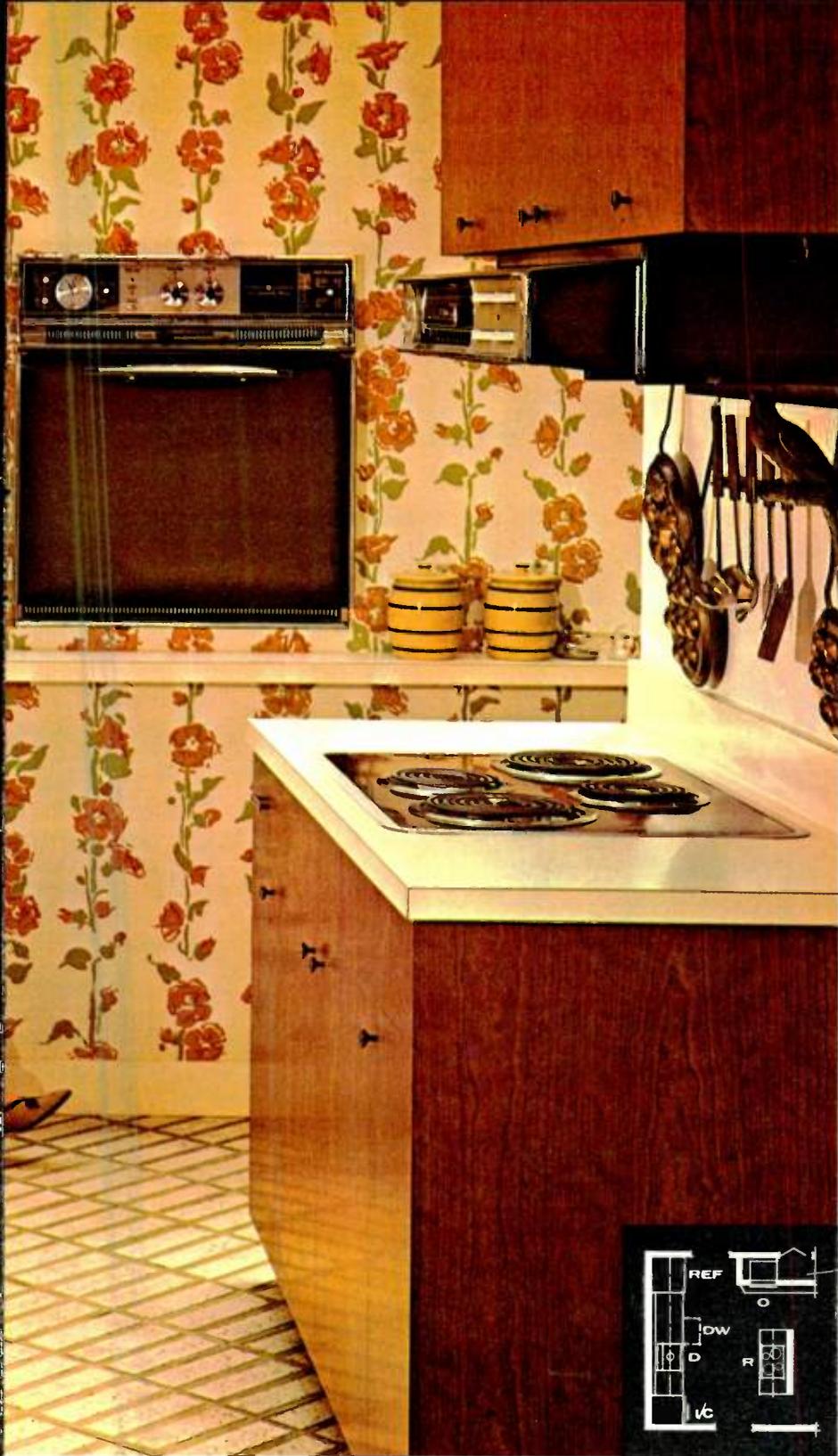
Textolite Above: Countertops of durable general-purpose grade Italia Marble (TX2400). Desktop and shelves of Blue (TX1436). Cabinets of vertical grade Honey Gold Mist (TT4324T). Right: Countertops of durable general-purpose grade White Camelot (TX5100). Face panels of vertical grade Pale Aqua (TT1485T).



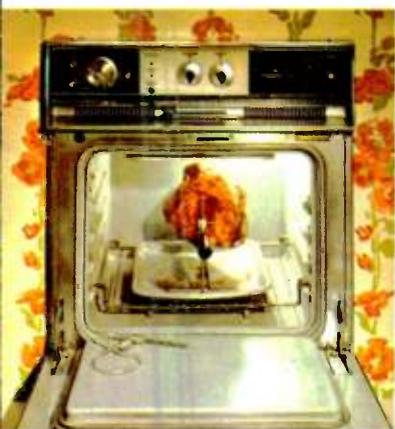
G.E.'s new Silver Shower is a special *plus* washing action for silverware that gives spotless, shiny-bright silver.



The Mark 27 Range model JM-79 can also be installed with optional backsplash (JA-27) if desired (as shown here) which eliminates countertop cutouts. The Mark 27 type range is also available now with the P-7 self-cleaning oven (JM-86); see Page 13.



Fresh-Food Refrigerator, SD-400B Dishwasher, FA-800 Disposal[®] Unit, RCF-708 Kitchen Air Conditioner, W-371 Radio/Intercom.



This is the 27" full-size JK-18 P-7 oven shown above. Here it's open to show rotisserie and meat thermometer. The oven is also available *without* these features in the JK-12 economy model. You can also get the 24" P-7 built-in oven with rotisserie and meat thermometer in the JR-18, or without these features in the JR-12.

Textolite Countertops of durable general-purpose grade Antique White (TX1460). Cabinets of vertical grade Spiced Cherry (TT9103T).

WRH

Choose your Radio/Intercom

There is a G-E Radio/Intercom component to meet every need, every taste and every budget. All remote stations can be used with Deluxe or Standard Master Stations. Make up the system that suits your needs.

Master Stations:



W-330 Deluxe—grey on white with walnut frame.

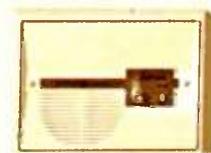


W-370 Standard—white and gold.

Remote Stations:



W-327 Indoor—chrome and black.



W-377 Indoor—white and gold.



W-376 Outdoor—antique pewter.



W-338/W-339 Plug-in portable—grey and white.



Concept #2—JK-18 Built-in 27" Oven, JP-86 Surface Plate, JH-96 Exhaust Hood, TAC-15CB

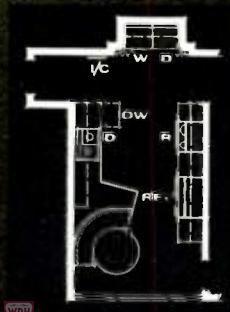
“What luxury! A Radio/Intercom and a new, bigger P-7 oven that cleans itself electrically.”

The JK-18 built-in oven is G.E.'s full 27" size that's proved so popular with women. Now it comes with P-7, the laborsaving, self-cleaning feature. Also included in this oven are an automatic meat thermometer and rotisserie.

The new W-371 FM/AM Radio/Intercom pipes FM or AM music throughout the house and eases

the cares of the day. Saves steps and tempers, too. You can even answer the door or listen to the baby's room without leaving the kitchen.

The FA-800 Disposall® Unit is G.E.'s finest, quietest food-waste disposer with extra tough, long-lasting Carboly® cutter. Many vital water-contact parts are of durable stainless steel.



WRH

“Americana® Refrigerator and P-7® self-cleaning oven! Now you're talking!”

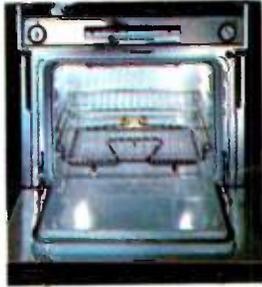
The pure drama of the Americana kitchen catches every eye. It's shown here in G.E.'s striking new Avocado color. The elegant double-oven Americana® Range features P-7, the oven that cleans itself electrically, plus meat thermometer and rotisserie in the master oven below. Second full oven with window door is at eye level. This 30" free-standing unit has a modern, built-in look.



Don't touch this dirty oven.



Just set the dials, latch the door...



it cleans itself electrically.

The breakfront Americana Refrigerator is practical *and* beautiful. There's eye-level fresh-food storage behind handy French doors and an illuminated Textolite countertop with cutting board. The huge roll-out freezer below has a reliable Auto-Fill Icemaker that refills the tray automatically. No defrosting ever, top or bottom. 14.6-cu. ft. net volume. 71¾" high, 40½" wide.

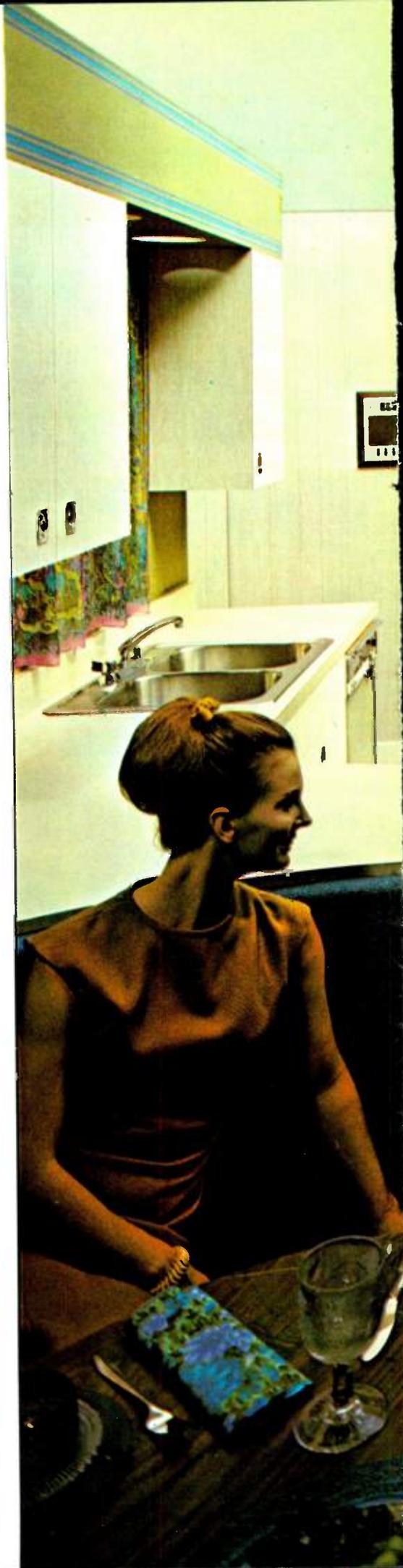


Blower-driven exhaust system for the J-796 Americana Range operates at 2 different levels, drawing cooking vapors from both ovens and cooktop at the same time.

Everything's visible in the elegant Americana Refrigerator. Fresh-food and freezer compartments are handy to countertop for preparing foods right at the refrigerator.



 **Textolite**® Countertops of durable general-purpose grade Putty (TX1481). Cabinets of vertical grade White Driftwood (TT8504).



GENERAL ELECTRIC KITCHEN AND ELECTRIC LIVING

Concepts

**"I want more than
just a place to cook."**

More than ever, today's homeseeker demands smart kitchen design and decor—sensible, attractive arrangements—the latest labor-saving convenience features in appliances. The following designer kitchens show you how much better G.E. helps meet these requirements. They demonstrate why General Electric remains the overwhelming favorite of builders, architects and consumers everywhere.



Refrigerator sales at year's high...

take stock and restock!

with the refrigerator line that has the features "most wanted by most women"

What do women say they'd want most if they were to buy a refrigerator tomorrow? The features that are available in an RCA WHIRLPOOL refrigerator-freezer today! Yes, when you sell this top-value line, you offer all the "most wanted" features that bring in more sales and sweeten profits:

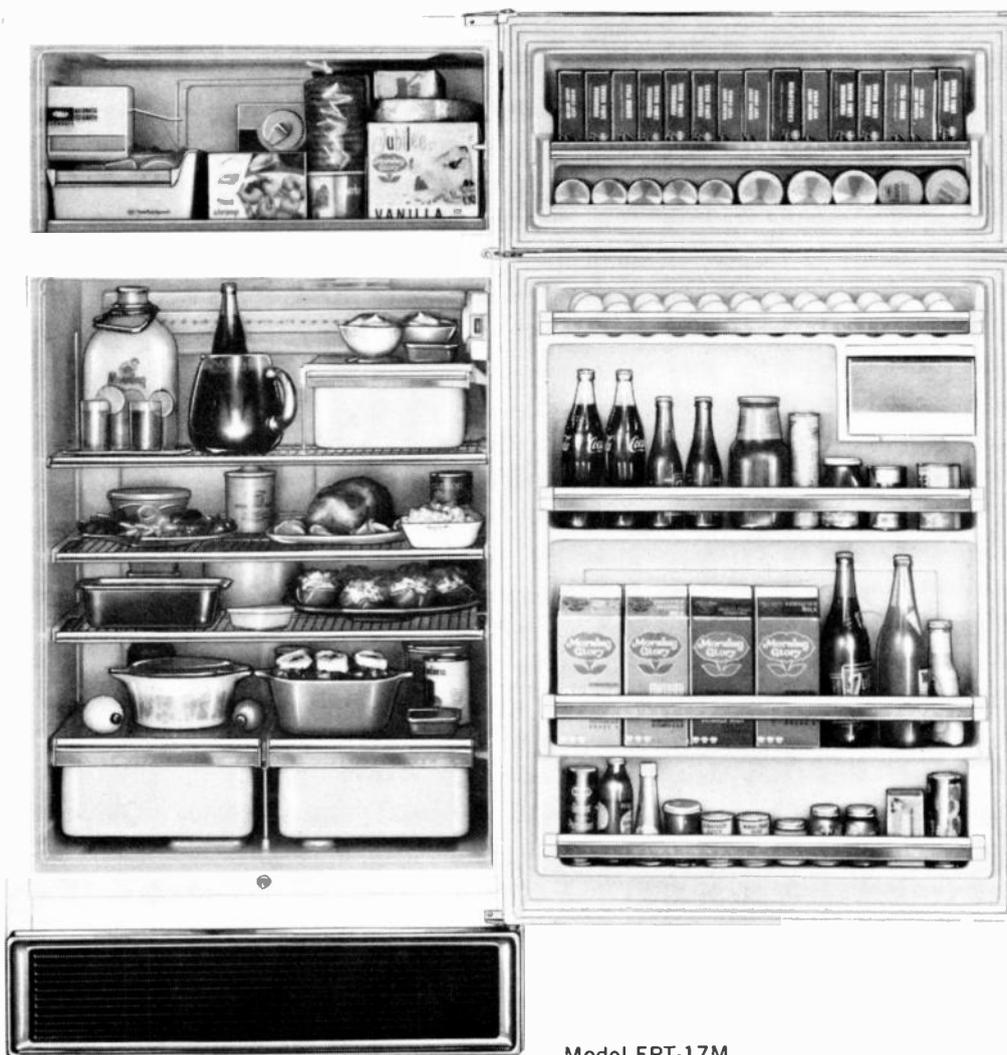
(1) **Exclusive IceMagic® automatic ice maker** – eliminates trays so there's no filling, spilling . . . no struggling to get cubes loose. Makes and stores more than 400 ice crescents at a time. Even "dries" the ice before dropping in storage bin to prevent sticking together.

(2) **True No-Frost system** is so efficient there's no need for any cycle plates or dripping coils! Icy air does all the cooling in the refrigerator and the "zero-degree" freezer . . . maintains the temperatures food technologists recommend, with no objectionable frost build-up.

(3) **Separate temperature controls for refrigerator and freezer** give complete flexibility. An air-sensing thermostat in the refrigerator section continually samples the air there to maintain temperature chosen, while a separate freezer control maintains the degree of cold preferred.

(4) **Handy glide-out shelves** bring foods out where they're easy to reach . . . make the dishes at the rear as accessible as those in front.

(5) **Big meat keeper** holds more than 13 pounds of meat in a glide-out pan that is finished in easy-to-clean porcelain-enamel.



Model EPT-17M

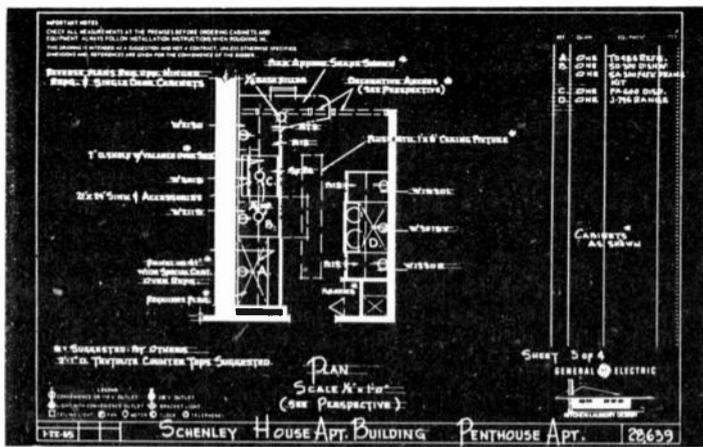


Whirlpool

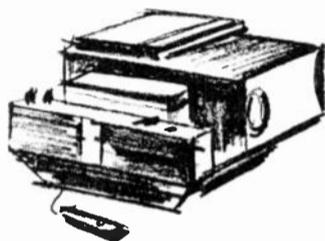
It's easier to sell an RCA WHIRLPOOL than sell against it!

**KITCHEN PLANNING
AN OVERVIEW
FOR RETAILERS**

continued



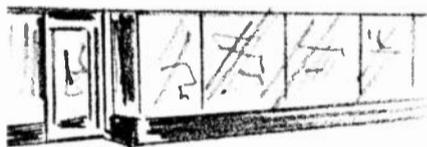
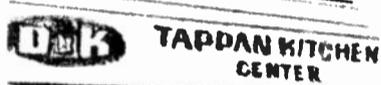
GENERAL ELECTRIC: custom design plan, including list of materials, part of "Kitchen-Laundry Planning & Design Service."



NUTONE: slide projector, one of the dealer incentives.



HOTPOINT: booklet includes sample floor plans, appliance and cabinet templates.



TAPPAN: typical Tappan Kitchen Center, complete kitchen remodeling store.



WASTE KING: full cabinet display program is offered to West Coast retailers.



WESTINGHOUSE: counter-top display, one of many services Westinghouse offers to kitchen retailers.



WHIRLPOOL: futuristic kitchen concepts are displayed in "Kitchen 1970" program. Display travels the country (see story for itinerary).

Help is on the way

In their hot pursuit of an upgraded image and a greater share of the consumer dollar, appliance manufacturers are moving into the kitchen business in a big way. Some, like Kelvinator, Amana and Gibson, are glorifying the appliance itself as an important part of the kitchen setting. Others, like Tappan, NuTone and Westinghouse, are promoting the total kitchen package.

The start of the current trend came about 10 years ago, when colored appliances first appeared on the scene. The new colors helped give the appliances the look of decorative accessories, and, to consumers, appliances were suddenly no longer the ugly duckling utilitarian tools they had seemed in the past.

Then, in 1965, Kelvinator carried the transformation one step further with the introduction of its "Originals," which were no longer merely decorative accessories, but style setters for the entire kitchen. From there, it was an easy jump to the Amana refrigerator with 329 decorative panels to chose from, or the Gibson refrigerator with its coordinated wall paper. These refrigerators can form the decorative backbone of a kitchen.

The decorative appliance for the decorator kitchen is only one approach to selling the total kitchen concept, however, and Philco is straddling the line toward the other approach: selling the total kitchen package. Design, represented by the new decorator panels for its side-by-side refrigerator is Philco's key to a grand entrance into the kitchen field. It will enter the business on the arm of Paul McCobb, a nationally known appliance and cabinet designer, newly appointed as Philco's chief idea man for appliance design.

McCobb's thinking will probably not come to light for another six months, and, according to Robert Munz, Philco's design director, it may take a good two years for the ideas to be applied practically. But Munz hopes this thinking will be in the direction of "perhaps a packaged kitchen that can be built with today's techniques and materials."

Probably, too, the Philco program will provide some kind of guidance for retailers entering the kitchen planning business. "Dealers will have to get into decorator-type services—it's the coming thing," says Munz, "and part of the picture will be training them."

What all this probably means is that eventually Philco will be offering total kitchen packages—including cabinets. Munz cautions that "it is premature" to say that Philco is going into the kitchen cabinet business, but he takes the edge off the hedge with a hope that "this is one direction in which the appliance manufacturer is headed."

from manufacturers, distributors, and trade associations

The direction of the current trend certainly seems to be toward appliance-manufacturer-owned cabinet facilities. NuTone gave a foretaste of the trend a few years back when it established its WoodCarv cabinet facilities. Then, in January 1965, Tappan fell into step with its acquisition of the Kemper Bros. cabinet facilities. Latest to join the package parade is Westinghouse, which bought I-XL Furniture Co. cabinet makers in December, 1965.

While both NuTone and Westinghouse are developing programs that will help builders and retailers sell their total kitchen line, only Tappan has thus far set the stage for a full-kitchen-line, manufacturer-retailer operation. In preparation for this program Tappan not only added cabinets in its line, but also bolstered its well known range line with disposers and dishwashers.

The remodeled home market is Tappan's target; its goal is the establishment of 300 Tappan Kitchen Centers within a year. What is a Tappan Kitchen Center? It is a single-brand, complete kitchen-remodeling store, which carries a Tappan-protected franchise. It is also Tappan's entrance ticket to the kitchen planning business.

So far, Tappan has set up six of these centers, five in the San Francisco Bay area (where the concept originated) and one in Detroit. In the process, according to Robert B. Davis, Tappan's vice president of merchandising, "We've learned that the general public is extremely receptive to a nationally known company offering full kitchens."

Tappan's major pitch is to the contractors and kitchen specialists already in the business, but the company is willing to help conventional appliance retailers get their foot in the kitchen door. A national program will provide sales aids, manuals, ad mats, and, possibly, training to Tappan-franchised kitchen centers.

Help is available from many other manufacturers, too. Sometimes it comes in such small packages as blueprint booklets or kitchen planning hints, and sometimes it comes in such large packages as the full-fledged dealer incentive Tappan has to offer. Whatever form it takes, help from manufacturers is near at hand and readily available. Here is a sampling of some manufacturers' aid programs:

General Electric

Probably GE's most unique contribution to the kitchen planning business is its Kitchen-Laundry Planning & Design Service. Through this service, GE distributors can offer builders, architects, and modernization dealers custom design (in return for a "nominal fee") and information

about: space and dimension requirements, a general cost breakdown, and plans and elevations for the area to be designed. Included in the service are blueprint plans, with details of suggested treatments and electrical and plumbing requirement specifications, plus a complete bill of materials. Also available are a line perspective drawing, an exterior perspective drawing, a color sketch of the kitchen, a color style swatch board, and advertising aids.

GE also offers promotional aids, a floor plan and source list to accompany its "Concepts" color brochure of model GE kitchens, and a consumer oriented "Design Sketchbook" containing floor plans and perspectives. Many GE distributors conduct some kind of training course, and GE stands ready to run a kitchen design school at headquarters for any GE distributor who requests it.

Hotpoint

Hotpoint's "Kitchen/Laundry Planning Guide" gives consumers the basic rules of kitchen planning. Included in this booklet are floorplans, layout sheets, a scaled rule, and both appliance and cabinet template. In addition, in Chicago and New York, Hotpoint displays its full line of appliances in kitchen settings in centrally located showrooms. Appliance retailers can refer customers to the showrooms to see a specific Hotpoint model or to see how an appliance can function decoratively in a kitchen.

Through its distributors, Hotpoint offers its dealers a layout service, help in designing showroom displays, and kitchen planning training schools. The schools, which have been in operation for some time and can be given upon request, cover most areas of kitchen planning: draftsmanship, layout, design, how to sell, and how to draw.

NuTone

To help its WoodCarv cabinet retailers sell kitchens, NuTone has developed a complete sales program which offers each retailer:

A dealer incentive program.

A loose leaf binder containing a complete study course on how to make friends and influence sales, how to plan and lay out kitchens, how to quote prices, and how to promote and install.

500 copies of "Designer Blueprints," a 64-page booklet filled with floor plans and perspectives of sample kitchens and bathrooms.

A set of 36 color slides to help clinch a sale in the prospect's home, and another set of 100 color slides to show on the sales floor, plus a \$124 Airequist slide projector.

A series of four full-color mailings and 100 reversible aprons to give

away to customers, plus: gold embossed letterheads with the name of the retailer's store, a supply of color postcards, a rubber stamp bearing the name and address of the store, 500 leather-grain presentation portfolios imprinted with the name of the store, a carrying case containing sample WoodCarv doors, and a window decal and wall emblem.

Tappan

The Tappan program is aimed primarily at the established kitchen specialist, but it can as well help interested beginners to establish a kitchen business. For the most part, the Tappan program will be created and administered on a regional basis by local distributors. A planning kit should be ready by late summer, at which time Tappan will be ready to launch its kitchen center program with a vengeance. Included in the kit, which Tappan representatives will show to dealers interested in getting into the Tappan Kitchen Center program, will be: estimating forms; point-of-sale and merchandising aids; ad mats and radio ads; ideas on how to set-up a display in the store, including a floorplan; notes on textures and hardware; and suggestions for the color of the store walls. Eventually there will be a training program to expose both beginners and approved kitchen dealers to the art of running a Tappan Kitchen Center.

Waste King

Although it is still in the process of finalizing its new retailer-oriented programs, this is what Waste King has to offer at present: on the West Coast, a full cabinet display program that permits retailers to select from a complete range of locally made cabinets for on-the-sales-floor displays, plus point-of-sale aids and banners, and a follow-up mailing program to potential kitchen customers; on a national scale, the company hopes to use this same mailing device and to send a mailing to a given income bracket and age group.

Westinghouse

Between them, Westinghouse and its captive cabinet operation, I-XL, offer a full kitchen-planning program for retailers. In addition to display-layout and store-layout services, Westinghouse offers retailers such aids as operating forms, estimating forms, job control aids, and prospect qualifiers. Regional reps who are experienced in the kitchen business will help retailers set up a kitchen business and will teach planning techniques. In addition, Westinghouse offers special financing to the consumer who is modernizing her kitchen. I-XL offers its dealers a

three-day course plus necessary working tools and guidance. Also, a Westinghouse model kitchen probably will start its national tour soon.

Whirlpool

Whirlpool's 1970 "kitchen of tomorrow" is available to any dealer or distributor in the country who wishes to display it. The traveling kitchen, which shows futuristic appliance concepts, can help stimulate customer interest in a new kitchen for today. Check the 1966 itinerary.

June 25, St. Joseph Michigan, Open House

July 16-23, Heart of Illinois Fair, Peoria, Ill.

Aug. 1-26, Cincinnati Gas and Electric, Cincinnati, Ohio

Sept. 3-8, Nebraska State Fair, Lincoln, Nebraska

Sept. 24 to Oct. 2, Oklahoma State Fair, Oklahoma City

Oct. 8-23, State Fair of Texas, Dallas

Oct. 31 to Nov. 6, Coastal Empire Fair, Savannah, Georgia

Nov. 14-19, Whirlpool distributor in Philadelphia.

Trade organizations

And don't forget the trade organization. Many associations offer blueprint plans and other services to the kitchen planner, and some, like the two year old American Institute of Kitchen Dealers (AIKD), have more far-reaching programs. One unexpected newcomer to the role of kitchen planning mentor is the National Appliance & Radio-TV Dealers Association (NARDA), which is beginning to take a more and more active interest in the kitchen business.

"NARDA is intimately involved in this," explains Jules Steinberg, executive vice president. "Built-ins and slip-ins are becoming more popular, and appliance retailers cannot afford to lose these sales. Even if a retailer is losing money with his kitchen business, if it helps him sell appliances, he should keep it up."

Because the lack of qualified kitchen and installation labor is a major obstacle to the appliance dealer interested in entering the kitchen business, NARDA is exploring the possibility of establishing co-op installation firms paid for by appliance dealers. Dealers in specific areas would pool their resources to establish such a firm and channel all their kitchen sales through this company. Since the installation service would be a contracting firm and not a sales organization it would be able to sell kitchens almost at cost, and thus out-sell the kitchen specialist competition in the area. NARDA's address is 1319 Merchandise Mart, Chicago, Ill.

AIKD's main concern, on the other hand, is precisely the kitchen special-

KITCHEN PLANNING AN OVERVIEW FOR RETAILERS

continued

Help is on the way *continued from p.41*

ist. The few appliance retailers who belong to the organization have been in the kitchen business for some time, and the bulk of the membership are kitchen professionals. But AIKD's members, like all kitchen men, are concerned with the lack of qualified kitchen personnel, and AIKD is doing something about it.

The organization has obtained official recognition of job classification for kitchen specialists. The layout men who heretofore were known as "interior carpenters" are now called "kitchen layout men" in the U.S. government's official dictionary of occupational titles.

In addition, the U.S. Dept. of Labor has authorized AIKD to spend \$39,000 on the training of kitchen layout men. Starting Aug. 1, AIKD will recruit trainees from among its members and will enroll 60 students in a 26-week course that will consist of on-the-job training and group instruction. Dealers will receive \$20 a week for each employee enrolled in the program, and AIKD will receive funds to run the course and administer the theoretical sessions.

AIKD also offers its members recognition identification (accreditation, certificates, awards), consumer publicity (brochures, ad mat service, press releases), training schools, workshops, technical aids, insurance benefits, and management aids. Starting in June, the organization will begin to gather industry statistics and will conduct a cost operational survey. AIKD's address is 199 Main Street, Hackettstown, N.J.

The American Gas Assn. offers a consumer-oriented, 23-minute film on kitchen planning; advice from local utilities on kitchen displays and kitchen planning; and "Your Plan for Designing an Efficient Gas Kitchen and Laundry," a consumer-oriented brochure with sections on what to consider when planning a kitchen, suggestions on laundry locations, graph paper, storage and styling tips, and layouts. AGA's address is 605 Third Ave., New York, N.Y.

Edison Electric Institute (EEI) has trained home service girls who are stationed at local utilities and stand ready to draw sample kitchen designs, give lectures or demonstrations, and organize tie-in promotions. In addition, EEI publishes "A New Fresh Look at Kitchen Planning," a booklet containing hints on good kitchen planning. EEI's address is 750 Third Ave. New York, N.Y.

Colleges

The University of Illinois Small Homes Council publishes both a "Kitchen Planning Standards" circular and a 255-page "Kitchen Planning Guide," which includes planning standards, a discussion of plans, and a series of detailed layouts for small, large, and

medium sized kitchens. The address is University of Illinois Small Homes Council, Mumford House, Urbana, Ill.

New York University publishes "Planning Kitchens for Handicapped Homemakers," an 82-page guide to this special factor in kitchen planning. The address is Publications Dept., New York University Medical Center, Institute of Physical Medicine and Rehabilitation, 400 East 34th St., New York, N.Y.

Distributors & reps

Another obvious source of aid is your kitchen distributor or local factory rep. In many cases it will be the factory rep who distributes some of the sales-aid largess offered by the appliance manufacturer. In other cases, as with the Tappan Pittsburgh operation, many of the programs will be created on a local level.

In addition, in the past few years, a new breed has sprung up in the kitchen field—the total kitchen distributor, a one-stop service for assorted brands of cabinets, appliances, sinks, and other relevant kitchen accessories. Often this kind of distributor will sell to builders, interior decorators, kitchen specialists, and appliance retailers, as well as compete with all four by selling direct to any consumer who wanders into his showroom. But because his primary business is wholesale, not retail, and because his experience in the kitchen business is usually long and full, he is in a position to help you set up your business, to advise you on how to run it, and, in many cases, to draw up kitchen plans for you, even to run your whole kitchen business in return for a share of the profits.

The two breeds of cat—the self-propelled manufacturer representative with help and encouragement from the home office, and the self-made full kitchen distributor with long years of experience—are best illustrated by C.P. Cunningham, Tappan's Pittsburgh district manager, and Robert Olshin, a kitchen distributor in White Plains, N.Y.

The factory branch sales office, under the guidance of Cunningham, is in the process of organizing remodelers into a remodeling ad program. While Cunningham, like his parent company, is aiming mainly for the established kitchen specialist, he will approach appliance retailers in those towns where there are no experienced remodelers. In fact, a recent ad he ran in a local dealer magazine made its pitch directly to the appliance dealer. The copy read. "The appliance dealer, who closes a range sale by demonstrating the advantages of installing a range hood at the time of delivery is on his way . . . Now that you're in her kitchen . . .

offer your total kitchen plan to your customer."

To help the new-comer get started, Cunningham offers help with layouts and ad programs and helps find a specialist to run the business or else helps train the personnel the appliance retailer already has on hand.

"For the real green guy," explains Cunningham, "one of our remodelers will guarantee the fit of a kitchen for less than \$15." Of course, Cunningham acknowledges, this kind of service could cause over-dependence on the part of the tenderfoot after a while.

A builder turned remodeler turned kitchen distributor, is Robert Olshin, vice president of Majestic Distributors Inc., in White Plains, N.Y. He and his father, who heads the outfit, divide their wholesale kitchen business between builders, remodelers and appliance retailers. "Only about 10% to 15% of my accounts are in the appliance business," explains Olshin. "Most appliance stores are scared of kitchens. They don't understand the business, and they don't see how they can make money in it, and they're afraid—especially of installation."

"These people need help," he says "in selling customers, in pricing a job, in training their sales people." So Olshin has developed a program to help appliance retailers who are new to the kitchen business. He explains to the appliance retailer that, with the proper guidance, he could be selling a kitchen a week; that he can increase his volume and his profit; that he cannot be beaten down with kitchen cabinet prices the way he can with appliances because in cabinets he is selling a package, an intangible.

Then Olshin makes a proposal: "You let me train you or one of your key men to run your kitchen business." He also offers a co-op advertising program, helps the retailer set up a showroom kitchen display, helps him measure when necessary, helps him close a sale when necessary, and will even draw up the kitchen plans if the retailer describes his customer's requirements.

Installation personnel from the Olshin payroll are supplied to appliance retailers at need, and, in some cases, Olshin will take over the entire kitchen job. Most of his aid is available at a fee. If he takes over the whole job, he either lets the retailer keep the profit on the appliances or works out a deal for a percentage of the gross profit.

Olshin himself carries such brands as Chambers, Hardwick, and Preway, plus several cabinet lines.

Consumer magazines—such as "McCall's," "Bride and Home," "American Home," "House and Garden," "Ladies Home Journal," "Parents' Magazine," and "House Beautiful"—are good sources of ideas and suggestions, too. Many of these magazines also conduct consumer studies which can be of great help to the kitchen specialist.

Appliance stores in the kitchen business write different sales tales

Barmark Kitchens, a kitchen-bathroom center in East Orange, N.J., runs the kitchen department for the Bamberger department store chain. And very pleased Bamberger's is about the arrangement, too. "It was quite a coup for us to get a company so good and so established in the business," crows a Bamberger spokesman.

Barmark was established in the business long before it went in with Bamberger's. When it first opened in the Forties, Barmark aimed for the carriage trade, and it is still extremely quality and design conscious. "We're usually ahead of decorator trends," explains Marvin Waiman, co-partner in the company. "We started with Mediterranean two years ago, and now we're on to something new—English Tudor."

As far back as 1957, Barmark was creating new styles. "We were carrying a major steel cabinet line then," Waiman said, "and we started to notice a trend away from steel and toward wood, so my partner came up with an idea to install wood doors on steel cabinets. The cabinet company immediately started bulk production of the doors."

Soon after that, Barmark dropped the steel line and went with wood. The average price of the kitchens the company was selling from its five branch stores at that time was \$4,000 to \$5,000, and some kitchens went as high as \$30,000; the average income bracket of the customers was \$25,000.

For that reason, Barmark hesitated to join Bamberger's—an R. H. Macy's Co. division—when first approached. "But in the early Sixties, we started to see a trend toward the discount chains, and we saw we were missing the volume that was coming from the lower income market because of our carriage-trade image," Waiman said. So, in 1961, Barmark joined Bamberger's as a lease operation. Immediately, Barmark closed down its own chains to the tune of \$50,000 savings in store rental and personnel. Immediately, too, business expanded violently.

The first ad in Bamberger's catalog produced 250 leads in two weeks. So Barmark developed a complex, organized lead system to keep track of those inquiries and of the store's eight salesmen. Also on the payroll: 24 other employees (carpenters, draftsmen, expeditors, truck drivers, and a store man.)

The jump in volume forced the store to revise its pricing and billing structure too, and now Waiman has compiled a 40-page basic price book so that he can offer the same basic prices to everyone, regardless of income. If, once an estimate has been given, a hidden extra is found, the customer is charged; if it is a salesman's error, Barmark reimburses the customer.

Most of the customers now are over-30 homeowners earning over \$5,000 and living in over-10-year-old homes. The kitchens fall in the \$2,500-to-\$5,000 price range.

Bressner Colorvision Corp., an appliance-tv store with branches in the New York City area, uses its kitchen displays to sell appliances. But Bressner is not in the kitchen business.

"If someone wants a kitchen," explains Gerald Bressner, president, "we sell them the appliances, and then we send them to someone else for the rest of the work. We were in the business ourselves years ago and got out. It just wasn't profitable."

Germantown Appliance Co. is an appliance-furniture-kitchen center in Germantown, N.Y., run by interior decorator Elaine Liepshutz and her teacher husband Warren. She runs the business; he helps with service and installation. There are no other employees. Last year the Liepshutz's remodeled 10 kitchens, at an average price of \$3,000 each, and coordinated their decoration through the store's paint, wallpaper, and furniture departments. "Since we're small—the kitchen business is about 20% of our entire business—we concentrate on giving individual personalized service," explains Elaine Liepshutz.

"We try to blend the kitchen into the existing home, and sometimes we work from magazine pictures people bring in. We're lucky with our subcontract arrangements. Most contractors are ham-and-eggs part-time people, of course, but in a small town you know who the good ones are. But then, of course, you have to accommodate yourself to their schedule."

The Hager Fox Home Center, in Lansing, Mich., was originally an air conditioning and heating firm, with most of its business in new houses. From there it moved into appliances and then into the kitchen business, which it runs separately from its other operations. Next step: brown goods, with Westinghouse first on the list.

The kitchen business accounts for about \$300,000 to \$400,000 of Hager Fox's \$2½-million-a-year business. It takes up the second floor of the two-story home center—appliances are on the first floor. Its four salesmen-designers were originally designers, whom Hager Fox trained to be salesmen. An engineer heads the department, aided by the salesmen and six carpenters. The store's electrical division takes care of the kitchen wiring and Hager Fox subs out the plumbing.

"The home is a number one status symbol, and people are spending a lot more money on it," says E. C. Fox. A lot of them are coming to us. Almost everyone who is building an over-\$20,000 house comes to see our kitchen displays. Often we'll sell a kitchen to someone about to move

into a new home, and the builder excludes that from his price."

Harwick Appliances, an appliance-kitchen store in Emmaus, Pa., gets a lot of its kitchen business from its steady appliance customers. "It's a very profitable business for us," explains Eugene Biechlin, owner of the operation.

"Up 'til now we've treated it like a step-child. My store manager has run it for me with an installation crew of three, but he has other things to do, too. So, starting next month, we're going to have a full-time kitchen man whom we will train to run the business. It's difficult getting adequate qualified help. We service the Emmaus-Allentown-Bethlehem area, which has a combined population of about 215,000. Last year, kitchens counted for \$90,000 of our \$600,000 business. Next year we hope it will be a lot more."

And it probably will. When Biechlin took over the store nine years ago, it was only doing a \$189,000 business. Recently he built a 75,000 square foot store to house his growing operation.

One way in which Biechlin hopes to expand his kitchen business is through builder sales. Harwick Appliances is a builder-distributor, and Biechlin finds that he can sell builders with the many services that make up a total kitchen package.

At the moment, the kitchen display in Biechlin's store is very simple. It occupies about 2,000 sq. ft. and consists of combinations of cabinets and appliances set on a stage. There is enough room in front of the stage for Biechlin to set up chairs for the audience that attends the cooking demonstrations and parties he occasionally gives in cooperation with the local utility.

Most of the kitchens he sells are cash deals: ⅓ deposit, ⅓ when the work is half finished, the balance on completion—it is a standard arrangement in the kitchen business. When credit is necessary, he makes arrangements through a bank and carries the paper himself.

Jacob Rivkin Inc. (see picture on page 18), an appliance store in Brooklyn, N.Y., is proof that an appliance kitchen business can work out of a low income area. Sidney Rivkin, its head, puts his business at \$1 million, with the kitchen business accounting for about one-third of his sales.

A kitchen specialist heads the kitchen operation, which Rivkin calls "more profitable than the appliance business." He buys his cabinets from a local cabinet manufacturer and changes his displays every two or three years. "We like to close sales at the table in the center of our full kitchen display," says Rivkin. "It's homey, and, once there, people look around and get new ideas for new cabinet features."

The couple seated at the table in the photograph had read Rivkin's ad in the local section of the *New York Daily News* and had come in to see his displays. They had already received estimates from other kitchen planners, but no one had actually gotten them into a store. Now they say, "Coming here and seeing all these features makes a big difference—we like that slide-out bar and lazy susan in the corner." If Rivkin can close this sale, he will probably sell other things, too. While they are at it, this couple also happens to be pricing tv.

Lechmere Sales, in Boston, Mass., has a working arrangement with a cabinet-maker/kitchen-installer, the Munzi Co. On its sales floor, Lechmere has displays of Munzi cabinets and of three other types of cabinets in wood, formica, and steel. Lechmere sells the small do-it-yourself jobs and refers customers to Munzi for the bigger jobs, for which it gets a commission. In return, Munzi sends Lechmere its appliance business.

"If you get into this business on a large scale, with carpenters, plumbers, and all, it has to be run as a totally separate business, and we're just not ready for that," explains Maurice Cohen, Lechmere's chief officer.

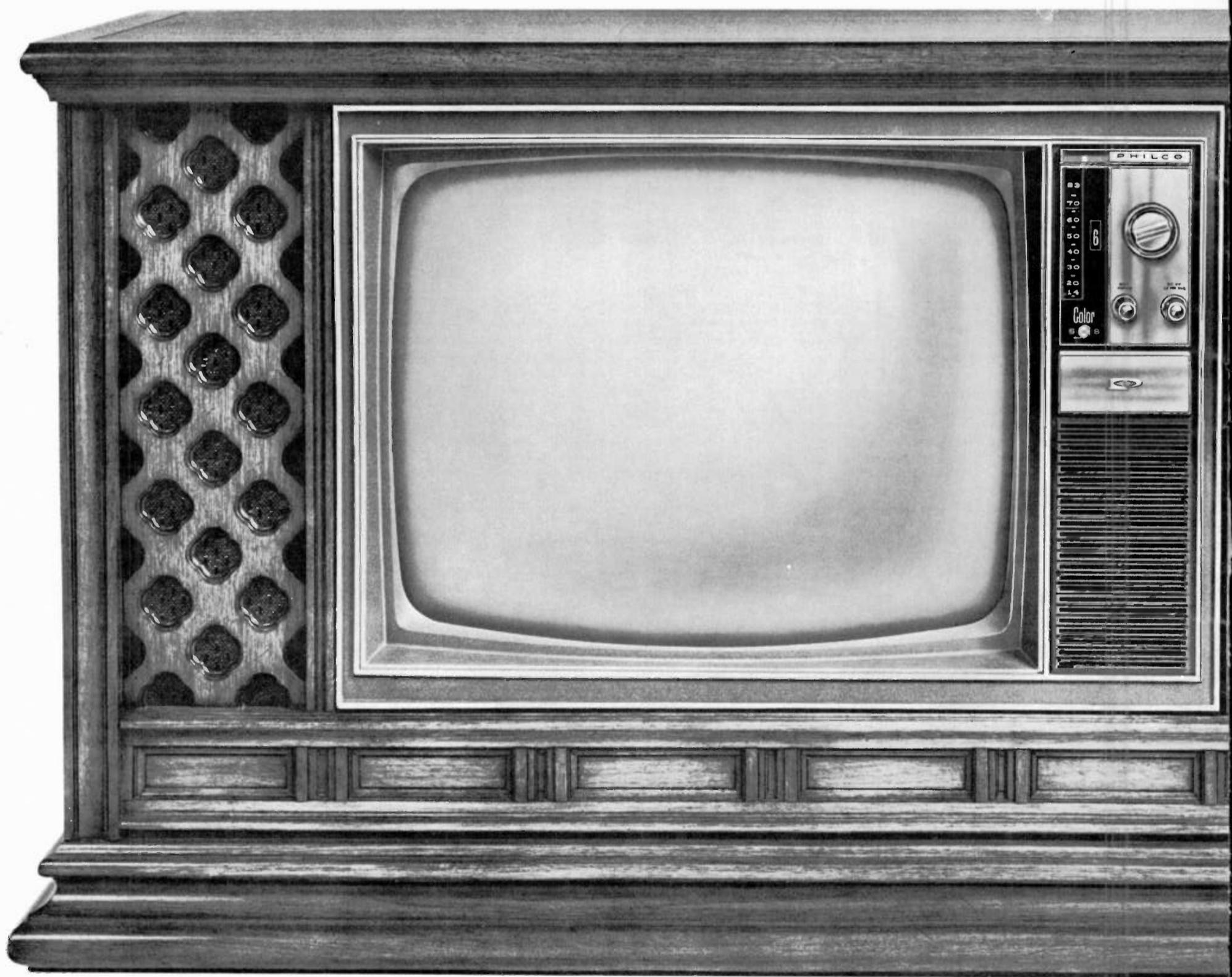
Rike's Dept. Store, a full-line department store in Dayton, Ohio, solves the problem of kitchen planning for the department store with a specialized staff of three salesmen-designers, who report directly to the appliance buyer. About a dozen model kitchens on the sales floor show customers what is available, and some customers coordinate with the store's interior decorator to choose accessories from other departments. The designers draw up a color plan and/or blueprint, and the installation work is subcontracted out.

"Actually," explains Jack Andrews, general merchandise manager, "the kitchen business only realizes a very small percent of our total profits. But it does help us sell a lot of built-ins—and our built-in sales over the years have been increasing at an even better rate than the rest of our appliance business."

Western Kitchens, in Pomona, Calif., is an appliance-kitchen store selling only top-of-the-line merchandise. Its woman-owner, Mary Ann Kruse, designs the kitchens she sells and also sells the appliances. But she refers customers to a builder for installation.

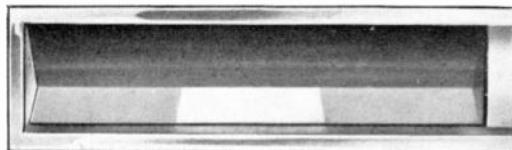
"There aren't many kitchen planning centers in the Los Angeles area," she says. "But there are a lot of discount operations, and sometimes that cuts into my profit margins." She does not have a service department, but refers customers to a plumber for service.

Philco's got

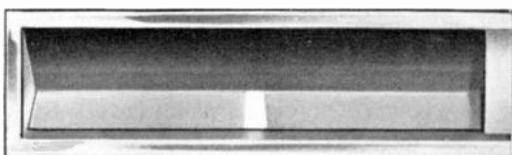


the goods.

Only Philco has a color tuning eye that makes color tv as easy to tune as your radio.



The Philco Tuning Eye



Philco and *only* Philco has this color tuning eye that makes Philco Color a cinch to tune. Pictured right here in this ad, it's the most demonstrable feature in color tv today. When the knob is turned and the shadow in the middle is at its narrowest, the picture is properly tuned. Then simply adjust color to suit personal taste.

The guessing games are over. The Philco color tuning eye works on both UHF and VHF. And in black-and-white. But the big news is that it puts Philco Color way out in front of all the others.

Our whole new line of color consoles features the Philco solid-state signal system. We've got 25'*s, 23'*s, 21'*s and our terrific 19'* portables. Our best furniture cabinets are hand-rubbed and built to look as good as the Philco color picture. We've got Philco Color in Contemporary, Early American, Colonial and the Provincials: French, Italian and Spanish.

So make it a must to see new Philco Color TV —and all the new Philco lines at your Philco Distributor's Dealer Preview.

*25 : 25" overall tube diagonal; 295 sq. in. picture; 23" picture measured diagonally
23 : 23" overall tube diagonal; 274 sq. in. picture; 22" picture measured diagonally
21 : 21" overall tube diagonal; 265 sq. in. picture; 19" picture measured diagonally
19 : 19" overall tube diagonal; 180 sq. in. picture; 18" picture measured diagonally

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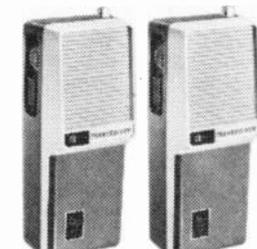
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General Electric Electronics Sales Operation has the most exciting product line-up ever for their 1966-67 Preview: Dazzling Radios! Fantastic Phonos! Spectacular Tape Recorders! And the bright new stars... Transceivers! Youth Electronics! Marine and Car Radios... to open up bright, new profit areas. These are the products to give every dealer a sellout season. Each is backed by ESO service, merchandising programs, co-op advertising, retail incentives! Come see the great G.E. Entertainers! Check show dates in your area:



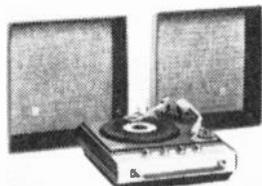
M8040 \$69.95*



Y7040 \$19.95 a pair*



C1440 \$24.95* (Solid State)



P551 \$99.95*



P1950 \$125.00*
(Marine Direction Finder)



V631 \$29.95* (automatic)



T1270 \$31.95* (Solid State FM-AM)



M8300 \$69.95* (Cartridge Tape Recorder)

Eastern Zone

Richmond, Virginia, June 21, 22, 23
Holiday Inn West
Roanoke, Virginia, June 28, 29, 30
Colony House Motel
West Springfield, Mass., June 21, 22, 23
Vincent's Steak House

Central Zone

Charleston, W. Va., July 6, 7
Holiday Inn
Columbus, Ohio, June 21, 22
Sheraton-Columbus
Dayton, Ohio, June 28, 29
Suttmillers
Des Moines, Iowa, June 25, 26
Howard Johnson's Motor Lodge
Evansville, Ind., June 22, 23
Holiday Inn
Flint, Mich., June 21
Holiday Inn
Grand Rapids, Mich., June 28, 29
Holiday Inn

Houghton Lake, Mich., June 30
Johnson's Rustic Resort
Kalamazoo, Mich., June 23
Southgate Inn Motel
Kansas City, Mo., June 19, 20, 21
Hotel Hilton
Lansing, Mich., June 22
Capital Park Motor Hotel
Saginaw, Mich., June 20
Ramada Inn
Shaker Hgts., Ohio, June 20, 21, 22
Somerset Inn
St. Paul, Minn., June 21, 22, 23
Thunderbird Motel

Southern Zone

Birmingham, Ala., June 28, 29, 30
The Guest House
Corpus Christi, Texas, June 19, 20, 21
Ramada Inn
Daytona Beach, Fla., June 26, 27
Castaway Beach Motel
El Paso, Texas, June 26, 27
Downtowner Motor Inn

Fayetteville, N.C., June 19, 20, 21, 22
Downtowner Motel
Memphis, Tenn., June 21, 22, 23
Holiday Inn
Nashville, Tenn., June 28, 29, 30
Albert Pick Motel
New Orleans, La., June 19, 20
Hilton Hotel
New Orleans, La., June 27, 28, 29
The Fontainebleau
Raleigh, N.C., June 26, 27, 28, 29, 30
Howard Johnson's Motel
Savannah, Georgia, June 22, 23
Savannah Electric & Power Co.
Shreveport, La., June 19, 20
Howard Johnson
Tampa, Fla., June 19, 20
Causeway Inn

Western Zone

Billings, Mont., June 29
Rimrock Motor Hotel
Casper, Wyo., June 22, 23
ESO Showroom

Cottage Grove, Oreg., June 29
Village Green
Great Falls, Mont., June 23
Holiday Inn
Las Vegas, Nev., June 27
Sahara
Missoula, Mont., June 21
Elk's Club
Phoenix, Ariz., June 23, 24
Western Village
Reno, Nev., June 24
Holiday Hotel
Sacramento, Calif., June 20, 21, 22
Sacramento Inn
San Diego, Calif., June 20, 21
Towne & Country
Spokane, Wash., June 21, 22
Sahara Hotel

GENERAL ELECTRIC

Electronics Sales Operation,
Consumer Electronics Division,
Syracuse, New York

*Manufacturer's suggested retail price. Slightly higher in West

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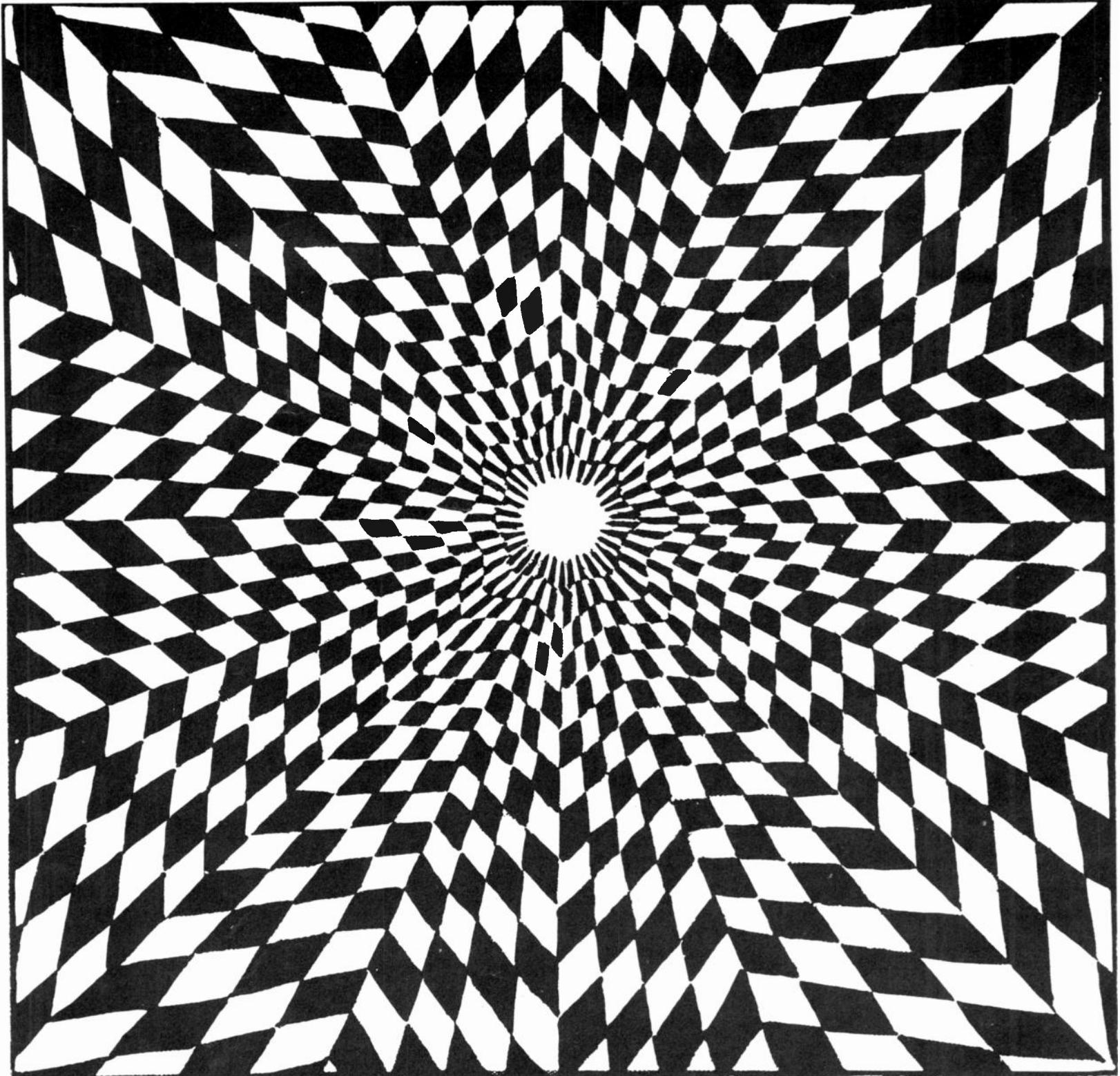
Dodge Builds Tough Trucks

DODGE DIVISION



CHRYSLER MOTORS CORPORATION

"Ambiguous Flower" by Claudia Carrel



RADIATION

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*edited for the appliance,
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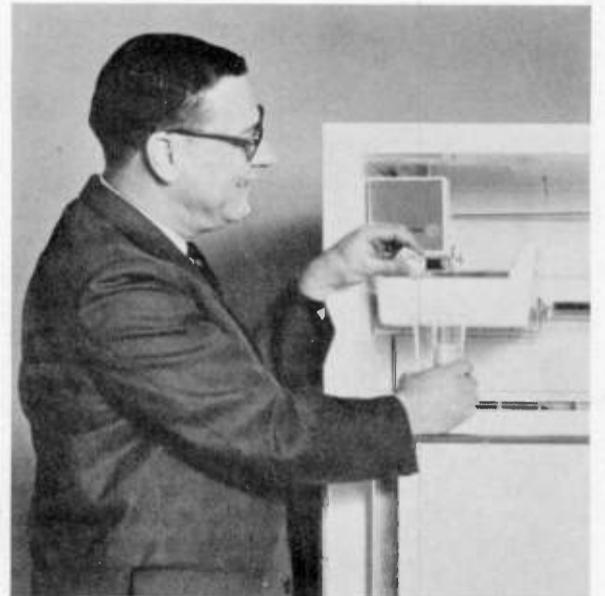
Westinghouse Refrigerators have appeal for both men and women, says Dick Sanford



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



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



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



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



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



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



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



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

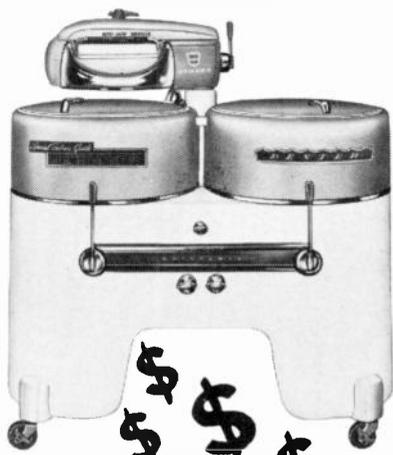
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APPLIANCE-TV

Japanese exports to the U.S.: tape recorder business slips

Japan's grip on the tape recorder market in the U.S. has slipped slightly. For the first four months of this year, the total number of tape recorders exported from Japan to the U.S. fell 27.9%, compared with the same period last year.

Although the unit volume of Japan's tape recorder trade with the U.S. has been falling for several months, the dollar volume—as the Japanese upgrade their tape recorder products—has generally climbed. But by the end of April the trend had reversed itself; dollar volume of tape recorders to the U.S. from January through April fell 6.79%, as compared with that period last year.

Japan's color tv trade with the U.S., however, is stepping up sharply. In January, only 4,101 color tv receivers were exported from Japan to the

U.S.; in April, the monthly total had climbed to 12,503 units. While the export numbers on color tv sets are climbing, the average price is holding fairly steady. At the end of April the average price of color tv sets exported from Japan to the U.S. was \$179.95; in January the average price stood at \$177.23.

Export figures for b&w tv are on a roller-coaster: January, 60,001; February, 87,605; March, 75,773; April, 72,235. And b&w dollar volume is hard-pressed to stay ahead of color tv dollar volume. With more than five times as many b&w sets as color sets exported in April, the dollars brought in by b&w sales were proportionately low. The reason is simple: average price of the Japanese b&w tv sets in April was \$50.73—\$129.22 below the color price.

Japanese exports to the U.S. *

	Period	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Color Television (incl. chassis)	April	12,503	2,249,961
	4 Months	36,188	6,468,101
B&w Television	April	72,235	3,664,541
	4 Months	295,614	15,228,639
Transistor Radios (3 or more tr.)	April	807,843	756,835	+ 6.74	6,019,486	5,941,244	+ 1.32
	4 Months	3,179,616	2,385,669	+ 33.28	23,557,101	18,136,199	+ 29.89
Tr. rad. chassis/kit (3 or more tr.)	April	10,803	6,664	+ 62.11	99,000	71,563	+ 38.34
	4 Months	67,091	15,619	+329.55	385,746	135,321	+185.06
Toy tr. radios	April	59,130	47,674	+ 24.03	22,222	59,250	- 62.49
	4 Months	150,880	180,604	- 16.46	65,584	239,617	- 72.63
Total Tr. Radios (incl. car radios)	April	898,285	820,014	+ 9.55	6,457,805	6,212,832	+ 3.94
	4 Months	3,492,319	2,612,505	+ 33.68	25,253,291	18,964,589	+ 33.16
Tube Radios	April	59,445	80,223	- 25.90	636,130	762,488	- 16.57
	4 Months	227,725	309,948	- 26.53	2,422,876	2,787,678	- 13.09
Tb. rad. chassis/kit	April	8,214	7,072	+ 16.15	101,483	92,527	+ 9.68
	4 Months	46,584	45,007	+ 3.50	473,667	513,301	- 7.72
Phonographs	April	48,175	6,748	+513.92	501,680	56,883	+781.95
	4 Months	142,320	48,477	+193.58	1,369,631	532,171	+157.37
Radio-Phonos	April	50,484	13,817	+265.38	821,015	432,766	+ 89.71
	4 Months	140,754	51,655	+172.49	2,299,887	1,522,464	+ 51.06
Tr. Tape Recorders (port., rim-drive)	April	155,615	137,381	+ 13.27	1,050,108	1,041,444	+ .83
	4 Months	436,240	646,042	- 32.47	2,866,613	3,886,359	- 26.24
Tr. Tape Recorders (port., other)	April	50,655	52,043	- 2.67	1,230,063	1,044,380	+ 17.78
	4 Months	157,285	177,921	- 11.60	3,736,198	3,197,318	+ 16.85
Transceivers	April	456,049	169,833	+168.53	2,511,897	1,468,375	+ 71.07
	4 Months	1,340,041	500,022	+168.00	8,870,360	3,494,818	+153.81

*Source: McGraw-Hill's Tokyo News Bureau

U.S. imports from Japan †

Television	April	86,082	60,047	+ 43.36	6,151,609	3,563,538	+ 72.63
	4 Months	355,496	278,107	+ 27.83	22,947,742	15,111,452	+ 51.86
Transistor Radios	April	949,435	730,930	+ 29.89	6,703,074	5,151,168	+ 30.13
	4 Months	3,446,703	2,494,060	+ 38.20	24,183,190	17,710,390	+ 36.55
Radios, other	April	83,333	99,479	- 16.23	940,084	1,135,672	- 17.22
	4 Months	350,556	434,313	- 19.28	4,386,406	5,386,408	+ 11.18
Phonographs	April	51,972	13,560	+283.27	600,024	184,763	+224.75
	4 Months	146,626	57,397	+271.23	1,482,970	705,230	+110.28
Radio-Phonos	April	44,877	16,364	+174.24	729,915	573,581	+ 27.26
	4 Months	114,785	39,540	+190.30	1,980,520	1,325,545	+ 49.41

U.S. imports from Hong Kong †

Transistor Radios	April	776,331	201,479	+285.32	1,893,814	628,082	+201.52
	4 Months	1,992,486	794,157	+150.89	5,182,310	2,464,562	+110.27

U.S. imports from Okinawa †

Transistor Radios	April	60,406	44,276	+ 36.43	167,999	154,478	+ 8.75
	4 Months	170,007	173,824	- 2.20	462,846	586,239	- 21.05

U.S. imports from Taiwan †

Transistor Radios	April	170,946	30,700	+456.83	449,616	78,157	+475.27
	4 Months	474,058	94,688	+400.65	1,240,112	239,561	+417.66

†Source: United States Customs

JOE'S APPLIANCES



Gummed up...fed up...with jammed deliveries?



(Let G.E. clear the way for you!) Why fret and fume over delivery jams...when General Electric can end those snarl-ups forever! You place one order—on one piece of paper for *all* the major appliances you wish to stock. And back comes one complete delivery...from one warehouse... at one time.

You see, when it comes to deliveries, G.E. has the answer...they've got warehouses all over the

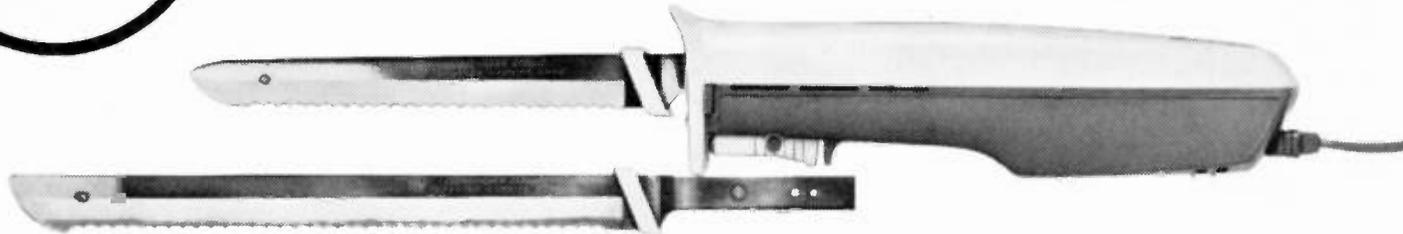
country. So, wherever you are, there's bound to be one near you...well staffed. (You can be sure your order will get prompt attention and deliveries will be scheduled to your convenience.)

So line up with General Electric major appliances—and end the delivery jam-up.

GENERAL  ELECTRIC

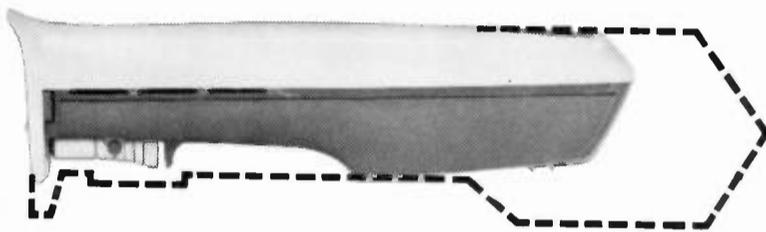
General Electric
Innovates:

NEW ELECTRIC KNIFE



WITH TWO SETS OF BLADES

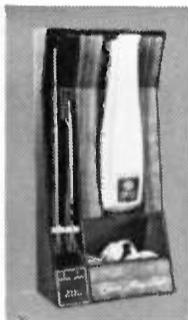
It's a utility knife! It's a carving knife!



The new handle makes it $\frac{1}{3}$ smaller...
42% lighter...with full power, too!

WHAT SELLING FEATURES! General Electric's new Model EK-7 has two sets of blades. One set of 6 $\frac{3}{4}$ -inch blades for dicing, boning, paring—every kitchen chore. Plus a standard set of 9-inch blades for carving and slicing. Both sets are perfectly matched stainless steel blades with tungsten carbide edges which stay sharp.

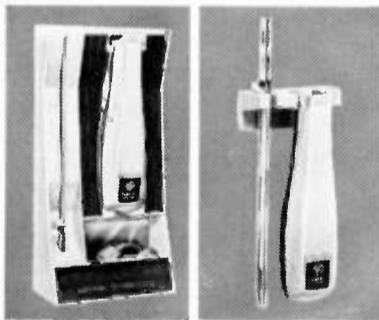
The new smaller handle makes it easy to hold... slicing down, sideways or on a slant. Fits a



woman's hand as comfortably as a man's. Also features safety lock... push-button blade release... detachable cord... and new 3-way storage rack. All the features customers want—for the buying action you want! Model EK-7 \$29.98*

← **NEW 3-WAY STORAGE RACK**... holds both sets of blades, handle and cordset... designed to stand on counter, hang on wall or store in drawer. Handsome woodtone and black finish.

NEW MODEL EK-8 SLICING KNIFE. Features new small handle... with 3-way storage rack for wall, drawer, or counter top. Has one set of 9-inch stainless steel blades with tungsten carbide edges. \$24.98*



NEW MODEL EK-9 SLICING KNIFE. Great value... new small handle knife with 9-inch hollow-ground stainless steel blades...with white wall rack—all in attractive display carton. \$18.98*



NEW LOW PRICE

EK-5 CORDLESS SLICING KNIFE. The original cordless rechargeable knife—and still the finest value. 9-inch perfectly matched stainless steel blades with tungsten carbide edges which stay sharp. Recharger storage rack. New low price. \$34.98*

NEW PRODUCTS... NEW FEATURES... NEW PROMOTIONS See them all at your G-E Distributor Dealer Preview!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL ELECTRIC

*Manufacturer's suggested retail price

Manufacturers are mapping plans to tap potential of humidifiers

The humidifier market, despite the big gains in recent years, remains essentially untapped. This year manufacturers are looking to make the consumer aware of what a humidifier is and what it can do for him.

Increased advertising support is planned by most manufacturers, including wider use of local television spots. Toastmaster, for one, will start its first national advertising campaign for humidifiers.

Promotion is the key to tapping the potential of the humidifier market, points out David Hyland, product manager for T-master. Hyland feels too many retailers have neglected the product.

Dayton's is a retail leader in humidifiers, owning one of the best track records in humidifier sales of any retailer in the country, according to trade sources. The Minneapolis department store chain reportedly sold nearly 3,000 humidifiers last winter—1,500 of them in January and February. Dayton's has no magic technique; it simply uses newspaper advertising.

Improved styling is important in selling humidifiers. Last year, most humidifier manufacturers introduced consoles and table models with wood-grain finishes to make them look less like appliances and more like furniture. The trend is being continued for this year's new models.

The new Berns Air King line, for example, will include two new models featuring simulated cabinet faces and woodtone vinyl finishes. Front grilles have been done away with to further enhance the appearance of the units. Air is discharged around the perimeter of the top. One model is the H750, a 3-speed unit with a heating element; it lists at \$104.95. The other, the H650, a 2-speed version of the H750 without the heating element, is suggested to retail at \$84.95. Two consoles from last year's line list at \$59.95 and \$74.95; and two smaller models retail at \$39.95 and \$49.95.

Berns is broadening its advertis-

ing, too. Robert Glassberg, advertising manager for Berns, says the company started advertising humidifiers on television last year in Iowa, Dakota, and Minnesota, and plans to add tv commercials this year in Chicago and upstate Michigan. "We are also planning to advertise humidifiers for the first time in shelter magazines and in radio commercials."

Toastmaster plans to start a national advertising campaign of its own in *Life* magazine this fall to help educate consumers about humidification and to familiarize the public with its humidifiers. It will have four humidifiers: one new model, two modifications of previous models, and one carryover from last year. The new model, a custom console, at \$89.95, features improved styling. The others, also consoles, will retail at \$62.95, \$74.95, and \$109.95. Toastmaster dropped a tabletop humidifier offered last year because of "low sales interest in this type of unit."

New promotional models are being introduced by Sterling Cooler Co., of Los Angeles. Sterling is offering a tabletop furniture-styled humidifier at \$34.95 list. A larger-capacity unit, with legs, is \$59.95.

Sterling is confident that humidifiers have a good future but is not so sure that the consumer can be sold on the idea that there is one in his future. Kenneth Kottick, vice president and general manager of Sterling, says humidifiers are not "impulse items" as are, for instance, fans; he does not believe advertising will have an appreciable effect on humidifier sales at this time.

The sales outlook, nevertheless, is good. Sales have been growing steadily at a very healthy rate. In 1964, manufacturer deliveries went up 300,000 units over the previous year and jumped another 185,000 units last year, bringing total 1965 manufacturer sales to 600,000 (MW, 31 Jan., pp.22-23). Expectations for another good year are high, but many feel that so far sales are only scratching the surface.

□□□□ A beautiful, healthy retail sales picture is shaping up for personal care electrics. Current retail sales are good and the fall outlook appears even better.

The hair dryer comeback is real—for fast-drying portables as well as for salon-type unit. The hair dryers lean sales years are over. New, quicker-drying, better-styled models should spur sales in the second half of the year.

The hairbrush is coming on. Ronson will begin shipping its model; Presto is introducing a new cordless unit. Others are preparing to enter the field.

Massagers remain hot; they are gaining popularity as gift items.

Toothbrushes should soar in sales. Hamilton Beach is entering the field, and Oster is going national with its test-marketed brush that provides dual-brushing action. Troy and Dry Harbor are among the firms that are entering the water-pulsating dental cleanser market.

Some buyers also see the power manicure taking off as a good gift item for the Christmas season. GE's entry should spur the market.

And GE is entering the home sauna heater business through its industrial heating division. The wall-mounted sauna heater will retail for about \$300.

The biggest disappointment in the personal care product area is still the shoe polisher. Quipped one promotional chain buyer: "I've sold more hair dryers for Father's Day than shoe polishers."

□□□□ The first solid-state control mixer has been announced by Iona Manufacturing Co. The new hand mixer, with 12 speed markings, provides gradual and constant increase of speed from 0 to 1,200 rpm. Model R-14 lists for \$19.95, with deliveries scheduled to begin Sept. 1.

The speed markings are: "folding, blending, stirring, mashing, eggs, mixing, cake mixes, creaming, frosting, beating, whipping, and egg whites."

Iona also is introducing a 7-speed, 8-push-button blender, model B-7-C, at \$49.95 list. It features molded "lift" handles on both sides of the base. A promotionally priced 3-speed hand mixer, M-203, is being added to the Regent line at \$11.95 list.

□□□□ Toro kicks off the 1967 mower season. The 1967 Toro Whirlwind rotary line will reach retailers by mid-July—the middle of the 1966 power mower season. To further beef up its sales, Toro is offering every consumer purchasing a mower through Oct. 31 a choice of two premiums: a Revere Instant Loading camera or a Rival can opener. The new Toro line is similar to the 1966 models. Toro is dropping in a new 19-inch fingertip-starting Whirlwind.

□□□□ Add to the Batman housewares collection a Batman spoon and fork set display-carded and pre-priced at 79¢. The set is available from Imperial Knife Co., New York City.

□□□□ Retailers will be going to the races for Englewood Electrical Supply Co's June 28-29 dealer show at the Arlington Park Race Track Clubhouse. Thirty name-brand producers will be showing their new fall lines at the Chicago distributor show.

KEY MOVES

Hamilton Beach—David W. Wilkinson is appointed national sales mgr, and Charles B. Price food group marketing mgr. John A. Carter is named mgr of manufacturing services.

Schick Electric—Joel Farrell is named mgr of advertising and sales promotion.

Hamilton Cosco—Three changes are announced: J. J. Riggs is appointed vp and assistant general mgr of the Household Products Division; Lloyd C. Nelson resigns as president and director of The Cal-Dak Co., a subsidiary of Hamilton Cosco, and as president and director of Cal-Dak Industries Inc., a subsidiary of The Cal-Dak Co.; Albert R. Said succeeds Nelson.

General Electric—Douglas R. Wilde is named market planner for home care and comfort products. GE's house-

wares div. also appoints Lawrence H. Zuckerman as mgr of market research and analysis. Robert Igoe continues as mgr of market research.

Magic Fingers—Vincent P. Catalano is promoted to controller.

Hanson Scale—Clark Housewares Sales Co. is appointed representative agency for western Pennsylvania, Ohio, West Virginia, Kentucky, and Indiana.

Toro Manufacturing—Lawrence H. Blanchette is named vp in charge of production planning and materials management. Henry B. Tillotson joins Toro as director of manufacturing at Minneapolis and Windom, Minn., plants. Toro recently completed negotiations to acquire Quick Manufacturing, Inc., putting the lawn mower producer into the tractor business.

□□□□ **Remington will promote a new knife blade** that provides faster cutting action and greater power conservation for cordless knives. The new hollow-ground blade features sharper teeth; it is sharpened to the tip. The blade is being used for both Remington cordless knife models.

Remington's new blade is another move by a manufacturer to offer more versatility in slicing knives. Sunbeam started the trend with a blade sharpened to the tip. Hamilton Beach and GE are introducing new knives with shorter blades for paring.

□□□□ **Sunbeam will stress danger to the heart** that can stem from shoveling snow in the promotion of its new line of snow throwers. W. J. Burke, general manager of Sunbeam's Outdoor Products Division, said the "material used will be factual but hard-hitting. We will quote from medical and heart association sources."

In the past, most manufacturers and retailers have tread lightly on the heart attack theme for promoting snow throwers. However, Sunbeam now feels it is armed with new medical reports that will substantiate a harder selling approach.

□□□□ **A built-in clothes dryer for the bath** is being marketed by U.S. Metalite Corp., of Lafayette, Ind., under the Tydee-Dri label. Although designed mainly for drying lingerie and other hand washables, the built-in dryer also serves as a room heater, towel warmer, and humidifier. The Tydee-Dri is designed to fit flush to the wall within standard stud space and wall thickness.

□□□□ **Melamine will get a new high-glaze finish** on six high-end patterns from Boonton Molding Co. Boonton previewed the new glaze, called Bonesque, at the National Plastics Exposition in New York City recently. John M. Duncan, Boonton vice president for sales, said the glaze, which will be used on \$39.95 sets, provides increased durability and stain resistance.

□□□□ **A high-intensity lamp that stretches** is being marketed by Acme Lite Products Co., of Congers, N.Y. Called the Stretch Lamp, it features a coiled cord between the base and the shade. A rubber suction cup permits the shade to be fastened to any smooth surface. The model lists at \$14.95.

□□□□ **New stainless steel refrigerator bowls**, are being introduced by Vollrath Co. of Sheboygan, Wis. The multi-purpose Swap-Top bowls are available in three sizes: ½-, 1-, and 1½-qt. Each features a plastic snap-on top. The set lists at \$3.87.

□□□□ **An automatically recharged flashlight** is being introduced by Bright Star Industries, Clifton, N.J. Powered by nickel-cadmium batteries, the flashlight is connected to a solid-state automatic recharger and provides more than two hours of light between recharges. Designed for use in cars, boats, and trucks, the Constant-Charge Lite is available in a 2-cell model at \$29.95, and in a 3-cell model at \$33.89. The recharger holds and stores the flashlight.

Shetland may be starting a fad with its retailer trip to Rome

Shetland's trip to Rome may be the first of many dealer trip incentives to be offered in the housewares industry. Other manufacturers are known to be watching the Shetland promotion closely, and, if it is a hit, may pick up the dealer trip incentive for their own use. The dealer trip, of course, long has been a favorite incentive tactic among major appliance manufacturers.

[Endura Appliance announced late last week that it will offer retailers and distributors a trip to Honolulu next April. Retailers will earn points on Endura products purchased through Dec. 31. It will take 500 points for a trip for one, 800 points for a trip for two.]

Initial retailer reaction to the Shetland trip has been encouraging to the floor care manufacturer. Shetland hopes to fill five or six trans-Atlantic jets for the trip scheduled for next February. The firm is kicking off the promotion with a series of Roman Parties running in 40 cities this month.

Retailers will win a trip for two by earning 5,000 points. Points are offered on most of the Shetland vacuum cleaners, floor polishers, accessories, and blenders.

To give small retailers a chance, Shetland distributors are being encouraged to set up pools among five or six dealers. If, together, their orders add up to the necessary points, a trip will be raffled off among the dealers in the pool. Retailers have until the end of the year to earn the required points.

To get retailers started on the way to Rome, Shetland is offering a special bonus-point deal to those attending the Roman Parties. Retail-

ers who order any one of 11 merchandise packages, each carrying 250 points, will have the 250 points matched by Shetland. The opening order, with Shetland's match, gets one retailer one-fifth of the way to Rome.

The trip is a gamble for Shetland officials, who are putting most of their promotional eggs in one basket. Shetland is relying on the trip, rather than new products, to create excitement at the July Show.

One of Shetland's goals for the trip is to line up more retail accounts, especially small dealers who may not now be carrying the Shetland floor care line. One key target is the independent appliance-tv dealer; he is familiar with trip incentives offered by major appliance manufacturers.

Travel incentives in the housewares industry until now have generally been limited to retailer contests built around drawings or to promotions aimed at distributor salesmen. Manufacturers also have offered trip incentives, at least indirectly, through stamp plan incentive promotions, although these largely have been aimed at promotion of shirts and other men's furnishings.

Cory began offering travel mileage points in January. Mileage is earned by purchasing certain housewares products. For July, Westinghouse is offering retailers a "Go Places in '66" incentive program. Retailers earn points toward travel and merchandise prizes by ordering Westinghouse electric blankets or portable heaters. The Westinghouse program, which runs through Nov. 30, offers a choice of vacations in 52 U.S. locations or any one of 900 merchandise prizes.

Northern launches new packaging with three deals on heating pads

Northern Electric Co., of Chicago, has redesigned the packaging for its heating pad line. The new packaging, in bright hues, is designed to appeal to women, the major purchasers of heating pads and other comfort items.

Northern will back up its new packaging—dubbed "Women-Power"—with a series of retailer deals, including two new display merchandisers: a metal floor display and a 3-pad counter-top unit.

The floor display holds 20 heating pads and takes up less than 2 sq. ft. of floor space. It is available free with Deal 85, a package with a total retail value of \$178.80, including free goods.

Other free-goods deals include Deal 50, which has a total retail value of \$107.25, and Deal 27, which has a total retail value of \$58.60. The free counter display comes with Deal 27.

The free-goods offers are available until Sept. 9. They provide potential profits of 46% to 48%.

The new Northern line includes two new high-end numbers, models

820 and 821, with pillow-soft inner cushioning. Quarter-inch foam rubber has been added to both sides to provide extra comfort.



Display shows new packaging

**General
Electric
Innovates:**

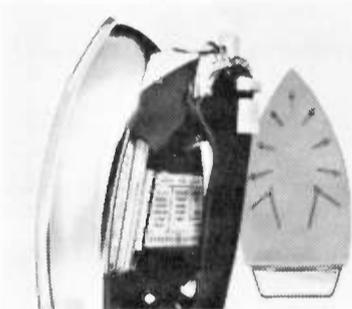
**G-E's new
39-hole
iron with
non-stick
soleplate**
**Automatic
spray, steam
and dry**



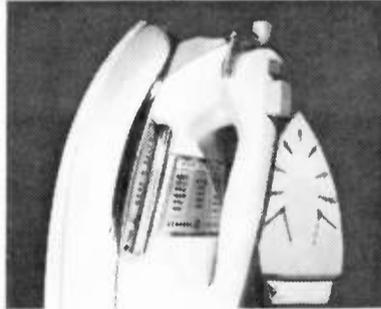
THE FIRST 39-HOLE SOLEPLATE... patterned to give wide distribution of deep penetrating steam. It has G-E non-stick coating—to stop starch drag! And all the other great features of deluxe General Electric irons. Automatic power spray gives fine, warm mist even the most stubborn wrinkles can't

resist. Water window helps prevent overfilling, and tells when to refill. Easy-to-read, easy-to-set fabric dial, with the temperature settings for every fabric... wash and wear, new synthetics! It's Top of the Line... it'll be tops in demand! White handle, blue trim.
Model F-91WT \$21.98*

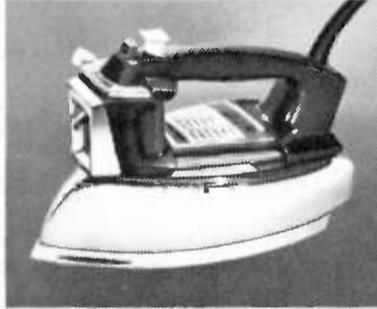
PLUS G-E's COMPLETE LINE OF FAMOUS IRONS



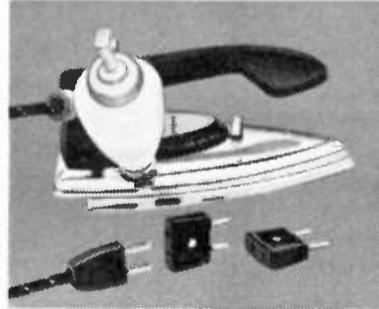
MODEL F-81T SPRAY, STEAM AND DRY IRON, with G-E non-stick coating to prevent starch from sticking. Has all the deluxe features. Automatic power spray. Water window tells when to refill. Fabric dial shows heat settings for all fabrics. \$20.98*



MODEL F-81W WHITE HANDLE SPRAY, STEAM AND DRY IRON. Automatic power spray... penetrating steam and proper distribution of soleplate heat to give the balanced combination of heat and moisture. Water window and fabric dial, too. \$20.98*
Model F-81 black handle \$19.98*



MODEL F-82 MANUAL SPRAY, STEAM AND DRY IRON, featuring easy-to-use manual push-button spray—gives a fine mist at any fabric temperature setting... on dry as well as steam ironing. Fabric dial gives heat settings for all fabrics. Water window tells when to refill. \$16.98*



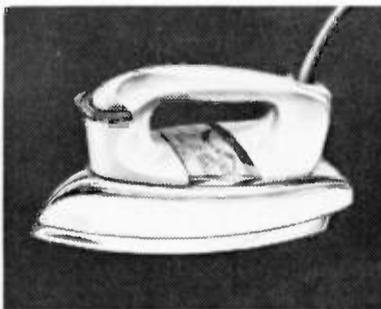
MODEL F-49 SPRAY, STEAM AND DRY TRAVEL IRON works anywhere—home and around the world! Does all ironing jobs well! Adapter plugs for overseas use included. Rated 120 volts AC or DC and 230 volts AC at 700 watts. \$14.98*
Model F-47 120 v. AC only. \$11.98*



MODEL F-70W WHITE HANDLE STEAM AND DRY IRON steam presses, dry irons all fabrics easily, quickly. \$14.98*
Model F-70 black handle \$13.98*



MODEL F-80T STEAM AND DRY IRON with G-E non-stick coating and water window. Three wash and wear settings for synthetics. \$17.98*
Model F-80 with standard-finish soleplate \$16.98*



MODEL F-54W HIGH-QUALITY WHITE HANDLE DRY IRON has three separate wash and wear heat settings. \$10.98*
Model F-54 black handle \$9.98*
Model F-64 heavier weight, red handle \$9.98*

*Manufacturer's suggested retail price

NEW PRODUCTS...NEW FEATURES...NEW PROMOTIONS—See them all at your G-E Distributor Dealer Preview!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL  ELECTRIC

□□□□ **A new cookware producer enters the show:** Four Seasons Cookware, with sales offices in Skokie, Ill., and plant in Indianapolis, will be showing its line of Teflon-coated aluminum cookware at the National Housewares Exhibit for the first time next month. The firm only recently began shipping its entire line, which consists of two cookware series: the 14-gauge Zephyr and the 10- and 12-gauge Supreme.

Four Seasons entered the cookware field by purchasing the aluminum stamping equipment of Federal Stamping & Enameling, which was sold by Celanese

at auction. Federal Stamping's name has been changed to Fesco and is now operated as a division of Celanese, concentrating on plastic housewares rather than metal cookware. Paul F. Rahr, a former vice president of Aluminum Specialty Co., is sales director for Four Seasons.

□□□□ **Four Seasons is planning a bakeware line,** although it will not be ready in time for the firm's Housewares Show debut. At present, the Four Seasons line is limited to the Zephyr and Supreme top-of-range cookware series. The Zephyr line features polished aluminum covers and black plastic handles and trim. The Supreme line features anodized bronze-tone covers and wood-grained melamine handles and trim. Both are designed with high-dome covers, finger-gripped handles, and hang-up rings. Marketing so far has been largely through catalog houses and premium outlets.

□□□□ **Promotional Teflon:** Cookware producers and retailers are looking to promotional Teflon-coated saucepan sets to bring in traffic and spur sales for Teflon-coated cookware in general. Some retailers report some of the sales magic has gone from sharp pricing on Teflon-coated frypans, and saucepan sets appear to be the answer.

DuPont expects the biggest sales gain for Teflon from saucepans and bakeware.

For supermarkets and mass merchandisers, Aluminum Specialty Co., Manitowoc, Wis., is offering three new saucepan sets—two of them Teflon-coated. All are offered in new Wrap-Around Display Pacs (see photo below).



New twist in cookware packaging

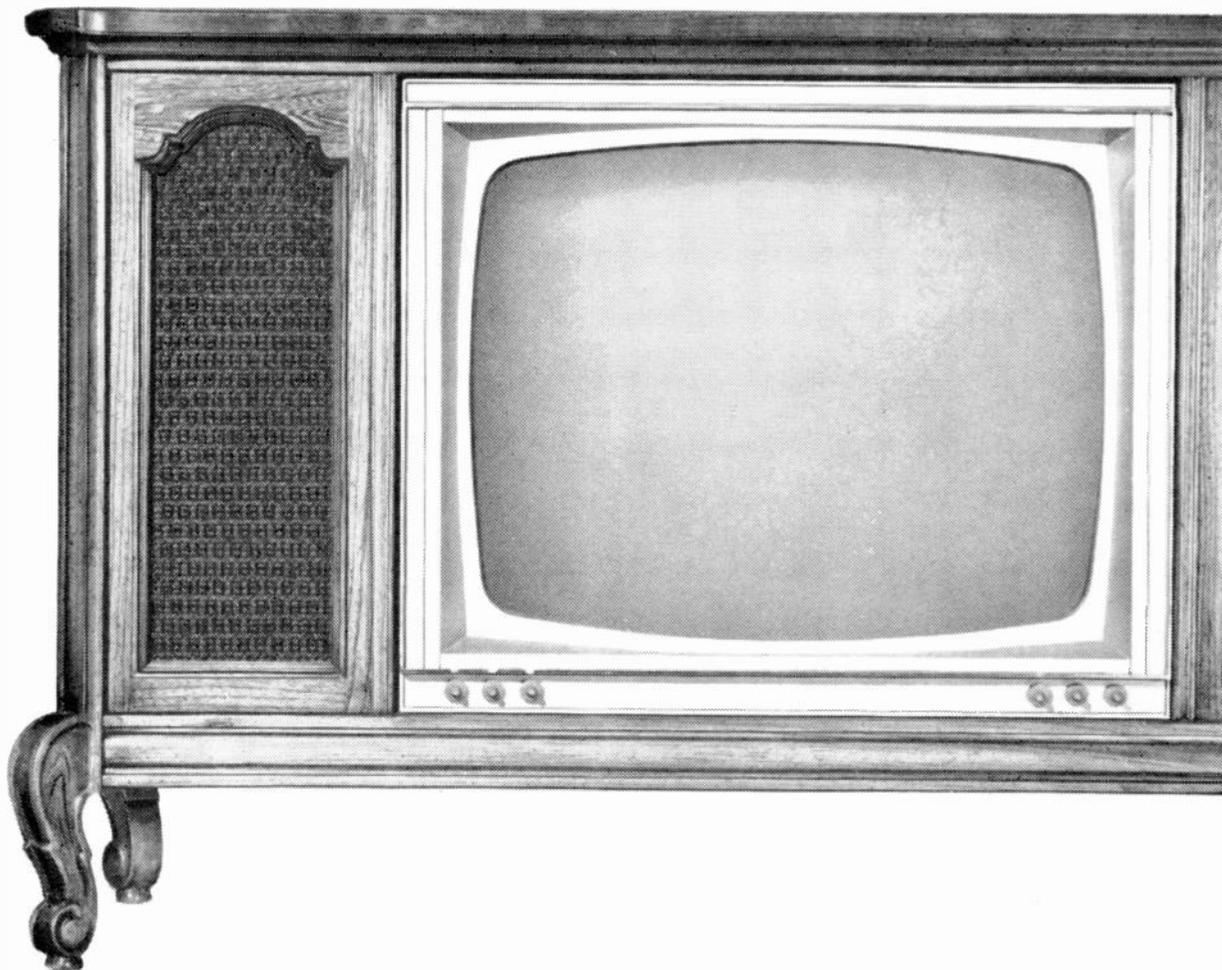
Product, Programs, Policy and People are linked to forge the industry's High-Yield Predictable Profit Line. Ask any Sylvania Dealer.

Premier showings of beautifully crafted, superbly engineered Color TV, Stereo High Fidelity, B&W TV and Radio will be held beginning the week of June 26 in all local markets for both Distributor and factory-direct franchised Sylvania Dealers.

Watch for your invitation...or contact your Sylvania Distributor or Factory Sales Representative.



SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GTE





DESIGN IN HOUSEWARES '66

Designed by
and for
the
Housewares
Industry

In July, at the NHMA National Housewares Exhibit, the housewares industry takes a bold leap forward.

You will witness the industry's first concrete, coordinated attempt to woo today's sophisticated consumers by design. You will see unveiled

those products judged by the National Design Center Board of Design as outstanding in terms of design, function and quality.

You will learn how to implement this Design Award Program for your own use at your own local level, to take full advantage of an avalanche

of national publicity. In short you will preview the public launching of what many industry leaders have hailed as the most promising idea yet in housewares merchandising.

It may well be the most exciting and rewarding week of your housewares life.

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

Fishing for batteries?



G.E.'s well stocked

From underwater to outer space—wherever you need dependable battery power, you need G-E rechargeable nickel-cadmium batteries.

G.E.'s full line of specialized, sealed, safety-vented cell units have solved hundreds of application problems, usual and otherwise. If the answer to your problem isn't currently in stock, we'll gladly develop a battery to meet your need.

This is another example of General Electric's total electronic capability. Ask your G-E Sales Representative for more information, or for application assistance. Or write to Marketing Section, General Electric Company, Gainesville, Florida. 450-01

BATTERY BUSINESS SECTION

GENERAL  ELECTRIC

INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week in bold-face type.

	date	1966	1965	% change
FLOOR CARE PRODUCTS				
Floor Polishers	April	91,574	92,539	- 1.04
	4 Months	402,242	414,103	- 2.86
Vacuum Cleaners	April	428,955	397,806	+ 7.83
	4 Months	1,930,096	1,696,607	+ 13.76
HOME LAUNDRY				
Dryers, clothes, elec.	April	89,297	61,025	+ 46.33
	4 Months	464,485	355,013	+ 30.84
Dryers, clothes, gas	April	38,657	30,856	+ 25.28
	4 Months	223,557	181,812	+ 22.96
Washers, auto & semi-auto.	April	309,757	252,841	+ 22.51
	4 Months	1,268,836	1,148,661	+ 10.46
wringer & spinner	April	41,858	45,154	- 7.30
	4 Months	162,657	184,684	- 11.93
OTHER MAJOR APPLIANCES				
Air Conditioners, room	April	382,600	428,500	- 10.71
	4 Months	1,335,100	1,428,900	- 6.56
Dehumidifiers	April	32,500	31,900	+ 1.88
	4 Months	99,700	74,500	+ 33.83
Dishwashers, portable	April	53,700	33,300	+ 61.26
	4 Months	158,700	126,600	+ 25.36
under-counter, etc.	April	98,600	63,600	+ 55.03
	4 Months	332,600	255,500	+ 30.18
Disposers, food waste	March	106,000	132,300	- 19.88
	3 Months	327,300	319,400	+ 2.47
Freezers, chest	April	41,300	32,300	+ 27.86
	4 Months	148,400	123,700	+ 19.97
upright	April	55,200	55,700	- .90
	4 Months	200,700	206,900	- 3.00
Ranges, electric	April	201,000†	161,700	+ 24.30
	4 Months	738,000	690,300	+ 6.91
Ranges, gas	April	176,100*	181,700	- 3.08
	4 Months	746,500	709,600	+ 5.20
Refrigerators	April	434,500	371,300	+ 17.02
	4 Months	1,616,300	1,486,000	+ 8.77
Water Heaters, elec. (storage)	April	77,600	93,500	- 17.01
	4 Months	335,400	353,300	- 5.07
Water Heaters, gas (storage)	April	205,590	216,330	- 4.96
	4 Months	874,950	887,640	- 1.43
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	June 3	24,146	26,410	- 8.57
	22 Weeks	998,468	1,063,091	- 6.08
monthly distributor sales	March	243,602	239,209	+ 1.84
	3 Months	688,544	703,060	- 2.06
Phonos, console, distrib. sales	June 3	10,774	13,699	- 21.35
	22 Weeks	673,288	513,316	+ 31.16
monthly distributor sales	March	167,712	136,264	+ 23.08
	3 Months	491,446	366,549	+ 34.07
Radio (ex auto), distrib. sales	June 3	139,222	149,442	- 6.84
	22 Weeks	4,960,926	4,241,633	+ 16.96
monthly distributor sales	March	1,329,556	1,056,047	+ 25.90
	3 Months	3,264,467	2,641,069	+ 23.60
B&w Television, distrib. sales	June 3	81,156	86,849	- 6.56
	22 Weeks	2,968,427	2,940,661	+ .94
monthly distributor sales	March	743,129	662,755	+ 12.13
	3 Months	1,983,219	1,904,302	+ 4.14
Color Television, distrib. sales	June 3	41,163	13,373	+207.81
	22 Weeks	1,533,973	679,686	+125.69
monthly distributor sales	March	408,684	166,943	+144.80
	3 Months	941,984	481,097	+ 95.80

†Electric Range April total includes: 124,800 free-standing ranges, 76,200 built-ins.

*Gas Range April total includes: 117,100 free-standing ranges, 21,000 high-oven models, 17,100 set-ins, and 20,900 built-ins.

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

Lear Jet Stereo 8*!

The original 8-track cartridge player for auto and home.

The finest, most profitable tape cartridge system you can handle.

Auto—The most complete line of 8-track automatic tape players on the market. The only line to offer a wide selection of models including integrated AM or FM Radio with FM Multiplex—solid state. Easy installation with 2 or 4 speakers. The line that set the standard for the major auto manufacturers.

Lear Jet Stereo 8 Model ASFM-830-H (Tape Player with FM Radio)

Home—Plugs into existing home stereo equipment and plays the same Stereo 8 tape cartridges. It's the most completely automatic, continuous stereo music system ever devised for the home. So simple to operate, even a child can do it. Stereo 8 is the tape cartridge system endorsed by over 40 leading record companies.

Lear Jet Stereo 8 Model HSA-900 (Home Tape Player Attachment)



BE SURE TO VISIT US AT THE MUSIC SHOW. SEE THE FULL LEAR JET STEREO 8 LINE, INCLUDING EXCITING NEW PRODUCTS, AT BOOTH NOS. 101 AND 102, EAST HALL

LEAR JET CORPORATION—STEREO DIVISION

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STEREO 8*

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NEW! Amana 19

The Side-by-Side that fits in the same space as most refrigerators now in use!

EXACTLY 32 INCHES WIDE

Fits in the same space as most refrigerators now in your customers' homes. Opens up a big new market for you.



19.1 CUBIC FEET BIG INSIDE

More food space in less floor space than any other side-by-side available.

EXCLUSIVE!

Only automatic ice maker that carries a warranty on parts and related labor for five full years.

280 Lb. freezer, 8 cu. ft.

11.1 cu. ft. refrigerator

Choice of colors—white, coppertone, the new avocado

Exactly 32 inches wide

More features to demonstrate in the freezer section:

- Genuine Amana freezer with 280 pound capacity.
- Separate cold control. Lets you control the freezer temperature without affecting the refrigerator temperature.
- New automatic ice maker. Fills, freezes and stores cubes.
- Self-dispensing juice rack.
- Glide-out basket for bulky foods.

More features to demonstrate in the refrigerator section:

- A full 11.1 cubic feet of fresh food storage.
- Amana exclusive*! All shelves (and crisper) can be raised, lowered, rearranged for complete flexibility.
- Butter conditioner keeps butter at preferred consistency.
- Quart size bottle storage in door. Removable egg trays. Glide-out crisper.

* Pat. Pending

And no defrosting ever, in freezer or refrigerator.

For those customers who want a bigger unit . . . the proven Amana 22.

Available any way your customers want it!

22 cu. ft. of food space in 35%* of floor space



With or without a choice of decorator fronts.



With or without famous Amana automatic icemaker.



Best sales closer in the business.

Only Amana quality makes our 5-year Total Appliance Warranty possible. Nothing like it in the business.

Backed by a century-old tradition of fine craftsmanship.

Amana

Write or wire for details on the most profitable line in your store.

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