

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
 A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 27/JULY 4, 1966



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◆□□□ Chicago double-take finds the Housewares and Music Shows running at the same time next week. Housewares buyers will be seeing a new marketing ball game, and consumer electronics buyers will have their eye on color tv. For a double preview of the Chicago doubleheader, seep.22

AT PRESSTIME □

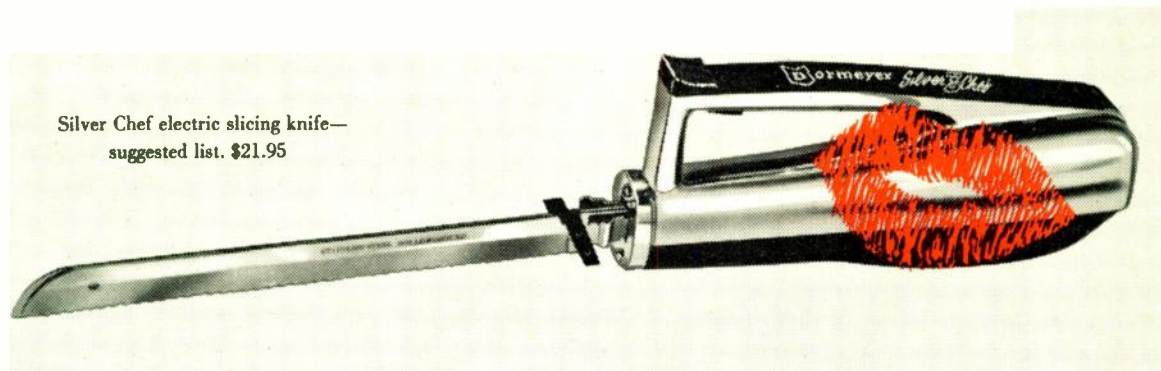
□□□□ Motorola will build a new plant to produce color tv sub-assemblies in Pontiac, Ill., where the company has taken an option on 100 acres of land. The new plant will serve as a feeder facility for Motorola's color tv receiver assembly plant in Franklin Park. Initial plans for the new plant will be "modest," says Motorola, and the company hopes to begin production within six months. This will be the second sub-assembly feeder factory serving the Franklin Park plant. In December, Motorola announced the first such facility to be built at Elgin, Ill.

□□□□ GE will transfer its 11-inch Porta-Color tv production from Syracuse, N.Y., to Portsmouth, Va., and a possible future relocation of the large screen color production is being considered. The reasons for the move, according to GE, are the continuing difficulty in finding employees for the second and third shifts in Syracuse and the shortage of manufacturing space.

GE also says that preliminary work on its \$15 million investment in the Cathode Ray Tube Operation (CRTO), which was begun earlier this year, is nearly completed. CRTO will continue to supply the color tubes for the Porta-Color models.

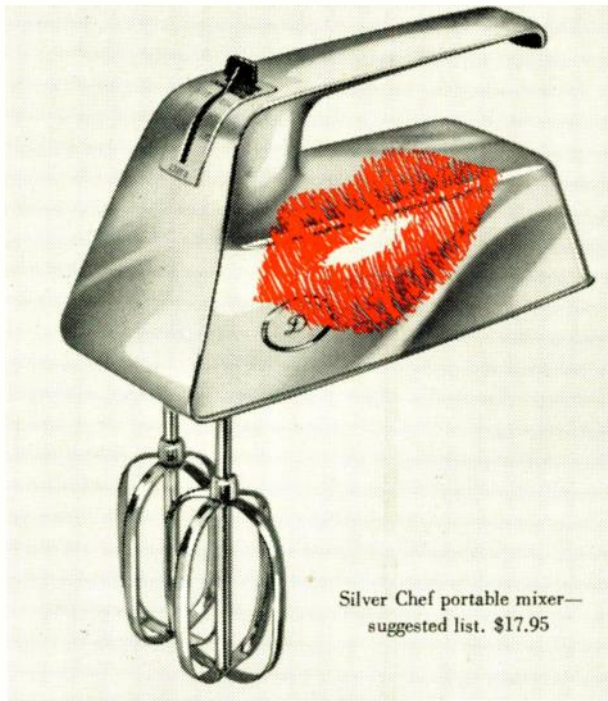
continued on p.3

Nothing sells like chrome! That's why our
new Silver Chef line
drives tough customers
mad with desire



Silver Chef electric slicing knife—
 suggested list. \$21.95

Is it the chrome finishes at ridiculously low prices?



Silver Chef portable mixer—
 suggested list. \$17.95

Or is it the fact that they're
 made by Dormeyer?

Just why it is that normally tough-minded women shoppers go slightly out of their skulls at the sight of chrome, we haven't yet been able to figure out. But why fight it?

Unfortunately, the high price tags dangling from all that chromium often shock them back to sanity. No sale.

However, we've figured out a way to give them chrome finishes and low prices, too. On everything, including electric knives and hand mixers. Nobody's ever put chrome on *them* before, at *any* price. Take a look.

Depend on Dormeyer, millions do.



SEE THE REST OF OUR SHINY LINE AT THE SHOW: BOOTHS 557-559—561-563. IT'S BRILLIANT!

Dormeyer

2400 N. Wolcott Ave., Chicago, Ill. 60614.

□□□□ **The average retail price of refrigerators** during the two weeks ended May 28 was \$311, according to Daniel Starch and Staff, consultants in business research. During May, the average retail price by brand ranged from a low of \$232 to a high of \$347, and 43 models representing 11 brands accounted for 34% of all sales. A single model of one brand accounted for 2.2% of all unit sales; the retail price of this model ranged from \$279 to \$340. The Starch data is based on a weighted sample of 1,739 retailers across the country.

□□□□ **GE is expanding tape recorder facilities** with an immediate move into a 100,000-sq.-ft., 4-story building in Utica, N.Y. General Electric expects to hire 200 assemblers, electronic technicians, engineers, and office personnel to staff the plant. Production is scheduled to begin in September. Within a year, GE officials predict, the Tape Products Section could employ 700 to 800 workers.

□□□□ **The Justice Department has denounced** the practice of suppliers' parceling out exclusive territories for their distributors. Assistant Attorney General Don-

ald F. Turner told Congress that he views such territorial restrictions as illegal in all but two cases: the introduction of a new product, or the entry of a new firm into a market. Even in these cases, he added, the time should be limited.

Franchisors contend that giving a franchisee the sole right to sell in an exclusive area encourages advertising and active merchandising free from the threat of invasion by neighboring distributors.

□□□□ **Pilot Radio has started delivery** of its 1967 color tv console line. The price leader, a 19-inch walnut console, lists for \$399.95. Suggested retail prices for other models range from \$750 for a 25-inch walnut console to \$825 for a 25-inch credenza in Spanish oak.

Pilot's new line of high fidelity stereo consoles has 11 models with prices ranging from \$399.95 for a walnut credenza with a 50w stereo output to \$599.95 for a Contemporary-styled walnut console with AM-FM stereo and a 100w stereo output.

□□□□ **General Instrument's expansion in Taiwan:** Its UHF tv tuner plant is enlarging to 140,000-sq.-ft. and will employ 2,500 people by the end of the year.

From General Electric: a big coup in a small package

In a space no larger than the head of a pin, General Electric this week startled an industry accustomed to surprises.

What GE did was build a radio that operates a micro-electronic circuit: a single chip of silicon tiny enough for an ant to carry off. This monolithic integrated circuit (IC)—only 1/32 of an inch square—contains all the active, and some of the passive, components needed to operate the radio. The IF coils are not included in the IC.

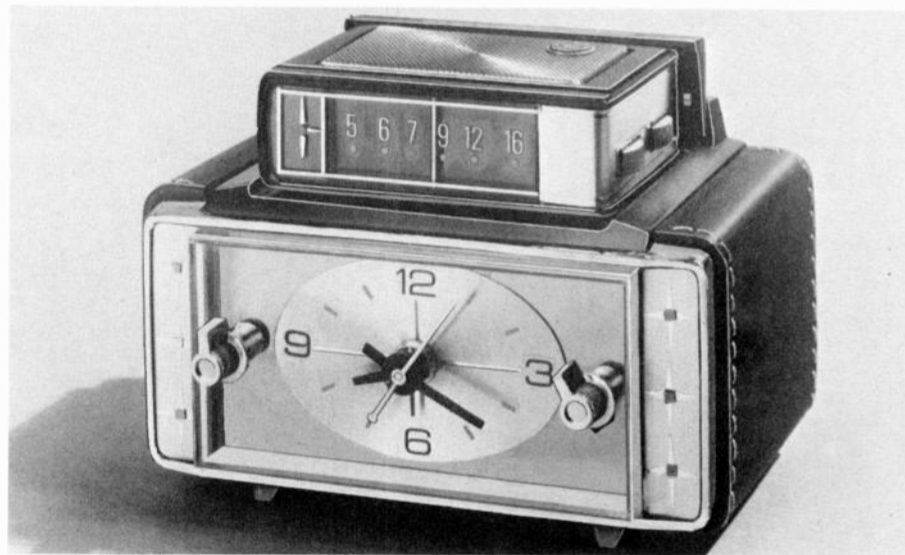
The new IC, which will cost set makers only 80¢ in quantities, will set off a chain reaction reaching all the way to Japan. Manufacturers accustomed to paying the Japanese a 60- to 90-cent price for the basic 6-transistor radio kit—six transistors and a diode—will now be able to purchase the guts of the radio for the cost of the semiconductors alone, while eliminating assembling costs.

This "new math" for the radio business is bound to affect Japan's share of the U.S. radio business as well as its thriving parts operation.

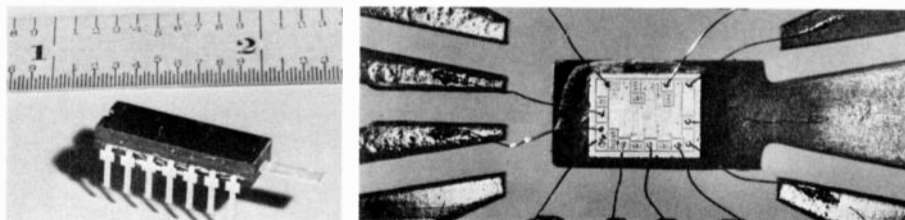
The radio, about the size of a cigarette pack—1 by 2-3/16 by 3 inches—comes with a recharger base containing a clock and 2-by-3-inch speaker (\$39.95 suggested list) or a recharger base with speaker (\$29.95). Although the radio has its own 1 1/2-inch speaker, it cannot be purchased without a base. Detached from the charger, the radio will play up to 12 hours on an overnight charge.

The radio, including the rechargeable nickel-cadmium batteries, comes with a three-year warranty covering parts and labor.

"Elimination of the wiring, connections, and the many individual components that comprise a conven-



GE's integrated circuit radio with clock base and recharger, all for \$39.95



Inside the radio: plastic flat pack (left) contains IC, here greatly magnified

tional circuit has vastly reduced the likelihood of failure," explained Robert C. Wilson, general manager of General Electric's consumer electronics division.

The clock-radio combination's overall dimensions: 5 1/8 by 3 7/8 by 4 inches; the clock features electro-luminescent face, "snooz-alarm," and wake-to-music alarm.

The circuit: Ahead of competition, GE has taken a giant step into a third generation of technology, moving beyond the vacuum tube and the transistor. Earlier this year RCA

started using ICs in the audio section of a tv set circuit, but GE's development is more complex and brings the industry closer to the day of the Dick Tracy wrist-radio and the James Bond cuff links.

GE, which developed and will produce this circuit, will use other versions later this year in the audio circuits of portable tv and phonographs. Next year, GE will use them in even more products, including tape recorders. By 1970, all GE consumer electronic products will use some form of micro-circuit.

For now, GE is unwilling to reveal any details of the circuit, including the number of transistors. "We don't want to get into a transistor race," explained a company spokesman.

In all likelihood because of the very nature of IC engineering, the set may contain the equivalent of 30 transistors. Even though so many minute IC-type transistors are required, the circuit offers greater reliability in less space for less cost.

Key to the breakthrough is a new plastic package, which enables GE to sell the IC for as low as 80¢ in quantities. Ultimately, fairly complex circuits using the new package could sell for under 50¢, said George F. Farnsworth, manager of marketing for the semiconductor products department.

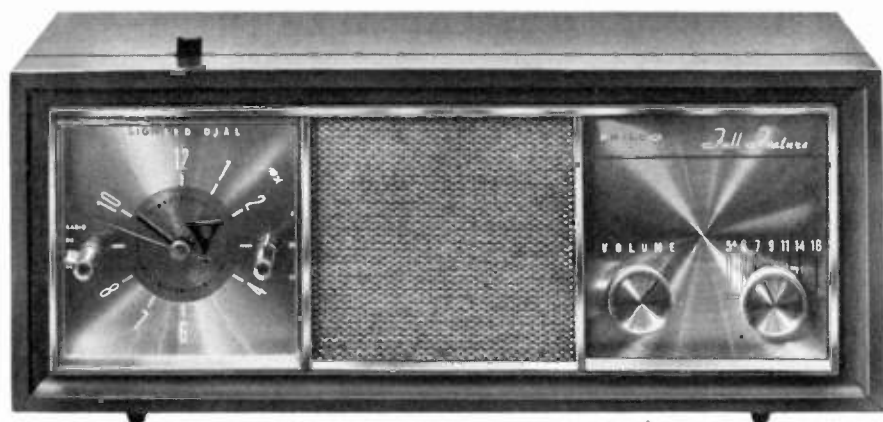
The new package is presently being produced in pilot quantities to fill GE requirements; but starting next year, the semiconductor department will be only too happy to start filling orders for other customers: e.g., rival set makers who want their own ICs.

The plastic flat pack—the circuit is encapsulated in the plastic—lends itself to high-speed assembly, explained William C. Gingrich, manager of microelectronic sales. He feels the pack is the ideal design for low-cost assembly or even for automatic insertion.

The implications of GE's new circuit are enormous. With these low-cost, labor-saving devices, U.S. set makers could have the lever needed to bring the radio business back to the U.S. "The achievements possible with this new technology," summed up Wilson, "are limited only by our imagination." —Donald S. Rubin

Philco's got

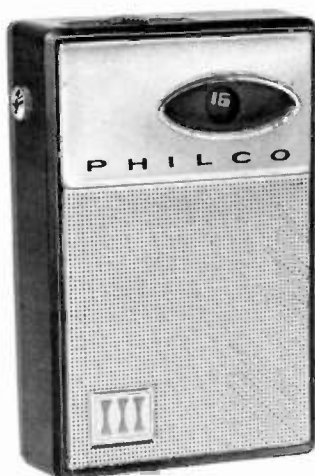
708—AM Clock Radio



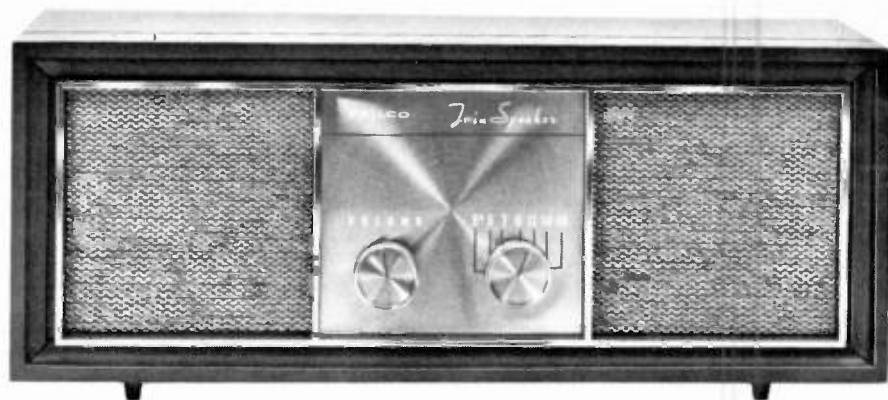
T 97—12 Transistor Portable



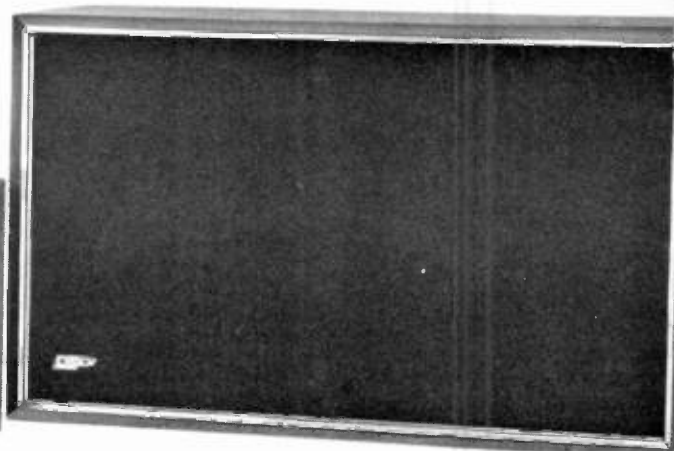
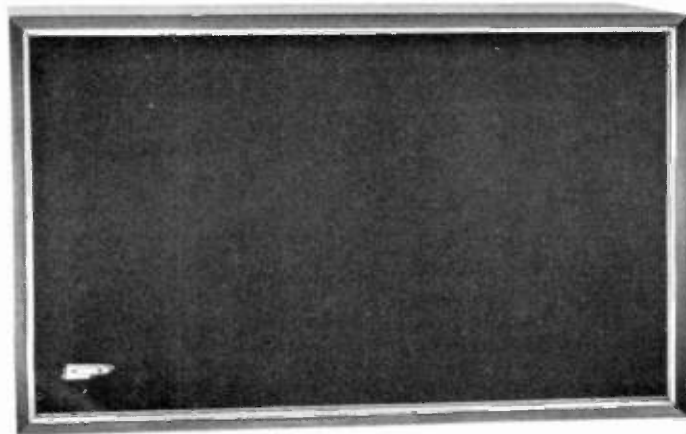
T 85—8 Transistor Miniature



T 600—6 Transistor Miniature



507—AM Table Radio



1007—Stereo Component System

the goods.

967—FM/AM Table Radio



716—FM/AM Clock Radio



T 94—Transistorized FM/AM Portable



T 804—9 Transistor Miniature

Our new radio line is so complete, so sellable and so exciting, just watch how it'll turn up your volume.

We've never come out with a line that's so loaded with sheer excitement, so complete and so full of sales appeal. It's going to help you grab your big share of the big, booming radio business. And with a line like this new Philco line, you'll see why.

Philco gives you the most complete line ever in the big profit AM/FM area. Nineteen models. From miniatures all the way up to an all solid-state stereo sound center. High-style, high-performance solid-state models in personals, table models and clocks. Everything you need to step up your volume in this great profit category.

And the big styling excitement today is wood cabinetry. Because wood has the look, the feel and the sound of quality. So Philco gives you what today's customers want, with many smart wood cabinets in table models, clocks and even a stunning new portable.

We've got it all this year. More models than ever before. Far greater style. All designed to help you do more and more radio business.

So before you make a move in radios, see and hear the new line of Philcos. And see all the new Philco lines at your Philco Distributor's Dealer Preview.

PHILCO
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER®

□□□□ **Increased use of parcel post** by merchants can be expected in a month or so. The House has passed a bill that will increase parcel post rates by an average of 8¢ a package, while liberalizing the sizes and weights of packages that the Post Office will accept for shipment. Senate approval is expected some time after the July 4th recess.

Under the bill, the Post Office will accept packages up to 40 lbs. and 100 inches for shipment between first-class post offices anywhere in the U.S. The present limit is 40 lbs. and 72 inches within 150 miles, 20 lbs. and

72 inches for packages shipped outside that area.

O'Brien estimates that the move will add \$107 million a year to parcel post revenues, putting the service in the black. Vigorous opposition came from the Railway Express Agency, the railroads, and the railroad brotherhoods which complained that the liberalization would put 35,000 workers out of jobs.

□□□□ **Portable radio sales should get a boost** through a promotion plan approved by the National Assn. of Broadcasters. Promotions will be based on the outdoor use of AM-FM transistorized radios and their value in emergencies.

□□□□ **The legality of anti-trust orders** issued by the Federal Trade Commission is at stake in a case appealed to the Supreme Court. The government is appealing a ruling by a lower court that there is no legal way to enforce orders issued before 1959 when new antitrust legislation went into effect.

The FTC claims that the decision will grant amnesty to hundreds of companies that have illegally engaged in price discrimination, tying arrangements, exclusive dealings, or other violations of anti-trust laws. If it stands, the decision would nullify some 400 FTC orders.

□□□□ **Businessmen hinder crime-control efforts** because they will not install burglar alarm systems. That is the accusation levied at retailers and wholesalers at the First National Symposium on Science and Criminal Justice in Washington.

Crime experts contend that businessmen do not install alarm systems simply because insurance companies do not require them, and it is cheaper to pay premiums for protection against thefts. Commercial truckers do not install such equipment, they say, because they haul insured merchandise that belongs to someone else.

However, experts say that many police departments actually discourage private alarm systems on the theory that they cannot now answer all the emergency calls on a busy weekend.

What kind of a line is Phonola trying to hand you?



A new, quality, high style, high profit, non-footballed, imaginative, popular, deep line...with more sell built into every unit than any other competitive product.

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SEE US AT THE MUSIC SHOW—CONRAD HILTON—CONTINENTAL ROOM BOOTHS 314, 315, 316, 317

The apartment-size washer: making the space squeeze pay

Small apartment kitchens can help laundry retailers sell washers—smaller ones, that is. With more than 25 million mobile young married couples on the scene, city apartments are at a premium. Also, high-rise apartments are being filled almost as rapidly as they crop up in outlying areas. This means that more people are putting more into a smaller space—the modern apartment.

Retailers are becoming aware that the apartment's cramped quarters can hold sales opportunities. This is supported by manufacturers' claims to steadily growing sales of the apartment-size automatics.

Of the more than 1.4 million women who married last year, many have or are expecting a baby. A baby means diapers, and diapers mean a substantial cash outlay with no return except clean diapers. A year's diaper service can easily amount to

as much as the price of a 24-inch automatic washer.

Enter the retailer. His sales pitch is that the apartment-size washer saves two vital commodities: space and money. Add to this the unit's lower initial cost, and the retailer has a viable sales stand.

The key to city sales is the unit's size; this is its siren song to the cramped consumer. And the obvious way to speed sales is to capitalize on this feature. One answer is a big but simple window sign over a model: "Squeezed for space? An apartment-size washer is your answer."

The market for apartment-size automatic washers opened up only a few years ago when Whirlpool introduced a 24-inch unit. Sears soon had one. Now, General Electric has a 24-incher, too. As retailers popularize the units, more manufacturers are expected to drop in models.

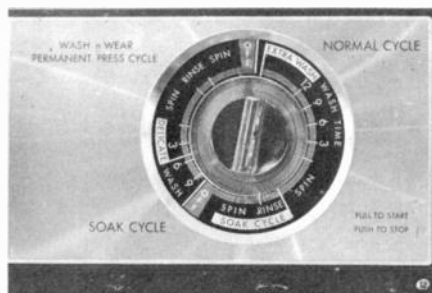
GE makes a move to cash in on the trend to permanent press

General Electric is changing panels in mid-stream in order to move into the permanent press channel. The company has redesigned the control panel on most of the models in its 1966 line of automatic washers and dryers. The new control panel will show a combination permanent press and wash 'n wear cycle (see photo).

The addition of the permanent press emblem is part of a 3-point program undertaken by GE so that it will not fall behind other manufacturers in the permanent press movement. (The company will not introduce its 1967 line until October.)

In addition, GE will offer retailers a permanent press sales and information display kit, which includes

posters, banners, product labels, and a free 4-color cartoon-illustrated booklet. The consumer booklet, which GE has titled "The End of the Dragon of Drudgery," will be available through retail outlets.



GE's 1966 permanent press setting

Speed Queen shows its new line

Speed Queen has introduced its 1967 automatic washer and dryer line. The line features a permanent press cycle, and, in the washers, a separate selection of spin and agitator speeds.

The top-of-the-line washer model has a stainless steel tub. There are two deluxe models, two custom models, and a Thriftomatic model. Both deluxe and custom models have a new removable fabric softener dispenser that fits onto the agitator. These models are also available in water-and suds-saver models.

Speed Queen has redesigned its control panels, and the deluxe models now have a wide strip of wood grain placed through the center of the panel.

The company also introduced matching gas and electric dryers, four models in all. The deluxe dryers have a permanent press cycle, an "Automatic Cycle," and a "Time Cycle." Deluxe and custom washers and dryers are available in copper-

tone, turquoise, pink, as well as white.

Prices on the deluxe washers and dryers have been reduced about 7%, while the prices of other models have been increased about 1% to 2% over last year.



Speed Queen's custom line units

□□□□ **Onward and upward:** With an eye on an anticipated \$1-billion sales volume next year for the RCA home instruments division—double 1965's figure—the company last week made a series of key promotions. B. S. Durant was named division vice president of home instruments operations. He will be responsible for materials, manufacturing, and engineering functions of the division while continuing as president of the RCA Sales Corp. Jack K. Sauter was named executive vice president of sales operations, RCA Sales Corp.; Richard W. Hanselman, vice president of production planning and development; and David E. Daly, manager, consumer products merchandising.

□□□□ **Southern California has displaced New York** "as the biggest single market for laundry appliances in the U.S.," according to E. G. Higdon, president of the Maytag Co. Defending his company's specialization—in limiting its product line—Higdon told a group of Los Angeles security analysts that Maytag could expand its sales volume by producing a full line of household appliances, (the company will soon test-market a dishwasher), "but I question whether the increase in volume resulting from these policy shifts would necessarily increase our net income." Higdon called net income the true yardstick of success. He noted that Maytag first-quarter sales were up 4.3% over last year and said that the company might reach the record sales volume hit in 1964. However, net income in the first quarter of 1966 declined 6.5% from the comparable period in 1965.

□□□□ **Utilities' promotional gimmicks** have come under fire in Virginia. On June 22, the Virginia State Corporation Commission ordered gas and electric utilities to file (by Oct. 1) rate schedules specifying the value of "promotional gimmicks" made to customers. In the surprise ruling, installation allowances on gas and electric appliances and underground installation charges were also included in the motion.

□□□□ **Hotpoint has joined** the American Institute of Kitchen Dealers (AIKD) as an associate member. The company is the first major appliance manufacturer to become a member of the trade association.

□□□□ **RCA's annual reception at the Music Show** will be held this year at 6 p.m. on Monday, July 11, in the Boulevard Room at the Conrad Hilton. Sharp Electronics will have a reception the same night at 7 p.m. in private dining room I at the Hilton. Califone-Roberts' reception will be 5:30-8:30 p.m. on Tuesday night in private dining room I.

□□□□ **Delmonico has expanded** color tv production at its Maspeth (N.Y.) plant and has acquired warehouse facilities and showrooms in Pittsburgh. Delmonico reports May sales up 83% over May, 1965.

□□□□ **Muntz TV's 9-month sales leap-frogged 51%** over the same fiscal period last year. Wallace A. Keil, president of the company, says the private-label division of Muntz has received several large contracts for both b&w and color sets from "one of the largest retail department store and catalog chains."

□□□□ **Philco's Taiwan plant is going full steam** producing consumer electronics components. The company's dealer convention in Hawaii also moved at a good clip, racking up over \$50 million worth of sales in consumer electronics and appliances—double the 1965 convention volume. The company reports that a healthy roster of full-line, in-depth Philco dealers was signed up at the meeting.

On the production front, Philco announced that it has added six outside cabinet suppliers in anticipation of heavy demands. At its Philadelphia electronics plant, the company reports that it has hired 300 new employees so far this year and will hire 300 more by the end of the year.

□□□□ **Symphonic's first tape cartridge player** (MW, 21 Mar., p.9) will be introduced at the Music Show next week. The Motorola-made 8-track deck will come in at least two Symphonic versions: an under-\$100 self-contained unit and a less expensive tape deck. Volkswagen's plans to market a cartridge player are temporarily on ice. The company recently showed its distributors a 4-track Telepro unit (MW, 2 May, p.3). However, Volkswagen is now keeping an eye on the 8-track Motorola deck in general and on Motorola's plans for a small radio-cartridge player in particular. "But we probably won't take any final steps until the end of the year," explains a Volkswagen spokesman. "It's obvious that this industry is moving quickly, and we don't want to be outdated by the time we start. So we'll wait and see what happens." Mercury will unveil the first 50 pre-recorded cartridges for its Philips-system player plus four new Philips home players and a stereo auto play-back unit in Chicago next week.

□□□□ **To sell both auto and home tape cartridges**, they must be promoted together. "Each will help sell the other," says William B. Sandler, president of Soundex Corp. "But very few music stores have the facilities to install automotive stereos, and few automotive dealers are eager to handle the home players." Sandler's solution: Soundex has arranged with its nationwide network of warranty stations to install and maintain the Soundex Stereo 8 cartridge players. Soundex has more than 1,000 warranty stations, with locations in all 50 states.

□□□□ **Amana has added avocado** to the list of colors available on the company's side-by-sides and on certain freezer and refrigerator models.

□□□□ **Maytag service calls dropped 25%** per year for the last three years, the company's machine life-testing program shows. The life-testing program operates washers under simulated home conditions for 8,500 cycles—the equivalent of 20 years of home use. Washers life-tested during 1965 showed 70% better performance than those tested during 1962.

Home service calls for Maytag automatic washers dropped nearly one-third during the 3-year period. And Maytag's service department records a 31.5% decline in warranty service calls on automatic washers. The company's long-standing goal is to turn out a washer that will perform for at least 10 years without a major failure.

They call it a 'cassette' and you better remember it

The man from Norelco took a competitor's 8-track automobile tape cartridge from its box and started substituting his company's cassette in the empty container.

"One, two, three, four of our cassettes," counted Wybo Semmelink, North American Philips assistant vice president, "and there's still a little room. Four hours of music for us and only 80 minutes for the Brand X cartridge in the same space."

On this tough competitive note, North American Philips introduced its own line of cassette (cartridge) tape players last week at a press conference. And Norelco wasted no time in pointing out that it will have plenty of company for this equipment in the U.S. market. Thirty-nine manufacturers and marketers of tape recorders throughout the world have already adopted Philips' compact system, including such big names in the U.S. market as General Electric, 3M, VM, Mercury, Sony, Panasonic, Hitachi, Crown, Toshiba, and Concord.

"Over 500,000 players will be on the U.S. market before the year is over," predicted Semmelink. And next week Mercury Records, another part of Philips' empire, is expected to announce a library of pre-recorded cassettes for \$4.95.

"Of prime importance," said Semmelink, "is the fact that it is possible to record with our system. And in contrast to other types, ours offers a means to find a specific point on a tape." [Some new players offer a digital counter.] The cassettes are compatible and can be played on both mono and stereo machines. A 60-minute blank cassette costs about \$2.65. Philips is working on a 90-minute blank that will be priced at \$3.50.

The line opens with a revised version of the Carry-Corder for \$90 and steps to an enlarged version (11 by 4 by 2½ inches) for \$100. A teak-cabinet table model, with brushed-chrome trim and push-button controls, goes for \$130. It has a frequency response of 60cps to 10,000cps and has an automatic record control level.

A unit that can play stereo and mono, with two satellite speakers and a frequency response of 60cps to 12,000cps, goes for \$190. For \$130 there is a tape deck version of this unit. At \$229.95 Norelco has a portable AM-FM-SW cassette combination.

For the automobiles, Norelco has a monoaural unit that is priced at \$115 and a stereophonic playback system at \$150.

Up IITRI's research sleeve: a color vtr for only \$500

The market for video tape recorders—commercially available at a price the average American family might afford—is on the brink of a breakthrough. It might come as early as this year, but there is a better chance it will arrive by the end of 1967.

So predict scientists at the Illinois Institute of Technology Research Institute (IITRI) in Chicago, following the unveiling of a prototype color video tape recorder (vtr), which "can be produced and profitably retailed for less than \$500."

"This is a fantastic market and one which many manufacturers are actively looking at," said John P. Skinner, manager of Magnetic Recording at IITRI. "The year 1966 could even be the opening of this market or it might be 1967. Many manufacturers are now deciding how and when to get into this market."

Rights for development of commercial versions of the IITRI unit have been licensed to three firms which also hold developmental rights for IITRI's black-and-white vtr system, Skinner said. The system is available for licensing to other interested manufacturers.

The IITRI system employs direct, longitudinal recording with a single, fixed recording head assembly for both recording and playback. Any high-quality, high-resolution audio tape will perform satisfactorily, said the unit's inventor, Marvin Camras, IITRI scientific advisor. Skinner declined to reveal the identity of the

three firms that hold rights.

Last September Sony introduced a \$995 black-and-white home video tape recorder with rotating head that requires a ½-inch tape. Sony plans to demonstrate a color model for \$2,000 at the Music Show next week, and expects to make the units available by the fall of 1967.

Ampex has a black-and-white video tape recorder with rotating head. The unit is commercially available for \$1,095.

The IITRI unit uses a 7-inch reel of ¼-inch tape and operates at a speed of 120ips. Four separate channels of programming can be placed on a ¼-inch tape in four passes. Video and audio are recorded on three tracks.

Program time for the system varies from 15 minutes to 30 minutes depending on the reel size and the type of tape used. The demonstrator unit uses instrumentation tape.

The record and playback amplifiers employ 12 transistors; fourteen circuit connections are required between the recorder and a color tv set or monitor.

The ¼-inch tape for the IITRI unit costs between \$4 and \$5 a reel, compared to Ampex's 1-inch tape costing about \$80 and Sony's tape selling for \$39.95.

IITRI is working right now on a low-cost color tv camera by which a user could take his own color film and play it back immediately on his tv screen.

new! solid statesmanship from Webcor



WEBCOR PRESIDENT—Model 2731. 1/4 track, 3-speed stereo/monaural operation. 2 detachable wing-type speaker systems utilizing a deluxe 6" low resonance woofer, cross-over network, special 3 1/2" super tweeter. Synchro-track (sound-with-sound), 8 input-output jacks, power indicator light, push button counter, 2 dynamic mikes, variable monitor level controls. 50 watt peak power. 40 to 18,000 cycles. \$349.95*



WEBCOR OVERTURE—Model 2730 A 3-speed, 1/4 track stereo/monaural unit records on all 4 tracks. Two dynamic microphones, two detachable wing-type speakers, utilizing deluxe 6" full range low resonance dynamic speaker. 2 VU meters, 8 input-output jacks, 15 watts peak power, 40 to 15,000 cycles, automatic shut-off, synchro-track (sound-with-sound), variable monitor level controls. \$299.95*



WEBCOR EDUCATOR—Model 2703 All new 3-speed, 1/4 track monaural unit records over 8 hours. Has 15 watts peak power, 6 input-output jacks, dynamic microphone, Synchro-track (sound-with-sound) ideal for language instruction and stereo playback. Automatic shut-off, edit lever and record safety interlock, push button counter, VU meter, 50 to 15,000 cycles. 3 wire AC cord optional. \$179.95*

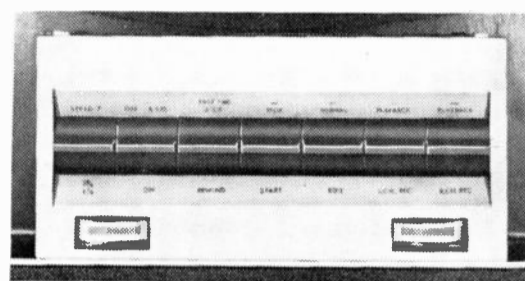
From rechargeable to stereo... \$59.95 to \$349.95...Webcor is the new look in recording. Each lightweight, compact model completely new throughout with 100% solid state dependability. New smartly styled carrying cases. Up to 7" reel capacity. Self-contained storage for accessories. Flywheel and capstan assemblies for improved wow and flutter.



WEBCOR CORONET—Model 2722 A 3-speed, 1/4 track stereo/monaural unit that records on all 4 tracks. 2 detachable speakers separate up to 20 feet. Two dynamic microphones, two VU meters, 8 input-output jacks, 15 watts peak power, 100 to 15,000 cycles, automatic shut-off. \$234.95*



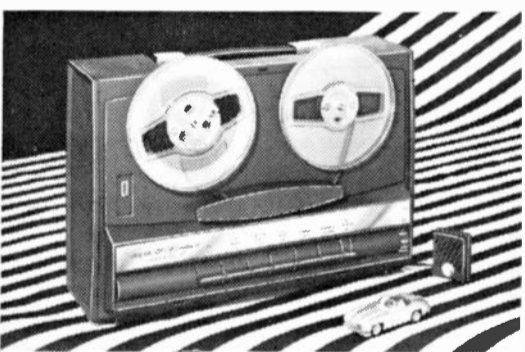
WEBCOR COMPACT DELUXE—Model 2702 Built for a variety of uses, this high quality unit features 7 1/2 and 3 3/4 speeds. VU meter, tape counter, high quality microphone, 5 watt peak power for excellent voice and music reproduction. 100 to 12,000 cycles. \$119.95*



The new Touch-Tab Control Bar, featured on all models except the Rechargeables, has been designed for simplicity and ease of operation, whether unit is in a horizontal or vertical position.

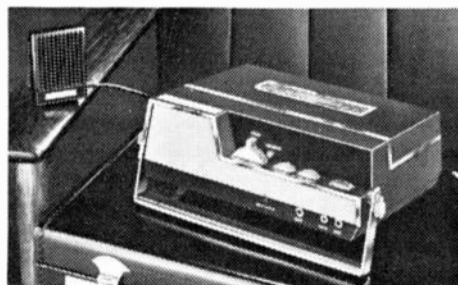


WEBCOR HOLIDAY—Model 2721 A 2-speed, 1/4 track stereo/monaural unit that records on all 4 tracks. This beautiful, self-contained recorder features 2 microphones, 2 VU meters, twin 5" speakers and frequency response from 100 to 15,000 cycles, 10 watts peak power, 8 input-output jacks, push button counter, automatic shut-off. \$199.95*



WEBCOR COMPACT—Model 2700 Budget priced solid state quality. This high fidelity recorder features 2 speed modulated lamp record indicator, edit lever. Plays 3", 5" or 7" reels. \$89.95*

WEBCOR RECHARGEABLE III—Model 2714 3 rechargeable batteries equal to 120 flashlight batteries. Minimum 800 hours playing time. Recharge overnight. 2 speeds 1 7/8, 3 3/4. Transistorized capstan speed control. 3" reel, built in AC converter, charger. Operates on 110V, AC, rechargeable batteries (included) or 4 flashlight batteries. Remote control dynamic mike, earphone, patch cord, combination VU/battery charge meter. \$59.95*



WEBCOR RECHARGEABLE V—Model 2717. True music, voice reproduction at 1 7/8, 3 3/4 speeds. Capstan drive, 5" reel. Operates on 5 rechargeable batteries (included), flashlight batteries or 110V, AC. Built in AC adaptor, battery charger. 5 input-output jacks, VU meter, battery charge indicator. Voice activated mike, earphone patch cord. \$124.95.* Model 2715 same as 2717 but with remote control, dynamic mike. \$109.95*

See the all new "Solid Statesmen" from Webcor at the Music Show, Space 426-429.

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has the Color TV!

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UHF channels, turn TV off and on, adjust volume, tune "tint" and "color," even turn all power off. In remote control models of new Mark I Deluxe Color TV.



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See the Mark I Deluxe demonstrated along with the full line of new RCA Victor home entertainment products at the NAMM Show, July 10-14! Conrad Hilton Hotel, Chicago. Booth 318-325.

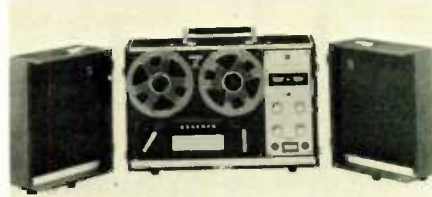


□ □ GE's new line of audio products includes 14 stereo and eight monaural portables, with suggested retail prices ranging from \$22.95 for a "clamshell" monaural set to \$219.95 for a deluxe stereo tuner unit. The top model, R750 (shown), is a stereo phonograph with an AM-FM stereo tuner. It has a solid-state amplifier, a retractable ceramic stereophonic cartridge, a 4-speed turntable, and

an automatic changer. The speaker components have 3-inch and 12-inch dynapower speakers.

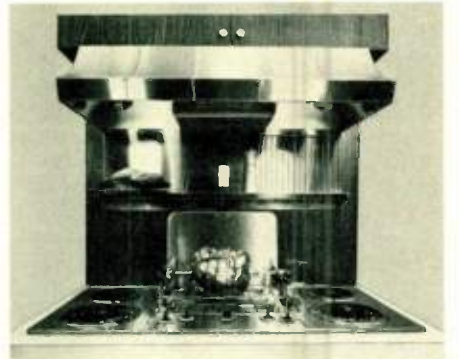
Also featured in the new line are: The Guitarmate, a stereo phonograph with electric guitar and accessories, at \$149.95 and the Swingmate, a 4-speed portable phonograph with fully automatic changer, at \$29.95. *General Electric, Electronics Park, Syracuse, N.Y. 13201.*

□ □ Rangaire's new ceiling exhaust fan (Model 132) is designed for use in any ceiling or under a cabinet. It features a 6½-inch pressure fan exhaust unit with a chrome grille. *Rangaire Corp., P.O. Box 177, Cleburne, Tex. 76031.*

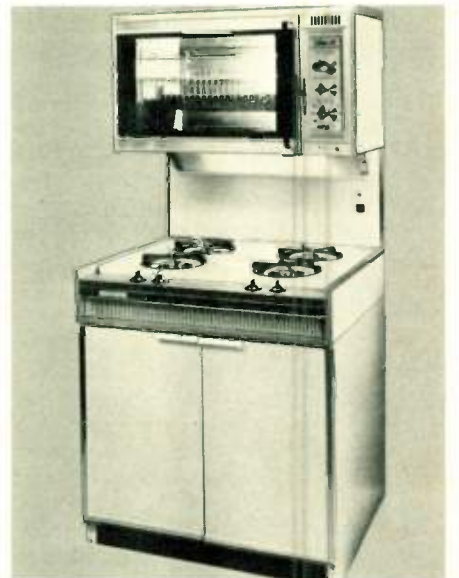


□ □ Concord's stereo tape recorder features automatic tape reversal. The recorder, Model 776, plays and records in two directions without reel turnover and rethreading. After playing through both ways, it shuts off automatically. The tape can also be reversed manually at any point. Suggested retail price for the unit is \$349.50. *Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025.*

□ □ Westinghouse has a new baffle to adapt a 115v dryer to handle permanent press clothes. The new air flow baffle, available to customers with either 230v power or gas, will restrict the air flow and bring dryer temperatures up to the 150- to 160-degree level that is best for drying permanent press. Normally, 115v dryers reach a maximum temperature of about 120 degrees. The baffle is placed across the lint collector in front of the dryer drum. *Westinghouse Corp., 3 Gateway Center, Pittsburgh, Pa. 15222.*



□ □ A hood-warmer combination is introduced by Trade Wind. The ventilating hood and infra-red food and plate warmer is designed for use over a range or barbecue. The new Keep Hot unit features a 2-speed push-button fan and two 250w infra-red fixtures that can be operated singly or jointly. The unit's steel shelves can be used for condiments or cooking utensils. The hood-warmer combination is available in antique copper, stainless steel, or baked enamel colors, including avocado. Backsplash panels are available for all units in stainless steel. The units come in 42- and 48-inch lengths. *Trade Wind by Thermador, 5119 District Blvd., Los Angeles, Calif.*



□ □ Welbilt's new ranges are a 30-inch model (shown) and a 3-style line of free-standing ranges. The new eye-level, the Astro, is available in gas or electric. Its oven-broiler features outside controls which enable the housewife to move the burner toward or away from the food. The new free-standing line comes in three styles: Tiara, Custom, and Hostess. Models are available in 24- and 30-inch widths. Tiara models feature a Burner-with-a-Brain, simmer burners, chrome top, lighted backguard, and an appliance outlet. Custom models have a wood-finish backguard, clock, and timer. All the models have a recessed, lift-off top, top-front controls, metal trim, and removable oven burner tops. *Welbilt Corp., Welbilt Square, Maspeth, N.Y.*

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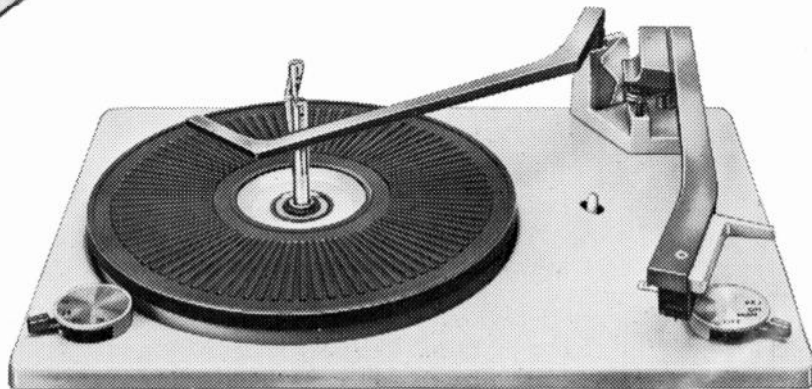
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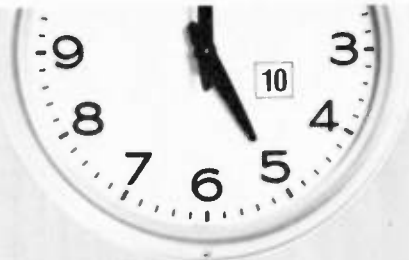
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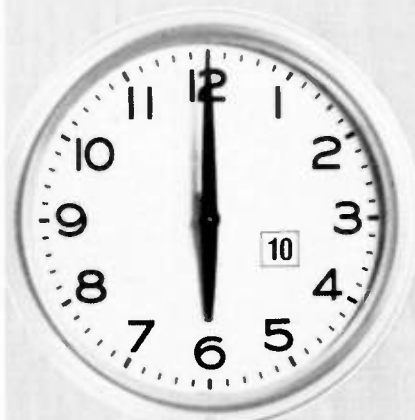
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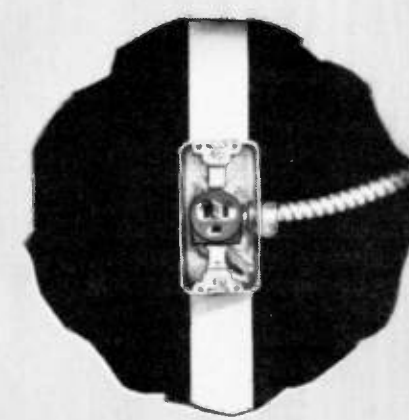
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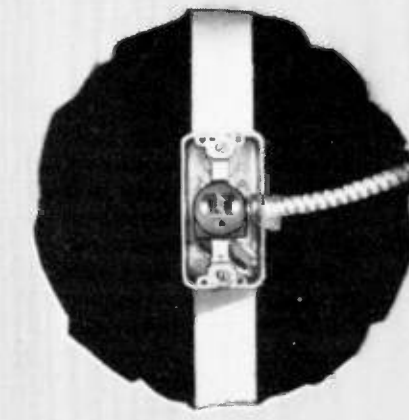
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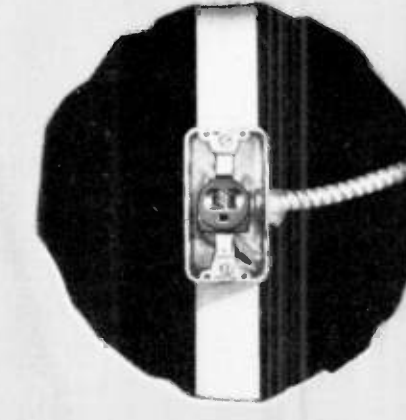
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LOS ANGELES



CHICAGO

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The International One is coming...

For the first time in the United States, the International One introduces Part I of a complete line of home entertainment products. It happens at the Chicago Music Show beginning July 10. All-new color TV. All-new solid state portable TV. All-new solid state radios. All-new solid state tape recorders.

Who is the International One? The world's largest producer of transistors and diodes in the home electronics field. An O.E.M. of color

from picture tubes right through cabinets. One of the largest companies in the world with a staff of over 1,200 research scientists and engineers. Acclaimed in 103 lands as the finest quality products you can buy or sell.

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MERCHANDISING WEEK

VOL. 98 NO. 27

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

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

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



**This Oster Hair Dryer won the design award of The National Design Center*



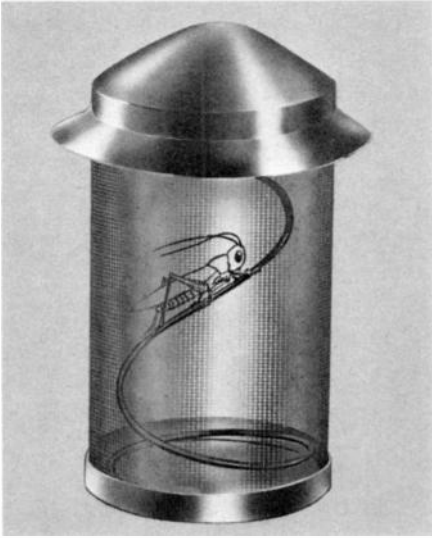
We're proud as can be of our Deluxe Portable Professional Hair Dryer. Its smart appearance and functional design caught the eye of The National Design Center's discerning judges just as it will attract the interest of anyone with an eye for quality. Truly professional, our award-winner is equipped with remote control temperature selector and a choice of four powerful, yet velvet-soft air temperatures — hot, medium, warm and cool. This smooth little item will win BIG profits for you.



Oster

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© 1966 John Oster Manufacturing Co., 5055 N. Lydell Ave., Milwaukee, Wisconsin 53217



□ □ Wolfcrest introduces a Bug Cage. It is 3 inches in diameter and 5½ inches high, has a green metal top and bottom, and comes with either wire mesh or plastic walls. As an extra feature, each Bug Cage comes with a climbing tree. Suggested retail price is 98¢. *Wolfcrest Products Inc., Johnson Rd., Michigan City, Ind. 46361*

□ □ A Currier & Ives Christmas mug is announced by the J. P. Gits Co. The 10-oz. Tyril Thermo cup with four winter scenes carries a suggested retail price of 49¢. The cups are packed 48 to a carton. *J. P. Gits Manufacturing Co., 4600 W. Huron St., Chicago, Ill.*



□ □ Imperial offers two bar stools and a promotional desk in tubular steel construction. One stool, Model 53 (shown), has a bucket-style low-back swivel seat. It sells for \$14.95. The other, Model 377, comes with a round swivel top and retails at \$9.95. The promotional desk has a laminated plastic top with a wood finish and two shelves. Suggested retail price is \$11.95. *Imperial Industries, 1322 N. Elston Ave., Chicago Ill. 60622.*



□ □ A 6-qt. fryer-cooker that also serves as a casserole or Dutch oven is introduced by Therm-o-Ware Electric. Model 808T, at \$16.88 retail, is completely immersible and features Teflon coating in body and lid. A fry basket is included. *Therm-o-ware Electric Corp., 1250 Rockaway Ave., Brooklyn, N. Y. 11236.*

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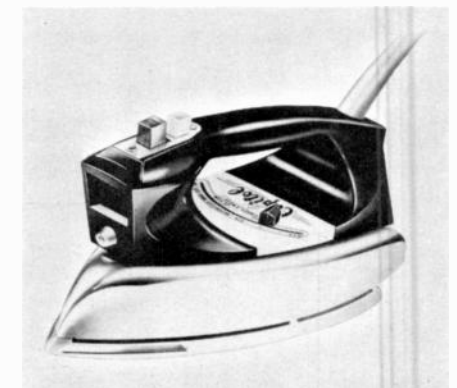
THE DELUXE—This value-packed leader model features automatic humidistat, quiet single speed fan and water level indicator. Evaporates up to 12.5 gallons of water a day.



THE COMPACT—Ideal for apartments and smaller areas. Has water level indicator—evaporates up to 4.5 gallons of water a day. Optional roll-about stand.



□ □ AMF shows power snow shovel called Husky Jr., in its snow blower line. Husky Jr. features a chain-saw engine, an automatic rewind starter, a centrifugal clutch, adjustable paddles, and an adjustable chute that will throw snow up to 20 feet. It will retail for less than \$100. AMF also offers a 2-stage, 4hp snow blower, called Husky (and a 3-stage, 6hp unit, called Polar Bear. *AMF Western Tool Inc., 3811 McDonald Ave., P.O. Box 357, Des Moines, Ia. 50302.*



□ □ Capitol is introducing an iron that can be used dry or with steam. It is fully automatic and has a 6-oz. well and positive pump action. Model #49 has settings for wash 'n wear fabrics and for synthetics. Suggested retail price is \$15.95. The delivery date for the new iron is set for July 15. *The Capitol Products Co., 35 Willow St., Winsted, Conn.*

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School Bell This electric novelty's doing classic business from coast to coast. Outside brass bell alarm actually rings. Barn red, fits anywhere in the house—wall, nightstand, mantel, desk or table top. 8½" x 6½", brass hands, wipes clean with a damp cloth. \$11.98 retail.



Both these clocks are selling out all across the country—the two hottest numbers in our line today. We guarantee they'll sell for you, too!

and there's more 



Decorator Clocks Battery operated, charged with sales power. Contemporary, early American, traditional and novelty styles. With extra mark-up built in. Think of the best stores in the country, that's where you'll find these clocks. \$10.98 to \$39.95, the volume range.



Electric Alarms This market's growing bigger and bigger—Ingraham's one big reason. Proven classics, great values, new features. And the only two year guarantee in the business. \$3.98 to \$9.98
Electric Wall clocks \$3.98 to \$7.98.



Wrist Watches Go ahead—cherry pick! Calendars, skindivers, dress, waterproof ... pick only the numbers you want. And we'll deliver, too. Our wrist watches tripled their business last year. How did yours do? \$7.95 to \$14.95.



30 Hour Keywound Alarms The number two seller in this field! So, we'll keep turning out the extra features, extra values to win the top spot. \$2.98 and up. Also travel clocks for both low end and high style traffic.



Pocket Watches We sell millions, you'll sell a ton. Just stand 'em up in this display and watch 'em sell themselves. As low as \$3.25 with lifetime mainspring. And a \$5.98 stop watch that can't separate the men from the boys. It sells 'em all.



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JULY 11-15
1966
McCORMICK PLACE,
CHICAGO

The Music Show at the Conrad Hilton: eye on trends, ear to the ground



"We make more than color tv sets." Many manufacturers thought it necessary to remind their distributors of this fact during the month of line shows preceding the Show.

The distributors nodded. Yes, radios are selling—selling better than ever before. Yes, stereo console sales are climbing. Yes, tape recorders are the greatest growth area outside the color tv market.

But the talk at coffee break and at cocktails was color tv; and the headlines—longer color lines, lower color prices—heated up the discussion.

However, the true news of the line introductions—and the story to listen for at the Show—is that middle-of-the-line and high-end color prices have inched upward and there will indeed be another shortage this fall.

And, the story at the Show will be that phonos, radios, b&w tv, and tape recorders are fighting back with features and prices that keep the customers coming in the age of color tv.

Tv: pay attention to prices

Now that the shock value of RCA's \$449.95 25-inch color tv leader model has begun to wear thin, the manufacturers—including RCA—are trying hard to hammer home the obvious: high-end, fine-furniture color tv sets are selling and will continue to sell.

Says top RCA executive W. Walter Watts: "The average retail price of sets ordered by RCA's distributors has jumped to \$624 a set from \$550 over the past 12 months."

Sophisticated, quality-conscious shoppers are supposed to be today's norm; if so—and the solid sales figures say so—the manufacturers are ready for them.

Twenty-seven companies will be displaying

By Bruce Pfau

**COMING ATTRACTIONS:
THE BIG TWIN-BILL
IN CHICAGO NEXT WEEK**

Housewares Show at McCormick Place: slow warmup for a fast sales season



Housewares marketing and merchandising is becoming a whole new ball game, and this fact of life will be underscored at the National Housewares Exhibit in Chicago's McCormick Place next week.

There are new rules. The lineups are being reshuffled. The game is being televised. The big-name players are calling the shots. And everyone is playing for the paying customer.

New look for Ladies Day

Even the Ladies Day customer is not the same. She is better educated, more sophisticated, less price conscious, more quality conscious, more wanting but less needing, less tied to the past, and more sure of herself, of what she wants, where she is going to get it, and how she is going to get it.

Like professional sports, the housewares industry is altering the game—stepping up the playing pace—in order to cash in on the rich spoils of commercial television.

Pricing is up in most major product categories. Manufacturers' lines have more profits built into them than a year ago. Manufacturers must pay for all that television time, make up for all those deals designed to win retail space, and pay for all those premium and cash refunds they will be running in the second half.

Reshuffling the lineups

Product lineups are being reshuffled by leading retailers.

Some stores are finding their inventories steadily rising and their turnover decreasing.

By Ed Dubbs



Color tv: Motorola 21-inch signals more sizes



Console phonos: long-and-low Oriental model from Zenith heralds evolution in cabinet styling

television sets at the Show. Most of the exhibitors will have what a year ago would have been shocking prices on their color leader models. Three examples: Admiral's 23-inch table model at \$439.95; Sylvania's 25-inch leader at \$479.95; and, of course, RCA's pace-setting 25-inch table model at \$449.95. But look beyond the low end: prices, compared to last year, generally are somewhat higher although sometimes hidden.

A year ago, talk of color picture tube shortages, cabinet shortages, and copper shortages was more smoke than fire. Today, these shortages—and the pressure they exert on prices—are very real. Also, the 21-inch round-tube set, which has been the traditional leader in color tv pricing, is on its last legs.

If the consumer wants a quality set today, he must necessarily pay a little more than a year ago. Costs have climbed. But in the deal, the consumer will be getting features undreamed of a year or two ago: integrated circuits, automatic tuning, super-bright tubes. And he will be getting the highest-styled sets the industry has ever produced—that is, if he can get a set at all.

Manufacturers complain that many retailers

do not believe there will be another tv shortage this fall. Recently, a top industry executive spent an hour at a dealer seminar enumerating the reasons there would be a color tv shortage in the fall. He pointed to the hundreds of chassis in his factory that were waiting only picture tubes. He compared the color tv boom to the b&w tv boom a decade ago. He cited the "total color" programming planned by the networks for this fall. He projected figures on the bubbling economy. He explained how the many expansions planned by the industry to meet demand will take time to pick up a full load of steam.

When finished, he invited questions from the floor. A key retailer queried: "Many of us in the field think that perhaps manufacturers are exaggerating the possibility of a severe shortage this fall. What do you think about this?" The executive, after his hour-long speech to that very point, shook his head in dismay and replied, "What more can I tell you?"

There will indeed be another color tv shortage in the fall.

The story on b&w television is the reverse side of the coin. Where color prices are hold-

ing steady or rising, b&w prices are tumbling. Where the huge majority of color sets built and sold are consoles, the b&w console has become a rare bird.

The black and white portable, on the other hand, is established as a household staple, while the color portable is still, for all practical purposes, waiting in the wings.

B&w sales last year—in the midst of the color tv turmoil—did not lose any ground. And now that b&w sets have demonstrated their staying power, the manufacturers are tagging them with traffic-pulling prices and/or fancy features. (See, for example, Panasonic's 9-incher with built-in AM-FM radio at \$180 or Admiral's 9-incher at \$79.95.)

Manufacturers are quick to tick off the reasons b&w sales will continue strong. The transistorized, battery-operated b&w portable is cashing in on radio's biggest consumer movement: the youth market. The \$90-or-less 12-inch portable is putting a tv set in every bedroom in America. The mighty 19-incher remains the country's favorite compact. And, to judge by the number of units appearing, the 9-inch b&w set is destined for a big future.

Too many products. Twice as many as five years ago.

Buyers are reexamining their assortments. What models can be dropped? What models should be added? Do I need 20 irons to satisfy the customer? Or am I just confusing her? Will 18 irons do? Even 15? Will carrying fewer models cut down on the inventory, up the turnover, and raise the profits?

Can I live without an entire name-brand line on which I don't like the program or which I find unprofitable? Do I have to carry this item just because it is heavily advertised on tv and customers may come in asking for it (even when it's unprofitable, or overpriced, or does not even work properly)?

The product squeeze play

The pinch is on again for manufacturers, after a short fling in a seller's market. When manufacturers had trouble keeping up with the orders, as was the situation for about 12 months, product proliferation caused less of a problem. Although some producers are still having some production problems, the situation has eased, and product proliferation is again becoming a problem.

Pressures again are building up on manufacturers to hold onto retail floor space. Manufacturers' lines keep growing longer and longer (46 new items from GE, 52 if you count the Christmas trees and blankets introduced several months ago). GE's new full-line catalog looks and feels like a multi-line distributor's catalog of a few years ago.

'The Promoters' cash in

Most manufacturers are jockeying for retail space and for a better share of the market in a number of product categories. This is especially true in electric housewares. "The Promoters" (MW, 6 Jun., p.37) are calling the

shots. Electric housewares manufacturers are going the route of the shaver producers—bigger and bigger tv budgets. The big names continue to stir up pricing on one line and talk price protection on another. They are making it rougher on smaller firms.

The slicing knife is a case in point. By Christmas there will be a number of drop-outs—firms that just cannot compete with GE, Hamilton Beach, and Sunbeam. For the most part, the big names with the most money will survive in the knife business.

The Promoters also are playing hard in coffee-makers. Leading housewares buyers interviewed expect per capita sales to soar in the second half, but most are concerned about what will happen to profits. Buyers expect to see Sunbeam's new \$12.95 "full-margin retail" per capita retailing for about \$7.77. GE also has dropped in a low-priced per, along with other manufacturers.

Retailers play for profits

"Thank God the consumer is ahead of the manufacturer," said one buyer, implying that customers want quality and are easier to trade up, thereby are helping his profits. "Most of the time she trades up herself," he added. Talking about percs, specifically, he said most customers know what size and what features they want in a coffeemaker. "And she wants one that will brew coffee quickly—not a cheap one with low wattage."

There are indications that manufacturers are catching up with the changing consumer, just as most of them have been able to catch up on production.

Manufacturers' lines, for the most part, are better designed and offer more quality and features at the high end. A number of leading manufacturers have improved upon their slicing knives, for example. Hair dryers also are better designed.

How to win by design

The Design in Housewares Award Program (MW, 30 May, p15) helped focus manufacturer and retailer attention on the growing importance of product design in marketing and merchandising housewares. If the National Design Center's board of design had waited for next week's show (instead of picking the January one) to look for award-winning product design, there undoubtedly would have been more than 94 winners.

All signs indicate that this will be a leisurely summer show, perhaps a bit more leisurely than usual. (If there is an airline strike, it could be a very quiet show.)

Again, a number of key housewares distributors will be staying home. Some already have traveled to Mexico City and elsewhere to see the new lines and programs.

The pre-season trades

The early reaction of both distributors and key buyers: little to get excited about in the way of new products or new programs.

Most buyers and distributors will be going to Chicago in a good open-to-buy position for the right program.

It has been a good, but not spectacular first half. Sales in some areas are reported to be sluggish. Some of the sales magic is going from the hot items, such as Teflon-coated cookware and slicing knives. But no one seems to be worried. A good fan season has helped put many a buyer in a better open-to-buy position than a year ago at this time, when retailers were heavy with fan inventory.

But the show is just the warmup for the big fall playing season. For a preview on how retailers plan to merchandise housewares, with an eye toward improved profits during the big second half, turn the page.

The Music Show

Other stories to listen for at the television booths at the Show:

—The faltering progress of the 19-inch color console.

—The “non-availability” of many of the headline-making leader color models.

—The expected effect in January of the Federal Trade Commission ruling on screen sizes, which, for example, will lop two inches off the advertised size of a 25-inch color console.

—The gradual emergence of new cabinet styles and finishes with the increased number of Oriental models most notable at the Show.

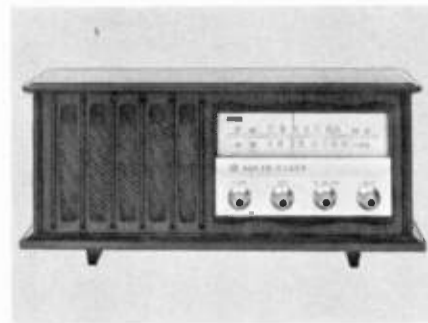
—The increased use of transistorization and integrated circuits in both b&w and color tv sets.

—And, the rumors of proliferation in tube sizes next year, already heralded by Motorola's 21-inch rectangular color set and RCA's 16-inch color portable.

Phonos: cash in on consoles

Stereo console phonograph sales are climbing. With color tv consoles selling at wheel-squealing speed, this seems improbable. But the figures are there. And 54 exhibitors will be there—at the Show—with phonographs.

The manufacturers—none of them ready with real answers to the in-



Radios: wood cabinet set from Crown

crease in stereo console sales—are taking different tacks. Some will show lines with more low-cost consoles (RCA starts at \$129); others have hiked prices (Sylvania's leader price jumped from \$280 to \$300 this year). All of them are making a bid for the big power, fine furniture business.

Retailers at the Show will be hard-pressed to find many stereo consoles with AM-only radio; the sign of the times is AM-FM stereo radio and the manufacturers are making the most of it.

New styling is appearing in the lines: more Oriental models, and GE has a new unit styled in what it calls British Traditional (perhaps a bid for the new popularity of all things British). The look in the lines will be long-and-low or multi-unit systems.

In portable phonographs, Young America has made its mark. Solid-



Tape: Roberts' cartridge/reel unit

state, battery-operated portables at rock-bottom prices—\$60 and less—will fill the Show's shelves. At the other end of the portable lines, more component-type systems will be offered.

Radios: take the high road

Radios seem to sell themselves, but the manufacturers nevertheless will be ready with some Show-stoppers.

Sylvania, for example, will show its \$130 air-suspension speaker AM-FM radio model. If that is not

Housewares Show

Retailers are preparing a new image for housewares products for the fall-Christmas selling season. Hopefully, the new image will appeal to the increasingly sophisticated, quality-seeking consumer. Hopefully, too, the new image will add to profits.

The shop concept will spill over into new product categories, and, not so surprisingly, into new types of outlets. The shop concept started in the department stores—still the trend setters—but is being picked up by promotional department stores and mass merchandisers.

Exit the bargain basement

The bargain-basement look is going, not overnight, but, nevertheless, it is exiting. It was fine for yesterday's price-shopping customer, but not quite right for today's, and surely wrong for tomorrow's quality-seeking consumer.

Cookware and electric housewares are main target areas for expansion of the shop concept. Because of space limitations, and retailers' desire to feel their way in moving toward a shop approach, a “semi-shop” technique is being adapted for these two leading categories.

Cookware and electrics pose special problems for retailers in sprucing up their floor displays. Gourmet cookware is no problem, but, for staple cookware lines, the problem has some of the best merchandising minds still groping for the right answer. Teflon coatings have caused cookware buyers to almost double their assortments. More and more

products have had to be crammed into tight display areas.

Product space is being lost at retail because of the increased efforts by leading department stores and other outlets to get rid of the bargain-basement look. And this trend at retail is coming at a time when manufacturers' lines are growing longer and manufacturers are bidding harder for retail shelf space.

A problem lost in space

How to earn shelf space is a problem most manufacturers are stuck with. And there are many approaches in trying to solve it.

Some manufacturers feel they can force a retailer to carry their products by heavily advertising them on television and sending customers into the store asking for them. But some buyers are stubborn and react strongly against these “high-handed” tactics by refusing to carry the line (even, sometimes, when it is the best-selling slicing knife around).

Other manufacturers have tried—at times frustratingly so—to tailor programs in such a way as to attract a certain group of retailers, usually the department store buyers. But even these programs are often turned down by buyers, largely because the price-protected items are too similar to the manufacturer's regular-line items that are being kicked around in price all over town.

The secret is in the mix

In building a new image for housewares, buyers are putting together new merchandising mixes. The secret

of profitable housewares merchandising today, more than ever, lies in the buyer's merchandise mix. There is nothing, of course, new or revolutionary about this; but more buyers—including the one-time discount store buyers—are striving to put together a more profitable mix.

There are many ways to pick up extra profits for the store in merchandising housewares. For example, charging \$1 delivery on fair-traded goods as well as discounted merchandise; splitting the operation in two and charging off everything below 20% markup to advertising; getting the jump on a fellow store buyer by stocking a profitable line before he does; and by putting the squeeze on the distributor.

Although many buyers are willing to use every trick in the book, most are finding the best answer is in the merchandising mix, and that means best-selling, low-profit items balanced by price-protected goods and private-label lines.

Profits are improving on price-protected lines. Some are now up from 25% to about 30%, and others surely will be raised to meet retailers' demands and programs offered by competing manufacturers. But, as manufacturers have upped the markup on their price-protected lines, buyers have countered by raising the markups they get on private-label lines. Most private-label lines are now earning a 35% markup compared with 30% a year ago.

6 steps to more profit

The housewares industry slowly is getting away from its emphasis on

enough, the company also will display an air-suspension speaker stereo table model at \$230.

The radio manufacturers are taking two different tacks: throwaway-priced radios and big-featured, big-priced radios. Generally, at the low end, prices will continue to fall.

One noticeable trend at the Show will be an increased number of "non-radio" radios: those units disguised to look like something else. More wood-cabinet models will appear, to bid for the "sophisticated shopper."

Tape: watch the cartridges

Cartridge tape players and recorders will crowd color tv as conversation-makers at the Show. No less than 25 companies will show cartridge units. And tape recorders in general will be exhibited by 86 companies—by far the largest representation for any consumer electronics product at the Show.

The interest in tape recorders at the Show reflects the consumer interest in this product. Sales are steadily climbing—climbing enough to make tape recorders second only to color tv in sales growth.

Trends to watch: more battery-operated units; more furniture styling; more price points. In cartridges: a predominance of 8-track players; several compatible models; a surge of Philips-type cartridge players, some built into stereo consoles.

price, and merchandising is again becoming an art.

To get away from price, these will be the techniques retailers will be relying upon this fall:

1. More institutional-type ads (rather than price-product ads) aimed at building a store image. More department stores, in particular, will be merchandising their housewares shops in full-page ads.

2. Emphasizing fashion and product design in housewares promotions, rather than price. For many a buyer the Design in Housewares Award Program holds great potential. Most, however, do not know at this time how they are going to handle it.

3. Increased emphasis on "theme" promotions in ads aimed at the varied roles of today's homemakers. Buyers also will be seeking a theme to bring more flair to their traditional fall housewares promotion—i.e., variations on Macy's Pots & Pants promotion (MW, 14 Feb., p.26).

4. Advertising aimed at trading up the customer before she enters the store. Ads increasingly will emphasize features on certain products, rather than merely showing a mixer at a low price.

5. Closer tie-ins with manufacturer premium and cash-refund offers. Retailers will be relying more heavily on these, rather than low price, to bring in the traffic.

6. Playing up product assortments rather than price points in newspaper ads. Assortment-type ads show consumers that the store offers a wide product choice and, at the same time, can serve to contrast the promotional units with the high-end profit numbers.

Housewares: show times and events

**National Housewares Exhibit, July 11-15,
McCormick Place, sponsored by the
National Housewares Manufacturers Assn.**

Monday, July 11	8:30 a.m. to 5:30 p.m.
Tuesday, July 12	8:30 a.m. to 5:30 p.m.
Wednesday, July 13	8:30 a.m. to 5:30 p.m.
Thursday, July 14	8:30 a.m. to 5:30 p.m.
Friday, July 15	8:30 a.m. to 1 p.m.

**Independent Housewares-Mass Merchandise Exhibit,
July 9-14, Navy Pier,
managed by Lester Olshansky and Jules Karel**

Saturday, July 9	9 a.m. to 6 p.m.
Sunday, July 10	9 a.m. to 6 p.m.
Monday, July 11	9 a.m. to 9 p.m.
Tuesday, July 12	9 a.m. to 9 p.m.
Wednesday, July 13	9 a.m. to 9 p.m.
Thursday, July 14	9 a.m. to 3 p.m.

NHMA-sponsored events

Monday, July 11 McCormick Place 6 p.m.

Design in Housewares Award Banquet (by invitation)
Speaker: Marshall McLuhan, University of Toronto
Topic: Communication through Design

Wednesday, July 13 Palmer House 6:30 to 8:30 p.m.

Summer Housewares Show Party "Hawaii in Chicago"
Tickets, \$5 per person, available at NHMA office
in McCormick Place until Noon on Wednesday.

Consumer Electronics: show times and events

**Music Show, July 9-14, Conrad Hilton Hotel,
sponsored by National Assn. of Music Merchants**

Saturday, July 9	9 a.m. to 5 p.m.
Registration (NAMM members and exhibitors only)	
Sunday, July 10	9 a.m. to 5 p.m.
Exhibits open at Noon	
Monday, July 11	8 a.m. to 6 p.m.
Exhibits open at 10:30	
Tuesday, July 12	8 a.m. to 6 p.m.
Exhibits open at 10:30	
Wednesday, July 13	8 a.m. to 6 p.m.
Exhibits open at 10:30	
Thursday, July 14	9 a.m. to Noon

Music Show events

Monday, July 11

Continental breakfast, home entertainment seminar
8 a.m. Waldorf Room

NAMM ladies Continental breakfast, fashion show
9 a.m. Boulevard Room

NAMM convention opening luncheon
Noon Grand Ballroom

Tuesday, July 12

NAMM annual member meeting breakfast
8 a.m. Grand Ballroom

"Music '66"—Dave Brubeck Quartet; Dick Schory
Orch.

8:30 p.m. Grand Ballroom

Wednesday, July 13

NAMM music industry banquet
7 p.m. Grand Ballroom

Resident buying-office meetings during housewares showtime

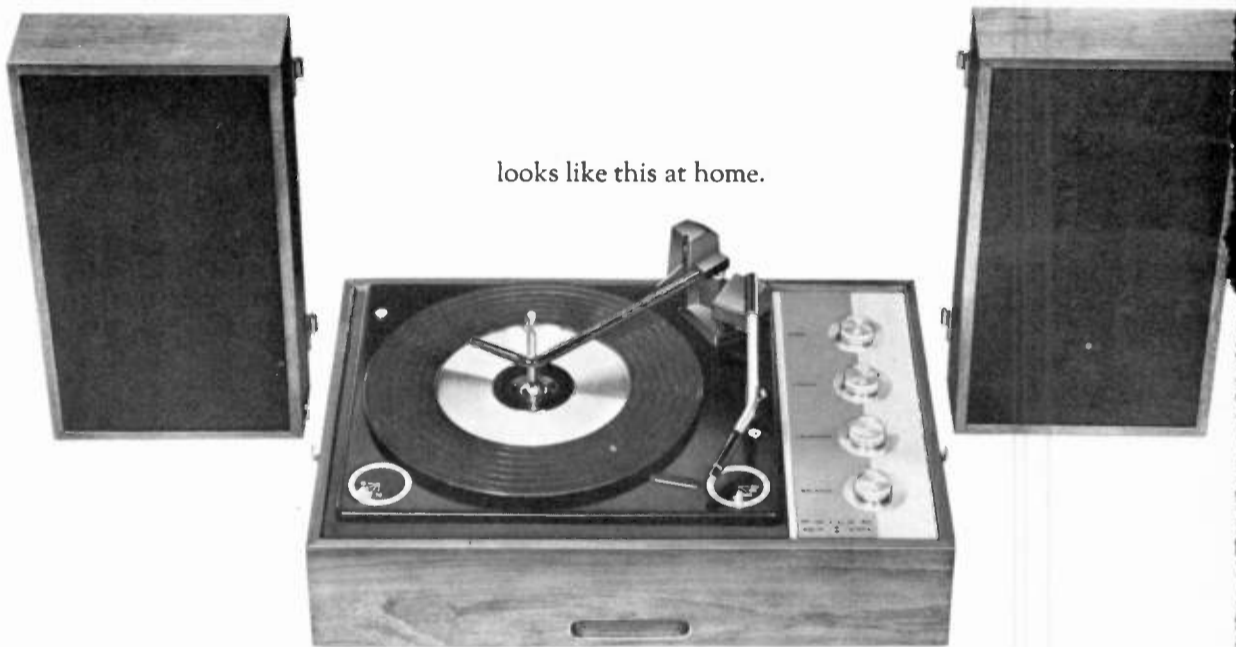
Office	Date	Time	Location†
Allied Purchasing	Wed., July 13	9 a.m.	Room 3
Arkwright	Wed., July 13		
Associated Dry Goods Corp.	Sat., July 9	9:30 a.m.	Room 8
	Wed., July 13*	9 a.m.	La Salle Hotel
	Wed., July 13	3:30 p.m.	Room 8
Associated Merchandise Corp.	Sat., July 9	9 a.m.	Room 11
	Sun., July 10	1:30 p.m.	Lake Tower Motel
	Wed., July 13	3:30 p.m.	Room 11
Atlas Buying Corp.	Wed., July 13	9 a.m.	Room 5
Felix Lilienthal	Wed., July 13	8:30 a.m.	Room 6
Frederick Atkins	Sat., July 9	8:30 a.m.	Room 9
	Tues., July 12	9 a.m.	Congress Hotel
Gimbels Central Buying	Sun., July 10	2 p.m.	Room 4
	Wed., July 13	2 p.m.	Room 4
Independent Retail Syndicate	Wed., July 13	8 a.m.	Room 2
Interstate Dept. Stores	Thurs., July 14	9 a.m.	Room 8
Kirby Block & Co.	Wed., July 13	9 a.m.	Room D
Macy's Corporate Buying	Sat., July 9	9:30 a.m.	Room 14
	Tues., July 12*	3:30 p.m.	Holiday Inn
	Wed., July 13	1:30 p.m.	Room 14
May Co.	Mon.-Fri.	8 a.m.	Room 1
McGreevey, Werring & Howell	Wed., July 13	9:30 a.m.	Room 10
Mercantile Stores	Sat., July 9	9 a.m.	Room 3
	Sun., July 10	9 a.m.	Room 3
	Thurs., July 14	5 p.m.	Room 3
Merchants Buying Syndicate	Thurs., July 14	9 a.m.	Banquet Room
Mutual Buying Syndicate	Sat., July 9	1:30 p.m.	Room 12
	Tues., July 12	2 p.m.	Congress Hotel
	Wed., July 13	9 a.m.	Room 12

†McCormick Place, unless otherwise noted. * Consumer electronics meetings.

Philco's got



This is the portable that looks like this on the move...



looks like this at home.



Electrified go-go promotion package; Portable Stereo and plug-in electric guitar.

the goods.



Everything's transistorized—
right from the bottom up.

**Our new portable phonos
are all transistorized,
some turn into components
and...hold on...one even
comes with an electric guitar.**

The big word in phonographs is Componentability. It's a big word alright, but it's going to be an even bigger seller this season. Philco's new line of phonos features models that have Componentability. In these models, the turntable-amplifier easily slips right out of the cabinet. So do the speakers. So the phonograph becomes a real professional setup.

Philco's the first to introduce a phono-electric guitar ensemble. That's right. A real punchy package that's going to be a smash hit with the swinging set. It's a tremendous deal. The guitar, a real electric one, plugs right into the phono, and, in turn, the phono amplifies the twangs of the guitar.

And the rest of the new line is just as exciting. It's completely transistorized. Philco has the selection. Eleven new models. And many of the new ones have all-wood cabinets.

At the top of the new line is a gorgeous stereo center. It's a solid-state phonograph, plus a stereo FM, FM/AM radio, in a genuine pecan solid with walnut finish cabinet.

Philco's got the goods in portable phonos. Style. Great looks. Tremendous performance. And innovations that really capture the imagination.

**So make it a point not to miss this new Philco line.
It's going to capture the big phono business.
And see all the new Philco lines—
at your Philco Distributor's Dealer Preview now.**

PHILCO
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER®

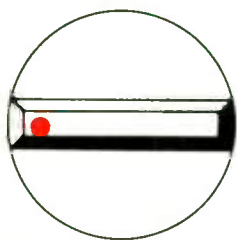
Now the dial shaver goes **CORDLESS!**



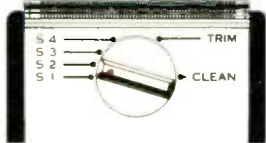
New **REMINGTON® 500** **SELEKTRONIC** cord/cordless shaver

This is it! The world's most advanced cord/cordless electric shaver! Shaves so close you need a dial to protect you! New slim, compact shape. New fast, comfortable performance. New sales appeal! Rechargeable... works on energy cells. Works on a cord, too. Unique six-position Selectro dial adjusts the shaving heads for every skin and beard condition. Three thinner, sharper shaving heads deliver closer, more comfortable shaves. Full-size sideburn trimmer — twice the size of any pop-up trimmer. ARMOR/SHIELD housing — tougher than metal. Shaver stores and recharges in lift-out Power Console fitted into a handsome and compact travel kit. Recharges or operates on 115 volts, AC-DC. Model CV-500.

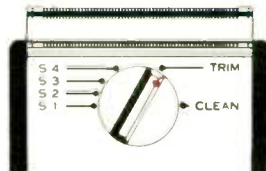
The dial makes the demonstrable difference!



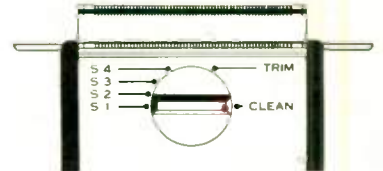
Dial S1 for shaving neck, tender skin and problem areas. Recommended position for first-time shaver users.



Dial S2, S3 and S4 to raise shaving heads above guard combs for tougher beards, large areas and tricky spots.



Dial TRIM. Head pops up. Straightens out sideburns and mustache fast. A barber couldn't do better.



Dial CLEAN and side panels flip open. Whiskers are brushed or blown out. Truly a unique feature.

Build your fall and Christmas volume with **REMINGTON'S** complete **SELECTRO** shaver line!



Get the full profit story at
the Remington booth #3497
National Housewares Exhibit

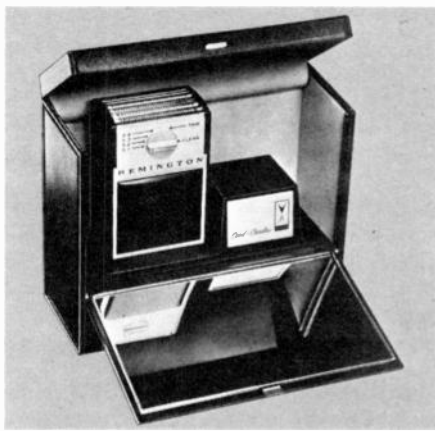
SELEKTRONIC, SELECTRO & ARMOR/SHIELD: Trademarks of Sperry Rand Corporation © 1966 S. R. C.

REMINGTON
BRIDGEPORT, CONNECTICUT
SPERRY RAND CORPORATION

Remington introduces a multi-head cordless shaver

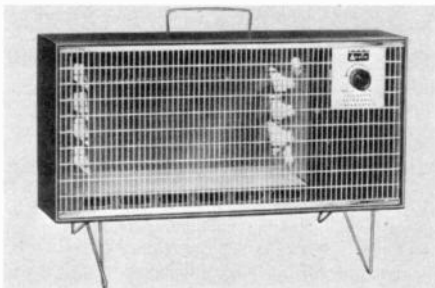
Remington's 500 Selectronic cordless electric shaver features an adjustable head with five positions, including one for trimming sideburns and mustaches. The Selectronic, which works on rechargeable energy cells, comes with a compact power console for dresser-top recharging and an accessory cord for regular plug-in power. The shaver and console are packaged in a deluxe traveling case that has a flip-out mirror.

The suggested retail price is under \$40. *Remington Electric Shaver Division, Sperry Rand Corp., Bridgeport, Conn.*



Arvin shows table top heater

Arvin's portable heater, at \$12.95 retail, gives instant radiant and fan-forced heat. The unit, model 37H25, is finished in metallic bronze and has a safety tip-over switch that shuts off current if the unit is accidentally overturned. An automatic thermostat controls temperature from 30 degrees to 120 degrees. *Arvin Industries Inc., Consumer Products Division, Columbus, Ind.*



Aladdin Industries shows school lunch boxes

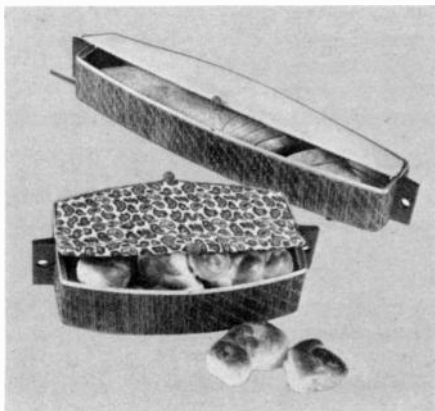
The lunch kits feature, on a promotional display stand, motifs of The Beatles, Batman, Zorro, and other pre-teen and teenage idols. The kits are available in flat-embossed and dome-shaped metal and vinyl models. Each box contains a matching half-pint thermos. The display stand is free with the School Lunch Kit Assortment SKM-165 of 12 boxes. The suggested retail price for each kit is \$2.98. *Aladdin Industries Inc., 703 Murfreesboro Rd., Nashville, Tenn. 37210*



Salton puts the accent on serving elegance

Salton is showing a new line of bun warmers and Hotrays in a large choice of colors and styles. The bun warmers are available in two sizes (shown), either as a French bread warmer or a roll warmer. They are thermostatically controlled to maintain the desired temperature and are made of gold-finished aluminum with a basket-weave, wood-fiber outer surface. The handles are walnut and the covers are a stain-resistant Scotchgard fabric available in avocado, eggshell, orange, and paisley. Suggested retail price for both sizes is \$9.95.

Salton has a variety of Hotrays, from the small Servette at \$5.95 to the Buckingham Hotray at \$49.50.



Also available are built-in tabletop units. *Salton Inc., 519 E. 72nd St., New York, N.Y. 10021*

Ekco shows a floor display for kitchen gadgets

Ekco is introducing a cardboard promotional display stand that holds an assortment of one dozen of each of its popular gadgets on individual cards with comic motifs. The merchandise ranges in price from 39¢ for a presto whip to 89¢ for a pizza cutter.

Other household gadgets and kitchen tools being offered by Ekco

include: a Universal Magic-Glide-Action can opener at 49¢; a 4-in-1 measuring spoon at 39¢; disposable aluminum coaster ashtrays, party cups, and dessert molds in sets of eight at 39¢; and an 8-piece set of kitchen serving utensils with a wall rack at \$3.98. *Ekco Housewares Co., 9234 W. Belmont Ave., Franklin Park, Ill.*

□□□□ Hair dryers are on the move again after several years of declining sales. A check of key buyers indicates that hair dryer volume generally has been running ahead of the year-earlier pace, and that the downward trend definitely has been reversed. Sales should climb even higher during the second half, thanks to renewed manufacturer promotion and a number of new models.

Schick, which started the hard-top bonnet business under Robert F. Draper, is promising a "substantial advance" in product design that will broaden the market for the product. Draper, now president of Oster, can use a Design Award to promote its remote control model.

General Electric is making its own hard-top dryers for the first time. (They were formerly made by Schick.) And Ronson is adding solid-state heat controls to new hardtop models.

Bonnet-type units also have been selling well, mainly because of the instant-heat feature, quicker drying, and compact styling.

A number of buyers who had cut back their hair dryer assortments are now in the process of enlarging them again.

□□□□ More profit for housewares repair centers should result from GE's announced higher discounts on parts used in conjunction with the use and repair of electric housewares. Members of the National Appliance Service Assn. (NASA) long have sought a better discount rate on parts. GE is now offering, effective immediately, a 45% parts discounts on orders of \$50 or more based on list value. Other electric housewares manufacturers also are reported to be preparing new discount rates on parts.

□□□□ A new Toastmaster is emerging after months of shifting and planning. First, Toastmaster moved its production facilities from Chicago to an area closer to other McGraw-Edison production facilities in Missouri. After a period of slow deliveries because of the plant transfer, Toastmaster reportedly is beginning to catch up on backorders.

Now Toastmaster has a new president in a realignment of the McGraw-Edison division. Scott C. Rexinger has been named president of Toastmaster's household electric product operations. Toastmaster's important commercial food operations have been separated from housewares; Fred E. Wiley will head this special operation.

In another McGraw-Edison move, the firm has purchased the Wright evaporative cooler business of Janitrol, a division of Midland-Roth Corp.

□□□□ The vacuum cleaner sales pace became even hotter during May as manufacturer shipments moved 20.6% ahead of the year earlier level. For the first five months of 1966, sales are up 14.9% over the corresponding 1965 period. The polisher story continues its decline—shipments down 3.4% for May and down 3% for the 5-month period, compared to 1965.

□□□□ SCM and Proctor-Silex merger is official after boards of both corporations authorized the new partnership last week.

'the report that we have placed a large initial order...'

Dear Sir:

The story on the front page of your issue of June 6 ["More Japanese compacts . . ."] relating to an initial order of 10,000 "Tapper" refrigerators for Reynolds Metals Company from Nippon Electric Industry was not true.

While it is true that we are testing a number of small electric refrigerators, including some from Nippon, the report that we have placed a

large initial order with Nippon is incorrect.

Secondly, the specifications given in your article are faulty. We insist that electric coolers for the Tapper container maintain a temperature between 36 and 38 degrees, not 41 to 50 degrees as your article states, in connection with our Tapper program.

Thirdly, we have no lease program of any kind for our electric refrigerators at this time.

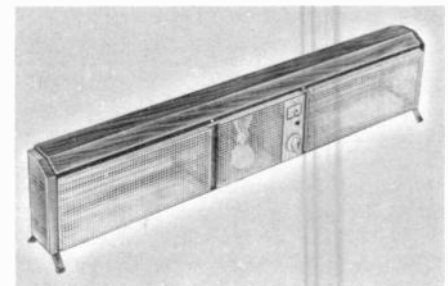
Joseph N. Moffatt
Public Relations Manager
Consumer and Packaging Markets
Reynolds Metals Co.
Richmond, Va.



□ □ Olde Thompson's new salad set (shown at left), which comes on a revolving wooden table rack, consists of oil and vinegar cruet bottles and an Island Teak Pepper Mill Set. Called the Mediterranean Salad Castor Set, it carries a suggested retail price of \$16.95. George S. Thompson Corp., 727 S. Monterey Pass Rd., Monterey Park, Calif.

□ □ Hagerty has a metal polish kit, "The Complete Kit for Sterling, Silverplate and Gold." The economy package, boxed in a silver foil sleeve, consists of a jar of Silver Foam for flatware, a bottle of Tarnish Preventing Silver Polish for hollow ware, and the Hagerty Silver Duster. It retails for \$4.95—\$1 less than the cost of the package's contents individually.

Hagerty also is offering an aluminum and chrome cleaner, a tile and grout cleaner, and a heavy-duty copper and brass cleaner. The aluminum and chrome cleaner comes in a 6-oz. size at \$1, 15-oz. size at \$1.98, and 1-qt. size at \$3.98. The tile and grout cleaner comes in a 7-oz. size at \$1, 15-oz. size at \$1.98, and 1-qt. size at \$3.98. The copper and brass cleaner comes in an 8-oz. size at \$1, a 16-oz. size at \$1.79, and a 1-qt. size at \$2.98. W. J. Hagerty & Sons Ltd. Inc., 321 W. Jefferson St., South Bend, Ind. 46624



□ □ Four new portable heaters are introduced by Titan. Among the electric heaters featured is an fan-forced baseboard model in a 38-inch wood-tone cabinet that offers dual heat at 1,300w and 1,650w. Suggested retail price is \$29.95. Three models in the regular portable line are named Saturn, Venus, and Mercury. The Saturn unit has radiant and fan-forced heat at 1,100w, 1,320w, and 1,650w, also at \$29.95. The Venus offers a combination of instant radiant and fan-forced convection heat at 1,320w and 1,650w at \$24.95; and the Mercury offers radiant heat plus fan-forced warm air in 1,320w and 1,650w models at \$19.95. All four heaters have thermostat controls and safety tip-over switches. Titan Sales Corp., Kansas City, Mo.

□ □ Standard's miniature Manicurette is battery-powered and has accessories for complete manicure and pedicure. It is available in pink with gold or sandalwood with a wood-tone accent. Retail price is \$5.95. Standard Products Corp., 630 Fifth Ave., New York, N.Y.

□ □ Duro-Lite Lamps announces its new Sparklescent bulb, featuring a new decorator shape and iridescent hues, at a retail price of 99c. Also new is the Optima fluorescent tube, that, according to the company, "brings natural outdoor daylight into the home." The tube retails at \$2.79. Duro-Lite Lamps Inc., 17-10 Willow St., Fair Lawn, N.J. 07410

PRESTO THINKS TWICE

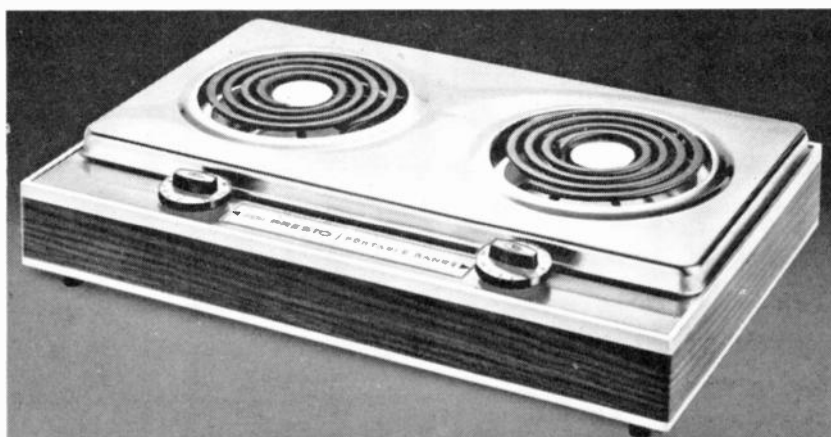
1. DESIGN
2. PERFORMANCE



Presto Automatic Can Opener — Knife Sharpener



Presto Compact Cordless Toothbrush



Presto 2-burner Portable Range



WINS 3 TOP AWARDS These three Presto appliances have been selected for awards in the *Design in Housewares Awards Program*. Sponsored by the NHMA and judged by five of America's leading industrial designers, the awards recognize excellence of design and performance. (Which is just what we've been thinking—and building into our product—all along!)

The entire line of Presto products reflects good taste in design and efficient, trouble-free performance. Consumers from Beverly Hills to Bangor, Maine, confirm this by their strong acceptance of Presto appliances.

THINK TWICE AND YOU'LL STOCK AWARD-WINNING

PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS.

problem in communication



Like an eskimo with a short whip—if the lead dog doesn't get the message the team won't mush. It just lays there and snoozes.

The same problem exists in getting your product story to leading merchandisers. By the time your message has been relayed from you to your salesman, to the distributor, to the retailer, to his floor salesman—there's a great loss of voltage.

In fact, you might not even recognize your own story.

Each Monday morning Merchandising Week gets your message through to 144,500 merchandisers, manufacturers and marketers. Your sales story reaches them with all the pizzazz you wrote into it. Influences them. Fills them in on product features. Sells 'em and keeps 'em sold.

Go the direct communication route—advertise in Merchandising Week—and watch the difference it makes!

MERCHANDISING WEEK

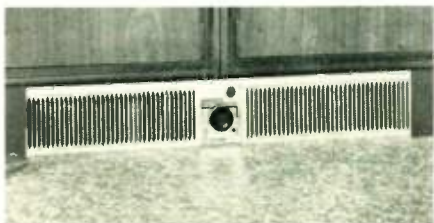
*edited for the appliance,
consumer electronics
and housewares industries*

A McGraw-Hill Publication

HOUSEWARES



□ □ **Hankscraft's new humidifier**, a tabletop portable with built-in filter and 3-gal. capacity, comes in a 2-tone brown and beige finish. The suggested retail price is \$29.95. *Hankscraft Co., Booster Blvd., Reedsburg, Wis.*



□ □ **International's electric heater** provides hot water heat in hard-to-install areas without requiring plumbing. The heater, Model UCF-1000, will fit in areas that were previously unheated, such as the toe space under kitchen cabinets; it is 14 inches deep, 3½ inches high, and 22 inches long. The suggested retail price is \$89.95. *International Oil Burner Co., 3800 Park Ave., St. Louis, Mo.*



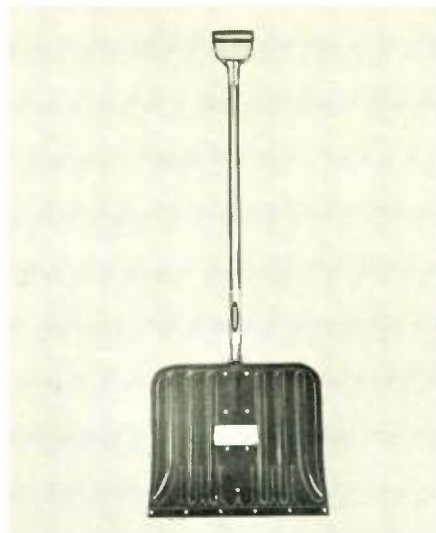
□ □ **Imperial shows Granny's Parer** on a simulated sampler display card, emphasizing the "old-fashioned quality" theme. The stainless paring knife will retail at 79¢. Imperial also is introducing a stainless steel Batman Spoon 'n Fork set on a 4-color, cartoon display card, at 79¢. *Imperial Knife Co. Inc., 1776 Broadway, New York, N.Y.*



□ □ **Dynamic's new novelty line** includes a combination hi-intensity travel lamp and tabletop valet (shown) at \$12.95; a jigger still

(shown) at \$7.95; a combination game kit and portable bar at \$9.95; an attaché case game chest at \$14.95; an auto emergency kit, which includes warning blinker, flashlight, fire extinguisher, tire inflator and sealant, warning flag, and first aid kit and handbook, at \$9.95; a deluxe tool kit at \$14.95; and a 9-in-1 tool at \$4.95. *Dynamic Classics Ltd., a division of National Dynamics Corp., New York, N.Y.*

□ □ **Leland enlarges its bar goods** with a new Corkmaster cork popper, imported from England, which lists at \$5.95. Leland also markets a line of soda siphons. *Leland Industries Inc., Stirling, N.J.*



□ □ **Bissell's Teflon-coated shovel** is designed to prevent snow from sticking to the blade. The shovel has a chrome-plated "D" handle and a thick gauge aluminum blade with a heavy-duty carbon steel wear strip. The suggested retail price is \$5.98. *Bissell Inc., Grand Rapids, Mich. 49501*

□ □ **Irvinware shows barware** on promotional blister pack cards containing illustrated instructions. The bar accessories offered are a hand ice crusher, a bar caddy, and two cork screws. The items are priced to retail between \$1.69 and \$2.00. *Irvinware, 43-30 38th St., Long Island City, N.Y. 11101*

MIDLAND means

SOUND

selling: A promotionally-priced line of electronic products for volume sales, with **full** profit margins ● You **keep** the extra profit... with quality so consistent we back it with an over-the-counter exchange policy throughout the warranty period ● Sell-on-sight styling plus many **exclusive** features ● Colorful new sales-producing packaging... another reason why Midland means extra-profit and "sound"

SELLING



Self-Sell Packaging & Displays

Traffic-stopping, multi-color bubble-packs and cartons with consumer use messages and illustrations convert stock to impulse purchases... give you faster turnover, extra profit.

COME IN—SEE OUR "SOUND" LINE IN ITS REMARKABLE ENTIRETY AT THE MUSIC SHOW—BOOTH NO. 129 and 130, Conrad Hilton Hotel, Chicago, July 10-14.

FREE new CATALOG distributed at the show. But if you can't come to Chicago, just request on your letterhead!

MIDLAND
INTERNATIONAL CORPORATION

The largest and most complete single U.S. supplier of dependable quality electronic products puts the world at your command.

Quality **WORLD-WIDE** Products

□□□□ **Cookware producers are eyeing the pantry** as a "natural extension" of their product lines. Several cookware producers are known to be exploring the pantryware business, including one Midwestern manufacturer who is big in cast-aluminum products and one Eastern producer with a glass-ceramic line. Supposedly, the Eastern manufacturer's pantryware venture would be in glass-ceramic rather than metal. And at least one metal cookware producer has been approached by a broker on the possibility of purchasing an unnamed pantryware line.

□□□□ **The pantry looks inviting** to cookware manufacturers for a number of reasons: (1) the belief that current manufacturers are not tapping the product area to its fullest potential; (2) the close manufacturing relationship between stamping out cookware and pantryware; (3) the fact that most cookware buyers also buy pantryware; (4) the possibilities for coordination of design in cookware and pantryware lines; and (5) the over-all expansion goals of a number of cookware producers who aim at manufacturing a complete line of food preparation and serving products—from pantry to kitchen to dining table.

JUST 11 SOUND EXAMPLES OF MIDLAND VALUES

The rugged, reliable line of MIDLAND TRANSCEIVERS

From our new Model 13-003 leader (shown packaged for instant sale on opposite page) to the revolutionary units seen here, Midland has the most complete line in the industry. Here are just 5 examples.



NEW! Micro-Size 11 transistor 100 mw unit just 1" x 1 7/8" x 5 1/4". Only 10 1/2 oz. incl. 9-volt battery. Has chrome die-cast front and battery condition meter. **Model 13-125**



Lightweight, pocket-size, 6 transistor, super-heterodyne 100 mw solid state unit with powerful 3-stage transmitter and AC adaptor jack. Plug-in crystals and 9-volt battery included. **Model 13-106**



Compact, 10 transistor, 100 mw solid state unit with full variable squelch, plug-in crystals, AC adaptor jack, and combination battery level —"S" meter. **Model 13-114**



Call Signal, 11 transistor, 100 mw solid state unit. Exclusive calling system permits standby operation with minimum battery drain. **Model 13-120**



1 1/2 watt, 2-channel, 16 transistor unit with separate speaker and microphone, full variable squelch, tuned RF stage, and battery—power meter. **Model 13-132**

the solid line that's solid state AND MERCHANDISED TO SELL

Exceptional values from the international market available through Midland for prompt delivery **everywhere** in America. We travel all continents, test products at both the origin and our domestic facilities, and actually reject over 50 prospective new items for each 1 accepted. Only the top 2% is good enough for Midland . . . and you.



From our complete line of TAPE RECORDERS

Solid state, 2-speed, capstan drive, remote control unit with full push-button operation. Plays up to 2 hours on 1 reel. **Model 12-210**



WIRELESS INTERCOM

Wireless Intercom (shown self-sell bubble-packed on opposite page). Compact, solid state. No installation. Just plug into 110-volt AC and communicate. **Model 13-202**

NEW! Micro 8 transistor with superb performance and tone. Only 1" x 2 1/8" x 2 3/8". Simulated alligator hide cabinet. Die-cast chrome front. Satin-lined, jewel box case, earphone and 2 mercury cells included. **Model 10-188**



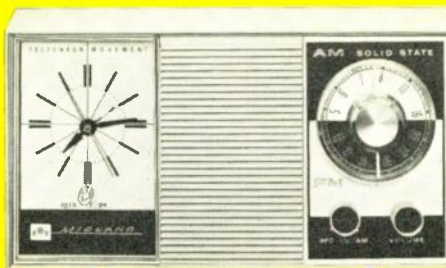
JUST 4 LATEST ADDITIONS TO OUR COMPLETE LINE OF POCKET PORTABLES, PERSONAL PORTABLES, TABLE MODELS, CLOCK AND MULTI-BAND RADIOS.



POWERFUL 12 transistor radio with selected silicon transistors for highest quality performance. Beautiful blue case with silver accents. Earphone, 9-volt battery and self-display box included. **Model 10-112**



EXCLUSIVE personal size 12 transistor portable. Uses 6 penlight batteries. With private earphone and AC jack. Attractive, durable leather case in white, tan or black. **Model 10-312**



FM/AM Clock Radio. 9 transistor solid state with AFC, Telechron clock movement, and full fidelity dynamic speaker. **Model 11-338**

MIDLAND
INTERNATIONAL CORPORATION

1909 Vernon Street
North Kansas City, Missouri, U.S.A.
4140 Vanowen Place
Burbank, California, U.S.A.

□□□□ **Enter four-ply:** Norris-Thermador Corp., of Flora, Miss., is entering the stainless-steel/aluminum-bottom cookware product category. Norris-Thermador will promote it as the Thermic-Ray line. The line features a new four-ply design: two layers of stainless steel surrounded by heat-spreading iron core plus an aluminum bottom.

In addition, Norris-Thermador is offering a Boeclad-process Teflon coating on Thermic-Ray Dutch ovens, frypans, and casseroles.

Thus, Norris-Thermador joins the growing list of stainless-steel cookware producers who have jumped, belatedly, into the Teflon market.

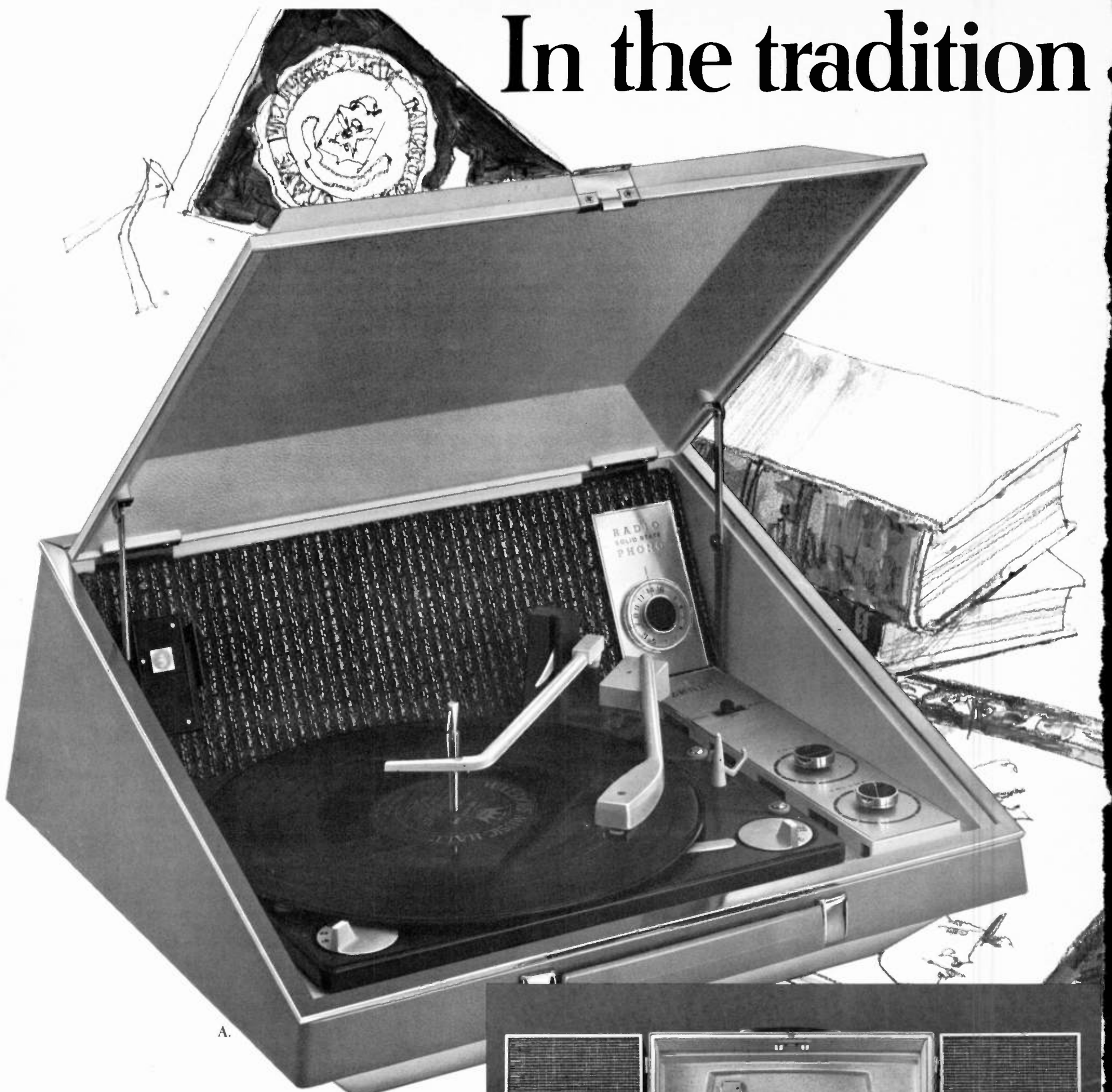
Farberware also will be showing its first non-stick cookware line next week.

Corning Glass remains the only major cookware producer that has not yet jumped into non-stick coatings.

□□□□ **More Teflon:** Enterprise Aluminum Co., of Massillon, Ohio, has added a 4-qt. covered sauce pot coated with DuPont Teflon to its Royal Chef line. The Enterprise 18-gauge sauce pot is double-coated with biscuit-colored Teflon.

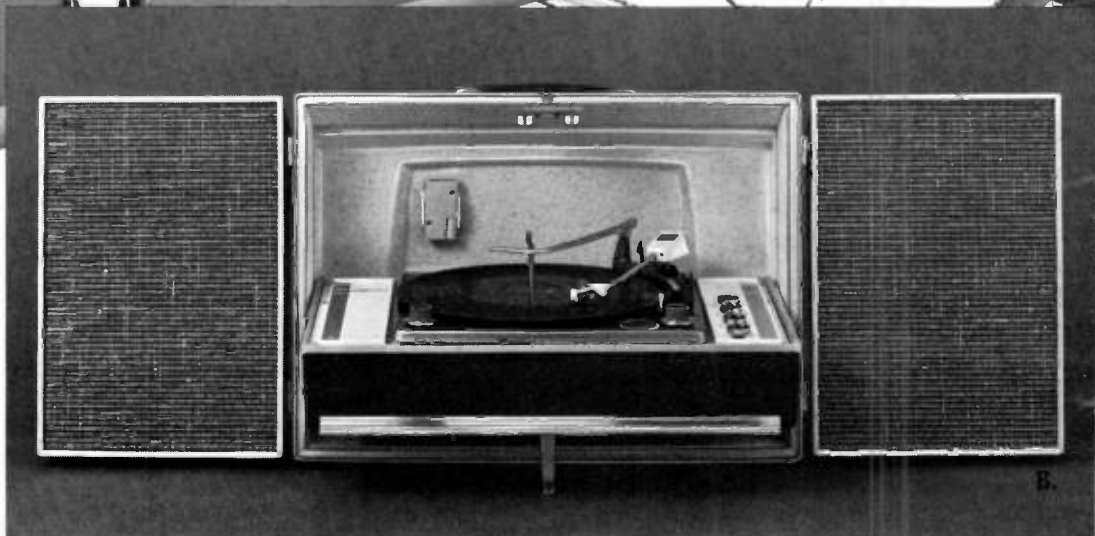
G & S Metal Products, of Cleveland, Ohio, is offering a new display of Teflon-coated bakeware. The display takes up 32 by 19 inches of floor space and holds three dozen roasting pans and three dozen cookie sheets. Both items can be featured at the same retail price.

In the tradition



A.

- A. *Portable Phono/AM Radio... Completely Solid-State!* Slim Bandshell design cabinet. Portamatic 4-speed record changer. Separate tone and loudness controls. Zenith quality radio. AC operation. THE SPECTATOR, model X525. Also available without radio as battery or AC-operated portable phono. THE SPORTABOUT, model X512.
- B. *Portable AC Stereo with New Solid-State Amplifier!* Compact, luggage-style cabinet. Twin swing-out detachable speaker units, each has 9" oval and 3½" speakers. Zenith Stereo Precision 4-speed changer; exclusive Micro-Touch® 2G tone arm. THE MELODY MAKER, model X554.
- C. *Solid-State Clock Radio with 1000 Milliwatts Undistorted Power!* Superb range of undistorted power in compact AC table radio. Long distance AM chassis. Luminous clock hands. Automatic sleep switch can turn radio off up to 60 minutes after retiring. THE NIGHTGLOW, model X278.
- D. *FM/AM Solid-State Clock Radio with Touch 'n Snooze Control!* Super-Sensitive FM with new advanced Zenith FM tuner and AFC. Sharp, clear AM reception. Touch 'n Snooze cycle can repeat five times. Illuminated clock dial, sweep-second hand. THE CELESTE, model X480.
- E. *8-Transistor Vest Pocket Radio Weighs Just 7 Ounces!* Powerful 375 milliwatts audio output. Class B push-pull amplification means less battery drain. Complete with carry strap, earphone attachment, 2 mercury batteries in handsome gift box. ZENITH ROYAL 20-G.

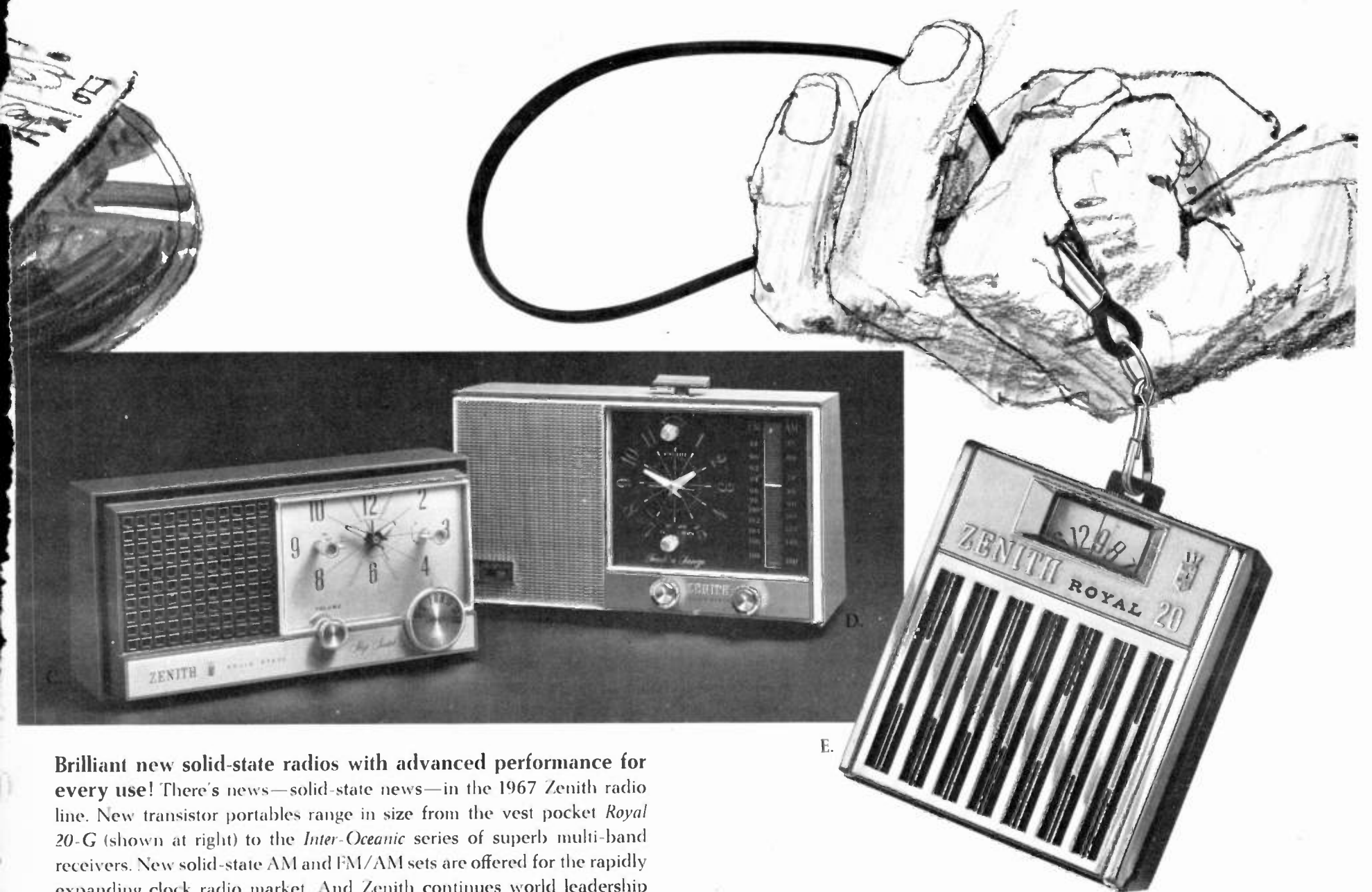


B.

Great new phonos with solid-state portability and dependability! Zenith's all-new 1967 line of portable phonographs offers more features, more models and more colors than ever to provide a wider appeal to teens and young adults. Beautiful new styling and advanced performance features are introduced throughout the line. Zenith solid-state amplifiers are highlighted in portable monaural, stereo and phono/radio combinations. You can offer your customers a broad selection of Zenith quality phonos with all the new solid-state advantages of instant play and cooler operation. So there's more sales opportunity than ever for Zenith dealers.

of the best...

NEW 1967 ZENITH RADIOS AND PORTABLE PHONOGRAPHS WITH SOLID-STATE SALES APPEAL!



Brilliant new solid-state radios with advanced performance for every use! There's news—solid-state news—in the 1967 Zenith radio line. New transistor portables range in size from the vest pocket *Royal 20-G* (shown at right) to the *Inter-Oceanic* series of superb multi-band receivers. New solid-state AM and FM/AM sets are offered for the rapidly expanding clock radio market. And Zenith continues world leadership in FM and stereo FM with new styling and top-performing solid-state models for 1967. See the attractive new styling . . . hear the new solid-state performance . . . in the 1967 line of Zenith quality radios.

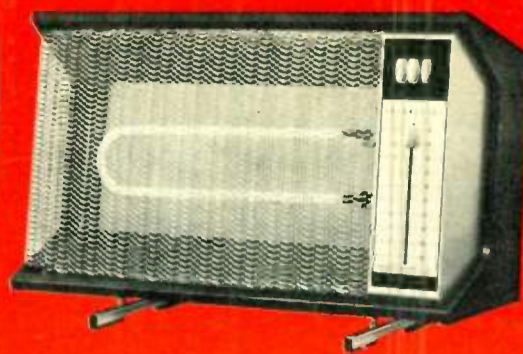
ZENITH® The quality goes in before the name goes on

Heater for heater, here's the finest Air King line ever!

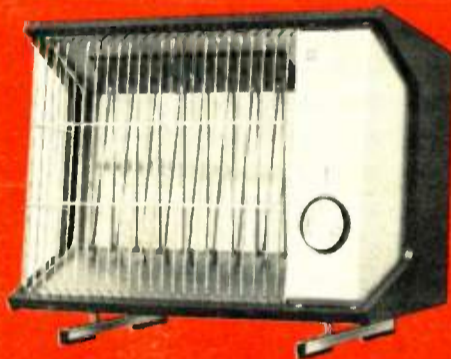
- Take them one at a time... you'll find every competitive advantage you need for easy selling at each and every price level.
- Take them all together... you've got the best step-up selling situation you've ever had in a heater line!
- New Air King fan forced, thermostat-controlled instant heating portables... in sleek new luxury shapes and distinctive cocoa brown finish—they'll really stand up tall on your floor! Write for our new catalog.



DELUXE "CARIBBEAN"
Most beautiful portable heater made! 3 heats, pilot light, push button control, golder, honey comb grill.



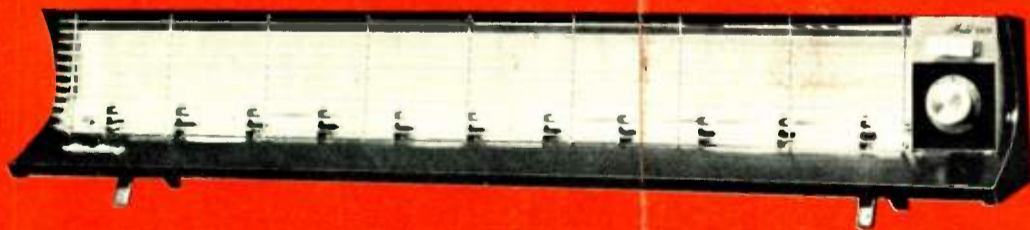
NEW!
DELUXE "SUNMASTER"
A step down from the top, yet the honey comb grill, curved lines and multi-heat push button control are all ultra-deluxe!



THE "SILHOUETTE"
Deluxe styling in an economy-priced model with rich gold plated grill, oversized dial thermostat.



THE "MIGHTY COMPACT"
Only 6½" high, but a giant in performance and sales appeal! Budget priced... with fan, thermostat, gold plated grill.



NEW!
"SUMMERSET"
Slim and low baseboard style with fan, 2 heats, push buttons, thermostat.



NEW!
COMPACT "FIRESIDE"
Outstanding low price leader in a new ultra-slim style (only 5" deep). Deluxe honey comb grill, thermostat, fan.

NEW *Air King* PORTABLE HEATER LINE

Berns Air King Corp., 3050 N. Rockwell St., Chicago, Illinois 60618