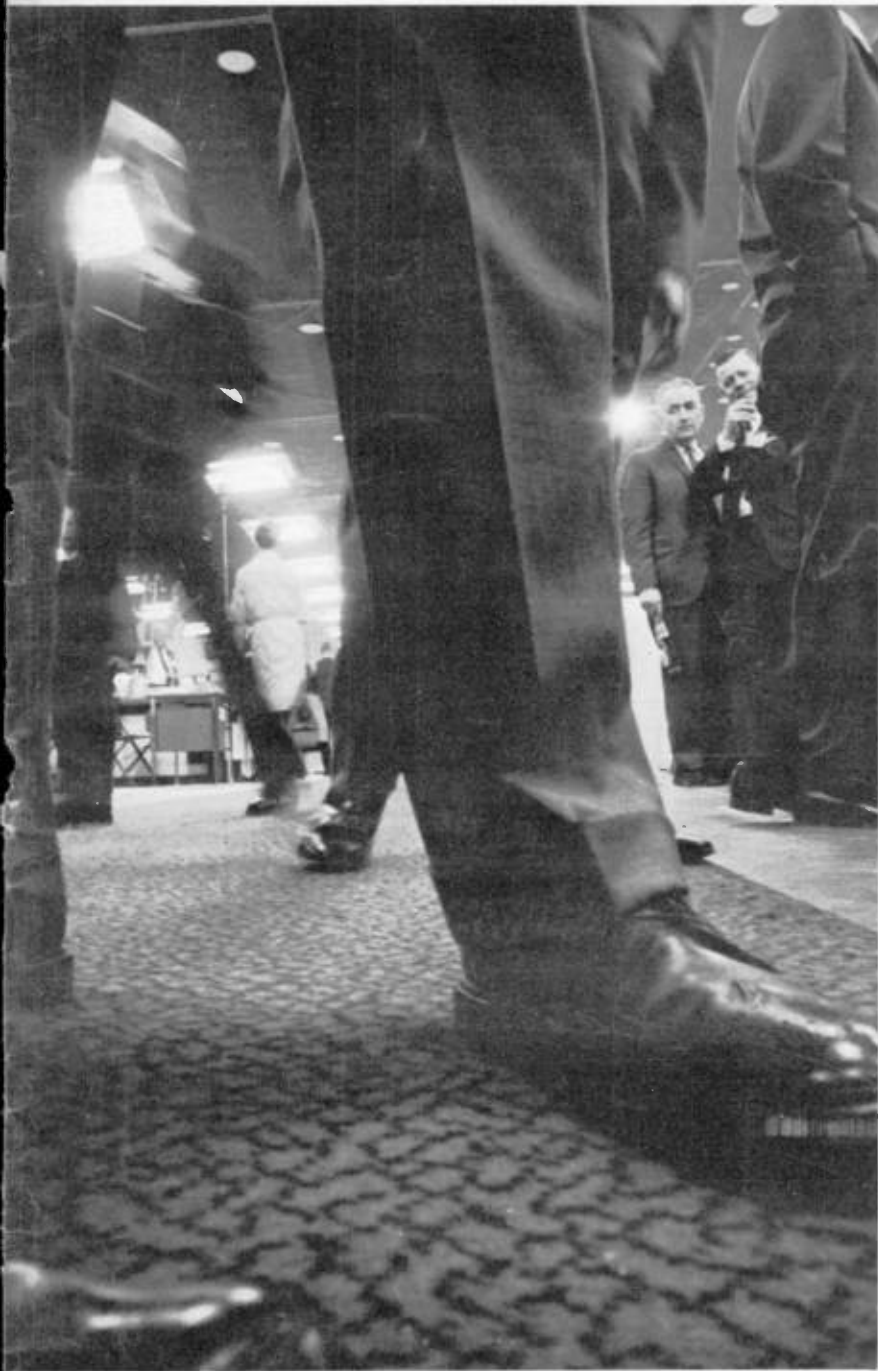


MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO 29/JULY 18, 1966



☐☐☐☐ Tired buyers, tired feet signaled the close of two big Chicago Shows last week. Neither airline strike nor heat wave perceptibly slowed the pace or lessened the impact of the Shows as key merchants still made the scene. For an appraisal of the action at the Music Show and the Housewares Show, see.....p.3

AT PRESSTIME ☐

☐☐☐☐ Talk of new b&w sizes—"true" 19-inch and 21-inch tubes built to comply with the Federal Trade Commission's measurement ruling—is only talk. So far. Corning Glass, which supplies bulbs to most of the tube manufacturers, admits that it has had pressure from "some" of its customers. Corning emphasizes that it has made no decision to produce a new product, although it has been studying the feasibility of blowing the new bulbs. Should true 19- and 21-inch bulbs be turned out, however, Corning says the earliest possible date would be spring, 1967.

☐☐☐☐ Consoles for KLH: The company that sparked the packaged "component look" in portables and table models is now trying its hand with the "component console." The compact, new all-wood consoles unveiled at the Music Show measure only 31½ inches wide, 29 inches high, and 16 inches deep—but still offer a remarkable amount of record storage space for their size. The side-firing speakers—an 8- and a 3-incher in each side—are covered by doors that open to deflect sound into the room.

☐☐☐☐ Recording on 8-track cartridges was ballyhooed at the Music Show last week.

continued on p.3



180 pounds of man or a whole day's dishes. Either goes in a KitchenAid dishwasher.



"Actual photograph"

We build a KitchenAid portable dishwasher to hold just about anything. But we don't stop there. We also make it convenient to use.

Take our top rack. When you lift the lid, it also lifts up. Automatically. It's easy to load and unload, and you get free access to the lower rack. You can even load the dishes at random. (All of our top-loaders have these features.)

Another thing. We design our tank so every square inch of space is useable. There are no notches, no unused corners, no half-racks. That's why it holds big things like roasters, pitchers and 4½ qt. mixing bowls. And why it takes less floor space.

And do we have big, versatile capacity? Sure. Talk convenience, capacity and performance when you sell KitchenAid dishwashers. Only KitchenAid portables offer the same washing and drying action as our built-ins, regardless of price. All this means more to your prospects. And more sales for you.

So see your distributor. Or write KitchenAid Dishwasher Division, Dept. 6DP-7, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid®

Dishwashers

KitchenAid dishwashers are products of The Hobart Manufacturing Company.

Roberts showed a combination stereo reel-to-reel tape recorder and 8-track cartridge player/recorder at \$389.95. An FM stereo tuner with an 8-track cartridge player/recorder lists at \$349.95. Muntz Stereo-Pak has a stereo console with a cartridge player/recorder for both 4- and 8-track cartridges at \$599.95. A stereo AM-FM multiplex radio and 4-speed phono with built-in 8-track player/recorder was offered by Telmar, an affiliate of Martel Electronics, at \$349.95. And Soundex showed an 8-track stereo player/recorder.

□□□□ **Ready, cassette, go!** "We will go with Philips as soon as the big record companies start recording on cassettes," says Joel Zimmer, vice president of Symphonic. The cassette is Norelco's miniature reel-to-reel tape cartridge. Symphonic now has a line of 8-track stereo cartridge players.

□□□□ **More full-line GE housewares distributors** is one probable result of GE opening up additional product lines to its independent jobbers. GE announced at the Show that it would permit its independent distributors to add other product lines—such as clock and floor care lines—to portable appliances.

□□□□ **A paradox resulted at the Housewares Show:** Many manufacturers wrote record business for a July Show, while buyer attendance was off because of the airline strike. What happened is that most of the major retailers and distributors made it to Chicago, and they had more time to sit down and work out fall programs

with manufacturers. Total attendance at McCormick Place was estimated to be off 20% from last July—40,000 instead of 50,000. Advance buyer registration had been 15% ahead of a year ago.

□□□□ **The first pre-recorded video tapes** may hit the market soon. Audio Fidelity Record Company, the same company that first introduced stereo phono records before stereo phonographs had become established, is understood to have developed tapes that will fit the GE and Sony video tape recorders and possibly the Ampex unit. The company would neither confirm nor deny that it would produce the video tapes.

□□□□ **A record year for gas dryer and range sales** is predicted by the Gas Appliance Manufacturers Assn. Its mid-year survey of members' expectations for 1966 forecasts 795,000 dryer sales, up 12.3% over 1965. Ranges: 2,340,000, up 3.2%—including 288,800 high-oven units, a 29.9% rise; 210,500 set-ins, an 11.9% jump; 1,589,100 free-standing models; and 251,600 built-in units.

□□□□ **A rise in electrical appliance shipments** during the first six months of 1966, compared to the same period of 1965, was recorded by the National Appliance Manufacturers Assn. (NEMA). Five of seven categories showed an increase. Refrigerators rose 7.2%; freezers, 4.9%; ranges, 4.8%; dishwashers, 27.6%; and dehumidifiers, 7.3%. Water heaters sunk 1.4%; room air conditioners slid 6.3% to 2,059,300 units.

□ **MUSIC SHOW NEWS** □

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□ **HOUSEWARES SHOW NEWS** □

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No business like Show business

Like music on an endless loop tape cartridge, the question was repeated endlessly at last week's Music Show: "Will you be here next year?"

The question reflected exhibitors' uncertainty in appraising the role of the NAMM Show when it competes for retailers' time and set-makers' dollars against the Electronic Industries Assn.'s Consumer Electronics Show in New York City next June.

What is certain is that the industry's major tv manufacturers, all members of EIA, will exhibit in New York City next summer. What is less certain is how many companies will have exhibits in both shows, which open on the same date (June 25).

Big companies with two-step distribution, like RCA, will be only in the New York show, which follows on the heels of NARDA's annual convention. But companies with one-step distribution, like Magnavox and Sylvania, now seem sure to be represented at both.

Importers who sell direct left the Show uncertain which way to turn. "It would be my guess at this moment," said Ray Gates, Panasonic

vice president, "that we will be in both shows."

The future of the Music Show for the consumer electronics manufacturers was not the only thing that occupied exhibitors. Buyers—6,824 this year versus 5,476 in 1965—made it to the Show despite an airline strike, according to NAMM.

They shopped the hottest product at the show—the video tape recorder—found radio prices were higher and looked at more tape cartridge players than ever before.

But casting an enormous shadow over the entire show was something that one could see with the naked eye: the integrated circuit.

Only two companies, RCA and General Electric, had any product incorporating the tiny silicon chips, but their moves have spurred the entire industry into a technological race. RCA made the first big splash last spring by using an IC in the audio section of a tv set. And only a few weeks ago GE took another important step: putting almost the entire guts of a portable radio into an IC.

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Tv revolution hits housewares

The big-name manufacturers are taking over the loss-leader role once held by housewares retailers when they were seeking to build up a low-price discount image.

Tv is bringing in customers, low-priced newspaper ads placed by retailers are no longer the key draw. The manufacturer is becoming the traffic-puller more and more, the retailer less and less—at least as far as products are concerned. So the industry is seeing the big retailers switch increasingly from product-price ads to theme-image ads.

Tv also is affecting pricing. Manufacturers are being forced to carry a new and/or restyled product longer on a losing basis; it is taking two years or more for a manufacturer to turn a profit. Two of the major reasons for increased television coverage: to keep up with several big spenders, and because television is so aptly suited to presenting the new housewares products—most of which need demonstrating.

Large and expensive design and research staffs and higher tooling costs also are adding to manufac-

turer expenses. These, coupled with the often-cited costs of material and labor, are being reflected in the pricing structure.

There will be more and more tv ads. Housewares manufacturers are realizing that with the right product, the right promotional peg, and a heavy tv budget, they can move from a nonentity to a kingpin in almost any product area. Hamilton Beach proved this; the lesson is not forgotten.

Manufacturers are pulling traffic—not only through powerful television commercials, but also through the increased number of consumer incentives that manufacturers will be running in the second half. GE and Westinghouse have been the leaders. Retailers like the consumer incentive because it lets them focus on a free gift or cash refund instead of a low, unprofitable price.

What worries buyers is that consumer value may suffer—as it has in the cosmetics industry—when promotional costs outstrip manufacturing costs. *More Housewares Show news starts on p. 29.*



*If you're selling
plain automatic washers,
you'll kick yourself
for not having Jet Action!*

now for 1967, there's **FRIGIDAIRE**

with 9 ways to sell more laundry prospects!

1 SELL

**Frigidaire DPC—
“no-iron” answer
for Durable Press
fabrics—in every
washer and dryer
in the line!**



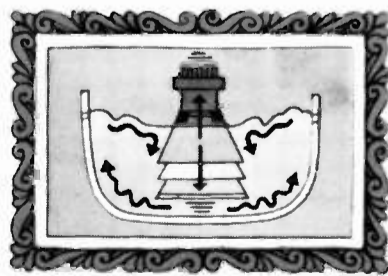
2 SELL

**FLEXIBILITY!
Handles
everything washable
—and does it
automatically!**



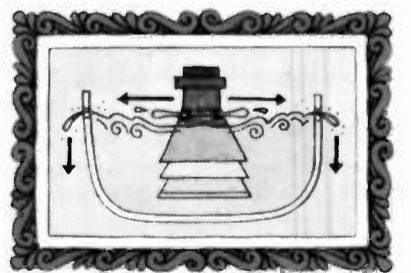
3 SELL

**DEEP ACTION
AGITATOR—
the patented
one that plunges
clothes deep into
suds for new
deep cleaning!**



4 SELL

**JET-AWAY RINSE—
the filter-free,
“100% automatic”
lint removal
system!**



9 *There's*

more sales action in **JET ACTION**

5 SELL

RAPIDRY SPIN!
1010 RPM—
fastest, driest
spin on the
market,
bar none!



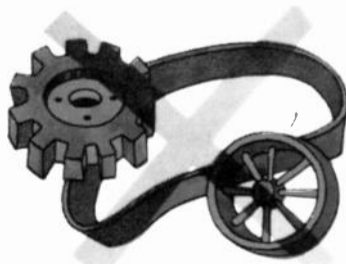
6 SELL

**AUTOMATIC
SOAK CYCLE—**
washes woolens—
wonderful for diapers!
Some models advance
to wash cycle
without resetting!



7 SELL

**JET-SIMPLE
DEPENDABILITY!**
No gears,
no belts,
no pulleys.



8 SELL

**5 YEAR
NATIONWIDE
WARRANTY**

One-year Warranty for repair of any defect without charge plus four-year Protection Plan (parts only) for furnishing replacement for any defective part in the complete transmission, drive motor and large-capacity water pump. Backed by General Motors!

more sales action in 1967 Frigidaire DPC Dryers, too!



FRIGIDAIRE

□□□□ **More stringent consumer protection laws**—at the state level—are advocated by Federal Trade Commission Chairman Paul Rand Dixon. He made his recommendation in answer to a request from the Council of State Governments. He spoke particularly of state laws to ban consumer deception and unfair competitive practices.

Dixon's recommendation seemed to surprise a number of people because he always has been considered an ardent advocate of more consumer protection at the federal level. It should not have surprised them, how-

ever. He and Mrs. Esther Peterson, the President's adviser on consumer affairs, have said consistently that federal laws are necessary only because the states have failed to fulfill their obligations.

Dixon repeated this thesis. Many states have inadequate consumer protection laws, he said, or fail to enforce those laws they do have. Improved local and state laws and better enforcement, he added, would minimize the need for federal action.

□□□□ **The drive for higher tariffs**—more protection for U.S. Industry—has taken a subtle twist. Protectionists are swinging behind a resolution introduced by Senator Everett M. Dirksen (R-Ill.) that would switch the basis on which the U.S. collects trade data. The Senate Finance Committee may hold hearings on the issue later in the summer.

The resolution would require that published figures on imports be based on the landed value of the goods in the U.S. Currently, they are published f.o.b. foreign port, and do not reflect the cost of ocean transportation.

High-tariff interests feel that the new method will show the U.S. with much less of a surplus in its world trade account, undercutting some of the support for liberalized trade laws.

□□□□ **The battle over fiscal policy** now going on in economic and banking circles gets pretty exotic at times. But what it boils down to simply is that money is tight and expensive—and is getting scarcer and more expensive all the time.

A couple of years ago, interest rates were high by normal standards, but there was plenty of money available for businessmen looking to expand. Now, interest rates are even higher, and the Federal Reserve Board has placed some sharp controls on the money supply. The combination is supposed to brake the escalating economy.

First to feel the effects of tight money is the housing industry; new starts are down. It won't be long before merchants with good credit ratings begin to feel the pinch.

Sure, others can build great tape recorders...



But at \$99⁹⁵?

Phonola Magnecord doesn't believe a big price tag automatically means bigger quality. Take our voice-actuated, rechargeable portable tape recorder. It offers your customers the same precision-engineered excellence as our top-of-the-line Home Audio Center (and every Phonola Magnecord tape recorder in-between). But at a

price a skinny wallet appreciates. And buys. Today's sophisticated customer knows what to look for, and he'll find it in every solid state Phonola Magnecord model. Even down to decorator-design cabinet styling. Give your customers what they want and they'll come back. To Phonola Magnecord. And to you.

Or about \$199⁹⁵?



9005

Or about \$229⁹⁵?



9001

Or about \$279⁹⁵?



9002

Or about \$549⁹⁵?



9003

P.S. Phonola offers you an exceptionally good profit margin, to boot. Just ask us. Phone or write today!

VERY BIG IN SOUND **phonola**[®]

WATERS CONLEY COMPANY, INC., A SUBSIDIARY OF THE TELEX CORPORATION
645 NORTH MICHIGAN AVENUE/CHICAGO, ILLINOIS 60611/(312) 944-5125

*Manufacturer's suggested retail price.
Price is slightly higher in certain areas.



Lowdown on integrated circuits: Buyers clustered around IC display at GE's double-deck exhibit listen to product pitch

Integrated circuits at the Show: Spectacular silicon specks cast a long shadow

continued from p.3

General Electric also showed ICs in the audio section of a transistorized 16-inch tv set (price around \$145) and an automatic mono-portable phono (priced around \$45) in its Mustang series.

But the fact remains that the implications of integrated circuits to set makers—less labor, lower costs—far overshadowed any single product at the Show.

"What the Japanese did to us with the transistor," said one executive, "we're going to do to them with the integrated circuit."

With the lower costs which the IC ultimately will provide, manufacturers believe that they can win back a portion of the portable radio business they have lost to imports. "This won't be a sudden thing," explained one knowledgeable radio manufacturer, "but I think you will see the balance shifting in the U.S.'s favor by 1970."

The price of General Electric's IC for use in portable radios—80¢ in quantities next year—points the way. "That's an encouraging price," said Jack Sauter, RCA vice president.

Sauter pointed out three things that set makers will be looking for in ICs: (1) additional reliability; (2) cost advantage; and (3) emotional effectiveness. "Whenever

an IC answers one of those three requirements," he said, "it will go into a product."

RCA's articulate design chief, Tucker P. Madawick, pointed out still another advantage that the IC will offer consumer electronics manufacturers.

"As the electronic package shrinks," he said, "you will be able to use more functional furniture, give more authenticity. You can't reduce the physical form of fine furniture."

What became clear from conversations at the Show is that rival set makers will begin introducing consumer electronics equipment with ICs before the year is out. "If you don't have it in a product by next June," said one sales vice president, "you're in trouble."

Although set makers are on the brink of amazing technical advances with the IC, marketing terminology is one problem they have not solved for the new devices. More than one company is less than enchanted with "integrated circuit" as ad copy. GE is going to use "micro" in merchandising its new equipment but is frankly exploring other ways to romance integrated circuits.

RCA's Sauter summed up the phrase-making problem in selling integrated circuits to the public: "We'd like a name that would say it better." —Donald S. Rubin

Color tv drops anchor: watching, waiting for fall

Color tv sales have sailed into a summer slump. And now that it is clear that even color tv—like most consumer electronics products—can be affected by seasonal patterns, some manufacturers at the Show were qualifying their earlier estimates of color television sales for the year.

Although color tv distributor sales in June were about 99% above June 1965, the sales pace of last fall and winter simply has not been maintained.

The "summer slump"—necessary as it is to enable the retailers, and the manufacturers, to build up a color inventory—has broken the spell cast by the non-stop color sales of last year's second half. Suddenly, retailers seem to be slightly concerned about their increasingly healthy inventories—mostly because an inventory of color tv sets is expensive. And money, everyone agrees, is tight.

Nevertheless, no one questions that the demand for color tv sets in the fall will be astronomical. Whatever the industry produces, it will sell.

"The 5.5 million sales level for the industry will be impossible to meet," B. S. (Buz) Durant, president of RCA Sales Corp., flatly asserted at the Show. It was RCA that earlier in the year started the industry by making the first forecast of a 5.5 million sales year for color television. Durant now says that the industry production simply will not support sales at that level.

Both on- and off-the-record, manufacturers are now estimating 1966 sales at slightly above or slightly below 5 million. Ted Flynn, vice president of Packard Bell, sets the figure at 5 million, but adds that this will be at least 2 million sets below consumer demand. George Fezell, vice president at Magnavox, echoes this comment; he also thinks production will fall 2 million sets below demand, although his prediction for 1966 production stands at 5.3 million.

Simple arithmetic shows why estimates are being revised. Figuring from the first of July, 121,877 sets a week will have to move out of the factories for the remainder of the year—just to hit the 5-million mark.

As of July 1, the most color tv sets ever sold by distributors in one week was 98,317.

The color tv tube shortage—which has in no way slackened, although it has been obscured at times by shortages of copper, cabinets, and components—has been aggravated by a strike at National Video. The strike was in its second week during the Show. According to a spokesman at National Video, the strike—which hit during part of the company's vacation period—halted production of about 20,000 color tubes (all 23-inches) a week.

Motorola, which uses 23-inch National Video color tubes, had, at the end of last week, already closed down most of its 23-inch production lines and was concentrating on its 21- and 25-inch color lines. This week, however, the Motorola plant—will close for its annual vacation.

"The strike couldn't have come at a better time," Fezell commented wryly, in a reference to the strike's appearance during the industry's vacation period. But he added, "It will hurt."

Eight companies stop traffic at the Music Show with video tape recorders

Stopping traffic is one test of a product's success. By this measure, the video tape recorder is more than a winner: the vtr seemed to stop as much traffic as a red light on Michigan Avenue in Chicago last week.

At every turn, on every floor, Show shoppers saw another vtr. In all, eight companies—a full half-dozen more than last year—had video tape recorders on the floor.

But another, more critical, test of a product's success is its saleability. All the companies with video tape recorders at the Show pointed with pride to the crowds clustered around the machines, but none of the manufacturers could claim the vtr is setting any sales records yet.

The magic number is \$500. When the price of the vtr drops to that level, sales should soar. The manufacturers represented at the Show are inching closer to that figure, but any consumer who wants one of their video tape recorders today had better come prepared to pay no less than \$1,000—and probably more.

There are exceptions. Sony now has a video tape deck, priced at \$695. And, Delmonico, which is not talking firm production or delivery dates on

its new vtr, has a projected price of \$695 on its video tape deck.

The Show-stopper among Show-stoppers was the GE video tape recorder lineup (MW, 11 Jul., p.5). Jumping into the market with both b&w and color vtr, GE says its b&w model will sell for about \$850 and the color unit will retail for about \$2,000.

The companies with vtr at the Show—other than Sony, GE, and Delmonico—were Concord, Panasonic, 3M, Ampex, and Shibaden. Eight companies and four different systems: no true vtr standard is emerging yet.

However, half of the vtr exhibitors at the Show—GE, Sony, 3M, and Shibaden—all use the same basic b&w system: helical scan operation at 7.5ips with 1/2-inch video tape. The Concord and the Panasonic machines (both built by Matsushita) use 1/2-inch tape, run at 12ips. Ampex still stands alone with 1-inch tape at 9.6ips. And, Delmonico is a maverick with 3/8-inch tape at 12ips. Sony, Panasonic, and GE all also showed color vtr units: Sony and GE (GE uses Sony vtr decks) at 11ips and Panasonic at 12ips.

The biggest vtr news at the Show was the claim, by many of the companies, that they have licked the "interchangeability problem;" in other words, they say that video tapes recorded on one of their own machines may be played back on another of their own machines. Six months ago this was not possible in many cases. Both Sony and Shibaden demonstrated their units by recording on one machine, playing back immediately through another.

Ampex has always pushed the interchangeability of its vtr units, and now has gone one step further. Before the end of 1967, its line of b&w "home" video tape recorders may be modified—at the customer's option—to allow color recording. And, furthermore, Ampex will guarantee that any b&w or color video tapes recorded on one of its machines may be played back on any other Ampex vtr unit—be it b&w or color.

Concord claims complete interchangeability among its video tape recorders, and Panasonic also says it has interchangeability—but admits it may not be completely perfect. Delmonico has a tracking control on its unit, which, it says, makes inter-

changeability possible. This interchangeability—if it is in fact established—removes a major obstacle to the eventual development of a pre-recorded video tape market.

The prices on the vtr units have settled in the \$1,000 to \$1,500 area—with the exceptions mentioned above. Sony now has four b&w packages, priced at \$695, \$750, \$995, and \$1,150. Its color vtr, to be introduced in the fall of 1967, will be \$2,000 or less; and its new portable recorder and camera, on view for the first time at the Show, about \$1,000.

The 3M units, which are now being sold only on a limited market-study basis from the factory, are priced at \$1,495 and \$2,995. The Shibaden unit, ready for delivery in 30 to 60 days, is \$1,295. Ampex, which will start deliveries next month on its "home" vtr, has priced the units at \$1,495 and \$1,095. The Concord vtr package is about \$1,500; deliveries of the home unit will begin about Sept. 10. And Panasonic's complete vtr package—now being delivered—is priced at \$1,620; its color vtr—built into a console package with 19-inch color tv screen—has not been priced. —Bruce Pfau

For the short term, radio prices turn around; the talk is about shortages,

"For the first time, buyers don't ask: 'What's your price on 6s?'" said one radio exhibitor. "This Show they're asking: 'Do you have any 6-transistor radios?'"

For the first time within memory, imported radio prices are firm, or are creeping up. Leader 6s, which were selling as low as \$2.60 last January at Navy Pier, were selling at the Show for \$2.95—a huge rise in a penny business. Leader AM-FM portables, which were as low as \$8.20, were up to \$8.95.

The price rise is a reflection of the law—the law of supply and demand. The war in Vietnam and the tremendous demand for color television in the U.S. have meant that American parts suppliers are fully committed. Early this year, American tv manufacturers—GE, Motorola, Philco—

went to Japan and placed orders for parts, transistors, condensers, resistors, and the like. Philco, in opening its new plant in Taiwan, for example, needed a huge inventory of parts to begin production. As a result, the parts supply in the Far East is brutal.

Japanese parts manufacturers have raised their prices, and so assemblers in Hong Kong and Taiwan and Okinawa have also had to raise prices. One Hong Kong manufacturer told an exhibitor that he had to close his plant for eight days last month because there were no parts.

A radio shortage, therefore, seems to be a possibility this fall. Said one of the exhibitors, "We're taking orders for the next 60 days. After that we won't have anything to ship."

Even the American brands are affected. One company said, "We've been told we are only going to be able to get 80% of the capacity of our Hong Kong plant."

But while radio exhibitors were talking shortages, at least one buyer was having none of it: "Shortage? Nonsense. I've got plenty of inventory. In fact, I've told my stores they cannot order another piece unless it's sold."

Not all radio prices were rising, of course. General Electric pointed out that several of its prices have come down since January.

The GE IC radio (MW, 4 Jul., p.3) was, with prices and shortages, the talk of radio buyers and exhibitors at the Show.

"It'll be just like the transistor," said one importer, whistling in the

dark. "The transistor was invented in America, but Japanese companies were licensed to make them and look what happened. It'll be the same thing with integrated circuits."

Not so, said others. The technology is more sophisticated, and one needs much expensive equipment to make ICs. It will not be as easy—this argument runs—for the Japanese to get into IC production as it was for them to get into transistor production.

Everyone (including GE) agreed, however, that the integrated circuit is not going to revolutionize the radio business overnight, any more than the transistor immediately put the tube people out of business. "We look for it to be an evolutionary change," said GE. How quick the evolution comes will be something to

Retailers at this year's Music Show are cautiously bullish about color tv

"If you listen to the manufacturers," said one unimpressed retailer—Sloan Barbour, Pointe Electronics, Grosse Pointe, Mich.—"We'll all be millionaires by Christmas. I just don't believe it."

Inventories and fall sales were hot topics in the Conrad Hilton's halls and corridors. And no retailer MERCHANDISING WEEK spoke with was wildly enthusiastic about the fall. Not that they were pessimistic:

"We're very bullish about this fall," said Steve Feinstein, Forest City Materials, Cleveland, making a comment other retailers made. "Color tv inventories are medium to heavy, but we don't think there will be any trouble in selling them. On the other hand, I don't see how the industry is going to double its sales over last

year. I haven't run into a retailer around the country whose sales to date are twice last year's."

"We're not as optimistic about this fall as some of these exhibitors," said Barbour. And another retailer representing a multi-million dollar outlet explained: "We're in a period of uncertainty. Consumers are unsure about the economy, unsure about the war in Vietnam. They're wondering whether they should spend their money or put it in the bank. We don't look for any dramatic increase this fall, and so we're not committing ourselves deeply."

"The trouble with inventories," said Jules Steinberg, executive vice president of the National Appliance Radio-Tv Dealers Assn., "is that we're in a period when the rules for suc-

cessful retailing don't hold. For example, ordinarily a dealer should not have more than 70% to 80% of his working capital tied up in inventory. But if shortages in color television develop—as the manufacturers say they will—the man who has 100% of his working capital tied up will probably come out all right."

Steinberg said that he was telling dealers to keep a 90-day supply of color sets on hand and check the sales figures every week. Starting in the middle of October, he said, dealers should check the figures two or three times a week.

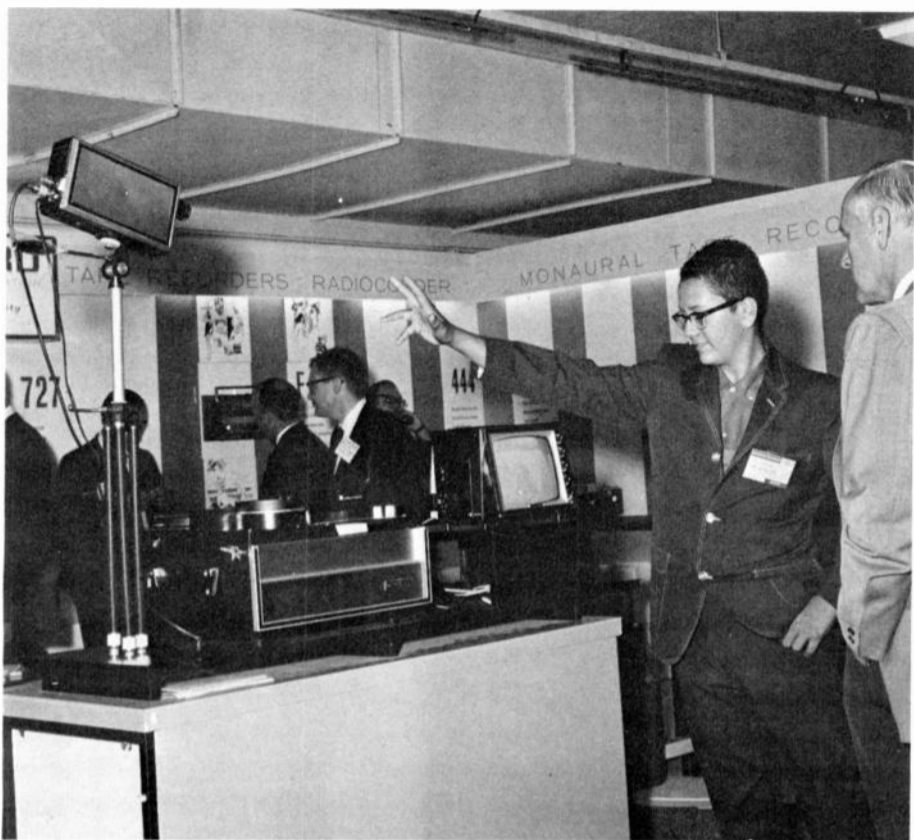
He agreed that dealers of color tv are not worried about the fall. "They say they have a lot of inventory—but they also ask where they can get more."

The hottest item at the Show for many retailers was the home video tape recorder.

"I'm very excited about it," said Al Hecht of Wards TV, Richmond, Va. "I think it will be the next big thing after color television. Of course, prices are a little high right now, but they'll come down."

"We can sell video tape recorders to doctors and professional people," said Thomas R. Viviano, Viviano's Stereo City, Tampa, Fla., as he was looking over the Sony merchandise. "But I don't think we'll sell many to the average consumer for a while." Some retailers felt they would not sell any, but would like one in the store for training meetings, traffic building, and televised product demonstrations.

but prices still stall big sales



Show shoppers proved vtr a show-stopper; here, a buyer mugs for vtr camera.

ICs, and dummies

watch. Arvin says it is on the verge of announcing a radio that uses an integrated circuit. How far behind can others be?

The transistor race has everyone unhappy—especially the National Better Business Bureau (NBBB). Since the public seems to assume that the more transistors a radio has the better it is, some assemblers have been inserting dummy, non-functioning transistors and adding them to the circuit's count. A 12-transistor radio, therefore, may only have nine transistors that actually do anything.

The NBBB has sent out a letter to importers saying, "There is no excuse whatsoever for making, importing, or distributing radios containing dummy transistors, or for counting diodes as transistors." The

letter urges voluntary correction and points out that if importers cannot clean their own house, the government may do it for them.

Someone may have to. One exhibitor's response to the question was, "We just say there are 14 transistors in the set. We don't say they all do something." On the other hand, most exhibitors deplored the practice.

Looking ahead, exhibitors felt that the parts shortage will last through the end of this year, and that radio prices will probably remain firm through next February or March. If parts suppliers build their capacity too quickly, or if Americans stop buying radios like popcorn, radio prices can turn downward again. Until then, everyone can make a little money. —Wallis E. Wood

sales this fall



Buyer meets seller: finding the hot new products, the good deals

□□□□ Toshiba took the wraps off its new line at the Show. One 19-inch compact color tv console to sell at "around \$400" was on display. In b&w tv, Toshiba showed a 19-inch table model to sell at about \$125 and an 11-inch AC-DC personal portable that will be priced at approximately \$130. The radio line, nine models long, starts at \$19.95 for a 7-transistor AM pocket portable and is topped by a 19-transistor 7-band radio at \$189.95. In the radio line, Toshiba has an AM-FM pocket portable only 3/8-inch thick for \$34.95. The AM-FM portables start at \$29.95. The Japanese company is also showing four reel-to-reel tape recorders and one 8-track auto cartridge player; none of these units have been priced.

Toshiba also announced its first official U.S. parts and service center in New York City.

□□□□ Magnavox unwrapped a 9-inch b&w tv set—all solid state—at its Show exhibit, to retail at \$115. Another new product from the company is a cassette-type (reel-to-reel cartridge) portable tape recorder/player; the unit will be priced at \$69.90. An \$89.90 12-inch tube-type portable tv set and a \$119.90 12-inch solid-state portable were also shown by Magnavox. The company has a new battery-operated monaural phono—called the Bantam—for \$19.90 and two solid-state portable monaural radio-phonos for \$29.90.

□□□□ The Japanese will start regulating the number of transistors that can be counted in a radio. The law that is now being drawn up will exclude from the count—and from printing on a radio's case—all non-functioning transistors and transistors used as diodes. Furthermore, it will not permit more than four in the push-pull output stages, to prevent manufacturers from adding unnecessary, though functioning, transistors to the total count. The regulation, when it is passed, will, of course, only affect radios exported from Japan. Whether Hong Kong, Okinawa, and Taiwan manufacturers will drop the transistor race remains to be seen.

□□□□ MGM has a low-priced cartridge tape and portable cartridge player. The cartridge is less than half of the thickness of a Fidelipac cartridge and has 2-track monaural tape. Stereo cartridges will be available next year. The monaural cartridge lists at \$1.29. The portable player, at \$29.95, will accommodate stereo and is powered by four standard C batteries.

□□□□ A portable radio/recorder combination using a cassette cartridge tape is being offered by Norelco. The cassette plays through the AM-FM radio and provides 1½ hours of playing time. It will be available in the fall. Suggested retail price is \$229.95.

□□□□ A new look in home entertainment units—the up-and-down vertical look pioneered by RCA with its armoire unit at last year's Show—appeared in the Concertone and the Electrohome exhibits. Concertone has a tall cabinet unit called the Arcature that houses a tape deck, 30w AM-FM receiver, and record changer; the price is \$1,800. Electrohome has a "high-rise" unit with the look of a bookcase. The cabinet—with tambour doors on one section—holds a 60w amplifier, record changer, and AM-FM tuner; the price is \$569.

Tape cartridges storm the Show: cassette and 8-track meet head-on

It was a tape cartridge show. Large and small manufacturers alike showed cartridge units, ranging from compact portables to luxurious consoles. The trend: Tape cartridge players and recorders are going from the auto into the home.

Stereo 8 leads the pack

Encouraged by Ford's and General Motor's choice of the Lear-type 8-track cartridge player for their 1967 cars, RCA, GE, Packard Bell, and many other companies have plunged in and developed 8-track tape cartridge decks and players. As one spokesman for RCA put it: "Originally we had not planned to go into home units, but car units took off and created the home market potential." Earl Muntz, president of Muntz Stereo-Pak, makes the same point about the home units. He points out that 75% of the home players he sells are to people who already have cartridge players in their cars.

Kenneth Miller, vice president of Lear Jet Corp., says, "Standardization in an industry often comes about through sheer brute force. With the major auto companies now supporting 8-track, the days of 4-track are numbered." He also points out that the 8-track cartridge has economic advantages, because "the factory cost for the tape in a 4-track cartridge is 20¢ more than it is for an 8-track cartridge."

To meet the mushrooming demand for tape cartridges, Lear is running three shifts seven days a week at three molding plants. "Within the next three months," Miller says, "we will triple present production and will be making more than 30 million cartridges a year. It is hard to see how 4-track can come close to this."

Cassette: new colors in the race

Norelco's cassette—a reel-to-reel tape cartridge—may prove to be the Instamatic camera of tape recording. Almost overnight it has been adopted by 39 manufacturers, including GE, Sony, Magnavox, and Panasonic (MW, 4 Jul., p.8).

The cassette has greater range (60 to 12,500 cycles per second), is more compact, and, say the cassette companies, has less distortion than 8-track cartridges. Also, recording on a cassette is possible. Several manufacturers at the Show announced 8-track stereo players that could record, but none were able to demonstrate recording on an 8-track cartridge.

Wybo Semmelink, assistant vice president of North American Philips Corp., predicts the cassettes "will become the standard for the tape recorder industry." The fact that the Lear 8-track has had a head start does not bother him. "We are aggressive and progressive," he says

with a wry smile, "but never in a hurry."

And, significantly, Semmelink adds: "I think we can get an auto manufacturer to adopt the cassette in 1968."

Bets on dark horse

Many manufacturers, however, are playing a waiting game. Others are hedging their bets by introducing one or two 8-track models and a low-end cassette player/recorder. RCA, in the first category, has only two 8-track home units: a stereo player, at \$149.95 and a tabletop stereo deck, at \$99.95. Nonetheless, B. S. (Buz) Durant, president of RCA Sales Corp., says, "The cassette will be successful, and I do not think it has to be over the body of any other system."

RCA could very likely introduce a cassette unit soon, too. "We have been interested in the Philips unit for some time," Durant says, "and we will use it when it can serve to our advantage."

GE has one stereo console with an 8-track tape player, priced at about \$450; an 8-track stereo player, at \$129.95; an 8-track deck, at \$99.95. And GE has a compact portable cassette player/recorder, at \$69.95. GE also has announced that it is going to make a tape cartridge that will be interchangeable with the cassette.

Magnavox has a compact cassette-type player/recorder due before the end of the year, but there are no immediate plans to put the cassette into consoles.

Across-the-board betting

William Mulcahy, president of Telepro Industries Inc., says, "The endless loop cartridge offers endless opportunities." He predicts that both the 4- and 8-track have sound futures: "They will exist side by side for some time. Eventually, one may replace the other." Mulcahy advises retailers to avoid pitfalls on the industry's road to maturity by carrying compatible units (players that can accommodate both 4- and 8-track cartridges), which he called "the hottest items."

There are many compatible auto and home cartridge tape players being offered. Arvin, for instance, has a stereo console with AM-FM radio, 4-speed phonograph, and a compatible tape cartridge player that will accept three different-size cartridge cases. Suggested price is \$349.95.

The Arvin compatible console does not accommodate cassettes. A spokesman for the company says, "We're in the music business, and the 4- and 8-track libraries are already quite large. If Philips builds a significant library, we might then consider accommodating cassettes, too."

—Martin Steingesser



Telmar's combo with an 8-track stereo unit



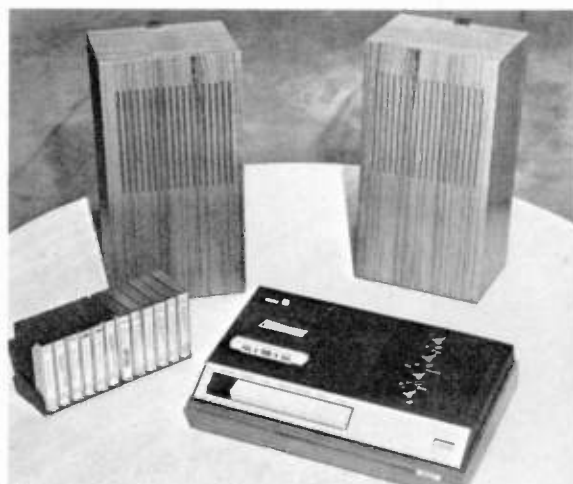
Roberts' reel-to-reel/cassette combination



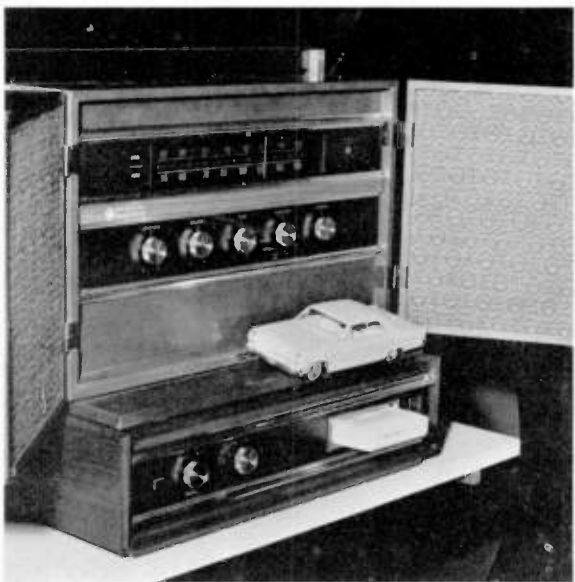
Symphonic shows an 8-track stereo player



RCA's Mark 8 stereo cartridge player



Norelco's stereo cassette player-recorder



GE's stereo console with 8-track player



Arvin's unit plays two types of cartridges



A Soundex 8-track home deck



Packard Bell's console takes 8-track player



Telepro shows a 4-track home deck



Borg-Warner's 8-track stereo auto player



Olympic has an 8-track stereo player



Muntz' phono and 4-track player-recorder



Lear Jet shows a portable Stereo 8 player

Rodriguez looks

back at the Music Show



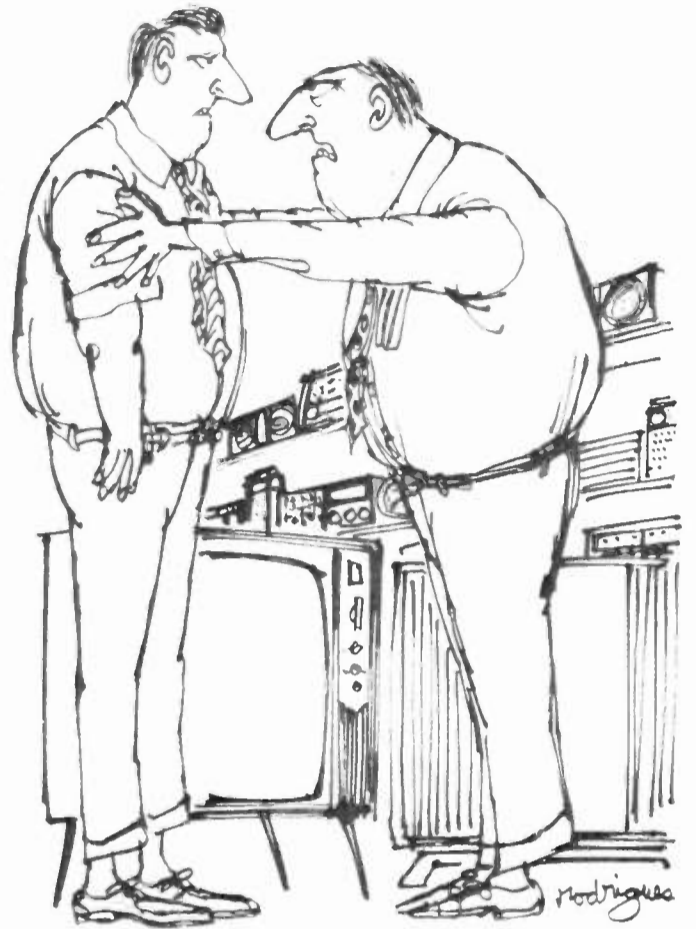
"Well, I'm going to be a very moody Irishman if that carload of 'moody Mediterranean' consoles you ordered doesn't move . . ."



"... now that I think back I feel I made a mistake in ordering those 150 tape cartridge players just so I could get those 50 free pre-recorded tapes of 17th century chamber music."



"I'm bothered by pilferage by kids, too, Herb, but I wouldn't refer to the market trend as 'products for punks.'"



"Look, Milt, the message we got from the Music Show was clear: put a radio, tv or hi-fi in every single room of every American home. You don't like it, I don't like it, but it's got to be done."



"I didn't get any sleep last night. Some clown spread it around that I was a color picture tube manufacturer and I was up all night answering the phone . . ."

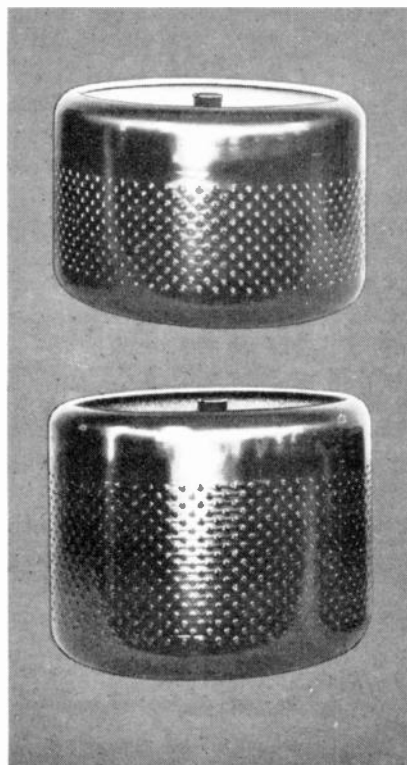
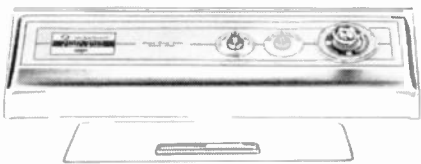
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You can wash a whopping big 18 lb. load in this new super capacity washer

or a tiny washbasin size load

Model LRA 680-0



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Dealers: Just about every family is a prospect for this new RCA WHIRLPOOL when you drive home the convenience of being able to wash any load from washbasin size to an 18-lb. whopper without special attachments. Tell 'em about the RCA WHIRLPOOL with super washing capacity and you'll sell 'em!

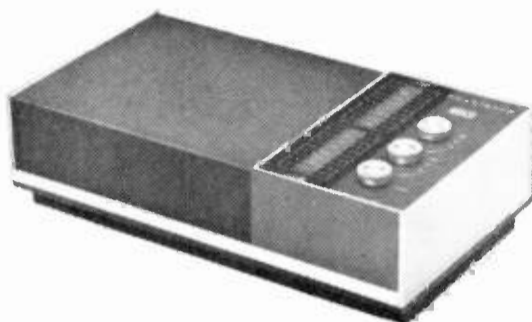
It's easier to sell an RCA WHIRLPOOL than sell against it!

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

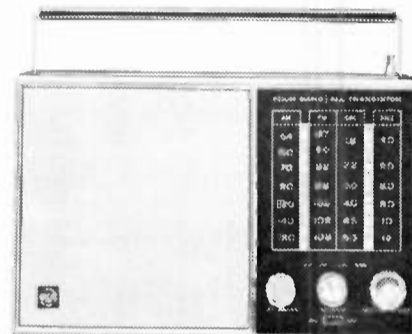


RCA VICTOR

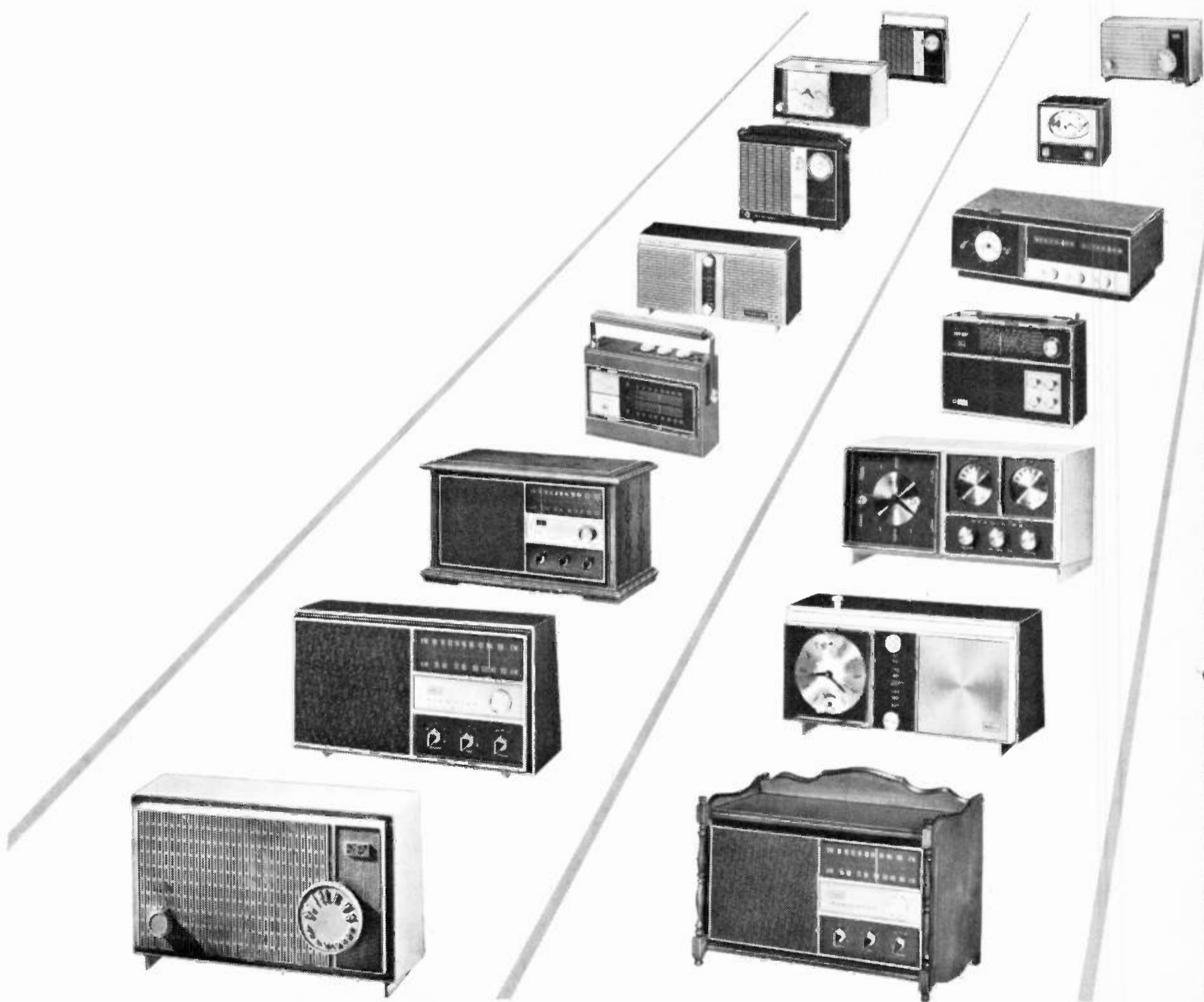
(we're the Radio
and for the finest line



New Lie-Down, Stand-Up Radio—the knobs are handy from any angle! Solid state FM-AM, AFC, 6" oval speaker, solid copper circuitry. *Bystander*. RHC 21.



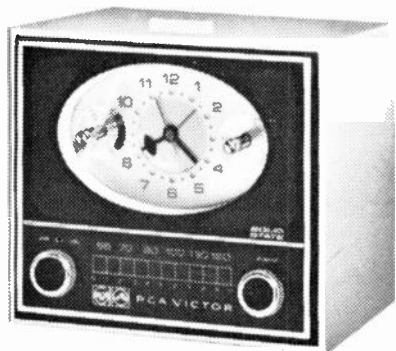
Power-Packed, 4-Band Portable FM-AM; maritime; short-wave; with solid copper circuitry. Batteries included. *Flagship*. RHM 49.



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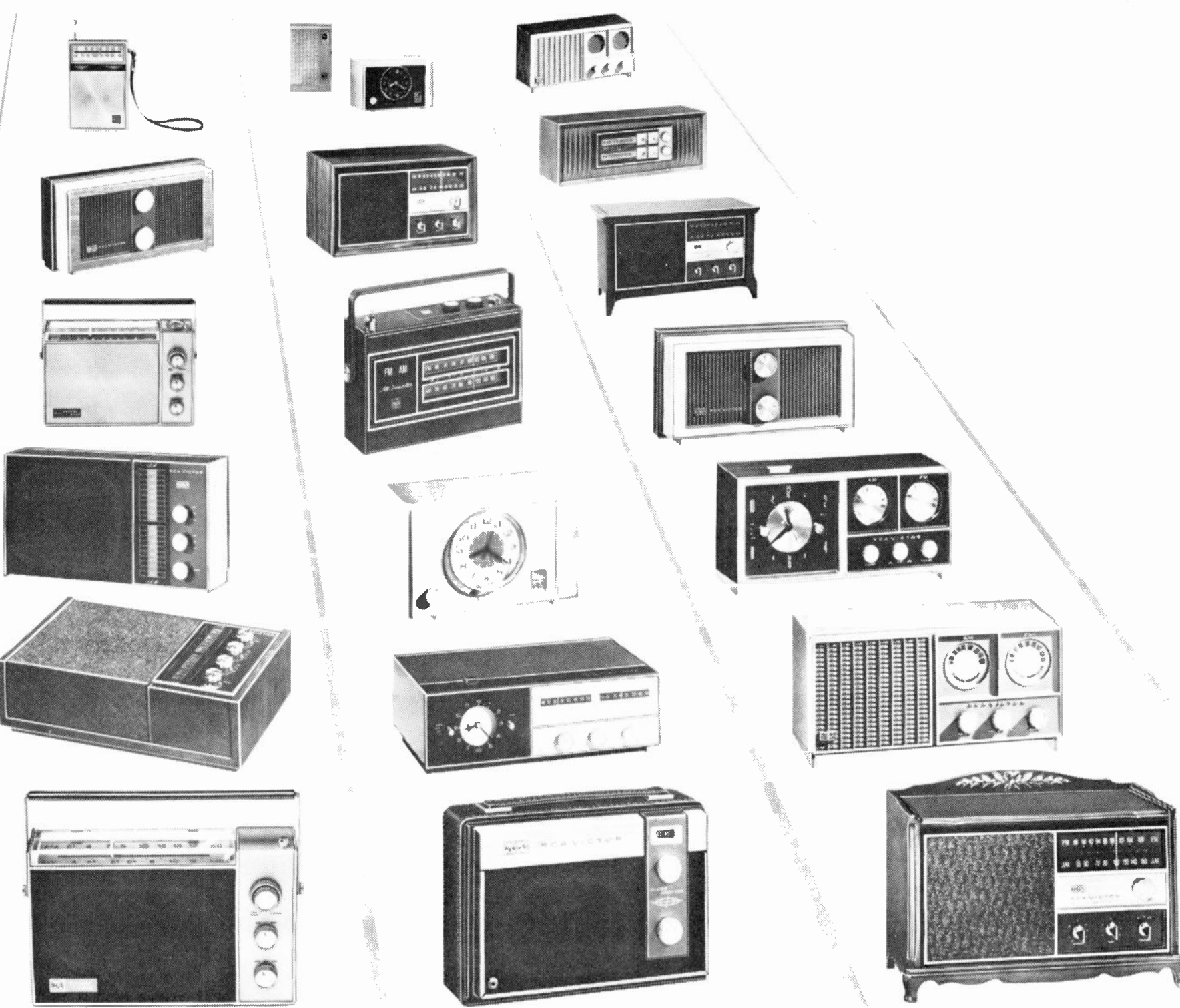


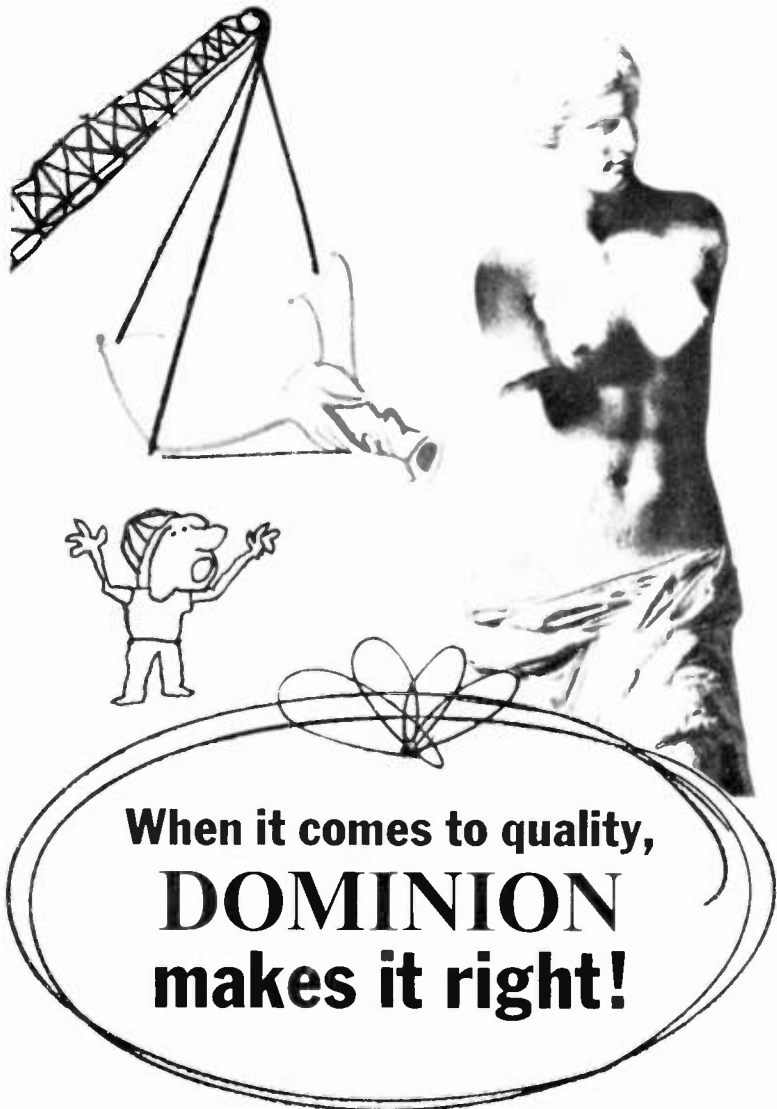
Compact Solid State Clock-Radio has time and alarm settings handy on clock face; solid copper circuitry. "Wake-to-Music" or buzzer; earphone included. Memento. RHD 25.

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APPLIANCE-TV

Rub-a-dub-dub, look in the tub: a tale of permanent press care

The housewife is taking permanent press to her heart. With it, however, comes a plethora of pragmatic questions about clothes care. And some of the questions are being asked in retail stores.

The story so far

Most housewives like the way new permanent press garments look. But how they wash can be a completely different—and sadder—story. Over-praise and under-performance led to consumer disenchantment with wash and wear. Likewise, improper handling can cancel the permanent press promise—or at least retard its acceptance.

The laundry dealer has a vital interest in the growth of permanent press. If he listens to the care questions and knows the answers, the smart laundry dealer can win consumer confidence and boost his own sales. Here are some suggestions for every day permanent press care. (For the complete story of permanent press problems and potentials, see MW, 16 May, p.14).

The villain: oily stain

Permanent press absorbs oil; so does cotton, but not in the same way. Various oil stains seem to actually enter into chemical solution with permanent press fibers. This is not due to the permanent press process but to a fabric ingredient: polyester. And since most permanent press garments are a blend of cotton and polyester, the stain problem dogs the new no-iron fabrics.

Oil stains will set in fabrics if the oil does go into solution with the fiber. They are then more difficult to remove from polyester fibers than from 100% cotton.

Always pre-treat oil stains. Some laundry specialists have found that an overnight soaking in a liquid detergent lessens grease penetration. But a long soak, not just a few hours, is necessary. Powdered detergents mixed with water do not work because the water evaporates overnight. Permanent press shirt collars, where contact is close and constant, are susceptible to soil. Collars should be pre-treated with a liquid detergent or a detergent paste. White shirts should never be washed with something like a pillow case that is stained with a hair oil. The same rule applies to all permanent press garments. Wash them with garments that are stain-free, or wash them alone.

To the rescue: proper care

Do not delay washing. If soiled permanent press clothes are permitted to lie around, stains may penetrate the fabric and be locked forever in the fiber.

Do not skimp on detergent. If the housewife uses less than the recommended amount she can expect her permanent press clothes to suffer—even more than all-cotton clothes. Too little detergent not only hampers dirt removal, but it also permits dirt to be re-deposited during rinse cycles.

Hot wash water may set stains.

For instance, cooking oil, which is a fairly light oil, is quite susceptible to high water temperatures. If the water is too hot, the oil will oxidize in the fabric and the stain will be fixed. Similar results can be expected with butter or margarine stains. A good washing temperature for these light stains seems to be around 125 degrees.

A hot dryer will fix stains, too. Never put a stained garment that has not been treated before washing into a dryer. The heat of the dryer may well drive the stain into the fabric, where it will remain for the life of the garment.

Medium dryer heat is best for drying stain-free clothes. Specialists have found this true despite the low settings specified on some garment hang tags.

Heavy industrial oils—such as motor oil—will almost always leave a residual stain, no matter what the wash treatment. For these stains, use a cleaning solvent. While the solvent will usually remove grease and oil effectively, it leaves a stain of its own. And the only way to eliminate it is to dry-clean the entire garment.

The pucker in permanent press garments can be cured by adding a fabric softener. Many washers are equipped with an automatic dispenser that injects the softener during the rinse cycle. When added, the softener minimizes tucks and puckers—besides softening the garment to the touch.

Here is the ideal wash pattern that experts advise for unstained permanent press: a warm wash, a cool down (if the washer has that cycle), a cold rinse, agitation to suit garment and soil, and, finally, a slow spin. The slow spin minimizes the setting of wrinkles.

Remove clothes from the dryer at once. This is a familiar warning by now—but it bears repeating. It is perhaps the easiest advice for the housewife to follow and can make the difference between no ironing and bothersome touch-up work.

A word to the wise salesman

Another problem more closely linked to the washer itself has come up. Testing groups have observed that even high quality permanent press clothes show signs of wear after several washings in some tubs. This was traced not to daily wear but to washing wear. In short, the washer was wearing out the garments, not the family.

The tubs concerned were enamel coated. But they had seen their share of buckles, zippers, and metal catches. They were battle-scarred—checked, chipped, grizzled veterans. These rough surfaces are rough on clothes, particularly on permanent press clothing. Its prominent creases fray easily, and the garment begins to look gray and "frosted." One way to lessen frosting is to turn the garment inside out. Besides saving the fabric, this also precludes loss of dye through rubbing.

On the sales side, this veteran tub may be the dealer's chance to recruit a replacement sale.

—Laurence Locke



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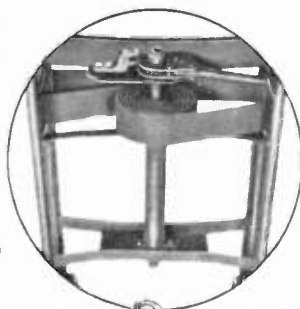
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MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly by McGraw-Hill, Inc. Founder: James H. McGraw (1860-1948).

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

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

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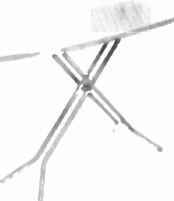


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Sugg. retail \$5.95

NEW "IRONING TIPS" BOOKLET

Rita Marie Schneider, noted editor-home economist, is featured in Arvin Ironing Table ads in What's New in Home Economics magazine. Miss Schneider has also authored new "Ironing Tips" booklet available free to Arvin Ironing Table Dealers.



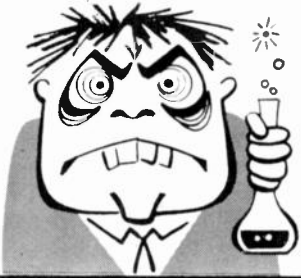
Visit these permanent show spaces:

Chicago, Merchandise Mart—1477 New York, 230 Fifth Ave.—612 San Francisco, Merchandise Mart Hollywood, 1025 N. Highland Ave. Arvin Sales Dept., Columbus, Indiana

For complete information, write, wire or call
Arvin
ARVIN INDUSTRIES, INC.

Consumer Products Division, Dept. E-9 • Columbus, Ind.

HATE having complaints and returns cut profits or humidifiers?



LOVE that complete satisfaction with Thomas A. Edison Humidifiers.



THE IMPERIAL



THE IMPERIAL WITH TEMPERED AIRE



THE DELUXE



THE COMPACT

PROFIT FROM AN UNMATCHED RECORD OF TROUBLE-FREE PERFORMANCE

You *keep* the profits you make on Thomas A. Edison Humidifiers because they *stay sold* . . . free you from complaints and service losses. Owners just don't experience noise, leaks, drafts or breakdowns. Ask us to prove it.

- ✓ Uncompromising Quality
- ✓ Features that Sell
- ✓ Complete Market Coverage
- ✓ Profit Protection

Thomas A Edison®

another quality product of



GET ALL THE FACTS
Write to: Albion Division
McGraw-Edison Co., Albion, Michigan

APPLIANCE-TV

Air conditioners at mid-season: sales, inventory, 1967 outlook

"Sorry, I just don't have time to talk about it."

"Sure I can talk all you want now. I don't have any merchandise to sell."

These two comments from air conditioner retailers may seem extreme, but that just about sums up what is happening in the air conditioner business right now in almost all parts of the country.

From retailer to distributor to manufacturer the story is the same: sweltering weather that began around July 1, followed by prolonged customer sales rushes, followed by shortages. Even in those parts of the country where Old Sol is not baking the citizenry, distributors and manufacturers are shipping much needed units to other parts of the country to meet demand.

In the middle of June, topcoat weather prevailed over most of the nation. Retailers were asking themselves whether they had too much stock on hand, distributors were looking over stacks of units in their warehouses, and most manufacturers had finished their 1966 production runs and were looking ahead to 1967 line introductions in the fall. Manufacturers were hoping that the large inventory carryover from 1965 would dissolve slowly into the industry pipelines and that, even if a series of hot spells descended on various areas in the country, the large backlog would fill any sudden spurt for large orders.

In fact, in part because of the large inventory, manufacturer shipments for the first five months of 1966 were down 8.6% from the same period in 1965. However, one must remember that the industry was on its way to a record year and that, prior to July 1, sales were booming. Last year after July 1, sales sagged. The reverse is happening this year.

The strongest sales action has been in low-capacity units and in high-Btu models. And while it is true that sales have generally been strong across the board, the major shortages are appearing in the low and high capacity categories.

The effect on 1967. Some retailers are seeing 1967 merchandise early because some companies are running production lines for a few 1967 models. These units are being shipped to distributors to help fill the gaps left by shortages of certain 1966 models—in particular, units in the 4,000 to 6,000 Btu area.

The long-term effect on the 1967 model year is already being contemplated by industry executives. If the industry has to add new production lines or pump out 1967 merchandise to meet immediate consumer voracity, how will this affect 1967 sales? Because of the tight situation for components—more expensive copper tubing and a wait for shipments—plus a crushing demand for motors, the industry faces an anxious period in the fall.

new from Webcor! THE BIG CHARGE RECHARGEABLES Powered by new revolutionary 2-volt storage batteries

Prices start at \$59.95. Slightly higher on the west coast.

The Rechargeables . . . another example of the new Solid Statesmanship from Webcor.

WEBCOR

2400 N. Wolcott, Chicago, Ill. 60604

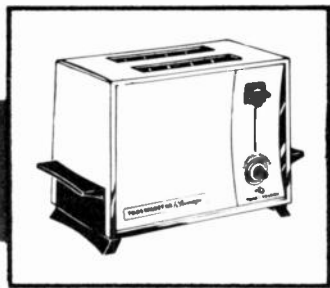
NOW, MORE THAN EVER, ALL MUSIC SOUNDS BEST ON A WEBCOR



Webcor Rechargeable III—Model 2714: Minimum 800 hours playing time. Recharge overnight. 2 speeds 1½, 3¾. Transistorized capstan speed control. 3" reel, built in AC converter, charger. Operates on 110V, AC, 3 rechargeable batteries (included) or 4 regular flashlight batteries. Combination VU/battery charge meter. Storage compartment holds remote control dynamic microphone, patch cord, earphone.



Webcor Rechargeable V—Model 2717: True music, voice reproduction at 1½, 3¾ 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. Storage compartment holds AC cord, patch cord, earphone, batteries. Model 2715 same as above but with remote control dynamic mike.



one good thing leads to another...

NEW!



Waffle Baker & Grill.
Model W254



Deluxe Buffet Range.
Model 6400

A full line of
Teflon[®] waffle bakers! A full line
of 1 and 2-burner buffet ranges!

TOASTMASTER[®]



Heat tube element.
Model 6401

Spiral wound heat coil.
Switch. Model 6403



Spiral wound heat coils.
Switches. Model 6402

NEW BUFFET RANGES: Buffet ranges are the hot new item for cottages, mobile homes, family rooms, patios. And Toastmaster designs and prices them to meet the growing demand! The above model, for example, performs like a big electric range using flat, range-type coils. Has two infinite heat control dials. One regulates 550 watt burner for slow cooking. Other regulates 1100 watt burner for fast cooking.

Toastmaster is going places with exciting new product lines, advanced styling, quality features. So, come on along! See Toastmaster today!

[®]Registered trademark for Du Pont TFE finish

NEW WAFFLE BAKERS: All grids in *all* Toastmaster waffle bakers are coated with *Teflon*—the miracle material that eliminates sticking, makes any woman a master waffle-maker. Teflon makes clean-up easier than ever. The above model is a two-purpose appliance: bakes 4 plate-size waffles on grid side . . . grills, fries, toasts on smooth grill on opposite side. Beautifully styled in gleaming chrome.



Round Waffle Baker.
Model W252

Waffle Baker
& Grill.
Model W253



Party Waffle Baker.
Model W255

Sell the line consumers are sold on...

TOASTMASTER[®]

...where one good thing leads to another



TOASTERS • COFFEE MAKERS • BROILERS • IRONS • FRY PANS • PORTABLE VACUUM CLEANERS • WAFFLE BAKERS • MIXERS • BLENDERS • CAN OPENERS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS • ELECTRIC KNIVES • BUFFET RANGES

TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS

Which products do they buy? Check these Starch saturation tables

Product	Saturation	Households acquiring in last 12 months	
		Percent acquiring	Ratio of Original-Repl/Addl
Blankets	28.7%	6.6%	48 52
Can Openers	22.5%	6.6%	— —
Clocks (electric)	78.1%	12.6%	28 72
Clocks (wind-up)	60.5%	10.4%	— —
Coffeemakers	58.3%	7.4%	45 55
Frypans	46.3%	3.9%	74 26
Hair Dryers	41.6%	9.1%	— —
Irons (steam)	72.4%	12.9%	13 87
Irons (other)	24.8%	2.2%	25 75
Mixers	73.6%	6.1%	50 50
Toasters	81.4%	7.1%	40 60
Toothbrushes	7.2%	—	— —
Vacuum Cleaners	75.6%	6.8%	29 71

Product	Saturation	Households acquiring in last 12 months	
		Percent acquiring	Ratio of Original-Repl/Addl
Phonographs	56.2%	7.7%	— —
Radios	92.3%	24.7%	— —
TV (b&w, color)	93.3%	13.2%	13 87
TV (color only)	4.9%	—	— —
Air Cond. (room)	16.2%	2.5%	69 31
Dishwashers	8.6%	1.1%	— —
Ranges (electric)	38.2%	2.7%	29 71
Ranges (gas)	59.3%	2.4%	32 68
Refrigerators	96.9%	6.4%	28 72
Freezers	24.0%	1.7%	78 22
Washers (automatic)	49.5%	6.0%	23 77
Washers (other)	23.4%	1.2%	— —
Dryers	26.4%	2.8%	75 25

For an idea of how many consumers own which products, scan the market saturation report presented in the tables shown at left. Compiled by Daniel Starch and Staff, Consultants in Business Research, the report is based on a sample of 29,430 households, interviewed between July, 1964 and June, 1965.

Starch says the sample's saturation figures are valid for assessing saturation levels in the nation's 57,473,000 households.

Each table's first column of percentages represents household ownership one or more units in each product category. The second column gives the percent of households that acquired products in the 12-month period immediately preceding the date of the Starch interview. The third column lists the percent of those products that were original purchases. These figures are compared to the ones in the fourth column, which lists replacements and additional units.

In this context, the word "acquired," in this context, the word "acquired," means products bought directly, received as gifts, bought new with a house, or furnished new by a building owner.

Some interesting information not included here but contained in the Starch report shows the percentage of households owning two or more of certain products.

For instance, 8.8% of the households surveyed have two or more phonographs; 53.4% have two or more radios; and 20.5% own two or more television sets.

A similar second-product trend occurs in room air conditioners and housewares product groups. Of the 16.2% of households owning room air conditioners, 3.9% are cooled by two or more units.

Two or more electric clocks tell time in 37.8% of the households.

Two or more wind-up clocks tick away in 18.8% of the households.

And 9.6% of the households keep warm under two or more electric blankets.

KEY MOVES

Geo. D. Roper Corp.—Ralph C. Ashley is elected president. His former position, executive vice president, has been discontinued. Richard S. Burke, board chairman, remains chief executive officer.

Hotpoint—New sales regions and regional managers for the Distribution Sales Operation: Eastern Region, Gordon L. Koppert; Southern Region, Howard J. Scaife; Western Region, Dennis I. Peterson. Hotpoint formerly had two sales regions: Southern, under Scaife; Northern, under C. E. Woods, recently named manager of distribution planning for the major appliance and Hotpoint division, with headquarters in Louisville, Ky. All three new regional managers will operate out of the Chicago headquarters of Hotpoint Distribution Sales Operation.

Philco—William J. Mayberry is named sales promotion specialist in the appliance division to replace Edward B. Bailey, who has retired. Mayberry comes to Philco from the Atlantic-Richfield Corp.

GO-GO TWICE WITH BSR

look alike?
they're not!

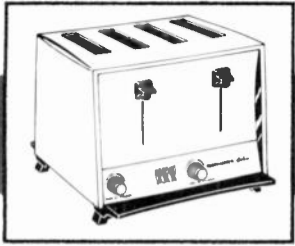
New BSR Miniplayer joins BSR Minichanger for companion step-up sales! Smart manufacturers will be showing both, in promotable 'go-anywhere' portables. Both fit the same tiny lightweight cabinets that start impulse sales on sight! Both deliver full BSR quality, unrivaled service savings. Both are ready to 'go-go' with cordless/AC power, better features, better looks. Exciting, satisfying to teens, tweens, adults. A step-up team with built-in profits for you! Know a better way to sell phonographs profitably?

- BSR MINIPLAYER: Manual play only. Automatic start and shut-off, 4 speeds, built-in 45 rpm adaptor. 8 3/8" x 11 1/8".
- BSR MINICHANGER: Automatic and manual play. Automatic shut-off, 4 speeds. Jam-proof! 8 3/8" x 11 1/8".

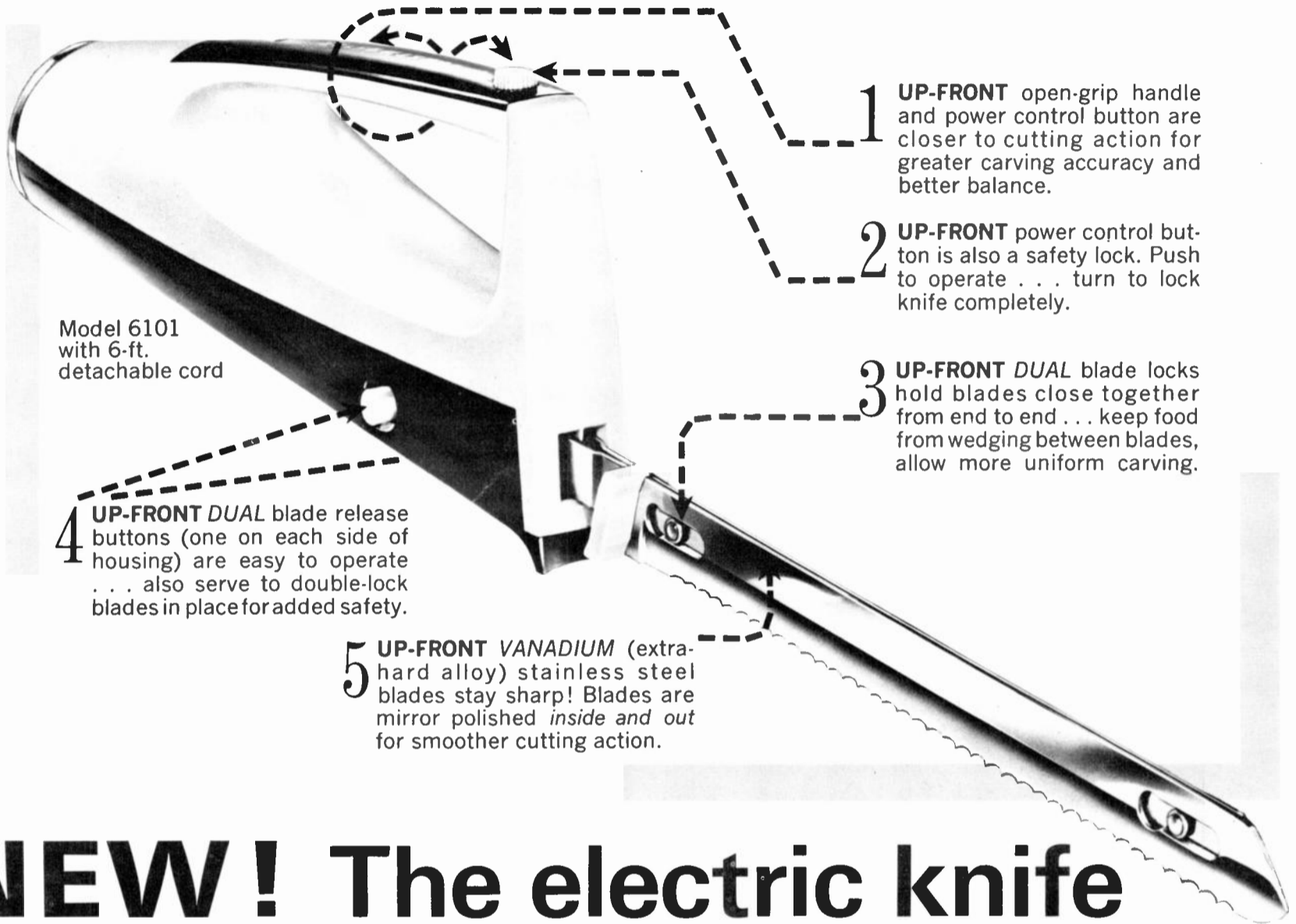
DEPENDABLE



PRECISION-CRAFTED IN GREAT BRITAIN BY BSR LIMITED • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, BLAUVELT, N.Y. 10913
In Canada: Musimart of Canada Ltd., 970 McEughran Avenue, Montreal 8



one good thing leads to another...



Model 6101
with 6-ft.
detachable cord

4 UP-FRONT DUAL blade release buttons (one on each side of housing) are easy to operate . . . also serve to double-lock blades in place for added safety.

5 UP-FRONT VANADIUM (extra-hard alloy) stainless steel blades stay sharp! Blades are mirror polished *inside and out* for smoother cutting action.

1 UP-FRONT open-grip handle and power control button are closer to cutting action for greater carving accuracy and better balance.

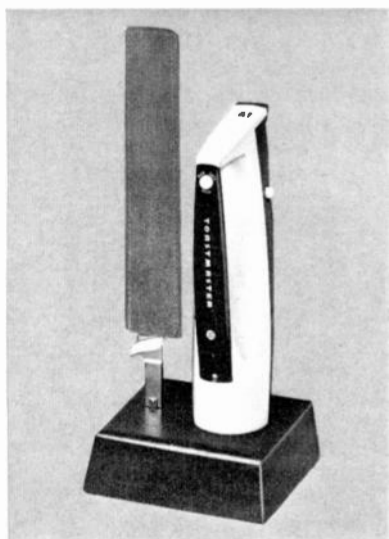
2 UP-FRONT power control button is also a safety lock. Push to operate . . . turn to lock knife completely.

3 UP-FRONT DUAL blade locks hold blades close together from end to end . . . keep food from wedging between blades, allow more uniform carving.

NEW! The electric knife with 5 new features up-front!

TOASTMASTER®

New Toastmaster Electric Knife Holdster. Trim modern holdster is made of solid mahogany. Holds knife and blades ready for instant use. Blades protected with beautiful leather-like scabbard. Compactly "stores" knife on counter top. **Model 6102**



Another electric knife? Not on your life! The new Toastmaster electric knife is unique. It's the only one on the market with five new features *up front* where the action is . . . to help make carving and slicing easier than ever! And your customers are going to know all about it. They'll see the Toastmaster electric knife demonstrated on TV. Read about it in national magazines. Be reminded of it in newspaper ads. So cut yourself in on this sales bonanza! Contact your distributor and order Toastmaster electric knives *now!*

Sell the line consumers are sold on...

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TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS

□□□□ **Cookware deals will liven up promotions** at retail this fall. To help offset generally rising prices, cookware manufacturers came through with a barrage of special deals at the Housewares Show. Among the promotional specials, Teflon-coated saucepan sets looked particularly good to buyers seeking to build metal traffic. Although price increases on regular lines generally were minimal, about 3%, retail price tags are expected to climb even higher this fall because of the increased stress to be put on non-scratch versions of non-stick cookware.

□□□□ **Farber is giving retailers an extra 5% profit** in some key marketing areas. For years, Farberware's cookware and electric housewares products have been fair-traded at a level below list price. Most recently, Farberware has been at 20% off list in some highly competitive markets; as of July 25, fair-trade prices in most of these markets will be at 15% below list. Isidor Farber, president, declined to spell out details of the new program, stressing that pricing on the Farberware line, including retail profits, varies from market to market.

□□□□ **Teflon figures:** DuPont has again upped the numbers on Teflon-coated cookware and other kitchen products — projecting retail sales of 96 million pieces of Teflon-coated goods. In electric frypans alone, DuPont is predicting a 45% increase this fall for Teflon-coated models. In 1963, 3.5 million Teflon-coated products were sold at retail; in 1964, 30 million; and in 1965, 62 million.

□□□□ **A new non-stick look** has been achieved by Farberware on its Farberlon line of non-scratch, non-stick cookware. Farber is using a spatter finish that resembles old-fashioned enamelware. For its entry into the high-end, non-scratch, non-stick cookware field, Farber, now a parent of Walter Kidde & Co., developed its own application process. Farber officials have declined to say whether the non-stick resins are being purchased from DuPont or some other source—such as Allied Chemical, which has been marketing a Halon finish in the commercial equipment field. Farberware will begin shipping the Farberlon line in October. Retail pricing begins at \$9.95 list. Two other new looks in Teflon also caught the eyes of buyers: Wayne's "Square" line of Teflon-coated cookware and Everedy's new steel bakeware line that is Teflon-coated inside, chrome-plated outside.

Buyers also praised the new "selective distribution program" West Bend has set up on its "400" line of Designer Award-winning cookware. Buyers also pointed to the single-source programs being offered by such firms as Ekco and Club Aluminum.

Andrea vs. The Price War

The way we see it, the only ones who ever win the price wars are the customers. That's fine, if you're a customer. But if you're a dealer—or a television manufacturer concerned about his dealers—you'd probably prefer a better working arrangement.

Andrea has such an arrangement. A simple way of keeping Andrea dealers from going to war with one another. A way to help each of them make the most profit on the sets they sell.



What we do is limit our number of dealers. Specifically, one to a neighborhood. That means you don't have to cut prices to compete with the guy down the block. Or any other guy in your area. Because we won't sell to him. As for the Andrea dealers in the next town, they're no problem. They have their own neighborhood customers. And it doesn't pay for them to cut a chunk out of their profits just to try to take away a bit of yours.

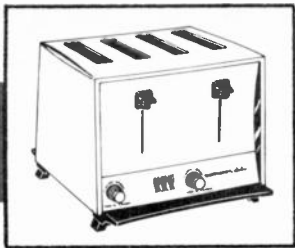
We think it's a pretty good arrangement. For us as well as for you. After all, Andrea has had the reputation of a high-quality, high-priced line of television sets since 1938. We don't want to give it a bargain-basement image any more than you want to make a bargain-basement profit.

You could make a lot of money selling Andrea television sets. (Providing nobody in your neighborhood already does.) Just write Pete Morahan, our Vice-President in charge of Sales. Or call him collect at (212) ST 4-5411. He'll give you the complete picture.

He'll also let you know how you can be our guest on September 16, 17 and 18 at the Princess Hotel in Bermuda. You'll get to talk to a lot of Andrea dealers down there. Some veterans. Some recruits like yourself. But don't expect to hear any war stories.

Andrea

The Andrea Radio Corporation, 27-01 Bridge Plaza North, Long Island City, N.Y.

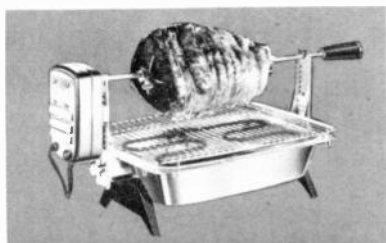


one good thing leads to another...

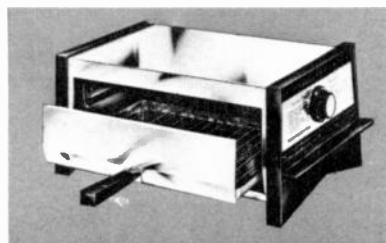


A portable broiler-oven that acts like a \$300 stove! **TOASTMASTER®**

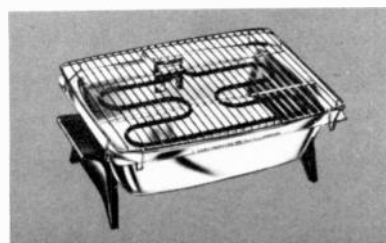
Smokeless Broiler-Rotisserie. Model 5253. Broils over water in stainless steel pan. Drippings can't stick. Pan washes clean without scouring! Cooks without smoke, spatter or mess. Chrome grill included.



Portable Broiler. Model 5211. Broils, warms, toasts anything from frozen dinners to steaks. Broiling guide on side panel.



Smokeless Steak Broiler. Model 5251. Perfect for smokeless broiling of steaks, chops—even burgers. Uses water, like Model 5253, to insure easy clean-up. With chrome grill.



Show the lady how a flip of the wrist converts this modern marvel from a broiler to an oven and she'll flip . . . she'll buy! Cooks just like a full-size stove: with sheathed, self-cleaning heating unit on top, it broils steaks, chops, hamburgers. With heating unit on the bottom it bakes cakes, pies, pizza! This is the quality-built Toastmaster 2-in-1 appliance your customers have seen—will see again and again—in *LIFE*, *Ladies' Home Journal*, *American Home* and on TV. Sales of all Toastmaster broilers are already skyrocketing. And now we're adding impact advertising to make next season the biggest ever. Don't get left out. Feature Toastmaster broilers!

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TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



□ □ New GE shoe polishers feature a 13-inch power handle that eliminates bending. The attachments connect and release automatically. Model SP-1 (shown), at a \$24.98 suggested retail price, comes in a beige storage case with a drop-down accessory tray and a built-in footrest and handle. The power handle is styled in beige and dark brown. Model SP-2, at \$19.98 suggested retail, is available in a gray travel case with metal trim. The power handle is styled in beige. GE also has baked in a new grill and a waffle maker that features king-size grills coated with Teflon. It is model G-46T and lists at \$37.50. *General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602*

□ □ Excello shows kitchen towels in two new series. One, called Color on Color, offers three patterns in a variety of colors at 49¢ a towel. The other series, called Rainbow, has six solid colors at 39¢ a towel. *Excello Ltd., 1400 W. Fulton, Chicago, Ill. 60607*

□ □ A new fireplace grill, for indoor or outdoor use, is being introduced by Structo. The grill comes with a ground stake for outdoor use. The steel charcoal pan features a metallic finish. Grills are chrome-plated and are adjustable up or down. The unit carries a suggested retail price of \$12.98. *Structo Div., King-Seeley Thermos Co., Freeport, Ill.*

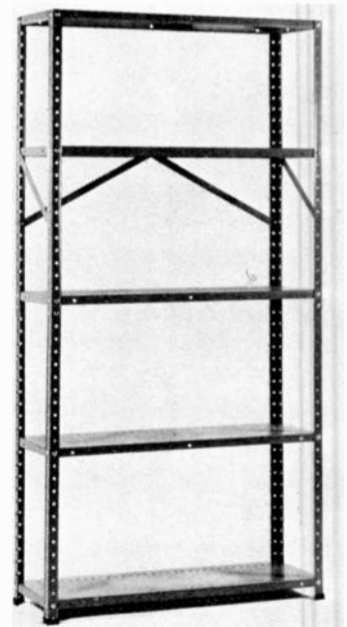
□ □ A Booz-Stir bar accessory is being introduced by Gaydell. The item consists of a spoon and a bowl. It mixes, muddles, measures, swizzles, and pours. The bowl swivels in place, or can be removed. A built-in thermometer permits checking the temperature of wine. A graduated shot glass can be detached from the top of the spoon, which is chrome-plated with a black handle. In a gift package, the unit lists for \$7.95. Gaydell also is adding a Baby Thermo-Spoon, a combination baby feeding spoon with built-in thermometer. It retails at \$5.95 and comes in a gift package. *Gaydell Inc., 3030 Wilshire Blvd., Santa Monica, Calif. 90403*

□ □ A compact tray-table rack measuring only 4½ inches wide, is being offered by MarshAllan Products. The wood-handled rack holds four king-size tables in a simulated fabric design. It is packed completely assembled. The set carries a suggested retail price of \$7.95. *MarshAllan Products, 1971 W. 85th St., Cleveland, Ohio 44102*

□ □ Hirsh's bookshelf-room divider is made of steel and has wood-grain finished shelves and a beige enamel frame. It stands 36 inches high and 36 inches wide. Suggested retail price is \$11.95. *S. A. Hirsh Manufacturing Co., 8051 Central Park Ave., Skokie, Ill. 60076*

□ □ Union has thermo bottles in stainless steel. The suggested retail price for a 1-pt. bottle is \$15.95; for a 1-qt. bottle, \$17.95; and for a ½-gal. bottle, \$12.95. *Union Manufacturing Co., New Britain, Conn.*

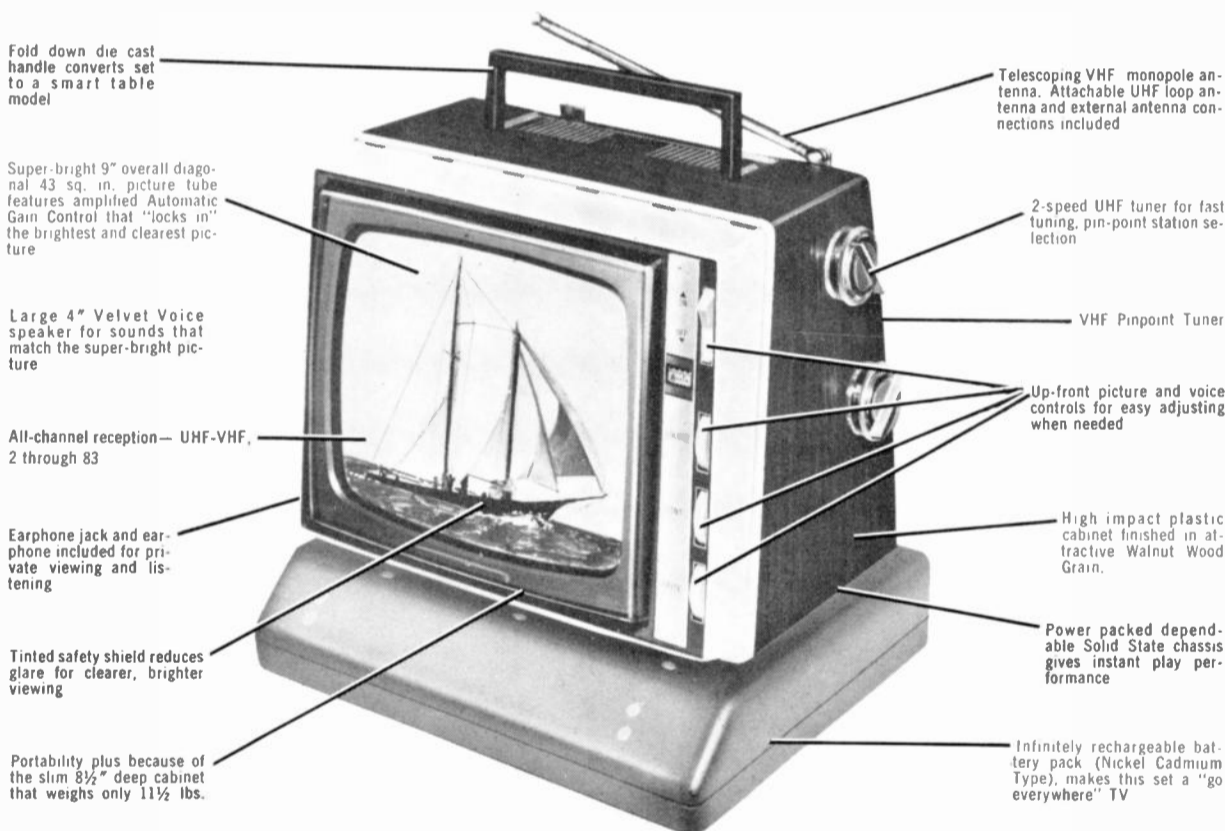
□ □ Coughlan shows a new cleaner developed for use on aluminum and chrome. It is available in an 8-oz. size at 98¢, a 1-pt. size at \$1.49, a 1-qt. size at \$2.49, and a 1-gal. size at \$6.49. *G. N. Coughlan Co., West Orange, N.J.*



□ □ Piggyback adjustable shelving is being offered by Steuben. Assembled units range in height from 37 inches to 73 inches. The shelves come 36 inches by 18 inches and 36 inches by 12 inches. The larger units will retail at \$11.95; the smaller units at \$9.95. *Fort Steuben Metal Products Co., P.O. Box 268, Weirton, West Va. 26062*

This personal **Arvin** TV plays indoors, outdoors, in cars, on beaches, in boats, on trips, on picnics ... everywhere

(and there's at least a dozen reasons why you should be playing it in your store)



Would you believe that there are even *more* reasons why you should be playing this powerful profit maker in your store? There are . . . including the three stage IF amplification that assures your customers of top fringe area performance, the automatic power filter that guards against undesirable AC hum, the adjacent channel trap that eliminates unwanted picture and sound interference, and the variety of optional accessories that convert this set to a "go everywhere" companion. Had enough? Here's one more reason you'll find most important. This Arvin TV can retail for a competitive \$139.95 without battery pack or \$179.95

with the infinitely rechargeable battery and includes 7 optional accessories for add-on sales. Arvin sells a full line of quality television including color with many more profit reasons for you to sell them. Your local Arvin distributor will be most happy to start with reason number one.

- Arvin Solid State 9" TV, Walnut Wood-Grain Finish**
- Model 66K18-1K with Rechargeable Battery Pack (Manganese Dioxide type) Sugg. retail \$159.95
- Model 66K18-2K with Infinitely Rechargeable Battery Pack (Nickel Cadmium type) Sugg. retail \$179.95
- Model 66K18 without Battery Pack, AC only. Sugg. retail \$139.95

Arvin Value begins with Quality in Home Entertainment

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Indiana
 Visit these permanent show spaces:
 Chicago, Merchandise Mart—1477; New York 230 Fifth Ave.—612;
 San Francisco, Merchandise Mart, Hollywood, 1025 N. Highland Ave.,
 Arvin Sales Dept., Columbus, Indiana.



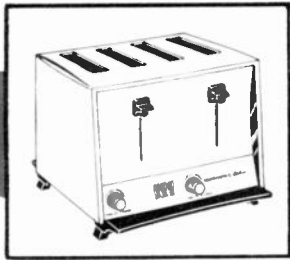
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RADIOS

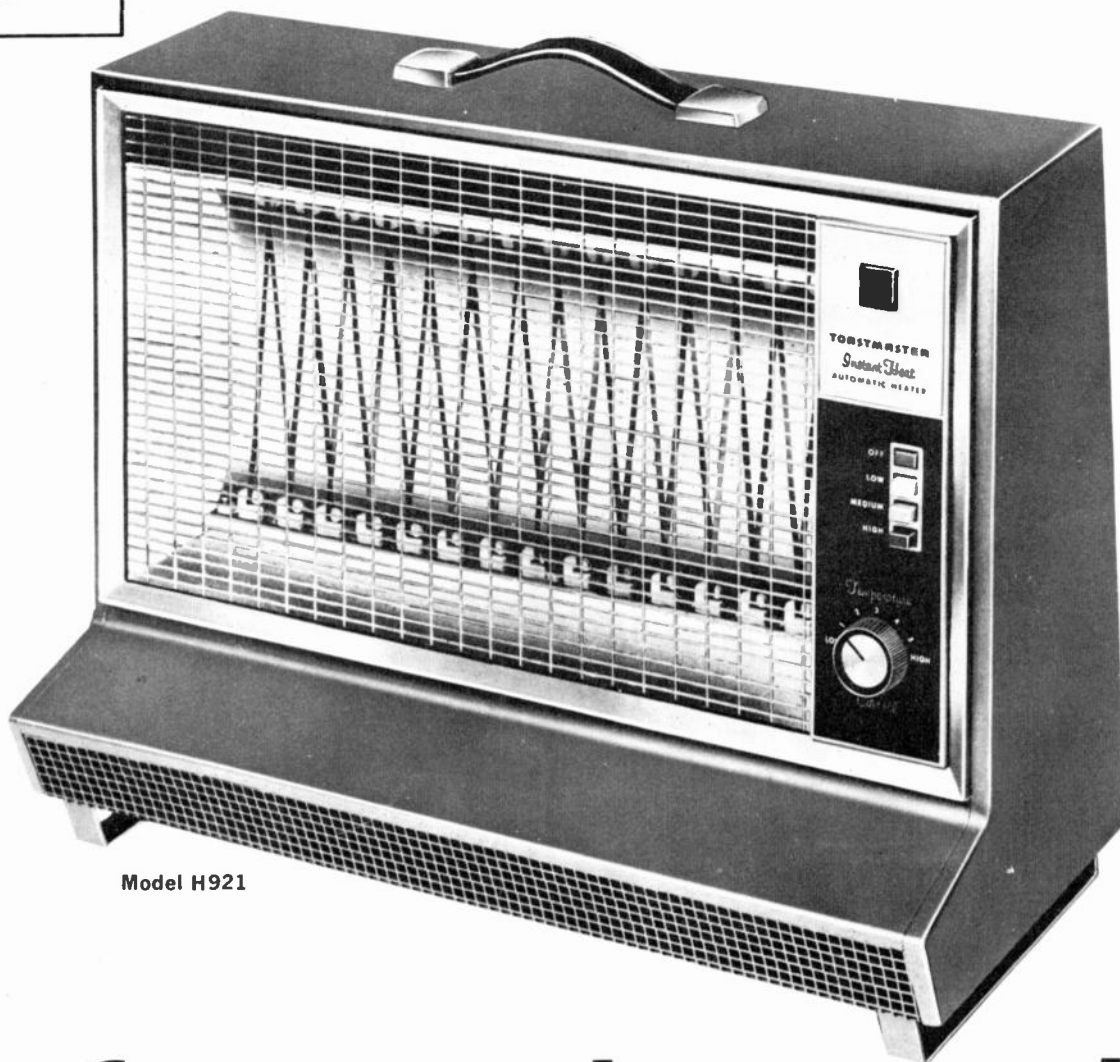
TELEVISION

PHONOGRAPHS

TAPE RECORDERS



one good thing leads to another...



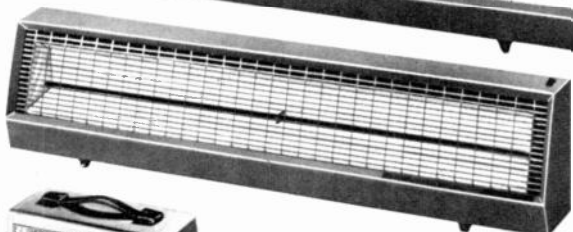
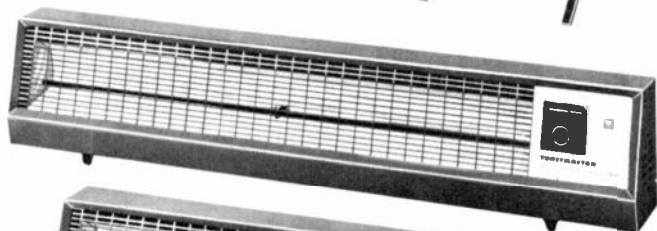
Model H921

The famous Instant-Heat heater line advertised in LIFE! TOASTMASTER®

NEW! Deluxe Heater—Model H915. Has top mounted push-button controls, two heats (1320 or 1650 watts), automatic thermostat, full-width reflector.



NEW! Baseboard Heater—Model B935. Heatube element gives instant, fan-forced heat. Has automatic thermostat. New Florentine gold color. 40" long.



NEW! Baseboard Heater—Model B920. Radiant heater with Heatube element, on-off switch. Smart new Florentine gold color, 36" long.

Compact Heater—Model 9B1. World's largest selling heater. Thermostat control. Combines radiant and fan-forced heat.

Toastmaster portable heater advertising drew hundreds of inquiries in test runs. Now, this same advertising will pre-sell your customers in two big, peak-of-the-season issues of *Life Magazine!* And here's more good news for Toastmaster heater dealers: three new models at hot new prices . . . FREE self-demonstrating, self-selling counter display . . . 16 piece merchandising kit that lets your customers know your store is Toastmaster heater headquarters.

Ten different Toastmaster heaters give your customers a range of styles, sizes and capacities for any type of room. Some, like above model, feature push-button controls. Most offer automatic thermostats and fan-forced heat. All have a safety switch to shut off unit if it's upset, safety grilles and stay-cool cabinets and handles. Don't settle for less than the best. This year sell the leader in heaters . . . sell Toastmaster!

Sell the line consumers are sold on...

TOASTMASTER®

...where one good thing leads to another



TOASTERS • COFFEE MAKERS • BROILERS • IRONS • FRY PANS • PORTABLE VACUUM CLEANERS • WAFFLE BAKERS • MIXERS • BLENDERS • CAN OPENERS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS • ELECTRIC KNIVES • BUFFET RANGES

TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS

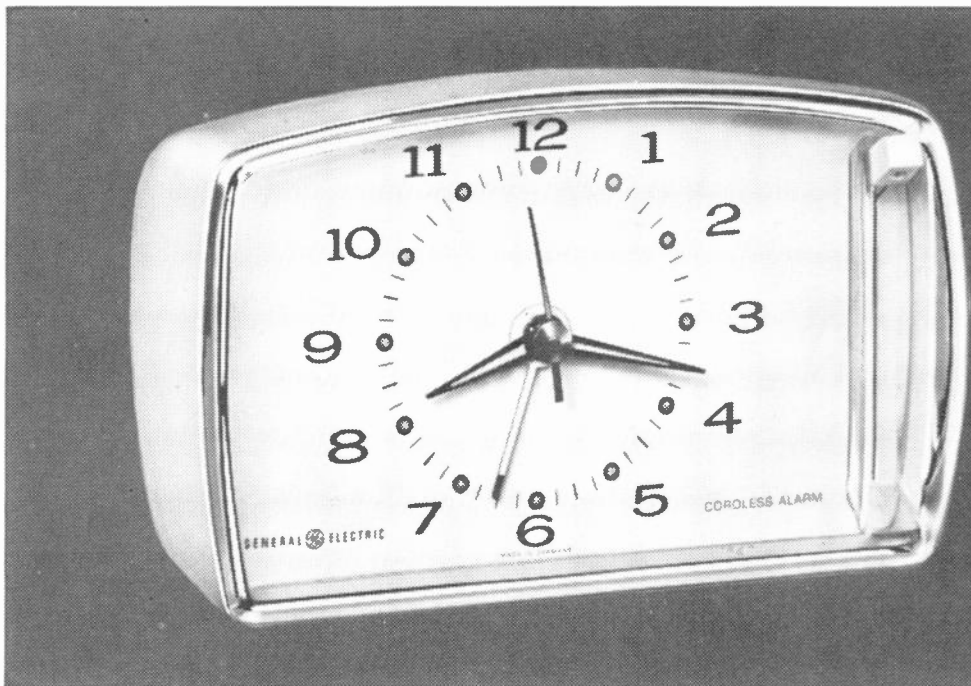
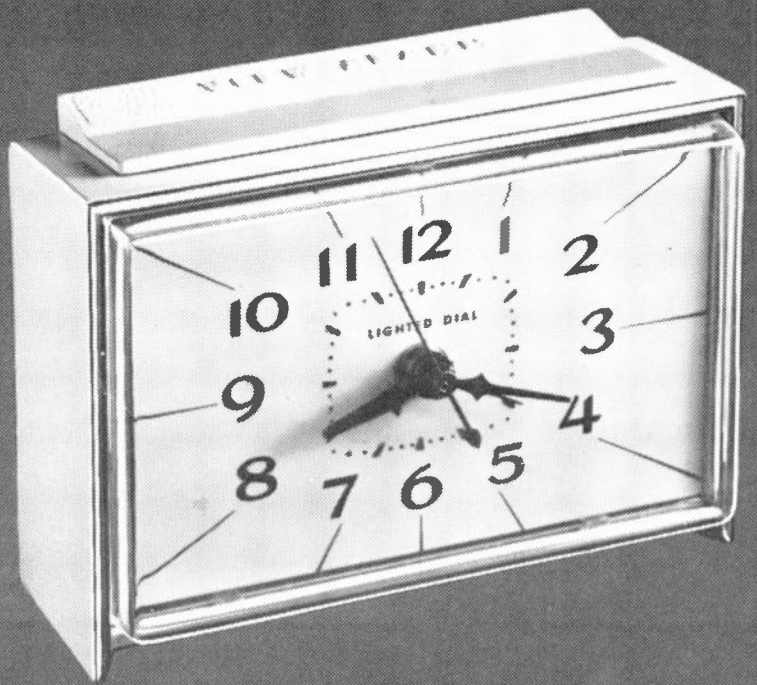


THE GOLDEN ANNIVERSARY OF TIME NEW ELECTRIC

TREND-SETTING ALARMS!

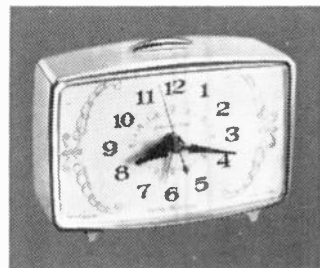
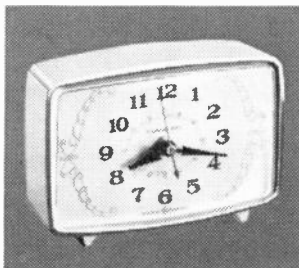
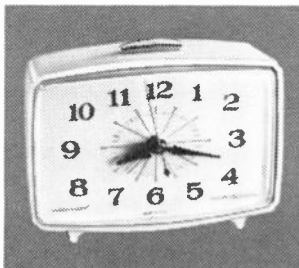
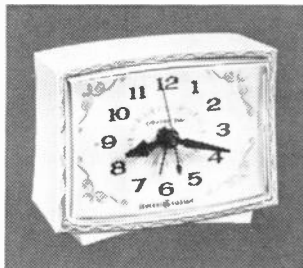
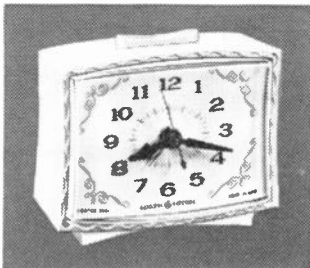
NEW! TAP'N SET SHOW ALARM** CLOCK

Large top bar makes alarm setting easier than ever. Tap the bar to set...simultaneously turns on light to show alarm is set. Tap bar again to turn alarm off. Dial lights up as the room gets dark—great for nighttime viewing. Antique white. 3 $\frac{3}{4}$ " high, 5" wide. Model 7319-K
\$9.98*



NEW! CORDLESS ALARM CLOCK

Portable! Perfect for home, travel, school. Anywhere in the world. Uses standard flashlight battery. Has convenient indicator which glows red to tell when battery is low. Miniature beauty—packs in small space. 2 $\frac{7}{8}$ " high, 4 $\frac{3}{4}$ " wide. Beige. Model 7318-L **\$14.98***



NEW! TWILIGHT SNOOZ-ALARM® CLOCK (left) Lighted dial. Snooz-Alarm. View Alarm** tells when alarm is set. Antique white. 3 $\frac{1}{4}$ " high, 4 $\frac{1}{4}$ " wide. Model 7317-K **\$6.98***. Also with Snooz-Alarm only in antique white, beige. Model 7315 **\$4.98***. **TWILIGHT (right)** with lighted dial which glows at night for easy time-telling. 3 $\frac{1}{4}$ " high, 4 $\frac{1}{4}$ " wide. Antique white. Model 7316-K **\$5.98***

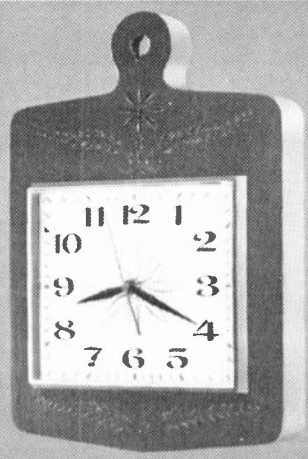
NEW! GOLDEN SNOOZ-ALARM® CLOCK—Gracefully designed clock has gold-color repeat alarm bar. Bold easy-to-read numerals. Sandalwood color. 3 $\frac{3}{4}$ " high, 5" wide. Model 7320 **\$5.98***

NEW! GOLDEN LIGHTED DIAL CLOCK—High-fashion gold-color bezel with graceful scallop design on dial. Lighted dial. Sandalwood color. 3 $\frac{1}{2}$ " high, 5" wide. Model 7321-K **\$6.98***

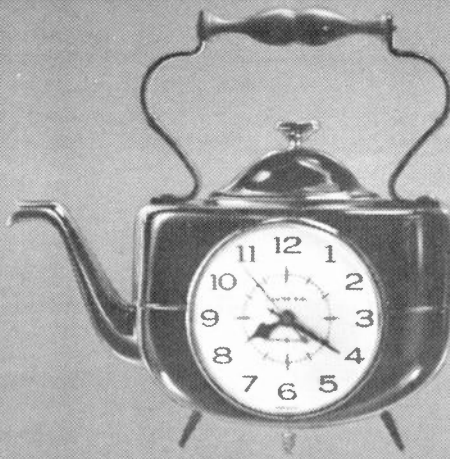
NEW! GOLDEN MULTI-FEATURED CLOCK—3 sell-up features! Snooz-Alarm®, View Alarm**, lighted dial. Handsome, gold-color bezel. 3 $\frac{1}{4}$ " high, 5" wide. Sandalwood color. Model 7322-K **\$7.98***

- 50 YEARS OF EXPERIENCE IN INNOVATING CLOCK FEATURES!

BIG VOLUME KITCHEN WALL CLOCKS!

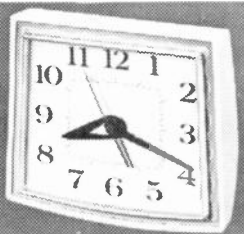


NEW! BREADBOARD—Charming Early American design has graceful leaf pattern on a grained fruitwood-color finish. A gift favorite at a budget price. 9 $\frac{7}{8}$ " high, 7" wide. Model 2146 **\$6.98***

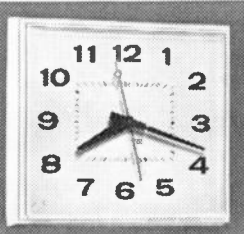


LIGHTED DIAL

NEW! TEA TIME—General Electric's top-selling kitchen wall clock now has a lighted dial to tell time in the dark. Copper color. 10 $\frac{1}{2}$ " high, 10" wide. Model 2135-K **\$10.98***



NEW! TREAT—Our lowest priced kitchen clock. Unique slant-down design and large dial. Decorative beige border. White, brown, turquoise. 5 $\frac{1}{4}$ " high, 6 $\frac{1}{4}$ " wide. Model 2148



NEW! CUISINE—Classic design with large dial and golden numerals. White, brown, turquoise. 6" high, 6 $\frac{1}{4}$ " wide. Model 2145 **\$4.98***. Also in walnut or fruitwood-color finish. Model 2145-M **\$5.98***

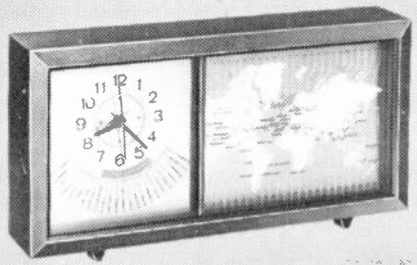


NEW CORDLESS! APPETIZER—Picture-frame case with graceful gold-color bezel, bold numerals on pure-white dial. 7 $\frac{1}{4}$ " high, 8 $\frac{1}{4}$ " wide. White. Priced for big sales. Model 2147 **\$9.98***

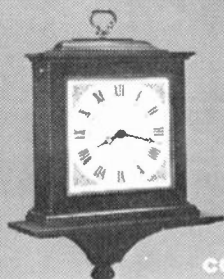
CORDLESS

*** General Electric Company *Manufacturer's suggested retail price

OCCASIONAL CLOCKS—THE BIG VALUE LEADERS!

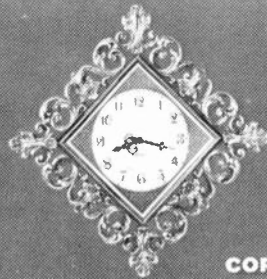


NEW! TERRESTRIAL TIME CLOCK—Now you can tell the exact time any place in the world. Walnut-finished mahogany. 6 $\frac{1}{2}$ " high, 13 $\frac{3}{4}$ " wide. Model 8111 **\$24.98***



CORDLESS

NEW! VINTAGE—Cordless wall clock in distinctive Early American shelf design. Accented with top-mounted brass-color finial. Nutmeg-color finish. 13" high, 8 $\frac{1}{4}$ " wide. Model 2530 **\$24.98***



CORDLESS

NEW! GOLDEN ODYSSEY—Cordless wall clock has rich sculptured-leaf border frame. Ornate numerals and hands. Beautiful accent in formal settings. 16" square. Model 2532 **\$24.98***



CORDLESS

NEW! FOLKLORE—Cordless wall clock in a Bavarian design with stylized pastoral motif. Wood-grain walnut-color finish. Handsome for modern settings. Diameter 10 $\frac{1}{2}$ ". Model 2531 **\$19.98***



SMOKEY THE BEAR—Fun for the small fry! Favorite character in a wall or table clock is an exact reproduction of the famous "Smokey." Entertaining—educational. Model 8112 **\$9.98***

A GREAT NEW CLOCK LINE FOR THE GOLDEN ANNIVERSARY OF TIME
New features...new styling...more new selling excitement for you.

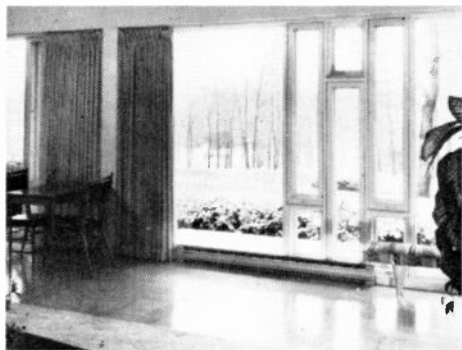
General Electric Company, Housewares Division, Bridgeport Connecticut 06602

Progress Is Our Most Important Product

GENERAL ELECTRIC

Arvin®

New Profit Ideas in FLAMELESS ELECTRIC HEAT

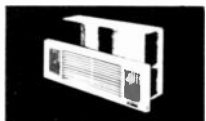
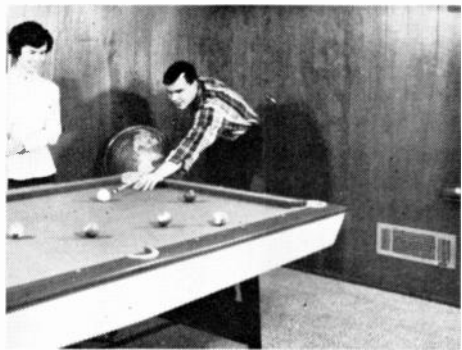


Arvin "AIR FLOW" BASEBOARD HEATERS

Lifetime of Building Warranty

Permanently installed, delivers safe warmth!

Now Arvin's advanced design cabinets provide fast, quiet, uniform, fume-free warm air circulation from both medium- and low-watt electric baseboard heaters! Heating element guaranteed for the life of the building! Available in 3' to 8' lengths. Double-end pre-wiring and snap-on covers speed installation. Series 45W70, 45W80 & 45W90, 750 to 2000 watts.



Arvin "TUCK-IN" WALL HEATER

Permanently installed neat, small, versatile heater

This compact, fan-forced unit heats small, medium or large rooms, residential or commercial . . . gives you 3413, 5120 or 6826 BTUs of instant warmth with just the change of a plug! 5-year heating element guarantee. "Tuck-In" hides behind studs on 16" centers . . . fits 4" x 14" wall opening. Series 24W70, 1000, 1500 & 2000 watts.

Arvin builds quality and comfort into its full line of 1966 nationally advertised Permanent & Portable Electric Heaters: "Push-Ins," "Tuck-Ins," "Drop-Ins," Baseboard & Ceiling Heaters, Wall Heaters, Radiant Ceiling Panels and Cable. Arvin helps you heat everything from a room to the whole job!

FREE 1966 Electric Heat
Applications Guide & Heat Computer.
Mail coupon TODAY!

Arvin MW-76
ARVIN INDUSTRIES, INC.
Consumer Products Division, Dept. E-9, Columbus, Indiana

Name _____
Address _____
City _____ State _____ Zip _____

APPLIANCE-TV



□ □ Wedgewood's new eye-level range, the Eldorado (shown), is available in four models—all 36-inchers. The top-of-the-line model features two ovens with program cooking on either oven, three broilers, a rotisserie, a Teflon-coated griddle, center simmer burners, oven lights, and a lighted cook top. Wedgewood's Select-O-Matic burner control allows the housewife to adjust the oven burner for broiling without opening the door. A ventilating hood, which can be installed as a built-in or a free-standing unit is available. All models come in white, coppertone, yellow, palomino, turquoise, and avocado. *Wedgewood Holly Corp., 8536 Hays St., Culver City, Calif.*

□ □ Lafayette's new tape recorder, model RK-815, is a 4-track, solid-state stereo portable, priced at \$129.95. It has a heavy-duty, 5-position selector control for rewind, stop, run, pause, and fast-forward. The unit plays at 1 7/8, 3 3/4, and 7 1/2 ips. Fully transistorized with 5w audio output, the tape recorder features sound-with-sound, sound-on-sound, and separate tone and volume controls for each channel. The unit may be used either vertically or horizontally. Another new product from Lafayette is model RK-820, a solid-state tape deck. It will retail at \$109.95. The 3-speed unit is a fully transistorized record and playback amplifier and individual left and right record-playback volume controls. A new 120w solid-state AM-FM stereo receiver (model LR-1200T) from Lafayette is priced at \$259.95. This model comes in a walnut-grained metal case. *Lafayette Radio Electronics Corp., 111 Jericho Turnpike, Syosset, L.I., N.Y.*

□ □ Tappan adds two dishwashers to its Reversa-Jet under-counter line. Model 6126 features the Reversa-Jet spray arm and a filter to trap and hold food particles. Its front-loading double racks have a 14-table-setting capacity, as rated by the National Electrical Manufacturers Assn. The 3-cycle unit features an optional rinse injector that can be used to prevent water spotting in hard-water areas. Model 6116, a budget-priced unit, has a single, non-reversing, one-direction spray arm and holds 12 settings. Both models come in avocado, provincial, white, coppertone, turquoise, yellow, and luster-loy. *The Tappan Co., 250 Wayner St., Mansfield, Ohio*

Dormeyer Appliances at Special Prices

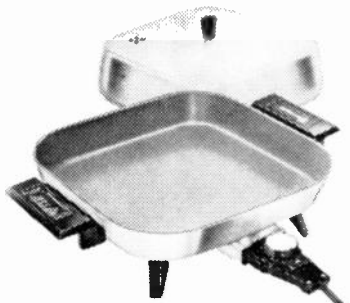


Sorry about that, Katz

Every once in a while at Dormeyer we get this sudden urge to sell, sell, sell. So through our distributors, we offer our hot products at greatly reduced prices. "Door Busters," we call them.

Last year when we did this, Katz bought, bought, bought. And look what happened to him. He got tattered, torn and rich. Sorry about that, Katz.

If you want to live dangerously while you make a good buck, call your Dormeyer distributor and ask him for the "Door Buster" prices on these items.



Teflon* Coated
Electric Skillets:
SK-11-BU (illustrated),
SK-9-BU (reg. cover)



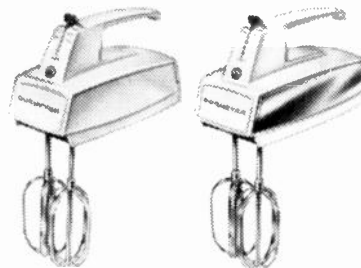
2 Slice "Chef"
Toaster: TR-9-CH



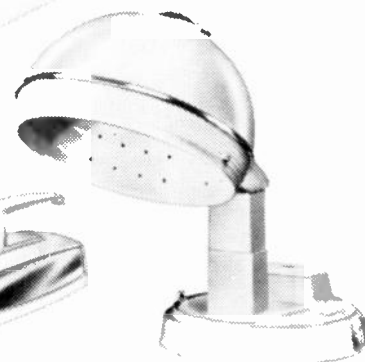
Hand-Stand
Mixer: SM-6-WH-2



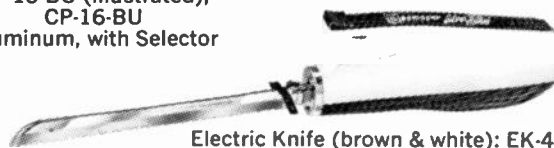
10 Cup Automatic
Coffeemakers:
CP-15-BU (illustrated),
CP-16-BU
Aluminum, with Selector



"Dormey" Portable Mixers:
HM-7-WH and HM-7-CH

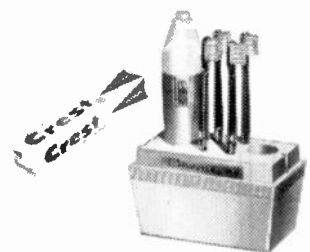


Salon Type
Hair Dryer: HD-13



Electric Knife (brown & white): EK-4

*DuPont registered trademark



Automatic Cordless
Toothbrush: DB-1,
free CREST
Tooth Paste

Dormeyer

2400 N. Wolcott, Chicago, Illinois 60614

Merchandising the new consumer:

The status qualities stand out loud and clear: flair, style, design, color, convenience, profits, and most important, the new consumer. Price specials take a backseat.

Marketing centers on the consumer. Manufacturers are determining consumer wants—for there is an important distinction between “wants” and “needs”—and are coming up with the products to fill those wants.

Merchandising is becoming an art again. Retailers are trying to make their stores and their housewares departments fun-filled and exciting places to shop once more. “You have to swing with the times,” said one merchandising manager.

And, yes, Marshall McLuhan, housewares are art forms—at least as much as “Pop,” “Op,” and “Camp” are art media.

As the July Housewares Show closed in Chicago's McCormick Place last week, and as retailers looked ahead to the big fall/Christmas selling season, the housewares industry stood somewhere between selling status and pushing price.

The end of an era is coming. The discount revolution, which shook up retailing for about a decade, is dying—at least as it was once known. The discounters, who were so perceptive in spotting their own revolution, have been slow in recognizing the new one—call it the consumer revolution, if you like—which they were so instrumental in helping to create.

The discounters helped give the consumer more and more goods. They mass-merchandised products, giving consumers a taste for more. But more and more goods are no longer enough. Consumers are demanding more from the products themselves—and more and more from the retailers who sell them.

Housewares are art forms in the sense that they reflect the better life. They are art forms in the sense that the consumer is trying to express her own individuality through the environment of her home. She wants the best at all price levels and the best at all family income levels.

Laugh if you will at the Great Society, but LBJ is a great marketing man, a promoter of “wants.”

Price by itself lacks its old punch, although it still pulls in some traffic. Buyers are no longer talking price but “consumer value.” And they are talking “consumer value” at all price levels. It is a healthy change of attitude.

And this, of course, does not mean there is no room for promotional merchandise today. Quite the contrary. The consumer revolution is not happening overnight, nor is the discount revolution exiting overnight. For the immediate future, the housewares manufacturer and the housewares retailer must make do in both worlds of status and price. But status, eventually—unless the consumer mood changes drastically—will win out over price.

Right now retailers are mixing in more status and playing down price. There will be fewer price-yelling ads. There will be more ad campaigns and promotions designed to appeal to the new consumer.

“There will always be step-up merchandising,”

selling status

explained one astute buyer from a national chain, “but the step-ups will be better. The promotional

products will have to get better.”

This was an unusual Housewares Show. There was little in the way of new products or new programs. Attendance was off, of course, because of the airline strike; but most of the major retailers and distributors made it to Chicago one way or another, and not without some hardship—a fine tribute to the National Housewares Exhibit.

Business is good—and barring some unforeseen economic or further international crisis, it should be even better this fall.

Prices generally are up. Manufacturers see an opportunity to make more profits. They also are trying harder to pass along more profits to their distributors and retail accounts.

The mood of the Show was profitable, and this, by itself, made it an unusual one—at least by the standards of recent years.

But more important, there was a feeling that the housewares industry is on the move, that it is just beginning to tap its potential, and that it offers a new challenge, and that it will be fun-filled and exciting.

Marshall McLuhan helped bring excitement and controversy to the Show. He sparked some way-out conversations (see p.35). The Design in Housewares Award program itself brought excitement to the Show; more retailers are enthusiastically lining up behind it. Earlier it had been greeted with mixed emotions.

And there is one exciting new product for retailers to promote: Westinghouse's Steam/Press Valet. To many a buyer, Westinghouse has designed the next hot item in the housewares industry (see p.31). The product is loaded with immediate status appeal and long-range need.

The timing is right for innovations in products, in marketing techniques, and in merchandising approaches.

The timing is right for gimmicky-funny products that are no longer considered gimmicky-funny. Only a lack of imagination and technology is holding back the industry.

The timing is right for retail flair.

The timing is right for selling images and not just products.

The timing is right for the “shop concept.” Five years ago it was wrong for housewares; today it is right.

The timing is right for turning consumer wants into consumer needs—through thoroughly researched marketing programs that zero in on the extras that will appeal to the consumer.

The timing is right to become consumer-oriented. It is the consumer who is changing the housewares industry.

On the following three pages, MERCHANDISING WEEK takes a close look at the new consumer, the one seeking quality and convenience, and shows how to sell her through: merchandising might, merchandising moods, merchandising magic, and merchandising madness.

—Ed Dubbs

Housewares Design Awards: new dimension in marketing

The most significant thing about the Design in Housewares Award program and display is its irresistible invitation to involvement.

Standing near the Award exhibit at the Housewares Show—if only for five minutes—one could see buyers, reps, and manufacturers touch, pull out, and become intimately absorbed in the look and feel of the products.

This reaction, together with the general favorable response to the "design concept" in housewares, would almost prove that, for the first time, the industry is aware that its products have more to offer than utility: i.e., a tactile and visual appeal that demands the involvement of the individual. It answers the unspoken question: "Why shouldn't anything that is functionally proficient also be attractive?"

The exhibit itself offers an object lesson. The modular display units—part or in total—permit museum-like layout of the award-winning products; or, if you will, give these products the same TLC that Harry Winston gives his diamonds. It becomes transparently clear that isolation allows examination, while clutter does not; and that the way a product is treated is the way it will be received.

Extend a good product the dignity of good display and the result-

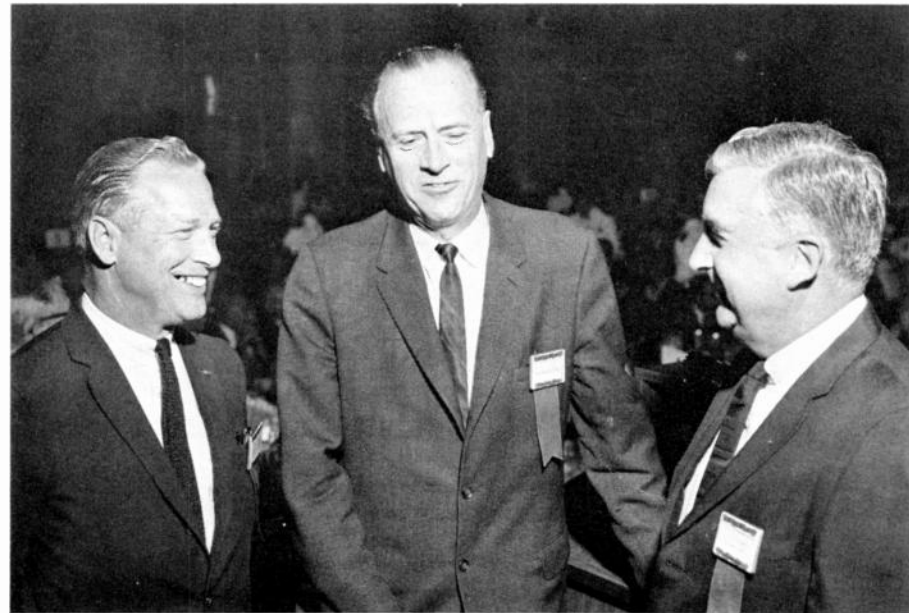
ing attention will have an added dimension.

The 12-part modular display presents space problems to some retailers. However, one self-illuminated display case can be used successfully by alternating products on a monthly, weekly, or daily basis. And by its very nature, it offers fresh ideas.

Says Bob Tracy, of L. H. Field Co., Jackson, Mich., "Even if a smaller dealer didn't have room for dis-

play, he could go with an institutional window display that would stop people."

Stores such as Famous Barr and Gimbels and a large West Coast department store chain have expressed interest in using the display. Chain hardware stores are thinking of using the idea in catalogs. Elaine Rist, of Huntington Department Store, Huntington, W. Va., may use one or two of the modular units; she thinks



Chatting about design (from left): Hauser, McLuhan, Bissell (see p.35)

merchandi

advertising the concept, with some explanation of the award-winning designs, would be valuable.

Others feel that a continuation of the Design in Housewares Award program will serve the consumer in establishing a standard for taste and a guide to good design.

It already has done this. Some manufacturers with award-winning groups reported that their award-winners outsold regular models in their lines. This, in itself, is going to have widespread effect. If being tapped for an award as a deserving design serves to reinforce a retailer's decision to buy, how can a manufacturer afford not to strive for the very best in visual appearance? It becomes, therefore, not only a guide to the consumer, but also to the buyer, who is virtually being handed a pre-determined selection of that which is good.

Hopefully, it will go further. There are many beautifully functional products with purity of line and color that did not win awards. Once a retailer—or consumer—has acclimated himself to the criteria of good design, he can choose to go it alone, since taste, after all, is relative.

—Mary Merris

Retailers line up at the buffet of products for home entertaining

Retailers this fall will serve up a menu of home entertaining themes and products designed to capture the party-giving young-married as well as the high-living grandparent.

Buyers at the Show were busy shopping for the many home entertaining products suited to young marrieds, and manufacturers were obliging with new, colorful, fashion-styled, youth-look products.

"The young families may not be trend setters for new products," explained a GE spokesman. "They have needs that have to be fulfilled before they can satisfy wants. But they certainly are influential in determining the design of basic necessities." And one thing young marrieds seem to want in their housewares is color.

There was color everywhere at the Show. Retailers were choosing products for color-coordinated entertain-

ment displays of fashion-look table settings, as well as for the traditional stronghold of color trends: the bath shop.

GE's color entry was the 10-cup Eternalum coffeepot in mottled shades of turquoise and bronze. "It's a natural for a table-setting display," said one retailer. Corning offered new bowls in complementary colors to mix and match with its traditional line. Oster showed a highly modern, high-style, bone-white percolator. Woodpecker expanded its line of colored wicker baskets for the bath to show cake plates and nut bowls for the dining room in orange, yellow, and brown.

Lenox showed a line of multicolored, heavy plastic tumblers—"the Sociables"—aimed directly at the youth market. Packaging for the new tumblers features a photograph of

beautiful people having a gay time. Leiner even brought high-fashion color into party cleanup with a line of color dust mitts.

The emphasis was on furniture and fashion looks for the bath shop. Kleinert borrowed from ready-to-wear to present Pucci-print nylon shower curtains, "wet-look" high gloss vinyl curtains, and a Thai silk-look vinyl. And Kleinert brought the furniture trends into the bathroom with its English and Traditional shower curtains.

"Women can redecorate their bathrooms simply by buying a new curtain," said one retailer. "So we promote the idea of fixing up for heavy entertainment seasons—like Thanksgiving and Christmas."

The Thirties look reached the bath shop via National's full line of mirrored bathroom accessories. National

merchandi

has had the products for some time; but now, mirroring the trend in furniture, there is a reawakened interest in the Thirties look, and National is spotlighting its completely new mirror accessory line.

Convenience was the key to floor care products, as manufacturers presented new models and retailers were talking about November promotions keyed to "getting your house ready for the holidays."

GE showed a new electric vacuum sweeper for floor and carpet that is aimed at the young married with a slim budget, as well as the older, more affluent homemaker in need of a second vacuum for everyday use.

—Amei Wallace

The taste media: try a saucy sell to reach the go-go gourmet

Today's hip hostess is responsible for the renaissance of gourmet cooking. And today's cookware manufacturer is ready to serve her. Today's retailer, however, has some qualms—not about the sales potential of gourmet cookware, but about getting his share. One chain store buyer summed it up: "How can I reach a sophisticated market I know nothing about?"

Culinary communication is the answer. Once a housewife samples an hor d'oeuvre beautifully prepared and attractively served, the retailer has reached her through the best possible media—the media of taste.

Set up a serving cart in your bridal salon (Salton's Hotable buffet would be perfect), and serve finger sandwiches with coffee and iced tea (West Bend's insulated 30-cup Party Perk keeps hot drinks hot and cold drinks cold). Or serve fondue (the Copco fondue set retails at \$30). So, while the bride looks at dresses, you are giving her mother an answer to a question her friends will be asking: "What would the bride like for a wedding gift?"

Try the same technique in your beauty salon. Perhaps chips and dips would be appropriate, and if you

serve the dip from Vollrath's trio server, be sure to sell the trio's best feature—that foods can be served from, and refrigerated in, the stainless steel bowls.

To build a future market, serve a buffet meal in a high school home economics class. Or throw a teen party after a "mod" fashion show.

Bring an Easter parade through your yard goods department. Serve fruit crushes to promote blenders, and invite seamstresses through newspaper ads to bring scissors in for a free sharpening to promote can openers/knife sharpeners.

Or try serving vegetables only—new, exciting ways. Introduce steam cooking (GE has a new steam food cooker). Promote cookbooks then, too.

Consumer consciousness demands that retailers play up convenience features. Tell the hostess how easy the product is to clean; tell her she can prepare food days in advance and freeze it in many of the same dishes she cooks in; give her cooking hints that make her gourmet unmistakably gourmet.

That is how to reach a sophisticated market you know nothing about.

—Judy Kunzelman

It is all so convenient now that price is becoming passe

sing might

Retailers are finding growing merchandise might in promoting the convenience of today's new housewares products—no matter what the price.

Today's housewares industry, more and more, is producing items that are wanted but not specifically needed—at least not needed in the traditional sense of the word.

Selling today's consumer, therefore, turns on convincing her of the convenience and usefulness of the products. If she is sold on its convenience and usefulness, she automatically is sold on its value. This makes the price tag less important.

The importance of "wants"—and, almost conversely, the lessening influence of price—can be seen in a number of new housewares products.

Take the automatic toothbrush, for example. When this product was first introduced about five years ago, there were fears—and justifiable ones at the time—that the industry was crazy in trying to compete at about \$20 with a product available for 69¢ or less.

But the product filled a want—that of better oral hygiene—and, with the recognition of the product by the American Dental Assn., the

want was translated into a need. The long-range outlook for oral hygiene housewares is one of the brightest of any product category.

The product is being refined at present, beginning with this Show. The concept of the toothbrush is being widened from simple brushing action to total oral hygiene. For example, Troy is showing a new water irrigation appliance. Hamilton Beach is bringing a new consumer appeal to the product—that of preventing the transfer of germs throughout a family via bathroom tumblers and toothbrushes. The company has built a gold-ion lamp into three new oral hygiene centers for the bath.

By January, buyers will be seeing more refinements in oral hygiene products—including the slimming down of the power handles on automatic toothbrushes.

From the very beginning, the toothbrush was never sold on price—although, like most new and hot items produced by the housewares industry, it was kicked around on price. There is a difference. And retailers, increasingly, are recognizing the difference. This can be seen in buyers talking more and more of consumer value and less of price.

The slicing knife is another example of a product that was never sold on price—although it, too, was kicked around on price. The slicing knife

also competes against a product that is available for under \$1.

The slicing knife, like the toothbrush, is being refined to provide even more consumer convenience and value. The handle is being slimmed down to make it more convenient for a woman to use. The new models and blades have been designed to do a better cutting job—not just slicing, but also paring. Hamilton Beach is betting on a 2-slicing-knife home—its cordless Knifette in the kitchen and a full-size slicing knife in the dining room.

The hottest new product in Chicago undeniably was a convenience product from Westinghouse—the Steam/Press Valet. Now it is a convenience product, but it may well be the iron—or basic necessity—of the future.

The Steam/Press Valet is book-shaped (some buyers say Bible-shaped). Garments are pressed between Teflon-coated pressing plates as the Valet is moved along the material. It is being promoted for creasing trousers, pressing ties, and touching up shirts and blouses in new permanent press fabrics.

Westinghouse has a hit on its hands, for buyers feel it will be a hot gift item for the male this fall. And, most significantly, there has hardly been a whimper from buyers over the \$19.95 price tag. They see the convenience. They see the built-in

value. And they see the new breed of consumer.

Besides designing a new gift item for the growing male housewares products market, Westinghouse is building insurance for the housewares industry as a whole—for the day, when and if, the household iron (that 10-million-unit-a-year best seller) becomes obsolete because of technological advancement in new fabrics that need little or no ironing. It is almost a sure bet that Westinghouse will have some competition in the Steam/Press Valet product field by January, if not sooner.

Another success story in convenience can be found in Teflon. In this product area, too, the convenience is being enhanced. No-stick and no-scour qualities are being broadened to include no-scratch. Anyone who has ever tried to turn an egg with a nylon spatula knows that non-stick cookware is not totally convenient. And here, too, retailers seem little concerned about the higher price tags on the newer non-scratch, non-stick products. Teflon, after all, has been sold on convenience—not price—from the very beginning.

And most important—the current changes in manufacturer, retailer, and consumer attitudes make it more convenient to turn a profit in marketing and merchandising housewares.

Health and beauty step into the personal care spotlight

sing moods

Buyers at the Housewares Show had an eye for beauty as they gave the once-over to this year's crop of new products aimed at the personal care market. Not an inch of good grooming was overlooked as retailers planned their fall merchandising techniques: Sell beauty from top to bottom; from inside out.

Starting at the top, there were all the new hardtop hair dryers to consider. Such latecomers in hardtops as Westinghouse were showing models for the first time, and GE replaced its old hardtop model with two sleek, new, upgraded ones. "It's hardtops we need," said one retailer. "They caused all the recent upswing in hair dryer sales, and I can sell a

lot of them just by pushing the 'beauty parlor in your own home' concept in my ads."

The top drawing hair dryer attraction was Schick's new dryer with beautifying mist. Lady buyers were lined up four deep waiting for a beauty treatment with the new dryer, which can clean hair between washings or touch up a coloring job.

The electric hairbrush was getting some unexpected attention, too. "At first, people hid it in the bathroom closet," said one buyer. "Now they're using it. We think it's great to show with a hair dryer as part of a beautiful hair promotion—or you can stick it in the cordless corner."

"From-head-to-toe beauty is a great merchandising umbrella," said another retailer—but it is a great deal of work and it takes a great deal of space to do it right. "I re-

member a GE promotion, a few years back, that even threw in an electric blanket as part of the beauty bit—'you need your beauty sleep,' it said."

The real star of the show, however, was the new Westinghouse \$19.95 Steam/Press Valet. "It's a natural for back-to-school promotions," said one buyer. Westinghouse itself is pitching its sales message toward every market: the father of the house, whose slacks need pressing in a hurry; the bachelor-about-town who is tired of wearing wrinkled ties; the schoolgirl whose skirt needs pressing at eight in the morning; and the housewife who wants to touch up her stole when she is already late for the theater.

"You've got to demonstrate it," said a buyer. "You've got to show your customers what it can do. And you can push it as a gift, too."

The lady's shaver was getting its share of attention, as well. Buyers were eyeing both the new, gold-embossed, compact Shavex shaver and Hamilton Beach's high-fashion, slow-motion, pint-size entry.

Buyers were re-evaluating their attitude toward the massager, too. "The aches and pains approach is definitely not the way to sell a massager," said one buyer. "We should make our pitch toward the tired young executive who wants to relax from the tensions of the day. We should push it as a personal massage."

Personal clothes dryers made a splash, as Sunbeam entered the portable clothes dryer field; and Wagner made its pitch for the high-end, high-fashion market with a "mink"-trimmed dryer, priced at a mere \$178.

July Show takes the chill out of winter comfort merchandise

There is more to winter than just being warm—a point that could prove profitable for retailers.

Retailers at the Housewares Show were talking a new technique: setting a cozy merchandising mood for comfortable winter living with a good mix of humidifiers, heaters, electric blankets, and heating pads.

Humidifiers need status. "There's only one way to create a humidifier market—through consumer education," said one North Central buyer. "Most people in cold climates know that furnaces can cause winter discomfort; they notice that their fur-

niture is coming unglued, their noses are dry, their throats are raspy. But they are unaware that a humidifier offers a solution." It is up to the retailer to show them how.

A Toastmaster spokesman at the Show says that selling humidifiers is "missionary work." But, as another buyer pointed out, once a few humidifiers have sold in an area, those consumers notice the benefits and tell their neighbors. So be a missionary.

Heaters need emphasis. Manufacturers and buyers agree that newspaper ads should emphasize features and convenience. For example, the

safety feature of Westinghouse's Pole Heater will appeal to young mothers—the heater slides up the pole to keep it away from the youngsters' reach.

Stress the need for baseboard heaters—in front of picture windows, glass doors that lead to patios, any place in the home that is cooler than other parts of the house.

Electric blankets need display. Manufacturers complain that many retailers never take the blanket out of the box. Jazz up the "quiet corner" of your bedding department with a vivid, splashy showing of

machine-washable electric blankets. Northern Electric's acrylic, thermal-weave blanket features both winter warmth and summer coolness.

Heating pads need promotion. Try some powerful persuasion with a vertical wall display of heating pads brightly fashioned in quilted satin, paisley prints, and feminine pastels.

What they all need is a second look from profit-minded retailers. Winter comfort items have too long been hidden, but they need not be a chilling prospect for retailers. On the contrary, they can provide some post-Christmas cheer.

Next step in the shop concept: capture Young America

The shop concept, housewares, and Young America were made for each other.

Consider. Housewares spell fun and games to the pre-teens, teens, and post-teens. Electrics alone fulfill many of the "wants" that Young America thinks of as "needs." In other words, the electric manicure set that yesterday's mother would have deemed impractical, today's daughter buys as necessary.

But there is an even more potent vote for a housewares Youth Boutique. Research has proved that the junior jet set does not necessarily want to shop where its parents shop; and nine times out of ten, young people's style preferences differ sharply from their family's. This goes for everything from furniture to fashions.

Witness the absolute take-over of the vinyl and plastic-palette boutiques where bell-bottoms and boots are *de rigueur*. It is a "be myself" creed that for the youth cult translates: Thou shalt not cower thy elders. The circle pin and sweater uniform of yesterday's teens has been transformed into today's inimitable fishnet stockings and mini-skirt.

It is a wholly new, discriminating method of living by people who want their very own places to buy and products that cater to their own group predilections.

And finally, while the teens are said to represent \$13 billion in disposable income, they also control \$30 billion worth of family purchasing—aside from their own spending.

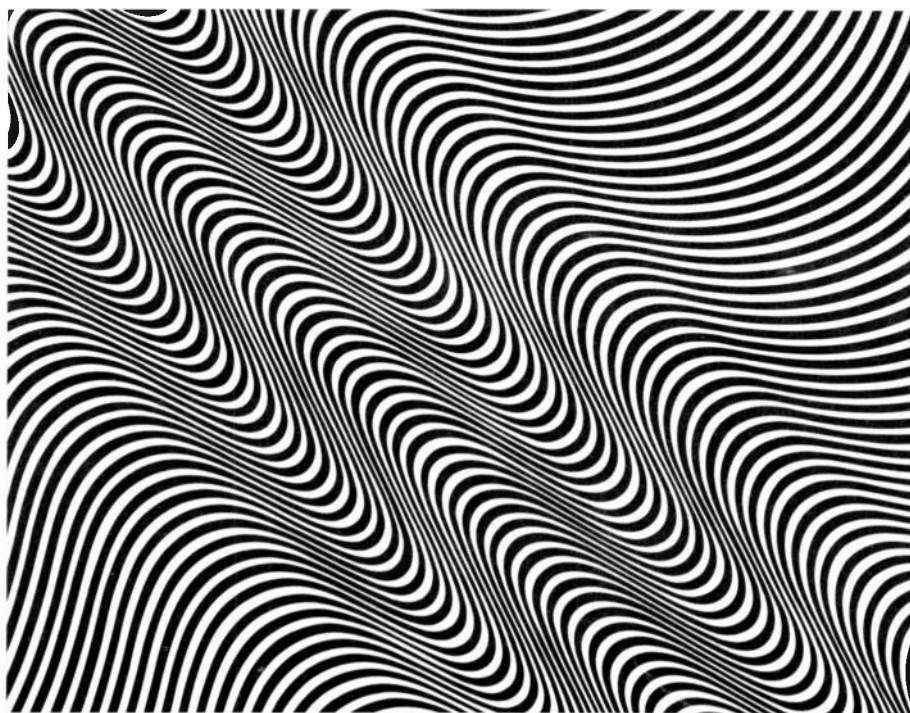
So a housewares Youth Boutique could well follow what is proving to be a pattern in apparel selling . . . where daughter goes, mother follows along.

A boutique for the "Elle" set has limitless possibilities. But it requires stringent taste and imagination to organize. No hearts and flowers for this group. Ruffles are for Granny gowns and thigh-high shifts. Young Americans like elegant and designs that make no-nonsense statements; that have a smash, "look-at-me" appeal.

For them, then, slick black-and-white stripes racing up and down a vinyl shower curtain (from Para, at \$5 each).

Just as *au courant*, and making a

merchandising magic



Cellu-Craft uses this snappy Op art design to decorate its plastic tote-all

fast association with the vinyl raincoat crew, is the see-through shower curtain . . . a shiny, liquid spill of black or white vinyl with cutouts of transparent vinyl . . . a patent-leather with-portholes look (from Jackson, at \$10).

Young Americans also have a sense of whimsy. They like using ordinary things in unordinary ways; lug lots of their luxury necessities with them; think even this should be done with individuality.

They practically invented the shopping bag that is designed with all of the artistry of a painting; have made posters an integral part of their culture and think they are a great way to capture color. Unlike their elders, they are quite unafraid of color and like lots of it, despite their attraction to the graphics of Op and hard, architectural designs in their apparel.

So give them the unexpected: wicker bread baskets for those fat roller curlers; polka-dot and striped wastebaskets for magazines (Guy Hobbs Inc.); Op art tote-alls (see de-

sign above) of pliable plastic—the more pliable, the more optical the illusion, you see. (These are 25¢ from Crystocolor Div., Cellu-Craft Products Corp.)

Next, add the ultimate . . . a sunlamp in a beach bag, newly packaged by Sperti, which has tuned in to the youth market. Sperti, in fact, tested the appeal of its product in two college book stores: one at Ohio State University, the other in Lexington, Ky. In just 10 snappy days of sales, 192 sunlamps moved off the shelves.

So a take-it-with-you-everywhere sunlamp is a "must" for the Youth Boutique. Tabletop versions retail from \$13.88 to \$15.88 with no goggles; the sunlamp in a beachbag retails at \$19.88.

For that matter, exercise equipment (it's un-American not to count calories) and hair care equipment are of growing importance to the old-young. Eleven- and twelve-year-olds are as absorbed with dieting and hair care as their mothers once were with dolls.

And with all of the long hair floating around now, hair care products are as vital as knives and forks. Bearing in mind that most of this hair flies behind the heads of teen and pre-teen boys and girls, why not include these items in the Youth Boutique:

- Hair dryers packaged with the action set in mind. Merit's new \$12.98 hair dryer (it's totable, too . . . like an overnight case) is cartoned à la "Go Go." The carton, reminiscent of Pop art, advertises The Merit unit as a "hair dryer for people on the move."

- An electric hairbrush for girls who think that long, long hair and sunglasses are the perfect disguise.

- An electric comb . . . double bonanza here. A girl can also buy it as a gift for the boy with a Mick Jagger haircut (long).

- What every teenager can find seven reasons (i.e., seven days) for using . . . a hair dryer that dampens a dry set, then redries it in 20 minutes (Schick, \$49.94).

And why not launch the Youth Boutique opening with a hairstyling demonstration (no mothers allowed unless accompanied by teenagers)? Obviously this could get out of hand, so some kind of control would have to be effected—perhaps number drawing.

Other products lend themselves to housewares Youth Boutiques, as well: the aforementioned electric manicure set; Westinghouse's new steam/press valet . . . a boon to young-marrieds who want to save money on cleaning bills (so they can buy paintings, of course).

Color-coated gourmet cookware, especially those items that have poster impact, lend themselves to the youth market. Or suggest a portable range burner for the collegiate who makes coffee in a saucepan. Select one with a "furniture look"—i.e., wrapped in wood—and tag it "For the co-ed cook without a kitchen."

Also for the co-ed, and great as a gift for same . . . a simple, melamine set for post-midnight snacks. (It encourages sharing the edible contents of boxes from home.)

And finally . . . but someone has to design it . . . an iron for the lank-haired lassies who press their tresses.

—Mary Merris

Search for the 'little things'—they tell and sell

Merchandising can be fun, and some of the most unexpected products can trigger a sales landslide.

Color, for instance. (Could you find even an ironing board at the Housewares Show that *did not* have daisies or tulips or some decal-type decor printed on it?)

Color attracts people, and there is no merchandising rule that says you cannot use it to jazz up display—and sell it, too.

Take posters. Why not make a kiosk out of an unused column—using poster prints, naturally? They are a natural for all of the imported housewares that tumble in. Then attach a flip-able display rack of posters, and sell them for \$1 each. (There is a 40% markup on each of these

merchandising madness

posters.) Or, for another dramatic effect, coordinate un-shy paper place mats and napkins with equally brash-colored cookware. Party House Inc.'s new line of paperware sports Matisse-type flowers in orange and red on dahlia pink . . . stylized blue pineapples on olive . . . a Spanish scroll pattern in yellow or red.

Tuck a stack of napkins (65¢ each—a 50% markup) in a tomato-red saucepan, and deal for double (display and sale).

Brilliant burlaps wrap the new wastepaper baskets and bulletin

boards at Hallman Products Inc. Whimsical designs clinch the color message. Fill the wastebaskets with an array of cookery utensils; use the bulletin boards for a sales explanation.

Color also comes in children's plaques (60¢ to \$1 with 50% markup, from Poster Prints). Use them as mats under cookware, or tilt them against a shelf in the bath shop. Pictures have yet to be merchandised for the bathroom, but take a look: people are hanging them there now. These, with such classics as a happy,

pale blue whale or a cerise, gold, and blush-red lobster can fit into any display.

Proving that sophistication can start early in Graffware's bathroom accessory series for the infant set. On hampers, tissue holders, tumblers is the Wizard of Oz (for literary babes?) or a circus for junior playboys.

Taking color coordination to its height is Le Creuset's latest: a doggy bar. This, just like all Le Creuset cookware, is in flame, turquoise, or yellow (\$7.95 from Schiller & Asmus). Its virtue, other than making the dog feel "in," is that he does not have to chase his meal all over the floor. The doggy bar is "there" because it stays put.

Rodriguez looks

back at the Housewares Show



"I'm glad I buy housewares and not radio-tv. I hate television. The networks are getting rich off my co-op money."



"I thought the styling and design was very good—except for that ridiculous Batman carpet sweeper; I only ordered fifty of them."



"You've been going to housewares shows for 20 years. What was so exciting in Chicago that you feel you ought to send a telegram to Mayor Daley telling him that he's got a 'real swinging city'?"

Voice of Music moves more with new lines of phonos and tape recorders

VM Corp has lined up its new products for 1967. The portable phonograph line—12 models long—is priced from \$29.95 to \$189.95. VM's tape recorder line—9 models long—ranges in price from \$99.95 to \$469.95. In console phonographs, VM has 10 models, priced from \$139.95 to \$825.

The portable phono line is topped by a 4-speaker solid-state stereo unit. The 45w player has a translucent dust cover on the changer unit and two detachable speaker enclosures. Its price is \$189.95. At \$149.95, VM offers a solid-state cordless stereo portable that operates on a built-in rechargeable nickel-cadmium power cell. The power cell provides six hours of playing time per charge. A tilt-out compartment in the unit holds six LP albums. A 4-speaker component-styled stereo portable with two detachable speaker enclosures lists at \$129.95.

A solid-state stereo table model—called the Table Topper by VM—comes in a walnut veneer cabinet and is priced at \$109.95. A portable unit with "swing-down" turntable and detachable speakers will sell for \$109.95. A similar model with smaller speakers is tagged at \$94.95; another stereo portable is \$84.95; and the stereo line's leader is \$69.95.

In portable monaural phonos, VM has four models ranging in price from \$29.95 to \$74.95 for a 10w solid-state unit.

The tape recorder opens with a 3-speed, 4-track unit with built-in AM-FM tuner. With this unit, direct off-the-air recording is possible—as well as recording from the phono, microphone, or auxiliary inputs. Speakers for the unit detach and may be placed up to 30 ft. apart. In a walnut veneer cabinet, the unit is \$69.95; in black vinyl the price is \$439.95. Without the built-in AM-FM tuner, the unit is priced at \$339.95.

At \$259.95, VM offers a solid-state, 3-speed, 4-track tape recorder with its Add-A-Track feature that allows sound-on-sound recording. A 3-speed, 2-track stereo tape recorder with two 6-inch built-in speakers is priced at \$199.95.

In portable monaural tape recorders, a solid-state, 2-speed model with built-in rechargeable nickel-cadmium power cell is offered. The power cell may be recharged on AC current or 12v DC automobile current. In a die-cast aluminum frame, the unit is \$129.95. A 3-speed, 4-track monaural unit with automatic shutoff and pause button is tagged at \$179.95. Another 3-speed, 4-track unit with the Add-A-Track feature is \$119.95. A 3-speed, 2-track unit without Add-A-Track will sell for \$99.95. A solid-state, 3-speed, 2-track monaural model with complete inputs and outputs is \$169.95.

The console phono line is topped by four units with built-in tape recorders and AM-FM stereo radio. The top-of-the line unit, a Mediterranean-styled model in a hickory-pecan finish, sells for \$825 with tape recorder, \$600 without tape recorder. The unit has six speakers and 150w peak power.

Next in the line is a Contemporary model with walnut finish and louvered wood speaker grilles. It retails at \$800 with tape recorder, \$575 without. This unit also has six speakers and 150w peak power.

An American Colonial unit in cherry finish has 40w peak power and will sell for \$725 with tape recorder, \$500 without. A 40w Scandinavian model with walnut finish and AM-FM stereo radio is priced at \$375. An Early American model with similar features is also \$375.

At \$269.95, VM offers a Spanish Provincial model in distressed oak with four speakers and AM-FM stereo radio. With the tuner, the unit will sell for \$179.95. A 4-speaker Early American unit in maple with brass hardware is \$259.95 with AM-FM stereo radio and \$169.95 without

the radio. The leader model in the console line is another Early American model with two speakers for \$139.95.

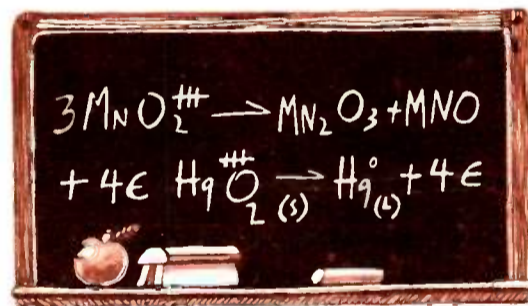
The component line includes a solid-state stereo tuner-amplifier with a stereo-monaural switch for either type of phono input. The amplifier provides 150w peak power. The price of the walnut-grained, vinyl-clad unit is \$219.95. Another solid-state AM-FM stereo tuner-amplifier with 40w peak power is \$159.95.

A solid-state stereo tuner with AFC and stereo indicator light is priced at \$129.95. A stereo amplifier

with 150w peak power will sell for \$99.95. And a monaural amplifier with 12w peak power is \$35. For \$209.95, VM offers a solid-state, 3-speed, 4-track tape deck which comes with a full complement of inputs and outputs for use with other VM components.

A deluxe 11-inch turntable from VM will sell for \$45, and a 9-inch turntable with the same features is priced at \$32.50. A walnut hardwood base and a standard base are available, and mountings are standardized so that either changer will fit either base.

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



1. Completely different electro-chemistry

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



4. Safe for expensive equipment

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



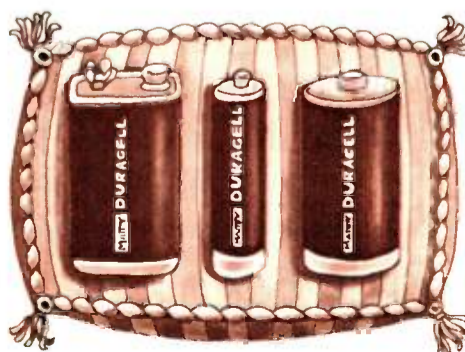
2. Up to 8 times more life

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



3. Longer life even sitting still

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



5. More energy for heavy drains

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

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

□□□□ **The only controversy at the Housewares Show** was created by Marshall McLuhan, authority on media, who was the featured speaker at the Design in Housewares Award Banquet (see photo, p.30). He spoke on "Communication Through Design." Reaction to the McLuhan talk—or "probe," as he called it—ranged (excuse the pun) from "hot" to "cool."

McLuhan explained his "hot" and "cool" theory using this example: "Help is real cool—personal. Fire it hot—impersonal." Therefore, if you are ever in trouble, and you want help, yell "fire" instead of

"help," which is personal, because people do not want to get involved.

McLuhan laced his talk with such other lively thoughts as:

"A newspaper is a happening.

"Television is an electronic happening—or all-at-onceness.

"Housewares are art forms.

"Modern suburbia lives in Bonanzaland—the Cartwrights.

"Medium is the message; design is the product.

"LSD is Dale Carnegie in reverse.

"We are producing profound meditational mystics.

"We are re-programming our civilization.

"We are designing new environments.

"Multi-sensory involvement means to design."

McLuhan was the talk of the Housewares Show . . .

He was welcomed to the Show by Melvin R. Bissell, president of the National Housewares Manufacturers Assn. and Jon W. Hauser, chairman of the National Design Center's Housewares Board of Design.

□□□□ **New rebate plan is being offered** to key retail accounts by Hamilton Beach. By meeting second-half quotas to be set up by distributors, retailers will earn an extra 5% profit on all Hamilton Beach items purchased. Retailers will receive the 5% through Hamilton Beach merchandise to be shipped directly and prepaid. A similar plan is offered for jobbers.

In another incentive move, Cory has expanded its Flying Carpet air travel plan until Oct. 30 and has added four new electric housewares products, each of which earns 10 travel miles for each unit bought.

□□□□ **Retail display fixtures**—12 illuminated display cases with glass shelves—form the basis of the Design in Housewares Award Exhibit. Individual showcases, including the glass shelves, are priced at \$250 each (\$3,000 for all 12). The exhibit may be ordered through the National Design Center, Marina City, Chicago.

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

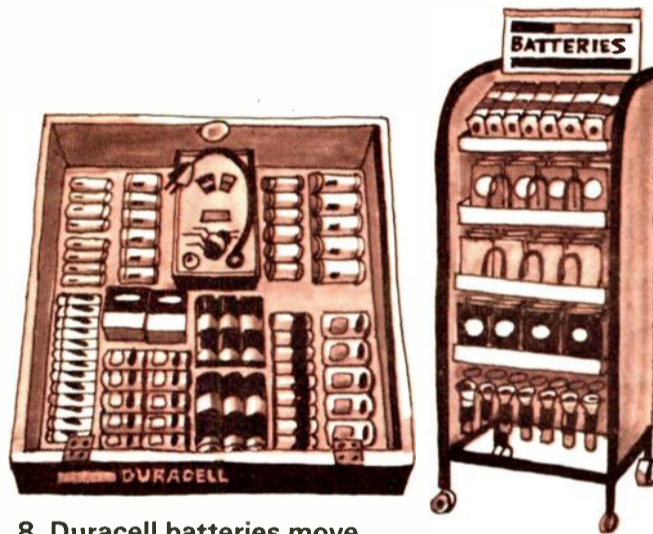
6. More profit from the same space

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



7. Sizes and types for every need

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

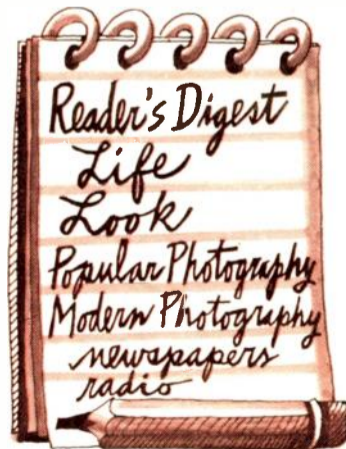


8. Duracell batteries move

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

9. Duracell batteries are in demand

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



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LIFE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

than in any other magazine.

S.E.P.	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	4	2	2	9
L.H.J.	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	5	5	8	5	9	8	6	7
Look	—	—	—	—	—	—	—	—	10	10	—	8	9	7	7	7	6	9	6	6	3	4	5	5
McCall's	8	8	8	8	7	7	6	6	6	6	6	6	6	6	6	6	7	7	4	3	2	3	4	3
Reader's Digest	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	9	6	7	8	6	7	8	4
B.H.&G.	6	6	6	7	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	5	5	3	2
G.H.	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	7	7	6	7	6
American Home	7	7	7	6	6	6	7	7	8	9	8	9	7	8	8	9	—	10	—	—	—	—	9	—
House Beautiful	10	—	10	10	10	8	9	9	9	8	7	7	8	9	9	8	8	8	9	9	10	10	—	—
House & Garden	—	—	—	—	—	—	—	10	—	—	10	—	—	—	—	—	—	—	10	10	8	9	10	10

PIB Advertising Revenue 1966.
(—) not listed or not in top ten.

