

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ ◻ ◻ ◻ Winter warmth is one of many images retailers will promote to keep sales hot during cold weather months. Creating consumer appeals for heaters, humidifiers, vaporizers, heating pads, electric blankets, and sunlamps could be the solution. Display ideas for a Winter Comfort Shop begin on.....p.17

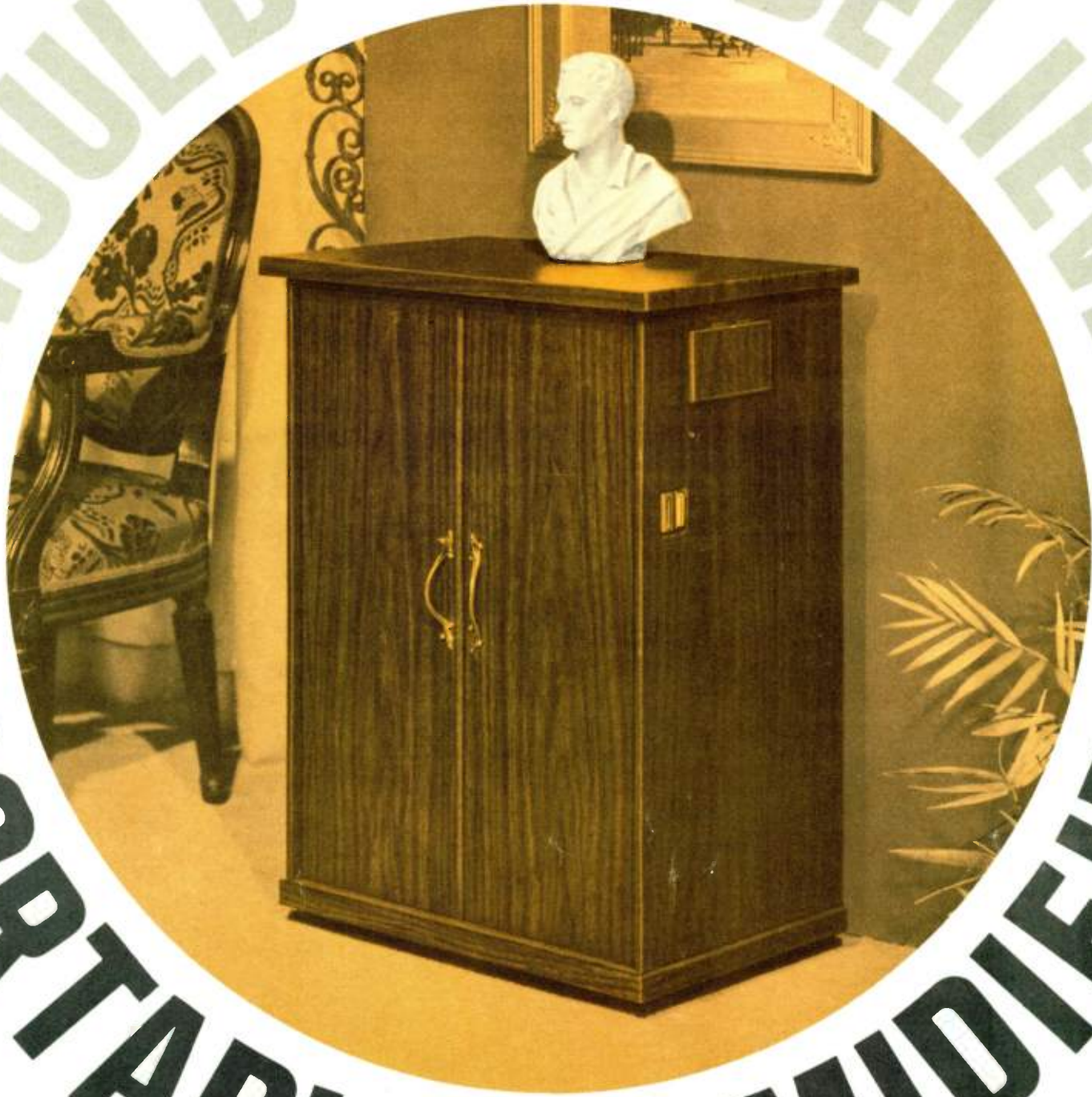
AT PRESSTIME ◻

◻ ◻ ◻ ◻ A new low GE price: A 9-inch transistorized b&w portable—model TR805BEB—is being fair-traded in New York at \$99.95. When introduced last year, the solid-state AC-DC set was priced at \$149.95. In a newspaper ad run by Macy's in New York City, the store says the set was "sold earlier this year for \$139.95." By comparison, Sears shows a 9-inch solid-state b&w portable in its new catalog at \$104.95. Some other 9-inch prices throughout the industry: Montgomery Ward, \$112.95; Panasonic, \$129.95; Philco, \$149.95; RCA, \$129.95; Packard Bell, \$119.95; Magnavox, \$115; Emerson, \$129.95, and J. C. Penney, \$107.95.


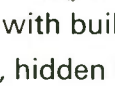
◻ ◻ ◻ ◻ Easing antitrust laws—so that enforcers will no longer "view most territorial security provisions as automatic violations . . . without regard to economic justification or effect"—is being supported by the U.S. Chamber of Commerce. The Chamber presented its views before the Senate Antitrust and Monopoly Subcommittee, which is considering a bill that would set up new tests for determining what is legal and what is illegal in franchising. The bill is not expected to get anywhere during the current session.

The *continued on p.3*

WOULD YOU BELIEVE
 A PORTABLE HUMIDIFIER?



First humidifier without a tell-tale grill—It's fine furniture from top to bottom!

For the first time—a deluxe high capacity humidifier that doesn't just *look* like fine furniture—it *is*! Not a grill or a knob visible—*all* the action is hidden from view! Moisture discharge?  Exclusive 3-Way Perimeter Air Flow eliminates grills. Controls?  All hidden in a built-in compartment with hinged lid. Complete with built-in heating element that warms air as

it's discharged, 3-speeds, humidistat, automatic shut-off, hidden ball casters. (Also available in 2-speed model without heating element.) Exciting new additions to the most complete humidifier line in the nation! What a line!



Air King

PORTABLE HUMIDIFIERS

Berns Air King Corporation, 3050 North Rockwell Street, Chicago, Illinois 60618

Chamber, however, does not advocate that Congress establish such tests; instead, it recommends that Congress create a "rule of reason" to the effect that a territorial restriction would not be declared unlawful unless it is without reasonable economic or business justification.

□ □ □ □ **Hamilton Beach broadens fair-trade program** to cover nine products. The firm previously had only fair-traded two slicing knives. Being added to the new program, effective Aug. 15, are the following products, with fair-trade prices: Model 220 5-speed blender, \$28.89; Converta-Power knife, \$34.95; Model 600 electric razor, \$15.95; manicure set, \$15.89; and three Oral Hygiene Centers—Model 242 at \$21.95, Model 243 at \$17.89, and Model 244 at \$12.89. Fair-trade price on the Model 273 slicing knife has been lowered by \$2 to \$21.89, and the Model 283 Switch-Blade knife continues at a fair-trade price of \$22.89.

□ □ □ □ **Hint of a tape cartridge move by Admiral** comes through news that Admiral's California division, which assembles stereo consoles and tv sets specifically for the West Coast market, has ordered 50 tape cartridge decks from Lear Jet Corp. and, says a Lear spokesman, Admiral is negotiating with Lear for the purchase of more 8-track cartridge decks. "We have quoted them a price for 500 of the decks," the Lear official told **MERCHANDISING WEEK**. Reportedly, the California branch of Admiral will use the decks in stereo consoles. Admiral's Chicago headquarters declined to comment on the purchase.

□ □ □ □ **Ward's 'money back' motto is a false claim**, according to a recent Federal Trade Commission ruling. By a 3-to-2 vote, the FTC commissioners decided that the long-standing Montgomery Ward trademark phrase, "Satisfaction guaranteed or your money back," is a false claim because the company sells products covered by separate guarantees specifying what the FTC termed 'numerous limitations.'

Montgomery Ward will appeal the case in court.

□ □ □ □ **Sears and Penney six-month sales soar:** Sears' six-month sales shot up 10.3% on sales of \$3,395,712,-953 for the period ending July 31, compared to \$3,078,652,380 for the same period in 1965. The first-half increase amounts to \$317,060,573.

Sears' July sales rose 6.8% or \$38,026,302 on sales of \$601,144,034, compared to \$563,117,732 in July, 1965.

Penney's sales through July 30 rose 11.3% or \$105,902,264 on \$1,047,355,944, compared to sales of \$941,453,680 for the same period in 1965. Penney's July volume went up 9.4% or \$13,519,237 on sales of \$158,089,677, compared to \$144,570,440 for July, 1965.

□ □ □ □ **Crackdowns on tv set repair frauds:** In Illinois, 13 companies were accused by the state's attorney general of charging customers for parts not replaced or services not performed. The charges were made after a 6-month investigation, during which state agents posing as customers delivered sets to the repair firms. The sets had already been certified to be in good working condition by a professor of electrical engineering. He placed one malfunctioning tube in each set and marked all its parts with invisible ink. By checking parts with special blue light, investigators determined that parts had not been replaced, although they had been charged for new ones. The 13 firms charged from \$14 to \$45 for repairs although an expert determined the sets could have been repaired for between \$5 and \$10. In California, the State Bureau of Electronic Repair Dealer Registration has handled more than 7,000 service fraud complaints in the past two years. In a recent case, the Bureau charged three dealers in San Jose area with overcharging up to \$40 for new parts not installed or parts needlessly installed.

□ □ □ □ **No 15-inch color tv portables from RCA** until early next year, said B. S. Durant, president of RCA Sales Corp. The reason: to permit production of more 25-inch color consoles. The price of color sets ordered by RCA distributors for the June-August sales period has increased from \$570 to \$624 in the past year.

Steel price upbeat: appliance industry rocks and rolls

Appliance manufacturers got a material jolt last week when the major steel companies raised prices of hot and cold rolled sheet steel by \$3 per ton and secondary grades by \$2 per ton. The increases, which will affect the types of steel used by appliance manufacturers, become effective this Wednesday.

It all began when Inland Steel—the company that backed President Kennedy when he confronted the steel industry on its across-the-board increase in 1962—announced a 2.1% increase in the prices of three major steel products. By Friday almost all the steel producers had joined in, broadening the impact of the price rise to the extent that it will be felt on more than 30% of all steel shipments.

The reason: All the steel producers said that rising costs forced them to increase prices. U. S. Steel's pres-

ident Leslie B. Worthing said "the increases will not have a significant impact on the users of steel." Bethlehem Steel claimed that the "adjustment" would be inconsequential to the consumer.

The costs of steel in appliances, according to Bethlehem, will be only 27¢ for a clothes dryer, 21¢ for a refrigerator, 10¢ for an air conditioner, and 3¢ for a toaster. Roughly translated—the rule of thumb says multiply by three—the increase in the retail cost of a refrigerator would be about 60¢. Bethlehem's estimate of the increased costs of steel in a washer or dryer is higher than for other products because of the higher gauge steel used in these appliances.

The industry reaction: Over the weekend, appliance manufacturers were carefully studying—and no doubt bemoaning—the price hikes.

These increases put them face to face with yet another increase in material costs even as retail prices on the whole are slipping downward. Most particularly, there are reports that refrigerator pricing—traditionally more competitive in the summer months—have shown signs of softening in some areas of the country.

Although the long-term results of the price hikes may not be determined for some time, some feel the immediate effect may be to arrest or forestall any further price deterioration on merchandise already in the field. Pricing on new lines to be introduced in the fall, of course, will have to be re-evaluated; and since most 1967 laundry lines have already been introduced, there may be some fast price tag manipulation in the coming weeks. Maytag's president, E. G. Higdon, said no immedi-

ate price increase was seen, but that the increasing costs of materials and labor might eventually force an increase.

The retail outlook: "Any way you look at it," said Irving Phillip, economist for the National Retail Merchants Assn., "retailers can't escape higher prices." Phillip expressed the opinion that many manufacturers may reflect the hike not through a corresponding increase at wholesale, but rather by reducing or eliminating trade discounts.

At presstime, it seemed doubtful whether the President would move to roll back the price increase. Even though the White House labeled the steel increase as "inflationary" and "irresponsible," it did not seem anxious to get involved at time when its energies were being taxed by the airlines strike.

—Martin R. Miller

□□□□ **Government economists are starting to worry** about the possibility of a business slowdown next year coupled with a continued price rise. The combination is, admittedly, unusual. But it did occur to some degree in the business slide of 1957-58.

So far, this is little more than table talk. But the talk about price inflation getting out of hand has taken on serious proportions. Some economists are even thinking about wage-price controls as the only effective remedy. But conditions will have to get pretty bad before President Johnson buys that approach.

□□□□ **A \$5 billion tax hike on corporations** is the remedy for inflation that has been proposed by Rep. Al Ullman (D-Ore.). His idea is to slow down capital spending by boosting the corporate income tax by 4 percentage points—back to the level of 52%—and to impose a new 5% surcharge on corporate profits.

Ullman's bill would not change individual income tax rates. But it would give the President authority to impose restrictions on consumer installment credit. The bill does not now have Administration support and no chance of Congressional approval this year.

□□□□ **Stainless steel items will feel the pinch** of military set-asides in the not too distant future. The problem is nickel, a key ingredient in the manufacture of most stainless steel. For the first time since the Korean War, the government has put nickel under the set-aside program. And it did it in a big way: a full 25% of normal shipments must be reserved for military orders. Observers say this order, combined with a paralyzing strike in Canada, will leave very little nickel for civilian uses.

□□□□ **The bill banning design piracy** seems to have bogged down in a House judiciary subcommittee. The Senate already has passed the bill that would give 10-year copyright protection to originators of ornamental designs on household furnishings, jewelry, luggage, handbags, etc. Indications now are that the subcommittee will not consider the bill this year. The bill is opposed by the National Retail Merchants Assn.

□□□□ **Arson may be easier to prove** soon if some research now being done pays off. Dr. Bruce Ettling, a chemist at the Univ. of Washington, has a small grant he will use to burn down buildings to determine the level of inflammable residues in the charred remains. If a maximum level of inflammable residue in accidental fires can be established, police will know how to check for arson in fires that exceed that level. The grant is part of Administration efforts to cut the national crime rate.

WATCH PORTABLE HEATER SALES PICK UP WITH THE

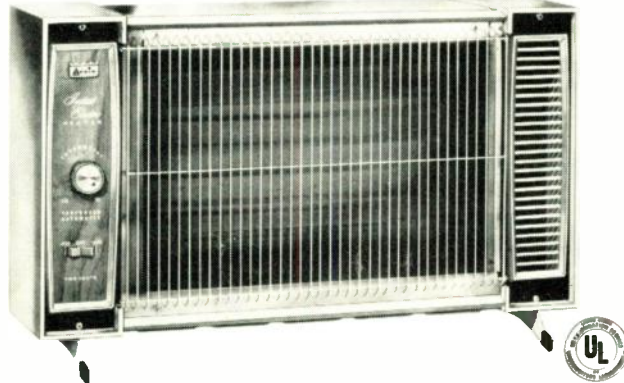
Arvin TOP FOUR ON YOUR FLOOR



Arvin DELUXE THREE HEAT AUTOMATIC

Three instant heats, 1000, 1320 and 1650 watts, fan-forced at 44 cubic feet per minute • Instant ribbon elements for fast immediate heat • Automatic thermostat with positive "Off" position, controls temperature from 30 to 120 degrees F • "Safeguard" tip-over control shuts heater off instantly if accidentally overturned • Attractive brass-plated grille and anodized reflector • Wood Grain panel highlights Ivory cabinet finish

Model 34H13 Sugg. retail \$31.95



Arvin DELUXE TWO HEAT AUTOMATIC

Two instant heats, 1320 or 1650 watts, fan-forced at 44 cubic feet per minute • Instant ribbon elements for fast immediate heat • Automatic thermostat with positive "Off" position, controls temperature from 30 to 120 degrees F • "Safeguard" tip-over control shuts heater off instantly if accidentally overturned • Attractive chrome-plated grille and aluminum reflector • Wood Grain panel highlights Metallic Fawn Beige finish

Model 34H12 Sugg. retail \$29.95



Arvin TWO HEAT PERIMETER HEATER

Two instant heats, 1320 or 1650 watts, fan-forced at 30 cubic feet per minute • Instant ribbon elements for fast immediate heat • Automatic thermostat controls temperature from 30 to 120 degrees F • "Safeguard" tip-over control shuts heater off instantly if accidentally overturned • Separate built-in temperature limiting thermostat • Streamlined 40" length means wide area heat distribution • Metallic Beige finish

Model 44H35 Sugg. retail \$29.95



Arvin COMPACT PERIMETER HEATER

Single instant heat, 1320 watts, fan-forced at 30 cubic feet per minute • Instant ribbon elements for fast immediate heat • Automatic thermostat controls temperature from 30 to 120 degrees F • "Safeguard" tip-over control shuts heater off instantly if accidentally overturned • Compact 32" length fits easily into smaller areas • Metallic Beige finish

Model 44H34 Sugg. retail \$26.95

Meet the fastest moving top four in any heater line. They're styled to gather crowds, not dust, on your sales floor. This high volume quartet combines quality engineering, tested safety features and eye appeal that sells customers on sight. All feature Arvin's exclusive "Safeguard" tip-over control that instantly shuts off current if heater is accidentally overturned, automatic thermostat control, whisper quiet operation, safety grille and custom styling.

THESE MODELS ARE INCLUDED IN THE ARVIN "BAKER'S DOZEN" PROGRAM. ORDER FROM YOUR DISTRIBUTOR NOW!

See us at the National Housewares Show, Booths 1757-1771

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

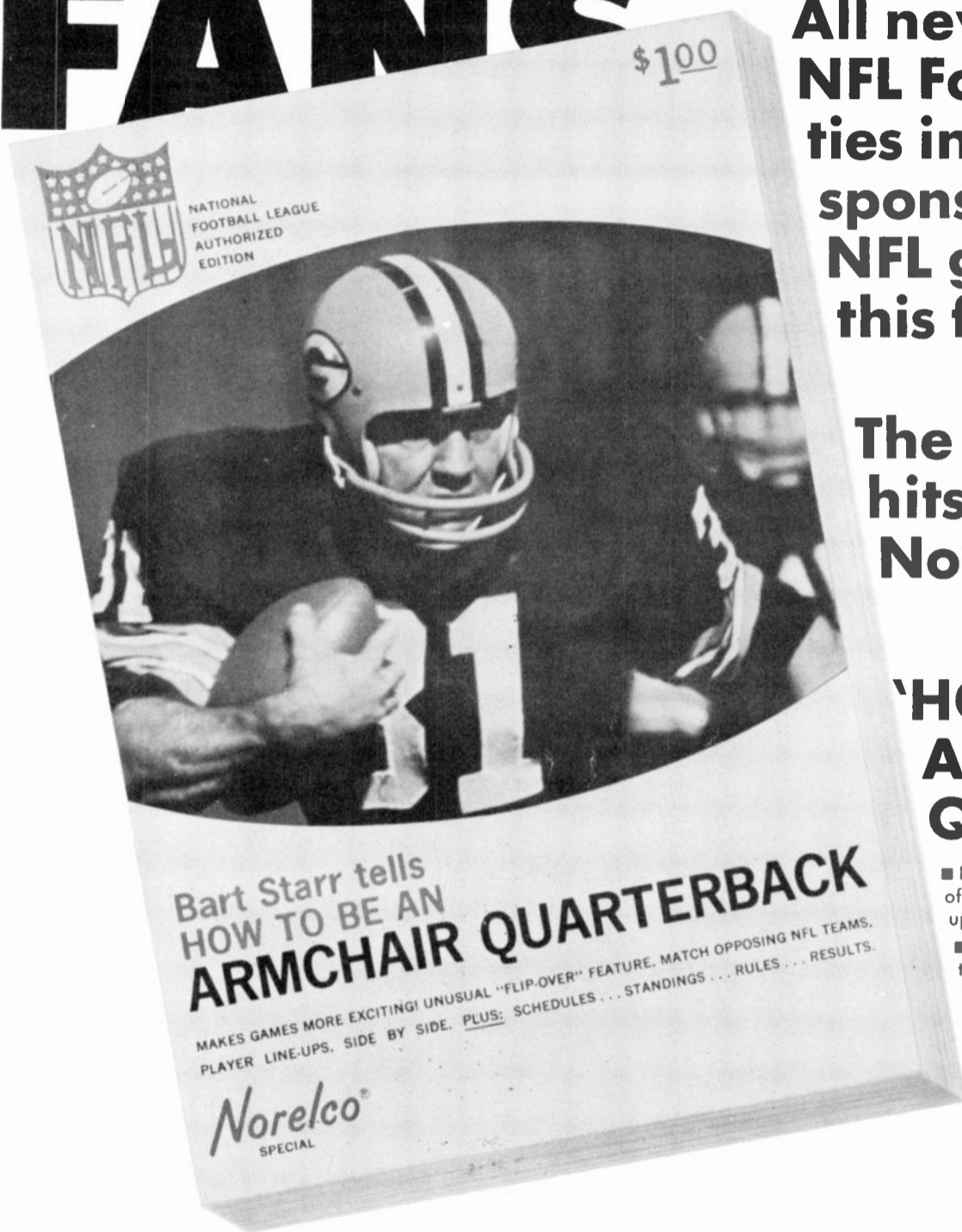
For complete information, write, wire or call

Arvin

ARVIN INDUSTRIES, INC.
Consumer Products Div., Dept. E-9 • Columbus, Ind.

1189

FREE FOR FOOTBALL FANS



All new NFL Football Book ties in with Norelco sponsorship of NFL games on TV this fall.

The premium that hits pay dirt for Norelco dealers.

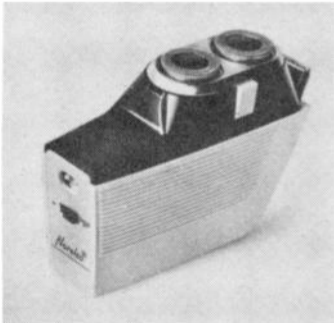
'HOW TO BE AN ARMCHAIR QUARTERBACK'

- Nothing else like it! Club rosters, coaches, offensive and defensive charts. Match 'em up in any NFL game, and call the plays!
- Dozens of drawings, pictures of stars, teams, celebrities. All in color!
- A proven customer-getting Norelco premium for the past two years—and this year it's all new! Completely redesigned. Bigger, more colorful and better than ever!
- Get your order in now!

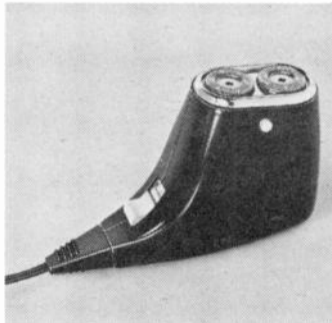
This offer exclusive with Norelco Shavers—the greatest line-up of shavers in any league.



New! Norelco Tripleheader Speedshaver 35T. Nearly 40% faster than ever before! And so close, Norelco dares to match shaves with a blade. Pop-up trimmer; more features than any other shaver.



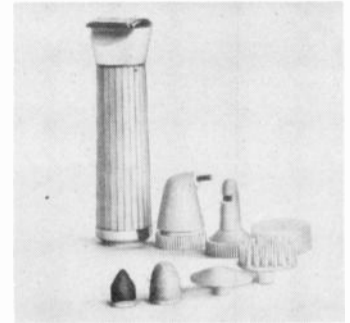
Norelco Rechargeable Speedshaver 40C. Two weeks of shaving on a single charge. Works with a plug or without. Pop-up trimmer. Floating heads. More selling features than any other rechargeable.



Norelco 'Flip-Top' Speedshaver 20. Perfect first shaver. Norelco rotary blades never nick or cut or pinch or pull. Easy flip-top cleaning. On/off switch too. And all at an attractively low "come in" price.



Norelco Cordless Speedshaver 15C. Works anywhere on penlight batteries. Small as a pack of cigarettes. Great second shaver with an impulse item price.

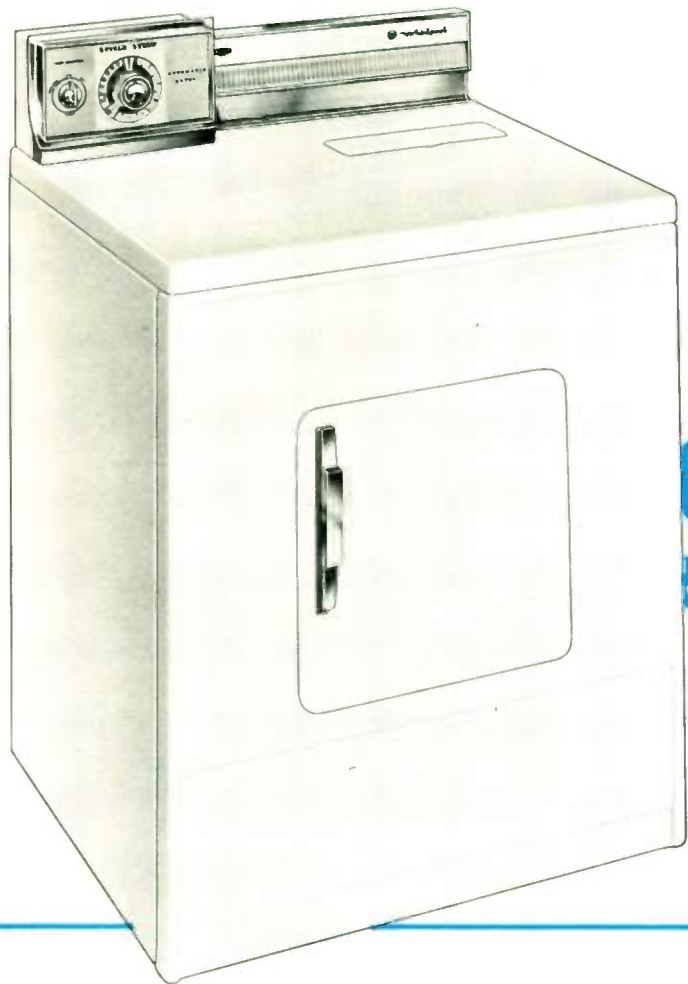


Norelco Beauty Sachet 25LS. It's a shaver plus! Plus manicure, muscle vibrator, scalp stimulator, facial massage, buffer and callus remover. A complete home beauty salon in a handsome zip-open case!

Norelco® the fast, close, comfortable electric shave

North American Philips Company, Inc., 100 East 42nd Street, New York, N. Y. 10017. Other Products: Hearing Aids, Radios, Audio-Video Tape Recorders, Dictating Machines, Electronic Educational Kits, Medical-Dental X-Ray, Electronic Tubes, Commercial Sound, Closed Circuit TV, TV Studio, Motion Picture, Cryogenic and Telephone Equipment.

Our biggest dryer value ever!



Now you can sell at

\$124⁹⁵*
with acceptable trade

*Price optional with dealer

Here's the dryer that's got everything to make your sales zoom this Fall . . . starting with the lowest price tag we've ever put on a top-quality RCA WHIRLPOOL with all these features:

- ✓ Revolutionary new drying system . . . faster than ever before
- ✓ Over 20% larger drum to treat clothes better . . . dry bigger loads . . . make drying "whisper" quiet
- ✓ 5 cycles . . . 3 heats
- ✓ Special drying for Permanent Press garments
- ✓ Top-mounted lint screen
- ✓ AIR and DAMP DRY settings
- ✓ Gentle Equa-Flow Tempered-Heat

From any angle, this is the model to make your dryer sales take off and climb! Your distributor can fill you in on all the details. Call him today.

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

Washer model LPA 550-0

Dryer model LPE 551-0



Add the matching 2-speed, 3-cycle washer with SUPER SOAK . . . it's tagged at only \$189.95* with acceptable trade. You can sell a top-quality RCA WHIRLPOOL washer and dryer pair with plenty of woman-wanted features for just over \$300.00*!



Whirlpool
HOME APPLIANCES

PRODUCTS OF WHIRLPOOL CORPORATION

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



Tape cartridge contenders (l. to r.): Lear, Fidelipac, and the cassette

Tape cartridge weigh-in: statistics on three contenders

Since tape cartridges were introduced, a proliferation of systems has made it difficult to keep straight the differences between them. Two de-

signs have fallen by the wayside, and two more have taken up the fight for a piece of the big money. Here is how the strong contenders weigh in:

LEAR CARTRIDGE

1. Developer: Lear Jet Corp.
2. Type: An endless loop tape cartridge; the tape is fed from the central hub of the spool past the player head and is taken up again on the spool's outer circumference.
3. Cartridge size: 5½ by 4 inches; slightly less than 1 inch thick.
4. Tape size: ¼-inch wide.
5. Recording: The Lear 8-track cartridge can be used to record, but most manufacturers are not offering record capability with 8-track players.
6. Rewind: Lear tape cartridges do not at present have fast-forward and rewind capability. A program selector is being developed on a Lear player that incorporates fast-

- forward capability with automatic-stop at the end of each selection.
7. Tape speed: 3¾ inches per second (ips).
8. Price: Prerecorded 40-min. albums range in price from \$5.95 to \$7.98. Albums that play for 90 minutes list at about \$9.98.
9. Playing time: The Lear cartridge plays continuously and does not have to be removed from the player to start a new track (hence, the term "endless loop"). However, tracks can be switched at any point during play by pressing a selector button.
10. Mechanics: The cartridge has a pinch roller to advance the tape in lieu of a second reel.

FIDELIPAC

1. Developer: Telepro Industries.
2. Type: an endless loop tape cartridge, available in 4- or 8-track.
3. Cartridge size: 5½ by 4 inches; slightly more than ¾-inch thick.
4. Tape size: ¼-inch wide.
5. Recording: This is possible with the Fidelipac cartridge, but most 4- and 8-track players offered do not record.
6. Rewind: No fast-forward and rewind capability.
7. Tape speed: 3¾ ips.
8. Price: Prerecorded 4-track mono-

- aural and stereo albums range in price from \$3.95 to \$6.95. Mono albums play for 80 mins., stereo albums for 40 mins. Stereo 8-track albums run 40 to 80 mins. and range in price from \$5.95 to \$11.95.
9. Playing time: The Fidelipac cartridge plays continuously, like the Lear cartridge.
10. Mechanics: In the Telepro system, the pinch roller is in the tape player, not the cartridge as in the Lear unit.

CASSETTE

1. Developer: Philips and Norelco.
2. Type: A miniature reel-to-reel tape cartridge.
3. Cartridge size: 4 by 2½ inches; slightly more than ¼-inch thick.
4. Tape size: ¼-inch wide.
5. Recording: Cassette players double as recorders.
6. Rewind: Cassette players have fast-forward and rewind capabilities.
7. Tape speed: 17½ ips.
8. Price: Blank cassettes with 60 min. of play sell at about \$2.65. A 90-min. blank that will be

- available later this year will sell at \$3.50. Prerecorded cassettes list at about \$4.95.
9. Playing time: A 60-min. blank cassette has two 30-min. tracks (four with stereos). At the end of each track (or pairs of tracks), the tape stops. The cartridge must be removed from the player and reversed for another half-hour's play.
10. Mechanics: The cassette does not require a pinch roller, such as used with the Fidelipac and Lear tape cartridges.

□□□□ **Singer-Packard Bell merger plans stalled** at the eleventh hour. Neither company is commenting on the reasons for holding up the merger plans that would have made Packard Bell a subsidiary of Singer Co. However, a Singer spokesman says negotiations will continue and the merger may be arranged on some basis other than the cash price of \$28.80 per share of Packard Bell stock originally announced (MW, 25 Apr., p.3). Meanwhile, Packard Bell is expanding its tv set production capacity by moving all b&w tv operations from Los Angeles to a 50,000-sq.-ft. plant in Newbury Park, Calif. The move should be completed by October. Color tv and stereo phono production will remain at the Los Angeles plant.

□□□□ **GE and Hotpoint will consolidate** their major appliance service departments in Philadelphia on Sept. 1. Unlike the recent consolidation in Buffalo, where General Electric and Hotpoint combined warehousing and order operations, the new Philadelphia department will involve product service only. A General Electric spokesman said the Philadelphia consolidation would involve no changes in sales, order service, credit, or other operations. The source said GE and Hotpoint will consolidate the entire warehousing operation of both product lines in 1967.

□□□□ **The patent squabble over tape cartridges** went into court last week. The suit, brought by Telepro Industries Inc. against Lear Jet Corp., charges Lear with infringement on Telepro patents covering endless loop tape cartridges. William Mulcahy, president of Telepro, says the suit seeks preliminary and permanent injunctions against infringement and an award of damages, interest, costs, and legal fees. It is being heard in the U.S. District Court for the District of Kansas. A similar suit by Telepro against Audio Devices Inc. is pending in the U.S. District Court for the Southern District of New York.

□□□□ **The first tape cartridge conference** will be held Aug. 29-30 at Chicago's Edgewater Beach Hotel. Registrations to date include representatives from 13 states and two foreign countries. Among key industry executives scheduled to attend are William Mulcahy, president, Telepro Industries Inc.; William Lear, president, Lear Jet Corp.; and Wybo Semmelink, assistant vice president, North American Philips Co.

□□□□ **Delmonico has shelved its vtr plans** "until the video tape recorder market settles down," says Herb Kabat, president of the company. Kabat emphasized that Delmonico was not abandoning the vtr, but simply wanted to wait until prices and standards in the market were more stable. Delmonico's video tape recorder, which was on display at last month's Music Show (MW, 18 Jul., p.18), uses ¾-inch tape at 12 ips.

□□□□ **A salute to David Sarnoff**, chairman of RCA, is being planned jointly by the Electronic Industries Assn., the Institute of Electrical and Electronics Engineers, and the National Assn. of Broadcasters. The special tribute will be held in New York City on Sept. 30—sixty years to the day since Sarnoff entered the communications field.

□□□□ **Panasonic plans to market a second vtr.** The new video tape recorder—using ½-inch tape at 12 ips—will sell for \$1,110. The unit will have an automatic head-cleaning device and a special dubbing feature to permit editing or re-recording of the sound track without affecting the video recording.

□□□□ **Economy-priced prerecorded tape cartridges** are being offered in 4- and 8-track by Pickwick International Inc. The two systems, called Pickwick/4 and Pickwick/8, list at \$4.95 for single album lengths. A twin pack of Pickwick/8 will sell at \$6.95. In addition to its own library, Pickwick has access to Capitol Records' non-current catalog under a 10-year agreement made last week. Capitol's 8-track cartridges sell at \$7.98 for a single album, \$9.98 for a double album. Pickwick is notable for its low pricing: its pop record albums list at \$1.89 for mono or stereo; its classical mono and stereo albums sell at \$2.50.

□□□□ **Ampex puts London Records in cartridges:** The London library will be available on 4- and 8-track cartridges late this month. The initial Ampex release will offer 31 titles. Suggested list price for 8-track is \$6.95; a double-play cartridge will list at \$9.95. Prices for 4-track cartridges have not yet been set.

□□□□ **New president of WASSCO** is Harry M. Kane, the former vice president and general manager of Westinghouse Appliance Sales and Service Co. W. C. Busbin is named vice president in charge of distribution and Dykes Pruitt is named field sales manager.

□□□□ **A campaign to put FM radios in cars** is being waged by the National Assn. of FM Broadcasters. The association mailed nearly 1,200 letters to FM stations last week asking each to pledge four spot announcements a day for the next 12 months. The announcements urge new-car buyers to request FM radios.

□□□□ **Frigidaire revamps and reorganizes:** The company has formed a new engineering services group and has realigned its engineering and research departments. James W. Jacobs, manager of research and future products, heads the newly formed engineering services group, which functions as a liaison and coordinating unit. Frank W. Gerard, head of material and process engineering, is named to the newly created executive position of administrative engineer.

□□□□ **AHLMA will offer a permanent press booklet** to local action committees, dealers, and distributors during the fall Waltz Through Washday campaign. The two-color, 16-page booklet tells consumers how to care for the new permanent press fabrics and stresses the importance of modern laundry equipment.

□□□□ **Zenith's profits hit new heights** during the second quarter as earnings and sales rose 85% and 60%, respectively, over the second quarter of 1965. Second-quarter earnings totaled \$7,497,000 on net sales of \$146,816,000. Zenith's first-half color tv sales were more than double its 1965 first-half sales in both dollars and units. First-half earnings jumped 71% and sales rose 54% over the first half of 1965.

New Credit laws: which is best to protect consumers and dealers

Yesterday, Massachusetts and Michigan. Today, Pennsylvania. Tomorrow. . ."

Credit laws designed to protect the consumer have just been passed in Michigan, are being discussed in Pennsylvania, and will probably turn up in other states in the future. Retailers who sell on time are watching closely to see what happens.

Pennsylvania is considering a "truth-in-lending" bill, House Bill No. 7, which the Pennsylvania Retailers Assn. says is the "most drastic and ill-considered piece of credit legislation ever submitted to a state legislature." It has passed the Lower Chamber and will probably come up for a vote in the Senate within the next few weeks. It is similar to, but goes beyond, the Massachusetts law that goes into effect Nov. 1.

In Lansing, the Michigan legislature has just passed a truth-in-lending law that will go into effect 90 days after the legislature adjourns, but—unlike the Massachusetts and Pennsylvania bills—the Michigan law is one most credit sources feel they can live with.

What Pennsylvania has done

The Pennsylvania bill, which went through some 23 versions before it passed the House and which will probably be amended further, now requires that installment contracts show the simple annual percentage rate of interest and show the amount of each installment payment allocated to the principal and to the credit service charge.

The maximum credit service charge is 12% per year on the outstanding unpaid principal balance "as of the time of each installment payment." Credit sources who oppose the law say this rate is wildly out of line, and the smaller the contract, the more out of line it becomes. This, they say, is because it costs about the same to set up and administer a \$100 contract as a \$700 contract. And if the service charge percentage is too low, credit sources will not be able to afford to write small contracts, they add. Furthermore, as the cost of money goes up (like this year), sources either have to raise their rates or stop writing contracts.

The Pennsylvania bill as it now stands also applies to revolving charge accounts, and these agreements must state the percentage rate the credit service charge bears to the outstanding principal balance and the "simple annual percentage rate equivalent of the monthly rate." Since the simple annual percentage rate of interest in a revolving charge account can change from month to month and week to week as customers make payments and new purchases, no one seems to know how this could possibly work.

How NARDA reacted to the bill

The National Appliance & Radio-TV Dealers Assn. was concerned enough to send a letter to Pennsylvania dealers urging them to write their legislators and express their feelings

about the bill. The NARDA letter, dated July 27, pointed out that, as NARDA understood it, the bill also allows a customer to cancel his contract by 5 p.m. of the day following the date of sale and obtain a refund of any deposit or down payment unless he has taken possession of the goods at the store.

Rate participation agreements between the credit source and the retailer must also be shown in retail installment contracts. Finally, "Each seller is required to furnish the buyer prior to the signing of a contract a separate memorandum outlining in sequence all of the items, warranties, and guarantees to be incorporated in the retail contract."

One sales finance company estimates that to comply fully with the bill as it now stands, there would have to be 335 blank spaces in each installment sales contract—all to be filled in by the salesman. And credit sources say that if the bill is passed, they will not be able to afford doing business in Pennsylvania.

What makes Michigan different

The Michigan law, which the governor signed July 11, establishes the specific requirements for an installment contract and clearly defines time-price differential. It does not, however, require calculation of the simple annual percentage interest.

When the bill goes into effect, the time-price differential in a contract may not exceed a rate of \$12 per \$100 a year on the principal balance up to \$500, nor exceed a rate of \$10 per \$100 a year on a balance of more than \$500.

The bulk of the Michigan law deals with specific information each written agreement must contain. This includes: cash price of the goods or services; amount of the down payment; the difference between the cash sale price and the down payment; total price; the aggregate amount, if any, included for insurance; the principal balance; the amount and rate of the time price differential stated as interest; the amount of the time balance owed by the buyer; the maximum number of installment payments and the amount and due date of each payment; the time sale price; a notice to the buyer that upon his request the seller must provide or make available a statement showing how the partial refund of the time charge is to be computed if any of the balance of the contract is prepaid.

The laws governing retail charge agreements, or open accounts, are essentially the same. The seller may not exceed a 1.7% time-price differential rate on the unpaid balance for a month. A minimum time-price differential of 70¢ a month may be charged.

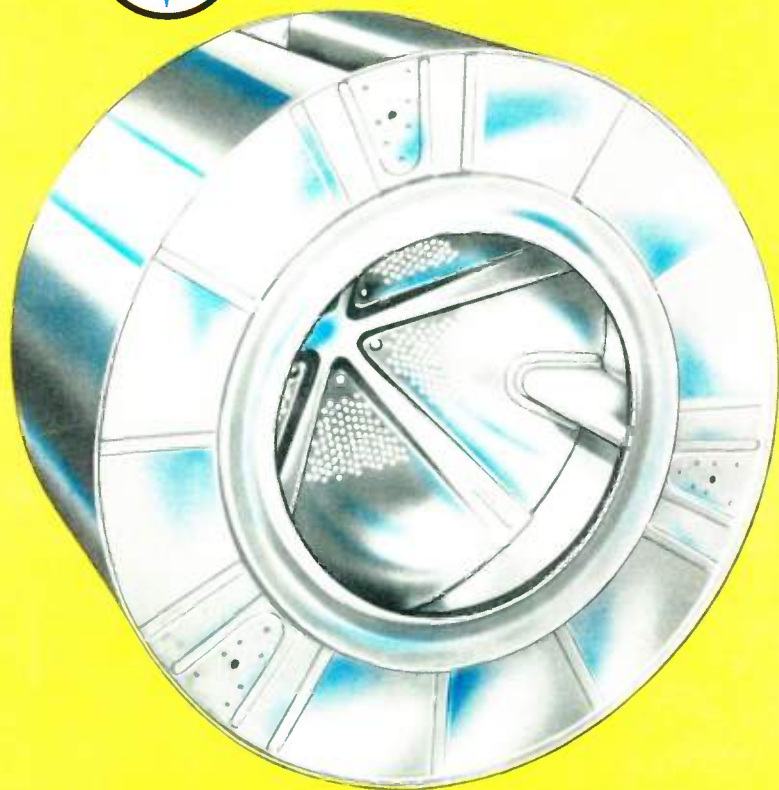
Most credit sources say they have nothing against disclosure; indeed, they encourage it. But they want the finance charge stated in dollars, which is easy to calculate, rather than in simple annual percentages, which is always hard and may be impossible to figure. —Wallis E. Wood



SWITCH TO SPEED QUEEN QUALITY



SPEED QUEEN QUALITY MEANS DEPENDABILITY



NICKEL STAINLESS STEEL
Rust-proof Chip-proof

Everybody knows the virtues of stainless steel. The quality message registers fast. The customer is quickly "conditioned" for the deluxe price tag. Yes, Speed Queen stainless steel is a **shopper-stopper!**



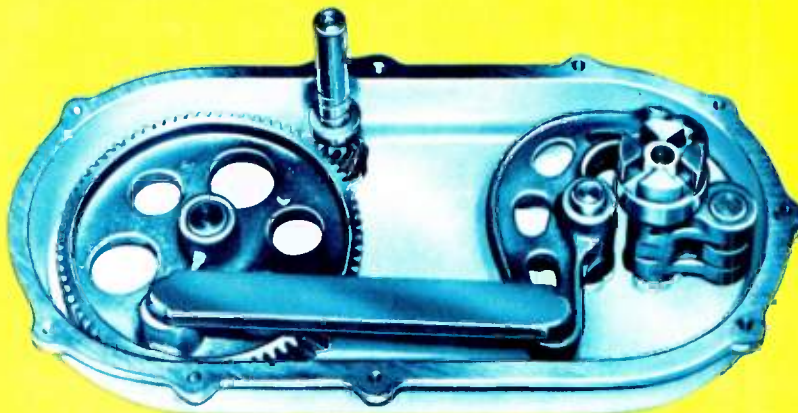
**"Durable Press"
WASH Cycle**



**"Durable Press"
DRY Cycle**

Durable Press* fabrics are skyrocketing in popularity. (Sheets, pillow cases, etc. . . . as well as shirts, trousers and dresses.) The new '67 Speed Queen washers and dryers have special Durable Press cycles designed to take full advantage of the wrinkle-free magic of these new sensational fabrics. These specially engineered cycles are a dramatic addition to Speed Queen's already powerful quality story.

*Same as Permanent Press.



ARCOMATIC® 210 Transmission
Washes More Clothes CLEANER

Over 7,000,000 washers ago, the famous Speed Queen Arc-cuate® drive transmission went into service. Today, after establishing an unprecedented dependability record, it is backed by a 10-year warranty of component parts.* Applies sweeping 210° stroke to agitator which circulates clothes more thoroughly so that all pieces receive equal washing and rinsing treatment — big loads as well as small.

10-Year Transmission Parts WARRANTY*

The component parts of all Speed Queen washer transmissions consisting of the case, cover, rocker arm, link, crank gear, connecting rod, pinion and drive clutch are warranted by Speed Queen to the original purchaser for ten years from date of purchase. If any of the above-listed parts fail within the 10-year warranty period due to defective material or workmanship, Speed Queen, A Division of McGraw-Edison Company, will repair or replace such part or parts free of charge when returned, prepaid, to the nearest accredited Speed Queen parts distribution source. Any labor and service charges incurred are the responsibility of the purchaser unless they come within the one-year warranty responsibility of the accredited Speed Queen dealer.

Speed Queen
Dependability
means more profit.



SPEED QUEEN

A Division of McGraw Edison Company, Ripon, Wis. 54701



APPLIANCE-TV

Jensen introduces furniture-styled speaker systems

Jensen's new series of loudspeaker systems—which has been designated the 1200XL series—is available in three furniture-styled cabinet designs: Early American (shown), Mediterranean, and Contemporary. The 7-speaker system is made up of: four 15-inch Jensen Flexair woofers, a compression-driver horn-loaded midrange, a compression-driver horn super-tweeter, and a direct radiating Jensen Sono-Dome ultra-tweeter. The units measure 30½ inches high, 40 inches wide, and 22¾ inches deep. They are priced at \$895.

Jensen also has introduced a new bookshelf speaker system—designated the 700XL, at \$275. The 4-speaker unit, in oiled walnut veneer cabinet, measures 16¼ inches high, 25½



inches wide, and 12 inches deep. *Jensen Manufacturing Div., The Muter Co., 6601 S. Laramie Ave., Chicago, Ill. 60638*

Lafayette Radio presents new AM-FM stereo receiver

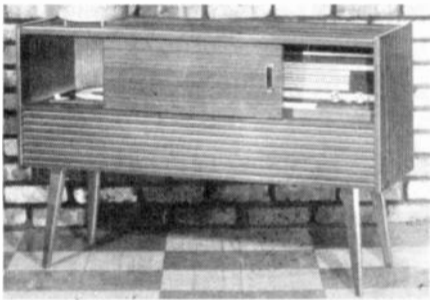
Lafayette's new solid-state 65w AM-FM stereo receiver features "stereo search," a circuit that uses a tone signal to indicate an FM stereo broadcast. The receiver also has a 6-position input selector, a slide rule dial with signal-strength tuning meter, a tape monitor, a front-mounted stereo headphone jack, and four FM IF-stages. The unit measures 16½ inches wide, 4½ inches high, and 12 inches deep. It carries a suggested retail price of \$199.95.



Lafayette Radio Electronics Corp., 111 Jericho Turnpike, Syosset, L.I., N.Y.

German firm offers new stereo console in the U.S.

A new stereo console with AM-FM stereo radio has been introduced to this country by Leinetel, a West German manufacturer. Leinetel has appointed D-L-M Distributors Inc. as its exclusive U.S. distributor. The new console, model 43, is priced at \$249.95 with a wood louvre grille (shown) and \$244.95 with a cloth grille. The unit, available in mahogany- or walnut-finished cabinet, includes automatic 4-speed phono, four speakers, a remote speaker jack, and a tape recorder jack. It measures 43¼ inches wide, 29¼ inches high,



and 14½ inches deep. *D-L-M Distributors Inc., 333 N. Broadway, Jericho, L.I., N.Y. 11753*

Nautilus' new range hood: touch for lights, action

Nautilus' new no-duct hood features finger-touch control. The touch control (see photo) means that the housewife can simply tap once lightly on the hood's front panel to start the fan, step it up to high, or shut it off. A touch will also turn on the hood's dual lights. The unit has charcoal, aluminum, and spun glass fiber filters. It is available in stainless steel or decorator colors and comes in 24-, 30-, 36-, and 42-inch sizes. Matching backsplash plates are also available. The hood lists at under \$75. *Nautilus Industries Inc., Free-land, Pa.*



NuTone introduces a series of no-duct range hoods

NuTone's new no-duct hoods, the V-34 series, feature die-cast louvres that direct the filtered air upward and away from the cabinets. The hoods have charcoal, Fiberglas, and aluminum filters and come in 30-, 36-, and 42-inch widths. They are available in stainless steel; copper or silver anodized aluminum; and Co-

lonial copper, copper, white, turquoise, yellow, and beige enamel on steel. The hood, motor, and the three filter elements come in one compact, pre-assembled unit. Prices, depending on size and finish, range from \$85.50 to \$118.95 retail. *NuTone Inc., Madison and Red Bank Rds., Cincinnati, Ohio*

Don't
just let him
sit there...





Don't
just let her
hang there...

APPLIANCE-TV

Radio prices from the Far East: turnabout seems to be brewing

The rise in radio prices reported at last month's Music Show (mw, 18 Jul., p.9) is beginning to show up in the import figures compiled by U.S. Customs.

In June, transistor radios imported from Japan came into the U.S. at an average price of \$7.31; a year earlier, the average price was \$7.23. Not only was the average price up in June, but shipments were off some 25,000 units, compared with 1965.

The average price of transistor radios imported to the U.S. from Taiwan climbed 28¢—from \$2.59 to \$2.87—in June, as compared with last year. Radios from Hong Kong and Okinawa in June came in at

prices still below last year's level. But the \$3.07 average price of radios from Okinawa climbed 31¢ from May to June of this year; and, the \$2.45 average price of radios from Hong Kong in June was 14¢ above the price a month earlier.

Of the approximately 1.54 million transistor radios imported from the Far East to the U.S. in June, only 49% came from Japan; 37% came from Hong Kong, 9% from Taiwan, and 5% from Okinawa. At the half-year mark in 1965, the breakdown was: Japan, 68%; Hong Kong, 23%; Okinawa, 5%; and Taiwan, 4%. The table below gives other export-import vital statistics:

Japanese exports to the U.S.*

	Period	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Color Television (incl. chassis)	June	14,840	2,704,508
	6 Months	62,870	11,379,578
B&w Television	June	105,349	5,350,083
	6 Months	506,664	25,777,444
Transistor Radios (3 or more tr.)	June	1,053,777	879,363	+ 19.83	8,084,947	6,864,802	+ 17.77
	6 Months	5,156,270	3,979,743	+ 29.56	38,770,253	30,627,878	+ 26.58
Tr. rad. chassis/kit (3 or more tr.)	June	28,361	11,246	+ 152.18	211,175	63,633	+ 231.86
	6 Months	125,152	42,487	+ 194.56	790,862	308,656	+ 156.22
Toy tr. radios	June	64,064	79,434	- 19.35	43,061	85,511	- 49.65
	6 Months	278,384	348,886	- 20.21	142,922	400,253	- 64.30
Total Tr. Radios (incl. car radios)	June	1,166,413	979,028	+ 19.13	8,635,235	7,153,376	+ 20.71
	6 Months	5,700,426	4,418,345	+ 29.01	41,578,551	32,049,757	+ 29.73
Tube Radios	June	53,196	87,376	- 39.12	531,469	987,588	- 46.19
	6 Months	347,433	497,759	- 30.21	3,749,692	4,634,293	- 19.09
Tb. rad. chassis/kit	June	11,042	9,274	+ 19.06	150,719	129,936	+ 15.59
	6 Months	68,998	62,221	+ 10.89	764,616	727,381	+ 5.11
Phonographs	June	50,951	24,681	+ 106.43	533,627	213,252	+ 150.23
	6 Months	246,524	87,071	+ 183.12	2,455,263	869,717	+ 182.30
Radio-Phonos	June	68,463	16,364	+ 318.37	979,908	407,888	+ 140.23
	6 Months	267,402	88,638	+ 201.67	4,141,205	2,350,868	+ 76.15
Tr. Tape Recorders (port., rim-drive)	June	123,383	107,443	+ 14.83	898,088	883,761	+ 1.62
	6 Months	680,234	753,485	- 9.73	4,608,203	5,797,453	- 20.52
Tr. Tape Recorders (port., other)	June	85,195	77,150	+ 10.42	2,259,938	1,586,841	+ 42.41
	6 Months	310,951	323,485	- 3.88	7,721,247	6,081,325	+ 26.96
Transceivers	June	591,538	240,179	+ 146.29	3,200,697	1,971,855	+ 62.31
	6 Months	2,454,418	977,905	+ 150.98	14,963,637	8,777,463	+ 70.47

*Source: McGraw-Hill's Tokyo News Bureau

U.S. imports from Japan †

Television	June	91,204	66,950	+ 36.22	6,001,778	3,901,103	+ 53.84
	6 Months	535,558	411,389	+ 30.18	35,197,182	22,624,826	+ 55.56
Transistor Radios	June	764,852	789,169	- 3.09	5,591,112	5,703,063	- 1.97
	6 Months	4,961,053	3,883,810	+ 27.73	35,310,728	27,732,893	+ 27.32
Radios, other	June	124,591	129,775	- 4.00	1,170,852	1,024,102	+ 14.32
	6 Months	555,002	659,807	- 15.89	6,447,838	6,056,780	+ 6.45
Phonographs	June	41,386	17,869	+ 131.60	455,228	157,046	+ 189.86
	6 Months	222,639	88,568	+ 151.37	2,330,533	991,797	+ 134.98
Radio-Phonos	June	51,683	11,318	+ 356.64	754,094	270,572	+ 178.70
	6 Months	218,425	62,164	+ 251.36	3,528,266	1,957,784	+ 80.21

U.S. imports from Hong Kong †

Transistor Radios	June	566,838	271,829	+ 108.52	1,386,266	822,519	+ 68.53
	6 Months	3,099,146	1,333,959	+ 132.32	7,817,340	4,101,799	+ 90.58

U.S. imports from Okinawa †

Transistor Radios	June	75,082	53,052	+ 41.52	230,608	177,509	+ 29.91
	6 Months	321,932	267,692	+ 20.26	905,216	898,372	+ .76

U.S. imports from Taiwan †

Transistor Radios	June	140,076	46,784	+ 199.41	401,743	121,300	+ 231.19
	6 Months	653,870	172,757	+ 278.49	1,785,555	438,837	+ 306.88

†Source: United States Customs

□□□□ **A nationwide satellite television system** proposal from the Ford Foundation has been presented to the Federal Communications Commission. The satellite system would be used to broadcast both commercial and educational programs. The Ford Foundation—which last year gave \$16.5 million in support of educational television—proposes using the profits from commercial relays to pay for beaming educational programming. The commercial networks now use land facilities owned by the American Telephone & Telegraph Co. The networks' annual payments to AT&T are about \$55 million. Some estimates have said satellites could do the same job for between \$20 million and \$35 million less.

□□□□ **The highest dryer saturation is 50%**—in the states of Oregon and Washington—according to a joint, five-year study by the Procter & Gamble Co. and the American Home Laundry Manufacturers Assn. Runners-up in the dryer saturation derby are Michigan and North Dakota, where 44% of all households own dryers.

Automatic washer saturation: 61% of Connecticut's households have automatic washers, topping the 59% figures for Utah, Oregon, Washington, and Massachusetts. The District of Columbia registered the greatest saturation increases in both automatic washers and dryers: automatics rose from 22% to 48%, and dryers increased almost six-fold from 4% to 23%.

□□□□ **First-half figures shattered sales records** for six manufacturers.

Motorola hit an all-time sales peak for the first half of 1966 with a 41% sales increase over the same period in 1965.

Magnavox reports its 1966 sales rose 49% over the first half of 1965. The company also noted that its second-quarter, audio-visual electronics sales shot up 90% over the same period in 1965.

Amana's first-half sales soared 46% over 1965.

Admiral's sales barometer also zipped up 45% on sales of \$197,095,937, compared to \$135,656,717 during the same period in 1965.

Norge registered a 26% rise over the six-month period in 1965 to rack up the second-highest first half in the company's history.

Whirlpool's first-half sales were up 16.9% on sales of \$344,035,000, compared to 1965 first-half sales of \$294,305,000. Net earnings rose 23% on a total of \$19,368,000, compared to \$15,745,000 in the first half of 1965.

□□□□ **Wards Co. Inc. racked up a 53% rise** in sales in its fiscal 1966 first quarter ended June 30. First-quarter sales totalled \$5,875,000, compared to fiscal 1965 first-quarter sales of \$3,844,000. At the present rate, S. S. Wurtzel, president of Wards Co., predicts that sales in fiscal 1966 could tally between \$28 million and \$29 million. Wards Co. now operates 38 outlets.

□□□□ **A new name for Norris-Thermador:** The corporation's board of directors approved a change of name from Norris-Thermador Corp. to Norris Industries Inc.

**Don't
just let them
stand around...**



Sell them Youth Electronics. By G.E.

Sell them professional looking Walkie-Talkies for \$19.95.* The new Bantam Show 'N Tell** Phono-Viewer for just \$19.95.* The radio-phono combo for \$24.95.*

Then sell them the new Base Station (\$34.95*) that transmits by voice or code to Walkie-Talkies, listens in on all 23 citi-

zen band channels, and turns into a bedside radio at night.

G.E.'s got a slew of electronic equipment for this 40-million-strong, multi-million-dollar, junior-size market. Stock it all, and your kid customers won't go away empty-handed. **GENERAL ELECTRIC**
Radio Receiver Dept., Utica, N.Y.



**Trademark of the General Electric Company
*Manufacturer's suggested retail price. Actual price varies with dealer. Slightly higher West and South.

HOUSEWARES

Allied Chemical adds five new dinnerware patterns

Allied Chemical has added the five new patterns to its Artisan line of melamine dinnerware, which features a new rimmed shape and a 12-inch decorated chop plate. Four of the new patterns will retail at \$39.95, and the fifth will retail at \$29.95, for a 45-piece service for eight. The patterns are Sunset (shown at right), Peacock, Pavilion, Tapestry, and Fair Lady.

Styled by Georges Briard, the Sunset pattern depicts autumn leaves in gold, olive, and rust shades. The white-lined cup is stain-resistant. A service for four is also available. *Allied Chemical Corp., Plastics Div., 212 Fifth Ave., New York, N.Y.*



Rubbermaid adds a five-piece organizer set

Rubbermaid introduces a turntable Starter Set for cabinet storage as a September-October special—its first special in the \$10 retail price range.

The set features one twin turntable (10½ inches by 5¾ inches), three single turntables (10½ inches by ½ inch), and one Cup 'n Plate turntable (9½ inches by 6¼ inches). All of the items are available in white or sand.

During September and October, the five-piece set will carry a special

retail price of \$9.88; purchased separately, the five turntables cost \$11.90. This special fall promotion will offer consumers a saving of \$2.02.

The Starter Set comes in one package that is suitable for gift-giving, according to the company. Each carton of six sets contains one tent card for display at retail and one newspaper ad mat proof. *Rubbermaid Inc., 1205 E. Bowman St., Wooster, Ohio 44692*

Snyder shows square tubing on bathroom space savers

Snyder's new space savers are available in brass or chrome; the units are 24 inches wide, 8 inches deep, and stand 72 inches high on adjustable self-leveling guides. The free-standing units, which carry an approximate retail price of \$19.95, feature four white polypropylene shelves

on square-tubed poles. The one-inch-square seamless steel tubing comes in mottled brass (PS-404) or chrome (PS-405) finish with steel end brackets in matching finish. *Snyder Manufacturing Co., Westmoreland and Stokley Sts., Philadelphia, Pa. 19140*

Pantry Queen designs a new pantryware set

Pantry Queen's new line of promotional pantryware—which the company calls the "Teak" line—incorporates embossed wood-tone vinyl bonded to steel for the look and feel of real wood. Accented with chrome, the set is both washable and mar-resistant, according to the company.

The Teak line is made up of five elements: a four-piece stackable canister set, in "space-saving" square shapes" with chrome lids, at \$9.98;

a bread box with hardwood slicing board and removable inner shelf and vents, at \$11.98; a triple paper dispenser with serrated tearing edges, at \$6.98; a square 20-qt.-capacity step-on can, with unbreakable polyethylene insert and built-in deodorizer in its chrome lid, at \$14.98; and a 14-qt. step-on can with built-in deodorizer, at \$9.98. *Pantry Queen Products Inc., 225 42nd St., Brooklyn, N.Y. 11232*

Mark-Time introduces a new long-ring timer

M. H. Rhodes announces a new 60-minute bell timer. Called the Mark-Time "Clock Watcher II," the timer comes in a beige plastic case with white face and black numerals. The unit can be hung on a wall or stand on a table. The Clock Watcher II carries a suggested list price of \$5.95 and is offered in addition to Mark-Time's short-ring Clock Watcher. *M. H. Rhodes Inc., Hartford, Conn. 06106*



Empire announces a new cordless manicure set

The 12-piece cordless electric set operates on two regular penlight batteries. Accessories include a polishing brush, abrasive discs, cylinders, orange stick, buffing wheels, and polish cream for nail and cuticle care. Model 8240 carries a suggested re-

tail price of \$6. Empire also offers a 2-speed hair brush at \$6 retail, a massager at \$5, a personal fan at \$4, a vacuum brush at \$7; and a plug-in windshield defroster gun at \$6. *Empire Brushes, 200 Williams St., Port Chester, N.Y.*

Name another humidifier line that features Waterfall Action inside— Furniture Styling outside!

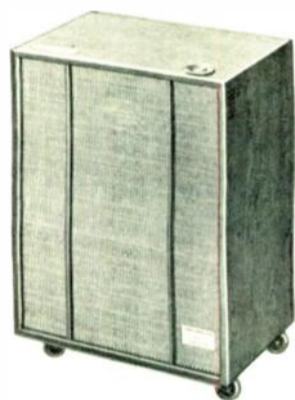


Custom Console
Model No. 5103

End Table Console—Model 5106.
Up-front control center under sliding top panel. Dramatic styling provides year-round beauty and convenience. Automatically humidifies up to 2650 sq. ft. with draftless upward air flow. Walnut vinyl cabinet, easy-rolling ball casters.



Slim-Line Console—Model 5115.
Trim in style—big in capacity. Operates automatically to draftlessly humidify up to 2000 sq. ft. Easy to fill. Walnut vinyl cabinet.



Traditional Console—Model 5116.
Specially designed for colonial and traditional interiors. Automatically, draftlessly humidifies up to 2350 sq. ft. Rich wood grain vinyl cabinet.



Don't try. Just see
TOASTMASTER®

Toastmaster's all new Custom Console (above) is a triumph of efficiency and beauty. Like all Toastmaster humidifiers, it lets you promote exclusive "Waterfall Action" that *automatically* moistens damaging, furnace-heated air . . . *automatically* eliminates the dry air that causes static electric shocks, dried out nose and throat, dried out furniture and fabrics. And the Custom Console maintains proper humidity level by turning itself on and off *automatically*. Capacity: up to 2500 sq. ft.

Other features include convenient front-fill, push-button controls on easy-to-reach up-top panel, *draftless* air diffusion, even a re-heat element! As for styling, handsome walnut vinyl cabinet looks like a hi-fi set. Blends beautifully with furnishings in living room, family room, any room! Toastmaster humidifiers are pre-sold to your customer through impressive ads in *LIFE* Magazine and newspapers. Toastmaster Merchandising kits let consumers know you are the sales center for Toastmaster humidifiers.

Sell the line consumers are sold on...

TOASTMASTER®

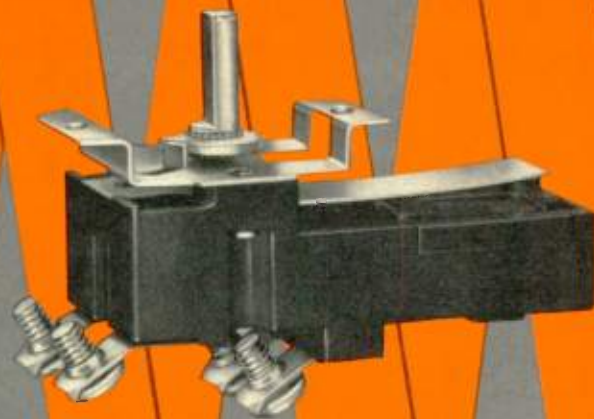
...where one good thing leads to another



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

NEW for Electric Heat



Shouldn't YOU test this control?

Cut Electric Heat control costs in half with the dependable new Therm-O-Disc 50T!

If you make high quality baseboard or built-in electric heating equipment, you can't afford to pass up the new Therm-O-Disc 50T Series temperature control. It is a field-proved precision bimetal thermostat that costs less than half as much as double-pole positive "off" capillary controls.

There's no other bimetal thermostat like the 50T. The big difference is in the new switch principle (patent applied for) which enables the low-mass bimetal blade to respond to a temperature change of only 3°F. The control is rated up to 6,000 watts at 277 VAC and shows excellent calibration integrity over 100,000 cycles of operation.

You also get great design flexibility with the 50T. Many mounting and terminal arrangements are available. Other features which may be selected include single-pole positive "off" or double-pole positive "off".

If you have a volume production application for the 50T and would like to test this new control, we invite your inquiry. Telephone (419) 522-4311 or write Therm-O-Disc Incorporated, South Main Street Road, Mansfield, Ohio 44907.

Therm-O-Disc

Plants in Mansfield, Ohio and St. Thomas, Ontario

Leadership through research

FACTS ON THE 50T

Precision bimetal thermostat with high current-carrying capacity to replace capillary controls on electric heat, air conditioners, refrigerators.

- **Narrow Differential:** $3 \pm 1^\circ\text{F}$. Calibration tolerances of $\pm 2^\circ\text{F}$ are standard.
- **Reliable Switch Action:** New principle (patent applied for) shows excellent calibration repeatability and contact integrity at highest electrical ratings over 100,000-cycle life tests, and at lower electrical ratings ($\frac{1}{2}$ hp) over 750,000 cycles.
- **Unusual Flexibility:** Wide choice of terminals, mounting brackets, adjusting stems. Switch operation selections include positive "on", single-pole positive "off", double-pole positive "off" and others.

UL ELECTRICAL RATINGS AT 100,000 CYCLES

Inductive Full Load	Amperes Locked Rotor	Resistive Amperes	Volts AC
18	75	25	120/240
—	—	21.6	277
125 VA, Pilot Duty	—	—	120/240/277

(CSA approval applied for)

Merchandising winter warmth and comfort

Creating consumer appeals for

Humidifiers
Heaters
Vaporizers
Sun Lamps
Blankets
Heating Pads

Electric housewares buyers might take a close look at the Hearth Shop in developing a strong merchandising program behind winter-comfort electrics.

The Hearth Shop glows with cozy comfort in a number of retail stores today. Its appeal—the appeal of hearth and home—helps sell fireplace accessories.

Winter comfort products lack this appeal. A lonely humidifier sits at the end of a display aisle. Heaters are crammed into a cluttered corner. Heating pads and electric blankets are left in boxes on a shelf. Sunlamps get lost between toasters and irons.

How can a retailer create appeal for winter comfort products? How can he make a humidifier or a heater look inviting?

He must begin by merchandising a mood.

Warmth and Comfort

The double mood that retailers will be merchandising this fall is winter warmth and comfort. They can promote the mood with displays in a Winter Comfort Shop, and they can promote the shop with coordinated newspaper ads. By setting the selling mood, they can add glamor and appeal to products many consumers have long considered drab.

Manufacturers, too, are helping to create and promote consumer appeal by giving their winter comfort products cozy, sunny names. Berns Air King, for example, calls its heaters *Sun Master*, *Caribbean*, *Fireside*, and *Sunset*.

The Winter Comfort Shop will carry out the "living room look." Like the Hearth Shop, it will be subtle and easy on the eye—striking, but without brash colors or too bright lights.

Health and Safety

Besides promoting warmth and comfort, retailers and manufacturers are also finding it necessary to aim their advertising more directly at consumer education. Since many of the winter comfort products are definitely not impulse items, retailers cannot rely on a consumer's whim to move the items off the shelves.

Consumers have learned to ask educated questions—particularly where heaters, humidifiers, and vaporizers are concerned. And sales personnel should be armed with more than an educated guess. The health- and safety-conscious consumer demands answers that click; and the salesman who hems and haws loses the sale.

Retailers are relying more heavily on newspaper ads to tell a product *need* story. The copy of a humidifier advertisement is beginning to stress comfort by telling the consumer what humidity is, why it is necessary to maintain a specific humidity level during cold months, and what improvements the consumer may expect from proper humidification.

Heater ads, too, are stressing comfort, but even more important, they are pointing up the safety features consumers are sure to ask about: units with protective grilles, units that automatically shut off if accidentally tipped over, and automatic switches to prevent overheating. Retailers recognize that safety features mean trade-up features that add

up to greater profits on every unit they sell.

Manufacturers started the educational ball rolling some time ago, but are placing increased emphasis on the "why you need it" and "because" angles this year with a stepped up program of television and shelter-magazine advertising.

More winter comfort products are arriving at the retail store with educational material attached. And retailers are encouraging sales persons not only to acquaint themselves with product tags, but also to remember and use the information to close a sale.

The Sperti Sunlamp Division, for example, attaches a small, brightly colored tag to its products that answers "questions most frequently asked about sunlamps." The question list includes: "Can I get a sunburn from a sunlamp? Is it necessary to wear protective goggles? How long should I expose myself? What is ultraviolet? and How much does it cost to operate the sunlamp?"

Humidifier and vaporizer manufacturers are telling consumers not just what humidity is, but also how too little humidity affects members of the family and home furnishings. They inform the consumer that a lack of humidity in winter dries out throats and noses, cracks furniture, causes electric shocks.

The Heater Division of Eaton Manufacturing, for instance, provides merchandising aids for dealers that further the consumer education trend. Some of the ad mat headlines are: "Static shock?" "Chairs coming apart?" "Fuel bills too high?" "Dry hair?" "Droopy plants?" The answer to the questions is to "moisture-condition dry winter air."

Obviously, retailers and manufacturers are now working together to create appeal by promoting warmth and comfort, reinforced with health and safety features. But moods and features are still not enough—consumers consider style and design, too.

Fashion and Furniture

Today's consumer expects more from a product than performance. The product must fit in with living room or bedroom decor. The larger winter comfort items—like heaters and humidifiers—must do more than fit in; they must be so unobtrusive as to go practically unnoticed in the home.

Manufacturers have bowed to consumer demands with heaters and humidifiers that look like furniture—designed to blend into living room surroundings. Humidifiers resemble consoles, end tables, and accent pieces; heaters are sleek and slim. For the consumer who is shopping humidifiers and heaters, the question is no longer, "Shall I buy it?" but rather, "Which one shall I buy?"

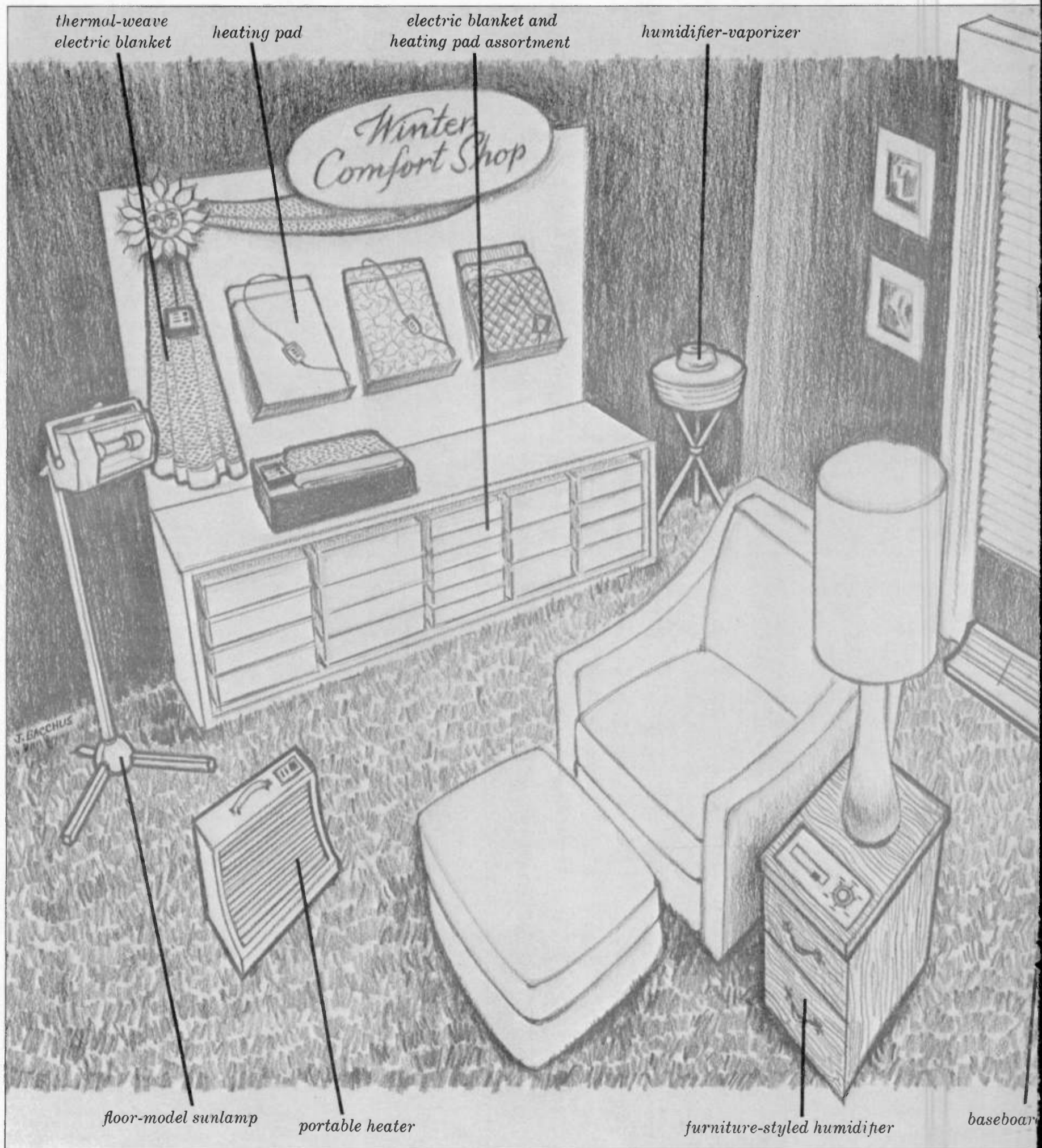
The fashion trend has hit the smaller cold-weather products, too. It has moved into heating pads and electric blankets with a larger selection of color and prints that blend with room settings.

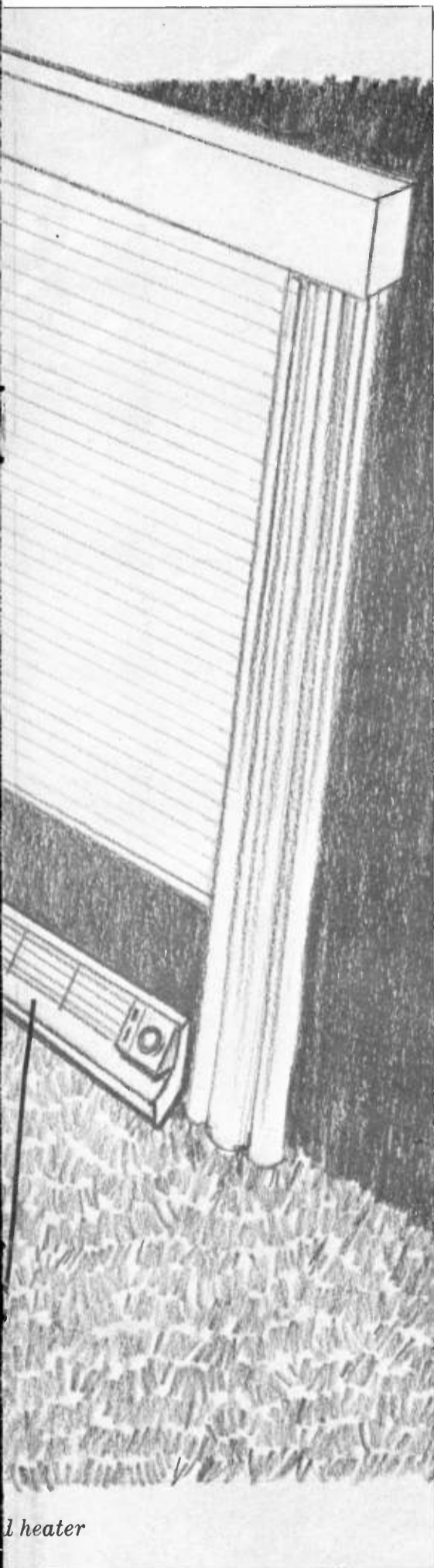
The Winter Comfort Shop (see example on next page), properly co-ordinated, will—like the Hearth Shop—have something to say to consumers. Retailers will undoubtedly create and promote the appeals that set the selling mood—warmth and comfort, health and safety, fashion and furniture.

By Judy Kunzelman

Cover: Wide World Photos

Merchandising winter warmth *continued*





heater

The Winter Comfort Shop

Although it has been late in arriving on retail floors, the Winter Comfort Shop surely will do as much for cold-weather products as, for example, the Bath Shop did for bath goods. Co-ordination is the key to this new shop, which will bring products from all over the store to take their place in one self-promoting display area.

How to place it

The location of the Winter Comfort Shop could mean the difference between its merchandising success or failure. It must be placed near an area that complements, but does not overpower, it.

Probably the most logical placement would be adjacent to or directly opposite the Hearth Shop to carry out the merchandising mood of cozy comfort.

Cross-merchandising potential exists with the furniture department and the ski equipment department. Furniture room settings would illustrate how well heaters and humidifiers fit into a living room, and the ski area would further promote the appeals of warmth and comfort—particularly after a trip to the slopes.

How to display it

The exact placement of each winter comfort product within the shop must promote the "look" of the whole shop—the well integrated but comfortable appearance.

Begin with an easy chair and an ottoman (preferably in a carpeted area) if your new shop is established near the Hearth Shop or the home furnishings department. Place an attractive wood-grained, furniture-styled humidifier—a unit that resembles an end table or an accent piece—next to the armchair. Add accessories: perhaps a lamp or an ash-tray, and a ceramic floral arrangement atop the humidifier.

Aim one of the sleek new portable heaters at the ottoman. (If your shop is located near a windowed wall, add a baseboard heater under the window, too.)

Opposite the armchair, try a vertical display, either on a wall or a wood-paneled partition. Drape one of the new thermal-weave electric blankets at the top, attaching the controls at eye-level. Choose a warm-colored blanket—gold or red—and blend with it heating pads of harmonious shades and fabrics. Because electric blankets and heating pads are most often used in the bedroom, place one of the portable vaporizers (with its own floor stand) on the floor at one end of the vertical display. (Most of the vaporizers are designed to humidify one room about the size of a bedroom.)

Stand a floor-model sunlamp opposite the vaporizer before the vertical display. To tie the armchair display and the vertical display together, use a gold or yellow display light behind or above the sunlamp (to suggest that the sunlamp is casting the glow), and aim the light at the armchair setting.

On either end of the vertical display, behind the vaporizer at one end and behind the sun-

lamp at the other, attach several shelves to the partition and stack additional electric blankets and heating pads in their own self-display packages.

Beyond the vertical display or behind the armchair display, arrange standard models of heaters and humidifiers—the lower-priced units that undoubtedly bring customers into the store. The appeal of the Winter Comfort Shop should then make the salesman's job much easier to trade up to the humidifier and heater near the armchair—the units with the "good living" features and the more profitable price tags.

The main appeal of the Winter Comfort Shop is its simplicity and its living room atmosphere. When customers visit the shop, they should feel at home; they should be able to visualize the products in their own living rooms.

Avoid the temptation to display too many models of any one product in too small a space. The entire display area of the Winter Comfort Shop need not exceed six feet by eight feet, but its selling power should measure 10 times larger.

How to promote it

The Winter Comfort Shop provides a perfect promotional peg for comfort products. The shop concept itself can serve as a promotional peg for newspaper advertisements, radio spots, handout material, direct mail, and stuffers. Other housewares shops can also be tied in for cross-merchandising. (Display a bathroom heater in the bath shop, for example.)

Certainly the Winter Comfort Shop could use the abilities of a retail sales specialist, especially for the humidifier line. The humidifier, like the blender and many other products, needs demonstration and a point-of-sale story to turn shoppers into buyers.

Promotions should start early for heaters and humidifiers. Some retailers are pushing them up into the summer months, following the success of summer lay-away promotions for automatic blankets.

Back-to-school provides a promotion idea for sunlamps. In fact, retailers will be stressing early the prospect of preserving a summer tan with a sunlamp. Winter vacation tans provide a late-in-the-season promotion idea for sunlamps.

Since heaters generally sell best in the fall and spring, one buyer said he planned to aim his heater promotions at saving on family fuel bills by advising consumers to turn on their heating systems later in the fall and to turn them off earlier in the spring.

Another buyer pointed to the increased promotional emphasis behind total electric heating as helping portable heater sales.

Regardless of specific product promotions, retailers should advertise the Winter Comfort Shop as a whole. The retailer who advertises the shop itself increases his product exposure by advertising many products at once, and the consumer who reads the ad surely will find the image of the shop far more enticing than the image of any particular product standing alone.

The product-by-product outlook

Heaters

The new heater lines are "designed" lines—designed not just to do a job, but also to appeal to the consumer's taste.

Innovation in heater design is probably best exemplified by Westinghouse's Pole Heater. Mounted on a floor-to-ceiling chrome pole, the unit can be turned in any direction, and can be raised or lowered on the pole to heat specific areas.

An oscillating heater that "spreads" heat is another Westinghouse unit. The oscillating section can be tilted to two positions; the unit also has a tip-over safety switch, a thermoplastic carrying handle, and push-button controls. Portable baseboard heaters come in 36- and 60-inch lengths.

Toastmaster's 10-model Instant Heat line includes seven fan-forced, thermostatically controlled units in a choice of heating capacities, cabinet styles, and baked enamel finishes. All models have full safety features, including the tip-over safety switch. The top deluxe model is a 1,650w unit styled in platinum tan with gold grille and push-button heat selectors. Two baseboard models are offered in Florentine gold.

Cory has added two new automatic baseboard heaters to its 1966 Fresh'nd-aire line. A new deluxe unit, furniture-styled in walnut woodtones, lists at \$29.95; another in beige lists at \$24.95. The company has continued its promotional model at \$16.50.

Cory's fan-forced portable line includes a 1,320w compact unit at \$19.95 list, a deluxe dual-wattage unit at \$24.95, and the dual-wattage deluxe automatic at \$33.95.

Decorator styling in cocoa brown, safety grills, and thermostatic controls mark three new units added to the Berns Air King line. The Sun Master and the slim-line Fireside have honeycomb grilles. The silhouette-styled Summerset is a baseboard model.

Arvin's line features slim-line design and an internal tip-over safety control. Three fan-forced models offer the choice of one, two, or three Instant Heats. A "budget-priced" 1,320w Instant Ribbon Radiant Heater is offered in light beige. Two baseboard units also are styled in beige.

Humidifiers and Vaporizers

The new humidifier lines are most distinguished by styling: furniture-styling and decorator-styling predominate. Almost without exception, these units are fashioned to take their place tastefully and unobtrusively alongside other furniture in the home.

At the high end of the Berns Air King humidifier line is a new high-capacity deluxe portable finished in walnut-patterned vinyl with antique-style door pulls. Features are 3-speed push-button control, concealed vents, recessed controls, automatic humidistat and shutoff, built-in heating element, and refill indicator light.

Two furniture-styled consoles are also offered by Berns Air King: a deluxe 2-speed unit in wood-grained vinyl, and an economy unit in shaded antique copper. The line also in-

cludes two 2-speed table-top units: a deluxe model in wood-grained vinyl, and an economy model in beige-tone enamel.

The furniture look is a key feature of Toastmaster's End Table Console humidifier. Refill and controls are located beneath sliding top panels. Other features are large removable ball casters, reheat element, automatic humidity control, automatic shutoff, 2-speed motor, and indicator light.

Three consoles are also offered: the Custom Console, with push-button controls and signal lights; the Traditional Console, designed for Colonial and Traditional interiors; and the Slim-Line Console.

The Albion Division of McGraw-Edison features furniture styling on all but one unit in its Coolerator line: a compact unit styled in buff and cocoa. Three consoles are finished in walnut-grained vinyl, and feature automatic humidistat and shutoff, water level and refill indicators, and casters.

A deluxe automatic humidifier finished in walnut-grained vinyl tops Arvin's line. Features are 2-speed operation, automatic humidistat and shutoff, and water level indicator. A standard model is finished in 2-tone beige and dark brown enamel.

Three top-filling wood-grained cabinet consoles make up the Presto line. Top-of-the-line model is the Mark X, with 2-speed fan, a 900w Calrod heating element, and Gunstock walnut cabinet, at \$89.95 list. The Mark IX, with automatic humidistat and shutoff, is styled in Executive Walnut, at \$79.95. The Mark VIII, with top grille and side vents, lists at \$59.95. All units have casters. Presto also offers its Comfort Guide, a clock-like device that shows room temperature and humidity, at \$4.98 list.

Ebco's Oasis humidifier comes in a wood-grained furniture-styled cabinet and is mounted on casters. Louvered doors swing open for front filling. Features are 2-speed fan, automatic humidistat and shutoff, and "in operation" and "refill" warning lights.

Two furniture-styled, top-discharge consoles mounted on casters highlight the Cory Fresh'nd-aire line. The dual filter unit, with stainless steel inner chassis, 2-way air intake, and fully automatic features, lists at \$99.95. The deluxe automatic model, with full features, lists at \$79.95. Cory also has a lightweight, 2-speed unit for one or two rooms, with white "see-thru" plastic base, at \$39.95 list.

Northern Electric is offering three "cool-spray" humidifier-vaporizers. The top unit, at \$24.95, has a 1½-gal. capacity, automatic shutoff, on-off switch, and signal light.

The Gemini Dual Unit from Kaz Inc. functions either as a cool-moisture humidifier or as a warm-steam vaporizer. The 1-gal. capacity unit features automatic shutoff and separate medication chamber, and comes in a 3-color display carton; retail price is \$17.95. Kaz also offers three humidifiers at \$12.95, \$15.95, and \$24.95 retail.

Electric Blankets

Electric blankets, too, have reached a fashion level with a larger selection of colors and

fabrics, and a larger number of trade-up features.

Northern Electric's thermal-weave blanket—the latest trend in electric blankets—is 100% acrylic and carries a 5-year guarantee. Single and dual controls are available on the double-bed size. The machine washable blanket comes with two swatches—wood-grained or pastel that match the blanket's color—to fit the control case. Colors are pink, blue, beige, green, and gold. Northern also offers a deluxe reversible blanket in pink and raspberry that is made of nylon suede cloth.

Westinghouse's Park Avenue line also carries a 5-year guarantee. The acrylic blankets—in bristol blue, powder pink, verdian green, tawny beige, antique gold, and white, feature convertible corners that snap together for a custom fit.

GE offers thermal-weave in its Southport and Kingston lines, to retail from \$24.98 to \$54.98. GE calls the thermal-weave construction Wonder Weave. A recycling Sleep-Guard control with 11 settings is offered on all 1966 blankets.

Heating Pads

The color and texture fashion is shown in many of the heating pad lines, which are designed to blend and harmonize with bedroom decor.

GE's line features push-button control for the three thermostatically controlled heat selections. Two models have lighted controls for easy reading at night. Model P-48 is designed with a control cord separate from the regular cord set to keep controls within easy reach. Colors are desert sand, dresden blue, azure blue, and yellow. Model P-39 is an inflatable unit with a washable cotton outer cover.

Northern's display rack holds 20 of its heating pads in less than 2 sq. ft. The line features 2- to 5-year guarantees. The two top units offer Therma-dial controls; the other units offer push buttons. All Northern pads are 100% wet-proof.

Sunlamps

Designed to give the consumer that summertime look even in winter, today's sunlamps have a sleek, modern look.

Sperti's 9-model line promises "that healthy outdoor look." Six table and three floor models are offered—all with free protective goggles. Deluxe table model P-164, in ebony crackle finish, features a built-in automatic timer. Compact travel model P-561 in brushed gold anodized aluminum, comes in an ostrich-grained plastic case. Floor model S-363, with built-in timer, is mounted on a tubular steel and chrome floor stand.

The Westinghouse Lamp Division offers two types of sunlamp bulbs—the reflector and the fluorescent. The 275w RS reflector, to retail at about \$5.48, fits any standard socket fixture. Two fluorescent units—the FS-20 and the FS-40—operate in 20w and 40w fluorescent fixtures, respectively. The FS-20 retails at about \$10.66; the FS-40 at about \$11.96.

Automatic Solid State 4 Speed Portable \$29.95* Profitable. By General Electric



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McGraw-Edison Co., Albion, Michigan

HOUSEWARES

Fesco designs new Festival bathroom accessories

The Festival line includes a wastebasket at \$1.98 retail, a bowl brush and holder at \$2.49, a tissue box at \$1.29, and a tumbler at 29¢. The accessories feature a colored rose in pink, gold, green, or blue against an off-white background.

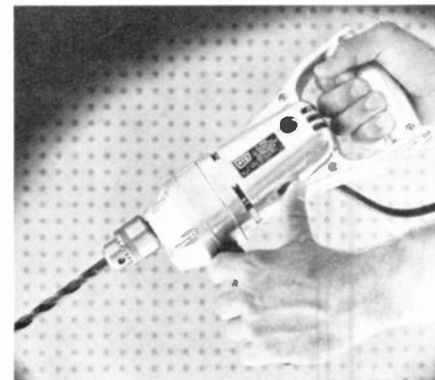
Also new is Fesco's Shoe Shine Buddy. In tobacco brown, fern green, or sandalwood, the Buddy has a foot-rest and room for shoe brushes, polishes, and shine cloths. The one-piece plastic kit, which will retail at about \$1.40, weighs less than 1 lb. *Fesco Inc., Box 626, Pittsburgh, Pa. 15230*



Wen adds a new portable power drill and a sander

The power drill—electric portable model 808D—features solid-state motor control, four speeds, and a D-type handle with auxiliary grip. Speeds at full load, which are variable by spindle and motor speed control switch position, are 1,800, 1,300, 650, and 450 rpm. The 3/4-inch drill (shown) weighs 4 1/2 lbs. and measures 12 1/4 inches long, 4 3/4 inches high at the handle (3 1/2 inches to the gear box), and 2 1/2 inches wide. The new drill retails at \$29.95.

The new motor-driven sander, model 320, is designed with a minimum number of moving parts and a burnout-proof armature. The 120v unit has a 6-ft., 3-wire cord and plug and a heavy-duty slide switch. The unit provides 4,200 orbital strokes per minute or 9,000 3/16-inch

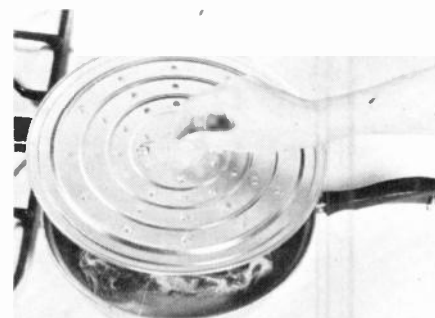


straight-action strokes per minute, which can be selected by a push-pull switch, according to the company. The sander carries a suggested retail price of \$27.95. *Wen Products Inc., 5810 Northwest Hwy., Chicago, Ill.*

E-Z-Por offers a frypan cover that prevents splatter

The heavy-duty aluminum cover (shown) traps grease and yet permits steam to escape through the holes. Water can be added without lifting the lid. Retail price is 39¢.

Also new are Six-Shooter mugs of polypropylene and a reusable aluminum foil roasting pan. The unbreakable mugs, at 39¢ each, come in four colors. The pan—for roasting, baking, and food storage—retails at 99¢. *E-Z-Por Corp., 4315 N. Lincoln Ave., Chicago, Ill. 60618*



Empire adds dual action to hairbrush, shoe polishers

The 2-speed cordless electric hairbrush (shown) offers low speed for brushing and high speed for massaging. The shoe care sets—one at \$9 retail and one at \$12—feature a low speed for applying polish and a high speed for polishing. *Empire Brushes, 200 William St., Port Chester, N.Y.*



Ingraham introduces a new Early American clock

Ingraham's new Colonies clock, made of antique pine, is an authentic reproduction of an Early American tavern sign. Twelve raised brass stars, surrounding an eagle in a field of blue are the hour markers; the battery-operated clock movement is concealed. The clock which is 12 inches high and 8 inches wide, weighs 2 lbs. and hangs flat as a picture. The time-telling tavern sign will carry a suggested retail price of \$18.95 and comes with Ingraham's one-year guarantee. *Ingraham Co., Redstone Hill Rd., Bristol, Conn. 06010*



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\$24.95



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You can trust these tape recorders too. They deliver performance. Both recorders have solid-state circuitry, record level indicator, remote control mike, big dynamic speakers, and power converter jacks.

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on you? Show them these great G.E. "school drop-ins."

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Model M8020 *\$24.95. Rim drive. Record interlock to prevent accidental erasing. Fingertip variable speed control. Fast forward speed.

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company

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state

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KEY MOVES

Lear Jet—Wm. F. Grady is appointed operations mgr of the stereo division in Detroit. He was formerly with Columbia Records. M. A. Durhan is named manager-material control of the stereo division.

Jerrold—Robert H. Beisswenger is elected chief executive officer.

Sylvania—Gordon L. Fullerton is elected senior vp and is appointed general mgr of the entertainment products division. He succeeds George C. Connor, who will undertake special corporate assignments.

Packard Bell—Alan W. Roller is named mgr of a new factory service center in Dallas, Tex. He formerly managed the company's service center in Tucson, Ariz.

Koyo International Inc.—John W. Shea resigns as assistant to the president. His future plans have not yet been announced.

Maytag—Two new appointments are made in the Cincinnati branch: John R. Hill is named regional mgr in western Kentucky and Tennessee, and John Lageson becomes a field service assistant. Daniel F. Barthel, regional mgr in northeast Missouri for over 21 years, announces his retirement.

Johnston Distributing—George H. Johnston Jr., formerly Speed Queen's district rep in the Cleveland area, opens his own company in Hartford, Conn. He will distribute Speed Queen equipment in Connecticut and western Massachusetts.

Kelvinator—Owen D. Martin moves from chief engineer of the household refrigerator section to executive engineer in charge of refrigeration; Gerald L. Wardell moves from mgr of engineering cost analysis to succeed Martin.

AIKD—American Institute of Kitchen Dealers elects John M. Kennedy Jr. its president; Kennedy is president of Kennedy Kitchens, Elmira, N.Y., and previously served as treasurer and board member of the AIKD.

Philco—Two executive appointments within the International Division are: L. M. Berberian to the new post of director of marketing and planning; E. S. Brotzman to the post of director of operations. Appointments in the new Microelectronics Division are: Gene Sudol is named rep and distributor sales mgr for the division; Bruce Giron is reassigned mgr of the northeastern region; Joseph A. Mingione and Thomas J. Murphy are reassigned district sales mgr for the Philadelphia and Washington, D.C. areas, respectively; Les Creaser is appointed mgr of the southeastern region; Jason K. Stewart is reassigned mgr of the southwestern region; Bill B. Holmes is reassigned to the Los Angeles district.

Manitowoc Products Division—David A. McFeggan is appointed works mgr of this Wisconsin plant, which was recently leased by American Motors for production of commercial and household refrigeration products.

Samuel Stamping & Enameling—Edwin R. Kimsey is elected vp for marketing and sales for Samuel Stamping and its wholly owned subsidiary, M. M. Hedges Manufacturing Co.

Arvin

New Profit Ideas in FLAMELESS ELECTRIC HEAT

Quality and comfort is built into the full line of 1966 nationally advertised Arvin Permanent & Portable Electric Heaters: "Push-Ins," "Tuck-Ins," "Drop-Ins," Base-board & Ceiling Heaters, Wall Heaters, Radiant Ceiling Panels and Heat Cable. Arvin helps you to provide your customers with electric heating units that heat everything from a room to the whole house!



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Fast, permanent, 3-step installation,
easy plug-in mounting!

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MW 66

MERCHANDISING WEEK

VOL. 98 NO. 32

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We'd like you to try our mighty magnet.

(It attracts customers.)

Action-People* are drawn to the Yellow Pages when they're ready to buy. And this emblem reminds them to look for you. We'll give you reproducible

artwork—and ideas on how to use this money-making attraction. Call your Yellow Pages man. He's listed under: Advertising—Directory & Guide.

*The 3 out of 4 busy Americans who shop the Yellow Pages way.

The name of the game is money.

"We believe in making money. But our financial success in large measure depends on yours. By furnishing you with outstanding products, backed by sound management policies, we believe we can help you—and ourselves—make money."

C. Russell Feldmann,
Chairman of the Board and President,
National Union Electric Corporation

How are we—you and DuMont—going to do that?

By selecting and limiting the number of dealers DuMont has in each market. That way each one can enjoy a bigger share of the business without profit sapping and price cutting so rampant in our industry.

And by giving franchised DuMont dealers a product they can sell at a fair price. Our production is geared to high quality merchandise. Not to profitless, low gross, price leaders.

DuMont's been re-born you know.



A Subsidiary of National Union Electric Corporation

Shaver manufacturers size up retail outlook at Jewelry Show

Electric shaver manufacturers displayed their optimism—along with their shavers—at the National Jewelry Trade Show in New York City last week. Their optimism for the fall season might have been somewhat misplaced at the show, however, since the increased volume they are enjoying comes mainly from large department stores and discount houses.

The decline of the jewelry store as a major electric shaver outlet may be on the way since shaver companies continue to aim at the "big buyers" as their prime targets.

Despite last year's forecast that retail jewelry store accounts might return to the shaver fold, shaver manufacturers and jewelry store buyers seemed to share mutual feelings:

"I haven't noticed jewelry store buyers swamping our booth," said one shaver company spokesman, "and I don't think they're swamping any other shaver company's either. Anyway, we do most of our business with large department stores now."

"They don't need us any more," was one jewelry store buyer's comment about shaver manufacturers. "In the old days, they packaged and presented electric shavers as a jewelry store item, but now they're after volume—and who can blame them? Here's the proof of the pudding," the buyer added. "Check jewelry store ads; I wouldn't think of advertising shavers even though I still carry two lines. Why should I when I make so little profit on them, and when People's Drug Store down the street can sell them so much cheaper?"

The pending decline of jewelry store accounts, however, has obviously had little or no effect on overall shaver sales.

Schick spokesman says "sales are quite a bit better than last year." In fact, Schick's first-half sales of men's shavers are up 93.1%, and ladies'

shavers are up 13.2% over last year's figures. The company's fall advertising schedule—devoted entirely to network and spot television—will place most of its promotional emphasis on Schick's 3-speed men's shaver, model 233.

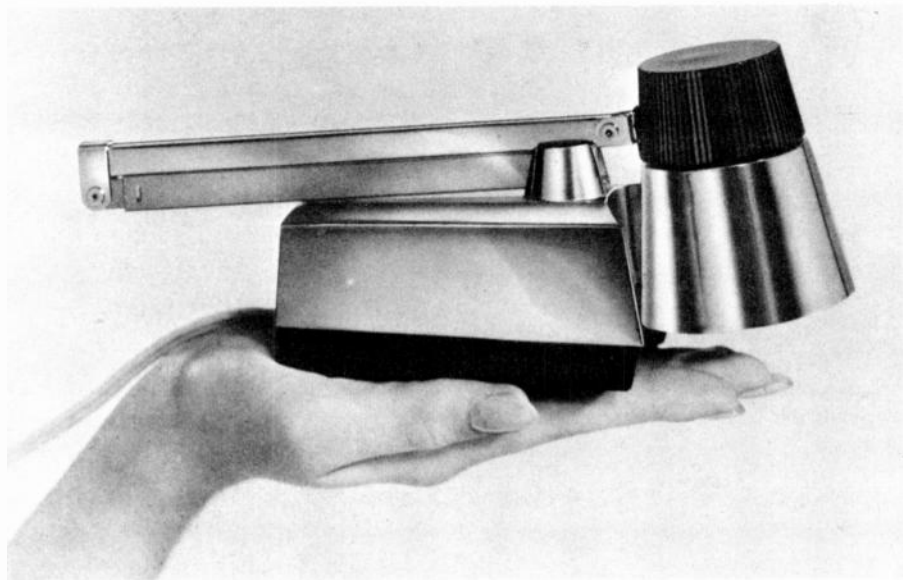
Remington is spending over \$8 million promoting its line of Selectro men's shavers, including the high-end model 500 Selektro, at a suggested retail price of \$29.95. The 300 Selectro retails at \$21.55, and the 200 Selectro, at \$15.54.

Sunbeam products for the ladies' market have paid off. A Sunbeam representative said, "We sell about 40% of all ladies' shavers in the country." The new LS7, introduced in July, with a built-in light, has a suggested retail price of \$17.95. "We came out with our manicure set last winter," the spokesman continued, "and in two or three months, we were the biggest seller of manicure sets." The company, however, will direct most of its fall advertising at model 777, the top-of-the-line men's shaver. It retails at \$29.95.

Ronson will introduce two new men's shavers and two new ladies' shavers in October that will bring a different shape to electric shavers. The Big Daddy line, with one shaver at \$44.95 retail, the other at \$38.95, features a pistol grip shape. The Lady Ronson line, with one model at \$39.95 retail and the other at \$34.95, features a long tapered shape.

Norelco, too, is enjoying increased sales. "Sales of electric shavers set a record in 1965, and the 1966 pace to date is again substantially ahead," according to Richard Q. Kress, assistant vice president of North American Philips Co. "This year's advertising and promotion budget also is at a record high," he added. Norelco's triple-head shaver, introduced in July, sparked considerable interest at the show.

—Judy Kunzelman



Laboratory for Lighting designs The Lamp

Laboratory for Lighting Inc., of New York City, has announced the introduction of its new high-intensity lamp, which features a 2-position switch and a telescoping and folding

arm. Called simply The Lamp, the unit is constructed of chrome-finish metal and can be folded and packed for travel. The Lamp carries a suggested list price of \$17.95.

□□□□ Attendance was off about 20% to 25% from a year ago at the July Housewares Show, according to Dolph Zapfel, managing director of the National Housewares Manufacturers Assn. (NHMA). Zapfel, who attributes the attendance drop to the airlines strike, said, "The impact of the strike during the exhibit makes a valid comparison impossible between attendance this year and last year. Although our post-show audit-analysis, including advance registration figures, indicates that a total of 10,046 buyers from 5,554 buying firms attended the July exhibit, we know this was not the case."

He said that advance registration this year ran 15% ahead of advance registration a year ago, indicating that the July Show would have been a record-breaking mid-year event, except for the strike. He also pointed out that buyers did not stay at the Show as long as usual because of the transportation uncertainties of return reservations. An NHMA survey last year showed that buyers spent an average of 3.54 days at the Show.

□□□□ Vac sales hit 2,730,444 units during the first six months of 1966, reports the Vacuum Cleaner Manufacturers Assn., for a 14% increase over the 2,394,138 units sold in the same period last year. June sales this year totaled 402,756 units, reflecting an increase of 9.5% over the 367,916 units sold in June, 1965.

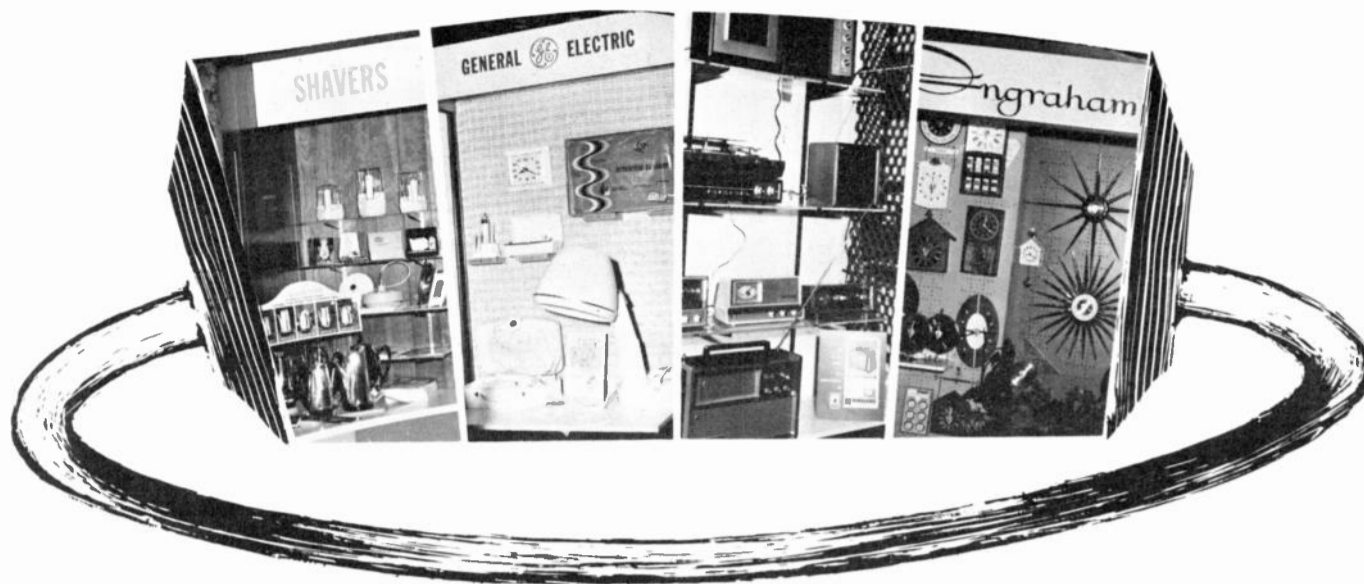
Electric floor polisher sales decreased 0.7% during the first six months of 1966, although June sales were up 12.9% over June, 1965. Unit sales for the first half totaled 577,758, compared with 581,686 for the first half of 1965. June sales this year reached 94,378 units, compared with 83,579 in June, 1965.

□□□□ Housewares producers may feel the pinch of the federal government's demands on nickel production, since nickel is found in most stainless steel. (For more on the possibilities of a stainless steel shortage, see p.4.)

□□□□ A battery-operated alarm clock with a brass case, satin-silver dial, and gold hands has been introduced by Sheffield. Made in Switzerland, the new clock carries the Swiza-Sheffield label and a \$39.95 suggested list price.

□□□□ Allison-Erwin will stage its ninth show August 30-31 in Charlotte, N.C., where the distributing firm is located. Approximately 100 of the hardware lines handled by Allison-Erwin will be exhibited at the annual fall merchandise show.

□□□□ Sunbeam's Decorator clock program offers display and promotional allowances continuing through Sept. 30. Sunbeam will buy back any decorator clocks that are not sold. Retailers receive a \$15 wall display and a \$15 advertising-promotion allowance with an order of 15 decorator clocks; a \$30 deluxe wall display and a \$30 advertising-promotion allowance with an order of 30 clocks; and a \$60, four-panel wall display and a \$60 allowance with an order of 60 clocks. Sunbeam is also offering a deal on its model AC523 wall clock: Dealers will receive one clock free with every two ordered.



Housewares, electronics: bonanza or bust for jewelers?



Harry B. Henshel
Bulova Watch Co.
"Appliances are a price business. They don't belong in a jewelry store. But radios make all the sense in the world—a natural gift item."



Mort Abelson
Retail Jewelers of America
"The jewelry store is worried about its image. A quality upgrading throughout the industry will signal a trend away from housewares."



Jerome W. Robbins
Elgin National Watch Co.
"Radios and decorative clocks have shot up in sales and now represent more than 20% of our business. I see no letup in this growth."

The long-simmering controversy over whether housewares and home electronics belong in a jewelry store erupted anew last week at the National Jewelry Trade Show in New York City.

Amid the sharply conflicting views expressed by a cross-section of the nation's 25,000 independent jewelers were indications that the roles of a number of non-jewelry products in their stores were being re-examined in the wake of a booming jewelry business.

"I could sell you mayonnaise or mousetraps if I wanted to, but that's not my business," declared E. J. Beaulieu Jr., owner of Springer's Jewelers, Portland, Me. "Non-jewelry destroys a jewelry store's image. The appliance business today is strictly a price business. Who needs it? It just doesn't make sense to sell these goods . . ."

But Nathan Zeff, owner of Mayor Jewelry, a three-store chain in Cincinnati, disagreed. "The name of this game is traffic," he said. "The era of the specialty is dying. You've got to spread your wings to survive. We do a big radio and tv job. In fact, we advertise more non-jewelry than jewelry—and we do this to sell jewelry."

Mort Abelson, president of the Retail Jewelers of America, summed up the concern of a number of jewelry stores engaged in housewares selling:

"The customer's demand for more

jewelry—and better jewelry—calls for a quality image. Such an image is non-existent when you're all over the lot."

Abelson, who operates a chain of 18 stores, 10 of which carry radio and tv, sees an industry upgrading taking place that is resulting in a diminishing role for housewares. He also looks for the elimination of housewares because of the increased distribution of this merchandise, particularly among discounters. In effect, he said, "you have a climate of unprofitability on these goods."

Morton Sarett, president of the Jewelry Industry Council, the industry's promotional arm, echoed much of this thinking:

"Jewelers are selling many more diamonds and precious stones today. You have an affluent shopper who is thinking positively of jewelry. Therefore, you no longer need the added stimulus of non-jewelry products, such as appliances and shavers, to pull traffic."

The manufacturing fraternity, however, has mixed views.

For example, Harry B. Henshel, president of Bulova Watch Co., is strongly opposed to appliances in jewelry stores. "This is price business," Henshel said, "strictly for traffic." "On the other hand, he is enthusiastic about radios, particularly clock-radios, which he considers a "definite part" of the jewelry business. He characterized the jewelry shop as a natural outlet for the deco-

orative clock: an item that is already a prolific sales performer in numerous jewelry stores.

Can a jewelry store compete effectively against a department store in radios?

Henshel replied with a resounding "Yes." A department store, he observed, will focus on about a dozen of its best sellers. But the small jewelry store can be an even more potent force by emphasizing depth in stock. This, said Henshel, is its competitive cudgel.

Jerome W. Robbins, president of Elgin National Watch Co., was equally enthused about the growth prospects of radios for jewelry stores. Jewelers, he said, haven't even begun to tap this business. The clock-radio, in particular, has great potential, he added, because of the association of timepieces with jewelry stores.

Radios and decorative clocks represent more than 20% of Elgin's business, and, Robbins added cheerfully, it's a business that is experiencing rapid growth."

There are no dollars-and-cents figures available for the total performance of housewares and home electronics in jewelry stores. But estimates from industry leaders put the figure at between \$100 million and \$150 million, or about 5% to 7½% of the jewelry trade's annual volume of \$2 billion. Credit jewelry stores account for the bulk of this business.

While it is anybody's guess which

way the merchandising winds will be blowing in jewelry stores over the next few years, industry veterans look for these developments:

- Continued testing of small electronics — shavers, electric toothbrushes, etc. — particularly those items which fall into the gift category.

- Sales growth of transistorized radios, with the emphasis on quality. (The Panasonic line was mentioned favorably by several jewelers.)

- An even greater movement into electric housewares—some at higher price points—by a number of credit jewelers, who are enjoying brisk business on this merchandise.

- A little more window display devoted to home electronics, notably those that carry a gift connotation.

- A more adventurous markup policy on some lines of electrics that are not intensely competitive.

While the dispute over whether housewares and home electronics belong in jewelry stores will probably still be raging in the year 2000, there is little doubt but that such merchandise can be an important stimulus to traffic.

A jeweler from Kokomo, Ind., I. W. Engel, who does about 9% of his business in home electronics, summed it up this way: "I'm not Tiffany's. I can't live on jewelry alone. I don't want a customer to see a radio he likes at a competitive jewelry store and wind up buying a diamond there."

—Dan D. Dorfman



Out of service

"Daddy, what is a serviceman?" Junior lisped.

I was taken aback until I realized that since my sprig is but two years of age, he could scarcely be expected to recall the halcyon era of television service two decades ago.

Placing Junior on my lap, I commenced to relate tales of those days of yore.

"Long, long before man created color tv, Son, there was only black-and-white tv," I explained, "and many an evil thing befell b&w tv in those days, my boy."

"The picture would stop talking and go black, or the cabinet might catch fire, and once I even remember reading how all the children were watching Hopalong Cassidy when, lo and behold, the picture tube exploded!"

"How dreadful, Daddy," my young tad screeched, "How many kiddies were killed?"

"None, dear," I quickly reassured him. "You see, in those days people even watched tv while they ate their tv dinners and this particular set I am talking about was in the living room and the family was watching it from the kitchen so the only thing that was damaged was a bust of General MacArthur that was standing on the mantel."

"But, Daddy," Junior persisted, "What is a serviceman?"

"A serviceman," I replied patiently, "was a man who fixed bad tv sets. You see, since we salesmen knew that tv presented many hazards, we insisted that our customers buy insurance on the sets they purchased (just like Mommy has been insisting that Daddy buy that \$80,000 life insurance policy from her brother) and the serviceman—why, he came right along with the insurance you bought."

"Tell me, Daddy," my heir lisped again, "What were your servicemen like?"

"Oh, there were all quaint fun types," I explained, "sort of like the Seven Dwarfs. They all dwelt in the basement of our store and whenever a customer strode in to demand service they would scurry hither and yon in a frantic dash through the cellar searching for a nook to hide in."

"One was called Frankie Fantom. He would go out on his calls and return to the cellar eight hours later, swearing that not a single customer was at home. Meanwhile, our telephone would be ringing with customers complaining that they had waited home all day and where was Frankie and who was going to do their shopping at the supermarket now that it was too late for them to go. Very embarrassing!"

"What ever happened to Frankie, Daddy?"

"Since we did not have a lie detector at hand and since the customer is always right, the boss decided that Fantom's talents lay elsewhere and cancelled his contract. But we also had Charlie Chickin doing service."

"Chickin was a moonlighter. By night, he fixed tv sets. By day, he maintained alarms for a burglar alarm firm. Unfortunately, he got his jobs mixed. No sooner did he finish working on a tv set than the yoke would flare up like a burglar alarm being tripped by a yegg. We had more delayed conflagrations in the

jobs he did than those old sets had tubes—and, believe me, they had plenty.

"Then there was Pierre Profile. If his first call of the day was a beautiful wench, Pierre was through for that day. He would flit back and forth twixt shop and customer's house all day, muttering something about having forgotten his soldering iron or a 5U4B.

"But, alas, my boy, time and progress have taken their toll of these colorful individualists of a bygone era."

"Today's serviceman comes ma-

chine-stamped from the factory branch—fresh-faced, neatly combed, immaculately uniformed, with his name monogrammed on his breast pocket. But sometimes I miss those rugged frontiersmen of the early days of tv like the Wizard."

"Who is the Wizard, Daddy?" asked the little fellow.

"His name was Irving Wizard and his tool kit contained only a hero sandwich, a flashlight, and a screwdriver. But with only those primitive implements at hand, the Wizard was able to perform feats worthy of a Steinmetz. But, alas, I fear the

machine has triumphed, my boy. Giants have indeed vanished from the Earth.

"Today, the Wizard is repairing coin laundries."

About the author—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily those of MERCHANDISING WEEK.

Arvin

moisture magic

opens up new ways to humidifier profits

WORKS BETTER

- Humidity Selection Dial
- Water Level Indicator
- Double Layer Foam Filter
- Ten Gallon Heavy Plastic Tank
- Red "Refill" Light
- Amber "On" Light

Arvin tops their 1966 humidifier line with "moisture magic" design. New Arvin design means easier cleaning, filling and operation because all controls, filter and tank are easily accessible from the top.

LOOKS BETTER

Arvin DELUXE AUTOMATIC CONSOLE HUMIDIFIER

Arvin design cleans and moisturizes dry air, like magic • Humidistat control automatically turns the unit off and on to maintain proper humidity • Amber "On" light indicates unit is operating properly • Red "Refill" light glows and unit shuts off automatically when 10 gal. plastic tank is empty • Circulates clean moist air at 210 cu. ft. per minute

Model 57H41, Walnut Wood-Grain Vinyl on Metal
Sugg. retail \$79.95

Arvin STANDARD CONSOLE HUMIDIFIER

Arvin design cleans and moisturizes dry air like magic • Humidistat control automatically turns the unit off and on for proper humidity • Unit shuts off automatically when 10 gal. plastic tank is empty • Circulates clean moist air at 210 cu. ft. per minute

Model 57H31, Dark Brown Vinyl on Metal
Sugg. retail \$64.95

Arvin COMPACT AUTOMATIC HUMIDIFIER

Humidistat control automatically turns unit off and on to maintain proper humidity • Controls built in the top for easy operation • 3 gallon capacity water tank fills from the top

Model 56H12, Neutral Beige and White
Sugg. retail \$39.95

Model 36J10, Brass plated stand
Sugg. retail \$4.95

SELLS BETTER

Arvin's new "moisture magic" line opens up new ways for humidifier sales and profits. Complete "moisture magic" program includes point of purchase pieces, full-color hand-outs and retail ad mats.

See us at the National Housewares Show, Booths 1757-1771
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

Arvin
ARVIN INDUSTRIES, INC.
Consumer Products Div., Dept. E-9 - Columbus, Ind.

APPLIANCE-TV

**4-track vs. 8-track:
confused consumers
still are not sure**

Consumer confusion over the warring cartridge systems still prevails. In the ad at the right, Goldblatt's in Chicago offered a Muntz 4-track and a Lear 8-track player at the same price. The Muntz player included an amplifier (speakers extra); the Lear unit did not. According to a spokesman, the Muntz player carried the day by a wide margin. Consumers appeared not to know the difference between the two systems, and they were buying features rather than brand.

Your Choice Sale! Famous Brand 4 or 8 Track

Stereo Tape Players

Audio/Stereo Solid State Tape Player
Superb stereo for your home, office or workshop! Uninterrupted music of your own choosing in full fidelity. Starts instantly; no warm-up; plays continuously. Fits neatly anywhere; consumes less power than an ordinary radio. No threading, winding, rewinding, turnover of stacking.

Lear Jet Stereo 8 Cartridge Deck
Plays through any home stereo system. Just plug into the tape input receptacles and any handy AC outlet! Sits on top of your stereo, or in any convenient location up to 4' away, or can be mounted on the back or side to side. Pushbutton program selector; automatically changes from one program to another.

Your Choice 79.95 No Money Down

Optional Speaker Units For Wall or Table Available at Extra Cost.

INDUSTRY TRENDS

FLOOR CARE PRODUCTS _____

Floor Polishers

Vacuum Cleaners

HOME LAUNDRY _____

Dryers, clothes, elec.

Dryers, clothes, gas

Washers, auto & semi-auto.

Wringer & spinner

OTHER MAJOR APPLIANCES _____

Air Conditioners, room

Dehumidifiers

Dishwashers, portable

under-counter, etc.

Disposers, food waste

Freezers, chest

upright

Ranges, electric

Ranges, gas

Refrigerators

Water Heaters, elec. (storage)

Water Heaters, gas (storage)

CONSUMER ELECTRONICS _____

Phonos, port.-table, distrib. sales

monthly distributor sales

Phonos, console, distrib. sales

monthly distributor sales

Radio (ex auto), distrib. sales

monthly distributor sales

B&w Television, distrib. sales

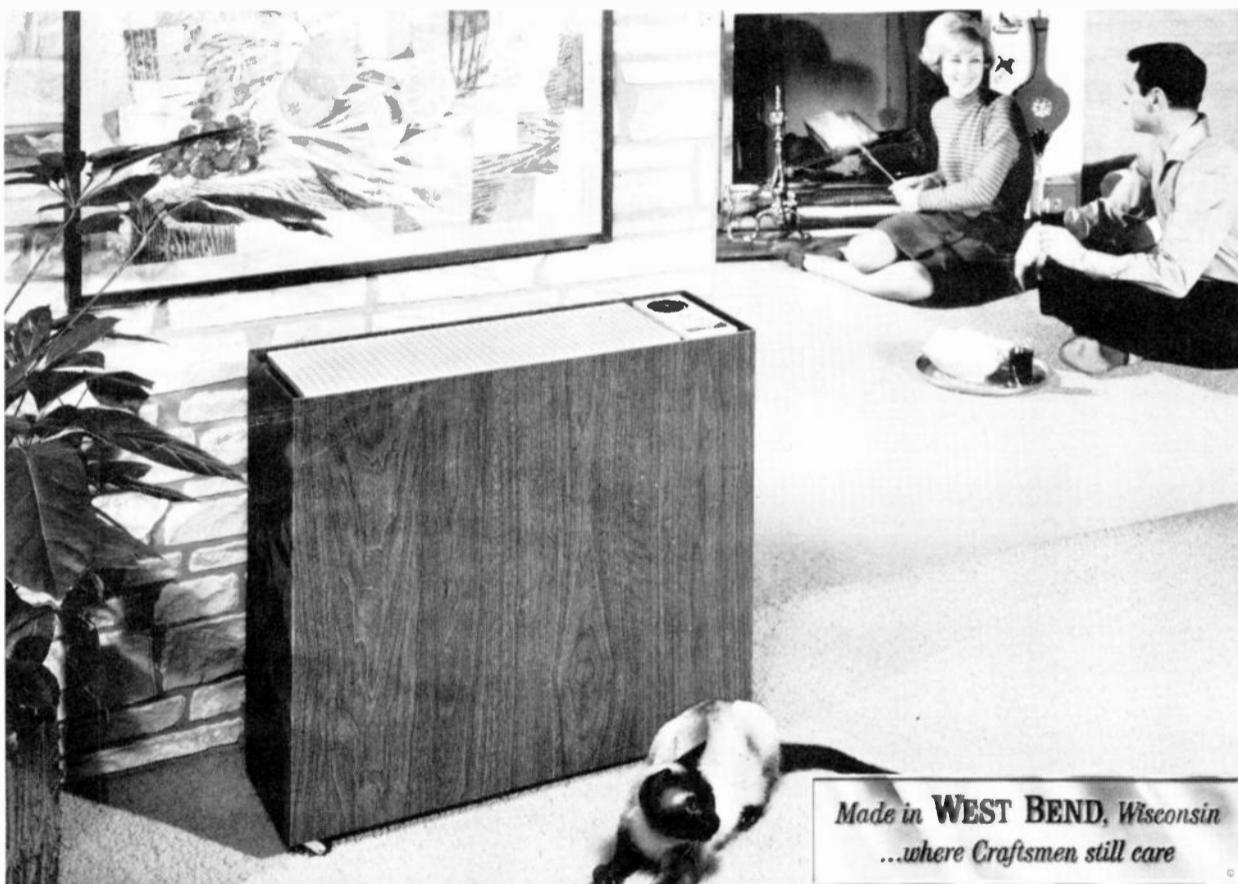
monthly distributor sales

Color Television, distrib. sales

monthly distributor sales

Works quietly, yet delivers big humidifying power!

That's the West Bend secret



Automatic roll-about console humidifies average 3-bedroom house (to 2,500 sq. ft.). With refill light, automatic humidistat, automatic shut-off. 26"x10 3/4"x23 1/2".

New table-top unit is ideal for living and working areas up to 1,000 sq. ft.—apartment, office, bedroom, family room, reception area. 17 1/2"x10 3/4"x13".



Made in WEST BEND, Wisconsin
...where Craftsmen still care

West Bend's "Water Wheel" moisturizer produces a steady flow of spring-fresh air—quietly, efficiently, automatically. Adjustable grills direct the air flow so there's never a draft. And a West Bend humidifier is quiet. So quiet you can't hear it moisturizing the air. But so effective you can feel the difference immediately. Two sleek contemporary designs—to fit every home and office need; in walnut-grain vinyl finish steel.



The West Bend Company, Dept. 188, West Bend, Wis.
Also available in Canada.
© THE WEST BEND COMPANY, 1966

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

June 453,300 458,200 - 1.07

June **94,378** **83,579** + 12.92
6 Months **577,758** **581,686** - .68

June **402,756** **367,916** + 9.46
6 Months **2,730,444** **2,394,138** + 14.04

June 102,058 73,603 + 38.66
6 Months 641,800 484,522 + 32.46

June 42,703 35,379 + 20.70
6 Months 299,577 244,618 + 22.46

June 358,948 331,672 + 8.22
6 Months 1,928,556 1,742,222 + 10.69

June 54,927 57,066 - 3.75
6 Months 266,390 294,873 - 9.66

June 369,300 335,900 + 9.94
6 Months 2,059,300 2,198,300 - 6.32

June 33,500 38,300 - 12.54
6 Months 167,700 156,300 + 7.29

June 25,300 19,600 + 29.08
6 Months 209,600 172,700 + 21.36

June 85,100 71,000 + 19.85
6 Months 503,300 386,100 + 30.35

May 131,900 101,000 + 30.59
5 Months 593,300 512,500 + 15.76

June 50,500 42,100 + 19.95
6 Months 235,500 204,400 + 15.21

June 60,400 65,100 - 7.22
6 Months 315,400 320,900 - 1.72

June 159,300 176,300 - 9.65
6 Months 1,059,400 1,010,700 + 4.81

June* 202,400 201,400 + .49
6 Months 1,138,900 1,082,700 + 5.19

June 453,300 458,200 - 1.07
6 Months 2,505,800 2,336,600 + 7.24

June 86,600 95,900 - 9.70
6 Months 529,100 536,600 - 1.40

June 212,130 205,020 + 3.46
6 Months 1,294,190 1,284,800 + .73

July 22 **62,988** **69,193** - 8.97
29 Weeks **1,328,240** **1,435,848** - 7.49

May 146,377 138,662 + 5.56
5 Months 975,503 1,036,681 - 5.91

July 22 **30,694** **37,044** - 17.14
29 Weeks **869,442** **701,195** + 23.99

May 69,267 51,152 + 35.41
5 Months 659,351 499,617 + 31.97

July 22 **200,988** **315,549** - 36.31
29 Weeks **6,609,161** **5,950,348** + 11.07

May 729,425 705,901 + 3.33
5 Months 4,803,892 4,092,191 + 17.39

July 22 **111,668** **147,461** - 24.27
29 Weeks **3,765,913** **3,808,225** - 1.11

May 424,200 425,092 - .21
5 Months 2,882,797 2,853,812 + 1.01

July 22 **71,242** **46,618** + 52.82
29 Weeks **2,016,314** **982,986** +105.12

May 249,877 73,876 +238.23
5 Months 1,488,346 666,313 +123.37

†Electric Range June total includes: 100,400 free-standing ranges, 58,900 built-ins.
*Gas Range May total includes: 122,800 free-standing ranges, 21,000 high-oven models, 18,500 set-ins, and 19,900 built-ins.
Sources: EIA, YCMA, AHLMA, NBMA, GAMA.

APPLIANCE-TV

The high-rise cabinet look is adopted by Electrohome for its 1967 stereo line

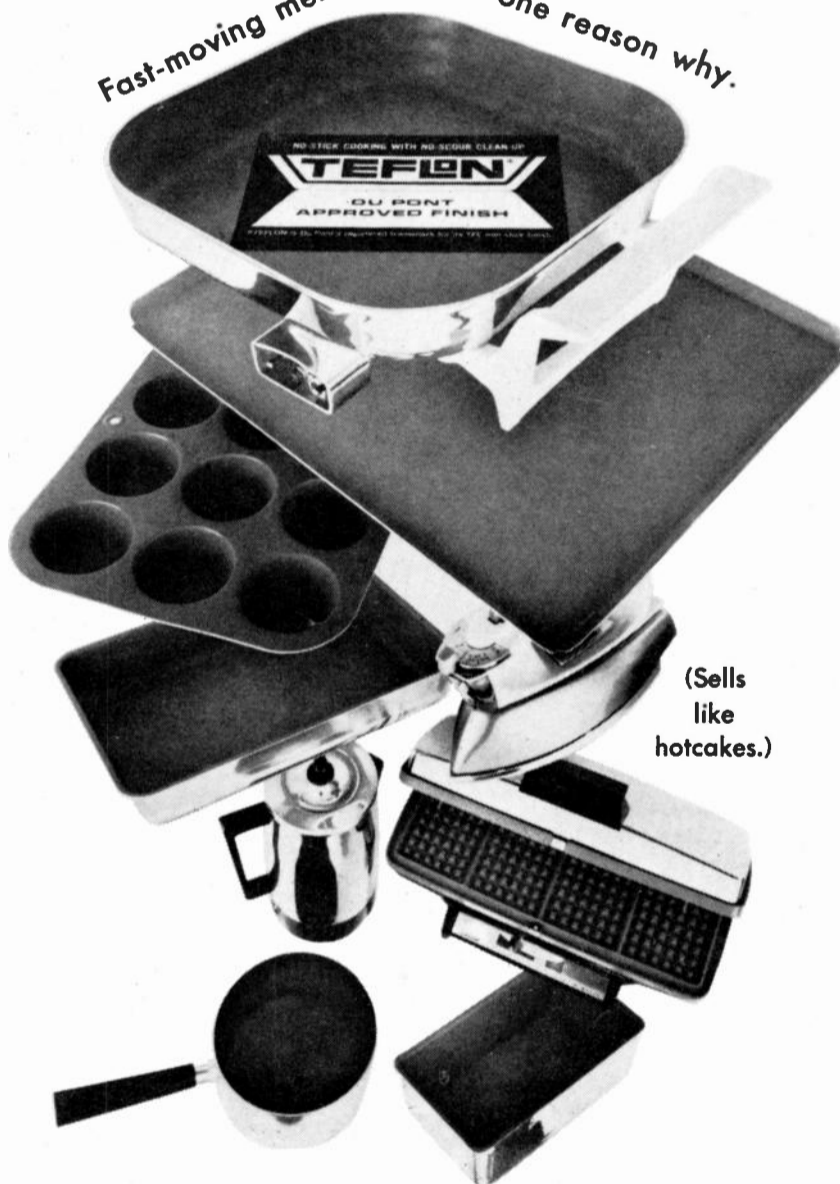
Electrohome has introduced a new stereo unit that may also function as a room divider. The up-and-down look of the unit is a sharp deviation from Electrohome's usual long-and-low look (MW, 18 Jul., p.9).

Completely equipped with automatic stereo phono and AM-FM stereo radio, the bookshelf model will sell for \$569. The mid-compartment houses the turntable and a record storage area; the top shelf in the unit may be adjusted to varying heights. One speaker may be lifted out for stereo separation. The 57-inch-high unit has a wood-grained back and is available in natural walnut.



Sales of TEFLON* finished items heading for 47% increase over last fall.

Fast-moving merchandise is one reason why.



(Sells like hotcakes.)



Better Things for Better Living . . . through Chemistry

*Du Pont's registered trademark for its TFE non-stick finish. The certification mark on the frying pan is the only one that shows adherence to Du Pont-approved coating standards, assured through continuous surveillance.

What's currently causing a big commotion in the marketplace? Two categories of TEFLON finished items. Bakeware (all kinds and sizes) and small electric appliances like waffle irons, electric griddles, electric frypans, and irons.

Women know about it. They keep a lookout for new items with the easy-clean benefits of a TEFLON non-stick finish. Stock, display and advertise the fast-movers with the Du Pont quality seal. Keep them looking in your department. And buying.

Why? Because TEFLON is a proven thing.

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



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

Well here's one that's not—the Regina Brush 'n' Beat. It's the first full powered upright vacuum that doesn't feel like a Mack truck.

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

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

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

Except heavy.

The Regina Corporation, Rahway, N. J.

REGINA 

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