

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

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◀□□□ Lighting a store means more than just illuminating it. Poor lighting can help drive away customers just as surely as good lighting can help win them. For a spotlight on store lighting and information on how to use it to create an image, glamorize products, and move traffic, see story beginning on.....p.15

AT PRESSTIME □

□□□□ Another IC radio: On the heels of General Electric's integrated circuit portable, a full-line Eastern manufacturer this week will unveil its own radio incorporating an IC.

Unlike GE's radio, which is combined with a speaker base (\$29.95) or a clock (\$39.95), this new model will be designed as a radio desk-top unit.

□□□□ Another auto maker—American Motors—will offer 8-track cartridge tape players as optional equipment in its 1967 cars. The players are now optional in Ford cars and will be available in General Motors cars this fall.

□□□□ New NEMA figures: For the first time, in an effort to gauge consumer demand closer to the retail level, the National Electrical Manufacturers Assn. has based its major appliance sales reports on distributor shipments to retailers, rather than on manufacturer shipments to distributors. An example of the new reporting method: The torrid July weather helped push distributor shipments of room air conditioners 223.7% ahead of the same month in 1965 as an astounding 773,000 units were sold. For the same period, factory shipments were up 200.4%. Also, *continued on p.3*

A sales closer only RCA WHIRLPOOL dealers can use:



Model
LRE 890-0

Now there's an RCA WHIRLPOOL dryer
faster than ever before

Every new RCA WHIRLPOOL dryer uses a revolutionary drying system, with a drum that's been made over 20% larger to:

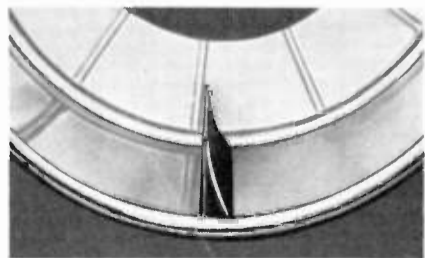
- * treat your clothes better
- * let you dry bigger loads
- * make drying "whisper" quiet

That big, satin-smooth drum gives clothes plenty of room to toss and tumble freely, with never a worry about snagging. There's a new



16-blade fan...bigger than ever... that circulates more air throughout the drum. Sends it over,

under, around and through clothes for drying that's gentler and faster than ever before. And quiet! You really have to hear this dryer to believe how quiet it can be!



A new baffle arrangement keeps changing the tumbling pattern throughout drying to spread clothes out and help them dry uniformly. In fact, the entire drying system was designed to be

kinder to your clothes. To dry them faster and with a minimum of wrinkling.

Equa-Flow Tempered-Heat helps with the kindness, too, by tumbling clothes gently in air that is heated before it enters the drying drum. They're never exposed to direct heat radiation that can scorch and burn.

There's more convenience, too! New Panoramic styling features handy, easy-to-view control panel and lighted dial. Large, full-width

door pulls down, serves as a convenient shelf when loading or unloading into the large opening of the dryer. Extra-large lint screen fits into the dryer top so it can be removed easily for cleaning.

Dealers: This is the strongest dryer selling story you've ever had. And with the full line of RCA WHIRLPOOL dryers you have the product to back it up. Tell your prospects about the dryers that are faster than ever before... sell 'em on real drying convenience.

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

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



while distributor shipments of air conditioners were up 27.5% for the first seven months of 1966, factory shipments were up only 8% for the comparable period in 1965. On the basis of NEMA's new statistical report, distributor shipments of all major appliances increased during the first seven months of this year, compared to 1965. For a complete run-down on the new figures, see Industry Trends, p.31.

□□□□ **GECC has raised its rates** to retailers in effect by deducting \$2 from the retailer's participation in installment contracts. Because of different state regulations, the deduction may not affect all General Electric Credit Corp. dealers in the same way; but in commenting on the increase, a GECC spokesman said, "The financing industry is experiencing a sharp rise in the cost of its basic raw material—money . . . We regret that we have no alternative to asking the dealer to bear temporarily at least a part of this increase in order to maintain a continuing service to the dealer and his customers." Two other sales financing companies, Westinghouse Credit Corp. and Redisco, said they have not raised their rates, but are studying the situation.

□□□□ **Borrowing a buck** is going to be a lot tougher from now on as a result of action taken last week by leading banks and the Federal Reserve Board (FRB). The banking community started things off by boosting the prime rate from 5¾% to 6%, the highest since the 1920's. And the 6% figure is strictly for the bank's best customers.

The FRB then proceeded to make tight money even tighter. It froze about \$450 million of lendable funds in banks by increasing the reserves that banks are required to hold against their time deposits in excess of \$5 million. A side effect of the FRB decision: Higher interest rates loom.

□□□□ **New departures in RCA drop-ins:** RCA has added its first stereo console with tape recorder—a 4-track, reel-to-reel model—at \$695. RCA also introduced its first portable 4-speed mono phono with an 8-transistor radio at open list, and a \$399.95 stereo low-boy console. Other drop-ins include three promotion-

ally priced radios: an \$11.88 AM table model in white plastic; a 6-transistor radio with carrying case, battery, and earphone, at open list; and an AM-clock-radio in white plastic at open list.

□□□□ **Toro adds a "portable electric"** Snow Pup to its 1966-67 snow thrower line for the first time. The 14-inch electric Snow Pup, using paddle-and-fin design, will retail at \$109.95. A similar gas-powered Snow Pup is priced at \$89.95. Other new gas models are: a 21-inch Pup at \$119.95; a 20-inch Snow Hound at \$169.95; and a 20-inch Hound at \$189.95.

□□□□ **The first composite report from NARDA:** The National Appliance & Radio-Tv Dealers Assn.'s first report from its electronic data processing computer center shows some surprisingly low gross profit margins for both consumer electronics and major appliances for the month of July. Probably the most startling "low" was for color tv, which made up 14.2% of total volume, but only brought in 21% gross margin.

Further, the spread in gross margin according to brand was "very wide," according to Jules Steinberg, executive vice president, who also said the discrepancies in gross margin between brands was much greater in home electronics than in major appliances.

The sampling, Steinberg pointed out, was quite small, however, the figures were not weighted for seasonal factors, and there were probably many closeout prices. A total of 60 NARDA dealers participated. They did a total of \$500,000 for the period; total gross margin for all sold was 25.3%.

Product	Gross margin	% of total sales
Air conditioners	27.9%	25.0%
Freezers	25.2%	2.1%
Refrigerators	24.3%	13.7%
Washers	24.6%	9.8%
Dryers (gas & elec.)	28.7%	2.9%
Gas ranges	31.6%	less than 0.5%
Dishwashers	19.5%	2.3%
Wringer washers	27.7%	Minimal
Portable stereo	33.3%	Portable + console
Console stereo	18.4%	totalled 3.1%
Console b&w tv	24.4%	14.0%
Portable b&w tv	18.6%	2.6%
Radios	25.5%	less than 0.5%
Electric housewares	31.4%	less than 1.0%
Tape recorder	25.9%	less than 0.1%
Car air conditioners	35.8%	2.6%

Paying salesmen: the word from the Labor Department

The National Appliance & Radio-Tv Dealers Assn. has obtained an interpretation of the Wage and Hour Law that gives retailers who pay their salesmen on straight commission some breathing room.

The interpretation comes from the U.S. Department of Labor, Wage and Hour and Public Contracts Division, in Washington, D.C., but said Jules Steinberg, NARDA's executive vice president, area labor offices can, if they see fit, offer an even more favorable interpretation.

The interpretation applies to those salesmen who earn more than 50% of their wages in commissions. Under the terms of the new interpretation, a dealer who pays a commis-

sioned salesman may, for purposes of complying with the minimum wage requirements, average the commission earned by the salesman over a representative period—and this is the key to the change. The period now may range from 30 days to a year, but, said Steinberg, the most reasonable period will probably be three months because the man receives a draw during the period.

The retailer cannot, however, average the weekly hours worked.

How it works: Suppose the retailer chooses to use a six-week period by the number of weeks worked, this gives him a weekly earning figure. He then divides the number of hours the salesman worked *each* week into

the weekly earning figure. The result is an average hourly wage.

If this hourly wage is more than \$1.88 an hour, which is one-and-a-half times the Federal minimum wage and what retailers are required to pay, the retailer is complying with the law. If it is less, the retailer must make up the difference.

Here is an example: A salesman earns \$600 over a six-week period. This is divided by six, to give him weekly earnings of \$100. Suppose the salesman worked 50 hours one week. Dividing 50 into \$100 gives an average hourly wage of \$2 an hour, and the retailer would not owe the salesman anything more under the law. Suppose, however, the sales-

man worked 100 hours in one week. He would then have an average hourly wage of \$1 an hour for that week and the retailer would owe him \$.88 for each hour, or \$88 more for the week.

Another case might be this: A salesman earns \$900 in commissions over a six-week period. The number of weeks—six—is divided into the \$900, or \$150 a week. The number of hours worked each week is divided into the \$150. If the salesman worked 30 hours in one week, his average hourly wage would be \$5, well within the law.

The interpretation will mean tremendous savings for dealers, Steinberg said.

Admiral 7 Color Shows...

MONDAY



RUN FOR
YOUR LIFE

TUESDAY



TUESDAY NIGHT
AT THE MOVIES

WEDNESDAY



I SPY

Powerful color
commercials will sell
Admiral products for you
September through December!

Fall TV Line-up:

6 nights a week!

THURSDAY



DEAN MARTIN

FRIDAY



LAREDO

SATURDAY



SCHERER-MACNEIL



**SATURDAY NIGHT
AT THE MOVIES**

Admiral is saturating the homes of America this year, with exciting news of Admiral products on powerful, colorful TV commercials. Dozens and dozens of commercials in all!

Some 60 million homes, reached each week! Some 125 million viewers, reached each week! Just imagine what a nice slice of that colossal market lies in your area alone!

Look at the exciting NBC shows that Admiral is on. Think of

the giant impact Admiral will have. And plan your fall selling program accordingly. Because Admiral Color TV, Portable TV, Solid-State Stereo and the sensational Admiral Duplex will all be in the public eye, making homemakers anxious to buy, making profits pile up big for Admiral dealers.

Get in on this big money-making Admiral program. Call your Admiral Distributor now!

Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

□□□□ Use of space age technology by industry is recommended in an advisory study done for the National Commission on Technology. Gist of the report: The \$15.5 billion in federal funds spent this year on research and development will generate more knowledge than the U.S. generated in a full decade less than 30 years ago. But though much of this military, space, and nuclear technology is applicable to private industry, it is not being used because of uncertainty and risk, reluctance to change, lack of knowledge, and a variety of government regulations.

□□□□ A plan to set up a Department of Consumers in the President's cabinet has run into firm opposition from the Administration. The Justice Department and the Budget Bureau both told a House government operations subcommittee that they would prefer to improve consumer protection techniques in existing agencies rather than throw all devices and methods into a single, new department.

The proposal has only limited support in Congress, and this opposition from the Administration should put it to rest—for this year, at least. Assistant Attorney General Donald F. Turner

favors the idea of creating a federal consumer information bureau to tell consumers, for example, if two products being sold at different prices are indeed the same.

Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee is not convinced, however, that federal agencies involved in consumer protection always do the best possible job. To make sure they do, he has created a new, permanent subcommittee on consumers to maintain a close watch on such agencies as the Federal Trade Commission and Justice Department. Magnuson will head the new subcommittee.

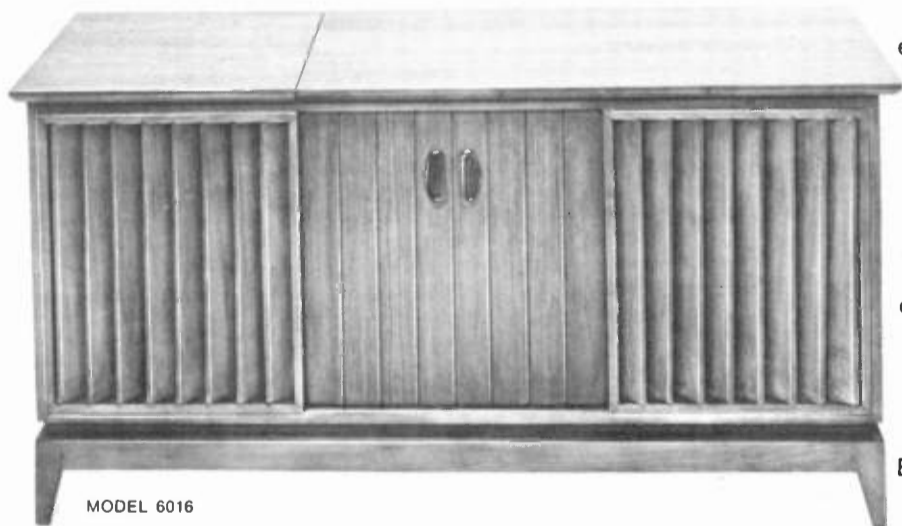
□□□□ A moribund housing market, which bears on the mass sale of home appliances, should get a shot in the arm through a compromise worked out in Congress. The plan is to give the Federal National Mortgage Assn. an additional \$3.6 billion in mortgage-buying authority.

This will enable Fanny Mae to borrow that much new money, use it to buy up mortgages from private lenders, and thus free funds for additional mortgage lending. New housing construction, in the doldrums for some time, has become even worse with the recent trend toward tight money.

But this will not solve all the housing market woes. Savings and loan associations, the nation's prime mortgage lenders, have been losing money to commercial banks. And a bill to ease the interest-rate advantage enjoyed by banks is bogged down in Congress.

Phonola is very big in phonographs.

Are you?



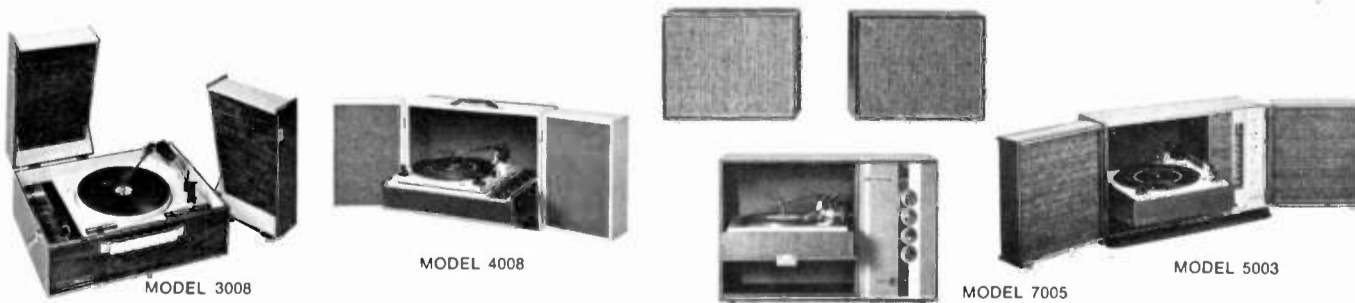
MODEL 6016

Maybe your sales aren't up to expectations. Or maybe they are, but you'd like them even better. Either way, you can't miss with this sizzling new line of Phonola stereo phonographs and consoles.

Phonola for '66 is great. More appealing in every price range. Beautiful new design, exciting new sound. Dollar for dollar, a better buy (by far) in every price range... from compact portables to the most lavish "home audio center."

So give your customers what they want—sophisticated stereo engineering with smart good looks. At the price they want to pay. Best of all, these prices include a full margin of profit for you. A profit you don't have to share even the least little bit. Can we tell you more?

PLEASE CALL OR WRITE FOR INFORMATION TODAY!



MODEL 3008

MODEL 4008

MODEL 7005

MODEL 5003

VERY BIG IN SOUND **phonola**®

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

"If it looks as if you have to have a pilot's license to run the machine, you've lost."



BROOKS STEVENS
Industrial designer

**DESIGN
FUNCTION**

J. J. KATZFEY
Chief engineer, Hamilton Mfg.



"By taking the gadgetry out of automatic washers and keeping them simple, we will be able to give the housewife a washer that will truly wash clothes with a straightforward, service-free design."

Keeping up with the New Consumer: or how Hamilton proved a laundry line does not have to be dull

Design follows function.

That concise statement sums up the guiding premise and the actual practice at Hamilton Manufacturing Co., of Two Rivers, Wis. Hamilton, which introduced the first automatic clothes dryer way back in 1938, is determined to travel the fine furniture path—a la Sylvania in consumer electronics—in the home laundry business. Admittedly, it is a bit tougher to bring furniture styling to major appliances—engineer versus designer hassles are almost legendary in the business—but Hamilton has proved that it can be done. And it has done so with its 1967 laundry line.

The engineering of the new line was supervised by J. J. Katzfey, Hamilton's chief engineer, whose aim was to reduce manufacturing costs and head off post-installation service problems by producing units with more simplified operation. This "simplification" was accomplished by combining functions or by designing components so that heretofore essential devices could be eliminated.

The water pump (photos right) is one example of this simplified design. Usually the pump is mounted on the base of the machine, Katzfey says, and is driven with a belt. The load from the belt makes a bearing necessary in the pump. Hamilton, however, mounted the water pump on the motor with the motor shaft going right into the impeller, thereby eliminating the need for both the belt and the bearing.

The splash cover (shown right) illustrates how functions were combined. Five functions are incorporated in one molded piece: The bleach addition is a slot in the cover; the lint filter snaps into the cover; the recirculation hose is part of the single piece; the vacuum breaker is part of the unit; and the splash cover itself serves as a cover for the machine.

Combined functions are also apparent in the pumpguard, which is a single molded piece. It is shaped cylindrically, so that foreign objects will not drop down and wend their way into the pump. Also, because of its shape, the pumpguard aids in directing water out of the tub, according to Katzfey.

In another effort to achieve low-cost serviceability, Hamilton has placed as many parts as possible "up front" (see bottom photo). Simply by removing the

front of the cabinet, the serviceman has access to the motor, clutch, water pump, and pumpguard.

The design of the new line fell into the capable hands of industrial designer Brooks Stevens. Stevens has brought the "stereo look" to laundry equipment.

Stevens claims the stereo styling he has applied to the Hamilton line injects the "furniture look" without going overboard. "If you go overboard, you focus on only a few consumers and you limit the market," Stevens said.

Specifically, his stereo look employs woodgrain on the backguard and simplicity in the controls. Stevens says it was his goal to achieve this extreme simplicity while attracting the customer visually. He elaborates:

"If it looks as if you have to have a pilot's license to run the machine, you've lost.

"Or if, visually, you have to explain, you've also lost.

"However, if you achieve an 'I don't know why but I like it' reaction from the consumer, then you've won."

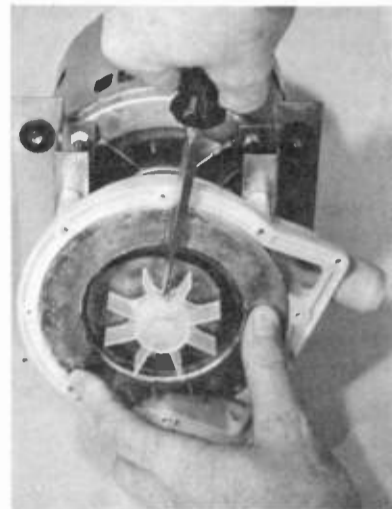
The furniture look in Hamilton's line was achieved by using brushed aluminum and a wood laminate that is completely encased in clear vinyl. The latter method was used so that the grain effect could be enjoyed while avoiding the soil-catching characteristics of an actual grained texture.

This same furniture look has been applied across the entire Hamilton line, although, at the lower end, Van Dyke brown has been used instead of the grain texture look.

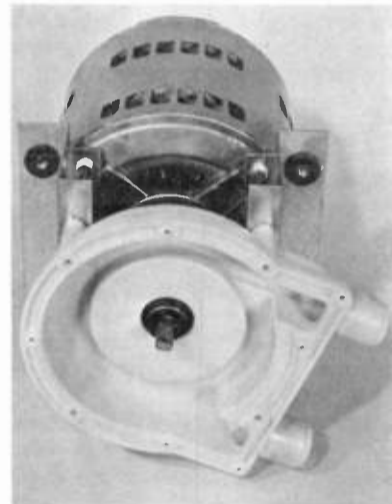
"No design excursions" were taken with the controls, Stevens says, and explains that he and his associates came finally to a strict functional knob (knurled for easy gripping) after they found in their first six mockups that people would associate their designs with other brand names.

Stevens deprecates the "automotive and/or aircraft look of most backguards," and he is firmly convinced that the furniture feeling will become even more important to appliances.

"The furniture look in appliances is spreading," he states, "and one reason for this is the one-level home that lends itself to see-through living. From the living room, you can see right into the kitchen and even into the utility room."



Small impeller and divider plate



Pump-out section of water pump



One-piece multi-use splash cover



Up-front design for easy service

APPLIANCE-TV NEWS

□□□□ **A skip payment plan for color tv customers** has been announced by Westinghouse Credit Corp. Participating retailers can offer customers who buy after Sept. 15 terms of no down payment, no payment due until Jan. 1. Customers who buy after Oct. 15 have their first payment due Feb. 1; and those who make their purchases after Nov. 15 have payments beginning March 1.

□□□□ **Waste King's new black glass over doors** are now available on most of the company's Universal line of gas and electric ovens. The "Hide-'n-Peek" doors are transparent when the oven light is on, opaque black when the light is off.

□□□□ **A home laundry booklet for brides**, which discusses a variety of laundry topics—from how to buy a washer or dryer to how to care for permanent press garments—is available free from Maytag Co.'s Home Laundry Center in Newton, Iowa.

□□□□ **Amana's current freezer promotion** offers an electric ice cream freezer premium. Capable of producing two quarts of ice cream every hour, the ice cream freezer is designed for use on the shelves of an Amana freezer. The "Two-Freezers-For-the-Price-of-One" sale is being promoted through local newspaper ads and with in-store display posters.

□□□□ **Hobart Manufacturing Co. has bought** some of the assets of the NRM Corp.'s plumbing equipment division. Included in the purchase are plant facilities in Medina, Ohio, where food waste disposers are manufactured under the National label. The disposer line will complement Hobart's Kitchen Aid dishwasher line and housewares lines.

□□□□ **Look for more integrated circuit activity** in the next year, S. R. Herkes, Motorola executive, told the Texas Electronics Assn., in Fort Worth, in a recent speech. "Integrated circuits, if for no other purpose than a marketing gimmick at this time, have been successfully introduced by at least one manufacturer," Herkes said. "Doesn't this suggest that your immediate concern should be in the area of equipping yourselves technically to cope with this situation?" This was one point made by Herkes in a speech that also stressed the importance of "professionalism" in today's retailing. "My guess is many of you look at the gross profit on your statement versus your operating costs and if the first item exceeds the latter, you're satisfied that you have a well-operated business," Herkes said. He explained that retailers should also consider volume, turnover, and invested capital, and measure success on return-on-investment instead of on gross or net profit.

□□□□ **Plaudits for the major appliance industry:** Rep. Thomas B. Curtis (R-Mo.) praised the industry for reducing prices despite the rising cost of labor and materials. He cited Bureau of Labor statistics, which showed appliance retail prices were down 26% since the 1947-49 period, while during the same period, the cost of labor and raw materials rose 100% and the overall price of consumer goods rose 36.2%.



Irving Phillip (l.), NRMA economist, discusses MOR with boss James Bliss

NRMA forecast: bigger splash for home electronics in '66

Consumer electronics, which set the retail world afire last year by racking up the biggest sales increase in all department store merchandise lines, could come close to repeating that blistering performance in 1966.

Beaming over a whopping 19% increase, in which department store sales of tv sets, radios, and phonographs shot up to \$602 million, volume-minded merchants are planning a bigger splash in the home electronics arena in the months ahead.

Essentially, this means a bigger chunk of store space. And to dramatize the merchandise, a rash of new "specialty shops"—such as tv salons and component centers—will be introduced. These are by no means new—but they will become far more pronounced than in the past.

This picture of the changing complexion of consumer electronics merchandising is sketched by the National Retail Merchants Assn. (NRMA). It is based on current sales trends and a brief analysis of the latest MOR figures.

MOR—a study of merchandising and operating results of department and specialty stores in 1965—is a project of the NRMA's Controllers' Congress division. It covers the results of some 300 companies, representing nearly 850 stores, with an annual volume of just under \$6 billion.

James J. Bliss, NRMA's executive vice president, predicted another big year for the consumer electronics product category and said there was a "strong possibility" it could be one of the three biggest volume gainers of the year.

Bliss cited color tv, in particular, as the volume-pace-setter. The growth potential on this item is still very great, he said; the percentage of consumers who own a color tv set is relatively small. He also pointed to the obvious stimulus of an economic breakthrough on color tv: "It's occurring degree by degree. This is no longer a luxury item."

Irving Phillip, NRMA's economist, was equally enthusiastic about the growth of consumer electronics in 1966. But he tossed in a possible impediment—Vietnam.

"When we talk about this category," he said, "we're talking about precision materials and precision

people. If we have to throw more troops into Vietnam—it could mean shortages in both areas."

What are some other key hard goods trends the industry can look for in 1966? According to NRMA officials:

- Further improvement in the gross margin of major household appliances, which jumped from 19.5% in 1964 to 20.8% in 1965.

- An increasingly better return on inventory investment in consumer electronics, housewares, and majors.

Elaborating on these projections, Phillip said it was significant that the margins on major household appliances were rising despite the fiercely competitive nature of the business. He attributed this to the injection of more style into majors (both private-label and brands) and the willingness of the department store—more so than the discounter—to back up this merchandise with service.

As for a better return on inventory investment—Phillip said this was due chiefly to the use of computers, which enable stores to service the customer more efficiently, and, at the same time, provide more efficient utilization of the inventory dollars. The latter, said Phillip, is particularly significant in view of the tight money situation.

Interestingly enough, while the consumer electronics rate of sales growth last year ran well ahead of the department store average of 5.6%, housewares managed to show only a puny 1% sales hike for the year.

Phillip blamed this on the lack of newness in the industry. There has been nothing new in terms of the magnitude of Teflon, he said, and this could account, in part, for a slowdown of the growth rate in housewares. Sales last year were \$904 million.

Major household appliances—a category which lumps together majors, vacuum cleaners, sewing machines, refrigerators, and air conditioners—also failed to keep pace with the average 5.6% growth rate. MOR figures show sales of \$502 million, up 5%. Dan D. Dorfman

[More on the MOR: vacs, p.24; consumer electronics, major appliances, and housewares, p.26.]

The company man.

"Bob Furlong heads up the DuMont Television Sales Corporation.

"He is responsible not only for directing the sales, but also for establishing the general policies of his organization."

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

What kind of man is it who has been named to nurture and guide the new DuMont?

He's a television man. And he's been one almost as long as there's been a thing called television.

He knows what it takes to make a better television set. And he knows how to move a line of them off your shelves and into your customers' homes. At a profit.

That's Bob Furlong.

And the people working with him. They know this business. From your end as well as ours.

That means they know you must make money with DuMont or DuMont won't make money.

DuMont's been re-born you know.



A Subsidiary Of National Union Electric Corporation, 680 Fifth Ave., N. Y. 10019



Customers can be sure of top quality when they buy Dominion appliances! That's because our complete line is backed by the original Dominion 1-Year Replacement Warranty. A new appliance free in case of defects in materials or workmanship! Sell Dominion — and you sell guaranteed quality. Dominion Electric Corporation, Mansfield, Ohio.

Planning to change your address?

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

attach present label here

(Please print your new address below)

name & position

company

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

street

city

state

zip

The Man Who . . .



. . . summed up a full day of soul-searching, at the recent NARDA Institute of Management, in Washington, D.C., on the dire need for more and better sales training in the appliance-tv business is, of all people, an automobile salesman. He is Stephen W. Marut, a tiger who works for Olmstead Automobile, in Arlington, Va., just outside D.C.

Marut put the situation rather bluntly to the advanced class of NARDA dealers: "It is a fact that both our businesses have too many salesmen who are not really salesmen at all, but *clerks*." He preceded that remark with an account of his recent attempt to replace an eight-year-old dishwasher.

He had figured rightly that many advances had been made in dishwashers since he bought his last one, and he was anxious to compare various models on that basis. So he shopped one of Washington's largest independent outlets and finally narrowed his choice to three models.

A salesman approached him with the usual question.

"Yes, you can," said Marut. "Would you please tell me the differences in these three makes?"

"Of course," said the salesman. "This one is \$179.95. This one is \$199.50. And this one is \$219.95."

But Marut persisted: "I don't mean the price. I want to know about the differences in the quality of one machine over the other."

"There really isn't much difference at all," said the salesman. "They're all good. We wouldn't have them on the floor if they weren't."

Marut shopped elsewhere. Then elsewhere. Then elsewhere. About the same thing happened to him in all three independent stores.

And then he went to Sears.

"There I met a salesman's salesman," said Marut. "Not only did he know his products frontwards and backwards, he was able to convey that knowledge quickly and convincingly. He got the order."

"I don't think that's happenstance," Marut told the class. "So I wonder how much thought you yourselves give to sales training back at your dealerships. Is it possible that *you* are satisfied with the performances you are getting? I hardly think so, for you would otherwise not be here seeking ways to improve your volume and your profits if you were."

Marut is right, of course. And the dealers who attended that day of brilliant presentations on sales training at the NARDA Institute cannot help but go back to their dealerships with big plans.

When they put those plans into action, MERCHANDISING WEEK will cover them regularly, and in depth. That's a promise.

—Walter R. Browder, Editor

Why are Hotpoint dealers
selling so many more refrigerators this year?
Bigger-than-ever capacities,
or better-than-ever pricing?

Yes.



Hotpoint's got the biggest \$298* refrigerator on the market! It's our "No-Frost 17" with a 138 lb. No-Frost freezer and a 12.7 cu. ft. No-Frost refrigerator section. Backing up this King-Size value are the King-Size side-by-sides, our Food Center 21 and Food Center 26.

The entire line is being sold via a King-Size merchandising program and national sale-event advertising in magazines and on television. A program that's really bringing 'em in!

Add to this Hotpoint's big profit margin and low service call rate . . . and it's easy to see why customers all across the country are saying "yes" to Hotpoint brand refrigerators.

*Comparison based on manufacturers' recommended retail prices.
Price shown is optional with dealer, except where fair traded.

Hotpoint

first with the features women want most

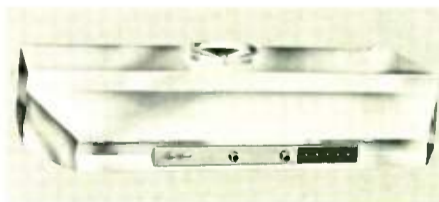
HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



□□ DuFine's new 11-inch turntable is a manual-automatic unit designed for high-end portables, consoles, and modular systems of the 1967 lines. The new UA70 features a pickup arm with a "diatomic" device that permits varying degrees of stylus pressure. Designed for standard monaural and stereo cartridges, the pickup arm also has an automatic lock which secures the arm to its rest after a record has been played manually, or after the last record has been played automatically. The new changer plays 7-, 10-, or 12-inch records at speeds of 16, 33, 45, or 78 rpm. *DuFine & Co. Inc., 200 Park Ave., New York, N.Y. 10017*



□□ Carlson's color tv console line shows lowboys with French Provincial (shown), Italian Provincial, Early American, and Contemporary styling. All models come with TUN-A-LITE visual indicators for easy, precision tuning and tilt-out, top-tuning panels. Other features include all-channel UHF and VHF, an automatic color purifier, and a picture tube protector. Suggested retail prices for 23- and 25-inch models are: French Provincial, \$709.50 and \$749; Italian Provincial, \$693.50 and \$732.75; Early American, \$684.75 and \$740.75; Contemporary, \$655.50 and \$709.50. *Setchell Carlson Inc., St. Paul, Minn.*

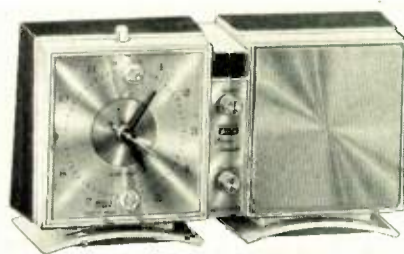


□□ Broan's newest range hoods are its ducted 20000 Series with a 2-speed discharge fan (shown). The unit's 100w light is enclosed in prismatic glass. Other features are: a washable aluminum grease filter, a lifetime lubricated motor, and a 5-year guarantee on the power unit.

The 20000 Series comes in 30-, 36-, and 42-inch widths in shaded copertone. Special sizes range from 24 inches to 48 inches in 3-inch increments. Also available are: matching splash panels, a 30-inch high duct, a ceiling collar, a backdraft damper, decorator colors, and a single-speed version. *Broan Manufacturing Co. Inc., Hartford, Wis. 53027*

□□ Chambers' economy dishwasher, the DW-1 Custom built-in, features a Swirl-Spray arm and a second spray arm in the upper dish rack. Other unit features: double wash with four rinse cycles and twin push-buttons that allow the selection of full cycle or pre-rinse. The dishwasher is available in any Chambers color or finish. *Chambers Corp., Cleburne, Tex. 76031*

□□ Rangaire's deluxe disposer, model PL 39H, features a 1/2hp life-lubricated and pre-tested motor. The unit is covered by a 1-year unconditional guarantee. *Rangaire Corp., Roberts Manufacturing Div., Cleburne, Tex. 76031*



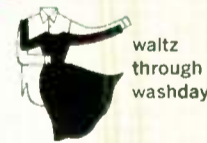
□□ A Repeat-A-Call clock radio by Arvin gives a brief respite to the sleepyhead who needs an extra 40 winks after that first traumatic awakening. With four transistors, it features a slumber switch that permits the radio to play for 60 min. at bedtime, shut off, and then turn back on again at a pre-set time the next morning. The clock allows its

owner the option of being awakened by a conventional alarm or music and has an all-night, soft-glow light that illuminates the face. It is made of plastic and comes in blue or walnut-grained finishes. Suggested retail price is \$24.95. *Arvin Industries Inc., Columbus, Ind.*

□□ Sunray Regal Imperial gas ranges feature Mediterranean styling in the 1967 line. The free-standing ranges have an automatic roast control device and a cook 'n keep warm surface burner. The Mediterranean motif is carried out in wood-grained trim, accents of black, and chrome trim. *Sunray Stove Co., Delaware, Ohio*

Trust Hamilton to Know

THE NEW RELIABLES ARE HERE!



Hamilton presents America's newest laundry appliances with the features today's young women demanded. The new Hamiltons have the precision control to handle new no-iron fabrics, family-size mixed loads, or delicate hand-washables. They have smart sculptured styling that's ideal for today's out-where-you-see-them kitchen installations. And inside, Hamilton's famous reliability is backed in writing by two and five year factory warranties. These appliances are easy to sell and even easier to service. Trust Hamilton to bring you the New Reliables — profit leaders for 1967.

The Hamilton washer is new in-

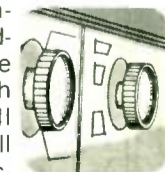
side and out. It features a big, perforated tub with constantly filtering re-circulation. The slim tapered agitator whips up more activity but takes up less space. And the new

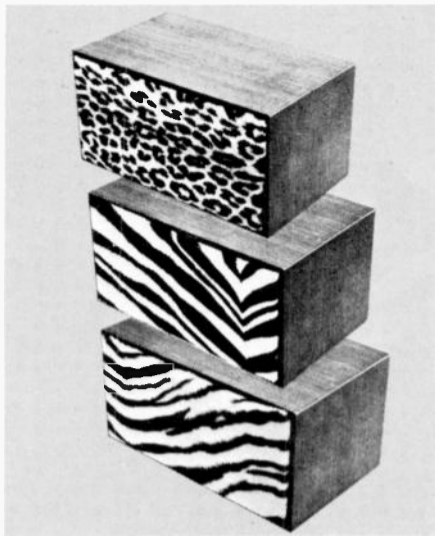


Hamilton has enough speeds, cycles, water levels and temperatures to handle every fabric — just so. The new cooling shower rinse even softens wrinkles before they set. And to all this add bleach and fabric softener dispensers, a constant-balance suspension that never falters or stops, and clean new stereo styling that looks as good as the washer performs.

The Hamilton dryer line-up, including a full range of models in

both full-size Heritage and compact Holiday series, matches the new washer in versatility and durability. Whether you're selling Twin Air Stream or Double Fan systems, you're selling Hamilton's quiet quality. And the new Hamiltons have time and temperature settings for every washable fabric, even the new permanent press garments. Other Hamilton dryer innovations include the Sun-E-Day sunshine lamp, a tinted-view window in the door, satin-smooth extruded drum, full width baffles and full two and five year factory warranties on reliability. In 1967, the greatest name in dryers moves even further ahead of the field.





□□ A full-range speaker system, in an oiled walnut cabinet with tiger-, zebra-, or leopard-skin or standard cloth grille, is offered by Martel. Called the Baby Grand, it comes with a 3-inch tweeter and a 5-inch styrene suspension cone woofer. Suggested list price is \$39.95.

Martel, importer and distributor of Uher tape recorders and accessories, is introducing a new tape deck and a tape recorder to its line of Uher products. The tape deck, an offshoot of the 2+2 Uher 700 tape deck, will sell for less than \$200. The tape recorder, called the P-1000, is Uher's first motion picture lip sync portable. *Martel Electronics, 2356 S. Cotner Ave., West Los Angeles, Calif.*



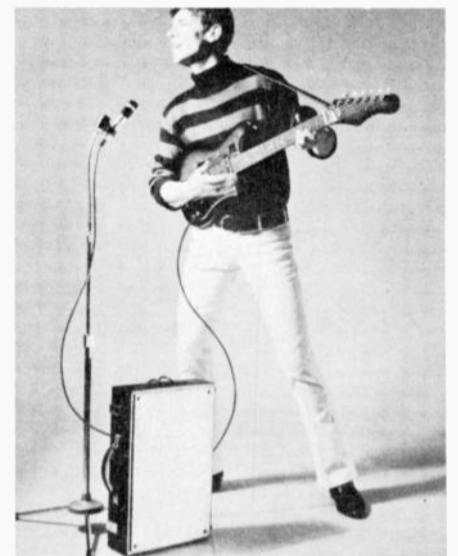
□□ A high intensity lamp and radio combination is being offered by AUD-I-TONE. The lamp has a high-and-low switch. The radio, at the base of the lamp, has 16 transistors. Suggested retail price is \$17.95. *J.J.J. Merchandise Corp., 15 W. 26th St., New York, N.Y. 10010*

□□ Pilot's stereo portable line includes two models starting at \$199.95. The company also is introducing a modular music system.

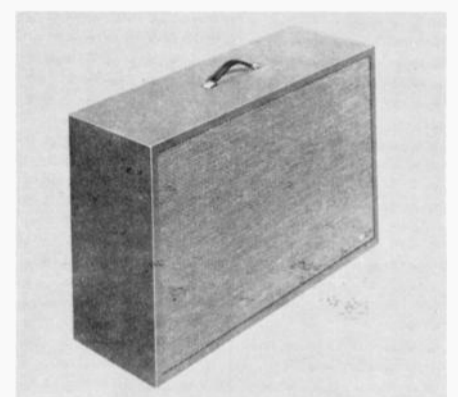
The Encore II portable phono, at the above price features a pre-amplifier control center; the Garrard automatic turntable with a magnetic cartridge; and inputs for a tape recorder, a tuner, and an electric guitar. The Encore IV portable, at \$329.95, adds an all-solid-state AM-FM stereo tuner and a listening jack.

The music system, Allegro X, features the AM-FM stereo tuner, the pre-amplifier, the Garrard turntable with magnetic cartridge, a head-phone jack, and a d'Arsonval tuning meter. The 2-speaker cabinet is of oiled walnut, with a tambour top and a smoked plexiglass face plate. The unit retails for \$379.95. *Pilot Radio Inc., 100 Electra La., Yonkers, N.Y.*

what a ~~Woman~~ ^{retailer} wants!



□□ Perma-Power's guitar amplifier, the new solid-state Ampli-Vox Baronet 890, features flashlight battery operation and separate channels for microphone and instruments. The 30w unit, in attache case shell, weighs 16 lbs. An AC adapter is available. *Perma-Power Co., 5740 N. Tripp Ave., Chicago, Ill. 60646*



□□ Two bass guitar systems are offered by Utah. The units come in a standard case about the size of a two-suitcase. The PMC-1 has a 12-inch woofer and takes 60w; the PMC-2 has two 12-inch woofers and takes 120w. The 12-inch speakers have voice coils 2 inches in diameter and 2-lb. magnets. The PMC-1 lists at \$166.50; the PMC-2, at \$216.50. *Utah Electronics, 1224 E. Franklin St., Huntington, Ind.*

...and your customers are learning about it this way!

Kicking off the biggest new line promotion in Hamilton history will be full page, full color ads in Good Housekeeping, Sunset, Southern Living, and 57 Sunday Supplements including Parade and Metro Groups.



Hamilton

HAMILTON MANUFACTURING CO. Two Rivers, Wisconsin
Factories at Two Rivers, Wisconsin and Kosciusko, Mississippi

A-33-66



Starting today, G.E. puts you in the music business.

With another swinging profit-maker,
The Guitarmate.

It's an electric guitar with dual pick-up and
a beautiful portable stereo phono. In combination.
The phono plays as a separate record player.
Or it plays as the amplifier for the electric guitar.
Your customers can play one or the other.
Or both at once.

Now when customers ask what's new, show them
the Guitarmate. And tell them about the free
microphone we'll send them. It turns the Guitarmate
into their own P.A. system.

The whole package goes for just \$149.95*
That's music biz.

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois



*Manufacturer's suggested retail price. Price may vary with dealer. Slightly higher South & West.



SPOTLIGHT
ON
STORE
LIGHTING

There is more to lighting than meets the eye

"Lighting has a subliminal control over people's interest in merchandise. It can help put them in a mood to buy and it can influence them to buy what the retailer wants them to buy," says Richard Kelly, a leading lighting consultant.

"All it takes to feature a display is a brighter spot of light on that display. All it takes to make people evaluate a product in terms of luxury and glamor is a soft, glamorous light on that product," he explains.

But lighting has a dark side, too. For the retailer who knows what he is doing, it can be an Aladdin's lamp; for the retailer in the dark, it can be a glaring problem.

For instance:

A man walks into a chain store to buy a \$989 Early American color tv console. But there is something wrong with the tv department. It is too bright and garish, and the console, which is standing in the middle of the sales floor under a row of bare fluorescent lights, looks bleak and washed out. So he walks out.

Or: in the front window of an appliance store, a woman catches a glimpse of the refrigerator she has been looking for. But she can hardly see the refrigerator—her own reflection keeps getting in the way. She enters the store for a closer look, but the bright sunlight streaming through the window makes the inside of the store look dim and dreary. She leaves.

Or: a bride-to-be planning her first home wants to browse through the Bath Shop in a downtown department store. But everything looks alike to her—there are too many things to see and nothing is featured. She gets bored and she leaves.

In all three situations, one thing went wrong. Retailers who spent infinite hours and dollars on advertising, sales help and training, store decoration and displays, promotions, buying and budgeting overlooked one of the most glamorous tools at their disposal: good lighting.

Like everything else about a store, lighting helps define its image, helps set a sales pace, and helps move merchandise—if the retailer knows what he is doing. Rubbed right—with an enlightened understanding of the types of light sources and what they do, the effect of light on color and how to control it, and the psychological implications of light—the lighting genie can become a high-voltage merchandising tool. Rubbed wrong, it can darken the sales horizon.

Lighting as an image-builder

As part of a store's image, lighting can give a true or a misleading impression. The intensity of the light, the color of the light, and the way

in which the light is used, all indicate something about the store.

In general, self service promotional stores prefer a high level of light—both to give an impression of efficiency and economy, and to make it easier for the customer to take in a great deal of merchandise at a single glance.

Prestige stores with high mark-ups, on the other hand, prefer the soft effects of the light we are used to in our own living rooms. They prefer an image of leisure living to an image of low cost and efficiency.

The row upon row of bare fluorescent light bulbs which used to be the badge of the bargain basement is being used less and less, although some appliance retailers are slow to catch on. Even Korvette's has fairly subtle lighting fixtures in its New York Fifth Avenue store.

The color of light from the various sources of light can differ quite widely—from warm red light to cool blue light with a metallic cast. And, generally, too, the color of light a store chooses helps define its image.

Promotional stores lean toward the cooler casts of light, or toward a mixture of fairly cool and rather warm light.

Prestige stores prefer warm lights associated with the home.

Some larger department stores—like Macy's and Sears—vary the mix of light with the department: cooler lights for major appliances, warmer lights for furniture-look consoles.

And that brings us to the example of the lost tv console sale. One of the things wrong with the lighting of that console was a misunderstanding of the product's image. As a Cadillac product, that console deserved gentler treatment. A man about to spend \$1,000 for a piece of furniture wants to feel he is getting his money's worth. It is easier to sell a \$1,000 chair in Sloane's than it is in Kleins, and it is easier to sell a \$989 console in an elegant, softly lit store than it is in a too-bright, harshly lit one.

As a product cosmetic, lighting can enhance or ruin a manufacturer's perfectly good design. The right light shining on a toaster will define its shape and accent its highlights; the wrong light can make it seem dull. The right light on a tv console can bring out the texture of the wood; the wrong light can make it look bland and washed out—something else that was wrong with that \$989 console display. After all, the reason manufacturers are emphasizing design, the reason ad agencies are pushing it, is because the New Consumer wants it.

Lighting as a traffic-mover

As way of moving traffic, lighting can guide customers through a store. "It's human nature to be drawn to something light and colorful," explains Adolph Novak, partner in

Copeland, Israel and Novak, the architects who designed lighting for such stores as Macy's, Gimbel's, Garfinkles, and Woodward & Lothrop. "Sometimes you can get your customers to the back of the store by dramatizing it with light," Novak points out.

As a way to win confidence, lighting can play a retailer true or false. Lighting which seems to change abruptly, or colored tints of light on certain products, can make a customer wonder whether she is being hoodwinked. Certain shades of light will cause a customer to take a product to the window to see what it looks like in "daylight." But subtle, realistic effects, obtained with colors of light she knows well, will prepare her to accept a merchandising situation more readily. For instance, certain kinds of light which imply all the comforts of home could have been used both to enhance that \$989 console and to make it look familiar and real.

As a way of featuring displays, good lighting can almost do the job singlehanded. "Say you want to move a particular tv set," suggests Paul Manantz, chief designer for Lighting Services Inc., consultants and manufacturers of display lighting for such stores as Tiffany's and John Wanamaker, and Armstrong Cork Co.

"Say the set is a good traffic-drawer or it has got a solid markup. All you have to do to focus attention on that set is to light it—you don't even have to move it out of the row. Of course, if you isolate it, too, and design a display for it, so much the better."

Spotlighting one or two objects in the Bath Shop mentioned earlier might have dramatized the display and encouraged the young bride-to-be to stop and look at some of the products more carefully.

Lighting as a welcome mat

As a welcome mat, good lighting can stop shoppers in front of a store window and help draw them into the store. The refrigerator display mentioned earlier obviously failed on that score. The lighting inside the window was not strong enough to compete with the daylight outside and bounced back reflections from the street. And the lighting beyond the window, inside the store, was not bright enough or cleverly enough manipulated to compete with the outside either.

But a strong light on the back wall of the store, strong light on the verticals in the window, and dramatic light on the refrigerator might have turned a window shopper into a paying customer.

Lighting, then, is not just to see with. It is a merchandising tool. On the following pages: the whys and wherefores of using this tool to open up customers' pocketbooks.

By Amei Wallach

Cover photo by Joe Ruskin

Good lighting: a new light on what's in a light

Good lighting can make merchandising fireworks. But what makes good lighting? What is it and how is it achieved?

On the surface, the definition is simple enough: good lighting is lighting which shows merchandise clearly and in familiar or realistic colors. Good lighting also creates a favorable buying atmosphere.

But there the trouble begins. Certainly it is important to show merchandise clearly; lighting experts claim that about 90% of the information people receive comes through their eyes—the other senses account for only 10%. But a strong light on a product is not enough to show it clearly. There is more to seeing, too, than meets the eye. The contrast between a product and its background, the size of an object, and the time it takes to see it—all influence how easy it is to see.

Contrast

A dark object against a light wall is much easier to see than a light object against a light wall. A black Kelvinator Original before a white wall is easier to see than a white refrigerator before a white wall. And, by the same token, a display lit more brightly than its surrounding is easier to see than one lit at the same level. How much brighter a display should be depends on who is talking.

General Electric suggests that a display be lit two times as bright as its general surroundings, and key displays five to 10 times as bright. The Illuminating Engineering Society (IES) suggests that displays be two to five times as bright.

Size

Obviously it is easier to see a large object than a smaller one, and it is easier to see a shiny object than a dull one. It will take a fairly bright light on an air conditioner to make it as easy to see as a refrigerator.

Time

It takes time to make a buying decision, and lighting can buy that time. A bright light on a decorator clock can stop a customer in front of that clock long enough for her to make a buying decision.

Color

Color presents more problems because color depends heavily on its surroundings. After all, what is true color?

What is the true color of a pink Lady Remington shaver? Is it the color of that shaver by north light artists used to swear by? Is it the color seen at dawn, or dulled by the light of the midday summer sun.

Is the color of a tv console the color of that tv seen under living room light? Or is it the color seen in a basement recreation room?

"It depends on your reference point," explains Marshall Waterman, product planning manager for West-

inghouse's Lamp Division. "To some extent, it's a matter of opinion."

For this reason, there is a wide range of opinion on what is the best light for any given store. Some experts prefer the warm orange tone of living room lighting. "It's more familiar," they say, "it has psychological implications conducive to making a buying decision." Others prefer a cooler, more even, light to give a more "realistic" rendition.

In the end, retailers usually compromise: cool, even lighting to set the general brightness level of a store, warmer light to accent.

But a compromise can be tricky. "We've experimented with light," explains Adolph Novak. "For instance, we've lit a black room with 100 footcandles of light and a white room with only 40. The white room seemed much brighter."

Background

Because illumination is seldom what it seems, many stores prefer a "safe" light background for an overall color scheme: light paint on the walls and ceiling, light colored tiles on the floor.

But a completely white store has its dangers too. The color of the store creates a psychological impression. For instance, reds, wood tones, and yellows—any color near the red end of the spectrum—are usually associated with warmth, while greens, blues, and white carry a connotation of coolness.

So, before painting, as before everything else, a retailer must make a decision: what image does he wish for his store; who is the consumer he is aiming for; how can he best decorate and light his store to appeal to his customers?

What good lighting really is is the lighting best suited to a particular situation in a particular store—the lighting that helps establish that store's character and sell that store's merchandise.

And what is good lighting for one store could be disastrous for its competitor.

The light sources

The most basic components of lighting are the sources—the light bulbs (or "lamps," as bulb manufacturers like GE, Westinghouse, and Sylvania call them) which produce the light.

The three major types of lamps are fluorescent, mercury, and incandescent. Each has its own function and advantages, and each comes with its own limitations.

Fluorescent

The fluorescent lamp is the most efficient in terms of amount of light given off in relation to the electrical energy expended. Various described as "an over-all light like north light," or as "the light most like a cloudy day," a fluorescent lamp diffuses an even blanket of light that casts few shadows.

It is most familiar as a long, frosted tube (although it also comes in panel and circular shapes), and, according to Westinghouse, it is most popular in its Standard Cool White version. "I'd say 60% of the fluorescent bulbs we sell are Standard Cool White," notes Marshall Waterman. "It's the cheapest bulb, and it's the one everyone has heard of."

Standard Cool White light—the bluish metallic light usually associated with fluorescent—was the first color available when fluorescent bulbs made their appearance in the late 1930s. It is unkind to skin tones (giving them a bluish tint) and, since its first appearance, several other colors of "white" fluorescent light have been developed:

—Warm White: gives a warm, yellowish color, especially to neutral surfaces. It emphasizes yellows, oranges, and browns and tends to dull reds, greens, and blues. It makes skin tones sallow.

—Deluxe Warm White: also gives off a warm, intimate color—with a redder cast than Warm White. It is kinder to skin tones.

—Deluxe Cool White: this is the color preferred by most store lighting experts. Its color rendition is quite good, approaching "daylight," and it creates a crisp, active atmosphere. Usually it is used in conjunction with incandescent light.

—In addition, there are several other fluorescent "white" lights, and bulb manufacturers are creating new and "truer" colors every day. For instance, Westinghouse has just introduced a bulb called "Living White" which uses rare-earth phosphors to produce a soft, warm color.

Because of its even light and because it does not highlight or accent and can therefore tend to be monotonous, fluorescent light is usually used as a general light to illuminate a large space. It is relatively inexpensive because of its long life (10,000 hours), efficiency, and relatively low initial cost.

Mercury

Mercury lamps are usually used outdoors to light large areas. Outdoor mercury lamps can last as long as 24,000 hours and can burn with extremely high intensity. Usually, the color rendition of mercury light leaves much to be desired, but most of the bulb manufacturers have developed color-corrected mercury lamps which could conceivably—because of their endurance and because their light can be directed to a specific object—be used in limited situations inside the store, for instance, in windows.

Incandescent

The incandescent lamp is the least efficient of the three types of lamps. But many retailers, lighting designers, and consumers still feel that orange-tinted light is the most attractive and psychologically the most

pleasing type of light. Since the bulb is a concentrated-point source of light, its beam can be concentrated on a single object, and, for that reason, incandescent light is often used as a "spot" or accent light.

While an incandescent lamp does not light broad areas of space the way a fluorescent lamp does, it can illuminate a specific object with far greater intensity. For example, a 160-watt fluorescent light gives off 32 footcandles at a point 10 feet away; a 25-watt incandescent, on the other hand, gives off 500 footcandles at the same point. The difference is that the fluorescent bulb lights the entire area at 32 footcandles, while the incandescent bulb shines only on a specific point.

An incandescent lamp's inefficiency makes it relatively expensive. Because it gives off so much heat in proportion to the light it expends, it has a shorter life (1,000 to 3,000 hours) and creates heat-disposal or air conditioning problems. For that reason only high-end, high-quality stores use incandescent light as a general light; most stores use it as an accent light.

Incandescent lamps can be focused to shine in a narrow beam directly on a tiny spot or in a wide beam which is almost a wash of light—as well as many variations in between. Projector and reflector bulbs so constructed that they reflect or project the light beam make this control of the light possible.

And the iodine quartz lamp, a tiny (a 250 watt bulb is only about 2½ inches long) incandescent lamp with a pink or purple tinge, can be focused with still greater accuracy, according to many lighting designers. "The iodine lamp burns brighter and a bit cooler than regular incandescent lamps," explains Richard Kelly. "And it puts more highlight and sunlight into things."

Incandescent light is the light found in most homes, and for that reason it has connotations of warmth, leisure, comfort and luxury. Traditionally, incandescent light has been used in such high-end clothing stores as Saks Fifth Avenue and Lord & Taylor. But because of its high cost in electricity and maintenance and because of its inefficiency and high heat generation, such stores as Sears and Macy's mix incandescent with the less costly, more efficient fluorescent light.

The fixtures

How a store is fixed for fixtures depends, once again, on the store's image, the type of lighting sources it uses, the money it wishes to spend on its lighting, the structure of the store, and even—if cost savings are important—on what is there already.

But one thing is certain—long rows of bare fluorescent bulbs are definitely on the way out. "The only place bare bulbs belong anymore," commented one lighting designer, "is in John's Bargain Stores."

But many retailers are still singing the old refrain. "If I put up fancy fixtures in my store, I'd lose all the business from the low-income

neighborhood I'm in. People would think they're paying for my lights." But people from all income groups shop in department stores, and, in New York City, even promotional Alexander's has chandeliers.

Bright, bare bulbs on the ceiling give off a glare that competes with the merchandise for customer attention; concentrations of too bright light over too large areas make customers tired and uncomfortable and unlikely to stay around and browse. But, recessed or veiled lighting puts the light where it belongs: on the merchandise.

Recessed Fixtures

Recessed fixtures are the pet preference of most lighting designers because, even though it is more expensive to recess lights into the ceiling, it looks better. Both incandescent and fluorescent lights can be recessed: fluorescent in panels, incandescent in circular openings, and sometimes both fluorescent and incandescent in a single hidden fixture. If a store is new, the ceiling can be designed with the lighting in mind; if the store is old, the ceiling can be dropped to accommodate the light.

Panels, louvers, diffusers and lenses can shield the light to minimize glare at the ceiling. "There are some beautiful fluorescent fixtures which pour the light down on you without your being aware of it," explains Paul Marantz. "For instance, GE puts out a grate which takes away most of the glare. And there are incandescent fixtures so devised that you can't tell by looking up at a light whether the light is on or not."

But recessed fixtures are expensive. "It's not always possible to put the lights into the ceiling," explains Adolph Novak. "And dropping the ceiling can run into a lot of money. So we analyze whether it's possible practically or feasible economically to install recessed fixtures—how it will effect the sprinklers and the air conditioning system, and how much business the retailer will lose while we're installing the fixtures. If recessed fixtures seem impractical, we switch to surface-mounted."

Surface-mounted fixtures

A relatively low price and some maneuverability are the advantages of surface-mounted fixtures. But some designers object to how they look.

"We believe that lighting should be seen and not heard," explains Rosario D'Agrosa, partner in Morris Ketchum Jr. & Associates, the architects who designed B. H. Holmes, May D&F, and May-Cohen's. "Everything in an environment creates part of the atmosphere, whether you know it or not—and usually surface-mounted fixtures end up looking like an erector set," D'Agrosa explains.

But D'Agrosa remembers one happy application of incandescent surface-mounted fixtures. "We did use it once effectively. We had a huge concrete shell built into the ceiling and brightly colored incandescent spots hanging down from it.

It worked, but, on the whole, we wouldn't recommend it."

But the problem with recessed lights is that, while incandescent recessed spotlights can be installed on a swivel base, their movement is really quite limited.

Surface-mounted incandescent spots, however, can be stationary or they can be portable. And a portable spot can easily be moved where it is needed when displays change. For instance, tracks can be laid across the ceiling with light sockets installed every few inches, or it is possible to install a continuous track into which a spot can be plugged at any point.

While portability may be desirable, however, it is not always practical. Because store personnel often do not know what to do with the portable lights, they stay where they were in the first place.

"There's a store in Maryland that has its lights in octopus fixtures that reach out in many directions and are highly movable and flexible," remembers Al Hart, GE lighting expert. "But most stores find it uneconomical to install movable fixtures; the manager now may understand good lighting, but, when he leaves, no one knows what to do with the lights, and they're never changed."

Surface-mounted fluorescent lights can be installed in plastic shields or in elaborate metal fixtures. The most popular fixture, according to architect Daniel Schwartzman whether shielded, recessed, surface mounted or suspended, is the four-foot by four-foot fixture which holds six to eight 40-watt fluorescent lamps, shielded by metal or plastic eggcrate louvers and producing 30 footcandles.

Display fixtures

In addition, fixtures can do special duty in lighting displays. For instance, fluorescent lights can be installed in lighted valances to shine down on shelf displays or to wash a wall with light. Or they can be installed in wall cavities and covered with panels to make a luminous wall; or they can be installed under a shelf to shine upward on featured products.

Incandescent lights can be installed in chandeliers to give class to a store and to wash the ceiling with light; or in floor lamps; or in valances, like fluorescent lights.

Dimmers

An "optional extra" lighting tool is the dimmer, which lowers the voltage of a light. Dimmers have two advantages: they make it possible to change the strength of lighting when a display is changed, and they can save money.

"A bulb burned below its voltage will last longer," explains Richard Kelly. "And a bulb that lasts longer saves replacement and maintenance costs. Also, it looks good; the lower voltage makes an incandescent light yellower, like firelight, and it can show up a product to good advantage."

Illumination levels

The table below, from the Illuminating Engineering Society (IES), is offered only as a guideline. It gives some indication of the brightness levels comfortable to the eye under normal circumstances. But "normal" circumstances seldom exist, and slavish adherence to this guide or any other is not recommended.

For instance, a store's image is reflected by the brightness level of its lighting. The lighting in a promotional store probably should not far exceed the levels shown below, but the lighting in a prestige store is usually much dimmer. While it may take only seven footcandles to see a price in bold black print, it takes 70 to see a pencil notation.

Also, the climate, the time of year, the merchandise, and how much light comes into the store make a difference. The Steuben Glass showroom in New York City, which gets very little light from outside and which displays an extremely high-end product, is almost dark. But an open-front appliance store in Florida will need a lot of light to compete with the summer sun.

Recommended in-store illumination levels

area	footcandles on areas*
Circulation Areas	30
Merchandising Areas	
Service	100
Self-service	200
Showcases, Wall Cases	
Service	200
Self-service	500
Featured Displays	
Service	500
Self-service	1,000
Stairways, Elevators	20
Show Windows	
Daytime lighting	
General	200
Feature	1,000
Nighttime lighting	
Main business districts, highly competitive	
General	200
Feature	1,000
Secondary business districts or small towns	
General	100
Feature	500

*Minimum on the area at any time

What a 'footcandle' is

Footcandles, like pounds, measure quantity. A footcandle measures the amount of light present at a particular point or surface. One footcandle is equal to the amount of light which would shine at a point one foot from a single candle.

A footcandle does not measure the amount of light emitted from a light source—the lumen does that. A lumen is the amount of light emitted by a single candle for one square foot in all directions.

Chasing merchandising shadows with light

"A store can seem dark, even though the footcandles are high," Adolph Novak points out, "but if you put a wash of light on a wall—even if you add very few footcandles—the store seems brighter."

The problem comes in deciding where to put the extra lighting and how much is necessary. And the problem is nowhere more acute than in display lighting.

This is not to say that general lighting is not tricky. For instance, it can be either incandescent or fluorescent, arranged in a geometric pattern (linear, circular, etc.) on the ceiling, or in a pattern determined by the separate selling areas below. Also: light can be thrown on the walls or ceiling to give the store added height or depth. And general lighting can be quite spectacular: Abe Feder designed translucent ceilings and walls for Richards Department Store in Miami.

But display lighting must be different for every product and every situation. This is the lighting that can stop a customer in front of a color tv or move her over to the refrigerator-freezer special.

Here, then, are specific solutions for specific situations recommended by leading lighting experts:

Television

Tv sets, especially console tv, present two separate lighting problems—they need some light on the cabinet to show off the wood tones, but any light on the screen causes glare and reflections.

Paul Marantz, chief lighting designer for Lighting Services Inc.:

"To light a console cabinet, use a white incandescent spot and a spot in the red family—light amber, gold, pink gold, brown, butter pecan, or warm red. This brings out the wood tones best.

"To light the front of the set without competing with the tube, put a low light on a dimmer. You won't get a glare if the light comes from above the viewer's eye, and the dimmer allows you to turn down the light when the set goes on."

Elizabeth Meehan, color and lighting design coordinator for Sylvania Lighting Products:

"Recessed downlights, a low light on the ceiling, and high brightness on the walls give the air of relaxing intimacy best in a tv salon. Incandescent light—say 60% incandescent to 40% fluorescent—shows wood tones best, and the light can be angled so that it doesn't hit the screen, and so that the glare off the screen doesn't hit the customer's eye. In general, the lighting level should be low enough not to compete with the tube."

Richard Kelly, architectural lighting consultant:

"Since tv sets are often sold as furniture, incandescent downlights on a dimmer are best, plus table and floor lamps to make the ceiling lighting less obvious."

Rosario D'Agrosa, partner in Morris Ketchum Jr. and Associates, architects:

"For tv, an over-all system is tragic, because the brightness of the room can distort the color on a color tv screen. It would be ideal from a lighting standpoint to have a separate room with controlled lighting, but customers are usually afraid to enter private salons. So maybe a lower ceiling in the middle of the selling floor or a movable floating grid and an area rug could be used to define the area, and then you could install incandescent downlights on a dimmer and floor lamps to throw light on the ceiling and give the place a living-room look."

Adolph Novak, partner in Cope-land, Novak and Israel, architects:

"We like to put consoles in a separate room or deep into a kind of cabinet, or under a valance, to reduce the glare that comes from direct ceiling light.

"Sometimes it helps to put a backlight on the wall, but it could outdo the picture, so it shouldn't be too strong—you've got to know the fundamentals of contrast. You've got to reduce the footcandles of light, shield any bright light, and still leave enough light to show the cabinet.

"A tv set in operation should be shown in more darkness than the rest of the store. It is important to show up the tube to its best advantage."

Al Hart, store lighting expert at General Electric's Large Lamp Division:

"To eliminate the glare from the picture tube, light the floor in front of the set and the wall behind it. That way, direct light never gets to the tube."

Major Appliances

The major lighting consideration for major appliances is their size, and, in the case of refrigerators, ranges, and washers, their porcelain finishes. Lighting for majors should avoid large dark shadows, and should highlight the glossy surfaces of the appliances.

Adolph Novak:

"What you're most interested in here is luster and prestige, and in this case fluorescent will bring them out best. But you always need both general illumination and an accent light on the refrigerator. If the appliance is standing in the middle of the floor, use overhead fluorescents and an incandescent spot; if it is up against a wall, make that wall colorful with paint or light and put a trough of light on the refrigerator."

Illuminating Engineering Society:

"Use either large light sources or many small ones to light appliances. That is the way to avoid shadows."

Elizabeth Meehan:

"Appliances are for working, so you want a stimulating atmosphere that will help you get work done quickly. The way to suggest that is

with a ceiling of bright fluorescent light."

Rosario D'Agrosa:

"Over-all fluorescent light and wall washes give porcelain a brightness you probably couldn't get from incandescent. You could add glitter with incandescent spots."

Richard Kelly:

"There's nothing intrinsically wrong with fluorescent light; it gives appliances an efficient outer-space look. But I'm not sure that this technological look is so good. It's not gracious—it doesn't seem a part of the home. And you can get reflections from incandescent light—especially from the iodine quartz lamp—which give the porcelain a sunny look.

"And the same goes for laundry products. A large part of the life we like to think of as leisurely is spent in the laundry room—so we want even that to look like home. And kitchens are beginning to look like living rooms, so I think refrigerators should be sold as furniture."

Housewares

Housewares present a much different lighting problem from consumer electronics or majors because housewares items often are small and fall into many different categories. To solve housewares lighting problems, experts prefer shops or special areas that can be lit as a unit. And individually lighted shelves against backlit walls are becoming more and more popular. Here is how the experts would have sold the bride-to-be mentioned at the beginning of this article:

Rosario D'Agrosa:

"There's a long way to go with store lighting still—most of it is still pretty general, but as the shop concept develops, it will become more creative. You've got to make a stage setting for shops. Just how you light it depends on the shop and what's in it: it can be a full-line shop needing tables and shelves and a lot of floor space, or it can be a token shop."

Illuminating Engineering Society:

Housewares need both diffuse lighting and spotlighting to define the shape and contour of highly polished items like toasters. They need both general light and numerous small sources.

Richard Kelly:

"Bath Shops need incandescent lighting, since even bathrooms are less sterile now and have more of that Roman Bath luxury."

Elizabeth Meehan:

"The bathroom is a utilitarian area of the home and the Bath Shop needs fluorescent light. Even those fuzzy rugs look best under fluorescent, and, psychologically, fluorescent seems more crisp and sanitary."

Richard Novak:

Fluorescent lighting is the most economical way to handle housewares, and you'll find it answers most of your needs. But if you want

to go after a prestige image, then you can use incandescent—or you can put an object on a table and hit it with spots all around.”

Windows

The front store window is the place to let loose with all the theatrical razzmatazz inherent in lighting. In a way, that window is a tiny stage, and the more dramatic, the more unusual it is, the more customers will stop in front of it. This is the place to use colored lights to accent or complement the color of the product itself, or to accent or complement the color of its shadow. This is the place to let loose with spotlights and valances.

But windows present some special problems: if the inside of the window is darker than the street outside, the glass acts like a mirror, not a window. And windows need different lighting during the day than they do at night.

To combat the glare, General Electric's Al Hart suggests lighting the back wall of a window display. If the light pouring down on the featured product is strong enough, and if the light from the valance above washes the back wall brightly enough, the display will show clearly.

Daniel Schwartzman suggests these solutions:

1. A fixed canopy in a perfectly designed relation with the glass;
2. A special angle or contour of glass;
3. Darkened, light-absorbing sidewalks.”

What reflects in the window is the sky above it, the building across the street from it, and the person in front of it. So the color of the building opposite and the weather also affect the amount of glare. A window opposite a brownstone house will have less glare on a rainy day than a window opposite a white skyscraper on a sunny day.

At night, when the window does not have to compete with the sun, less light is necessary. Some stores prefer nightlighting and will sacrifice top visibility during daylight to have a more dramatic window at night.

“You can usually get more subtle effects with nightlighting,” explains Paul Marantz, “so we usually put in two systems: a subtle one for night, and general supplementary lighting for daytime. We keep the nighttime system on all the time.”

Open-front stores present still more problems. The whole store must combat the glare of the sun. Lighting experts usually solve this problem with strong lights on all the verticals and a strong wash of light on the back wall.

“We lit up one open-front store in a shopping center with strong backlights,” recalls Al Hart, “and during the day it looked like that was the only store in the center that was open.”

If the retailer mentioned in the beginning of the article had remembered some of these facts, he might not have lost that refrigerator sale.

Figuring the cost of good lighting

Obviously, good lighting costs good money, and the more elaborate the lighting system, the more money it will cost.

Bare fluorescent lightbulbs are the least expensive kind of lighting, and, from there, the cost rises as recessed fixtures and architectural changes heap cost upon cost.

Is it worth it? Is an upgraded image worth it? Is efficient, enlightened merchandising worth it? Only the retailer knows for sure.

No one can say just how much lighting changes boost sales because changes in lighting usually are accompanied by sales or management changes, redecoration, or a general overhaul.

The cost of lighting depends on: the initial cost of the lamps, fixtures, and installation; the electric power consumed by the system; and the cost of maintenance.

Maintenance means more than haphazard bulb replacement. It means regular fixture upkeep and regular cleaning of bulbs, fixtures, and store walls and ceiling.

The most costly phase of maintenance, however, is bulb replacement.

The more a man must climb up on a ladder to change a bulb, the more expensive it becomes.

The least expensive way to relamp (change bulbs) is to relamp a group of bulbs together. The savings in labor costs make up for any losses from discarded bulbs with life still in them. Another way to relamp is to make spot checks regularly.

The way to figure the profitability of a new lighting system is to figure the total cost—including initial cost, electricity, and maintenance—minus the cost of a store's present lighting system, and with the help of these figures to determine the increase in sales needed to break even on the cost of the new lighting. General Electric's Large Lamp Division puts out a bulletin which shows you how:

The cost table below is the first step. Fill in the blanks to arrive at your present lighting costs in dollars per square foot.

Chart 1 is the next step. Use it to find your Annual Gross Profit in dollars per square foot. From a point on the bottom of the chart that represents your Annual Sales (in \$ per sq. ft.) draw a vertical line up the

1.	Store area (sq. ft.)	_____
2.	Total load in store lighting (kw)	_____
3.	Electric energy rate (\$ per kw-hr)	_____
4.	Operating time per year (hr)	_____
5.	Annual owning cost (\$ per sq. ft.):	_____
	Cost of fixtures, wiring, installation labor x 0.16	_____
	Item 1	_____
6.	Annual operating cost (\$ per sq. ft.):	_____
	Energy: $\frac{\text{Item 2} \times \text{Item 3} \times \text{Item 4}}{\text{Item 1}}$	_____
	Lamps: $\frac{\text{Net cost of lamps replaced per year}}{\text{Item 1}}$	_____
	Labor: $\frac{\text{Cost of fixture cleaning and lamp replacement}}{\text{Item 1}}$	_____
	TOTAL	_____
7.	Estimated annual owning and operating cost of air conditioning required to remove lighting system heat (\$ per sq. ft.):	_____
	$\frac{\text{Item 2} \times \$50}{\text{Item 1}}$	_____
8.	Total annual owning and operating cost (\$ per sq. ft.):	_____
	Sum of Items 5, 6, 7	_____

Chart 1 — Relationship of Store Sales, Margin and Profit

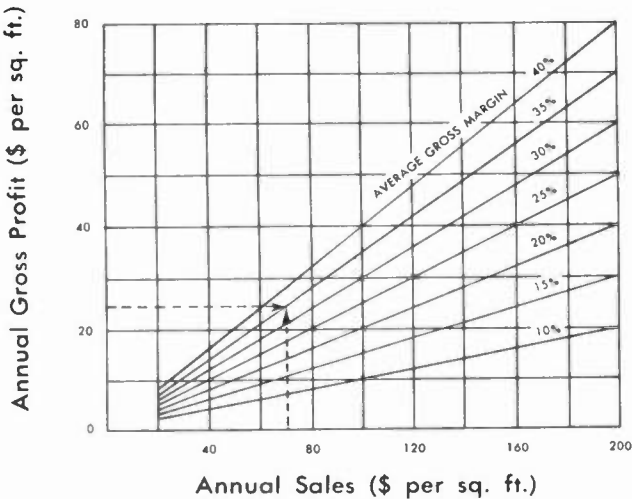
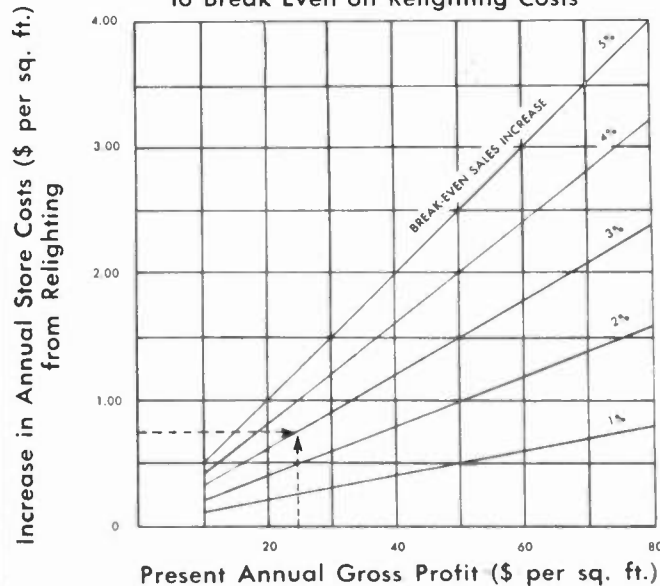


Chart 2 — Increase in Store Sales Required to Break Even on Relighting Costs



SPOTLIGHT
ON
STORE
LIGHTING

Chasing merchandising shadows with light

How Sears does it:

Although Sears Roebuck's corporate headquarters refused to comment, a survey of some Sears stores built after 1965 reveals the following overall lighting pattern.

General lighting: all lights are in recessed fixtures. A combination of Deluxe Cool White fluorescent and incandescent lights are used in ratios that vary with the department. The general level of the lighting which is found throughout the

stores is well under the 100-footcandle level of illumination.

Hard lines: Deluxe Cool White only.

Home furnishings and soft lines: one 300-watt incandescent fixture for each 200-watt fluorescent fixture.

Furniture: two 300-watt incandescent fixtures for each 200-watt fluorescent fixture.

Tv areas: lighting is greatly reduced.

How Boston Edison does it:

The lighting system in the Boston Edison, Prudential center in Boston, Mass., could easily be adapted to an appliance store. The Boston showroom (right) is lit by circular fluorescent fixtures spaced on centers eight and nine feet apart. Accent lighting comes from dark-cone downlights spaced eight feet apart on centers housing 150-watt reflector spot lamps.

In the center of the room (below) is a circular column surrounded by a coffer with fifteen two-lamp, 40-watt fluorescent units. Feature lighting is furnished by forty-eight 250-watt reflector spot lamps, which illuminate displays to 800 or 900 footcandles.



How Macy's, New York, does it:

Macy's new New York City Store, in the Rego Park section of Queens, enjoys some reputation as an architectural curiosity; the store is round and is circled by spiralling parking ramps with-

in its outer walls. For the inside of the store, Copeland, Novak & Israel have designed a good, modern lighting system. The pictures on this page show how and why.



The Bird and Bottle Shop, a housewares gift shop, features the most unique lighting in the store. A portable metal trellis suspended from the ceiling forms walls of the portable shop. Housed in the overhead girders of the unit are egg-crate troughs which hold 40-watt fluorescent tubes covered with milk glass. The bottom shelves of the displays also contain fluorescent lamps covered by milk glass. And shining down on the shelves against the rear wall are incandescent bulbs housed in fixtures similar to those in the Bar Shop (right).



The general lighting in the Bar Shop echoes that of the rest of the store. The ceiling lights are housed in "Type A" Macy's corporate fixtures with a minimum 11½-inch depth, which house eight 40-watt Warm White fluorescent lamps. The fixture has a four-foot by three-foot bottom with trim splay frame and a 61-inch square lowered lens.



The shop's focal point is this section of shelves. A four-foot-long trough above the shelves holds strips of 40-watt Warm White fluorescent lamps, and incandescent lamps highlight the display from above. The incandescent fixture used here, is the "Type N" Macy's corporate recessed fixture, measuring 8 inches in diameter with a 9-inch maximum depth. It holds one 100-watt lamp and is finished with a reflector and an aluminum light shield.



The major appliance and floor care sections are divided by a mural lit from above in such a way that it acts as a marquee which draws customers to that part of the store and announces what is there. The highlight spots are housed in Macy's corporate "Type N" incandescent fixture with reflector. But the lights inside are 100-watt flood lamps.

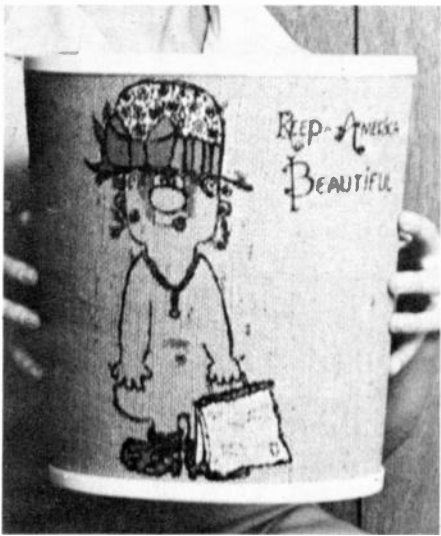
To the left of the mural are majors lit by the general fluorescent recessed lights. In addition, a valance hides lights that shine down on the refrigerators lined up against the wall. Behind the valance is an egg-crate fixture housing a continuous strip of 40-watt Warm White fluorescent lamps. The floor care products against the wall in the background are also highlighted by strips of fluorescent lights behind a valance.



Attention is drawn to a featured refrigerator in the Home Food Service Center, a display in the appliance area, by two incandescent spots similar to those lighting the mural across the way from it. Note how the refrigerator stands out loud and clear.



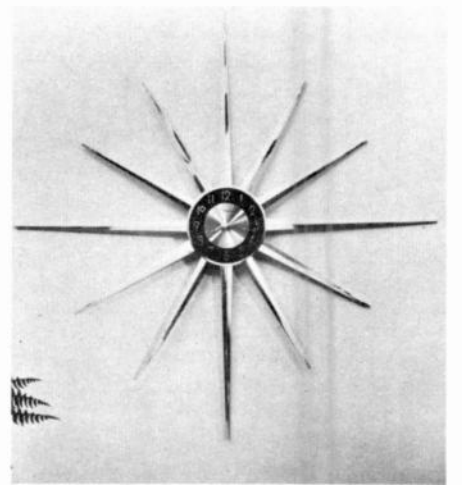
Lining the bottom shelf of the display is a row of 40-watt fluorescent lamps covered with a milk glass surface. Here's how an ice bucket looks lit from below, by the shelf light, and from above, by the ceiling lamps.



□□ Whimsical new housewares are being marketed by Hallman Products, a producer of hobby items. Hallman's entry into housewares is built around a line of decorated wastebaskets and bulletin boards, both featuring whimsical designs on colored burlap. The firm also may add a line of bath goods. The decorator wastebaskets, (model 17-03-06 is shown) come in six designs and six colors. They are plastic-coated inside. Decorator versions retail for \$3, undecorated for \$2.75. The Slim-Line bulletin boards also come in six designs and six colors. They retail at \$3 for a 23- by 17-inch size and \$1.65 for an 11- by 17-inch board. Hallman Products, 826 E. 62nd St., Los Angeles, Calif. 90001

□□ New flashlight assortments are being offered by Union Carbide: One counter display features six Eveready Captain flashlights; another holds 12 Penlights and six Pocket Lites; and a third assortment, the Diamond Lite Display, contains six No. 324 flashlights. Union Carbide, Consumer Products Div., 720 Park Ave., New York, N.Y.

□□ A special on bath scales is being offered by Hanson through Nov. 15. The firm is packing four scales (\$29.80 retail value) in one shipper-display carton. It contains one gold 940 scale, a pink 990, and two white 363 scales. Hanson Scale Co., Northbrook, Ill. 60062



□□ Ingraham has a new wall clock that measures three feet in diameter. The clock is a 12-pointed brass star, with raised brass numerals on a black band. The face and hands are also brass. The decorator clock, called the North Star, is available as an electric unit, at \$12.95, or in a battery-operated model, at \$17.95. The battery clock operates on one flashlight battery. Both items come with Ingraham's guarantee. Ingraham Co., Redstone Hill Rd., Bristol, Conn. 06010

This **Arvin** clock radio in walnut wood lulls you to sleep, wakes you to music and alarm, plays AM or FM, lights up in the dark...even lets a guy oversleep and still make it to work on time.

(It also has a habit of waking up clock radio sales.)

Handy "Repeat-a-Call" button lets you catch an extra forty winks.

Slumber Switch lets you fall asleep to music, then shuts off automatically 1 to 60 minutes later

Genuine Walnut Wood Cabinet adds a furniture touch

Large easy-to-read clock face with sweep-second hand and Doze Light

11 Transistor Solid State AC Powered Chassis for instant play, cooler operation and longer set life

Choose "Wake-to-Music" or "Wake-to-Music and Alarm"

Separate Volume Control

Full range tone control for brilliant AM or FM

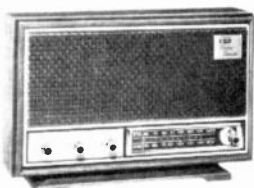
AM/FM control with switchable AFC for drift-free FM

Lighted slide rule dial

Big 5" Velvet Voice Speaker

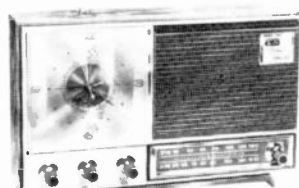
Smooth indirect drive tuning control

Arvin Solid State AM/FM Full Feature Clock Radio in Genuine Walnut Wood Cabinet Model 47R68, Genuine Walnut Wood Sugg. retail \$74.95



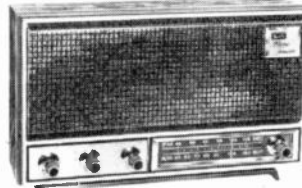
Arvin Solid State AM/FM Table Radio in Genuine Walnut Wood Cabinet

Handsome all-wood cabinet features same quality radio features as Model 47R68 except full feature clock. Deluxe features include instant-play 11 transistor Solid State chassis, AFC for "drift-free" FM listening, variable tone control, lighted slide rule dial and large Velvet Voice speaker. Model 37R68, Genuine Walnut Wood Sugg. retail \$64.95



Arvin Solid State AM/FM Full Feature Clock Radio in Deluxe Walnut Wood-Grain

Versatile clock radio features 11 transistor Solid State AC powered chassis, easy to read lighted clock face with Slumber Switch, Doze Light, "Repeat-a-Call" alarm, and sweep second hand. Dependable radio features switchable AFC for "drift-free" FM listening, full range tone control, and lighted slide rule dial. Model 46R48, Walnut Wood-Grain Finish Sugg. retail \$64.95



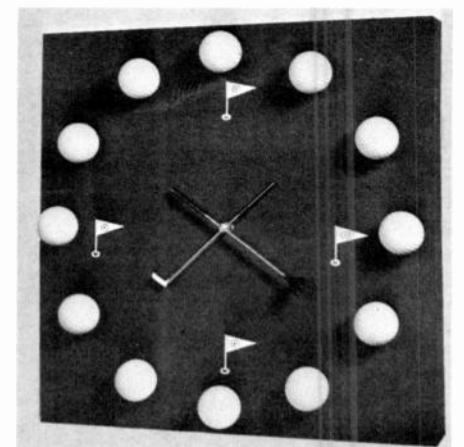
Arvin Solid State AM/FM Table Radio in Deluxe Walnut Wood-Grain

Slim-styled cabinet of durable molded plastic finished in warm Walnut Wood-Grain features same radio features as Model 46R48 except full feature clock. Deluxe features include 11 transistor Solid State chassis, AFC for "drift-free" FM listening and lighted slide rule dial. Model 36R48, Walnut Wood-Grain Finish Sugg. retail \$54.95

Arvin Value begins with Quality in Home Entertainment

As Nationally Advertised In: Life, Look, Newsweek, Sports Illustrated, Sunset, Time

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

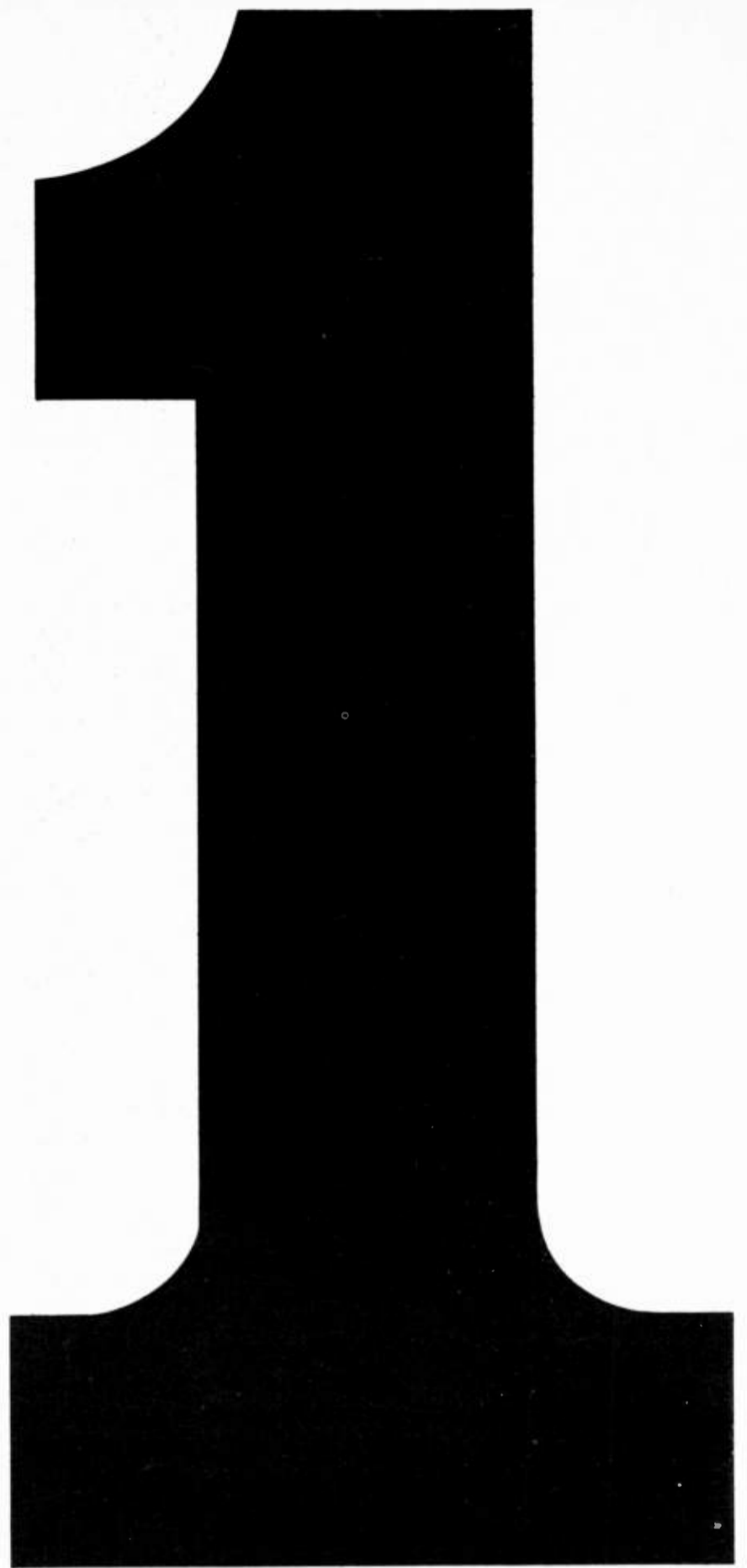


□□ A clock for "putting" around, the Sportsman Golf Clock by Tru-Line, is being marketed by Pearce-Simpson Inc. The battery-operated wall clock uses regulation golf balls on its face, backed by "putting green" felt. It measures 17 inches by 17 inches, and retails for about \$60. The firm also offers clocks using regulation billiard balls. Pearce-Simpson Inc., P.O. Box 800, Biscayne Annex, Miami, Fla. 33152



□□ Sonotone offers new packaging for its disc cell battery line. The new disc cell packages are made by stacking one cell atop another. The stack of cells is then placed in a tube of "shrinkdown" poly-vinyl chloride plastic, and the plastic is heated so that it shrinks to fit the form of the stacked cells. The package stands rigid and is insulated against electrical shorts. According to the company, it also has excellent chemical-, water-, and oil-resistant properties. Sonotone Corp., Elmsford, N. Y. 10523

merchandising week is the new leader in department store mass merchandiser paid circulation*



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FREDERICK & NELSON / THE F & R LAZARUS & CO. / C. L. GAYFER & CO., INC. / MAISON BLANCHE / WOODWARD & LOTHROP / WIEBOLDT
STORES, INC. / TOPPS / J. M. FIELDS, INC. / BLOOMINGDALE BROS. / FEDERAL DEPT. STORES / G. FOX & CO., INC. / JOHN SHILLITO CO.
DORNS STORES, INC. / FEDWAY DEPT. STORE / J. L. BRANDIES & SONS, INC. / EMERY BIRD THAYER CO. / GAMBLE-SKOGMO, INC. / THE
HALLE BROS. CO. / HESS'S / JOSEPH HORNE CO. / THE MABLEY & CAREW CO. / MEIER & FRANK CO., INC. / PIZITZ / SATTLEERS, INC.

*largest department store / mass merchandiser paid circulation in the appliance-radio / tv-housewares field . . . December 31, 1965 Publishers' ABC Statements

MOR Report: Vac sales downtown outpace the branch gains

Reversing the usual pattern, vacuum cleaner sales made their best showing at the downtown main store, rather than at the suburban branches, among the nation's leading department store chains in 1965.

Vacuum cleaner sales increased 9% at the main store and 3% at the branches in 1965, compared to 1964. The reverse was true in 1964, when branch sales gained 8% and main store sales gained only 2% over the 1963 level.

The figures are taken from the 1965 Merchandising & Operating Results (MOR) published by the Con-

trollers' Congress of the National Retail Merchants Assn.

The MOR report is based on a survey of 298 merchandising companies, which operate 849 store units, with a total sales volume of approximately \$5.6 billion.

(Editor's note: For comparison purposes, the 9% sales gain at the main store and the 3% increase at the branches fall behind the 13.2% increase in manufacturer shipments of vacuum cleaners in 1965 over 1964, as reported by the Vacuum Cleaner Manufacturers Assn. However, the MOR figures on vacuum

cleaners include other products carried by vacuum cleaner departments, such as attachment sets and disposable bags.)

The vacuum cleaner showing outpaced the sales gains recorded by electric housewares at the main store—3% for electrics compared to the 9% for vacs. Electrics at the branch stores turned in a 5% increase, compared to a 3% gain for vacs. The 9% gain downtown for vacs also compares favorably with a 1% gain for "major kitchen appliances." At the branches, where vacs showed a 3% sales gain, major

kitchen appliance sales declined 2% from the 1964 level.

From a profit standpoint, this is the 1965 showing for vacuum cleaners (compared with the 1964 results) for main store and branch figures combined:

Cumulative markon rose 0.7% (28.8% compared to 28.1%); mark-down percentage of net sales rose 0.2% (3.8% compared to 3.6%); stock shortage percentage of sales rose 0.2% (1.0% compared to 0.8%). Workroom costs (at 1.0% of sales) and cash discount earned (at 0.8% of sales) remained unchanged.

Gross margin fell 0.8% on net sales, including cash discount (24.2% compared to 25.0%); gross margin return per dollar of inventory cost declined from \$1.51 to \$1.50; cash discount percentage of cost purchases fell 0.1% (0.9% compared to 1.0%); sales returns and allowances percentage of gross sales climbed 1.3% (8.1% compared to 6.8%). Stock turns remained unchanged at 4.8 turns based on average monthly inventory; and stock age was up slightly (94% of stock less than six months old in 1965, compared to 98% in 1964).

The cumulative markon for vacs at 28.8% compared favorably with electric housewares at 26.3% and major kitchen appliances at 27.2%. Markon figures are for both main store and branches.

The improved main store showing pushed vacuum cleaners from 0.3% of total store sales to 0.4%. The selling area, in relation to over-all store space, remained constant at 0.1% of the downtown store space. Vac sales at the branches remained constant at 0.3% of total branch sales. Selling area also remained stable at 0.1%.

A major bright spot in downtown vac sales is the dollar sales per square foot of selling space. At the downtown store, dollar sales rose to \$195 per square foot, compared to \$160 in 1964. At the branches, however, a decrease was recorded—down from \$169 per square foot in 1964 to \$150 last year.

The average sales ticket climbed downtown, but declined at the branches—another reflection of the reversal of the usual trend. The average gross sale at the main store stood at \$19.52 in 1965, compared to \$18.15 in 1964 (vacuum cleaner accessories pull down the figure). At the branches, the average gross sale declined from \$29.30 in 1964 to \$27.32 in 1965.

Gross transactions, however, showed a bigger sales percentage gain at the branches than at the main store. The number of gross sales transactions was up 4% at the main store, compared to a 6% gain in 1964, while gross transactions were up 17% at the branches, compared to a 1% increase in 1964.

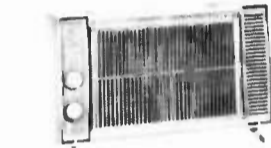
Other MOR findings: Newspaper space costs (main store only) remained constant at 2.4% of total sales; salespeoples' salaries (including fringe benefits) declined in relation to net sales, down from 6.5% in 1964 to 6.4% in 1965 at the main store, and down from 6.6% to 6% at the branches. Delivery costs' percentage of net sales climbed from 1.4% in 1964 to 1.8% in 1965. (Additional MOR reports can be found on pp. 8 and 26.)

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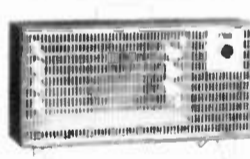
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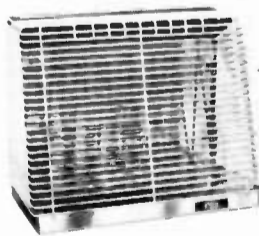
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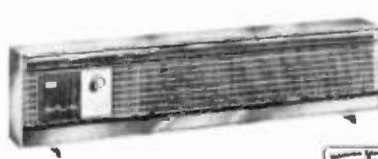
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Manufacturers' first-half sales: out to reap another record year

Although 1965 was a bumper year for just about all of the housewares and hardware manufacturers, 16 of the 18 companies included in MERCHANDISING WEEK's financial review managed to top last year's sales and profits pictures. However, for two companies—Mirro and McGraw-Edison—the first-half harvest was slim.

Mirro, a high-rider on 1965's boom, fell 29.4% in earnings and 5.7% in sales for the first half of 1966. A. L. Vits, Mirro president, attributes the drop to "an unusual, industry-wide demand for teflon-lined aluminum cookware" in 1965. "Prospects for the balance of this year," he added, "are excellent."

McGraw-Edison's first-half earnings declined 27.3% and sales dropped 9.6%, compared with the company's first-half report in 1965 (which was the best year in its 65-year history, according to President Alfred Bersted). Two strikes dampened this year's profits: the strike at the Speed Queen division in Ripon (Wis.) lasted four months, ending in March, and the strike at the Pennsylvania Transformer division

in Canonsburg (Pa.) lasted five months, ending in June.

"Our record-high backlogs of unfilled orders continued to rise," said Bersted. "Compared with a year earlier, backlogs, which were up 35% at the end of the first quarter, had risen to 47% at the end of the first half." He added that the increase in sales since the strike settlements should continue for the balance of 1966.

The most impressive first-half figure for 1966 is Tensor's 42% record increase in sales over the comparable period in 1965. Detecto's 47.6% increase includes sales of Para Manufacturing, which was acquired in November; and National Union Electric's 305% increase includes sales from Emerson Radio & Phonograph Corp., which was acquired May 31.

Other record-setters for first-half sales were Rubbermaid, with a gain of 24.5% over 1965; Scovill, parent company of Hamilton Beach, with an increase of 32%; and Rheem Manufacturing Co., with an increase of 27.7%.

Company	Sales (add 000)		% sales change	Earnings (add 000)		% earnings change
	1966	1965		1966	1965	
Arvin						
1st half	\$ 68,842	\$ 65,392	+ 5.3	\$ 2,032	\$ 1,773	+ 14.6
2nd quarter	35,022	32,406	+ 8.1	1,094	943	+ 16.0
Black & Decker*						
9 months	109,459	87,180	+ 25.6	9,349	7,874	+ 18.7
Detecto						
1st half	7,119	4,822	+ 47.6	237	209	+ 13.4
2nd quarter	3,603	2,430	+ 48.3	119	106	+ 12.3
General Time						
1st half	50,582	42,225	+ 19.8	1,060	903	+ 17.4
2nd quarter	24,838	20,591	+ 20.6	437	381	+ 14.7
Hoover						
1st half	127,909	119,688	+ 6.9	7,882	7,500	+ 5.1
2nd quarter	61,359	59,550	+ 3.0	3,610	3,447	+ 4.7
McGraw-Edison						
1st half	210,363	232,611	- 9.6	11,022	15,162	- 27.3
2nd quarter	111,516	120,432	- 7.4	6,049	8,127	- 25.6
Mirro						
1st half	27,937	29,608	- 5.7	1,546	2,189	- 29.4
2nd quarter	12,452	13,716	- 9.2	475	781	- 39.2
National Union Electric†						
1st half	72,599	17,927	+305.0	2,717	762	+256.6
Owens-Illinois						
1st half	444,468	404,571	+ 9.9	27,260	24,997	+ 9.1
2nd quarter	235,376	204,175	+ 15.3	14,821	13,446	+ 10.2
Rheem						
1st half	78,344	61,344	+ 27.7	3,462	3,245	+ 6.7
2nd quarter	41,779	32,669	+ 27.9	1,957	1,824	+ 7.3
Rival						
1st half	8,634	7,656	+ 12.8	628	675	- 7.0
Rubbermaid						
1st half	25,362	20,364	+ 24.5	2,096	1,792	+ 17.0
2nd quarter	12,316	10,079	+ 22.2	969	873	+ 11.0
Scovill						
1st half	158,111	119,774	+ 32.0	5,978	4,144	+ 44.3
Stanley Works						
1st half	94,507	81,861	+ 15.4	4,211	3,164	+ 33.1
2nd quarter	49,185	41,131	+ 19.6	2,137	1,455	+ 46.8
Sunbeam**						
3 months	53,160	44,919	+ 18.4	3,320	2,901	+ 14.4
Tensor						
1st half	3,139	2,211	+ 42.0	137	96	+ 42.7
2nd quarter	1,676	1,013	+ 65.4	48	21	+128.6
Tonka***						
12 months	26,105	22,487	+ 16.1	1,270	1,041	+ 22.0
Wagner						
1st half	6,465	5,583	+ 15.8	216	215	+ .5

* (9 months ending 6/26/66)

** (3 months ending 6/30/66)

*** (12 months ending 6/30/66)

† (1st half 1966 includes earnings of Emerson Radio & Phonograph Corp.)

□□□□ Mod fashions will invade housewares by January, buyers are betting. At least one manufacturer is known to be "sounding out" buyers on adapting the Mod look to housewares. If it comes, Mod undoubtedly will make its biggest fashion splash in the bath shop product area. Bath shop manufacturers increasingly are following the soft goods fashion trends: Pucci-print and "wet look" shower curtains turned up at the July Housewares Show. The Mod look, however, is not expected to be confined to bath goods. Look for oversized polka dots and paisleys to turn up more and more on plastic housewares, serving accessories, tray tables, and other gift housewares products. Meanwhile, the soft goods industry is preparing the way for acceptance of Mod-influenced housewares products. Even the more conservative men's furnishings stores are jumping into at least a modified Mod look.

□□□□ Look for more facial saunas on the market, probably by January. Health Products Inc.'s Saunda unit (MW, 15 Aug., p.37) is causing other housewares manufacturers to take a long, hard look at the product and its sales potential. Although there are other models available (at least one, an import) Health Products, a new Chicago company, is the first firm to angle wide distribution through housewares channels—including housewares distributors. Health Product's Saunda is reported to have made a good initial sales performance in its debut at Marshall Field & Co. in Chicago. In New York City, Macy's and Abraham & Straus, among others, are taking on the product—in housewares. Lafayette Electric, housewares distributor, is handling the Saunda in the New York City area.

□□□□ The high price tag for a rechargeable vac does not worry Joseph Mathews, who has developed a low-voltage, high-current motor for a new cordless hand vac to be marketed by Mathews Electronics Corp., of Mobile, Ala. The 3½-lb. vac, which will operate about 30 minutes between charges, is expected to retail at \$44.95. "Women today are willing to pay a premium for a cordless model," he said, "and I don't think the premium is excessive."

"We hope to produce about 150 units per day by Jan. 15," said Mathews. The vac is scheduled for introduction before Christmas, with New York City the launching site.

The firm also plans a cordless power mower that will operate about two hours or for about an acre of rough cutting. It should be in production on a limited basis by the 1967 season, according to Mathews.

□□□□ A floor care merchandising center, offered by Eureka Williams, consolidates a full line of cleaners, floor polishers, and accessories in a compact area. The firm also is offering a sales training booklet titled "How to Increase Your Earning Power with Eureka." Two other booklets will be available later this year.

□□□□ Key moves: HAMILTON BEACH names Arthur M. Bylin as oral hygiene market mgr . . . WEAR-EVER ALUMINUM elects H. J. Endean vp and mgr of marketing, succeeding Murray G. Armentrout, a director and vp in charge of marketing, and Buford E. Hiles, vp in charge of sales.

MOR Report: Consumer electronics gains pace the entire store

Television sets, phonographs, and radios get the checkered flag for being the No. 1 sales gainer of all product categories carried by department stores during 1965.

Television sales led the consumer electronics team—accelerated by the consumer demand for color tv—with increases over the previous year of 30% at branch stores and 25% at downtown units. In over-all consumer electronics sales, branch stores tallied a 25% increase, while main stores showed a 19% gain.

The figures are taken from the National Retail Merchants Assn.'s Merchandising & Operating Results (MOR) for 1965. The MOR report is based on a survey of 298 merchandising companies, operating 849 store units, with a total sales volume of approximately \$5.6 billion.

The average tv sales ticket jumped \$43.01 (from \$170.08 in

1964 to \$213.09) at downtown stores and \$29.97 (from \$170.07 to \$200.04) at branch stores. The average radio-phonograph sales ticket climbed \$9.82 (from \$29.01 in 1964 to \$38.83) at branches, but declined \$.74 (from \$40.52 to \$39.88) downtown.

Another major selling plus was made with tv and radio-phonograph sales per square foot of selling space. Television dollar sales at main stores rose to \$193 per square foot (compared to \$152 in 1964) and to \$187 per square foot (compared to \$155) at branch units. Radios and phonographs rose to \$155 per square foot (compared to \$128) at main stores and to \$153 per square foot (compared to \$133) at branches.

Here is the breakdown of the 1965 showing for consumer electronics products (compared with the 1964 results) for main store and branches combined:

Cumulative markon rose 1% for tv (from 25.2% to 26.2%) and 1.3% for radios and phonographs (from 30.4% to 31.7%); markdown percentage of net sales dropped 0.6% for TV (from 4.7% to 4.1%) and 0.3% for radios and phonographs (from 4.7% to 4.4%); stock shortage percentage of sales dropped 0.4 for TV (from 0.8% to 0.4%) and rose 0.2% for radios and phonographs (from 1.4% to 1.6%).

Workroom cost percentage of sales rose 0.1% for tv (from 2.9% to 3.0%) and dropped 0.2% for radios and phonographs (from 2.6% to 2.4%); cash discount earned percentage of sales dropped 0.1% for tv (from 0.8% to 0.7%), remained at 0.8% for radios and phonos.

Gross margin on net sales rose 1.6% for tv (from 18.8% to 20.4%) and 0.6% for radios and phonographs (from 23.7% to 24.3%);

gross margin return per dollar of inventory cost rose from \$1.02 to \$1.41 for tv and from \$1.06 to \$1.16 for radios and phonographs; cash discount percentage of cost purchases declined 0.1% for tv (from 0.7% to 0.6%) and rose 0.1% for radios and phonographs (from 0.8% to 0.9%); sales returns and allowances percentage of gross sales rose 0.3% for tv (from 12.2% to 12.5%) and dropped 1% for radios and phonographs (from 11.1% to 10.1%).

Stock turns based on average monthly inventory rose 0.9% for tv (from 4.7 to 5.6 turns) and 0.3% for radios and phonographs (from 3.3 to 3.6 turns); stock age was down for tv (96% stock under six months old in 1965, compared to 92% in 1964), while stock age was up for radios and phonographs (89% of stock under six months old in 1965, compared to 92% in 1964).

MOR Report: major appliance net sales remain static

Department store major appliance departments sold up in 1965—the average gross dollar sale was up—but because other expenses (markdowns, shortages, service, and newspaper ads) were also up, the net sales result was about the same. In main stores, net refrigerator and air conditioner sales were off 2%; in branch stores, they were off 1%. In main stores, "major kitchen appliance" net sales were up 1%; in branch stores, they were off 2%.

These are typical results from all stores, large and small. The MOR report lumps together refrigerator and air conditioner sales. Its "major kitchen appliances" category includes dishwashers, ranges, sinks, washers, dryers, ironers, disposers, dehumidifiers, humidifiers, and water heaters. The following numbers, unless identified otherwise, are for both main stores and their branches combined.

Gross margins (which include cash discounts) and markons were generally up. The typical gross margin on refrigerators and air conditioners in 1964 was 18.5% (markon was 25.6%); in 1965, it was 19.2% (markon was 26.2%). The typical gross on "major kitchen appliances" in 1964 was 17.9% (markon was 27.7%); in 1965, it was 18.4% (markon was 27.2%—slightly off).

Stock turns did not improve significantly. In both 1964 and 1965, the typical store turned its refrigerator and air conditioner stock four times. In 1964, major kitchen appliances turned 3.5 times; in 1965 they turned 4.2 times. In 1965, some 83% of the refrigerator and air conditioner inventory and 85% of the major kitchen appliance inventory was less than six months old.

Dollar sales per square foot of selling space improved somewhat for both main stores and their branches.

In main stores, refrigerator and air conditioner sales were \$129 per square foot in 1964; they were \$148 in 1965. In the branch stores, these sales were \$107 per square foot in 1964, compared to \$131 in 1965.

In main stores, major kitchen appliance sales were \$98 per square foot in 1964, \$131 in 1965. In the branch stores, they were \$88 in 1964, \$132 in 1965.

As a percentage of total main store sales, refrigerators and air conditioners went from .6% in 1964 to .7% in 1965. Kitchen appliances went from .4% in 1964 to .6% in 1965. In the branch stores the figure was either the same or slightly lower.

The average gross sale of refrigerators and air conditioners in main stores rose from \$190.30 in 1964 to \$207.50 in 1965. It rose from \$172.57 to \$185.28 for kitchen appliances. The number of transactions also

rose slightly. They were up 3% for air conditioners and refrigerators, up 5% for kitchen appliances.

Salespeople's salaries (including supplementary benefits) expressed as a percentage of net sales were 6.2% in 1964, 6.1% in 1965 (refrigerators and air conditioners); and 6.3% in 1964, 6.7% in 1965 (kitchen appliances).

The delivery expense as a percentage of net sales was 4.8% in 1965 for both categories.

In 1964, main stores gave .4% of the total selling area to refrigerators and air conditioners; in 1965 they decreased it to .3%. In 1964 they gave .6% of the total selling area to major kitchen appliances; in 1965 it was down to .5%. Branches gave a little more space to both in 1965: Refrigerators and air conditioners had .5% of the total selling area (up from .2% in 1964); kitchen appliances had .7%.

MOR Report: Housewares sales growth slows down; turnover is off

The sales growth for electric housewares slowed down in 1965 at the nation's leading department stores—both downtown and at the suburban branches.

Electric housewares sales showed a 3% average gain downtown and a 5% average gain at the branches last year over 1964. However, in 1964, electric housewares turned in a 5% gain downtown and a 13% increase at the branches, compared to 1963.

Turnover decreased slightly for electrics—down from 4.1 turns in 1964 to 4.0 turns in 1965, based on average monthly stock at both the main store and the branches. Dollar volume per square foot of sales space also declined—down from \$140 to \$126 at the main store and from \$82 to \$62 at the branches.

The over-all housewares category (excluding electrics) also followed a somewhat similar pattern. Housewares sales gained only 1% (compared to 6% in 1964) at the main store and 7% (compared to 9% in

1964) at the branches. Housewares turnover fell from 2.7 to 2.6 turns, and dollar volume per square foot also was off at both the main store (\$44 compared to \$45) and at the branches (\$47 compared to \$49).

From a profit standpoint, markon on electric housewares improved ever so slightly—at 26.3% in 1965 compared to 26.2% in 1964. Markdowns rose from 3.7% of total sales in 1964 to 4.1% last year. Stock shortages were cut from 2.0% in 1964 to 1.8% last year. Workroom costs (at 0.1% of total sales) and cash discounts earned (at 1.4% of sales) remained unchanged. Gross margin percentage of net sales, including cash discount, jumped from 21.8% in 1964 to 22.6% last year. Gross margin return per dollar of inventory cost remained unchanged at \$1.18. Cash discounts percentage of cost purchases gained from 1.6% to 1.7%. Returns and allowances came to 8.8% of gross sales, compared to 8.7% in 1964. Eighty-eight percent of the stock was less than

six months old compared to 85% in 1964.

The average sales ticket climbed at both the main store and the branches for electric housewares. It rose downtown from \$13.14 in 1964 to \$14.04 last year, and at the branches from \$14.03 to \$14.52. In sales percentage to over-all store sales, electric housewares held their own downtown, at 0.9%, and at the branches, at 1.0%. The selling area, in relation to total store space, decreased downtown (from 0.5% in 1964 to 0.4% last year) and gained at the branches (up from 0.7% to 1.0%). Gross transactions were up 6% downtown, but decreased 3% at the branches.

Cumulative markon gained for housewares (excluding electrics) from 35.7% in 1964 to 36.6% last year. Housewares markdowns dropped from 5.1% to 4.9% of total sales, and shortages also decreased from 0.8% to 0.7% of total sales. Cash discounts remained constant at 1.2% of total sales. Gross margin

climbed from 32.7% in 1964 to 33.5% last year (as a percentage of total sales). Gross margin return per dollar of cost inventory rose from \$1.32 to \$1.34. Housewares returns and allowances came to 6.3% of total sales last year, up from 6.0% in 1964.

At the downtown store, housewares contributed 3.6% of total store sales, up from 3.4% in 1964. However, selling space during the period declined from 4.4% to 4.0% of total store space. A reversal was reported at the branches: Housewares sales fell from 4.4% in 1964 to 4.1% of total store sales last year. Selling area, however, gained from 4.3% to 4.7%. Gross transactions for housewares fell behind the 1964 pace at both the main store (down 2%) and the branches (down 1%). The average sales ticket increased downtown but declined in the branches: up from \$5.54 in 1964 to \$5.88 last year at the main store and down from \$6.29 in 1964 to \$5.65 in 1965 at the branches.

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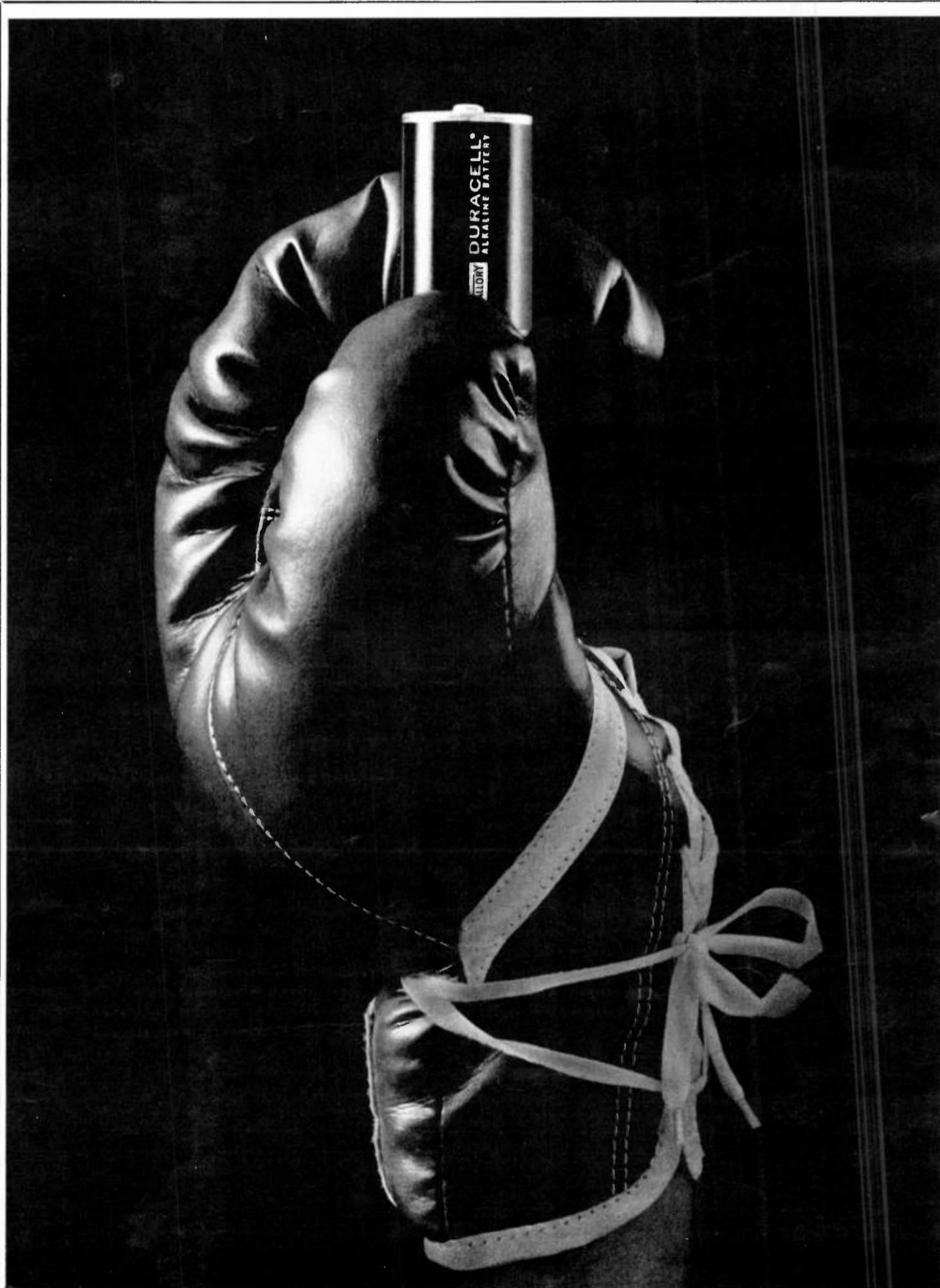
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□□□□ Wanamaker focuses on fashion in housewares in the third annual sales seminar for its salesclerks. The choice of the theme, Fashion and Style Advances in Housewares, is another reflection of the housewares industry's increased emphasis on a fashion-design approach to marketing and merchandising its products. The seminar, to consist of two identical sessions, will be attended by some 140 Wanamaker personnel from the seven-store, Philadelphia-based department store chain. It will be held Sept. 1, at The Presidential.

The annual seminar is jointly sponsored by Wana-

maker's housewares division, under merchandise manager Art Smith, and Everybody's Supply Co., a major Philadelphia area housewares distributor. Edgar Wolf Jr., of Everybody's Supply, points out that the fashion theme for this year's seminar "opens up an entirely new approach to present to retail clerks." Wolf added that past experience has shown the seminar to have "great impact on the sales efforts of the clerks in attendance, reflecting an increased volume for both John Wanamaker and the manufacturers." More than 30 housewares manufacturers will participate this year.

We'll take on anybody's claims to longer life!

When we call Duracell® batteries "the long distance power cells," we mean it! Lab tests and actual use have proved no primary battery outlasts Duracell batteries!

Longest lasting. No battery outlasts Duracell batteries in transistor radios, photoflash units, movie cameras or any normal use! Customers find out how long they last, come back to buy Duracell batteries for all their equipment!

2 to 4 times more profit. Duracell batteries are higher-priced, so they give you more profit—up to 4 times the profit you'd get from the sale of an ordinary zinc-carbon battery!

Most complete line. When you sell Duracell batteries you're offering your customers the most complete line of long-lasting batteries available from any manufacturer! And Mallory displays and merchandisers have balanced assortments to keep your customers well supplied!

Stay fresh for more than 2 years. You don't worry about selling customers half-dead batteries—Duracell batteries still have 85% of capacity after 2 years storage!

Backed by hard-hitting advertising. Powerful national ads in magazines such as *Life*, *Look* and *Reader's Digest*—supported by high-frequency local radio and newspaper campaigns! Duracell ads are capturing your prime prospects for battery sales, practically bring them into your store!

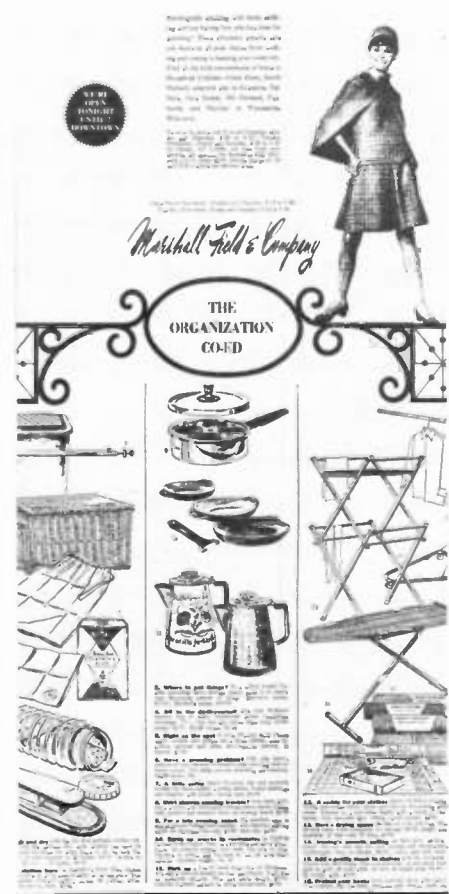
Talk to your local Mallory distributor or representative about Duracell batteries today. Or write Mallory Battery Company, a division of P. R. Mallory & Co. Inc., South Broadway, Tarrytown, New York 10591. Telephone: 914-591-7000. (In Canada: Mallory Battery Company of Canada Limited, Sheridan Park, Ontario.)

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It's good business to do business with Mallory.



□□□□ Field's knows coeds are organizational-minded and promotes the Organizational Coed in selling back-to-school housewares. "Sociologically speaking," says the Marshall Field & Co.'s ad below, "with dates, studying, and just having fun, who has time for anything? These efficiency experts save you hours on all your chores from washing to ironing to keeping your room tidy." Field's seven-column newspaper ad shows closet accessories, bath goods, laundry supplies, cookware, cleaning items, shelf liners, even self-adhesive vinyl for covering and protecting books. Field's chose bright enamel-on-steel pieces for its cookware push. The Chicago department store recently placed its College Board coeds in housewares.



Field's organizes the coed



Only with Westinghouse: Permanent Press settings plus all these Heavy Duty features at competitive prices.



There are Permanent Press settings on four new Westinghouse Heavy Duty washers. Each has a matching dryer available in either a gas or electric model.

The new line of Westinghouse Heavy Duty Washers is specifically designed for today's bigger Permanent Press washloads. From the extra-rugged agitator to the Heavy Duty transmission system this line of Westinghouse Washers is built to take it.

1. **Heavy Duty Agitator:** draws clothes down, through the wash water and back up again for thorough gentle cleaning.
2. **Heavy Duty Double-Action Washing:** while the agitator goes in one direction the wash basket goes in the other to give you two washing actions at one time.
3. **Heavy Duty 15 pound capacity:** washes any size load from the smallest up to big family size with equal ease.
4. **Heavy Duty Suspension System:** so there's no unbalanced load, even when you put in heavy bedspreads or shag rugs.
5. **Heavy Duty Transmission:** bigger and heavier than transmissions found in most other automatics.

Only Westinghouse gives your customers all this—plus Permanent Press laundering at the press of a button. All this and competitive Westinghouse prices.

You can be sure if it's Westinghouse 

INDUSTRY TRENDS

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

	date	1966	1965	% change
FLOOR CARE PRODUCTS				
Floor Polishers	June	94,378	83,579	+ 12.92
	6 Months	577,758	581,686	- .68
Vacuum Cleaners	June	402,756	367,916	+ 9.46
	6 Months	2,730,444	2,394,138	+ 14.04
HOME LAUNDRY				
Dryers, clothes, elec.	June	102,058	73,603	+ 38.66
	6 Months	641,800	484,522	+ 32.46
Dryers, clothes, gas	June	42,703	35,379	+ 20.70
	6 Months	299,577	244,618	+ 22.46
Washers, auto & semi-auto.	June	358,948	331,672	+ 8.22
	6 Months	1,928,556	1,742,222	+ 10.69
wringer & spinner	June	54,927	57,066	- 3.75
	6 Months	266,390	294,873	- 9.66
OTHER MAJOR APPLIANCES				
Air Conditioners, room	July	773,000	238,800	+223.70
	7 Months	2,738,000	2,147,600	+ 27.49
Dehumidifiers	July	37,000	22,300	+ 65.91
	7 Months	204,800	178,700	+ 14.60
Dishwashers, portable	July	26,000	20,300	+ 28.07
	7 Months	223,400	171,400	+ 30.33
under-counter, etc.	July	79,000	59,400	+ 32.99
	7 Months	533,600	429,100	+ 24.35
Disposers, food waste	June	108,500	114,200	- 5.00
	6 Months	668,800	616,700	+ 8.44
Freezers, chest	July	47,000	60,300	- 22.06
	7 Months	269,400	255,300	+ 5.52
upright	July	79,000	79,200	- .26
	7 Months	380,000	381,200	- .32
Ranges, electric	July	169,000†	149,100	+ 13.34
	7 Months	1,202,600	1,132,100	+ 6.22
Ranges, gas	June	202,400*	201,400	+ .49
	6 Months	1,138,900	1,082,700	+ 5.19
Refrigerators	July	515,000	450,100	+ 14.41
	7 Months	2,824,900	2,599,100	+ 8.68
Water Heaters, elec. (storage)	June	87,300	95,400	- 8.50
	6 Months	521,600	533,100	- 2.16
Water Heaters, gas (storage)	June	212,130	205,020	+ 3.46
	6 Months	1,294,190	1,284,800	+ .73
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	August 5	82,367	68,223	+ 20.73
	31 Weeks	1,497,567	1,582,180	- 5.35
monthly distributor sales	June	195,241	214,292	- 8.90
	6 Months	1,170,744	1,250,973	- 6.42
Phonos, console, distrib. sales	August 5	37,364	32,094	+ 16.42
	31 Weeks	940,420	771,737	+ 21.85
monthly distributor sales	June	133,656	111,371	+ 20.00
	6 Months	793,007	610,988	+ 29.79
Radio (ex auto), distrib. sales	August 5	234,513	240,139	- 2.35
	31 Weeks	7,176,157	6,512,958	+ 10.18
monthly distributor sales	June	1,173,010	1,020,575	+ 14.93
	6 Months	5,976,902	5,112,766	+ 16.90
B&w Television, distrib. sales	August 5	157,586	191,174	- 17.57
	31 Weeks	4,090,745	4,237,016	- 3.46
monthly distributor sales	June	543,992	533,123	+ 2.03
	6 Months	3,426,789	3,386,935	+ 1.17
Color Television, distrib. sales	August 5	88,412	59,414	+ 48.80
	31 Weeks	2,202,561	1,121,063	+ 96.47
monthly distributor sales	June	332,848	172,226	+ 93.26
	6 Months	1,821,194	838,539	+117.18

†Electric Range July total includes: 99,000 free-standing ranges, 70,000 built-ins.
*Gas Range June total includes:
135,100 free-standing ranges, 21,100 high-oven models, 20,100 set-ins, and 26,100 built-ins.
Sources: EIA, VCMA, AHLMA, NEMA, GAMA.



Star-spangled way to save a bundle

Instead of stowing away your loose change in an old sock, turn it into a bagful of U.S. Savings Bonds.

So you don't have much to start with. The beauty of Savings Bonds is that you don't need much to start with. 63¢ a day will get you your first crisp, new Bond in a month.

Building a bundle for your future with Bonds is a safe, sensible move. When held to maturity, your Bonds are worth \$4 for every \$3 you invest. And your Bonds convert easily into cash when you need it.

There's a hidden bonus in every Bond. It's the star-spangled feeling you get from knowing that your Bonds help your country while they help you. Because your Bond dollars are put to work expanding the horizons of freedom throughout the world.

If you'd like to see a Bond close-up—with your name on it—there's no time like the present for getting started. A bundle of Bonds is security in the bag.

Buy U.S. Savings Bonds

STAR-SPANGLED SAVINGS PLAN
FOR ALL AMERICANS



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Treasury Department and The Advertising Council.

Turn more heads (and profits)
with these Kelvinator
"Waltz Through Washday" specials.



The hot all-fabric combination, that gives everything you wash that hand-laundered look, now comes in fashionable

**AVOCADO
GREEN**
At no extra cost!

Now, you can sell women a lot more than they bargained for in a laundry combination. Not only does this all-fabric pair give the cleanest, gentlest possible wash, you've also got the distinct edge of selling this year's hottest color at NO EXTRA COST! The washer has 8 cycles, 4 speed combinations, 4 push-button water temperature selections and an automatic bleach dispenser. The 3 timed-cycle dryer companion may be set for up to 120 minutes of drying time to cover every possible drying operation a woman could need. And, both units offer the best guarantees in the business. So, get into the waltz action with the laundry line that more and more women are asking for . . . and put more green in your pocket.



Now you can
feature this
special all-
fabric dryer
for only
\$99.95

It will keep showroom traffic moving at a fast pace. This low-price dryer has cool-down action that prevents wrinkles from being baked in, yet holds permanent-press pleats and creases perfectly. Automatic time cycle may be set for up to 120 minutes of drying time. Door opens a full 180 degrees to make putting in and taking out clothes a lot easier. During waltz time, it's priced to sell at only \$99.95. And as an added selling incentive, it comes in Buttercup Yellow at no extra cost! More proof that Kelvinator is action. This waltz time—and always.



In addition: You get special buy deals to make it easier and more profitable to sell Kelvinators during this "Waltz Through Washday" promotion. Plus local newspaper ads. Free retail incentives. Eye-catching local promotions. Plus a full-page, full-color ad in LIFE. Everything you need to put more action on your sales floor.

Kelvinator

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