

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

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◆□□□ The biggest birthday:

This year—the home laundry industry's 50th anniversary year—will be topped off by the new edition of the "Waltz Through Washday"—which will be a record-breaker. For a look at this year's program and how local-level promotion works, see the "Waltz" section starting on..p.16

AT PRESSTIME □

□□□□ Tecumseh ups prices on most of its compressor line from 3% to 4%, effective on shipments made on and after Sept. 1. Tecumseh, a major supplier of compressors in the appliance industry, said that models used in air conditioners and refrigerators would be affected by the price hike.

□□□□ The pro football craze is invading home goods, including the introduction of a radio shaped like a football helmet. The National Football League Helmet Radio, at \$29.95 list, is being marketed by Industrial/Contacts Inc., of New York City. The gift-packed, 8-transistor radio is decorated with official team colors and insignia in a choice of all 15 NFL teams. It was one of a number of football-related products shown at the New York Gift Show last week. Loyal Gift Products Inc., also of New York City, showed four products incorporating replicas of NFL helmets: a lamp at \$35 list, a bank at \$8, a lighter at \$10, and a paperweight at \$4. Earlier, Sessions introduced a football-shaped clock.

For other sports-minded consumers, Pearce-Simpson shows wall clocks with either official golf or billiard balls on the clock face, and Honeywell has weather instruments in a schooner motif.

continued on p.3

The Hoover Spin-Drying Washer just won't take "no" for an answer.



"I just don't have time to do my own wash." This Hoover washes the average load in just 4 minutes or less. That's less time than it takes to get the car out for a trip to the coin-op laundry. Less time than it takes for the commercial laundry to make out the sales slip.

"It doesn't look like it can get clothes clean." Looks can be deceiving. In those scant 240 seconds, the Hoover gets clothes cleaner than many automatics do after a full wash cycle of ten to fifteen minutes.

"I don't mind washing, but how do I get the clothes dry?" The Hoover spin cycle extracts the water and detergent at 2000 rpm. Three times as fast as most automatics. Some clothes come dry enough to iron.

"It's so complicated. You have to wash a load, then dry it, then wash another load." Not with a Hoover. It dries a load and washes a load at the same time. Cuts down washday to wash-hour proportions.

"It costs a fortune to buy soap and water for a washer." You can save up to 100 gallons of water over an automatic during an average 3-load washing. Use less detergent too, with Hoover's efficient washing action and handy "suds-saver".

"I don't have any room for a washer." The

Hoover measures less than 30" x 17": about the size of a utility table. Stores in the kitchen or bathroom; rolls to the sink for use with just fingertip effort.

"I don't have the money for installation." There's no installation, no expensive plumbing. Just hook it to the faucet and it's ready to go.

"I just hate stained-up washtubs." This one won't stain. It's made of stainless steel. And the spin basket is made of aluminum. No staining on clothes there, either.

"It's not the price, it's the repair bills that kill you." There's a nylon impeller in the pump. So there's no metal to corrode. The action is belt-driven. No gears to go bad. And if the belt wears out, even a fumble-fingers can replace it. No serviceman needed.

"The motors always wear out before the washers do." The Hoover has two motors. One for washing, one for drying, so each carries half the load. Both are built to carry heavier loads than they'll have to take so they last longer.

"What would someone like me do with a washing machine?" That's what they *all* say. But the Hoover has been bought by single

girls, mothers of ten, retired couples, farm families, even people who live in apartments and mobile homes.

"But I already have an automatic washer." Most people buy the Hoover as their only washer. But more and more families are buying it as their second washer. (If the two car family makes sense, why not the two washer family.) And for good reason. It washes so much faster, cleaner, better, and cheaper than the automatics that it makes a lot more sense. Then, too, you can keep it on the first or second floor so there's no more running to the basement.

"I can't afford it." Suggested retail is around \$159.95. Less than some people spend at a coin-op laundry in just one year. Cheaper than most automatics. More dependable, too. And a whale of a buy, no matter how you look at it.

Now that we've given you the answers to the objections, why don't you feature the Hoover Spin-Drying Washer in your Waltz-Through-Washday promotion? It might just turn your showroom floor into a regular Grand Ballroom. Full of women all saying the two best words a retailer can hear.

"Yes, Yes!"

For information on the Hoover Spin-Drying Washer, get in touch with your local Hoover man. The Hoover Company, North Canton, Ohio.



□□□□ **Sale of some Korvette or Spartan stores** will be required to gain Federal Trade Commission approval of the proposed merger between E. J. Korvette and Spartans Industries, according to informed Wall Street sources. The units in question are said to be in areas where the two giant discount chains compete. Some Wall Streeters speculate that Spartans may work out a program to divest itself of some or conceivably all of the Spartan stores. It was also learned that the FTC is concerned that Spartans is also in the manufacturing business. The FTC and Spartans officials declined comment.

The Korvette-Spartans nuptials, which were set for last week, have been postponed until Sept. 22, when special meetings will be held to get the blessings of stockholders of both firms. The reason for the postponement: the possible skirmish with Uncle Sam. A top Spartans executive minimized Wall Street speculation that the merger may not take place. "If we didn't think so," he said, "we wouldn't have scheduled new stockholder meetings. I have no doubt but that it will go through."

□□□□ **GE offers three housewares "specials"** for the fall: the F-66 steam iron at \$10.98 suggested retail, the T-102S toaster at \$13.98, and the M-17 hand mixer at \$10.98. All are available in limited quantities.

□□□□ **W. J. Burke moves from Sunbeam to Shetland** as vp. Sunbeam names D. F. Mitchell to succeed Burke as general manager of the outdoor products division.

□□□□ **The outlook for appliance sales:** The U.S. Department of Commerce reports that 18.7% of U.S. households plan to buy at least one major appliance within the next six months—up from 17.2% reported in July, 1965. In washers, 5.5% expressed a desire to buy within the six-month period, compared to 5.2% in the same period in 1965. The demand for air conditioners was rising fastest, with 2.3% of households reporting they would buy a unit within the six-month period, compared to 1.7% last summer. Demand also was rising for tv sets (5.3%—up from 5.1%) and radio and phono equipment (2.6%—up from 2.2%). Only decline: refrigerators, 4%—down from 4.2%.

□□□□ **Ed Dubbs is named senior associate editor** for MERCHANDISING WEEK with major responsibilities for housewares news and retail coverage. Dubbs joined MW in 1965 as an associate editor.

□□□□ **Dan Dorfman joins Merchandising Week** as an associate editor specializing in retail management news and features. Before joining MW, Dorfman was a financial reporter on the New York *Herald Tribune*.

New headache for Masters: shake-up in top management

Masters Inc., which took a resounding financial beating three years ago, will soon be stung by a shake-up in top management.

It was learned authoritatively that Jack Haizen, president of the discount chain since 1963, is leaving the company in early September over sharp differences in merchandising policies with Masters board chairman Louis Biblowitz.

It is understood that a meeting of Masters creditors will be held late this month to seek permission for the sale of Haizen's stock holdings in the corporation. The Masters president, who will reportedly continue with the four-store chain in a consultant's capacity, is said to own

about 10% of the company's stock. Haizen could not be reached for comment.

Biblowitz confirmed that he and Haizen were not seeing eye to eye on merchandising policies, but said that "this doesn't mean a thing. I've been arguing with my brothers for 40 years." Biblowitz observed that Haizen was still with the company, but issued a "no comment" when asked if the Masters President was leaving in September.

Biblowitz is also the president of Lady Rose Stores, a chain of apparel shops and leased department operators. Lady Rose, which operates leased women's and children's departments in the four Masters stores,

is understood to be the largest stockholder in Masters with about a 15% interest.

The merchandising differences between Haizen and Biblowitz reportedly center on the impact of leased departments. Haizen is said to favor less of them; Biblowitz would like to see them expanded. In an interview last May, Haizen told MERCHANDISING WEEK he was interested in boosting management-owned departments from 70% to 80%.

Informed sources report Haizen's exit may signal the departure of one of Masters top merchandisers.

Haizen joined Masters in 1956 as executive vice president and became president in early 1963 after the

chain filed Chapter XI proceedings (a plan of reorganization under court jurisdiction). Since Haizen assumed the presidency, Masters has reduced its debt from over \$2 million to about \$400,000. He also initiated a series of changes to strengthen the operation, chief among them being mechanized controls and systems and an improved merchandise mix.

Some sources speculate that soft goods may take on a bigger role at Masters in view of the Biblowitz influence. At the moment, hard goods account for about 70% of the chain's volume, which is expected to run about \$20 million this year.

—Dan D. Dorfman

Final countdown on the 5-million-set year for color tv

D-Day in the color television industry is coming. Dealers, distributors, and manufacturers are peering intently at the horizon for the first sign of its arrival. And while they are watching, they are wondering: Could the tremendous wave of sales that stormed the industry last September recur?

The answer from most manufacturers is an emphatic, "Yes."

According to Motorola executive Ted Herkes, "We could have a week this September—now, mind you, I am not saying it will happen, but it could—when 250,000 sets will be sold."

"There is some speculation the in-

dustry will not hit 4.5 million sets," he says, "but that is pessimistic. It will hit somewhere between 4.5 million and 5 million."

The big remaining question: Can the industry meet the demand?

With combined factory and distributor inventory of color sets at about 330,000 units, manufacturers are going to have to pump some to make a 5-million-set year possible. As Herkes points out, "Today's inventory is peanuts." If demand gets really hot next month, and dealers reach for inventory, the supply will disappear like a bead of water in a frying pan.

To hit its goal of 5 million set

sales, the industry now has to churn out some 130,000 sets a week, or 520,000 a month. Last September—the month no one had ever seen the likes of before—distributor-to-dealer sales were 465,839. The week beginning July 1 was the best so far this year, with 98,317 sales to dealers; and the best month was March, with 408,684 sales. No matter how you look at it, 5 million is going to be a tough number to reach.

For the retailer, the important figure to watch is not the manufacturer's 5-million target. To stay on the crest of the boom, retailer sales gains should keep pace with manu-

facturer's gains over last year. If a retailer's figures fall behind, someone else is getting his share of sales.

According to several reports, manufacturers are already getting indications that a September take-off in color set sales is imminent. "Normally we do not feel it too much until Labor Day or after," says an Emerson spokesman, "but distributors are starting to press us with heavier orders."

With the new all-color television season upon us, retailers can probably expect the first shock wave of a sales explosion when their air conditioner sales start to drop.

□□□□ Educational tv seems bound to get a boost because of a national debate started by the Ford Foundation. McGeorge Bundy, new president of the Ford Foundation, proposes the creation of a non-profit organization to launch and operate a system of satellites for the exclusive use of radio and television. Savings to commercial broadcasters would be channeled into support of an educational television system—a fourth network.

Educational tv has lagged chiefly because of a lack of funds. There are now 105 such stations (out of

623 allocations) on the air; and even these are hampered by lack of adequate and attractive programming.

□□□□ Bundy's plan is so praiseworthy that those with doubts find it difficult to oppose. But they cast their doubts anyway at hearings before the Senate Commerce Committee, headed by Sen. John O. Pastore (D-R.I.). Heard in opposition were the existing carriers: Comsat, AT&T, Western Union, and ITT.

The gist of the opposition, joined in part by the commercial networks, is that the Ford Foundation has seriously underestimated costs, and that one segment of the economy (commercial tv) should not be the sole support of another segment (educational tv). As a result, the Bundy plan probably will never come to pass as it was proposed. But out of the debate will come some kind of a plan to fund an educational tv system.

□□□□ If you think interest rates are high, it's only because they are. And the chances are that they will rise even higher. Today's interest rates are equal to the highest rates since the early days of the Harding Administration. And the Federal Reserve Board (Fed) is turning the screws again in an effort to tighten the money supply.

The Fed is worried about heavy capital spending by industry, inventory accumulation at what appears to be an increasing rate, and prices which keep rising. Convinced the Administration will not seek a tax increase this year, the Fed regards inflation dangers as acute. Therefore, it sees no alternative but to tighten credit and curb demand.

□□□□ The Fed's position is quite the opposite of the feelings being expressed by President Johnson. Privately, as well as publicly, the President is saying that the economy is in good shape and that businessmen should not listen to too much scare talk about inflation. He cites figures showing that prices have risen 10% in the past five years or so, while wages rose 17% and profits rose 90%.

Phonola Magnecord is very big in tape recorders.

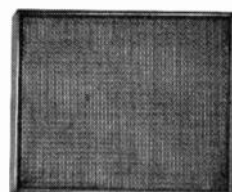
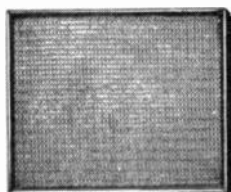
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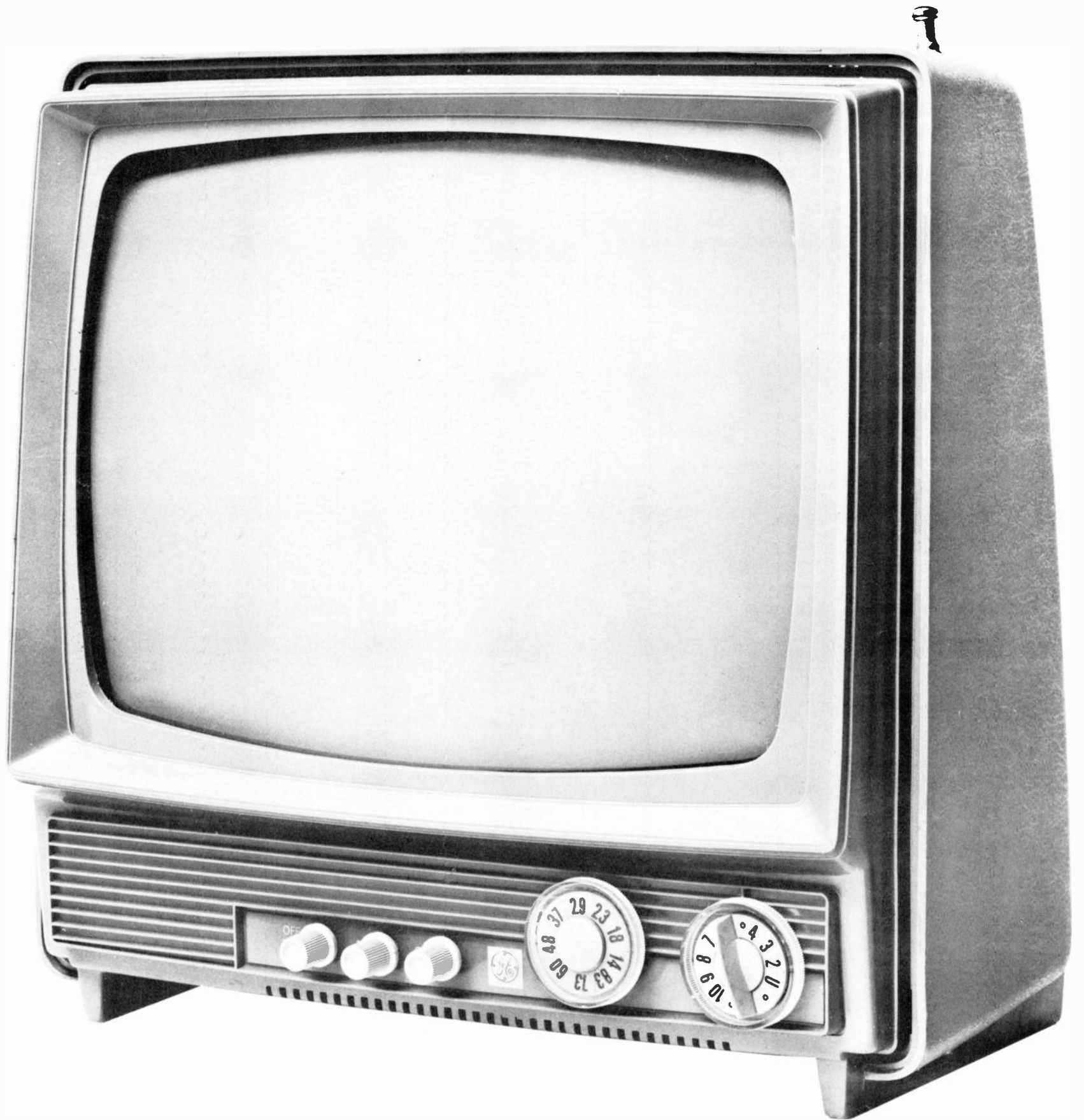
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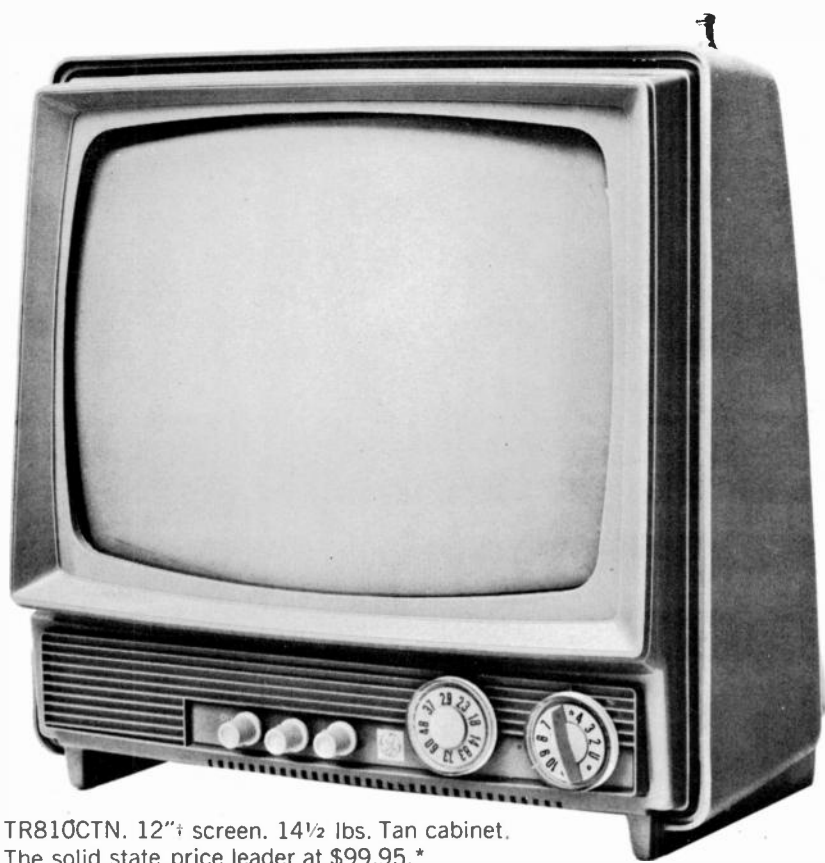
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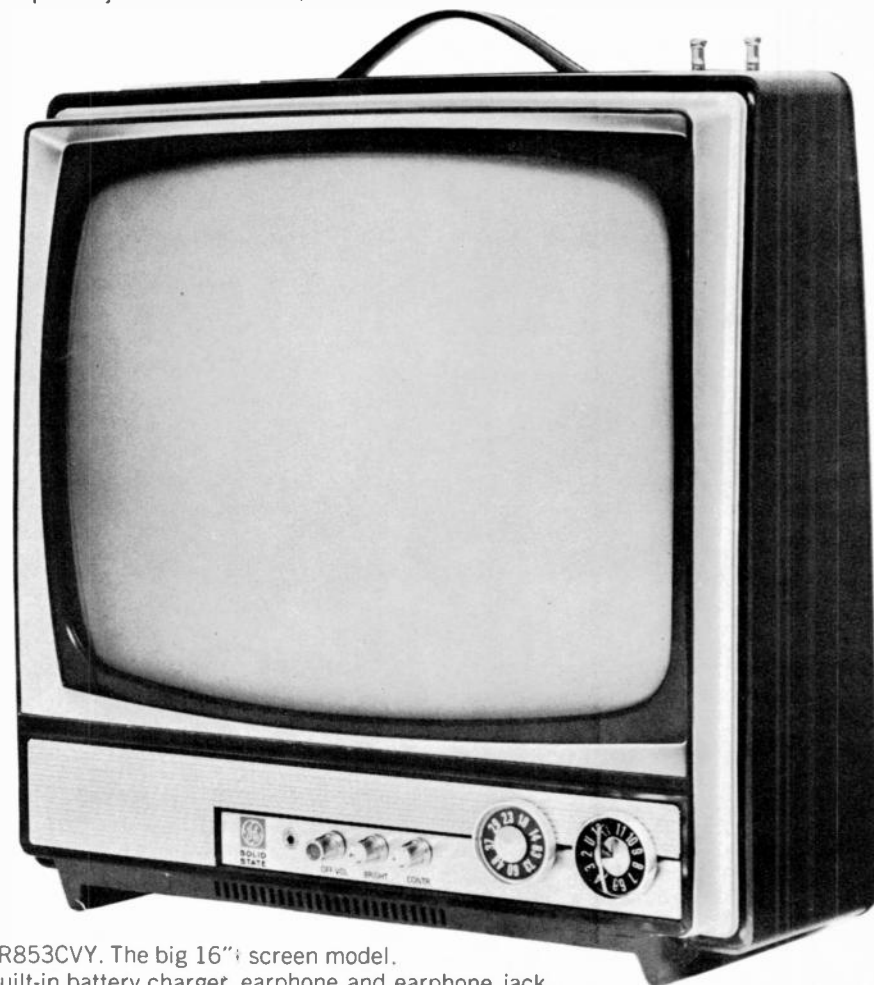
TR810CTN. 12"† screen. 14½ lbs. Tan cabinet. The solid state price leader at \$99.95.*



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Price of Japanese color tv— Japan asks some questions

At first glance, the mathematics of Japanese color tv prices are baffling.

Most Japanese color tv sets shipped to the U.S. leave Japan at an average F.O.B. price of \$180. But color sets for the Japanese market leave factories there at about \$420 per unit, start retailing for no less than \$550.

Last week, no less an authority than Takeo Miki, Japan's Minister of International Trade and Industry, took a hard look at these numbers. Spurred by mounting consumer protests in Japan about the price of color tv, Miki wanted to know the reasons for the vast differentials.

The MITI investigation quickly unearthed a whole new set of figures and provided an inside look at Japanese color tv export pricing.

What MITI investigators found, according to McGraw-Hill World News in Tokyo:

- A commodity tax of 12%—or about \$40 per unit—is required only for sets sold in Japan.

- Sets shipped to the U.S. come in less expensive cabinets, use fewer speakers. Differences like these amount to an average saving of \$40 per set to manufacturers.

- Sets for the export market are free of promotion expenses, service costs, rebates for distributors, as well as the 8% distributor commission and the profit margin usual for Japanese retailers.

Japanese set maker reaction to the MITI investigation was not long in coming. Toshiba broke the \$550 price in the Japanese market, introducing a new 19-inch model that will retail for \$505.56—a new low there.

Japanese industry sources believe the MITI investigation prompted Toshiba's move and that other manufacturers will now follow Toshiba's lead. The new Toshiba set comes in an inexpensive cabinet with only minimum trim.

But Japanese consumers are still not completely satisfied with the results of the MITI investigation. Mrs. Yuri Takada, vice president of the 500,000-member Japanese Housewives Federation, said last week: "I still feel Japanese prices of color sets are too high compared with export prices."

Color tv production in Japan for the first seven months of this year totaled 199,200 units; almost 88,000 of these sets were exported to the U.S.

Philco's first IC radio: a third generation in technology

The introduction of Philco's IC radio last week to the consumer electronics market puts a third generation of technology—from vacuum tube to transistor to integrated circuit—on the brink of fruition.

The radio, which will be available in the fall, is one of a vanguard of consumer electronics products to appear this year using ICs—and the first of its kind from Philco. RCA led the industry with an integrated circuit tv set (MW, 14 March, p.15); and GE unveiled an IC radio last month (MW, 4 July, p.3).

The guts of Philco's new radio are two microelectronic chips, each of which is barely larger than the dot over the letter "i". These chips contain all the active and most of the passive elements that make up the radio's circuitry. There are a total of 53 resistors, 26 transistors, and two transistor diodes in them. Discrete components—such as input antenna coil, oscillating transformer, and on-off volume control—are used elsewhere in the chassis. Four penlight batteries power the system.

Philco plans to have ICs in a tv set soon, and, within the next two years, in a complete line of radios. This, according to a spokesman for the company, is the reason behind using two chips (the GE radio uses one). Philco wanted control flexibility designed into its microelectronic package to make it more readily usable in a variety of AM radios (from table models to miniatures).

The new radio, an AM model, will cost between \$25 and \$30. As for the cost of the ICs themselves, Philco is



IC radio in a hardwood cabinet

not talking. The chips are "proprietary" and are being treated like newly purchased gems. In a sense, with their built-in assembly cost savings and superior reliability, the chips are gems; and Philco is keeping them "strictly for internal consumption."

ICs may play a big role, too, in freeing American manufacturers from dependence on imports for a large number of receiver tubes and transistors, and enable them to recapture profits that have been going to Japan. This may become even more significant if the U. S. Customs Bureau succeeds in establishing its new standard of evaluating receiver tubes, which raises their tariff (MW, 15 Aug., p.7). However, third generation consumer electronics has not progressed this far.

"As someone once said," a Philco spokesman quipped, "one radio does not make a line."*

In addition to its IC radio, Philco is introducing four other models.

*Paraphrased from Aristotle's *Nicomachean Ethics* I; "One swallow does not make a spring."

□□□□ **Hong Kong transistor radio exports** rose and average prices declined during the first six months of 1966, reports the Hong Kong Department of Commerce and Industry. Exports to the U.S. increased 80.0% over the same period in 1965, giving the U.S. 72.4% of the exports to the entire world. In the first half of the year, 2.8 million units worth \$7.2 million (F.O.B.) were shipped to the U.S. at an average F.O.B. price of \$2.54 (80 cents below the average price for the same period last year).

□□□□ **Aiwa is aiming at \$8 million in U.S. sales** for 1967, according to McGraw-Hill World News in Tokyo. New 1967 products will include Philips system cartridge tape players and—if market tests pan out—Aiwa's 11-inch tv. This year the company expects to sell \$6.5 million worth of Aiwa products through its only U.S. distributor, Selectron.

□□□□ **Ampex copped an "award of excellence"** at the Western Electronic Show and Convention (WESCON) in Los Angeles last week. The award—given to only three other products exhibited at the show—went to Ampex for the design of its model 3001 microphone for use with home tape recorders and public address systems. The Ampex VR-7100 Videotrainer system and model 6400 Vidicon closed circuit tv camera were among 14 products presented "awards of merit" at the show. Also last week, Ampex announced that its sales rose 31% and net earnings 34% in the first quarter of fiscal year 1967 (the three months ended July 30), compared with the same period last year. According to William E. Roberts, president of Ampex, the corporation's total net earnings for the past five years were approximately five times the company's earnings in all its prior 17 years of existence. Roberts noted that a recent survey by *Fortune* magazine listed Ampex seventh, among the nation's top 20 industrial companies, in sales growth over the 10-year period between 1955 and 1965.

□□□□ **Exports of color tv sets from Japan to the U.S.** in July totaled 23,132 units; the total for the first seven months of this year stands at 86,002 units. Exports of b&w tv sets from Japan in July hit the 133,272 mark, bringing the seven month total for the year to 639,936 units.

□□□□ **Philco's newest cartridge tape player** is an 8-track deck in pecan cabinet, at \$99.95. The deck may be played through any amplification system. It has storage space for cartridges and includes an automatic channel selector. As a companion piece, Philco has introduced an AM-FM stereo tuner-amplifier and speaker system with 100w peak music output. This dual-speaker system includes 10-inch woofers, 4-inch mid-range speakers, and 2¾-inch tweeters. Cabinet and speaker enclosures are in pecan solids.

□□□□ **Corning Glass will build a new plant** for the manufacture of glass for television tubes in Canada. The new plant will be the first glass-melting facility in Canada for making tv bulbs. Construction will begin immediately; production operations are expected to start by next June.

□□□□ Sales of integrated circuits throughout the electronics industry will top \$157 million by the end of 1966, predicts Steve Levy, assistant general manager of Motorola's integrated circuit division. "Although no more than 5% of integrated circuit sales are presently commercial in nature," Levy said, "by 1970 most television set designs will be composed of 80% integrated circuits with only 20% of the circuitry composed of separate components. Cost considerations and production bottlenecks have held back broader uses of integrated circuits, but progress is being made in both areas."

□□□□ A monaural-stereo phonograph record that can be played on either mono or stereo record players is being introduced to the U.S. by Philips. After two years of being marketed in Germany, Holland, France, Japan, and other countries throughout the world, the new type of compatible disc will be introduced in the U.S. on Philips' new classical label—World Series—to sell at \$2.50. Philips' new recording process makes it possible to offer full stereo on the records, while at the same time they may be played on any mono phonograph with lightweight pickup.

□□□□ Teenage girls want appliances in their rooms. This was the finding of a limited survey conducted by *Co-ed* magazine. And teenagers were found to have some brand name awareness, with many of them singling out GE and RCA as their brand preferences. Of the girls surveyed, 73% in the Far West, 54% in the Northeast, 53% in the Midwest, and 53% in the South voiced a preference for a record player. The second favorite appliance in the Far West and Northeast was the typewriter. In the Midwest and the South, second place went to tv sets. Tv took third place in the Far West and Northeast.

□□□□ Distributor sales of major appliances for the first six months of 1966, compared in the same period in 1965, show that, as usual, California led all states in the over-all sales parade. The most radical change in the 6-month report issued by the National Appliance Manufacturers Assn., was in distributor sales to retailers of chest-type freezers. During the three months since the first quarter, North Carolina moved from eighth to first place in this category. The 13 states listed below—which accounted for over 50% of all distributor sales—each had at least a 4% share of sales in at least one category.

States	Household refrigerators	Freezers		Ranges		Dishwashers	
		chest	upright	built-in	free-stdg.	port.	built-in
Ala.	1.7%	5.8%	2.2%	1.9%	2.8%	1.0%	1.2%
Calif.	9.6%	2.1%	9.9%	12.2%	4.3%	10.2%	13.4%
Fla.	4.1%	3.4%	3.4%	7.1%	5.3%	2.4%	3.8%
Ga.	2.9%	5.7%	2.9%	3.8%	3.8%	1.2%	2.9%
Ill.	4.9%	4.9%	4.3%	1.8%	3.5%	4.6%	3.0%
Mich.	4.6%	3.8%	3.5%	3.6%	5.4%	5.7%	3.7%
N.J.	3.8%	0.9%	3.0%	2.3%	1.9%	4.4%	4.6%
N.Y.	8.4%	1.6%	7.0%	4.3%	4.8%	9.7%	8.9%
N.C.	2.2%	6.2%	3.2%	3.9%	4.8%	0.9%	1.7%
Ohio	5.2%	4.6%	5.5%	4.5%	6.4%	6.1%	4.7%
Pa.	6.3%	4.3%	5.7%	4.4%	5.9%	6.3%	4.7%
Tenn.	2.0%	5.9%	2.3%	2.2%	4.1%	1.4%	1.5%
Texas	5.4%	5.1%	5.9%	6.4%	2.7%	3.8%	7.0%

% of total sales 61.1% 54.3% 58.8% 58.4% 55.7% 57.7% 61.1%

Industry weighs odds on strike as GE meets union coalition

As General Electric and union officials sat down to negotiate new labor contracts last week, the entire appliance industry cocked an anxious ear. What the industry hears are the opening sounds of a battle that could have serious implications in the future.

What is happening

GE, always a tough bargainer at contract negotiations, faces a new concept in labor bargaining. The labor strategem, dubbed "coalition bargaining"—an alliance of unions with similar interests or contracts with the same company—could set precedents for future labor negotiations. In the past shrewd GE negotiators have worked with individual unions and have had great success in watering down union contract demands, according to the unions.

The current contract for the more than 79,400 members of the International Union of Electrical Workers expires midnight Oct. 2. The seven other unions represented on the negotiating team, which bargain locally, represent approximately 180,000 workers at GE and the Westinghouse Corp. Westinghouse, where contracts expire Oct. 15, has been served with similar contract proposals.

A strike seems to be in the offing, even at this early stage of bargaining. For one, the talks between the two parties did not begin until last week—more than a week after the scheduled opening. Why? Because GE filed a petition with the National Labor Relations Board (NLRB) asking that the IUE be stopped from coordinated bargaining. The IUE, leader of the union coalition, was upheld by the NLRB, and GE has entered the negotiations "under protest." For another, the showcase aura and precedent-making possibilities of the sessions should make each side more stubborn while working toward an agreement.

At a vituperative opening session, GE presented union officials with a letter warning: "We feel very strongly that the presence of non-IUE representatives here in IUE negotiations is a coalition subterfuge and that we have every right to refuse to bargain with you as long as you persist in this approach." The letter went on to state that sworn testimony by the union negotiators indicated that they were "here to deal only with IUE matters." "Any indication here or elsewhere," the letter added, "that you are in fact here for any other purpose than to discuss IUE problems or that you are frustrating the ability of other unions to independently work out contract agreements with the company, will be grounds for us to take further action before the board [NLRB] and the courts." "The IUE promptly described the company letter as an attempt at "intimidation and coercion . . . and a continuation of unfair labor practices."

Separate talks are being conducted by both GE and Westinghouse with the independent United Elec-

trical Workers Union, which represents 12,500 GE workers. This union is not a member of the eight-union coalition.

Members of the coalition, in addition to the IUE, are: the International Assn of Machinists, the United Automobile Workers, the Sheet Metal Workers, the Allied Industrial Workers, the American Federation of Technical Workers, the American Flint Glass Workers, and the International Brotherhood of Electrical Workers.

What it means

If successful in gaining substantial wage increases and escalator clauses based on cost-of-living, the unions could cause trouble for manufacturers on the pricing of appliances. Prices, already bound to rise because of the soaring costs of steel and other materials, could be pushed into another boost upward. For example, a strike would affect elements of GE's new appliance line, which is slated to be introduced around the time of the strike deadline.

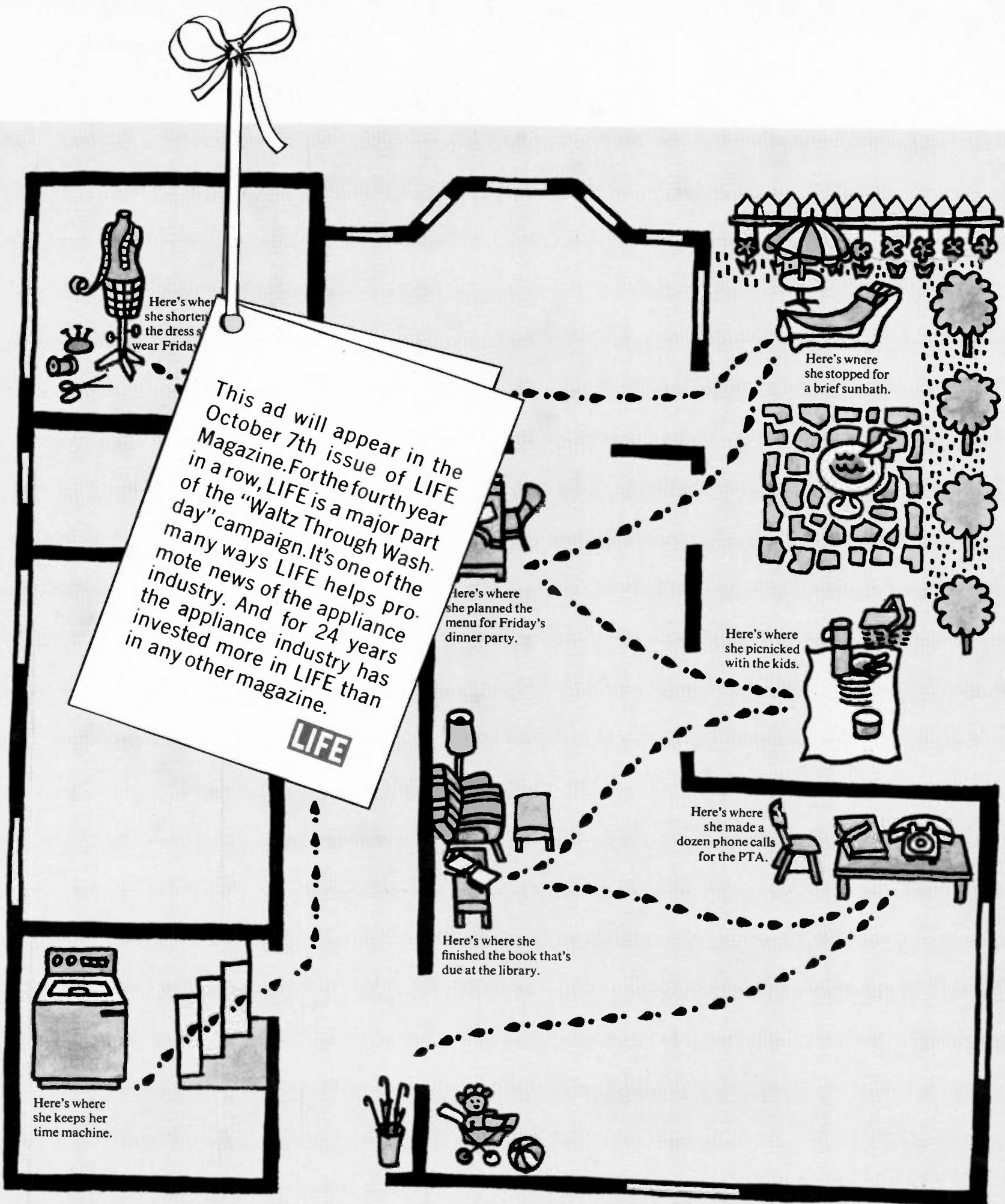
What retailers are doing

"I'm protected because I have other lines," says a multi-line retailer who carries GE or Hotpoint products. But what about the retailer who does not carry other lines: specifically, the GE Appliance Centers? These stores are gearing for the anticipated fall boom in consumer electronics sales—paced by color tv. They are also concerned with getting enough home laundry equipment for the upcoming "Waltz Through Washday" promotion.

Solutions to these problems are being sought. There have been conflicting reports on possible solutions in the Cleveland area. One report: A co-op buying group among the Appliance Centers would be formed at the beginning of September in order to stockpile goods. Under the arrangement, each center would buy one or two items in quantity. Then the merchandise would be distributed among the members where needed. A second report: That the idea of a buying association has been discussed and rejected; that instead, individual members of the GE Appliance Centers will stockpile merchandise.

One GE Appliance Center spokesman said that he had already contracted for additional warehouse space. He said that the strike at GE earlier in the year had no effect on his business and he estimated that GE Appliance Centers would have no problem for 30 to 45 days if a strike did come.

Buying enough consumer electronics merchandise will be a problem. Overtures have been made by Sylvania, for one, to become a source of supply. Of course, the problem of obtaining a plentiful supply of color tv sets was vexing the Appliance Centers before the strike threatened, but the immediate threat of a walk-out may spur faster action to put a second line of consumer electronics on the sales floor. —Martin R. Miller



Waltz through washday—in less than $\frac{3}{4}$ time.

These are the lively footprints of a lady who's free to use her time as she and her family choose. They could be your footprints, too—any washday you name.

Provided, of course, that you own a time machine.

It's known more familiarly as an up-to-date home laundry, and it spins off leisure hours for you while it washes and dries your clothes.

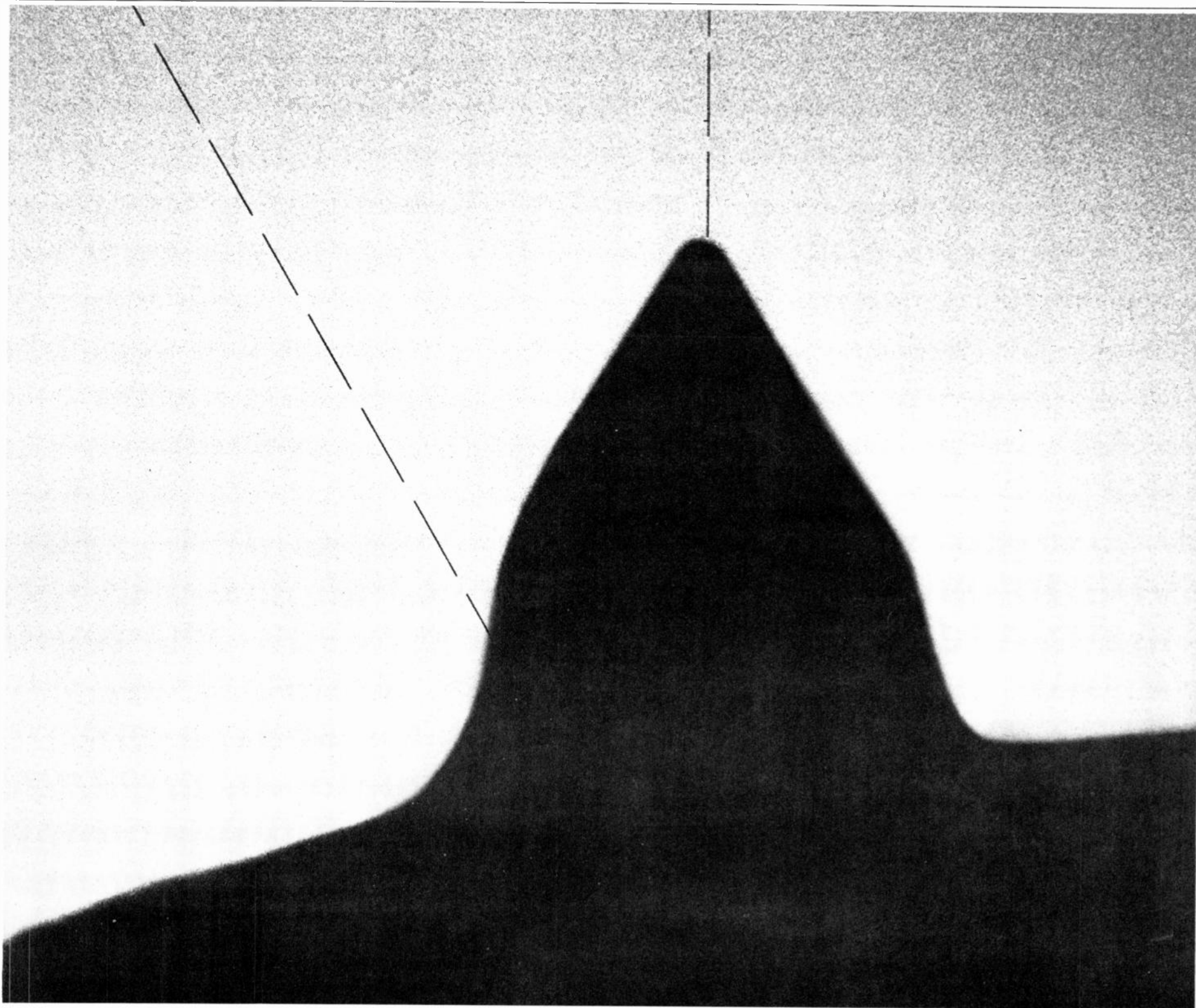
If you're like most housewives today, you already own a number of time machines—a host of hardworking

appliances, each of which adds hours a week to the time you can call your own. For appliance manufacturers are constantly inventing new and improved devices for taking over more and more of the traditional household chores.

And the best place for you to keep up with their ideas and services is right here in the pages of LIFE, the world's leading showcase for new models and products in the home appliance field.

ADVERTISED IN
LIFE

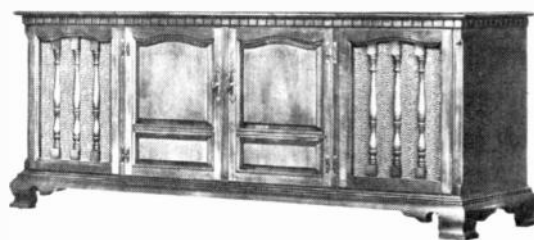
EXTRA CARE makes the quality difference at Zenith



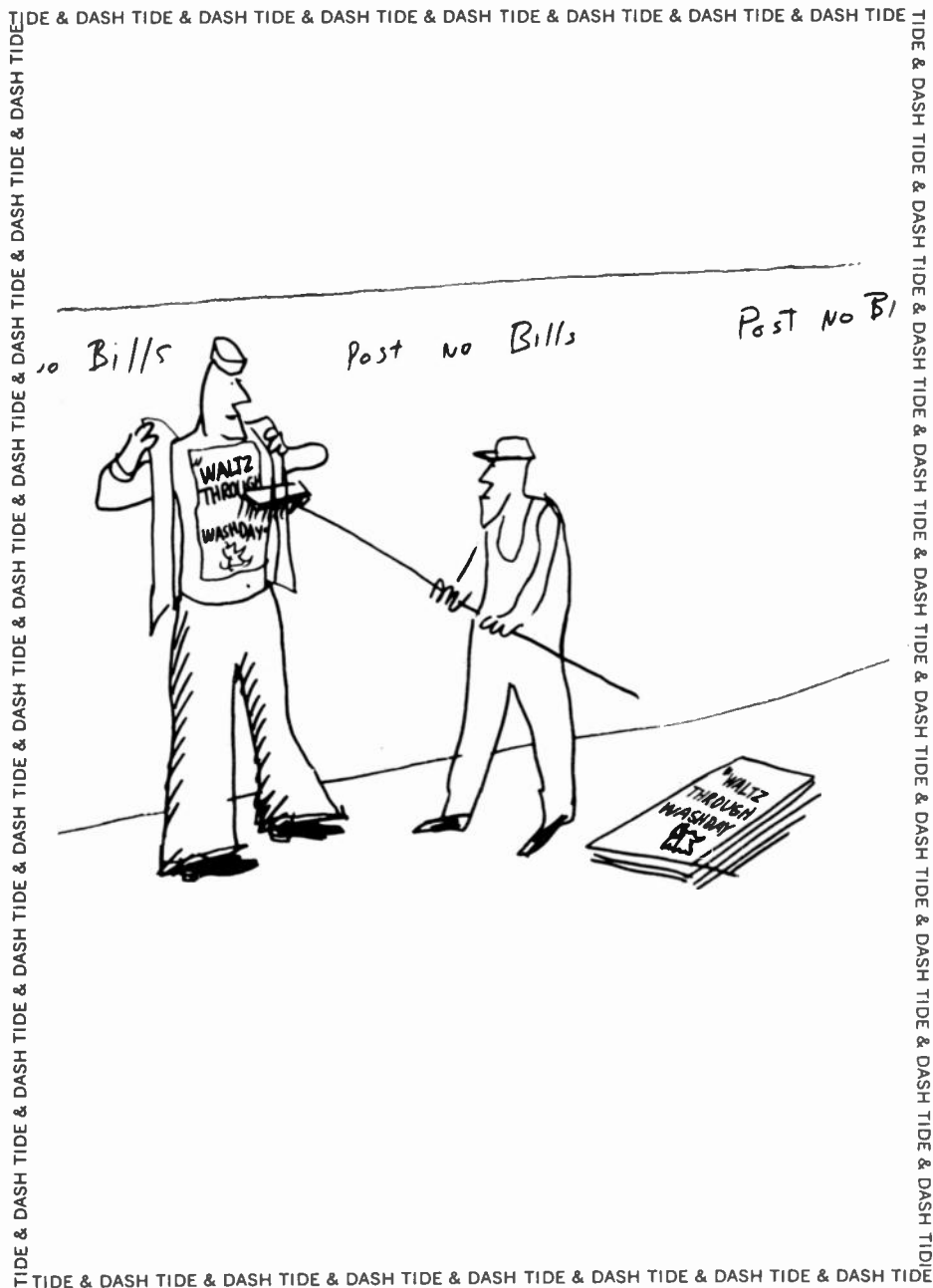
We explore mountains for perfect diamonds

The tip of each Zenith diamond stylus is placed on a Shadowgraph machine. Then its profile—enlarged 500 times—is projected and compared with a master pattern. We make certain that the tip has been ground and polished to a radius precisely .0007 of an inch. Careful examination is made for chips, cracks

and flaws which could distort, damage or scratch records. Zenith's carefully made and inspected diamond stylus in the exclusive Micro-Touch® 2G Tone Arm enables records to be played over and over with virtually no wear—they can last a lifetime. Extra care like this makes the quality difference in Zenith Stereo.



ZENITH® *The quality goes in before the name goes on**



The FCC has ordered an oral hearing for Sept. 19 to consider the possible monopolistic implications of the proposed merger of the American Broadcasting Companies Inc. with the International Telephone and Telegraph Corp. The commission majority asked applicants and other interested parties to consider whether the merger would "increase unduly economic concentration in any market or field; affect competition in broadcasting; and whether such effect would be consonant with, or contrary to, the public interest and generally serve the public interest in any matter under the FCC's appropriate jurisdiction."

FTC opposition: Chairman Paul Rand Dixon of the Federal Trade Commission joined other Johnson Administration officials last week in opposing the proposed federal Department of Consumers. The new department would have authority to conduct economic investigations before regulatory agencies and the courts. Dixon's principal objection: The new department would duplicate much of what the FTC was created to do 52 years ago. He noted, for example, that FTC economists are now engaged in an investigation of recent increases in the price of bread and milk. The main reason the FTC has not conducted more economic investigations, according to Dixon, is that Congress has not allocated sufficient funds; he feels a new department would probably face the same problem.

BSR goes retail with a new line of high-fidelity playback components to be called the McDonald line. The first in the line will be the McDonald 500 automatic turntable, at \$49.50. It will be followed by two more turntables, a tape deck, and an 8-track cartridge tape player.

An annual demand for 30,000 new tv sets will come from the institutional market, according to John Flynn, eastern regional manager of Emerson's new Hotel-Motel Division. Flynn says the over-all replacement market for television sets will be "approximately 400,000 sets a year."

Panasonic's vtr has been given a safety standard of approval by the U.S. Underwriters Laboratory. The home recorder, model NV-8000, is exported by Japan's Matsushita Electric Industrial Co. It has a tape speed of 12ips and a dual-rotary head unit that can record up to 40 minutes of sound and pictures on a 7-inch reel. The NV-8000, excluding monitor and tv camera, lists at \$1,090.

Manpower with know-how was cited as one of the prime concerns of the growing television servicing industry, at the Texas Electronics Assn.'s annual clinic and fair. Paul Gaver, RCA parts and accessories general manager, told the association that "we are on the threshold of becoming not just television servicemen but electronic technicians." As examples of future opportunities, he pointed to recent progress in the field of data processing, printing, medicine, and education. He said the industry must project an image that commands the respect of the young in order to attract trained manpower.

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

Who called the shots...

that kept Round-Tube Color in production?

Accounting . . . or sales? Apparently both. The big question is *why*? Sure, production of round tubes probably has a better yield and should be more profitable than rectangular tubes.

But who stands to lose the most under this setup?

Not the manufacturer. It's the dealer and the consumer who take it on the chin. Is it worth it? Are sales records so important that the consumer should be encouraged to buy old-fashioned merchandise? We don't think so.

That's why we concentrated so hard on developing the rectangular tube . . . and build only rectangular color sets today.

Motorola believes this dynamic industry has an obligation to retailers and to consumers. We urge the phasing-out of round tubes.

Forget about sales records—put time and money into what the customer *really* wants—Rectangular Color TV.

We wonder how manufacturers answer customers who have suddenly discovered that their “new” Round-Tube Color TV is old-fashioned . . .



MOTOROLA

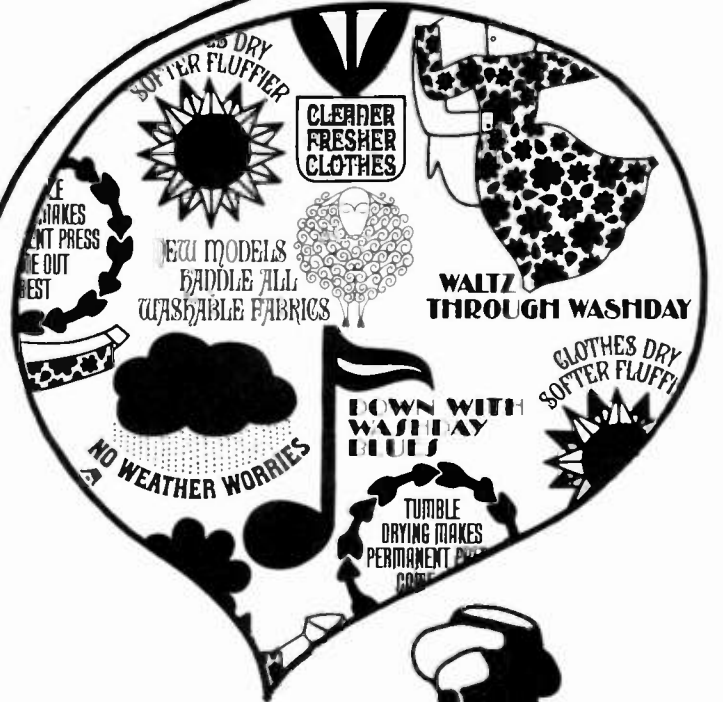
Moving ahead through excellence in electronics

U.S. Steel has jazzed up the '66 Waltz Through Washday with Hi-Fi

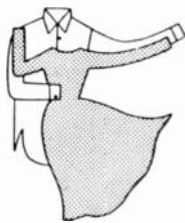
Free waltz lessons for merchandisers.

In 15 leading appliance markets, U. S. Steel merchandising specialists once again will join local Action Committees to assist them in setting up local sales events, scheduling local advertising, and distributing display material. Merchandising teams will swing into action in the following cities: Atlanta • Boston • Chicago • Cleveland • Denver • Detroit • Houston • Kansas City • Los Angeles • Milwaukee • Minneapolis • Pittsburgh • St. Louis • San Francisco • San Jose. **Dealer Display Material.** U. S. Steel has prepared special Waltz Through Washday display kits that are available free to dealers nationally. We'll also distribute display materials through the Action Committees in our 15 emphasis markets. These Waltz Through Washday display pieces will identify dealers as Waltz Headquarters and will point out to prospective buyers the advantages of modern laundry equipment in caring for modern no-iron fabrics. **Put some promotion in your life, try waltzing—in Hi-Fi.** Join up. Waltzing is IN. Write today for a free display kit: Waltz Headquarters, United States Steel Corporation, 525 William Penn Place, Pittsburgh, Pa. 15230.

We've turned up the volume on the October 1966 Waltz Through Washday promotion. We've added Hi-Fi. Hi-Fi is that spectacular full-color gravure process that you've no doubt seen with increasing frequency in your local newspapers. U. S. Steel has gone a step further and produced a Hi-Fi tabloid wrapper (front and back cover). This striking cover is being offered by U. S. Steel to all newspapers across the country. With these Hi-Fi covers, papers will build special tabloid sections devoted to the new washers, dryers, and allied laundry products. **We're waltzing in 4,000 dailies and weeklies.** We're helping the papers build special waltz sections with a new Waltz Through Washday newspaper service. Every paper will be tuned to new material on the care of Permanent Press fabrics, new features on laundry equipment, logos and mats of all brands, a new buy-manship booklet, suggested dealer layouts and tie-in ideas.



This mark tells you a product is made of steel.



An industry preens for the biggest 'Waltz' on its 50th anniversary . . .

There are no hesitant steps as the laundry industry takes the floor for the fourth "Waltz Through Washday" promotion. The initial hesitancy and anxiety about an all-industry promotion is over. As the pre-campaign overture begins, retailers should be preparing for a swinging, sales-winging "Waltz".

In fact, during the 1966 fall "Waltz" months, the American Home Laundry Manufacturers Assn. (AHLMA) estimates that \$450 million worth of washers and dryers will be sold—\$120 million more than four years ago. If the projected figures are reached, it would be a golden windup for the industry's 50th-anniversary year.

The bandwagon is bigger than ever. It includes all the industry trade associations, including the leading tub thumper—AHLMA. It includes U.S. Steel which will again trumpet the "Waltz" in 15 "emphasis markets" as well as in an extensive national ad program. Retailers will be able to get the company's "Washer-Dryer Buymanship" book-

let and a display kit for their stores. In addition, U.S. Steel's newspaper supplement, wrapped with a pre-printed color cover, will be mailed to editors all over the country.

Procter and Gamble's extensive ad campaign in support of the promotion will include a Tide measuring cup. All details of support, with a listing of promotional material available to retailers, is contained in AHLMA's tie-in-tools folder.

The National Appliance Radio-Tv Dealers Assn. (NARDA) will offer permanent press Van Heusen shirts at cost to retailers.

Newspaper support for the "Waltz" should be bigger than ever this year. AHLMA estimates that over 250 papers published "Waltz" supplements in 1965—up from 151 supplements in 1964, 67 in 1963.

It is estimated that over \$25 million will be spent by partners in the "Waltz" to keep customers flowing into retail showrooms. In addition to the newspaper support, almost all the shelter and women's magazines will publish special "Waltz

Through Washday" laundry sections.

For example, *McCall's* will put out a 12-page laundry booklet and will offer retailers a replica of a music stand for in-store use. The stand will hold 25 booklets.

Individual laundry manufacturers, of course, will be helping their own dealer and distributor organizations with more support than ever before. They will offer special "Waltz" models and national advertising, and will hit hard on permanent press through consumer brochures, seminars, and distributor presentations.

To help plan for the big event in October, AHLMA has listed in its Local Action Guide, a timetable checklist. Following is the suggested plan for September and October. September: (1) advertising and promotion prepared and scheduled; (2) follow-up communications to "Waltz" partners; (3) merchandise in warehouse/stockroom; (4) display and promotion materials on hand. October: (1) displays built; (2) special forces trained; (3) special events carried out.

. . . with a push from permanent press

WIN AN AUTOMATIC CLOTHES DRYER!
Your Appliance Dealer Listed Below Will Give Away Absolutely FREE—Valued at \$125.00

WIN A WARDROBE GIFT CERTIFICATE
Valued at \$125.00
Redeemable in Merchandise at Any One of the Apparel Stores Listed Below:

FOR HOME LAUNDRY MAGIC
Waltz Through Washday
with a New Automatic
WASHER and DRYER

THE AUTOMATIC DRYER and the MERCHANDISE CERTIFICATE — PLUS OTHER GIFTS — Will Be Awarded at the FREE FASHION SHOW at the ELKS' AUDITORIUM on WEDNESDAY EVE., NOV. 10, 1966 at 8 p.m.

WIN A DRYER . . . WIN A WARDROBE . . . NOTHING TO BUY

VISIT THESE DEALERS NOW And Waltz Through Washday!

APPLIANCE DEALERS LISTED BELOW WILL GIVE AWAY ABSOLUTELY FREE—VALUED AT \$125.00—A NEW AUTOMATIC CLOTHES DRYER AND A WARDROBE GIFT CERTIFICATE. VISIT THESE APPAREL STORES LISTED BELOW FOR MORE DETAILS.

Manufacturers of laundry appliances are rallying their big sales promotion guns round the revolutionary shape-setting process called permanent press.

A new fabric era—the age of the Unwrinkled Man—an era foreshadowed by the flare of wash 'n wear—may be arriving. (For a complete rundown on permanent press see the May 16 issue of MERCHANDISING WEEK.)

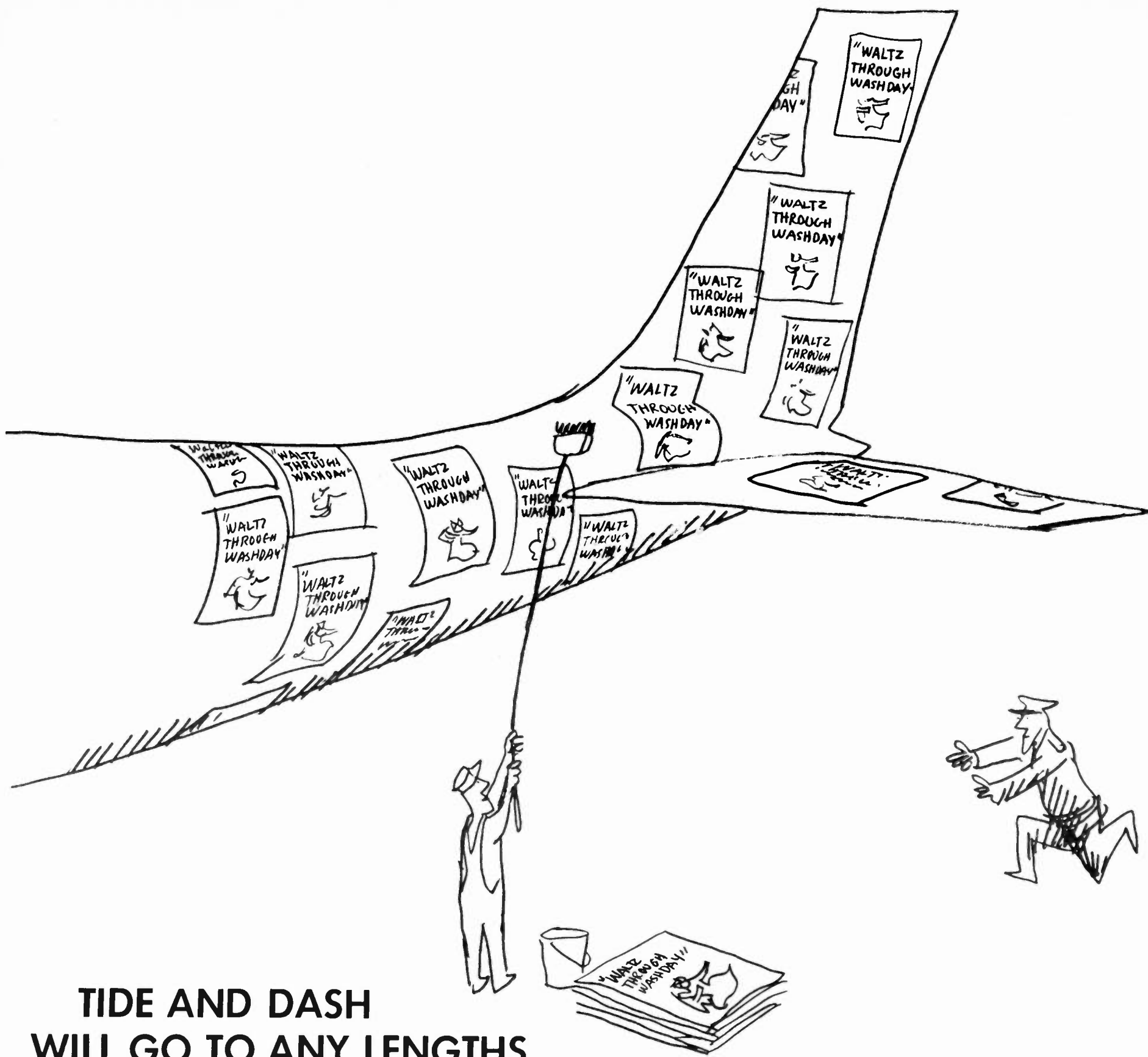
Laundry appliance manufacturers have already peered into this fabric era to see what it holds for the users of washers and dryers. The garment business found that permanent press clothes require special handling. And "special handling" in laundry terms means washing in a washer with a cooldown cycle and drying in a dryer.

All laundry companies, having peeked at the possibilities of permanent press, are now calling attention to the trend. How? For one thing, almost all 1967 lines are equipped with permanent press controls on washers and dryers.

In the push to inform and sell the trend-watching consumer, the dial helps make a sales difference. And it means manufacturers are living in the present and in step with that ever-increasing phenomenon—the Wrinkle-Free Family.

An example of how the permanent press angle was parlayed into more sales as well as added advertising for the local appliance retailers can be seen in this enterprising ad from the Danbury (Conn.) *Newtimes*. The clothing stores in the area used co-op money available to them from their suppliers to place an ad that was shared with the local laundry equipment dealers.

It kicked off a special section in the paper devoted to the 1965 "Waltz."



TIDE AND DASH WILL GO TO ANY LENGTHS TO SPREAD THE WORD ABOUT "WALTZ THROUGH WASHDAY."

(And when women get the word, you'll get the sale!)

This year, Tide and Dash are going all out to make "Waltz Through Washday" bigger and better than ever before. How? By national exposure on hit TV shows like "Another World," "Edge of Night," "Petticoat Junction," "Hey, Landlord," and "Run, Buddy, Run." There's more. The "Waltz Through Washday" message will be featured in full page, full color ads in "Better Homes," "Good Housekeeping," "McCall's," etcetera, etcetera, etcetera. Big? Very.

And remember, all this advertising is designed with one purpose in mind: to help you sell more washers than ever before! Shouldn't you go to any lengths to tie in with it? Feature your displays. Run your local ads with ours. Together, we can make this year's "Waltz Through Washday" a record breaker!

EXTRA FEATURE:

As an added plus, Tide is offering sturdy, attractive measuring cups for you to give to your customers. They'll learn about it from certificates in Tide boxes that'll send them straight to you for their free cups. Clip the coupon and order plenty. Why not now?



Tide Measuring Cup
P.O. Box 601
Maple Plain, Minnesota 55359
Gentlemen:

Please send _____ Tide measuring cups at a Unit Cost of 5¢ each for use in AHLMA's 1966 "Waltz Through Washday" promotion (Only in 100 cup lots or more). Full payment of \$ _____ accompanies this order.

We also would like to advertise the Tide measuring cup as a give-away and would like:

Free Posters Free Newspaper Mats

Company _____

No. & Street _____

City _____ State _____ Zip _____

ALL SHIPPING CHARGES WILL BE PAID BY TIDE

**TIDE AND DASH TEAM UP WITH YOU
IN '66 FOR THE BIGGEST
"WALTZ THROUGH WASHDAY" EVER!**

Turn more heads (and Kelvinator "Waltz



The hot all-fabric combination, that gives everything you wash that hand-laundered look, now comes in fashionable **AVOCADO GREEN** at no extra cost.

Women get a lot more than they bargain for, when you feature this Kelvinator all-fabric combination. It not only gives them the cleanest, gentlest possible wash. They get it in the 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.



SPECIAL
Kelvinator
*"Waltz
through
Weekdays"*
dryer
value

**VALUE
PRICED**
at \$99⁹⁵
Quantities
Limited

**Kelvinator
revolutionized
your kitchen...**

now we're
working on your
basement.

Whether you need to
wash it, wring it, or
dry it, do it right with Kelvinator.

profits) with these
"Through Washday" specials.



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

\$99.95

How big can a dryer value be? Especially with these costlier dryer advantages. This low-priced 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 to give you an extra selling advantage, it comes in Buttercup Yellow at no extra cost. More proof that Kelvinator is action. This waltz time—and always.

Put a traffic jam
on your sales floor,
with Kelvinator's action-packed
"Waltz Through Washday" program.

This full-color, full-page ad in the October 7th issue of LIFE is just one of many ways Kelvinator helps you sell. You also get: Special buy deals • A special "free-offer" retail incentive • Free 10-piece product display, including actual-size reproduction of the DE-308 Dryer. Everything you need to put more action on your sales floor.

Kelvinator

Division of American Motors Corporation



AGAIN IN '66

ADVANCED *all*

SALUTES

"WALTZ THROUGH WASHDAY"

WITH A

TRAFFIC-BUILDING OFFER!

Choose the plan that suits you best for extra sales, extra profits.

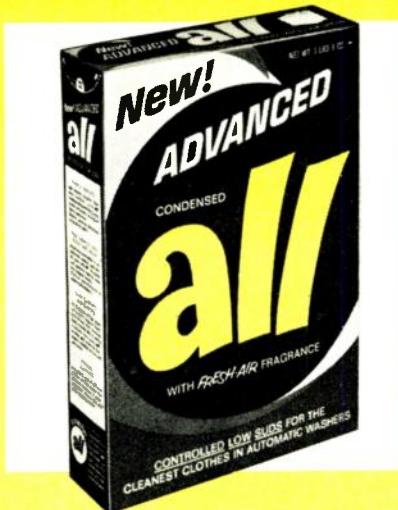
PLAN #1: Feature the jumbo size as a premium with every purchase of a washer. Offer can be supported by also ordering a free "Big Supply" window trim, carrying the "Waltz Through Washday" theme.

PLAN #2: Feature the regular size as give-aways and for washer demonstrations. Special displays are available free, including "Single Package" window trim with "Waltz Through Washday" theme.

SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER NOW!

TERMS:

1. Advanced *all* (regular size) — \$8.50 a case.
2. Advanced *all* (jumbo size) — \$8.50 a case.
3. Each less \$2.50 advertising allowance per case—deductible from invoice.
4. Minimum order—3 cases.
5. Ship freight prepaid — we will bill open account.
6. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS COMPANY, WASHING MACHINE BUREAU, 390 Park Ave., New York 22, N.Y.

Please ship me the following, freight prepaid. Bill open account.

_____ cases of Advanced *all* regular (twenty-four 24-oz. packages per case.)
 _____ cases of Advanced *all* jumbo (two 20-lb. cartons per case.)

Free package mat "Single Package" window trim "Big Supply" window trim

Name _____

Firm _____

Firm Address _____

City _____ Zone _____ State _____

Signed: _____

To help tune up for this year's 'Waltz', MERCHANDISING WEEK, in conjunction with U.S. Steel, again offers you the opportunity to receive free ad mats. The official logo with all its variations comes in several sizes. There are also a variety of ways to use the ad mats in your own promotions. For example, there are mats to introduce a Christmas theme as well as mats to push permanent press. Mail the coupon today.

Free ad mats for your own 'Waltz' tie-in



waltz through washday

This 4-column heading is matted in the following additional sizes: 8 columns, 5 columns and 3 columns.

Let your dryer do the ironing



Instant Sunshine



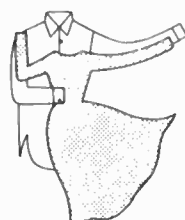
let a button do your laundry



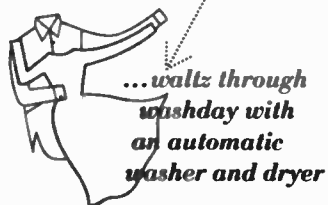
U.S. STEEL'S "WALTZ THROUGH WASHDAY" NEWSPAPER SERVICE



For Christmas



waltz through washday with a new automatic washer and dryer



YES, I CAN USE THESE AD MATS—Please send me a set of the mats illustrated on this page. I understand this is an exclusive offer for MERCHANDISING WEEK subscribers and that there is no charge for these mats. (Offer good in U.S. only.) Send them to:

YOUR NAME

STORE NAME

STREET ADDRESS

CITY STATE ZIP CODE

After you have filled in this form, mail it to: (WALTZ 66)
MERCHANDISING WEEK's Ad Service, 330 West 42nd St., N.Y., N.Y. 10036

This mat available in tabloid or regular size

rodriguez waltzes through washday



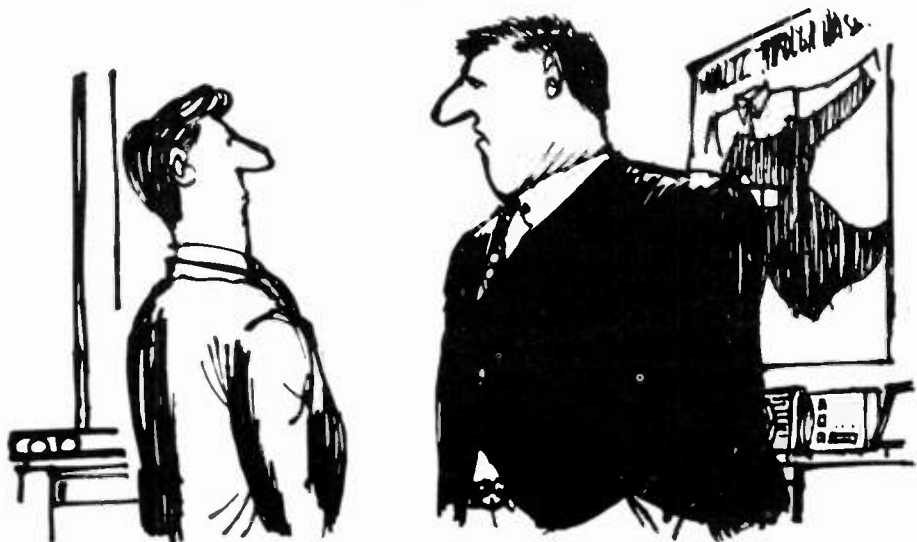
"... don't tell me - it's 'Waltz Through Washday' time, right?"



"... does this sleeve look a little low to you, Tony?"



"... it's Hank - he wants to know if he should repossess the box of detergent, too ..."



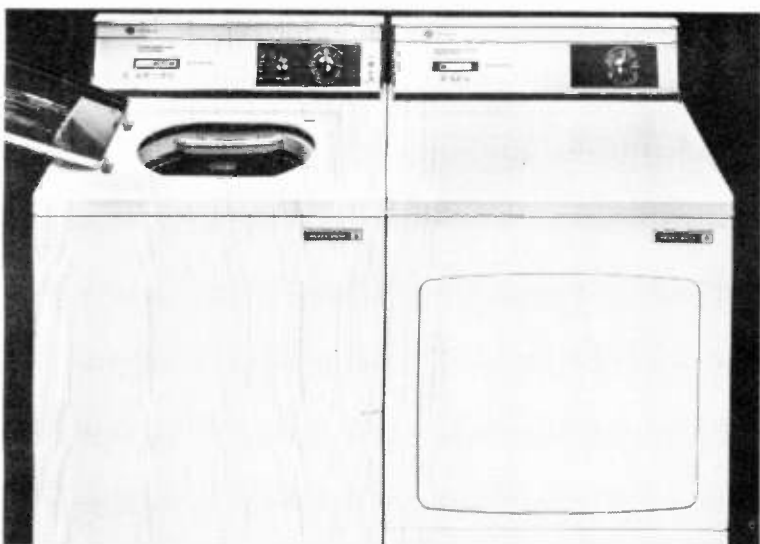
"... whaddya think of the sales incentive plan? High man gets an autographed picture of Arthur Murray."



"... that guy at Sam's Appliance is a real hog. First he gets us to go 45% on co-op money, and now he wants 35 folding chairs for a laundry school ..."



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 



A look at picking up the 'Waltz' tempo

Local Action Committees are the grassroots go-power groups that spark the "Waltz." The growth of these committees, which are made up of local appliance industry leaders (factory representatives, retailers, distributors, utility representatives) has been phenomenal. In 1963, the first year of the committees, almost 100 were formed; the number shot to 223 in 1964, hit 406 in 1965.

An integral part of the Local Action Committees has been the major role played by utilities. Utility trade associations estimate that between 75% and 80% of all utilities took an active part in the industry-wide promotion last year. And AHLMA's records show that 60% of all the Action Committees were headed by utility representatives.

Here is a two-part rundown on (1) how an aggressive utility (Illinois Power) and (2) a hip local action committee (Chicago) put laundry sales over the top in their respective "Waltz" areas.

How a utility powers sales

Illinois Power Co., headquartered in Decatur, Ill., covers 13 areas with 10 to 20 towns in each area. An imaginative "Waltz" promotion focused on three main ideas—Washday Carnivals, fashion shows or cooking school tie-ins, and in-store demonstrations—that helped rack up impressive sales figures for retailers.

Results—The utility reports that dealers sold 4,536 pieces of laundry equipment during the peak month of October. This represented a 14% increase in electric dryers, a 35% increase in gas dryer sales, and a whopping 61% boost in washer sales over the same month in 1964.

How it was done—Illinois Power held an all-day meeting with its 13 area load supervisors. The area load supervisors then held breakfast with six to eight key dealers in their respective areas. The plans, which varied in each area, were put forward by the utility, and then the dealers and the load supervisors decided on the final plan to be used.

Next on tap: an evening meeting for all area dealers. At this time a formal presentation was made.

Three ideas that were used last year:

1. A Waltz Through Washday Carnival. This plan, which was used in several areas, involved separate booths for each participating dealer. They were set up in stores or buildings rented for the occasion. Clowns outside the buildings, banners, refreshments (all supplied by the utility) were among the lures. Dealer booths featured equipment displays and such carnival games as throwing ping-pong balls into an open dryer.

2. A fashion show or cooking school tie-in. In Decatur, a "carnival" of laundry equipment preceded a fashion show (two performances). Local companies donated prizes for the event; Illinois Power for example, offered some of the lamps it sells from its floor, and dealers gave radios.

A fashion show is "irresistible" to women, according to Harold Deakins, Illinois Power's residential sales advisor, who noted that over 800 ladies attended both sessions.

For the fashion shows the National Cotton Council donated clothing and local stores obtained "models."

3. In-store demonstrations. Again, a carnival atmosphere was created. Home economists from the utility were stationed in stores and dispensed Cokes and pizza. Usually the home economists worked an afternoon and an evening in a given store.

But in Greenville, Ill., the promotion was tied in with an annual town event (in which people from outlying areas brought in homemade food to sell in the stores). During this event, Illinois Power set up a "Waltz" Coke-popcorn-hotdog trailer. People who visited an appliance dealer and listened to his pitch received a ticket entitling them to free refreshments.

The utility's plans for 1966 include heavy emphasis on permanent press. It will skip the carnival theme and instead field additional advertising, pushing permanent press during the first 12 days of October. The ads will feature models with such copy as "you'll have more time for bowling if you use a dryer."

The utility will also:

—Make a 40-minute presentation on permanent press to dealers. Dealers' wives will be invited so that, if a dealer doesn't understand the message about permanent press and fabrics, his wife can interpret.

—Offer Decca record albums as traffic builders. Coupons mailed to 345,000 utility customers will entitle the customer, once the coupon has been signed by her appliance dealer, to buy one or more albums (\$3.79 value) for \$1.

—Set up in-store demonstrations for which home economists will be given a kit of permanent press clothing. The home economists will demonstrate a dryer's ability to handle all new fabrics.

—Offer a "guaranteed satisfaction" plan in cooperation with dealers. If a dealer sells a unit on this basis, spends \$20 installing the dryer and then a few weeks later is faced with a customer who isn't satisfied, the utility will pick up the tab on the installation. This will include any cost the dealer might have for wiring or venting up to \$40.



Chicago action: pinpointing plans (left to right) are: Howard Heyman, manager, display and home planning, Hotpoint; Jesse Smith, manager, sales planning, R. Cooper Jr.; Jerry Hearn, president, Maytag Chicago Co.; Stanley Kuttner, Kuttner & Kuttner Advertising; Jack E. Ricard, vice president, marketing, Sampson Co.; James F. Traa, vice president, sales, U.S. Steel.

How Local Action works

Chicago's Action Committee for last year's "Waltz" parlayed a sweepstakes promotion so that laundry sales moved into the winner's circle.

The results—More than 400 dealers participated and were the beneficiaries of the committee's budget of \$350,000. Sales for the month of October rose 15% over the same month in 1964. The sweepstakes will again be part of the over-all Chicago campaign this fall.

How it was done—The Local Action Committee put together a top promotion because top-flight, promotion-minded executives from 11 major distributors participated, according to coordinator Jerry Hearn, president of Maytag Chicago Co. (for a peek at an idea session of this year's committee, see photo this page).

A high degree of organization also contributed to the Chicago Action Committee's success. Each man on the committee was assigned a specific duty. One man, for instance, handled publicity; another was responsible for enlisting utility cooperation. This year, a man will follow up on the ballot boxes.

The schedule of the Chicago committee: three to four meetings of the executive committee (the final gathering includes a report from individual members); a "kickoff" meeting with distributor salesmen.

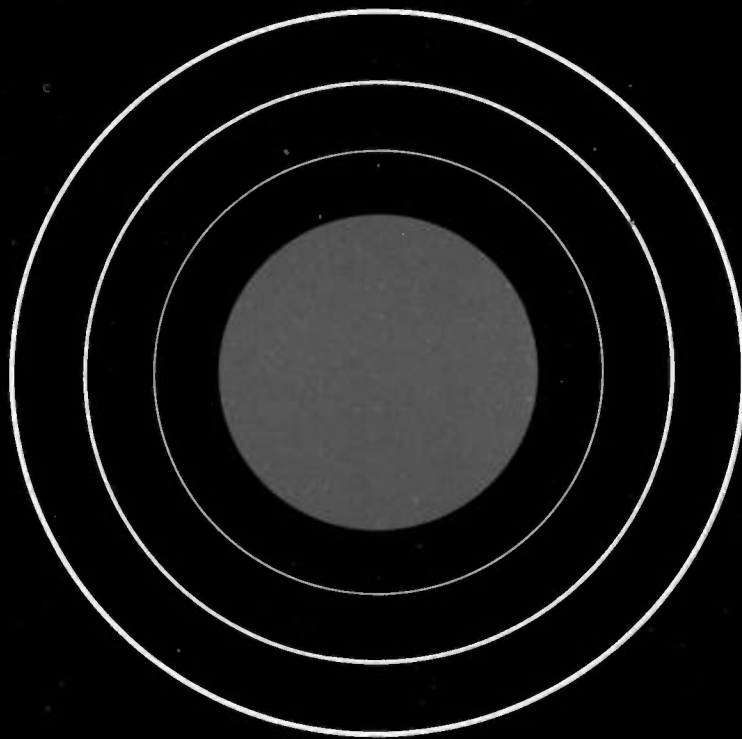
At the wholesale salesmen's meet-

ing, attended last year by about 100 salesmen, dealer kits (including preprints of the "Waltz" ad, streamers, banners, ballots, and ballot boxes) were handed out and arrangements made for distribution of the kits as well as Procter and Gamble traffic builders (around 10,000 P&G measuring cups were given away during the promotion).

The action—A sweepstakes promotion offered ballots in "Waltz" advertisements. Customers could also register at stores. The consumer had to leave her ballot in the sweepstakes box in an appliance dealer's store. At the end of the promotion, drawings were held in the American Home Laundry Manufacturers Assn. (AHLMA) offices. A total of 24 washers and dryers were given away, plus four trips for two to Florida. This year, Mexico will be the sweepstakes winners' vacation spot. Retail salesmen also have the same trip incentives via the sweepstakes.

The sweepstakes works. There were approximately 350,000 ballots for the final drawing last year. Even "image" department stores that declined to display ballot boxes kept ballots on hand because of consumer requests.

The committee supported the sweepstakes with 14 ads run in the *Chicago Tribune* and *Sun-Times*, the *Waukegan News Sun*, the *Gary Post*, and the *Hammond Times*.



Target: ZERO DEFECTS

G-E Home Laundry's GREEN DOT Reliability Program is aimed at eliminating even the handful of service faults we get now.

"Zero Defects" is more than a slogan at our Louisville plant. The one-sixth of our employees engaged in quality testing have been doing an outstanding job—but we're helping them make it even better.

To eliminate failure due to human error, our engineers developed a whole battery of GREEN DOT automatic testing machines that subject key components of G-E Washers to the most exacting tests in the industry.

Every motor, every tub, every backsplash, every pump gets its own series of tests on this sophisticated electronic equipment.

If every checkpoint is passed, the test equipment automatically sprays a "Green Dot" on

the component, to signify approval.

Our Washer Backsplash Logic Tester, for example, applies 39 separate tests to each backplash—and does it in only fifteen seconds. Backsplash assemblies that pass every test get a Green Dot. Those that don't, never leave our factory.

What does the GREEN DOT Program mean in extra reliability for the G-E Washers you sell? As one example, we used to reject one percent of our backplash assemblies at final inspection. Now our rejection rate is down to two one-hundredths of a percent!

We're still not satisfied. When we say our goal is "Zero Defects," we mean it.



GENERAL  ELECTRIC

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

WA-950B



Where the Local Action Committees are

The biggest sales push of the forthcoming "Waltz" campaign will emanate from Local Action Committees. These LACs will provide bases for attracting vigorous support and effecting comprehensive "Waltz" promotions in their respective areas of the country. Following is a preliminary list—by state—of the central town in each area, with the name and address of the committee chairman. Additional LACs will follow as the program unfolds.

Alabama Birmingham

Henry W. Pond, Dealer Representative, Alabama Power Co., 2100 First Ave., North Birmingham.

Arizona Phoenix

Charles Steele, Philco Distributor, 1891 West Roosevelt, Phoenix.

California Bakersfield

Audie Kanady, 4113 McKelvy Ct., Oildale.

Connecticut

Hartford-New Britain

Milton Richman, Hub Stores, 1488 Albany Ave., Hartford.

Georgia

Columbus

Sam Behar, Advertising Manager, Columbus Ledger, Columbus.

Idaho

Boise

Ken Stephenson, Snake River Valley Electrical Assn., P.O. Box 1543, 330 Simplot Building, Boise 83701.

Massachusetts

Boston

James P. O'Neill, General Electric Co., 55 Cambridge Pkwy., Cambridge 02142.

Minnesota

Duluth-Superior

Harold Ahstrom, Superior Water, Light & Power Co., Superior; Maurice Sorenson, Superior Co. Workers Evening Telegram, Superior.

Mississippi

Jackson

A. W. Hardin, Mississippi Power & Light Co., Electric Building, Jackson.

Nebraska

Lincoln

Archie Gustafson, c/o Lincoln Electric System, 1401 O St., Lincoln 68501; Dick Hall, c/o Western Power & Gas Co., 144 South 12th St., Lincoln 68501.

North Platte

Jim Kirkman, Telegraph Bulletin, 315 East 5th, North Platte.

New York

Long Island

Alfred E. Devendorf, Sales Promotion Coordinator, Long Island Lighting Co., 250 Old Country Rd., Mineola.

Newburgh-Middletown

William Conway, Dealer Representative, Central Hudson Gas & Electric Co., South Rd., Poughkeepsie.

North Dakota

Bismarck

D. A. Miller, 924 North 9th St., Bismarck.

Fargo

Morrie Mertens, Northern States Power Co., 401 3rd Ave., Fargo; Kuno Koehler, Fargo Forum, Fargo.

Grand Forks

Del Creviston, Tempo Store, Grand Forks.

Minot

Marilyn Baker, Northern States Power Co., Minot; Eart Westereng, Swenson's Furniture, Minot; Morrie Metzger, Electronic Sales, Minot.

Ohio

Akron

E. V. Zimmerman, 3423 Shade Rd., Akron, 44313.

Cleveland

Frank E. Mueller, Electrical League of Cleveland, Room 504, Illuminating Building, 55 Public Square, Cleveland 44113.

continued on p.29



What happens when you spin a phone book in a Blackstone?

A sale.

It's as close to a sure thing as you can get in selling — because Blackstone Gyro-Balance is the first real product exclusive in automatic washers to come along in years.

When you demonstrate Blackstone Gyro-Balance by spinning a 5-pound phone book in an empty tub, you're putting on the most dramatic sales demonstration your washer prospects have ever seen. No vibration, no thump, no walk, no premature shut-off. Just buyers' conviction that Blackstone is the washer they want.

And they'll buy it from you, because Blackstone protects your profits with a territory plan your representative will set up with you. He'll also give you a promotion plan that'll make you Blackstone headquarters in your neighborhood . . . on the full Blackstone line, from 3-cycle, single-speed models up through our 6-cycle, push-button model with stainless tub.

Get a phone book. Get some Blackstones. Start keeping your profits on washer sales.



BLACKSTONE CORPORATION

1111 Allen Street • Jamestown, New York



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How can you offer customers a complete, no-extras-to-buy portable tape recorder outfit, that, for less than \$100, gives them everything they need to record anywhere?

Here's how!



When you sell a Wollensak "4100," you sell much more than just a portable, battery-operated tape recorder. This recorder has everything . . . microphone, carrying case, cartridges, batteries, accessory cord . . . everything your customer needs to go where the action is, records anything. The "4100" records/plays back up to a full hour on each cartridge. Weighs just 3 lbs., yet includes a professional-type VU meter, separate record level and playback volume controls, record lock safety, capstan drive, solid-state construction and high-efficiency speaker.



Wollensak 3M COMPANY

Where to pin them down

The most likely prospects for clothes dryers are families who already own washers. Like the two-thirds of all TIME's families.

Last year these TIME families bought over 20% of all dryers sold. This year they'll probably be buying even more.

Which brand is up to you.





□□ A new high intensity lamp has been designed by London Products. Called the Cricket (shown), the lamp features a chrome-plated arm that extends 17 inches and a shade and light that swivel 360 degrees. The unit, available in white, black, beige, or red, has a 5-position switch. The lamp, at \$14.95 retail, carries a lifetime guarantee on parts and workmanship.

Also new is the 5-way Lloyd high intensity lamp. It can be used as a night light, wall light, spotlight, desk light, or plug-in flashlight. Folded, the lamp is seven inches in length; but it extends on its chrome-plated arm to 16 inches. The unit retails at \$12.95 and has a lifetime guarantee. *London Products Inc., 167 E. 56 St., New York, N. Y. 10022*



□□ A complete home facial is available with the Saunda, a smartly designed facial sauna from Health Products (MW, 22 Aug., p.25). The unit electrically produces a warm mist at 118 degrees F. to provide a facial in 10 to 20 minutes. The warmth causes the skin to perspire, stimulating circulation and, deep cleansing the skin. The gold crystal ivory-colored appliance stands 14 inches tall and operates on a few ounces of tap water. The Saunda retails at \$29.50 and comes with an introductory package of four facial preparations. It carries a 1-year warranty. *Health Products Inc., 407 S. Dearborn St., Chicago, Ill. 60605*

□□ A new rosewood tray by Kromex is 10 by 16 inches, comes gift packaged, and lists at \$8.98 (\$9.98 in the far West). *Kromex, Div. of American Trading and Production Corp., 880 E. 72nd St., Cleveland, Ohio.*

LOCAL ACTION COMMITTEES

Continued from p.26

Pennsylvania
York

Jack Hill, Manager, Sales & Advertising, The Careva Corp., 517-527 East Prospect St., York.

South Carolina
Columbia

Harry T. Huffman, Assistant General Sales Manager, South Carolina Electric and Gas Company, Columbia.

Texas
Waco

Julian Aronson, Aronson Furniture Co., 632 North Valley Mills Dr., Waco.

Virginia

Newport News-Hampton

G. L. DeHart, Dealer, Contract Representative, Virginia Electric & Power Co., P.O. Box 977, Newport News 23607.

Norfolk-Portsmouth

John T. Simpson, Dealer Contract Representative, Virginia Electric & Power Co., P.O. Box 329, Norfolk.

Washington

Spokane

Bob Kohlsteadt, Taylor Distributing Co., 2008 Northwest Blvd., Spokane.

Yakima

Ivan Knocker, Pacific Power & Light Co., 7 North Third St., Yakima 98901.

West Virginia

Charleston

H. H. Hutcheson, Appalachian Power Co., 301 Virginia St., E.; Ken Rymer, United Fuel & Gas Co., 1700 MacCorkle Ave., S.E., Charleston.

Wisconsin

Green Bay

J. H. Ings, Wisconsin Public Service Corp., 600 N. Adams, Green Bay.

La Crosse

Bob Swing, Northern States Power Co., 122 5th Ave., La Crosse; Bill Moore, Madison Gas & Electric Co., 100 North Fairchild, Madison.

Racine

George Craft, Promotion Supervisor, Wisconsin Gas & Electric Power Co., Racine.

PROVEN FOR PERMANENT PRESS!

New inside and out, the New Reliables give you more to sell, and give your customers more reasons to buy. Both washer and dryer are proven performers with the new no-iron fabrics. More than just re-labeled dials, Hamilton's permanent press care includes special de-wrinkling cool down periods to assure ideal ready-to-wear results.

And Hamilton gives your customers a wider choice of water levels, wash programs, drying cycles and temperatures to launder all fabrics safely—automatically.

In styling, Hamilton leads the field with a sculptured cabinet design, wood-tone trim and smart stereo control panels. And only with Hamilton can you match five washer

models with either of two complete dryer lines, the modern-size Holiday and the full-size Heritage.

With new performance, new styling and new features, the only things that haven't changed are Hamilton's quiet reliability—and the fair-share profit you make on every Hamilton sale. Get the full story on the New Reliables by calling your Hamilton distributor today.

Hamilton®
HAMILTON MANUFACTURING CO. TWO RIVERS, WISCONSIN

□□□□ **Stainless steel holloware is seen gaining in sales this fall, as retailers plan to step up their promotion of the largely imported merchandise. The worldwide copper shortage also is expected to work in favor of sales increases for high-styled stainless steel serving accessories. American cookware producers have been slow in getting into the stainless steel holloware field, forcing housewares buyers to look to imported merchandise. One exception, however, is Norris Thermador—although its line, too, is limited in comparison to the imported goods. A number of housewares distribu-**

tors have added imported holloware lines within the last year. H. Schultz & Sons, of Union, N.J., for example, handles the Dolphin line of handcrafted holloware from Japan. Other housewares distributors will probably take on imported holloware lines as well.

□□□□ **The “bold and beautiful look” in cookware will key West Bend’s advertising plans for its Design in Housewares Award-winning “400” line of Teflon-coated cookware this fall. The promotion will emphasize West Bend’s “new slant on Teflon,” pointing up**

the gently sloping sides of the cookware line. Ads also will stress West Bend’s craftsmanship—“Made in West Bend, Wisconsin . . . where craftsmen still care.” Full-color ads are scheduled in *McCall’s*, *Good Housekeeping*, *Better Homes & Gardens* and *Reader’s Digest*. West Bend also will feature a styled-up and expanded line of coffeemakers in its fall-winter ad schedule. The company won a design award for a coffeemaker, too.

□□□□ **Cookware ads are being stepped up by most manufacturers for the fall selling season. Mirro will be selling its colorful Teflon-coated cookware with color tv commercials on the *Today* show, beginning in October. Enterprise Aluminum will be advertising its Famous Chef line of double-coated Teflon cookware in *House Beautiful*, *McCall’s*, *Bride & Home*, and *Good Housekeeping*. Regal will be featuring its white-trimmed line of Regal stainless steel cookware. And, of course, DuPont will be stepping up its television campaign behind Teflon-coated cookware.**

□□□□ **Retail promotional plans for cookware this fall include a wider use of in-store demonstrators, especially for the new non-scratch, non-stick cookware coatings; increased emphasis on the fashion look in cookware ads, including an appeal to elegance in cookware; wider use of full-color stuffer promotional pieces for charge-account customers; and a general sprucing up and styling up of cookware displays.**

**there's
nothing
like it
on the
market**

**THE
Elegant
Oval**

**a bold, new styling concept for
MIRRO
DELUXE
ELECTRICS**



M-0478
10-CUP CHROME
PERCOLATOR
\$15.95 Fair Traded

M-0476
35-CUP PARTY
PERCOLATOR
\$18.95 Fair Traded
M-0481
22-CUP PARTY
PERCOLATOR
\$14.95 Fair Traded

Here's the line that will shake all the leaves off the money tree, starting right now! Round at the bottom, oval at the top, these unique percolators have the only new-departure styling in the industry. Brooks Stevens styling. Plus distinctive Charcoal Blue trim. Best of all, they're just the leaders of a full, matched-set selection, shown below.

These twelve proved movers are priced to give you an honest profit . . . and price-protected to make sure you get it. With up-front display and active promotion, they'll pay their way, day after day.

FRY PAN AND BUFFET SERVERS FINISHED WITH DUPONT TEFLON



M-0471-50
11" ELECTRIC FRY PAN
TEFLON finished
\$19.95 Fair Traded



M-0463-50
11" BUFFET SERVER-FRYER
TEFLON finished
\$19.95 Fair Traded



M-0463-50
11" BUFFET SERVER-FRYER
with HIGH DOME COVER
Super tough TEFLON finish
applied by BOECLAD® process
\$24.95 Fair Traded



M-0472
10-CUP CHROME
PERCOLATOR
\$14.95 Fair Traded



M-0479
22-CUP CHROME
PARTY PERCOLATOR
\$14.95 Fair Traded



M-0474
35-CUP PARTY PERCOLATOR
\$16.95 Fair Traded



M-0475
9 1/2" BROILER
\$9.95 Fair Traded



M-0477
3-QT. AUTOMATIC
CORN POPPER
\$8.95 Fair Traded



M-0470
2 1/2-QT. CORN POPPER
\$6.95 Fair Traded



NATIONALLY ADVERTISED SINCE 1917

MIRRO ALUMINUM COMPANY, Manitowoc, Wisconsin 54220 • Fifth Avenue Bldg., New York 10010 • Merchandise Mart, Chicago 60654 • World's Largest Manufacturer of Aluminum Cooking Utensils

Without Tappan, you could get stuck.

Friendly warning: Only Tappan ranges, far as we know, have DuPont-approved TEFLON-coated oven liners. (Food won't stick to TEFLON. And TEFLON-coated appliances won't stick in your store.)

What's more, only Tappan has TEFLON-

coated liners in both gas and electric models. (Why settle for only 50% of the range business?)

So the point is this. If you've got Tappan, you've got TEFLON. And the other way around.



**Only Tappan has
TEFLON in both
gas and electric**



We call our
appliances Time
Machines because
they move fast.

TAPPAN
Time Machines

The Tappan Company, Mansfield, Ohio 44902 • Tappan-Gurney, Ltd., Canada



**The under-
\$20-market shown full size.**

G.E.'s new Bantam. A compact Show-'N-Tell Phono-Viewer*.
Just one more member of our ever-growing Youth Electronics
family. And we're sending it out into the world for only \$19.95**.
What does it do? Everything the bigger fellows do. Shows a kid's favorite
Picturesound* programs with words and music. As many times as he
wants to see them. The solid state 2-speed record player can be used alone, too.
It's so easy to operate, even a child can do it. Which is a pretty good thing.

GENERAL  ELECTRIC
Radio Receiver Department, Utica, New York

A five-way gift sales forecast favors home weather instruments

Housewares retailers are forecasting good Christmas gift volume from home weather instruments, a product category that seems to be coming alive. Here are five reasons why:

- The products are good gift items to feature for men.
- Like clocks, weather instruments—especially the high-end models—are gaining stature as decorative accessories.
- The entry of Westclox and the beefing up of its line by Honeywell offer two big names to promote.
- There are better styling and lower pricing on weather instruments in the under-\$10 retail price range (where the bulk of the business remains).
- Consumer interest in weather instruments has increased, due, at least in part, to the television weather shows, which are becoming highly technical (with radar scopes and the like).

Westclox entered the field last spring with a popularly priced Weather-Mate line (MW, 30 May, p.33). Retail prices range from \$3.98 to \$12.98. Westclox expects the weather instrument business to total

about \$35 million at retail, with 90% of the items purchased as gifts and 70% of them priced under \$10.

Honeywell has doubled its line within recent months and exhibited it at the New York Gift Show last week. Retail prices range from \$4 to about \$50, with the bulk under \$15. Two wall models that look more like clocks than thermometers (which they are) particularly caught the eyes of several housewares buyers interviewed. One is the Festival, with a grape motif, and the other shows three finches. Both will retail for \$15. Both models, along with a third featuring a schooner, are available with cordless clock movements to retail at \$30.

Styling improvements in home weather instruments, of course, are not limited to indoor decorative models. Springfield Instruments won a Design in Housewares Award for an outdoor aluminum thermometer.

Buyers attending the Gift Show generally indicated they were increasing their assortments of home weather instruments and planned to promote and advertise the products more heavily this Christmas.

Frypan with own warming tray heads Hoover's new housewares

The Hoover Co. is adding more versatility to the electric frypan by building in a warming tray, which permits the housewife-hostess to cook, warm, and serve in one appliance. The new frypan design is featured among 10 new products being introduced by Hoover.

Additional products are planned for later this fall in time for the Christmas selling season, a Hoover spokesman said. With the 10 new models now being introduced, Hoover has entered 15 electric housewares categories in the past two years.

In addition to the two warming-tray/frypans, Hoover is dropping into its growing electric housewares line a 2-speed blender; two new slicing knives, including its first cordless model; its first broiler-baker; and two new portable hair dryers. To its vac line, Hoover is adding a lightweight upright and a convertible upright.

The warming tray slides under the skillet on two tracks and receives its heat from the frypan as other food is cooking. It warms food to a serving temperature of 140 degrees to 160 degrees. The aluminum tray measures 8¼ inches by 7¾ inches and comes with both a Teflon-coated aluminum model (about \$27 retail) and a stainless steel model (about \$30) that features a lid finished in antique copper. Both models are immersible and come with a high dome lid that tilts to a 45-degree angle. The frypans are also available without the warming tray.

The 2-speed blender, with 6-cup capacity, operates at 7,000rpm or at 14,000rpm on a 600w motor. It features a removable cutting unit, and will retail at about \$30.

The cordless slicing knife, at about \$27 list, weighs 18 oz. and features an indicator light that glows when the knife is recharging. Hoover has also restyled its regular electric knife with a light doeskin and Persian gold color combination and a new gift box counter display. It will retail at about \$16.

The broiler-baker-toaster, to retail in the \$27 price range, marks Hoover's latest product category entry in the electric housewares field. The thermostat-controlled unit features a Teflon-coated tray.

Two new portable hair dryers come in travel cases and have shoulder straps and bouffant bonnets. The Petite Portable, in a 2-tone harvest gold, will retail at about \$11; the Hatbox, in 2-tone doeskin colors, at about \$15.

Hoover will test-market the lightweight upright vac in a limited number of markets. The 11½-lb. unit is 5½ inches high and, according to Hoover, a 10-inch wide nozzle allows it to be maneuvered easily into corners or small areas. Because the tools attach at the front of the motor, the housewife can pull the vac along as she does above-the-floor cleaning. The vac will retail at about \$47.

The Convertible upright vac, at about \$75 retail, automatically shifts to a higher speed when the converter is inserted for above-the-floor cleaning. The new unit features the "dirt-finder" headlight, an automatic adjustment for rugs of different thicknesses, and a converter that can be inserted into the back of the vac without stooping. The Convertible vac is styled in autumn gold and seal greige.

□□□□ **A fast-recharging nickel-cadmium battery** has been developed by World Battery Corp., of Tokyo. The company claims the battery can be fully recharged in about an hour, compared to the several hours or overnight period required by many nickel-cadmium batteries used in cordless electric housewares. World Battery does not plan to produce the battery itself, but will license other manufacturers to do so, reports McGraw-Hill World News from Japan.

□□□□ **A new lower-priced Sonuswitch**, at \$29.95, is planned by Sonus Corp., of Cambridge, Mass. It will replace the current model, which has been selling at \$39.50. Shipments will begin in October. The unit turns appliances on and off at the clap of the hands or other sharp sounds. It is described as compact and comes in decorator colors. Housewares departments have featured the current model as an executive gift. At least one close-out on the current model is already under way in New York City: The Camera Barn, a Herald Square photography store, is offering the Sonuswitch at \$14.95. Eric Kolm, president of Sonus, said the Camera Barn is not a Sonus account.

□□□□ **Ronson will drop the Big Daddy shave name** it had planned to use for its new pistol-grip cordless electric shavers to be introduced this fall (MW, 8 Aug., p.27). The two models will be known simply as Ronson cordless electric and Ronson deluxe cordless electric. In July, Hamilton Beach also had second thoughts on the original name for its new ladies shaver. It dropped Mystique and adopted Flow Motion. The reason: Flow Motion, a secondary designation at first, proved to have stronger consumer identification than Mystique in market research on the new product.

□□□□ **The Mod look invades point-of-purchase displays** with London Products Inc's new 5-color counter display for its Lloyd and Cricket high-intensity lamps. The company's display incorporates Mod colors and big polka dots.

□□□□ **A vac for furniture outlets**, as well as housewares, is being marketed by National American Products Corp., of Richmond, Va. The firm has built a canister into a foam-padded vinyl hassock to retail at \$89.95 with attachments. Eureka-Williams recently ran a premium offer built around a canister packed in a storage chest. The promotion proved popular with a few credit furniture and jewelry operations. Eureka-Williams has no plans to repeat it.

□□□□ **An electronic sleep-inducing pillow** is being marketed by Majima Co. Ltd. of Tokyo, reports McGraw-Hill World News from Japan. Majima has set an "international retail price" of \$31.95 on the latest sleep-inducing pillow. (Others were developed previously in France as well as Japan.) A neon tube inside the rubber pillow emits a sound pulse about 70 times a minute to duplicate the sound of gently falling rain. The pillow continues to emit the sound for an hour after being turned off.



Latest electronic pillow

Not by bread alone.

*"DuMont is offering dealers something extra.
Something in addition to the usual profits.
This extra something is an opportunity to
earn luxurious prizes or exciting holidays."*

Bob Furlong,
Vice President,
DuMont Television Sales Corporation

How very simple life would be if sales people concentrated on selling the best possible merchandise. Especially when it offered the highest possible profit.

It doesn't always work that way. The question of "What's in it for me?" often arises.

At DuMont we're facing it. Legitimately.

We call it our VIP program. It offers Very Impressive Prizes to Very Important People (floor salesmen and the people for whom they work) who participate in our Volume Improvement Program.

Now, in addition to being a promising and profitable franchise, DuMont can be a pleasurable one too.

DuMont's been re-born you know.



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



Max Hess characterizes Sears, Roebuck & Co. as "a mechanical operation which smells in certain departments."

'Sell and promote elegance to stay alive' —Hess's retail philosophy



A decorative, hand-painted Italian tray (\$69.95) and a pair of carved wooden dogs (\$129.95) add spice to a stereo display at Hess's.

"When Max Hess was a boy," recalled one of his associates, "he was the scourge of the store. He used to raise holy hell by skating up and down the aisles, spritzing perfume all over the place, and creating havoc in the elevators. It was a playground for him then, and it's still a playground for him today."

A fiery merchant, who has built Hess's Department Store of Allentown, Pa., into one of the nation's great retail operations in an era during which independents are a dying breed, Hess is regarded suspiciously by many in the news media for his brash statements, his hunger for publicity, and his offbeat stunts to promote the Hess name.

But behind it all is a unique brand of retail showmanship—practiced by a man intensely proud of his business, fiercely dedicated to retailing.

"The store has been my life," he said. "It's all I know."

The 55-year-old store president summed up his retailing philosophy in one word—elegance.

"We're merchandisers of elegance at every level—whether it's a \$5.99 blouse or a \$2,000 color tv set. It also means being first with the newest—even if it's a \$3 can of tiger meat."

Hess anticipated the reporter's next question: "But how many cans of tiger meat can you sell?"

"I couldn't care if we don't sell one can of it," he said. "But offering cans of tiger meat means we could sell a thousand cans of ham."

Elegance is the keynote throughout the interior of the 250,000-sq.-ft. store. It is mirrored in the extensive use of imported crystal chandeliers, a wall-to-wall carpeted basement, rare art objects from around the world, marble arches, widespread use of goldleaf design, and a series

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Elegance and retail theatrics



Toasters are perched atop velvet-lined shelves in an elegant marble arch. A musical motif—with gold leaf—enhances the display.

of mural paintings on valances.

The theme of elegance is also reflected in the merchandise—from a \$59.95 laminated goatskin ice bucket to one-of-a-kind Dior originals at \$5,000.

Even the nation's most successful merchants wince at the thought of tangling with the industry's giant—Sears, Roebuck & Co. But Max Hess is not one of those who winces.

"We have a big Sears store (about 150,000 sq.ft.) eight blocks away from us, and I can tell you they smell in certain departments," Hess declared. "They're certainly not the leader in major appliances. They're just not with it. There's no excitement in that store. It's very hard to run a mechanical operation and their's is operated with a computer."

Bellowed Hess: "Even if you have 89 Sears stores around you, there's no need to worry because the stores are always the same."

Informed sources report that the Sears store in Allentown does an annual volume of about \$8 million. Hess's sales are over \$40 million.

Hess's relies strongly on national

brands—but it does not believe in plunging heavily into an individual brand's entire product line. "We pick the cream," said Hess—"the item or items on which the brand has built a national reputation. In other words, we buy the performance—not the name."

The Frigidaire brand is an important one at Hess's, and the store does a big job on this line. Remarked Hess: "If Frigidaire had any sense, they would go into the air conditioning market. It would be a natural with their acceptance."

As for private-label goods—Hess does not want any part of them. "We tried private-label major appliances and consumer electronics about six years ago," he recalled with a pained expression; "but we died with them. We undersold RCA items by a sizable amount, but it didn't mean a thing. The merchandise just sat there. Never again . . ."

Asked about Sears' nationally known Kenmore label, Hess retorted: "Who the hell knows what goes into the Kenmore label? What do you think the customer would rather have—a Kenmore electric knife or a

The GOLDMINE in the SKY



Copyright 1966, JFD Electronics Corp., Brooklyn, N.Y.

OUR MEN WILL BE DELIVERING YOUR NEW SET NEXT WEDNESDAY, MR. MILLER. YOU'LL BE VERY SATISFIED WITH ITS PERFORMANCE.

GOOD MORNING, JIM. LOOKS LIKE BUSINESS IS GOOD.

SURE IS -- ESPECIALLY WITH COLOR TV SETS. BLACK AND WHITE TV SALES ARE HOLDING UP NICELY, TOO.

YES, I NOTICED YOU JUST CLOSED A COLOR TV SALE.

SURE DID. SECOND ONE THIS MORNING, IN FACT.

I COULDN'T HELP BUT OVERHEAR YOUR CONVERSATION. MIND TELLING ME WHY YOU DID'NT FOLLOW THROUGH BY SUGGESTING A NEW TV ANTENNA TO GO WITH THE NEW SET?

FRANKLY... I'M AFRAID I MIGHT KILL THE SALE BY ADDING THE EXTRA CHARGE FOR A NEW TV ANTENNA INSTALLATION.

NOT IF YOU HANDLE IT RIGHT. BEAR IN MIND THAT THE PURCHASE OF A COLOR RECEIVER IS AN IMPORTANT INVESTMENT BY THE CUSTOMER. IF YOU CAN SHOW HIM HOW A MODERN NEW ANTENNA GETS HIM THE PICTURE HE PAID FOR, HE'LL LISTEN.

spark rapid sales growth at Hess's

Hamilton Beach electric knife? You can be sure they'd prefer a Hamilton Beach. The customer doesn't think of Sears as a manufacturer, but as a retailer. And there will always be uncertainty in the consumer's mind as to who made the Kenmore product."

Hess spoke glowingly of the current pace of hard goods sales. He noted that major appliances and consumer electronics were up 18% in volume in the first half, while electric housewares sales had risen 12% in the same period.

These three categories, said Hess, rolled up sales of over \$5 million last year—up 15% over 1964.

Hess is regarded by many of his retailing cohorts as a publicity hound—a man who will go to almost any length to get into print.

But those close to him insist that Hess has toned down. "You're not going to see any of those crazy stunts any more," said one associate.

It may be true, of course, that parachuting Santa Claus out of the sky to herald the Christmas shopping season and taking a bevy of lovely fashion models into Pennsylvania

coal mines are past history at Hess's. But there is no denying that the "theatre" is still very much alive at the 69-year-old store.

Lunch at the store's Patio restaurant in the basement vividly illustrates this. Offering a variety of dishes—including delicacies for the gourmet—the restaurant might well be termed a "super salesman." For on display during lunch is a series of fetching models sporting the latest fashions—from the popularly priced Mod look to the newest Parisian styles. The latter, worn by some models with half-exposed bosoms, run as high as \$5,000.

Hess readily admits he is not adverse to publicity, but steadfastly insists he is not angling to be the chief beneficiary of any press coverage. "It's really geared for three groups," he said. "These are Hess's employees (to make them proud of the store), its customers (to show them the type of store they're doing business with), and the store's suppliers."

Hess said this publicity was particularly important in the case of manufacturers, as it would prompt

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A series of miniature arches strikes an elegant note in this housewares display. Blenders are featured in a cupboard-type arrangement. Most stores confine their electric housewares to unattractive shelves.



Electrics are pretty as a picture in these displays, which could be termed miniature vignettes.

JUST HOW WOULD YOU DO IT?

O'KAY. MAKE BELIEVE YOU'RE THE CUSTOMER WHO HAS JUST BOUGHT A NEW COLOR TV AND I'M THE DEALER SALESMAN.

7

MR. JONES, THIS COLOR TV THAT YOU JUST BOUGHT IS ONE OF BEST ENGINEERED ON THE MARKET. HOWEVER, THE PICTURE OF EVEN THE MOST EXPENSIVE SET IS ONLY AS GOOD AS THE SIGNAL IT GETS FROM ITS ANTENNA.

8

JUST WHAT DOES LOG PERIODIC MEAN? WELL, TO MAKE A LONG COMPLICATED EXPLANATION SHORT, LET ME SAY THAT THE JFD LPV IS DESIGNED LIKE THE GIANT SATELLITE TRACKING ANTENNAS USED BY SCIENTISTS IN SPACE RESEARCH. IT'S GOT MORE WORKING ELEMENTS. MORE CHANNELS, SHARPER, BRIGHTER COLOR AND BLACK-AND-WHITE PICTURES—EVEN FM/STEREO BROADCASTS FOR YOUR HI-FI SYSTEM.

13

A MODERN NEW ANTENNA IS ESPECIALLY VITAL FOR TRUE-TO-LIFE COLOR RECEPTION. MOST ANTENNAS, ORIGINALLY DESIGNED FOR RECEPTION OF BLACK-AND-WHITE ONLY—LIKE THE VETERAN MODEL YOU MIGHT HAVE ON YOUR ROOF—DELIVER LESS THAN HALF THE SIGNAL POWER A COLOR SET NEEDS FOR FULL PICTURE PURITY.

9

EVEN IF YOUR ANTENNA IS ONLY A FEW YEARS OLD, CHANCES ARE THAT IT WAS NOT DESIGNED WITH COLOR IN MIND. OLD OR OBSOLETE ANTENNAS MAY LOSE A VITAL PART OF THE SIGNAL—OR DISTORT IT. THESE ANTENNA FLAWS MAY NOT SHOW UP IN BLACK-AND-WHITE BUT IN COLOR, THEY'RE MURDER. WE CALL THESE ANTENNAS "COLOR-BLIND!"

10

THERE! THAT SALES TALK TAKES ONLY THREE MINUTES, YET IT COULD INCREASE YOUR PROFITS BY HUNDREDS OF DOLLARS A MONTH. AND EACH JFD LPV YOU SELL HELPS INSURE COMPLETE CUSTOMER SATISFACTION WITH THE PERFORMANCE OF THE TV SET YOU SELL.

WELL—I'M SOLD!

14

WHY WAIT UNTIL YOU'VE SOLD A COLOR SET, TO TIE IN A NEW LPV ANTENNA INSTALLATION WITH IT? EVERYONE WHO BUYS OR OWNS A NEW 82-CHANNEL TV IS IN THE MARKET FOR A NEW LPV TO GO WITH IT.

15

IT MAKES SENSE, DOESN'T IT, TO GET ALL THE FINE COLOR PERFORMANCE THAT YOU PAID FOR FROM YOUR NEW TV—AS WELL AS BETTER THAN EVER BLACK-AND-WHITE PICTURES? WITH A NEW ANTENNA THE COST IS LESS THAN YOU THINK!

11

THE ANTENNA THAT WE RECOMMEND FOR BEST COLOR OR BLACK-AND-WHITE ON ALL THE CHANNELS IN YOUR AREA IS THE NEW SPACE-AGE JFD LPV COLOR LOG PERIODIC. IT'S COLOR-TUNED TO DELIVER TO YOUR TV SET THE FULL COLOR-POWER IT NEEDS FOR BEST RECEPTION ON ALL THE CHANNELS. THAT MEANS NO SIGNAL DROPOUTS OR DISTORTIONS TO SPOIL YOUR COLOR PICTURE.

12

IN FACT, YOUR SERVICE DEPARTMENT CAN MAKE A GOOD BUCK JUST INSTALLING NEW LPVS TO REPLACE ALL THOSE OLD, OBSOLETE ANTENNAS UP ON THOSE ROOFTOPS.

16

NEW ANTENNAS FOR COLOR, 82 CHANNELS, REPLACEMENTS—THAT'S YOUR GOLD MINE IN THE SKY! AND WE AND THE PEOPLE AT THE JFD CAMP* ARE READY TO HELP YOU STRIKE IT RICH WITH LPV COLOR LOG PERIODIC ANTENNAS!

17

Write today for complete information about the exciting JFD CAMP* that will skyrocket your antenna profits!

*Color Antenna Merchandising Program of JFD Electronics Corporation, 1462 62nd Street, Brooklyn, N.Y. 11219

Elegance in retailing

them to think of Hess's as a perfect testing ground for new, exciting, and dramatically different merchandise.

To dramatize one of the store's efforts to be new and different, Hess grabbed the MERCHANDISING WEEK reporter around the neck as they left the Patio restaurant, pulled him to the counter where the cigarettes are sold, and said: "You don't see any American brands here, do you? And for good reason! We hide them under the counter because we don't make any money on them. But the foreign cigarettes . . . Ahhhh . . . We really do well on them."

—Dan D. Dorfman



Gold-toned wood carving and colorful paneling add dashes of interest to a display of ranges. On the top: a fancy fluorescent lighting fixture.

Meet the Andrea TV Neighborhood Dealer's Association.

Their name is Stan Kohlenberg.

Stan was the first dealer in his neighborhood to stock Andrea TV sets. Which automatically made him the last.

That's part of the deal you get when you deal with Andrea. You don't have to compete with the guy down the block. Because we won't sell television sets to the guy down the block. Nor to anyone else in your area.

As an Andrea dealer you get your own exclusive territory. So whether someone is in the market for our 25-inch color console at \$1,100 or our 9-inch black and white portable at \$160, he has to do business with you. Exclusively.

Of course, the best sales territory means very little unless you have a good product to sell. We have.

To begin with, Andrea makes one of the best television sets in the world. Which is quite a lot to begin with. Appropriately enough, we make them in the old Rolls-Royce factory in Long Island City. The one-time home of the world's finest automobile is now the home of the world's finest television sets.

And, just as there are people who would settle for nothing less than a Rolls in their garage, there are people who will settle for nothing less than an Andrea in their home.

Many of these potential customers live very near your store. And they'd be only too happy if there were an Andrea dealer in their neighborhood. So would we. If you're interested in talking about the possibilities, write Pete Morahan, our Sales Vice-President. Or call him collect at (212) ST 4-5411.

Pete will give you all the facts and figures you need. After that, who knows? You may very well be the next to join our expanding dealer network. And we think you'll enjoy being a part of it. Even though none of the other members are from your neighborhood.



Andrea

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

INDUSTRY TRENDS

FLOOR CARE PRODUCTS

Floor Polishers

Vacuum Cleaners

HOME LAUNDRY

Dryers, clothes, elec.

Dryers, clothes, gas

Washers, auto & semi-auto.

Wringer & spinner

OTHER MAJOR APPLIANCES

Air Conditioners, room

Dehumidifiers

Dishwashers, portable

under-counter, etc.

Disposers, food waste

Freezers, chest

upright

Ranges, electric

Ranges, gas

Refrigerators

Water Heaters, elec. (storage)

Water Heaters, gas (storage)

CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales

monthly distributor sales

Phonos, console, distrib. sales

monthly distributor sales

Radio (ex auto), distrib. sales

monthly distributor sales

B&w Television, distrib. sales

monthly distributor sales

Color Television, distrib. sales

monthly distributor sales

minute tabulation of estimated
 movements of 18 key products.
 this week in bold-face type.

June 453,300 458,200 - 1.07

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

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

July 115,185 85,581 + 34.59
 7 Months 756,985 570,103 + 32.78

July 46,754 42,156 + 10.91
 7 Months 346,331 286,774 + 20.77

July 344,580 311,756 + 10.53
 7 Months 2,273,136 2,053,978 + 10.67

July 40,082 44,334 - 9.59
 7 Months 306,472 339,207 - 9.65

July 773,000 238,800 +223.70
 7 Months 2,738,000 2,147,600 + 27.49

July 37,000 22,300 + 65.91
 7 Months 204,800 178,700 + 14.60

July 26,000 20,300 + 28.07
 7 Months 223,400 171,400 + 30.33

July 79,000 59,400 + 32.99
 7 Months 533,600 429,100 + 24.35

June 108,500 114,200 - 5.00
 6 Months 668,800 616,700 + 8.44

July 47,000 60,300 - 22.06
 7 Months 269,400 255,300 + 5.52

July 79,000 79,200 - .26
 7 Months 380,000 381,200 - .32

July 169,000† 149,100 + 13.34
 7 Months 1,202,600 1,132,100 + 6.22

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

July 515,000 450,100 + 14.41
 7 Months 2,824,900 2,599,100 + 8.68

June 87,300 95,400 - 8.50
 6 Months 521,600 533,100 - 2.16

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

August 12 84,992 83,640 + 1.62
 32 Weeks 1,582,559 1,665,820 - 5.00

June 195,241 214,292 - 8.90
 6 Months 1,170,744 1,250,973 - 6.42

August 12 36,314 34,371 + 5.65
 32 Weeks 976,734 806,108 + 21.17

June 133,656 111,371 + 20.00
 6 Months 793,007 610,988 + 29.79

August 12 224,303 261,068 - 14.08
 32 Weeks 7,400,460 6,774,026 + 9.25

June 1,173,010 1,020,575 + 14.93
 6 Months 5,976,902 5,112,766 + 16.90

August 12 127,463 154,614 - 17.56
 32 Weeks 4,218,208 4,391,630 - 3.95

June 543,992 533,123 + 2.03
 6 Months 3,426,789 3,386,935 + 1.17

August 12 87,462 51,495 + 69.85
 32 Weeks 2,290,023 1,172,558 + 95.30

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, VDMA, AHLMA, NEMA, GAMA.

HOUSEWARES

Toro unleashes portable electric Snow Pup

The Snow Pup is capable of clearing a 50-ft. drive of three inches of snow in 10 minutes, according to the company (MW, 22 Aug., p.3). It features a 2-level handle: The upper handle allows the unit to operate as a snowthrower, and the lower one allows it to operate as a powered scoop that will dig into drifts and under vehicles. The 20-lb. unit uses paddles and

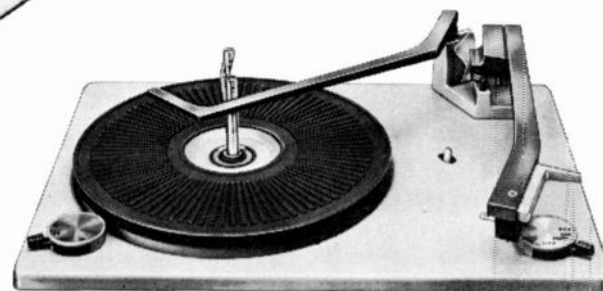
fins, constructed of high-density polyethylene, to remove and throw the snow. The fins adjust to seven different throwing positions, and the paddles have three adjustments to minimize wear. Toro says the paddles and fins eliminate the clogging common to conventional snowthrowers, and that the unit is safer than conventional steel rotors because there is no chute.

The snowthrower is powered by a 12amp, 100v, 2hp motor and comes equipped with 100 ft. of waterproof, 3-wire cord. The Snow Pup is priced at \$109.95.



GO-GO WITH BSR MINICHANGER!

40% LIGHTER! 35% SMALLER! AC/DC VERSATILITY!
 Get with the changer that rings up more portable sales to America's teenage millions-on-the go!
 Know a better way to sell phonographs profitably?



DEPENDABLE



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

Salespower from the New Generation Maytags:

New Maytag washpower™ Automatics...

**a new line of washers and dryers
bristling with new ways to get
clothes clean and dry.**



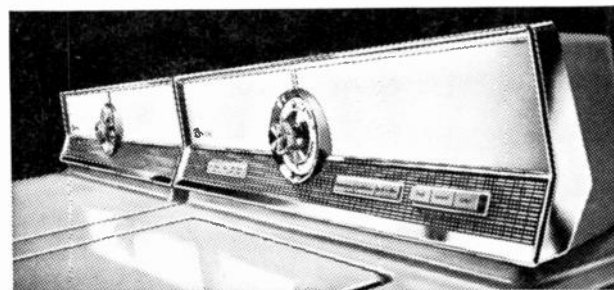
No matter what model Maytag your customers select, they can be sure of getting a matched combination of features that deliver maximum cleaning power. Agitator, washbasket, controls and swirlaway draining action efficiently handle both large and small loads. No automatic holds more clothes than the Maytag models with massive capacity washbasket and Power-Fin Agitator.

When the washing is done, Maytag slim-line dryers with Electronic Control will dry different fabrics in the same load without underdrying some and overbaking others—and do it automatically.

And now Maytag has the strongest warranty in the industry; the exclusive 5-2-5. *Five* years against cabinet rust. *Two* years on the complete automatic washer or dryer. *Five* years on the automatic washer transmission. (*Free repair or exchange of defective parts or cabinet if it rusts. Installation of parts is the responsibility of selling franchised Maytag dealer within first year; thereafter, installation is extra.*)

Get the complete Maytag story in color on prime-time CBS television every week this Fall. Maytag 1966 presents: Mission Impossible, Danny Kaye Show, Thursday Night at the Movies, and Friday Night at the Movies; plus expanded magazine coverage in Life, Post, Better Homes & Gardens and Sunset.

The Maytag Company, Newton, Iowa 50208.



MAYTAG

**for the dealer with a lot of profits in mind...
The New Generation of Dependable Maytags**

WALTZ THROUGH WASHDAY



with a dependable Maytag Washer and Dryer