

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ ◻ ◻ ◻ New heights for FM radio sales are being hit this year as a record number of FM and FM stereo broadcasting stations go on the air. For an antenna-high overview of the retailer's place in the fast-paced FM radio race, what lies ahead for FM radio's future, and how to promote its potential, see.....p.19

AT PRESSTIME ◻

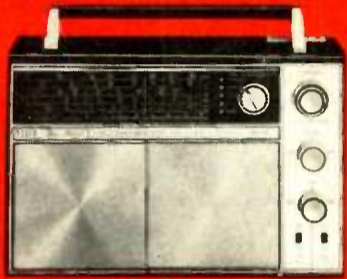
◻ ◻ ◻ ◻ Prices are tumbling on small-screen b&w tv sets: Admiral has introduced a new 9-inch portable (model PN904) that will be promoted during the fall and Christmas selling season at \$69.95. The compact unit weighs 12 lbs., and has front speaker, monopole antenna, and carrying handle. The set is available in a beige cabinet. Admiral plans to feature the low-priced portable in 85 major markets with two 1,200-line newspaper ads. The first ad will appear Sept. 25, and will feature a World Series theme; the second ad is scheduled for Nov. 28 with a special Christmas tie-in.

Last month, GE cut the price on its 9-inch transistorized b&w set to \$99.95 (MW, Aug., p.1). Last week, Sears stores in the New York area advertised an 11-inch b&w portable tv set at \$77 as a 2-day special.

◻ ◻ ◻ ◻ A new laundry name on automatic washers and dryers is slated to appear—perhaps early in 1967—when the Hoover Co. introduces its first line of automatics in this country. The new brand-name line will be made for Hoover by Blackstone. Hoover has “no plans this year” to introduce a line of automatic laundry equipment, according to a company spokesman. A Blackstone *continued on p.3*

ELGIN RADIOS OUTPERFORM Every Comparable Transistor Radio on the Market Today!

PROVE IT AT OUR EXPENSE



R1700 FM/AM/SW 5-Band Portable with AC Adapter. Retail Profitably at \$89.95



R1900 12 Transistor FM/AM Clock Radio. Retail Profitably at \$49.95



R800 10 Transistor AM Pocket Portable. Retail Profitably at \$14.95



R1300 10 Transistor FM/AM Pocket Portable. Retail Profitably at \$24.95



R1400 12 Transistor AM/FM Personal Portable. Retail Profitably at \$39.95

PLUS... 10 MORE EXCITING MODELS

You be the judge. Prove it to *your* satisfaction in *your* store. Test Elgin yourself—model for model—against every comparable set *regardless of price*. If Elgin doesn't outperform them all, return your Elgin inventory for a complete refund. We'll even pay the freight!

TOP PERFORMANCE ISN'T ALL YOU GET WITH ELGIN

ELGIN DELIVERS THE QUALITY

... at prices $\frac{1}{3}$ to $\frac{1}{2}$ less than competitive models!

Elgin has the lowest return-for-repair ratio in the industry. Only highest quality components are used... and each set gets a strict quality control check. That's why we can back up every set with a ONE-YEAR UNCONDITIONAL GUARANTEE!

ELGIN DELIVERS THE PROFIT!

We call them "The Profitables"... 15 unique radios that cover all your needs—give you a complete AM, FM/AM, FM/AM/SW, and clock radio department with minimum investment in samples and inventory. And we

back you up with co-op ad allowance, ad mats and sales promotions, free displays, powerful national advertising in peak selling months.

ELGIN DELIVERS THE STYLE LEADERSHIP!

Elgin Radios were the only portables chosen for the "Design U.S.A." exhibit—a competition sponsored by the U. S. Department of Commerce.

and ONLY ELGIN DELIVERS THE BEST DEAL... AN EXCLUSIVE

"PROTECTED PROFIT" FRANCHISE! Elgin's high gross profit margins and fair trade selling policy are your guarantee of full mark-up on every sale. No discount competition with Elgin. No price-cutting to pirate your profits.

WE REPEAT: "PROVE IT AT OUR EXPENSE!"
MAIL COUPON NOW FOR FULL DETAILS ON THE
ELGIN LINE and the ELGIN "PROTECTED PROFIT"
FRANCHISE... BEST DEAL IN RADIO RETAILING!

ELGIN

RADIO DIVISION
Elgin National Watch Company
Elgin, Illinois

Celebrating 102 Years of Precision Product Leadership

Sales Manager
ELGIN RADIO DIVISION
General Sales Office
Elgin, Illinois

Prove It! Tell me all about the "Protected Profit" Franchise—
and how I can test Elgin performance without risking one cent!

Name _____

Title _____

Store Name _____

Address _____

City _____

State _____

Zip Code _____

WRH

spokesman said that his company and Hoover were "moving in that direction," and that Hoover definitely would have a line. Hoover, a full-line housewares manufacturer, has been marketing a Spin-Drying Washer for some time. When first introduced, the washer was imported from Hoover manufacturing facilities in England, but now the unit is being made at the company's home base in North Canton, Ohio.

□□□□ **A rise in color tv prices** may be in the offing. Motorola has announced an increase in retail prices—ranging from \$5 to \$30—on a selection of 21- and 23-inch color tv sets. The average increase of 2.9% affects 30 models. The company attributes the price hike to the rising cost of components and production.

A spokesman for Motorola, however, pointed out that the general price of color sets still remains below that of last year. The present low-end price for a 23-inch table model is \$449.95; the equivalent model last year was \$479.95. Prices on 15 models remained unchanged.

□□□□ **Production of "rare earth" for color tv picture tubes** will be increased by the Molybdenum Corp. of America, one of the industry's major sources of rare earth oxides. The corporation will increase the annual production of its rare earths flotation mill from 30 million to 50 million lbs. and will expand the capacity of its adjacent europium oxide facility from 12,000 to 20,000 lbs. a year. Both expansion programs are expected to be completed by the first of next year. Europium oxide is used with yttrium oxide, another rare earth, to produce "brighter" colors in tv tubes.

□□□□ **Norge's pricing on its 1967 line** of refrigerators and air conditioners is about the same as last year's, in spite of "tremendous cost pressure." A. B. Kight, Norge president, told distributors that Norge believes "the major part of the economic adjustment is behind us and we are about to enter a flat period in the economy. This, of course, depends on Vietnam, the Administration, and what we do."

The new refrigerator line, which will be shown to dealers around the country at open houses beginning Sept. 11, has 10 basic models: two single-door units, 10- and 12-cu.-ft.; four top-mount units in the 13-to-14-cu.-ft. range; two top-mount units in the 16-to-17-cu.-ft. range; and two bottom-mount units, 15- and 16-

cu.-ft. Norge has added the popular new color, Shaded Avocado Green, on a 17-cu.-ft., no-frost, top-mount, at a suggested list of \$349. There are automatic ice-makers on three models. Retail prices will range from about \$199 to \$349. The 41-inch-wide side-by-side model will be continued from last year.

There are 28 models in the room air conditioner line ranging from 4,700 Btu to 32,000 Btu. Furniture fronts will be continued, and prices will be about the same as on 1966 models.

□□□□ **A low-cost cartridge tape player** aimed at the children's market was introduced by Playtape Inc. at the industry's first Tape Cartridge Conference last week in Chicago. The player, a monaural portable, will be made available this fall through Sears, Roebuck & Co. and lists at \$19.95. It uses Playtape's own continuous-loop tape cartridge, which carries the MGM label, and operates on four "C" batteries. The tapes list at \$1.29 for four selections and will be offered by MGM.

□□□□ **Paint to match appliances** is being introduced by General Electric. The semi-gloss paint, which will retail at about \$2.95 a quart, comes in Avocado, Turquoise Green, Canary Yellow, Woodtone Brown, Petal Pink, and Satin White. Called Appliance Tones, the paint is designed for walls, cabinets, and the like, not for finishing or touching up appliances. GE's Parts Sales Operation is offering retailers six quarts in a special counter display carton for \$12.

□□□□ **A new lightweight steel for appliances** and automobiles is being introduced by Bethlehem Steel Corp. Bethcon Jetcoat is a "readily weldable and paintable zinc-coated product with greater corrosion resistance than standard galvanized steel," according to the company. Paint adherence is termed "excellent for most paint systems." There will be no price premium on the new product over standard galvanized sheet steel.

□□□□ **GE is aiming for the youth market** with a portable base station for use with citizen band walkie-talkies that includes a built-in AM radio. The 5-lb., battery-operated set will sell at \$34.95. The solid-state unit can receive all 23 of the citizen band channels open to walkie-talkies and transmits voice or Morse code on channel 14. Its effective range is up to one mile.

Tv industry answers the FTC: the new tubes for old sizes

The mighty 19-inch b&w tv set—which represents roughly 40% of all b&w business—is going to beat the Federal Trade Commission's size-reducing ruling on tube measurements (MW, 18 Apr., p.8), which takes effect on Jan. 1. Both Corning Glass and Owens-Illinois, the industry's tv bulb suppliers, are making plans to blow a new 20-inch b&w bulb that can be used to manufacture "true" (or FTC) 19-inch tv sets. And the same strategy may be carried to other sizes in the near future.

Because the 19-inch set has such

a stranglehold on the b&w market, the industry seems determined to retain that size unit, if only for the name. A month ago, Corning was only pondering the possibility of blowing a 20-inch bulb (MW, 18 Jul., p.1) and Owens-Illinois would not even allow that it was considering such a move. Now, both companies say they will have production prototypes of a 20-inch (FTC 19-inch) bulb by the first of the year and usable quantities sometime during the first quarter of 1967.

Which manufacturers will have 19-

inch sets to offer their retailers next year is still undetermined, but at least one major industry builder of finished b&w tubes, RCA, is planning to use the new bulbs.

There is strong feeling among manufacturers and retailers, however, that all the activity is no more than a "tempest in a teapot." Asher Cole, president of National Video, says, "Anything about color tv is important; anything about black-and-white is not." He also points out, "Our customers could change b&w tube sizes every hour and it wouldn't

affect our production in the least. On the other hand, retooling for a new color tube size would cost between \$600,000 and \$750,000." Will National Video build 20-inch b&w tubes? Cole says he does not yet know.

The retailer's point of view is similar. Sol Polk, president of Chicago's giant Polk Bros., says about the new 19-inch tube: "Wonderful . . . but you'd really excite me if you told me these plans were for color tubes. Wish they'd save the glass and use it for color." —Bruce Pfau

**KICK OFF THE YEAR'S BIGGEST
SELLING SEASON
WITH THE YEAR'S
BIGGEST PROMOTION!**

ZENITH®

PREMIERE

**TOP-RATED TV SHOWS
ON ALL 3 NETWORKS!**

**NFL PRO
FOOTBALL!**

**FIRST-RUN
MOVIES!**

**VARIETY
& DRAMA!**

Zenith selling messages will appear in color on all three networks throughout the fall. The immensely popular National Football League telecasts, starting Sept. 11. Spine-tingling "Run for Your Life," starting Sept. 12. Star-studded "Dean Martin Show," starting Sept. 15. First TV showing of the great movie, "Music Man," on Sept. 15 and 16. Intriguing new "Mission: Impossible," starting Sept. 17. First-run films on "Tuesday Night at the Movies," starting Sept. 20. Action-packed "Gunsmoke," starting Sept. 24. And top first-run films on "Sunday Night Movie," starting Oct. 2. It's the greatest Zenith lineup ever on network TV!

LEADING NATIONAL MAGAZINES!



Zenith will be featured in big-circulation national magazines all during the fall. *Life*. *Time*. *Esquire*. *New Yorker*. *Sports Illustrated*. *Holiday*. *Sports* and many more. Dramatic ads will present exclusive Zenith features and styling to top prospects in your area. Zenith magazine ads during your peak selling season will have a total of 535,000,000 adult reader impressions!

DAYS!

This fall, Zenith helps you start off to extra-big sales with the tremendously powerful promotion, *Zenith Premiere Days*, just in time for the big fall TV premieres. *Zenith Premiere Days* is solidly supported by the biggest, broadest Zenith advertising program ever. It will bring new customers into your store, strongly pre-sold on Zenith Quality Products. Start planning your tie-ins *now*, to make this fall your biggest selling season of all time!

READER'S DIGEST 8-PAGE INSERT!



Zenith Premiere Days is spotlighted in a spectacular 8-page, full-color section in the September issue of *Reader's Digest*, America's largest-selling magazine. 37,000,000 readers will see the Zenith TV, Radio and Stereo featured in 8 beautiful full-color pages in a detachable special section.

BIG-SPACE NEWSPAPER ADS!



Dominant newspaper advertisements featuring Zenith Color TV and Zenith B&W TV will run during the peak season in cities all over the country. Powerful copy and art show the advanced performance features and new styling of the 1967 Zenith line—with special emphasis on Zenith Handcrafted quality and dependability.

COLORFUL 15-PIECE STORE DISPLAY!



Kit ties your store into *Premiere Days* theme. Includes 40"x60" main display; top-of-set display cards for Color TV, Stereo, Portable B&W TV and Portable Stereo; re-window banners and hang tags. Also, reprints of the *Reader's Digest* 8-page special insert for your countertops or as mailing pieces. Order the complete kit from your Zenith distributor.

ZENITH

The quality goes in before the name goes on®

□□□□ Improperly designed home products are the target of a new drive by two influential senators. They want to create a 7-member "National Commission on Hazardous Household Products" to warn consumers about unsafe products used by home owners. The sponsors are Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and Senator Norris Cotton (R-N.H.).

The commission would deal with the safety aspects of such items as power lawn mowers, which cause an estimated 100,000 injuries a year; home power tools,

which are responsible for 125,000 injuries each year; washing machines, with an almost equal number of injuries; and cooking utensils, which effect some 80,000 injuries annually.

There seems little chance that the Senate will approve the Magnuson-Cotton resolution this late in the session. But the importance of safety—spurred by the auto safety controversy—has taken a firm grip on Congress. A flood of similar proposals can be expected when the new Congress convenes in January, and a number of them will win quick approval.

□□□□ Liberalized sizes and weights for parcel post shipments are due soon. The Senate has passed a bill to permit the transfer of larger packages between first-class post offices. It is slightly different from the measure approved earlier by the House. But the House accepted the Senate version and sent the bill for the President's signature.

Rates will go up an average of 10¢ a package. Under current law, the post office can accept parcels up to 20 lbs. and 72 inches in circumference. The change will raise the limits, over a 5-year period, to 40 lbs., 84 inches.

□□□□ The smallest export surplus since 1959 is expected this year, because the swelling demand for consumer goods at home attracts imports and causes producers to slow export efforts. The U.S. trade surplus slipped to an annual rate of \$3.9 billion in July, compared with a surplus of \$5.2 billion last year and \$7 billion in 1964. A good example is the way radio and tv receiver imports are skyrocketing. Imports for the first half of this year totaled \$94 million, up \$24 million, or 34%, over last year.

□□□□ Shortages of clerks in retail and wholesale appliance establishments will be eased somewhat by soon-ti-belifted restrictions in importation of foreign workers. Within a month, Labor Department officials will make administrative changes in the immigration laws to make it easier for both skilled and unskilled workers to enter the country to fill available jobs.

Andrea vs. The Price War

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

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

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

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

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

Pete will give you the complete picture. All the facts and figures you need to know in order to become an Andrea dealer. Then if you decide we're the right kind of company for you, all you have to do is sign up.

It's the one time you can volunteer without having to worry about going to war.



Andrea

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

Gibson turns the spotlights on a new appliance program

Gibson will dazzle them with footwork. The "them" in this case refers to the company's retailers and distributors who will have front-row seats for a road show that will not only feature Gibson's new appliance line, but will teach attending retailers how to sell the new appliance line, but will teach attending retailers how to sell the merchandising as well.

A new idea in appliance selling, the "Broadway Sketchbook" will premiere this Thursday at the Coconut Grove in Los Angeles. In the following months, through October, the cast of the "Sketchbook" will travel throughout the country, presenting the revue before some 10,000 spectators participating in 15 theater parties scheduled in various cities.

The traveling road show concept is unique because it will bring Gibson's top sales personnel into closer contact with the company's retailer organization.

In a letter to Gibson-Easy distributors outlining the plan, dynamic W. C. Conley, president of the Gibson Refrigerator Sales Corp., said, "Gibson is on the brink of an entirely new era of growth. This re-

quires better communication with an ever-growing group of retailers. We will try with this show to go beyond just selling the dealers, and show him how to sell what he buys."

The forerunner for this year's road show was the "Instant Theater" production, a smaller touring group that played one-night stands for utilities and dealer groups during the first half of 1965.

Other cities on the tour include San Francisco (Sept. 11), Portland (Sept. 12), Oklahoma City (Sept. 14), Houston (Sept. 15), New Orleans (Sept. 16), Minneapolis (Sept. 18), Detroit (Sept. 21), Washington (Sept. 22), Richmond (Sept. 26), Charlotte (Sept. 27), St. Louis (Sept. 30), Chicago (Oct. 2), Columbus (Oct. 4), and Boston (Oct. 5).

Gibson will be "on the road" in another way, too. Beginning today, the first of a number of daily jet flights will transport nearly 4,000 retailers and guests to Hong Kong and Tokyo to take part in the company's national convention. No business will actually be booked in Hong Kong, but the agenda is to include the company's College of Profit Knowledge.

U.S. Steel lines up cookware on top of its range promotion

U.S. Steel has a bonus for appliance retailers. In an alteration and addition to original plans, the steel producer will also promote stainless steel cookware in conjunction with the automatic range promotion in November.

Theme for the range promotion will be "Get Help for the Holidays," and the mustachioed gentleman in the chef's hat (see photo) will play a prominent role in concentrated campaigns conducted in 15 "emphasis markets."

For the past two years, the company has promoted ranges along with industry allies in April; but this year the target month has been changed to November. "November is the leading month for range sales," said George C. Shenk, U.S. Steel's manager, consumer industry marketing, "and we concluded that cooking for the three great family-centered holidays of Thanksgiving, Christmas, and New Year's Day should be a very important stimulus for sales."

The ham and eggs aspects of the promotion are enhanced by the additional push for stainless steel cookware. The stainless steel brands which will be participating in the promotion are Ekco, Farberware, Norrissware, Revere Ware, and West Bend.

The "emphasis markets" where U.S. Steel merchandising men will work with distributors, utilities, newspapers, and key retailers to organize local action groups are: Boston, Chicago, Cleveland, Dallas, Houston, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, New

Orleans, Philadelphia, Phoenix, Pittsburgh, and St. Louis.

For those not in the 15 key market areas, promotional help from the company's newspaper service will help push sales. Part of the space in the newspaper service will be devoted to a tie-in of the stainless cookware. In addition to the 10-page newspaper service of ad and editorial material, which is mailed to some 4,500 papers, an 8-page booklet on how to buy an automatic range will be distributed. The inside four pages of the booklet will be furnished in two versions—one for gas and one for electric ranges. Point-of-sales retail kits will be made available.

Another fillip for the U.S. Steel range/cookware promotion: Sets of stainless steel cookware will be made available for the retailer to use as consumer incentives in the areas designated as local emphasis markets.



□□□□ Monthly sales of color tv picture tubes were reported publicly for the first time last month by the Electronic Industries Assn. The figures show that factory sales of color tubes in June—509,914 units—were up 6.7% over May and 46.2% over last January. A unit breakdown of factory sales for 1966 of both color and b&w picture tubes (not including rebuilt tubes) follows:

Month	Color tv tubes	B&w tv tubes
June	509,914	703,197
May	477,772	624,787
April	415,322	640,612
March	422,681	782,095
February	363,059	756,794
January	348,766	831,992
TOTAL	4,339,027	2,537,514

□□□□ Whirlpool is experimenting with in-car training for wholesale salesmen. Some 52 salesmen in six distributorships are listening to a Lear tape cartridge as they drive from account to account. The tape, which has about 1 hour and 20 minutes of music and talk, tells the salesmen about the dishwasher market, how a dealer can set up free home dishwasher trials, and how to set up a dishwasher display. The distributors have bought the tape players and are buying the tapes; Whirlpool's Educational Center is producing the programs. The dishwasher cartridge is the first—it was mailed Aug. 1—and if dishwasher sales are clearly improved, Whirlpool will make the program a national one and issue tapes on other products. "So far, it is too early to tell what the effect is," said a spokesman, "but we are hearing of wholesale salesmen who are taking dealers out in their car to listen to the tape together."

□□□□ Admiral has three new b&w portable tv sets: The Everett is a 19-inch portable (to replace model BP100C), available in charcoal brown and white. Suggested list price of the unit is \$129.95. A new 12-inch Cadet portable (BP301C), which like other models in Admiral's Cadet line has "up-front" speaker and controls, lists at \$89.95. A new step-up model in the 12-inch portable line (BP302C), available in beige, olive gray, colonial blue, or charcoal brown with white, carries a suggested list price of \$99.95.

□□□□ The football fever in promotions: Voice of Music has signed Ara Parseghian, Notre Dame football coach, to do the full series of 10 pre-game broadcasts preceding all 1966 Notre Dame games. The broadcasts will be carried over the ABC radio network. In addition, Parseghian will be featured in 36 VM commercials during the fall season on the "Today" and "Tonight" shows. VM distributors are offering retailers display materials to tie in with the promotion.

Motorola is offering this fall a 3-piece football kit—a football, a kicking tee, and a passing target, all endorsed by Paul Hornung of the Green Bay Packers—to be promoted with two 19-inch b&w portable tv sets (models BP502 and BP503). The promotion, which runs through Oct. 26, is backed up with a special dealer display package. Also available to Motorola dealers will be a 24-page National Football League TV Viewing Guide. Key city newspaper ads during September will support the football kit promotion.

□□□□ "Why do more people buy color tv at Macy's than any New York store?" asks the giant retailer on the cover of its annual fall Housewares Show & Sales catalog. Inside, opening a 14-page section on television, Macy's answers: "Because Macy's has more sets; just about every size in color tv you can imagine . . . and at a wide range of prices. Because there's no down payment at Macy's and you choose from three different convenient plans. Because Macy's gives you free delivery with no charge for normal installation and adds free 90-day service, no charge for parts or labor." And Macy's seems convinced that color programming is the reason more people are buying color tv sets. On every page of the television section, Macy's promotes the color programs coming up on the three major television networks this fall.

□□□□ **Another move toward prerecorded video tapes** for the home (MW, 1 Aug., p.7) is implicit in an announcement from Ampex that it now can provide television tape copying services for educational, commercial, and industrial organizations that use Ampex video tape recorders. "At the present time we are not planning production of any tapes for home entertainment," says John N. Latter, vice president of Ampex's consumer and educational products division. "However, such tapes definitely have a place in our future plans." The new Ampex service permits production of single or multiple duplicate tapes made on any Ampex video tape recorder. Tapes made on any of these vtr models may be copied for use on any other model. Meanwhile, Ampex has announced that it has begun deliveries on its VR-6000 series of video tape recorders (MW, 18 Jul., p.8), with prices starting at \$1,095.

□□□□ **Whirlpool names Jack D. Sparks** a group vice president. Sparks previously was vice president for Whirlpool sales. Sparks' responsibilities include sales and distribution, merchandising development, and residential sales.

□□□□ **Montgomery Ward's profits fell** for the six months ended Aug. 3, the company reports. However, Ward's sales for the 6-month period climbed. The company earned \$5,839,000 on sales more than \$882 million, compared with \$6,356,000 on sales of about \$769 million in the first half of Montgomery Ward's fiscal 1965.

□□□□ **Federal aid for the housing market** is coming. Housing's problems are pressing, indeed, as housing starts dipped to near a 1-million-unit annual rate in July—the poorest month since the 1960 recession. The \$4.8 billion package will be fed into the market by the Federal National Mortgage Assn. (Fannie Mae). Fannie Mae will be given \$1 billion outright to use in buying up low-cost mortgages (those under \$15,000).

Beyond this, another \$3.8 billion will be available to Fannie Mae for use in buying government-insured mortgages from private lenders to free funds for new mortgage lending. The Treasury will add \$110 million to Fannie Mae's capital base by purchasing that much of the agency's preferred stock. Also, Fannie Mae's borrowing ceiling will be raised from 10 times its capital to 15 times its capital.

First tape cartridge conference: spotlight follows three stars

The talk of the first industry-wide tape cartridge conference in Chicago last week that the tape cartridge player industry is a burgeoning business, and everyone—from the Brooklyn pitchman selling auto players to the corporate executive marketing an entire line of auto and home units—is jumping in with both feet. But no one seems quite sure where he will land.

The conference did not answer any of the real questions or solve the major problem facing the industry: the proliferation of player and cartridge systems (MW, 8 Aug., p.7). Rather, the airing of views, problems, and differences at the conference served to give the industry—caught up in the sudden, dreamlike emergence of its almost unbelievable potential—a needed sense of reality. And retailers, distributors, and manufacturers at least derived some small comfort from their mutual frenzy in the eleventh hour before the consumer becomes arch arbiter of their differences.

Under the big top

Differences and doubt ran rampant at the 2-day conference, which was sponsored by *Billboard* magazine. Many members of the industry feel that tape cartridges cannot mean big business to department stores until there is some standardization. Darse E. Crandall, product manager for television and stereo at the Aimcee Wholesale Corp., says that lack of standardization is the biggest single reason for low sales given by store buyers. "Will it be 4-track, 8-track, or cassette?" he jabbed rhetorically, and then answered: "No one wants to invest money in what may become an obsolete product."

And yet, each of the three leading tape cartridge player systems has a strong claim on the market. The industry got its start with 4-track cartridges and players in Southern California. Some 750,000 of the 4-track units have already been produced and they are being turned out at the rate of about 40,000 a month. Hence, the West Coast is bound to become a bastion of the 4-track system. Early reports indicate that this is the case.

Ethan Caston, vice president of Wallich's Music City, in Los Angeles, for example, says 4-track is selling at a ratio of seven to one over 8-track, and that 4-track sales are growing proportionally with 8-track sales.

On the other hand, Crandall pointed out that, except for the West Coast stores, "all other stores in the business of selling playback equipment and tape cartridges handle only 8-track. And," he added, "several stores now are carrying cassette-type equipment. I would imagine that, by the Christmas selling season, many more of our stores franchised by Magnavox will be handling Philips players and cassettes because Magnavox is offering them."

And so it goes, round and round. "As much as the music industry tries," said Arthur Grobart, president of Discount Record Stores, in

Beverly Hills, Calif., "it cannot avoid becoming more deeply involved in the numbers game."

The star of the show

No one can ignore, however, that the 8-track system now occupies the center ring. "The future of the tape cartridge industry," according to Grobart, "lies primarily with 8-track because the automotive industry [Ford, General Motors, American Motors, and Chrysler] is offering 8-track players as optional equipment in 1967 cars, and because the major record companies—namely, RCA Victor, Capitol, and Columbia—are making their libraries available only in 8-track. Most of the other record companies," he continued, "are making their libraries available in 8-track through their own distribution or through such companies as ITCC, Muntz, or Audio Tape."

And if this is not enough, the 8-track people have taken their place in the center ring by sheer weight of numbers. William Lear Sr., president of the Lear Jet Corp., said "We are producing more than 1 million 8-track cartridges a month, and in 30 days we expect to be producing at the rate of 30 million cartridges a year."

"In two years, the automobile companies are predicting that over 25% of all new cars will have tape cartridge stereo playback equipment installed at the factory. This is more than 2 million players, an immediate market for 20 or 30 million cartridges."

Crandall said that the average tape cartridge sale is \$9.82, which indicates in most cases that more than one cartridge is purchased. Grobart observed, "The minimum number of cartridges sold with the purchase of either the home or car unit is six, and we have had sales as high as \$250 in cartridges alone."

A three-ring circus

An executive of a top consumer electronics company said he thinks it is too late for the Philips system to surpass either 4- or 8-track in the short run, but not in the long run. The executive said that as naive and amorphous as it might sound, the way the product looks, feels, and generally hits the consumer could favor the Philips cassette player.

Wybo Semmelink, vice president of North American Philips, insists Philips and Lear 8-track players "are two breeds of cat, and neither Lear or Telepro [4-track] can dominate the market."

Semmelink may be right. Mort L. Nasatir, president of MGM Records Inc., said, "What we have to sell—music—remains constant. The form in which we sell it—cylinder, disc, reel-to-reel, or cartridge—has been and will continue to be subject to change. It is for this reason . . . MGM Records has made a total commitment to the tape market in all its current phases."

As one retailer put it, "It's still anybody's 'track' meet."

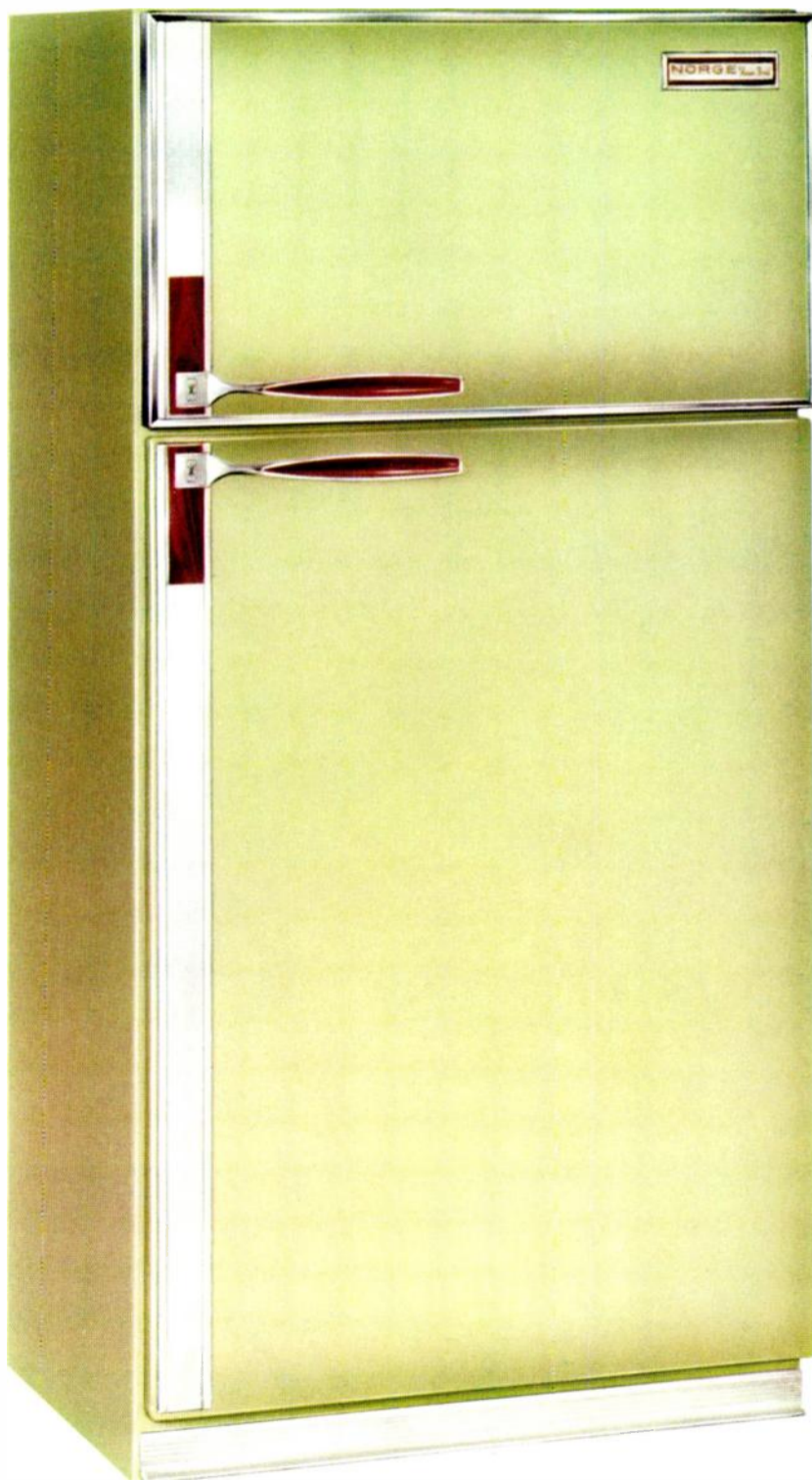
—Martin Steingesser



***Norge puts it
on the line for '67***

More dealer profits...faster-selling products

All new NORGE refrigerators for '67...the most saleable ever presented anywhere



More solid features for the most provable value in every model in



More storage area dollar for dollar! Extra shelves in the door; extra storage in the refrigerator compartment. Norge models provide more efficient placement of tall bottles, fruits, vegetables, dairy products.

More plus features dollar for dollar! Examples: adjustable liner shelves; 4 lb. Dairy Keeper! Full-width tall bottle shelf; convenient egg storage bucket... features you can offer at no extra cost!

More chances to sell with ease; market covered from 10 cu. ft. to



2 Single Door Models: 10 and 12 Cu. Ft. Norge sell-up features include extra food storage space; extra frozen food storage. Both models have two wide door shelves; convenient egg storage and handy porcelain crispers.

4 Top Mount Models: 13 and 14 Cu. Ft. Sell-up features: Never Frost convenience in the freezer; Automatic Ice Maker and Bucket; sliding shelves; porcelain meat container; adjustable shelves; two porcelain crispers.

2 Top Mount and 17 Cu. Ft. Features: modern foam insulation; bottom; large meat container; Ice Maker; added styling.

BIG NEW DEALER INCENTIVE PROGRAM...SEE YOUR DISTRIBUTOR

NEWS FOR '67!

SCOT

**the savingest
automatic washer
ever built!**

Saves up to 3900 gallons of hot water a year!

Saves up to 64 lbs. of detergent a year!

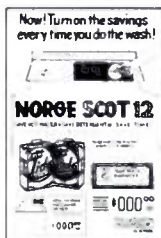
Saves up to 98 hours of operating time a year!

**2 NEW MODELS
WITH MATCHING DRYERS**

Every inch Norge quality!

BIG NEW PROMOTION...

Featured in big-size
newspaper ads
running in over
150 markets.



FREE TIDE! with purchase
of the new Norge Scot.

**Enough to do a
TON OF WASH!**

market with 10, 12 and 15-pounders...with a matching dryer for each!

NEW FOR '67

NEW NORGE AIR CONDITIONERS

all new styling...solid wood fronts!

Keep it cool...keep it quiet...from one room to a whole house! 4700 to 32,000 BTU capacities. Handsome wood front models feature multi-air direction control, 9-position adjustable thermostat, convenient pushbutton controls, and the seven special Norge quiet-maker features.

Models available with quick, convenient, fast-mount installation. New "special application" models for sliding glass windows.

NORGE MEANS BUSINESS!

- *Biggest advertising push ever!*
Hard selling promotions and campaigns directed to customers in your immediate trading area!
- *Biggest television concentration ever!* *Covers over 70 major markets! TV commercials (in color) dramatize Norge quality, build store-traffic like never before!*
- *Biggest impact program ever!*
Spearheaded with action-getting newspaper ads with strong retail punch. Excellent product values plus sales-closing premiums assure immediate volume.
- *Biggest merchandising program ever!* *All promotions backed with strong tie-in store displays, signs, brochures, local advertising dealer incentives—the works.*

tors le line e, anytime!

hey... more
n the line!



More styling dollar for dollar! More eye appeal with modern long door design; base plate with furniture-styled woodtone trim; functional color-coordinated handle; white, coppertone or new avocado finishes.

More quality dollar for dollar! Norge models feature *porcelain* crispers and *porcelain* meat containers. Adjustable and slide-out shelves are chrome. Automatic Ice Maker available in three models.

er-than-ever step-ups! Every
the new 22 cu. ft. side-by-side!



Models: 16
Sell-up fea-
Thin-Wall
ion! Never
ence top to
e porcelain
er; Automatic
ice bucket;
and trim.

2 Bottom Mount Models:
15 and 16 Cu. Ft. Sell-up
features: Never-Frost con-
venience top to bottom;
foot pedal door opener;
swing-out basket in free-
zer; large porcelain meat
container; big ice bucket;
added styling and trim.

New Norge Super-Stor 22—New
Side-by-Side offers 22 cubic feet
of food storage capacity; Never-
Frost convenience throughout;
Handidor storage in both doors;
ice server; glide-out basket in the
freezer; full width storage for
butter and cheese; removable
egg container; adjustable shelf.

UTOR FOR FULL DETAILS!

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Norge's complete line of automatic washers covers every need, every r



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NORGE DISTRIBUTORS' OPEN HOUSE WEEK SEPTEMBER 11-17

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Albuquerque, New Mexico
Norge Albuquerque Sales Office
1411 Broadway, N.E.

Allentown, Pennsylvania
Charles L. Bell Company, Inc.
1139 Sumner Avenue

Amarillo, Texas
Consolidated Appliances, Inc.
1010-20 N.E. 3rd Avenue

Atlanta, Georgia
Thoben Elrod Company
500 Amsterdam Avenue, N.E.

Baltimore, Maryland
Maryland Appliance Wholesalers, Inc.
1125 DeSoto Road

Billings, Montana
Midland Implement Company, Inc.
402 Daniels

Birmingham, Alabama
R. P. McDavid & Company, Inc.
1430 Second Avenue, South

Boston, Massachusetts
Northeastern Distributors, Inc.
304 Vassar Street
Cambridge, Massachusetts

Buffalo, New York
Graybar Electric Company
180 Perry Street

Charleston, South Carolina
Gas Engine & Electric Company, Inc.
201 East Bay Street

Charleston, West Virginia
Charleston Electrical Supply Company
312 McCorkle Avenue, S.E.

Charlotte, North Carolina
Major Appliance Distributors, Inc.
1213 West Morehead Street

Chattanooga, Tennessee
Standard Appliances, Inc.
1901 Central Avenue

Chicago, Illinois
Norge Chicago Sales Office
7330 West Montrose Avenue
Norridge, Illinois

Cincinnati, Ohio
The Knodel-Tygrett Company
3250 Spring Grove Avenue

Cleveland, Ohio
Norge Cleveland Sales Office
3107 Carnegie Avenue

Columbus, Ohio
Thompson & Hamilton, Inc.
211 North Fourth Street

Dallas, Texas
Norge Dallas Sales Office
1359 Motor Street

Davenport, Iowa
Lofgren Distributing Company
1202 4th Avenue
Moline, Illinois

Dayton, Ohio
Yonts Radio & Appliance Company, Inc.
535 East Third Street

Denver, Colorado
Merchandising Distributors, Inc.
750 South Santa Fe Drive

Detroit, Michigan
Republic Supply Corporation
2566 East Grand Boulevard

El Paso, Texas
Boyd-Harbaugh, Inc.
1830 Mills Avenue

Fargo, North Dakota
Bristol Distributing Company
1345 Main Street

Fort Wayne, Indiana
Gerlinger-Schueler, Inc.
2131 Fairfield Avenue

Fresno, California
H & A Distributing Company
1850 South Parallel

Green Bay, Wisconsin
Northland Merchandising Distributors, Inc.
118 South Washington Street

Harrisburg, Pennsylvania
Philadelphia Distributors, Inc.
1635 North 7th Street

Houston, Texas
Automatic Distributing Corporation
5721 Harvey Wilson Drive

Indianapolis, Indiana
Norge Indianapolis Sales Office
105 South Denny Street

Jackson, Mississippi
McKee & McRae, Inc.
390 Commerce Park Drive

Jacksonville, Florida
Cain & Bultman, Inc.
1111 North West 165th Street
Miami, Florida

Johnson City, Tennessee
Summers Hardware & Supply Company
Buffalo & Ashe Streets

Johnstown, Pennsylvania
Cambria Equipment Company
17-27 Johns Street

Kansas City, Missouri
Superior Distributing Company
1601 Baltimore

Knoxville, Tennessee
Valley Appliances, Inc.
1528 Island Home Avenue, S.E.

Little Rock, Arkansas
Graybar Electric Company, Inc.
417 Byrd Street

Los Angeles, California
J. N. Ceazan Company
3535 South Broadway

Louisville, Kentucky
Cooper-Louisville Company, Inc.
118-122 E. Main Street

Memphis, Tennessee
Woodson & Bozeman, Inc.
733 South Somerville Street

Milwaukee, Wisconsin
Roth Distributing Company, Inc.
647 West Virginia Street

Minneapolis, Minnesota
Norge Minneapolis Sales Office
800 North Washington

Mobile, Alabama
R. P. McDavid & Company, Inc.
418 North Royal Street

Nashville, Tennessee
Moore-Handley, Inc.
492-498 Craighead Street

New Haven, Connecticut
The Plymouth Electric Company
450 Sackett Point Road
North Haven, Connecticut

New Orleans, Louisiana
George H. Lehleitner Company
601 South Galvez Street

New York, New York
Warren-Connelly Company, Inc.
29-30 Hunters Point Avenue
Long Island City, New York

Oklahoma City, Oklahoma
Lee Maxwell Company, Inc.
530 South Broadway

Omaha, Nebraska
Norge Omaha Sales Office
1603 Leavenworth Street

Philadelphia, Pennsylvania
Philadelphia Distributors, Inc.
630 Clark Avenue
King of Prussia, Pennsylvania

Phoenix, Arizona
Sun State Distributor
1015 North 21st Avenue

Pittsburgh, Pennsylvania
Graybar Electric Company, Inc.
900 Ridge Avenue

Portland, Maine
Nelson & Small, Inc.
212 Canco Road

Portland, Oregon
The Lou Johnson Company, Inc.
2720 N.W. 29th Street

Providence, Rhode Island
Northeastern Distributors, Inc.
1270A North Main Street

Raleigh, North Carolina
McCracken Supply Company
1500 Old Garner Road

Richmond, Virginia
Virginia Appliance Wholesalers, Inc.
2910 N. Boulevard

Rochester, New York
Graybar Electric Company, Inc.
175 Dewey Avenue

St. Louis, Missouri
Graybar Electric Company, Inc.
600 South Taylor Avenue

Salt Lake City, Utah
Western Supply, Inc.
435 West 4th South Street

San Antonio, Texas
Norge San Antonio Sales Office
301 North Medina Street

San Diego, California
J. N. Ceazan Company
1945 East Harbor Drive

San Francisco, California
W. J. Lancaster Company
660 Mariposa Street

Seattle, Washington
Poison Company
625 South Lander Street

Shreveport, Louisiana
Dunckelman Distributing Company, Inc.
1251 Dalzell Street

South Bend, Indiana
Great Northern Distributors, Inc.
1117 West Sample Street

Spokane, Washington
Poison Company
E. 205 Ermina Ave.

Springfield, Massachusetts
Western Mass. Associates, Inc.
113-115 Day Street
West Springfield, Massachusetts

Syracuse, New York
Graybar Electric Company, Inc.
Deere Road & Industrial Parkway

Toledo, Ohio
Gerlinger Equipment Company, Inc.
1001 Adams Street

Washington, D. C.
Washington Appliance Wholesalers, Inc.
3515 "W" Street, N.E.

White River Jct., Vermont
Key Sales Company
50 South Main Street

Wichita, Kansas
Liberty Distributors, Inc.
149 North Rock Island

Williamsport, Pennsylvania
Neyhart's, Inc.
141-151 West Third Street

Youngstown, Ohio
Graybar Electric Company
602 West Rayen Avenue

NORGE®

BORG WARNER®

Television exports from Japan in July shatter all shipment records

July was a banner month for television exports from Japan to the U.S.

Color television exports in July hit the 23,131 mark—8,292 units more than came to the U.S. in June, the previous record-setting month for color tv exports. As compared with July 1965, when 6,475 color sets were shipped, color tv exports to the U.S. have nearly quadrupled.

B&w television exports in July also broke records: the previous high for b&w shipments to the U.S. was

105,701 units in May of this year; July's total topped that number by 27,571 units. In July 1965, b&w tv set exports to the U.S. totaled 88,862—44,410 fewer units than in July of this year.

The dollar volume of Japan's tv exports to the U.S. topped the dollar volume of transistor radio (three or more transistors) exports for the first time in May. In July, although the monthly dollar volume of transistor radio exports climbed nearly

\$3 million over May, tv exports were still bringing in the most dollars.

Tv is Japan's new prizewinner. This fact is made even more obvious by a look at import figures. In July, transistor radio imports to the U.S. fell nearly 28% as compared with July last year, while tv imports surged almost 59% ahead of July 1965. Dollar volume of the radios was down 23.65%, while dollar volume on television imports rose almost 100%.

Meanwhile, Japan is still fighting

a radio price battle with Hong Kong, Okinawa, and Taiwan. The average price of transistor radios imported to the U.S. from Japan in July was \$8.17, another surprising rise in Japanese radio prices (MW, 8 Aug., p.12). Average prices on transistor radios imported from the three island competitors in July, as compared with the same month last year: Hong Kong, \$2.44 (down 57¢); Okinawa, \$2.33 (down 54¢); and Taiwan, \$3.12 (up 31¢).

Japanese exports to the U.S. *

	Period	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Color Television (incl. chassis)	July	23,132	4,316,719
	7 Months	86,002	15,696,297
B&w Television	July	133,272	6,323,897
	7 Months	639,936	32,101,341
Transistor Radios (3 or more tr.)	July	1,198,925	992,667	+ 20.78	10,094,697	7,902,988	+ 27.73
	7 Months	6,355,195	4,972,410	+ 27.81	48,864,950	38,530,866	+ 26.82
Tr. rad. chassis/kit (3 or more tr.)	July	46,034	6,079	+657.26	294,752	30,597	+863.34
	7 Months	171,186	48,566	+252.48	1,085,614	339,253	+220.00
Toy tr. radios	July	18,100	116,352	- 84.44	39,866	95,583	- 58.29
	7 Months	296,484	465,238	- 36.27	182,788	495,836	- 63.14
Total Tr. Radios (incl. car radios)	July	1,290,187	1,123,818	+ 14.80	10,799,540	8,160,323	+ 32.34
	7 Months	6,990,613	5,542,163	+ 26.14	52,378,091	40,210,080	+ 30.26
Tube Radios	July	53,379	104,153	- 48.75	632,825	1,208,700	- 47.64
	7 Months	400,812	601,912	- 33.41	4,382,517	5,842,993	- 25.00
Tb. rad. chassis/kit	July	13,333	5,752	+131.80	165,330	45,411	+264.07
	7 Months	82,331	67,973	+ 21.12	929,946	772,792	+ 20.34
Phonographs	July	49,394	59,213	- 16.58	462,483	517,436	- 10.62
	7 Months	295,918	146,284	+102.29	2,917,746	1,387,153	+110.34
Radio-Phonos	July	94,476	17,553	+438.23	1,279,380	446,768	+186.36
	7 Months	361,878	106,191	+240.78	5,420,585	2,797,636	+ 93.76
Tr. Tape Recorders (port., rim-drive)	July	168,516	167,607	+ .54	1,167,216	1,343,675	- 13.13
	7 Months	848,750	921,092	- 7.85	5,775,419	7,141,128	- 19.12
Tr. Tape Recorders (port., other)	July	135,371	85,512	+ 58.31	3,746,977	1,726,783	+116.99
	7 Months	446,322	408,997	+ 9.13	11,468,224	7,808,108	+ 46.88
Transceivers	July	690,392	296,863	+132.56	3,711,380	2,417,575	+ 53.52
	7 Months	3,144,810	1,274,768	+146.70	18,675,017	11,195,038	+ 66.82

*Source: McGraw-Hill's Tokyo News Bureau

U.S. imports from Japan †

	Period	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Television	July	113,785	71,616	+ 58.88	8,032,367	4,027,466	+ 99.69
	7 Months	649,343	483,005	+ 34.44	43,229,549	26,647,292	+ 62.23
Transistor Radios	July	523,978	725,148	- 27.74	4,281,342	5,607,749	- 23.65
	7 Months	5,485,131	4,608,958	+ 19.01	39,592,070	33,340,642	+ 18.75
Radios, other	July	96,673	124,766	- 22.52	968,917	1,097,324	- 11.70
	7 Months	651,675	784,573	- 16.94	7,416,755	7,154,104	+ 3.67
Phonographs	July	46,600	27,020	+ 72.46	516,895	265,417	+ 94.75
	7 Months	269,239	115,588	+132.93	2,847,428	1,257,214	+126.49
Radio-Phonos	July	68,448	11,650	+487.54	960,788	209,618	+358.35
	7 Months	286,873	73,814	+288.64	4,489,054	2,167,402	+107.12

U.S. imports from Hong Kong †

Transistor Radios	July	328,829	226,764	+ 45.01	802,475	682,563	+ 17.57
	7 Months	3,427,975	1,560,723	+119.64	8,619,815	4,784,362	+ 80.17

U.S. imports from Okinawa †

Transistor Radios	July	47,018	89,070	- 47.21	109,492	255,336	- 57.12
	7 Months	368,950	356,762	+ 3.42	1,014,708	1,153,708	- 12.05

U.S. imports from Taiwan †

Transistor Radios	July	33,260	40,780	- 18.44	103,631	114,580	- 9.56
	7 Months	687,130	213,537	+221.78	1,889,186	553,417	+241.37

†Source: United States Customs

Western dealers hear hard words about salesmen, distributors

Addressing a capacity audience at the second NARDA Western Retail Management Seminar in Salt Lake City, Maurice M. Leifer of Motorola remarked that dealers consider a salesman to be a company asset when he can "manage to sell the poorer products and work under extremely inadequate conditions."

Leifer poured it on his surprised listeners with, "Isn't it just possible that the salesman's attitudes are created and developed by the entire environment surrounding him? An environment where integrity and loyalty at any level are not frequently evident? An environment where full disclosure of facts, candor, honesty, truthfulness, and consumer interest and orientation leave much to be desired?"

"Isn't it just possible that while we realistically need a different kind of attitude in this person, a different kind of attitude between him and ourselves, we continue to foster the exact opposite in his total environment and smother or suffocate him within it?"

Too many salesmen tend to view the customer—consumer or retail—as a "sacrificial lamb" to be taken advantage of, said Leifer, and "we create an environment which inadvertently breeds the attitude reflect-

ing a lack of permanency, lack of perpetuation for tomorrow."

He contended that the retail salesman is fully aware that the industry often sells consumers "not what is best for them, but what we are 'long on,' because instead of using our good buying judgment, we succumbed to an indiscriminate dealer loading program."

If dealers are to create an enlightened environment and reduce turnover, they must stop fostering the current image of the salesman. "He must have dignity and self respect, feel that his employer really does know the traits of his customers. He must be made aware that his attitudes and desires for achievement are recognized, that the people he works for do consider him a partner in modern retail marketing and not 'just another guy on the floor.'"

The days are numbered for the independent distributor and the factory branch, predicted Dan R. Cavalier, vice president of marketing for Caloric Sales Corp. The change will come, he believes, when dealers seriously begin to explore the advantages of the distribution complex (in which a single manufacturer reduces his warehouses to an optimum number, striking a balance

between operating cost and customer service) and the mixing warehouse concept (a distribution point operated jointly by or for a number of manufacturers to reduce the cost of infield warehousing and warehouse-to-customer transportation).

Cavalier pointed to tests made in Clearfield, Utah, that indicate it is possible to cut dealer merchandise costs by 10% with a mixing warehouse. "In Clearfield, it means that Zenith, Norge, and Philco, among others, could ship solid cars from the factory to the mixing warehouse where the merchandise would go into stock temporarily." The distributor or dealer orders cars of products of three or four manufacturers and receives the economies that result when a mixed car goes to one destination.

The demise of the independent distributor will not come about because manufacturers want it that way, said Cavalier. "They will close their door because the independent dealer has discovered he can save a substantial sum by acting as a distributor."

To compete with Sears, said Cavalier, "you must begin thinking and acting as an integral part of a factory physical distribution system. Why don't you think about support-

ing a retailer-owned warehouse on a co-op basis?"

Attendance at the seminar (the second that the National Appliance Radio-TV Dealers Assn. has sponsored with the University of Utah) was, in the words of a spokesman, "all we can handle."

Other speakers at the seminar included George T. Warren, manager of dealer design services for General Electric, who told the group that efficient store planning should be seen in terms of putting the frame around the picture. "It can make or break an otherwise efficient operation."

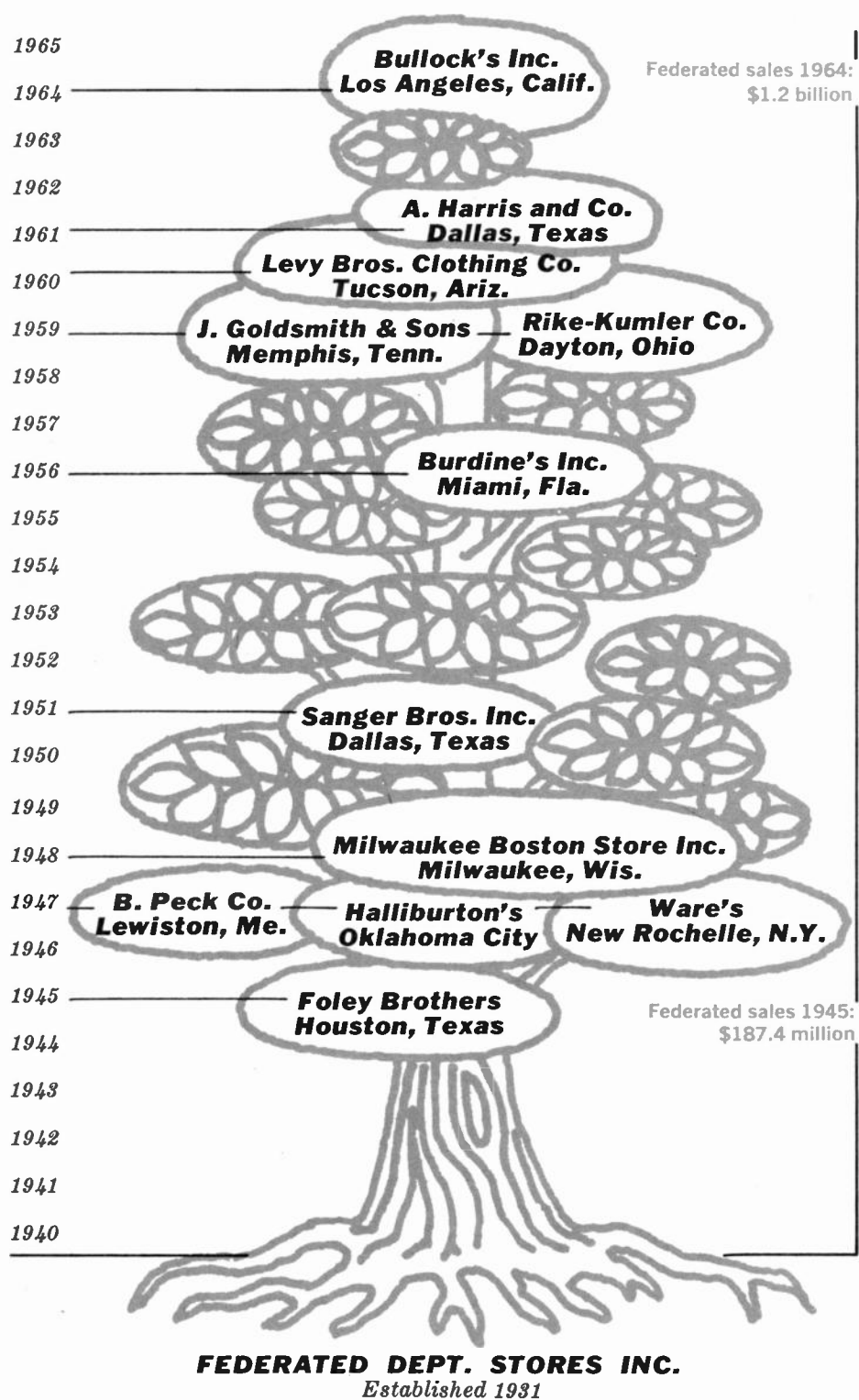
J. Mack Tenney, general sales manager of Kelvinator, suggested that appliance dealers are reaching the end of the road in their pursuit of "buying better" and they should concentrate on "selling better" to stay alive. "You'll never get rich just by buying better. There's a limit to how much cheaper you can buy. I want to know if you are selling any better. If you aren't, you're throwing away the only thing you have to meet the competition ahead. You can cut price and wow some of the people, but you'll have to wow them with bigger and bigger savings all the time to keep them coming back."

Uncle Sam probes more deeply into

big retailing: FTC's axe puts the giant



How the Federated family tree has grown



Big retailing may soon be forced to swing into bold new areas of diversification as a result of Uncle Sam's increasing concern over growth through mergers and acquisitions.

This, in essence, is top management's reaction to retailing's latest skirmish with the Federal Trade Commission over the proposed merger between E. J. Korvette Inc. and Spartans Industries. A marriage of the two would create a far-flung retailing and manufacturing empire with a combined annual volume of close to \$1.2 billion.

While the FTC and the two retail concerns would not discuss the matter, it is reliably reported that the government is not too happy about Korvette and Spartans operating some stores in the same trading areas. The fact that Spartans is both in the manufacturing and retailing businesses is reported to be another matter of concern to the FTC.

Informed sources speculate that the sale of some Korvette or Spartan stores may be required to win FTC approval of the merger.

The government's latest intervention into accelerated retail growth through the acquisition route comes on the heels of a crackdown late last year on some of the industry's biggest names.

In October, 1965, the FTC ordered Allied Stores Corp. to sell within a year Wolff & Marx, a San Antonio department store it acquired earlier in the year. Allied, the nation's second largest department store chain, also operates two Joske's department stores in the same area.

Even more significantly, the FTC ordered Allied to refrain from acquiring any department store in a metropolitan area where it is located for the next 10 years.

Two months earlier, Federated Department Stores Inc., the nation's biggest department store chain, felt the sting of the FTC. The nationwide retail giant, whose New York operations are Bloomingdale's and Abraham & Straus, signed a consent order prohibiting it from acquiring any department stores in the United States for five years.

The FTC had charged that Federated's 1964 acquisition of the \$200-million-a-year Bullock's chain in Los Angeles violated Section 7 of the Clayton Act (covering restraint of trade and monopolies). This charge was dropped under the settlement.

The other member of the department store's Big Three—May Department Stores Co.—also has the

FTC breathing down its neck. It has concluded arrangements to acquire Meier & Frank, of Portland, Ore., (sales of \$72 million) and also bought G. Fox & Co., of Hartford, Conn. (sales of \$41 million). May has offered to hold off on any new acquisitions for the next five years if the FTC approves these purchases—but so far no word has come from the government.

No one at May is willing to discuss the matter, but sources close to the company say management is optimistic that the FTC will allow the acquisitions. This is largely based on the green light given the Bullock's acquisition.

Another retail giant that tangled with the FTC—and came out a loser on future acquisition—is Broadway-Hale Stores of Los Angeles. Its acquisition of Emporium Capwell Co. of San Francisco was challenged this past spring. Broadway-Hale chose not to contest the suit and settled for a five-year ban on acquisitions.

What does this mean to big retailing?

FTC combs mergers

Judging from conversations with FTC officials, future department store acquisitions will come under even closer government scrutiny.

"In view of the merger trend over the past 15 years in the retail field, I think the Commission will be looking a lot more closely at all acquisitions," said Dr. Willard F. Mueller, FTC's chief economist.

He disclosed that the FTC will also watch closely what he termed "market extension mergers"—those involving acquisitions by a retail operation in an area in which it is not presently located.

"In the case of the Bullock's acquisition," he said, "we approved the merger, but told Federated not to sin any more."

The FTC official said there were two major concerns in market extension mergers. They create pressures on suppliers and give retailers with greater buying power an advantage over smaller merchants. They also discourage new competition from entering the market.

If no control is placed over such mergers, Dr. Mueller said, the end result could be a re-structure of the retail industry, with a few companies running the business.

"We'd like to see more internal expansion where big retailers are concerned (notably, building new stores) and less mergers," he said.



The Federal Trade Commission, at a typical merger hearing in Washington, seeks the lowdown on all aspects of a proposed acquisition.

department stores on the road to diversification

But this suggestion was sharply attacked by one leading department store executive, who characterized the FTC as "totally unrealistic."

"What they're doing," he said, "is increasing retail concentration by their actions to prevent it."

Sears called 'monopolistic'

He characterized Sears, Roebuck & Co., J. C. Penney, and Montgomery Ward as "monopolistic." The retail executive further charged that the FTC's "suppression" of mergers was, in effect, inviting these goliath chains to speed up their entry into new areas and saturate others.

"You must keep in mind," he said, "that such chains operate under central buying, while department store organizations consist of a number of separate retail divisions that operate practically autonomously." What the FTC is then doing, he asserted, "is to encourage the development of bigger monopolies, while, at the same time, putting severe restrictions on future merger activity."

Said another leading department store executive who has tangled with the FTC:

"All I hear is how the big, bad, giant chains are swallowing up the small stores. But does anyone stop to figure that the multi-unit chains may be helping the small independents out of intolerable situations?"

"Take the small independent merchant, who, perhaps because of illness, overpowering competition, insufficient finances, or lack of future management, wants to sell out. How many chains are there that will buy such a store? And what happens when inheritance taxes are involved? Is a store like this supposed to wait around and die?"

Given the opportunity of a tax-free merger, the executive continued, an equitable deal could be worked out on an exchange-of-stock basis and the independent store owner can wind up with a marketable commodity.

"He can hold on to it, sell it, or, if he wants, turn it into IBM stock. But at least he has a way out."

Despite the closer FTC scrutiny of potential mergers, top retail management is not overly concerned about future sales growth. The reason: The key to immediate growth will be store expansion programs.

Allied Stores, for example, made it clear that it would continue to expand aggressively.

"New stores will be opened in ex-

isting Allied territories and we will also seek acquisitions of retail operations in areas where the company doesn't have any retail units," said Theodore Sehlesinger, president of the 11-store chain.

Said another retail official: "A company has no choice in the matter. With metropolitan areas expanding, a retailer is forced to open stores in these locations to protect his position. I might even say that acquisitions should be an afterthought."

But not every chain is confining its thoughts to store expansion. Take Federated, which presently operates 87 stores and is likely to open 10 to 12 new units over the next two years.

When the FTC issued its consent order, Fred Lazarus Jr., chairman of Federated, declared: "We will maintain our dynamic growth rate. Not only will we step up the development of our present divisions, but we can also diversify our activities in the United States and grow internationally."

Retailing probes Europe

Federated took its first step in this direction in 1964 when it bought a 10% interest in a Spanish department store chain, Galerias Preciados, for \$4 million. Federated, apparently, liked the results. In December of 1965, it formed Federated Department Store International Co. with \$20 million in the till for further international investments.

Federated, with sales of \$1.3 billion last year, is not forgetting about the domestic front. According to Ralph Lazarus, president of the chain, the firm may expand into the service arena in areas where it is presently located. Acquisition prospects are dry cleaners, travel agencies, and caterers.

Other possibilities for big retailers:

- Entering the manufacturing ranks through an investment in or an outright purchase of store suppliers. Sears has been most successful in this respect.

- Acquiring companies outside the retail field, particularly where retail management could provide some know-how or where the new businesses could be incorporated into the store operation. The possible acquisition of an insurance or financial company was mentioned by several retailers. Last year, for example, both Penney and Montgomery Ward held talks to acquire Channing

Financial Corp., a firm dealing in mutual funds and insurance. And Penney also explored the possibility of acquiring the Diner's Club. None of these negotiations was successful—but it does point to a new direction for retailing.

William Burston, merchandising manager of the National Retail Merchants Assn., predicted that big U.S. chains would emulate their European counterparts in the next few years by investing in other income-producing firms. In Europe, he said, it is common for retail operations to get maximum mileage out of their capital by investing in different businesses.

Burston also viewed retail investments in their suppliers as a logical growth area. Many manufacturers, he said, buy retail operations. Why not the other way around?

While there are plenty of gripes about the FTC's growing interest in retail activities, there are stores, notably the small independents, that are delighted in the government's intervention.

"It's about time something was done about the mergers," said the president of one small chain of stores. "We all want to be big—but there's a point at which bigness can hurt. I've seen more than a few stores distort their image by becoming more of a price operation in the face of heavy competition. If we're to believe that the small businessman is the backbone of the country, then he ought to be protected."

The FTC obviously shares this view.

Mergers skyrocket

Long immune, the department store industry now faces the problem of giantism. This problem has grown out of a merger movement that has been sweeping the nation since the closing years of World War II, steadily swelling the annual number of acquisitions until it reached nearly 1,900 last year, according to McGraw-Hill's Washington bureau.

In the past 15 years, according to the FTC, the six leading conventional department store chains have made more than 45 acquisitions of other department store companies. These mergers—by Federated, Allied, May, R. H. Macy & Co., Associated Dry Goods Corp., and City Stores Co.—involved more than 100 separate stores.

The merger activity of Federated

is an example of meteoric growth through the acquisition route. The records show 12 company acquisitions since 1945—totalling 45 stores with a combined annual volume of \$399.4 million. In this same period, through 1964, the Federated volume skyrocketed from \$187.4 million to \$1.2 billion.

Considerably more litigation will be needed before it is possible to determine the boundaries of FTC anti-merger action in the department store industry. Ultimately, the Commission may establish guidelines, although there is no movement in that direction now. Through a series of cases, it has laid down merger guidelines in the dairy industry, and it has held hearings looking toward possible guidelines on acquisitions in the cement manufacturing industry.

In the dairy industry, the guidelines took a clear-cut form. In effect, the Commission said: (1) Any acquisition of consequence by the largest dairy companies (with sales of \$200 million or more) is considered illegal; (2) Middle-sized dairies should not merge with each other, nor should they acquire significant smaller milk companies in their own market; (3) Mergers by the smaller concerns should be permitted.

Justice Department concerned

Fashioned for the dairy industry, these rules could not be lifted bodily to department stores, where different conditions prevail. But the dairy guidelines illustrate the type of rules the FTC could lay down.

Unlike FTC, the Justice Department has not attacked department stores buying into new geographical markets.

But some trends in the industry worry antitrust chief Donald F. Turner and one of them involves clothing manufacturers buying out retailers. "There seems to be quite a bit of vertical integration in the clothing field which is a matter of concern," says Turner.

To what extent Uncle Sam will continue to intervene in the urge to merge is anybody's guess. One thing, though, seems certain. The government has to be reckoned with where the merger spells bigness.

Grumbled one irate retail official: "There's no getting away from the fact that the government is your partner today. Pretty soon, I bet, they'll be eating with you, drinking with you—and probably sleeping with you." —Dan D. Dorfman

GIBSON AND EASY APPLIANCES PRESENT

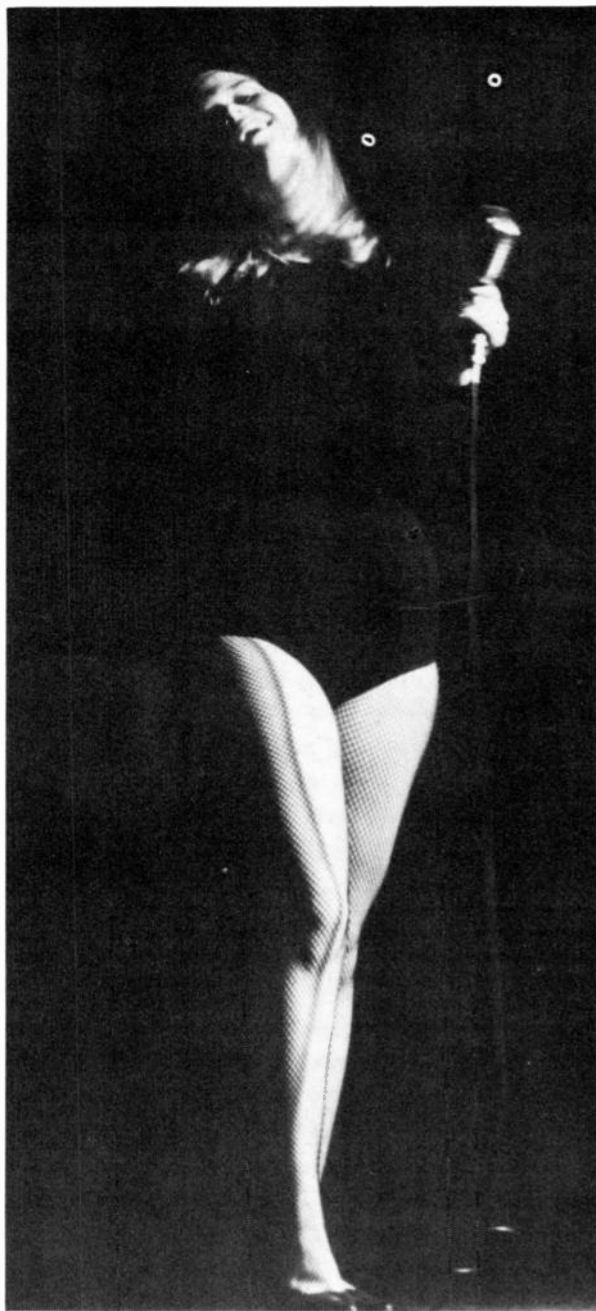
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Check opposite page for locations, dates and hosts!
Admission by invitation — don't miss your Theatre Party!



Theatre party

Dates-Locations-Hosts

Los Angeles, Sept. 8
Cocoanut Grove

Sues, Young & Brown, L.A.
Noble Distributing, Phoenix
Gibson Sales, San Diego
Billings Distributing, Fresno
Daniger Distributing, Salt Lake

Northern California, Sept. 11
Kaiser Center
(Oakland)

H. R. Basford, San Francisco

Portland, Sept. 12
The Benson Hotel

Fowler Distributing, Portland
J. W. Phillips, Seattle

Oklahoma City, Sept. 14
Skirvin Hotel

Gas & Electrical Equipment, Oklahoma City
Sun Appl. & Electric, Abilene

Houston, Sept. 15
Rice Hotel

Art Jones & Company, Houston
Robert D. Straus, Houston
Porter Burgess, Dallas
Gibson Sales, San Antonio

New Orleans, Sept. 16
Roosevelt Hotel

McDonald Sales, New Orleans
The Carroll Company, Mobile
Interstate Electric, Shreveport

Minneapolis, Sept. 18
Sheraton-Ritz

Reinhard Brothers, Minneapolis

Detroit, Sept. 21
The Latin Quarter

Peninsular Distributing, Detroit
Vining Sales, Greenville

Washington, D.C., Sept. 22
Washington Hilton

Hynes Brothers, Washington, D.C.

Richmond, Sept. 26
John Marshall Hotel

E. A. Holsten, Richmond
Goodman Electric, Norfolk

Charlotte, Sept. 27
Heart of Charlotte Motor Inn

Southern Radio, Charlotte
Electric Sales & Service, Atlanta

St. Louis, Sept. 30
Sheraton-Jefferson

Brown Supply, St. Louis
Interstate Distributing, Kansas City, Mo.

Chicago, Oct. 2
Edgewater Beach Hotel

The Sampson Company, Chicago
The Sampson Company, Milwaukee
National Mill Supply, Fort Wayne
Ridge Company, South Bend
Rodefeld Company, Indianapolis

Columbus, Oct. 4
Desert Inn

Tracy Wells, Columbus
Toledo Appliance, Toledo
J. A. Williams, Pittsburgh
Eskew, Smith & Cannon, Charleston
Persinger Supply, Williamson
Allied Supply, Dayton
Gibson Sales, Cincinnati

Boston, Oct. 5
Sheraton Boston Hotel

Choquette & Co., Providence
Choquette & Co., Boston
Grabell-Lyons, Hartford
Gibson Sales, Bangor



"It's good business to help colleges"

"The greatness of America stems importantly from our many fine educational institutions, and industry is critically dependent on their graduates.

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COLLEGE IS BUSINESS' BEST FRIEND

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The Man Who . . .



. . . wrings out opportunity from adversity—opportunity for the independent retailer in the face of ever-heightening competition from mass merchandisers and department stores—is Dr. William R. Davidson, Professor of Marketing at Ohio State University and a prominent business consultant.

Dr. Davidson develops his case for a happy "independent" future by analyzing the struggle between brand-name manufacturers and large retailers for control of the distribution process. His conclusion: Large retailers will not only maintain their control but develop it further. His reasoning: (1) Research shows that shopper loyalty to stores is stronger than shopper loyalty to brand names; (2) Large-scale retailers, with their many locations, large volumes, and great diversity of lines, are better equipped for "backward integration" into the distribution process than manufacturers are equipped for "forward integration"; (3) The emergence of national credit plans, computerized and centralized, allows a large retailer to provide a single plate that can be used in any one of its stores; (4) Large retailers have a sizable opportunity to become even larger by developing untapped markets in smaller cities, (generally in the "under-retailed" 20,000-to-40,000 population range), much as they have moved into suburbs of metropolitan areas.

Where then is the opportunity for independent retailers? Dr. Davidson says it stems from "the very real limitations that largeness imposes." One limitation is "an incestuous epidemic of imitative marketing strategy" that produces a monotonous sameness in store design, fixtures, decor, promotional appeals, service policy, self service and check-out arrangements. Another limitation: Most large retailers over-rate the idea that consumers are "seeking more physical product per dollar spent," with the result that "many large outlets are characterized by starved assortments and products engineered to price lines rather than to consumer values." Still other limitations: the trend to more unionization, more watch-dogging by the Federal Trade Commission (the bigger the retailers, the bigger Big Brother's interest).

But the biggest limitation of all, Dr. Davidson says, is the generally held attitude among large retailers that "the consumer market is a homogenous mass of standardized people with uniform wants . . . so-called average consumers." Not so, says Dr. Davidson. And here is where opportunity for the independent retailer shows its shining face. For if he clearly recognizes the existence of market "segments," if he specifically identifies the "segments" to which he will appeal, if he carefully plans his products and services to meet the needs and wants of the "segments" he will serve, and if he promotes his wares through communications that especially serve his segments—then he need not fear the large retailer down the street. Since Dr. Davidson has few peers as a pundit, I say it's worth it. Lots of "ifs," but worth it.

—Walter R. Browder, Editor



Vital component

Did you know that families in the combined "college-educated" and "\$10,000 and over" categories make up just over a quarter of the nation's households? Yet these families own 47% of all tape recorders, over 60% of all stereo and hi-fi components and nearly half the color TV sets.*

To reach these families, advertisers of radios, TV

sets, phonographs and recorders have more than doubled their investment in TIME for the first 6 months of 1966 – compared with the same period last year. In fact, these advertisers invest more in TIME than in any other magazine but LIFE.

TIME tunes in to the right people. Shouldn't they be in your audience – with high frequency?

* © 1965 Simmons

THE FM RACE: a changing pace, retailing's place

At a time when there is stepped-up awareness of the New Consumer, the FM radio should be moving into the top spot on the shelves of retail stores. FM means quality: In an era when the New Consumer is shopping for quality, FM means sales action.

At the opening of the decade, FM radio, which has just begun to catch its breath after suffering several body blows in sales during the Fifties, was selling at the rate of just about 2 million units a year. Five years later—in 1965—FM sales were reaching for the 8-million-unit sales mark.

The "mass-class" market was a term originated by the proponents of FM radio. Because FM was synonymous with quality sound and quality programming, it was assumed that the FM market was a quality market. With the emergence of the New Consumer—that sophisticated, aware, young shopper of the Sixties—the mass class proposition proved itself. The "mass" wanted "class" and FM radio gave it to them.

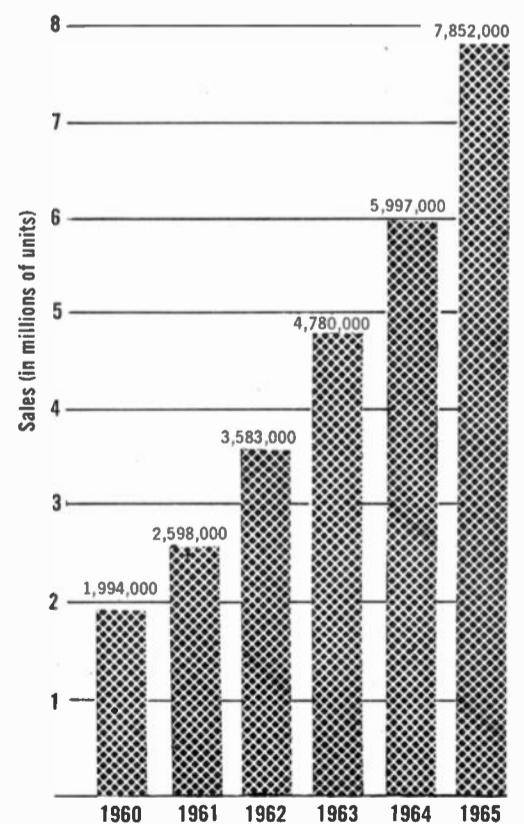
The sound of FM began to grow, and as it did, the Federal Communications Commission perked up its ears. A great proportion of the nation's FM broadcasting stations—which have flourished in concert with FM radio sales—are operated in conjunction with AM stations. And, until this year, the majority of the AM-FM stations broadcast much the same program material simultaneously. But then the FCC stepped in.

The FCC ruled that as of Mar. 1 of this year, only 50% of the programming of commonly owned AM-FM stations in cities of more than 100,000 population could be duplicated.

The FCC ruling should mean even more FM sales for today's retailer—if he gets the message to the New Consumer.

By Bruce Pfau
Graphics by Joan Bacchus

Growth of FM Radio Sales*
1960 through 1965



*This chart and the charts on the following pages are based on U.S. factory sales and imports as reported by the Electronic Industries Assn. and include portable and table-model FM radios, FM tuners, and also FM receivers built into clock-radios, phono-radio combos, and tv-phono-radio combos.

THE FM RACE:

Why the sales pace is faster than ever

Radio is going through a sales revolution, and FM radio is carrying the banner.

Through the first half of the decade, FM radio sales marched steadily—even spectacularly—forward, while AM sales seemed at times to almost falter (see chart at right). At least part of the reason for this steady surge in FM sales, has been the narrowing gap between AM and AM-FM radio prices. Pocket-sized AM-FM receivers are now available at \$19.95—often for even less. The FM radio that retails today for about \$25 retailed for about \$50 only a few years ago.

As a historical sidelight, GE told *MERCHANDISING WEEK* in 1944 that “it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at \$60 . . . to reduce prices below this figure, and at the same time maintain high levels of performance which FM receivers must have, is not going to be an easy job.” It was not an easy job, but it was done. And FM moved into the mass-class market.

A decade ago, the stereo phonograph record spiked the nation's interest in classical music and FM broadcasters quickly aligned themselves with the long-playing classical phonograph record. Because of this, FM's image became associated with long-hair (non-Beatle-type) music. But times are changing: Emphasis in FM is now as much on *mass* as on *class*.

Something for everyone is the new aim of FM broadcasters. In Washington, D.C., for example, WASH-FM broadcasts popular music; WGAY-FM features Broadway musical albums; WFAN plays Latin American music, and WXRA features country music. To develop new audiences for FM, many stations are experimenting with ideas such as rock-and-roll music, all-female announcers, classified advertising, live sports coverage, and ethnic programming.

Retailers should be selling this new universality of FM radio. The quality image of FM already exists; now the something-for-everyone idea must be merchandised.

More than 7,000 stations (an increase of 71% over the past six-and-a-half years) are now beaming FM broadcasts. The salesman who is to sell FM to the New Consumer should know the FM programming in his area. Programming, as much as the inherent advantages of an FM receiver, is a selling point.

And, the inherent advantages of FM are still there: static-free, purer sound.

The National Assn. of Broadcasters (NAB) is helping to educate the consumer, and this helps the retailer sell FM radios. The radio board of the NAB has approved a new on-the-air public relations campaign to boost the sale of AM-FM transistorized portables. The NAB also has launched a campaign to promote FM radios in cars. The association mailed forms to nearly 1,200 FM radio stations asking them to pledge four spot announcements per day for the next 12 months. The aim of the campaigns is to urge new-car buyers to order FM sets. This campaign should also affect the home FM market.

And it is the rare FM station that is not promoting itself—through billboards, AM radio spots, television commercials.

The consumer is being educated: FM is quality; FM is for everyone. The retailer must be ready to close the sale. The retailer must know what he has going for him.

FM Product Growth compared to AM

(Change in factory sales over the previous year, 1961-1965)

	-10%	0	+10%	+20%	+30%	+40%
1960-61						
			AM			
			FM			
1961-62			AM			
			FM			
1962-63			AM			
			FM			
1963-64			AM			
			FM			
1964-65			AM			
			FM			

FM Broadcasting Growth compared to AM

Commercial operating stations, 1961-1966

FM	FM & AM Total	FM Stations	% of Total	% Growth
1961	4,491	889	19.8%	—
1962	4,757	1,012	21.3	13.8%
1963	4,980	1,120	22.5	10.7
1964	5,157	1,181	22.9	5.4
1965	5,495	1,446	26.3	22.4
1966 (1st 7 Mos.)	5,604	1,521	27.1	5.2

Average annual growth rate of FM: 11.5%. Growth for period: 71.1%.

FM-Stereo	FM Total	FM-Stereo Stations	% of FM Total	% Growth
1961	899	50	5.6%	—
1962	1,012	185	18.3	270.0%
1963	1,120	250	22.3	35.1
1964	1,181	325	27.5	30.0
1965	1,446	390	27.0	20.0
1966 (1st 7 Mos.)	1,521	440	28.9	12.8

Average annual growth of FM-Stereo: 73.6%. Growth for period: 780.0%

AM	AM & FM Total	AM Stations	% of Total	% Growth
1961	4,491	3,602	80.2%	—
1962	4,757	3,745	78.7	4.0%
1963	4,980	3,860	77.5	3.1
1964	5,157	3,976	77.1	3.0
1965	5,495	4,049	73.7	1.8
1966 (1st 7 Mos.)	5,604	4,083	72.9	1.0

Average annual growth rate of AM: 2.6%. Growth for period: 13.4%

Source: Federal Communications Commission

The retailer's place: what he's got

Today's retailer is riding a crest of interest in FM radio. The FCC's ruling on non-duplication of AM and FM broadcasts, the numerous promotions behind FM, and emergence of stereo FM as an important consumer electronics product all are working in his favor.

At the same time, the FM radio continues to help sell itself because of its quality reception, which is, in fact, its *raison d'être*.

FM (frequency modulation) has always given better reception than AM (amplitude modulation), but in the past its development was hampered by the fact that, like early television, it was straight-line broadcasting, which meant it could be blocked by tall buildings, hills, or similar obstacles. FM stations still have a limited range of from 40 to 50 miles—which explains why there are no big FM networks—but technology has solved the problems of blocking.

Another of FM's problems—being caught between established AM stations and the onslaught of television in the Fifties—now seems to have been licked. Although color television is creating a veritable tidal wave of excitement on the retail scene, television *per se* has now become simply another consumer electronics staple. AM radio, the grandfather of all consumer electronics, maintains its hold on the market, but FM—if it is properly merchandised—can be the new-found Cinderella of consumer electronics.

What is just around the corner

The aim of the non-duplication ruling on FM broadcasting, was, according to the FCC, to serve the public interest by offering a super-smorgasbord of programming. At the time of the ruling—and even today—the broadcasters raised a vociferous hue and cry. It was considerably more economical for the large metropolitan FM stations to duplicate their AM and FM programming, rather than create separate, specialized-interest, programming for FM. But now that the non-duplication rule is in force and is, in effect, working—that is making the stations draw and satisfy measurable audiences in order to sell FM advertising—the retailer should feel its effect. There are now innumerable programs on the air that the New Consumer cannot receive without an FM radio. The up-to-the-minute retailer will capitalize on this fact.

FM is FM—and that still means unique programming, good reception. But the retailer of 1966 also has another product to sell that should bring the New Consumer up short: stereo FM.

After much weighing, much measuring, much discussion, FM stereo standards were set up by the FCC in 1961. The growth of stereo-FM—a space-age concept of broadcasting—has been relatively slow: In June of this year there were still only 440 stations that the FCC could call FM-stereo broadcasters. But in the model year 1967, the stereo console not equipped with stereo FM radio is the exception. And as color tv combo sales soar, so does the public's exposure to FM-stereo radio. Stereo phonographs, stereo tape recorders, and the persistence of the term “stereo” at consumer electronics outlets should also tantalize today's consumer and make him susceptible to a pitch for stereo radio.

If the New Consumer is indeed looking for

going for him now

the best, the newest, the finest quality product—as sales figures in all segments of the consumer electronics market indicate—then stereo FM should go into the show-window of every retailer's store.

Stereo FM is just around the corner as a major sales factor in the Soaring Sixties.

Its full-bloomed emergence, however, will depend on two factors: the flowering of more stereo-FM broadcasters, and the ripening of more stereo-FM retailers.

The New Consumer is ready for stereo FM. Feature it and demonstrate it. The result will be a bumper crop of profits.

Meanwhile, FM stereo stations are springing up even more rapidly—percentage-wise—than FM-only stations. The average annual growth rate of FM-stereo stations 1960 and 1965 has been a spectacular 73.6%. At the start of 1966, there were nearly eight times as many FM stations broadcasting in stereo as there had been in 1960. The number of stereo stations is still small; but the rate of growth indicates a boom.

And FM-stereo radio sales should boom accordingly.

Merchandising, product by product

In five years, the FM market has done a turn-about. Half a decade ago, the biggest share of FM receiver sales were in table models—and those were probably expensive table models. But the new profile of the FM market today—see the charts on this page—indicates that 43.7% of the FM radios sold are portables. Portables go to teen-agers, to people on the move, to quick-stepping housewives. In other words, portables go to the New Consumer; and the New Consumer seems to want, and seems to be buying, FM sets.

Sales of clock-radios with FM capability have climbed better than 4% between 1960 and 1965.

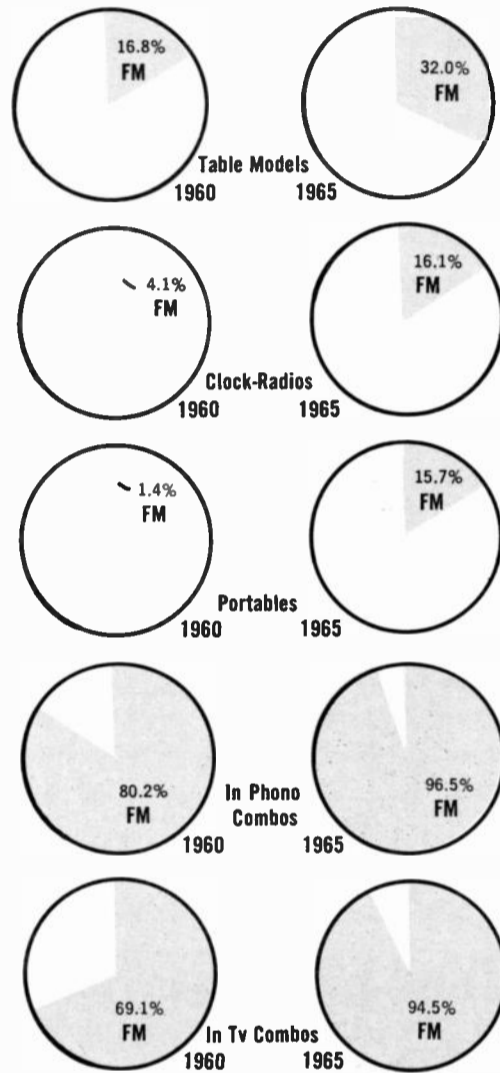
If these figures are turned inside out, one can get a good comparative look at how well FM radios sell in other product categories. When FM sales are compared to total radio sales, the spectacular gains are obvious.

In combination radio-phonographs, FM sales have risen from about 80% to more than 96%. Almost all radio-phono combinations now come FM-equipped. In table radio sales between 1960 and 1965, the percentage of radios sold that were FM-equipped nearly doubled—from 16.8% to 32.0%. Clock-radio sales as a percentage of total radio sales between 1960 and 1965 almost quadrupled—from 4.1% to 16.1%. In tv combinations FM has nearly taken over: In 1960, 69.1% of all tv combos sold came with FM radio; in 1965, the percentage climbed to 94.5%. (See the charts for complete figures.)

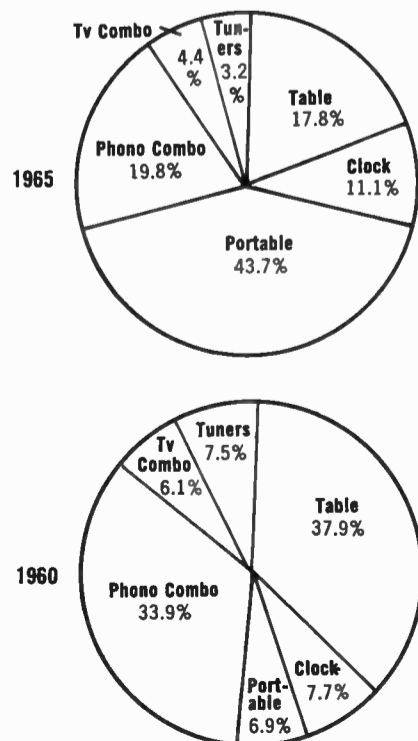
No retailer can have missed the importance of these statistics as translated into sales figures. A very large percentage of every retailer's radio sales should already be made up by FM sales. But even if they are, that percentage can be increased.

If FM-stereo is promoted as it should be, low-end low-profit portables could lose their grip on the FM market. Table radios and tuners could again become top sellers. If FM-stereo is promoted as it should be, it could be used as a selling point to make both products even more attractive to today's New Consumer.

FM's Share of Total Radio Sales: 1960 vs. 1965, by category



The FM Product Mix Today compared to 1960



A long look down the track

FM radio sales will nearly double by the end of the decade (see chart below). And as the FM sales pace breaks into a full gallop, several market innovations may appear.

The FM-only radio—now a dark horse—may come into its own as FM broadcasting comes of age. To date, the AM-FM combination has been what the consumer wants. Now, expanding FM programming and superior operation of the FM set provide a strong argument for the FM-only set.

Although FM is limited in broadcasting range, space-age technical breakthroughs are on the horizon. Already the American Broadcasting Co. has proposed beaming FM signals by domestic communication satellites.

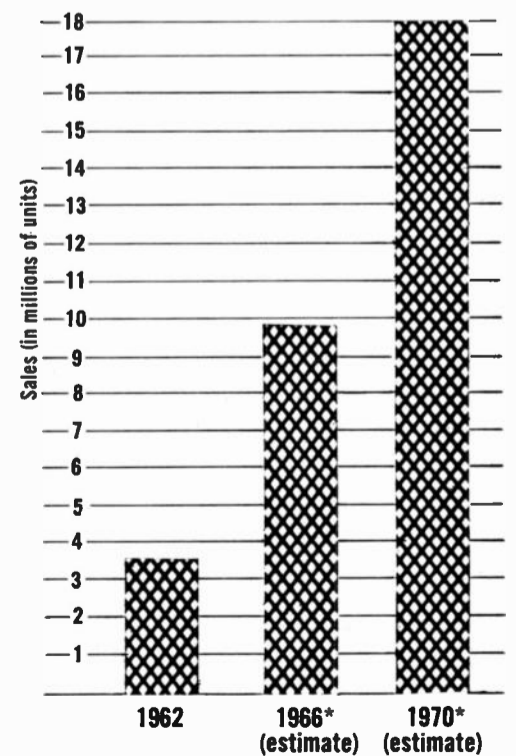
Although the FCC returned the proposal "without prejudice" pending further study of the entire satellite question, the feasibility of satellite FM is a proven fact. NASA sent a stereo FM signal 12,000 miles over Relay II without any deterioration in signal quality.

ABC's proposal includes a plan to broadcast live and in stereo the Newport Jazz Festival and other concerts via a nationwide FM network; the plan is dubbed a "festival concept."

Mobile ground transmitting stations would travel around the country to various musical and dramatic events. The initial program would call for installation of receiving antennas in ABC-owned stations, which in turn would feed material to neighboring areas. The FM stereo network would be separate from the regular ABC network.

Although this proposal—and other far-reaching FM plans for the future—are only talk to date, today's retailer can be sure FM is going to run a hard—and winning—race.

The Growing Expectations for FM Radio Sales



*Source: Merchandising Week's Research Department

New Admiral Duplex 22 has:

EXCLUSIVE

New adjustable shelves in freezer, refrigerator door and interior



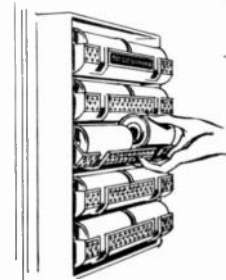
EXCLUSIVE

New "Party Ice Bucket", doubles cube capacity



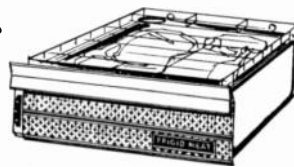
EXCLUSIVE

New "Tilt-Out" Juice Can Dispenser



EXCLUSIVE

New Frigid Meat Keeper with Cold Control!



Duplex is 64 $\frac{7}{8}$ " high, the height of the average American homemaker!



It fits her kitchen, her wants, her budget. And now the most popular, most-sold side-by-side freezer/refrigerator is even better than ever!

The famous Admiral Duplex 22, formerly 20.8 cubic feet capacity, is now a full 22 cubic feet capacity, yet in the same 35 $\frac{3}{4}$ " width, and the same 64 $\frac{7}{8}$ " height.

Plus three new and exciting features: an Admiral exclusive, the new "Tilt-Out Dispenser" that holds and hands out 10

individual frozen juice or soup cans; an Admiral exclusive, the new "Party Ice Bucket" that fits below the Automatic Ice Maker, doubles ice cube storage capacity, can be carried to the party; new adjustable shelves in freezer interior, refrigerator interior and door; and new Frigid Meat Keeper with Cold Control! Plus new separate fruit basket and separate temperature controls for freezer and refrigerator!

This new Admiral Duplex 22 will be featured in magazines and on television, with the well-known stage and TV personality, Julia Meade, as spokesman. Plus all kinds of store and sales material to help you sell.

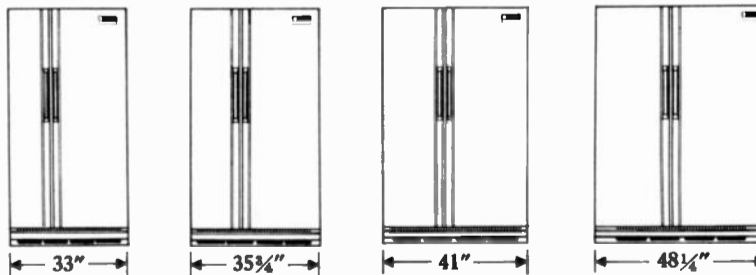
Ideas that move merchandise come from



Admiral Duplex outsells all others combined!

Duplex... the only complete line of side-by-side freezer/refrigerators!

Call your Admiral Distributor. Get the full story on Admiral Duplex... the only complete line and the one that out-sells all other competitors combined! Find out how you can cash in on the growing and profitable side-by-side market!



See the new Duplex line at your Admiral Distributor's Open House!

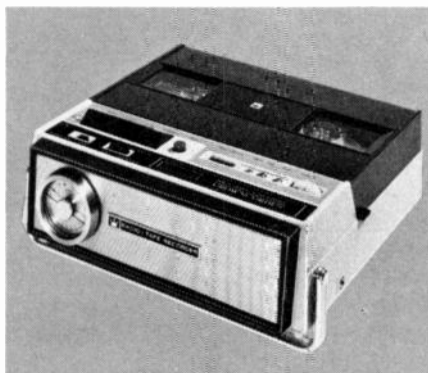
Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

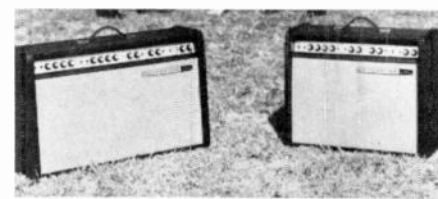
Crown offers an AM radio-tape recorder combination

A radio/tape recorder combination has been introduced under the Crown label. The new unit (model CRC5800) lists at \$99.95. The 5-inch reel portable tape recorder and radio is battery-operated with optional AC adaptor plug. The AM radio may be used for listening or for recording from broadcasts. In addition, the 2-speed unit (3 $\frac{3}{4}$ ips and 1 $\frac{7}{8}$ ips) may be used as a public address system while recording. *Industrial Suppliers Co., 755 Folsom St., San Francisco, Calif. 94107*



Estey presents full line of 15 amplifier models

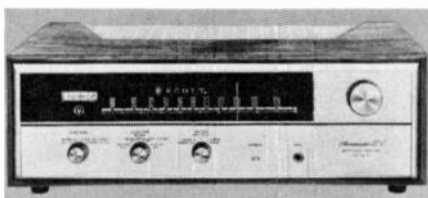
Three types of amplifiers—the Custom, the Professional, and the budget-priced Starlite—in 15 distinctive models are featured by Magnatone, a division of Estey Musical Instrument Corp. Leading the Custom line, which ranges in price from \$270 to \$1,350, are two 3-piece stereo systems that can accommodate five instruments simultaneously. The Professional line ranges from \$295 to \$700. And the Starlite line is priced from \$59.95 to \$199.95. Shown here



is model MP-3 (left), at \$480, and model MP-1, at \$295. Both are in the Professional line. *Estey Musical Instrument Corp., Ziegler St., Harmony, Pa.*

Scott moves to market with new FM stereo tuner

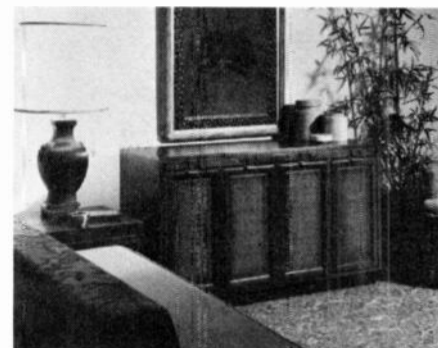
H. H. Scott has introduced a new solid-state FM stereo tuner, to retail for \$294.95. The new unit (model 312C) has a front panel meter switch to allow the tuner meter circuit to be used for signal strength, zero-center tuning, or multipath indication. Other features on the unit are "comparatron" circuit for silent automatic stereo switching, not affected by momentary changes in signal strength; interstation muting control for complete quiet between



FM stations; and front panel output for direct tape recording with the use of a separate amplifier. *H. H. Scott Inc., Dept. P, 111 Powdermill Rd., Maynard, Mass.*

Scott introduces its 1967 line of stereo consoles

Two all-new series highlight the 1967 line of Scott stereo consoles. The new low-end Carlisle series kicks off the line with prices starting at \$500. Carlisle consoles come in Contemporary (shown), Early American, and Oriental cabinets. The new step-up Andover series starts at \$600 and features Spanish and Contemporary cabinets. All 1967 consoles have solid-state output circuitry. *H. H. Scott, 111 Powdermill Rd., Maynard, Mass. 01754*



Gavin introduces new line of television antennas

Gavin's new television antennas will be marketed under the Gold Crest label. The line includes six VHF-FM antennas, for metropolitan to deep-fringe reception; three VHF-UHF-FM all-in-one antennas requiring only

one down lead; and a full series of indoor and outdoor UHF antennas. Prices in the line range from \$5.95 to \$49.95. *Gavin Instruments Inc., Depot Sq. and Division St., Somerville, N.J.*

BSR announces new McDonald automatic turntable

BSR has announced plans to develop a complete line of hi-fi components (MW, 29 Aug., p.12). The first product in this new line is the McDonald 500 automatic turntable, to retail for \$49.50. The unit accepts either mono or stereo cartridges; it is also equipped

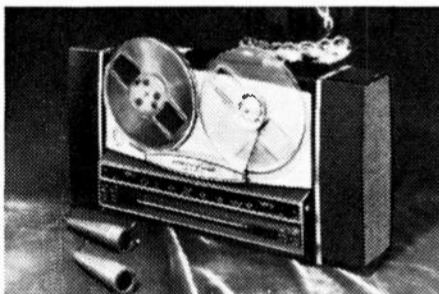
with a device for precision cueing. Correction: The turntable shown on p.12 of Aug. 22 issue of MERCHANDISING WEEK was mistakenly identified. The unit shown and described is from BSR. *BSR (USA) Ltd., Route 303, Blauvelt, N.Y.*

**new!
solid statesmanship
from Webcor**

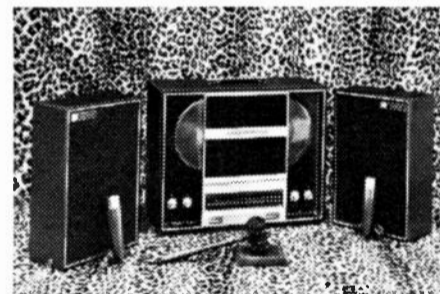
LET'S MAKE BEAUTIFUL MUSIC (AND MONEY) TOGETHER WITH THESE SEVEN TOTALLY NEW PORTABLE UNITS.



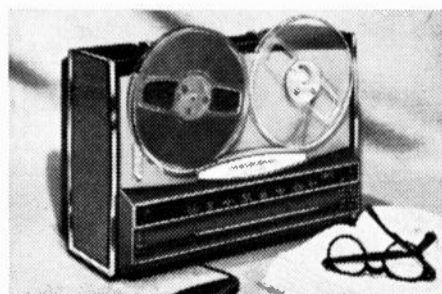
WEBCOR OVERTURE—#2730 3 speed, 1/4 track stereo. Detachable speakers. Synchro-track, 8 inputs, 15 watt peak.



WEBCOR CORONET—#2722 Detachable stereo speakers. 2 mikes, VU meters. 8 input-output jacks. 15 watts peak.



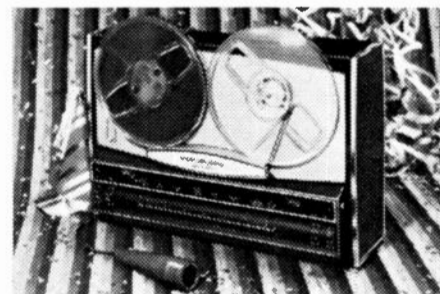
WEBCOR PRESIDENT—#2731 3 speed, 1/4 track stereo. Extended range detachable speaker systems. 50 watts peak.



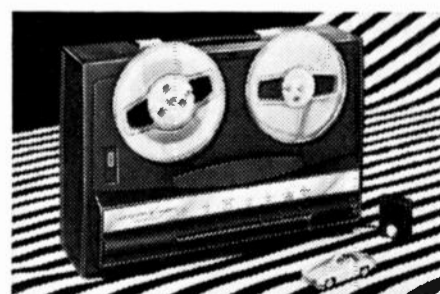
WEBCOR EDUCATOR—#2703 3 speed, 1/4 track mono. Plays back stereo tapes. Dynamic mike, synchro-track, auto. stop.



WEBCOR COMPACT DELUXE—#2702 Mono. 2 speed 1/2 track. VU meter, tape counter, ceramic mike. 5 watts peak.



WEBCOR HOLIDAY—#2721 3 speed, 1/4 track stereo, 1/4 track mono. 2 mikes, 2 speakers, VU meters. 10 watts peak.



WEBCOR COMPACT—#2700 2 speed, 1/2 track monaural. Edit lever, speaker monitor switch. 2 watts peak power.

All Music Sounds Best on a **WEBCOR** 2400 N. Wolcott • Chicago, Illinois 60614

**General
Electric**
Innovates:

5 NEW CONSUMER BONUS PROMOTIONS FOR FALL

Nationally advertised traffic builders...with no coupons or bonus inventory for you to handle. All you do is stock, display...and make the profit.



FREE! 2 LARGE-SIZE TUBES CREST TOOTHPASTE banded to G-E's new six-brush Rechargeable Automatic Toothbrushes. Your customers choose the brushing motion best suited to their needs: Model TB-1, up-and-down motion; Model TB-2, back-and-forth motion. Both professionally recognized!



FREE! HAIR-WASHING PONCHO AND LARGE CURLER BAG with G-E's new HD-12 Hair Dryer. Both are packed with it in a new overnight-type case. It's one of the most attractive offers we've ever been able to make...nationally advertised, too. Tie in with point-of-sale displays!



FREE! CHRISTIAN DIOR NAIL COSMETIC KIT with the new Manicure-Pedicure Set (Model MS-1). Polish remover, base coat, polish, hand and nail creams. Customer mails coupon packed with Manicure-Pedicure set to G.E. for this free Dior gift set. Nationally advertised in Redbook! An introductory offer that will be a winner for you.



FREE! NOVEL-ETTE SNOOZ-ALARM® CLOCK with the purchase of any General Electric Automatic Blanket. It's the clock that wakes you gently, lets you snooze awhile, then rings again. Customer sends the cover of the Use and Care Book, which comes with every blanket, to General Electric Company. It's an up-to-the-minute gift to improve your G-E Automatic Blanket sales this Fall!



PORTABLE HEATER OFFER! A \$2.00 refund will be sent by General Electric direct to your customers who purchase any General Electric Portable Heater. Customers have their choice of models and heating capacities. They mail cover of Use and Care Book, with name and address, for refund. We'll be on television with this offer... to put heat on your heater sales!

** All above premiums are in limited quantities.

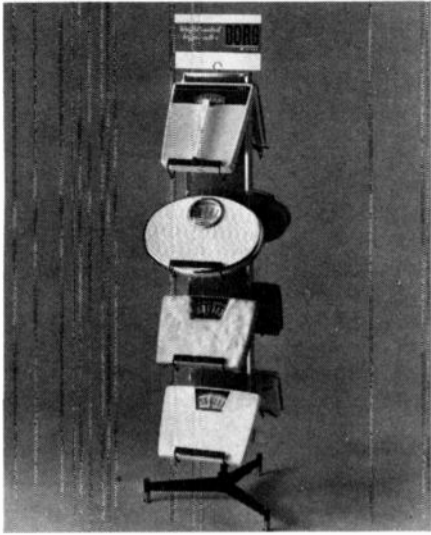
General Electric backs you with the industry's biggest Fall advertising campaign. There's high-powered print advertising in national magazines ...expanded programming for TV.

Look at the TV lineup! "Today," "Tonight," "College Bowl," "Man from U.N.C.L.E.," "Girl from U.N.C.L.E.," "The Virginian," "Please Don't Eat the Daisies," "Tuesday Night at the Movies," "Laredo," "Run for your Life," "Saturday Night at the Movies," "Daniel Boone"... PLUS daytime national participations and major market spots.

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL  ELECTRIC



□ □ Bath scale store displays in three different sizes are available from Borg-Erickson. The displays hold eight scales, four scales, or one scale. The company is offering one of the three displays free with each of three new seals for 24 scales, eight scales, or four scales. *Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago, Ill. 60651*

□ □ A new tile and grout cleaner in paste form is being offered by W. J. Hagerty & Sons. The paste is applied with a sponge, allowed to remain for a few minutes, then rinsed off. A 7-oz. jar retails at \$1. *W. J. Hagerty & Sons, 2015 Western Ave., South Bend, Ind.*



□ □ A swivel-head wool dust mop from Quickie Manufacturing is equipped with an exclusive swivel steering action so it can turn to mop around tables and chairs or over doors. The soft plastic frame will also yield to clean corners. The model No. 64 dust mop, with a handle that will lie flat on the floor to reach under furniture, carries a suggested retail price of \$3.99. *Quickie Manufacturing Corp., 1315 W. Cumberland St., Philadelphia, Pa. 19132*



□ □ A Christmas tree card holder, designed in the shape of a Christmas tree, has been introduced by Artistic Wire Products. The card holder, consisting of two brass-plated, wire-fabricated forms, measures 18 inches high and 14 inches wide at the base. Seven circular brass-plated spring clips, which hold one or more Christmas cards, are shot welded to the form. The assembled unit stands alone and offers four sides on which to mount cards. The tree, at \$1.69 retail, holds 28 cards. It is packed 12 to a carton and is carded for display purposes. *Artistic Wire Products Co., Norwich Ave., Taftville, Conn. 06380*

Boost your recording tape sales with these new "Scotch" Brand Displays



NEW! LESS SPACE... MORE PROFIT! Display WCD-5. Perfect for counter or pegboard display. Holds 72 assorted rolls in 3", 5" and 7" sizes plus accessories. Compact: 32" high, 23 3/4" wide, 8" deep. Header sign gives timing information to aid customer selection. Display free with 72-roll assortment of 5" and 7" sizes.



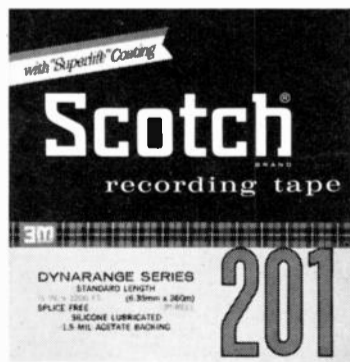
NEW! FAST TURNOVER... INCREASED SALES! Display WCD-7. Holds 24-roll selection in sturdy wire rack display. Makes revolving counter merchandiser or converts into two separate displays for pegboard hanging. Simplified but complete inventory of 5" and 7" rolls. Timer headboard. Display free with 48-roll assortment.



PROVEN SALES BUILDER! Display FCD-2. Dealers report sales increases from 42% to 300% with this handsome floor cabinet merchandiser. Compact - only two feet square, 57" high, yet holds 144-roll assortment plus back-up stock. Attractive walnut and metal construction. Display free with 288-roll assortment.



"LIVING LETTER" DISPLAY Deal LL-66. Shaped like a miniature mailbox. Holds all 3 lengths of "Living Letter" Tapes in plastic mailing boxes plus address labels. Comes packed with 72 "Living Letter" tapes.



**"Dynarange"...
your number one
best seller!**

The demand is still growing for this super-sensitive tape. Gives your customers the same full fidelity at 3 3/4 speed that they normally expect only at 7 1/2 ips. Nationally advertised and pre-sold in magazines and on national network TV and radio. Free demo tape and special counter display available with 48-roll order while supply lasts.

Magnetic Products Division **3M** COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS. OF 3M CO., ST. PAUL, MINN. 55119 © 1966, 3M CO.

□ □ A Batman Nite-Lite display, designed to be set at the end of an aisle or near a register, is available from Cable Electric. The dump display holds 100 individually blister-packed lites, each on a 4-color display card. The Batman light, at 79¢ retail, is equipped with a 25,000-hour bulb. *Cable Electric Products Inc., 234 Daboll St., Providence, R.I., 02907*

□ □ Tiffany lamp kits are being offered by ADG Limited. The kits come in three sizes in red-orange, blue-green, white and red, and amber and opal amber. A 16-inch lamp retails at \$29.95. *ADG Limited, 5211 S. Harper Ct., Chicago, Ill. 60615*



Westinghouse puts excitement on both sides of your Christmas window...

with the Gold and White TV promotion.



Build more traffic. Close more sales. This exciting Gold and White Christmas special is a 24-hour selling center. Installed free of charge. In your window. On your floor. Where you want it. It has beautiful, new television sets trimmed in gold and white. It has the famous, award-winning Jet Set® TV. All on a 23-piece, four-color display. And it's tied into a special 12-page, four-color Christmas consumer mailing to send to your prime prospects. Other options, too—too good to miss. See your Westinghouse salesman and get set for a Gold and White Christmas. A profitable one.*

You can be sure if it's Westinghouse





This could triple your walkie talkie business.

The fastest selling brand name in personal consumer electronics is big in walkie talkies, too. Big enough, in fact, to run a national ad campaign devoted just to walkie talkies. Thirteen full pages in magazines like Time, Newsweek, Sports Illustrated and Field & Stream. Our message is short and sweet: if you can talk, you can use a G.E. walkie talkie. It'll get to some 75,000,000 people.

When they come looking, they'll find the G.E. monogram on our full line of walkie talkies. One at every

profitable price point. From kid's models to serious electronic instruments for sports and business. This means you can handle a wide range of first-timers and still have plenty of step-up opportunities. (Trade-up customers helped the walkie talkie business triple itself in 1964 and again in 1965.) By Christmas, G.E. will even have a high-end licensed set. But don't order it unless you want to make a name for yourself.

GENERAL ELECTRIC

Radio Receiver Department, Utica, New York



Y7040 \$19.95*

Y7020 \$39.95*

Y7000 \$59.95*

Y7010 \$75.00*

*Suggested retail price per pair. Actual price varies with dealer. Slightly higher South and West.

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Sure, others can build great tape recorders...



But at \$99⁹⁵?

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

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

Or about \$199⁹⁵?



Or about \$279⁹⁵?



Or about \$229⁹⁵?



Or about \$549⁹⁵?



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

VERY BIG IN SOUND **phonola**®

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

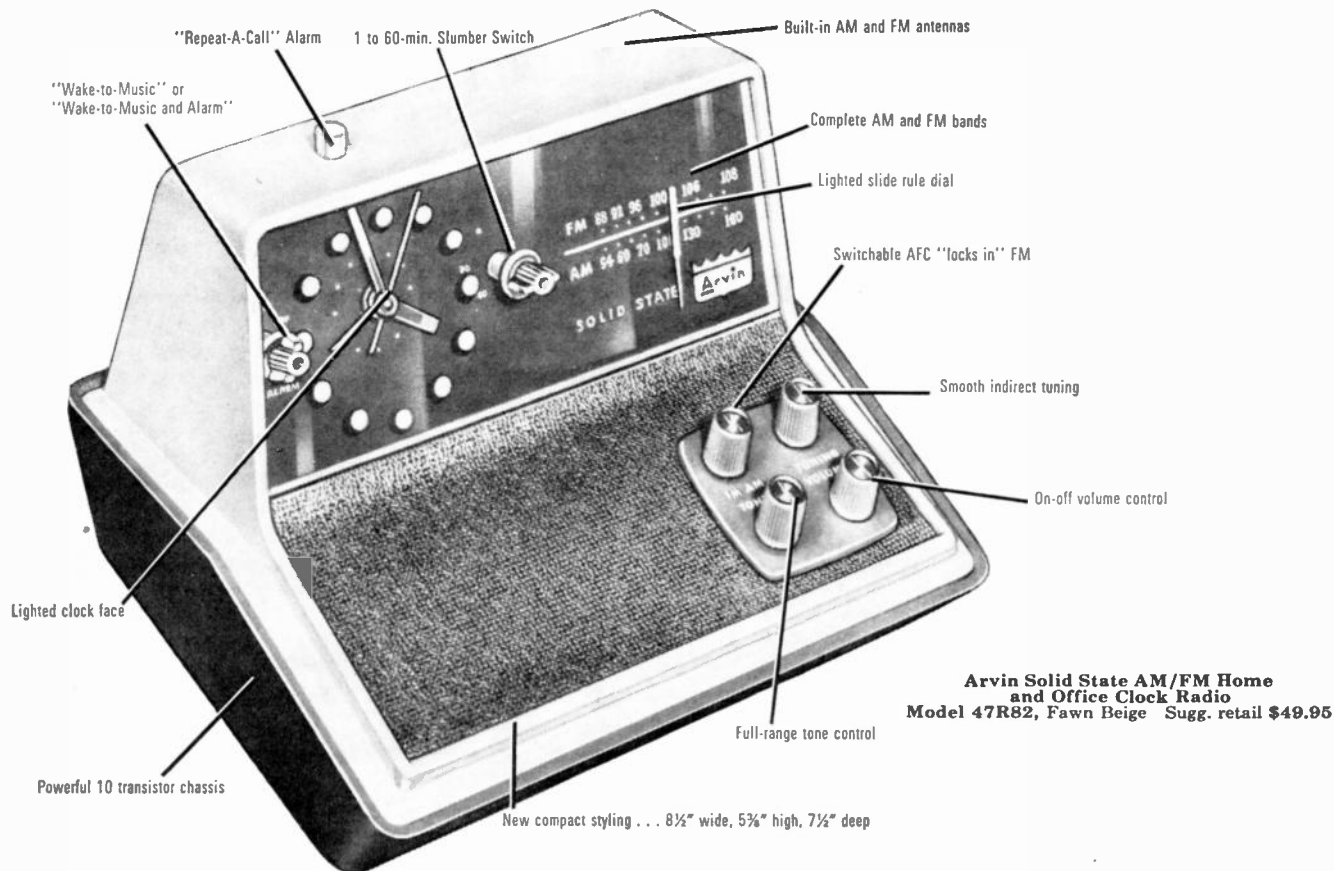
*Manufacturer's suggested retail price.
Price is slightly higher in certain areas.

□□□□ Macy's uses full color for vacs in its newly mailed catalog for the New York store's Housewares Show and Sale opening today. Macy's color spread shows Eureka, Regina, Sunbeam, and Shetland/Lewyt products. Eureka's 1hp Vibra-Beat canister vac is promoted as \$5 off regular price, at \$39.88; and Sunbeam's Courier line is featured as \$8 to \$10 off regular prices. A 1½hp Courier is shown at \$41.88. Rounding out the vac assortment: Regina's 3-speed polisher at \$34.88 and 2-speed Elektrikbroom at \$24.88; Shetland's Sweeper-Vac and 2-speed polisher at \$19.88

each. In a full black-and-white page, Macy's also features its own Stalwart brand tank-type vac at \$47.14 and a choice of a Hoover Portable Canister or upright vac at \$49.50 each.

□□□□ Vac shipments soared 25.95% ahead of the year-earlier period in July, the Vacuum Cleaner Manufacturers Assn. reports. July shipments totaled 414,581 units, compared to 329,170 in July 1965. Vac shipments for the first seven months of this year came to 3,145,025, for a 15.49% increase over the 2,723,308 units shipped in the same period in 1965. Floor polisher shipments, however, continued their downward trend in July, totaling 64,434 units, a 3.77% decrease from July 1965. Seven-month shipments came to 642,192, a 0.99% decrease.

AM/FM Radio? Full Feature Clock? Solid State? Automatic Frequency Control? Compact Styling? Home and Office Use?



Arvin has the answer!

Can a "do everything" clock and a "play everything" radio be combined in a cabinet no bigger than a slim jewelry box? Arvin answers "yes" with this new Solid State AM/FM Home and Office Clock Radio. *AM/FM Radio?* The best, featuring switchable Automatic Frequency Control to "lock in" drift-prone FM stations. *Full Feature Clock?* The greatest. Slumber Switch lets you fall asleep to music, then shuts radio off automatically. The lighted clock features "Wake-to-Music", "Wake-to-Alarm" and handy "Repeat-a-Call" that lets

catnappers catch an extra forty winks. *Solid State?* The tiniest, featuring 10 powerful transistors in a compact chassis. *Styling?* The handsomest, with good looking compact cabinet design in attractive "blend with everything" Fawn Beige. *Home & Office Use?* The most versatile for night table or desk. *Price?* The smallest for a clock-radio packed with so many selling advantages. See your Arvin distributor, he has over 50 answers to your radio problems. Let him show you Arvin's complete line priced from \$6.95 to \$139.95.

□□□□ W. J. Burke's move from Sunbeam to Shetland (MW, 29 Aug., p.3) clears the way for Shetland president Robert I. Lappin to concentrate on long-range growth plans for the floor care manufacturer. Burke joins Shetland this month as vice president and assistant to the president. D. F. Mitchell, the man Sunbeam named to succeed Burke as general manager of its outdoor products division, has been national sales manager for Sunbeam's appliance division. Burke earlier moved from Sunbeam's appliance division to head up its expanding outdoor products division. Mitchell also has been elected an assistant vice president of Sunbeam. Ernest Lee, formerly an appliance product manager, succeeds Mitchell as appliance national sales manager. Burke's appointment at Shetland is expected to speed up the firm's diversification program, while Mitchell's new post at Sunbeam signals even more expansion of outdoor products.

Arvin® Value begins with Quality in Home Entertainment

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

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



RADIOS

TELEVISION

PHONOGRAPHS

TAPE RECORDERS



D. F. Mitchell



W. J. Burke

1282-B

protect your investment

Getting products to market is as nerve-racking as Liza crossing the ice.

Especially, in the appliance, consumer electronics and housewares industries.

The footing's mighty slippery. Distributors may be indifferent. Retailers may not get the full story and switch customers to other brands. Competitors are constantly yapping at your heels.

The best way to protect your marketing investment is to back it up with a sound trade campaign in Merchandising Week.

Every Monday, Merchandising Week alerts 144,500 decision makers. It speeds and holds trade acceptance. It gets your message through, loud and clear, with no loss of power. It keeps merchandisers—both mass and independent—aware of your marketing efforts.

So get your products across the ice floes safely. Advertise in Merchandising Week, the great protector.

MERCHANDISING WEEK

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

A McGraw-Hill Publication



Strings Attached.



With General Electric's Show 'N Tell* Phono-Viewer one good sale leads to another. It's got strings attached. And they keep pulling your customers back to your store again and again.

Look at it this way. When you sell a customer a Show 'N Tell Phono-Viewer, sooner or later you're going to sell her a Show 'N Tell stand. And a whole new batch of Picturesound* programs. And a Picturesound record rack to keep them on.

*Trademark of General Electric Company

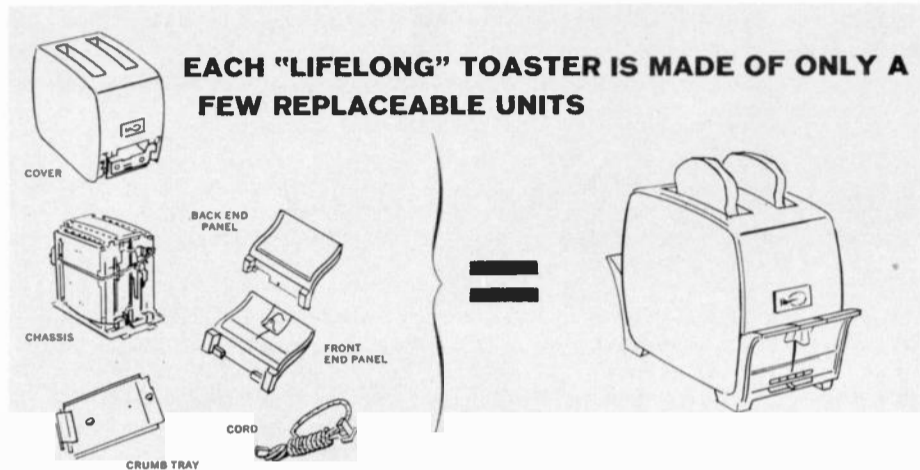
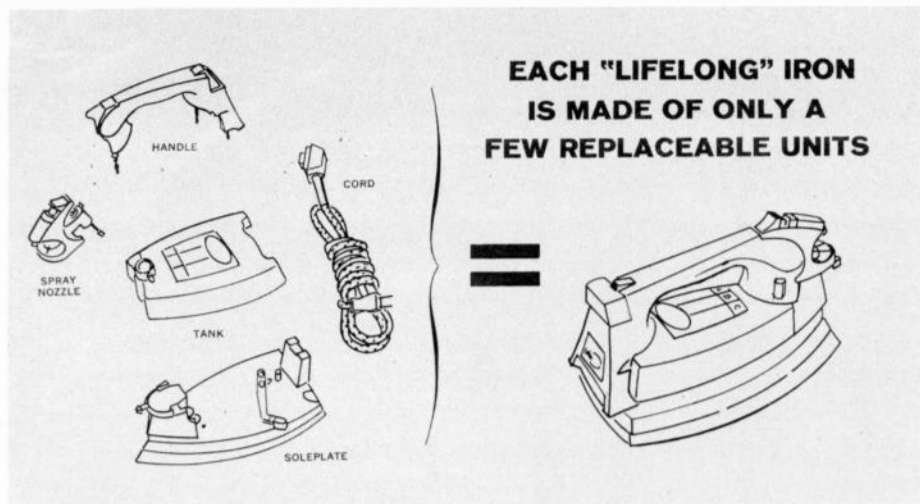
All because when you were asked to suggest something for Little Susie's birthday, you said Show 'N Tell Phono-Viewer. (And had a few of our display racks around saying it, too.)

So come cash in on the Show 'N Tell Phono-Viewer business. If you want a lot of profits, string along with us.

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N. Y.





Sketches of two of three Proctor pull-apart housewares

Proctor's pull-apart electrics plunge into two test markets

Proctor-Silex Corp. will begin test-marketing its new line of pull-apart Lifelong electric housewares, which "never, never, never need service," later this month. Proctor initially announced plans for the new line last spring (MW, 25 Apr., p.30).

Proctor previewed the line last week at the D&H Distributing Co.'s annual housewares show and the grand opening of the Central Pennsylvania jobber's new warehouse and office at Camp Hill, Pa. The Lifelong electric housewares, available in both Proctor's general line and the price-protected Citation line, will be test-marketed in the Detroit area, as well as in Harrisburg.

The company will begin shipping its new line into the test markets about Sept. 19. The line is limited to irons, toasters, and glass percolators.

Proctor will back up the test with a heavy television advertising campaign, plus free-goods deals for retailers.

How the products pull apart can be seen in the sketches (above), taken from Proctor promotional material. In the Citation line, a spray-steam iron lists at \$16.95, a spray Temp-O-Guide iron at \$12.95, a 2-slice toaster at \$12.95, and a glass perc at \$16.95.

Replacement parts on the iron range from \$1.50 list for the fabric plate and selector to \$5.95 for the soleplate assembly. The handle is \$4.75; the reservoir, \$4.25; the pump assembly, \$4.15; and the cord set, \$1.95. Replacement parts are free under Proctor's 1-year warranty.

Replacement parts on the toaster range from 50¢ for a crumb tray to \$4.95 for the chassis. Replacement parts on the glass percs range from \$1 for the cord set to \$4.95 for the base with heating element.

Proctor's big marketing test is to convince housewares retailers they should be in the servicing business—stocking replacement parts for in-warranty service and out-of-warranty sales.

As an introductory offer, Proctor is offering dealers a complete set of replacement parts free with every 12 irons, toasters, or percs purchased. The replacement parts are individually boxed. Retailers who agree to stock replacement parts also are being offered a special display-service unit. They also will be listed under Proctor servicing in the telephone *Yellow Pages*.

To Proctor, a "Lifelong appliance is one that will never ever need repair shop service. Each iron, toaster, and percolator is made of only a few 'snap-together' units that can be disassembled and assembled readily in the home. One can easily diagnose any failures in the operation of the appliance by following steps clearly detailed in the instruction booklet, and, should a replacement unit ever be needed, it can quickly be obtained from a local Lifelong appliance dealer."

"Easier to replace than a light bulb" is the promotional claim being made by Proctor.

Besides the promotional benefits of offering an electric housewares product that never needs to go to the repair shop, Proctor, according to informed trade sources, stands to make considerable savings in servicing costs in the long run. Proctor-Silex now offers a free over-the-counter replacement program under which the entire product is replaced at no cost, if defective, for one year. Under the test, Proctor only replaces the defective part—and the consumer does it herself. —Ed Dubbs

□□□□ Housewares retailers seek the sales spark they claim is needed to push final-quarter sales ahead of the year-earlier period. Retail activity, especially in electric housewares and key housewares product categories such as cookware, is reported to be on the sluggish side. Checks with key buyers for eastern and national chains indicate sales activity has been running from "steady but not spectacular" to "somewhat slow." Offsetting the sluggish sales activity in basic housewares product categories has been the "trendous" (the word most often used) sales for seasonal goods, particularly fans and power mowers.

□□□□ September may tell the Christmas story, as retailers look to stepped-up, post-Labor-Day promotional activity to spark sales. In New York City, Gimbels last week launched the first promotion tied to the Design in Housewares Award Program, using it largely, however, to play up the Braun line. Sales activity at Gimbels' eight-floor housewares department on Broadway appeared to be as slow as usual. Gimbels never has set a fast housewares sales pace in Manhattan, but generally does better at the branches.

Macy's kicks off its fall Housewares Show & Sale this week at the Herald Square store and the branches. Macy's is using a Far East Festival theme to play up "gift housewares" products—copper serving accessories, woodenware items, gadgets, and flatware—largely from Japan. Macy's 88-page catalog for the promotion gives a full page to the Braun line and to Westinghouse's cash refund offers. Pricing included: the GE EK-9 slicing knife at \$15.99; GE F91-WT iron at \$16.99; Westinghouse HA-40 blender at \$59.99; Ronson electric hairbrush at \$24.95; and three electric knives—Dormeyer Silver Chef at \$13.88; Roto-Broil at \$13.99, and Presto at \$12.99.

□□□□ Wanamaker's prepared for the fall season last week with its sales seminar for salesclerks. The annual seminar is jointly sponsored by Wanamaker's and a key Philadelphia distributor, Everybody's Supply. Some 250 salesclerks attended individual seminar sessions, as 29 manufacturers exhibited 33 lines. Wanamaker's successfully uses the annual seminar as a prelude to improved selling for the big fall season.

□□□□ Blenders are every buyer's favorite for big sales gains during the next four months. And mixers appear to be riding along with the blender sales spurt. Personal care electrics also look like sure winners, with the hair dryer again out front. Slicing knives are still getting mixed buyer reaction. Although most buyers expect slicing knife sales to come alive, some fear they may not live up to earlier expectations.

□□□□ Osrow is offering a glass chiller to its aerosole product line. Mr. Freez-ee, which frosts and chills up to 80 glasses, will retail for \$1.98. Osrow also is offering a high-fashion beer goblet for \$3.98, and 16-oz. refills for the glass chiller.

□□□□ The first Eveready rechargeable lantern, at \$34.95 list, is being introduced by Union Carbide. It also is adaptable for house current and comes in a carrying and storage case.

HOUSEWARES NEWS

□□□□ **Slowdown of the Teflon-coated bandwagon** is close to being official, confirming buyer predictions heard as early as last fall. Now the Metal Cookware Manufacturers Assn. (MCMA) reports that its members expect 1966 cookware shipments to lag about 4% behind the 1965 level. Cookware shipments for the first seven months of the year are 5.7% off the 1965 period pace, the MCMA reports.

However, in looking ahead to 1967, the MCMA predicts shipments will run 12% ahead of this year's pace. K. H. Johnston, MCMA executive secretary, sees new technological developments adding renewed luster to Teflon-coated cookware sales next year. The MCMA will hold its annual fall membership meeting Sept. 18-20, at Lake Lawn Lodge in Delavan, Wis.

□□□□ **The big tv pushes behind shavers** will begin this month, as two producers announced increased promotional budgets for the fall-Christmas season. Sunbeam announced it will use 79 shaver commercials on network tv and expand its spot tv campaign into 52 markets. Sunbeam also will include print media with ads in *Life*, *Look*, *Saturday Evening Post* and *Ebony*. Norelco will concentrate its shaver budget of nearly \$6 million on the final quarter, using network and spot tv, magazines, newspapers, and Sunday supplements. Norelco will concentrate its efforts on its new "Triple-header" floating-head shaver introduced in July.

□□□□ **Royal is aiming at both parents and kids** in its fall advertising campaign for portable typewriters. The first ad, to parents, is headlined "Help her get organized this year with a Royal Portable." It will appear in the Sept. 20 issue of *Look*. "All a Royal Portable does is help you get better grades, cut homework time, make your life easier, and give you more spare time" is the student-directed ad scheduled to run from November through May in teen-age magazines.

□□□□ **Skil is offering free accessories** and a free plastic carrying case with four of its power tools through Dec. 31. The Green Tag Specials include the Trigger Speed Control Drill kit at \$29.95, the Recipro Saw kit at \$49.95, the Jig Saw kit at \$31.95, and the Deluxe Jig Saw at \$34.95. The specials will be advertised in *Life*, *Popular Science*, *Popular Mechanics*, *True*, and *Outdoor Life*.

□□□□ **Hitachi is offering an air circulator** for home use, which distributes heat more evenly by exchanging hot, rising air with cooler air near the floor. The 100v unit, weighing less than eight pounds, is priced at \$24.70 in Japan. There are no export plans at the present time.

□□□□ **U.S. Steel returns to housewares promotion** through its tie-in of stainless steel cookware with its 1966 range promotion scheduled for November (see p.7). U.S. Steel featured stainless steel housewares products in its annual bridal promotions in the late 1950s. The cookware tie-in is a test promotion aimed at renewing annual pushes behind stainless steel products.



Cookware symbol



Sauna heats in 4½ seconds



Stud gun fires eight successive shots

The inventors are coming: would you believe diet computers?

Women may soon be dieting by computer. There is an answer to the plump woman's lament of, "Why doesn't somebody invent something to . . . ?" The answer is: Somebody has.

A home-use weight computer that compliments or reprimands a dieter is just one of over 10,000 new products and inventions that will be shown at the Second Annual International Inventors and New Products Exhibition. The dietetic computer tells the dieter how much she can eat during a single day, based on her performance the day before. When the computer evaluates her performance, it either praises or scolds her. And an attachment on the machine automatically locks the refrigerator if she eats too much.

The inventors' exhibition, which ran only four days last year, has been extended to 10 days this year, to be held Sept. 9-18 at the New York City Coliseum.

"Last year, \$6 million in licenses and sales of new products were effected in those four days," says Roger S. Shashoua, president of the International Institute of Patented Products Ltd., of New York City. "We expect \$22 million in business this year, at least. The beauty of our show," Shashoua contends, "is that none of the products are on the market, and although our show is amateurish, anyone can walk in and make a fortune. After last year's show, 293 new products were put on the market."

The number of U.S. exhibitors has doubled—from 200 last year to 400 this year. "There will be 458 foreign exhibitors," says Shashoua. "We already have 46,000 buyers registered, of which 8,100 are from foreign countries."

Housewares inventions include an infrared sauna (see photo) that heats to its maximum limit in 4½ seconds and does not require moisture; an automatic stud gun (see photo) that features eight successive shots without reloading; a chair that converts to a table or ironing board; an iron that dries damp clothes instantly with one stroke; a mechanically operated toothbrush that pulsates water; an igloo-shaped cat commode of clear plastic that prevents litter from scattering; a Mahasi dish that cooks small pieces

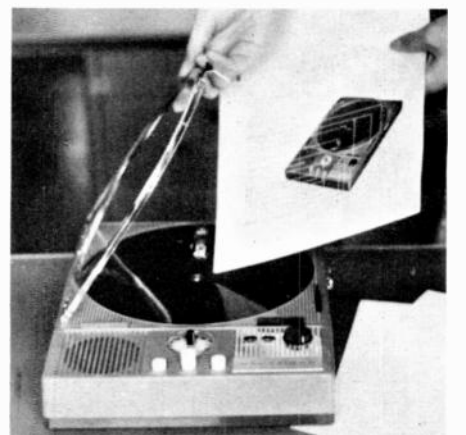
of steak at the table during the meal; interlocking containers that can be locked laterally or vertically; clothespins that lock to the line; an electric snow shovel with an infrared unit that melts snow and ice; and an electric lawn mower with a 10-lb. back-carried battery pack.

Consumer electronics inventions include a tape recorder (see photo) that uses ordinary paper to record; an acoustics case for hi-fi that helps clarify sound and end distortion; a recording arm with dual cartridge head that eliminates tracking errors and echo effects; and a speech amplifier that prevents sound distortion.

Major appliance inventions include a water-saving condenser for refrigeration units; an air conditioner the size of a show box (with 9,100 Btu cooling capacity), which can be made into a model three inches high for installation between the roof and deck of a boat; a jet-stream washer with plastic bellows agitator for hand laundry; and a combination washer-dryer weighing 240 lbs. that extracts water without spinning.

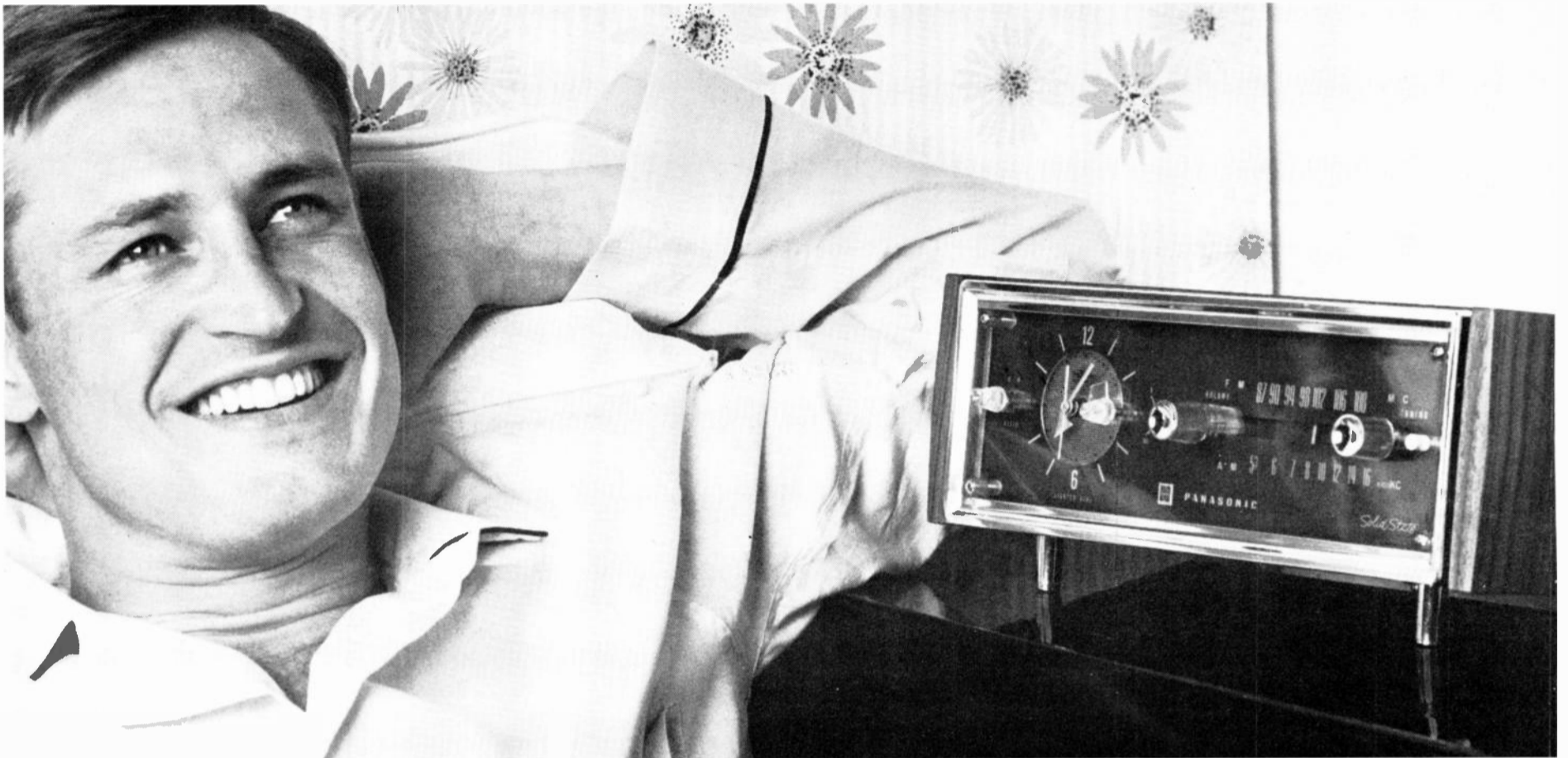
Unusual inventions include a flying submarine, computers that paint pictures and compose music, and an underwater antishark defense weapon. An infrared iron at last year's show will be back again, with an improvement: If left with its soleplate down on the ironing board, it will pop back up.

Perhaps the most unusual invention that will be shown is the credit card for money, developed by Sibany Corp. The card, when dropped into a box, will bring the card owner up to \$500 in cash—and no one else can use the card.



Machine records on ordinary paper

PANASONIC has what it takes... solid state clock-radios that wake up your sales!



Like this FM/AM solid state clock-radio with high-style walnut cabinet! A beautiful way to rouse drowsy sales! 14 solid state devices. Tuning dial with slide rule precision. Full-feature Telechron clock. Husky 4-inch speaker plus built-in antennas for FM and AM. 1-year warranty, parts & labor. Who but Panasonic brings you a winner like this?

Model RC-685 List \$59.95



Like this solid state AM clock radio... styled to suit any decor! 8 solid state devices. Compact beauty with big, clean sound. Years-ahead audio circuitry. Full-feature Telechron clock with luminous tipped bands, precision tuning dial. Black or Antique White. 1-year warranty, parts & labor. Put it out... and watch 'em snap it up!

Model RC-165 List \$39.95



Like this solid state FM/AM clock-radio with luxurious woodgrain finish! 14 solid state devices. Slide-rule vernier tuning. Powerful 4-inch speaker. Fully automatic Telechron clock. Built-in FM/AM antennas. 1-year warranty, parts & labor. Another great eye-stopper, ear-pleaser and sales-clincher from Panasonic!

Model RC-736 List \$49.95

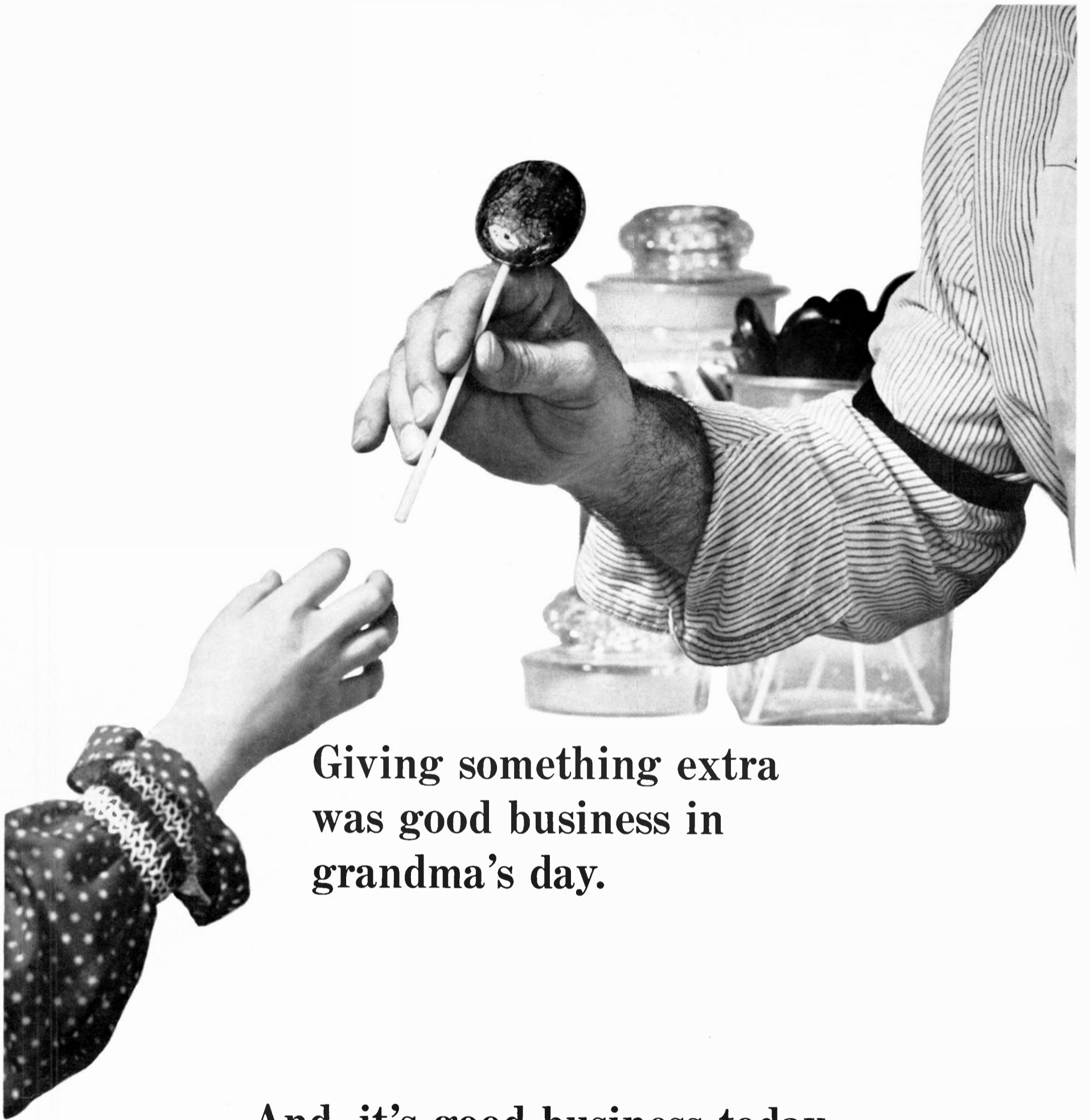
See your Panasonic salesman now...
he'll help keep your sales moving around the clock!

Profitably yours... **PANASONIC**

Executive Office: Matsushita Electric Corp. of America,
Pan Am Bldg., 200 Park Ave., New York, N. Y. 10017

EASTERN SALES/PANASONIC NEW YORK, 43-30 24th St., Long Island City, N. Y. 11101 (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Ave., Chicago, Ill. (312) 784-2200

WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii 847-315



**Giving something extra
was good business in
grandma's day.**

And, it's good business today.

Back in the good old days, merchants made a practice of giving customers a little something extra. A lollipop. A stick of candy. A dill pickle. We still follow that principle, by building extra quality into our appliances. For example, every RCA WHIRLPOOL automatic washer has a heavy-duty $\frac{1}{2}$ hp. motor. Sure, most other makes are powered by a smaller one. But your customers deserve dependability, and that big $\frac{1}{2}$ hp. motor means dependability. Every RCA WHIRLPOOL refrigerator has a rotary compressor, a type that's proved more efficient than the piston variety used in most refrigerators. While many laundry manufacturers cut corners by using lightweight 19-gauge steel for cabinets, we use structural

weight 18-gauge. In fact, show us an RCA WHIRLPOOL appliance and we'll show you the extra quality that builds value. So if you're looking for something extra . . . like the extra volume that can mean increased profits . . . get in touch with your RCA WHIRLPOOL distributor today. He has the quality appliances for you.



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

HOUSEWARES



□ □ A light dimmer display is available from Leviton for point-of-purchase demonstrations. The effects of mood lighting can be shown to consumers through a full-color transparency mounted next to the wired-in dimmer control. By turning the dial, the intensity of light coming through the transparency can be varied. The display measures 13½ inches by 11¾ inches by 5⅜ inches. *Leviton Manufacturing Co., 236 Greenpoint Ave., Brooklyn, N. Y.*



□ □ AMF/Homko shows a rotary mower that features steel channel construction, rear fenders, dash-mounted Choke-O-Matic throttle control, and front-operated clutch and brake pedal. The 24-inch, 5hp model 1270 (shown) carries a suggested retail price of \$209.95.

The company also offers a heavy-duty lawn and weed mower, model 1212. The 22-inch, 3½hp unit features 20-inch rear wheels, a 4-cycle engine, and throttle and clutch controls on the handle. Its suggested retail price is \$174.95. *AMF Western Tool Inc., Des Moines, Ia.*

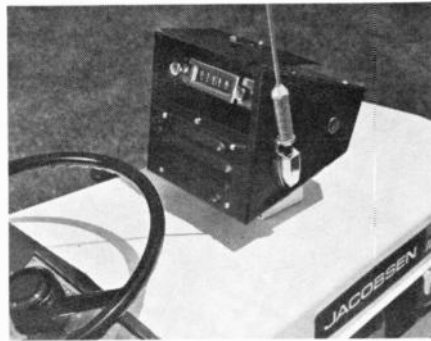


□ □ Skil introduces two routers, model 295 with ½hp motor and model 297 (shown) with ⅞hp motor. The new units, each of which includes a ¼-inch collet and wrench, feature built-in chuck locks and ball-bearing construction. Model 295 retails at \$64.95, and model 297 at \$74.95. *Skil Corp., 5033 N. Elston Ave., Chicago, Ill. 60630*

□ □ Two new portable heaters are available from Markel Electric. The Heetaire, a radiant automatic fan-forced unit, features a wood-grained beige cabinet, a brass grille, and Markel's exclusive click-off thermo-

stat control. It also includes a built-in tip-over switch. The cabinet measures 10 inches high by 17 inches wide by eight inches deep. The Heetaire model, which emits heat from parallel suspension elements, comes with 1320w or 1650w. The list price is \$19.95.

The American Beauty model is designed with walnut-grained vinyl on a steel cabinet. Push-button control offers two heat selections. A built-in safety sentry, an overheat device, and a tip-over switch are included. The unit, at \$34.95 list, measures 16 inches high by 19 inches wide by seven inches deep and offers 1320/1000w or 1650/1320w. *Markel Electric Products Inc., 145 Seneca St., Buffalo, N. Y. 14203*



□ □ Music to mow by is available with Jacobsen's all-transistorized radio, designed for the line of Super Chief and Chief Lawn and Garden tractors. The 12v, weatherproof unit, at \$69.50 retail, is installed on the tractor hood with four cap screws.

The spring-mounted antenna lifts off for storage and is designed to deflect when passing near trees. *Jacobsen Manufacturing Co., 1721 Packard Ave., Racine, Wis.*

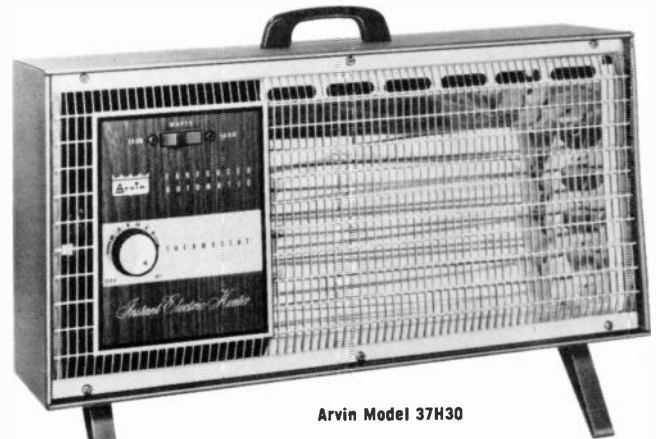
□ □ A new 5hp snow thrower has been introduced by Ariens Co. The self-propelled Sno-Thro 10M-5 offers four speeds forward, a 240-degree-turning discharge chute, and a separate attachment clutch. The unit throws snow from three ft. to 30 ft. away as it clears a 24-inch path. Accessories include tire chains, differential kit, slicer bar, and electric starter. Its suggested retail price is \$279.95. *Ariens Co., 109 Calumet St., Brillion, Wis.*

Arvin ADDS TWO

NEW Arvin COMPACT TWO-HEAT AUTOMATIC

2 instant fan-forced heats (1320 and 1650 watts) • Handy heat selector switch • Automatic thermostat controls room temperature from 30 to 120 degrees • Thermostat has positive "Off" position • Special hi-temperature instant wide ribbon element • Wide-angle polished reflector surface • Extra quiet operation assured by rubber mounted fan blades • "Safeguard" tip-over control • Close-mesh safety grille • Metallic Fawn Beige finish

Model 37H30 Sugg. retail \$24.95

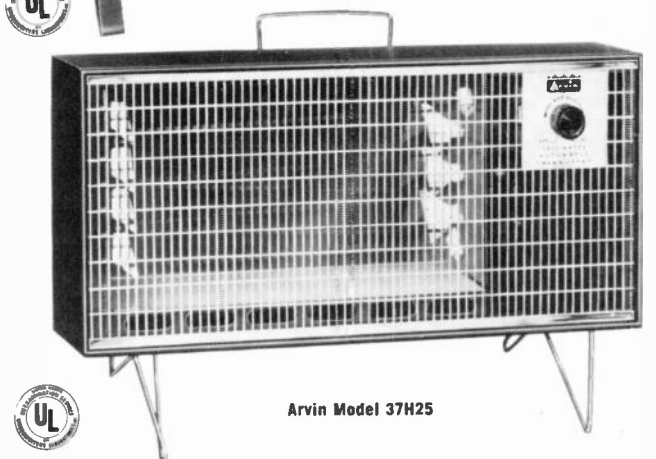


Arvin Model 37H30

NEW Arvin INSTANT RADIANT HEAT AUTOMATIC

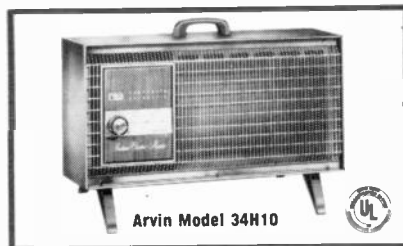
Powerful instant heat (1320 watts) fan-forced at 45 cu. ft. per minute • Automatic room temperature control with positive "Off" feature • "Safeguard" tip-over control • Instant ribbon element • Close-mesh safety grille • Sturdy one piece steel cabinet • Metallic Bronze finish

Model 37H25 Sugg. retail \$12.95



Arvin Model 37H25

TO THE VOLUME TWINS



Arvin Model 34H10

Arvin "INSTANT RADIANT AUTOMATIC" HEATERS

Fan-forced warm air at 55 cubic feet per minute • Automatic thermostat control • "Safeguard" tip-over control shuts heater off instantly if accidentally overturned • Heater features easy-read control panel and stay-cool handle • Instant ribbon elements • Metallic Fawn Beige

Model 34H10, 1320 watts Sugg. retail \$18.95
Model 34H11, 1650 watts Sugg. retail \$18.95



Arvin Model 34H11

The news is out. Arvin adds two of the hottest new heaters in the industry to their 1965 sales busting twins. A two-heat model at the top and a single-heat unit at the low end. Features? That's the real news. Both have all the features that made Arvin's volume twins so popular: "Safeguard" tip-over control instantly shuts off current if heater is accidentally overturned; instant fan-forced radiant heat; automatic temperature thermostat with positive "Off" position; wide-angle polished reflector; and modern styling.

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

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

Visit these permanent show spaces: Chicago, Merchandise Mart—1477 • New York, 230 Fifth Ave. — 612 • San Francisco, Merchandise Mart • Hollywood, 1025 N. Highland Ave. • Arvin Sales Dept., Columbus, Indiana

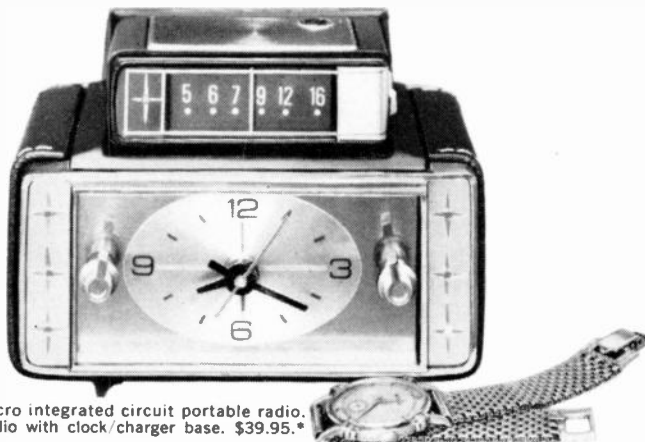
For complete information, write, wire or call

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

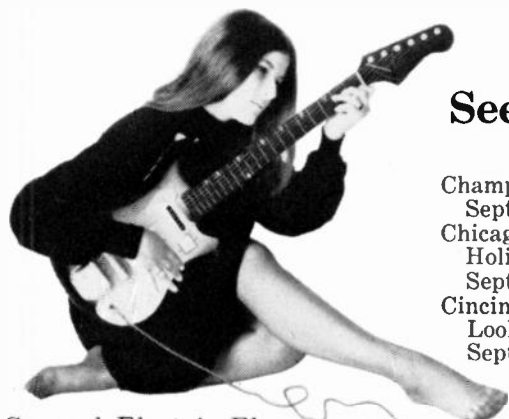
1191

The greatest entertainers come to you from G.E.

Small wonder.



C2450. Micro integrated circuit portable radio. Tiny 3" radio with clock/charger base. \$39.95.*



See them at the ESO Preview nearest you.

Champaign, Ill.—Western Bowl
September 15
Chicago, Ill.
Holiday Inn, 3801 Mannheim Road
September 7-8
Cincinnati, Ohio
Lookout House, Covington, Ky.
September 13-14

T660. Guitarmate. Stereo Phono and Electric Guitar. \$149.95.*



General Electric Electronics Sales Operation invites you to their Fall Preview of products. The new, exciting stars of your prime selling season. They're all backed by ESO service, retail incentives, co-op advertising and merchandising programs. Check show dates in your area.

EASTERN ZONE

Allentown, Pa.—Holiday Inn
September 19-20
Boston, Mass.
ESO Showroom,
145 N. Beacon St.
September 11-12-13
Buffalo, N. Y.—Cordon Bleu
September 13-14-15
Harrisburg, Pa.
Holiday Towne House
September 12-13
Philadelphia, Pa.
Cherry Hill Inn,
Cherry Hill, N. J.
September 8-9
Pittsburgh, Pa.—The Viking
September 11-12-13
Rochester, N. Y.—Towne House
September 7-8



M8610. 8-Track Stereo Cartridge Player. \$129.95.*

Scranton, Pa.—Holiday Inn
September 15-16
Washington/Baltimore
Marriott Motor Hotel
September 13-14-15

CENTRAL ZONE

Bismarck, N. D.—Holiday Inn
September 13

Columbus, Ohio
Arlington Arms Motel
September 7-8
Cleveland, Ohio
Somerset Inn, Shaker Hgts.
September 13-14
Detroit, Mich.—Park Shelton Hotel
September 11-12-13
Evansville, Ind.—Ramada Inn
September 14-15
Fargo, N. D.—Oak Manor
September 12
Fort Wayne, Ind.—Baer Field Motel
September 13-14
Grand Forks, N. D.—Westward Ho
September 15
Grand Rapids, Mich.—Holiday Inn
September 15-16
Indianapolis, Ind.—Marott Hotel
September 7-8-9
Kansas City, Mo.—Hilton Inn
September 11-12
Louisville, Ky.
Holiday Inn-Downtown
September 7-8
Minneapolis/St. Paul, Minn.
Thunderbird Motel
September 7-8
Minot, N. D.—Ramada Inn
September 14
Omaha, Neb.—Howard Johnson Motel
September 15-16
Oshkosh, Wis.—Pioneer Motel
September 21
Rockford, Ill.—Faust Hotel
September 27-28
St. Louis, Mo.—The Park-Plaza
September 11-12-13
Springfield, Ill.—Downtown Motel
September 13
Wichita, Kansas
Howard Johnson Motel
September 7-8

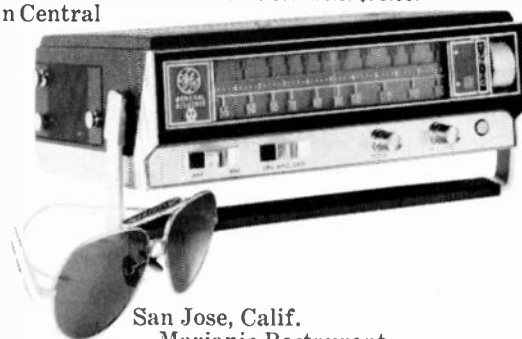
SOUTHERN ZONE

Alexandria, La.—Fleur de Lis Motel
September 7
Atlanta, Ga.—Riviera Motor Hotel
September 4-5-6-7
Asheville, N. C.
Downtown Motor Inn
September 7-8
Augusta, Ga.—Towers Motel
September 18-19
Birmingham, Ala.—Guest House
September 21-22
Columbia, S.C.
Capitol Cabana Motel
September 13-14
Dallas, Texas—Cabana
Motor Motel
September 12-13-14
Fort Smith, Ark.—Holiday Inn South
September 19
Fort Worth, Texas—Texas Hotel
September 15-16
Houston, Texas—Holiday Inn Central
September 8-9
Jacksonville, Fla.
Arlington Motor Lodge
September 14-15
Little Rock, Ark.
Downtown Motor Inn
September 7-8
Memphis, Tenn.
Holiday Inn Mid-town
September 14-15
Miami, Fla.—DuPont Plaza
September 21-22
Monroe, La.—Holiday Inn
September 8
Nashville, Tenn.—Albert Pick Motel
September 11-12
New Orleans, La.—Governor House
September 12-13
Oklahoma City, Okla.
Holiday Inn Downtown
September 23
San Antonio, Texas—El Tropicano
Motor Hotel
September 19-20
Shreveport, La.—Holiday Inn North
September 9
Tallahassee, Fla.—Holiday Inn
September 11-12
Texarkana, Tex. Holiday Inn
September 6
Tulsa, Okla.—Camelot Inn
September 21

WESTERN ZONE

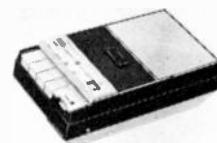
Denver, Colo.—ESO Showroom,
425 Quivas St.
September 7-8
Los Angeles, Calif.—Hyatt House
September 7-8-9
Oakland, Calif.—Edgewater Inn
September 7-8
Phoenix, Ariz.
Del Webb's Town House
September 12
Portland, Ore.
Cosmopolitan Hotel
September 14-15
Salt Lake City, Utah—Rodeway Inn
September 12-13
San Diego, Calif.
Town & Country Motel
September 14

P1940. FM/AM Portable Car Radio. \$75.00.*



San Jose, Calif.
Marian Restaurant
September 13-14
Seattle, Wash.—Ben Franklin Hotel
September 7-8

M8300. Cartridge Recorder. \$69.95.*



A605. Bantam Show 'N Tell. ** \$19.95.*



Y7040. Walkie-Talkie. \$19.95 a pair.*



TP1150. Deluxe Stereo Tape Recorder. \$199.95.*

GENERAL ELECTRIC
ELECTRONICS SALES OPERATION
CONSUMER ELECTRONICS DIVISION
SYRACUSE, NEW YORK

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

INDUSTRY TRENDS

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

date 1966 1965 % change

FLOOR CARE PRODUCTS

Floor Polishers	July	64,434	66,958	- 3.77
	7 Months	642,192	648,644	- .99
Vacuum Cleaners	July	414,581	329,170	+ 25.95
	7 Months	3,145,025	2,723,308	+ 15.49

HOME LAUNDRY

Dryers, clothes, elec.	July	115,185	85,581	+ 34.59
	7 Months	756,985	570,103	+ 32.78
Dryers, clothes, gas	July	46,754	42,156	+ 10.91
	7 Months	346,331	286,774	+ 20.77
Washers, auto & semi-auto.	July	344,580	311,756	+ 10.53
	7 Months	2,273,136	2,053,978	+ 10.67
wringer & spinner	July	40,082	44,334	- 9.59
	7 Months	306,472	339,207	- 9.65

OTHER MAJOR APPLIANCES

Air Conditioners, room	July	773,000	238,800	+223.70
	7 Months	2,738,000	2,147,600	+ 27.49
Dehumidifiers	July	37,000	22,300	+ 65.91
	7 Months	204,800	178,700	+ 14.60
Dishwashers, portable	July	26,000	20,300	+ 28.07
	7 Months	223,400	171,400	+ 30.33
under-counter, etc.	July	79,000	59,400	+ 32.99
	7 Months	533,600	429,100	+ 24.35
Disposers, food waste	June	108,500	114,200	- 5.00
	6 Months	668,800	616,700	+ 8.44
Freezers, chest	July	47,000	60,300	- 22.06
	7 Months	269,400	255,300	+ 5.52
upright	July	79,000	79,200	- .26
	7 Months	380,000	381,200	- .32

Ranges, electric	July	169,000†	149,100	+ 13.34
	7 Months	1,202,600	1,132,100	+ 6.22
Ranges, gas	July	124,900*	155,700	- 19.78
	7 Months	1,270,600	1,238,400	+ 2.60
Refrigerators	July	515,000	450,100	+ 14.41
	7 Months	2,824,900	2,599,100	+ 8.68
Water Heaters, elec. (storage)	June	87,300	95,400	- 8.50
	6 Months	521,600	533,100	- 2.16
Water Heaters, gas (storage)	July	210,390	213,960	- 1.67
	7 Months	1,500,100	1,498,760	+ .09

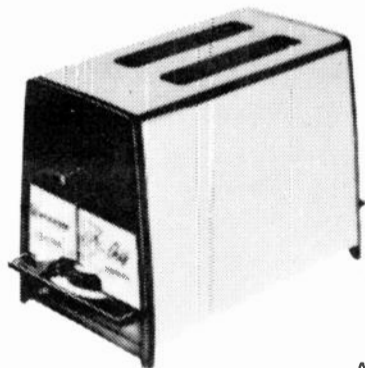
CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales	August 19	93,993	92,619	+ 1.48
	33 Weeks	1,676,552	1,758,439	- 4.66
monthly distributor sales	June	195,241	214,292	- 8.90
	6 Months	1,170,744	1,250,973	- 6.42
Phonos, console, distrib. sales	August 19	36,644	43,298	- 15.37
	33 Weeks	1,013,378	849,406	+ 19.30
monthly distributor sales	June	133,656	111,371	+ 20.00
	6 Months	793,007	610,988	+ 29.79
Radio (ex auto), distrib. sales	August 19	253,951	271,265	- 6.38
	33 Weeks	7,654,411	7,045,291	+ 8.65
monthly distributor sales	June	1,173,010	1,020,575	+ 14.93
	6 Months	5,976,902	5,112,766	+ 16.90
B&w Television, distrib. sales	August 19	133,011	146,110	- 8.97
	33 Weeks	4,351,219	4,537,740	- 4.11
monthly distributor sales	June	543,992	533,123	+ 2.03
	6 Months	3,426,789	3,386,935	+ 1.17
Color Television, distrib. sales	August 19	90,397	61,737	+ 46.42
	33 Weeks	2,380,420	1,234,295	+ 92.86
monthly distributor sales	June	332,848	172,226	+ 93.26
	6 Months	1,821,194	838,539	+117.18

†Electric Range July total includes: 99,000 free-standing ranges, 70,000 built-ins.
*Gas Range July figure includes: 84,700 free-standing ranges; 13,200 high-oven models; 13,600 set-ins; and 13,400 built-ins.
Sources: EIA, VCMA, AHLMA, NEMA, GAMA.

Dormeyer breaks the ten buck barrier!

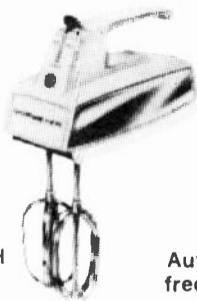
At a suggested list price of \$9.97 each, there's still plenty of margin left for you on each of these fast movers. Ask your Dormeyer distributor for details on how you can pull more traffic, more repeat business. He'll show you how to get an attractive counter display, too.



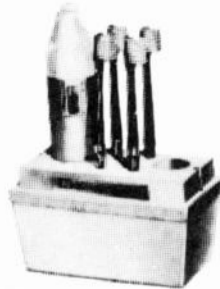
Model TR-9-CH
"Chef" Two-Slice
Toaster



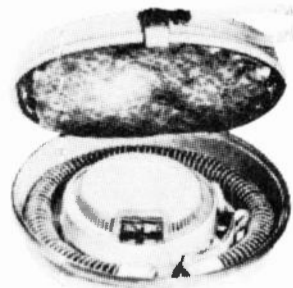
Model CO-2-WH
Automatic Can Opener



Model HM-7-CH
"Dormey"
Portable Mixer



Model DB-1
Automatic Toothbrush,
free CREST tooth paste



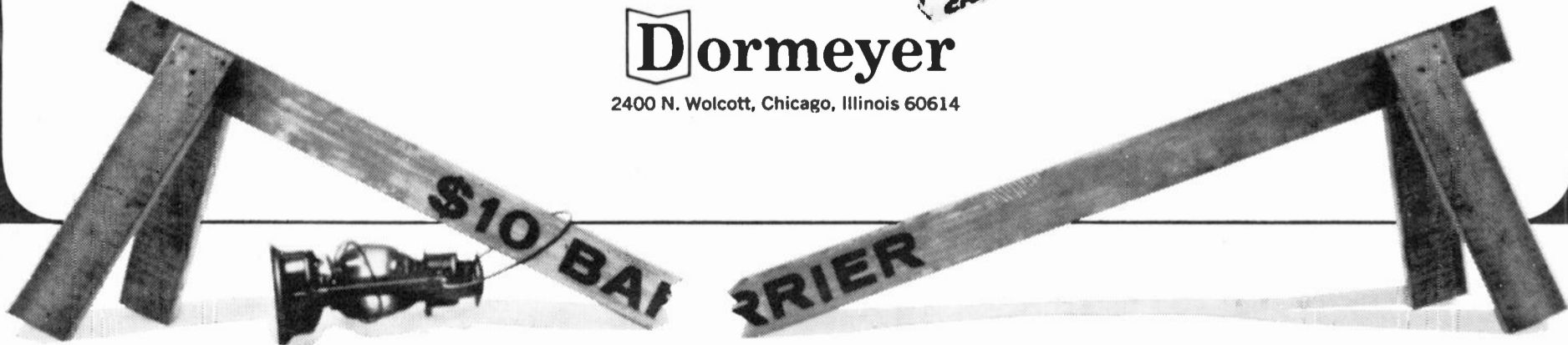
Model HD-9
Fast Drying Vanity Case
Hair Dryer



Model CP-15 BU
4-10 Cup Automatic
Coffeemaker

Dormeyer

2400 N. Wolcott, Chicago, Illinois 60614



THE INFURIATING POLISHER

Regina's standard polisher has it all over our competitors' step-ups. And that infuriates them.



Competition won't even talk to us anymore. Can you blame them? Our standard shampooer-polisher looks better than their step-up models, with features like:

Touch-O-Matic, the big advance in external dispensing.

Nothing like it for smooth, instant response.

Dual-Torque power. Twin brushes driven directly from solid bronze gears. No plastics. No gearing down.

Heavy-duty 400 watt motor, the only one powerful enough to sand floors.

Super-Shield double-insulation, the most reliable method of electrical protection yet.

No 3-pronged plugs. No short cuts on quality. Regina does it right!

And as for our deluxe polisher, that's a real trouble-maker. It has no competition at all.

Who could top Automatic Internal Dispensing, years ahead of any other system on the market? New 3-speed motors—a Regina innovation. Positive position speed selector offers precise settings for every floor care job. No guesswork—no chance of error.

Features sell merchandise. You know it. We know it.

That's why Regina sells in big volume at \$29 and above.

The Regina Corporation, Rahway, N.J.

REGINA

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

