

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ □ □ □ **Color is the target:** The networks have zeroed in on their first all-color television season. And retailers, as a result, can aim for even higher scores in color tv sales. For a look down the sights at network programming plans and a complete schedule of the 1966-67 color season, seep.20

AT PRESSTIME □

□ □ □ □ **Next for Spartans:** The Spartan retail chain is slated for spin-off as a public corporation, in compliance with FTC's conditions for permitting the merger of the chain's parent corporation, Spartans Industries, and E. J. Korvette. Wall Street comment: "A broom isn't enough to clean up the mess at Korvette. It will take a bulldozer." For complete details, see p.8.

□ □ □ □ **Government help** may be coming for smaller appliance makers. The Small Business Administration (SBA) is considering granting to the smaller producers of refrigerators, washing machines, and dryers a special designation that will make them eligible to get special government supply contracts if they can meet the lowest bid from big business after negotiations.

The SBA last week announced it would try the plan first on American Motors and some middle-sized tire makers; if it is successful, the appliance companies are due to be next in line as the policy is expanded.

The new approach was worked out with the agreement of the FTC and the Justice Department. It is seen as a positive kind of aid to competition that can work hand-in-glove with the restraining activities of the anti-trusters. *continued on p.3*

We didn't make this tape recorder for laughs.



Some tape recorders spend all their time hidden in the potted palm. They're great for parties.

But not for fine music reproduction. That's for sure. Our new line of stereo tape recorders is designed especially for music. The TP1300 and

other models in the line feature fine furniture styling.

So they don't have to be hidden anywhere. They're simple to operate. Without all those confusing knobs and dials. And the four Dynapower speakers do justice to 20 Watts

of Music Power. That's 40 Watts Peak Music Power.

That's no laughing matter either.

GENERAL  ELECTRIC
Audio Products Department, Decatur, Illinois

□□□□ **Major appliance distributor sales were up** for the first eight months of 1966 over the same period last year, according to the National Appliance Manufacturers Assn. Room air conditioners were the top sellers with a 26.6% gain over the comparable eight-month period in 1965; electric dishwasher shipments were up 24.4%; electric dehumidifiers gained 15.6%; electric refrigerators rose 8.8%; electric ranges gained 5.4%; and food freezers increased 1.6%.

□□□□ **Tighter control over GE and Hotpoint** distribution and marketing operations is expected now that the company has set up a new operations component. The new component will be responsible for over-all planning and organizing of distribution marketing activities for both GE and Hotpoint major appliance, tv, and stereo products. It will be headed by E. L. Stehle, who has been manager of GE's distribution sales operation (DSO). "We will continue to have two separate, strong, competing sales organizations for GE and Hotpoint products," explained W. D. Dance, GE vice president and division general manager. "However, it is important to have one man responsible for the long-term distribution planning and organizing . . ." Dance added that there would be no change in the organization or responsibilities of the present Hotpoint distribution sales operation or GE's DSO. E. B. Weathers, currently southern regional manager for GE DSO, will succeed Stehle. A. F. Hurley Jr. will continue as manager of Hotpoint DSO. Both men will report to Stehle.

□□□□ **GE has hiked air conditioner prices 4%**, on the average, throughout its 1967 line. The reason: to absorb higher material, production, and product improvement costs, according to company officials. The company also replaced its Thinettes models with three new comparable-capacity Fashionette room air conditioners in Duramold cases: the plastic-cased air conditioner GE first introduced to the industry last year. The 4,000 Btu Thinettes will probably not be replaced, since customer demand seems to have shifted to 5,000 Btu models. New prices for the Fashionette series are: RK302A, 5,000 Btu, \$129.95; RK301A, 5,000 Btu, \$149.95; RK311A, 6,000 Btu, \$159.95; RK401A, 7,000 Btu, \$179.95.

□□□□ **Prospects are brighter at GE** for a settlement of a new union contract covering more than 100,000 employees. GE, in a move that raised industry eye-

brows, offered a wage package totalling a 12% increase over three years. Although the proposals were criticized by union spokesmen, the criticism was milder than expected. The present contract expires Oct. 3.

□□□□ **Frigidaire has added self-cleaning ovens** to its wall oven line. In addition to a single-oven model, the company now offers a double-oven unit with the self-cleaning unit in the larger, top oven.

□□□□ **Motorola is bullish about b&w tv sales** and pooh-poohs the sales dip this year. As of the end of August, industry b&w receiver sales were down 4.4% from last year's record levels. "That is a minor slip-page," says Motorola's Ted Herkes, "which could be the result of insufficient labor resources to man our industry's expanding facilities." He added, too, that Motorola's b&w sales would be even higher if it were not for "some shortages."

□□□□ **No more b&w tubes from National Video:** The company, which has been turning out 1 million b&w tubes a year, last week announced that it will produce no more b&w picture tubes as of Nov. 1. While this decision will enable National Video to increase its color tube production by 100,000 to 200,000 units by the end of next year—bringing the company's annual capacity to approximately 1.8 million color units—there is behind-the-scenes industry speculation as to where this sudden cut in b&w tube supply will be felt. National Video production represented more than 10% of all yearly b&w tube sales at the factory level, according to Electronic Industries Assn. figures.

□□□□ **The next move for NAMA**—the new appliance group that broke from the National Electrical Manufacturers Assn. last week—may be swift. The new group, now called the National Appliance Manufacturers Assn., appears bent on moving fast after years of foot-dragging. It will operate independently beginning April 1.

The long speculations over a merger with the American Home Laundry Manufacturers Assn. could come to pass as suddenly as the decision to leave NEMA. One of the stumbling blocks to the merger has been the fact that NEMA is a trade association devoted to electrical manufacturers. The new appliance group can now readily accept companies that manufacture gas appliances. A good bet to head the new group: Guenther Baumgart, executive director of AHLMA.

The 'third generation' is growing up—GE uses more ICs

Mention integrated circuits in consumer electronics—and GE comes to mind. This may or may not be so, but to judge by recent marketing moves, this seems to be the aim of the company.

Having already won a rash of headlines with its integrated circuit clock-radio, tv set, and phonograph two months ago (MW, 4 Jul., p.3), GE is now turning its IC technology to another product: the tape cartridge player.

This fall GE will introduce a new stereo 8-track home cartridge player that incorporates integrated circuitry based on the same low-cost IC used in the previously announced products. The IC will be used—as it has been in the radio, tv set, and phono—in the audio amplifier section of the player.

The home cartridge player, which will retail at \$129.95, will be produced by GE's new tape recorder division. Styling of the unit will be

Contemporary in a walnut-finished hardwood cabinet. The "microelectronic" player (designated model 8610) includes stereo cartridge player and control panel with two separate 9-by-6-inch speakers. The player measures 4 by 8 by 18 inches.

When GE introduced its IC radio in July, the industry was startled by the projected price of the IC used. GE claims that the new IC will cost set-makers only 80¢ in quantities. With the introduction of the micro-

electronic tape cartridge player, the company maintains its position on the economy of ICs, and says the chief advantages of the microcircuits are "greater reliability, eventual lower cost, and greater design flexibility."

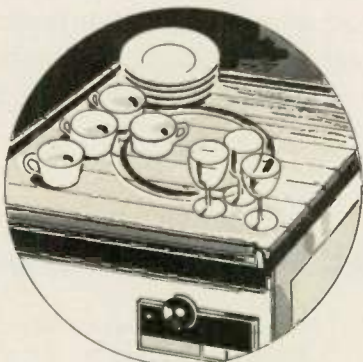
GE, of course, does not have a monopoly on IC products. RCA led the field with the introduction of a tv set using integrated circuits last year and Philco last month announced an IC radio.

Hotpoint's new "Swing-Door" Portables make profitable selling so easy a 10-year-old can do it blindfolded

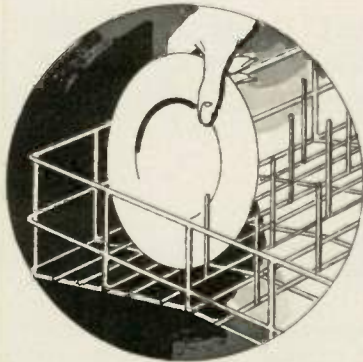


New...a portable dishwasher that's compact outside with full capacity inside—plus our easiest loading ever!

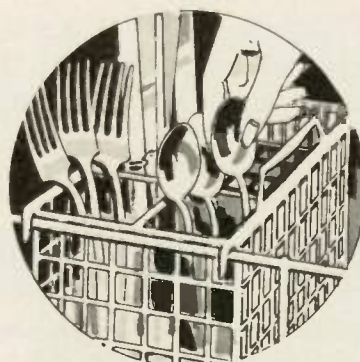
At last...a dishwasher that combines the economy and mobility of a portable with the convenience and cleaning-power of an undercounter. Hotpoint's new "Swing Door" portable dishwasher gives you: Convenient *Roll-out Random-loading Racks*—so easy to use a 10-year-old can load them blindfolded; *Flush-Away Filter* that ends the need to pre-rinse dishes; *17 Place-Setting Capacity*—a whole day's dishes in a single load; *Extra-quiet "Total Wash" Action* with 2 power-washes and 3 power-rinses; *Lift-Out Silverware Basket* for easy loading of flatware and small pieces; *Reversible, Maple Cutting-Board* with gravy-groove. Call your Hotpoint representative today for full details. And be sure to look into the entire 1967 Hotpoint Dishwasher Line. Model DF30 (shown).



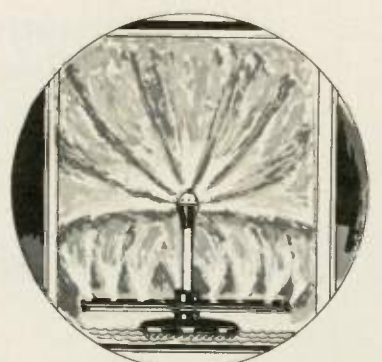
Maple cutting-board top; use as work or stacking area; reversible with convenient gravy-groove on one side.



No rinsing to do first; special flush-away filter system takes care of soft food waste.



Random-loading Racks plus Silverware Basket for our easiest, most convenient loading ever.



Extra quiet "Total Wash" action gets all dishes and cookware spotless and sparkling clean.

Hotpoint

first with the features women want most

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

...and she is!



Dramatic "blindfold" commercials on NBC-TV's "Tonight Show"

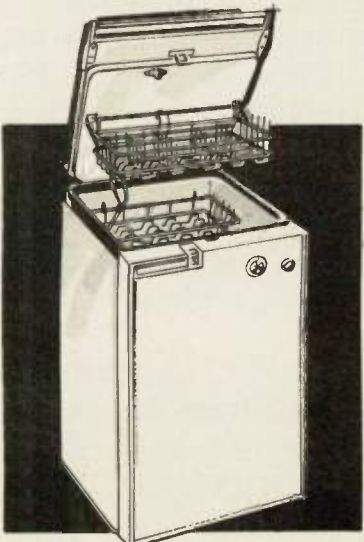
Hard-hitting color-film commercials on NBC-TV's "Tonight Show" with Johnny Carson and Ed McMahon. 14 showings! Each will have real impact in your area and make millions remember and want this new machine.



"Buy-it-now" newspaper and magazine advertising using "blindfold" theme

Local-action advertising at its best. Gives the whole story. Includes prices. And sub-features several other hot items in this year's Hotpoint line. Will follow-through on interest created by the TV commercials.

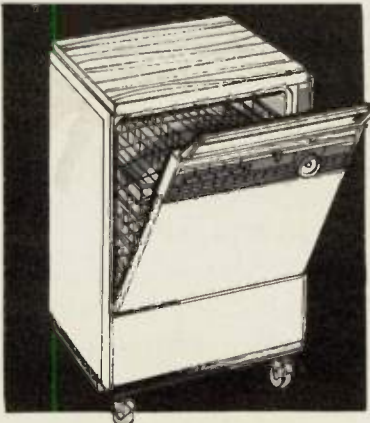
And Hotpoint's big new Dishwasher Line
All price points, all consumer preferences!



Top-Opening Portable Dishwashers. Three models. 10 to 14 place-setting capacities. Model DD60 shown.



"Swing Door" Portable Dishwashers. Three models. 15 to 17 place-setting capacities. Model DF30 shown.



Convertible Dishwashers. Three models. All 17 place-setting capacities. Model DB70 shown.



Undercounter Dishwashers. Four models. 15 to 17 place-setting capacities. Model DA70 shown.

Hotpoint

first with the features women want most

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

□□□□ **Suspension of the 7% tax credit** for business investment in machinery and equipment should have little effect on the supply of in-demand appliances. If the consumer demand for color television receivers remains at its high level, for example, manufacturers are going to continue their production expansion plans—loss of tax credit or not. Secretary of the Treasury, Henry H. Fowler, observes that without credit, the typical expansion investment would yield a 10% after-tax return instead of a 12% or 13% return. Some observers are predicting, however, that manufacturers

will make up the loss through slight increases in the prices of their products.

Despite some criticism, Congress is expected to quickly approve President Johnson's proposal for a 16-month suspension of the tax credit—perhaps by the first of October. The net effect is difficult to forecast. But economic observers feel that not more than .5% of planned expansion will be canceled or postponed as a result of the move. And none of the cutback in expansion is expected to occur in areas where the demand for products is high.

The we-don't-carry-it-because-nobody-asks-for-it Fallacy.

Recently we visited some of you dealers who don't carry Andrea color television sets. We wanted to find out why. Most of you gave us the same answer.

"Nobody asks for it."

O.K., non-Andrea dealers, we'd like to poke a hole in your argument. The reason nobody asks for it is that you don't carry it!

Let us explain. There are a number of dealers across the country who sell our sets consistently. If they didn't, we wouldn't be making television sets. The point is that none of these guys took on Andrea because of strong customer demands. They had another reason.

They knew about Andrea. Its quality. Its reputation. So they decided to add it to the high end of their line. None of them expected throngs of people to come in clamoring for Andrea. It just isn't a product for the masses. But these dealers knew if they put it on the floor, they could sell it.

Now when a customer walks in with the money for a very good set, our dealers trade him up to the best. And for the extra few minutes it may take to make the sale, there's a heck of a lot more profit.

Basically, that's the way a high-quality, prestige line like Andrea should be sold. If you agree, and if you'd like to make the money we know you can make, write to 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. About the only thing he won't be able to tell you are the names of the people who will be coming into your store asking for Andrea. But you'll find that out for yourself.

As soon as you start carrying it.



"Nobody asks for it."

□□□□ **Suspension of accelerated tax depreciation** on buildings may have more of an effect—and a good, if indirect one—on the appliance industry. President Johnson requested this as part of a government effort to put a damper on the exuberant economy and ease the upward pressure on prices.

Accelerated depreciation is permitted on commercial buildings and apartments, but not on single homes. The feeling is that a slackening of activity in heavy construction will make more money and skilled manpower available for construction of houses, and may lend a boost to the homebuilding industry and appliance dealers who sell to homeowners.

□□□□ **A similar boost to homebuilders** seems certain to come from the President's companion effort to reduce federal spending. He plans to cut \$3 billion from federal outlays authorized by Congress. The Budget Bureau already has ordered half the total cut—and about 70%, or \$1.1 billion, of it represents postponements of construction and other capital investment projects.

□□□□ **Expansion of East-West trade** still is an Administration goal. For a long time, President Johnson has wanted to ask Congress for permission to extend most-favored-nation trade treatment to some of the Red bloc countries. But Congressional sentiment, whipped by the war in Vietnam, has blocked any immediate possibility of submission of such a request.

Andrea

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

The voice of the consumer —Washington is all ears

The voice of the consumer is coming through loud and clear in Washington.

Those who would protect the consumer are greatly encouraged by Congressional passage of cigarette labeling legislation, tire and auto safety bills, and Senate approval of the truth-in-packaging measure. More and more of the same can be expected in the next couple of years.

To lay the groundwork, Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, has established a permanent consumer subcommittee—naming himself as chairman. Other members are Senators John O. Pastore (D-R.I.), Frank J. Lausche (D-Ohio), Vance Hartke (D-Ind.), Philip A. Hart (D-Mich.), Howard W. Cannon (D-Nev.), James B. Pearson (R-Kan.), Peter H. Dominick (R-Colo.), and Norris Cotton (R-N.H.).

Observers note a clear subcommittee majority of those who would protect the consumer by clamping controls on industry. Only Lausche and Dominick can be considered all-out opponents of industry regulation.

The subcommittee plans no more hearings this year—unless prices of 1967-model automobiles rise precipitously. Next year, however, industry can expect a flurry of activity from the new subcommittee. The staff already is planning hearings on: the hazards of flammable products; the deceptive practices activi-

ties of the Federal Trade Commission; mail insurance fraud; credit advertising; administration of the auto safety and tire safety acts.

Magnuson intends to see that federal agencies concerned with consumer safety and consumer protection do their jobs as thoroughly as they can. This, he says, is perhaps even more important than the search for new safety and protection laws.

The subcommittee's first move was to push through the Senate—with surprising ease—an amendment to the Child Protection Act, calling for creation of a National Commission on Hazardous Household Products. The proposed commission would consider the potential hazards of such products as home power tools, washers, pressure cookers, lawn mowers, electric water heaters, hair dryers, and even ranges, clock-radios, mixers, and broilers.

Magnuson says Congress is "reluctant to impose federal sanctions [on industry] unless the need for such sanctions is amply demonstrated." It would be up to the commission to demonstrate such a need—or to prove that industry already is taking sufficient safety precautions on its own. That is the alternative Magnuson himself would prefer. He says "Some industries adhere to rigid codes of self-regulation far more effective and far more useful to the consumer than alternative federal regulation could ever be."

Italian appliance makers poised for new move on U. S. market

Italian appliance manufacturers are rolling up their sleeves for another attack on the U. S. market. This time they hope that dishwashers will succeed where washing machines failed. Ignis, selling through Delmonico, has already sent samples of its latest dishwashers; and Zoppas, selling through Topp, indicates that samples have either been sent or are almost on the way, reports McGraw-Hill World News from Milan. Ignis and Zoppas both sell their refrigerators in the U. S.

Market research is being done by Candy, another major Italian appliance firm, to see if it is worthwhile for it to tackle the big U. S. market. Candy is the largest Italian manufacturer of washing machines, but recently has developed a newly designed dishwasher that may prove to be competitively priced in the U.S. Retail price of the unit in Italy is \$268.

Experience has demonstrated that Italian major appliances can sell in the U. S.; the refrigerator is the best example. Ignis, which now manufactures a series of 12-, 14-, and 16-cu.-ft. refrigerator-freezer combinations specifically for the U. S. market, showed the new models at the recent appliance show in Milan, but does not expect big orders from Italian markets where the frozen food industry is barely out of its infancy.

Ignis also introduced a small ice-

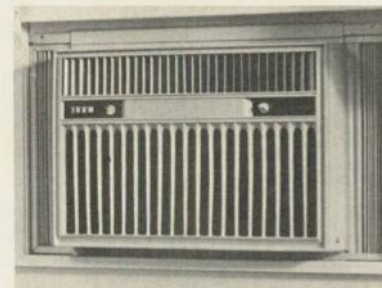
maker aimed at the U. S. market.

Refrigerator exports to the U. S. from Italy rose sharply from 11,419 units worth \$570,000 in 1964 to 47,203 units worth \$2.25 million in 1965; sales are expected to increase sharply again this year. Ignis reports it was surprised by the acceptance of its large refrigerators. Ignis had planned to sell the "second" refrigerator, thus had pushed smaller models. They found, however, that the biggest orders were coming for the larger models, which are now outselling the smaller ones. Zoppas exports only smaller models.

A dishwasher for the U. S. market, according to Candy, might have the same impact in the U. S. as did the Italian refrigerators. Company officials feel the unit might be adapted to U. S. kitchens; it is a horizontal box, front-loaded with upper and lower slides holding removable insert baskets. Water is dispensed through two propeller-like blades: one below the bottom tray and one below the top tray. Water pressure is great at the bottom, reduced at the top, so dirty pots placed at the bottom get the full force of incoming water. The unit holds a service for eight, plus pots and pans.

Several other dishwasher manufacturers, including Lapibrol (which has both commercial and home models), indicated they were presently negotiating with U. S. distributors.

Carrier's 1967 room air conditioner line consists of 28 models ranging in capacity from 5,000 Btu to 30,000 Btu. New to the line: a 5,000 Btu unit with adjustable wing panels; a 10,300 Btu unit; and large 26,000 Btu and 30,000 Btu models. Eleven of the new units have simulated teakwood control panels with Tuscan ivory grilles. Optional decorator panels in three simulated wood finishes are available for most units. Carrier's entry in the small-capacity market—the Weatherette—features push-button controls, two speeds, and an adjustable thermostat. It weighs 79 lbs., is 14 inches high and 18 inches deep, and will fit any window from 24 to 40 inches wide, according to the company. The two large-capacity models have two fan motors: one for the 3-speed cooling, the other for the condenser.



Carrier's 5,000 Btu unit

Strange bedfellows? Lear Jet's Stereo 8 cartridge players and cassette players can live together, maintains Sidney Koenig, president of Chancellor Electronics. Steejay-A Division of Chancellor, which is the exclusive distributor for Lear Jet Stereo 8 tape cartridge players, has taken on the metropolitan New York-northern New Jersey distributorship of Mercury home entertainment products. The Mercury line includes cassette player-recorders. "Neither Lear Jet nor Mercury thinks there is any conflict in our handling both products," Koenig says, "and this verifies what I say—the two products are not competitive. The cassette machine is a tape recorder; the Stereo 8 is a music reproducer."

A range promotion display that moves is the star of the Edison Electric Institute-National Electrical Manufacturers Assn. joint 1967 range promotion. To dramatize the campaign's "Total cleanability . . . only with a new flameless electric range" theme, the display shows an electric range with the oven door open to reveal a revolving card. One side of the revolving card shows a greasy oven, the other side shows a clean one.

Inventors showed their wares to the public last week at the Second International Inventors and New Products Exhibition in the New York Coliseum. Products of particular special interest to the consumer electronics industry:

A portable recorder, the Nakavison, works on the same principle as a tape recorder, but records on a circular surface similar to a record disc, which is mounted on the back of an ordinary sheet of paper. The paper—Nakapaper—can be written and typed on and folded without affecting the recording. Each sheet has about five minutes of play and costs 10¢. The unit is manufactured by Electronic & Industrial Enterprises Inc. (EIE), of Japan, and will sell at \$250.

A 2rpm recording system has been developed by the Wagnasonic Development Corp., of Denville, N.J. The apparatus, called the Wagnasonic Documentor, records on 705 grooves per inch. A 9-inch disc capable of playing 24 hours was demonstrated at the show.

□□□□ **Look for auto names** to become more prominent in merchandising major appliances and consumer electronics. General Motors will put the GM emblem on all its products. The 1967 line of GM's Frigidaire Division, to be introduced in November, will feature the corporate symbol. Philco, however, is expected to get into the act even before Frigidaire, with the announcement by its parent company, Ford, early in October, that its corporate symbol will appear on Philco products.

□□□□ **Zenith raised prices on 24 more color sets** last week. After "careful study and review of costs," the company said, it decided to raise prices an average of 2.9% on the 24 models. A week earlier, the company had boosted prices on six sets by 1% to 2½%. The price increases principally hit the 25-inch segment of Zenith's color line; three 21-inchers were affected. No leader models or 19-inch color sets were raised in price.

□□□□ **Packard Bell followed suit on prices** and hiked the tag on seven of its 18 color tv sets by \$20 to \$30. Packard Bell also jumped the price on seven color combos by \$45 to \$50 and increased prices on all but one stereo set in its 23-model line by \$10 to \$55. Most of the color tv increases came in the 25-inch category; only one 23-inch and one 19-inch model were included. The lowest priced 19-inch color set was raised from \$399.95 to \$419.95 and the low-end 23-inch set went from \$459.95 to \$479.95. Leader models in the 25-inch color line remain unchanged.

□□□□ **Delmonico is in the pricing act** with an announcement that it will raise prices on its domestic 21-inch and 25-inch color tv line by 5% on Oct. 1. The company has made no decision on prices of its imported color tv sets.

□□□□ **RCA was more specific on price increases** last week. Some examples of the price hikes that the company says affect the majority of its color sets: A 21-inch Early American console went up in price from \$469.95 to \$489.95; a 25-inch Contemporary console with swivel base increased from \$625 to \$650; a French Provincial 25-inch low-boy jumped from \$675 to \$695; a 25-inch Colonial combo was hiked from \$1,050 to \$1,095.

□□□□ **Four more cars will roll with 8-track:** Volkswagen and Chevrolet, Oldsmobile, and Pontiac divisions of General Motors have announced that 8-track cartridge tape players will be optional equipment in their 1967 model cars.

Volkswagen is using a Motorola-made combination AM radio and cartridge tape player. The unit is scheduled for delivery next month, but a spokesman for Motorola says it may not "appear" until January.

Chevrolet is offering a factory- or dealer-installed solid-state player as a separate unit or in combination with an AM-FM or FM multiplex radio. The tape system will not be available in Corvette or Chevy II models. The 8-track stereo player is being made by the Delco radio division of GM. Oldsmobile and Pontiac also will offer the Delco-made player. Buick and Cadillac will not offer the equipment this year.

A spin-off for Spartans and a 'bulldozer' for Bassine?

The retail division of Spartans Industries Inc., sprouting annual sales of about \$200 million, is slated to go out on its own as a publicly owned corporation.

It was learned authoritatively that Spartans management has decided on a stock offering for the 93-store Spartan-Atlantic Thrift Centers chain, rather than a possible sale of the division.

Still to be thrashed out is the question of whether the money from the offering will wind up in the Spartans treasury or in the pockets of stockholders.

This course of action is being taken to comply with the Federal Trade Commission (FTC) edict ordering divestiture of the Spartan retail division as the price for government approval of the proposed merger of Spartans and E. J. Korvette Inc.

What the FTC action means

The agreement with the FTC calls for Spartans to divest itself of all 97 stores (four are under construction) within five years. Spartans is also required to sell Korvette's 43% interest in Alexander's Department Stores and Alexander's affiliate, Retail Realty Inc., within three years. This stock interest cost Korvette \$9.8 million.

The FTC also cracked the whip in the acquisition arena, banning Spartans from acquiring any retailing or manufacturing firms for the next 10 years. Spartans, which is also in the manufacturing business, does an estimated \$140 million of its volume in the manufacture of apparel. To prevent rival suppliers from being frozen out of the Korvette-Spartan market, the FTC also stipulated that the Spartans manufacturing complex supply no more than one-third of the chain's needs for the next 10 years. This applies to all lines of apparel and hosiery manufactured by Spartans.

Do's and don'ts for May Co.

Spartans was not the only one to feel the sting of the FTC last week. In another development, the FTC approved the purchases of Meier & Frank and G. Fox & Co., two prominent retail operations, by May Department Stores Co. In the process, however, May was banned from any future retail acquisitions for a period of 10 years.

May, the nation's third largest department store chain, posted sales of \$869.1 million last year. Its acquisitions of G. Fox and Meier & Frank added more than \$100 million in sales to May's volume.

In the case of the Spartans divestiture of its 93 stores, the FTC ruling prohibits any officer or director of the surviving corporation from owning more than one percent of the common stock of the Spartan retail chain—should a new company be formed.

This ruling applies principally to the three men who would be the biggest stockholders in the Spartan chain once the Korvette-Spartans marriage receives the blessings of

stockholders. They are Charles Bassine, Spartans chairman; Murray Sussman, Spartans president; and Eugene Ferkauf, Korvette president.

Informed Wall Street sources predict the Spartan retail operation—following its divestiture—will be run by its current management team headed by Sidney Mittleman. A question mark is Abraham Jacobson, executive vice president of the retail division. Regarded as a top merchandiser, Jacobson has been devoting much of his time to the Korvette operation. Whether he stays with Korvette or goes with the Spartan chain is still uncertain.

Lack of merchandising strength at the top level is said to be one of Korvette's chief headaches.

What's ahead for 93 stores?

While there is always the possibility that somebody may make a pitch to buy the Spartan chain, sources close to the situation doubt it. For one thing, there is the question of whether the Spartan chain—without the hard-driving Bassine behind it—has depth in management material.

Many of the approximately 50 Atlantic Thrift Center stores are patterned along the lines of mill-type outlets that feature low-priced goods. Whether such stores have a solid future in view of a healthy economy and more sophisticated shopping habits is a matter of concern to a number of Wall Streeters.

If past stockholder meetings are any barometer, the special meeting of Korvette shareholders this Thursday should be a spirited affair. Aside from the usual rantings of the professional stockholders, inquisitive shareholders figure to probe management on such provocative matters as Korvette's spotty earnings performance, its shakeup in management about four months ago, and its future under Bassine.

The Korvette meeting will be held to gain stockholder approval of the merger. Spartans stockholders will meet on the same day.

One Wall Street analyst who will be at the Korvette meeting expressed the hope that management of the 42-store, \$800 million chain will spell out the steps being taken to correct Korvette's major problems.

Korvette 'problems' cited

"What they should tell stockholders," he said, "is what's being done to make the food and furniture operations good profit producers, whether we have a capable management—at least one that's going to be around for a while, and how effective are the chains' controls and systems."

While many on Wall Street are sharply divided on the merits of the merger, on one point there is almost universal agreement: that the year ahead will be a rough one for Bassine and company.

One retail analyst summed it up. "It's just a question of how long it takes to clean up the Korvette Mess. A broom isn't enough. It will take a bulldozer . . ."

—Dan D. Dorfman

Why are the others just waking up to Sylvania's concept of fine furniture?



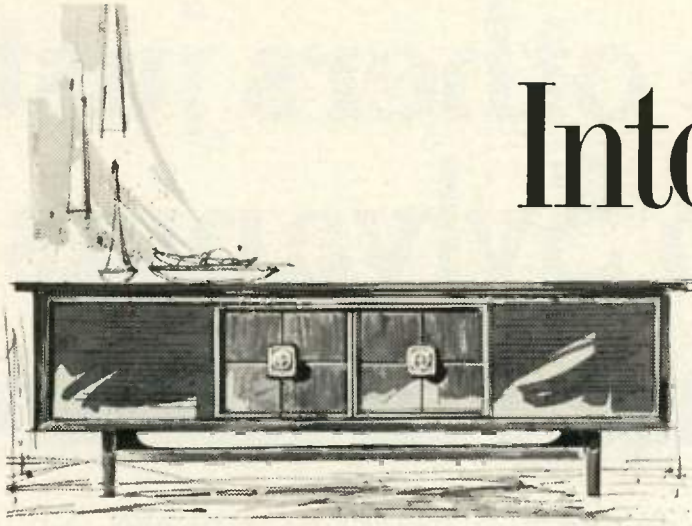
While others have been keeping up with the "gimmicks," we've been keeping up with the Joneses. And as consumers upgrade their tastes, the trend is toward bigger and better furniture. Now more than ever before, Sylvania's cabinetry is recognized as the hallmark of fine furniture in our industry. We spotted this trend to fine furniture way back in 1962 with the start of Sylvania's new marketing philosophy. Since that time, it's been our policy to combine the most outstanding advances in Color TV and Stereo High Fidelity with the finest quality furniture. Furniture that's authentically styled, distinctively designed. And priced competitively to the consumer, profitably to the dealer. This year the trend is to the

Eclectic fashion in decoration, the mixing and blending of interesting furniture from various periods. This is what your customers want. And this is what we've given Sylvania dealers to sell. Sylvania furniture that can be selected with confidence to add accent interest to any room. Other manufacturers are just now waking up to the fact that what goes on the outside is as important as what goes on inside. **Ask any Sylvania dealer.**

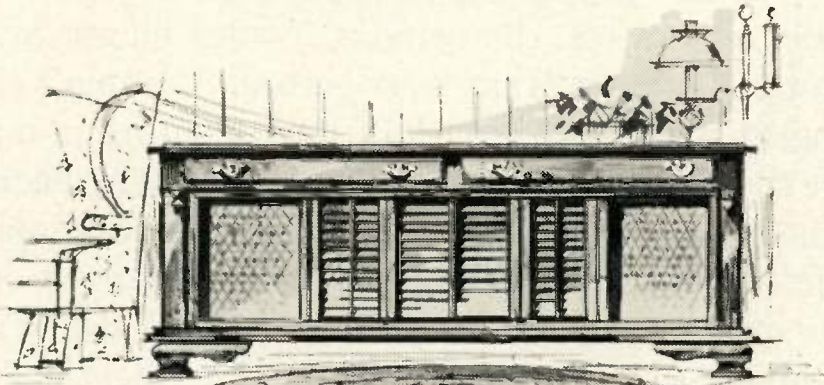


SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

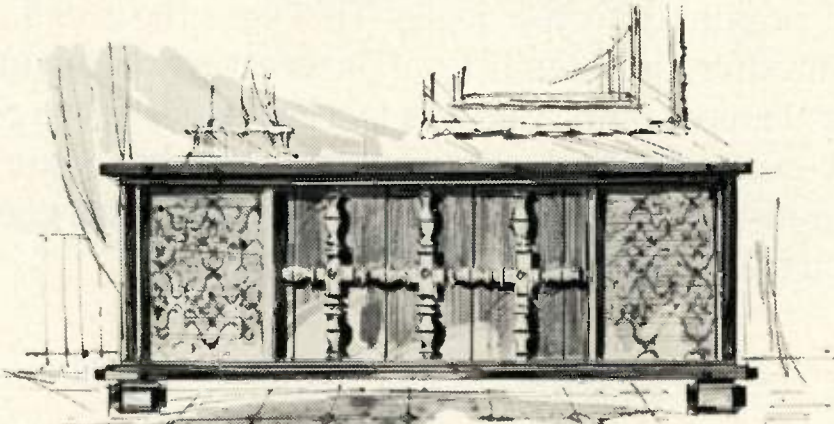
Into a great collection RCA Victor builds



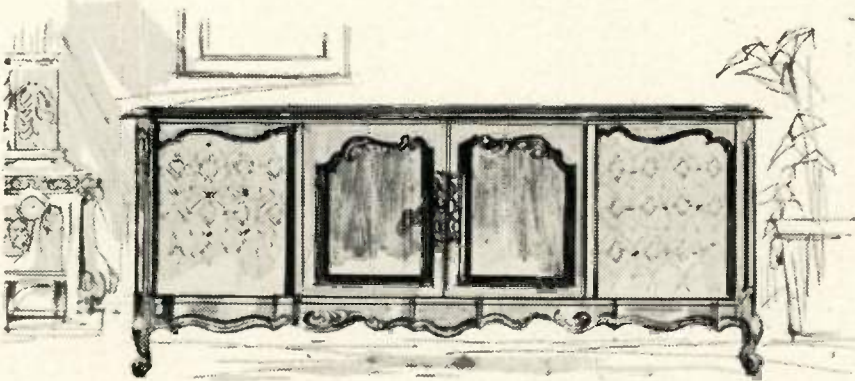
DANISH MODERN. Dramatic styling in a majestic 6-foot-wide cabinet. The 6-speaker *Advent Bay*.



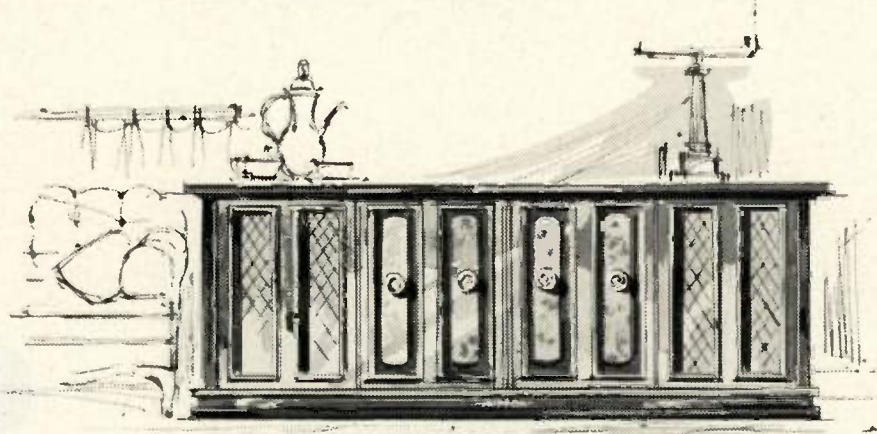
EARLY AMERICAN. A striking blend of formal dignity and Colonial warmth. 8-speaker *Gettysburg*.



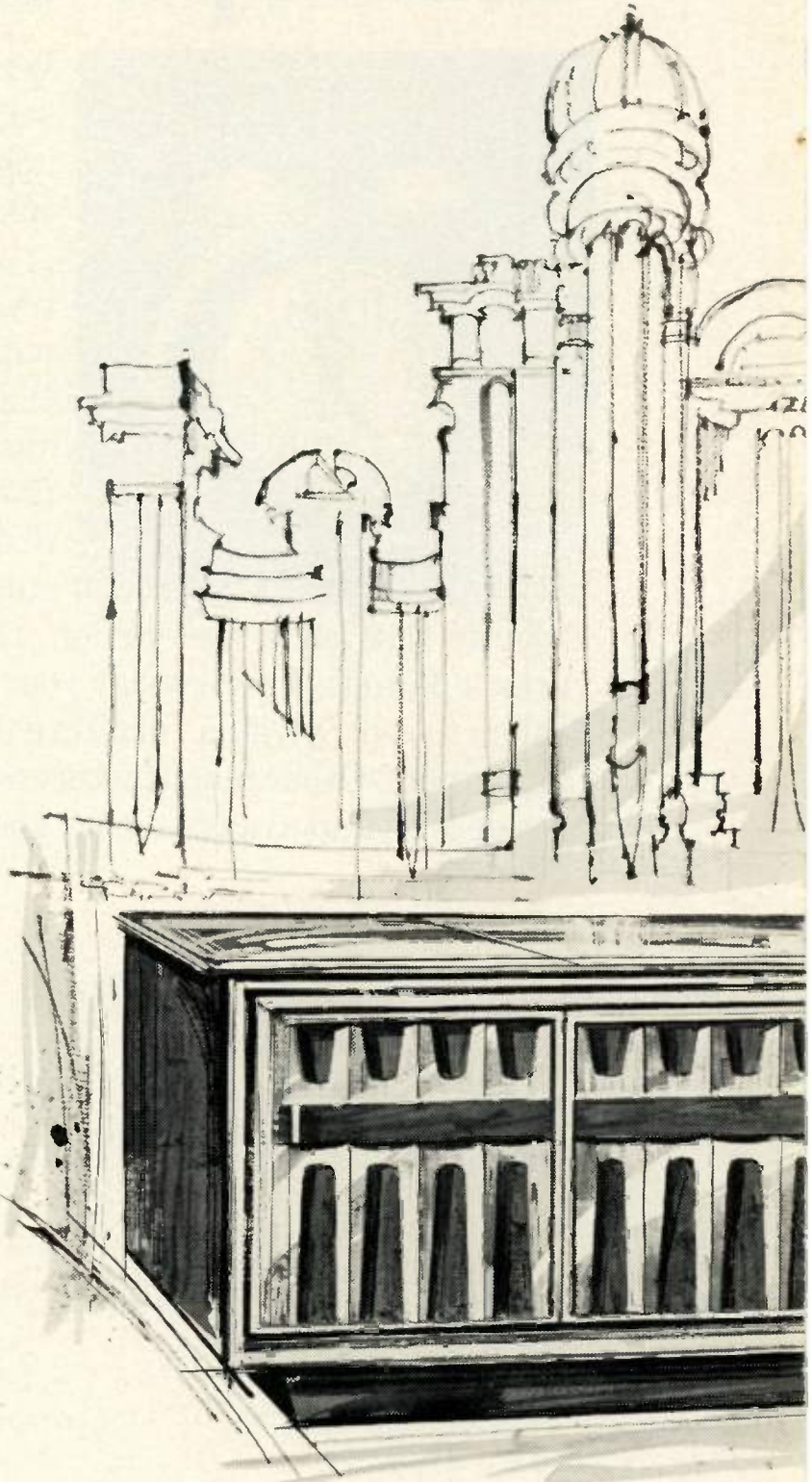
MEDITERRANEAN. Bold Spanish block contours, unique center-panel treatment. The 8-speaker *Beleares*.



FRENCH PROVINCIAL. Graceful lines, rich relief carving, opulent grille fabric. 8-speaker *Agincourt*.



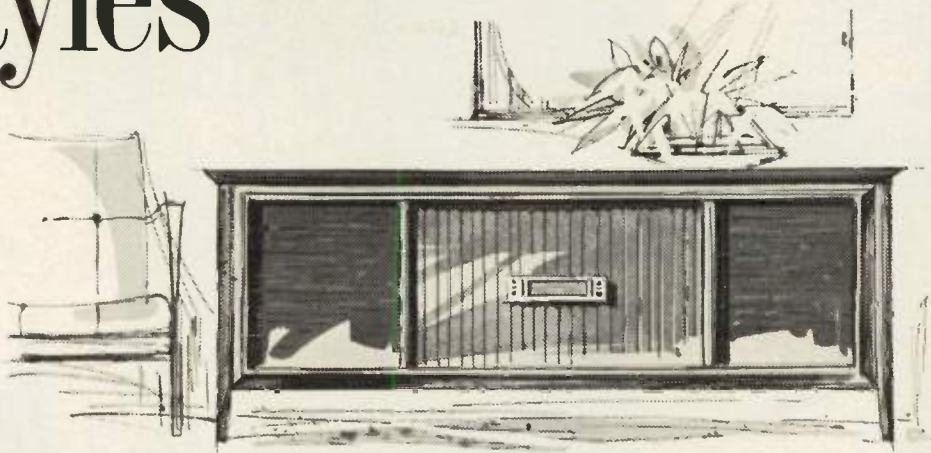
TRADITIONAL. Elegant Regency influence in a top-of-the-line model. The magnificent 8-speaker *Pompeii*.



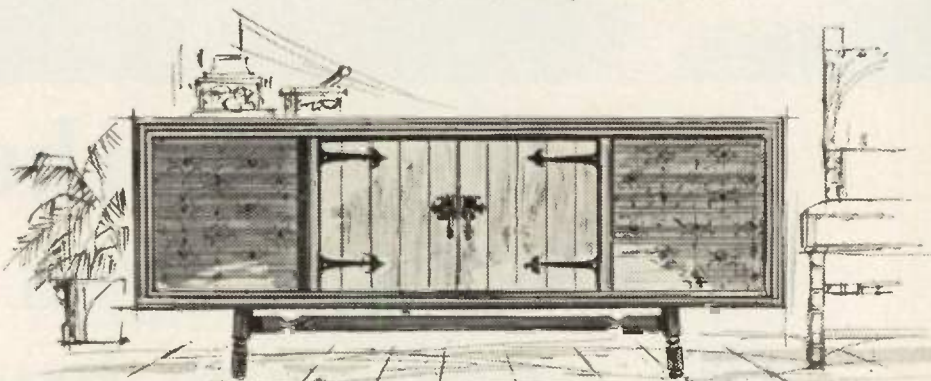
DANISH MODERN. Magnificently proportioned—the aristocrat of the RCA Victor line. 8-speaker *Finlandia*.

for realism
that rivals the
concert hall

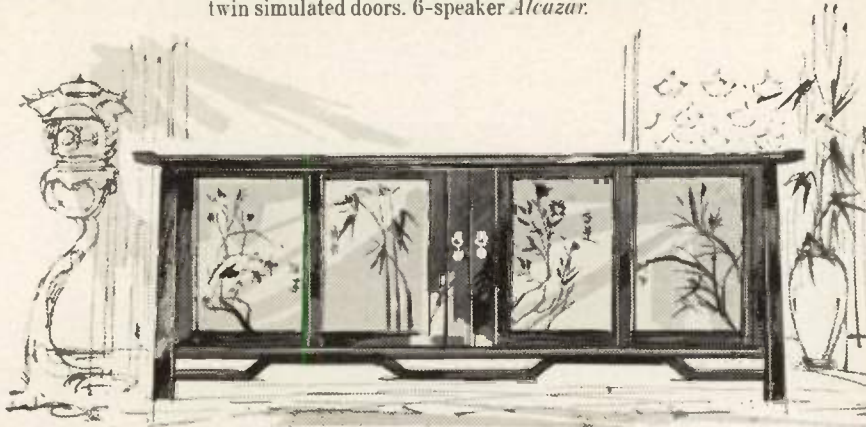
of furniture styles great stereo



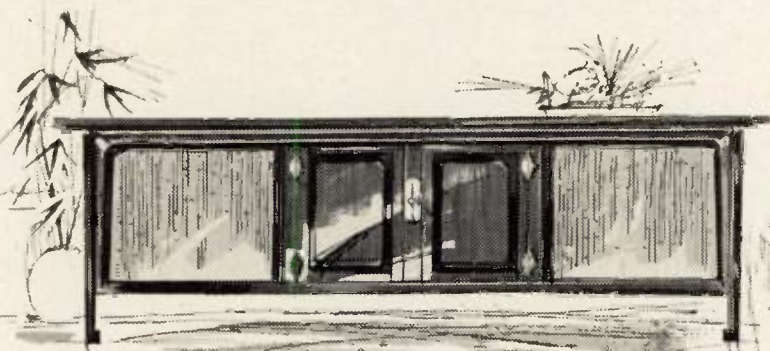
SCANDINAVIAN MODERN—here freshly interpreted in the clean-lined 6-speaker *Helsingfors*.



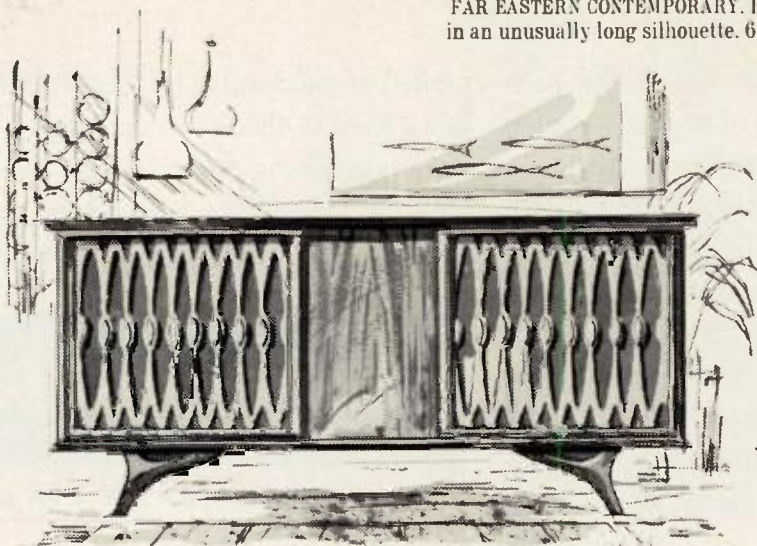
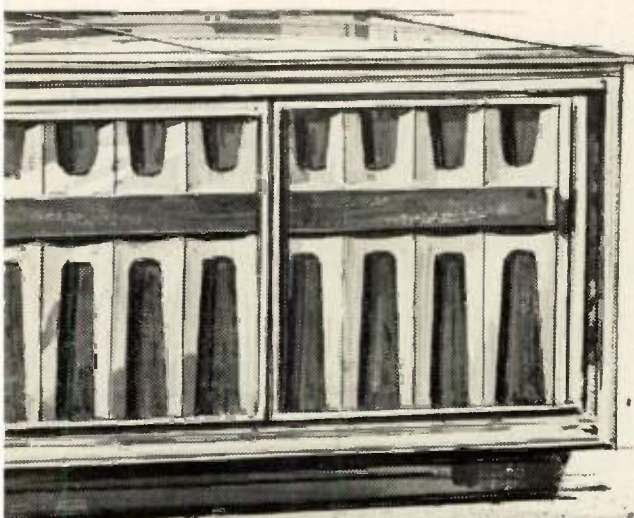
MOORISH styling features wrought-iron fittings on twin simulated doors. 6-speaker *Alcazar*.



ORIENTAL. Gentle pagoda accents, stunning grille fabric design. 6-speaker *Hangchow*.



FAR EASTERN CONTEMPORARY. Placid, simple grace in an unusually long silhouette. 6-speaker *Tsinghai*.



A VALUE LEADER! Handsome Danish-styled 6-speaker *Zealand*. Terrific performance features at only \$299.95*

Expert craftsmanship... superb stereo performance... all solid state with solid copper circuitry! These are some of the features your customers get in every RCA Victor stereo console, from the most modestly priced to the top of the line!

And *you* get more than 30 cabinet models to choose from, in 11 most-wanted furniture styles. So you can meet every customer specification whether based on style, performance or price. And in the name they know and trust—RCA Victor!



The Most Trusted Name in Electronics

*optional with dealer




We have the sharpest eyes in the appliance business

We don't blink at anything that's necessary to insure the high quality of RCA WHIRLPOOL appliances! One out of every ten men on the production line is directly involved in quality control . . . and he knows he can't overlook anything. Furthermore, we give our line supervisors authority to pounce on the slightest defect . . . stop production if necessary . . . to make sure you get merchandise you can sell with confidence. You should see the hundreds of quality checks we make! We critically eye inside and outside finish . . . we check such things as horsepower, pump efficiency, compression . . . we even abuse shipping crates to see if they can take it (and they can). Then we look at everything again. Models are

picked at random to be tested with precision electronic equipment. It's a double check . . . and also tells us whether our line inspectors are maintaining their twenty-twenty vision. So, if you're on the lookout for quality appliances to sell, call your RCA WHIRLPOOL distributor today. He has the appliances you're looking for.



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

The Man Who . . .



. . . can give you the shivers by asking you how much you know about the New Consumer is Alfred Eisenpreis, research vice president of Allied Stores Corp. Samples: "Why will the New Consumer be so very different from consumers as we have always thought of them?" "Why can't we 'business as usual' ever again?" "Do you know why and

how merchants and manufacturers must move differently to prepare themselves for the last third of the Twentieth Century?" "Do you know why many merchants and manufacturers are obsolete even today, and that only that questionable safety which comes from being one of a large number keeps such obsolescence from turning into disaster?"

Mr. Eisenpreis' answers to these and other shiver-producers might easily consume a baker's dozen of these columns, so I'll have to give them to you piecemeal, beginning with the heart of the whole matter: "Forget about buyers' markets and sellers' markets. They don't exist any more. The market is the New Consumers' market. They are in control. They don't have to take-it-or-leave-it any more. They have too much purse-power." What's more, says Mr. Eisenpreis, their education, their leisure time, and their mobility have made them individuals, with individual choices, with new tastes, and with a disregard for old loyalties in the marketplace.

Backing up those broad statements, Mr. Eisenpreis, a sociologist as well as an economist, brings forth devastating statistics, and I'll give them to you in subsequent columns. But, to support his theories from another source and to whet your appetite for more on Mr. Eisenpreis at a later date, let me turn to a document recently provided by the *Reader's Digest* and researched by the redoubtable Daniel Starch Organization (which questioned over 20,000 customers).

Subject: is brand loyalty important in the appliance market? The appliances in question were refrigerators, automatic washers, electric ranges, television sets, vacuum cleaners, steam irons, and electric coffee-makers.

The answer: No. Two-thirds of replacement buyers of appliances buy a different brand than the one they previously owned. (The study showed that the appliance market is indeed a replacement purchase market, to an overwhelming degree for most appliances.) The study also showed that for most appliances, the younger buyers (under 35 years) showed the *least* brand loyalty, and that even among this young group, replacement purchases account for the majority of sales for most appliances.

This is at once good news and bad news. It is good news for merchants and manufacturers who will seek new ways to woo new loyalties from the New Consumers *at retail, where they can be wooed most easily.* It is bad news for those who, to quote Mr. Eisenpreis, are not aware "that a great deal has happened since yesterday."

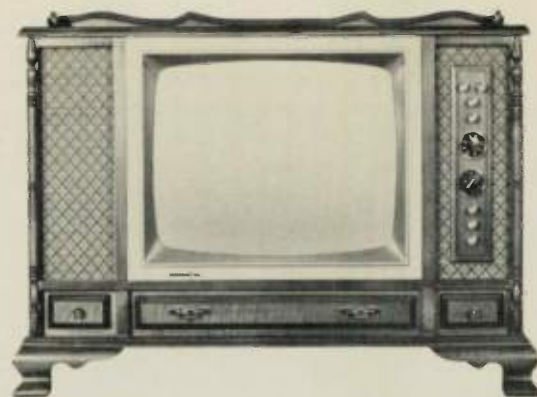
—Walter R. Browder, Editor

25" TRUE COLOR TV!

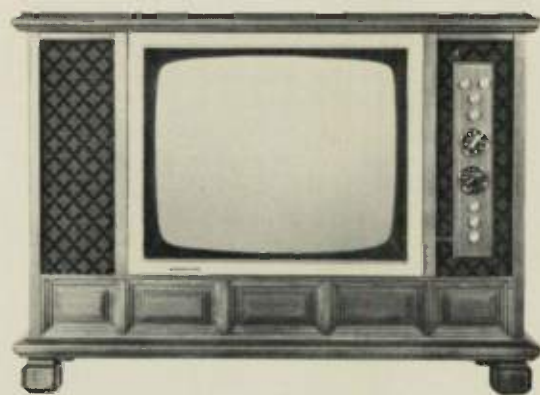
MEET THE TELEFUNKEN QUARTET of 25" rectangular Color Consoles—for fastest action, fastest sales. Engineered by TV's master designers. Precision refinements include: True color or black and white pictures with automatic control. Two duocone speakers with fullest tonal range. All-wave UHF or VHF tuning, peak performance in fringe areas. Instant 'on' and automatic degaussing. No-glare frosted picture tube. All four models high-style packaged in eye-catching cabinetry. TV stands for TELEFUNKEN VALUE!



TELEFUNKEN



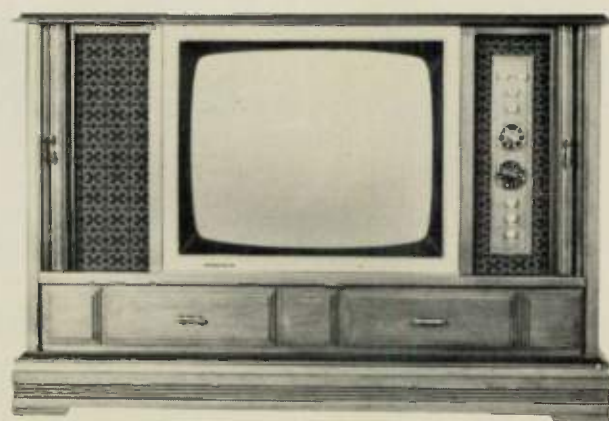
THE STURBRIDGE Antique maple, Early American styling



THE SEVILLE Spanish styling in pecan, open face



THE MADISON Modern decorator styling in walnut



THE MADRID Spanish styling in pecan, tambour doors

American Elite, Inc., 48-50 34th Street, Long Island City, N.Y. 11101

Telefunken Sales & Service Headquarters for over a decade.

GIBSON AND EASY APPLIANCES PRESENT

theatre party

touring these cities across the country!



THE SCENE

Top nightclubs, hotels and hospitality centers in each city. Fabulous settings . . . cocktails of the world . . . delightful, gourmet dinner . . . special supper club entertainment . . . an evening to be long remembered.



THE SHOW

Popular Jack Washburn heads a cast of Broadway stars in a fast-paced show produced by Wilding, Inc., *especially for you!* Toe-tapping tunes . . . colorful costumes . . . sprightly staging . . . this is *live theatre!*



THE SURPRISE

Actually, a *raft* of them! Prizes a-plenty . . . treasured take-homes . . . very special product offerings . . . and a heart-capturing climax that'll keep you tingling for an entire year to come! Miss it? Not *you!*

A smash hit in 7 major markets . . . and more on the way!

Check opposite page for locations, dates and hosts.

Don't miss the Theatre Party nearest you!

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 Beason Hotel

Fowler Distributing, Portland
J. W. Phillips, Seattle

Oklahoma City, Sept. 14
Skirvin Hotel

General Mechanical 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

Edward 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
Rodefild 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
Grabel-Lyons, Hartford
Gibson Sales, Bangor

APPLIANCE-TV



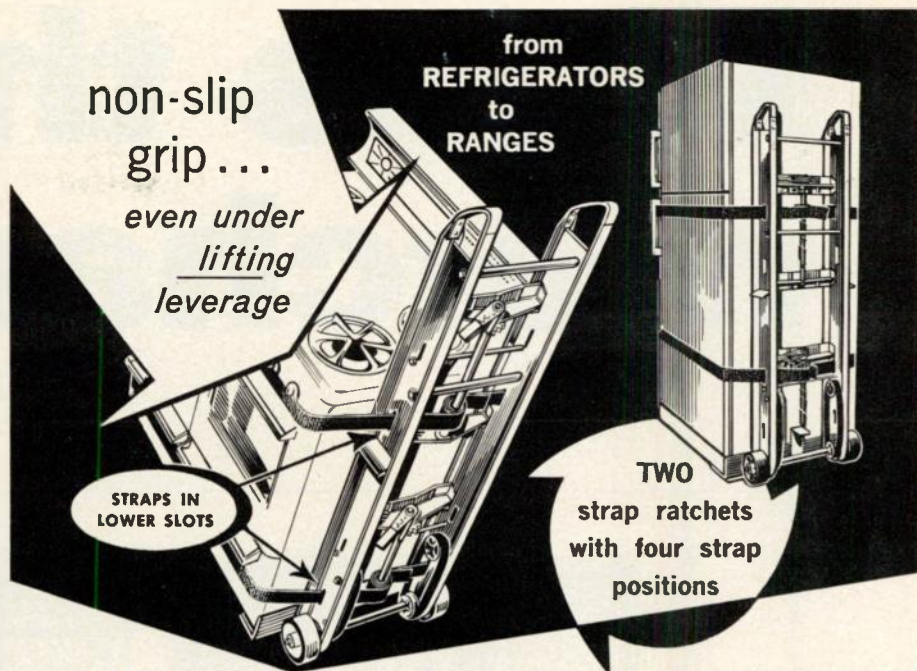
Dishwashing convenience is the keynote of a new line of three portable dishwashers shown by Hotpoint. The first in the line, model DF30 (shown) is a Swing Door front-loading unit. The Swing Door has a 2-level loading rack and random racks with a 2-level height adjustment. It features a 17 NEMA table-setting capacity and multi-level washing action. The unit rides on casters and can be rolled easily between dining area and kitchen. A removable maple top can be used as a cutting board. The inside of the dishwasher is finished in porcelain enamel.

A new top-opening portable, model DD60, features a top-lift rack and Uni-Dial control. The dial rotates to show cycle stages and automatically shuts off when all cycles are completed. A Calrod unit maintains wash water temperature and speeds drying. Hotpoint's Rinse-Away drain removes food particles, and an automatic detergent cup releases measured amounts of soap during the wash cycle. The DD60 accommodates a 14 NEMA place setting. It is available in white or coppertone.

Hotpoint's top-of-the-line dishwasher, model DB70, is a convertible that can be used as a portable or built-in unit. It features a spray rinse, which eliminates the need for preliminary hand rinsing; 3-level wash action; a filter that never needs cleaning; a food waste flush-away system; and adjustable loading racks; maple cutting block; and capacity for 17 NEMA table settings.

All three of the Hotpoint dishwashers carry a 90-day replacement guarantee of satisfaction. If a customer is not completely satisfied with the performance of his unit, he may notify the retailer within 90 days of purchase and it will be replaced with a comparable Hotpoint model at no cost to the buyer.

A portable stereo phonograph shown by Mercury features an all-transistor amplifier and a new molded plastic changer. The phonograph, model GF 340, plays four speeds and automatically intermixes 7-, 10-, and 12-inch records. The speakers are twin 5-inch by 7-inch ovals that attach to the turntable to form a 1-piece carrying case. Detachable lids act as baffles. The amplifier has separated volume, balance, and tone controls. Suggested list price is \$99.95. Mercury Record Corp., Home Entertainment Products Division, 35 E. Wacker Dr., Chicago, Ill. 60601



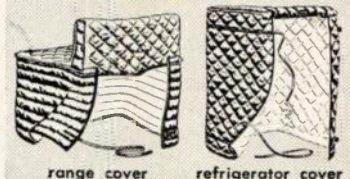
NEW YEATS model 14

You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

NEW FINGER TIP RATCHET RELEASE
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

"Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



YEATS APPLIANCE DOLLY
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1304 W. Fond du Lac Ave.
Milwaukee, Wis.

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Plan for higher volume and bigger profits with the tested plans and practical ideas which appear exclusively in MERCHANDISING WEEK. This Monday-Morning publication helps you start each week off right . . . shows you how to sell more (and more top-of-the-line merchandise!) . . . helps you make your promotion and advertising dollars work harder.

Here are a few of the exclusive MERCHANDISING WEEK business aids . . .

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*Best Sales Methods: New customer approach techniques appear first in MERCHANDISING WEEK.

*Management Helps: Looking for ideas on strategy, pricing, financing? MERCHANDISING WEEK brings you the answers.

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Address home business _____

City _____ State _____ Zip Code _____

Company Name _____ Type of Business _____

Ideas that move merchandise...



64⁷/₈"

Only 33" wide

Full 20 cu. ft. inside

New Duplex[®] 20 **1 cu. ft. bigger, still only 33"!**

EXCLUSIVE! See what Admiral has *now* done to what was the Duplex 19, meaning 19 cubic feet. Admiral engineers kept the width only 33 inches, and the height only 64⁷/₈ inches but . . .

They squeezed an extra cubic foot of space *inside* to make this 33-inch beauty a full 20 cubic foot capacity! So while other competitors now have their 35³/₄-inch imitations of Duplex 22, the new Duplex 20 comes out to precede them even more!

And only Admiral has it! The Duplex 20, in a width and height that fits more American kitchens than ever before. And Duplex is the only complete line of side-by-side freezer/refrigerators. So there's really no need to fiddle with odds and ends of other brands.

It's typical of the Admiral approach: get a good idea, expand it, make it even better. Why not talk to your Admiral Man about Duplex and Color TV and all the other Admiral Exclusives? Could pay you well.

...come from

Admiral



MARK OF QUALITY THROUGHOUT THE WORLD

GE makes FM radios styled for Kindly Doctors,
 Obstreperous Youths, Electronic Nuts, Aunts who bake Pies,
 Boys with Dogs, Swingers, Skinflints, Girls-next-door, Show-offs,
 Nice Guys, Traveling Salesmen, Most Mothers
 and lots of Other People you know.

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Or to put it another way,
 GE designs for the booming FM market with: Table Models,
 Clock Radios, Kitchen Styles, Living Room Styles, Portable Models,
 Furniture Styles, FM with AM, FM Stereo, Tiny Ones, Big Ones,
 Multi-Band Models, Low Silhouette Flair Sets, Vertical Thinline,
 High-Priced, Low-Priced, everything that anyone could want in an
 FM radio. (And widely advertised so they'll know what they want).
 So get with GE. The company that's got Something for Everyone.

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N. Y.

starring Sammy Davis Jr. and the
 late Dorothy Dandridge; and *High
 Society*, starring Grace Kelly and
 Frank Sinatra.



Run, Buddy, Run: chase comedy



The Road West: hominy grits and adventure



The Green Hornet and Kato

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



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

AVOCADO GREEN

At no extra cost!

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



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

\$99.95

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



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

Kelvinator

DIVISION OF AMERICAN MOTORS CORPORATION

GE makes FM radios styled for Kindly Doctors,
Obstreperous Youths, Electronic Nuts, Aunts who bake Pies,
Boys with Dogs, Swingers, Skinflints, Girls-next-door, Show-offs,
Nice Guys, Traveling Salesmen, Most Mothers
and lots of Other People you know.

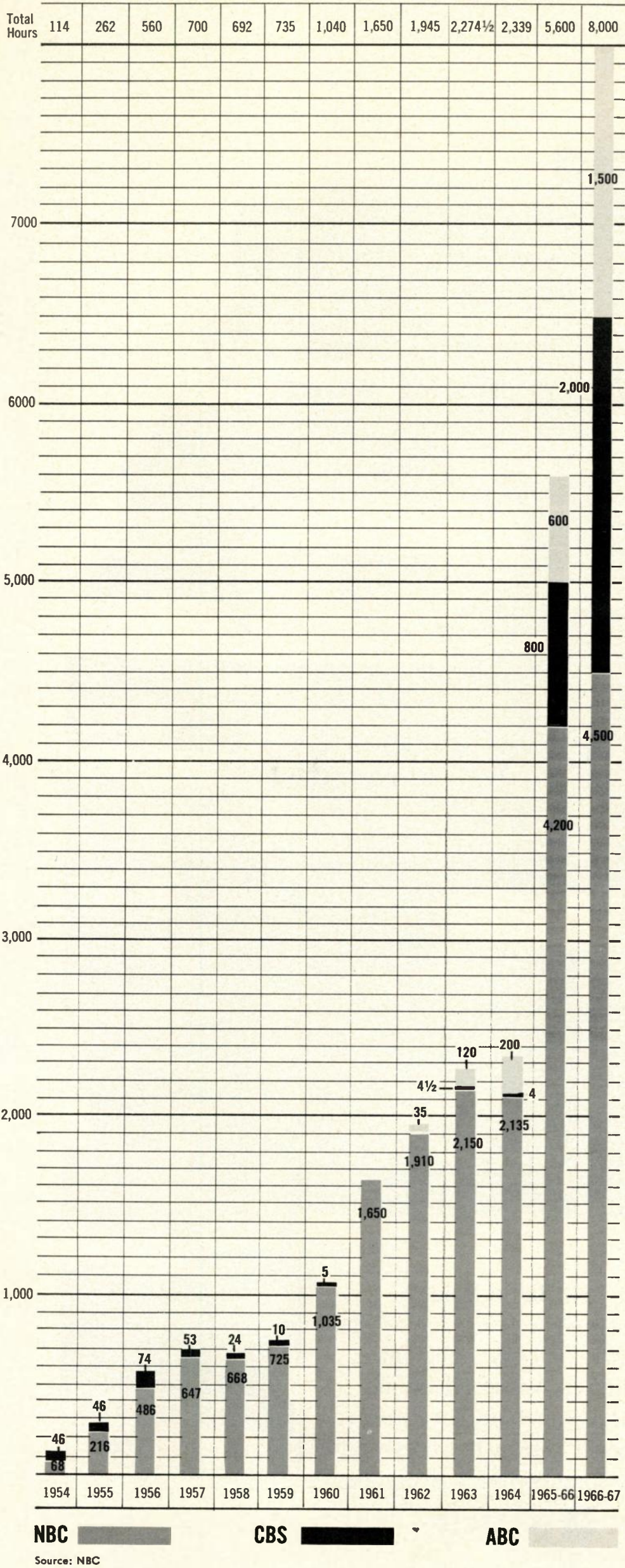


Or to put it another way,
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Multi-Band Models, Low Silhouette Flair Sets, Vertical Thinline,
High-Priced, Low-Priced, everything that anyone could want in an
FM radio. (And widely advertised so they'll know what they want).
So get with GE. The company that's got Something for Everyone.

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N. Y.

Color programming progress report: 1954-1967



Source: NBC

Tv's new season: industry all eyes

Everything on television in the 1966-67 bill of fare may titillate the palate, but it is sure to dazzle the eye. Just about 100% of the programming on the three major television networks will be in color this fall.

This is the first season that ABC and CBS are really competing with NBC, the granddaddy of color, for a full house of color tv viewers.



Spies galore are the key to much of the action on NBC. The network's success with *I Spy* and *The Man From U.N.C.L.E.* has led it to add *The Girl From U.N.C.L.E.* and *T.H.E. Cat*. Two other new weeklies are *The Hero*, a cowboy cutup styled along the lines of last season's spy spoof, *Get Smart*, which is still aboard; and *Star Trek*, which features journeys into space.

The best moments with NBC, however, promise to be specials, which pre-empt the weekly regulars. Among them are an adaptation of Peter Weiss' controversial drama, *Marat/Sade*; a production of *Othel-*



The brightest fare from CBS is its broad spectrum of musical and dramatic specials. The Rodgers and Hammerstein version of *Cinderella* will be repeated and a 90-minute tribute to Sol Hurok, the impresario, is planned, featuring Van Cliburn, Marian Anderson, Andrés Segovia, Isaac Stern, and the Bolshoi Ballet. Dramatic specials include *The Crucible*, Arthur Miller's play of a New England witch hunt; a repeat of Miller's *Death of a Salesman*; *The Glass Menagerie*, with Shirley Booth; *Ivanov*, starring Sir John Gielgud and Claire Bloom; and *Mark Twain Tonight*, starring Hal Holbrook.

CBS has eight new weekly series



ABC leads the other networks with a potpourri of 16 new weekly shows. They run the gamut from *The Green Hornet* to *The Milton Berle Show*. And, of course, ABC will have an offering for the spy and space sets too. Its spy show is *The Man Who Never Was*; its science fiction series is *The Time Tunnel*, described as a "way-out trip to infinity."

But, as is the case with the other networks, the best viewing on ABC will be its specials and movies. ABC will present a unique series under the banner *Stage 67*, featuring a variety of dramatic productions and musicals. Among the dramas are *A Christmas Memory*, by Truman

Story by Martin Steingesser

as color splashes across the screen

NBC last year offered almost all its programs in color, while the other networks were still just trailing their toes in the paint pot. Consequently, ABC and CBS will move considerably closer to the No. 1 spot in color this season. But NBC still reigns as the indisputable monarch of color: It will telecast 1,000 more hours of color than CBS and ABC combined.



Donovan's Reef: Saturday Night at the Movies



Star Trek charts a weekly shuttle to unexplored worlds

lo, starring Sidney Poitier as the Moor; and Guy Bolton's *Anastasia*, Julie Harris and Lynn Fontanne.

A number of notable music specials also are planned: *Alice Through the Looking Glass*, a 90-minute musical, stars Judi Rolin, Agnes Moorehead, Jimmy Durante, and Nanette Fabray. *The Bell Telephone Hour* will present musical events from all over the world, including the *Annual Festival of Two Worlds*, at Spoleto, Italy; the *Berkshire Festival*, at Lenox, Mass.; the *International Jazz Festival*, at Comblain-la-Tour, Belgium; and *Handel's Messiah*, at Denver, Colo.



Mission: Impossible is a new spy series

—fewest number offered by the three networks. Among them are *Run, Buddy, Run*, which pokes fun at ABC's *The Fugitive*, and *Mission: Impossible* and *Jericho*, CBS's entries into the inter-network spy competition.

Some of the best viewing on CBS will come from the Hollywood film libraries. CBS is adding the *Friday Night Movies* as a companion piece to its Thursday namesake and will present such first-rate films as *The Country Girl*, starring Grace Kelly and Bing Crosby, *Lilies of the Field*, starring Sidney Poitier, and *Summer and Smoke*, starring Geraldine Page and Laurence Harvey.



Daktari: Cheryl Miller on Clarence, a cross-eyed lion



I Dream of Jeannie: a madcap genie and her astronaut

Capote, with Geraldine Page; *The Human Voice*, by Jean Cocteau, with Ingrid Bergman; and a miscellaneous presentation called *David Frost's Night Out in London*, starring Sir Laurence Olivier, Peter Sellers, and Albert Finney. There also will be a special production of the Lerner-and-Loewe musical, *Brigadoon*.

ABC's film offerings will come via *The Sunday Night Movies*. Tops here are *The Bridge On The River Kwai*, starring Alec Guinness and William Holden; *Porgy and Bess*, starring Sammy Davis Jr. and the late Dorothy Dandridge; and *High Society*, starring Grace Kelly and Frank Sinatra.



Run, Buddy, Run: chase comedy



The Road West: hominy grits and adventure



The Green Hornet and Kato

Tv's new schedule: spies, space, and specials in all the shades

Sports

NBC Sports

AFL pro football: (N) national; (R) regional

- Sept. 4 Buffalo vs. San Diego (N)
- Sept. 9 New York vs. Miami (N)
- Sept. 11 Kansas City vs. Buffalo (N)
- Sept. 18 Houston vs. New York (R)
Miami vs. Buffalo (R)
Boston vs. Denver (R)
- Sept. 25 New York vs. Denver (R)
Houston vs. Buffalo (R)
San Diego vs. Oakland (R)
- Oct. 2 New York vs. Boston (R)
Buffalo vs. Kansas City (R)
- Oct. 9 Miami vs. Oakland (N)
- Oct. 16 New York vs. Houston (R)
San Diego vs. Buffalo (R)
- Oct. 23 Oakland vs. New York (R)
San Diego vs. Boston (R)
Miami vs. Houston (R)
- Oct. 30 Buffalo vs. New York (R)
Oakland vs. Boston (R)
Houston vs. Kansas City (R)
- Nov. 6 Buffalo vs. Miami (R)
San Diego vs. Kansas City (R)
- Nov. 13 New York vs. Buffalo (R)
Houston vs. Boston (R)
- Nov. 20 Miami vs. New York (R)
Buffalo vs. Houston (R)
- Nov. 24 Buffalo vs. Oakland (N)
- Nov. 27 Kansas City vs. New York (R)
Boston vs. Miami (R)
San Diego vs. Denver (R)

- Dec. 3 New York vs. Oakland (N)
- Dec. 4 Buffalo vs. Boston (R)
San Diego vs. Houston (R)
- Dec. 11 New York vs. San Diego (R)
Boston vs. Houston (R)
- Dec. 17 Boston vs. New York (N)
- Dec. 18 Denver vs. Buffalo (R)
- Dec. 26 AFL Championship
- Jan. 8 AFL All-Star Game

College Football

- Dec. 24 Sun Bowl
- Jan. 2 Sugar Bowl
Rose Bowl
Orange Bowl
- Jan. 7 Senior Bowl

Golf:

- Sept. 10-11 The World Series of Golf
- Feb. 4-5 Bob Hope Desert Classic
- Starting Jan. 7 (Saturdays) Shell's Wonderful World of Golf

Baseball:

- Starting April: Major League Baseball every Saturday afternoon
- Starting Oct. 5 The World Series

CBS Sports

NFL pro football

- Sept. 10—
- Dec. 3 (Saturdays) Countdown to Kickoff
- Sept. 11 Los Angeles vs. Atlanta
New York vs. Pittsburgh
- Sept. 18 New York vs. Dallas
Green Bay vs. Cleveland
- Sept. 25 Los Angeles vs. Green Bay
New York vs. Philadelphia
- Oct. 2 St. Louis vs. Philadelphia
- Oct. 9 New York vs. St. Louis
Green Bay vs. San Francisco
- Oct. 16 Green Bay vs. Chicago
Los Angeles vs. Minnesota
San Francisco vs. Atlanta
- Oct. 23 St. Louis vs. Chicago
Dallas vs. Cleveland
- Oct. 30 Green Bay vs. Detroit
Pittsburgh vs. Dallas
Washington vs. Philadelphia
Baltimore vs. Los Angeles
- Oct. 31 Chicago vs. St. Louis
- Nov. 6 St. Louis vs. New York
Los Angeles vs. San Francisco
- Nov. 13 Baltimore vs. Atlanta
Philadelphia vs. Cleveland
New York vs. Los Angeles
- Nov. 20 Chicago vs. Green Bay
Dallas vs. Pittsburgh
Philadelphia vs. San Francisco
- Nov. 24 San Francisco vs. Detroit
- Nov. 27 Los Angeles vs. Baltimore
Atlanta vs. Chicago
New York vs. Washington

- Dec. 4 New York vs. Cleveland
St. Louis vs. Dallas
- Dec. 10 Green Bay vs. Baltimore
- Dec. 11 Minnesota vs. Detroit
Washington vs. Dallas
Chicago vs. San Francisco
- Dec. 17 Cleveland vs. St. Louis
- Dec. 18 Dallas vs. New York
Pittsburgh vs. Atlanta

ABC Sports

College Football: (N) national; (R) regional

- Sept. 10 Syracuse vs. Baylor (N)
- Sept. 17 U.S.C. vs. Texas (N)
- Sept. 24 Purdue vs. Notre Dame (N)
- Oct. 1 Missouri vs. U.C.L.A. (N)
- Oct. 8 Tennessee vs. Georgia Tech (N)
- Oct. 15 Arkansas vs. Texas (R)
- Oct. 22 Purdue vs. Michigan State (R)
- Oct. 29 Missouri vs. Nebraska (R)
- Nov. 5 Syracuse vs. Penn State (R)
- Nov. 12 Princeton vs. Yale (R)
- Nov. 19 Notre Dame vs. Michigan State (N)
U.C.L.A. vs. U.S.C. (R)
- Nov. 24 Nebraska vs. Oklahoma (N)
- Nov. 26 Navy vs. Army (N)
- Dec. 3 Auburn vs. Alabama (N)

Tennis

- Sept. 11 U.S. Tennis Championships

Specials

NBC Specials

- Sneak Preview . . . "Class of '67"
- Miss America
- Three Bob Hope Comedy Specials
- Shipstads & Johnson Ice Follies
- Alice Through The Looking Glass
- American Morality
- Election Coverage
- Perry Como's Music Hall
- Macy Thanksgiving Day Parade
- The Incredible World of Animals
- Smokey the Bear

CBS Specials

- Wonderful World of Wheels
- Carol Burnett
- Friends and Nabors
- Lucy In London
- Charlie Brown's Halloween
- Campaign '66
- National Geographic Special (four programs)
- Miss Teenage America Pageant
- Red Skelton's "Clown Alley"
- Young People's Concerts (four programs)
- The Nutcracker
- Charlie Brown's Christmas
- Cinderella

- Wizard of Oz
- Lucy
- Dick Van Dyke
- Miss U.S.A.
- Miss Universe
- Ivanov
- Emlyn Williams - "Dickens"
- Marineland Carnival
- S. Hurok Presents
- How the Grinch Stole Christmas
- The Crucible
- The Glass Menagerie
- Barbra Streisand

ABC Specials

- King Kong
- The Fine Art of Football Watching
- Brigadoon
- We Are Not Alone
- Lifeline
- Tony Bennett
- Hans Christian Andersen
- Cortez
- The First Christmas
- The Retarded Child
- Little Red Riding Hood
- Africa
- Alice In Wonderland
- Soupy Sales
- The Deb Star Ball
- The Legacy of Rome
- History of Popular Song
- Academy Awards
- Holiday on Ice
- Beauty and the Beast
- Scott's Race to the South Pole
- Cosmopolis: The World City
- Guys and Dolls

Movies

Tuesday and Saturday Night Movies (NBC)

- Rear Window
- The Court Jester
- Donovan's Reef
- Blue Hawaii
- White Christmas
- Lover Come Back
- The Lion
- Bridges at Toko-Ri
- The Ugly American
- The Man Who Knew Too Much
- Forty Pounds of Trouble
- The Buccaneer
- Papa's Delicate Condition
- The Spiral Road

Thursday and Friday Night Movies (CBS)

- Barabbas
- Branded
- Bye, Bye Birdie
- By Love Possessed
- Call Me Bwana
- Damn the Defiant
- The Delicate Delinquent
- Die! Die! My Darling!
- Escape From Zahrain
- First Men in The Moon
- Geisha Boy
- Genghis Khan
- Gidget Goes To Rome
- Good Neighbor Sam
- I Could Go On Singing
- The Incredible Mr. Limpet
- The Island of Love
- Jason and The Argonauts
- The Long Ships
- Love Has Many Faces
- My Geisha
- Pepe
- The Pleasure of His Company
- PT 109
- Spencer's Mountain
- Major Dundee
- Summer and Smoke

Sunday Night Movies (ABC)

- The Bridge On The River Kwai
- The V.I.P.'s
- The Prize
- Bus Stop
- High Society
- Can Can
- Jumbo
- Bachelor In Paradise
- Porgy and Bess
- Kissing Cousins
- King Solomon's Mines
- Four Horsemen of the Apocalypse
- Agent 834
- Courtship of Eddie's Father
- Ada
- The Sheepman
- Move Over Darling

of the rainbow

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:30-10 a.m. Linus The Lionhearted (ABC)	10-10:25 a.m. Eye Guess (NBC)	10-10:25 a.m. Eye Guess (NBC)	10-10:25 a.m. Eye Guess (NBC)	10-10:25 a.m. Eye Guess (NBC)	10-10:25 a.m. Eye Guess (NBC)	8-9 a.m. Captain Kangaroo (CBS)
10-10:30 Beany & Cecil (ABC)	10:25-10:30 NBC News Morning Report	10:25-10:30 NBC News Morning Report	10:25-10:30 NBC News Morning Report	10:25-10:30 NBC News Morning Report	10:25-10:30 NBC News Morning Report	9-9:30 Super 6 (NBC) Mighty Mouse (CBS)
10:30-11 Peter Potamus (ABC)	10:30-11 Concentration (NBC)	10:30-11 Concentration (NBC)	10:30-11 Concentration (NBC)	10:30-11 Concentration (NBC)	10:30-11 Concentration (NBC)	9:30-10 Atom Ant (NBC) Underdog (CBS)
11-11:30 Bullwinkle (ABC)	11-11:30 Chain Letter (NBC)	11-11:30 Chain Letter (NBC)	11-11:30 Chain Letter (NBC)	11-11:30 Chain Letter (NBC)	11-11:30 Chain Letter (NBC)	10-10:30 Secret Squirrel (NBC) Frankenstein Jr. & The Impossibles (CBS) King Kong (ABC)
11:30-12 Discovery 66 (ABC)	11:30-12 Showdown (NBC)	11:30-12 Showdown (NBC)	11:30-12 Showdown (NBC)	11:30-12 Showdown (NBC)	11:30-12 Showdown (NBC)	10:30-11 Space Kidettes (NBC) Space Ghost (CBS) The Beatles (ABC)
1-1:30 p.m. Directions 67 (ABC) Meet The Press (NBC)	12-12:30 p.m. Jeopardy (NBC)	12-12:30 p.m. Jeopardy (NBC)	12-12:30 p.m. Jeopardy (NBC)	12-12:30 p.m. Jeopardy (NBC)	12-12:30 p.m. Jeopardy (NBC)	11-11:30 Cool McCool (NBC) Superman (CBS) Casper (ABC)
4-4:30 The Porky Pig Show (ABC)	12:30-12:55 Swingin' Country (NBC)	12:30-12:55 Swingin' Country (NBC)	12:30-12:55 Swingin' Country (NBC)	12:30-12:55 Swingin' Country (NBC)	12:30-12:55 Swingin' Country (NBC)	11:30-12 The Jetsons (NBC) The Lone Ranger (CBS) Magilla Gorilla (ABC)
4:30-5 Tennessee Tuxedo (ABC)	12:55-1 NBC News Midday Report	12:55-1 NBC News Midday Report	12:55-1 NBC News Midday Report	12:55-1 NBC News Midday Report	12:55-1 NBC News Midday Report	12-12:30 p.m. Top Cat (NBC) The Road Runner (CBS) Bugs Bunny (ABC)
6-6:30 Frank McGee Report (NBC)	1:30-1:55 Let's Make a Deal (NBC)	1:30-1:55 Let's Make a Deal (NBC)	1:30-1:55 Let's Make a Deal (NBC)	1:30-1:55 Let's Make a Deal (NBC)	1:30-1:55 Let's Make a Deal (NBC)	12:30-1 The Smithsonian (NBC) The Beagles (CBS) Milton The Monster (ABC)
6:30-7:30 Bell Telephone Hour (NBC)	1:55-2 NBC News Mid-afternoon Report	1:55-2 NBC News Mid-afternoon Report	1:55-2 NBC News Mid-afternoon Report	1:55-2 NBC News Mid-afternoon Report	1:55-2 NBC News Mid-afternoon Report	1-1:30 Animal Secrets (NBC) Tom & Jerry (CBS) Hoppity Hooper (ABC)
7-7:30 Bell/Actualities (NBC) Lassie (CBS)	2-2:30 Days of Our Lives (NBC)	2-2:30 Days of Our Lives (NBC)	2-2:30 Days of Our Lives (NBC)	2-2:30 Days of Our Lives (NBC)	2-2:30 Days of Our Lives (NBC)	7-7:30 Scherer-MacNeil Report (NBC)
7-8 Voyage to Bottom of the Sea (ABC)	2:30-3 The Doctors (NBC) Art Linkletter's House Party (CBS)	2:30-3 The Doctors (NBC) Art Linkletter's House Party (CBS)	2:30-3 The Doctors (NBC) Art Linkletter's House Party (CBS)	2:30-3 The Doctors (NBC) Art Linkletter's House Party (CBS)	2:30-3 The Doctors (NBC) Art Linkletter's House Party (CBS)	7:30-8 Flipper (NBC)
7:30-8 It's About Time (CBS)	3-3:30 Another World (NBC)	3-3:30 Another World (NBC)	3-3:30 Another World (NBC)	3-3:30 Another World (NBC)	3-3:30 Another World (NBC)	7:30-8:30 Jackie Gleason Show (CBS) Shane (ABC)
7:30-8:30 Walt Disney (NBC)	3:30-4 You Don't Say (NBC)	3:30-4 You Don't Say (NBC)	3:30-4 You Don't Say (NBC)	3:30-4 You Don't Say (NBC)	3:30-4 You Don't Say (NBC)	8-8:30 Please Don't Eat the Daisies (NBC)
8-9 Ed Sullivan Show (CBS) The FBI (ABC)	4-4:25 The Match Game (NBC)	4-4:25 The Match Game (NBC)	4-4:25 The Match Game (NBC)	4-4:25 The Match Game (NBC)	4-4:25 The Match Game (NBC)	8:30-9 Get Smart (NBC) Pistols & Petticoats (CBS)
8:30-9 Hey Landlord (NBC)	4:25-4:30 NBC News Afternoon Report Arlene Dahl's Beauty Spot (ABC)	4:25-4:30 NBC News Afternoon Report Arlene Dahl's Beauty Spot (ABC)	4:25-4:30 NBC News Afternoon Report Arlene Dahl's Beauty Spot (ABC)	4:25-4:30 NBC News Afternoon Report Arlene Dahl's Beauty Spot (ABC)	4:25-4:30 NBC News Afternoon Report Arlene Dahl's Beauty Spot (ABC)	8:30-9:30 Lawrence Welk (ABC)
9-10 Bonanza (NBC) Garry Moore Show (CBS)	6-7 Sixth Hour News (NBC)	6-7 Sixth Hour News (NBC)	6-7 Sixth Hour News (NBC)	6-7 Sixth Hour News (NBC)	6-7 Sixth Hour News (NBC)	9-10 Mission: Impossible (CBS)
9-11 Sunday Night Movies (ABC)	7-7:30 Huntley-Brinkley Report (NBC)	7-7:30 Huntley-Brinkley Report (NBC)	7-7:30 Huntley-Brinkley Report (NBC)	7-7:30 Huntley-Brinkley Report (NBC)	7-7:30 Huntley-Brinkley Report (NBC)	9-11 Saturday Night at the Movies (NBC)
10-10:30 Candid Camera (CBS)	7:30-8 The Monkees (NBC) Gilligan's Island (CBS)	7:30-8:30 Girl from U.N.C.L.E. (NBC) Daktari (CBS) Combat (ABC)	7:30-8 Batman I (ABC)	7:30-8 Batman II (ABC)	7:30-8 Green Hornet (ABC)	9-11 Saturday Night at the Movies (NBC)
10-11 Andy Williams (NBC)	7:30-8:30 Iron Horse (ABC)	8:30-9 Occasional Wife (NBC) The Rounders (ABC)	7:30-8:30 Lost in Space (CBS)	7:30-8:30 Daniel Boone (NBC) Jericho (CBS)	7:30-8:30 Tarzan (NBC) Wild Wild West (CBS)	9:30-10:30 Hollywood Palace (ABC)
10:30-11 What's My Line (CBS)	8-8:30 I Dream of Jeannie (NBC) Run, Buddy, Run (CBS)	8:30-9:30 Red Skelton Hour (CBS)	7:30-9 The Virginian (NBC)	8-8:30 F Troop (ABC)	8-9 Time Tunnel (ABC)	10-11 Gunsmoke (CBS)
	8:30-9 Roger Miller (NBC) The Lucy Show (CBS) Rat Patrol (ABC)	9-9:30 Pruitts of Southampton (ABC)	8-9 The Monroes (ABC)	8:30-9 My Three Sons (CBS) Tammy Grimes (ABC)	8:30-9 Hogan's Heroes (CBS)	10:30-11 ABC Scope (ABC)
	9-9:30 Andy Griffith Show (CBS) The Force (ABC)	9-11 Tuesday Night at the Movies (NBC)	9-9:30 Green Acres (CBS) Man Who Never Was (ABC)	8:30-9:30 Star Trek (NBC)	8:30-9:30 Man from U.N.C.L.E. (NBC)	
	9-10 The Road West (NBC)	9:30-10 Petticoat Junction (CBS) Love on a Rooftop (ABC)	9-10 Chrysler Theatre (NBC)	9-9:30 Bewitched (ABC)	9-10 Milton Berle (ABC)	
	9:30-10 Family Affair (CBS) Peyton Place I (ABC)	10-11 CBS Reports (CBS) The Fugitive (ABC)	9:30-10 Gomer Pyle - USMC (CBS) Peyton Place II (ABC)	9-11 Thursday Night Movies (CBS)	9:30-10 T.H.E. Cat (NBC)	
	10-10:30 Jean Arthur Show (CBS)		10-11 I Spy (NBC) Danny Kaye Show (CBS) ABC Stage 67 (ABC)	10-11 Dean Martin (NBC) Hawk (ABC)	10-11 Laredo (NBC) 12 O'Clock High (ABC)	
	10-11 Run For Your Life (NBC) Big Valley (ABC)					
	10:30-11 I've Got A Secret (CBS)					

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**Channel Master's radio/phono combos.
The grooviest. They go-go anywhere.**

Hot diggety! How they'll dig 'em!

Young in heart, extra-light, easy to take.

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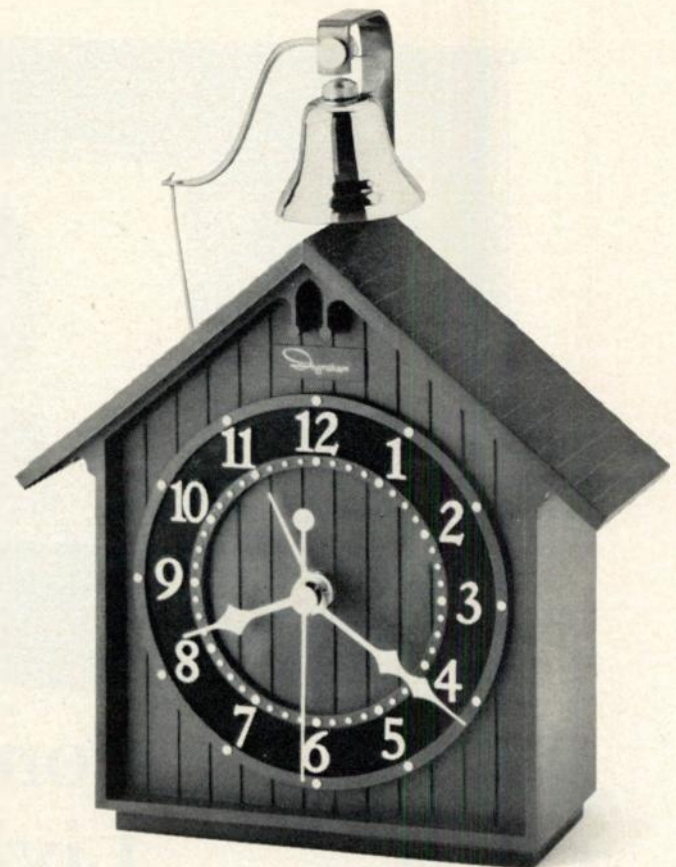
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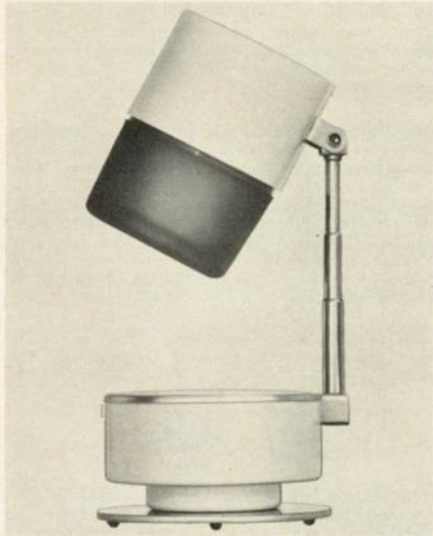
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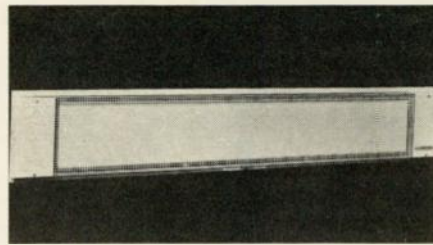
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□ □ A new high-intensity lamp is shown by London Products. The Compact's head rotates 360 degrees on a telescopic, chrome-plated arm that extends 8½ inches. The shield is available in red, white, blue, or black to contrast with the white enameled base. At \$11.95 retail, the 12v lamp weighs slightly more than 2 lbs. and is 3¼ inches by 6½ inches when closed. *London Products Inc., 167 E. 56th St., New York, N. Y.*

□ □ Ingraham's Saturn wall clock, in brass and walnut, is offered as an electric unit at \$13.95; the battery-operated model is \$18.95. It is 22 inches in diameter. *Ingraham Co., Redstone Hill Rd., Bristol, Conn.*



□ □ A new baseboard heater from Vitratherm features a metal plate solid-state radiant heat source that, according to the company, produces more than three times as much radiant heat as ordinary electric baseboards but still develops enough convected heat to overcome cold wall or cold window problems. The output is 60% radiant and 40% convection. The baseboard assembly measures

two inches thick and eight inches high. Units are available in 500, 750, 1,000, 1,500, and 2,000 wattages. A 1,000w unit retails at about \$50. Vitratherm says that the unusually high portion of radiant output gives this system a quick response to thermostat control and thus an evenness of room temperature. *Vitratherm Corp., 132 S. Main St., South Norwalk, Conn. 06854*

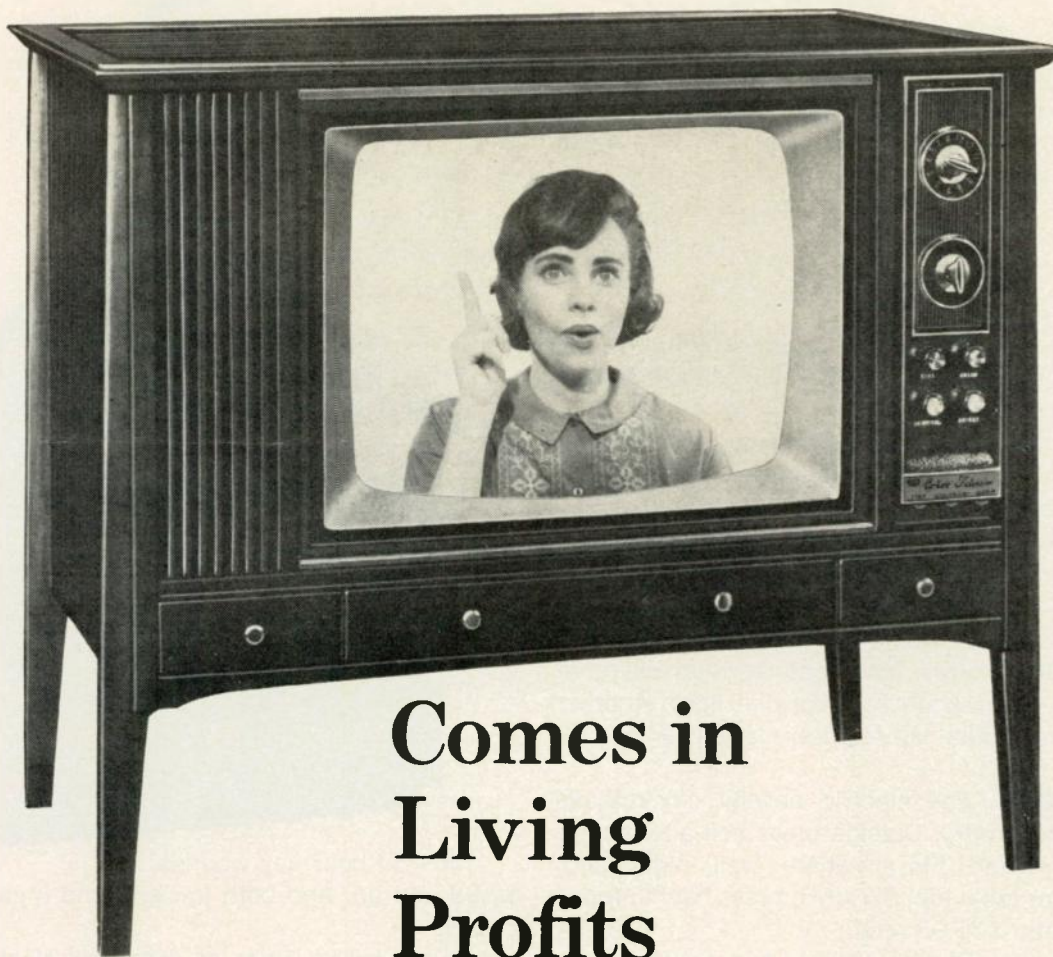


□ □ Paragon offers a nautical clock with a single gold hand that tells both the hour and the minute. The clock, with cord, plug, brown plastic case, and ivory and brown dial plate, retails for under \$8. *Paragon Electric Co. Inc., Two Rivers, Wis. 54241*



□ □ Permanent display fixtures have been introduced for 1847 Rogers Bros. stainless steel. The three units—all 54 inches high and 30 inches deep—come in lengths of 60 inches, 48 inches, and 24 inches. The displays, which consist of an upper panel with four shelves and a lower cabinet for storage, can be used for corner and aisle-end displays or back-to-back and end-to-end. Strips that slide into the front of the panel hold information on designs and prices. The fixtures feature removable legs, floor levelers, a removable trademark panel, a flat-black welded frame of brushed aluminum, walnut-toned Violene plastic paneling, and a pegboard back that can hold additional shelves. *International Silver Co., 500 S. Broad St., Meriden, Conn. 06450*

Arvin COLOR



Comes in Living Profits

Arvin 19" Rectangular All-Channel Color TV in a 33" Genuine Walnut Veneer and Selected Furniture Hardwood Console

Arvin breathes even more life into your Color TV profit picture with this new 19" Color TV Console. Color comes alive in all its natural brilliance with the amazing Arvin Chroma-Gard color control that maintains the proper intensity and amount of color for all channels at all times. Fine furniture craftsmanship is reflected in every inch of this superb Arvin console painstakingly handcrafted in Genuine Walnut Veneer and Select Hardwoods. See the full line of Arvin color and black and white television priced from \$89.95 to \$449.95.

Model 87K58, Genuine Walnut Veneer and Selected Hardwoods
Sugg. retail \$449.95

Arvin Beauty Bright Color Picture Tube incorporating Rare Earth Phosphors for color pictures with unrivaled clarity and true-to-life beauty • Automatic Degaussing corrects color impurities, protects color pictures from magnetic interference, removes unwanted color from black and white pictures, permits movement of set without service call • Arvin VHF Memory Tuner—fine tune each channel just once, set automatically "remembers" to tune best picture and sound • Arvin Keyed Automatic Gain Control Circuit assures locked in picture and consistent picture performance in strong and weak signal areas • Arvin Color Regulator prevents color drift and fade, eliminates washed out or untrue colors, removes unwanted color streaks from black and white TV • Arvin Transformer Powered Chassis with 22,000 volts of picture power for big, bright steady pictures.

19" overall diagonal measurement, 176 sq. in. viewing area

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

— EMPLOYMENT —

HOME ENTERTAINMENT SALES MGR.

For Kansas, Nebraska, Idaho, Wyoming, Utah, Nevada, Arizona, New Mexico, West Texas, Colorado.

We need a Regional Sales Manager who knows how to train a dealer organization on product advantages and profits. Experienced in volume sales to distributors, chains, key retailers. Progressive manufacturer offers substantial opportunity: our men know of this ad. Write fully.

Sales Dept.

OLYMPIC RADIO AND TELEVISION

34-01 38 AVE., LONG ISLAND CITY, I., NEW YORK

— SEARCHLIGHT —

Color DIAL TELEPHONES \$10.95

Factory rebuilt Western Electric in white, beige, ivory, pink, green, or blue. If 4 prong plug is required add \$2.00. Fully guaranteed. Write for free list. All shipments FOB.
SURPLUS SAVING CENTER
Dept. MW 9196
Waymart, Pa.





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



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

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

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

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

You can be sure if it's Westinghouse



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



G.E. announces push-button profits.

Push. Push. Automatic tape recorder sales. With G.E.'s push-button M8300. The easiest working, easiest selling cartridge tape recorder on the market. Push. Push. \$69.95*. One-hand operation. Pop-in loading. (No tape to thread.) All push-buttons. Record. Play. Fast-forward. Rewind. Plus all the style and sell you'd expect from G.E. Capstan Drive. Big sound dynamic

speaker. Record Interlock (so erase is no mistake). VU Meter (so the volume is always at the right level). Enough jacks to satisfy every audio bug. Footswitch, earphone, AC power jacks. And a remote control microphone. A handsome carrying case. They all come with the tape recorder that plays for a solid hour on one cartridge. Push. Push. Next please.



New G.E. Cartridge Tape. 60 minutes of playing time in a compact, sturdy cartridge. RT 7201. \$2.99*

GENERAL ELECTRIC
Radio Receiver Department, Utica, New York

Cookware metals married in industry-wide promotion

The Metal Cookware Manufacturers Assn. has brought the once-feuding cookware industry under one cover for the first time with a *Guide to Metal Cookware and Bakeware*, to be shown at the association's fall conference at Lake Lawn Lodge in Delavan, Wis. The conference, which began yesterday with a board of directors meeting, will conclude tomorrow.

The mettle of metal

"The booklet," according to K. H. Johnston, executive secretary of the cookware association, "is our first combined piece of literature covering all metal cookware." (Until three-and-a-half years ago, the association consisted mainly of aluminum cookware manufacturers; it is now more representative of all types of metal cookware manufacturers.)

The 16-page, black-and-white booklet, which is aimed primarily at home economics teachers, "gives pertinent information," says Johnston, "about each of the different types of metal: aluminum, stainless steel, cast iron, porcelain on metal, tinware, copper, chromium alloy steels, and non-stick finishes." It also contains a glossary of definitions for cookware and bakeware pieces and a list of literature that teachers can use to find additional information.

The guide, a product of the association's Public Relations Committee will first appear with a coupon in the October issue of *What's new in Home Economics*. The home economics teacher who is interested in using the booklet can receive a free copy by mailing in the coupon.

A record conference

The fall conference of the MCMA brought approximately 65 persons, a record attendance, according to Paul G. Uetzmann, president of the group and vice president of Aluminum Specialty Co. "Those attending," he says "are primarily top general management personnel and market management personnel."

Speakers at the conference are Dr. Charles B. Reeder, senior associate economist at DuPont, discussing "The Business Outlook"; James S. Fish, vice president of advertising and marketing services at General Mills, emphasizing "Management by Objectives"; Paul E. Thomas, national sales manager for Teflon non-stick finishes at DuPont, discussing market research reports on Teflon and recent technical developments; and James E. Dornoff, an expert in leadership, management, and human relations, speaking

on "The Power of Enthusiasm in Management."

Teflon: slowdown or surge?

DuPont's continuing optimism over the sales growth future for Teflon-coated cookware was outlined by Paul E. Thomas, who predicted a big increase in sales of bakeware, especially muffin pans and cookie sheets. He further stated that Teflon-coated wares comprised 63% of all metal cookware and bakeware sold by retailers in the spring of 1966, compared with a 44% share in the spring of 1965.

Thomas, in comments prepared for the MCMA, says that recent DuPont market research shows that consumers who own Teflon-coated frypans have "demonstrated an increasing inclination to purchase Teflon-coated saucepans and bakeware. In the spring of 1966, compared with the spring of 1965, he says that over-the-counter movement of Teflon-coated cookware and bakeware showed substantial growth, while retail sales of uncoated utensils declined considerably.

With reference to a recent projection by the MCMA regarding a lag in cookware shipments by manufacturers, Thomas points out that DuPont's predictions on the market applied to unit sales by retailers, as opposed to dollar sales of shipments by manufacturers.

Thomas warned against resorting to a price approach in marketing and merchandising Teflon-coated cookware. He said retailers especially should "resist the temptation" to use sharp pricing to draw in traffic for Teflon-coated goods. "DuPont's long-range market research," he adds, "indicates that price has not been a significant barrier to consumer purchases of Teflon-coated housewares."

And it will not prove a barrier in 1967 either, according to DuPont's Dr. Reeder, who told MCMA members that the business outlook is good. He emphasized that despite restraints on housing, which could possibly affect home furnishings, "The prospect for consumer income and employment is very good. Looking further ahead than 1967," he adds, "there is an age structure that points to a strong long-term market because of an accelerated rate of family formations."

—Judy Kunzelman

Fieldcrest's alarm-clock/timer-blanket will move into eight or 10 test markets in November. The firm, however, will wait until next year before going nationally with the product. J. C. Penney broke the Fieldcrest-made blanket in its fall-winter catalog, pricing the electric blanket with an alarm-clock/timer control at \$24.90 for a twin size. The blanket shuts off automatically when the alarm clock goes off. Besides Penney's Sears also is handling the Fieldcrest blanket under its private-label program.

Toshiba's Emergency Lamp glows in the dark when not in use because of instructions written in luminous paint. The new Emergency Lamp is attached to a board designed for wall mounting. Powered by two 1.5v dry cell batteries, the lamp is automatically turned on when removed from the board, which carries the luminous instructions. The lamp is priced at about 50¢ in Japan. Exports to the U.S. reportedly are planned.

Datebook of upcoming trade shows: Sept. 26-29, New York Premium Show, New York Coliseum; Oct. 10-14, three concurrent shows—National Hardware Show, New York Coliseum; Hardware-Housewares & General Merchandise Trade Show, Barbizon-Plaza Hotel; Fall Variety Merchandise Fair, New York Trade Show Building; and Jan. 16-20, National Housewares Exhibit, McCormick Place, Chicago. Dates for next summer's Housewares Show are scheduled for July 10-14.

Eureka adds a retailer incentive program for dealer and salesmen in its New York branch. Top salesmen between now and Dec. 31 will win a trip to Puerto Rico, an Emerson color tv set, or a home movie center. Dealers reaching one of three point plateaus—based on purchases—will be eligible to select from a list of prizes.

Shetland adds a twist to its Rome trip by tying in factory incentive programs for Shetland employees. In addition to retailers being given a chance to win a trip for two to Rome next February (based on purchases), Shetland employees are being invited along through a series of incentive programs, including one based on cost-cutting suggestions.

Norelco's Tripleheader promotion moves into retail display units. Norelco is offering two new display units, one for counter and one for window use, that focus attention on its new Tripleheader shaver and the entire Norelco line. The window display unit features triple shaver heads that flash on and off.

Westinghouse seeks to spur light bulb sales with Operation Showmanship—a program that provides in-store displays of light bulbs, consumer premiums, two promotions for specific seasons, plus five other promotions for year-round use. Operation Showmanship is one of many campaigns to promote products from Westinghouse's Lamp Division. The campaigns include national television coverage, radio spot announcements, advertisements, and premium and merchandising programs.

KEY MOVES

Hamilton Beach—Ronald P. Schillinger is appointed product sales and administration mgr.

Westinghouse—Eugene J. Heil is named assistant to the region mgr for the Lamp Division, and Joseph G. Carroll is named works mgr of the

Bloomfield (N.J.) lamp operations.

Rubbermaid—William P. Conway is promoted to chain sales mgr; and J. Richard Raeder, Thomas G. Clark, and C. Amos Neptune are appointed to serve on the new corporate staff organization.

□□□□ Macy's is getting a new Ekco-Flint shop next to the Corning shop at the Herald Square store, New York City. Housewares buyer George Edelstein met with Ekco representatives on the sales floor as the shop was being put into place last week. Modular-type displays are being used to show the Flint cutlery line. Edelstein, who buys for the bath shop as well, has been working hard to expand the shop concept into other merchandise categories, including cookware, flatware, and cutlery. Besides bath goods, Edelstein previously has spruced up his "gift housewares" displays through the shop approach.

□□□□ An electric toilet seat is being marketed in Japan by Matsushita Electric Industrial Co. (Panasonic). It is primarily intended to keep toilet seats warmed for the aged in Japan where centrally heated houses are almost a rarity, McGraw-Hill World News' Japan Bureau reports. Stainless steel wires are woven into the plastic seat. A switch provides a choice of two temperatures: 104 degrees or 86 degrees F. With a 7-ft. electrical cord, the toilet seat retails in Japan at \$13.89. Matsushita is known to believe the U.S. market for such a product is limited.

□□□□ Solid state moves into sewing machines with Matsushita's development of a sewing machine motor using a silicon-controlled rectifier for its controller. The new motor, for home or industrial sewing machine use, maintains a uniform output even when its speed is lowered, reports McGraw-Hill World News' Japan Bureau. Matsushita expects to aim the new motor largely at the U.S. sewing machine market, because the motor is believed to be too expensive for sewing machines sold in Japan.

□□□□ An electric pet warmer for dog houses is being introduced by Goodyear Tire & Rubber Co. It will be marketed through pet supply channels; there are no plans at present for it to be carried by Goodyear retail outlets. The pet warmer, known as a Pilotherm heater, consists of an electric-blanket-type heating unit sealed between two layers of waterproof vinyl. It operates on house current and features a safety cutoff switch. The pet warmer will be available in two sizes, at about \$14 and \$16 retail.

□□□□ Goodyear market-researched dogs, while testing its new electric-heat blanket. The pad rated a wag of the tail from dogs living in moderate climates, but got a cold tail from dogs in colder climates. The pads could not relieve the body chill provided by strong winds and very cold temperatures. So Goodyear is marketing two types—a low-power pad for dogs in moderate climates and a higher-heat-output pad for those in colder climates.

□□□□ The working wife is the Eureka target in its addition of nighttime tv commercials to a previously all-daytime schedule. Practically one-third of all U.S. wives are working wives. Eureka has added three CBS nighttime shows, putting the floor care manufacturer on all three networks. Eureka also points out that nighttime commercials will be seen by retailers and distributors.

More Design Award promotions will break at retail this week

The Design in Housewares Award Program (MW, 30 May, p.15) is beginning to pay off where it counts—at retail. Two additional stores—Macy's new outlet in Albany and Hecht Co. in Washington—will kick off Design in Housewares Award promotions this week.

More promotions are planned, judging from retailer interest expressed to the National Housewares Manufacturers Assn. (NHMA) and the National Design Center, which ran the program for the NHMA. A number of key retailers are expected to break similar promotions before the end of the year.

Gimbels got a head start on the Design Award promotions by staging one in New York City before Labor Day (MW, 5 Sep., p.33). Also in New York City, Macy's kicked off a "Grand Design Housewares Show & Sale" last week. The Macy's promotion, however, does not tie in directly with the Design Award Program. The store is using the "Grand Design" theme in order to show products that did not receive NHMA-sponsored Design Awards. The promotion also takes a backseat to the Far East Festival that Macy's is running on a storewide basis.

Macy's Albany store, however will tie in directly with the Design Award Program, showing more than half of the 94 Award-winning products in a special display. The display wraps around the escalator leading to the second-floor housewares department in the new two-level store.

Hecht is duplicating a display used by the National Design Center to show the Award-winners at the July Housewares Show. Hecht will show more than 60 of the Award-winning products. The store is known to have taken on a number of the items specifically because they won Design Awards, since previously it has not carried some of the Award-winners now being handled.

The Hecht Design Award promotion will tie in with the store's "Salute to America" promotion, which is now in progress. It has

been arranged by Hecht housewares merchandise manager, George Edwards. He has described the Design Program as a "wonderful vehicle" for a retail tie-in.

NHMA is encouraging promotions through a colorful booklet mailed to some 13,000 housewares buyers and merchandise managers. Buyers received their copies last week, along with a letter from Dolph Zapfel, NHMA managing director. The booklet contains photographs of the Award-winning products, as well as promotional material and ideas.

The Design Award Program already is being hailed as a great success. It has focused industry attention on the importance of good design; it has encouraged retailers to promote design and fashion in housewares; and it has helped manufacturers to get lines into retail stores on the basis of good-design recognition. Judging from manufacturers' reports, Hecht Co. is not alone in its addition of products to the store's assortments largely on the basis of the Design Award Program.

—Ed Dubbs



Macy's "Grand Design" symbol

The pretty model in hardware wants a first-floor position

Pretty models putting on makeup in the hardware department? Well, that is what is happening at Macy's and Gimbels in New York City, and will soon happen elsewhere.

The reason: to sell light bulbs, of all things.

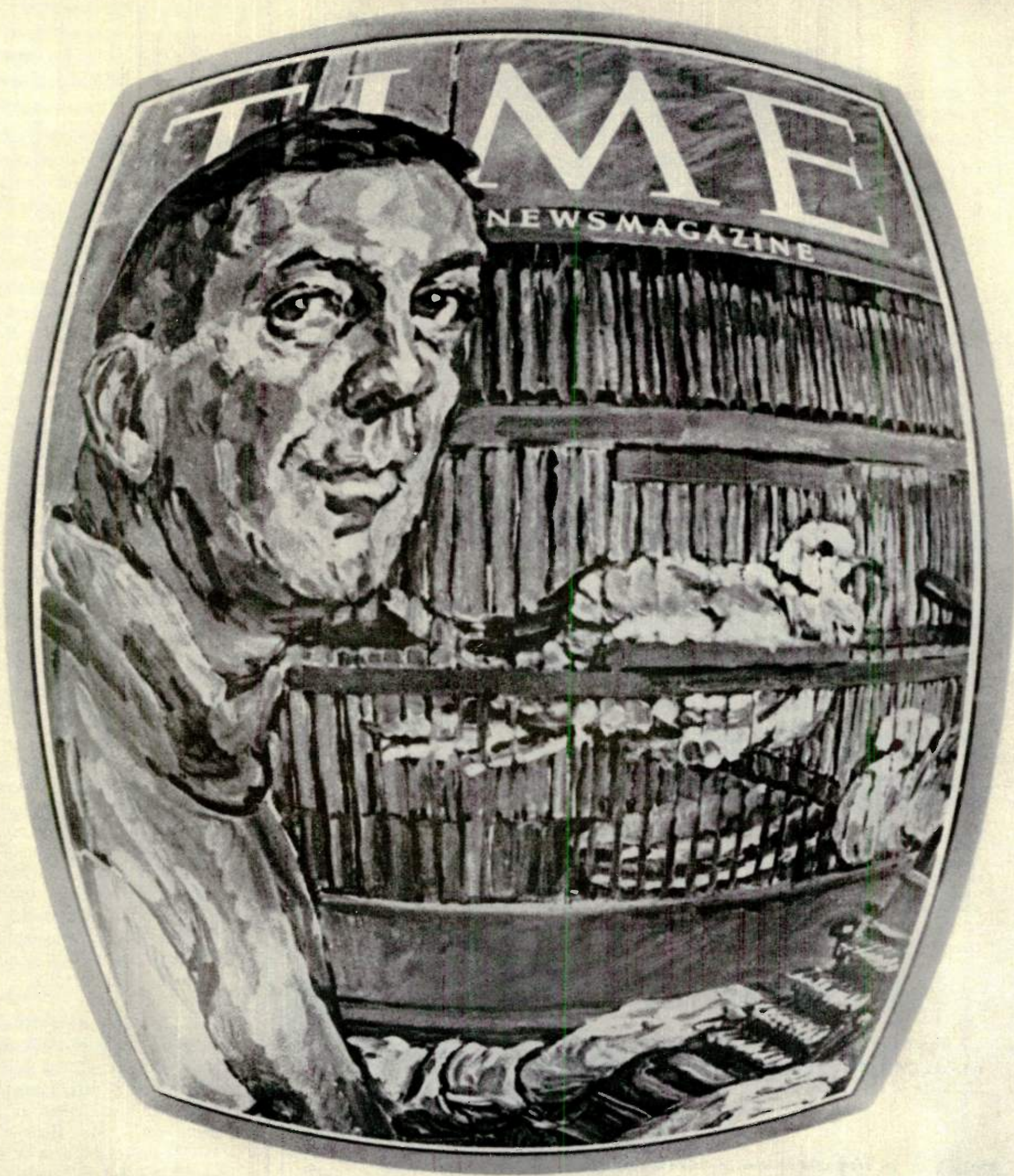
Duro-Lite Lamps Inc., of Fair Lawn, N.J., has kicked off a test promotion using models and makeup as the theme. Duro-Lite is promoting its new Optima fluorescent tubes that "bring natural outdoor daylight into the home."

The firm previously has provided leading department stores with sales-specialist-type demonstrators; this is the first attempt to use the booth-type demonstrator for a particular promotion.

Duro-Lite has created a special display unit containing both the Optima tubes and ordinary fluorescent tubes. Women can see how the model looks under both types—"more vibrant," of course, under Optima.

Taking the model out of hardware is what Duro-Lite is currently working on. Although the model program was tested in or close to the hardware department at Macy's and Gimbels, the firm is seeking first-floor exposure in leading department stores. This location would enable the model to tie in light bulbs and cosmetics. Woodward & Lothrop, in Washington, agreed to try this plan.

An Optima tube retails at \$2.79—a small price for a woman to pay to look "more vibrant."



As simple as black and white

In the first six months of '66, TIME rose from 4th to 2nd place among all magazines in TV-Phonograph-Radio-Recorders advertising. With the biggest dollar gain of any magazine.

The reason? It's quite simple. For example, the upper-income and college-educated families that make up only 25% of U.S. households own 45% of the color TV

sets.* And the way to reach these families is in TIME.

The average income of TIME subscriber families is almost \$15,000. And 79% of TIME subscribers are college educated, 32% did postgraduate study.

We could go on to mention other reasons why your brightest color reception is in TIME, but you get the picture, don't you?

*Data: © 1966 Simmons.

□□□□ A new standard for rating vac horsepower appears closer as the result of continuing meetings between representatives of the Vacuum Cleaner Manufacturers Assn. (VCMA) and the Federal Trade Commission (FTC). The VCMA has been informed that the National Bureau of Standards, a unit of the U.S. Department of Commerce, has ruled that the VCMA-suggested standards for uniform rating of horsepower for vacs appear "sound and practical" with certain minor modifications. General Electric's J. P. Hunter, chairman of the VCMA committee that drew up the

recommended standards, indicated that the industry was "willing to live with" the changes recommended by the Bureau of Standards.

□□□□ Where the matter stands now is before the FTC's Bureau of Industry Guidance, which will make a recommendation to the full FTC after further talks with VCMA representatives. A good guess as to when the full FTC will become involved is about three months. Although the FTC has not decided on what type of procedure it will use, the most likely is the issuance of an administrative decision, which would automatically take effect upon publication. This would preclude any chance of an opponent of horsepower standards (Shetland is opposed) to make its case before the full commission. Shetland, however, is understood to be continuing its fight against the adoption of any standard that incorporates the use of horsepower for rating vacs, believing that "horsepower ratings as a method of comparing and evaluating vacuum cleaner performance is essentially meaningless to consumers, and the practice will be consistently misleading." Shetland, which is not a member of the VCMA, is understood to have been represented at the latest meeting between the VCMA and the FTC. The meeting was held just prior to the VCMA's annual fall meeting in Hot Springs, Va., last week. The VCMA standards committee reported to the full membership on the FTC talks.

□□□□ The new Hoover head is Felix N. Mansager, who was elected last week to succeed H. W. Hoover as president and chairman of the Hoover Co. Mr. Hoover recently suffered a heart attack and has been relieved of his duties. Mansager was formerly executive vice president and has been with the company for 37 years. Fred L. Tabacchi, formerly senior vice president, was named to succeed Mansager as executive vice president. Both Mansager and Tabacchi have extensive backgrounds in the areas of sales and marketing with the Hoover Co.

\$19.95* REALLY
TURNS CUSTOMERS ON...

**NEW MIDLAND
LAMP RADIO**

Turn on the radio...turn on the lamp...turnover's terrific!

Peak performance in a powerful solid state radio with top-mounted 2" speaker, built-in loopstick antenna, AVC, and earphone jack. Uses 9 volt battery, operates even during power failures.

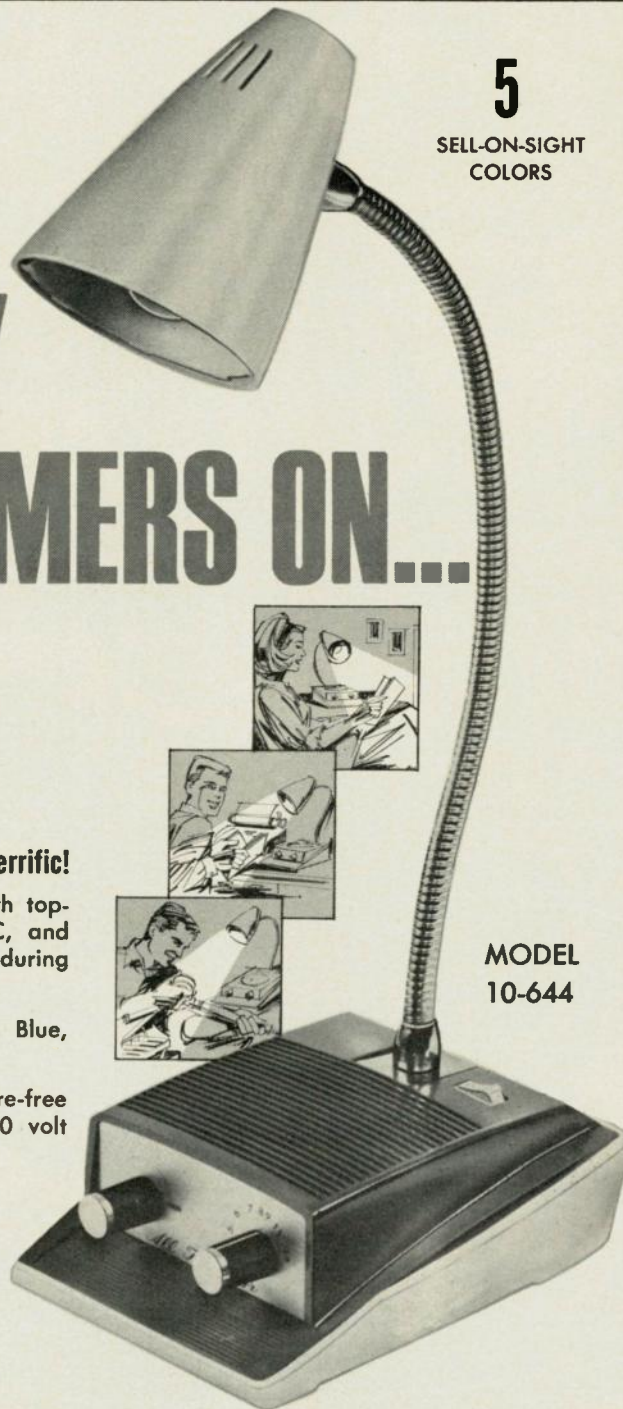
Choice of 5 beautiful decorator colors: Brown, Ivory, Blue, Coral or Black.

The most light for the money. Full 40 watts of glare-free illumination. High intensity lamp operates on 110-120 volt AC. No transformer to buzz, hum or burn out. UL listed line cord.

Mat service, generous ad allowance for every gross.

MAIL YOUR ORDER TODAY!

*Suggested Retail with full margin of profit



For information on other fine Midland products, write for new full line catalog.



Transceivers



Radios



Tape Recorders



Tape Players



Intercoms



Phonographs

Midland quality puts the confidence and profit back into popular pricing!

MIDLAND INTERNATIONAL CORPORATION

1909 Vernon Street
North Kansas City, Missouri 64116

4140 Vanowen Place
Burbank, California 91504



**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



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	Sept. 2	106,669	100,690	+ 5.94
	35 Weeks	1,882,146	1,967,587	- 4.34
monthly distributor sales	June	195,241	214,292	- 8.90
	6 Months	1,170,744	1,250,973	- 6.42
Phonos, console, distrib. sales	Sept. 2	33,711	31,263	+ 7.83
	35 Weeks	1,084,657	920,259	+ 17.86
monthly distributor sales	June	133,656	111,371	+ 20.00
	6 Months	793,007	610,988	+ 29.79
Radio (ex auto), distrib. sales	Sept. 2	324,981	306,923	+ 5.88
	35 Weeks	8,254,522	7,611,487	+ 8.45
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	Sept. 2	152,239	163,732	- 7.02
	35 Weeks	4,641,782	4,857,113	- 4.43
monthly distributor sales	June	543,992	533,123	+ 2.03
	6 Months	3,426,789	3,386,935	+ 1.17
Color Television, distrib. sales	Sept. 2	105,098	83,751	+ 25.49
	35 Weeks	2,591,306	1,403,831	+ 84.59
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.

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

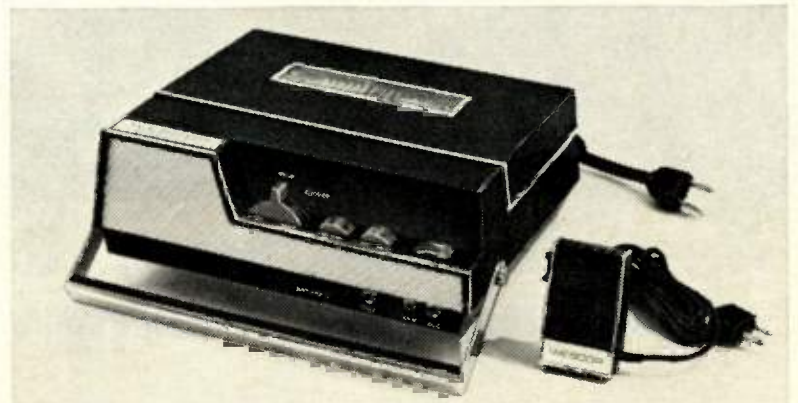
Prices start at \$59.95. Slightly higher on the west coast.

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

WEBCOR

2400 N. Wolcott, Chicago, Ill. 60604

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



Webcor Rechargeable III—Model 2714: Minimum 800 hours playing time. Recharge overnight. 2 speeds 1½, 3½. Transistorized capstan speed control. 3" reel, built in AC converter, charger. Operates on 110V, AC, 3 rechargeable batteries (included) or 4 regular flashlight batteries. Combination VU/battery charge meter. Storage compartment holds remote control dynamic microphone, patch cord, earphone.



Webcor Rechargeable V—Model 2717: True music, voice reproduction at 1½, 3½ speeds. Capstan drive, 5" reel. Operates on 5 rechargeable batteries (included), flashlight batteries or 110V, AC. Built in AC adaptor, battery charger. 5 input-output jacks, VU meter, battery charge indicator. Voice activated mike. Storage compartment holds AC cord, patch cord, earphone, batteries. Model 2715 same as above but with remote control dynamic mike.

The Sun Set

Its sunglass screen lets you see a picture even out in the sun.



For scanning 'n tanning the new 7-inch Sony TV operates off a rechargeable battery-pack and has a special black-screen that blots up glare like sunglasses. There are 19 non-heating transistors in the chassis to keep it from landing at the repairman's blacked out with heat exhaustion, a built-in telescoping antenna

and a 4" x 2½" oval speaker. And one more thing: It also plays off AC house current. So when the weather turns sloppy, you can actually watch the Sun Set in your living room. If any of your customers need a fair-weather friend, this is it.

Sunglass SONY® TV

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



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

**AVOCADO
GREEN**

At no extra cost!

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



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

\$99.95

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



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

Kelvinator

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