

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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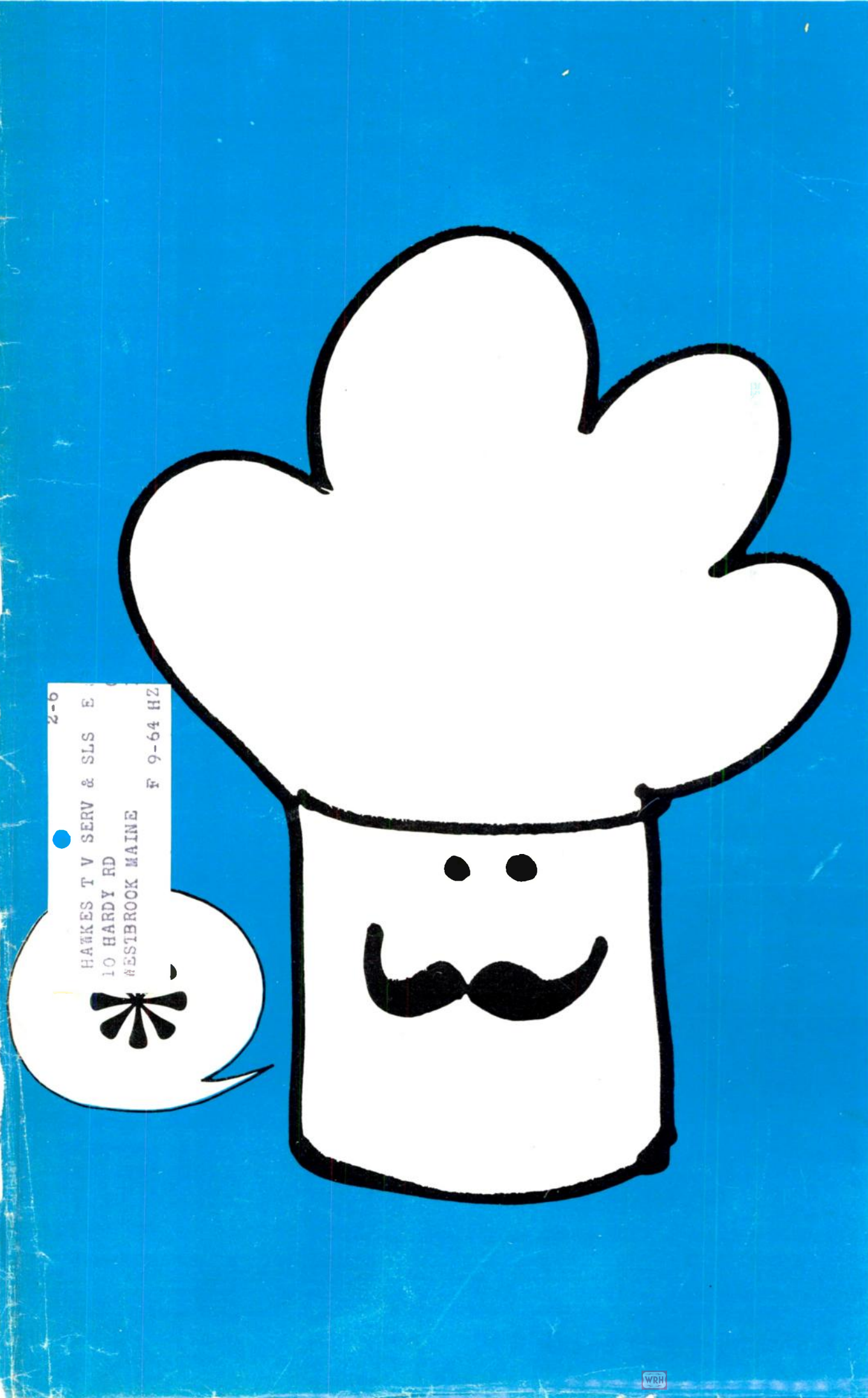


"Get help for the holidays—get a new automatic range," is the message this chef symbol will sell to consumers across the nation this fall-Christmas season. For marketing help available to range retailers, see.....p.17

AT PRESSTIME □

□□□□ **Color tv at retail:** Despite soaring distributor-to-dealer sales figures there is some concern that the fall color tv surge will not be as spectacular as anticipated. For a spot check of how important retailers around the country are reacting, see story on.....p.8

□□□□ **"Tight" dating** looms as a strong possibility for housewares retailers if money remains tight. Any tightening up of extended dating programs by manufacturers would particularly hit the discount industry, which has sought extended dating to help finance its growth. Housewares manufacturers are known to be reexamining their dating programs in light of the tight-money situation; as yet, they have not been tightened. Dating programs on spring garden goods that were introduced last week at the National Hardware Show remain unchanged. However, if tight money pressures persist, the situation could well change by spring. Conceded Sunbeam's B. H. Melton: "I expect every manufacturer to take a strong look at his dating program in the spring of next year. I expect to see some tremendous change." Programs offering cash discounts up to 90 or 120 days, or longer, are almost automatic in the housewares *continued on p.3*



If they all liked the same things we'd make only one portable phonograph. They don't. We don't.



We make 8 Value Line portables. This one is monaural, 4-speed. Automatic. Solid state. Big sound. Only the price is small. \$29.95.* And that's good.

V631.

Stereo Mustang.
Top of the Value Line.
King of the under \$60* market.



V941.



T641.

G.E. makes 5 Trimline portables. This one looks like luggage. Controls up front. 8-inch speakers. Drop-down deck. Comes on strong in 3 colors. And that's the way it'll sell.

Another Trimline. Ebony and walnut-grained vinyl on steel. Solid state. Four Dynapower swing-out speakers. Drop-down deck. Sounds as good as it looks.



T841.



P551.

We have four models in the Component Line. 8-inch Dynapower speakers. Solid state. Automatic. Retractable ceramic stereophonic cartridge.

Our deluxe Stereo Component model with AM/FM/FM Stereo tuner. For your best customers and customers who want the best. Solid state. Automatic. Four Dynapower speakers.



R750.

17 portables. 28 styles. \$16.95 to \$219.95.* The one thing they all have in common is the G.E. label. Everybody likes that.

Customers know it means great value. G.E. dealers know it means great sales and profits. What else is there to be interested in?

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

GENERAL ELECTRIC

Audio Products Department, Decatur, Illinois

field. Discounters, in particular, have sought extended dating. Buyers for several large discount chains, however, indicated during interviews at the Hardware Show that they do not anticipate any great trouble in securing dating. "I may have to work harder to get it, and pay a little more for it, but no one is going to deny it to me," one buyer said. "I'll take my business elsewhere."

The tight money situation also is reportedly adding to costs of manufacturers selling on consignment. Manufacturers are making moves to obtain quicker payment from retailers once they have sold the consigned merchandise at retail. Despite the tight money situation, Sunbeam last week announced three product additions to its consigned Vista line.

□□□□ **Distributor major appliance sales were up** in six of seven categories of the first nine months of 1966, compared to the first nine months of 1965, according to the statistical department of the National Electrical Manufacturers Assn. The three-quarter figures show the following sales gains: room air conditioners, up 30.1%; dishwashers, up 23.3%; dehumidifiers, up 15.9%; refrigerators, up 6.3%; ranges, up 2.0%; and freezers, up 1.1%.

□□□□ **GE previews major appliance line:** In spite of a strike threat, the company is showing retailers its 1967 line, which will be highlighted by refrigerators on wheels (an idea borrowed from Hotpoint); a front-loading portable dishwasher; 16-lb.-capacity automatic washers; and a 5,000Btu room air conditioner to retail at \$109.95. GE will introduce a new icemaker that is completely automatic and will discontinue swing-out shelving in refrigerators. They will be replaced by adjustable shelves cantilevered from the rear wall of the unit.

□□□□ **The tube tariff bill was approved** late last week in a surprise flurry of activity by the House Ways and

Means Committee. Industry hopes to see the bill clear Committee this session had just about been abandoned (MW, 3 Oct., p.8). At stake, says the industry, is a price increase for tv sets, phonographs, and radios if the bill is not passed and tariff duties on receiver tubes reduced. The House is expected to vote on the bill promptly and will most likely approve it.

□□□□ **Telepro has an 8-track mini-tape cartridge.** About the size of a cigarette pack, it will play in any standard 8-track player with a plastic adapter. It has 20 minutes of play, will sell at about \$1.50.

□□□□ **Phonola color sets may be in the offing.** Waters Conley Co., Phonola's parent, is "seriously considering" marketing color tv sets built by another company for the Phonola label. The company is not now interested in b&w sets, says Ed Boba, sales manager, but does want to offer a complete line of color tv units. In another move, Waters Conley, a subsidiary of Telex Corp., will share in the output of a cabinet manufacturing company just purchased by Telex. The cabinet company, Morgan Case Co., will help the corporation fill more of its cabinet needs internally.

□□□□ **GE hopes to move its component-type vtr** to market by next month. GE is now showing distributors the component video tape recorder package, which includes a Sony-built deck in wood cabinet, a special 19-inch tv set, microphone, and camera. Price will be in the vicinity of \$1,600. A 1-year (or longer) parts and service contract will be included in the price, although warranty details have not been worked out.

□□□□ **Toshiba's new U.S. line of b&w tv sets** are "immediately available" says the company. Prices will be announced next week. Meanwhile, Toshiba has named Thermal Dynamics Inc., of Boston, as sales representative for Toshiba home entertainment products in the New England states.

Retailing in '67: It will be tougher to make a buck!

The nation's retailers will feel the sting of heavy strains on profits and a slower rate of sales growth in 1967.

Despite this, however, 1967 should be another good year for retailing—sparked by heavy spending by a prosperous, buy-minded consumer with a robust appetite for quality.

This is the word from the National Retail Merchants Assn. (NRMA) spokesman for 14,000 department, chain, and specialty stores with an aggregate volume of \$20 billion.

Speaking last week at a business conference sponsored by the University of Pittsburgh, James J. Bliss, the NRMA's executive vice president, declared that inflation is no longer merely a threat. The question, now, he said, is how much and what can and will be done about it.

Bliss predicted a 3% to 4% sales gain in 1967, with most of it coming in the first half of the year, due partially to increased prices. He said the second half, particularly the fourth

quarter, would prove to be rougher going as inflation becomes more of a drain on the consumer's pocketbook.

Bliss' 3%-4% projection is especially significant in that a prestige retail voice has been added to a chorus of some top-flight merchants and economists who believe retailing will have to switch from the express tracks to the local in the pursuit of further store gains.

What are the chief impediments to greater consumer spending in 1967? According to Bliss: a continued rise in goods and services, tight money, higher interest rates, a boost in Social Security taxes, and a possible tax hike.

The NRMA official expressed the view that a tax boost—in the neighborhood of 10%—could diminish hopes for a retail sales increase next year.

Bliss told the gathering that 1967 profit margins would probably equal those of the current year. He felt

profits would feel the pressures of rising expenses, notably from wage hikes and higher materials and distribution costs. Fierce retail competition was viewed as another serious detriment to a better profit performance.

Bliss felt the small retailer—catering to the lower half of the income scale—would be hardest hit by inflation. As the costs of food and other necessities rise, customers of these stores will be buying less. And a tax increase of any substantial degree will mean even less money for the smaller stores' customers.

Sales of home furnishings and major appliances, according to Bliss, are almost certain to be affected by the decline in new housing starts due to the tight mortgage market. This will be particularly true in the case of lower-priced lines, he said.

"Consumers with comfortable incomes may buy a \$40,000 home instead of a \$50,000 one and furnish it

with a color tv set instead of a stereo-radio-color-tv combination—but they will buy. The less well-to-do, who may have had their eye on color tv, may postpone getting a new set altogether."

Despite the uncertainties, however, Bliss said he was definitely optimistic about retailing prospects for 1967. The reason: a prosperous consumer . . . which, in turn, means prosperous retailing.

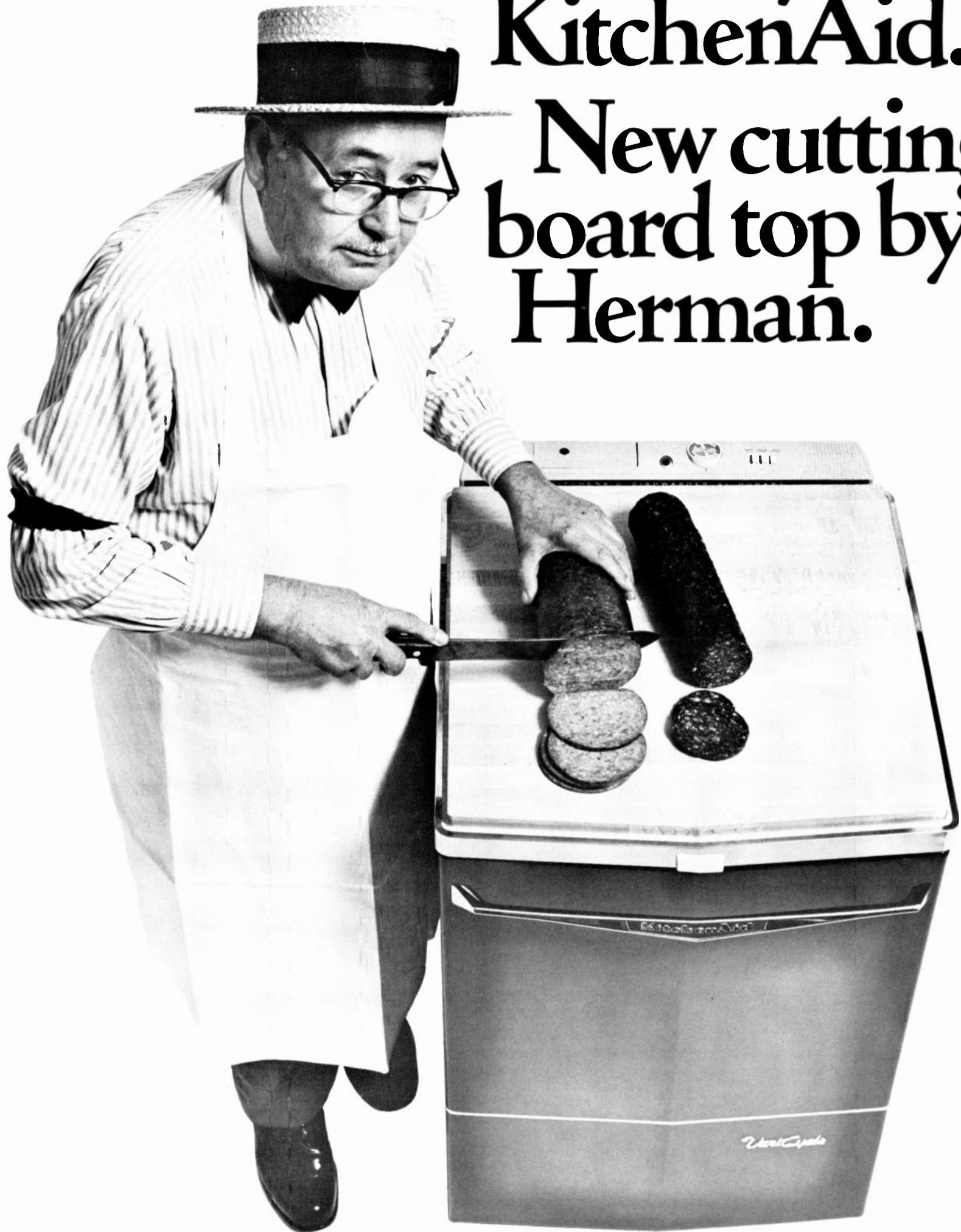
The consumer, said Bliss, has shown a remarkable willingness to pay more for quality and convenience. For example, the customer who buys an electric carving knife ends up with the same slice of meat on his dinner plate, but he has paid considerably more for the convenience of putting it there.

" . . . and the consumer," said Bliss, "is not going to let headlines or stock prices stop him from spending the money in his pocket."

—Dan D. Dorfman

Portable dishwasher by KitchenAid.

New cutting board top by Herman.



We decided to make the very best cutting board top we could possibly make for our new portable dishwasher.

So we asked Herman the butcher for some pointers.

He said we should start with a solid, hard maple block. Then smooth it down till it's $\frac{3}{4}$ " thick—no less. And polish it to bring out the natural beauty of the wood.

That's exactly what we did.

A lot of your customers will see our new top-loading portable as a great place to slice up meat, vegetables, bread, etc.

We see it as a great way for you to get a bigger slice of the portable dishwasher market.

For underneath it all is a dependable KitchenAid dishwasher. With the same effective 4-Way Wash and Flo-Thru drying systems that our built-ins have. Plus features like an Automatic-Lift Top Rack for easy load-

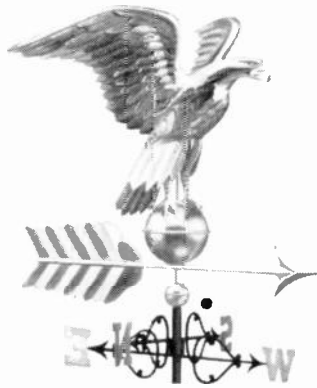
ing. Porcelain enamel, inside and out. Beautiful Edged Colonialtone or White exterior.

To find out more, call your KitchenAid distributor. Or write KitchenAid Dishwasher Div., Dept. 6DP-11A, The Hobart Manufacturing Company, Troy, Ohio 45373. And, if you want, tell them Herman sent you.

KitchenAid[®]
Dishwashers

KitchenAid dishwashers are products of The Hobart Manufacturing Company, makers of commercial dishwashers, food machines and scales.

In the wind for '67! NEW DIMENSIONS IN COOLING in **Carrier** ROOM AIR CONDITIONERS!



This is a made-to-market line—long on variety and value. Long on merchandising support, too, with round-the-calendar promotions for pre-season, in-season and post-season activity . . . a complete display and identification program . . . dealer ad mats . . . year-round national advertising . . . radio and TV spots for local use . . . and liberal financing plans for you and your customers. For complete information, call your Carrier Distributor, listed in the Yellow Pages. Or write us in Syracuse, New York 13201.

Carrier Air Conditioning Company

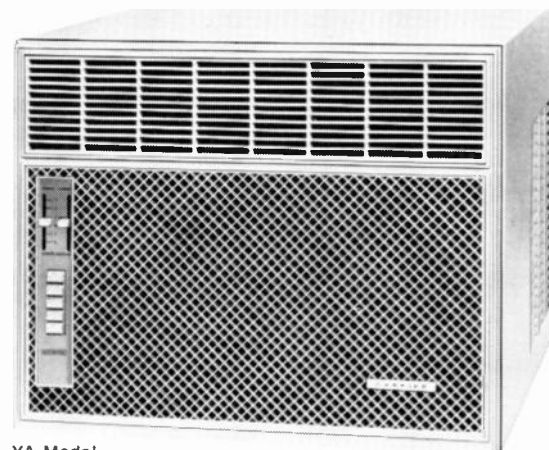
More people put their confidence in Carrier air conditioning than in any other make



WA Model

New 5000 Btu deluxe Ready-Mount features quickly installed, panoramic cooling—operates on 115-volts, 7.5 amps.

Put yourself in the thick of the small unit market with this light but lively model. Two-speed cooling. Wide temperature range. Special control to exhaust stale, indoor air. Adjustable wing panels fit double-hung windows, 24" to 40" wide. Finished in Dawn Grey, Tuscan Ivory.



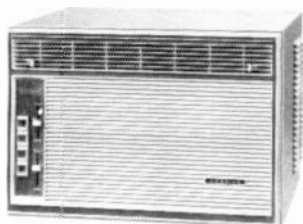
YA Model

New 30,000 Btu* Super Cooler features three-speed cooling, Touch Control Comfort Center, dual voltage, 208- or 230-volts.

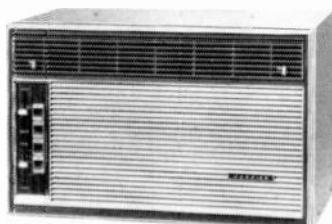
Move into the market for cooling shops, offices, even a good-sized house, with these Super WEATHERMAKERS. Each delivers over two tons of refrigeration—enough to cool up to 1860 sq. ft. Moisture removal—over a gallon an hour. Air deflection can be preset for a specific need.

*Also available in 26,000 Btu's

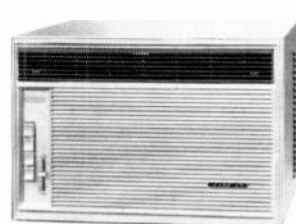
More models to match your markets!



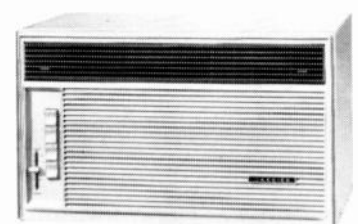
TJ Series—11,000 to 22,500 Btu's



RJ Series—6700 to 11,000 Btu's



TL Series—11,000 to 17,000 Btu's



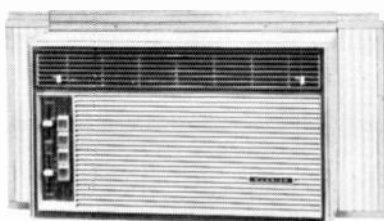
RK Series—8100 and 9000 Btu's

Deluxe WEATHERMAKERS feature more than just cooling

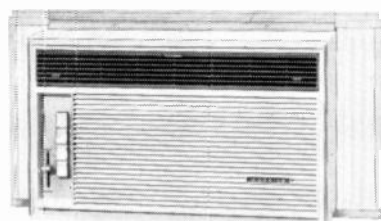
Nine models in two casing sizes give your customers such features as two-speed cooling, ventilation and exhaust, 18-way air deflection, touch controls and many others. Dual-voltage models on both series. Slide-out chassis on TJ Series.

WEATHERMAKERS offer high performance, low cost

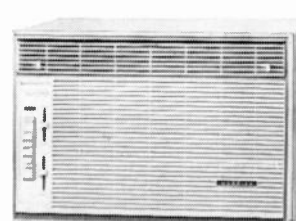
For budget-minded customers—eight models in two casing sizes. These price leader units feature two-speed cooling, automatic thermostat, germicidal treated filter and others. Available in 115-, 208- and 230-volts. Slide-out chassis on TL Series.



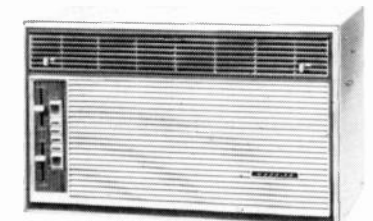
RM Series—6700 and 8700 Btu's



RL Series—6700 and 8100 Btu's



TQ Series—14,000 and 20,000 Btu's Cooling
14,000 and 19,500 Btu's Heating
RQ Model—9200 Btu's Cooling
8500 Btu's Heating



RP Model—10,300 Btu's Cooling
10,200 Btu's Heating

WEATHERMAKER® Ready-Mounts make quick work of installation

Customers can install them quickly, easily. With adjustable wing panels, they fit double-hung windows, 30½" to 44½" wide. Two deluxe (left) and two standard (right) models are available—feature two-speed cooling, 115-volts.

Deluxe WEATHERMAKERS for both cooling and heating

(Left) Carrier Weathermaker Heat Pumps come in two casing sizes, three models. Feature two-speed cooling and heating. Special defrost controls. (Right) This deluxe Weathermaker with a 3000-watt strip heater requires no minimum outdoor operating temperature.



Carrier Installation Kits and Packaging

Rapid Mount Installation Kits, shipped with each unit, reduce your installation time in double-hung windows by 30%. All work can be done from inside.

Decorator Panels in simulated, hardwood grain finishes have the satiny surface look of expensive furniture. In Cherry, Fruitwood and American Walnut.

New Snap-Top, One-Piece Shipping Cartons feature reinforced nylon straps—uncrating takes only a few minutes. Straps may be cut—no nails to pull.

□□□□ **The merger of the American Broadcasting Co.** with the giant International Telephone and Telegraph Corp. may be delayed. The Federal Communications Commission (FCC) had planned to act on the proposed merger by the first of the year; and a 4-man majority of the Commission favors the plan, saying it will give ABC a chance to compete more equitably with RCA-owned NBC.

But Senator Gaylord Nelson (D-Wis.) wants the FCC to hold full-scale hearings on the proposed merger. If such hearings are held—which is still highly ques-

tionable—it would delay approval for a year or two. Opponents say the merger would subject ABC to the political and corporate pressures of a huge company.

□□□□ **The issue of standby economic controls** to prevent drastic military or civilian shortages keeps cropping up. And the Administration keeps knocking the idea down, despite some tightening of supplies because of the Vietnam war and unprecedented civilian demand.

The White House fears that any move toward standby controls over prices, wages, credit, and allocations might prompt scare buying and throw the economy out of kilter. Preferred would be a compilation of up-to-date economic data from some 200 key companies to spot at once overheating of the economy.

For example, 76% of the refrigerators sold are produced by four companies; 70% of the nation's steel production is in the hands of four firms; 89% of the copper is controlled by four companies; and 93% of the aluminum by four firms. Officials feel a check on wages and prices in a few such industries might let them keep an effectively close eye on the economy without formal controls.

□□□□ **A bill to suspend the 7% tax credit** on purchases of machinery and equipment keeps getting better and better, as far as appliance distributors and dealers are concerned. The House bill exempts annual expenditures up to \$15,000 from the suspension. The Senate Finance Committee has upped this to \$25,000. The idea is to help small businessmen by allowing them to continue to take the tax credit.

□□□□ **The way is open for pay tv**—if anyone has the money and inclination to try to build a system. The U.S. Supreme Court has ruled, in effect, that a 1964 initiative to ban pay tv—approved by California voters by a 2-to-1 vote—is unconstitutional under state and federal guarantees of freedom of speech.

Subscription Television, the firm that had planned a pay tv system in California, will not resume its effort at this time; it is fresh out of money.

Craig's Rose Bowl Christmas promotion doesn't let you down at 5:30 P.M., Saturday, December 24.



Stan Kenton will be on the air for Craig dealers selling Craig championship sound to millions and millions of January customers loaded with Christmas money.

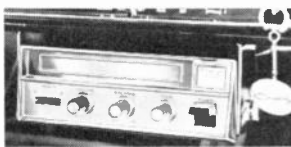
Take it from Kenton, "Craig's sponsorship of the NBC Network radio play-by-play of the Rose Bowl game will keep your Christmas sales action swinging through January."



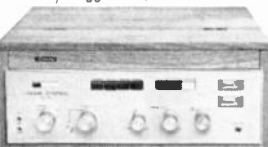
212 portable tape recorder / smash hit / great sound / sugg. list. \$39.95



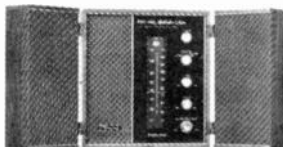
910 full stereo tape recorder / superb fidelity / sugg. list. \$179.95



C-503 Custom Car-Stereo, finest sound on wheels / sugg. list. \$99.95



C-516 Home Stereo Tape Cartridge Recorder / Player sugg. list. \$229.95



650 AM-FM, FM-Stereo Table Radio / removable speakers / sugg. list. \$139.95



875 AM-FM Portable / Car radio with locking bracket / sugg. list. \$76.90

And, you cash in on Craig's pre-Christmas promotional package too. Along with Craig's championship line of Car-Stereos, tape recorders and radios, you'll have Stan Kenton/Craig point-of-sale displays, newspaper ad mats and you'll have the back-up of year-long national advertising in *Esquire*, *Playboy*, *Motor Trend*, *Popular Science*, *Popular Mechanics* and *Mechanix Illustrated*!

Contact your distributor or call or wire Craig collect today! Don't miss out on Craig's *double action promotion* for Christmas . . . and January!

Craig

Craig Panorama, Inc.
2302 East 15th Street
Los Angeles, Calif. 90021
(213) 623-2421 TLX 67-4116

Lustenberger talks appliances: Run, Sears, Grant is after you!

"We're through nibbling at the periphery of the major appliance business," a W. T. Grant Co. spokesman told MERCHANDISING WEEK.

"We're moving full swing into this business," he said, "with service, complete selections, and major appliance departments in all new stores. And we're going to give Sears a run for its money . . ."

The spokesman made these remarks following a recent luncheon meeting of the New York Society of Security Analysts.

Focal point of the session was a meaty speech by Louis C. Lustenberger, Grant's president, who forecast the following for the 1,100-store chain:

- A whopping \$2 billion annual volume by no later than 1972, based on minimum yearly sales increase of 15%. (Last year's volume was \$839.7 million.)

- Continued strong growth in the fastest growing department in the chain—major appliances.

- A bolder swing into the servicing of appliances through the establishment of 22 appliance service centers by the end of 1967.

At the moment, major appliances are offered in more than 300 Grant stores. Eventually, the service centers—which now number seven and are equipped to service Grant units in a 25-mile radius—will cover all of the chain's stores that carry appliances.

Lustenberger made it clear that it was Grant's intent to ultimately turn service contracts into a money-making operation, rather than have them continue as an expense.

Every retail operation around the country is vitally concerned about the impact the minimum wage hike will have on the costs of doing business—and W. T. Grant is no different.

In the case of Grant, Lustenberger said it would cost several millions of pre-tax dollars next year, plus added millions when the minimum increases to \$1.60 an hour in 1968. He noted, however, that in the long run, stores would benefit from these wage hikes since the increases—which will aggregate in the billions of dollars for the country as a whole—"are going directly into the pockets of our customers."

Although he has been strongly opposed to the rate of increase in the minimum wage because of its inflationary impact, Lustenberger said he thought his own company was in a good position to compensate for it through increased sales productivity, while maintaining profit margins. He also felt that greater concentration on quality lines with higher markups could help to offset higher payrolls.

Such lines, he said, have met with "gratifying results."

Lustenberger observed that the



Louis C. Lustenberger
President, W. T. Grant

"Increases in the minimum wage will cost us millions of pre-tax dollars next year."

elimination of the 7% capital investment credit would have a direct bearing on the company's 1967 performance.

He said this credit would cost W. T. Grant about \$1 million this year and some part of that amount next year. He emphasized, however, that its elimination would have no effect on the company's expansion program.

Plans call for the addition of 51 stores this year and 12 enlargements. The tight money market will have its effect in 1967,

however, when there will be a cut-back to 40 new stores and 16 enlargements.

Lustenberger was quick to point out, though, that there would be no sales diminution from the new stores being constructed because of their greater average size. New Grant stores now run 60,000 square feet and up.

Lustenberger expressed hope that 1966 would be another banner year for Grant—but he said the prospects for 1967 were much more cloudy.

"We do not anticipate a major decline, but we are fully prepared for whatever may come," the 62-year-old merchant said. "Fortunately, ours is a kind of a business which can adjust rapidly to changes in the business climate. The most important single consideration in this regard is our merchandise inventories and they are in excellent condition."

As for his \$2 billion sales projection for 1972, Lustenberger said this was based on a minimum net increase of 10% in selling area each year, which should generate a 15% annual sales hike. He characterized his forecast as a "conservative" one since it makes no allowance for sales gains from existing stores, nor does it allow for further inflation, "which is sure to come in one degree or another."

Other key points made at the meeting:

- Private brands now account for between 50% to 60% of sales.

- In many areas of hard lines, Grant's does business with the same manufacturers who supply Sears, Roebuck and Montgomery Ward.

- Capital expenditures will run about \$14 million this year and about \$15 million to \$16 million next year.

- Credit sales will reach a record \$225 million this year or approximately 24% of sales.

- Some 22% of the firm's merchandise clears through Grant's five distribution centers, including the 5% to 6% imported from abroad.

- The company will close 24 unprofitable units this year and continue to shut them down at the rate of 15 to 20 a year.

- The sales mix is 48% apparel, 29% hard lines and home furnishings, and the remaining 23% in smallwares.

—Dan D. Dorfman

□□□□ **More direct sell for major appliances** has been slated by the Live Better Electrically (LBE) program of the Edison Electric Institute (EEI) as part of its over-all \$3.5 million ad campaign for 1967. There will be 17 appliance ads in 1967 with headlines concentrating on function and a specific benefit of the appliance: for example, "Only Flameless Electric Ranges Offer You Self-Cleaning Ovens." Copy will advise readers to go to their local dealers. All-in-all, there will be a total of 110 consumer ads in 1967, compared to 78 ads in 1966.

□□□□ **Hotpoint has set up a new district** and office in Dallas to handle sales and distribution in Oklahoma and northern Texas. The new factory branch, now serving the new sales region dubbed the North Texas Sales District, had been serviced by Graybar Electric Co. The new district manager is George C. Cero, formerly branch manager of Hotpoint's Oklahoma City office.

□□□□ **Tape recorders and players in the catalogs:** Sears is offering a 2-track, portable cartridge tape player (MW, 5 Sep., p.3), aimed at the juvenile market, at \$19.99, and an 8-track tape deck, at \$67.95. Reel-to-reel tape recorders start at \$14.75 for a battery-operated unit and go to \$76.95 for a 2-speed portable that operates on both battery and AC power. Montgomery Ward is offering a Philips cassette player-recorder at \$64.95, and three tape recorders ranging in price from \$14.88 for a compact portable to \$59.95 for a 2-speed portable that operates on both battery and AC power. Spiegel is offering a portable stereo 4-track cartridge tape player at \$69.95, and eight tape recorders ranging in price from \$14.97 for a battery-operated portable aimed at the juvenile market to \$199.95 for a deluxe 4-speed, 10w stereo recorder.

□□□□ **A long-playing, 2-track tape cartridge** has been developed by Playtape Inc. It will have from eight to 10 selections with 30 minutes of play and sell for about \$2.49. Playtape, which is launching its own 2-track cartridge tape system this month, also has a shortplay cartridge with four selections, at \$1.29.

□□□□ **Would you believe a cartridge tape jukebox?** The Kirk Electronics Manufacturing Co., of Orlando, Fla., plans to start production within the next six weeks of a coin-operated jukebox using 4-track stereo tape cartridges.

□□□□ **Exhibit plans for the 1967 Music Show**—to be held June 25-29 in Chicago—have been drawn up by the National Assn. of Music Merchants (NAMM). Billing the show as "the nation's biggest industry showcase," NAMM says space assignments are being made earlier this year to "cope with the increasing demands of exhibitors for Music Show space and to assure that exhibitors will have more flexibility in choice of space." Deadline for reserving the same location for the 1967 Music Show as in the 1966 show has been set as Dec. 1.

□□□□ **Lear Jet Industries Inc. is the new name** of Lear Jet Corp. The new name, Lear says, more clearly defines the diversification of the company.

□□□□ **Norge expects to rack up range sales** with its "Chet's Challenge" promotion running this week. Every retailer who buys a range will fill out a certificate on "I enjoy selling Norge ranges because . . ." Three winning dealers will receive the dollar value of all ranges purchased, and 12 others will get a free Norge Contessa range. Distributor salesmen who sell more than 10 units in the period will receive cash prizes.

□□□□ **Transistor radio exports from Hong Kong** to the U.S. totaled 840,648 units in August, a 128% increase over shipments the same month last year, reports the Commerce and Industry Department of Hong Kong. The 8-month total stands at 4,427,390, up 93% over last year. Average price of the Hong Kong-built radios was \$2.74 in August, a drop of 56¢ from the average price in August, 1965.

□□□□ **Instruction in vtr use and sales** is being offered by Ampex. The new Ampex Video Institute at the company's Elk Grove Village (Ill.) plant will give training in three specialized categories: (1) for users of Ampex video recording systems and accessories, a 3½-day course at \$100 tuition; (2) for dealer sales representatives, a 2-day sales course on closed-circuit television and video tape recorders at \$50 tuition; (3) for dealer service personnel, a 5-day service and maintenance workshop at \$100 tuition. Hotel accommodations and meals are covered by the tuition.

□□□□ **Craig Panorama kicks off an ad campaign** with the Pasadena Rose Bowl game on Jan. 2. According to Robert Craig, president of the company, Craig is sponsoring NBC's national radio coverage of the football classic to give retailers Christmas and post-holiday support. Craig also will broadcast a series of commercials featuring orchestra leader Stan Kenton.

□□□□ **Packard Bell will run a record ad campaign** for home electronics products this fall. The campaign budget more than doubles that of last fall. Plans call for 13 weeks of advertising in various print media, including national magazines and Sunday supplements.

□□□□ **The Federal Trade Commission is hedging** on its policy of cracking down on large retailers who seek discriminatory promotional allowances. This could mean a shift in the FTC's enforcement procedures.

Two years ago, the FTC said many large retail chains were soliciting discriminatory advertising allowances from suppliers, especially for promotional events. Since the retailers seemed to be the instigators, the FTC said future enforcement of the law would be made primarily by suits against large buyers—not suppliers.

In a recent case against Rabiner & Jentow Inc., a garment manufacturer, however, the FTC reversed its tactics. Over Commissioner Philip Elman's objections, a majority of four commissioners turned down the supplier's plans that the suit should be directed against the department store chains. FTC introduced a new yardstick for future cases; the decision on whether to attack the buyer or seller will be based, at least partly, on which kind of suit would be most effective in ending the discriminatory practices.

The \$64 Question at retail: how good are color tv sales?

"Business is so damn good, it's frightening." George Johnston, president of Johnston's Appliances, in Minneapolis, is talking about color tv set sales. In the same breath, however, Johnston adds that he is concerned about what might happen to color sales this fall—despite the fact that his September sales were up 11% over last September.

In a spot check of major retailers through the country, MERCHANDISING WEEK found that expectations for color sales this fall were generally highly optimistic—but with an undercurrent of apprehension.

Why this concern?

Johnston says his October sales, so far, are running about even with last October's—"maybe a trifle below." He worries that the recent price increases, coupled with manufacturers' concentration on the high end of their lines, may now put a crimp in sales.

"Will the counterpart of the man who bought a 19-inch table model at \$400 last week buy a 25-inch console at \$649.95 this Christmas?" Johnston wonders. "He may not be willing to spend that extra money for the expensive set, which will be the only thing left around for him to buy. The question is whether or not low-end pricing has gone so high that it will create resistance.

"I know the manufacturers say this is the kind of market we want—where the high-end merchandise is sold and there is a bigger buck for the manufacturer and the retailer," Johnston says. "But has it gotten out of hand to the point that business will be driven away?"

"Sales are off probably 10%," estimates Frank J. Pizzuto, president of Kelly & Cohen Inc., in Pittsburgh. "Up until October 1, sales hit all our projections [double last year]. But since the first of the month, they're below projection."

What the retailers say

Polk Bros.' executive vice president, Lester Bachman, says, "I think color sales will explode this fall." The Chicago company's inventory is approximately 30% higher than a year ago, Bachman says, and it may go even deeper than this, depending on availability and how sales go.

"Our October sales are holding up," says Sidney Horne, vice president at Friendly Frost in New York. "Of course, they are not breaking down our doors. But we are a heavy promotional house. We have got the goods and the inventory, and if the business is there we will get our share."

"We couldn't meet the demand last year and we can't meet it this year," says E. H. Norman, owner of Norman's TV sales and service, in Atlanta. "We're getting about half of what we can sell. [Norman handles RCA and Zenith]. We can't promise the customer any specific date when he requests a certain model."

Another Atlanta retailer, James Hodges, manager of Hodges Appliance Co., says, "I feel strongly that

color tv sales will increase this fall, from the indications we've had. So far, there's been a good 30-day jump in sales over normal. On certain models there is a fair inventory. [He handles RCA and Admiral]. There are some models we could be selling many more of, if we had the stock—such as 25-inch compacts and fine furniture models. In talking to a wholesale distributor, I was told that 19-inch portables will become scarce."

In San Jose, Leonard E. Scarpelli, owner of Mr. Color TV, says, "Sales would go up if we had the merchandise. Demand is easily twice last year." In Berkeley, however, Gary Peterson, sales manager of Wick's Appliance Store, says demand is 30% less than last year. Nevertheless, Peterson expects a shortage of sets soon.

A major department store buyer in Seattle says the reason "sales are not up to expectations" is because the sets that are available are more expensive than those available last year. "You are closing out a bit of the market when sets start at \$650 to \$700, at least \$100 over last year," he says.

"We expect sales this fall and winter to be 20% to 25% above last year," says the representative of a major retail outlet in Detroit. "How much we sell will be dependent on how much merchandise we can get. Since we don't expect any improvement in delivery, we anticipate that there will be a shortage of color tv sets later this year." Another Detroit retailer echoes, "Our big problem is delivery. We are 200 sets behind now. We are averaging only two or three sets a day in delivery. When you look at the number we're selling, [10 to 15 sets a day] you can see that our inventory is virtually nonexistent."

"The tight money situation," says Larry Schwede, of Schwede Appliance Village, in Cleveland, "has affected some dealers' credit, making it tough to keep adequate inventories." As far as his inventory is concerned, Schwede is buying every color set he can get from his suppliers.

What the numbers say

More than one-half million color tv sets moved from distributors to dealers in September—an increase of roughly 34% over September of last year.

For the six weeks period through the week ended Sept. 30, more than 100,000 sets a week have been on the move at the distributor level—actually outpacing factory production during some weeks. Retailers evidently are still building inventories in anticipation of the fall-Christmas boom.

If a major boom does materialize this fall, there will no doubt be a shortage of color sets. Combined factory and distributor inventory this year at the end of 39 weeks was roughly 290,000 units—only about 90,000 sets above pipeline inventory at the same time last year, when only 2.7 million color television sets were sold.

Jan. 22 was a beautiful day for Butler Chevrolet. 252 people showed up.

Here's why:



Ten Polaroid Color Pack Cameras were given away free.

And everyone who walked into the showroom had his picture taken behind the wheel of a new Chevy.

And the best salesman won a Polaroid camera. And Butler sold cars!

Despite a howling snowstorm that Saturday afternoon in Worcester, Mass.

There are other ways the Polaroid camera can help you.

Go the incentive route. Offer a free Polaroid camera with every car you sell. And give one to each salesman who makes quota. Or, to the top salesman for the promotion period.

If you'd like to see how some very successful dealers are using the Polaroid Land camera, just write to Paul O'Brien, Direct Sales Manager, at the address below.

He'll send you a booklet full of tested ideas that work.

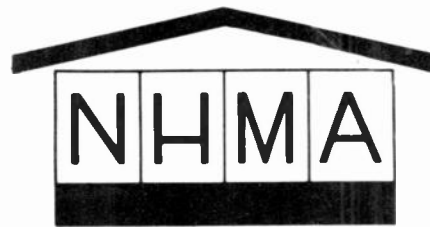
Snow or shine.

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Cambridge, Mass. 02139



46th

Semi-Annual



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is now
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**PLAN FOR
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The NHMA National Housewares Exhibit has scaled heights attained by no other single-industry meeting because it fulfills the needs of the diversified housewares industry so supremely well . . . because it is the catalyst that brings together *all* segments of this fluid industry . . . because it provides just the favorable climate for healthy growth of the entire industry.

Diversified though the products of Housewares are, the aims are as *one* — in ingenuity of marketing concepts and merchandising ideas. Out of the friendly interchange of ideas at the exhibit are distilled the new ideas that lead on to a brighter tomorrow. The count-down is on; plan — and be here!

JANUARY 16-20

McCormick Place, Chicago

Serving the Housewares Industry Since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION • 1130 Merchandise Mart, Chicago, Illinois 60654

Philco leaves 'em laughing: chuckles by the carload

"Three years ago we asked you to get on board with Philco and Ford. It was more of a plea than a slogan."

The crack by James McMurphy, general manager for sales and distribution, brought down the house at the Philco-Ford major appliance convention.

But this was not the last laugh at a dismal past that Philco willingly shared with its key accounts.

"Three years ago we invited 75 dealers to this convention—and got 35," said Carl Lantz, vice president of the consumer products group.

"Last year we invited 75 and got 75. This year we invited 75—and got 125."

What Philco-Ford also got this year was a whopping order: in the aftermath of the convention, the company last week announced it had sold 725 carloads to key accounts—more than double the amount of business (327 carloads) recorded at the 1965 convention.

Bolstered by a new name (Philco-Ford Corp.) and the first black ink since Ford purchased the floundering company in 1962, Philco is determined to parlay its growing momentum into a bigger, better dealer structure.

A retailer a month: The challenge to add more dealers to the Philco-Ford structure was tossed at distrib-

utor salesmen on the convention's opening day. Set on taking 20% more dealers to next year's big consumer electronics convention in Venice, Philco asked members of the sales force to take this pledge:

"You bet your life I'm a top salesman, and I will prove it by getting one dealer per month . . . I have nothing to lose but my reputation."

A traffic-building promotion will be one of the keys to Philco's efforts at retail this fall. Not only is the company setting up a national contest topped by a Lincoln Continental, three Mercury station wagons, and five Mustang convertibles, but it will promote 18 sales-closing gift items—with list prices from \$24.95 to \$59.95—that can be offered to consumers for \$7.50.

Included in this list of products: a slicing knife, a Teflon-coated frypan with high-domed cover, a 2-slice toaster, an electric blanket, a 30-cup automatic percolator, a hair dryer, and a manicurist set—all from Sunbeam; an electric shoe-polisher kit from Iona; and a 2-speed, push-button blender from Waring.

Besides the 1,059-prize national contest, a portable dishwasher will be available to each participating dealer as an additional prize, insuring the retailer of a contest winner among his own customers.

Kelvinator's 1967 appliances: new washers, decorator touches

Kelvinator's 1967 line of major appliances highlights an expansion of the company's washer and dryer line, increased capacity in freezers, and decorator fronts on the regular refrigerator line.

The company's new lineup of "Originals" and side-by-side refrigerator-freezer combinations in smaller widths will be introduced at a later date (probably during the Winter Markets in Chicago), industry sources report.

There are "selective price increases" on refrigerators, ranges, and room air conditioners, according to the company.

Additions to the 1967 laundry line consist of two automatics with matching gas or electric dryer. Kelvinator, which through the years has steadfastly declined to enter the tub-capacity race, has dubbed the new line the "Super 18"; and J. M. Tenney, Kelvinator's general sales manager, says, "While we rank the Kelvinator models with the largest capacity automatics presently on the market, we have not specified their exact capacities to avoid confusion brought about by advertising claims by competitors." The top washer is programmed to handle all fabric types, from woollens to permanent press.

The refrigerator line features a Trimwall Series with foam insulation and a Deluxe Series with conventional glass-fiber insulation. There are five basic Trimwall models.

The Trimwall Series is available with a selection of woodgrain fronts—Provincial Cherry, Regency Walnut, and Pecan—and in four colors,

including avocado. There is no extra charge for color.

The new freezers, all foam-insulated, feature greater capacities. Three chest models range from 16-cu.-ft. to 25-cu.-ft. capacity. They replace previous chest models with 14.6-cu.-ft. to 21-cu.-ft. capacity. Two vertical models with capacities of 16.5 cu. ft. and 20 cu. ft. will complement the present vertical line, which has models ranging from 9 cu. ft. to 13 cu. ft.

The company offers a 12-model line of free-standing ranges in 40-inch, 30-inch, and 21-inch sizes, featuring wood trim to match the refrigerator line. All models will be available in avocado.

The room air conditioner line consists of 29 models in six series ranging from 4,800Btu to 34,000Btu. The new air conditioners are styled in light brown, with some units finished in wood-grain furniture fronts.



Kelvinator's "Super 18" washer

Now...from Webcor...
a real phonograph movin' deal!

give 'em either of these FREE



ROLL-ABOUT CART
A \$12⁹⁵ value

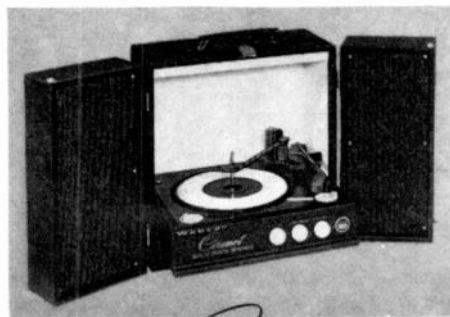


5-12 INCH LP's
A \$24⁹⁰ premium value

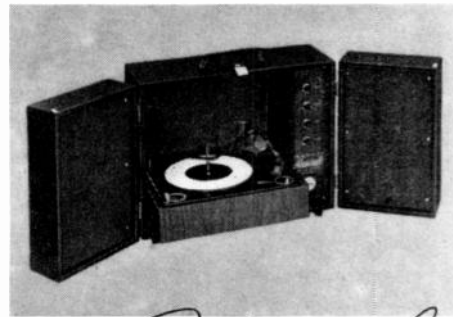
when you sell 'em one of these!



WEBCOR *Frolic*



WEBCOR *Coronet*



WEBCOR *Musicale*

Now every time you sell a famous Webcor Solid State Coronet, Frolic or Musicale Stereo Fonograf you can offer your customers a big sales stimulating bonus. His choice of either a beautiful Roll-About-Cart, exclusive with Webcor, or a 5-pack of the very latest stereo records. Cart is all brass plated, has 3" casters, wood grain

Marlite top, holds 2 stereo speakers. Stock up now for the big Fall selling season. For complete details contact your local Webcor distributor or representative soon and don't miss out on this great selling opportunity. Ad mats promoting this deal available free on request. Offer good only while the supply lasts.

All music sounds best on a

WEBCOR

2400 N. Wolcott, Chicago, Illinois 60614

problem in communication



Like an eskimo with a short whip—if the lead dog doesn't get the message the team won't mush. It just lays there and snoozes.

The same problem exists in getting your product story to leading merchandisers. By the time your message has been relayed from you to your salesman, to the distributor, to the retailer, to his floor salesman—there's a great loss of voltage.

In fact, you might not even recognize your own story.

Each Monday morning Merchandising Week gets your message through to 144,500 merchandisers, manufacturers and marketers. Your sales story reaches them with all the pizzazz you wrote into it. Influences them. Fills them in on product features. Sells 'em and keeps 'em sold.

Go the direct communication route—advertise in Merchandising Week—and watch the difference it makes!

MERCHANDISING WEEK

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

A McGraw-Hill Publication

NOW IT'S PHILCO-FORD ACROSS THE BOARD



PHILCO



Ford

In the future, Philco television, stereo, radios, refrigerators, freezers, laundry products, air conditioners, dishwashers and electric ranges will begin coming off the line proudly wearing the Philco and Ford names.

We hardly have to tell you what this double name-power will mean to you. But here are a few facts:

The Ford name has been an American household word for nearly 63 years.

The Philco name has been a symbol of quality for decades.

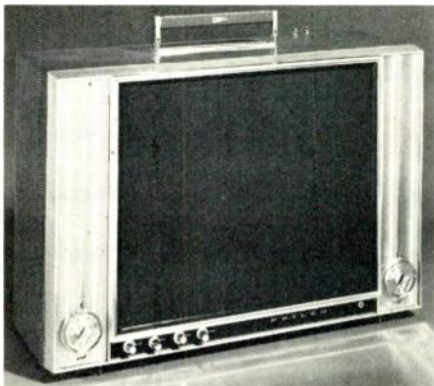
Put the Ford and Philco names together and you have name-power so powerful that the combined impact will be tremendous.

Now...Philco-Ford name-power will be selling for you.

We've even changed our corporate name to Philco-Ford Corporation.



□ □ **Bogen's hi-fi stereo combo** features a Stereo-8 tape cartridge player, phonograph, and 60w AM-FM receiver. The compact, called the MSC, is built around Bogen's TR100X solid-state receiver. The unit has a speaker selector for local and remote speakers or phones, a phono jack on the front panel, and automatic stereo switching. The phonograph has a Garrard 4-speed automatic turntable with anti-skating and cueing. The speaker system, Bogen's SS200, is composed of two speakers enclosed in walnut-finished hardwood cabinets. They have four separate radiating surfaces and provide a frequency response to over 20,000hz. The combo lists at \$521.95. *Bogen Communications Division, Lear Siegler Inc., Paramus, N.J.*



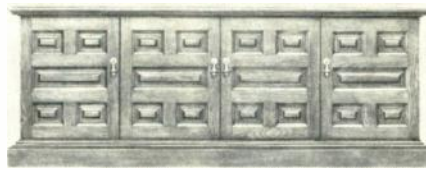
□ □ **The tv with the Midnight Mask** by Philco-Ford features a tinted screen that eliminates almost all reflection and glare, even in daylight (MW, 10 Oct., p.7). The black-mask model, called the Blazer, is a b&w portable with a 19-inch-diagonal screen—a 172-square-inch viewing area. The unit carries a suggested retail price of \$179.95. A pedestal stand and roll-about cart are optional. Westinghouse, Packard Bell, and Sony also offer black-mask tv sets. *Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa. 19134*



□ □ **A high-intensity lamp-radio** has been introduced by Ovitron Corp. The radio has eight transistors. The

unit, which is available in green and white, carries a suggested retail price of \$24.95. *Ovitron Corp., Newburgh, N.Y.*

□ □ **A portable loudspeaker system**, which can easily be carried with a shoulder sling, is being offered by Gelo. The unit, called Amplibox, is powered by eight flashlight batteries and has two speakers that provide bi-directional sound. It weighs 4 lbs. and measures 3½ inches by 8 inches, by 9 inches. Complete with batteries, a remote-control microphone, a wind screen, and cable, the system lists at \$99.95. *American Gelo Electronics Inc., 251 Park Ave. So., New York, N.Y.*



□ □ **Hoffman shows new styles** in its 1967 stereo console line. At the top of the line are two units: a Mediterranean console with a changeable cloth grille (shown) and a French Provincial console with a removable grille of brass filigree. Both units list at \$750. An Oriental console in a dark teak finish lists at \$625, a Contemporary walnut unit at \$599.95. All four consoles feature 300w AM-

FM stereos, eight speakers, and Garrard phonograph changers. *Hoffman Electronics Corp., El Monte, Calif.*

□ □ **Bulova's cordless clock-radio** is a compact model with vertical styling. It measures 6½ inches high by 6½ inches wide by 2¼ inches deep. The radio is AM-FM and has nine transistors, four diodes, and one thermistor. The 7-jewel, battery-operated clock automatically turns the radio on and off at pre-set times. The clock-radio, called the Pioneer, is available in gray or ebony with satin and polished silver trim. It lists at \$54.95. *Bulova Watch Co. Inc., 630 Fifth Ave., New York, N.Y.*

Mr. E. Newman Giles
Peoria Electric & Appliance Co.
519 N. Franklin Street
Peoria, Illinois



"This new Home policy really opened my eyes to business insurance. I saved \$1,147⁰⁰."

"When I found this one policy covered each of our insurance requirements so precisely, I told the Muir-Hatfield Agency I would buy it on the spot! The substantial savings are good news, too."

E. N. Giles



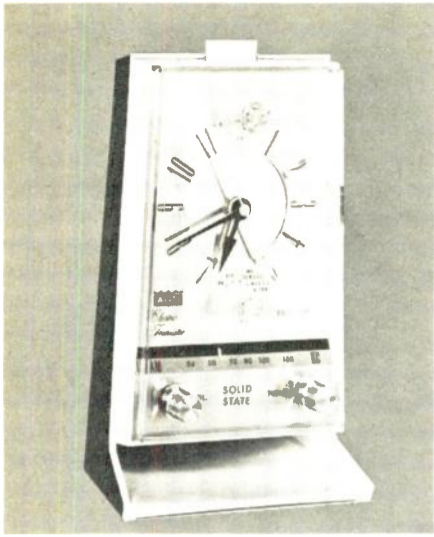
Shaped to suit your situation... The Home's Business Owner's Policy

There's no business like *your* business. You have your own *particular* insurance needs... your own *particular* situation. So why settle for commercial insurance designed with some "average" business in mind? Especially since The Home's *exclusive* Business Owner's Policy can so easily fit *your* needs *precisely*—at substantial savings!

Now this *one* policy brings you vital physical damage protection for building and contents... needed crime

loss coverage—protection against all the risks you want covered, without having to pay for coverage you don't need.

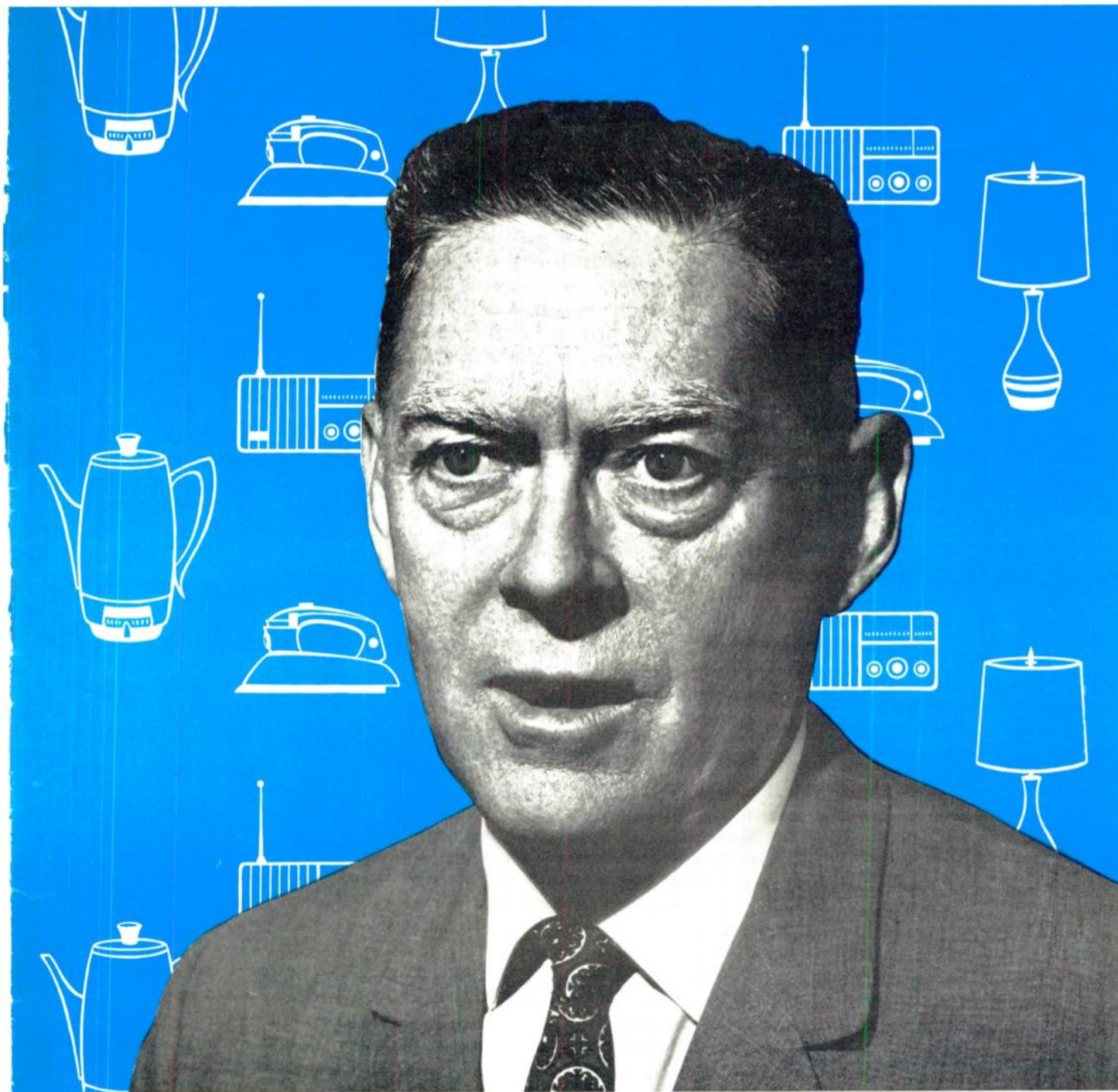
And, at your option, you can have peak inventory insurance with or without reporting forms, and without paying above-average premiums. In addition, you can protect your income with business interruption insurance covering the rebuilding period after an insured loss.



□ □ Arvin presents the lean look in clock-radios. The company's new solid-state clock-radio, model 57R78, features upright styling. It measures 7¾ inches high by 4½ inches wide by 3¾ inches deep. The radio is available in blue, fawn, and walnut wood grain. Convenience features include a one-hour automatic radio shutoff and alarm, a Repeat-A-Call conventional alarm that allows the user an extra 40 winks, and a doze light. Suggested retail price is \$24.95. Arvin also has a new slim-line, 19-inch, all-channel color tv console. The set features Arvin's automatic Chroma-Gard control, which retains color stability and brightness. It lists at \$449.95. *Arvin Industries Inc., Columbus, Ind.*



□ □ Three new portable dishwashers are being introduced by Philco-Ford. The leader model—KP12G2—has a 12-table-setting capacity; a single spray arm; a dial cycle control; a soft food disposal system; a glass-lined, cast-iron pump; double-wall construction; and a porcelain-enamel inner tub and lid. The next model up—KP14G4—has a 14-table-setting capacity; two wash levels (top and bottom); two push-button cycles, which provide a pre-wash and a full wash; a dual-detergent dispenser that provides two complete washes; sound insulation in the double-wall tub; a Formica top; a roll-around handle; and a pilot light. At the top of the line, model KP18G6 (shown) has an 18-table-setting capacity and four push-button cycles, which provide a quick rinse, a pre-wash, a full wash, and a sanitary wash. The unit dispenses a wetting agent that prevents water spots on dried dishes, glasses, and utensils. It also has two pilot lights: One indicates when the unit is operating, the other when the sanitary wash is on. *Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa. 19134*



It's all here, in this one three-year Business Owner's Policy—and the money you save will be a real asset! One premium to pay, and you pay as you please with The Home's exclusive Thico Plan—annually, monthly, quarterly, even seasonally.

You'll get credit for existing insurance, so there's no need to wait. Call your nearby agent of The Home Insurance Company. He's in the Yellow Pages... and he's ready to show you how this Business Owner's Policy can suit your situation exactly!

And now... you continue to gain as a Home policyholder!

The Home Insurance Company constantly strives to improve its contracts. As a Home insured, you benefit from any changes which broaden basic coverage, or extensions where additional premiums are not involved. Your contract automatically reflects these newest improvements.

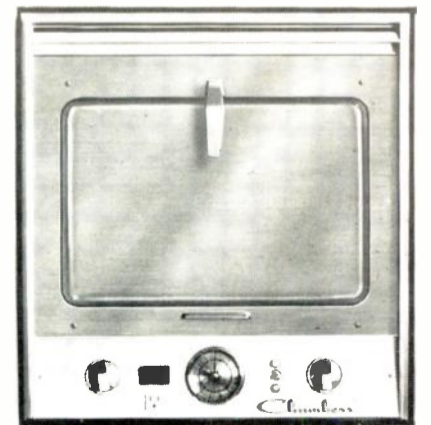
Policy now available in most states.

The **HOME** *Insurance Company*
59 MAIDEN LANE, NEW YORK, N. Y. 10008

Affiliates: *The Home Indemnity Company • Peoples-Home Life Insurance Company of Indiana*



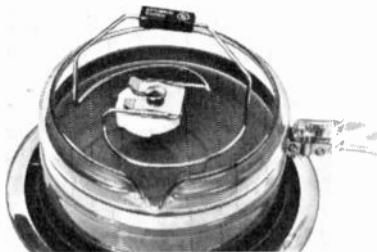
□ □ Rangaire's built-in water heater installs easily under standard kitchen counters and requires only a 9-inch-wide space. The unit, called Quick Temp, provides hot or cold water at the touch of a button. *Rangaire Corp., Cleburne, Tex. 76031*



□ □ Chambers' Retained Heat oven provides one hour of cooking time for each 10 minutes that the fuel is actually on. The unit—called the Imperial—is available in gas and electric models, with either single or double oven, in a choice of eight finishes. It carries a 5-year warranty. *Chambers Corp., Cleburne, Tex.*

WESTINGHOUSE STIRS AUTOMATIC RANGE BUSINESS FOR FALL

New promotional model range with
automatic stirrer to capitalize on
range selling season



Westinghouse has put a top-of-the-line feature on a special promotional range to spearhead the big Fall selling season. The new model, with the new exclusive Westinghouse stirrer that automatically stirs as it cooks, will stir up store traffic for Westinghouse dealers everywhere.

Two other customer pleasing features are found on the 1967 Westinghouse range line: the exclusive No-Turn Speed-Broil[®] unit that broils both sides of meat simultaneously in half the time and the high-demand, automatic self-cleaning oven.

All 3 outstanding features are available alone or in combination on eleven models of Westinghouse's nineteen new ranges now at your Westinghouse distributor.

You can be sure if it's Westinghouse





Zooming in on a two-gun sales push for ranges

The average retailer sells about 10% of his yearly range total in November. If you are one of the Ten-percenters, the opportunity to become a Fifteen-percenter, Twenty-percenter, or even higher percenter is coming in a few weeks. For the industry is launching a double-barreled range promotion that should propel 1966 sales to record highs and provide the momentum to carry sales in this big-ticket category well into 1967.

For the past two years, the major appliance industry has concentrated its promotion of ranges in the spring, with April the month for the main sales thrust. But this year the industry decided on November: the best sales month of the year for ranges. Following the industry's wildly successful "Waltz" campaign, sales of all major appliances should be boosted by the continuing promotional help.

The over-all theme for the promotion will be sounded by the little chef with the mustache, who will be suggesting that customers "Get Help For The Holidays." He will be appearing prominently in ads across the country. Implied in the little chef's message is that cooking for the three family-centered holidays—Thanksgiving, Christmas, and New Year's—requires a new range.

U.S. Steel, which has been at the forefront of these industry-wide campaigns, has added another fillip that should help retailers of housewares and major appliances: a new promotion for stainless steel cookware. Retailers should be able to spin off many successful in-store cookware and appliance displays and sales by coordinating both elements.

What U.S. Steel is doing to help. The company will set up a promotional barrage in 15 major "emphasis markets," where company merchandising men will work with distributors, utilities, newspapers, and key retailers to organize local action groups—much on the order of the successful "Waltz" committees.

The markets for this concentrated

effort will be: Boston, Chicago, Cleveland, Dallas, Houston, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, New Orleans, Philadelphia, Phoenix, Pittsburgh, and St. Louis.

And promotional help from U.S. Steel's newspaper service will help power sales. Part of the space in the newspaper service, which is mailed to some 4,500 papers, will be devoted to the tie-in with stainless steel cookware.

In addition to the 10-page service, an 8-page booklet on how to buy an automatic range will be distributed. The inside four pages of the booklet will be furnished in two versions: one for gas, one for electric. The usual point-of-purchase kits will be available to retailers.

Do the promotions help retail sales? According to George C. Shenk, manager, consumer industry marketing, at U.S. Steel, "Over the past four years, our tabulations of retail sales in the markets where promotional activity has been concentrated show average increases of better than 20%—as opposed to national increases of around 7%."

But even if you are not in a key market area of the U.S. Steel promotion, you can tie in with the industry promotion.

Here are some steps you can take: go to your distributor to see what promotional help he can offer; write to the manufacturers for sales aids they undoubtedly will have for the campaign; see the man in charge of promotion at your local utility; go to the local newspaper office and look over the ad mats; send for the free ad mats on p.20; set up joint promotions with other interested retailers in your area.

Of course, the National Electrical Manufacturers Assn. (NEMA) and the Edison Electric Institute (EEI) have coordinated their range promotion plans to aid in a more unified way. They have a spate of display materials and aids available. The advertising program of Live Better Electrically, a branch of EEI, calls for range ads to add impetus to the promotion. The American Gas Assn. (AGA) and the Gas Appliance Manufacturers Assn. (GAMA) both have extensive promotional plans, with display materials available.

On the merchandising side, product excitement generated by new features should help crowbar out of some 22 million homes ranges that are more than 10 years old.

Some of the developments to boost sales: self-cleaning oven units, Teflon-coated ovens and griddles in many models; gas units with solid-state, automatic ignition systems; programmed cooking; elaborate rotisserie mechanisms; cook-and-hold control units; units with black-glass oven doors. And don't ignore the glamorous help that the Tappan microwave unit can bring to a store's entire range section; don't ignore the Westinghouse units with automatic stirrer.

Another sales plus: the wide choice of colors (with avocado now a must on the sales floor) and the many units with decorator touches.

On the following pages: a run-down of how other retailers around the country are selling ranges, how housewares and appliances are being tied together more often, and how you can get free ad mats.



U.S. Steel's consumer range booklet

by Martin R. Miller,
Bruce Pfau,
and Ed Dubbs

A close-up on how retailers merchandise new ranges

Just how are retailers selling ranges? What are some of the problems they face and what are the trends at retail? To find the answers, MERCHANDISING WEEK, through McGraw-Hill's News Bureaus and correspondents, talked to top retailers from coast-to-coast. Here is what they said.

How do you sell color ranges to today's New Consumer?

"There's only one way to sell color ranges," says Walter Felker, of Colder Co., in Milwaukee. "That's to display them."

"Show the color ranges," says Clayton Poole, of Poole Electric Co., in Seattle, "with the ranges in the various colors contrasting with the white." About half of Poole's range sales are now in color—"mostly in copper."

Dallas retailer Cecil Roach says that he sells color ranges to customers by telling them that "color is the modern thing . . . it has come to the kitchen for good." About 60% of the ranges he sells are color, and, he says, he loves it: "Because it leads to more sales." Roach adds, "If you buy a Tahitian green range, you will hate your white refrigerator within a week."

Retail giant Sol Polk, in Chicago, agrees, "We're very interested in color because, normally, when you sell a color range, you also have a market for a color refrigerator or color dishwasher. However, the customer has to like color to switch. We talk color constantly, even if customers aren't ready for it, and, like on any other sale, we watch for their reactions. Women are becoming more color-conscious, attempting to bring a little more life into kitchens, so the pressure to buy color is going up."

Pete Vrontikis, owner of Pete Vrontikis & Son, in Salt Lake City, asks, "Why should there be color in every other room of the house, including the bathroom, yet the kitchen has to be cold white?" Vrontikis sets the stage for selling color during the buyer qualification. If the customer already has a white refrigerator, the objective is to impress the fact that color adds life and sparkle—a good New Consumer pitch—to the kitchen. Vrontikis says he sells color whenever possible because it opens the door for a second sale or even a complete package sale of appliances.

William Haney, owner of the General Electric Appliance Center in Salt Lake City, believes the idea of color is more or less established by the customer. "Invariably the buyer will ask, 'There's no difference in the price for color, is there?' Then I emphasize," says Haney, "the fact that color is easier to keep clean, fingerprints don't show, and so forth."

Another Haney ploy is to ask the

age of the customer's refrigerator. ("Well, you're going to be changing that soon. Why not go into color now? It would be the wisest move you could make.")

Are color ranges selling? "Our sales of color ranges make up approximately 50% of our range sales," says Cliff Swanson in Studio City, Calif. Polk Bros., in Chicago, says: "Ranges represent a good 30% of major appliance sales. Range sales have come up because of the innovation of colors." At Stucky Brothers, in Fort Wayne, the store's president, Robert Benninghoff says, "Perhaps 30% of our range sales are color—mostly copper—and this percentage is constantly increasing." Bernie Goldberg, of Bernie's Oak Lawn Home Appliances Inc., in Dallas, says that about 50% of the ranges he sells are color.

There are some complaints, however. Doug Carpenter, at Hagen's Appliances, in Minneapolis, comments, "Color ranges, I'd estimate, are about 15% of our total range volume. White is still the most popular with coppertone in second place. We've done a lot here to push color: painted our range display alcove with yellow, merchandised color in ads, etc. But in most cases the housewife will come in and say 'Isn't that a striking yellow' or 'Isn't that a nice shade of green,' but in most cases on the order pad it usually winds up as white. This is probably because the range color doesn't quite fit the decoration scheme of the kitchen."

But whether they account for 15% or 50% of sales, color ranges have caught the eye of the New Consumer. The savvy retailer will build his range sales—and his range promotions—around the tinted units.

Are customers trading up to high-oven ranges?

"High-oven range sales are increasing," says Polk Bros., "but not as much as in the past. Now they represent about 20% of our range sales. Sales leveled off because a lot of homes cannot use them because of their size. They're a little too deep to fit under installed cabinets. But, basically, the customers like them." However, Sears' downtown store in Chicago says, "High-standing range sales are going up. Last year they accounted for about 40% of sales. This year they're going even higher—maybe 50%. They are getting bigger in the market every year."

"High-oven sales are on the increase," says Pete Vrontikis, of Salt Lake City. "We are selling equal or more high-oven ranges than free-standing. They're also out-marching built-in units." Vrontikis maintains that unless a contract specifically calls for a built-in range he can always sell a high-oven unit instead. "It is a matter of economics. A housewife can take a high-oven unit with her in case the family moves."

"Presently we are selling more free-standing ovens than high ovens," says Ron Veach at Johnston's Fine Home Appliances, in Minneapolis. "However, it looks as though the double, high-oven ranges will be taking over in the future."

"High-oven sales are definitely increasing with us," says Doug Carpenter in Minneapolis. "About three

out of 10 sales are now high-ovens. Our most popular two-oven gas range is accounting for four out of 10 gas range sales. This model retails at \$349."

Cecil Roach, in Dallas, says the ratio of high-oven sales has been increasing and will continue to do so. "It's a matter of stepping people up," he says. "For the last few years, 60% of the ranges I have sold, both gas and electric, have been high-oven."

"If people are going to spend the extra money for a high oven," notes A. V. Witbeck, in Ferndale, Mich., "they will also buy the self-cleaning feature."

Is the New Consumer ready for self-cleaning ranges?

"Within two years everyone will be buying self-cleaning ranges," predicts Don Jenne, appliance buyer for House of Values, in Seattle. Jenne finds that an increasing number of customers are asking for the self-cleaning range (he handles GE). During the first six months of this year, about half of his range sales were self-cleaning units. And he expects this ratio to continue throughout this year.

Carl Hagstrom, in San Francisco, says that about 75% of his customers are asking for self-cleaning ranges, "even in gas." He says, "Any manufacturer that does not have a self-cleaning range in 1967 will have a hell of a time doing any business."

William Haney, in Salt Lake City, agrees. "It's hard to sell a range without this feature any more," he says. "Within two years, all manufacturers will have to include it."

However, Frank Weir, in Flint, Mich., says about self-cleaning ovens, "There's another indication of lack of industry support. Customers don't even come in and ask for self-cleaning ovens. Many of them are not even aware that such a feature exists. Once a customer comes in asking for a range, he will, of course, point out to them the advantages of a self-cleaner, and often we'll make a sale of this type. Self-cleaning ovens account for perhaps 10% to 15% of our total range sales. I predict that in the future this percentage will increase sharply. This feature is most appealing to customers."

Sears in Chicago says there have been inquiries for self-cleaners, but not much enthusiasm for the units. The Sears spokesman, at the Chicago Loop store, predicts that the self-cleaning range market is going to be fabulous, but not in Chicago proper because of old-time wiring and the cost of converting. "The place self-cleaning ranges are selling is in the suburbs, where wiring is new," says the Sears spokesman.

The appliance manager of a large Milwaukee department store says that 50% of his range sales are self-cleaners. "They are a real big feature," he comments. "People are foolishly investing their money if they don't take advantage of it. This is the best thing in ranges to come out in a long time. Sales are running very strong. The self-cleaners cost more right now, but the price is bound to come down. Some day only the bottom third of a manufacturer's line won't be self-cleaning."

"There were some foolish stories

spread around at first; things like they would blow up right in your face. But we're overcoming that," the Milwaukee retailer adds.

"One thing that is holding back self-cleaning range sales is that they cost more," says Walter Felker, part-owner of Colder Co., in Milwaukee. Nevertheless, Felker points out, about one-fifth of the ranges he sells are self-cleaning. "We get plenty of requests about them," he says.

A. V. Witbeck, owner of Witbeck Household Appliance, in Ferndale, Mich. (a suburb of Detroit), says, "About 80% of our range sales this year are self-cleaning units. And the percentage should go even higher in the coming months. Many customers come in and ask for self-cleaning ovens. If a customer does not ask, we try to trade her up to a self-cleaning unit.

"We point out the advantages of self-cleaning," Witbeck says. "There's no job in the household that's worse than cleaning an oven. And once we've sold her on the advantage, we sell her on the economy. We point out that the small difference in cost between self-cleaning and conventional ranges is more than made up for by the savings in rubber gloves, detergents, et cetera. As you can see from our percentages, this is a most effective sales pitch."

Do ranges represent a bigger share of appliance sales?

The comment from William Haney, in Salt Lake City, sums up most of the responses to this question. Haney says his appliance volume includes about 5% range sales, with little change over the past year. Why? "Ranges are made to last 20 to 25 years. Refrigerators can be outgrown by a family. It's hard to do this with a range."

Frank Weir, of Flint, Mich., says, "People come in to buy ranges, usually for three reasons. Either their old range has gone kaput, or they are moving into a new house and want new appliances, or they've bought a new refrigerator and the range doesn't match in color.

The customer generally considers a range an unglamorous item, so it's difficult to sell a range to someone who doesn't really need one. For example, customers will trade in 5-to-10-year-old refrigerators because they want a newer, up-to-date model. The trade-ins on ranges are more likely to be 15-to-20 years old." About 5% of Weir's appliance business is in ranges.

But a brighter future is predicted by Don Jenne, in Seattle. At House of Values, Jenne says, range sales account for 20% of dollar volume—and about 15% of unit sales. "The percentage of dollar volume has increased slightly because of the big-ticket items, such as self-cleaning ovens and high ovens." Jenne has sold a dozen electronic ranges this year; expects big-ticket electronic ranges to become big within two years.

Do promotions really push range sales at retail?

"Offhand, I'd say the help we get from national promotions is responsible for 20% of our range sales,"

says Doug Carpenter, Hagen's Appliances Inc., Minneapolis. "During the autumn promotional activity we'll sell around 125 gas models and 80 electrics.

"We're strong believers in national promotions," says Ron Veach, another Minneapolis retailer, and manager of Johnston's Fine Home Appliances. I don't have any figures available, but the industry promotions seem to work well."

When the industry promotes, C. C. Roach, owner of Roach Appliance Co., in Dallas, also promotes. "The more concentration there is on advertising, the more sales I make," he explains.

"Industry promotion definitely helps sales," agrees Carl Hagstrom, manager of General Appliance Co., San Francisco. "No one retailer is big enough to consistently plant enough seeds in people's minds over a long period of time."

So run the comments on the industry-wide range promotion. Some retailers, however, do not agree that it helps ("We're just one among fifty or a hundred dealers that way; it doesn't help sales a bit").

Others are not fully aware that there is a national range promotion, or are dissatisfied with it as it exists. "There's the real problem," says Frank Weir, manager of Greenley's Inc., Flint, Mich., speaking about promotions. "There is no significant industry promotion in this area by the utility company. And the manufacturers themselves are not doing much advertising on ranges. I agree with the American Gas Assn., which recently stated that manufacturers were not doing a good job in promoting ranges. I think the advantages of ranges need to be stressed more.

"The range industry needs something like the 'Waltz Through Washday' campaign. We'd love to tie in with a campaign like that."

Most of the retailers questioned stressed the campaigns of their local utilities. "There is lots of incentive in the utility campaigns," notes Carpenter, in Minneapolis. (The Minnegascol utility, for example, offers home economists for dealer-sponsored Minnegascol Cooking Shows that point out that "the Sept. 15-to-Nov. 15 Great Autumn Sale is the right time to buy a gas range." The utility also pays cash incentive awards to salesmen.)

Sears in Chicago, for another example, goes along with a special yearly utility offer of a free 220w cable with the purchase of a new range.

Cliff Swanson, owner of Swanson's Home Appliances, Studio City, Calif., says, "We work closely with industry promotions, including sales awards and utility demonstrations. The Los Angeles Dept. of Water and Power occasionally sends out a qualified home economist to push electric ranges. The gal is a crackerjack. Creates strong consumer interest with an outstanding demonstration. She spends a weekend working in the store."

But whether it is the local utility, the national range promotion, or the store's own promotional efforts, all retailers across the nation are all agreed that it takes the extra push of promotions to keep range sales moving.

Focusing on closer ties of appliances, housewares

The inclusion of cookware—"top-of-range" cookware, if you please—in a range promotion underscores an important change in marketing and merchandising.

The total picture is emphasized. Manufacturers and retailers increasingly are looking beyond the narrow confines of simply selling a range. They are looking to the total marketing concept: to the total kitchen and total food preparation, to the consumer's world, rather than the manufacturer's product.

The upcoming industry-wide range promotion is just one more example in the closer marketing and merchandising ties that are developing major appliances and housewares.

A new trend in housewares marketing this year has been the pickup—in cookware, pantryware, and even electric housewares—of the copper-tone mist and avocado colors innovated by major appliance manufacturers. For the first time—at least for the first time on a major scale—retailers can merchandise color coordination for the kitchen.

The sales magic of color coordination has long been proved in ready-to-wear and other housewares product categories—especially bath goods. Now major appliances and kitchen-oriented housewares products are turning to color coordination as a marketing and merchandising consumer appeal.

Close housewares-appliance ties also can be seen in the growing number of housewares premiums being used by major appliance manufacturers. And major appliance retailers, themselves, have developed their own premium offers: for example, marrying a housewares "gift" to the purchase of a major appliance.

Teflon too, has brought together housewares and major appliances, particularly ranges and cookware. DuPont has set up a television ad campaign to promote ranges that use its non-stick coating on oven linings. And Teflon coatings are even used on another range-related product—the range hoods—in addition to cookware. Puritron introduced the first Teflon-coated range hood in July.

Westinghouse took a broad view of food preparation with its innovation of the "automatic stirrer" feature on its ranges. No-stir cooking offers wide consumer appeal, and it is significant that a range manufacturer, rather than an electric housewares producer, innovated the concept. Westinghouse's portable appliance division, incidentally, would love to have the "automatic stirrer" feature for its electric frypans.

More ties are coming between the two industries. As the major appliance industry moves more and more toward the "modular concept" in ranges—the built-in oven and the counter-top range—housewares man-

ufacturers increasingly are eyeing the business.

Corning provides an excellent example with its test-marketing of a "counter that cooks." A number of housewares manufacturers offer deluxe oven-broiler-rotisseries, and, when you get right down to it, already are practically in the modular oven business. Dominion Electric introduced a high-end oven in July that uses the copper-tone mist color popularized by major appliances.

Practically every large housewares producer is eyeing the built-in market. Hamilton Beach is looking closely at the electronic range market. Hamilton Beach's builder products division (Puritron) already is in the built-in market.

Crisscrossing works two ways. Caloric is an example of a major appliance manufacturer that is going after the built-in housewares market with its extensive line of kitchen caddies. Caloric also has entered the housewares field with its portable, gas-fired Cub broiler.

For the first time, retailers—especially the department stores—are planning to take fuller advantage of the many cross-merchandising opportunities between housewares and major appliances. Manufacturers also are searching out closer coordination. Lincoln Metal Products, for example, is encouraging its department store accounts to tie in its color-coordinated pantryware with major appliances.

Housewares-appliance vignettes are coming onto the retail scene; they provide the major appliance-housewares retailer with an opportunity to dress up their major appliance, cookware, and pantryware displays. Traditionally, all three product categories have been lined up unattractively on a retail floor or on shelves.

Within a little more room than it now takes to display a free-standing range, a vignette display can be fashioned—simply by adding color-coordinated housewares "accessories." The consumer message is simple: "Color your kitchen brightly."

The tie-in of ranges and cookware for major appliance promotion is a turnabout of a cookware promotion developed for retailers by the Committee of Stainless Steel Producers earlier this year. In that promotion which had its debut at B. Altman & Co., in New York City, designer Evelyn Jablow designed a "kitchen shaped for space" (MW, 27 Jun., p. 41). She used major appliances largely to promote and sell cookware, and Altman's devoted a large amount of space to the display—even though the department store does not carry major appliances.

In the U.S. Steel promotion, cookware is being employed to help retailers sell—or, even better, merchandise—more ranges.

It provides major appliance retailers with a chance to play upon the popularity of stainless steel for range tops, for self-stick tiles, for cookware, for pantryware.

It provides retailers an opportunity to merchandise the copper-crazy housewife with copper-tone ranges, pantryware, and cookware. It signals an opportunity for major appliance retailers to cash in on the existing consumer appeal—and knowledge—of Teflon coatings in cookware.

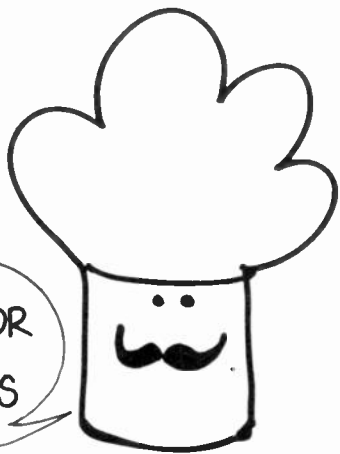
The cookware-range marriage looks like a very happy one for retailers. ■



Get Help for the **HOLIDAYS**
with a NEW...
AUTOMATIC RANGE

Free ad mats for your own range tie-in this fall

Once again, MERCHANDISING WEEK, in conjunction with U.S. Steel, is offering you free ad mats. They can put some zing into your range promotion during the upcoming all-industry drive and can be used to carry the sales ball into the Christmas selling season—for both ranges and cookware. Ad-building elements, along with some suggested headlines and the logo for the range drive, are matted in several different sizes to extend tie-in possibilities. Note the flexibility offered by the strip-type treatment of the official insignia; it can be used for borders or separators in individual ads. There are many ways to use these mats as one more sales tool. Fill out and send the coupon.



Get a New Automatic Range



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

YOUR NAME

STORE NAME

STREET ADDRESS

CITY STATE ZIP CODE

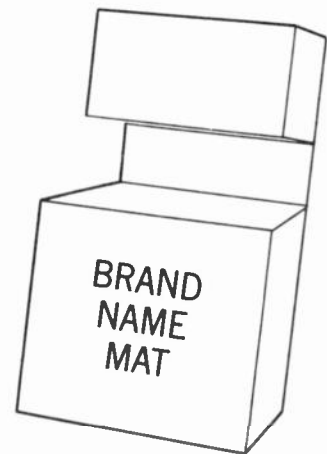
After you have filled in this form, mail it to: (RANGE 66)
MERCHANDISING WEEK's Ad Service, 330 West 42nd St., N.Y., N.Y. 10036

What
a Gift!



a
wonderful
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**BRAND
NAME
Range**

What a glorious way to gift Mom! Modern new ranges are so easy to clean, she'll be freed from a lot of drudgery, for a lot more cooking enjoyment. They are so wonderfully automatic, Mom's creative cooking is really carefree. No need to hover over the oven... and less pot-watching, too. Naturally, a modern automatic range is a gift to delight the whole family. Everyone enjoys more time with Mom — and good eating. Be a thoughtful Santa... order that new automatic range now.



Description of Model, _____
Price and Terms _____
to go here . . . _____

\$00⁰⁰

APPLIANCE DEALER



stainless
steel **brightest
idea in
cookware**



Remember...
COOKWARE
also is
**HELP for the
HOLIDAYS**

It is timely tie-in merchandise for the Automatic Range Promotion, and here are elements to help you build ads for it. Remember also that the gleaming, enduring beauty of stainless steel cookware makes it perfect for Holiday Gifting.



New Tappan Time Machine with TEFLON



We call our
appliances
Time Machines
because they
move fast.

It's a Gas.

Tappan introduces a terrific new selling combination! The speed and convenience of gas cooking, plus no-stick, no-scour DuPont TEFLON.

Here's what to tell your customers about this beautiful new line of Tappan Silhouette gas ranges:

Food can't stick in a Tappan oven because liners, racks and rack supports are TEFLON-coated. They lift right out, swish clean in the sink.

Food doesn't burn in a Tappan oven with TEMP-O-MATIC Control. Just set it and forget it. Automatic clock turns down oven when cooking time is up, holds food at perfect serving temperature.

Built-in look without Remodeling. New Tappan Silhouette ranges (30" and 36" models) slip in, add beauty to the kitchen with gleaming chrome trim, choice of Coppertone or White.

Don't miss the big market for Tappan Gas with TEFLON. See your Tappan representative right away.

TAPPAN Time Machines

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



TO: Dealers, Major Appliances
 FROM: Monarch Range Company
 SUBJECT: Pre-Selling Your Potential Customers

MEMO

The ad below is typical of the type of selling job Monarch does for its dealers from coast-to-coast. This one was specially created in color for Better Homes & Gardens. Women everywhere are seeing and hearing about the Practicality, Versatility, and Elegance of Monarch Ranges and Refrigerator-Freezers. Why not use the same coupon the gals are using to get further information. Just snip off, send in, and we'll take it from there.



Early American ..by Monarch

SINCE 1896

A matched pair of Early American charm — 30" or 36" ELECTRIC or GAS RANGE and 15, 17, or 19 CU. FT. REFRIGERATOR-FREEZER. Beautiful, shaded antique copper with genuine walnut wooden handles. Electric range has: Roman Numeral Clock-Timer — Plug-In Infinite Control Surface Units — 24" STA-KLEAN Oven with removable sides — TCB Broiler with controlled radiant rays (NO SMOKE, NO SPATTER, NO STAIN). Refrigerator is: "Fully Frost-Free" — has brass eagle emblem — maximum storage space — gigantic freezer — whisper quiet operation.

- largest selection of electric and gas ranges in the world — 20, 24, 30, 36, 40 inch sizes
- full line of refrigerator-freezers — 12, 15, 17, 19 cu. ft. sizes; plus upright freezers.

Electric Ranges Gas Ranges
 Combination Ranges Electric Refrigerators
 Electric Freezers Water Heaters

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Enter my subscription for a year of weekly issues at the \$3.00 annual rate (less than 6¢ an issue!).

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APPLIANCE-TV

New color tv export records set as Japan totals summer figures

For the second consecutive month this year, color tv exports from Japan to the U.S. have topped the 20,000 mark. In August, the most recent month reported, 24,803 color sets came to the U.S.; in July, the total was 23,132. During these two months, nearly 44% of the color sets exported to the U.S. this year were shipped.

Television exports—both color and b&w—brought \$710,188 more to Japan in August than did exports of transistor radios of 3-or-more transistors. The tide is turning.

And as the tide turns, Japan's grip on the transistor radio trade between

the Far East and the U.S. is slipping. The U.S. imported 1,347,302 transistor radios from Japan in August; combined U.S. imports from Hong Kong, Taiwan, and Okinawa for the month totaled 1,343,724 units—only 3,578 less than the Japanese total for the month.

By comparison, in 1963 Japan held 87.5% of the transistor radio import business with the U.S.; in 1964, Japan's share dropped to 76.8%; and in 1965, Japan held 65.0% of the total radio import business with the U.S. And this year, as of the end of August, Japan's share of the market has dropped to 55.3%.

Japanese exports to the U.S. *

	Period	UNITS		% chge	DOLLARS		% chge
		1966	1965		1966	1965	
Color Television (incl. chassis)	August	24,803	-----	-----	4,578,727	-----	-----
	8 Months	110,805	-----	-----	20,275,024	-----	-----
B&w Television	August	140,421	-----	-----	7,069,652	-----	-----
	8 Months	780,357	-----	-----	39,170,993	-----	-----
Transistor Radios (3 or more tr.)	August	1,252,047	1,152,553	+ 8.63	10,938,191	9,291,036	+ 17.73
	8 Months	7,607,242	6,124,963	+ 24.20	59,803,141	47,821,902	+ 25.05
Tr. rad. chassis/kit (3 or more tr.)	August	53,950	14,083	+ 283.09	259,666	66,088	+ 292.91
	8 Months	225,136	62,649	+ 259.36	1,345,280	405,341	+ 231.89
Toy tr. radios	August	33,040	92,796	- 64.40	10,341	103,261	- 89.99
	8 Months	329,524	558,034	- 40.95	193,129	599,097	- 67.76
Total Tr. Radios (incl. car radios)	August	1,371,062	1,269,695	+ 8.04	11,614,084	9,628,271	+ 20.62
	8 Months	8,361,675	6,811,858	+ 22.75	63,992,175	49,838,351	+ 28.40
Tube Radios	August	43,307	124,264	- 65.15	567,444	1,402,941	- 59.55
	8 Months	444,119	726,176	- 38.84	4,949,961	7,245,934	- 31.69
Tb. rad. chassis/kit	August	16,052	6,679	+ 140.34	204,713	87,083	+ 135.08
	8 Months	98,383	74,652	+ 31.79	1,134,659	859,875	+ 31.96
Phonographs	August	63,147	43,135	+ 46.39	602,419	440,763	+ 36.68
	8 Months	359,065	189,419	+ 89.56	3,520,165	1,827,916	+ 92.58
Radio-Phonos	August	121,913	28,633	+ 325.78	1,931,050	696,941	+ 177.08
	8 Months	483,791	134,824	+ 258.83	7,351,635	3,494,577	+ 110.37
Tr. Tape Recorders (port., rim-drive)	August	137,897	155,252	- 11.18	1,015,511	1,265,480	- 19.75
	8 Months	986,647	1,076,344	- 8.33	6,790,930	8,406,608	- 19.22
Tr. Tape Recorders (port., other)	August	120,181	89,586	+ 34.15	2,879,208	2,015,327	+ 42.87
	8 Months	566,503	498,583	+ 13.62	14,347,432	9,823,435	+ 46.05
Tb. Tape Recorders	August	15,471	29,550	- 47.64	796,025	1,451,719	- 45.17
	8 Months	88,100	176,616	- 50.12	5,241,261	7,838,966	- 33.14
Transceivers	August	708,176	278,364	+ 154.41	3,494,991	2,506,580	+ 39.43
	8 Months	3,852,986	1,553,132	+ 148.08	22,170,008	13,701,618	+ 61.81

*Source: McGraw-Hill's Tokyo News Bureau

U.S. imports from Japan †

Television	August	150,941	106,868	+ 41.24	11,424,915	6,088,208	+ 87.68
	8 Months	800,284	589,873	+ 35.67	54,654,464	32,735,500	+ 66.96
Transistor Radios	August	1,732,490	1,347,302	+ 28.59	13,090,699	10,725,697	+ 22.05
	8 Months	7,217,621	5,956,260	+ 21.18	52,682,769	44,066,339	+ 19.55
Radios, other	August	126,539	143,398	- 11.76	1,209,795	1,286,711	- 5.98
	8 Months	778,214	927,971	- 16.14	8,626,550	8,440,815	+ 2.20
Phonographs	August	50,792	58,461	- 13.12	486,587	563,149	- 13.60
	8 Months	320,031	174,049	+ 83.87	3,334,015	1,820,363	+ 83.15
Radio-Phonos	August	78,200	22,204	+ 252.19	1,003,277	582,156	+ 72.34
	8 Months	365,073	96,018	+ 280.21	5,492,331	2,749,558	+ 99.75

U.S. imports from Hong Kong †

Transistor Radios	August	996,492	344,417	+ 189.33	2,592,970	1,042,583	+ 148.71
	8 Months	4,424,467	1,905,140	+ 132.24	11,212,785	5,826,945	+ 92.43

U.S. imports from Okinawa †

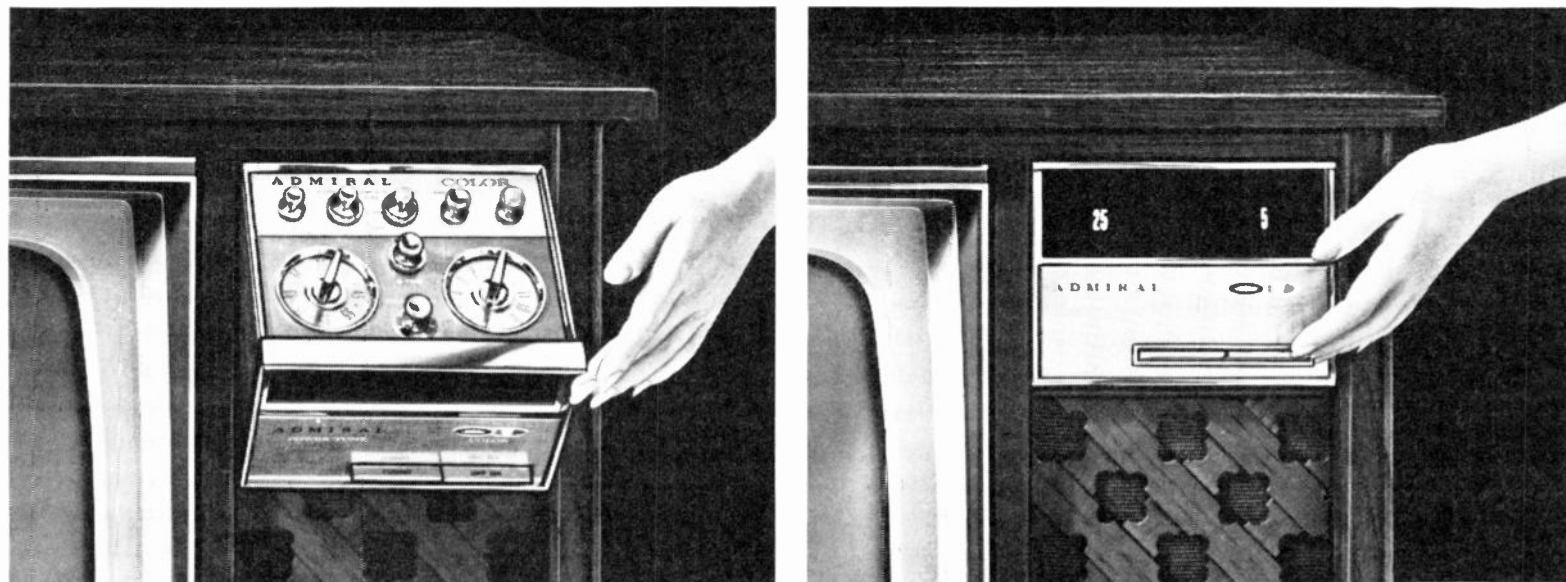
Transistor Radios	August	121,559	79,980	+ 51.99	375,115	269,614	+ 39.13
	8 Months	490,509	436,742	+ 12.31	1,389,823	1,423,322	- 2.35

U.S. imports from Taiwan †

Transistor Radios	August	225,673	48,407	+ 366.20	611,327	143,829	+ 325.04
	8 Months	912,803	261,944	+ 248.47	2,500,513	697,246	+ 258.63

†Source: United States Customs

Ideas that move merchandise...



Tilt-Out Control Center (PAT. PEND.) now with Power Tuning!

EXCLUSIVE! The most effective tuning feature in Color TV is now even more demonstrable! Now the one-and-only Admiral Tilt-Out Control Center has Power Tuning!

As always, your customer can tilt out the Control Center to tune Admiral Color TV standing up, easily and naturally. And then tilt it in for the beauty look, no knobs show.

But now, outside the Admiral Control Center are two unobtrusive tuning bars.



Touch the right one to turn Admiral Color TV on or off. Touch the left one to change channels. Power Tuning does the work, instantly, automatically. Easiest tuning ever.

It's typical of the way Admiral approaches its product innovations... get a good idea, make it even better. Better for your customer's satisfaction... better for your salesmen to demonstrate and sell. Why not talk to your Admiral Man, soon.

...come from

Admiral[®]



MARK OF QUALITY THROUGHOUT THE WORLD

The Sony Automatics: for fickle fingers.

A fickle finger looks pretty much like an ordinary finger. But if you suspect a customer might have one, put a Sony Automatic within reach.

Then you'll see a real quick-change artist at work. Because a true fickle finger can't resist changing stations. And a Sony Automatic almost begs to be changed.

The 3RA-62, for instance, automatically pulls in the nearest AM station at the push of a button. The 2FA-24W does the same

thing with FM channels. And the 2R-26 goes back and forth between 4 pre-set AM stations automatically.

We don't know why so many people have fickle-finger-itis. Some must be born with it. But almost everyone seems to get it when they come in contact with our radios.

So one thing's for sure: it's contagious.

And if you have enough Sony Automatics ordered for Christmas, you're just liable to have an epidemic on your hands.

©Sony Corporation of America, 47-47 Van Dam Street, L.I.C., N.Y. **SONY**®



MERCHANDISING WEEK

VOL. 98 NO. 42

A MCGRAW-HILL MARKET-DIRECTED® PUBLICATION



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Hamilton gives you more to sell in 1967!

MORE PERMANENT PRESS CARE

The new Hamilton washers have a unique shower rinse cool down especially designed to prevent fabric wrinkling during the spin cycle. And the new Hamilton dryers, both Holiday and Heritage, also have a special cool down period to put the finishing touches on all permanent press fabrics. These features are part of the wash and dry sequences of every model in the line—top to bottom.

MORE FEATURES

New inside and out, from the floor up, the Hamilton washer is loaded with saleable, demonstrable features. Constantly filtering recirculation, up to 8 wash programs, up to 5 water level selections, a new Constant-Balance suspension, automatic bleach and fabric softener dispensers, new tub, new agitator, and stunning new good looks from the drawing board of Brooks Stevens, noted industrial designer.

Hamilton dryers have matching beauty and a matching array of trade-up features including Sun-E-Day lamp, Tinted-View window, Twin Air Stream or Double Fan drying zinc-clad perforated drum, double-pass lint collection, Electronic dryness control, and up to 7 temperatures and unlimited cycle settings.

MORE MODELS

In addition to five washers (three basic models and two optional suds savers) Hamilton offers a choice of dryers—the full size Heritage and the slim, compact Holiday. Each is available in three series and in gas or electric. Add coppers at the top and you have the broadest laundry line-up in the appliance field.

MORE PROFIT

Because of Hamilton's

famous reliability, the margin you make on every sale is the margin you keep with low service overhead. And, of course, Hamilton quality is fairly priced to bring you the profit you deserve and give your customers the best investment in laundry appliances.

THE NEW RELIABLES ARE HERE!

Contact your Hamilton Distributor



waltz through washday

Hamilton®

HAMILTON MANUFACTURING COMPANY, Two Rivers, Wisconsin

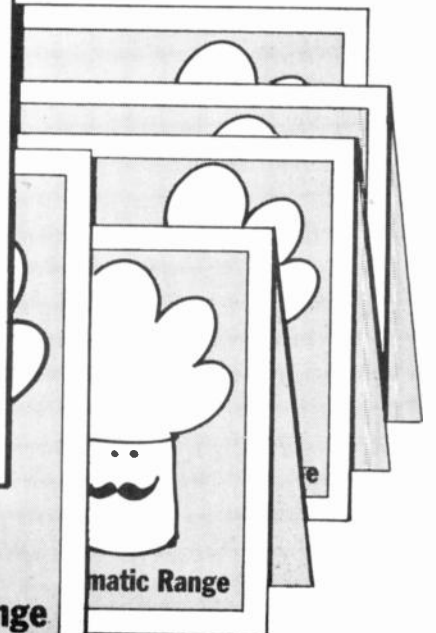
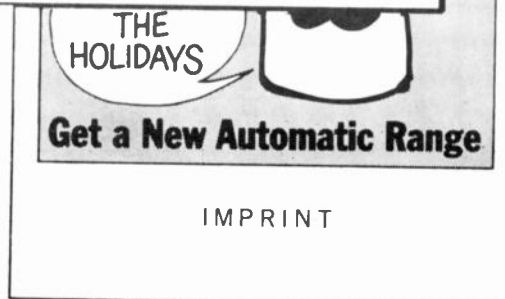


a new United States Steel promotion that will sell ranges for you


Here's a range-selling promotion that reaches housewives just when they're thinking most about ranges... during November when they're planning those special family holiday meals.

Large space newspaper advertising will launch the program in key market areas. Editorial kits will be sent to newspapers throughout the country to help them build special range advertising sections. U. S. Steel has also prepared free merchandising kits that contain point-of-sale displays, reproduction art and ideas for tie-in advertising, and promotion suggestions that can help your store set a record for range sales during November. Send the coupon today for your free kit.

Get help for the holidays... get a new automatic range. This theme and symbol will appear in all advertising for the promotion.



United States Steel
 Room 9269
 525 William Penn Place
 Pittsburgh, Pa. 15230

This mark tells you a product is made of steel 

Please send my free range promotion kit.

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____



A sales closer only RCA WHIRLPOOL dealers can use:



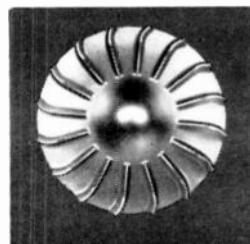
Now there's an RCA WHIRLPOOL dryer

faster than ever before

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

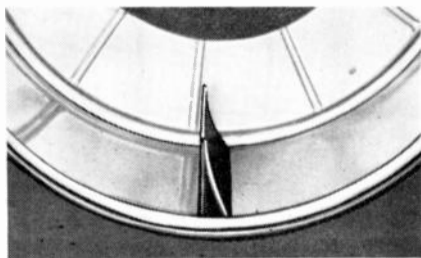
- * treat your clothes better
- * let you dry bigger loads
- * make drying "whisper" quiet

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



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

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



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

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

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

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

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

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

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

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



□ □ **Wastebaskets with key motifs** are available from Superior Products. Designated the Boutique line, the new wastebaskets are constructed of high-impact Stylar and are chip-proof and rust-proof. The new wastebaskets are offered in the following pastel shades: avocado, marigold, sandalwood, shell blue, and white on black pedestals.

The square basket (shown) measures 13 inches by 8 inches by 8 inches; it carries an approximate retail price of \$2.29.

The round basket measures 8½ inches in diameter and is 13 inches high; it carries a retail price of about \$2.00. *Superior Products Co., 418 W. Ontario St., Philadelphia, Pa. 19140*

□ □ **Christmas trees from American Tree and Wreath** are available in sizes from three feet to seven and a half feet tall. The entire line includes more than 30 different models and sizes. They come in Scotch pine, blue spruce, hemlock, or snow-tipped pine with natural ponderosa pine trucks and vinyl needles. According to the company, the trees do not shed and are flameproof. Each tree is packed in a corrugated box that can be used to store the tree after Christmas. The trees range in price from \$2.50 to \$27; Scotch pines in 10-foot and 12-foot sizes retail at \$45. *American Tree and Wreath Division, American Technical Machinery Corp., 29 Elm Ave., Mt. Vernon, N.Y. 10550*



□ □ **Corning offers two new designs** on a casserole set and a bake-serve-store set. The new decorations are a pattern of light blue stripes on dark blue and a yellow pattern on ochre. The designs are available on the 1-qt., 1½-qt., and 2½-qt. casserole set (top) and on the 1-pt., 1½-pt., and 1-qt. bake-serve-store set. The sets retail at \$5.95 and \$4.50. *Corning Glass Works, Corning, N.Y.*

□ □ **A coffee filter counter display** measuring 29 inches high and 19 inches in diameter has been introduced by Tricolator Manufacturing. The revolving display holds filters for every type of coffeemaker, and features a directory that lists the specific filter required for each model. The space-saving Merchandiser #55 is available free with basic stock. *Tricolator Manufacturing Co., Bellmore, N.Y.*



□ □ **A "million baby kisses"** is GE's point-of-purchase approach for its new Heat 'n Serve baby dish (MW, 3 Oct., p.25). The Heat 'n Serve includes a training cup, tray for cold food, feeding spoon, and baby spoon. Available in pink or blue with decals, the dish features a cord set with a signal light that turns off when food is warmed to serving temperature. The set carries a suggested retail price of \$13.98. *General Electric, Housewares Division, 1285 Boston Ave., Bridgeport, Conn. 06602*

□ □ **A new 2,000w dimmer switch** with solid-state circuitry has been designed by Ideal Industries. The ivory styrene cover plate, which fits over the metal face plate, can be decorated to match any decor. The dimmer is for use on 120v, 60-cycle, single-phase input. *Ideal Industries Inc., Sycamore, Ill. 60178*

— 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 10176
 Waymart, Pa. 18472



MODEL 13-125

Introducing
THE AMAZING MIDLAND
100 MW micro transceiver

Another Midland first in the Citizens Band field! The maximum power allowed without a license ... a full 100 milliwatts ... with 11 transistors, in a micro-size case just 1" x 1⅞" x 5¼". Truly professional. Crystal controlled. Extra-sensitive tuned RF stage. Superheterodyne receiver. Rugged handsome chrome die-cast front. 11-section 44" antenna. Battery condition meter. Jacks for recharger and AC adaptor. Uses standard or rechargeable 9-v. battery.

Make More Money with Midland... World's Leading Line of Rugged, Reliable, Solid-State Transceivers

SHOWN ACTUAL SIZE

Weights just 10½ oz. with battery!

WRITE TODAY for new full line CATALOG of this and other fine Midland products

• Radios • Tape Recorders • Phonographs • Tape Players • Intercoms • Transceivers

MIDLAND INTERNATIONAL CORPORATION

1909 Vernon Street North Kansas City, Missouri 64116

4140 Vanowen Place Burbank, California 91504

If you think this is the full line of RCA Victor radios, guess again. These are just the FM-AM's!



21 MODELS—Here are portables, table models and clock radios, many with unusual performance features. Like the table radios that play lying down or standing up. And an 8-transistor pocket portable. And six decorator table models in today's most-wanted period styles. Twenty of these new models are Solid State. And every one is backed by the quality reputation of RCA Victor! (What more could your customers want?) See your RCA Victor distributor now.



Trmk(s)®

The Most Trusted Name in Electronics

□□□□ The role W. J. Burke will play at Shetland is designed to give the floor care producer a promotional shot in the arm through a consumer-oriented marketing approach. Privately, Shetland is billing Burke—who recently left Sunbeam to join Shetland—as its answer to Hamilton Beach's Edward P. Reavey. Reavey is the marketing man who turned Hamilton Beach around and made the firm "happen" in housewares—through a strong marketing program attuned to consumer appeals and a sales-happy gimmick, the hole-in-the-handle promotion behind the slicing knife.

□□□□ Burke roars into Shetland with a coup behind him at Sunbeam. He generally is credited for the "lion-on-the-lawn" promotion that helped make Sunbeam a major factor in the lawn mower and outdoor power equipment business. Burke headed up Sunbeam's outdoor products division; before that he was associated with Sunbeam's appliance division. In moving over to outdoor products, Burke took with him the stunt-type, highly promotional merchandising and marketing philosophy that worked so well in building up Sunbeam's electric housewares business.

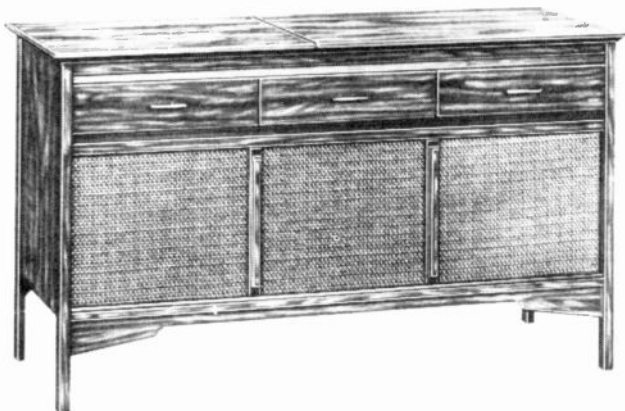
□□□□ Burke's marketing savvy is expected to help Shetland in its long-awaited move into the electric housewares field, an effort that started several years ago with a series of acquisitions of small, highly promotional manufacturers. Except for some promotional business in mixers and blenders—often built around a two-for-the-price-of-one or a one-cent sale approach—Shetland has failed to back up its acquisitions with products and marketing.

□□□□ Wider use of tv is almost a sure bet at Shetland as the result of Burke's arrival. At Sunbeam, Burke was schooled in using television to carve out, first, a bigger share of the electric housewares market, and, later, a bigger share of the lawn mower market. Floor care producers, and electric housewares manufacturers in general, of course, are greatly expanding their tv advertising budgets. Television advertising in the floor care industry is viewed as a flashback to the old door-to-door selling days with in-home demonstrations. Electrolux is still proving the importance of in-home demonstrations, and tv advertising is bringing the floor care demonstration into millions of homes.

□□□□ The toy market looms ahead for Finest Lambswool Products Co., a Brooklyn (N.Y.) producer of floor-polishing kits and discs. Finest, under the Jay Cee name, is marketing a line of Fuzzy Pets: fluffy, animal-shaped hand puppets made out of lamb's wool.

The Arvin "Populars"

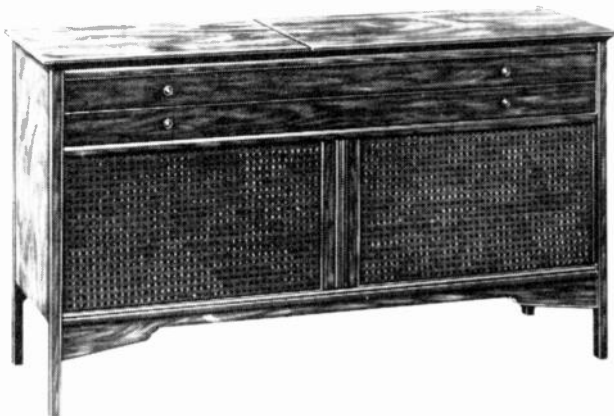
Popular Stereo • Popular Prices • Popular Profits



Arvin Stereo Console Phonograph with FM/AM/FM Stereo Radio

Impressive furniture styled console finished in Genuine Walnut Veneer with distinctive quality features. Acoustically balanced 6-speaker system includes two 8" woofers for rich bass and middle range response and four 3" tweeters for directional "highs". Dual channel amplifier and 9-tube tuner bring the dimensional enjoyment of FM Stereo, static-free FM, sparkling AM broadcasts. AFC "locks in" FM and FM Stereo signals. Automatic record changer with rubber matted 11" turntable plays all record sizes, all speeds and turns off automatically.

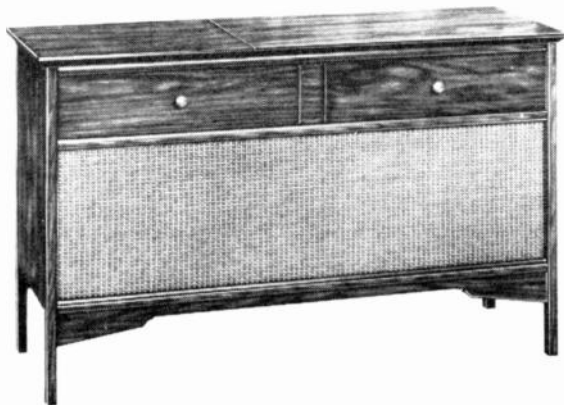
Model 76P88, Genuine Walnut Veneer
Finish. 45 1/4" w., 26" h., 15 1/4" d. Sugg. retail \$199.95



Arvin Stereo Console Phonograph with AM/FM Radio

Full dimension recorded sound plus rich AM/FM reception are combined in this smart contemporary console in Genuine Walnut Veneer. Powerful 7-tube dual channel Arvin amplifier and superb 4-speaker system with two 8" and two 3" speakers in an electronic crossover network gives distortion-free, faithful sound reproduction. The 4-speed record changer plays all speeds, all size records and shuts off automatically. The 11" professional-type turntable is rubber matted for record protection. Automatic Frequency Control "locks in" FM Stereo signal for drift-free reception.

Model 76P68, Genuine Walnut Veneer
Finish. 45 1/4" w., 26" h., 15 1/4" d. Sugg. retail \$169.95



Arvin Stereo Console Phonograph with AM Radio

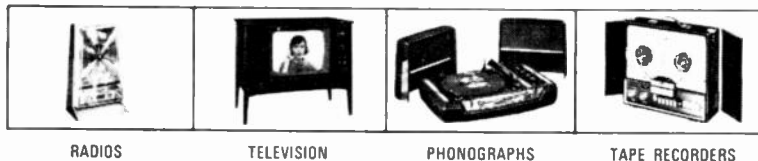
This outstanding value in stereo sound combines a sensitive dual channel audio circuit and two 8" stereo speakers with dual matching cones to reproduce music with remarkable depth and dimension. A highly selective 5-tube AM tuner provides full range broadcast reception for added listening pleasure. The automatic 4-speed record changer incorporates an 11" rubber matted turntable that supports records across entire playing surface. Radio features include slide rule dial and long range built-in AM rod antenna.

Model 76P48, Genuine Walnut Veneer
Finish. 40" w., 26" h., 15 1/4" d. Sugg. retail \$139.95

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

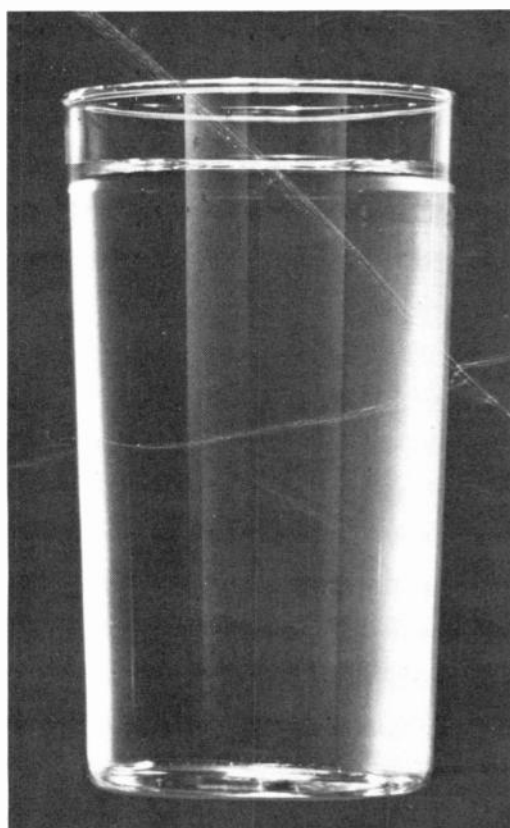
TELEVISION

PHONOGRAPHS

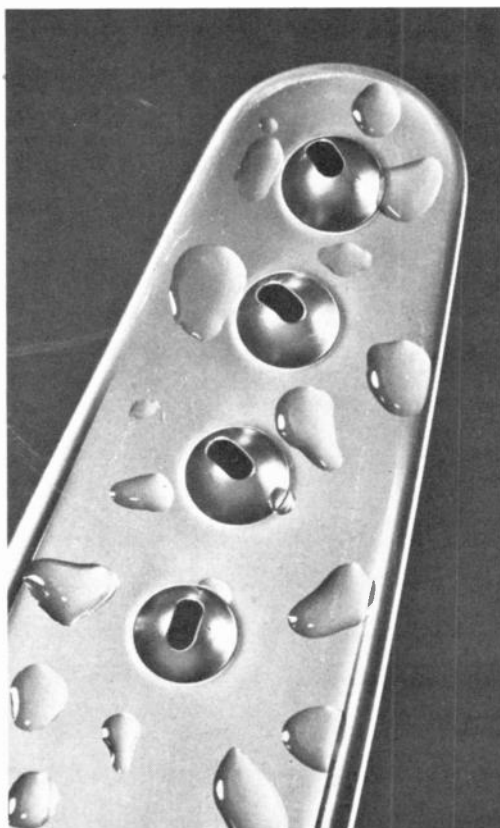
TAPE RECORDERS

A sales closer only RCA WHIRLPOOL dealers can use:

Here is the secret of *Super Wash* in an RCA WHIRLPOOL dishwasher



Continuous filtering for
CLEANER WATER . . .



that can go through
SMALLER JET NOZZLES . . .



to produce HIGHER
SPRAY PRESSURE!

The water in an RCA WHIRLPOOL is noticeably cleaner than that in other dishwashers because it is filtered continuously with a big self-cleaning filter throughout every washing and rinsing cycle!

What difference does this filtered water make? Plenty! It enables Whirlpool to use much *smaller jet spray openings* which produce *much higher pressures*, actually speeds up water . . . an engineering advantage that's impossible with water in which floating food particles would clog tiny spray nozzles. An RCA WHIRLPOOL has high-pressure nozzles, scien-

tifically aimed and revolving in two full-size spray arms so they sweep every corner. They scour every dish with a knife-sharp edge of water . . . provide a real SUPER WASH that makes pre-rinsing unnecessary!

Dealers: The best washing action with no pre-rinsing or scraping is what your prospects want. A new RCA WHIRLPOOL gives it to them! And you can show why . . . an exclusive self-cleaning filter that works full time at cleaning the water . . . so high-pressure nozzles can be used. It's a powerful story of powerful washing action!



Model SRU-90



Model SRC-90



Model SRP-90

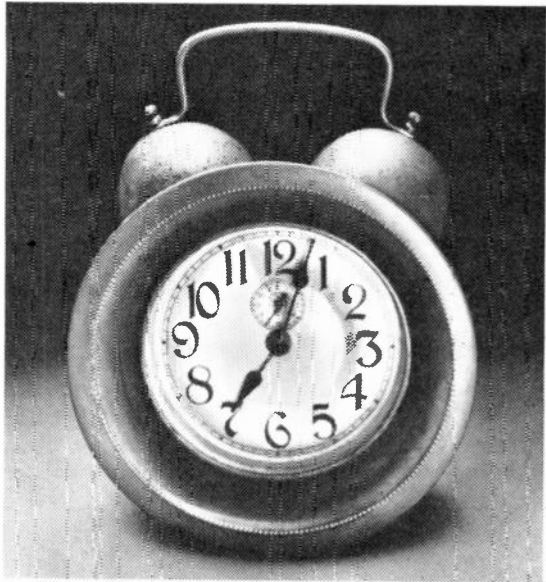
Sizes and styles to suit every prospect! Undercounter models, front-loading portables, portables . . . eleven models in all. A choice of five smart, new colors . . . white, and edged tones of sapphire blue, avocado, fawn and copper.

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



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

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.**

PRODUCT POLICY PROFIT
SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**



All power mower customers may not look like this model, but more and more are women

Antiques and redecorating provide the lures as hardware merchandising goes his 'n hers

A revolution in merchandising hardware—largely aimed at attracting the woman customer—is in the making, especially among the department stores. Profit-minded mass merchandisers and alert independents also are expected to follow the female-oriented approach.

Here's what is happening or will happen—in merchandising hardware during the months to come:

- More retail effort to court the woman customer to bring her into the once manly world of hardware. This will include wider use of newspaper ads with themes and products that appeal to women.
- Increased retail emphasis on products designed for redecorating the home, such as self-adhesive wall tiles and decorative brass switch-plates.
- More manufacturer-supplied demonstrators working the retail sales floor—including booth-type and sales-type demonstrators skilled in helping the woman customer.
- Wider pickup of successful housewares merchandising techniques for the hardware department. This will include an expansion of the shop merchandising concept into, for example, the Wall Tile Shop and the Furniture Antiquing Shop. More hardware departments also will be staging housewares-type carnivals/sales.

Consumer interest in antiques is leading the hardware department into greater promotional effort behind its products that are designed for antiquing and refinishing used or antique furniture.

The Furniture Antiquing Shop looms big with sales potential and wide appeal to the woman customer.

The paint industry's antiquing kits have been hot sellers in hardware departments for

several years. Decorative furniture hardware—including high-end brass pulls—has been making steady sales gains. Tie-in possibilities appear extensive—into marble or simulated marble furniture tops; to even closer coordination with unpainted furniture; to plastic woods and glues; to paint and paint sundries, including paint and varnish removers.

Christmas is viewed as a perfect time to step up promotional efforts aimed at winning over the female customer.

Here, too, the hardware industry will be taking a tip from its "sister" industry—housewares—which has relied successfully on the "sprucing up the home for the holidays" theme in merchandising products from floor care to bath goods.

The hardware redecorating touches will be featured in newspaper ads, judging by comments from buyers. Mood lighting will be featured in building consumer sales for electronic light dimmers. Women will be shown how a decorative switchplate can add a fashion touch to an otherwise unattractive but necessary wall fixture.

Retailers will broaden assortments of products that appeal to the female customer, especially the self-adhesive wall tiles. Decro-Wall Corp. created buyer excitement at the Show with its new self-sticking natural cork wall panels, which take the product category out of the kitchen and into dens and other rooms. Self-stick wall tiles have been selling well in a wide variety of materials and patterns, including stainless steel, coppertones, mosaic, delft, brick, and stone.

Retailers are finding that more and more women are shopping for hardware. More and more women are doing the painting and fix-up chores around the house. More and more women are mowing the lawn. More and more women are clearing the snow—hopefully, with a snow thrower—because the husband often is at work when the snow must be cleared.

Alert independent hardware retailers—especially those with modern stores in shopping centers—are moving not only more heavily into woman-oriented hardware products but also into a gift shop approach, a further effort to attract the female shopper, suburban style.

The spring garden goods season also will be used to further merchandise the female customer. Women, in particular, have taken to the plug-it-in-and-go electric lawn mowers and snow throwers. Women also are viewed by hardware buyers as more receptive to the power mower industry's growing stress on safety.

This does not mean the hardware department will cease stocking its basic hard-nosed manly products. But it is certainly losing its nuts-and-bolts image.

—Ed Dubbs



Women are handy around the house

Big stores are cashing in on beefed-up mower programs

Sunbeam Corp. has put the power mower industry on the run. The former "outsider" in the garden goods field is no longer being regarded as a Johnny-come-lately with an electric toy. Competing power mower manufacturers, the traditionally big names in the industry, are not only recognizing Sunbeam as powerful competition, but are also beginning to fight with strong marketing programs.

Courting the mass merchandiser—the big department stores and the discounters who are willing to hold the price line—is the name of the game. The department stores and mass merchandisers, where Sunbeam already had an "in," thanks to its housewares business, have provided the bulk of Sunbeam's retail support.

Toro has stepped up its program greatly for the 1967 season in an obvious bid for big-store loyalty. The company outlined a Very Important Merchandiser program to key accounts at the National Hardware Show last week. The program—designed to encourage early truckload orders from key retailers—provides them with drop-shipping service and up to \$1,120 in advertising money on a truckload order of some 320 assorted Whirlwinds. The ad earnings are pegged at \$3.50 per unit on full-truckload shipments in January and February, \$3 per unit on full-truckload shipments from March to July, and \$1.25 per unit on less-than-truckload shipments from March to July.

The direct-shipping program calls for Toro to pre-pay the freight charges on truckload orders. The truck will be permitted to make up to two stops in addition to the final destination. However, there will be a charge of \$20 per stop, exclusive of the final dropoff. Toro officials stressed that all billing would be done through traditional Toro distributors.

Other leading names in the power mower business reportedly are planning—or undoubtedly will be forced to offer—similar programs designed

to appeal to the big store. The Toro "breakthrough" is regarded as significant by a number of chain buyers interviewed.

The big-store programs also are seen as encouraging department stores to push brand-name power mowers, rather than their private-label lines. Private labels in lawn mowers, of course, have made one of the strongest inroads of any housewares-hardware product category.

The effect of the electric mower pioneered by Sunbeam is as visible in the power mower field as the effect of Sunbeam's strong big-store marketing program.

Black & Decker will ship its long-anticipated electric mowers beginning in January. The company's entry into electric mowers has been rumored in the hardware industry for some time. A heavy tv spender for power tools, B&D is expected to provide Sunbeam with its stiffest competition yet in the electric field. Most other producers of electric mowers have added only one or two models as stepchildren of their gas-powered units.

Other power mower producers with electric mowers include Lawnboy, MTD, Pincor, and G. W. Davis. Toro is already "sold out" on its first electric snow throwers; and the quick sellout is expected to encourage Toro to eventually move into the electric mower field. Although they did not exhibit electric mowers at the National Hardware Show, two other leading power mower producers—Jacobsen and General Appliance—recognized their significance by implication. Jacobsen is playing up four blades—a traditional electric mower feature—on its new gas-powered line; and General Appliance has a gas-powered "Electra" model with an "electric starter."

Pricing on the new lines generally was up slightly, and manufacturers were talking up new convenience and safety features on their 1967 units. Buyers, as expected, also paid increased attention to rotary riders and small garden tractors.—Ed Dubbs

Consumers need to be sold on variable-speed convenience

Power tool manufacturers and retailers are realizing they have a consumer selling job to do on variable-speed power tools. The job calls for wider use of television commercials, in-store demonstrations, and retail sales training programs designed to point up the convenience of variable-speed controls, which permit the user to start at a slow speed and increase the speed as needed.

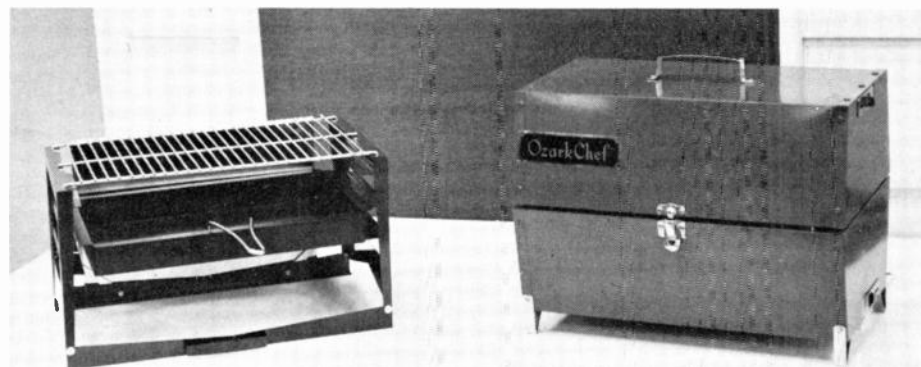
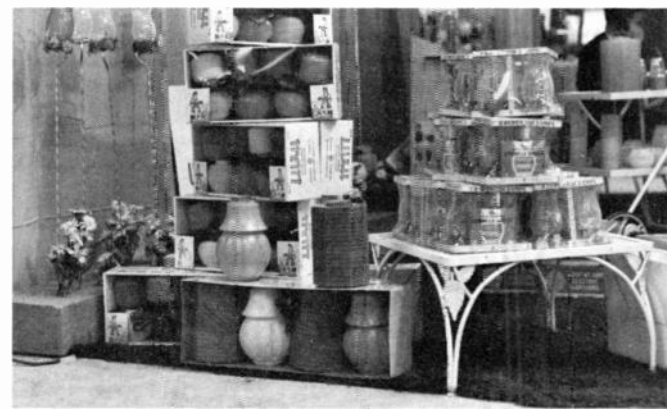
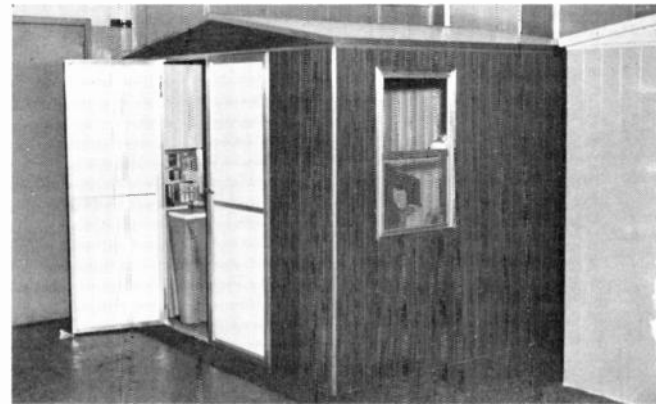
Stress on variable-speed broadened at the Hardware Show last week as manufacturers talked up the benefits of solid-state speed controls on sabre saws and 3/8-inch drills as well as on the 1/4-inch drill. A number of manufacturers showed new variable-speed power tool models, including General Electric, late in entering the variable-speed field with a line first

shown at the July Housewares Show (MW, 11 Jul., p.102).

The kit approach also took hold at the Show as most manufacturers featured power tool kits for Christmas promotions. Many retailers are sold on the kit approach since it gives them a higher sales ticket on a 1/4-inch drill and also helps blunt price competition because the inclusion of accessories makes price comparisons harder for consumers.

Pricing is moving upward in the power tool field as elsewhere. Increases range anywhere from 2% to 5%. Some manufacturers were showing new price sheets, others were telling retailers that prices would soon go up, and others were promising to hold the line indefinitely.

A New Look



in outdoor goods

Wet & wicker

Nappe-Smith is bringing two high-fashion looks—"wet" and wicker—to insulated plastic picnic bags. The "wet" look, popular in ready-to-wear raincoats, was translated to the shower curtain by bath shop manufacturers last July; now it goes to the beach at Nappe-Smith. The wicker look, another popular trend in the bath, also puts picnic goods into the fashion swim. The zippered bags of washable vinyl offer rein-

forced handles, double nylon stitching, and Fiberglas insulation to keep food hot or cold. The waterproof model (top left) retails at \$5.98, the simulated wicker basket (bottom left) retails at \$7.98, the pop art style (top right) at \$1.99, and the "wet" look model at \$2.99. The Nappe-Smith line includes jumbo bags measuring 18 inches by 8 inches by 11½ inches, waterproof models, and luncheon bags.

Wood & window

Outdoor storage buildings are picking up the "wood look" that has brought a fashion touch to other metal housewares, including pantryware. A number of manufacturers showed wood-grained aluminum storage sheds at the National Hardware Show. Capitol Products Corp. combined the "wood look" with an eye-opening feature—a built-in screen-storm window. The new Suburbanette model measures 8 ft. by 7 ft. and will carry a suggested retail price of

\$199. The Suburbanette line features 50-inch-wide aluminum storm doors; pre-assembled wall, roof, and door sections; rib construction; baked-enamel finish on side and roof panels, with cut edges framed in rust-free aluminum; and a built-in lock. Capitol offers a choice of shed-type roof, or reversible roof units in shed-type or gable design; a choice of steel with aluminum trim or all-aluminum storage buildings; and baked-enamel or wood-grained finish.

Nostalgia & novelty

A charcoal bucket (far left) reminiscent of an old pot-bellied stove, combines the looks of novelty and nostalgia in a new barbecue accessory from Beco Products. The black, molded plastic caddy is designed to retail under \$2. It points up two trends in product design of picnic/patio products: the novelty look, as seen in the new barbecue lines (MW, 3 Oct., p.26); and the attempt to play upon nostalgia, also visible in paper goods, where the Western look of checks and gingham have been popular.

Tropic & torrid

Tahitian torches from Patio Products bring a tropical look to the patio and the torrid look of hot colors—including flame red. The torches also pick up two fashion colors inside the house: Bristol blue, so popular in bath goods, and avocado, the "in" color in the kitchen. The colorful baked-enamel finishes contrast with the black cap and wick holder. The Tahiti Torch holds almost three quarts of fuel, stands on 6-foot black sectional steel poles, and retails at \$4.98.

Packaged & protective

The American Candle Co. is brightening up its Luau line of outdoor candles and lanterns with protective packaging. Improved packaging on outdoor products was one of the big design trends at the National Hardware Show. American Candle's see-through packaging, in addition to being protective, also gives the retailer a higher sales ticket by combining two hurricane Floralites, which include six citronella candles and artificial flowers surrounding the base of

the lamp, into a package to retail for about \$3. American Candle also is using new packaging on its electric patio lamps that retail in two sizes at \$6 and \$8. The firm also is introducing insect-repellent oversized citronella candle-lanterns in bright orange and green colors to retail for about \$2 each. Retailers plan to put more promotional emphasis on patio/terrace accessories and on outdoor lighting in spring, including high-end low-voltage outdoor lighting kits.

Tabletop & totable

Two new looks are being brought to the portable barbecue in the new Ozark Chef line from McGraw-Edison's Bersted division. Bersted features the tabletop look of a portable electric broiler-oven in a fold-up grill (left) for patio or picnic use. A "treasure chest" design in the "take-me-along" portable smoker/grill brings to mind a beach scene with modern-day pirates. The easily toted fold-up grill, retailing under

\$5, features a combination wind deflector and frying griddle-tray, 3-position fire tray adjustment, and chrome-plated grid. The unit weighs about 6 lbs. The smoker/grill, also designed for carrying ease, will retail at about \$7.95 and offers chrome-plated grid, adjustable draft controls, and carrying handle. It weighs less than 8 lbs. Also new are two 24-inch braziers—the deluxe at \$15, the other at \$12 retail.

□□□□ **Decorative metal switchplates** are hot items for a growing number of hardware departments and hardware dealers. Buyers at the National Hardware Show last week reported the product category is growing steadily in sales. Most buyers interviewed said they planned to increase their assortments and promotion of the product, which is loaded with fashion appeal for the housewife redecorating her home or apartment. Buyers also pointed out that the product category provides nice markup and lends itself to multiple-unit sales for a nice sales ticket. "Seldom does the customer buy just one," a New York City buyer observed. High-end brass models in a Traditional and Early American motifs have been especially big at retail.

□□□□ **A big market for replacement grass bags** is being eyed by hardware buyers. They point out that the cloth grass bags purchased by consumers several years ago, as accessories for their power mowers, undoubtedly are beginning to wear out. These buyers will be featuring replacement grass bags in their power mower ads next spring. Star Bag Co., of Minneapolis, showed a stepped-up line of replacement grass-catcher bags at the National Hardware Show last week. The units range in list price from \$7.95 to \$9.95. Also in the replacement business, M-P, Corp., of Detroit, was reporting increased interest in its Safe-T-Disc rotary mower blade.

□□□□ **Reddy Heater is broadening distribution** of its high-end, all-purpose electric heater. The Reddy Heater, which lists for \$124.95, has been limited largely to the builders' supply market and smaller hardware outlets. The Reddy Heater Co., of Dayton (Ohio), is now seeking to expand retail distribution to include department stores and other mass merchandisers. The product has been on the market for three years, but sports new packaging for its move into the mass consumer market. The heater, designed for indoors or outdoor use, provides "262 degrees of heat the instant you plug it in." It weighs 42 lbs., provides 50,000Btu of heat, and is shaped somewhat like a tank-type vacuum cleaner.

□□□□ **Corning walks off with top packaging prize** at the National Hardware Show—for the second consecutive year. The annual contest is sponsored by the Hardware-Housewares Packaging Committee of the Packaging Institute. Corning won first prize in the housewares category for its turkey-baster display package for a roaster-rack in the Corning Ware line. David J. Freiman, manager of Corning's consumer products packaging, designed the turkey display for a special Corning promotion that offers a free Pyrex baster with the roaster-rack.

Other first-prize winners included: Thompson Manufacturing Co., for a gift spray kit in lawn and garden equipment category; Vaughan & Bushnell, for the Jiffy Bar, in hand tools; Black & Decker, for a 2-speed drill kit, in power tools; Decro-Wall Corp., for its natural cork tile, in paint and paint sundries; GE, for a colored spotlight in electrical supplies; and J. Wiss & Sons Co., for a scissors set, in the miscellaneous category.

Merit awards in the housewares category went to GE, for heat-lamp packaging, and to Sunbeam, for its Style line of coffeemakers.

KEY MOVES

Hoover—James M. Bradley is promoted to credit mgr.

Schick Electric—Paul F. Dixon is appointed vp of sales. He has served the company as general sales mgr since 1963.

GE—Gerald A. Kelly is named press relations specialist for the housewares division.

Gould-National—Edward J. Frenzel is appointed mgr-stationary battery sales.

Imperial—George F. Kramer retires as the company's rep in Washington and Oregon, a position he has held for the past five years. Jack Galick

becomes rep for Imperial and Schrade Walden Cutlery in the Pacific Northwest.

Mallory Battery—Joseph L. Dalonso is named to the position of general mgr-operations. He has served as director of engineering since 1956.

Garco—Jack Miller, of Miller Associates, is named rep in New York City and northern New Jersey.

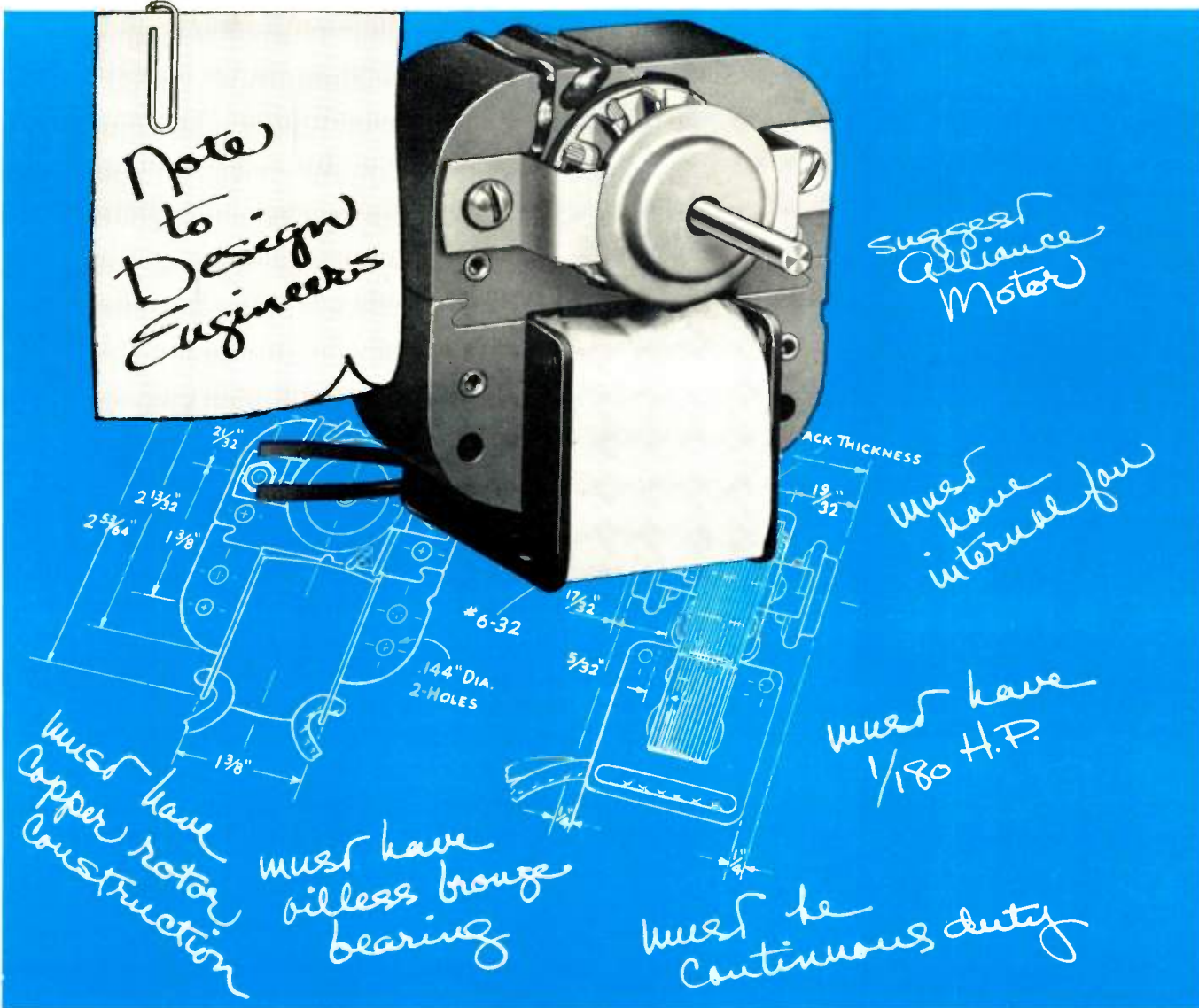
Shetland—The Fred Edelston Co., of Chicago, is appointed to represent the state of Illinois, peninsular Michigan, and Gary and Hammond, Ind. Harry Marcuccilli, the former Shetland rep for this area, joins the staff of the Fred Edelston Co.

Mirro Aluminum—H. F. Read Jr. is appointed to the newly created position of assistant sales mgr of the New York office. He was formerly a general sales rep for the company in western Massachusetts, Connecticut, and Vermont.

Tensor—Leonard Roulier becomes eastern regional mgr; Jerald Ralston replaces him as central regional mgr.

Rubbermaid—John J. Snead joins the company as assistant advertising mgr for the housewares division.

Hamilton Cosco—John M. Hogue is promoted to national director of sales for the wholesale-retail section of the household products division.



Another Motor - Custom Built

... by ALLIANCE

Put Alliance in your Appliance

If you want custom motors, our full complement of engineers is at your service. We build from raw metal to completed motor. This assures you of the superior performance you and your customers expect. In appliances, business machines, sound equip-

ment and most other applications, if a sub-fractional h. p. motor makes it go, it probably goes with Alliance. More than 2000 different versions of our motors operate today's profitable products. We supply the majors . . . we know about costs. (Model JS shown above.)



Model L



The Alliance Manufacturing Co., Inc.

(Subsidiary of Consolidated Electronics Industries Corp.)
ALLIANCE, OHIO



Model JSG

One of the World's Largest Producers of Sub-Fractional H. P. Motors
Manufacturer of the famous Alliance Tenna-Rotor and Genie Remote Control Garage Door Operator

**DW
DEXTER
TWIN
TUB
WASHER**



Dexter Quick Twin's DOUBLE capacity has double benefits for you. (1) It multiplies your profits because no other type washer can match its speed or performance. (2) It is easy to sell Quick Twin because it "Sunday Cleans" a full tub of clothes every FOUR minutes without bleaching or hand treating. It's profitable! It's exclusive! Ask your Dexter distributor or write . . .



FAIRFIELD, IOWA 52556

Please send me the Dexter Details:

Store _____

Buyer _____

Address _____

Kelvinator selected official electric range for the 1967 Chicken Cooking Contest!



Crisco ties in with 10,000 supermarket displays!

And each and every display features your 1967 Kelvinator Tri-Level to full advantage. Many will come your way to see it. And that's your chance to sell it—or any of the new 1967 Kelvinator Ranges!

PLUS:

Powerful Crisco daytime TV commercials, all featuring your 1967 Kelvinator Tri-Level! Estimated audience for each commercial is a whopping-big 35,000,000 viewers! And you can bet a fair share of this audience will be coming into Kelvinator Dealers to (1) buy the premium; (2) enter the contest; (3) see your 1967 Kelvinator Ranges!

Look what's happening to (1) draw more traffic into your store; (2) put more Kelvinator Range sales on your order books!

Do you have a powerful premium? Look!

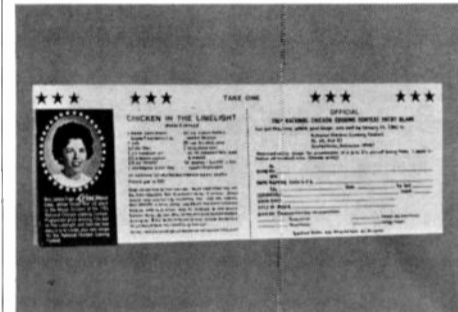
You'll bring 'em in with this one! A 10-inch, 8-gauge Kelvinator kitchen-tested Chicken Fryer, complete with lid. It's made by Wearever, and it's Teflon-coated! It's easily worth \$8.95 but you can self-liquidate each fryer for a modest \$3.88. To draw attention to this great buy, you get a colorful 1967 Chicken Cooking Contest Display that sits right on top of the 1967 Kelvinator Range you want to sell. Want more information on this sure-to-be-hot premium deal? Talk to your Kelvinator Man first thing!



What can you be doing?

(1) Get all your 1967 Kelvinator Ranges on display. (2) Demonstrate Kelvinator quality features like aluminum-foil oven linings, automatic oven timer, the super-

Your store is headquarters for 1967 Chicken Cooking Contest Entry Forms!



This is the twentieth year for this great nationwide contest, and it will draw thousands and thousands of entries. Many will be coming into your store for an entry form. While they're in, make sure you demonstrate the many quality features that make every 1967 Kelvinator Range such a terrific value!



speed and easy-cleaning surface units—and more. (3) Put your Official Entry Blanks in a prominent place. (4) See that your premium display unit sits right on top of your key Kelvinator Ranges!

Be sure to remind her: Whether you cook it, cool it, wash it, or freeze it....do it in style with

Kelvinator
DIVISION OF AMERICAN MOTORS

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	August	92,841	91,589	+ 1.37
	8 Months	735,033	740,233	- .70
Vacuum Cleaners	August	417,213	376,644	+ 10.77
	8 Months	3,562,238	3,099,952	+ 14.91

HOME LAUNDRY

Dryers, clothes, elec.	August	179,210	142,796	+ 25.50
	8 Months	936,195	712,899	+ 31.32
Dryers, clothes, gas	August	82,835	70,463	+ 17.56
	8 Months	429,166	357,237	+ 20.13
Washers, auto & semi-auto.	August	396,085	347,965	+ 13.83
	8 Months	2,669,221	2,401,943	+ 11.13
wringer & spinner	August	50,378	50,635	- .51
	8 Months	356,850	389,842	- 8.46

OTHER MAJOR APPLIANCES

Air Conditioners, room	August	79,000	110,300	- 28.38
	8 Months	2,858,000	2,257,900	+ 26.58
Dehumidifiers	August	16,000	10,800	+ 48.15
	8 Months	219,000	189,500	+ 15.57
Dishwashers, portable	August	28,000	25,600	+ 9.38
	8 Months	250,400	197,000	+ 27.11
under-counter, etc.	August	80,000	69,000	+ 15.94
	8 Months	614,200	498,100	+ 23.31
Disposers, food waste	July	94,800	112,400	- 15.66
	7 Months	763,600	729,100	+ 4.73
Freezers, chest	August	51,000	50,900	+ .20
	8 Months	322,200	306,200	+ 5.23
upright	August	72,000	72,500	- .69
	8 Months	449,700	453,700	- .88

Ranges, electric	August	178,000†	178,700	- .39
	8 Months	1,381,100	1,310,800	+ 5.36
Ranges, gas	August	173,800*	194,700	- 10.73
	8 Months	1,453,600	1,433,100	+ 1.43
Refrigerators	August	522,000	464,700	+ 12.33
	8 Months	3,334,500	3,063,800	+ 8.84
Water Heaters, elec. (storage)	July	86,200	85,300	+ 1.06
	7 Months	607,800	618,400	- 1.71
Water Heaters, gas (storage)	August	209,870	204,240	+ 2.76
	8 Months	1,709,970	1,703,000	+ .41

CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales	Sept. 30	139,463	120,986	+ 15.27
	39 Weeks	2,352,872	2,387,478	- 1.45
monthly distributor sales	July	249,300	262,984	- 5.20
	7 Months	1,420,044	1,513,957	- 6.20
Phonos, console, distrib. sales	Sept. 30	47,967	38,847	+ 23.48
	39 Weeks	1,241,781	1,077,500	+ 15.25
monthly distributor sales	July	112,446	128,655	- 12.60
	7 Months	905,453	739,643	+ 22.42
Radio (ex auto), distrib. sales	Sept. 30	424,972	286,077	+ 48.55
	39 Weeks	9,669,664	8,743,169	+ 10.60
monthly distributor sales	July	942,786	1,160,053	- 18.73
	7 Months	6,919,688	6,272,819	+ 10.31
B&w Television, distrib. sales	Sept. 30	203,904	235,337	- 13.36
	39 Weeks	5,311,232	5,611,639	- 5.35
monthly distributor sales	July	508,977	658,907	- 22.75
	7 Months	3,935,766	4,045,842	- 2.72
Color Television, distrib. sales	Sept. 30	143,523	95,264	+ 50.66
	39 Weeks	3,103,189	1,785,919	+ 73.76
monthly distributor sales	July	293,056	223,110	+ 31.35
	7 Months	2,114,250	1,061,649	+ 99.15

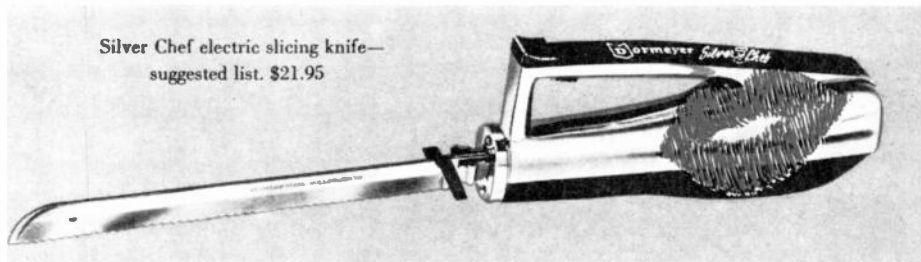
†Electric Range August Total includes: 123,000 free standing ranges, 55,000 built-ins.

*Gas Range August Total includes: 119,900 free-standing ranges; 16,500 high oven models; 17,900 set-ins. and 19,500 built-ins.

Source: EIA, VCMA, AHLMA, NEMA, GAMA.

Nothing Sells like Chrome! That's why our

new Silver Chef line drives tough customers mad with desire



Silver Chef electric slicing knife—suggested list. \$21.95



Silver Chef portable mixer—suggested list. \$17.95

Is it the chrome finishes at ridiculously low prices?

Or is it the fact that they're made by Dormeyer?

Just why is it that normally tough-minded women shoppers go slightly out of their skulls at the sight of chrome, we haven't yet been able to figure it out. But why fight it?

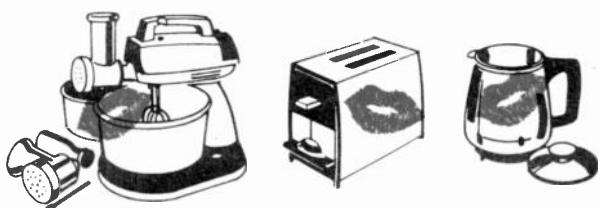
Unfortunately, the high price tags

dangling from all that chromium often shock them back to sanity. No sale.

However, we've figured out a way to give them chrome finishes and low prices, too. On everything, including electric knives and hand mixers. Nobody's ever

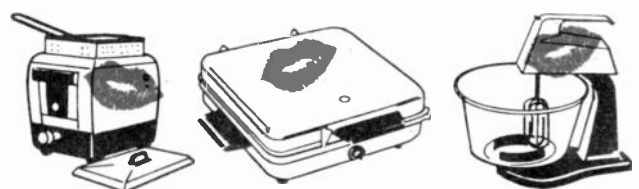
put chrome on *them* before, at *any* price. Take a look.

Depend on Dormeyer, millions do.
2400 North Wolcott Ave.,
Chicago, Illinois 60614.



See our shiny line. It's Brilliant!

Dormeyer



AS ADVERTISED IN NOVEMBER AND DECEMBER ISSUES OF LIFE,* BETTER HOMES & GARDENS,* SUNSET, LADIES' HOME JOURNAL AND PARENTS' MAGAZINE

*Regional editions

WESTINGHOUSE INNOVATIONS WIN SOLID SALES.

Public finds award-winning
styles irresistible.

Dealers who haven't yet stocked the Westinghouse line of new and unusual products are missing chances for profits. Items capturing huge sales are:

Exclusive "Lumina" Lamp-Clock-Radio . . . high-intensity lamp with a swivel arm that extends 6" to 15". Full-feature clock wakes you to music or buzzer—with a slumber control that turns off radio automatically after you fall asleep. Solid-state radio boasts precision tuning and big 5" x 3" speaker (974XL—\$49.95*).

Portable Tape Recorder . . . so light you can lift it with a finger. Featuring high-impact case, swivel-action handle and a handy little mike that stows away inside (27R1—\$29.95*).

Travel Clock-Radio . . . opens into a fine-sounding AM and clock-alarm combination. Shuts off automatically. Folds up like a book (968-PL—\$29.95*).

Spacemaker AM Clock-Radio . . . vertical design fits in anywhere. Convenient illuminated dial. Wake up to music or buzzer. And again, with push-button doze control (210-L5—\$18.95*).

4-speed Automatic Phonograph. Easy to carry and store, with automatic shut-off, wide-range speaker, and removable top (130AC—\$44.95*).

Westinghouse suggests you stock up on these low-priced, high-profit items for the Christmas buying season. Now.

*Suggested list price. Local dealers determine actual selling price.



You can be sure if it's Westinghouse




WHIRLPOOL gives you the edge in ranges for 1967...

the only part you can't swish clean

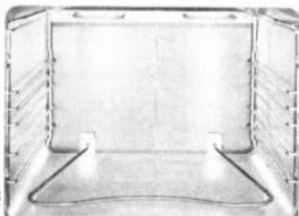


...you throw away



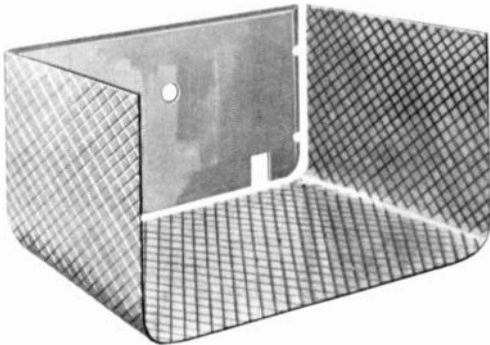


make an oven like this



look like this in a matter of minutes!

New Foil 'n Teflon oven liners



Just change the foil liner . . . sponge-clean the Teflon panel . . . and the oven's clean!

Now, you can clean the oven of a new 1967 RCA WHIRLPOOL electric range in a matter of minutes! The bottom and sides of the oven in free-standing 30" and 40" models are lined with aluminum foil that you simply fold up and toss away. The back of the oven has a Teflon panel you can sponge clean. And the rest of these ranges swishes clean in a jiffy, too. Oven doors are removable, as are racks and rack guides. Cleaning the cooktop is no chore, either. Cooking elements come out and the one-piece chrome reflector bowls and trim rings can be removed and washed at the sink. The Spillguard* cooktop has a raised edge all around that helps keep spills from running over and onto the floor. And it's seamless . . . there are no cracks or crevices where dirt can collect.

RCA WHIRLPOOL electric ranges have a new look, too, that really stands out on a sales floor. Cooktops are recessed to the 34" height that women find most convenient. Backguard control panels glitter with convenience. Many models are available in our new colors . . . edged tones of avocado, sapphire blue, fawn and copper . . . as well as white. And cooking features to match their cleanup convenience and outstanding new styling come with all the new RCA WHIRLPOOL electric ranges. Your RCA WHIRLPOOL distributor can give you the low-down on the line that gives you the real selling edge. Give him a jingle.

*Tmk.

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



Imperial 40" electric range model RRE485. Lots of handy storage space in this popular style plus Teflon-coated griddle and rotisserie.

Mark 30" electric range model RRE390. Every convenience for easy cooking, quick cleanup, even Teflon-coated griddle and rotisserie.






HOME APPLIANCES

PRODUCTS OF WHIRLPOOL CORPORATION

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