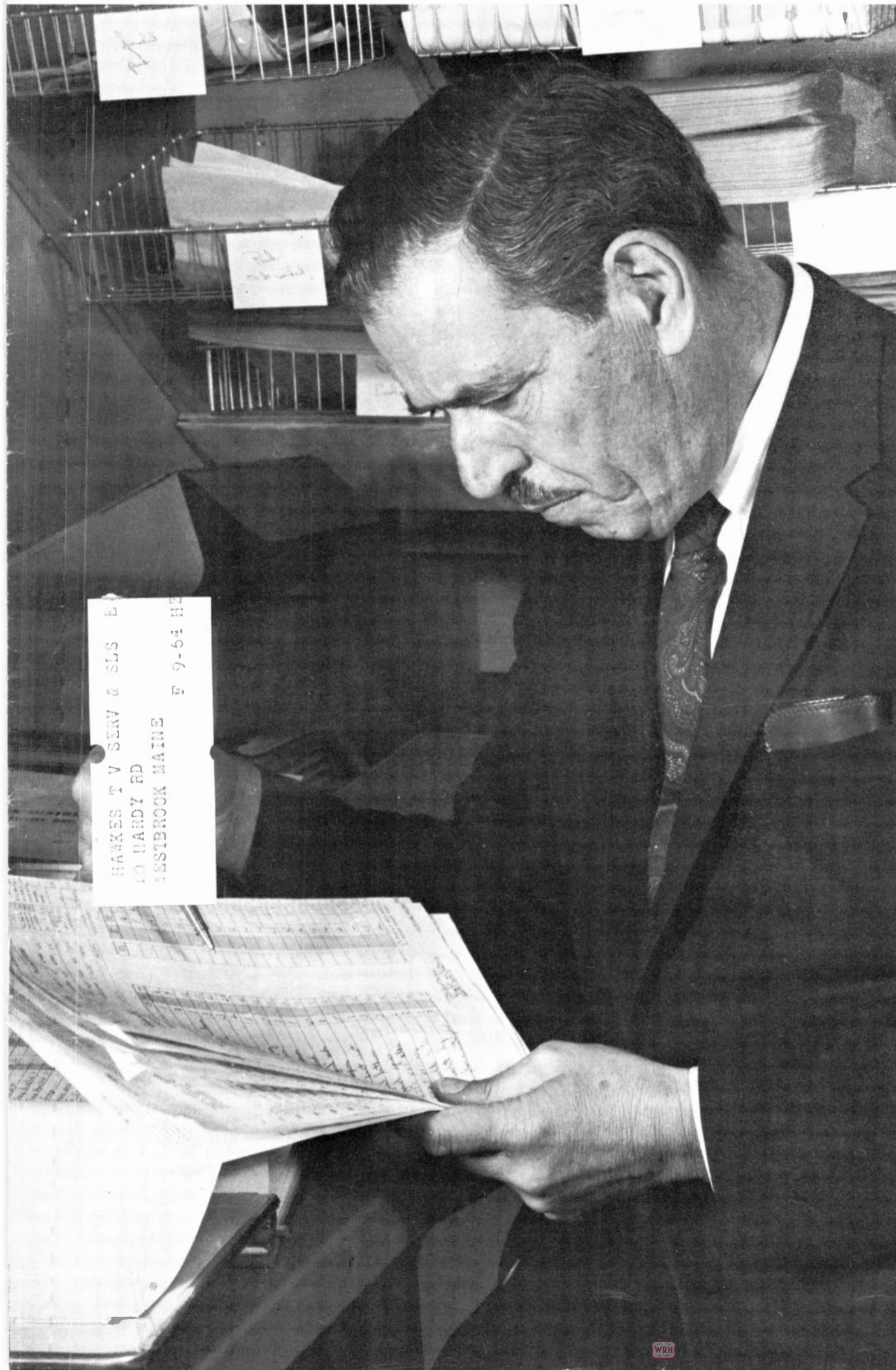


MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 43/OCTOBER 24, 1966



◀□□□ Lessees will thrive in small discount chains and run afoul of takeovers in big ones, predicts Leo Michelson (left), executive vice president of Housewares Corp., a pioneer leased operator recently swallowed up by Zayre Corp. For an insight into what lies ahead for lessees and Housewares Corp., see..p.15

AT PRESSTIME □

□□□□ Another IC radio from Japan has been announced. Hitachi is showing in Japan a radio, a 12-inch b&w tv set, and a stereo phono—all using integrated circuits. “In all probability, Hitachi will sell some consumer IC devices—perhaps radios—by the fall of 1967, both in Japan and the U.S.,” says Tadayuki Takei, director of Hitachi’s electronic division. Earlier this month, Sony showed the prototype of an IC radio that it intends to market next year (MW, 3 Oct., p.3).

Hitachi’s move indicates that IC development in Japan is snowballing. In September, Toshiba showed the laboratory model of an IC radio. It is generally assumed in the Japanese industry that it is only a matter of time before Nippon Electric and Fujitsu Ltd., which have been engaged in IC development projects, announce some consumer products using IC’s. And it is now anticipated that several other leading Japanese electronics producers will follow suit by the end of the year. Japanese electronics producers generally are aiming at marketing IC products in the U.S. in the fall of 1967, but this goal may be moved up a few months if their U.S. counterparts push their IC marketing ahead sooner than is expected. *continued on p.3*

Announcement

THE BILLBOARD PUBLISHING COMPANY
165 WEST 46TH STREET
NEW YORK, N. Y. 10036

W. D. LITTLEFORD
PRESIDENT

A powerful combination of merchandising forces and know-how has been accomplished through the merger of MERCHANDISING WEEK into the Billboard Publishing Company. We at Billboard have been publishing weekly merchandising magazines for over seventy years.

Aside from the maintenance of the finest ABC paid circulation in the appliance, consumer electronics and housewares industries, the highest subscription renewal rate in MERCHANDISING WEEK's history, there are a few basic improvements already programmed for the continued expansion of the magazine under Billboard management.

... Present editorial deadlines will be advanced through our coast-to-coast teletypesetter network.


... Four-color covers will be inaugurated on November 7, 1966.

... MERCHANDISING WEEK's current storehouse of marketing statistics and data will be expanded through the integration of it with Billboard's own coast-to-coast retail research operations.

I'm delighted to announce we will be doing business as usual because MW's fast-moving, knowledgeable editorial staff is joining Billboard intact.

Perfect fit? ... we think so, and we look forward to the many opportunities ahead to demonstrate our unique abilities.

Sincerely,


W. D. Littleford

Hitachi is now producing only 10,000 integrated circuits a month; but output will be raised to between 80,000 and 100,000 units by this time next year, to between 300,000 and 500,000 units in 1968, and to between 800,000 and 1 million units in 1969.

□□□□ **Davis named MW advertising sales manager:** Sherman Davis, who has been with MERCHANDISING WEEK for 6½ years, has been named advertising sales manager of the publication, effective Nov. 1. Davis was district manager in Philadelphia and more recently held the same position in the Detroit district.

□□□□ **Demand for IC's grows around the globe.** RCA says it is selling integrated circuits to consumer electronics manufacturers in Japan and Europe, as well as in North America. One customer, Sparton of Canada Ltd., is using RCA integrated circuits in two color tv sets. "It is still more expensive to use an IC than conventional circuitry," a spokesman for Sparton says, "but we expect the cost savings to come." The IC's being used by Sparton replace the sound IF and detector system. They cost \$1.65. The primary interest in IC's used to be in the digital type for industrial applications. Now, according to RCA, it is the other way around, with the greatest interest in IC's for consumer electronics.

□□□□ **Prices on Toshiba's new U.S. line** have been set: A 19-inch color tv console with hardwood cabinet will sell at \$459.95. A solid-state, battery-operated 11-inch b&w portable is priced at \$139.95; a tube-type, 19-inch b&w portable is \$129.95. In portable radios, Toshiba has three AM-only models, priced at \$12.95, \$19.95, and \$24.95. The AM-FM portables start at

\$29.95. A super-thin (only ¾-inch thick) AM-FM set is \$34.95. Two other AM-FM models will sell at \$39.95 and \$59.95.

□□□□ **Consumer electronics factory sales in 1967** will climb 15.6% over this year's volume, predicts Robert W. Galvin, president of the Electronic Industries Assn. and chairman of the board at Motorola.

□□□□ **The next step in the antitrust suit** involving Marlan Appliances, a Long Island retailer, and Magnavox (MW, 20 Jun., p.8) will probably be a reply by Marlan to the questions of Magnavox and Friendly Frost (a co-defendant with Magnavox). Both Magnavox and Friendly Frost have denied Marlan's allegations, and both plaintiff and defendants have agreed to strike the assertion that "Magnavox has discriminated in price, often secretly . . ." Magnavox has asked for a trial by jury of all triable issues, and both Magnavox and Friendly Frost have "propounded interrogatories"—specific and detailed questions to Marlan's business and the case.

□□□□ **Dorn's is negotiating** for leased departments in Zody and MacDisco stores; but at presstime Walter Forward, Dorn's president, said, "We do not have a deal." If the deal goes through, Dorn's will buy the traffics, majors, and radio inventory of Daylin Appliance Corp., a subsidiary of Daylin Inc. Daylin owns the six MacDisco stores (in Eureka, Chico, Stockton, and San Rafael, Calif.) and operates leased departments in seven Zody stores in Los Angeles and Orange counties. Dorn's is also negotiating the new leases in the Zody stores, and hopes to consummate the deal by the end of October.

The outlook for the new home appliance association

It's all over but the shouting.

The fast-stepping Assn. of Home Appliance Manufacturers (AHAM) picked up the pace for establishing an all-encompassing appliance industry organization. On tap at a scheduled meeting in Chicago at the weekend was the announcement that the closely knit American Home Laundry Manufacturers Assn. (AHLMA), subject to AHLMA board approval the first week of Nov., would become part of the over-all structure of AHAM. AHAM is the trade group of manufacturers who recently broke from the National Electrical Manufacturers Assn. (NEMA) and briefly were known as the National Appliance Manufacturers Assn. (NAMA), a division of NEMA.

The expected announcement that Guenther Baumgart would be president (a different title from that of most trade association leaders) of AHAM was not a total surprise (MW, 19 Sep., p.3). Neither was the fact that AHLMA would become a part of the appliance association. But the speed of the move and the determination to "get things moving" was impressive.

What happened at the meeting: The scheduled agenda consisted of: (1) election of officers to take command

Jan. 1, 1967; (2) presentation and approval of a budget; (3) selection of an office location (stationery letterheads have 2 North Riverside Plaza, Chicago, Ill., on them); (4) approval of dues structure; and (5) report on projects for 1967 and 1968.

Apparently, in order not to upset individual companies that specialize in only one or two "home appliances," as well as to provide a measure of autonomy for each group, the new association will be split into sections or divisions. There is one division left undesignated (see table below). This unit could be for housewares manufacturers. Note that one section is designated "cooking appliances" to accommodate gas and electric range makers and, perhaps, cookware manufacturers.

There may be classes of membership. In other words—similar to AHLMA (there will be regular members (those who manufacture home appliances, including housewares and vacuum cleaners), associate members (those who supply parts or services used by manufacturer members), and honorary members (those individuals who have served the industry long and well).

It appears that many of AHLMA's successful formulas will be applied to the new organization. For example, the membership dues structure will probably be built around the two elements used by AHLMA. One part of the dues will relate to a formula based on dollar volume of a particular product; the remainder to unit volume of each manufacturer.

The problem of statistics will not be as severe as anticipated. It is understood that the statistical facilities of AHLMA could, perhaps with the addition of some personnel, carry on vital statistical reports. The statistical details or plan of attack still have to be worked out, but statistics could be started with the last quarter of 1966 (beginning Oct. 1) or, as is more likely, with the calendar year on Jan. 1, 1967. In fact, according to industry sources, the statistics may be rounded up retroactively. Since the new group officially splits from NEMA on Apr. 1, 1967, the new association's statistical reports could run parallel with NEMA's until that date.

Industry-wide promotions have not been abandoned, but merely held in abeyance until the new organization gets its collective feet wet in other, more pressing, areas. These areas include: statistics; setting up a definitive chain of command; coordinating the separate divisions (with their own leaders), while allowing a degree of autonomy; setting up a "voice" that is heard in Washington. AHAM's eye for promotion is on the future (1968). A promotion and development committee has been set up. —Martin R. Miller

Basic table of organization	
Home appliance manufacturers	
Board of directors	
Chairman/Vice-Chairman/Treasurer	/General Counsel/
Refrigerator-freezers/Dishwashers/Residential laundry/ Cooking appliances/Air conditioners/Undesignated	





They insist on a refrigerator with big capacity, lots of features and, a reasonable price. So does Philco-Ford.

And by that, we mean people are looking for more than the lowest possible price. Consequently we've designed our big capacity boxes to include the refinements and features people expect to find in a modern, up-to-date refrigerator. And still kept the price competitive.

Of course when you're selling refrigerators from Philco-Ford, you've got another important selling advantage too. Smart design that makes maximum use of space. It simply means you can get in more food than you can with lots of comparable competitive models.

It adds up to a simple, strong selling proposition. In short, lots of people who want big capacity and reasonable price want more than just big capacity and reasonable price. They want lots of features and maximum usable space besides.

They can get it from Philco-Ford. And so can you. Philco-Ford Corporation, Philadelphia, Pa. 19134.



FAMOUS FOR QUALITY THE WORLD OVER

Get the full details at your Philco-Ford Open House.

□□□□ A bill to suspend tariffs on imports of small tubes for television receivers and radios became lost in the shuffle, as Congress rushed toward adjournment. The measure, which got so far as to secure approval by the House Ways and Means Committee, would have suspended tariffs on receiving tubes until June 30, 1968.

There is a shortage of such tubes in this country, chiefly because domestic producers have switched to the output of transistors. Most domestically manufactured radios presently use transistors, and black-and-

white television set producers are shifting rapidly to them. Experts contend, however, that there will be a need for tubes for use in color tv sets for the next two years.

Sponsors of the tariff measure feel they could have gotten the bill through the House without too much difficulty, in spite of opposition from a major U.S. manufacturer. But the bill then would have had to proceed to the Senate Finance Committee for approval, and that group had already wound up its affairs for this session of Congress.

□□□□ **Final rules on the 7% tax credit** on purchases of machinery and equipment remain fairly liberal through Congressional amendments to ease the impact on small businessmen. As an anti-inflationary measure, Congress voted to suspend the credit—as well as fast tax write-offs on new plants—through Dec. 31, 1967. But retailers get a break. The act exempts from the suspension annual expenditures for equipment up to \$20,000. That splits the difference between the size of the House and Senate exemptions. (The House had approved a \$15,000 figure; the Senate Finance Committee upped it \$25,000.) And companies can continue accelerated depreciation on one building that costs no more than \$50,000.

□□□□ **Legality of some 400 cease-and-desist orders** issued by the FTC before 1959 also will be decided by the Supreme Court during its current session. Jantzen Inc., the manufacturer of apparel, argues that changes made by Congress in 1959 swept the older orders aside and made them unenforceable.

Jantzen won its case in the lower courts, but the government decided to appeal to the Supreme Court. At stake are orders in a wide range of industries dealing with anti-trust violations such as illegal mergers, price discriminations, and unlawful exclusive dealing arrangements. Several appliance and home furnishings manufacturers are involved. In its brief, the government mentions Schick, Ronson, and Benrus Watch.

a bushy, white beard and a jolly round belly?
don't you believe it!
HERE'S
what Santa Claus
REALLY
looks like!



This in-group of MIRRO's most active Christmastime moneymakers carries a pack-full of profit that's beyond anything old Mr. Ho!-Ho!-Ho! could bring you.

There's the whole line of Deluxe MIRRO Electrics, nationally advertised to 16,921,000 interested women. TEFLON-lined MIRRO-MATIC Pressure Pan ads will be read by another 45,967,000. The TEFLON-lined MIRRO Corn Popper plunges into an active, massive market . . . 79,052,871 (give or take a dozen or so!) of the young and young-at-heart. And you know as well as we do the kind of action MIRRO's Dial-a-Cookie Press will give you at holiday times.

Tie in tight with this stepped-up MIRRO advertising activity, to be sure of your share of the plus profit it's generating. Your own local ads, mailings, window and in-store displays never had a better chance to pay off . . . BIG!

Buy now, from your MIRRO Jobber!

MIRRO ALUMINUM COMPANY, Manitowoc, Wis. 54220

Fifth Ave. Bldg., New York 10010; Merchandise Mart, Chicago 60654 • *World's Largest Manufacturer of Aluminum Cooking Utensils*



If Litton acquires NuTone, can microwave be far behind?

The marriage between Litton Industries Inc. and NuTone Inc. is expected to produce offspring fast. In fact, look for Litton's microwave oven, developed by its Atherton Division and shown last year (MW, 23 Aug., p.8), to become part of Nutone's line of built-in appliances.

The arrival of a new name in the appliance business was heralded last year by Dr. Norman H. Moore, Litton vice president in charge of Atherton, when he said: "We want our unit to be widely used domestically, and we do not intend to start from scratch by developing new trade channels. Our unit will be marketed through established trade channels—obtained by acquisition of companies now in the consumer appliance market."

NuTone fills the bill for Litton. This Cincinnati-based firm, with a consumer product line of built-in electric and electronic appliances, reported sales totaling \$58,700,000 for the year ended April 30, 1966. For the past few years, NuTone has been gradually wedging its way into the electric range business with a line of its own.

Litton, looking ahead to micro-

wave oven sales in the home after sales have gotten under way in the commercial field, thought NuTone was a natural. Joseph S. Imirie, vice president of Litton, made no mistake about the company's intentions for NuTone when he said that Litton will apply its technological capabilities to further broaden the NuTone line and provide many new products for the home.

The Litton microwave oven—measuring 21 $\frac{3}{4}$ inches wide by 14 $\frac{7}{8}$ inches high by 21 $\frac{1}{2}$ inches deep—is set up for either tabletop or under-counter use. It operates on conventional 110v current, so that it can be plugged into any outlet, and was designed to fit 24-inch countertops. Litton, in the past, has said that the retail price of a unit for the mass domestic market would have to be under \$400.

Imirie indicated that NuTone's present management will continue to operate the company as part of Litton Industries. The entire transaction is subject to completion of a definitive agreement, which, in turn, requires approval of the boards of directors of both companies and the shareholders of NuTone.

Cartridge backers place bets: a tight race is still being run

Cross currents are still running strong in the cartridge tape industry. Ford, which is now committed to the 8-track system, could go cassette; and Telepro and Muntz are continuing to staunchly support 4-track, despite the obvious market created for 8-track players by the auto industry.

"We are looking at Philips," Henry Ford II told MERCHANDISING WEEK at Philco-Ford's distributor meeting in Miami earlier this month. "Our commitment to the present system does not mean we would not turn to something better if it came along," he said.

Robert Fickes, president of Philco, believes that Philco should be Ford's "electronic arm." He says it is conceivable that Ford could go cassette "when the time comes." (Motorola now manufactures Ford's 8-track players.)

Even George Eash, who developed Telepro's Fidelipac, agrees there is a market for the cassette player-recorder. "No doubt about it," he says. "Continuous loop cartridges are very difficult to record on. But," he points out, "they were never made to replace the reel-to-reel recorder. The continuous loop cartridge is for the mass consumer, who does not want to be bothered with recording."

The 4-track system is on the right side of the tracks, insists Telepro. "The big names are in 8-track," says a spokesman for the company, "but the business is here with 4-track." Telepro expects to produce about 20 million cartridge tape players in the next year, and 70% of them will be 4-track, the spokesman says.

However, Telepro is still covering its bets with two new players. One is an 8-track home player; the other is a compatible unit called the "48" that will be available in both auto and home units. Both are targeted to sell at \$99.95 and will go into production by the end of the year.

Telepro also is talking with four record companies about its new stereo 8-track mini-tape cartridge, which plays approximately 4 $\frac{1}{2}$ minutes on each pair of tracks. It plans to produce about 25,000 pilots for each company to test how the public will receive them. The cartridge will play in any standard 8-track player with a plastic adapter, which simply takes up the extra space. A compatible player made by Muntz Stereo-Pak Inc. will play the mini without the adapter. The mini cartridge itself will sell for about \$1.99.

Muntz backs Telepro on 4-track straight down the line. Muntz maintains that the East Coast has been prejudiced against the 4-track system. It is offering both 4- and 8-track players and cartridges in the East, but, according to a spokesman for the company: "We are more excited about the huge mass market available to 4-track."

The spokesman says there are two things Muntz is going to try and get across to the East Coast consumer: "that 4-track cartridge systems are here to stay and that 8-track cannot compete in price."

Muntz also has a Mini-Pak cartridge, at \$1.19, and a low-end playback unit, at \$39.95, which the company plans to promote actively in the East.

□□□□ **Color tv set sales** at the distributor-to-dealer level were 72.44% ahead of last year at the end of the week of Oct. 7, according to the latest Electronic Industries Assn. figures. With only 12 weeks left in the year, total color set sales for the year stand at 3,217,545; but the percentage gain in sales over 1965 is slipping. At the end of 30 weeks, color sales were running 99.14% ahead of last year; at the end of 35 weeks, sales were 84.59% higher than the same period in 1965. Distributor-to-dealer sales of color tv sets during the week of Oct. 7 totaled 114,356—a drop of 29,167 units from the previous week, but still 43.08% ahead of the same week last year.

□□□□ **Pricing systems are under scrutiny again** in Washington—but from a slightly different angle. The Federal Trade Commission (FTC) ruled some time ago that a dual pricing system used by Universal Rundel Corp., a maker of plumbing fixtures, was illegal price discrimination.

The firm uses a truckload price that is 5% to 15% lower than its wholesale net price to distributors and dealers. U-R contends that this practice is industry-wide and that the FTC should have moved against all suppliers, not just one. The Supreme Court has agreed to decide the issue.

□□□□ **A Washington crackdown on retailers and distributors** using deceptive practices could lead to the institution of similar efforts in cities across the country.

The FTC has filed several suits charging unsavory practices by local merchants. The Commission has a two-pronged goal: First, it hopes to cut down merchants' preying on the ignorant and poor, and even using deceptions that fool a usually wary customer. Second, it wants to set an example for local governments, showing them what they could accomplish using effective laws and enforcement.

An example of the crackdown: A Zenith color television distributor, Joseph M. Zamoiski Company, was accused of distributing false "suggested retail prices" and "dealer cost" lists to retailers (MW, 26 Sep., p.3). The dealers could use the lists containing inflated prices to persuade customers that they were getting a good deal, the FTC charged.

□□□□ **RCA will turn out 3 million tv sets next year**, predicts RCA president R. W. Sarnoff. The combined b&w and color production will make RCA the first company in the industry to hit the 3-million milestone. Sarnoff says: "We are in a strong position to help meet the upsurge in demand that traditionally occurs in the last four months of the year, including the currently significant trend toward the more elaborate and higher-priced tv receivers. Fully 90% of all the color sets now being produced by RCA are the rectangular models which are in such heavy demand across the nation."

□□□□ **Motorola's auto cartridge tape player** is now being marketed. The 8-track stereo unit, model TM706S, has two 5 $\frac{1}{4}$ -inch speakers and will list at \$129.95. Motorola also supplies cartridge tape players to Ford, American Motors, and Volkswagen.

□□□□ **More pre-recorded cassettes** will soon be available. Sentry is introducing 24 stereo and monaural titles. The Mount Vernon (N.Y.) company will sell the cassettes at \$4.95. The only other company now making pre-recorded cassettes is Mercury. However, six more labels will be issuing pre-recorded cassettes in January, according to an industry source.

□□□□ **A new tv cabinet plant has been built** by MPI Industries to help handle the industry's crush of console orders. Shortages of cabinets have often been cited by the television industry as one of the critical problems in production. The new facility, which is the major part of a \$5-million expansion program, will have a production capacity of 2,000 cabinets a day when it is in full operation (about the end of the year). MPI's main plant turns out about 5,500 television cabinets a day. Its major customers are RCA, Zenith, Admiral, Motorola, and Warick.

□□□□ **RCA is expanding its Canadian tv set plant** at Prescott, Ont. The plant, which now builds some b&w sets for the U.S. market, will be enlarged 80,000 sq.ft. by early next year. The \$1.5-million expansion, says RCA Co. Ltd., is to meet growing demand for color tv receivers in Canada.

□□□□ **RCA will advertise tape cartridge albums** in a special 12-page insert booklet in Christmas issues of *Esquire*, *Holiday*, and *Cosmopolitan*. The booklet will display 22 stereo 8 tape cartridges, along with other best-selling record albums. It will also be made available to dealers as a counter giveaway. RCA's stereo 8 cartridge tape library is now composed of 372 titles.

□□□□ **A miniature b&w tv broadcasting device** is being sold for \$1,500 by Nippon I.T.V. Industries in Japan. Called Consulter III-7, the device can transmit both video and audio signals, and an ordinary home-use television receiver can play back the image and sound transmitted by the system. Like an ordinary television transmitter, the 44-lb. unit is capable of sending pictures and sounds from a tv camera, a projector, a tape recorder, a video tape recorder, a record player, or a radio and microphone. The company says it is ready to accept orders from the U.S.

□□□□ **Jerrold Electronics will use spot ads** on radio and tv in what it calls "the antenna industry's first really extensive spot campaign." The ads will be run in 125 key cities from coast to coast, says Sandy Berlin, manager of Jerrold's distributor sales division. Berlin notes that in test markets where spot tv and radio campaigns were used last spring, antenna sales increased from one to six times.

□□□□ **Another company will build in Taiwan:** International Electronics Corp., of Melville, N.Y., and Ebarson Electric Corp., of Japan, have signed an agreement to build a plant in Taiwan for the production of miniature electrolytic capacitors used in solid-state electronic equipment. The plant will export these items exclusively to the U.S., for industrial and commercial uses. Raw materials will come from Ebarson factories in Japan.

GE's new radio exchange program may shake electronics industry

GE's radio department has plunged into an over-the-counter replacement program for defective merchandise—an idea directly borrowed from the housewares industry. And, if housewares' history is repeated, this could be an industry-shaking move in electronics.

The **GE program**—initiated by the radio receiver department—includes a 30-day over-the-counter exchange of defective radios and a new "initial failure" exchange program covering all the department's products, which include monaural and stereo tape recorders up to 7w per channel, transceivers, portable intercoms, Show 'N Tell phono-viewers, and Youth phonographs.

In addition to the 30-day replacement program, GE will also continue its regular 90-day parts and labor warranty on radio receiver department products.

In the over-the-counter exchange program, a dealer may exchange a new radio from his stock for one that a customer returns within 30 days of purchase date, provided the radio is defective "under the terms of the warranty." GE radio distributors, in turn, are authorized to supply dealers with new radios for the defective models returned under the plan. Radios must be returned in the original carton, or a carton from the replacement radio, properly tagged with return card.

Under the new "initial failure" plan, the dealer can replace a product for the customer if the unit failed to operate when it was first turned on. Again, sets must be returned in original carton, or carton from the replacement model, properly tagged. To qualify, sets must be on the current radio receiver department dealer price list.

GE starts the ball rolling with such a program in the consumer electronics industry. In housewares, however, GE was one of the last holdouts against over-the-counter replacements.

The history of over-the-counter replacement programs in the housewares industry could give some clue to what may now happen in the electronics industry. In housewares, the smaller firms—particularly Dominion Electric—were among the first to offer over-the-counter programs largely on a 1-year basis. The trend snowballed—as it may well in consumer electronics—until the big-name brands came around with over-the-counter programs. The big-name programs, however, were generally for 30 days instead of one year. In the housewares industry today, the over-the-counter replacement programs range from 10 days to one year.

Consumer electronics manufacturers that are now looking at GE's program—and all admit they are looking with intense interest—should consider the noticeable tightening up of over-the-counter programs in the housewares industry.

The **costs of such a program** are high—especially if retailers are overly generous in making replacements. There have been attempts in the housewares industry to provide more control, such as working the program through service centers rather than retailers. There has also been a backing-away from replacement programs. Dominion Electric, one of the first to offer a housewares program on a 1-year basis, now will either repair or replace—rather than automatically replace. To get a replacement, the customer must return the appliance to the factory. To get it repaired free, she takes it to a service center. The incentive is clearly aimed at her repairing rather than replacing.

Retailer and consumer goodwill are also high with such a program, however. And it is with this in mind that other manufacturers are watching GE's move. At present, in the consumer electronics industry, a 90-day parts or 90-day parts and labor warranty is practically universal.

GE forays into record industry; objective is more cassettes

"We would like to see more pre-recorded material available in the cassette," says Vincent Novak, manager of GE's newly formed entertainment development operation. And GE is doing something about it.

The company—which now offers a cassette player-recorder—is talking to several major record companies, with an eye to developing the pre-recorded cassette market. The record companies have indicated in the past that they consider the market too small to issue pre-recorded cassettes. But GE, in effect, is telling them: "We will make the market larger—soon."

GE is offering to foot the bill for duplicating, loading, and packaging the cassettes, although they would still be issued under the record companies' labels. GE is also offering

to distribute the cassettes through its own distribution channels.

While the company has not yet indicated which record companies have nibbled at the offer, GE expects to have a cassette program—complete with display fixtures and dealer aids—ready in the first half of 1967.

At present, only Mercury is producing pre-recorded cassettes for U.S. markets, although other companies show interest (see item, top left).

Tied in with GE's push on cassettes are discussions with the record companies concerning the possibility of GE's entering phonograph record distribution. GE's argument is that, since its representatives already call on a majority of the country's major record outlets, GE's distribution network should be a natural for the record companies.

WESTINGHOUSE ADDS FOUR SIDE-BY-SIDE REFRIGERATORS

Automatic Ice-makers featured
in 1967 deluxe models

Westinghouse keeps pace with the growing consumer demand for larger capacity refrigerators. They are adding two 19-cu. ft. models measuring only 32" wide. Plus two 22-cu. ft. units which are 35 $\frac{3}{4}$ " wide.

The two 19.2 cu. ft. units have 8.1 cu. ft. freezers and 11.1 cu. ft. fresh food sections. The two 22.1 cu. ft. models offer 8.1 cu. ft. freezers and 14-cu. ft. fresh food sections. The deluxe version in each size features an automatic ice-maker.

All are totally Frost-Free with a wide complement of features including adjustable cantilever shelves, double crispers, and deluxe exteriors.

The line is priced to make floor step-up selling easier and more profitable. More than 50 Westinghouse distributors are now introducing the new side-by-sides to dealers throughout the nation.



You can be sure if it's Westinghouse



Now RCA Victor offers you 14 tape

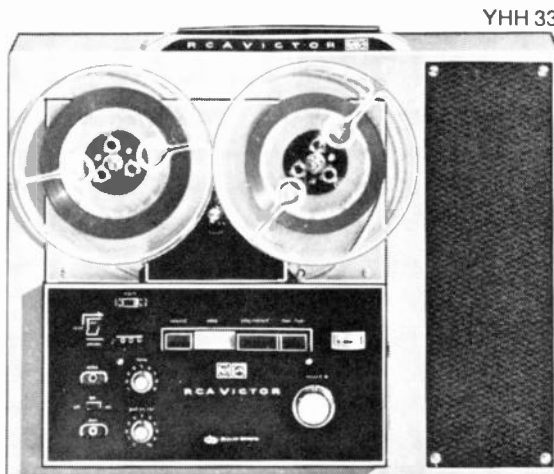


Battery-Operated Reel-to-Reel 2 tracks, 2 speeds



2 tracks, 2 speeds

Monaural Reel-to-Reel



4 tracks, 3 speeds



Stereo, 4 tracks, 2 speeds



Reel-to-Reel Module



Cartridge Module

Stereo Modules (Customers can add to their Home Music System)



4 tracks, 3 speeds

Stereophonic Reel-to-Reel



MHC 60



YHD 38

Mark 8 Attachment and Mark 8 Table Model

8-track Stereo Cartridge Players (Your customers can play 8-track auto tapes at home)

14 models - all solid state - and prices start at \$39⁹⁵*



*optional with dealer for the YHS 12



Trmk(s)®

The Most Trusted Name in Electronics



recorders and players to sell.

YHD 42

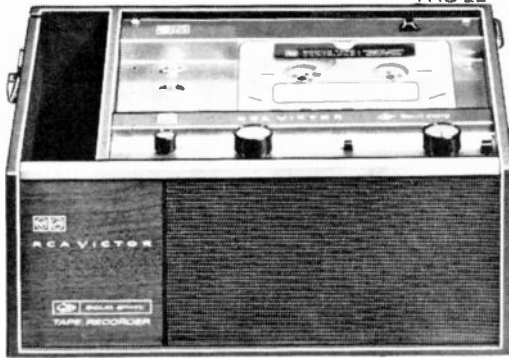


YHB 26



4 tracks, 2 speeds

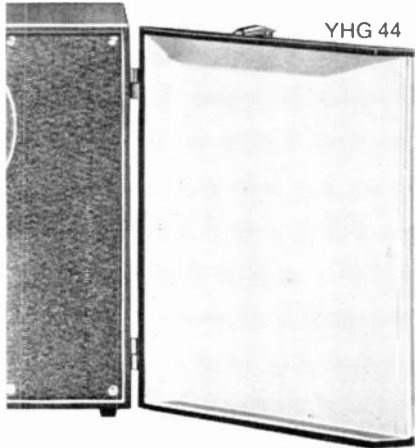
YHB 22



4 tracks, 2 speeds

Tape-Cartridge Recorders (Snap-in Cartridge loading convenience)

YHG 44



YHG 47



4 tracks, 3 speeds





□□ Allen shows a Music Center with a clavichord plus optional turntable and 20w amplifier. The clavichord has standard playing keys and produces a plucked-string sound. A special volume control also allows the operator to produce string and lute tones. The turntable is a single-play, 4-speed unit with earphone jacks and its own volume and tone controls. The clavichord, turntable, and amplifier are completely transistorized. The 99-lb. instrument is enclosed in a furniture cabinet resembling a tea table; it has extended handles and two 12-inch wheels, which make it relatively easy to wheel from room to room. Suggested list price, with record player, is \$695. *Allen Organ Co., Macungie, Pa.*



□□ Arvin shows a 9-inch portable tv for the hardware market. The compact, which has a 43-square-inch picture, measures 8½ inches deep and weighs 11½ lbs. It operates on a rechargeable nickel cadmium battery pack or AC current and can also be plugged into an auto cigarette lighter (with an optional Car Cord). The unit—model 66K18-2K—features solid-state circuitry and tunes all UHF and VHF channels with built-in antennas. It has a walnut-grain finish. Suggested retail price is \$179.95. Other optional accessories include a carrying case, a viewing hood for outdoor viewing, and a special antenna and adaptor stand for use on the back seat of an auto. *Arvin Industries Inc., Columbus, Ind.*

Arvin fast set for the young set (it moves out as fast as it comes on)

Wait till you see the quick customer reaction when you turn on this instant-picture, young-as-tomorrow, sleek-lined portable beauty...it's designed to move fast.

Die cast swing up handle

New slim, square cabinet design in rich Walnut Wood-Grain Finish!

19" high gain rectangular tube with tinted safety shield.

Keyed AGC "locks in" pictures

Extra length 39" VHF dipole antenna for really great reception!

2-speed UHF tuner for fast or pin-point station selection!

Take your pick from 2 thru 83 with all channel VHF-UHF reception!

Hear the whole story and every note with front mounted 3" x 5" Velvet Voice Speaker!

3-control master panel located up front!

Arvin
All Channel UHF-VHF
19" Portable TV
Model 67K58, Walnut Wood-Grain Finish
Sugg. retail \$159.95
19" overall diag. measurement, 172 sq. in. viewing area

The new ARVIN instant-play circuitry speeds the clear, bright picture and full, rich sound within two seconds after set is turned on! You'll be amazed by the big, clear detailed pictures and the signal pulling

power of the Solid State tuners. You'll be impressed, too, by the high quality pick-up, sustained signal strength and fringe area sensitivity. Earphone jack and earphone with 10 ft. cord included.



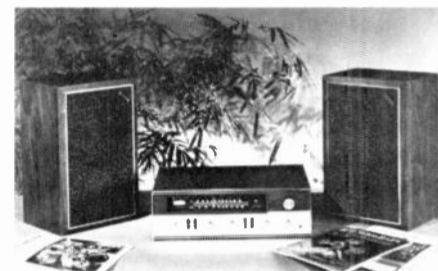
Arvin All Channel 19" UHF-VHF Portable TV
New 2-stage high gain IF amplifier and frame grid for greater picture power and sharp, clear reception.
Model 67K48, Two-Tone Beige
Sugg. retail \$129.95
19" overall diag. measurement, 172 sq. in. viewing area



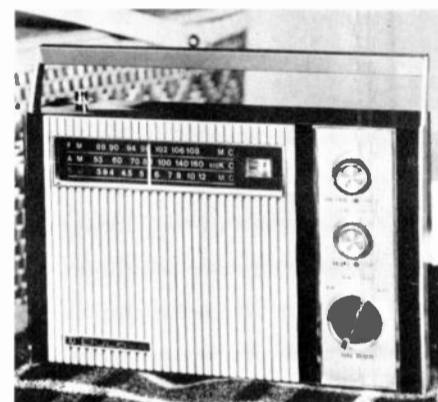
Arvin Lightweight All Channel 16" Portable TV
Engineered for long trouble-free performance with the best combination of printed and hand-wired circuitry.
Model 67K37, Off White
Sugg. retail \$109.95
16" overall diag. measurement, 125 sq. in. viewing area



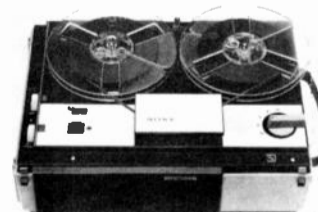
Arvin All Channel UHF-VHF 12" Portable TV
Keyed AGC "locks in" super-bright picture. Horizontal AFC holds picture, eliminating flutter.
Model 67K27, Off White
Sugg. retail \$99.95
12" overall diag. measurement, 74 sq. in. viewing area



□□ Kenwood has a new sound system with a solid-state receiver and two sets of compact 2-way speakers. The unit—model TKS-40—is composed of Kenwood's 30w TK-40 AM-FM multiplex stereo receiver, which features 4-gang tuning and 5 IF stages, and two S-40 speakers in matching cabinets. The sound system carries a suggested retail price of \$249.95. *Kenwood Electronics Inc., 212 Fifth Ave., New York, N. Y. 10010*



□□ Bulova's new AM-FM-SW radio is a lightweight portable designed especially for the American traveler abroad. It measures 10 inches wide by 8 inches high by 2¼ inches deep and weighs 4¼ lbs., including batteries. The radio—called the Sponsor—contains 12 transistors and comes with a telescopic whip antenna, earphones, and batteries. The suggested retail price is \$54.95. *Bulova Watch Co. Inc., 630 Fifth Ave., New York, N. Y.*

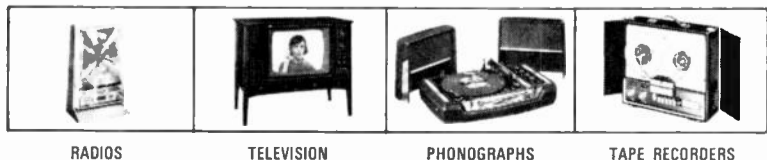


□□ Sony Superscope's new recorder features a Retromatic Pinch Roller, which draws down from the capstan for greater ease of tape threading. The solid-state recorder—called the Sonymatic 104—is a 3-speed portable with 7-inch-reel capacity. It lists at \$99.50. *Sony Superscope, 8150 Vine-land Ave., Sun Valley, Calif.*

Arvin Value begins with Quality in Home Entertainment

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

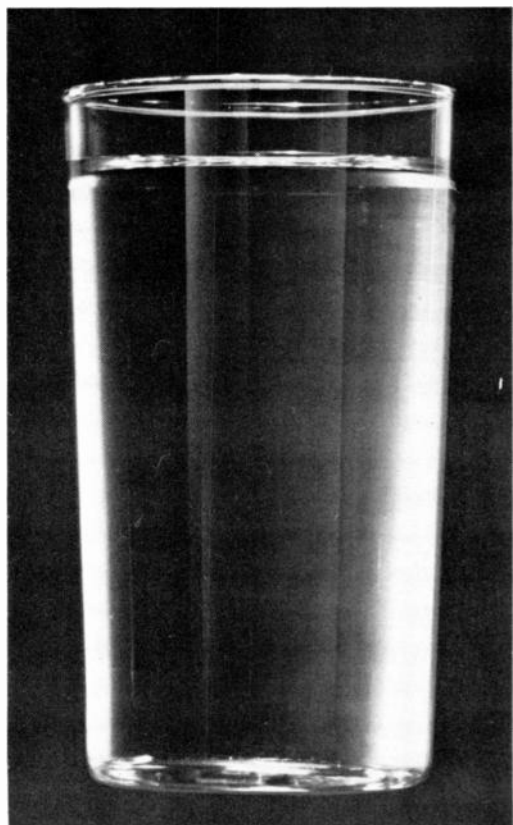
For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Indiana. Visit these permanent show spaces: Chicago, Merchandise Mart—1477; New York 230 Fifth Ave.—612; San Francisco, Merchandise Mart; Hollywood, 1025 N. Highland Ave.; Arvin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



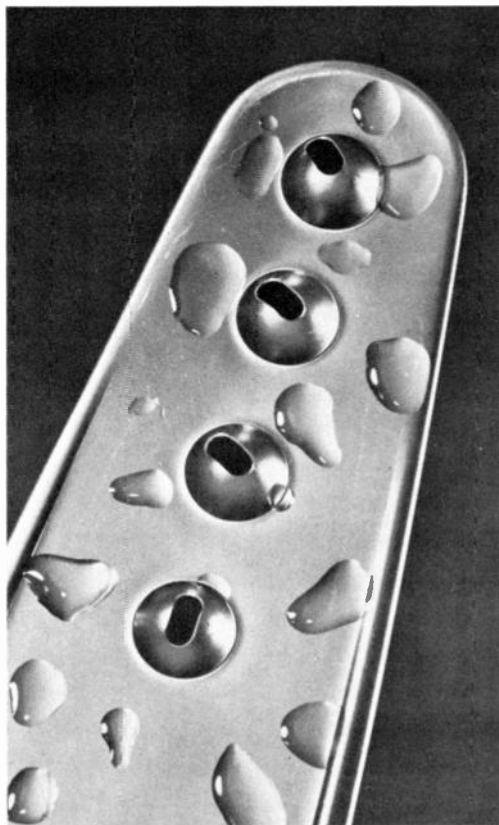
RADIOS TELEVISION PHONOGRAPHS TAPE RECORDERS

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, sci-

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!

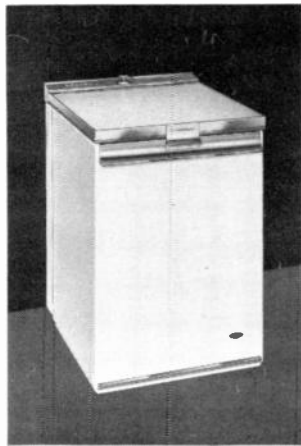
Dealers: The best washing action with no pre-rinsing or scraping is what your prospects want. A new RCA WHIRLPOOL gives it to them! And you can show why . . . an exclusive self-cleaning filter that works full time at cleaning the water . . . so high-pressure nozzles can be used. It's a powerful story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

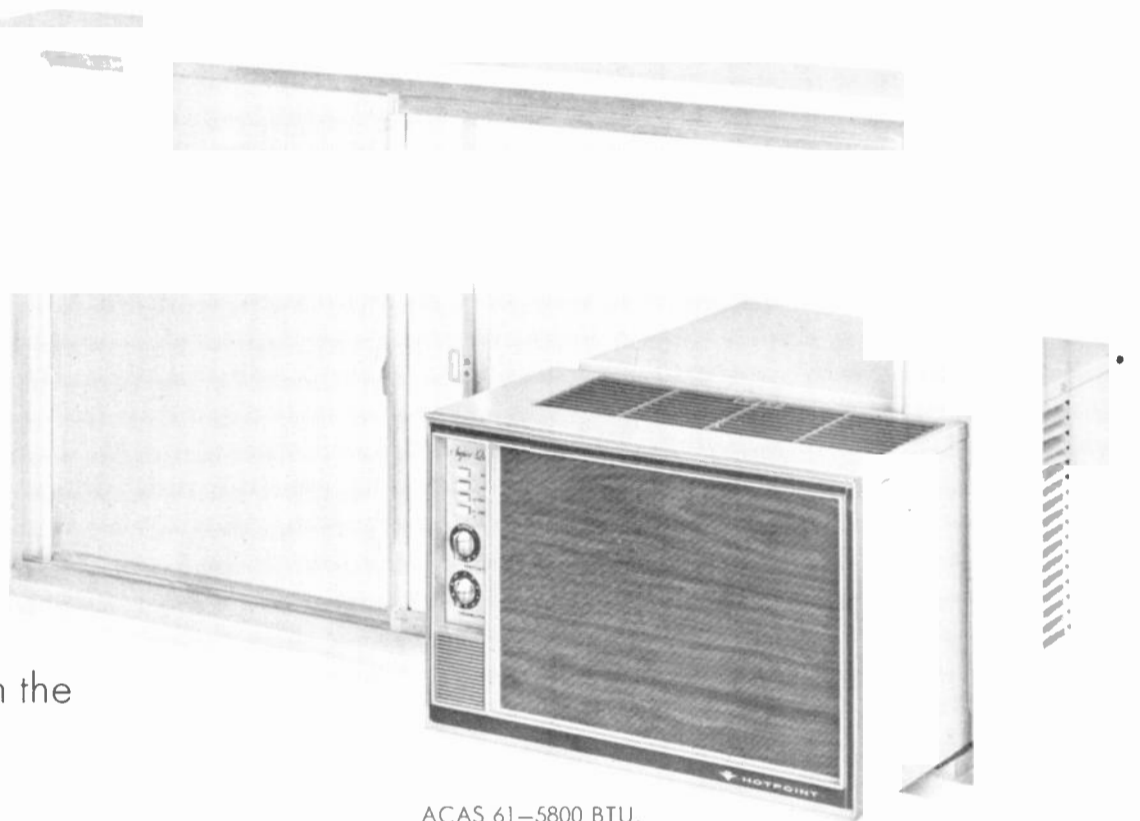


Trademarks  and RCA used by authority of trademark owner, Radio Corporation of America.

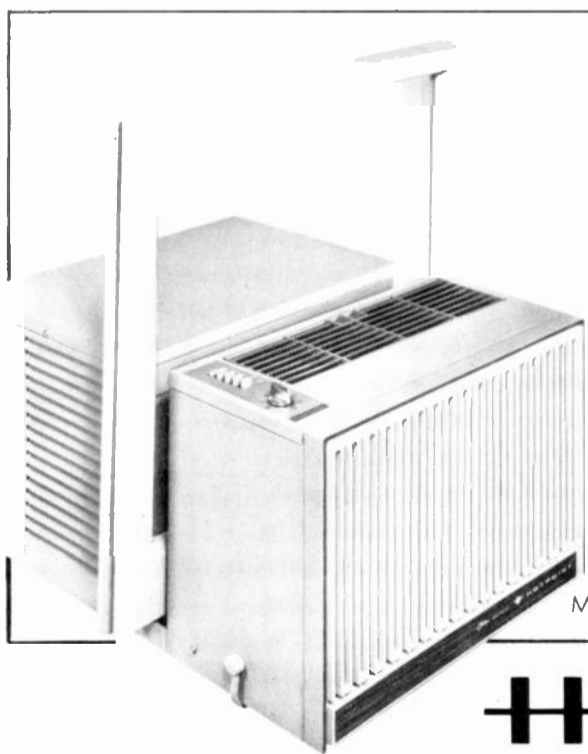
New! From Hotpoint! The Side-Mount air conditioner.

For horizontal
sliding windows

Hotpoint dealers lead again—in a market that's hardly been touched. The Hotpoint Side-Mount is designed to fit windows that slide open and shut horizontally. Similar to the Hotpoint super-quiet U-Mount, the condenser air system and compressor are outside the window, leaving only cool, quiet comfort in the room. Here's a new, growing, profitable market just begging for the right air conditioner. Why not tap it?



ACAS 61—5800 BTU,
115 Volts, 7.5 amps.
ACAS 92—9000 BTU,
115 Volts, 12.0 amps. (shown above)



And for double-hung windows

The U-Mount—in 1967
with capacities to 11,000 BTU's

Here's almost a complete line of 115 Volt air conditioners in themselves. Four different models—from 5800 BTU to 11,000 BTU capacity. An exhaust air feature on all but the smallest. Quietest cooling because the noise is locked outside the window. Here's the one customers will buy. Here's the one with added volume for greater profits.

Call your Hotpoint representative, today.

MODEL ACA 61

Hotpoint

first with the features women want most



See Hotpoint appliances
on the Tonight Show, NBC-TV,
starring Johnny Carson

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

THE HARD LINE AT HOUSEWARES CORP.:

Who says lessees are dying?

"The leased department operator in discount stores will be dead and buried before you know it..."

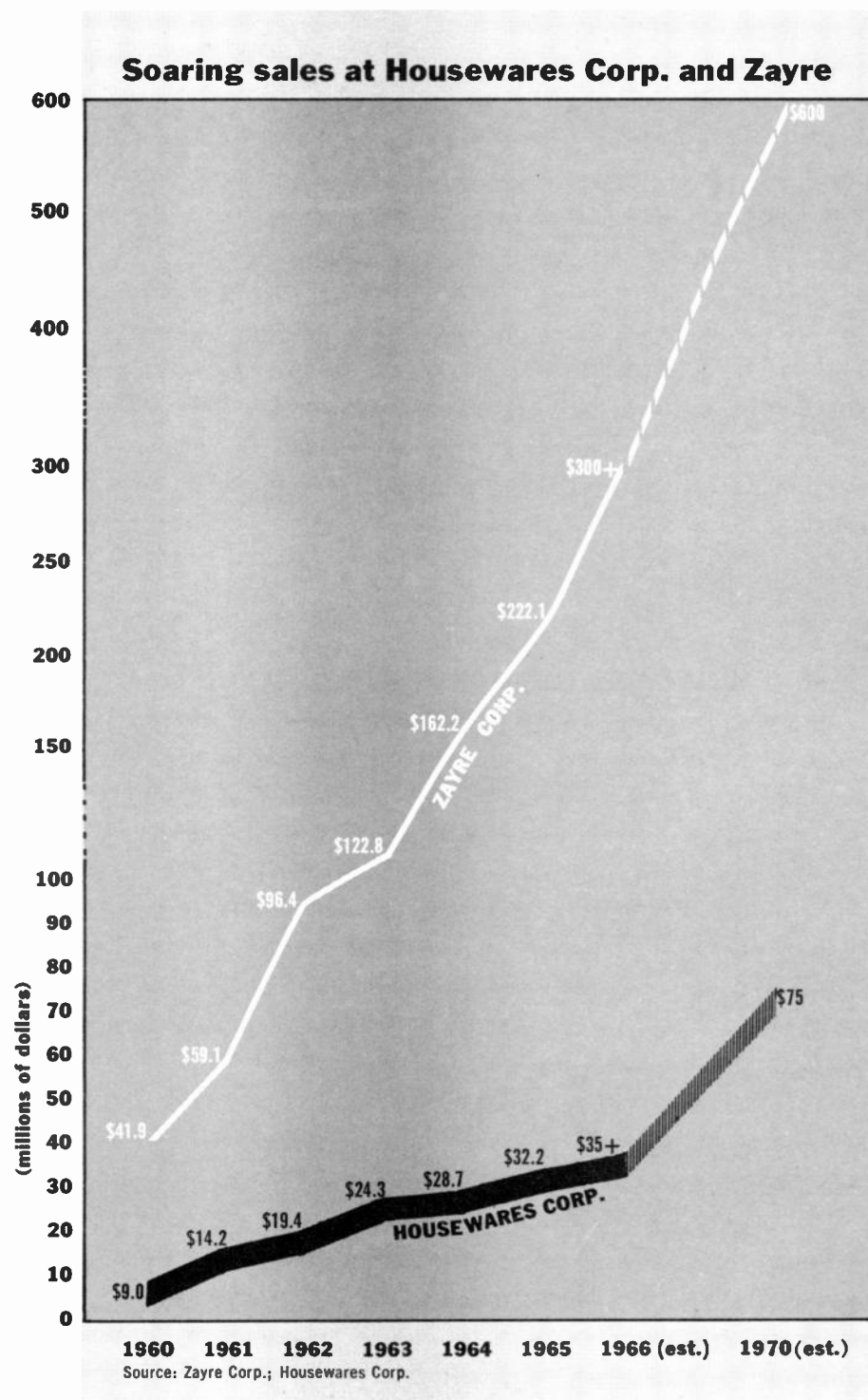
"You've got to be stupid to buy stock in a leased operation. It's only a matter of time before discounters take over most or all of their leased departments and there goes the lessee's sales and profits."

"Lessees may be a good 'crutch' at the beginning—when stores need their merchandising savvy, financial resources, and buying power—but once this need is gone, retailers should ditch them. It will mean more profit in their pockets and a better disciplined operation."

This is what top discounters were saying in the early 1960s. The terminology varied, but the views were pretty much the same. In essence: a waiting, perhaps beckoning graveyard for lessees—except for a few highly specialized and intricate operations, such as millinery, snack bars, and shoes.

As it turned out, the pundits were right—but only to a degree. Some lessees did go by the boards, while others were gobbled up by large retailers. But, significantly, a sizable number have survived the dire forecasts—and this includes more than a few that have enjoyed meteoric growth.

BY DAN D. DORFMAN



THE HARD LINE AT HOUSEWARES CORP.:

A \$75 million goal in 1970



Ask an ambitious lessee if he is in a dying business and don't be surprised if his blood pressure shoots up about 50 points.

But this is not the kind of reaction you will get from Leo Michelson, co-founder of Hardline Distributors Inc., an aggressive, expansion-hungry operator of leased housewares and hardware departments in discount stores.

Born 10 years ago—in a period when many discounters were first getting their feet wet—Hardlines, spearheaded by Michelson and his partner, Saul Leibow, has since shot up to a 121-unit chain with an annual volume of close to \$35 million.

Last July, however, Hardlines was swallowed up by the discount chain in which it operated the bulk of its departments: Zayre Corp. One of discounting's outstanding success stories, Zayre doled out about \$8.5 million for the acquisition, set up the lessee as a separate division, and changed its name from Hardlines to Housewares Corp.

The lessee's future

Despite the takeover, however, Michelson said he still envisions a robust life for the leased operator. But he believes the lessee's future lies primarily with the small discounter . . . who will always have need of the leased operator's financial strength, organization, and merchandising know-how.

As for the lessee who operates a string of departments in the big discount chain, Michelson sees this as a marriage that will wind up on the rocks once the discount chain's management scouts for new ways to boost sales and profits.

Some astute lessees—keenly aware of which way the retail winds are blowing—have already taken steps to solidify their positions via the di-

Leo Michelson executive vice president of Housewares Corp., discusses product with a store supervisor.

versification route. Several have assumed the additional role of a landlord by acquiring small discount chains or individual units. And practically all lessees have sought to enhance their position by branching out into more chains.

This action—plus the added benefits of a healthy economy—is apparently paying off. A recent analysis of the 1965 performance of 36 top lessees by Dun & Bradstreet showed another year of growth in post-tax profit margins: 1.83%, against 1.69% in 1964.

And while it is anybody's guess as to how many leased department firms operate in the nation's discount stores, industry veterans put the figure at 450, with a combined volume of close to \$2.5 billion.

Competing against yourself

Housewares Corp., judging from the words of Michelson, its executive vice president, will present a curious paradox in the future. According to the hard goods executive, the new Zayre division will not give up its departments in none-Zayre stores. At the moment, these number 34 and some are in direct competition with the departments operated in Zayre stores.

"We may lose some," said Michelson, "but we expect to increase the number, perhaps to as many as 50 by 1970."

He noted, for example, that Housewares Corp. operates five departments in the Richmond area—with three different operators. And there are no problems, he said, because the departments run on a highly competitive basis.

"I mean that nobody is undersold—not even by two cents. And if we run a special for one operator, we make up for it with another promotion for the competition at a later date. There is also the advantage of an interchange of merchandise in case one of the stores is short of goods."

What is the future of Housewares Corp. under Zayre?

As Michelson sees it—a more rapid rate of growth. Broken down to specifics, this means:

- A 250-unit chain by the end of 1970 (200 in Zayre store), with an annual \$75 million volume.

- Expansion of the housewares-hardware departments in all new stores—with the current 4,200 to 4,500-sq.ft. sections increasing to 5,000 sq.ft. Accompanying this will be a bigger play for the bath and closet shops and paint.

- A movement into new product lines for the department, such as building and plumbing supplies.

- The possible addition of regional warehouses to cover a limited number of lines. At the moment, everything is drop-shipped.

How the sale was made

The view in many quarters is that Housewares Corp., was, in effect, "blackjacked" into selling out to Zayre. Either it was a "yes" answer or the potential loss of the Zayre account, which, about a year ago, reportedly represented about 65% of Housewares' sales.

Michelson did not touch on this subject—but he made it clear that his company explored a number of alternatives before joining the Zayre team. This included such possibilities as speeding up the expansion in non-Zayre stores, opening housewares-hardware stores, merging with another leased department operator, and starting a chain of discount stores.

In the long run, though, said the 60-year-old merchant, "we felt our greatest growth potential was in a marriage with Zayre."

Touching on other subjects, Michelson criticized industry packaging efforts. "We're an impulse business and we have to titillate the customer," he said. "The industry is cognizant of this and it's moving to correct the problem, but, by and

PILE IT UP



large, the manufacturer does a poor packaging job."

Michelson suggested greater attention be paid to printed matter—specifically, clear, readable language—to spell out simply what the product is and what it will do.

The private-label outlook

A continued trend toward private label was envisioned by the retail executive, but he felt it would be a gradual one. "On tests where we offered a national brand and a private-label item of equal quality at a lower price, the customer far and away favored the brand," Michelson said.

Private label currently accounts for somewhere between 5% and 10% of Housewares' sales; Michelson estimated it would account for 15%—tops—by 1970.

Some fair-trade and price-protected items are offered by Housewares Corp.—but only to a limited degree. These include GE bulbs and Pyrex glass cookware. "We really don't want fair-trade items—despite the bigger markup—because they can damage a discounter's identity," Michelson observed. "But customers insisted and we put them in . . ."

A warm, friendly merchant who picked up an ulcer on the way to success ("an occupational hazard," he calls it), Michelson sees continued growth in imports, because of their newness and price differential. But he believes their rate of growth may begin to taper off due to economic gains in foreign countries.

Michelson also looks for greater advertising expenditures for housewares-hardware departments, because of the increasingly competitive nature of the business.

How does it feel to be working for somebody else?

"It hasn't affected me one iota," said Michelson, puffing on a cigar and occasionally spinning about in his swivel chair, "I'm still vitally interested in this business and I have the ulcer to prove it."

Zayre's Housewares Corp. takes its mass merchandising image literally. Mass is the display message in its leased housewares-hardware departments operated in Zayre's and other chains.

PACK IT IN

Housewares Corp. belongs to the pile-it-up and pack-it-in school of discount retailing. And it plans to stay there, rather than join the department store school of boutique merchandising.

This does not rule out movement toward the "shop concept"—especially in terms of better coordination of go-together merchandise for customer convenience and add-on sales. Housewares Corp., for example, is moving in this direction with bath shops and closet shops. But the image will remain one of mass coordination, rather than fancy-flair display. Also, the moves to spruce up displays will be done more on a seasonal basis—especially at Christmas, when customers



are willing to spend more.

The Housewares Corp. operation is geared to a quick turnover of merchandise and the firm's trade-up moves are being made within the framework of this high turnover of merchandise.

In addition to seeking a mass display image, Housewares Corp.'s use of mass on-floor displays is necessitated in part by its setup.

The lessee owns no warehouse and its departments are supplied on a drop-shipment basis by manufacturers. This method of operation automatically calls for piling and packing as much merchandise as possible on the sales floor. And it also means staying with quick-turnover items.

As with most discounters, plastic housewares is a key product category for Housewares Corp., which uses these products to pull traffic. Glassware and promotional cookware lines also rate large display space—and get the straightforward "mass" treatment. And both goods, which carry a generally higher sales ticket, are becoming increasingly important to Housewares Corp.



G.E. announces a new exchange program for radios. Our 30-day wonder.



General Electric makes quality radios. But sometimes, alas, we also make lemons. In the past, once a lemon slipped by, both you and your customer were inconvenienced.

Not any more. From now on you can give your customer Instant Exchange on any defective G-E radio turned in within 30 days* of purchase. And your distributor will give you an immediate replacement too.

It's all part of G.E.'s new Service Leadership Program. A service policy which will extend to other areas too. For example, the Radio Receiver Department now has a new Initial Failure Program. This will allow you to exchange products that qualify as initial failures . . . including portable intercoms, transceivers, Show 'N' Tell** Phonoviewers, tape recorders†, and Youth phonographs†† as well as radios on the current price list.

And of course, we'll continue our regular 90 day warranty on parts and labor.

Your G-E distributor can give you full information on all aspects of our new Service Leadership Program: one more example of General Electric's overall leadership in personal consumer electronics. This Program means better service, more good will and less cost and complication for you. It really is a wonder. Just think! Next time a customer comes back with a lemon, you can give him Instant Lemon-Aid.

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N.Y.

*Radio must be defective within terms of the warranty and must be returned in the original carton or carton from replacement radio and must be properly tagged. **Trademark of General Electric Company

†Model Series M 8020, 8000, 8010, 8300, 8D4C 8050, 8060, 8600, 8610 **Model Series RP 1771, 1753, 1783, 1799

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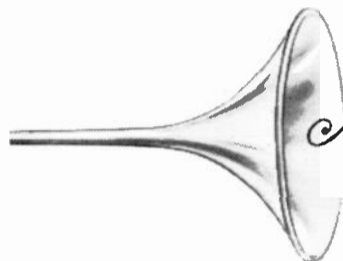
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A new hi in fidelity for fine phonographs!



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Automatic/Manual Turntable

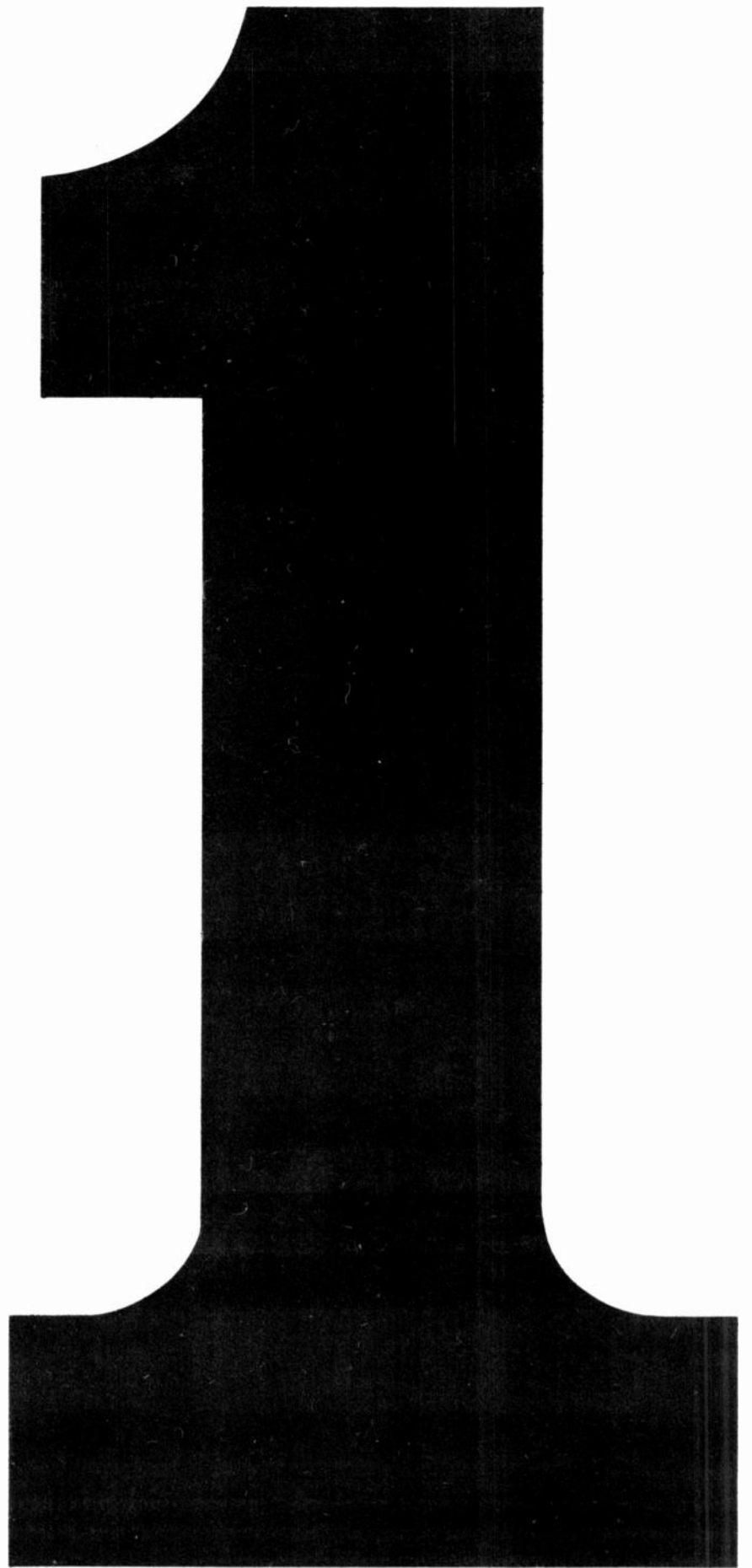
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- * Low mass precision-counterbalanced pickup arm
- * Feathertouch cueing device
- * Exclusive self-locking pickup rest
- * Horizontal and vertical pickup arm counterbalance
- * Fine vernier counterweight adjustment
- * "Dialomatic" precision stylus pressure control
- * 4-pole dynamically balanced, shielded motor
- * 11-inch deep-rim turntable
- * Fingerlift for manual play
- * Unified linear control panel with manual record size selector
- * Vibration-free, 4-point corner suspension
- * Interchangeable manual and automatic spindles
- * Plays 7", 10", 12" records: 16, 33, 45, 78 rpm.

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THE BON MARCHE / THE WM. H. BLOCK CO. / DEY BROTHERS / B. GERTZ INC. / JOSKE BROS. / MAAS BROTHERS INC. / POMEROY'S INC.
S. R. BROTHERS / THE HITCH-GOETTINGER CO. / POLK BROS. / MARSHALL FIELD & CO. / BRADLEES / CAUDOR INC. / DAYTON CO.
J. J. SONNICHSEN / WHITE FRON STORES / OLDBLATT BROS. INC. / FAMO / BA R CO. / K. MARE / JOHN WANAMAKER INC. / THE
MAY CO. / FIN & CO. / MA YS / ECHMERF SALES CO. / J. H. HOLMES CO. LTD. / BULLOCKS INC. / CARSON PIRIE SCOTT & CO.
E. J. ABRAHAM & STRAUS / J. C. SCOTT CENTRE STORES INC. / J. KORVETIE INC. / ZAYRE CORP. / BOSTON STORE / DAVIDSON'S
V. S. S. CITY INC. / GIMBLE BROS. CORP. / FOLEY BROS. / FED. MARI CORP. / MEMPHIS WELLS CO. / RICH'S / SANGER HARRIS / S. IX
R. & FULLER / BURDINE'S / AMBERGER & CO. / GRANDWAY STORES INC. / MERRILL CO. / H. C. CAPWELL / RIKE-KUIMER
CO. / PRINCE CO. / KAUFMANN'S / ABICHI'S INC. / RHODES / VAN DERSD. STORES / RUGGS VANDERVOORT-BARNBY
/ T. KAN TSON / THE F. & R. AZARUS CO. / C. L. AYER CO. INC. / MAISON MARTIN MARGIELA / WOOLWORTH & TOTHROP / W. L. B. C.
/ S. INC. / TOPPS / M. FIELDS INC. / HOCHMING / F. B. CO. / FEDERAL DEPT. STORES / G. FOX & CO. INC. / JOHN SHIB / TO
NS. / DRIS INC. / FEDWAY DEPT. STORE / BRAND & SONS, INC. / EMERY BROTHERS / R. D. / CAMBLI SK / G. M. IN
/ ROS. CO. / IES. S. / JOSEPH HORNE CO. / H. MABLEY & CARLW. CO. / MEIER & FRANK CO. INC. / PIZITZ / SATELERS INC.

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

DECORATOR STYLING!

ANOTHER REASON WHY 6786 DEALERS CALL OLYMPIC THEIR NO. 2 LINE... *but their No. 1 profitmaker!*



25" Olympic Color Console, Model CD5358... French Provincial, Cherry Veneers, Tambour Doors

BEAUTIFUL 25" * OLYMPIC COLOR CONSOLES are styled to sell tv right back into everybody's living room. Designed to dazzle home-decorating wives with details that make all the difference! Choice of French Provincial, Colonial, Mediterranean, Danish Modern designs. Add Olympic's terrific demos, exclusive features, all-out chassis quality to this sales-right styling. And because we're practically unshoppable, you've a built-in switch to plumper, fuller, locked-in profits!



Exclusive
OLYMPIC COLORGLIDE TUNING
Demonstrate this unique color tuning guide for fast sales action! The "rainbow" lights up when color is broadcast. Just turn on picture and sound; watch the beam of light guide perfect color tuning, in seconds!

* diagonal measure, 295 sq. in.

RAPID-ON PICTURE AND SOUND ■ VACATION SWITCH ■ RARE EARTH PHOSPHORS FOR BRIGHTER PICTURE ■ ETCHED TUBE FACE ■ AUTOMATIC PICTURE PURIFIER ■ MEMORY FINE TUNING ■ TRU-COLOR CONTROL ■ 25,000 VOLTS PICTURE POWER ■ POWER TRANSFORMER ■ FRAME GRID VHF TUNER ■ THREE I.F. STAGES

Olympic®



radios • phonographs • television • from the space age laboratories of



LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY, N. Y. 11101



□ □ Lightweight electric scissors with a built-in light are being featured by Thor as a popular gift item for home seamstresses during the Christmas season. The scissors offer chrome-plated blades and a button switch. Designed to cut dress and drapery fabrics, the SpeedSnips carry a suggested retail price of \$7.95. The new electric scissors are also available in a sewing accessories kit with leatherette case at \$9.95.

Thor is also showing four variable-speed, trigger-controlled drills in 3/8-inch, 1/4-inch, and 1/2-inch models, and two electric rotary lawn mowers in 20-inch and 22-inch sizes that feature double insulation and fold-over handles. Thor Power Tool Co., 175 N. State St., Aurora, Ill.



□ □ A new 5hp riding mower has been introduced by Ariens Co. Called the Fairway Deluxe 5, the new mower features four speeds forward plus power reverse, Disco-O-Matic drive, low pressure, soft-ride pneumatic tires, and one-lever height adjustment. As with all of the company's riding mowers, the Fairway Deluxe 5 has a rear-mounted engine. Ariens' Flex-N-Float arrangement is designed to assure the owner of no-scalp, no-gouge mowing. The 26-inch rotary mower pan "floats" with the contour of the ground. The new Fairway Deluxe 5 mower meets all A.S.A. safety standards. The unit carries a suggested retail price of \$329.95. Ariens Co., 109 Calumet St., Brillion, Wis.

New!!! Profitable year round sales with a great Merchandising Package



FANTOM™ PERSONAL FANS

in DECORATOR COLORS

A new and exciting item for year round sales by the world leader of air cooling devices for missiles, computers, and jet aircraft. Truly a precision instrument—powerful, phantom quiet, dependable and guaranteed. A mighty mite weighing less than two pounds. Circulates the air for calm cool comfort, yet doesn't blow you off your chair! The perfect gift idea, holidays, birthdays or back-to school.

Fantom comes with a great merchandising package—protective simplicity boxes, dust free displays, informative instruction manuals to generate additional sales, product tags, a national

educational-type advertising program showing the many ways for using the Fantom in home, school or office, and other merchandising aids to generate profitable sales.

And talk about styling! Two sleek models—the golden EXECUTIVE in vinyl wood accent band (Retail \$24.95) and the silvery DECORATOR series in five trend-setting HOUSE & GARDEN colors (Retail \$19.95). Get the complete Fantom merchandising story in our new full color guide. DELWYN, a Division of Rotron Mfg. Co., RD 2, Box 195B, Kingston, N.Y. 12401.

Only ~~your~~ ^{their} comfort will know for sure!

Represented Nationally by: Van Wyck International Corporation, 342 Madison Avenue, New York, New York 10017 (212) 682-2341



□ □ Three new fans with 5-element polypropylene blades are shown by GE (MW, 3 Oct., p.25). The company uses the 5-element polypropylene blades in an oscillating fan for the first time in the new 12-inch model PG-21 (shown). The fan, which oscillates or stays fixed, has a 2-speed motor and a removable grille. The 14-inch window fan (model WC-2) features a permanently lubricated motor; the 20-inch window fan (model W-24), with a 2-speed motor, will fit windows from 20 inches to 38 inches wide. GE, Housewares Division, 1285 Boston Ave., Bridgeport, Conn. 06602



□ □ An aerosol wrinkle remover, called Wrin-Kil, is being marketed by Talsol Corp. Wrin-Kil, according to the company, evaporates quickly and does not leave a stain or ring on the fabric. A 14.7-oz. can retails at \$1.98. Talsol Corp., 2017 E. Kemper Rd., Cincinnati, Ohio 45241

We're beside ourselves.

We're overjoyed, of course, with the great success of the Amana Side-by-Side.

But we're also over a barrel because of it.

Despite everything we have done, we haven't been able to keep up with the orders that pour in.

We opened a new plant.

We all but doubled our production force.

We're working extra shifts.

Still we're not caught up. But we will be. Soon.

With no short cuts, no sacrifice in quality.

And this, too, we promise you. When our new '67 line comes out, you can expect to see the newest ideas in the industry.



For true quality, for the most advanced features, look to Amana. The originators.

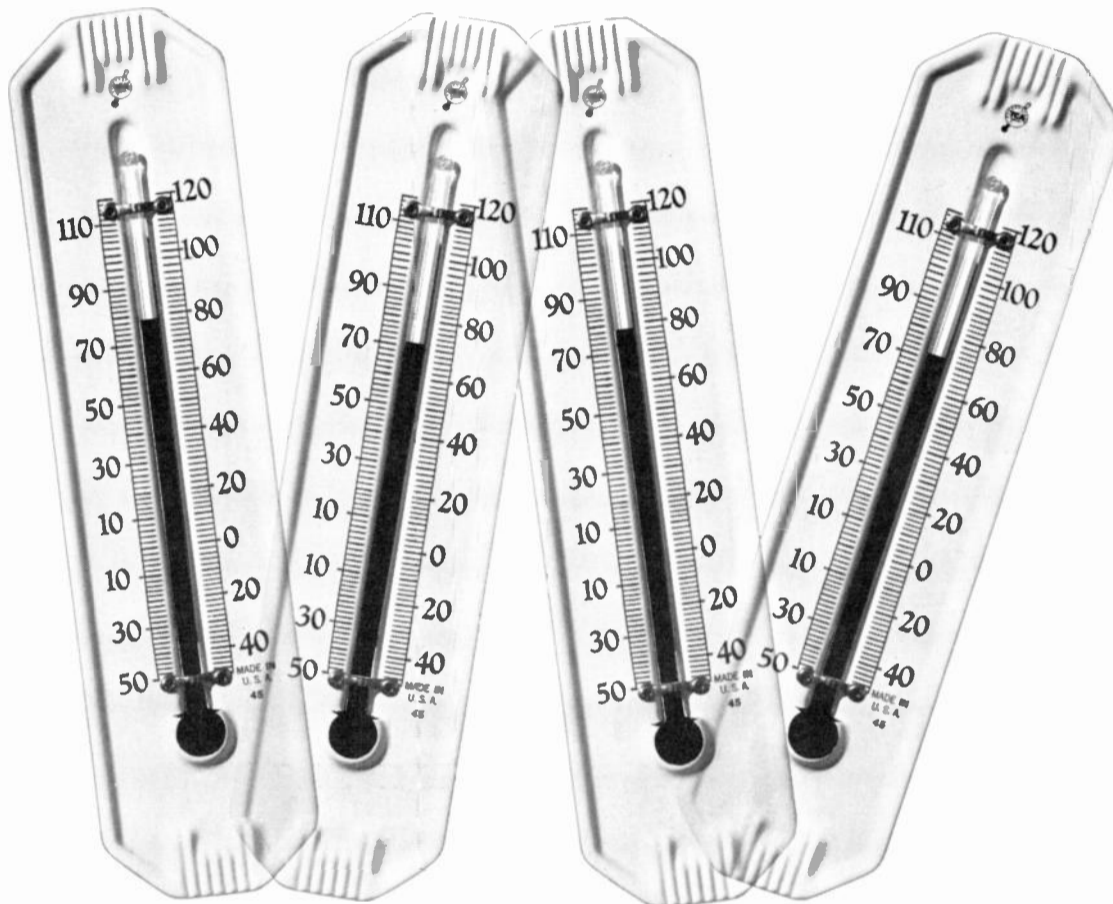
May we remind you of this: what others claim as "new for '67," you had on your sales floor last year in Amana products.

Amana

Backed by a century-old tradition of fine craftsmanship
AMANA REFRIGERATION, INC., AMANA, IOWA
A subsidiary of Raytheon Company

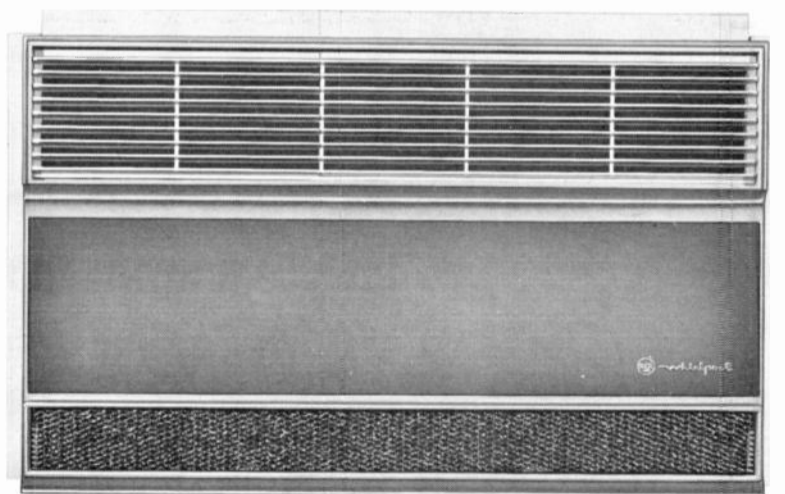
A sales closer only RCA WHIRLPOOL dealers can use:

no more uncomfortable zig-zag cooling!



Deliver the comfort you sell with exclusive COMFORT-GUARD control

A product of space-age research . . . COMFORT GUARD® control is an amazing temperature-sensing device that *thinks ahead* to prevent cooling overdose and underdose. It anticipates changes in temperature and commands the thermostat to turn the cooling on or off in time to avoid extreme fluctuations. Room temperature is kept stable and pleasant at the selected comfort level. This exclusive control also helps to prevent coil freeze-up that could result in a costly service call. COMFORT GUARD control is just one example of the forward thinking that produced the new 1967 RCA WHIRLPOOL air conditioners. There's also advanced styling with shaded bronze colored panels on decorator-designed cabinets . . . "Kitten-Quiet" operation . . . special "Stay Dry" construction with non-metallic pans to catch drip water and prevent rusting. Talk to your RCA WHIRLPOOL distributor about these many advantages and about the many models (34 in all!) available in the "wide choice" line for '67.



Wide choice . . . capacities from 5,000 to 32,000 BTU's (NEMA certified) . . . 115, 208 and 230 voltages . . . Compacts, Customs, Supers . . . models to fit regular, casement or sliding windows or go through the wall. (Model ARC-130-3 is shown above.)



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

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

Housewares go discotheque-ing as designers eye Young America

Home furnishings—but especially housewares—are making the “scene,” coming alive, if you please, in the Pepsi Generation.

A swinging message of youth—and with it change, constant change—was sounded throughout a three-day Design for Profit seminar sponsored by the American Management Assn. in New York City last week (at the dignified Hotel Pierre).

Housewares on the upbeat

“Today, housewares has been called a ‘happening’; and, indeed, the pulse beat of the industry is caught catching the scene,” said designer Joseph M. Murtha, in a speech dealing with housewares.

Designer Melanie Kahane—who is “young at heart”—also was hung up on the youth kick, as she explained the Young Moderns.

“The desires [of today’s youth] to be different, to be compulsive about their possessions, to be apart, may have broad and subtle origins like the psychic shock of growing up in a post-war, cold-war, atom-bomb world. Or it may be that they are merely a product of the speed and, hence, fragmentation of our society—the emotional and cultural shrapnel.”

Steven L. Osterweis, president of Associated Merchandising Corp., and a hard-nosed businessman, marveled at the rapid pace and the rapid change in the fashion cycle of all categories of merchandise.

“Today, color, style, design, and fashion are essential ingredients . . . [in] the content of department store home furnishings departments. . . . You might say that this is nothing new—that style and fashion have always been a part of this business. That is true. The new element is that, in almost all categories of merchandise, the speed with which style changes has measurably accelerated. As a consequence, each season a smaller and smaller percentage of the items in a store’s stock are duplicates of those which were carried in the preceding season.”

The ready-made Mod market

In picking up “Housewares is a Happening” (MW, 12 Sep., p.21) Murtha said: “From the boutique of the Mod fashion world to the new ‘wet look’ for bathrooms, housewares is making waves. Throughout the home, the color is wild, the word is fashion, the mood is gay and informal and fun. From a new stripe for a paper plate, to a magnolia in the bathroom, housewares is its own discotheque.”

The reason is youth—and everyone already knows the statistics by heart: By 1970—only four years from now—the total population in the U.S. will exceed 209 million. More than half—54% or 112 million persons—will be under 30 years of age; 77% will be under 39. The market between the ages of 20 and 30 alone now numbers 35 million people, 85% of them married; these constitute 15 million couples, establishing 2.5 million new households a year.

“How is that for a ready-made

market with an absolutely guaranteed delivery date?” Miss Kahane asked.

“Meanwhile, back at the new ranch home,” said Murtha, “a New Consumer also ‘happened.’ Today she cannot be easily stereotyped; we can no longer think of her as a comfortable character out of a Helen Hokinson cartoon [the audience could easily date Murtha], or a bland sweet thing with no taste of her own.

“Getting to know the consumers presents us with new challenges and opportunities.

“Exposure, of course, has rocked the insular cradle and dumped out the baby. With the flick of a button, she is turned on, and constantly on the move. Twenty per cent of home owners move every year. More have the money—and the yen—to travel, and do; by boat, by plane; where they are being exposed to new experiences, new foods, new ways to entertain, and, more important, to higher and higher levels of taste in design.”

The High style/eye appeal

What sells the youthful New Consumer, according to Miss Kahane, is “(1) High style/eye appeal; (2) Color—wild, unpredictable, but always—color; (3) Dual-purpose pieces; (4) Scale; and (5) Culture.”

She explained: “I put ‘high style/eye appeal’ both as No. 1 on the list because I can’t imagine the young identifying themselves with anything that is not high style. It can be old hat like Tiffany glass; but if they respond to it, they’ll make it high style, calling it ‘camp’—or way-out ‘op art.’ If they go for it, they’ll wear it, hang it on the wall, or sleep in it.”

By wild and unpredictable color, Miss Kahane means: “Color on everything and color that goes with nothing . . . those mad colors [that] are not in harmony. . . .”

By “dual-purpose,” she stressed she did not mean anything as trite as a sofa-daybed. She means disposable furniture, or furniture designed to be tossed away, or furniture designed to go from room to room “as young people prosper and expand.” Also, she means “pieces that can go from coast to coast as they go-go-go.”

By scale, Miss Kahane means keeping goods “down to size.” “Not small—avoid anything reminiscent of their childhood. And not big—don’t remind them of their elders and their ostentations. Avoid both like a plague. By scale, I mean sizes and designs that will be compatible with the realistic physical limitations of our split-level houses and our split-space apartments.

“Culture,” Miss Kahane said, “should cover not only their obvious, real cultural needs, but even the pretentious syndromes of their over-cultured cultural needs. Anyway, give it to them. Like case goods designed just for their kind of records, their books, and their hi-fi of which there is nothing louder, clearer, and noisier.”

“Are you with it?” Miss Kahane wants to know. —Ed Dubbs

□□□□ GE has raised prices on 74 housewares items, or 17% of the housewares division’s product line. GE officials, in announcing the hikes (effective last week), stressed that 83% of their models remain unchanged in pricing. The price hikes range from pennies to more than \$1 in dealer costs, averaging out to 2.2%, according to trade sources. Of the 74 models increased, 15 were in home care, 32 in portable appliances, 13 in clocks, and 14 in personal care products. Industry sources indicate that most of the sizable increases—those over \$1—were on higher-ticket floor care products. GE said the new prices “were responsive to market conditions and reflected a determination to hold the line on price wherever possible, despite increased cost of production.”

□□□□ The price increase pattern has been set for the housewares industry, now that the two leaders—first Sunbeam, and now GE—have made major moves. Sunbeam kicked off the latest round of price increases in the industry last month (MW, 15 Sep., p.34). Most of Sunbeam’s price increases applied to its portable appliance division; unlike GE, Sunbeam did not raise floor care pricing, for example. GE, particularly, sets the stage for other floor care manufacturers to announce price hikes—which undoubtedly would have come by January, with or without GE’s move in floor care at this time. In announcing the price increases, GE gave a break to its distributors and dealers, promising to honor old prices on all orders received by Oct. 15, whether or not the merchandise has yet been shipped.

□□□□ Housewares-minded Hoover is expanding the production capacity of its North Canton (Ohio) plant by 50%. The \$20-million project is scheduled for completion in 1968. An enlarged and modernized die-casting foundry is included in the plans. Hoover cited increased sales, a longer product line, and new products on the drawing board as reasons for the expansion. One anticipated secondary result is additional product activity in the housewares field. According to trade sources, the company has been finding its greatest sales success in Hoover-manufactured housewares (such as blenders, irons, and frypans), rather than in those which are subcontracted by other producers.

□□□□ Consumer premium promotions are planned by Eureka-Williams and Westclox for the Christmas season. Eureka is offering retailers a \$7-value, 4-piece Wm. Rogers silver-plate service to be tied in with the purchase of a vac. The promotion has been dubbed “Silver Value Special.” Westclox’ “Gift of Time” promotion for the Christmas season will include free-goods offers for dealers and consumers, as well as new displays and assortments. Among its specials, Westclox is offering consumers a free set of eight assorted gold-colored Christmas medallions. Westclox will back up the promotion with 24 ads, which will appear in 17 consumer magazines.

□□□□ Housewares emphasis on product design was underscored by the support the industry gave to the American Management Assn.’s Design for Profit seminar (see story, left). Housewares participants clearly outnumbered representatives of all other product areas.



Traditional or modern: Stainless steel bridal promotions go year-round

Fall and winter weddings have taken the "June" out of June Bride, and retailers, tuned to the trend, are seeking bridal promotional help the year-round. The Committee of Stainless Steel Producers, which began its first bridal promotion in the spring of 1959, has begun to promote stainless steel as a year-round product with year-round promotions, coordinating the housewares department with the bridal registry.

Something old, something new

Retailers are courting two types of brides: the sentimentalist and the swinger. The Forever Shop—a highly rewarding stainless steel theme for 1964 and 1965—promoted the traditional wedding (and stainless steel cookware) with sentiment and nostalgia, resulting in an average 28% increase in stainless steel cookware sales for the 48 participating stores over the preceding year.

"The idea of a Stainless Steel Shop began in 1959," says a committee spokesman, "and was staged for big bridal months—usually in the spring. But every month appears to be bride's month now."

The committee offers its 1966 promotion—Housewares Fashions in Stainless Steel for the Space Age Bride—for any month of the year.

"Stainless steel is as year-round as weddings," the spokesman continues. "Joseph Horne in Pittsburgh is promoting Thanksgiving Fashions in Stainless Steel, and Strouss Hirschberg (Youngstown, Ohio) is staging Stainless Steel Month in October."

Double Wedding

Bon Marche may have the answer to the retailer's question: "Which shall I promote—traditional or modern?" The Seattle store's solution: promote both. "Young people in the East prefer contemporary design," the spokesman points out, "but those on the West Coast lean toward the traditional, which is kind of surprising since West Coast kids are so zingy." Consequently, Bon Marche is knotting sentiment with swing by promoting both the traditional theme of The Forever Shop and the hip image of the Space Age Bride.

Meet Gloria Wright

The stainless steel promotion offers retailers a sales training session, which includes a 12-minute film for sales personnel; in-store posters and display suggestions; special events ideas, such as in-store demonstrations, contests, and a bridal consultant in the housewares department;

and appearances by Gloria Wright, the committee's home economist. There have been several "Gloria Wrights," and, currently, there are two—one for the East Coast and one for the West.

Miss Wright is usually scheduled to appear before the promotion on a women's radio or television program in the town where the promotion will be held. She tells listeners about the promotion and where it will be located, and discusses the usefulness, elegance, and fashion of stainless steel cookware.

Her next appearance is as a guest counselor in the housewares department or in the bridal registry area the first day of the promotion. She plays the part of advisor, educator, authority, and liaison between consumer, retailer, and producer. Miss Wright talks to the brides-to-be or the just-marrieds about the creation of a "good, basic wardrobe of stainless steel cookware, flatware, electrics, and implements." She conducts Homemaking Clinics and emphasizes the "low-maintenance, carefree features of stainless steel," and she distributes a booklet—"Gloria Wright Speaks to Young Homemakers"—that stresses the importance of a "kitchen trousseau."

In addition, the stainless steel committee provides a Bride's Prefer-

ence List to help the bride select the flatware, kitchen equipment, and electric appliances she will need and to aid gift-givers in choosing a gift the bride wants. One copy of the list can be kept at the bridal registry and one in the housewares department. A special copy in a purse-size folder is made available to the bride.

Retailers using the stainless steel promotion also receive photographs illustrating "a bride's first glamorous buffet for two," "a bride's first Sunday brunch for two," and "a bride's first luncheon for two." Pictures aid retailers in setting an attractive table for two with stainless steel items.

The Spending Bride

About 50 stores from coast to coast will have staged the stainless steel bridal promotion by the end of 1966. Retailers have come to recognize Young America as a great buying power (MW, 9 Aug. '65, p.15), and have come to recognize the New Bride as the New Consumer. She influences the spending of about \$3,000 when she begins to keep house, according to *Modern Bride*. And, considering that *Modern Bride* estimates 1.91 million marriages in 1967, retailers may expect sales for and from brides to reach the \$5.73 billion mark. —Judy Kunzelman



A setting for the bride's first brunch



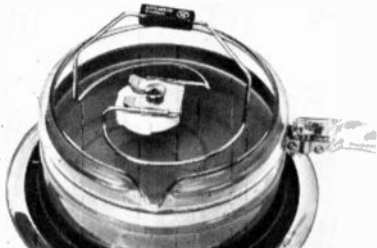
Gloria Wright (left) discusses stainless steel during a tv appearance



A swinging shop for the Space Age Bride

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



More for your nickel



G-E nickel-cadmium batteries

When you're shopping to meet your needs for reliable, cordless power, remember: G-E rechargeable nickel-cadmium batteries give you a wide choice in shapes and ratings.

Button, cylindrical and rectangular shapes are all included in the G-E line. Ratings run from 0.5 ampere-hours to 160 ampere-hours at the 1-hour rate.

If the answer to your problem isn't currently in stock, we'll gladly develop a battery to meet your need.

This is another example of General Electric's total electronic capability. Ask your G-E Sales Representative for more details, or for application assistance. Or write to Marketing Section, General Electric Company, Gainesville, Florida.

450-02

BATTERY BUSINESS SECTION

GENERAL  **ELECTRIC**

HOUSEWARES NEWS

□□□□ A knife battle royal is shaping up for the final quarter, as General Electric Co. seeks to regain sales leadership in the electric knife field—the position it lost last year to Hamilton Beach. GE is claiming a momentary victory of sorts, citing the results of a Trendex survey that showed it in the No. 1 spot in first-half sales. The survey indicated that GE led with 30% of the market, followed by Hamilton Beach with 24%, Sunbeam with 13%, and Sears with 5%. The survey is by brand name and does not include Hamilton Beach or Sunbeam private-label sales. GE's Housewares Division does no private-label work.

□□□□ Hamilton Beach eyes year-end figures conceding first-half sales leadership to GE. Edward P. Reavey, Hamilton Beach director of marketing, points out that 70% of annual slicing knife sales occur in the last half, and that Hamilton Beach's promotional efforts are geared accordingly. Reavey termed the Trendex findings "correct," with Hamilton Beach, as well as others, apparently subscribing to the survey.

□□□□ GE has beefed up its knife ad program for the second half—largely because of the importance of the knife market to industry, and partly, at least, because of hurt feelings over Hamilton Beach's sales coup last year. GE has two good gimmicks going for it: a slimmer, trimmer knife handle, which makes its models easier to handle, and the extra-set-of-blades promotion (one set for paring, the other for slicing) with one of its models. GE also is switching emphasis away from cordless models to plug-in units this fall; the company played up cordless knives last year. Not insignificantly, GE's ad program for the knife and other products includes wider use of television this fall than a year ago. Hamilton Beach and Sunbeam are big tv spenders behind their knives and other products.

□□□□ The sales outlook for slicing knives is mixed. The next few months will tell, but some buyers and manufacturers are conceding that the knife market may have peaked at about 5 million units last year, and may remain close to that level this year. Earlier sale predictions were more optimistic, with the knife pegged at better than 6 million units. Even at 5 million units, the slicing knife would remain among the top five best-selling electric housewares products. Stepped-up ad campaigns and increased emphasis on the additional versatility and convenience of newer models should pump sales life into the knife by Christmastime. Unlike last year, no shortage of slicing knives is seen at this time. The big shortage problem has shifted to the blender—although irons, toasters, and other products are expected to be hit again, too.

□□□□ GE's stepped up tv ad campaign for the Christmas season is highlighted by two tv specials in the GE series of Fantasy Hours: "The Ballad of Smokey the Bear" on Nov. 24 and the repeat of "Rudolph, the Red-Nosed Reindeer" on Dec. 4. GE also has added 20 daytime network spot commercials; the "Today" and "Tonight" shows; and eight prime-time evening shows, in addition to "College Bowl." The company's usually heavy print ad schedule will back up the tv campaign.

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.

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	September	44,000	22,800cr**
	9 Months	2,908,200	2,235,100	+ 30.11
Dehumidifiers	September	6,000	5,000	+ 20.00
	9 Months	225,500	194,500	+ 15.94
Dishwashers, portable	September	43,000	35,600	+ 20.79
	9 Months	294,900	232,600	+ 26.78
under-counter, etc.	September	85,000	74,900	+ 13.48
	9 Months	698,700	573,000	+ 21.94
Disposers, food waste	August	92,600	125,000	- 25.92
	8 Months	856,200	854,100	+ .25
Freezers, chest	September	32,000	35,000	- 8.57
	9 Months	349,400	341,200	+ 2.40
upright	September	58,000	52,800	+ 9.85
	9 Months	507,900	506,500	+ .28

Ranges, electric	September	153,000†	189,400	- 19.22
	9 Months	1,529,600	1,500,200	+ 1.96
Ranges, gas	August	173,800*	194,700	- 10.73
	8 Months	1,453,600	1,433,100	+ 1.43
Refrigerators	September	394,000	436,600	- 9.76
	9 Months	3,719,200	3,500,400	+ 6.25
Water Heaters, elec. (storage)	September	94,000	103,700	- 9.35
	9 Months	791,300	819,900	- 3.49
Water Heaters, gas (storage)	August	209,870	204,240	+ 2.76
	8 Months	1,709,970	1,703,000	+ .41

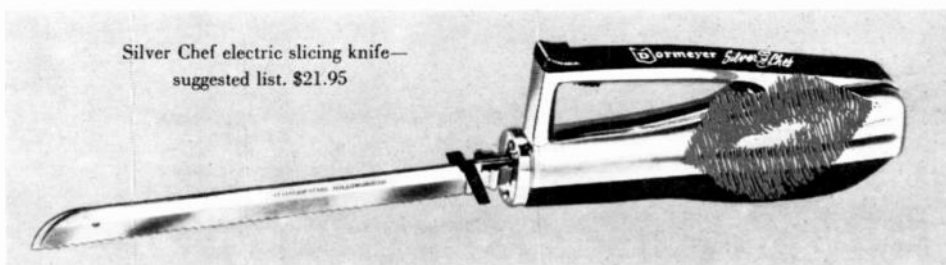
CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales	October 7	127,569	109,112	+ 16.92
	40 Weeks	2,480,441	2,496,590	- .65
monthly distributor sales	August	361,963	352,940	+ 2.56
	8 Months	1,782,007	1,866,897	- 4.55
Phonos, console, distrib. sales	October 7	34,470	39,286	- 12.26
	40 Weeks	1,276,251	1,116,786	+ 14.28
monthly distributor sales	August	145,890	149,353	- 2.32
	8 Months	1,051,343	888,996	+ 18.26
Radio (ex auto), distrib. sales	October 7	312,459	317,232	- 1.50
	40 Weeks	9,982,123	9,060,401	+ 10.17
monthly distributor sales	August	1,010,416	1,031,745	- 2.07
	8 Months	7,930,104	7,304,564	+ 8.56
B&w Television, distrib. sales	October 7	141,724	189,550	- 25.23
	40 Weeks	5,452,956	5,801,189	- 6.00
monthly distributor sales	August	555,299	647,539	- 14.24
	8 Months	4,491,065	4,693,381	- 4.31
Color Television, distrib. sales	October 7	114,356	79,925	+ 43.08
	40 Weeks	3,217,545	1,865,844	+ 72.44
monthly distributor sales	August	372,787	258,431	+ 44.25
	8 Months	2,487,037	1,320,080	+ 88.40

*Gas Range August Total includes: 119,900 free-standing ranges; 16,500 high oven models; 17,900 set-ins; and 19,500 built-ins.
**In July and August, dealers overstocked room air conditioners; in September, they returned their overstock, thus showing a credit of 22,800 units in September.
†Electric Range September Total includes: 104,000 free-standing ranges; 49,000 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

Is it the chrome finishes at ridiculously low prices?



Silver Chef portable mixer—suggested list. \$17.95

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?

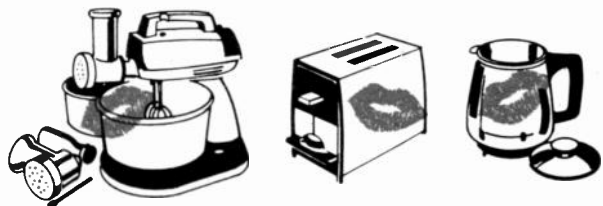
Unfortunately, the high price tags

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

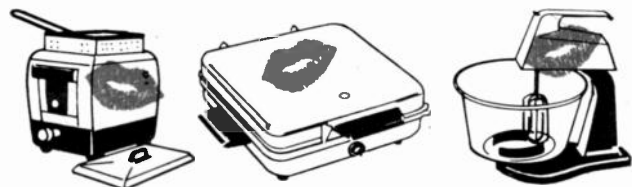
put chrome on *them* before, at *any* price. Take a look.

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


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

the only part you can't swish clean



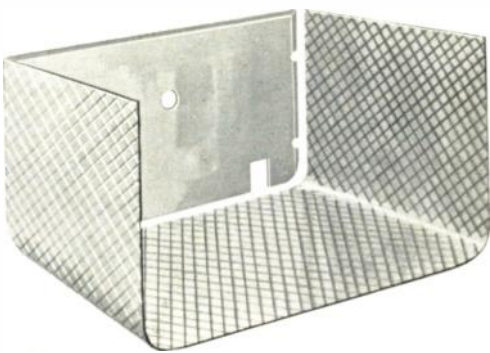
...you throw away



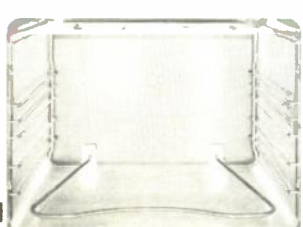


make an oven like this

New Foil 'n Teflon oven liners



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



look like this in a matter of minutes!

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.



← **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.



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

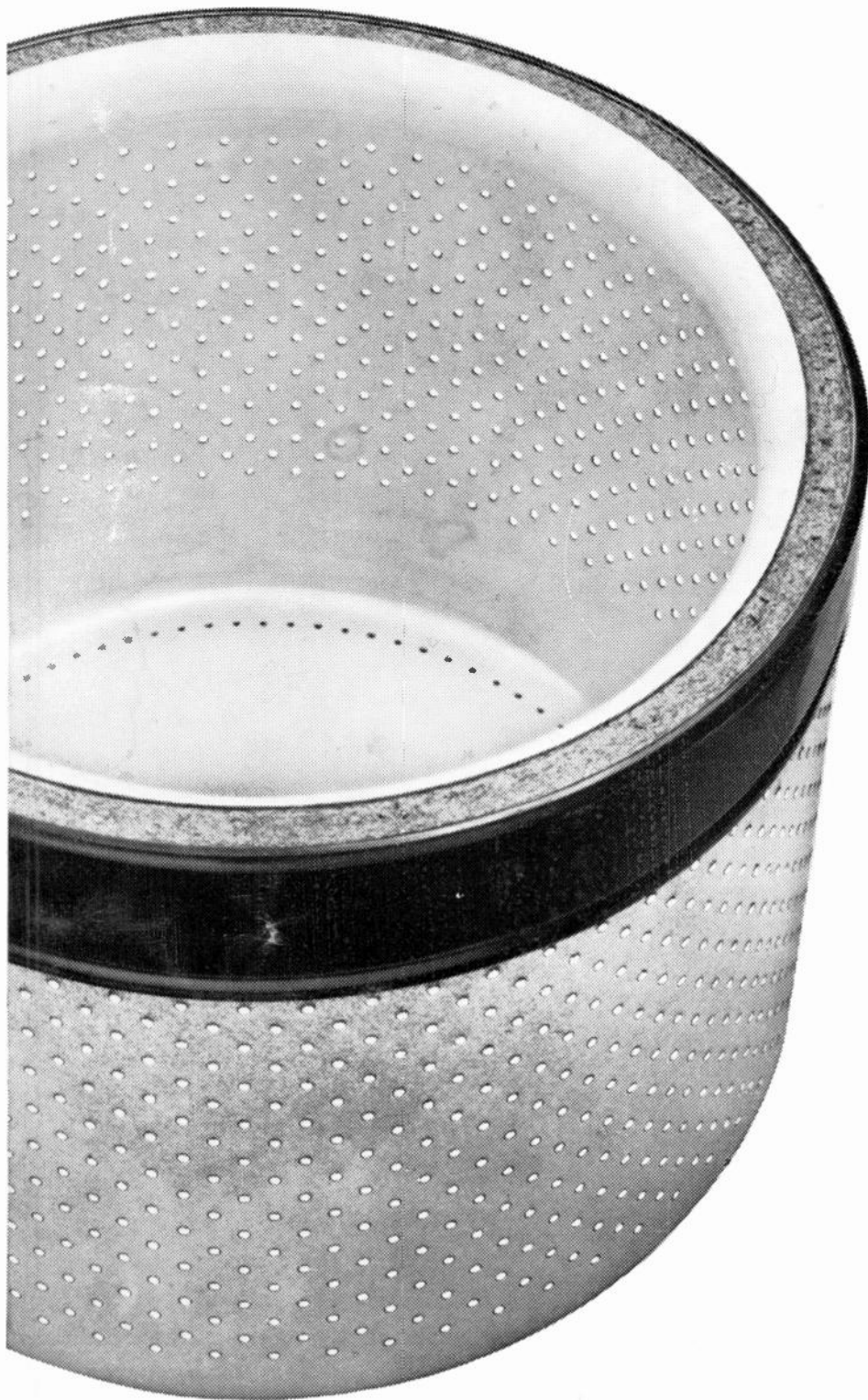


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Salespower from the New Generation Maytags:

Biggest Maytag tub yet...

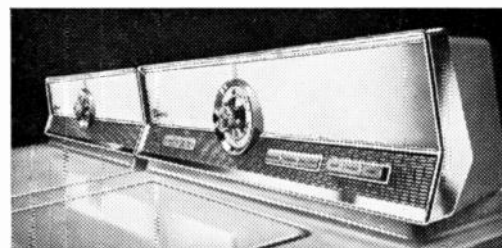
no washer holds more laundry.



No washer on the market today holds more laundry than the New Generation Maytags with the new, large washbasket. This massive-capacity tub teams up with the flexible Power-Fin Agitator to get giant loads really clean. Just by pressing a button your customers can call on the Maytag Washpower™ Automatics to get big washes out of the way quickly. Or punch the "Small" button for light loads, without using a lot of water, detergent or electricity.

All this extra power and capacity inside, and not an extra inch outside. Still the standard 36-inch height, and no more floor space.

Get the complete Maytag story in color on prime-time CBS television every week this Fall. Maytag 1966 presents: "Mission: Impossible," "Danny Kaye Show," "Thursday Night Movies," and "Friday Night Movies"; plus expanded magazine coverage in Life, Post, Better Homes & Gardens, and Sunset. *The Maytag Company, Newton, Iowa 50208.*



 **MAYTAG**

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

WALTZ THROUGH WASHDAY



with a dependable Maytag Washer and Dryer