

MERCHANDISING WEEK

NOVEMBER 7, 1966

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 98 NO. 45/



◀ **Would you believe?
This elegant cabinet
is a 3-way combo** □ □ p.12

**The Now bride is here:
She's a year-round,
all-around girl for
housewares** □ □ □ □ p.22

**Washington watches
for a new excise tax
on tv receivers** □ □ □ p.8

**A portable look
for refrigerators in
GE's new line** □ □ □ □ p.8

NEXT WEEK

**Merchandising: a close-up on the information dilemma
How to get—or keep—control over your business**

This is the shape of tape to come.

General Electric's tape in a cartridge...only \$2.99*

No more loose tape to thread. No more spillage. Here's tape the new, the modern way: pre-wound in a cartridge. Enough tape to record up to an hour of talk or music. And it retails for just \$2.99* It's made to snap into the easiest-to-use tape recorder yet, G.E.'s new pushbutton M8300 (\$69.95)*. Fits other reel-to-reel cartridge tape recorders too.

We've a full line of regular tape as well. Standard and premium

quality. Acetate and polyester in 3", 5", and 7" reels. Lengths from 150' to 2400'. We've made the selling easy with self-dispensing packs and display racks. Cartridge tape, reel tapes and a broad selection of tape recorders—all with the General Electric name.

Adds up to a potent sales package. Better look into it.



GENERAL  ELECTRIC

Tape Products Business Section, Utica, N.Y.

WRH

□□□□ **The average retail price of washers** during the two weeks ended Sept. 30 was \$223, according to Daniel Starch and Staff, consultants in business research. The price ranged from \$209 to \$274, and 28 models, representing five brands, accounted for 45% of all automatic washer sales. These figures are based on a weighted sample of 2,135 stores.

The average retail price of dryers for the same two weeks was \$163 for electric, \$186 for gas. Prices ranged from \$149 to \$200 for electric dryers, from \$169 to \$206 for gas. Electric dryers accounted for 69% of sales while 22 models (of seven brands) accounted for 46% of all electric dryer unit sales. Eight models (or three brands) accounted for 28% of all gas dryer sales. The figures are based on an 827-store sample.

□□□□ **The wildcat strike** that hit RCA's color tv plant in Bloomington (Ind.) on Oct. 26 lasted only two days. Settlement was reached on Oct. 28.

□□□□ **The strike against Westinghouse** by the International Brotherhood of Electrical Workers has idled about 7,300 workers at 19 repair shops and nine manufacturing plants across the U.S., according to an estimate by the company. Only two of the plants are directly related to consumer electronics: one at Youngwood, Pa., which makes semi-conductors; and the other at Elmira, N.Y., which makes electronic tubes. Westinghouse would not speculate on the chances of the strike

spreading to consumer electronics or major appliance facilities. The union, however, said that more than 14,000 workers would be out, and the strike was expected to affect some 25 plants in 20 states.

□□□□ **RCA is offering Sony video tape recorders** or the educational vtr market. Self-contained Sony units will carry the Sony brand name, according to a spokesman for RCA's broadcast and communications products division, while other components in the package made by RCA will bear the RCA logo. The spokesman says the Sony unit is being offered in the absence of a low-price helical-scan vtr from RCA. Complete systems start at \$4,000.

□□□□ **A \$99.95 16-inch b&w portable tv set** is being added by Packard Bell. A step-up version in a walnut grain finish lists for \$109.95.

□□□□ **Zamoiski has denied that it is responsible** for retailers who use its price lists "in a deceptive or misleading manner." The Jos. M. Zamoiski Co., a Baltimore-Washington Zenith distributor, has been charged by the Federal Trade Commission with supplying retailers with deceptive price lists (MW, 26 Sep., p.3). Zamoiski in its reply says its lists were for retailers' purchases, and if retailers misused them Zamoiski had no knowledge of this and thus cannot be held responsible. Zamoiski has further denied that its price schedules are misleading or deceptive.

FTC demands action on its tube measurement ruling

The Federal Trade Commission is talking tough concerning its ruling on advertised screen sizes of tv sets, which goes into effect Jan. 1 (MW, 18 Apr., p.8). Manufacturers and retailers that greeted the ruling with a wry smile and a casual shrug will now have to move fast.

The FTC, in a letter dated Oct. 28, says, "The next step is to assure that all members of the industry subject to the rule are in full compliance with the terms thereof. Accordingly, in approximately 60 days, members of the industry will be requested to

submit copies of advertising and promotional material, including labels or tags, used in the promotion and sale of tv receiving sets.

"These 60 days afford an opportunity for all members to carefully examine their advertising material and to assure that they are in full compliance with the requirements thereof and have material ready for submission at the end of this period."

In effect, the FTC is saying that it will not wait to pick off offenders on a one-at-a-time basis and it plans a tight-reined policing of the ruling.

To date, the industry has been surprisingly lackadaisical concerning the ruling, which in all cases, will lop at least one—sometimes two— inches off the advertised size of television sets.

Concerned with color tv sales and related industry problems, manufacturers have been taking an "either/or" attitude ("either square inches or viewable diagonal") without committing themselves to a definite policy.

Paradoxically, RCA—a true bellwether company—has announced that

it intends to take the square-inch approach next year, yet RCA has also committed itself to building "true" 19-inch b&w tubes next year (MW, 5 Sep., p.3). If the true-19s purpose—as avowed—is to preserve the powerful 19-inch name, adopting the square-inch policy would be self-defeating.

Another problem for the decision-makers will be the consumer's attitude—"What does 262 square inches mean?"—for it is on the retail floor that the ruling will have its most hard-hitting effect.

AHLMA waltzes with AHAM while eyeing Mrs. Peterson

"We want to keep one step ahead of Mrs. Peterson."

Mrs. Peterson, of course, is the lady who serves as President Johnson's special assistant for consumer affairs—and manufacturers are fast becoming aware of her presence.

The comment above, made by Alonzo B. Kight, president and chief executive officer of Norge, at the American Home Laundry Manufacturers Assn.'s annual conference, expressed the thoughts of many fellow manufacturers. In his speech, Kight alluded to the idea that the laundry industry should be ready to handle consumer criticism. One way to do this would be to establish objective standards on washer size and washability.

Standards would also help capture more sales, according to Kight.

The industry has standards—standards that could be put to use should Mrs. Peterson begin looking specifically at the home laundry industry. It is understood that these standards were discussed at the AHLMA board meeting that took place prior to the conference. It was at this meeting that the laundry group officially voted to merge with the new Assn. of Home Appliance Manufacturers (MW, 24 Oct., p.3).

Another hot topic being discussed privately by the laundry producers at the conference was: what will the next step for AHAM be now that AHLMA had decided to become a partner in the new venture?

The only nay-sayer to the merger, as expected, was Maytag. Claire G. Ely, marketing vice president of Maytag, said: "We will not join the new association." But the company, which has been a prime factor in the AHLMA setup, left the door open by saying it would wait to see how the new association would be organized and how it would function.

The big question, however, is: What will General Electric do? It is well-known that GE has a very large commitment to the National Electrical Manufacturers Assn. and GE is a heavy supporter of electric utility activity. AHAM, which is an outgrowth of the manufacturers who pulled out of NEMA, is stressing

that it is a non-fuel-aligned organization.

A hint of an imminent GE move toward joining AHAM took place at the AHLMA board meeting when the company cast its ballot for the laundry association's merger into AHAM. GE's man on the AHLMA scene said his company had "not yet decided to join AHAM." He said GE was interested in knowing what the new organization intended to do, including its plans in the area of standards.

AHAM in striving to establish continuity, has scheduled another home laundry conference for next year—on Nov. 9-10 in Cleveland—under the aegis of its laundry section. —Martin R. Miller

□□□□ **Consumer complaints to the FTC** have resulted in a study of a consumer fraud among low-income groups in Washington, D.C., and may have far wider implications. Staff members of the Federal Trade Commission are drafting guidelines, which, if adopted by the Commission, will affect interstate commerce.

Several months ago, at the suggestion of Senator Warren G. Magnuson (D-Wash.), the FTC established a local office to receive consumer complaints. To date, some 500—dealing with deceptive pricing, referral selling, bait-and-switch, and misrepresentation of price

in terms of payment period—have been received. As one result, the FTC has issued several formal complaints. The Commission not only receives complaints however; it is monitoring District advertising and is interviewing businesses that file a great number of garnishment proceedings.

The FTC program, designed to identify consumer fraud against the poor, has been praised by Senator Magnuson, who says: "The knowledge gained will assist federal and state enforcement agencies in combating consumer fraud throughout the United States."

□□□□ **Taking exception to** the Census Bureau's definition of what constitutes an urban area, the U.S. Chamber of Commerce argues that the definition is inaccurate and "symptomatic of our problems in developing realistic programs that would help eliminate the honest-to-goodness blight that exists in many of our larger cities." Census defines a city as any settlement of over 2,500 persons, or smaller communities that border a town of over 5,000. By this definition, 70% of the American people live in urban areas.

□□□□ **ITT's proposed merger with ABC** is encountering Congressional opposition. Senator Philip A. Hart, head of the Senate's Antitrust Panel, last week urged the Federal Communications Commission (FCC) to hold a formal hearing before an examiner on the possible \$2.5-billion merger between International Telephone and Telegraph Corp. and American Broadcasting Co. Hart said a 2-day hearing before the FCC last month—at which no one appeared to oppose the merger—was "limited." Usually, the Commission assigns an examiner to take lengthy testimony before transferring ownership of station. ITT's proposed acquisition of ABC involves 17 radio and tv stations.

Senator Gaylord Nelson, chairman of the monopoly subcommittee of the Senate Select Committee on Small Business, also has requested hearings and has asked the FCC to consult the Justice Department's Antitrust Division.

Phonola is not in the football business.

Are you?

Let's face it. We're both in business to make a profit. We do it by making the fin-

And playing football doesn't help either of us. (That's for the back yard, not your salesroom.) Sure, we like to play ball with you. We give you a quality stereo line cover-



on the gridiron. If you must play football, play with someone else's line. To Phonola, business isn't a game.

you an exceptionally good profit margin, to boot. Let your competitors play games. Phonola doesn't believe in football, except



est stereo equipment we know how. You do it by selling that equipment.

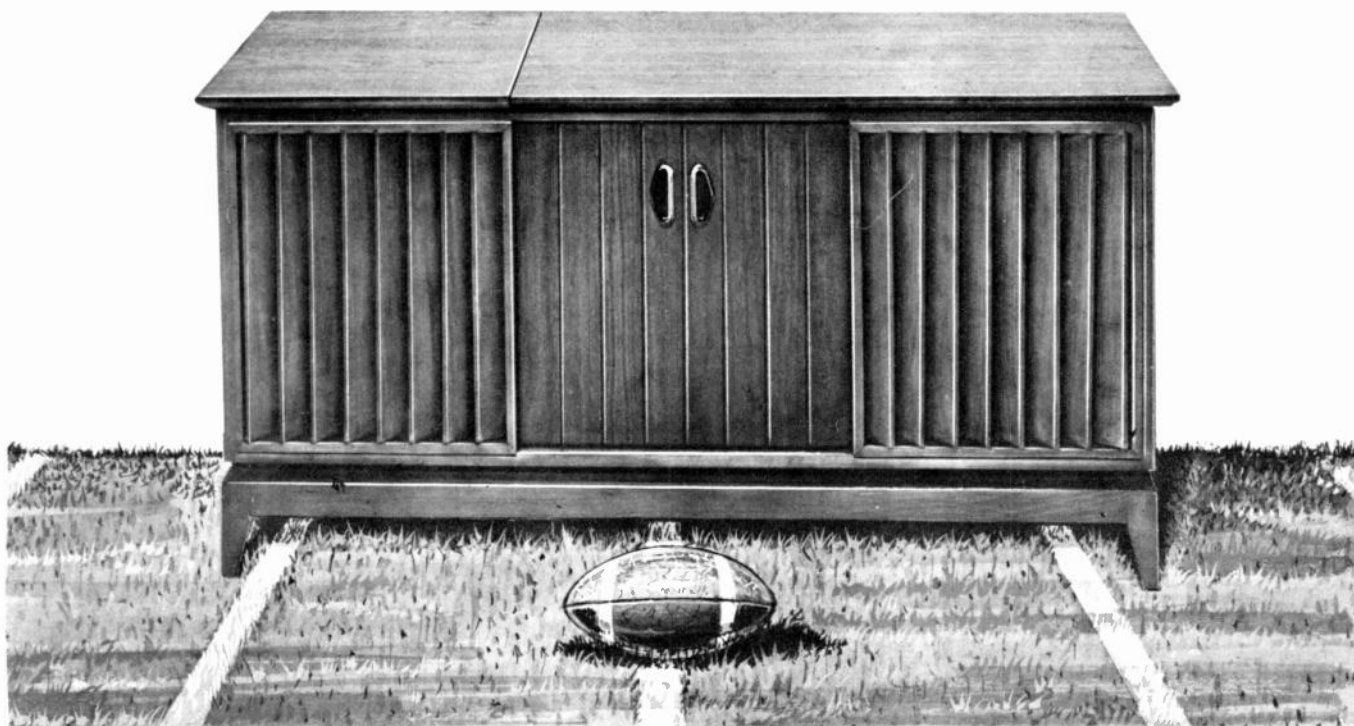


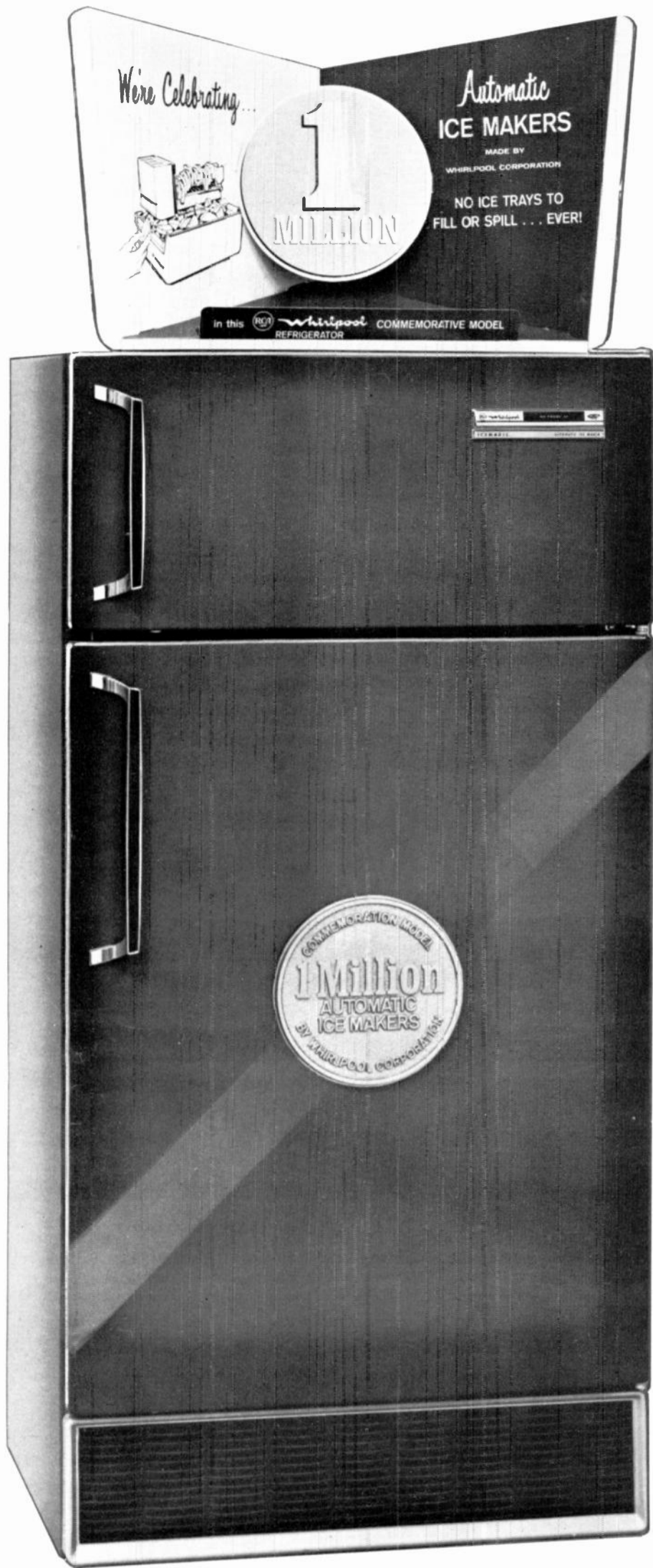
ing a complete price range. We give you top components, engineering and style. We give you a sound line that satisfies the most critical ear. And we give

VERY BIG IN SOUND

phonola®

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





Have you seen this commemorative model with 24-carat gold finished trim?

The ERT-17PM is one of the most handsome refrigerator-freezers on the market . . . shipped in white or edged copper with handles and nameplate actually finished in 24-carat gold! It's top-of-the-line inside, too, with no defrosting ever . . . 16.7 cu. ft. capacity . . . a 137-lb. freezer. The three-dimensional plastic medallion and the special display shown here are but two of many items available for promoting sales of RCA WHIRLPOOL models equipped with the IceMagic. They include banners, danglers, stickers, envelope stuffers, premiums, etc. Find out about these IceMagic promotion materials and put them to work for you today!

If you missed out on the first million... cash in on some of the second



You really have something *unique* going for you when you sell Whirlpool's IceMagic® automatic ice maker. It's the tried and proved automatic ice maker. It has been first in consumer appeal . . . first in sales!

We've built more than a million IceMagic automatic ice makers to date, and are moving toward the second million at an accelerating rate. More and more people want the convenience of the IceMagic ice maker . . . no more messy ice cube trays to fill, spill and struggle with.

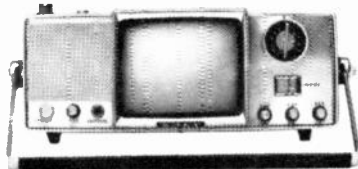
You can sell the IceMagic in many different size refrigerators . . . and in an upright or a chest freezer, too. The special commemorative model refrigerator-freezer illustrated here has 24-carat gold finish handles and nameplate. It's designed to draw customers . . . build sales . . . help you promote the IceMagic. It's part of a complete promotion plan that includes displays, decorations, premiums, etc.

Ask your distributor about the whole promotion and display package . . . and about your chances for cashing in on the most popular ice maker of all . . . the IceMagic automatic ice maker. Get in touch with him now.

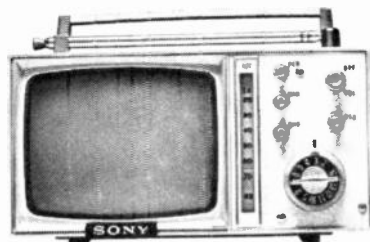
It's easier to sell an RCA WHIRLPOOL than sell against it!



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



4-204UW



5-307UW



TV-700U



9-51UW

“They’ll never sell.”

Who said that?

Who didn't?

That's about all we heard six years ago when we came out with the first teensie-weensie TV.

The whole industry was ballyhooing big, Bigger, BIGGEST. And we introduced the 5-inch Sony.

And, bless its little transistorized heart, it sold.

So we followed it with a 9-inch set. That sold. And a 4-incher. And a 7-incher.

And you know what happened. Because it's still happening.

Sony sets are making it big because they aren't.

After all, who ever heard of taking a 27-inch console with a magnificent French provincial cabinet for a walk? (Like you can The Walkie-Watchie.)

Or to the beach. (The Sun Set.) Or to the coin laundry. (Wash n' Watch.) Or to bed. (Tummy Television.)

A great big monster of a set is like a refrigerator. It belongs to the house. But those faithful little Sony sets (thanks to their faithful little Sony parts) tag along after their master wherever he goes.

They're little, all right. Good and little.

That's why they'll always sell.

(And you can quote us on that.)



SONY®

Shortages spark a search for copper wire substitute

The copper shortage—which has compounded both supply and cost problems for the consumer electronics, major appliance, and housewares industries—has not eased. But at least one means of stretching the available supply of copper has been recently developed.

Texas Instruments has announced a new copper-clad aluminum wire that, the company says, will enable manufacturers to stretch their copper supply by as much as 10 times and, at the same time, save up to 40% in material costs.

The wire, which has a thin skin of copper covering an aluminum core, can replace solid copper wire in television and communications coaxial cable, magnet wire, appliance wire, telephone wire, welding cable, transformer windings, high-frequency shieldings, battery cable, hook-up

wire, and various other electronic gear. It can be processed on the same machines as solid copper.

The company puts a copper skin—equal to about 10% of the cross-section area—on the wire. Aluminum was selected as the wire core because—of the commercially available metals—its electrical conductivity is the closest to copper. As a result, copper-clad aluminum can achieve the same electrical conductivity as solid copper wire by increasing the diameter by 24%.

Although the first application of the new wire has been for community antenna television cables, Texas Instruments says it has also made shipments to customers producing coaxial cable, magnet wire, electric motor appliance wire, and welding cable. The company would not disclose names of specific customers.

With a \$2.5-million purchase Dorn's adds \$10 million in sales

In a "Tinkers-to-Evers-to-Chance" sort of deal, Dorn's ends up with Dalin's inventory in Zody's stores—and doubles its business.

Dorn's operates 11 appliance-tv stores under its own name in southern California and 15 leased departments in southern and northern California discount stores. The company's sales for the fiscal year ending Mar. 31, 1966 were \$8.7 million, on which there was a loss of \$145,381.

Dalin owns stores—the MacDisco stores—and operates leased departments in Zody discount stores.

What Dorn's has done is buy Dalin's appliance-tv inventory (with \$2.5 million supplied by the General Electric Credit Corp. and a GECC subsidiary, Homemakers Loan & Consumers Discount Co.), and negotiate 30 new leased departments in Zody and MacDisco stores. The new departments should do \$10 million a year, according to a Dorn's spokesman, and should be profitable.

Why, if the appliance-tv departments are profitable, would Dalin

sell them? Amnon Barness, Dalin's board chairman, says: "We have many upcoming drug department leases. In view of the tight money market, we feel we should concentrate our efforts in the drug-sundries field which we know best." One observer has said, "Dalin does not know anything about merchandising hard goods, and does not want to learn."

Even without the deal, Dorn's feels it would have made money this year. In the past year and a half, Dorn's has acquired administrative, financial, and merchandising talent in top management; and Arnold Myers, who becomes general merchandise manager, says that without the deal Dorn's sales for the present fiscal year would have been a profitable \$10 million. "This deal is beautiful for us," says Myers, "because it parallels our current operation with negligible overhead increases. All we've added is four people." Four people, 30 departments, and \$10 million in sales.

□□□□ Things are under control at Korvette, said Charles C. Bassine, chairman of Spartans Industries and Korvette's new boss. Bassine, speaking before the New York Society of Security Analysts, predicted a 50% increase in profits—not through any spectacular sales gains, but through controls. "The main body of the Korvette business knows how to sell goods," he said. "They did not have controls. We have instituted merchandising controls to tell us on a day-to-day basis what is happening. You must know: How many have you got? How many did you sell? How many should you buy?" One problem to which Bassine intends to address himself is credit sales: "15% of Korvette's volume is on credit and we want to increase this. We find that when you move from 15% to 50% credit sales, you also increase total sales 10%." He added, however, that the tight money market may delay an aggressive move into credit.

□□□□ Color tv sales in October ran 39% ahead of last year, as of the week ended Oct. 21. This contrasts dramatically with the increase in distributor-to-dealer sales for the year—running 69.56% ahead of 1965, as of the same week. With only 10 weeks remaining in the year, the year's total stood at 3,444,449 color units—still nearly 1.3 million below the 4.7-million forecast for the total year. In order to hit the 4.7 million units predicted, weekly distributor-to-dealer sales will have to move at a clip of over 125,000 units per week for the remainder of the year.

□□□□ Color video tape recorders from Ampex are now a near-reality. The company is demonstrating a color version of its VR-7000, and says that any of its present b&w VR-7000 video tape recorders may be converted to color for \$500 in mid-1967. Ampex's VR-6000 models may be converted to color next year at a cost of \$1,000. A more extensive circuitry modification required on the VR-6000 accounts for the difference in conversion costs. Retail price on the standard VR-7000 is \$3,150; the VR-6000 is priced from \$1,095. Last July, Ampex announced a color convertibility guarantee for models in both lines (MW, 18 Jul., p.8).

□□□□ GE plans a record advertising campaign this fall. The hub of the promotional effort is a 12-page, 4-color booklet that will appear in *The Saturday Evening Post*, *Life*, *The New Yorker*, and other publications starting in December. The insert features the full line of GE's consumer electronics products. Promotions also are scheduled in trade publications and on local tv.

□□□□ Two 1967 promotion planbooks have been announced. The National Retail Merchants Assn.'s *Sales Promotion Calendar* has "charts showing percentage of sales each department should do by month, store-wide figures . . . a master budget-planning chart . . . an index of special trade days . . . a 10-step guide to better sales promotion planning." The 64-page booklet is \$4.50 to NRMA members, \$9 to non-members.

The 1967 *Newspaper Advertising Planbook* "provides a four-step program for charting sales and advertising, and contains 15 calendar worksheets." It is available through daily newspapers that are members of the Bureau of Advertising.

LETTER TO THE EDITOR

'There's a mighty important reason...'

Dear Sir:

Your headlined story (MERCHANDISING WEEK, October 24)—"GE's new radio exchange program may shake electronics industry"—shakes us at Channel Master far more than GE's plan may ultimately "shake" the trade:

There's a mighty important reason why: For the past nine years Channel Master has backed its electronic home entertainment lines with an instant replacement guarantee. For seven years this was a 90-day guarantee. And, for the past two years, that guarantee has been a full 120-day guarantee.

Furthermore, Channel Master applies this policy of instant over-the-counter replacement to all transistor radios, walkie-talkies, and all monaural tape recorders . . . not to radios alone.

The guarantee which Channel Master dealers present to consumers on these products states:

"If any Channel Master transistor radio, tape recorder, or walkie-talkie develops a defect within 120 days, we will replace it instantly—free of charge."

Sam Schlusell
Sales Manager
Channel Master Corp.
Ellenville, N.Y.

□□□□ **GE's first black-glass-fronted portables** are among nine new drop-ins in the company's line. Called Ultra-Vision, the feature appears on two b&w portables: a 12-incher at \$99.95 and an 11-incher at \$89.95. Another new feature, Insta-View, provides an instant picture without a warm-up period; it appears in the two sets listed above as well as two other new 12-inchers, both priced at \$94.95. Other new drop-ins include: a 12-inch b&w portable at open list; a 16-inch b&w set at open list; a 21-inch table model at \$159.95; and a 23-inch deluxe table model at \$169.95. All of these drop-ins include a stand at no additional cost. Finally, GE has introduced a new 23-inch b&w lowboy console at \$209.95.

□□□□ **J. C. Penney's new Christmas catalog** shows a 12-inch transistorized b&w portable tv set at \$99. The same set was listed at \$107.95 in the company's 1966 fall-winter book. Penney's also shows a 12-inch b&w portable in the new Christmas catalog at \$84. (The low in the previous catalog for a 12-incher was \$87.) Among the seven radios offered in the new catalog are: a 6-transistor AM pocket portable at \$7.50; an 8-transistor AM-FM portable at \$19.50; and a 4-band AM-FM-shortwave model at \$59.50. Five tape recorders are priced from \$24.50 for a solid-state, battery-operated model to \$155 for a stereo tape recorder. Penney's also offers two FM-only stereo table model radios at \$69 and \$89.

□□□□ **Consumers slowed their credit buying** in September, says the Federal Reserve Board. The seasonally adjusted increase of \$475 million was down from \$602 million in August, and down from \$686 million in September 1965. At least part of the decrease is attributed to tight money, as banks and other lenders screen auto and personal loans more closely.

□□□□ **Maytag has organized** its major distribution centers into three divisions, effective Jan. 1, 1966. The sales management expansion is designed to provide closer coordination with the 15,000 Maytag dealers, according to the company.

The Eastern Division will be established in the Newark area, and the division sales manager will be William E. Repke, presently Newark branch manager. The Newark, Richmond, Pittsburgh, Cleveland, and Jacksonville branches, plus the wholly owned Maytag New York Co. and Maytag Southeastern Co. (Atlanta), will form the Eastern Division.

The Central Division will be set up in St. Louis and will be headed by William C. Green, now Cleveland branch manager. It will include the Chicago, Minneapolis, Kansas City, Cincinnati, New Orleans, and St. Louis branches and the Maytag Chicago and Maytag Detroit Companies, both subsidiaries.

The Western Division, headquartered in Denver, will be headed by Joe J. Shakelford, currently the Jacksonville branch manager. This division will include the Denver and Dallas branches; the wholly owned Maytag Northwest Co. (Portland) and Maytag West Co. (Los Angeles); and Gray Distributing Co. Ltd., an independent Hawaiian distributor.

The division sales managers will report to G. E. Ankeny, general sales manager of Maytag.

Odds upped on LBJ'S requesting excise tax on television sets

Within the next few months, the retailer may suddenly find himself extraordinarily interested in educational television—because it may affect the price of tv receivers at retail.

A White House-appointed commission—the Carnegie Commission—has for the last year been conducting a broad study of the problems and potential of noncommercial television. Although the Commission's report will not be made public until the end of December, the Washington grapevine says the report will recommend that funds for educational television be raised—in part—by slapping an excise tax on tv receivers (MW, 31 Oct., p.6).

The Commission's recommendations—having been specifically solicited by the White House—will carry considerable weight, points out a spokesman for the National Assn. of Educational Broadcasters. Release of the report is being timed to precede the President's State of the Union message in January.

The tax talk takes on credence in view of the hubbub caused by the Ford Foundation's proposal to support educational television through the profits derived from a communi-

cations satellite network. Even the National Assn. of Broadcasters says the Ford plan has "very substantial drawbacks." And the dissent from AT&T and Comsat—each of which has a stake in the nation's future satellite service—is even more strident. The tax proposal could win support simply because it sidesteps the objections of these powerful voices—yet begins to tackle educational television's crippling financial problems.

Also, taking a short-range viewpoint, the tax proposal could win the Administration's favor in view of mounting inflationary pressures that seem likely to produce tax increases next year. Reinstating the excise tax on tv receivers—as they were reinstated on autos and telephone calls earlier this year—could, in the Administration's eyes, kill two birds with one stone; help educational television and also help slow the inflationary spiral.

Opposition to the proposal—if it is indeed sent to Congress next year—is bound to be hot. An additional 10% added to the retail price of tv sets—as reportedly will be proposed—would undoubtedly hit hard on the showroom floor.

GE wheels in 1967 refrigerators, puts compact units on carts

General Electric's 1967 refrigerator line features eight models on wheels; a new side-by-side combination; and what GE claims is a first for any major manufacturer: a custom-made cart which converts the company's 2.1-cu.-ft. refrigerator into a portable. In addition, GE's 1967 dishwasher line includes a front-loading portable with a soft-food disposer device at the high end.

The 19-model refrigerator line is topped by the addition of a 20.5-cu.-ft. side-by-side refrigerator-freezer (there are now two in the line), which is 35¾ inches wide and has a freezer capacity of 274 lbs. and an Auto-Fill icemaker. This model will be fair-traded in New York at \$599.95.

The Italian-made 2.1-cu.-ft. refrigerator will be fair-traded in New York at \$89.95 (white) and \$99.95 (walnut-vinyl-clad). The custom cart for making the unit portable will be available as an accessory for about \$15 at retail. The compact unit previously tested in two markets will be distributed nationally in December.

Expected to be hot retail numbers are two new refrigerator-freezer combinations with 16.9-cu.-ft. capacity, and two in the 18.8-cu.-ft. category. All four of these models have wheels, but the step-ups have Auto-Fill icemakers and new shelves that are adjustable from the rear.

The leader 16.9-cu.-ft. model has a fair-trade price tag of \$399.95, with the step-up at \$449.95. GE has quietly dropped the refrigerator with the countertop—the much-ballyhooed Americana—from its line-up.

The company has three models in

its 16-cu.-ft. series, all pegged for progressive stepping-up purposes at \$289.95, \$299.95, and \$329.95.

The dishwasher line features front-loading portables and convertibles with a device at the base of the units for shredding and liquefying soft-food leftovers. However, prior to using the appliance, large scraps have to be removed from the dishes.

Some models in the line have five washing cycles to handle different types of loads.

The front-loading unit, which can be converted to a built-in unit, has a cherry-wood carving-board top and is New York fair-traded at \$279.95. The other front-loading portable with striped vinyl top, will retail at \$259.95.

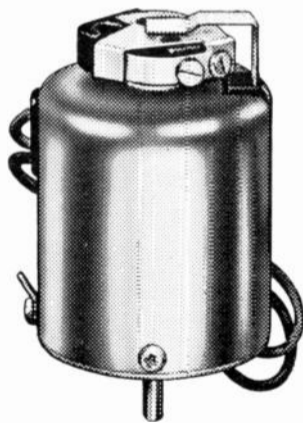
The 6-model food waste disposer line is made out of stainless steel and carries a 1-year repair warranty on the entire unit.



GE compact refrigerator on wheels



GO-GO



**CORDLESS
WITH**

BSR

This little BSR motor powers a great selling concept—for the phonograph industry (and for you)! First miniature 'go-anywhere' battery motor with big-motor capabilities. Dependable extra power for all changer and player functions. Precision-balanced—and its governor assures constant speeds with full fidelity to the end of battery life! It's the great little heart of the BSR Minichanger—now delighting millions of go-go teens, tweens and adults in fully lightweight, compact, carefree, cordless/AC automatic portables! (Minichanger is 40% lighter, 35% smaller, highest in U.S. changer sales and lowest in service costs!)

Know a better way to sell phonographs profitably?

DEPENDABLE



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In Canada: Musimart of Canada Ltd., 970 McEachran Avenue, Montreal 8



IT'S FURNITURE, IT'S FASHION, IT'S A CONSOLE A LOOK AT FURNITURE'S NEW IMPORTANCE IN HOME ELECTRONICS

Color did it. The console has made a comeback, bringing television back into the living room.

Color consoles and combinations are moving at the rate of 3.9 million units this year—or 83% of the 4.7 million total color sales distributors expect to make in 1966. And stereo consoles are making sales news at the record rate of 1.9 million units.

Consumers are buying consoles. But mostly they are buying style.

“If we have any trouble with color this year, it’s going to be styling that makes the difference,” says William F. Leahy, division vice president of John Wanamaker’s in Philadelphia. “You won’t be able to sell a French Provincial customer an Early American console this year.”

Encouraged by the sweet smell of decorating success, your customer will be buying a showpiece for her living room. Her up-to-the-minute furnishing ideas come courtesy of shelter magazines, films, newspapers, and department store furniture displays. Her living room shows it, and the console she buys will, too.

So here is a look at new ways to put consoles where they belong—in the home.

THE LOOK OF MRS. AMERICA'S LIVING ROOM

Even more than the clothing she wears, Mrs. America’s living room reflects how she lives, where she lives, and how much her husband makes. It used to be that decorating clairvoyants could predict the look of a living room with the barest amount of information: The Midwestern middle-class room would be Early American maple and earlier English chintz; the Eastern upper-class room would be a decorator-coordinated blend of foreign finds and

the furniture rage of the moment; and poorer homes everywhere would make do with a hodgepodge of shabby hand-me-downs and shabbier still “Borax” boxes.

But all that is changing.

Mrs. America has become the New Consumer.

She is no longer tied down to one geographical taste influence, because she and her family relocate many times. Shelter magazines, radio, tv, and the movies give her information on the latest methods of solving decorating problems and suggest novel ways of adding individuality to her home. Department stores tempt her with displays of new furniture in high-style settings.

And, because her husband’s income is steadily rising, she can afford to buy that furniture and try those new decorating ideas.

Mrs. America knows what she wants. Compared with her mother’s home, Mrs. America’s living room is more expensively decorated, more tastefully styled, has more individuality.

“The mass-market figure for a sofa used to be \$199,” says Edward Craft, co-director of the design center for Kroehler Mfg. Co. “Now, most retailers find they can sell a \$269 sofa without too much trouble.”

And because consumers are willing to invest more in the furniture they buy, manufacturers are investing more in the furniture they make. “Consumers are spending more on the home, and the industry is spending more on better furniture,” finds Thomas J. Lyman, associate vice president of the American Furniture Mart.

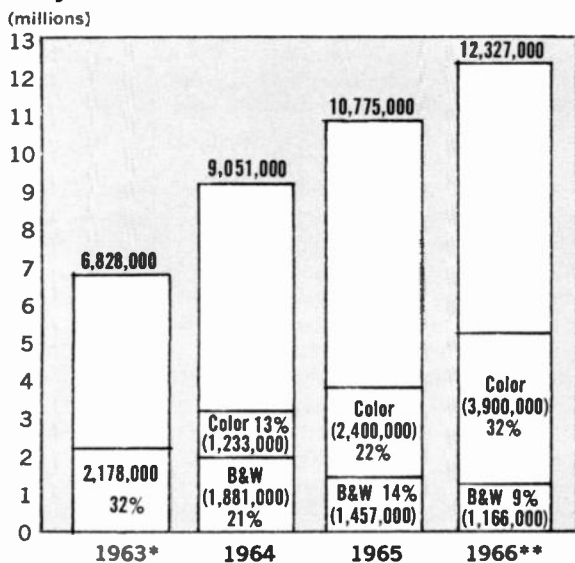
So, as consumers upgrade their taste, manufacturers are upgrading their product: They are offering more styles in a wider choice of materials; and they are offering more furniture of high quality.

In 1966, for the first time, the American Walnut Manufacturers Assn. dropped the designation “Borax” from its furniture and style chart. That marked the end of an era for the poorly designed, poorly made “Modern” furniture, which reached its heyday in the Thirties and still exercised a tyranny throughout the Forties and Fifties.

But, if Mrs. America’s living room is better looking and more expensively decorated than was her mother’s, her own daughter’s will be even more so.

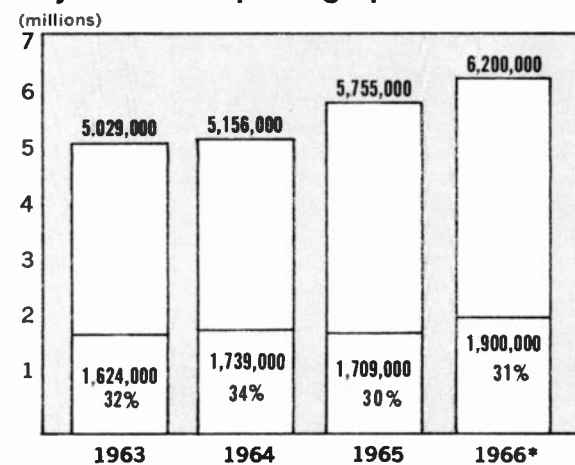
“It’s the under-25-year-olds who know what they want,” explains Charles Bamberger, fashion and home coordinator for L. S. Ayres & Co. in Indianapolis, Ind. “The older customers tend to go pretty much by the book. It’s the younger ones who are discriminating. We see this in special orders all through the store. Of course, as the younger people become more and more of a market influence, the older customers will be forced to educate themselves, too.”

†Console’s share of the market by distributor tv sales



*B&W TV only; Color N.A.**Estimate. Source: EIA, MW Research Dept. †Including combinations

†Console’s share of the market by distributor phonograph sales



*Estimate. Source: EIA, MW Research Dept. †Including combinations

Cover Picture: RCA French Provincial armoire photographed by Joe Ruskin in the East Side Manhattan penthouse apartment of Mr. and Mrs. W. Walter Watts. He is group executive vice president for RCA. The highrise three-way color combination was designed by Thomas Greene, furniture staff designer for RCA; Herbert Jaeger, manager of furniture styling; and Tucker Madawick, director of design for RCA Sales Corp.

Story by Amei Wallach
Drawings by Joan Bacchus

For the tv retailer with consoles to sell, both of these groups are important: the mature woman, who is looking for a console to go with her old, familiar furniture, and the younger Mrs. America, fresh from her recent wedding, who has plenty of the latest ideas on how to furnish her first home and only a limited budget to help her put these ideas into action.

And there are still other customers to consider: the middle-aged Mrs. America with grown children, who is finally replacing all her children-and-dog-worn furniture with shiny new pieces; the status-conscious Mrs. America who is updating her home with a few latest-fashion furniture items; the up-and-coming young family moving into a larger home; and the retired couple who want to throw everything away and start all over again. Each of these Mrs. Americas is a potential console customer. But each needs a special selling approach, because the console she buys will have to fit comfortably into her own living room as an integral part of her own decorating scheme. The salesman who can talk decoration and style—who can talk furniture and fashion—will be the salesman who makes the high-ticket console sale.

To help give you an insight into Mrs. America's purchasing potential, here is a look at the old, familiar furniture she has in her living room today; the furniture she will be buying this year; and the latest furniture fashion trends—the look Mrs. America will be seeking next year.

Yesterday—a look at last year's furniture story

Modern. Throughout the Fifties, the big furniture seller was a style loosely labeled "Modern." Modern ranges from the simple, flowing lines of the Barcelona chair (first developed in the late 1920s); through the "Borax" version of a box with legs under it; to the clean, smooth lines of Scandinavian design. Sometimes Modern furniture is also called Contemporary furniture.

Early American. Then, in the early Sixties, Early American—always a favorite—became a best-seller. Like Modern, Early American is a catchall term designed to cover a potpourri of style differences.

Early American can mean Early Colonial—that mixture of styles which the early settlers imported from their homelands of France, England, Germany, Holland, and Spain. Once in America, the settlers translated these styles into hearty country copies made from maple, birch, walnut, and cherry woods available locally. These early pieces were rough-hewn and simply adorned with turned legs, spice drawers, and, perhaps, plain panels.

Later, as Americans developed a leisure class with the time, money, and inclination to follow furniture fashions abroad, the American copies began to take on a townhouse touch. In its Queen Anne versions, this furniture has basically straight lines, softened by some curves, with cabriole (bulging at the knee, curving in at the ankle) legs and shell motifs as ornamentation.

After the Revolutionary War, when Americans shunned all things British, the predominant influence was French. American craftsmen began to produce mahogany pieces with elaborate carvings and flamboyant hardware.

The Early American furniture Mrs. America is most likely to own today is an adaptation of the earlier, simpler pieces. But manufacturers are beginning to sell more and more of the sophisticated Queen Anne and other 18th-century styles.

Mediterranean. As furniture best-sellers, both Modern and Early American are fast losing ground to a relative newcomer: Mediterranean.

Like all other expressions, "Mediterranean" includes a multitude of furniture influences—from Spain, Italy, France, Germany, and Greece. In general, Mediterranean refers to the massive, Moorish forms that hug the ground or stand on heavy, curved legs and are decorated with solid panels, intricate carvings, wrought iron, and fretwork.

However, much of the Mediterranean furniture shown this year is lighter and more elegant than the first, more authentic, copies which hit the sales floor a few years ago. Manufacturers are refining the rough lines and turning out Mediterranean furniture to go with American homes.

One indication of the success of a certain style is how many manufacturers choose to show pieces in that style. And, just as the consumer electronics industry has a showplace for its new wares in the Music Show, the furniture industry has a show place for its new products in the "Markets" held twice a year in North Carolina, twice a year in Chicago.

At the furniture Markets in the South last spring, Mediterranean was shown most, representing 32.7% of the groupings on display. Early American dropped to second place; and Modern—which enjoyed a 33% domination of the market in 1962—declined for the fourth straight year, to take third place, according to the Walnut Manufacturers Assn.

At the retail level, Broadway Department Stores, in Los Angeles, counts Mediterranean its top seller, with Colonial coming in second and Modern, third. D. H. Holmes, in New Orleans, reports its best-seller is Mediterranean, with Traditional and Italian Provincial taking second and third positions.

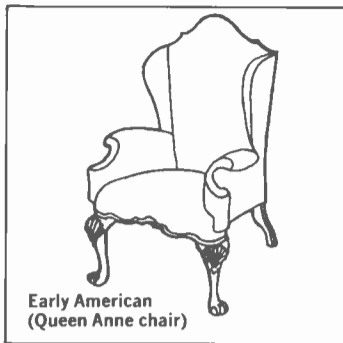
And furniture manufacturer sales figures tell the same story. Drexel claims that Mediterranean accounts for 30% of its sales, Colonial for 25% to 30%, and Modern for only 20% in its high-end lines, but a hearty 40% in its less expensive models.

French and Italian Provincial. For many department stores, the really dependable, blue chip furniture stocks are the "Provincial" styles in their French and Italian versions.

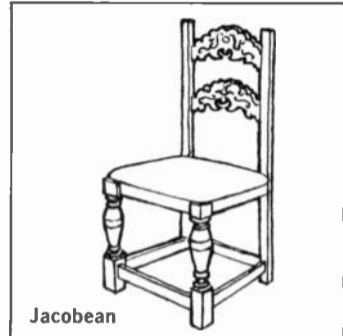
At L. S. Ayres, Early American and French Provincial account for 70% of the furniture business. At D. H. Holmes, Italian Provincial holds a secure third-place position. For Drexel, Italian is still a big seller; and at Broadway Department Stores, an official acknowledges that "French Provincial is still strong—especially in antique white, for teenagers."

Both French and Italian Provincial are country cousins to the big-town look of 18th- and 19th-century French and Italian court furniture. In French furniture, this means a country version of the Look-of-the-Louis, as provincial craftsmen tried to adapt the high style of city dwellings to country homes. It means cabriole legs, scalloped or carved aprons, and lightly finished or painted woods.

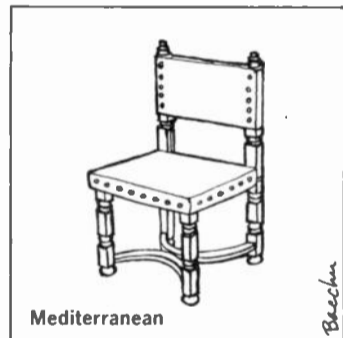
Italian Provincial furniture is usually simpler and more rectangular than its French relative. Generally, the Italian version has short, turned or fluted legs; open fretwork; and straight, classical lines.



Early American (Queen Anne chair)

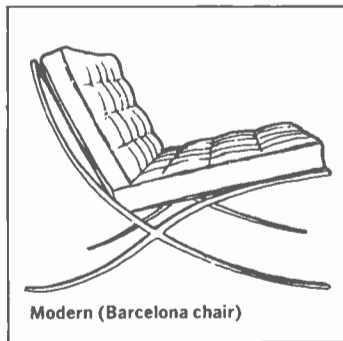


Jacobean



Mediterranean

Beecher



Modern (Barcelona chair)



Italian Provincial

Today—a look at this season's furniture departments

Two almost schizophrenic trends on the department store sales floor are facing the housewife today: the move toward the massive, muscular furniture of the late 16th and early 17th centuries and a parallel flight toward the more fanciful and feminine lines of 18th-century citified styles.

In the massive corner are last year's champion, Mediterranean, plus a newcomer to today's furniture fashion ring, English Jacobean. In the lighter corner are two furniture representatives from the same country: the 18th-Century English Farmhouse and English Townhouse looks.

Jacobean. Jacobean furniture bears a family resemblance to Mediterranean. It is rough-hewn, masculine in character and hints of 17th-century baronial splendor. The distinctive characteristics are intricate ornamentation and bulging, heavily carved or short, low-to-the-ground legs. Jacobean furniture is often manufactured in oak.

18th-Century English. English 18th-Century furniture is the archetype of many Early American pieces. In its country versions, it tends to be walnut; in its townhouse sophistication, it is often mahogany. (Country versions are usually simpler than their city counterparts.) Winged Georgian armchairs and Queen Anne pieces are of this period. Later, big-town furniture was to show more French influence, with intricate carvings, delicate scrolls, and fluted columns. And some 18th-Century English furniture shows a Chinese influence, with pagoda-type detailing or lacquered surfaces. The ladder-back chair and the Greek-key border are also of this period.

Many furniture manufacturers who have caught the English style bug do not stop with the 18th century. The Victorian bamboo look is getting a big play on furniture floors, too, this year. Bamboo is used as molding on the doors of cupboards, or as detailing on chairs, or as frames on mirrors.

The Townhouse look. The city-bred styling of 18th-century furniture is spreading. Early American furniture is turning more sophisticated—showing an even closer resemblance to its British ancestors—as Americans go all out for the new, formal, Townhouse look. It is the look of the salon and the drawing room. The homely comforts of an open hearth, which marked the Farmhouse English and Early American styles so popular in years past, are gone. A more stately sophistication has taken their place.

The cosmopolitan look is spreading to other styles, too. French Provincial is giving way to Townhouse French, and other styles of furniture may soon follow suit. Even Mediterranean furniture is softening its hearty lines and is beginning to take on a more urbane, cosmopolitan cast.

As Frank S. Whiting, vice chairman of the American Furniture Mart, last spring described the styles which have just reached the sales floor: "Compared with recent Markets emphasizing the 'country look,' it appears as though furniture styles are headed back to the city."

In most cases this year, the citified look is the British look. "We've been selling more and more English in the past few years," explains Robert Haney, new home furniture fashion coordinator for D. H. Holmes. "It's a definite trend," feels David J. Brunn, president of Drexel. And at recent Markets, the English look showed the greatest growth in numbers of any furniture style.

Oriental. And be sure to remember that perennial dark horse and accent piece, Oriental furniture. Distinguishing features are rectangular lines or pagoda detail, square or inward-curved legs, lacquered surfaces, and geometric ornamentation.

IT'S FURNITURE

THE LOOK OF MRS. AMERICA'S LIVING ROOM

Tomorrow—a look at coming trends

The Look-of-the-Louis. The latest news in furniture is the Look-of-the-Louis. Furniture styles are turning the final corner on their way from country simplicity to uptown elegance. As the casual country mouse becomes the formal city dweller, manufacturers have turned to the look of French court furniture. The Look-of-the-Louis encompasses the complete range of elegant French furniture that decorated the courts of Louis XIV, XV, and XVI in 18th-century France.

Always feminine, gracious, and well mannered, the styles include the curved forms with heavy, elaborate hardware from the reign of Louis XIV; the elegant curves of Louis XV; and the straight, classical lines of Louis XVI.

The new look is already the rage of shelter magazines, interior decorators, and department stores in large cities. And manufacturers at the spring Markets were showing more Louis XV than French Provincial furniture pieces.

"But," says Brunn, "the look is too formal for Americans. It's not the way they live."

What seems most likely is that Mrs. America will choose a few formal pieces to mix with her present decor.

The Mod look. As English styles grow more popular, furniture manufacturers search for still other furniture fashions with British accents. The newest English period to hit the market is the mid-1960s. Mod, the fashion look in apparel of the Sixties, has been adapted to furniture.

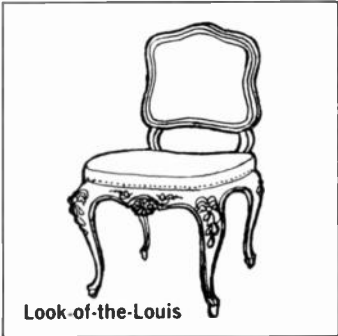
Mod furniture shows strong hints of the Thirties, with tufted sofas and plush, massive forms. And it updates many other furniture styles with the help of tufted vinyls, bright prints, steel, and glass.

"I expect this Mod style to last for some time," asserts Craft. "Consumers may not adopt the total look. But in modified form it could be as big as Mediterranean."

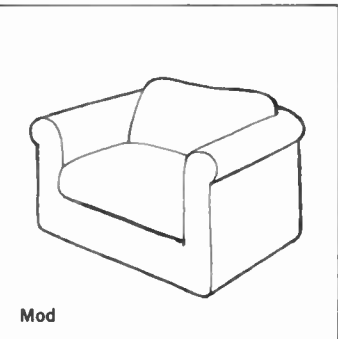
Not everyone agrees. Some retailers point out that Americans tend to have rather conservative taste. "They're afraid to try new things," says Bamberger. "They'll read about something, but they're afraid to try it. They'll put it on their backs and they'll drive it, but they won't have it in their living rooms."

Like Townhouse French, Mod styles will probably reach Mrs. America's living room piecemeal. She

can afford to try new styles now, because she is learning to dilute them. Instead of a straight diet of one period, Mrs. America's living room is becoming a mixed drink of many styles.



Look-of-the-Louis



Mod

Yesterday, Today, and Tomorrow—or, Mrs. America tries a little of each

The day of the matched suite is gone. Mrs. America is learning new decorating techniques. She is blending many furniture periods in one room, and coordinating them all with color. The big news in interior decorating is the mix-and-match look. For up-to-the-minute Americans, the all-one-period room has gone the way of plus fours.

"As far as we're concerned," said one furniture editor speaking for all the rest, "all-one-period looks like early motel."

In fact, some decorators go even one step farther. Not only do they mix French furniture with English furniture, and Mediterranean with Modern, but they concoct wild collages of textures, materials, patterns and colors as well.

But everyone has not yet climbed aboard the mix-and-match bandwagon. Many Americans who read about it in shelter magazines and see it on television have not yet dared to try it themselves. Many never will. But it is certainly a trend that bears watching.

For the retailer, the new trend can be either an asset or a liability. If he is uninformed about styles and tries to sell only Modern furniture to the customer with a Modern living room, he could lose a sale because he does not have a Modern model she likes. But, if he has an eye for mixing, he can sell the couple with a Modern living room that Mediterranean piece they "like" but are not sure will "go" with their present furniture.

Either way, he must know his customer. Is she a modern mixer, or is she a more conservative matcher?

Some retailers feel it is the older, richer, and more sophisticated customer who tends to mix. Others, like one spokesman for Broad-

way Department Stores, find, "It's the younger people who want to add an unusual accent to their room."

And that is exactly what a console is: an accent. It can be sold either as a "nearly match" or as "that special touch." The approach makes the difference.

Color it "Now"

Color and texture are an important part of Mrs. America's living room. And stores such as Wanamaker's inform all home departments of trends in this area. So, here is a taste for you.

This season's fashion colors run the gamut from warm reds to cool greens—from subtle, to strong, to brilliant.

The big fall colors, according to department stores and the furniture markets, include the whole range of yellows and greens. The yellows go from pale canary to old gold and bronze; the greens are sage, lime, and—especially—every shade of olive.

And tangerine, pumpkin, and pink are everywhere, too.

Fabrics are plush or delicate, relaxed or formal. The big fashion news is in furs. Furs are everywhere: on the floor, covering sofas, and as chair cushions. Velours, velvets, corduroys, and chenilles are also popular.

On the more formal side, chintz, moires, damasks, toiles, silks, and satins, are coming back.

And vinyl, leather, leather-look vinyl, slate, marble, and decorative hardware are all fancy furniture accents that are finding their way into Mrs. America's living room. Consumer electronics manufacturers are incorporating some of these colors and materials into their consoles. And the consoles that sell will be those that are comfortable in today's surroundings—whether they actually use today's new materials or only look well with them.

Thirty-two years of popular furniture fashions

	1934	1944	1954	1956	1958	1960	1962	1964	1966
Modern	25%	34%	57%	59%	58%	48%	39%	31%	28%
English	22%	28%	9%	6%	4%	3%	3%	1%	3%
French	11%	7%	11%	11%	11%	13%	13%	13%	9%
Italian & Spanish	4%	3%	4%	8%	8%	9%	12%	17%	27%
Early American	15%	15%	16%	14%	17%	25%	31%	34%	32%
Misc. (Contemporary Ranch & Borax)	23%	13%	3%	2%	2%	2%	2%	4%	1%

Thirty-two years of popular woods in furniture

	1934	1944	1954	1956	1958	1960	1962	1964	1966
Walnut	45%	24%	14%	20%	26%	28%	26%	27%	20%
Mahogany	20%	34%	33%	32%	21%	15%	9%	5%	5%
Maple	10%	9%	13%	11%	12%	14%	17%	17%	18%
Cherry	—	1%	10%	15%	19%	20%	21%	20%	14%
Oak	5%	8%	10%	5%	4%	4%	4%	2%	7%
Misc. (includes pecan, butternut, birch, etc.)	20%	24%	20%	17%	18%	19%	23%	29%	36%

Source: American Walnut Mfgs. Assn. Based on surveys made of Chicago & Grand Rapids Markets. Percents represent % of total number of suites shown by style and wood.

A close-up on materials

Variety is the key to the woods and other materials that go into the furniture Mrs. America buys today.

Colonial furniture comes in pecan, mahogany, cherry, butternut, fruitwoods, and walnut.

Modern: in teak, rosewood, mahogany, and walnut.

Mediterranean: in butternut, walnut, oak, mahogany, fruitwoods, elm, and pecan.

French Provincial: in cherry, fruitwoods, walnut, and mahogany.

Italian Provincial: in pecan, mahogany, cherry, butternut, fruitwoods, and walnut.

18th-Century English: in satinwood, mahogany, walnut, cherry, and also with bamboo or simulated-bamboo decorations.

Jacobean: in oak and pecan.

French Townhouse: in mahogany, cherry, and walnut.

Numerous terms are used to describe the wood that goes into furniture and consoles, many of which overlap or mislead. So it helps to have an exact idea as to what they mean.

Here, with the help of the Fine Hardwoods Assn.'s booklet—"10 Most Frequently Asked Questions About Fine Cabinet Woods"—is a glossary of some of the terms to remember:

Genuine: All exposed parts of a piece of genuine wood furniture must be of the wood named. If a chest is labeled "genuine mahogany," all exposed parts must be mahogany—either solid lumber or plywood—according to a ruling by the Federal Trade Commission.

Solid wood: A solid mahogany piece must have all exposed parts made of solid mahogany lumber, the FTC specifies.

Combination: If many different woods are used in a piece, all the exposed woods must be named, says the FTC.

Veneer: About 90% of all furniture pieces made are veneered, according to the Fine Hardwoods Assn. Veneering refers to the process of gluing a thinner layer of one wood over a thicker and less expensive core of hardwood. Sometimes a veneered panel will consist of many layers—all of them wood. But the piece will probably be called by the name of the top layer: mahogany, cherry, or one of the popular woods generally used in fine furniture. The inner layers usually consist of poplar, gumwood, basswood, or chestnut.

Finish: Finish is the technical process used to enhance the natural color and design of a wood, change that color, develop a dull or glossy surface, protect the wood surface, or make one wood look like another. When the process is used to make one wood resemble another, it must be indicated as such, the FTC ruled. Instead of "walnut finish," the proper term would be "walnut-finished birch."

Some manufacturers engrave the wood grains of a more expensive wood on the surface of a less expensive wood; and a few still engrave wood grains on a synthetic surface.

But wood is growing exceedingly scarce, and manufacturers are exploring new materials, such as glass, metal, and synthetics.

In the past few years, plastic has been taking on a more important role. Some manufacturers do still engrave wood grains on it, but the applications of plastic are becoming somewhat more sophisticated. Many designers do not disguise the plastic at all, but use it as a decorative material in their modern pieces. Others use it as a wood substitute, especially for Mediterranean furniture panels.

Manufacturers have found that certain plastics can be molded into the intricate carvings that have until now distinguished high-end furniture. The process is fairly inexpensive; when the plastic is used with discretion and finished to look like the wood in the greater part of a piece, it is quite convincing.

But the use of the wood substitute presents some problems. While it does enable manufacturers to offer detailing in the low end of a line, the word "plastic" seems to have acquired "cheap substitute" connotations. "If you can't advertise it as all-wood, you're in trouble," asserts Leahy of Wanamaker's.

So manufacturers are exploring ways to combat these feelings. Some retailers feel if the plastic paneling is skillfully and tastefully applied, consumers will accept it.

THE LOOK OF THE CONSOLES

MANUFACTURERS FOLLOW FASHION SLOWLY

What Mrs. America is buying in the furniture department and what is sold as electronic furniture in the television department are often two vastly different things. While the quality and style gap between furniture and consoles becomes narrower every year, there is still a great gorge to bridge.

The days when the console manufacturer offered a single style in three flavors—walnut, mahogany, and blond—are gone forever. The basic console styles today nearly parallel furniture styles: As in furniture, the newest favorite is Mediterranean. As in furniture, Contemporary-Modern, Early American, Italian and French Provincial are still standard favorites. And in consoles, as in furniture, Oriental is the dark horse.

Usually, however, console styling lags about a year behind current fashions in the furniture industry. Of the top console manufacturers, only GE, Magnavox, and Scott have an English model in their line today. All three are showing one or more units in the 18th-century "Traditional" version of the style. Clairtone will drop an English model—probably a kind of "hunt" table—into its line in January; and RCA is working on an English console in the Jacobean mode. "We went with Jacobean," explains Tucker Madawick, RCA's manager of industrial design, "because it's Moorish and close to Mediterranean, and people want that kind of Old World heritage and heirloom quality." Philco-Ford's bow to the English influence will probably be a bamboo piece to be introduced into its console line next year. "We had some bamboo two years ago," explains Robert E. Munz, Philco-Ford's director of design, "but the market's ready for it now."

Westinghouse manager of industrial design, John L. Benty, is more cautious. "There was a lot of bamboo at the last Furniture Markets," he concedes, "but we don't really see any historical significance to bamboo as a trend. So we want to watch and see what happens."

Gene H. Kile, Sylvania's supervisor of industrial design, acknowledges "the current trend to elegance and sophistication." But neither Sylvania nor any other manufacturer seems to have invested heavily yet in the Look-of-the-Louis French style.

Console manufacturers offer a plethora of reasons for their unwillingness to follow too closely on the heels of a new furniture fashion.

"We don't feel we should follow furniture trends immediately," says a Zenith spokesman. "People buy their consoles to fit in with the furniture already in their homes, and they may have bought that furniture two or three years ago."

"We go to the Furniture Markets," explains Benty. "We try to pick out best-sellers-to-be; but it's hard to know which way a style will go—like, for instance, bamboo. So we sit tight and watch. In some unusual cases, we'll be right on target or slightly ahead of the furniture industry—but hardly ever. Because someone who buys our products will usually buy it after he buys the rest of his furniture."

"For instance," points out Thomas E. Hasset, vice president of Perlmutter, Snyder, Hasset (the design firm employed by Philco-Ford), "English is big right now; but English can mean any number of different styles—from Jacobean to Queen Anne. We have to see what sells before we translate it into a console. So usually our policy is to move in on a trend after it has begun and design an accent piece that will fit with it. We tend to be behind a trend—although it can be as little as six

months behind—but people continue buying a style for at least two years after it first comes out."

"It's our lead time that makes the time difference for us," explains RCA's Madawick. "It takes 18 months between the time a design is prepared and a console is introduced. So we have to identify design forces in their embryo stages. If we're not right with a furniture trend, we're a year late—just because of that schedule."

Console manufacturers tend to see the furniture trends in a different light from the furniture industry. While shelter magazines and furniture trade publications are waxing poetic about the return to elegant and graceful court furniture, console manufacturers are lowering their sights to the more massive styles.

"People want the heritage, heirloom quality of that old-looking baroque stuff," asserts Madawick.

"In this country, there's a trend to traditional, opulent, decorative styles and materials," says designer Hasset. "People want the heavier, ornate, distressed look. So if it's French, it's French Provincial—not the lighter Townhouse look."

Of course, console manufacturers have good reason to see heavy shapes everywhere. They are currently riding the crest of an overwhelming wave of Mediterranean-styled console sales. And the Southern European trend is multiplying and spreading to the middle and lower ends of console lines.

As Mediterranean continues to spiral in popularity, manufacturers include more and more models in their lines. And, since there are just so many Spanish credenzas to copy, design details are borrowed from everywhere. A table leg becomes the fretwork on a speaker grille; the shape of a chair becomes the detailing on a console; an Italian Provincial piece becomes Mediterranean; or a Greek carving decorates a Moorish panel.

Sometimes—as in the case of GE's "officer's-chest-turned-Mediterranean-console"—the result is a happy one. Sometimes the mishmash produces disastrous results. One manufacturer has even grafted together a Mediterranean cabinet motif and an Early American railing to combine the best of two inconsistent, but highly successful, decorating worlds.

It is the console manufacturer's difficult position between two worlds that produces this great disparity. As some manufacturers point out, their product is first and foremost an entertainment product. The furniture jump-suit in which it is clothed serves only to make it more salable.

And, they explain, there are real structural limitations that a furniture manufacturer does not face. For instance, speakers require adequate separation; tv tubes need proper ventilation; and controls must be easily accessible. Some manufacturers—like RCA with its high-rise armoire and Clairtone with its G2 stereo console—have found means to overcome these limitations.

But the fact is that the console manufacturer is straddling the line between his own field and the furniture industry. On the one hand, he borrows many of his designers or design firms from the furniture industry. Some producers, such as Motorola with Drexel and Bentley with Widdicomb, even use name-brand furniture manufacturers to make their cabinets. Console designers constantly follow the Furniture Markets and keep up with trends through manufacturer showings and trade and consumer publications. On the other hand, however, many furniture decisions are made on the basis of last year's sales figures, with the

IT'S FURNITURE

THE LOOK OF THE CONSOLES

result that good and bad console styles make their reappearance year after year—because “they’re selling, aren’t they?”

The consumer takes the plunge

Who is the consumer who buys these consoles? If any manufacturers know, they are not talking. In general, the feeling seems to be that the console customer is more apt to be of middle than upper income.

“You’d be surprised how many \$600 consoles we sell to people who make \$7,000 a year,” notes one Cos Cob (Conn.) retailer. “For instance, we just sold a \$1,000 stereo center to a waiter who lives above a garage. The rich people buy portables—but lots of them, like one tv for every room.”

“It’s mostly the middle class that buys console tvs and entertainment centers,” finds Herbert J. Zeller, director of design at Motorola. “Also, the upper-income retired couple. They see this as their last major investment.”

“We feel that the console consumer is the middle-income consumer,” notes Brunn of Drexel. “When color first came out, only the upper-income levels could afford it. Now they’re avoiding consoles and buying portables.”

And most manufacturers and retailers agree that it is the woman of the family who makes the furniture decisions. “The man handles the technical details,” notes Leahy of Wanamaker’s. “But I’ve seen many a man who didn’t buy a tv because it didn’t come in a cabinet his wife liked.”

To find out what these consumers want, Philco-Ford conducts market studies and test-markets constantly. “We average 600 consumer interviews a day—both in Philadelphia and in other towns,” explains Munz. “Some of these questions center on console preference, especially on the West Coast and in New England. We found that consumers do not mind if there is plastic in a cabinet panel and that they are split 50-50 as far as a preference for doors on tvs is concerned.”

Other manufacturers hesitate to depend too much on consumer preferences. “We think there’s a danger in asking the consumer what he wants,” notes Benty of Westinghouse. “We keep remembering that 1956 DeSoto with Air Flow. Consumers asked for it, and it was a bomb. People don’t know what they want until they see it. So we feel that it’s better to make up a product and show it to them to get an idea of consumer reaction.”

The shape of things to come

Whoever the console consumer is, she is definitely the New Consumer. And, as the New Consumer’s taste buds grow ever more sophisticated, console manufacturers are serving up new ideas in decoration and design to tempt her discriminating palate.

Consoles are taking on new shapes. The long, low box is no longer the only alternative;

high-rise armoires, square boys, and drum tables give hints of the new contours in consoles to come. New materials are finding their way into console construction to accent or replace the conventional grille cloth, wood, and/or printed masonite.

And console manufacturers are falling in with the new trends in decorating. As Mrs. America learns to mix and match, manufacturers are producing accent pieces she seeks.

“We see our consoles as occasional or accent pieces,” says T. W. Schriever, television account designer at Westinghouse. “We evaluate what makes a style—for example, what finish or what shape is most widely used in Mediterranean furniture. Then we make a design that’s compatible with it.”

Philco-Ford’s accent is most emphatically on the accent piece. “You’d probably have a hard time making a console to exactly match furniture styles,” says Munz. “So we make a piece to complement them.”

RCA’s view: “Consoles are so expensive that they should be the focal point of a room. How many Widdicomb cabinets can you buy for \$1,000?” asks Madawick.

Sylvania even furnishes its customers with charts explaining which type of furniture will mix with which consoles. “Interior decorators and furniture designers agree that it is entirely appropriate . . . indeed it is often desirable . . . to blend two or more families of fine furniture within your home,” reads the introduction to Sylvania’s color tv brochure.

Only Motorola, with its close relationship to Drexel and its consequent opportunity to market consoles to match furniture suites, is not committed to the accent-piece idea.

“It is our commitment,” explains Zeller, “to supply the consumer with the type of furniture he has in the home. Our customers can buy a tv to match their living room suites.”

But even Motorola hedges its “match” bet enough to acknowledge the mix-and-match concept. “Take the Esperanto Mediterranean grouping, for instance,” says Zeller. “That was successful for both Drexel and for us. Now a customer can buy a set that is almost identical to a credenza in that grouping, or he can get a console that is compatible without being an identical twin.”

And manufacturers are investigating other decorating and design influences, too. One important consideration is the effect of architecture on furniture.

“You can’t separate architectural trends from furniture,” notes Robert Charles, family home editor for *Parents’ Magazine*. And other observers point to furniture adapted to the ranch house or the Bauhaus look in architecture. GE’s bow to the trend is a 108-inch “Penthouse” console designed to fit under the huge picture windows that dot so many new high-rise city apartments.

But the real design challenge—and the one many manufacturers are hesitating to talk about yet—is the integrated circuit. Most of them parry questions about what design changes ICs will produce by pointing out that speaker size and separation and the tv picture tube are still problems. So, they say, ICs will make little difference to design.

But RCA’s Madawick disagrees. “With ICs we’ll be able to reduce the size of the control panel,” he says, “and that will make it easier to produce more authentic furniture styles.”

There are other possibilities, too. The portable radios with ICs, which GE and Philco-Ford recently introduced to the industry, are styled with a difference. And Philco-Ford—a company that expects to have a full IC radio line within a year—thinks it knows why.

“The real design potential in ICs,” says Munz, “is their psychological impact. Manufacturers want to point out the space-age connotations of the new development, so they go all-out to give IC products a jet-age look.”

Other manufacturers pinpoint easier separation of components as the potential IC plus.

New forms

With or without the help of ICs, manufacturers are shaping up a new look for consoles.

RCA is taking what may be both the most obvious and the most revolutionary approach.

“We’d like to identify some kind of furniture silhouette that would characterize pure stereo,” says Madawick. “It would be a new piece of furniture in the home—not a copy of what’s there already. For instance, the grand piano is a special piece of furniture that couldn’t be anything but itself; and we’ll make a stereo that couldn’t be anything but itself.”

How RCA will do this is a classified company secret, but it may involve separating the components in the console.

Meanwhile, on the entertainment center front, RCA continues to ride high on the popularity of its high-rise armoire. The original Mediterranean copy last year sold out three cuttings—well into the thousands of units. This year, the company has added a French Provincial armoire to its line; and RCA is examining still other shape possibilities. “We’ve been placing the screen too low,” says Madawick; “so next year we’ll come out with a series of tv console square boys. It’s a shape that’s new to our industry, but is old hat to furniture manufacturers.”

And new shapes are just what retailers are waiting for. “You’ve got to change to stimulate the consumer,” says Bamberger of L. S. Ayres. “We could sell new styles if we had them. Even in appliances we could sell new styles—we sold that wall-hung refrigerator until GE dropped it.”

Wanamaker’s Leahy agrees. “If we had that Philco gas pump [Philco’s 1959 “Predicta” tv] today, we could sell a lot of them. People are ready now for the unusual.”

Nor has Philco-Ford given up experimenting with new shapes. While the company found an 80% consumer preference for the long, low console in its consumer studies, it is looking into such new design possibilities as cubes and cubes on pedestals. This year Philco-Ford’s line is the longest ever, with many 76-inch-and-over consoles; before, the limit was 66 inches. One particularly happy design innovation is a short, low, Early American campaign chest stereo with corner brackets, side-firing speakers, and a vinyl-cushioned top that serves as a window seat.

This Philco-Ford unit offers a solution to one of the many small, but important, problems in console design. Because it is necessary to lift the top of a stereo console to gain access to the controls, the top of the console ordinarily must remain bare and useless. The best a decor-conscious homemaker can do is to set a small vase or art object on top of the long, low console which probably takes up most of her wall space.

Clairtone introduced its own version of a cube this year: a square, rosewood color tv set, with a leather top, placed on a modern pedestal.

Andrea Radio’s new shape is a circular electronic theatre.

And Westinghouse, encouraged by the success of the armoire, sees a move to the “vertical configuration that, up to a few years ago, was lacking even in furniture.”

Westinghouse designers are planning a “Specialty Group” of new consoles—which will include an armoire and, perhaps, a drum table—for next year. “But,” says Benty, “the basic piece is still the long, low piece, because split-level and ranches are still the most popular form of housing in the country. And, if a piece is too unusual, it just doesn’t sell—even as furniture.”

As a company that got burned once, Motorola is somewhat more cautious. “We’re sticking to the more conventional credenza,” says Zeller. “We had a line of cocktail tables and wall pieces—a console decorator series—a few years ago. But it wasn’t successful. The customers didn’t know what to do with it, and the decorators who had been screaming for just this kind of thing didn’t help us. It might go over today, though, because people have more money to spend.”

People have more adventuresome tastes, too. And, as the New Consumer educates her style sense, some manufacturers are finding it profitable to dust off old concepts that did not sell in the past.

Meanwhile, furniture editors for consumer magazines are suggesting still other shapes: a tall, thin French Semanier, for instance, or a Chinese armoire.

New materials

Like the furniture industry, console manufacturers are experimenting with novel uses for old and new materials.

The old grille cloth is being replaced by cane, rushes, wicker, highly textured and brightly colored cloth in reds and olives—and wood. As a speaker grille, wood is the odds-on favorite: wood slats, wood shutters, wood fretwork, or intricately carved wood—as long as it is wood.

The old tv picture tube is being covered with doors: hinged doors, tambour doors, or sliding doors—as long as they are doors.

And the consoles themselves are being decorated with vinyl, leather, fake slate, synthetic marble, chrome, and glass.

But the real revolution in materials is the use of plastic. Like the furniture industry, console manufacturers are beginning to rely upon plastic panels to simulate the expensive, hand-carved look so popular in furniture styles such as Mediterranean.

Two important factors are beginning to affect the trend, which has been sweeping the industry: a growing wood shortage—especially in walnut—and the high price of craftsmanship.

Philco-Ford adds up the numbers in the economy move: A “carved” panel, which would cost \$2.50 if carved out of wood, can be reproduced in plastic for 45¢. While it costs \$1.50 to carve each section of a panel for the Philco-Ford Domaine 175PC, the entire panel of five sections can be molded in plastic for 90¢.

“But,” emphasizes Munz, “our cabinets will still be 90% wood, and we wouldn’t use the plastic in the high end of our line.”

The chief advantage of the molded plastic, as explained earlier, is that it makes it possible to offer detailing in the low end of the line, where it was never possible before. With plastic panels, the \$269 stereo can come in more styles than the familiar stripped-down, plain-Jane, Modern version.

But, there are problems; and Motorola points up one of them. “In the eyes of the consumer, plastic is still a substitute,” Zeller says. “So, while we’re aware of plastic, and we’re looking into it, we haven’t rushed into it.”

Philco-Ford is not so sure that consumer acceptance is such a big hurdle. “We showed our La Grande 1795PC to consumers in a study,” explains Munz. “The two outer panels were plastic, and the two inner were wood. The consumers actually preferred the outer panels.” Nevertheless, the company prefers not to label the plastic in its units.

Philco-Ford is beginning to use plastic in the low end of its line; RCA has used plastic in limited quantities for a few years; Magnavox uses a “composition which is not plastic”; Westinghouse will have plastic panels in some models within a year; and GE is interested. The trend is definitely spreading. One holdout, however, is Zenith.

Says a Zenith spokesman, “Substitutes seem to be a trend, and we’re looking into them; but we have no immediate plans to use them now. There’s still the problem that people don’t think substitutes are as good as wood.”

If consumers will indeed balk at the thought of buying a wood substitute in however small quantities, the problem will have to be solved on the selling floor.

Some manufacturers advocate labeling the substitute material; some would rather ignore it. But that choice may be taken out of their hands by the Federal Trade Commission, which has been asked to require labeling and “has the matter under consideration.”

Labeled or not, retailers will probably have to take a positive approach to selling the plastic. They can sell the benefits of the fine detailing it makes possible at so low a price; the fact that even consoles which use plastics in their panels are still usually 90% wood; and, perhaps, they can even sell the process of preparation.

In most cases, the plastic is prepared in a mold and then treated to accept finish in the same way wood does. Then the panel is attached to the cabinet, and the whole cabinet—panel and all—is finished as a single unit in the desired effect.

THE LOOK OF THE SALES FLOOR

How it can be

What does all this new emphasis on furniture design and innovation mean to the appliance-tv retailer?

It means a new need for a new look at selling habits. It means a growing demand for a solid background in furniture styles. It means an opportunity for the retailer to throw away his old nuts-and-bolts and price approaches to selling consoles and focus on the top dollar that a furniture-fashion sales approach can earn him.

“Of course, you’re not going to be able to trade up a woman if you quote her price right away,” says David H. Gilmour, executive vice president of Clairtone. “First, you have to do the selling job. You have to sell the console as furniture and fashion and a future investment. Then you can ask \$600 for it. Selling the nuts and bolts of a console is like selling a Chanel suit on the number of seams it has.”

It is the entertainment quality that the customer is buying.

And it is the look that counts.

There are many ways to sell that look: with displays, with advertisements, with furniture sales training. There is nothing very stylish about stereo consoles stacked side by side—like so many cardboard boxes—on the sales floor. There is nothing glamorous about an ad describing the number of IF stages in a color tv console. And there is nothing very convincing about a salesman who cannot tell you the difference between English and Mediterranean styling.

Display—especially the vignette or room setting—is a major key to console sales. The theory is that seeing is believing: a customer needs to see a console in a room like her own, in order to decide whether or not she likes it.

Department stores have some edge over appliance-tv stores in this respect, because the department store can display consoles in its furniture department. But many department store techniques can be applied in appliance-tv stores, too.

How department stores do it

Here is how some department stores give their consoles sales sparkle, and how manufacturers can help them—and you—to do it:

L. S. Ayres & Co., Indianapolis

At L. S. Ayres, consoles are often arranged in groupings on the furniture department floor. And one console, the Magnavox Imperial, is shown in a room setting in the store’s “Gallery Model Rooms.”

“It does sell sets,” says Bamberger. “While we don’t actually sell the console in the furniture department, it whets the customer’s appetite; then we refer her to the tv department, where sets are displayed in vignettes. A carpet, a bit of material, a picture—any of these can make a console vignette. And the vignettes can tell the style story. The salesman still has to know something; but even if he doesn’t, the vignette can do his job.”

L. S. Ayres also holds auditorium shows two or three times a year to explain the selling points of a console. “We concentrate on the decorator aspects,” says Bamberger, “not the mechanical ones.”

Broadway Department Stores, Los Angeles

At Broadway Department Stores, consoles are sometimes displayed in the furniture department; but the preferred method is to display them in vignettes in the television department. There, platforms are set up, and the walls are decorated to provide a setting that focuses attention on the consoles. In addition, departmental meetings are held periodically to train personnel in the fine points of furniture.

D. H. Holmes Co. Ltd., New Orleans

On order at D. H. Holmes are RCA Mediterranean and Traditional consoles for display in room settings in the furniture department.

Furniture home fashion coordinator Haney is still in the process of setting up his other projects there.

At his last assignment with the May Co., in Cleveland, Haney displayed consoles in furniture settings with some success. “We found that a woman is much more apt to buy a console she sees in a home-like setting than one displayed like so many dresses on a rack,” he says.

John Wanamaker Inc., Philadelphia

At Wanamaker’s, salesmen are informed of furniture trends periodically by a “Home Fashion Trends Report,” prepared by the home fashion coordinator. This mimeographed brochure, which goes to all personnel in the home departments, describes current trends in furniture styles, colors, materials, dinnerware, and consumer electronics design. Therefore, all salesmen in all home fields have some basic knowledge of the current fashions. In addition, salesmen from all home departments attend interdepartmental training meetings, where fashion and furniture trends are illustrated and discussed.

In the tv department itself, the consoles are arranged around pillars hung with mirrors and drapes and are accessorized by the store’s fashion coordinator. Wanamaker’s occasionally displays consoles in room settings in its furniture department, as well.

While most retailers agree that vignettes and furniture displays help sell consoles, few have the space in which to do it. And what is causing this lack of space is the very thing that has sparked up console sales: the proliferation of styles and designs.

“All these new styles are great,” says Leahy, “but they take up a lot of space and multiply the amount of open stock you have to carry. It’s especially hard for a store that has branches. Say I keep three models for each manufacturer I carry on the sales floor. I have seven branches. So for every manufacturer I carry, I have to have 21 sets in open stock—at least.”

According to RCA’s Madawick, the problem is not just one of number; it is one of size, too. “Size is a problem,” says Madawick, “both on the retail floor and in the home. The consumer moves on the average of once every five years, and what is she going to do with a too-big piece of furniture? Manufacturers, retailers, and distributors must find a way to work together to solve the problem.”

One way the manufacturer tries to help is through permanent displays and point-of-sale materials calculated to get the message across with a minimum of space and effort. One way the retailer can help himself is with a “that extra touch” approach to display.

Sometimes, when it is not possible to set up a vignette, a similar effect can be achieved with the help of a bowl of artificial flowers, a statue, or a bowl of fruit placed on top of the console, or with a painting hung over it. The “extra touch” puts the console in the context of a home furnishing and can also tip off customers and salesmen as to what style of furniture it is.

No matter what method of display is used, however, it is important to place the console so that it can be seen clearly and from more than one angle. The customer should be able to get into position to see the front, or to look inside, or to get a good idea of the console’s total shape and size.

As Philco-Ford’s Tom Fisher says, manufacturers and retailers alike are “providing home entertainment, but they are also selling furniture.”

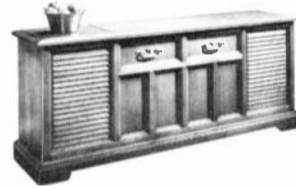
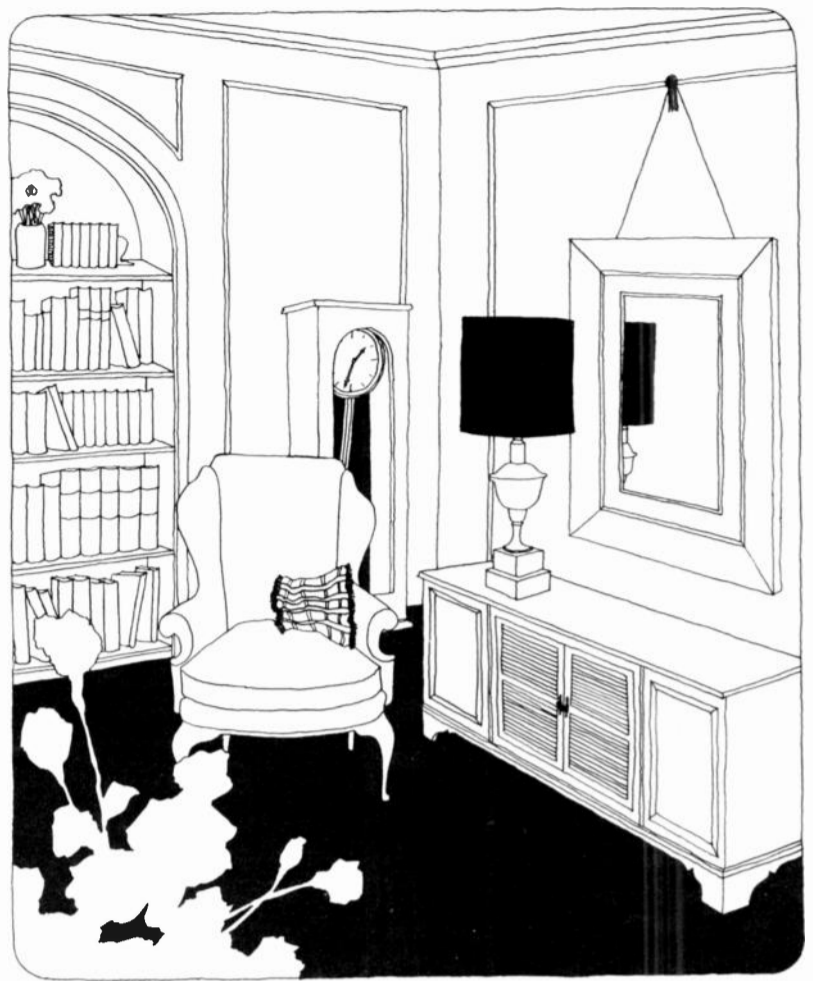
SEEING IS BELIEVING

Even the most stylish French Provincial console will stubbornly stick to the sales floor if your customers have 18th-century American living rooms. Unless . . . your salesman can make that difficult mix-and-match sale.

He can move that console right off your sales floor and into a customer's home, if he knows how. He can sell the elegance and decorator quality of mixed furniture styles. And he can push the up-to-the-minute concept of buying what is beautiful instead of what merely fits properly into a period decor.

But first he must help your customer to visualize how that particular French Provincial console—or one like it—will look in her own living room. And here are some illustrations to help him do it.

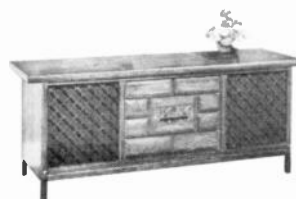
Drawings by B. H. Fitzgerald



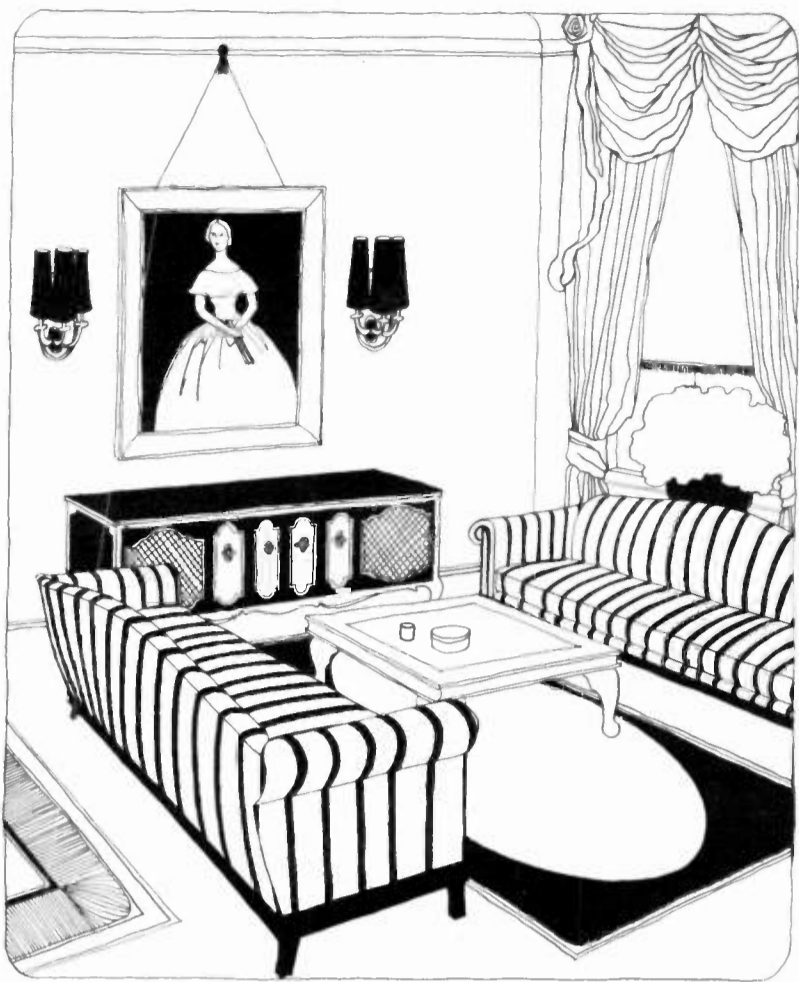
The console is Early American; the room is a mixture of American and early 18th-century English. Show your customer how the straight, simple lines of the console (perhaps Philco-Ford's 1783LCH, shown at left) offset the curves of the Queen Anne chair. Early American looks equally attractive with French Provincial and other English furniture—or with maple, cherry, mahogany, or pecan wood.



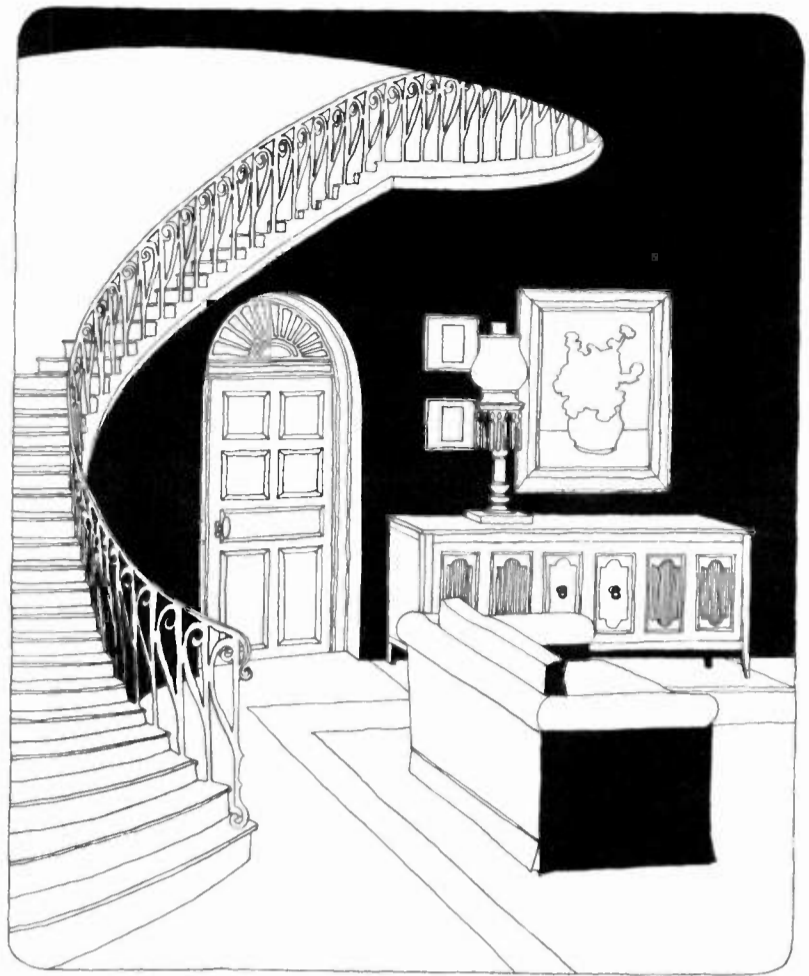
The console is Italian Provincial; the look of the room is Contemporary. Show your customer how the elegance of the console (perhaps Zenith's X932H, at left) accents the simple lines of the Modern sofa and the Barcelona chair. Italian Provincial mixes just as well with Mediterranean, French Provincial, and English styles—or with walnut, pecan, mahogany, cherry, or oak wood.



The console is Mediterranean; the room is a mixture of Look-of-the-Louis and Modern fashions. Show your customer how the heavy console (perhaps Motorola's SK556C, at left) balances the lighter forms of the French chair and Modern table. Mediterranean goes just as well with Italian Provincial and French Provincial furniture—or with walnut, cherry, oak, butternut, or pecan wood.



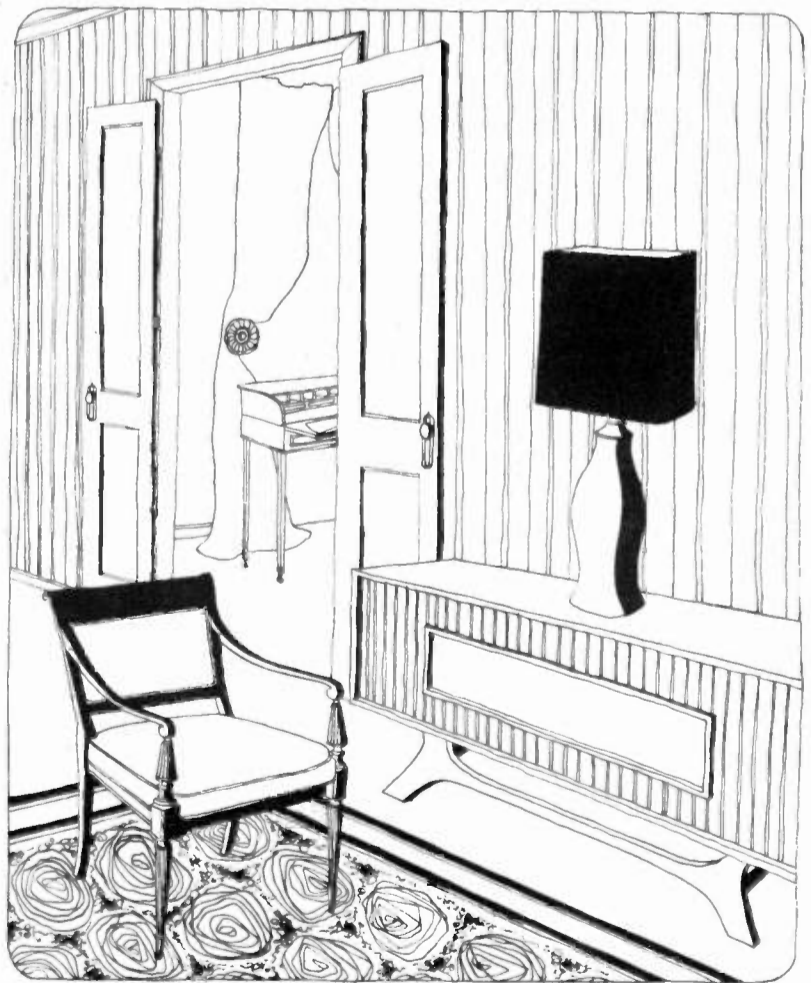
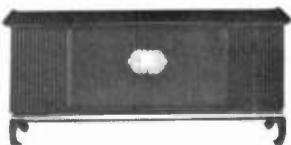
The console is French Provincial; the room is a blend of 18th-century styles. Show how the delicate lines of the console (perhaps the Sylvania SC186DP, at left) accent the sturdier curves of the English sofas or the elegance of the French drapes. French Provincial is also at home with Modern, Early American, or Italian Provincial—or with walnut, maple, cherry, mahogany, or pecan wood.



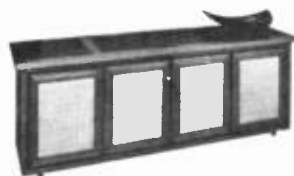
The console is 18th-Century English; the room is a composite of 18th-, 19th-, and 20th-century styles. Show how the formality of the console (perhaps the General Electric B637, at left) accents the Victorian lamp and the Modern sofa. English is just as comfortable with Italian Provincial, Oriental, or Early American furniture—or with mahogany, maple, cherry, or butternut wood.



The console is Oriental; the room is Oriental-Modern. Show your customer how the lacquered console (perhaps the Clairtone Mandarin, at left) offsets the plush comfort of the overstuffed Modern sofa. Oriental is traditionally a good mixer with French Provincial, Townhouse French, Italian Provincial, and English furniture—or with butternut, cherry, maple, mahogany, or pecan wood.



The console is Modern; the room is done in 18th-Century English. Show your customer how the sleek lines of the console (perhaps the Westinghouse ST58WA7, at left) update the well-mannered period pieces in the room. Modern blends equally well with Italian Provincial, Mediterranean, Oriental, or French Provincial furniture—or with walnut, oak, mahogany, pecan, or cherry wood.

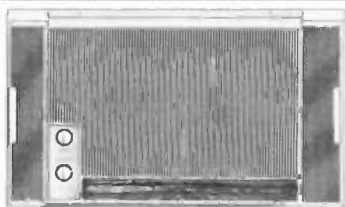


Show us the window —we'll fit it

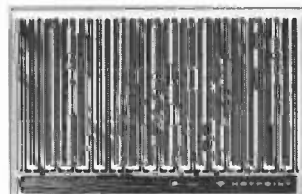
with a new 1967 Hotpoint air conditioner



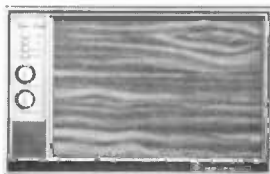
Hotpoint dealers can now offer their customers a complete selection of air conditioners for virtually all window installations.



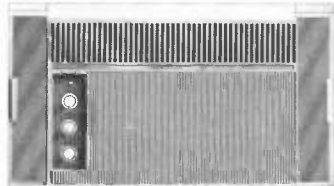
Portables—with Quick-Mount feature for regular windows
3 models of moderate size and price. One has a standard window installation kit, the other two have Quick-Mounts that snap in place. A great air conditioner for bedroom, nursery, den or smaller rooms. American Group styling goes with decor in any room. 5000 and 6000 BTU capacity on 115 Volts.



U-Mounts—for double hung windows
Hotpoint's fast-selling U-Mounts now available in 4 models. This unique design, with condenser air system and compressor located outside the window, keeps noise out, only cool quiet comfort in the room. Permanent washable filter is easily accessible behind front panel. From 5800 BTU to 11,000 on 115 Volts.



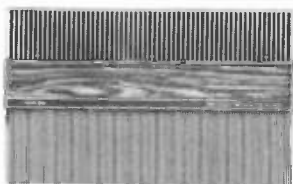
Side-Mounts—for horizontal sliding windows
More new models from Hotpoint—for horizontal sliding windows. Here's a market hardly touched, and it's all yours with the Hotpoint Side-Mount. Window slides right into cabinet. Like the U-Mount, only cool quiet comfort inside the room. Permanent washable filter. 2 models, 5800 and 9000 BTU on 115 Volts.



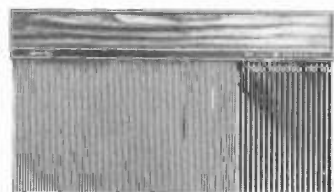
Compacts—for narrow windows
A new compact size—only 23" wide—in the American Group Furniture styling. Permanent washable flip-out filter. 3 Quick Mount models from 6500 BTU to 10,000 BTU on 115 Volts. One 10,000 BTU model on 230/208 Volts uses standard window kit.



Casement Models
New from Hotpoint, a new casement window air conditioner. Designed to be installed in either wood or metal casement windows. Permanent washable filter—adjustable air director. 6000 and 7200 BTU on 115 Volts.



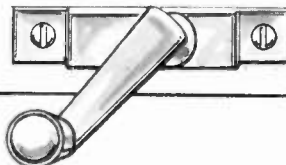
Full-Size Models with Automatic Circulaire!
6 models feature Hotpoint's Automatic Circulaire with powered louvers that automatically direct cool air floor to ceiling, wall-to-wall. 3 models have manual Circulaire with separate electric heating operation. Permanent washable, flip-out filter. Rust Guardian finish. 8600 and 11,500 BTU on 115 Volts. Seven models from 12,000 to 18,000 BTU on 230/208 Volts.



Whole house models—fit most regular size double-hung windows
Here are the big ones, 3 giant capacity models to choose from for multiple-room or large-area cooling. Permanent washable flip-out filter. 20,000 BTU on 230/208 Volts, 26,000 BTU on 230 Volts and on 208 Volts, and a giant 29,000 BTU capacity unit on 230 Volts.

Magnificent Furniture-Look Styling—Dozens of Special Features

Hotpoint's the complete line. Show us the window, we'll fit it. You'll find the extra profits fit well too. Contact your Hotpoint representative, today.



Hotpoint

first with the features women want most



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

WRH

The blender is fattening the buyer's dollar volume

The blender's fat sales ticket is one of the nicest—and most profitable— aspects of the product's rise to hot-item status, manufacturers and retailers are discovering. From a dollar volume standpoint, the blender is a sure-fire winner.

The blender has taken over from the slicing knife the role of hot item in the electric housewares category. It is the blender that is hardest hit by delivery delays and expected shortages. Last year, the knife caused the main delivery problem.

In fact, manufacturers and retailers have readjusted their thinking on the slicing knife. Most buyers will be happy to meet last year's figures, but fear they may have to settle for less. Nevertheless, the blender surge, the comeback of the hair dryer, and the sales spurt of other products—particularly personal care electrics—are more than taking up the slack in slicing knife volume.

Whereas the slicing knife—at least the volume part of the business—has sold at well under \$20, the blender has been selling in volume well above \$30, \$40, and even \$50 (although promotional units are retailing considerably below \$20).

The top models are selling best in many a blender manufacturer's line. Even promotional manufacturers are finding that their high-end models show the greatest sales. And, from the very beginning of its rise from specialty-item to hot-item status, the blender has been one of the best products for trade-up sales. For one reason, the blender is usually well sold, often by a skilled demonstrator; for another, trade-up features are clear to the consumer ("More buttons for the money," as one buyer put it).

Deliveries are a problem—although not a major one as yet—judging from comment by both buyers and

manufacturers. There are delays, and, in some cases, buyers are being forced to substitute another model for the one originally ordered. Although most retailers are distributors, as well as manufacturers, anticipated a sizable increase in blender volume, apparently no one estimated high enough.

Last year, for example, Hamilton Beach stockpiled slicing knives—a gamble that paid off. Hamilton Beach was shipping at Christmas when many of its competitors could not. Hamilton Beach concedes it is not in such an enviable position this year as far as the blender is concerned, although, like practically every other manufacturer, the company is currently shipping more blenders than ever before.

The business is up for grabs, even though the traditional leader, Oster, has a good head start. For years, Oster and Waring had the business pretty well to themselves. Hamilton Beach has come up strongest, reportedly rivaling Waring for the No. 2 spot.

Other manufacturers making moves: Ronson, with a complete line, is currently held back by production problems in getting up its Cook 'N Stir and solid-state units; Merit Enterprises has a smartly styled promotion line that it began shipping only in August; Westinghouse introduces a high-end solid-state unit; Iona shows a styled-up line; Rival has its Electronic model and growing private-label work in blenders; and Knapp-Monarch is gaining wider shelf space with its newly expanded line. Sunbeam and General Electric, too, if for no other reason than the power of their brand names, must be considered factors.

Manufacturers and retailers alike are counting their blender blessings this Christmas. —Ed Dubbs

KEY MOVES

Otis Jackson & Associates—E. Donald Eades Jr. joins the staff of this company, which represents Iona Manufacturing.

Hamilton Cosco—Ronald L. Fairhead is named product mgr for housewares products manufactured by the Cal-Dak subsidiary.

Republic Molding—Bart J. McCloskey is appointed vp and director of marketing and sales; and Blair Sales, of Dallas (Tex.), is named sales rep.

Oneida—J. William Dawes is named to the newly created post of New York regional mgr.

Wear-Ever Aluminum—Albert A. Yort Jr. is appointed mgr of market product development.

Stanley Works—David R. Anderson is appointed to the new position of director of financial planning; Robert J. Becker is named controller of Stanley Works; Jack B. Newton is named controller of the Hardware Division; William C. Reynolds is

named controller of the Power Tools Division; and John J. Thornton is named controller of the Stanley-Judd Division.

Corning—Craig W. Ruhm is appointed sales rep for specialty sales in the New York City area; Kim I. Matzdorf is appointed Midwestern district sales mgr; Frank P. Hudson is named mgr of field service systems; and James R. Holland succeeds Hudson as mgr of the Greencastle (Pa.) plant.

Jacobsen—Thomas R. Zingle is named regional sales rep for the Jacobsen Chief tractor in the Northeast.

Toro—Stephen F. Keating, president of Honeywell, is elected to the board of directors.

Max Klein—Peter Woolf is named director of sales for the Houseware Division.

Allied Chemical—Massie-Wendling Co., Dallas (Tex.) is named rep for Texas and Oklahoma.

□□□□ **Dominion will cut back its fair-trade line** beginning in January. In confirming trade reports, Sheldon Shaffer, Dominion executive vice president, said the firm would offer a "shorter" fair-traded line, but declined to say how many items would remain under fair trade. He also confirmed that Dominion would stop using the Imperial name, which was adopted when the company first added non-fair-traded items to its housewares line.

Dominion took a reverse course from most housewares manufacturers in following a two-line approach. The company started by fair-trading its entire line, then brought out the second line, Dominion Imperial, for regular distribution.

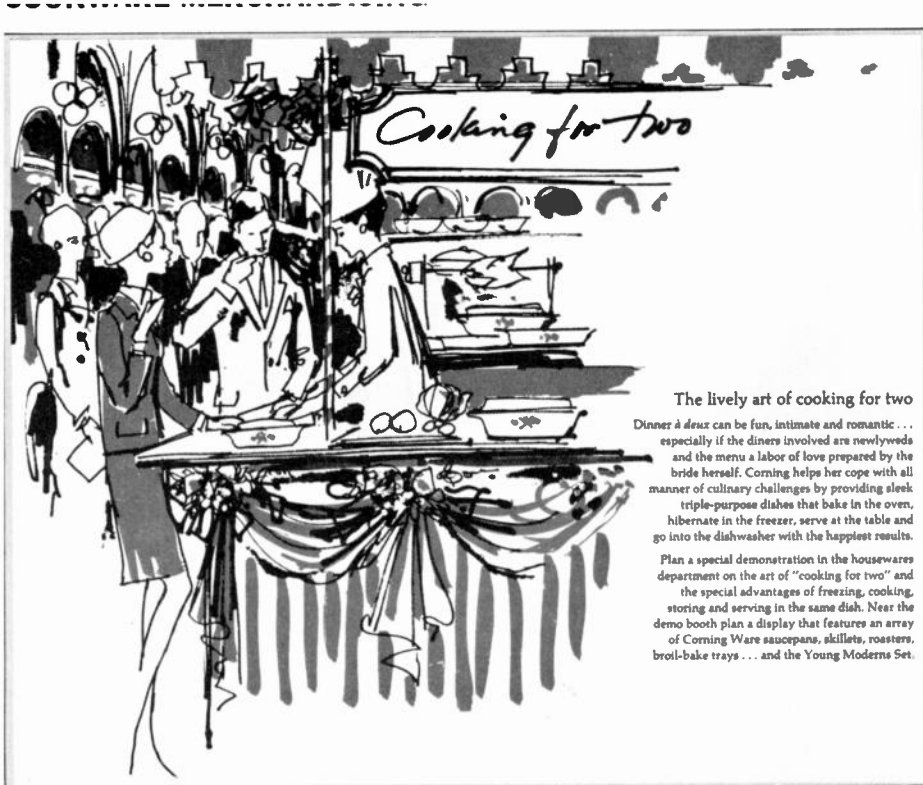
Shaffer stressed that Dominion will continue to enforce fair-trade pricing on its "shorter" line. He also said Dominion would hold off any price increase until January, when "selective" price increases are expected to average about 3%. A second Mansfield (Ohio) electric housewares producer, Westinghouse Electric, also has indicated that any price increases also will probably be held off until new price sheets are issued for next year. Westinghouse's housewares operation was unaffected by walkouts that occurred last week at some Westinghouse plants.

□□□□ **Farber is postponing its Farberlon line** of non-scratch, non-stick cookware until next year. A spokesman for S. W. Farber blamed production problems, including trouble obtaining machinery. The company showed the spattered-look Farberlon line in July and had planned to begin shipping it in October. Farber will be doing its own coating of the non-scratch, non-stick cookware. Farberlon marks Farber's entry into the non-stick field.

□□□□ **Outdoor storage sheds with carriage lamps** (plastic, for looks only) provide a new decorative touch at Arrow Metal Products, according to reliable trade sources. Arrow also is featuring interchangeable decorative panels—including one with a brick-like effect—on its new metal storage shed line. In addition, the firm is playing up a new, more durable finish. Arrow did not exhibit its new line at the National Hardware Show last month; it will be officially introduced at the January Housewares Show.

□□□□ **Sylvania jazzed up its Decor Lite package** to increase impulse purchases of the decorator line. The single-bulb package includes a clear plastic window that protects the lamp from handling and dust and allows the consumer to see the bulb design, color, and base size of the lamp. The packages can be displayed alone or on racks.

□□□□ **CU votes for housewares Christmas gifts**, picturing nine housewares-hardware items out of 19 "Best Buy" gifts for 1966 in its November issue. Consumers Union shows a toaster-oven, a cordless toothbrush, a manual ice crusher, a ¼-inch drill, a ladies shaver, a personal desk fan, a pedestal-type bath scale and a single-cup coffee brewer. Also recommended, but not pictured: a toaster and an electric ice crusher. Two of the nine products shown are from a catalog-chain's private-label line.



Cooking for two

The lively art of cooking for two

Dinner à deux can be fun, intimate and romantic... especially if the diners involved are newlyweds and the menu a labor of love prepared by the bride herself. Corning helps her cope with all manner of culinary challenges by providing sleek triple-purpose dishes that bake in the oven, hibernate in the freezer, serve at the table and go into the dishwasher with the happiest results.

Plan a special demonstration in the housewares department on the art of "cooking for two" and the special advantages of freezing, cooking, storing and serving in the same dish. Near the demo booth plan a display that features an array of Corning Ware saucepans, skilleters, roasters, broil-bake trays... and the Young Moderns Set.

A "cooking for two" promotion is sure to draw the bride-to-be



The party kitchen boutique

For the sweetest surprise of the season... plan to launch a worldly kitchen boutique dedicated to the art of creative cookery. Stock it with paraphernalia chosen with an eye to decorative appeal... from a simple butter curler to great copper pots. Bring treasures from the far corners... hibachis from Japan... tureens from Portugal, duck presses from France. Let the shop glitter with the new and the enchanting... party aprons, off-beat candles, butcher block tables, espresso machines, vast chafing dishes, fleets of serving carts and trays, decorative accessories... Centura tableware and Corning Ware freeze-cook-serve dishes.

Introduce the bride to creative cooking with a party kitchen boutique

The American bride: She's a year-round, all-around girl

In an effort to change the always-bridesmaid role that housewares has played in the bridal registry, Corning Glass is out to convince retailers that a broadening of bridal classifications in glass and glass-ceramic cookware are extremely lucrative. The company is also encouraging retailers to stage year-round promotions.

"We're trying to get the registry to include home furnishings classifications," says Gordon Williams, Corning's manager of market services, "and we're trying to attract the couple—the bride and groom—rather than just the bride."

(With aluminum, stainless steel, and copper associations promoting their own housewares programs, Corning is forced to go-it-alone where bridal and retail promotions in glass and glass-ceramic cookware are concerned, but although Corning is primarily in the cookware field of the consumer goods market, it is also involved in a wide area of home furnishings fields. Corning is a major supplier of television tube bulbs, has entered the major appliance field with a "counter that cooks," and is in the residential heating, as well as other, home-related fields.)

A calendar of ideas

Corning sees the bride as the Home Furnishings Girl of the Year, and points up the profit opportunities that home furnishings present to the store's bridal registry in a "Year-round Bridal Idea Workbook." A "12-month co-ordinated marketing plan for the bridal market," the workbook actually takes the retailer through an entire year of bridal promotions.

The book is divided into 12 sections—one for each month—with about six promotion and display ideas in each section. A cover page for each month is designed like a display poster that retailers can use as a bridal theme for the month. And seasonal suggestions are offered. "Corning's the genie in the Lenten kitchen" suggests that retailers "plan

demos of Lenten dishes... a display of aids such as fish molds... and a pretty table featuring Pyrex Ware" for the brides of March.

Promoting dinner for two

Two promotional ideas timed for fall are illustrated above.

"The lively art of cooking for two" (top left) "Dinner a deux can be fun, intimate, and romantic... especially if the diners involved are newlyweds and the menu a labor of love prepared by the bride herself. Corning helps her cope with all manner of culinary challenges by providing sleek triple-purpose dishes that bake in the oven, hibernate in the freezer, serve at the table, and go into the dishwasher with the happiest results. Plan a special demonstration in the housewares department on the art of 'cooking for two' and the special advantages of freezing, cooking, storing, and serving in the same dish. Near the demo booth, plan a display that features an array of Corning Ware saucepans, skilleters, roasters, broil-bake trays... and the Young Moderns Set."

Promoting the party

A promotion idea that is fun for both the bride-to-be and the retail clerk is "the party kitchen boutique" (top right). The copy reads, "For the sweetest surprise of the season... plan to launch a worldly kitchen boutique dedicated to the art of creative cookery. Stock it with paraphernalia chosen with an eye to decorative appeal... from a simple butter curler to great copper pots. Bring treasures from the far corners... hibachis from Japan... tureens from Portugal, duck presses from France. Let the shop glitter with the new and the enchanting... party aprons, off-beat candles, butcher block tables, espresso machines, vast chafing dishes, fleets of serving carts and trays, decorative accessories... Centura tableware and Corning Ware freeze-cook-serve dishes."

A fresh face for promotions

But the workbook contains far more than just how to merchandise Corning products; it encompasses the entire home furnishings field.

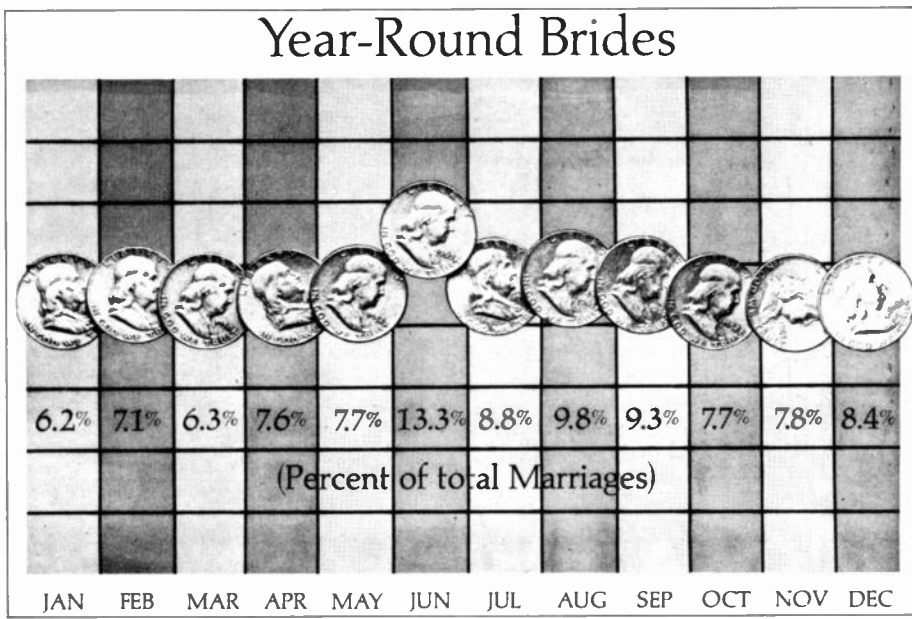
Corning's promotional array includes setting up a travel bureau for honeymoon trips and tying it in with the luggage department; creating a reference library for brides, containing books about interior decoration, entertaining, etiquette, and starter cookbooks with recipes that serve two; staging a demonstration on flower arranging, using "bowls and vases from the china and glass department"; holding a conference for brides with an efficiency expert on hand to teach them how to use their laundry equipment; and other ideas on how to promote lamps, rugs, linens, draperies, major appliances, consumer electronics, bath goods, and furniture.

Housewares in the registry

Corning also conducts a bridal workshop, which this year included 30 department store bridal registrars, to discuss the role of the registry. At a workshop earlier this year, H. J. McCormick Jr., Corning's general products manager for the consumer products division, stressed home furnishings possibilities.

"We find," McCormick said, "that most stores having a bridal registry do a good job in the china, crystal, and sterling area. We find too few who even attempt a comparable service in housewares or home furnishings."

Comparing the two areas, McCormick said "The combined retail sales value of the dinnerware, glassware, and flatware industries for 1965 is estimated to be actually about \$800 million. The retail sales value of housewares sales in the U.S. is currently about \$12 billion annually. We believe that the one to 15 ratio of these industries... is a dependable forecast of the growth in bridal registry sales available to stores who will organize, staff, and structure their registry to guide the bride toward the selection and later to sales of all the products she must have from the first day she becomes a homemaker."



Although June still leads, other months rate high for bridal promotions

Without Tappan, you could get stuck.

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

What's more, only Tappan has TEFLON-

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

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



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



We call our
appliances Time
Machines because
they move fast.

TAPPAN
Time Machines

Introducing
THE AMAZING
MIDLAND
"micro"
transceiver

**100 MW
POWER**
Just 10½ Oz.
With Battery

Another Midland first... most stylish little "giant" in the Citizens Band field. Micro-size case just 1" x 1⅞" x 5¼" ... yet full 100 MW ... maximum allowed without a license. Professional ... 11 transistors ... crystal controlled ... tuned RF stage ... 44" telescoping antenna ... battery condition meter. Sleek chrome die-cast front. Jacks for recharger and AC adaptor. Handy carrying strap. Uses standard or rechargeable 9-v. battery.

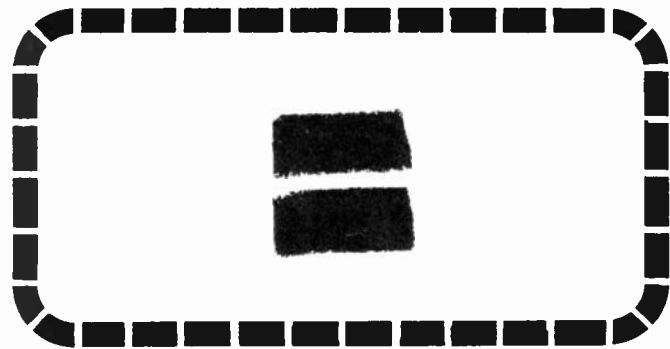
Model 13-125
SOLID STATE

Write for **FREE** new full line catalog

MIDLAND INTERNATIONAL CORPORATION

1909 Vernon Street
North Kansas City, Missouri 64116

4140 Vanowen Place
Burbank, California 91504



equal means equal

No more, no less — just equal.
That's the way the handicapped want to be
considered for jobs — on an equal
footing with others. No special favors,
no special roadblocks. Just equal.
Hire the handicapped. It's good business.

THE PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED

□□□□ **J. C. Penney stages a yule import gift fair** in its newly mailed Christmas catalog. The first 10 inside pages in the 428-page book (Penney's largest yule catalog to date) are devoted to "Old World Gifts"—tastefully photographed and presented in full color. The pages rival the best of windows and vignettes shaped by fashion-minded department stores. Although much of the merchandise is in the giftware, rather than gift housewares field, one page contains an assortment of copper and wood serving accessories.

An inside full-color spread—under the headlines "Festive accessories for the holiday hearth" and "Quaint kitchen pieces with a warm holiday glow"—also is devoted to household gifts. Spice racks, copper cookware and serving accessories, wood salad bowls and other woodenware, and ceramic canisters are among the featured items. Penney's also offers a choice of six stainless steel serving accessories at \$4 each.

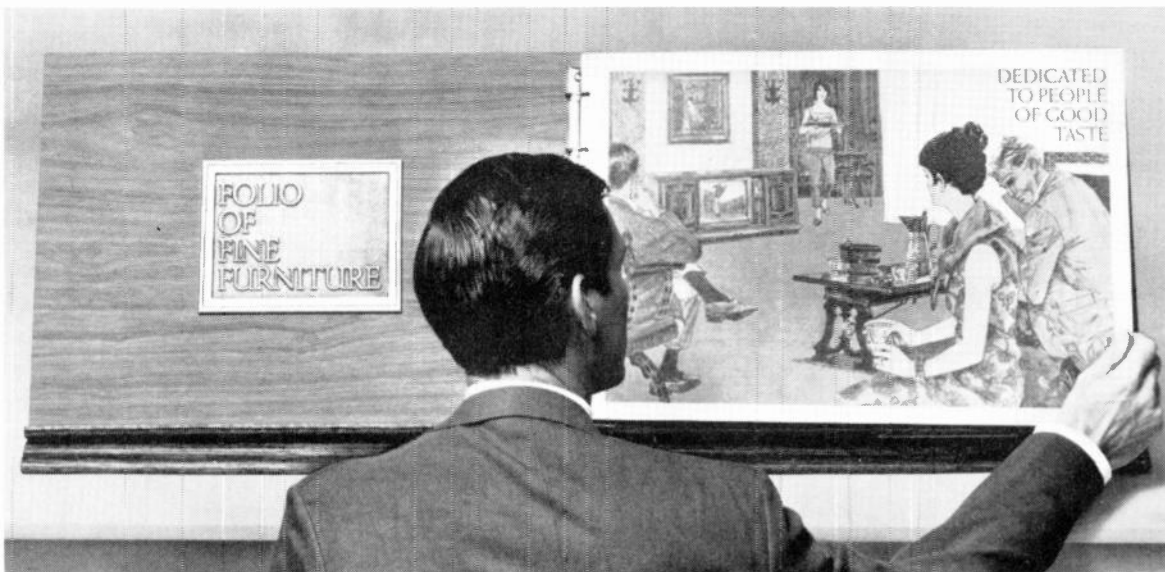
□□□□ **Penney's tosses a few brand names** into the housewares assortment in its Christmas catalog; but, as expected, emphasis is on the Penncrest private-label line. Penney's shows GE's clothes brush at \$13.98, Dremel's shoe polisher at \$21.98, Ronson's shoe polisher kit at \$21.33, Westclox' Wee Winkie Red Barr clock at \$8.44, Oster's remote-control hard-top hair dryer at \$27.88, and the Lady Sunbeam manicurist at \$17.75. A Regal stainless-steel-clad, Teflon-coated 12-piece cookware set is offered at \$35.77; a Regal corpopper, at \$4.77. Corning Ware and Lincoln Beauty Ware are among the other brand names featured.

Most of the Penncrest electric housewares shown—such as a 4-slice toaster, a stainless steel perc, and a solid-state blender—are at the high end of the private-label line.

□□□□ **The future growth pattern at Hoover Co.** may be at stake in the family feud that has erupted. Trade sources point out that the outcome could well influence the growth of the floor care producer—especially with respect to its aggressiveness in moving into other fields (for example, housewares), possible through acquisition. The feud erupted with the obtaining of a temporary court injunction by H. E. Hoover Jr. against the Hoover board of directors. The majority of the Hoover board reportedly favors extending company voting rights to holders of all common stock. Only holders of Class B common are now entitled to vote. H. E. Jr. controls 37% of the Class B common; if Class A common holders were granted voting rights his control would drop to about 8% of all common stock. The Hoover board has scheduled a meeting for Nov. 18, at which time it hopes to vote on the extension of voting privileges. Meanwhile, the board will seek to overturn the temporary court injunction.

□□□□ **A Coffee Break promotion paid off** for Consumer Home Products and the three G.E.M. stores in St. Louis where it operates leased housewares departments. A weekend "Take a Coffee Break" promotion moved 418 percs at an average retail price of about \$9, even though the leader perc was sharply priced at \$4.82. Demonstrators and a full-page ad backed the promotion. Customers also were given a chance to "Win a Mink."

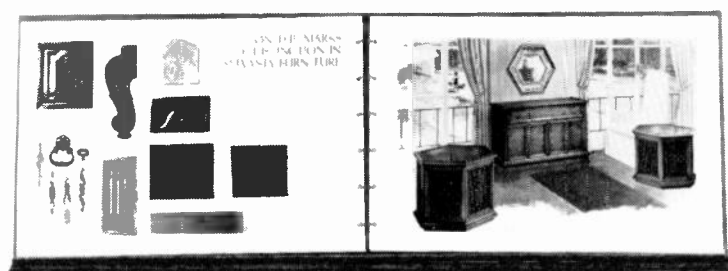
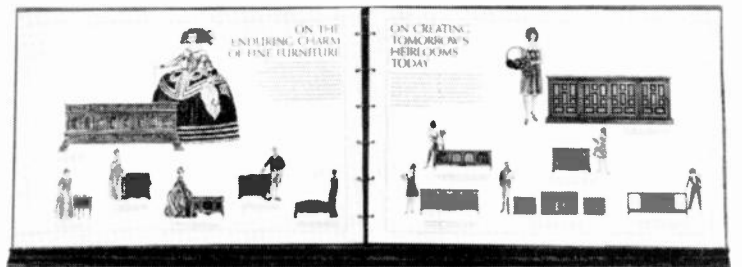
Merchandising in tune with the times... and our dealers' needs



At Sylvania we measure all our dealer merchandising programs in terms of realistic support for the retail salesman...not merely for artistic beauty. So we were particularly proud when the Printing Industries Association recently gave our "Folio of Fine Furniture" selling tool their top award. Recognizing it for excellence as

an in-store merchandising aid, as well as for outstanding graphics.

Since we launched Sylvania's Profit Line Program in 1962, we have recognized that tasteful display and selection are two of the biggest ingredients in a successful formula for profitable volume sales to today's affluent customers. All dealers are faced with the problem of floor space. But Sylvania dealers have the next best thing to a full-line display on their showroom floors. Our "Folio of Fine Furniture" not only helps Sylvania retailers' salesmen inform their customers of our outstanding performance and engineering features, it also dramatically displays the full scope and design of Sylvania's complete line of fine furniture.



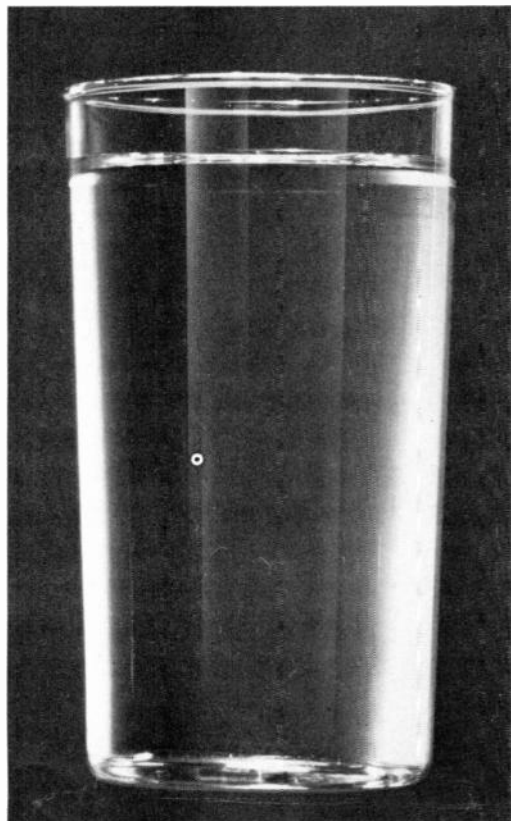
Practical merchandising programming like this reinforces Sylvania's philosophy: "Product starts the Profit, Policy and Program determine the extent." Our Policies and Programs have made us the industry's Predictable Profit Line. Ask any Sylvania dealer.



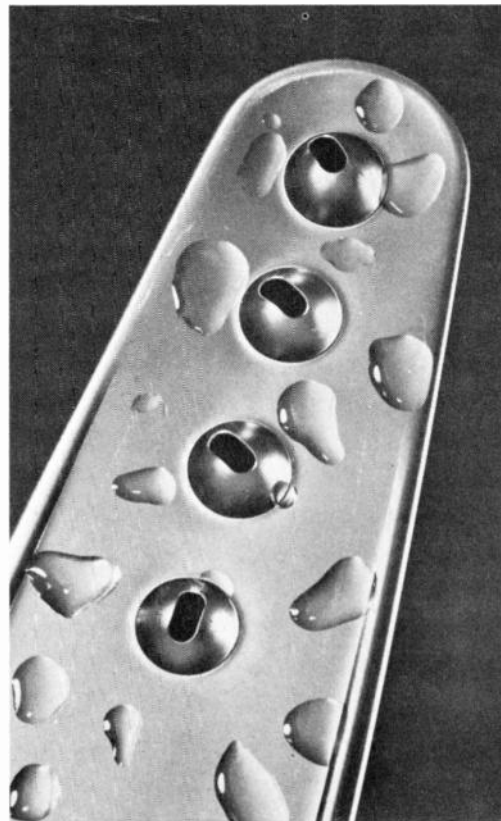
SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

GT&E

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



Continuous filtering for
CLEANER WATER . . .



that can go through
SMALLER JET NOZZLES . . .



to produce HIGHER
SPRAY PRESSURE!

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

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

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

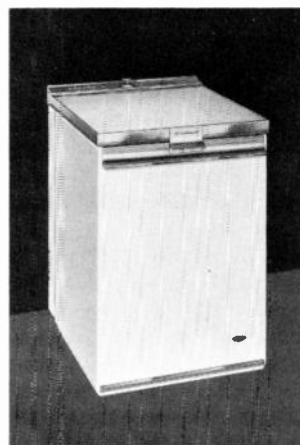
Dealers: The best washing action with no pre-rinsing or scraping is what your prospects want. A new RCA WHIRLPOOL gives it to them! And you can show why . . . an exclusive self-cleaning filter that works full time at cleaning the water . . . so high-pressure nozzles can be used. It's a powerful story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



Model SRU-90



Model SRC-90



Model SRP-90

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

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



INDUSTRY TRENDS

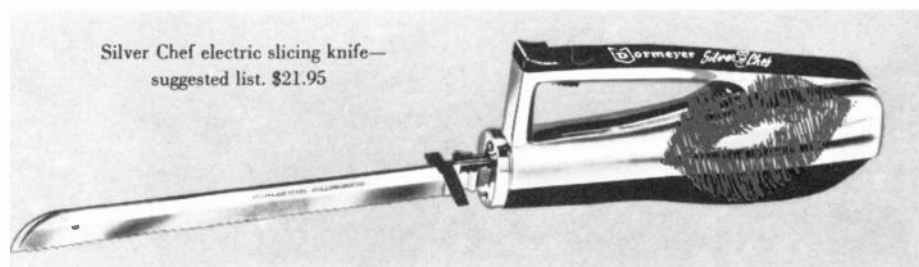
An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week in bold-face type.

	date	1966	1965	% change
FLOOR CARE PRODUCTS				
Floor Polishers	September	107,250	105,874	+ 1.30
	9 Months	842,283	846,107	- .45
Vacuum Cleaners	September	545,277	497,672	+ 9.56
	9 Months	4,107,515	3,597,624	+ 14.17
HOME LAUNDRY				
Dryers, clothes, elec.	September	196,689	178,965	+ 9.90
	9 Months	1,132,884	891,864	+ 27.02
Dryers, clothes, gas	September	95,329	95,191	NC
	9 Months	524,495	452,428	+ 15.93
Washers, auto & semi-auto.	September	373,039	376,763	- 1.00
	9 Months	3,042,260	2,778,706	+ 9.48
wringer & spinner	September	49,639	53,826	- 7.78
	9 Months	406,489	443,668	- 8.38
OTHER MAJOR APPLIANCES				
Air Conditioners, room	September	44,000	22,800 ^{cr**}
	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	September	185,400*	228,700	- 18.93
	9 Months	1,637,300	1,661,800	- 1.47
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)	September	202,170	224,300	- 9.87
	9 Months	1,912,870	1,927,300	- .75
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	October 21	164,498	126,026	+ 30.53
	42 Weeks	2,797,327	2,728,496	+ 2.52
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 21	43,181	45,692	- 5.50
	42 Weeks	1,355,119	1,206,383	+ 12.33
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 21	311,146	426,205	- 27.00
	42 Weeks	10,619,730	9,875,823	+ 7.53
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 21	139,170	206,865	- 32.73
	42 Weeks	5,741,167	6,225,063	- 7.77
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 21	113,876	77,589	+ 46.77
	42 Weeks	3,444,449	2,031,359	+ 69.56
monthly distributor sales	August	372,787	258,431	+ 44.25
	8 Months	2,487,037	1,320,080	+ 88.40

* Gas Range September totals include: 129,800 free-standing, 19,700 high-ovens, 18,300 set-ins, and 17,600 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



Silver Chef portable mixer—suggested list. \$17.95

Is it the chrome finishes at ridiculously low prices?

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

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

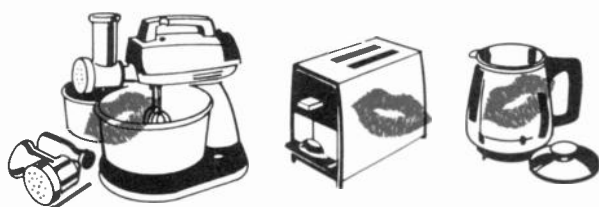
Unfortunately, the high price tags

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

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

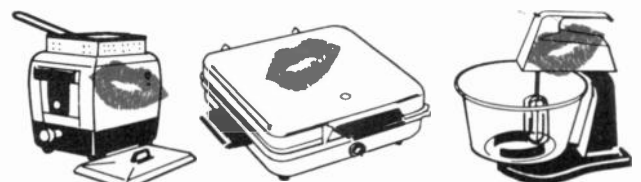
put chrome on *them* before, at *any* price. Take a look.

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



See our shiny line. It's Brilliant!

Dormeyer



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

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WESTINGHOUSE DISHWASHER FEATURES AIMED AT BIG NON-OWNER MARKET

Hot Water Sanitizer and Power Washing Systems overcome consumer objections

"Don't you have to hand rinse?" and "Do dishes get really clean?" are two major doubts in the minds of non-dishwasher owners. Two Westinghouse top-of-the-line features make it simple for dealers to overcome this sales resistance.

The hot water Sanitizer makes sure that both the final wash and rinse water is heated to 145 degrees so dishes, glassware and silver come out cleaner than if hand washed.

Coupled with the Sanitizer is the two-level Power Stream washing system in portable models and the Power-

Turret washing action in built-ins. These systems eliminate all hand rinsing and most hand scraping. Powerful jets of water reach every article in the big capacity units.

Traffic Building Promotions

Westinghouse distributors are now offering special displays, traffic building promotions and advertising assistance in preparation for the big pre-Christmas selling season. All dealers are urged to get details from their Westinghouse distributors.



WRH

You can be sure if it's Westinghouse

