

MERCHANDISING WEEK

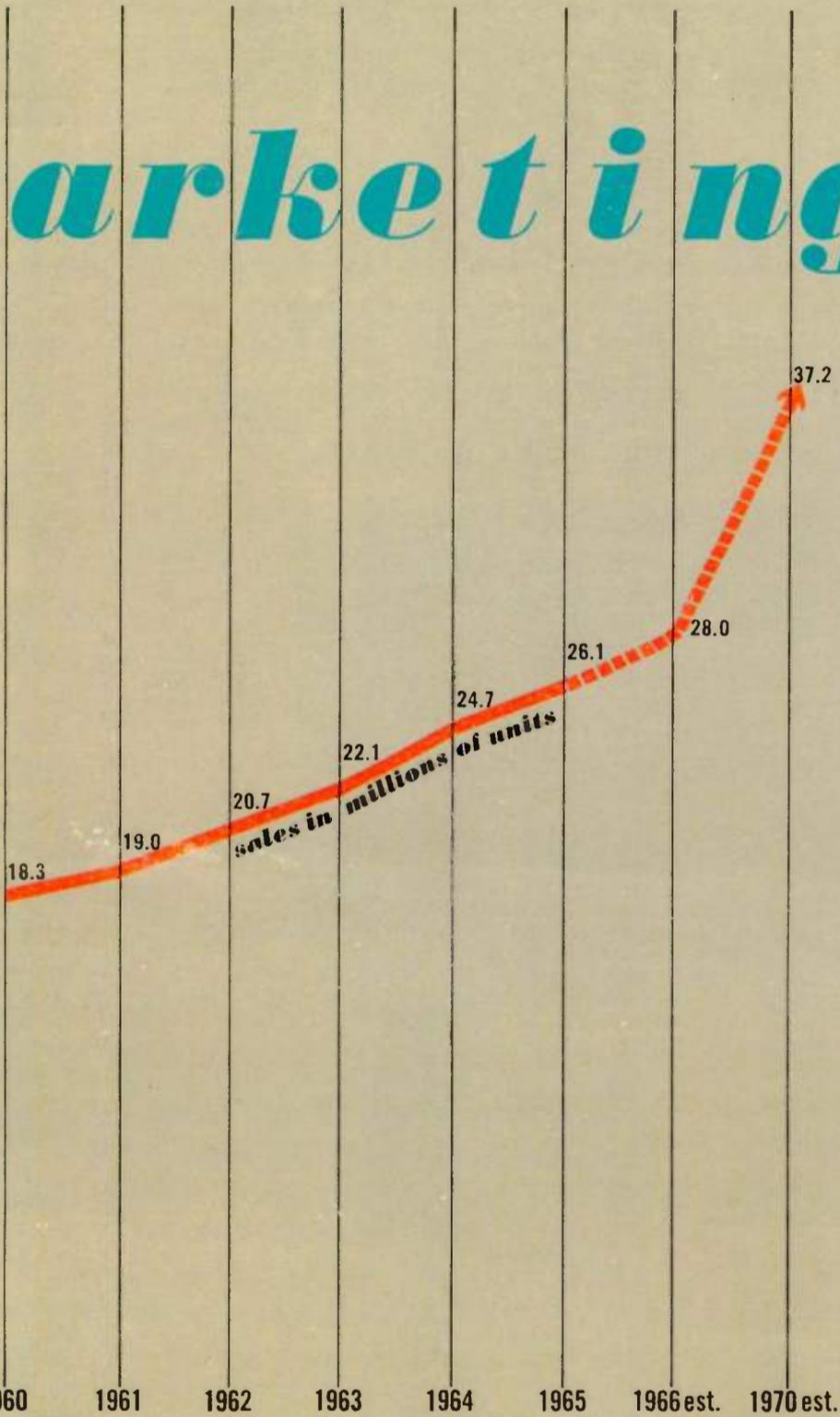
NOVEMBER 21, 1966

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 98 NO. 47/

MAJOR APPLIANCE
Marketing
IN THE SOARING 60s

Marketing

COMBINED SALES OF MAJOR APPLIANCES



← **Majors on the move: the facts, the figures, and the future** □ □ □ p.15

The marketplace is 'soft' for housewares—retailers await Yule sales pickup □ □ p.27

Manufacturers decide the vtr will not go home this Christmas □ □ □ p.8

Convenience features get the play in the new GE lineup □ □ □ p.7

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NEXT WEEK

Management: how to evaluate and control one area of retail performance that is often overlooked

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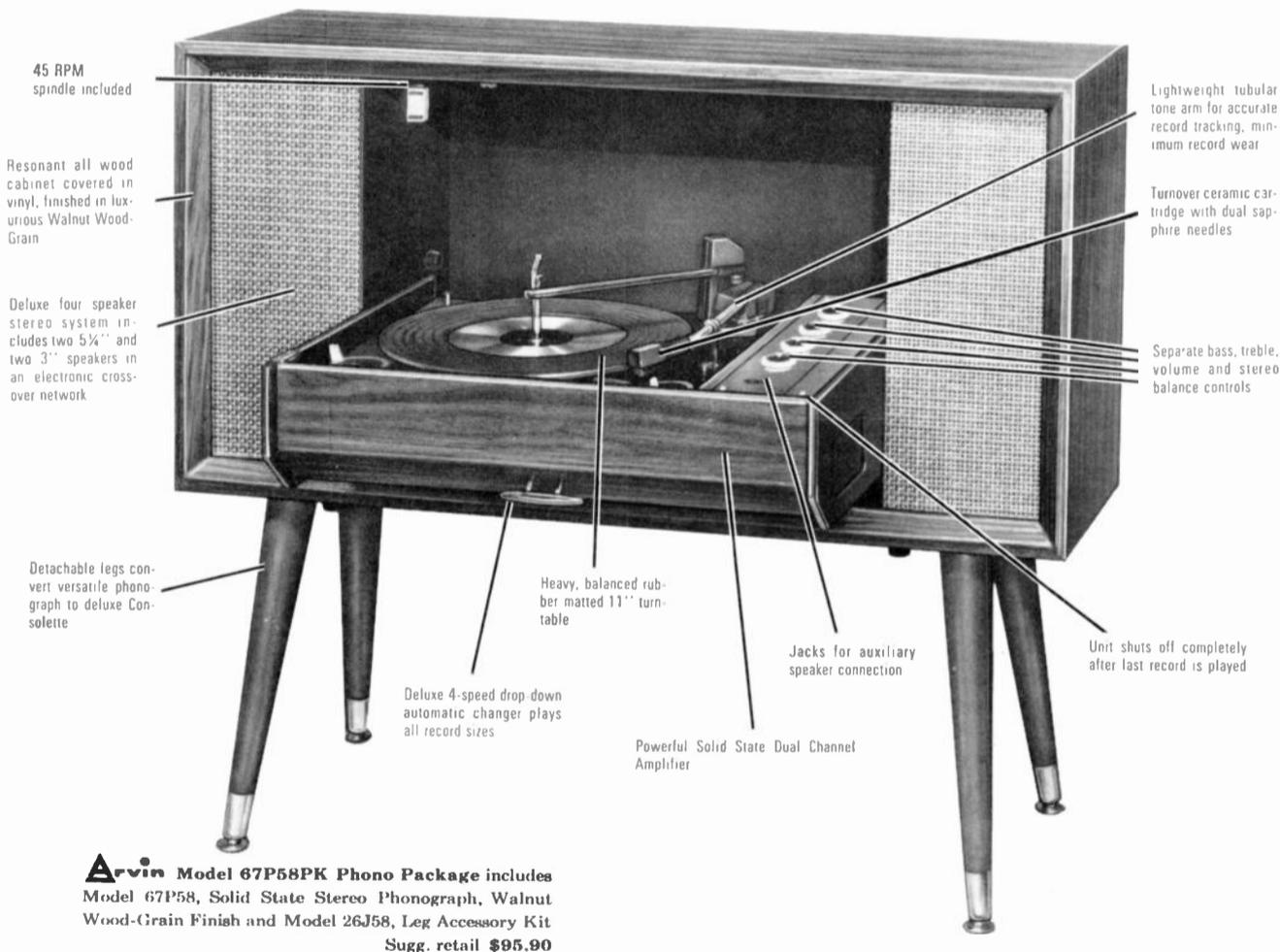
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This deluxe **Arvin** Stereo Phonograph plays beautifully on a wall, shelf or table ...even when it stands up on its own four legs. (and here are more reasons why you should be selling it)



Arvin Model 67P58PK Phono Package includes Model 67P58, Solid State Stereo Phonograph, Walnut Wood-Grain Finish and Model 26J58, Leg Accessory Kit Sugg. retail \$95.90

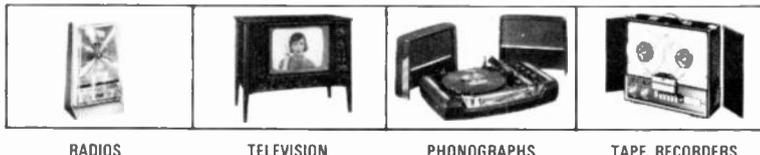
We weren't satisfied to have the newest, best looking, most versatile, biggest sounding phonograph around with our new Arvin Solid State Stereo Deluxe Unit. So look what we've done . . . we've added detachable legs. Now, we have the newest, best looking, most versatile, biggest sounding phono and console around. No . . . we didn't change anything else. This quick-change music-maker still has a powerful Solid State Dual Channel Stereo Amplifier for instant play, cool

operation, and longer set life, still features the precision 4-speed automatic changer with automatic shut-off, still contains the four speaker stereo system, and jacks for auxiliary speakers. In fact the only other change, is how much faster these versatile good looking phonos will move off your floor. See your Arvin distributor, he hasn't changed either, he's still offering the best console and portable phonograph line around priced from \$18.95 to \$399.95.

Arvin Value begins with Quality in Home Entertainment

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

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RADIOS

TELEVISION

PHONOGRAPHS

TAPE RECORDERS

The NHMA National Housewares Exhibit is the place for people whose business is Housewares

Trade exhibits have grown to be of increasing importance to the total marketing picture for nearly all industries. And of special significance is the personal contact they provide between buyer and seller, as the ultimate tool in communications.

This is more true of the NHMA National Housewares Exhibit than of any other trade show. Twice a year, the many facets of the sprawling Housewares Industry gather to assess their roles in an increasingly important segment of the nation's economy.

The Housewares Industry in the United States has recorded an accelerated dynamic growth since the end of World War II, with annual retail sales that will approach \$11 billion by the end of 1966. At the same time, the NHMA National Housewares Exhibit has become the world's largest and most comprehensive trade show devoted to the products of a single industry.

Each show, more than a quarter-million products of more than 1,200 housewares manufacturers are displayed in the half-million-square-foot capacity of Chicago's McCormick Place, largest modern exhibition hall in the world. Each show, a total audience of approximately 50,000 industry buyers, merchandisers and producers examine these products first-hand.

The NHMA Exhibit provides a central meeting place where manufacturers of housewares can gather, display their

products, exchange ideas and discuss their mutual problems with retailers, wholesalers and all the other varied segments of the industry.

The NHMA Exhibit offers a unique opportunity for personal contact between buyer and seller that is not possible in any other medium. There is nothing more exciting and stimulating than people meeting people. Nor is there anything more conducive to dollars-and-cents sales!

Trade exhibits offer the perfect setting for buying and selling. The market literally comes to the buyer at a trade show. He can "scout" the entire industry in a matter of days. He can see everything produced by the industry—both products and ideas—almost as well as if he were a captive visitor to

the thousands of individual factories.

Buyers come to a trade show not only to see but to learn. The modern exhibit, therefore, is as much a place of education as a market place. Exhibits help make better merchants. They make friends today who will be customers tomorrow.

Come to the January 1967 NHMA National Housewares Exhibit to see *all* the products and *all* the ideas of the dynamic Housewares Industry. Come to learn new marketing trends which may mean the difference between profit and loss in *your* place of business.

But more importantly, come to the NHMA Exhibit for face-to-face communication with all the people whose business is Housewares.

46th



NATIONAL HOUSEWARES EXHIBIT
January 16-20, 1967
McCormick Place - Chicago



NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION, 1130 Merchandise Mart, Chicago, Ill. 60654

How does our telecast of "The Nutcracker" fit into a Sylvania dealer's profit picture?



On December 9, 1966, at 7:30 PM (E.S.T.) over the CBS-TV network, Sylvania will sponsor an hour-long telecast of Tchaikovsky's Christmas classic, "The Nutcracker."

We believe the outstanding quality of this program will provide the perfect

showcase for our prestige line of products. And it will add further momentum to our advertising and merchandising support for Sylvania dealers.

In this way, through distinctive local and national advertising in newspapers, magazines, on radio and television, customers are preconditioned to expect only the finest values in quality products from Sylvania dealers.

We hope you'll tune in and join the millions of viewers who will see a television program and a selling program dedicated to excellence. "The Nutcracker" telecast exemplifies the quality of the consistent support advertising provided for Sylvania dealers.

Ask any Sylvania dealer.



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

□□□□ **Credit and color tv sales:** "Upwards to 50% of the credit applications for color tv sets are being turned down," the buyer for a national chain of department stores told *MERCHANDISING WEEK* late last week. The rate of rejection has normally been 5% to 10%, he said. A buyer for another major outlet confirmed this report and added, "I hear in some cases stores are having three out of five applications for credit on color sets turned back." Tight money is the immediate explanation for this situation—but the fact that the tight money factor is in some cases hitting color sales so hard pales any talk of "softness" in the color market: customers are being turned away.

□□□□ **Major appliance shipments were up** in five of seven product categories for the first 10 months of 1966, compared to the same period in 1965, according to the National Electrical Manufacturers Assn. The distributor-to-retailer report shows dishwashers up 23.9%, refrigerators up 6.1%, ranges up 2.5%, and dehumidifiers up 15.9%. But room air conditioners really burst ahead for the period by 32.9%, thanks to a whopping 325.5% increase in shipments in October.

□□□□ **September FM radio distributor sales** were up 21.8% over September, 1965, according to the Electronic Industries Assn. September sales totalled 428,876 units, compared with sales of 334,762 units during that month last year. Nine-month FM sales for 1966 totalled 2.6 million units, an increase of 37.0% over the comparable period in 1965. September sales of home radios—including tables, clock and portable models—hit 1.7 million, a 21.5% gain over 1965.

□□□□ **An advisory committee on appliances—**"which will consist of a cross section of the industry" is in the works, according to Walter Duka, information director for the President's Committee on Consumer Interest, which is headed by Mrs. Esther Peterson. Duka said conversations have been held with some companies and the Committee hopes to form a nucleus for discussion of industry problems by Jan. 1.

□□□□ **RCA's October color tv sales were up 94%** over its factory sales for the same month last year,

says Raymond W. Saxon, vice president and general manager of the RCA Victor home instruments division. "The October record is especially significant since traditionally September is a stronger month than October for factory sales," Saxon noted.

□□□□ **A "true" 21-inch b&w tube—**designed to maintain the 21-inch name under the new Federal Trade Commission ruling on the measurement of tv screen sizes—will be possible next year. Corning Glass and Owens-Illinois have informed their customers that bulbs for such a tube will be available next spring. True 19-inch b&w bulbs have already been announced.

□□□□ **A video tape recorder from Westinghouse:** the company is scheduled to show a vtr at the Builders Show in Chicago early next month.

□□□□ **Warwick's new president,** treasurer, and chief executive officer is Glenn A. Evans. Evans was previously group vice president at Whirlpool, the parent company of Warwick. Evans was elected following the resignation of L. G. Haggerty.

□□□□ **Joan Bergmann joins *MERCHANDISING WEEK*** as a contributing editor, effective today. Miss Bergmann, formerly housewares editor of *Home Furnishings Daily*, will handle special editorial projects, including a series of in-depth feature stories. She also will join the *MERCHANDISING WEEK* editorial team covering the semi-annual housewares shows in Chicago.

Miss Bergmann has been reporting on retailing and merchandising—including such fields as furniture, home accessories, housewares, and appliances—for more than 10 years. She earlier worked in the retail display department of Montgomery Ward. A graduate of City College of New York, Miss Bergmann has done graduate work in economics at the University of Colorado and at New York University. She will be based in Hartford, Conn., where she makes her home as Mrs. L. Bart Wilson.



Joan Bergmann

Retail prescription: a face-lifting for plastics in appliances

The decision was unanimous. The plastics industry needs surgery to correct its image with the consumer. When that image is remodeled for the consumer, then—and only then—will the major appliance retailer benefit.

That was the consensus of the first representatives from the retail level ever to address a meeting of the appliance committee of the Society of the Plastics Industry Inc. in Washington, D.C. Those representatives—Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Assn.; William D. Hunter, national merchandising manager of refrigeration and air conditioning for Montgomery Ward & Co.; and Lewis K. Nie-

mann, buyer of refrigerators, dishwashers, and freezers for the J. C. Penney Co.—urged the plastic industry to upgrade.

Straight-from-the-shoulder talk came from leadoff speaker Niemann, who ticked off three areas where the plastics industry could "get more consumer-oriented:" (1) aggressively pursue more quality in plastic applications; (2) make fashion and style in plastics a selling factor; and (3) go direct to consumers to sell them on the merits of plastics in various products.

All speakers agreed on the need for the plastics industry to discard its very technical names for materials used in refrigerators and other appliances. The retailer finds

it difficult to sell a polystyrene "widget." One example cited as a good merchandising name for a plastic component: Admiral's refrigerator liners, which have been dubbed Dura-Last.

There is a very good reason why retailers do not think in terms of plastics, said Steinberg: "They are not in the plastics business. Our dealers are not engaged in sales of a product. They sell service."

A dealer does not sell a refrigerator, Steinberg noted, but instead sells a device to keep food fresh and cool. "The bulk of his [the retailer's] thinking is influenced by what his customer tells him." Whether or not it is actually true, "if his customer tells him plastic is a cheap,

shoddy substitute material," Steinberg continued, "it is the plastics industry's duty to start a consumer education program" to tell the retail customer what she can expect from plastics.

More communication was urged by Hunter between the plastics industry and the appliance manufacturer. The plastics industry, Hunter said, like a good salesman should not wait to see what the appliance industry wants, but should go out and sell what it has. He urged plastics men not to push price. He noted that "we are not arguing pennies when the quality is there." Hunter told his audience to take a chance on reliability and higher price.

—Martin R. Miller

□□□□ **Voluntary restraint on foreign investments** is something the nation's businessmen will have to live with for a while—at least until the end of the war in Vietnam. The Department of Commerce reported that the nation's balance of international payments in the third quarter showed a deficit of \$217 million, an increase over an unusually low deficit in the second quarter. The third-quarter deficit, however, was not as unfavorable as the annual deficit rate recorded in the first half of 1966 or in the entire year of 1965. Treasury Secretary Henry H. Fowler said the results are

encouraging, but warned that the situation could soon get worse. The dollar drain undoubtedly will act as a restraining force upon consumer electronics manufacturers shopping in the Far East. Fowler also predicted that "the balance of payments would move rapidly toward a surplus" should the Vietnam war end.

□□□□ **Business shows signs of slowing down**, according to Commerce Department figures. September inventories of all businesses increased by only \$700 million—the smallest margin since January—compared with

increases ranging from \$1 billion to \$1.4 billion in most months this year. The seasonally adjusted annual rate of construction spending was estimated at \$71.8 billion, the lowest rate of construction recorded since last October.

□□□□ **New regulations controlling affiliated firms** are causing concern among manufacturers. The National Association of Manufacturers (NAM) fears the Treasury Department may apply these regulations to clarify tax liabilities among affiliated firms in the U.S. and abroad.

The proposed rules would allow the government to allocate gross income, deductions, allowances, or credits among related companies under Section 482 of the Internal Revenue Code. According to NAM, the proposed rules—intended as guidelines for these companies in their mutual dealings to help avoid higher taxes under Section 482—miss the mark by a wide margin.

NAM also warned that the application of "rigid rules" to the volatile foreign market would inhibit firms from exporting to their foreign subsidiaries, and thereby damage the nation's balance of payments position.

□□□□ **The Secretary of Labor's authority** to shift certain kinds of contracts with the government from coverage under the Walsh-Healey Act to the Service Contract Act has been challenged by NAM. The Walsh-Healey Act, unlike the other, does not require fringe benefits. The Association has asked for a public hearing on the proposed change.

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



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in DECORATOR COLORS

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

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

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

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



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GE's combination washer-dryer



GE's self-cleaning oven with window

GE offers greater convenience in range and home laundry lines

"The end of the dragon of drudgery" is the keynote of General Electric's 1967 range and home laundry lines. The expanded range line features greater use of peek-through windows and self-cleaning ovens; the home laundry line shows washers and dryers with permanent press settings.

The range line, for the first time, offers both picture windows and electric self-cleaning capabilities in the same unit. The peek-through oven doors and P-7 self-cleaning oven (which comes in 30-inch and 40-inch widths) are available in single and double built-in models, Americana double-oven models, and Mark 27 drop-in models. Other features of the self-cleaning ovens include a rotisserie for spit-roasting and an au-

tomatic meat thermometer with a dial setting. Colors include avocado, coppertone, and white. Suggested list prices start at about \$248.

In the home laundry line, permanent press settings have been added to the wash-and-wear cycle of GE's automatic washers and dryers for laundering of wrinkle-free fabrics. The line is composed of four automatic washers, which feature the Mini-Wash system for washing and rinsing delicate garments and small loads; three high-speed electric dryers; three high-speed gas dryers; and a combination washer and dryer. The combination unit is available in free-standing and undercounter models and carries a New York fair-trade price of about \$380.

Truth-in-lending at retail: a hard pill to swallow?

It is a fact now. The Massachusetts Retail Installment Sales Act—the first of its species and advance guard to a regiment of similar state and national bills—is now law.

Effective Nov. 1, retailers must present credit customers with a detailed contract showing simple annual interest rate. The bill also sets maximum annual interest rates at \$10 per \$100 on the first \$500, and \$8 per \$100 on amounts in excess of \$500. A repossession clause stipulates that retailers must inform customers 14 days before repossession.

During the three weeks the bill has been in effect, retailers have had an opportunity to test their fears over what the law would mean to them. Some of the fears have proved groundless; others are coming true. It all depends on the retailer you talk to.

Time is the major complaint. "Customers get very impatient waiting," says Sam Boyd of Bailey-Wagner Inc., in Springfield. "It takes an extra 10 minutes to make a credit sale now. We've already put an extra girl on at night and switched one key office person's schedule."

"Credit sales take a half hour more now," says Harry Sussman of National Sales Co., in Cambridge. "So we're pushing revolving charges."

The going has been easier for other retailers. "We trained our people for this new system," says Maurice Cohen of Lechmere Sales, in Boston. "So we're not having any trouble now."

"All that we have to do that we didn't do before is fill in the simple interest rate," says Charles Allen, credit manager for Del Padre Music Shops, in Springfield. "Our customers have signed completed contracts all along. It's the guy who used blanks who's running into trouble."

Money shoppers—the biggest fear—has proved a reality in at least one case. "When one of our customers saw the simple interest rate on the contract," says Sam Boyd, "he went shopping for money. That was a week ago."

Even customers who do not walk out are skeptical when dealers try to define the difference between simple interest and the add-on rate.

As for skips—whether they will take heart from the 14-day notification clause remains to be seen. But Charles Allen—unlike other retailers—is not worried. "If they're sharpies, their credit is bad to begin with," he says. "And if they're poor, they can't afford to move."

Sam Boyd sums up retail reaction to the credit law: "It hasn't helped, I'll tell you that," he says.

□□□□ **The average retail price for color tv** during the two weeks ended Oct. 15 was \$575, compared with \$568 in July of last year, according to Daniel Starch and Staff, a business research organization. Color accounted for 66% of all tv sales and 87% of the retail dollars for the 2-week period, compared with 43% of the sales and 72% of the retail dollars in July. The average retail price for black-and-white tv was reported as \$165; in July the average was a dollar less.

The Starch report for the 2-week period, based on a weighted area probability sample of 2,086 retail outlets, showed that the sales leader alone accounted for 3.7% of all color sales, while 64 models of the 10 brands represented comprised 43% of all color tv set sales.

□□□□ **Macy's predicts and reports:** A \$780-billion gross national product in 1967 was forecast by Jack I. Straus, Macy's chairman, at a stockholders' meeting in New York last week. But Straus warned against the "clear and present" danger of inflation, and urged restraint in government spending—except for national security. Straus went on to blame high taxes and wage rates for rising prices. The news from Macy's itself was all good: First-quarter earnings for the quarter ended Oct. 29 were up 15.7%; sales were up 7.4%. Straus described new stores in Kansas, New York, and California, and a new Bamberger's store in New Jersey. While the year-old Macy's Queens store-in-the-round is only "about on plan" financially, Straus said, the Colonie (N.Y.) and New Haven (Conn.) stores are performing "above plan."

□□□□ **Olympic has a new portable phonograph line,** ranging from a compact manual unit to an automatic stereo model with a 4-speaker sound system and split-lid speaker enclosures. Olympic Radio & Television Sales Corp. is a division of Lear Siegler Inc.

□□□□ **GE introduces Stereo Library,** an automatic recorder console capable of recording, storing, and playing back more than 27 hours of continuous tape programming. The unit has 162 tracks (81 stereo pairs). Each of the 81 channels plays 22 minutes. Selections may be made out of sequence with the use of a channel selector dial. A GE spokesman says the console, which also has a record turntable, FM-AM-FM stereo tuner, and two microphones, will sell for about \$1,000.

□□□□ **Philco-Ford plans a Christmas promotion** featuring a 30-piece window display kit and special premium—a "schoolmaster" desk—to be offered with console tv and console stereo sales. The window display includes a center-piece with Santa Claus perched on a stool surrounded by elves. Also included is a display promoting Philco "Radio Gift Headquarters"; a special display promoting the desk offer; a display card for Philco-Ford's electric guitar/portable phono combination; and other displays promoting record libraries and sculpture replicas as premiums.



Philco-Ford's premium

□□□□ **Cassette player-recorder mechanisms** will soon be offered by VM for the O.E.M. market. Pieter Vink, president of North American Philips, says initial production will be from parts fabricated in Europe to help meet a growing demand in the U.S. for tape recorders using the Philips cassette system. The VM-manufactured mechanisms will be available here in mid-1967.

□□□□ **Hotpoint and Graybar distribution ties** are being cut over the next few months by mutual agreement. Graybar Electric Company Inc., a national distributor, now distributes appliances for Hotpoint in Alabama, northern California, Utah, Idaho, Minnesota, the Dakotas, northern Ohio, Kentucky, and southern Indiana. These areas will now be handled by Hotpoint company-owned branches to provide customer services not possible under the present arrangement, Hotpoint said. Hotpoint will have 25 branches and four independent distributors when the changeover is completed.

□□□□ **A 4-way Jet Set combo from Westinghouse** will make the retail scene in about 10 selected markets in time for Christmas shoppers. The Jet Set Mini Combo includes a 12-inch Jet Set tv, a solid-state AM-FM radio, and a 4-speed automatic phono, and will sell for \$230, including stand. The unit measures a compact 19 inches wide by 15 inches high by 12½ inches deep.

□□□□ **The effect of the National Video strike** last July is evident in the latest figures on color picture tube sales compiled by the Electronic Industries Assn. (EIA). Factory sales of color tubes in June were moving at a rate of 509,914 units. In July, the month of the strike, however, tube sales dipped to 294,372 units. In August, sales again climbed, hitting 550,315 units. B&w tube sales also fell in July. The EIA figures on b&w tube sales for the summer months: June, 703,197; July, 447,870; August, 620,330. At the end of August, total color tube sales for the year stood at 3,382,201.

□□□□ **Design of a solid-state, 15-inch color set**—by an RCA engineer—has won the 1966 Outstanding Paper Award of the Institute of Electrical and Electronics Engineers. The paper described the design of a 15-inch color tv set that is completely transistorized, with the exception of a high-voltage rectifier electron tube. While the set is called “developmental,” it obviously foreshadows things to come at RCA. The giant manufacturer now plans to have a non-transistorized 15-inch color set on the market by next spring.

□□□□ **Pittsburgh Pirates on video tape:** Panasonic has announced that the Pirates have purchased one of its Tape-A-Vision vtr units for training purposes. Alvin Barshop, Panasonic's national sales manager for video and audio tape recorders, predicts that video tape recorders will be used not only by major league baseball teams, but also by minor league, high school, and even little league ball clubs for instructional purposes. He also forecasts a sharp rise in the use of video tape recorders by other organizations promoting sports.

A modest proposal expanded: NARDA's merchandising service

The industry has been shaken in the past two weeks by reports that Jules Steinberg, NARDA's executive vice president, will propose a “nationwide dealer merchandising cooperative.”

Many have jumped to the conclusion that Steinberg intends to propose the National Appliance & Radio-TV Dealers Assn. form a buying co-op. Steinberg explicitly denied such a move two weeks ago: “The suggestion which I intend to bring before our Board in January in no way involves the formation of a buying group.”

Here are the facts. Upton Ziesler, NARDA's president, who has received Steinberg's proposal in a letter, says: “I am certain that NARDA will set up a management clinic. This would be sort of a management consulting firm for independent dealers. It would be available to the dealer as he desires it.”

Steinberg has said: “There are a large number of retail outlets which, for one reason or another, are not members of buying groups, and which have no place to turn for merchandising assistance (particularly in the area of inventory control) except their suppliers, whose intent in this matter can hardly be termed objective.”

The management consulting service that Steinberg will propose would probably cover much more than inventory control or merchandising assistance, however. The consulting service could advise the dealer on any, or all, of his problems: advertising, personnel, service, buying, finances, accounting, or whatever, according to Steinberg.

The retailer could take or ignore the advice. But it is clear that many retailers need help. As Ziesler says: “I have seen dealers who don't have their departments separated, don't have service and merchandise sales separated, don't even know their break-even point.”

The NARDA Data System would be one of the tools a dealer with problems would use to change and improve his business.

“What can be done to alert, to train, to direct, to assist those independent dealers who want to survive?” Ziesler asks rhetorically. “I don't think manufacturers are too prone to help the dealer with his problems unless they see there is a move on the part of the dealer.” With the service Steinberg proposes available, a retailer with problems would have a place to turn for objective, professional advice. —Wallis E. Wood

The picture on video tape: man-in-the-street keeps walking

This Christmas will not be on video tape.

Only GE—among the multifarious video tape recorder marketers—will promote video tape recorders nationally for Christmas. (GE will devote a full page to vtr in its 12-page Christmas ad to run in the Dec. 3 *Saturday Evening Post*.) Other companies have all but abandoned any appeal to the general consumer for video tape recorders.

Sony—which not only was the first company to get a “low-priced” video tape recorder to the retail floor, but also supplies the decks for GE's vtr units—says it plans no special Christmas promotion for its video recorders, although it will continue its general consumer advertising for the units. But even Sony, staunchest supporter of the *home* video tape recorder concept, now admits that its market is primarily in the “light industry” area.

Plans for the “home” vtr seem to have been shelved for the present. One good indication of this trend is that, while Ampex is now planning its first general advertising for its vtr units, the ads will be run in specialized trade publications (medical, educational, sports, and industrial). The company, which now has three “low-priced” video tape recorder units on the market—at \$1,095, \$1,450, and \$1,695—emphasizes that it is not directing them at the home market.

Hopes for the future of the vtr are far from being dashed—but most of the major manufacturers maintain that the machines will not become a

mass-appeal product for at least another two years. While price is at least one consideration in this projection, it is pointed out that until color tv reaches at least 50% saturation—probably sometime in 1968—there will be little room for another revolutionary product to catch hold with the consumer.

Meanwhile, however, the manufacturers are not despairing. Ampex reports with pride that its vtr is now the standard for the state education departments in 20 states (a considerable market); and new and varied uses for the units (baseball teams use them, dentists use them, political candidates use them) are announced breathlessly and endlessly by other manufacturers.

Vtr innovations continue to appear—another indication of the faith which manufacturers have in the market. Ampex has announced that its units will be convertible to color in mid-1967; Sony and GE say they will have color units on the market next year. And, a step which many have considered necessary for building the vtr market—the availability of prerecorded video tapes—seems a little nearer to reality. Both Ampex and Sony now have limited duplicating facilities for video tapes, although—at least in Sony's case—this service is still limited.

Other major U.S. consumer electronics manufacturers do not bother to deny that they have video tape recorders on the drawing boards; but, again, their units probably will not appear until the color explosion has begun to pale.

Is the reason Hotpoint dealers are high on Hotpoint Customer Service better service facilities *or lower service-call rates?*

Yes.

Almost anyone who calls for Hotpoint service gets it within 48 hours. And this happy state of affairs is something most manufacturers have been trying to achieve for a long time.

Our Quality Control people are responsible for a large part of it. Their efforts have given Hotpoint products steadily decreasing service-call rates. Today, we enjoy some of the lowest in the industry.

On the firing line, we've invested a lot of time, study and money in our service facilities. Our service-training programs have been greatly expanded. Our service equipment is the most modern and efficient money can buy. And today Hotpoint delivers the kind of fully trained professional repair service customers expect.

So, when customers say, "How about Hotpoint service? Is it good?" Hotpoint dealers say "Yes!" And they *mean* it!



Hotpoint

first with the features women want most

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



□□ Hardwick's new range line features Moduline (modern, modish, and modular) styling. There are two double ovens—one gas and one electric—dubbed the Debutantes; one free-standing 30-inch electric range; and two free-standing gas ranges—one 30-inch model and one 36-inch model. The electric double oven (shown) has two fully automatic bake-and-broil ovens, plug-in surface elements, and a roomy storage drawer. All controls are mounted at eye level. The gas double oven features all-glass, black oven doors, a lift-off, recessed cooktop, and chrome and panel trim. The free-standing electric range has infinite control plug-in surface elements, a 24-inch-wide, clock-controlled bake-and-broil oven, a roll-out storage drawer, controls mounted in a shadowbox fluorescent backpanel, and a lift-off, recessed cooktop. The gas models feature pinpoint pilots that provide instant burner ignition. *Hardwick Stove Co., Cleveland, Tenn. 37312*



□□ Roper's new look in built-in ovens is the mirror-finished door. The mirror oven door reflects images when the oven light is off, and offers a clear view of the oven interior when the light is on. The mirror door is available as a separate item, and can be interchanged with removable doors on any late-model Roper built-in oven. The built-in ovens are available in chrome, white, avocado, coppertone, and turquoise.

Roper also is introducing a new eye-level, double oven range called Williamsburg Charm. The unit is a 30-inch coppertone model, which fea-

tures Early American styling of the oven windows, control panel, and hardware. It has a large Cook & Keep lower oven and an automatic top burner that cooks for a pre-selected length of time. Other features include Silver Liners (disposable oven linings), click valves, a seamless and dripless tri-level top, leg levelers, top front controls, a polarized appliance outlet, and a removable oven door.

Roper offers a built-in dishwasher designed as a companion piece to its Williamsburg Charm oven ranges. It is available in chrome, white, coppertone, avocado, and turquoise, and features an extra-capacity upper rack and top and bottom dual-spray arms. *Geo. D. Roper Corp., 1095 West Court St., Kankakee, Ill. 60901*



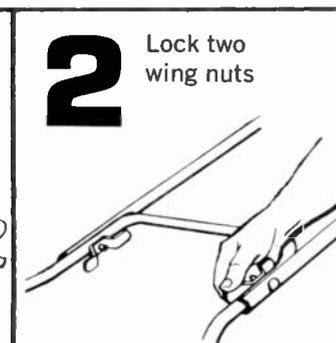
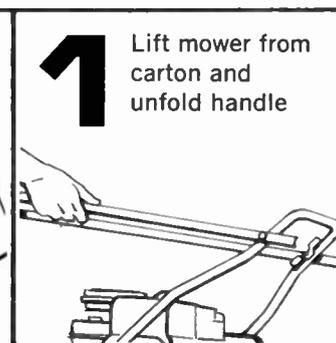
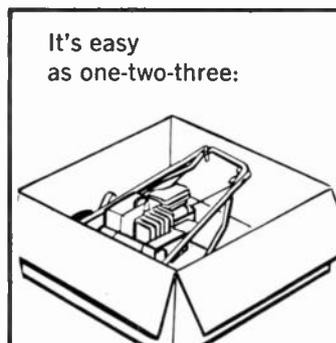
□□ A new automatic water softener is introduced by Elgin. The "all-in-one", appliance-styled unit features a heavy-duty white plastic cabinet, which serves as a brine tank and also contains the lifetime fiberglass softener tank.

The new unit is available with either a heavy-duty, automatic Multi-port valve for "rough" water supplies or a standard valve for average water, designated as models 52-11 and 52-12. The Elgin water softener requires a floor space only 13 inches by 22 inches, but has a 200-lb. dry salt storage capacity. A 2-cycle model carries a suggested list price of \$302; a 4-cycle model lists at \$362. *Elgin Softener Inc., 440 South McLean Blvd., Elgin, Ill. 60120*

Jacobsen Reel Power Mowers



All set up and ready to mow!





□□ **Closed circuit tv monitors** are being introduced by Ampex. They are available in three models: a solid-state unit with a 17-inch picture tube—model VM-617—at \$499.95; a 23-inch solid-state unit (shown)—model VM-623—at \$549.95; and a 27-inch vacuum tube unit—model VM-627—at \$499.95. All three monitors have a horizontal line resolution of 800 at the center of the screen and are offered with front operating controls, all-metal cabinets, and side carrying handles.

Ampex also is showing a new processing amplifier—model AC 911—which meets FCC specifications for 2500mc transmission. It lists at \$799.95. *Ampex Corp., 2201 Lunt Ave., Elk Grove Village, Ill.*



□□ **Pilot's 19-inch color console** features Contemporary styling with an oiled-walnut finish. The set—model C309 (shown)—represents a change for Pilot, which previously used only 25-inch tubes in its television sets. It has a rectangular picture tube with a gray glass face and rare earth phosphors, an 82-channel tuner, 23,000v of picture power, a full-power transformer, a front control panel, and permanent fine tuning. The set carries a 1-year picture tube warranty and a 90-day warranty on all other parts. The suggested retail price is \$399.95.

Pilot also has announced a new series of 25-inch color television credenza consoles. They include Contemporary, Italian Provincial, and Mediterranean cabinet styles. The Contemporary model lists at \$800; the Italian Provincial and Mediterranean models list at \$825. All three have rectangular picture tubes with a bonded etched-glass face and rare earth phosphors. Other features include Pilot's Color-fidelity control, which permits the addition of color to a b&w picture; an improved audio circuit, which provides high-fidelity sound from an FM-TV signal; and an automatic degausser. *Pilot Radio & Television Co., A Subsidiary of National Union Electric Corp., 100 Electra La., Yonkers, N.Y. 10704*



□□ **A 16-inch b&w portable tv** is being introduced by Packard Bell. The new set—called the Jupiter—features out-front controls and speaker, a Slide-Rule UHF dial, and Set-N-Forget fine tuning. The set weighs 26 lbs. and has a flip-up carrying handle on top. It is available in a 2-tone beige and brown model, at \$99.95, and in a walnut-grain model, at \$109.95. *Packard Bell Electronics Corp., 12333 West Olympic Blvd., Los Angeles, Calif. 90064*



□□ **An 8-track cartridge tape player** for the auto is being shown by Commodore. The compact stereo unit—model K-837—comes with a bracket for easy under-dash mounting and two 5-inch speakers. It measures 7 inches by 6½ inches by 3 inches. Other features include solid-state circuitry, a push-button track selector, and a pilot light indicator. Suggested list price is under \$100. *Commodore, 507 Flushing Ave., Brooklyn, N.Y. 11205*

New mow-modern features for America's finest power reel lawn mowers.

NEW! FOLD-DOWN HANDLE

End costly set-up time. New Jacobsen reel mowers are fully assembled at the factory . . . tested . . . adjusted . . . ready to mow in minutes, and this feature really moves mowers. Your customers won't be able to resist the convenience of being able to stow a mower under a work bench or in a tight corner. It's a Jacobsen exclusive — in gleaming chrome to catch more attention.

NEW! SELL-MODERN STYLING

Handsome design adds eye-appeal . . . tells your customers at first glance that the product is modern, well-designed, efficient and dependable. Famous Jacobsen Reel Line gives you more to sell.

NEW! PRECISE HEIGHT ADJUSTMENT

Reel-type mowers are best for carefully manicured lawns, where precise cutting height adjustment is an important factor in lawn care. The new Jacobsen reels feature a new cutting height adjustment that gives precision cutting results at heights from ½" to 2½" without tools.

NEW! TELEVISION

More television commercials than ever. Newspaper ads, too. And colorful point-of-sale advertising.



OLD! JACOBSEN QUALITY

Your customers will like the "Quality Feel" of America's finest line of reel mowers. Quick starting, quiet running. Positive chain drive, five-blade cutting action, patented reel construction — all the quality touches Jacobsen is famous for, give you extra sales points to make with your customers. Reel-type mower buyers are especially interested in safety, too, and you can show them the seal of the American Standards Association on Jacobsen reel mowers. Mail coupon today for more of Jacobsen's "sell modern" story.

**JACOBSEN
MANUFACTURING COMPANY**
1721 Packard Avenue, Department F116
Racine, Wisconsin 53403

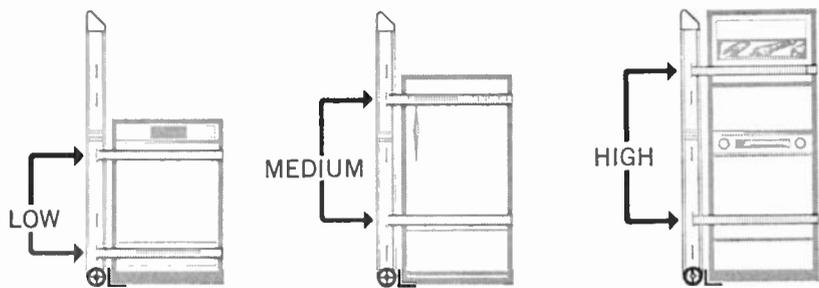
Please send information on your new Reel Power mower line and have area distributor contact me.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

3 Add gas and oil, and mow!



You'll see this sign of safety on Jacobsen mowers



UNIQUE, NEW DOLLY does the work of three

has two, load-holding straps that grip from 3 different positions

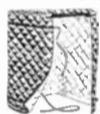
Most versatile dolly available today. Has a sixty-six inch high frame. Handles the largest ranges and freezers as well as the smallest washers and dryers. Equipped with two 15 ft. web straps. Frame has six sets of slots through which you can shift the twin straps to three different positions. Gives you non-slip grip on an almost unlimited variety of items, regardless of size or shape. Has all the other work saving YEATS features like caterpillar step glide; light, yet tough, aluminum alloy frame completely padded in front with felt (or optional plastic) and two quick acting, ratchet strap fasteners.

THE NEW YEATS 16

EVERLAST covers and PADS
Available in all shapes and sizes



range cover



refrigerator cover

YEATS

APPLIANCE DOLLY
SALES COMPANY

1304 W. Fond du Lac Avenue • Milwaukee, Wis.



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Payment enclosed Please bill me

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Address home business _____

City _____ State _____ Zip Code _____

Company Name _____ Type of Business _____

□□□□ **Reports of ailing color tv sales** are not upheld by the statistics. During the week of Nov. 4—the 44th week of the year—distributor-to-dealer sales totaled 125,751 units, reports the Electronic Industries Assn. Only four times during the year have weekly totals topped this figure, and, furthermore, the previous week had weighed in as the second best sales week of 1966. Still, the hoped-for sales target of 4.7 million color sets seems a little out of reach. In order to hit that projection, at least 123,150 color sets must move between distributor and dealer during each of the eight remaining sales weeks of 1966. While sales at that pace are possible, they are not likely. Only five weeks during the entire year have seen sales at or above the 125,000 mark.

□□□□ **B&w tv sales are lagging behind** the 1965 pace—by more than 600,000 units as of the week ended Nov. 4, reports the Electronic Industries Assn. As of that date, distributor-to-dealer sales of b&w tv sets were running 648,306 units—or nearly 10%—behind sales for the same period last year.

□□□□ **Macy's has opened a cartridge tape shop** in New York City. The new department, which was announced with a full-page ad in the *New York Times*, offers nine cartridge players in three different systems: cassette, 8-track, and 4-track. A large library of 4- and 8-track prerecorded cartridges, priced from \$4.39 to \$8.39, are also being offered. A spokesman for Macy's says the new shop will be permanent: "The reason we put it in is that we feel tape cartridges are the up-and-coming thing."

□□□□ **More 4- and 8-track cartridge players** are one aim of Tenna Corp.'s newly completed 65,000-sq.-ft. plant expansion in Warrensville Heights, Ohio. The enlarged facilities are designed to increase manufacturing and assembly capacity of auto cartridge players, auto radios, and reverberation units. Production of 4- and 8-track stereo tape players for home use will begin in January.

□□□□ **Arvin now is offering demonstration tapes** as sales aids for its 1967 line of stereo tape recorders. The demonstration tapes feature appropriate music selected to show the range of response, separation, and fidelity of reproduction. In addition, an announcer on the tape points out the features of the Arvin units.

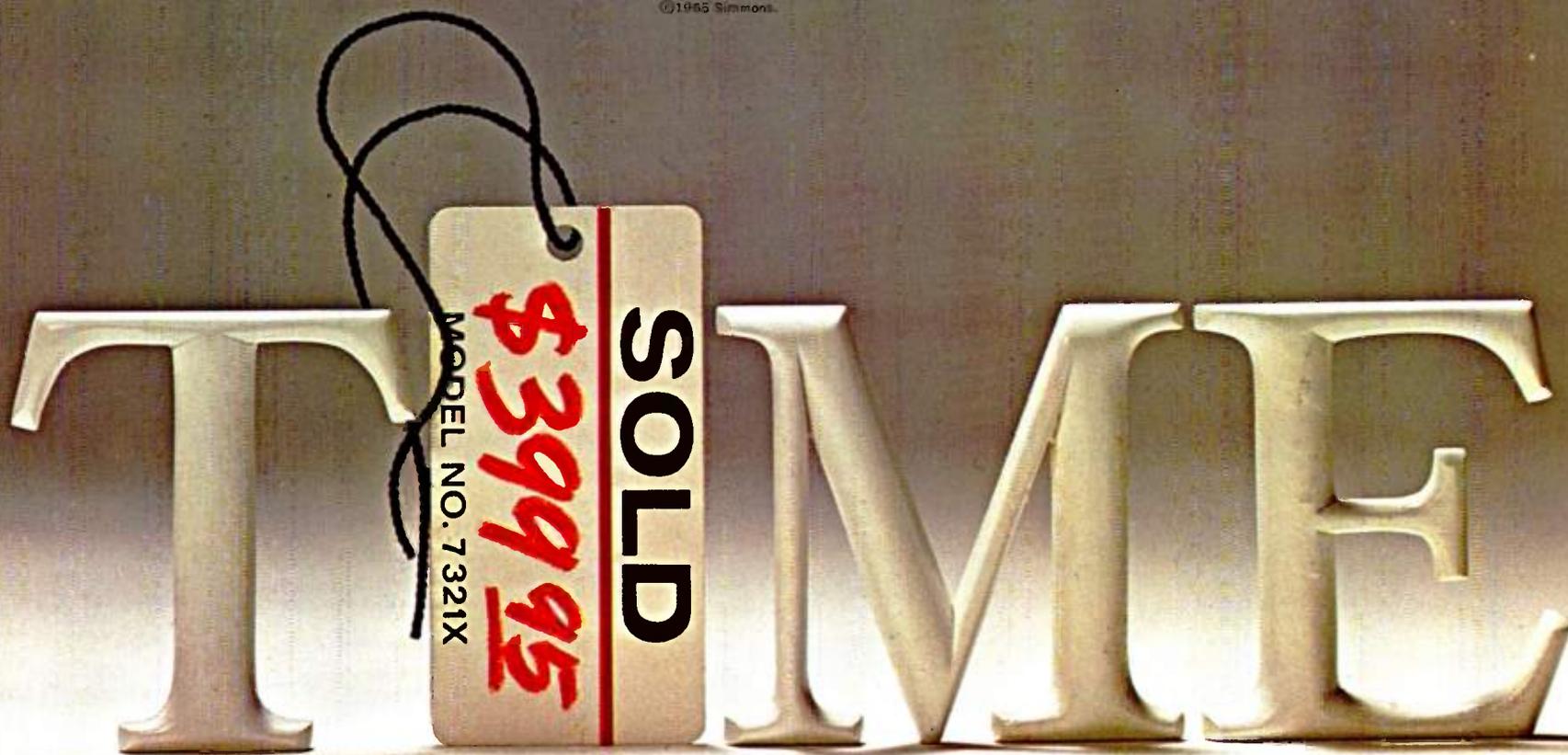
□□□□ **Admiral's new plant in Wisconsin** will begin production of color tv sets next January, supplementing the company's color tv production center in Harvard, Ill. The new Sun Prairie (Wis.) plant, which currently manufactures 15,000 etched circuit boards daily for b&w and color tv receivers, will have a total area of 126,000-sq.-ft. upon completion. Employment at the Sun Prairie plant is presently at 420; by the end of the year, 1,000 persons are expected to be on the payroll. Admiral has also opened a new plant in Mexico for the manufacture of b&w tv sets, stereo phonos, and radios. The new facility, operated by Admiral's subsidiary, Admiral de Mexico, employs more than 650 workers.

When it comes to big-ticket appliances, people earning \$10,000 and over account for almost half of all sales, as the Starch studies on the next page show.

These are the people you reach through TIME: nearly a third of all U.S. households with incomes of \$10,000 and over. And TIME families actually bought nearly one-third of all dishwashers sold last year.

Clearly, to sell the top of the line, TIME's your ticket.

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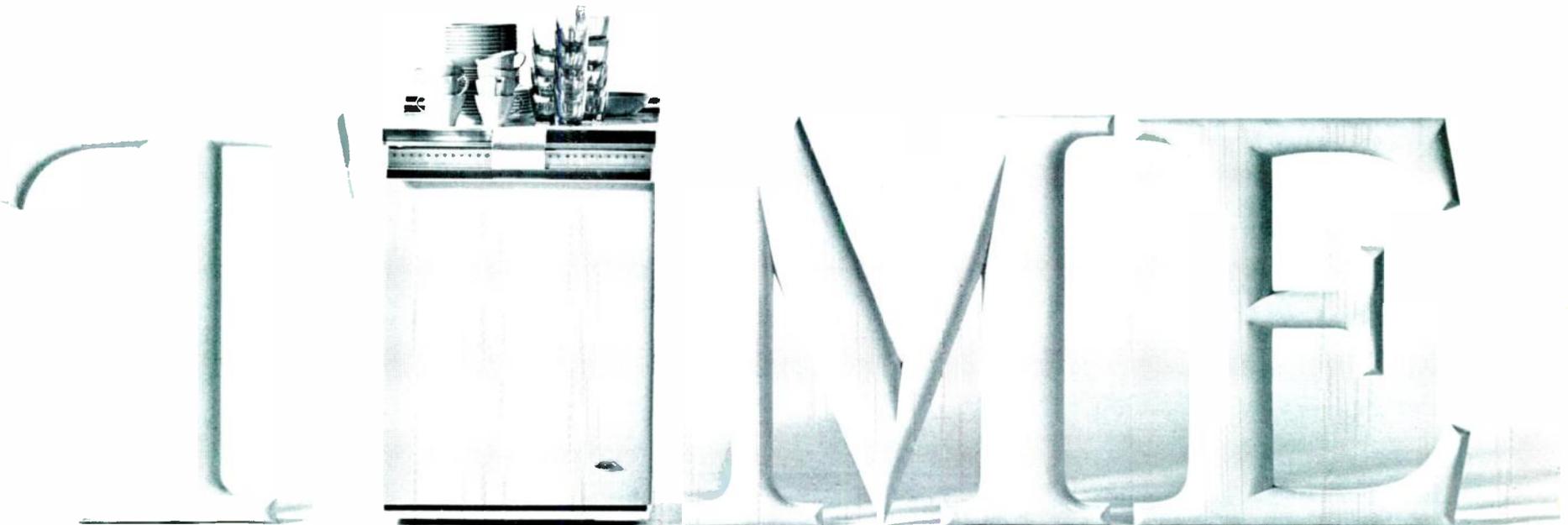
**Big-ticket
appliances:
what portion of
sales are they and
who buys them?**

REFRIGERATORS: 27.8% of all refrigerators purchased in the past year cost \$350 or more. Nearly half of these \$350-and-over refrigerators were purchased by people earning \$10,000 or more.

RANGES: 31.4% of all electric ranges purchased in the past year cost \$300 or more. 47.4% of these ranges were purchased by people earning \$10,000 or more.

AUTOMATIC WASHERS: 29.4% of all automatic washers purchased in the past year cost \$250 or more. 37.4% of these automatic washers were purchased by people earning \$10,000 a year or more.

If you'd like further information, please call or write Caspar Pennock, Supervisor, Appliance Advertising Sales, TIME, The Weekly Newsmagazine, Time & Life Building, Rockefeller Center, New York 10020.

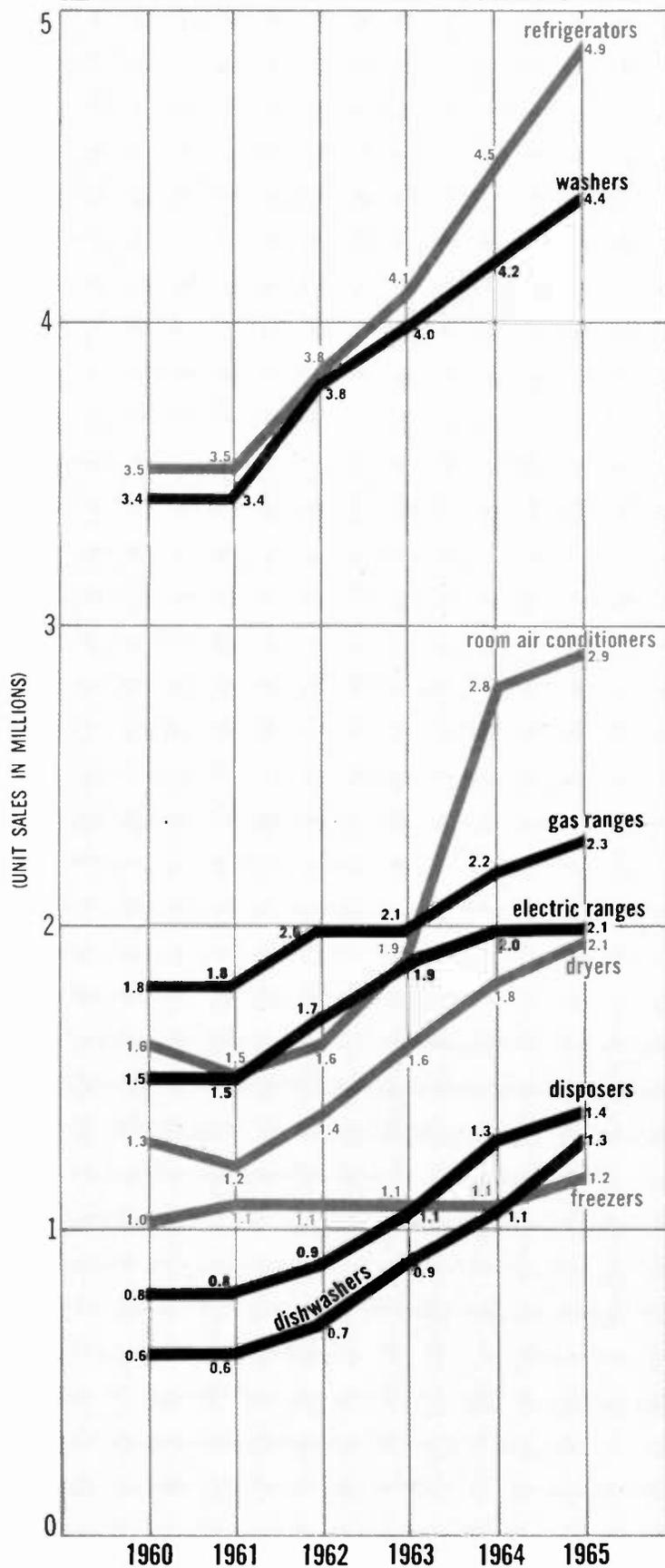


MAJOR APPLIANCE
MARKETING
IN THE
SOARING 60s



The Sixties: Are you in step with industry growth moves?

**Major appliance sales in the Soaring 60s:
onward and upward to the Sensational 70s**



By Martin R. Miller

In the late Fifties, when the appliance industry was on the brink of what some prognosticators called the Soaring Sixties, hard-nosed marketing men harumphed. The harumphs have turned into hurrahs.

For, as the Soaring Sixties streak toward the Seventies, sales have snowballed four consecutive record years.

This year will be another record-breaker, with some estimating over-all sales up 10% from 1965. Harumph indeed!

To draw an accurate picture of the 60s—in all segments of the industry, from retailers to manufacturers—MERCHANDISING WEEK has compiled the following progress report. The Golden Age of Appliances has been documented in this eight-page account with the aid of comprehensive retail figures computed by Daniel Starch Marketing Data Services.

The Starch retail figures are based on data collected by personal interview in a known probability area sample of all U.S. private households. The sample was widely dispersed and included 125 counties, 482 localities within these counties, and more than 4,000 clusters. The approximately 190,000 dwelling units in these clusters were completely prelisted independently of and immediately prior to the interviewing. The final sample of 29,430 dwelling units was drawn from these listings, using a systematic random technique and known probabilities of selection. The data were projected to all U.S. private households with known statistical tolerance limits.

An important note: The Starch figures do not include appliances sales to institutions, business establishments, multiple-family apartment owners, multiple- and single-family housing builders, nor exports to foreign countries. This accounts for the difference between the Starch total unit figures (and, consequently, the market value) and the totals compiled by MW's Research Department in the 1966 Statistical Report [pp.18-23].

In spite of rumblings of an overheated economy that will be slowed down by tight money and the threat of new taxes, the over-all outlook for the appliance industry remains smashing. There are more family formations; millions of replacement sales on the horizon; more functional features being introduced; and, perhaps most important of all, an attitude of exciting change in the marketplace. This charged atmosphere should carry the industry to 1970 with sales piercing the 35-million-unit mark.

MAJOR APPLIANCE
MARKETING
IN THE
SOARING 60s



**Major appliances:
growing volume,
lower prices in
a larger economy**

"Despite the fact that since 1960 the cost of living index has risen about 10%, the price of major home appliances is lower by 12%."

Despite the fact that consumer disposable income has risen 44% from 1955 to 1965, the major appliance share of this figure has dropped from \$1.36 of each \$100 in 1955 to \$1.03 of each \$100 in 1965—a 24% decrease.

The opening quotation from Richard L. Terrell, general manager of Frigidaire and vice president of General Motors, sums it up: The customer is getting more for his money today than at the start of the Soaring Sixties.

But the subsequent statement has caused headaches for many executive planners.

As the 1960s pass the midway mark, numerous manufacturers think that some answers have been found to the problem of the slipping appliance share of the consumer dollar. Innovations and advancements incorporated into existing products have begun to upgrade average prices. There are also signs that, with the price of labor and materials skyrocketing, manufacturers may be able to make modest price increases stick.

To see what the Soaring Sixties mean to the industry, let us consider some statistics at the halfway mark of the decade.

- Refrigerators are headed for a 5-million-sales year. (Refrigerator volume in 1959: 3,785,000 units.)

- Dishwashers are zooming toward a second-straight million-sales year, the second of many to come. (Volume in 1959: 547,300 units.)

- Food waste disposers will pop over the 1-million-sales mark for the fourth consecutive year. (Volume in 1959: 788,600 units.)

- Dryers will be well over the 2-million mark for the second record-breaker year in a row. (Volume in 1959: 1,409,000 units.)

- Room air conditioner sales will leap over the 3-million mark for the first time (Volume in 1959: 1,660,300 units.)

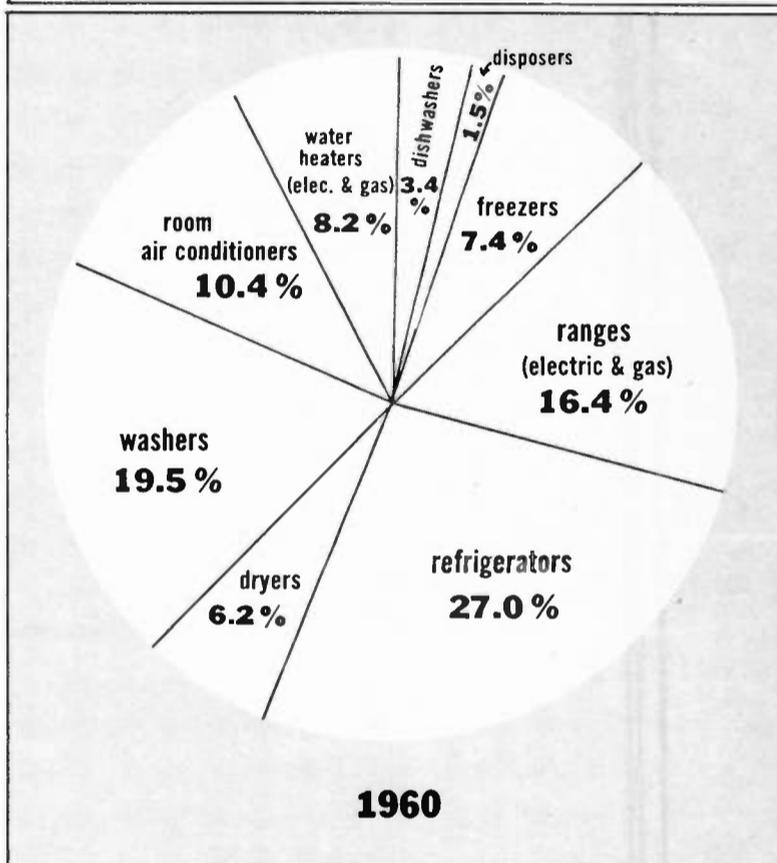
What is coming in the second half of this decade is not hard to imagine, and manufacturers have visions of sugarplum sales.

With the full-blown emergence of the New Consumer, manufacturers and retailers have perhaps found the key to picking up average prices and going on to greater sales and profits. For the New Consumer will pay the price for what he wants: and he is not afraid to try a "way out" product or feature. An example of this—in housewares—is the avid consumer acceptance in the Sixties of the electric toothbrush and slicing knife. In major appliances, the product may not be new, but the acceptance by the New Consumer of high-end decorator units and new refrigerator configurations is sparking sales optimism.

Looking ahead, it would appear that bullish predictions will be borne out.

According to Frigidaire's Terrell: "It would appear that major appliance industry sales will continue strong in 1967, despite the threat of tight money and high interest rates. However, the growth rate is not expected to be as great as in recent years."

A look at the major appliance sales pie:



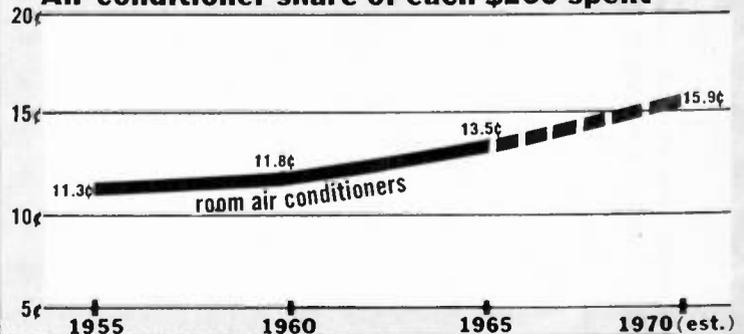
An overview of the major appliance share

The appliance share of total disposable income

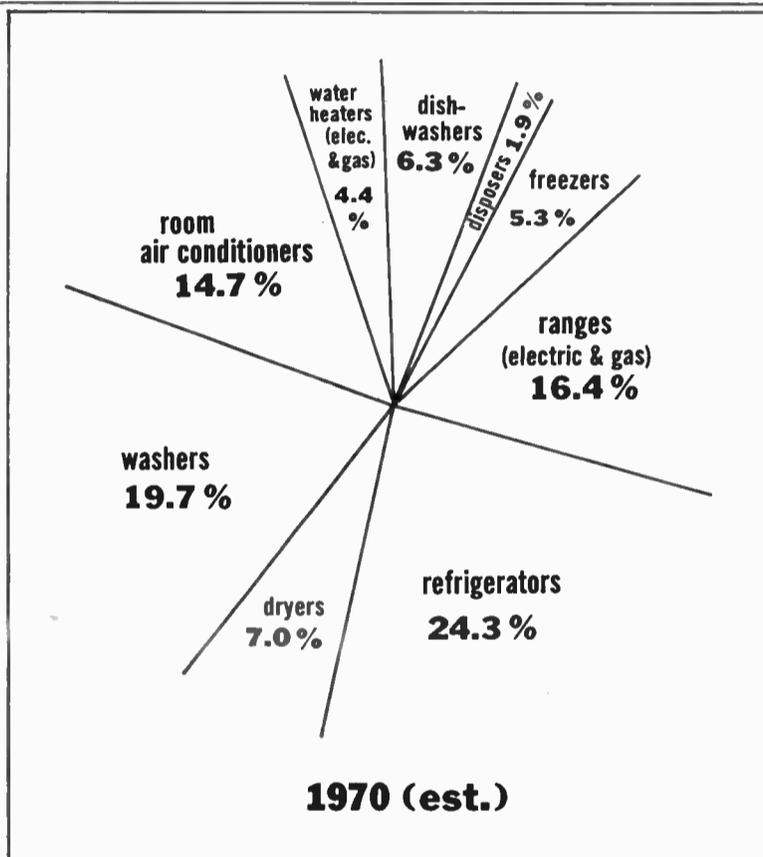
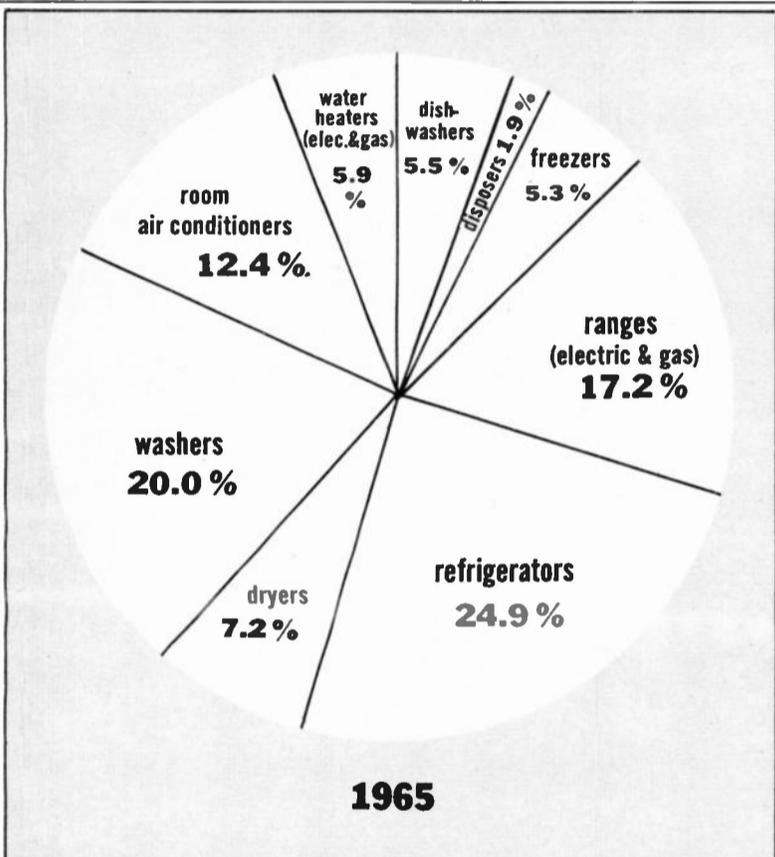
Year	Total consumer disposable income (in billions)	Amount spent on appliances (in billions)	Amount spent on appliances (per \$100)
1955	\$321.2	\$4.4	\$1.36
1960	368.4	3.8	1.04
1965	463.2	4.8	1.03
1970 est.	574.0	6.1	1.06

Source: MW's Research Dept. and McGraw-Hill Dept. of Economics

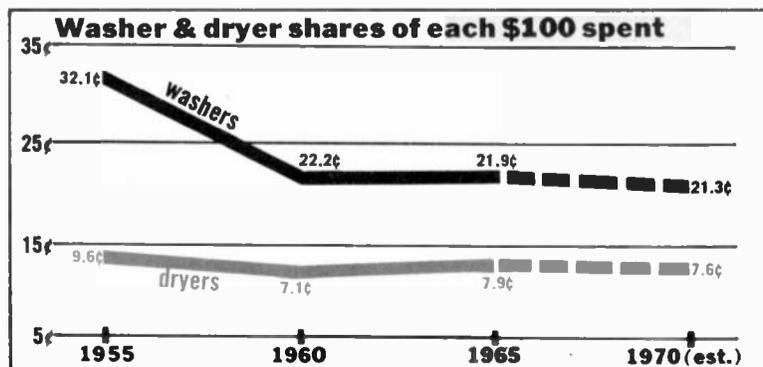
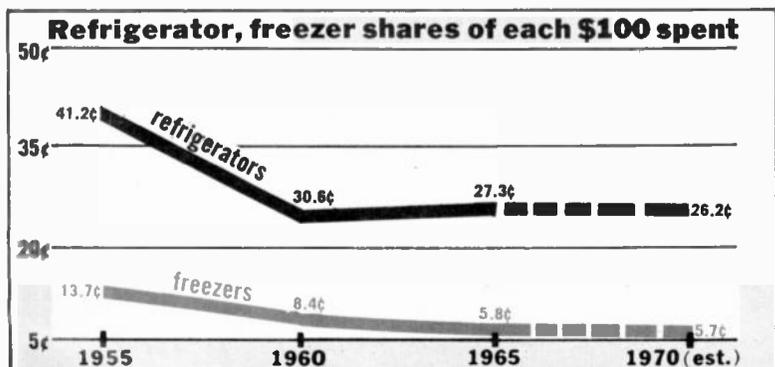
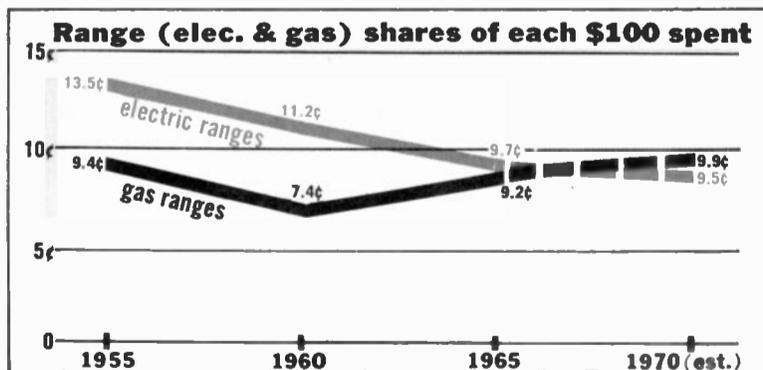
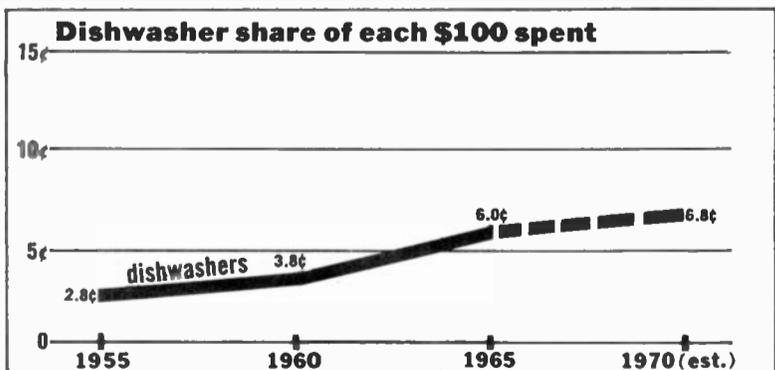
Air conditioner share of each \$100 spent



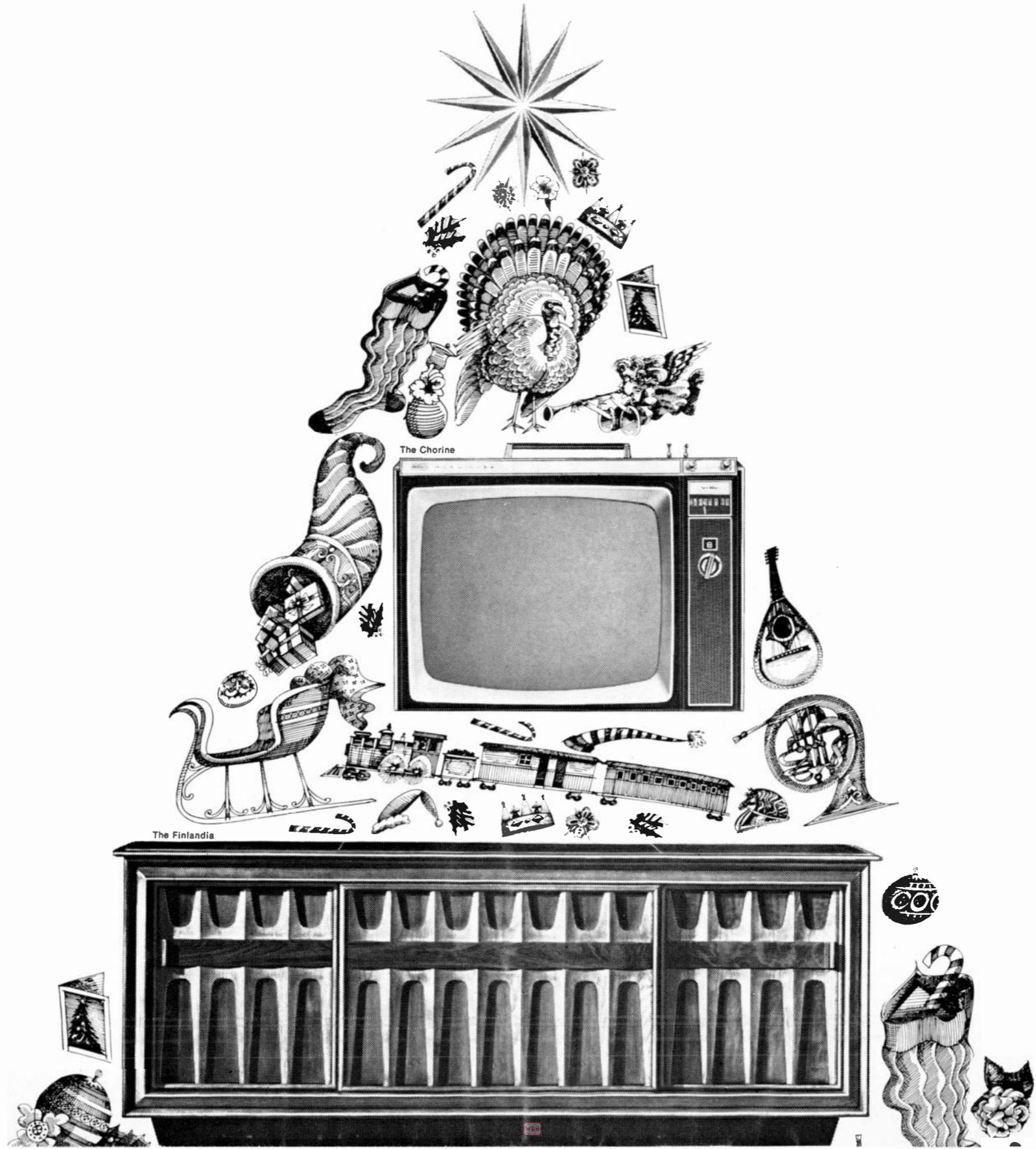
how large a slice each product has carved out in an ever expanding market



of consumer disposable income with a closeup on the top five product categories



For details on the top five product categories, see:
 Dishwashers, p. 20
 Ranges, p. 21
 Air conditioners, p. 22
 Refrigerators, p. 23
 Washers, p. 24



The Chorine

The Finlandia

Dishwasher swirl: How far can top majors contender go in sales?

Now is the time for all good retailers to be selling dishwashers. For, according to the six-year seasonal selling pattern, portable units will rack up 37% of the year's sales in the last quarter.

The seasonal selling pattern for dishwashers is only one part of the picture, however, because this new star in the appliance constellation has been doing quite well all year around. (Latest NEMA figures show that sales through the first nine months are up about 24% over the same period last year.)

No one knows how high sales could go, in view of increasing consumer demand coupled with a saturation of only 13.5%. Think of it: over eight out of every 10 homes in the country still do not have a dishwasher.

Since 1960, the dishwasher business has recorded an average annual increase of 18%; the total increase from 1960 to 1965 was a whopping 127%.

The figures for the dishwasher's kitchen partner—the food waste disposer—are equally impressive. Disposer sales have increased at an annual average of 12.6% through 1965; the total increase was a splendid 78.9%.

Dishwashers are no longer tin boxes with water jets that supposedly clean dishes. Many top-of-the-line models now provide three- and four-level washing action.

New pre-wash cycles do away with what was once a common consumer gripe: scraping and preparing dishes before loading. Some models now offer a waste-disposing action that taps and liquefies soft food scraps. Programmed cycles suited to different types of loads are also new on the market.

The dishwasher has not been left out of the decorator trend. Various colors and patterns are now available, and the variety of vinyl or wood tops in portables is increasing.

Automatic detergent injectors are becoming more popular. This feature has a large potential for sales in hard water areas, because when a liquid rising agent is added to the last rinse water, drying does not leave spots on glassware and fine dishes.

What should be intriguing to retailers is the fact that the dishwasher chalks up its greatest sales at the high end of the line (see first table). For example, while 37.7% of unit sales are in the \$250-to-\$350 range, a whopping 45.3% of the total dollar share is captured by units in this price category.

Features to look for in the second half of the 1960s include more solid-state controls—Waste King has a solid-state device to time and measure cycles in its top-of-the-line model. Look for the manufacturers to stress quiet operation, stronger washing action, and—possibly—larger capacity units.

On the promotional side, look for a big push to sell the health aspects of the dishwasher. For example, manufacturers will start building more campaigns around the general theme: "No germs when you wash your dishes with an automatic dishwasher."

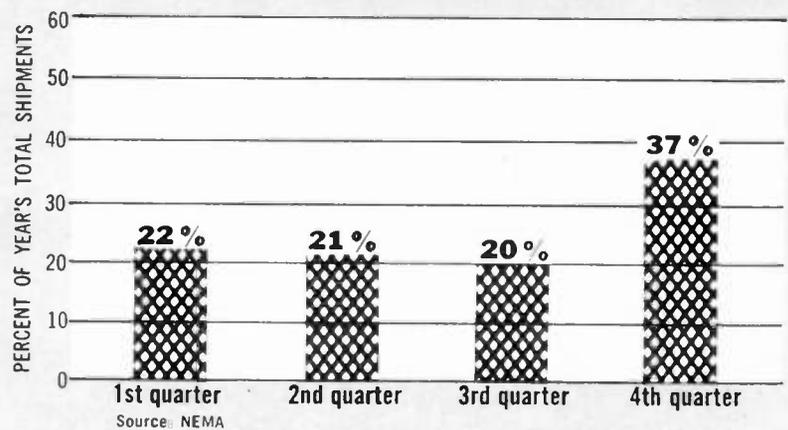
Dishwashers: pinpointing retail prices, sales

STARCH TOTAL: 450,000 UNITS

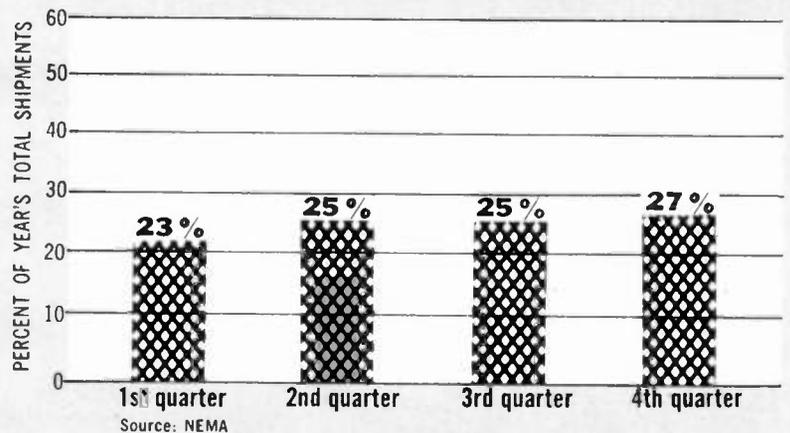
PRICE RANGE & NO. OF UNITS	UNIT SHARE OF MARKET	DOLLAR SHARE OF MARKET	AVERAGE PRICE	MARKET VALUE
Under \$200* (160,000 units)	35.6%	27.9%	\$180	\$ 28,800,000
\$200-\$250 (120,000 units)	26.7%	26.8%	\$230	\$ 27,600,000
\$250-\$350 (170,000 units)	37.7%	45.3%	\$275	\$ 46,750,000

Source: MW's Research Dept. *Includes portables

Dishwashers (portable): the 6-year average of seasonal retail buying patterns



Dishwashers (all other): the 6-year average of seasonal retail buying patterns



Ranges: no longer taking a backseat when it comes to sales features

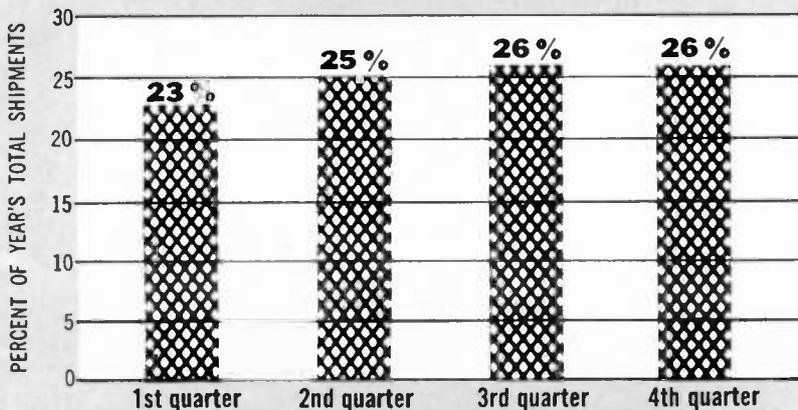
Ranges: pinpointing retail prices, sales

STARCH TOTAL: 2,050,000 UNITS

PRICE RANGE & NO. OF UNITS	UNIT SHARE OF MARKET	DOLLAR SHARE OF MARKET	AVERAGE PRICE	MARKET VALUE
Under \$200 (822,058 units)	40.1%	28.0%	\$170	\$139,749,860
\$200-\$250 (471,880 units)	23.0%	20.3%	\$215	\$101,454,200
\$250-\$300 (369,720 units)	18.0%	20.4%	\$275	\$101,673,000
Over \$300 (389,240 units)	18.9%	31.3%	\$400	\$155,696,000

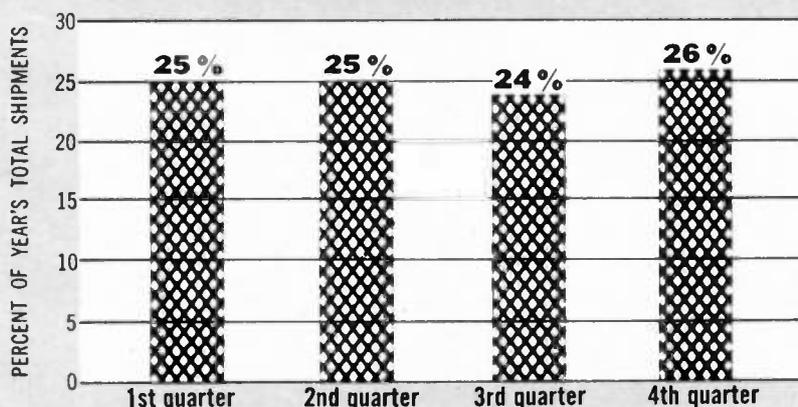
Source: MW's Research Dept.

Electric ranges: the 6-year average of seasonal retail buying patterns



Source: NEMA

Gas ranges: the 6-year average of seasonal retail buying patterns



Source: GAMA

"They all look the same and are the same." In 1959, that comment was common when retailers gathered to discuss the range business. 'Taint so any more.

The range industry is percolating. The percolating began with the introduction of the first eye-level range by Tappan. Within two years, almost every manufacturer was offering an eye-level unit. The sales lift that these units gave the industry is still being calculated. Latest figures show that eye-level or high-oven units are taking an ever-increasing share of the total sales.

In addition to giving a design shot in the arm to the industry, eye-levels helped to raise profit margins. A MERCHANDISING WEEK retail survey shows that, among 55% of the retailers contacted, the average price of eye-levels with top and bottom ovens was in the \$350 to \$499 category. And 27% of the retailers said their average price was \$500 or over.

Almost 60% of the retailers enjoy average profit margins between 25% and 34%, with 9% ringing up margins of 35% or more.

The growth rate for ranges in the 1960s is surprising. The average annual increase from 1960 to 1965 was 4.6% for gas units and 6.7% for electric models. The total increase over the five-year period was 24.9% for gas and 38.1% for electric.

Despite the upgrading influence of eye-levels, however, four out of six ranges retail for under \$200 (see chart). So manufacturers have turned their eyes toward features to lift average prices.

A General Electric survey showed that 46% of responding consumers would pay an additional \$100—and 29% between \$75 and \$100—for a range with a feature that would eliminate one of the housewife's most miserable chores: cleaning the oven. As a result, GE unveiled its self-cleaning oven range at the top end of the line. The feature is now available in a wide variety of models, and the price has dropped to the \$259.95 area. In addition to lifting over-all retail prices, GE introduced an exciting, "must" feature. A number of manufacturers currently offer self-cleaners; others will soon find they must do so as a marketing fact of life.

The gas manufacturers are working hard on developing a gas range with self-cleaning capabilities, but for now have endorsed the Teflon-coated-oven-liner route. Teflon-coated liners are also making headway in electric ranges.

The second half of the Soaring Sixties should see more use of solid-state controls in ranges—and not just for replacing pilot light ignition systems in gas models. And the microwave oven should be a major factor in the market by 1970.

Tappan, the pioneer in this field, reports that sales are on the move and that consumer interest in electronic cooking is increasing. The company cites the fact that, following national ads run in March and April, it received some 20,000 inquiries on electronic cooking.



Air conditioners: the hottest 'cool' product to come down the pike

Everybody wants a piece of the action—especially if the action is increasing. And room air conditioners are the action.

In the past five years, sales of this appliance have almost doubled; and future prospects are excellent. Air conditioners have the best growth record of any product in the industry—except for dishwashers—with an average increase of 14.3% per year since 1960; and a total increase of 86.4% from 1960 to 1965.

One of the big developments in air conditioners in the early 1960s was the smaller-capacity unit. Still largely an "impulse" item, it has whetted the public's appetite for air conditioning in general. Units under 6,000Btu started to appear in some lines; and, eventually, 4,000Btu models became a part of all major manufacturers' line-ups. The prices dropped from \$149.95 to between \$99.95 and \$119.95. But while these impulse units were garnering a healthy chunk of the market (over 10%), the total sales pie was expanding and units with higher Btu capacity were more than holding their own. NEMA figures for the first nine months of 1966 (see pie chart) bear this out. The 11,000Btu-and-over models accounted for 46% of total sales, about a 3% increase over the same period in 1965.

With yearly boosts from the weatherman, air conditioning is becoming a part of the New Consumer's way of life. He wants his comfort, and the manufacturers are catering to this desire. There are decorator-front units, dual-volt models, new controls, and heat-pumps.

With the adoption of the much-praised certification program a few years ago, the industry took a giant step toward assuring the public of the legitimacy of air conditioner Btu ratings. The next area for certification is that of standards for noise levels. Individual manufacturers have been hitting hard on this theme in advertising campaigns and have also come up with new sound-deadening methods.

Some new trends in air conditioners are in the offing. A major surge will come from a new market made up of homeowners who have sliding windows. Until this year, these homeowners had to buy either central air conditioners or units that required expensive through-the-wall installation. Almost by mental telepathy, many of the major manufacturers have introduced sliding-window models for 1967, and those who do not yet have them, will probably drop some in. According to Rodger W. Gibson, marketing manager for Westinghouse room air conditioners: "The development of vertical units for sliding windows opens up an untapped market for the industry and provides somewhat the same kind of sales boost that the compact air conditioner did after introduction in the fall of 1963."

It is only a matter of time before solid-state controls make an appearance in air conditioners. The applications are a natural: remote controls and temperature and humidity controls to regulate units automatically.

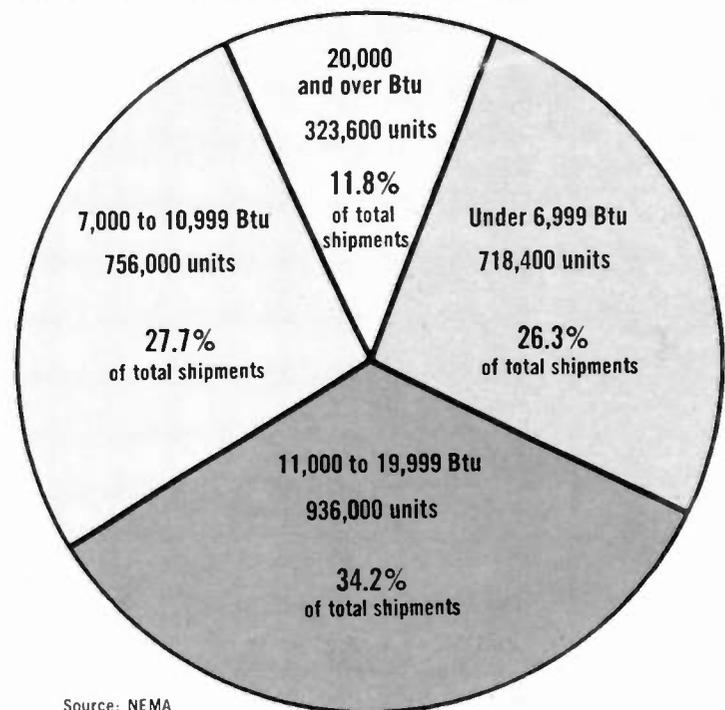
Air conditioners: pinpointing retail prices, sales

STARCH TOTAL: 1,318,000 UNITS

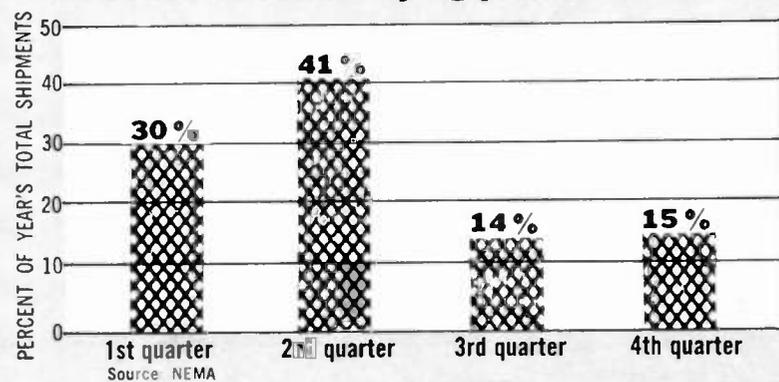
PRICE RANGE & NO. OF UNITS	UNIT SHARE OF MARKET*	DOLLAR SHARE OF MARKET	AVERAGE PRICE	MARKET VALUE
Under \$200 (438,894 units)	33.3%	20.7%	\$150	\$ 65,834,100
\$200-\$300 (507,430 units)	38.5%	39.7%	\$250	\$126,857,500
Over \$300 (371,676 units)	28.2%	39.6%	\$340	\$126,369,840

Source: MW's Research Dept. *Source: STARCH

Manufacturer shipments of air conditioners for the first nine months of 1966



Air conditioners: the 6-year average of seasonal retail buying patterns





Refrigerators: bread-and-butter appliance getting richer and fatter

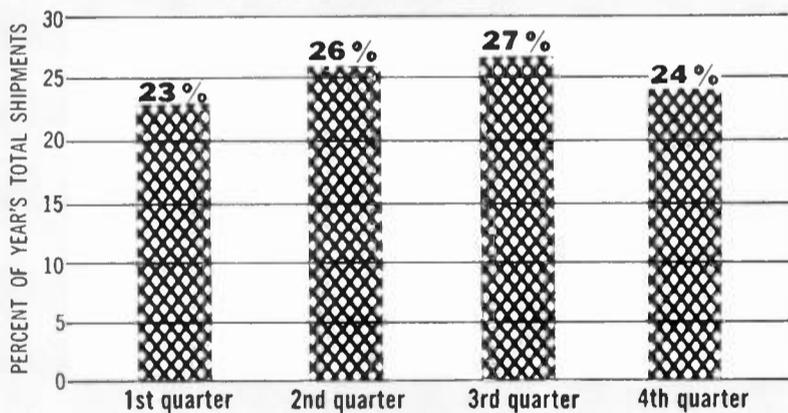
Refrigerators: pinpointing retail prices, sales

STARCH TOTAL: 3,170,000 UNITS

PRICE RANGE & NO. OF UNITS	UNIT SHARE OF MARKET*	DOLLAR SHARE OF MARKET	AVERAGE PRICE	MARKET VALUE
Under \$250 (970,020 units)	30.6%	19.7%	\$200	\$194,004,000
\$250-\$350 (1,318,720 units)	41.6%	40.1%	\$300	\$395,616,000
Over \$350 (881,260 units)	27.8%	40.2%	\$450	\$396,567,000

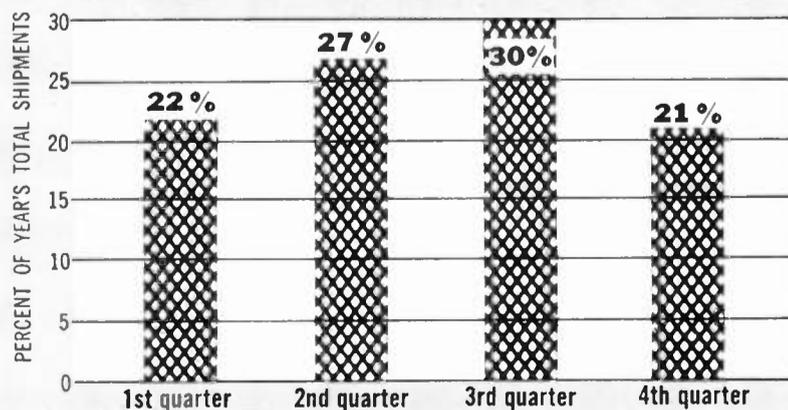
Source: MW's Research Dept. * Source: STARCH

Refrigerators: the 6-year average of seasonal retail buying patterns



Source: NEMA

Freezers: the 6-year average of seasonal retail buying patterns



Source: NEMA

What do radios and refrigerators have in common? Answer: almost identical 100% saturation figures.

And, just as some people wonder how the consumer electronics business sells millions of radios each year, some puzzle over how the appliance industry annually sells over 4 million refrigerators.

Between 1960 and 1965, the refrigerator has averaged an annual growth rate in sales of 7.3% and a total increase of 41.9%.

The refrigerator business has picked up because manufacturers have shown a capacity to change. At the outset of the Soaring Sixties, sales were moving along at a nice clip (3,475,000 units were shipped in 1960). Manufacturers might have waited for the war babies to grow up and marry; they might also have counted on a booming replacement market as a legacy from the halcyon days of the late 1940s and early 1950s. But they did not. They generated sales excitement via innovation: automatic icemakers, no-frost systems, side-by-side refrigerator-freezer combinations, expanded-capacity models, and decorator styling.

The side-by-side is a case in point. First introduced by Kelvinator, this type of refrigerator was popularized by Admiral. Now, almost all manufacturers have these units in their lines. Some industry pundits predict side-by-side sales will surpass 10% of the total refrigerator sales by 1967. But the most important point is their big-ticket price.

Although some range from \$399 to \$450, the average is about \$500 area, where the profits are.

Kelvinator has sparked consumer interest with its Originals—even at high prices—and has increased its own high-end sales, while helping upgrade the retail scene.

In another move, increasing numbers of major manufacturers are eyeing the compact refrigerator as a new source of sales. Importers have been pushing compacts as a second unit for the home for several years, and, with General Electric now in the market, others are sure to follow. Manufacturer and retailer efforts to raise average prices in order to improve margins may be beginning to pay off.

For example, the Starch figures show that the high-end market (over-\$350 price range) now holds 27.8% of the unit share of the refrigerator market. But, in order that everybody profit more, the market value and market share must continue to rise—even though the over-\$350 category already accounts for a 40.2% share of total dollars spent on refrigerators at retail. In a further breakdown, Starch figures show 18.9% of sales fall in the \$300-to-\$350 area.

And significant changes are coming soon in terms of technical innovation.

Frigidaire's solid-state refrigerator makes possible new temperature and humidity controls. Gibson's solid-state icemaker is becoming one of its hottest features. By 1970, solid-state controls should be part of every appliance line.



Home laundry: programmed for a permanent press to gather sales

There are not many billion-dollar industries within an industry—but home laundry business qualifies. It is the leading retail dollar horse in the major appliance field.

Eye-popping figures are chalked up in the washer segment of the industry: 1965 unit sales of well over 4 million and dollar value over \$1 billion. But the dryer business could reach beyond the \$.5-billion (retail value) mark for the first time this year—quite impressive for a supposedly weak sister.

The annual growth rates for the home laundry twins are impressive. While washers have enjoyed an annual increase of 5.9% from 1960 to 1965, the increase for dryers has been 10.9%. Total increase in the 5-year period was 31.7% for washers, 66.3% for dryers.

For a closer look at the dryer market, here are the Starch figures and MERCHANDISING WEEK's estimates:

Gas and electric dryers

STARCH TOTAL: 1,570,000 units

Price range & no. of units	Unit share of market	Dollar share of market	Average price	Market value
Under \$150 (360,000 units)	22.9%	16.3%	\$125	\$45,000,000
\$150-\$174.99 (400,000 units)	25.5%	22.4%	\$155	\$62,000,000
\$175-\$199.99 (280,000 units)	17.8%	18.7%	\$185	\$51,800,000
\$200-\$224.99 (260,000 units)	16.6%	19.7%	\$210	\$54,600,000
\$225 and over (270,000 units)	17.2%	22.9%	\$235	\$63,450,000

In the 1960s, the industry has turned toward improving a consumer-accepted product. One outcome of this has been the trend toward extended warranties—a direct result of the decrease in the number of service calls that each company is experiencing.

With this in mind, perhaps, the combination washer-dryer is about to make a comeback. When it first appeared, the combo—in addition to some retailer apathy—ran into service problems; sales dwindled rapidly. But now Sears is pushing new models, and General Electric has re-entered the fray with new units.

The rise of permanent press has added a wrinkle to the merchandising of home laundry equipment and has put a twinkle into manufacturers' eyes. Almost all makers have some sort of durable press or permanent press button. They also offer laundering instruction for the homemaker. Retailers appear to be using this sales peg and are also tying in with clothing sources to sell the permanent press story.

The push to find a suitable way to launder the myriad of new fabrics that are bursting on the scene has led makers to introduce programmed models and the latest star on the appliance boards: the solid-state washer. This unit, which is now found in three brand-name lineups, will undoubtedly appear in more lines; their controls offer an infinite range of settings for agitation and spin speeds.

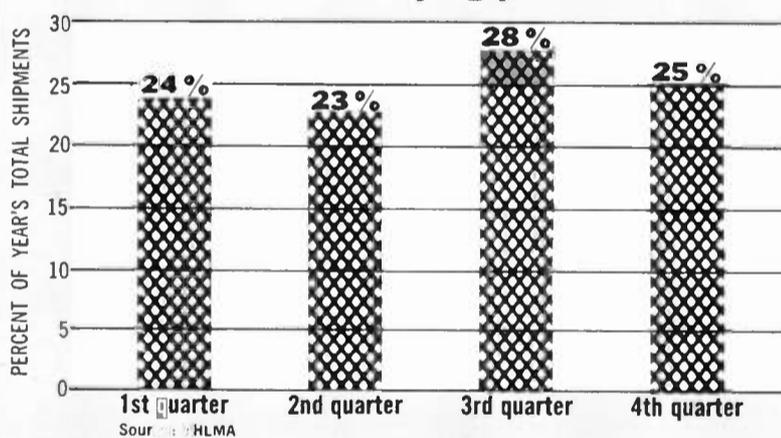
Washers: pinpointing retail prices, sales

STARCH TOTAL: 3,350,000 UNITS

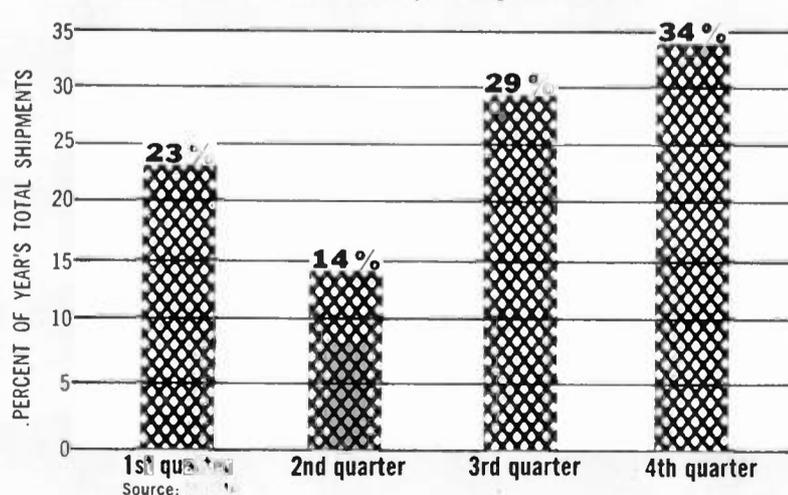
PRICE RANGE & NO. OF UNITS	UNIT SHARE OF MARKET*	DOLLAR SHARE OF MARKET	AVERAGE PRICE	MARKET VALUE
Under \$200 (763,800 units)	22.8%	18.1%	\$175	\$133,665,000
\$200-\$250 (1,597,950 units)	47.7%	46.5%	\$215	\$343,559,250
Over \$250 (984,900 units)	29.4%	35.4%	\$265	\$260,998,500

Source: MW's Research Dept. *Source: STARCH

Washers: the 6-year average of seasonal retail buying patterns



Dryers: the 6-year average of seasonal retail buying patterns



Anyone who thinks
all appliance warranties
are the same
hasn't read
Amana's.



We provide free parts
and related labor
for a full five years.

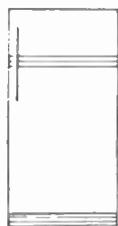
On any Amana appliance.

Every Amana appliance is the best that you can buy. Inside and out. And you get written proof of its exceptional quality: A five year warranty that covers most anything that can go wrong including the labor required to repair or replace parts. Read the complete warranty at right. No other appliance manufacturer matches this guarantee.

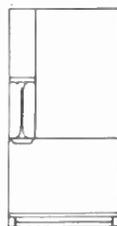


This is the Amana Refrigerator-Freezer warranty. Similar warranties cover all Amana appliances.

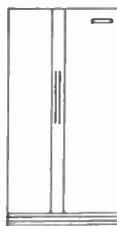
Amana®



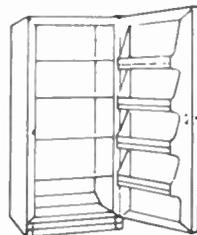
Refrigerators
With top
freezer



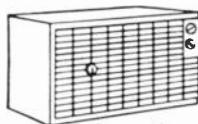
Refrigerators
With bottom
freezers



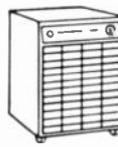
Side-by-Side
Refrigerator-
Freezers



Upright and
Deepfreeze™
Chest Freezers



Room Air
Conditioners



Dehumidifiers

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

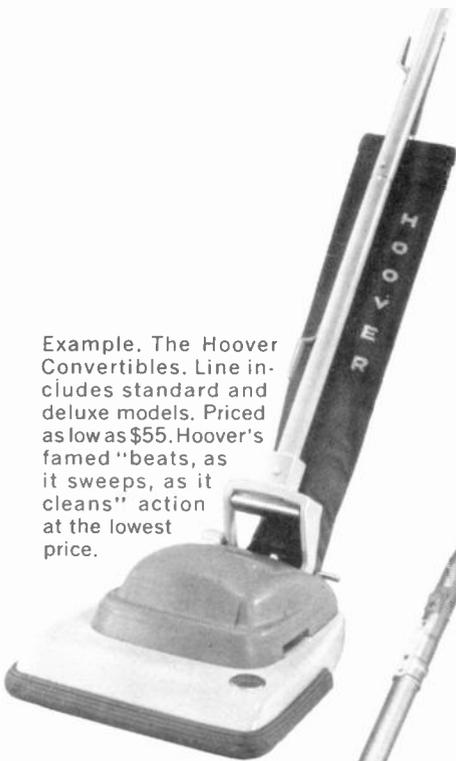
Dealers all over the country are finding the Amana 5-Year Total Appliance Warranty a tremendous sales closer. Why? Because consumers appreciate this written proof of Amana's exceptional quality and dependability.

Large space, persuasive ads like this in Newsweek and Sports Illustrated are busy telling your customers about the Amana 5-Year Total Appliance Warranty. Now is the best time ever to be an Amana dealer.

your price is right.

If you think the Hoover line of floor care products is strictly high-priced merchandise, you've got another "think" coming. For Hoover makes floor care products which you can sell to match—if you'll pardon the expression—every budget.

Example. The Hoover Convertibles. Line includes standard and deluxe models. Priced as low as \$55. Hoover's famed "beats, as it sweeps, as it cleans" action at the lowest price.



Example. The Hoover Dial-A-Matic. Complete with attachments, it sells for around \$99. A canister and an upright in one. The best vacuum cleaner we make.



Example. The Hoover Portable. Sells for around \$50. Everything—including all the cleaning tools—pack away in one, neat, compact case.



Example. The Hoover Constellation. A "leader" model that you can promote at a traffic-building price. The vacuum cleaner that floats-on-air. A Hoover exclusive.



Example. The Hoover Slimline. Has top-of-the-line features but "easy on the pocket-book" price. Sells for under \$40. Lightweight and stores in a minimum of space.



Example. The Hoover Pixie. Sells for under \$35. It goes where dirt goes. Complete with full set of cleaning tools.

Example. The Hoover Handivac. Sells for under \$30. Portability plus power in a popular package. Attachments available.



And so forth. You get the idea. And you'll get the sale. For no matter what price range a customer is buying in, you've got a Hoover that fits. So even when you're selling price, sell

quality. Sell Hoover. For the sake of sales. When you really think about it, we've got the best of both worlds in one. The Hoover Company, North Canton, Ohio 44720.



Christmas is coming later for housewares this year

Housewares business at retail is being described as "soft," causing some apprehension—but no great fear—among buyers waiting for that Christmas sales spark.

The retail sales picture apparently shapes up as "soft" for much of the country, judging from comments by Eastern buyers and reports filtering in to department store and discount chains based, or with buying offices located in the New York City area. New York City itself shapes up as a generally soft market at this time.

The reason is hard to pin down. Hard goods merchandise managers can easily blame the tight money market for sluggish activity in color tv and major appliances, big-ticket products. But housewares would not seem to come under the same tight credit conditions, in view of their lower sales tickets.

"I guess it's just the mood that results from tight money," one electric housewares buyer said. In New York City, a few buyers also pointed to unseasonably warm weather as a factor—keeping customers from getting into the Christmas buying mood.

The fact that there were two holidays in one week did not help many a retail outlet either. Last year, Election Day and Veteran's Day occurred in different weeks, this year they followed each other in the same week.

And, when this happens, the first holiday usually takes an edge off the second.

Inventories are building up; most buyers bought heavily, anticipating a strong Christmas season. However, practically every buyer feels that sales activity will pick up. "It's just going to be a later Christmas start this year," one buyer said. "Last year the season started early." Another said he will be "eating" a lot of merchandise, if Christmas sales are off last year's pace.

Buyers who report business as strong—they are the exceptions—generally stress, however, that they are working harder to get the business than they were at this time last year. "It's coming, but not coming easily for us," one buyer said.

There is one big fear: Some buyers are concerned that if business does not soon pick up in housewares, there may be "panic," as several put it, and buyers might start cutting prices to perk up business. In many a market, and in many an outlet, buyers are trying hard to raise prices, but with only limited success. As one buyer said, "I've been trying to raise GE to cover the price increase; but, as a competitive store, I haven't been able to." The reference, of course, was to GE's recent price increases on its housewares line.

—Ed Dubbs

□□□□ **Son-Chief buys Marlun (Black Angus) Manufacturing Co.,** according to reliable trade reports. An announcement of the acquisition, MERCHANDISING WEEK learned, is planned for later this week. The move puts Son-Chief Electric, which uses the Magic Maid brand name, into the broiler business, and removes another small broiler manufacturer from the housewares field. Principles of both firms would neither confirm nor deny the reports last week. No details of the transaction were immediately available.

Marlun, which uses the Black Angus brand name, has been owned and operated by Sherry Sado since the death of her husband, Manny Sado, in 1962. A Brooklyn, N.Y.-based firm, Marlun produces a wide range of broilers and broiler-ovens. Son-Chief, which is based in Winsted, Conn., offers a line of waffles, irons, toasters, frypans, griddles, and coffeemakers.

Son-Chief Electric, in a move apparently made in light of the pending purchase, last week announced the promotion of two key executives to vice presidents: Bill Gjede as general manager and Douglas Reid for sales.

□□□□ **The reported Marlun purchase recalls** other recent "shakeouts" of smaller broiler manufacturers. Within the past year, Ronson acquired Fleck, and Presto acquired Master. The broiler field traditionally has been a highly competitive one, with firms in and out of financial trouble. However, the "shakeouts" are expected to bring increased stability to the field, which is loaded with both big-name manufacturers and smaller, highly promotional firms. Marlun Manufacturing reportedly has been "up for sale" for some time, with a number of parties having looked into possible acquisition.

□□□□ **A 2-speed blender with timer for \$19.88** helped Kings discount department store to pull traffic for the grand opening of its West Hartford (Conn.) outlet. This is the lowest price seen in the East on a blender with built-in timer—in this case, Waring's "open-line" OL-4 model. Kings also offered a choice of a Proctor-Silex steam iron or toaster at \$5.96 each. Caldor, a major discount factor in the Connecticut market, also offered some sharp pricing to counter Kings' opening, including an Iona EKC-2 cordless knife at \$17.88, an Iona portable mixer with stationary stand at \$11.70, a Casco 3-heat heating pad for \$2.99, a General Electric AM table radio for \$7.70, and a king-size, 5-pc. glass-fiber tray table set at \$7.70.

□□□□ **Corning seeks to spur its Electromatics** with a retail display fixture offered free to retailers who order a minimum of four percolators. The vinyl-coated wire fixture holds two percs.

□□□□ **Sessions' "Lady" clock is being price cut** to \$10 retail at Sage Allen department store in Hartford, Conn. The "Lady" is Sessions' highly publicized clock designed to aid in family planning programs. It was introduced at \$19.95 retail in July, 1965. At the time, Sessions created quite a stir with the clock. However, sales are known to be disappointing, and Sessions reportedly has unloaded many units in Mexico. Sessions officials were unavailable for comment.



2,000 Cotter dealers pitch for Christmas gift business

Cotter & Co.—Chicago-based, dealer-owned cooperative in the hardware field—is making its more than 2,000 dealer-members "Gift Headquarters" for housewares and consumer electronics through a full-color ad (above), which is scheduled to appear in the Dec. 13 issue of *Look* magazine. The issue reaches newsstands on Nov. 29.

The fold-out cover features Arvin consumer electronics—including portable radios, phonographs, and tape recorders—priced up to \$99.95 for a stereo tape recorder. In electric housewares, Sunbeam receives featured treatment. Most of the house-

wares products shown—including an assortment of Sunbeam's consigned Vista line—offer a good degree of price protection. In one case—Norelco's new Triple-Header shaver—Cotter shows no price, telling customers to "check our store for everyday low price."

A "Happy Holidays" record album for \$1 is featured to help draw traffic for the more than 2,000 V&S and True Value hardware-housewares stores in 40 states. *Look* readers are advised to "Look to your hardware store for hundreds of new and exciting gifts." The co-op also plans a separate toy ad in the magazine.

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort®

OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

**1 ALL-STEEL RATCHET STRAP
TIGHTENER WITH AUTOMATIC
STRAP RECOIL!**

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

**2 FAMOUS ROLLER
BEARING
CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE
TODAY

For Full Details And
Descriptive Literature

STEVENS APPLIANCE
TRUCK CO.

DEPT. E BOX 897
AUGUSTA, GA.



MODEL MRT
Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel
Construction

Escort®

APPLIANCE TRUCKS

SOLD ON A MONEY-BACK GUARANTEE!



**Fight tuberculosis and
other respiratory diseases**



**Use Christmas Seals
on All Your
Holiday Mail!**

□□□□ **Hamilton Beach is back in Macy's New York**, after an absence of nearly two years from the sales floor of the "world's largest store." Macy's marked the return of Hamilton Beach with a special promotion featuring the firm's animated "Housewife of Tomorrow," a variation on the theme used for its booths at the National Housewares Exhibit. Macy's dropped Hamilton Beach soon after Hamilton Beach dropped its co-op ad program, at a time when price-footballing was most severe on the Hamilton Beach "hole-in-the-handle" slicing knife. Despite the lack of co-op, Macy's New York ran an ad in the Sunday *New York Times* featuring the Hamilton Beach promotion; and Macy's first-floor drug-cosmetics operation ran a full-color illustration of the Hamilton Beach Oral Hygiene Center in the storewide Christmas catalog. Macy's is selling the unit on the first floor, as well as in housewares. The store is currently carrying much of the Hamilton Beach line, including four slicing knives.

□□□□ **Hamilton Beach is getting retail support**—in the form of ads fully paid for by retailers—across the country, despite the fact that the firm dropped its national co-op advertising program in the summer of 1964. The reason: promotional packages Hamilton Beach has been offering to retailers—not the least of which has been the traffic-drawing power of Rene Verdon, former White House chef. The "Housewife of Tomorrow" also has been a good traffic drawer, and retailers have supported the promotional package with full-page ads—including a 2-color page by Higbee's in Cleveland. It read like a Hamilton Beach institutional ad. As one buyer put it, he gets more than enough promotional money from his suppliers and distributors—but seldom is offered a sure-fire promotional package, already set up, to draw in store traffic.

□□□□ **A private-label program for light bulbs** is being set up by Independent Retail Syndicate (IRS), which serves as a buying-merchandising office for department stores primarily in smaller cities. IRS's Carlton Copp explained that the bulk of its member stores do not currently carry light bulbs, and that response to the private label line has been encouraging. He pointed out that consumers do not have confidence in off-brand light bulbs and that the name-brand producers have shied away from triple-life bulbs. The IRS stores will carry the triple-life light bulbs in popular wattages, at 29¢ each. Once a year, the stores will be able to offer a 5-for-\$1 promotion on the bulbs.

□□□□ **Enter the Endura-Dent in January** in the water-pulsating oral hygiene field innovated by Water Pik. Endura Appliance, of Freeport, N.Y., will show its new dental device for the first time at the January Housewares Show. Officials said the unit will be priced sharply, but with good markup, and will offer several major improvements over similar units now on the market. They declined to spell out the improved features at this time. One improvement reportedly is that the Endura-Dent will be styled to fit more conveniently into limited-space bathrooms. Endura also is lining up private-label work on the product, including some accounts which now offer its cordless knives under private labels.

WESTINGHOUSE ADDS 19-INCH[†] PORTABLE TO COLOR TV LINE

Latest Instant-On[®] Color TV
wins sales at first sight.

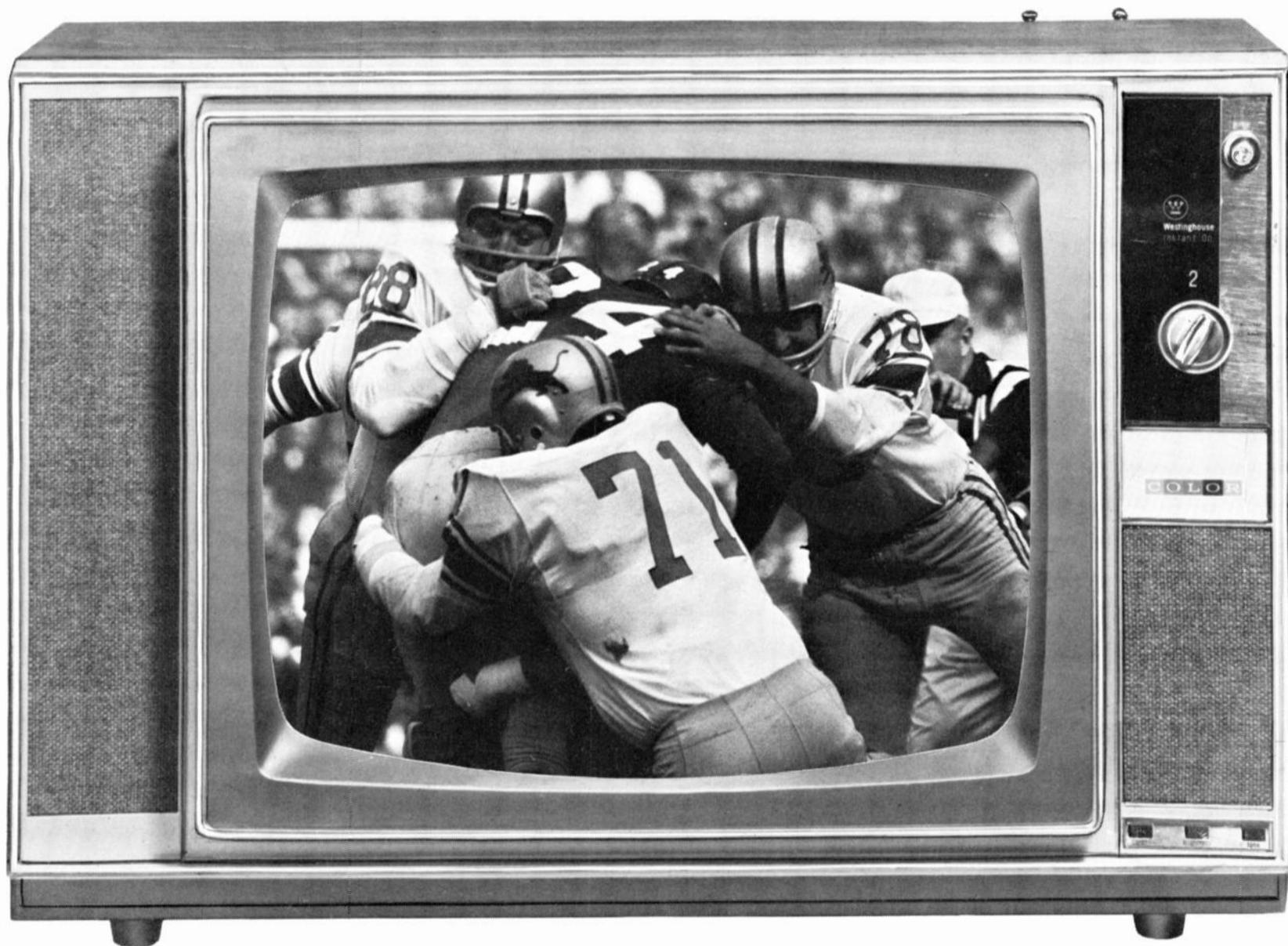
A simple demonstration wins prospects over. Just turn it on. Sound at once . . . picture in six seconds. A perfect picture, too. Because the Instant Color Fidelity is automatic . . . thanks to Westinghouse Memory-Fine Tuning. Each channel is pre-tuned for best picture and sound. No more fiddling with dials at every change of channel.

And only Westinghouse boasts the High Bright color tube. Brings in 180 square inches of sharp color. Pre-adjusted, via a detailed thirty-five minute color check before the set is packed and sent out—so it's clear and lively throughout the spectrum from the moment it's turned on.

And so is the sound. Two wide-range 3"x5" speakers deliver sound with a fidelity you'd expect only in top-class Hi-Fi.

As for that slimmer, high-style cabinet—that's what caught the customer's eye in the first place.

[†]Diagonal measurement



You can be sure if it's Westinghouse



□□□□ Copco designs a "Pantry Wall"—a new concept for marketing and merchandising pantryware as decorative wall accessories for the kitchen. Samuel Farber, Copco president, confirmed trade reports that the cookware import firm will introduce the Pantry Wall marketing approach—along with an expanded pantryware line—in January. The Pantry Wall is a modular unit, designed for hanging on the wall, to be used alone—for a decorative touch—or combined with other units—for covering an entire kitchen wall, turning it into a decorative pantry.

□□□□ The new Copco marketing concept for pantryware provides another example of the closer coordination of pantryware with cookware, largely through color and styling. It also underscores the fact that decorative cookware and pantryware are indeed being used for decorative touches in the kitchen, as well as purchased for their convenience and useful qualities. Several trade sources who have been informed of the upcoming new line also pointed out that it provides them with a "nice merchandising package," tied to an attractive concept that will appeal to their customers.

Copco was one of the first cookware marketing firms to adopt a "shop merchandising" approach for its imported line, offering a package-display program to retailers based on their size—from small specialty stores to department stores. The success of the shop concept for its gourmet cookware has encouraged the firm to attempt the new "Pantry Wall" approach to merchandising pantryware.

□□□□ A new non-stick coating also will be added by Copco for the January Housewares Show, marking the firm's entry into the non-stick cookware field. The non-stick coating on the gourmet cookware line will add between \$1.50 and \$2 to the retail price of each item. Copco imports its cookware from Denmark. It will use the Copcon name for its non-stick finish. The firm also will show what its president describes as the "most unusual dish" ever marketed in the United States: a round Paella Pan, designed for cooking and serving a Spanish dish, and set to retail at about \$20.

□□□□ A promotional line of non-scratch, non-stick cookware will be introduced by Wayne Manufacturing Co. in January. It will be known as Love by Wayne. The "open price" Love line will carry list prices reportedly 50% below non-stick, non-scratch cookware now available at retail. Wayne also will offer an exterior porcelain finish and porcelainized covers—both in decorator colors—on a new high-end, non-stick line to be shown in January.



BSR UA70

Automatic/Manual Turntable

From the world's largest changer manufacturer comes the new BSR UA70...presenting more saleable, more dependable, more profitable audiophile quality:

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



PRECISION-CRAFTED IN GREAT BRITAIN BY BSR LIMITED • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, BLAUVELT, N. Y. 10913
In Canada: Musimart of Canada, Ltd., 970 McEachran Avenue, Montreal 8

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	November 4	189,226	119,846	+ 57.89
	44 Weeks	3,144,874	2,960,103	+ 6.24
monthly distributor sales	September	572,837	520,581	+ 10.04
	9 Months	2,354,844	2,387,478	- 1.37
Phonos, console, distrib. sales	November 4	40,183	39,791	+ .98
	44 Weeks	1,436,467	1,292,672	+ 11.12
monthly distributor sales	September	194,719	188,504	+ 3.30
	9 Months	1,246,062	1,077,500	+ 15.64
Radio (ex auto), distrib. sales	November 4	347,869	307,475	+ 13.14
	44 Weeks	11,277,216	10,596,862	+ 6.42
monthly distributor sales	September	1,747,711	1,438,605	+ 21.49
	9 Months	9,677,815	8,743,169	+ 10.69
B&w Television, distrib. sales	November 4	139,347	178,703	- 22.02
	44 Weeks	6,022,858	6,671,164	- 9.72
monthly distributor sales	September	815,420	918,258	- 11.20
	9 Months	5,306,485	5,611,639	- 5.44
Color Television, distrib. sales	November 4	125,751	64,749	+ 94.21
	44 Weeks	3,711,797	2,172,587	+ 70.85
monthly distributor sales	September	616,006	465,839	+ 32.23
	9 Months	3,103,043	1,785,919	+ 73.75

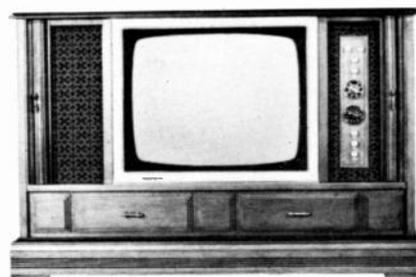
* Gas Range September totals include: 129,800 free-standing, 19,700 high-ovens, 18,300 set-ins, and 17,600 built-ins.
 **In July and August, dealers overstocked room air conditioners; in September, they returned their overstock, thus showing a credit of 22,800 units in September.
 †Electric Range September Total includes: 104,000 free-standing ranges; 49,000 built-ins.
 Source: EIA, YCMA, AHLMA, NEMA, GAMA.

TELEFUNKEN HAS THE WHOLE WORLD BUYING



Advertising in Life, Look, Saturday Evening Post and Time make the name. Smart styling and precision craftsmanship make the product. A selective dealership policy and special promotions tailored to your needs make Telefunken a line you ought to look into. Why not talk it over with Charles N. Bock, National Sales Manager. You're still in time to make Telefunken profits before Christmas.

Heidelberg Stereo Console. Grandly-equipped, this contemporary Multiplex Console is fully transistorized for ultra-dimensional stereo quality.



TELEFUNKEN 25" COLOR TV for fastest action, fastest sales. Engineered by TV's master designers. True color or black and white pictures with automatic control. All-wave UHF or VHF tuning, peak performance in fringe areas. Instant 'on' and automatic degaussing. No-glare frosted picture tube. High-styled cabinetry. TV stands for TELEFUNKEN VALUE!

- PORTABLE RADIOS
- TABLE RADIOS
- STEREO CONSOLES
- COMPONENTS
- TAPE RECORDERS
- COLOR TV



TELEFUNKEN 48-50 34th Street, Long Island City, New York 11101



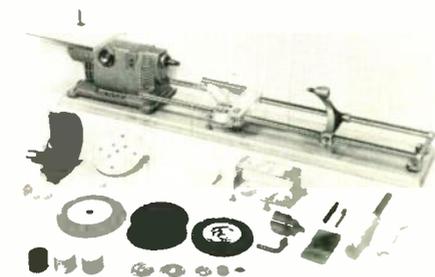
□□ A motor-driven pet clipper kit has been introduced by Wahl Clipper Corp. Weighing 11 oz., model 9760 features multi-cut adjustment that changes closeness of cut with a thumb movement. The Clip-Pet kit, at \$24.95 retail, is guaranteed for one year. *Wahl Clipper Corp., Sterling, Ill.*



□□ Arvin's new packaging for its automatic Door Alarm doubles as a countertop display/demonstrator. The unit, at \$16.95 retail, operates on two "C" cell flashlight batteries, and sounds a signal for 15 seconds if an intruder jiggles the door knob of a home equipped with the alarm. *Arvin Industries Inc., Columbus, Ind.*



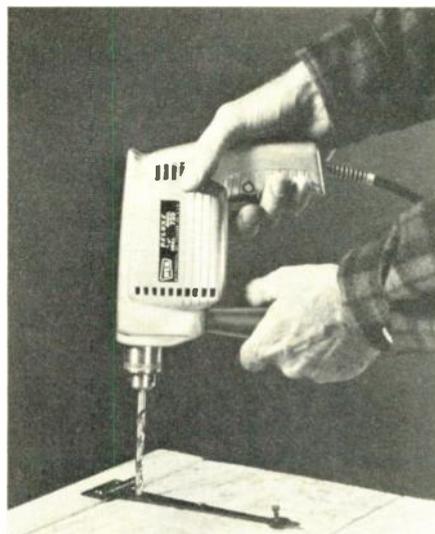
□□ A Tahitian patio umbrella is shown by Macon Umbrella. The Tahiti Hut model, of nylon and vinyl laminate, opens to 8½ ft. in diameter with the Crank N' Tilt handle elevator that opens, locks, and tilts the umbrella. At \$74.95 list, the unit comes in lime and green or lime and orange. *Macon Umbrella Corp., 2 Ingraham St., Brooklyn, N.Y. 11206*



□□ Seven tools in one are available in the electric Home-Shop unit offered by the Toastmaster Division of McGraw-Edison. The Home-Shop, with a 3-speed motor, operates as a lathe, a sabre saw, a bench grinder,

a buffer and polisher, a disc or drum sander, and a horizontal drill. Mounted on a wooden base, the Home-Shop carries a suggested retail price of \$49.95, which includes accessories. *Toastmaster Division, McGraw-Edison Co., 1200 St. Charles Rd., Elgin, Ill. 60120*

□□ An indoor clothes dryer 50 inches high and 36 inches wide, with 45 ft. of clothes-drying area, has been designed by Dennis Mitchell Industries. The unit, which folds flat for storage, is constructed with a brass-finished tubular steel frame and plastic-covered dowels. It retails at \$6.98. *Dennis Mitchell Industries, Philadelphia, Pa. 19140*



□□ Wen is showing four new drills—all ¼-inch—featuring four black machine-gun-grip auxiliary handles, electric motors with welded burnout-proof armatures, pistol-type handles with trigger switch, and die-cast aluminum housings. Model 720 (shown), with a suggested retail price of \$21.95, operates at 1,800rpm; model 710, at \$18.50 retail, also delivers a constant speed of 1,800rpm; model 721, a variable-speed unit, retails at \$27.95; and model 730, a heavy-duty drill that provides 1,500rpm, also retails at \$27.95. The four new drills, 8½ inches by 7¼ inches by 2½ inches, all feature a locking trigger switch with safety release. *Wen Products Inc., 5810 Northwest Hwy., Chicago, Ill. 60631*

Mr. Lawrence Globus
Arrow Sales
1730 W. Fairbanks Avenue
Winter Park, Florida



**"I just saved \$204⁰⁰
with my new
Business Owner's Policy...
and it's the best
insurance I've ever had!"**

"I had my doubts, but Home Agent Bob Stevenson convinced me. This one Business Owner's Policy fills all our insurance needs. Adds convenience and savings, too!"

Lawrence Globus

**You work hard to build your business.
Protect it all—right now—for less!**

Join the parade of alert, independent businessmen all over the country. They're switching to The Home Insurance Company's exclusive Business Owner's Policy (B.O.P. for short). Here are some of the good reasons why:

- You gain protection against the risks you want covered, without taking on coverage you don't need.

- You gain vital physical damage insurance on your building and contents.
- You gain important crime loss protection — robbery, burglary and so on.
- You gain, at your option, inventory coverage to protect your stock, even at peak. yet you pay only for average inventory protection.

Brother seeks to identify with the home that is also an office



New pencil-sharpener/letter-opener

Every home is an office, every homemaker an office manager. And this is part of the product expansion strategy at Brother International. "The office in the home is a product area that hasn't even been scratched yet," says Max Hugel, Brother's chief executive. "It's completely unsaturated."

Brother International, the U.S. import subsidiary of Brother Industries Ltd., Nagoya, Japan, will be introducing a combination electric-pencil-sharpener/automatic-letter-opener shortly and disclosed plans to offer an electric portable typewriter

by the end of the year. Eventually, an adding machine and even a calculator will be added to the line of business equipment products geared to home use. "We should sell close to 100,000 pencil-sharpener units the first year," predicts Hugel.

Brother is probably best known in this country for sewing machines and typewriters, many of which are sold under Western Auto and Montgomery Ward private labels.

While retaining its private label strength, Brother also seeks to establish its own identity in home goods, especially with Young Ameri-

ca, according to Hugel. So in addition to its entries into a number of new fields, including home-type business equipment and personal care appliances, Brother has undergone a corporate identity change.

President Hugel, a young man of limitless energy who finds his work day far too short, explained the corporate program: "It's always difficult to coordinate products when a company grows so rapidly." (Sales have increased about 40% from 1965 to 1966.) "Now it's time to draw all of our products together—all under the same image," he says. "The Brother name is hard to get across; we needed trademark identity. So we decided to develop the Brother name to be a trademark in itself." The new trademark logo now appears on products and on all company stationery and packaging. And the company is concentrating more and more on tv, but as Hugel says, "I like the local approach, too, market by market."

And market by market is just how Brother intends to achieve product saturation and sales in depth, beginning with its sewing machines. Executive vice president Ruth Ehrlich, whose energy equals Hugel's, spoke of the company's marketing experiment—Task Force.

"We're taking one market at a time, using every type of advertising media concurrently," she says. (The program is now in progress in Columbus, Ohio, the first test market.) "We'll remain in that city for about four weeks," she continues, "with an 'America Sews' Bonanza Sale. Brother's electric portable zigzag machine will be sold at \$55 during the experiment at a number of Woolco, Woolworth, and Goodyear stores. We will ultimately cover all markets, and with other products, too, including all of our electrics."

Mrs. Ehrlich, who signs her correspondence R. G. Ehrlich, fulfills the woman-in-business image. Sure-footed, dignified, yet delightfully amusing, she is the only woman executive on the staff. "I've always been a woman in a man's world," she states. "I love merchandising, and I compare it to gourmet cooking—the challenge never runs dry."

As second in command, Mrs. Ehrlich handles the company's advertising and sales promotion. "Our latest campaign theme is 'We're with you a hundred and thirty percent,'" she says. The Brother slogan, "We put a little more in—you get a lot more out" is explained in the ad copy. "What we do," Mrs. Ehrlich emphasizes, "is make 30% more parts than we need so we can select the best parts to produce a quality product."

Brother's marketing philosophy for its new electric housewares is, "first of all, to get all of the accounts who handle our other products to handle our housewares, too," Hugel comments. "It will take all of '67 just to get our products exposed."

—Judy Kunzelman



- You gain business interruption coverage optionally to protect your income during a recovery period following an insured loss.
- You gain impressive savings compared to "piece-meal" policies.

All this, and more, in one policy...with one premium over a three-year term. You pay as you please with The Home's exclusive Thico plan — annually,

monthly, quarterly, even seasonally—whatever works best for you!

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Max Hugel

R. G. Ehrlich

The only thing we haven't improved is the name.

1. New—Tested low suds for complete safety

New formula product with low suds level assures safe operation for any dishwasher. Every manufacturer recommends Dishwasher **all**.

2. New—Dissolves faster, more completely

Tested best at eliminating caking and clogging in dispenser cup. Another plus to assure smooth, efficient machine operation.

3. New—Spot-free performance

New formula with built-in spot remover eliminates water spots on glassware. Cleans better, too. Leaves everything in your dishwasher sparkling clean!

4. New —Product color, package design

Inside, a new blue and white speckled product. Outside, a new design. Look for it. It's on the shelves now.



Every dishwasher manufacturer recommends Dishwasher **all**-you should too!