

MERCHANDISING WEEK

DECEMBER 5, 1966

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 98 NO. 49/



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A question for all retailers to ponder: If it works in New York City, will it work everywhere?

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EDITOR & PUBLISHER

Walter R. Browder
Phone: 971-2616; area code, 212

MANAGING EDITOR Donald S. Rubin
Phone: 971-2995; area code, 212

PRESENTATION & PRODUCTION EDITOR B. H. Schellenbach

Associates: Joan B. Antoine
Dorothy Miller (Chicago)
Ronald D. Wind

Assistants: Lucy Schmolka
Louis C. Keiler (Chicago)

Consultant: Jan V. White

SENIOR EDITOR Martin R. Miller
Phone: 971-3502

Senior Associate Editor: Ed Dubbs
Phone: 971-2234

Associate: Wallis E. Wood
Phone: 971-3488

Assistants: Bruce Pfau
Phone: 971-3487
Amei Wallach
Phone: 971-3214
Irene Kanfer
Phone: 971-2235
Martin Steingesser
Phone: 971-2337

Contributing Editor: Joan Bergmann

RESEARCH MANAGER Alicia Donovan
Phone: 971-2322

Assistants: Joan Lyons
Marie Chiarello

ADVERTISING DIRECTOR H. Sherman Davis
Phone: 971-2646; area code, 212

BUSINESS & PRODUCTION MANAGER Marie R. Gombert
Assistant: Joan C. Cooley
Phone: 971-2947; area code, 212

DISTRICT MANAGERS

New York George Neuner
Roland DeSilva
500 Fifth Avenue
New York, New York—10036
Phone: 971-3586; area code, 212

Pittsburgh Edward H. Hall
1430 Washington Road
Pittsburgh, Pennsylvania—15228
Phone: 343-5466; area code, 412

Midwest Edward J. Brennan
John J. Cherry
188 West Randolph Street
Chicago, Illinois—60601
Phone: CE 6-9818; area code, 312

South Central Robert L. Kendall
266 Capital Boulevard
Nashville, Tennessee—37219
Phone: 244-1836; area code, 615

West Coast Pete Heine
Dick Blase
9000 Sunset Boulevard
Los Angeles, California—90069
Phone: 273-1555; area code, 213

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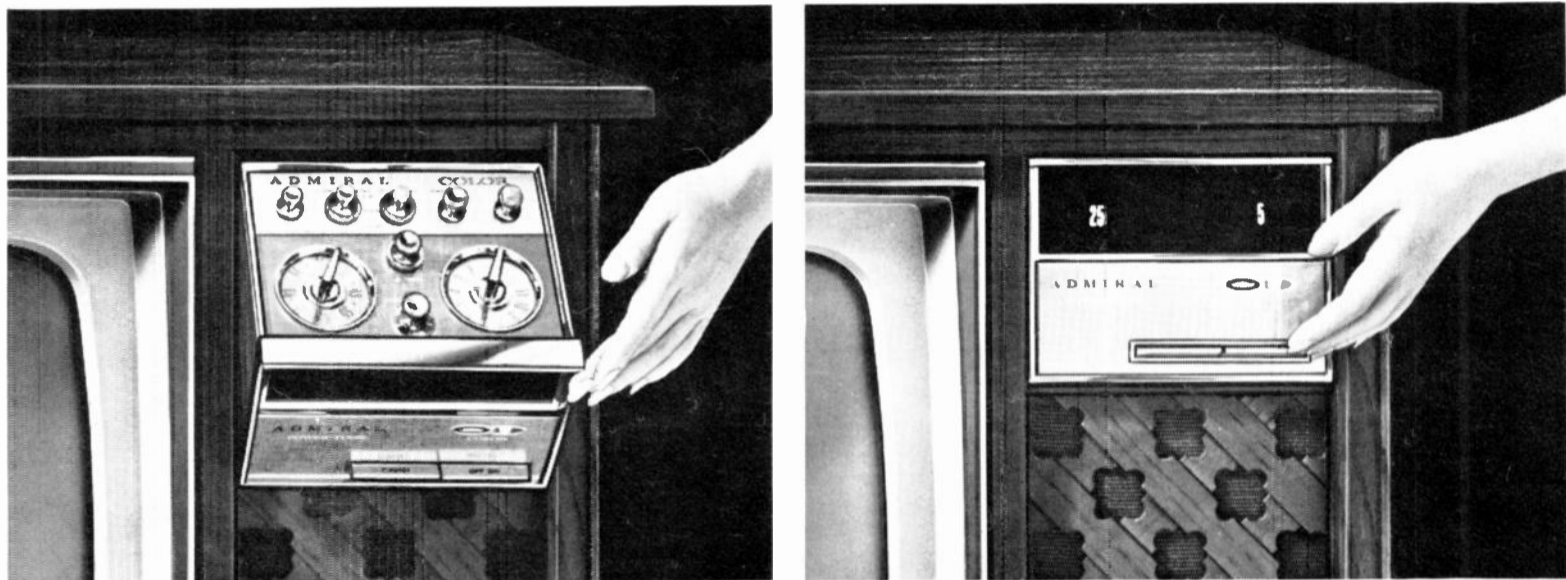
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GENERAL  ELECTRIC

Ideas that move merchandise...



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...come from **Admiral**[®]

 MARK OF QUALITY THROUGHOUT THE WORLD

□□□□ **Closer ties between GE and Hotpoint** will apparently result from the appointment of three deputy Division General Managers. J. H. Gauss will be responsible for all household refrigeration and home heating and cooling products—both GE and Hotpoint; I. L. Griffin will be responsible for kitchen appliances and home laundry products; and E. L. Stehle will continue to be responsible for planning and organizing distribution marketing activities for GE and Hotpoint major appliances and GE tv and stereo.

□□□□ **Look for some solid-state color tv sets** from Motorola soon. Trade sources say it is in the works for the second quarter of 1967, but Motorola officials are noncommittal. "We have been working on both black-and-white and color solid-state tv for five years now," a spokesman said, "and we're continuing to work on it. But when we'll be ready to market color solid-state, we really can't say."

□□□□ **The reasons behind the cutbacks** at major appliance manufacturer facilities vary. The production stoppages, according to industry spokesmen, are not an indication of a general slowdown in sales—even though sales in some product categories slipped in the last month (see Industry Trends, p.26).

General Electric halted production on its refrigerator line late last week for what it termed a "seasonal adjustment." Translated, this probably means that GE retailers stockpiled for an imminent strike in October that never materialized.

Westinghouse is laying off a number of workers in order to straighten out internal production problems. The company stresses that they have no pile-up of inventory; in fact, they "can't make merchandise fast enough to satisfy demand."

Whirlpool just released about 200 workers who had been hired for summer peak-season production.

Tappan will halt range production at its Murray (Ky.) plant today. The firm also stopped production last Friday. According to the company, it is experiencing difficulty getting parts for its 1967 merchandise.

□□□□ **An industry-wide floor polisher promotion**—long-needed in the industry (MW, 14 Feb., p.16)—may finally be in the works. The Vacuum Cleaner Manufacturers Assn. is considering setting up a promotion similar to the home laundry industry's "Waltz" campaign.

□□□□ **Six weeks to go in the color countdown** and any "softness" in the color market has yet to appear in the Electronic Industries Assn.'s weekly distributor sales figures. During the week ended Nov. 18—the 46th week of the year—127,446 color units moved between distributor and dealer. This was the fourth-best sales week of the year.

□□□□ **J. J. Newberry moves to private-label phonos** with a "complete line of portable phonographs" under the Biltmore label. (More on Biltmore on p.21.)

□□□□ **A solid state range hood** is being shown by the Rangaire Corp. at the current National Assn. of Home Builders Show in Chicago. The solid-state device—an infinite speed control—is incorporated in a slide-out hood with twin blower system. (Show story, p.7.)

□□□□ **Standard Radio Corp. is here to stay.** Despite the rumors that Standard Radio Corp. was pulling its brand name out of the U.S. market, the company will continue to sell its own label in the U.S. instead of concentrating solely on OEM business. "We are very much in business as Standard in our new offices," said Mel Kaplan, national sales manager. Standard's new location is 23-08 Jackson Blvd., Long Island City, N.Y. The company is completing a 150,000-sq.-ft. plant in Japan by next March and will also exhibit at the EIA Consumer Electronics Trade Show.

□□□□ **GE's clock-radio production** has returned to normal after a brief disruption due to a strike at its clock plant in Ashland, Mass. The strike was settled last week and clock-radios are now available for shipment to distributors, according to a GE spokesman.

□□□□ **New boss of RCA consumer products** will be D. L. Mills, executive vp, who will now report directly to Robert W. Sarnoff, RCA president. Mills, who had been reporting to W. Walter Watts, also assumes responsibility for distributor and commercial relations. In top-level executive realignment, Watts, who, at 64, is near retirement age, takes charge of defense electronic products, broadcast and communications, and graphic systems divisions.

□□□□ **Next issue of Merchandising Week** will appear December 19.

GE puts new marketing muscle behind Universal line

General Electric Co. has integrated and streamlined all its housewares selling activities—including the Universal line and other direct-sell operations—under 11 regional sales managers, MERCHANDISING WEEK learned at presstime.

What this means is that one GE regional manager is responsible for all GE sales activity in his area—whether it be on the regular GE line, on the consigned Universal line, through independent distributors, or on a direct-to-retailer basis.

Specifically, General Electric Distribution (GED) is now servicing

the consigned Universal line; Universal previously was serviced by a separate Universal sales organization. GED was set up to take over the company distribution of the GE housewares line when General Electric Supply Co. (GESCO) went out of the housewares distribution business more than a year ago.

GED also is handling, for the first time, the GE power tool line, which, like Universal, is sold directly to retailers. The power tool line formerly was handled by the separate Universal sales organization. In addition, GE's drugstore line, Handy

Hannah, which continues to be distributed through independent distributors, is being brought under the 11 regional managers.

What GE says: In confirming the trade reports on sales-force integration, a GE spokesman stressed that the move was made "for the convenience of retailers. In effect, we now have one GE spokesman (the regional manager) in each region."

However, trade sources pointed out that the move undoubtedly also was aimed at increased economy of operation and improved efficiency. Specifically, the move is expected to

result in more marketing might being placed behind the Universal line in order to gain wider retail exposure for it.

"GED was organized," a GE spokesman said, "to permit the housewares division to compete more effectively in the marketplace" and not to compete with independent GE distributors who "performed the function for which they were franchised." He added that GE, in July, made available additional GE housewares product lines to its independent distributors, enabling them to become full-line jobbers. —Ed Dubbs

□□□□ A price discrimination charge under the Robinson-Patman Act cannot be based on dual distribution, according to a recent Supreme Court ruling. The high court refused to review a dual distribution charge by Loren Specialty Manufacturing Co. Inc. against Clark Manufacturing Co.

Loren had been a factory representative and exclusive distributor of valves and other steam equipment for Clark. When Clark changed its distribution setup, adding other distributors and two other factory representatives, Loren charged that the new factory repre-

sentatives were competing distributors getting more favorable prices. But the U.S. District and Appeals Courts ruled against Loren. One reason was that Clark shipped directly to its customers and the factory representatives never took title to the goods for which they had solicited orders.

The Supreme Court has recently agreed to review another price discrimination case to decide whether it is "inequitable" to take action against a single company for violating antitrust laws when the industry is rife with the practice (MW, 14 Nov., p.4).

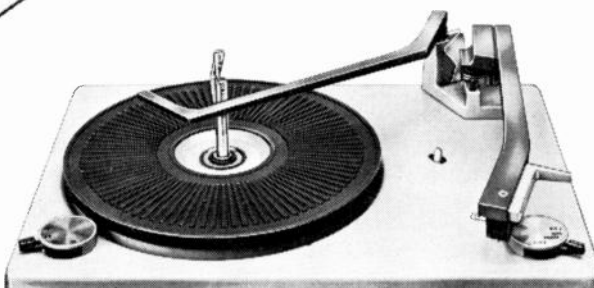
□□□□ Retailers are ringing in a record Christmas, according to the Census Bureau's report issued last week. Department store sales for the week ended Nov. 19 totaled \$602 million, compared with sales of \$583 million in the previous week (the previous record this year) and compared with sales of \$553 million in the same week in 1965. Cumulative department store sales through Nov. 19 were up 12% over last year at that time.

The total retail sales for the week hit \$6.1 billion, up 3% over the comparable week last year; 1966 retail sales to date were up 7% over the same period in 1965.

□□□□ Two for the seesaw: Exports rose by \$41.3 million in October as imports dropped by \$50.3 million, according to the U.S. Commerce Department. October exports totaled \$2.62 billion, one of the highest monthly totals in history. Imports for the month totaled \$2.26 billion. These figures augur well for the nation's balance of international payments. According to officials of the Commerce and Treasury Departments, our trade surplus is the most important factor in controlling the balance of payments deficit, which has continued to grow this year, showing a \$217-million third-quarter deficit (MW, 21 Nov., p.6).

□□□□ Educational tv will improve network programming by fostering "competition designed to educate instead of sell," says Federal Communications Chairman Rosel H. Hyde.

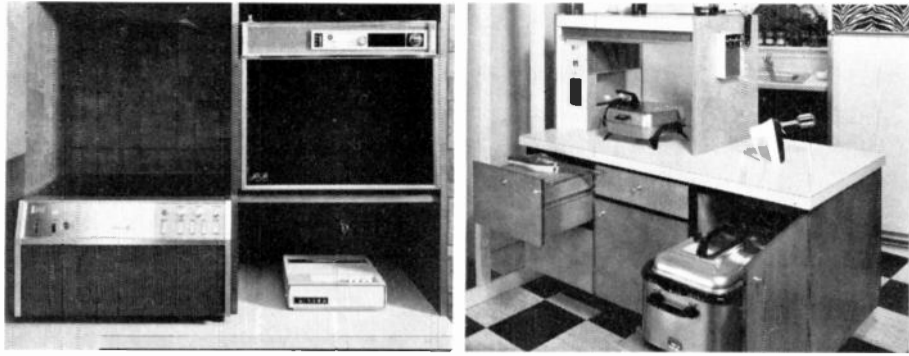
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Westinghouse video tape recorder . . . and portable appliance center

The 'Home Builders Show': something for retailers, too

Although housing starts are down, and money is getting tighter, there is no shortage of attendees or exhibitors at the 23rd annual Convention-Exposition of the National Assn. of Home Builders (NAHB).

The "Builders Show" opened yesterday in Chicago with a splash: hot color avocado is everywhere, as is an emphasis on styling guaranteed to catch the eye of the New Consumer. The increase in the number of exhibitors includes some first timers from the ranks of the appliance and housewares industries: Amana, Corning Glass, Delmonico International, and Ronson.

Westinghouse's "Ideas for Innovators" exhibit features a number of product possibilities for the builder and the enterprising appliance retailer—highlighted by the company's first home video tape recorder and a portable appliance center (see photos).

The Westinghouse vtr (above, left) uses 1-inch tape. The unit will initially be sold early in 1967 through the company's Commercial and Institutional Products sales organization. It will list at \$3,100—including the tv receiver, recorder, and camera. The unit has remote control and a multi-track audio input.

The portable appliance center (above, right) is available in free-standing or built-in versions. Both units come in maple; have power storage, built-in lighting, a built-in electric can opener, ductless venting, and tambour doors on the countertop compartment for holding broilers; and can accommodate the portable electrics of any manufacturer. The free-standing unit is 60 inches long and will retail for under \$700. The built-in version—42 inches long—

will retail for under \$500. Delivery of the special-order item will begin in the first quarter of 1967.

Westinghouse also shows a 2-cu.-ft. countertop compact refrigerator (below, right), which was formerly a part of its water cooler line. The unit is available now.

A built-in warming oven with two removable black-glass doors will, according to Westinghouse, accommodate two 12-inch platters or a large turkey or ham under its two infrared lamps. This unit, for placement above the range (see photo below, left), will sell for under \$80 and will be available the latter part of March, 1967.

A new Kelvinator Original is on display at that company's exhibit. The Polynesian has a grass-cloth front and bamboo handles. It is Kelvinator's first Foodarama in the 36-inch width, and will be followed by units in the 33-inch-wide size. The Polynesian has an icemaker.

Newcomer Delmonico is showing its complete refrigeration line—made in Italy, by Ignis—from a 1.9-cu.-ft. freezer to a 16-cu.-ft., 2-door refrigerator. The company features its plastic laminate Xilosteel units, and plans to show a new 8.5-cu.-ft. chest freezer with Xilosteel exterior (walnut).

Corning's builder market products include the "counter that cooks" (MW, 21 Feb., p.8) and its Cercor gas-fired grill. Ronson shows its two food preparation centers: one model built into a kitchen cabinet with a chopping-block top, the other designed for building into kitchen countertops. Several other housewares manufacturers are eyeing the growing builder market as a new outlet for their products.



Westinghouse built-in warming oven . . . and compact refrigerator

□□□□ GE has moved deeper into vtr country. The company's visual communications products division—which deals in broadcast and closed circuit television devices—has introduced three new video tape systems designed primarily "for the educational, business training, and industrial markets." A new professional-quality video camera—all solid state, weighing 8 lbs., and "almost fully automatic"—has been priced at \$495. A 12-inch, solid-state b&w monitor-receiver that can be used with the camera as a closed circuit tv system, is priced at \$190. A complete vtr system—in a roll-about console—is priced at \$1,195. This system includes camera, accessories, helical scan recorder using 1/2-inch video tape, and pop-up 12-inch monitor. Finally, GE is offering the complete system in a portable version—priced at \$1,695—with each of the three components packaged in portable luggage-type carrying case.

All three systems are to be on the market within two to three weeks. Initially, the units will be sold by those retailers now handling GE closed-circuit tv systems. GE's home-type vtr system—priced at approximately \$1,250 with camera and 19-inch monitor—is now available in selected markets.

□□□□ The market for video tape recorders is just on the threshold of a boom, says Leo M. Storey, marketing manager of GE's closed circuit television business section. From 1962 through the fall of 1965, says Storey, only 2,000 non-broadcast video tape recorders were sold worldwide. In the first quarter of next year alone, however, that figure will be tripled, Storey maintains. The price of video tape recorders—"in the foreseeable future"—should work downward fairly quickly, Storey added. "As the market grows," he said, "GE will begin to manufacture its own video tape recorder mechanisms." At present, Sony is building the decks for the GE recorders. However, under the GE-Sony agreement, GE may begin manufacture of the units here in the U.S. at any time. GE says it still plans to market color video tape recorders sometime in 1967.

□□□□ Color tube production is now booming, with well over 500,000 tubes produced during three separate months this year: 509,914 in June, 550,315 in August, and 546,838 in September. At the same time, b&w tube production—while considerably below last year's production—has continued to steam along. While the tube production mix has begun to tip toward a higher and higher ratio of color tubes, total monthly tube production has remained fairly constant at about 1.1 million tubes. Through September, according to the Electronic Industries Assn., the single month with the highest total tube production was June, when 1,213,111 tubes were turned out. In September, 47% of the tubes produced were color. By comparison, in January—when total tube production almost equalled September production—color tubes accounted for only 29% of total tube production.

□□□□ NuTone and Litton have terminated discussion of Litton's buying NuTone because "the timing is not appropriate for such a transaction." The joint announcement gave no further reason for the decision to end the talks.

□□□□ **What happened to color margins in October:** They slipped, indicating that retailers around the country had to cut prices to raise cash in the face of soft business. Figures compiled by the data processing center of the National Appliance & Radio-TV Dealers Assn. show that color tv gross margins dropped from 24.0% in September to 22.3% in October. Total gross margins were also off: 24.4% in September, 23.3% in October. Range margins, however, improved; gas range margins rose from 22.1%, to 23.9%, electric range margins from 23% to 24%. As a share of the month's total business, color sales rose from 34.1% in September to 39.1% in October, washer sales held steady, and dryer sales rose from 2.6% to 3.6%.

□□□□ **Hotpoint's 1967 line** of room air conditioners, refrigerators, freezers, and free-standing ranges features a 17-cu.-ft., top-mount, no-frost refrigerator-freezer designed to sell at about \$300. The room air conditioner line has 30 models in eight series; they range from 5,000Btu to 29,000Btu in capacity and include units for casement and horizontal sliding windows. The refrigerator line has 18 models in three series, plus 12 chest and upright freezers. Two Royal 900 models have automatic icemakers. Most models are available in avocado. There are five side-by-side refrigerator-freezer Food Centers ranging from 18 to 26.4 cu.ft. in capacity and from 32 to 48 inches in width; two have icemakers. The free-standing range line has ten 30-inch models and nine 40-inch models.

□□□□ **Norge's over-all distribution plans** to reduce delivery time and cut costs (MW, 18 Apr., p.3) took a step forward last week with the opening of the company's new regional warehouse in Harrisburg, Pa. The new warehouse, Norge's first on the East Coast, will service retailers between Portland (Me.) and Richmond (Va.). According to Norge, the interval between order placement and delivery of home appliances will be cut from 20 days to 4-to-5 days in some markets and from several days to overnight in others. Stanley J. Roush, executive vice president of Borg-Warner, Norge's parent company, said results at the Clearfield (Utah) distribution center have been "very satisfactory." "Inventory has been reduced better than 50%," Roush said. "Dealers can carry greatly reduced inventory and still give better service and availability."

□□□□ **Gas range shipments were off in October** and are off for the year, according to the Gas Appliance Manufacturers Assn. October shipments were down 3.5% from September and down 17.7% from October, 1965. Range shipments for the month included 125,800 free-standing, 20,800 high-oven, 14,200 set-in, 15,800 built-in units. Ten-month shipments are off 3.5%.

□□□□ **Admiral has cut fair-trade prices** on 18 color tv sets in the New York City area. A company spokesman emphasized this is a local—not national—move. No cuts have been made in wholesale prices, which, say some observers, has to mean shrinking color margins in the New York area. Among the cuts: seven 25-inch consoles went from \$638 to \$599, three 25-inch consoles dropped from \$568 to \$535. Lowest-priced 23-incher is still \$439.95; lowest 25-incher stays at \$459.95.

Four more firms 'think little' and tap the potential of the IC

1967 may well be the Year of the Integrated Circuit. During the past week, four different consumer electronics products using ICs were introduced by four companies new to the IC field: Westinghouse, H. H. Scott, Sony, and Packard Bell.

Westinghouse's entry into the IC fold is a portable phonograph that operates on a single silicon chip about the size of the letter "o." According to Westinghouse engineers, the chip combines "for the first time all the requirements of an electronic consumer product." It replaces 18 electronic items required in a conventional phonograph of similar performance, but has a capacity equal to 39 transistors, diodes, and resistors.

Until now, most other IC-using consumer products have incorporated chips to perform only portions of the electronic function of a unit with conventional circuitry. For example, GE's portable phonograph (which lists at about \$44.95) uses an IC in the audio amplifier circuitry, as does RCA's tv set.

The Westinghouse phonograph (which lists at about \$50) is approximately the same size as a conventional unit.

Scott is using four chips in the IF strip of three stereo radio receivers. The *raison d'être* for using them, according to Scott, is not miniaturization, or even improved reliability, but improved performance. The ICs are being used here to add components rather than replace them.

In the Scott receivers, the old IF

had 4 transistors. With the use of the integrated circuits, each strip now has 20 transistors in the same space. This improves the units' selectivity and capture ratio, making it possible to bring in more stations more clearly. The cost of the receivers with ICs will remain the same as their cost before the addition of the chips.

Sony's first IC is being used in a miniature portable radio, which it describes as "the world's smallest radio with an integrated circuit" (MW, 3 Oct., p.3). In addition to capitalizing on the size advantage of the super-small component, Sony points out that "freedom from breakdown is virtually achieved" with the use of the IC.

The radio—model ICR-100—features two built-in rechargeable nickel-cadmium batteries that will power the unit for six hours before requiring a recharge. It lists at \$39.95.

According to Sony, its integrated circuit production is "very, very limited" right now, and, consequently, initial supply of the new radio will be limited, too. "But step by step we will be getting into more IC products," says Akio Morito, executive vice president of Sony, "because they [ICs] will result in the further miniaturization of radios, television sets, tape recorders, computers, and other products."

Packard Bell's move into ICs was made in the audio stage of all its new 19-inch and 23-inch b&w tv sets (see story below).

Packard Bell's new drop-ins offer clues on industry trends

Packard Bell has burst onto the scene with integrated circuits in the sound systems of six new b&w sets: three 19-inch portables, one 19-inch table model, one 23-inch table model, and a 23-inch console. This move probably heralds widespread introduction of sets incorporating integrated circuits throughout the industry during the next six months.

And pricing on the company's new color sets—with a 25-inch hardwood cabinet model at \$499.95 (previous low was \$649.95)—is probably in the vanguard of upcoming price moves in the industry.

Packard Bell's new drop-in models—which include its 1967 b&w line and six new color models—feature another first. They are the first to appear in the industry bearing the new screen-size designations required by the Federal Trade Commission. The company, which has chosen to use square inches to describe its sets, offers a guide to read the new sizes:

- 9-inch—43 square inches.
- 12-inch—74 square inches.
- 16-inch—125 square inches.
- 19-inch—172 square inches (b&w),
—180 square inches (color).
- 23-inch—282 square inches (b&w),
—268 square inches (color).
- 25-inch—295 square inches.

Other innovations in the Packard

Bell line include a black-glass face on a 9-inch transistorized portable; the company previously offered the Solar Shield feature only on a 19-inch set.

The 14 new b&w tv sets start at \$109.95 for a 9-inch solid-state portable. The 9-incher with Solar Shield is priced at \$114.95. The company offers two 12-inch b&w portables; one to sell at \$89.95, the other at \$99.95 with earphones.

Two 16-inch b&w sets are priced at \$99.95 and—with walnut-grain finish, earphones, and di-pole antenna—at \$109.95. Two 19-inch b&w portables come in at \$129.95 and \$139.95. A 19-incher with remote control will sell at \$189.95. Two 19-inch table models are priced at \$169.95 and \$179.95.

A 23-inch b&w table model lists at \$169.95. Two 23-inch b&w consoles are priced at \$199.95 for a walnut version and \$209.95 for a Colonial maple model.

The 6 new color tv sets start at \$499.95 for a 25-inch hardwood console. A 25-inch hardwood console in Scandia styling is \$599.95; and Italian provincial model is \$609.95; and, an Espania version is \$619.95.

A hardwood 25-inch color console with swivel base is priced at \$649.95 in Scandia and \$669.95 in Colonial styling.

*This Panasonic
Gift List
Means
Merrier
Christmas
Sales*

The new Panasonic gift ideas shown at right have the trend-leading features that captivate customers and capture dollars.

They're small-size portables with long-life performance. Great gifts for husbands, wives, fathers, mothers, sons, daughters, brothers, sisters — you name 'em. Panasonic will please 'em.

Fact is, nearly everybody's Christmas gift list presents a golden selling opportunity — if you stock Panasonic. Order by number now.

RC-736. FM/AM solid state clock radio with a step-lively tone that makes its rivals sound sleepy. **List: \$49.95.**

RQ-113. A mobile must. Great big sound in a feather-weight tape recorder. Capstan drive. 2 speeds (3¾ and 1⅞ ips). **List: \$39.95.**

TR-901. Portable 9-inch (diagonal) solid state TV. All-channel reach. 39 square inch viewing area. Travels like a trouper, plays like a dream. **List: \$129.95.**

RJ-3. Solid state transceiver with new, easy one-hand control knob. Transmits up to 2 miles, depending on terrain. The in gift with the outdoor set. **List: \$49.95 per pair.**

RF-700 & RD-702. Truly portable FM/AM multiplex stereo combination. Each unit weighs a mere 2 lbs., 10 oz. **List prices: RF-700, \$49.95; RD-702, \$40.00.**

See your Panasonic salesman fast. And ask him about Panasonic dealer profits. The answer will make you feel merrier all year long.



RC-736



RQ-113



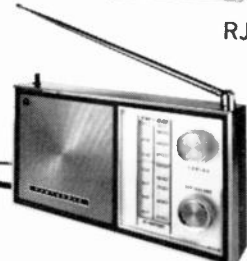
TR-901



RJ-3



RD-702



RF-700

Profitably yours... **PANASONIC®**

Executive Office: Matsushita Electric Corp. of America,
Pan Am Bldg., 200 Park Ave., New York, N. Y. 10017



"I'm not out to be a seven-day wonder or see how fast I can make a buck," says Mangel Stores chief Jared Rosenthal. "I want to build something that will last."

Retail 'doctor' pumps new life into Mangel Stores

When Jared Rosenthal took over the presidency of troubled Mangel Stores Corp. in November, 1964, some of his most ardent admirers thought he had goofed. The overriding view seemed to be that he would last about six months—perhaps a year if he had a strong stomach.

Although a skilled merchant with 35 years of retailing under his belt, Rosenthal had plunged into what many considered to be an intolerable situation.

For one thing, the 156-store chain was riddled with nepotism. Internally, there were problems all the way down the line: in mer-

on a volume of about \$108 million; this compares with \$1.43 a share last year on sales of \$99.2 million.

These figures exclude leased department sales—or 15% of Mangel's annual volume.

Spread across 36 states, the Mangel chain consists of 113 women's specialty stores and some leased domestics departments and 43 Shoppers Fair discount stores. The discount operation does 84% of the company's volume.

Rosenthal emphasized that he walked into the job with his eyes wide open.

"The subject of family influence was clearly discussed and thrashed out before I went to Mangel's," the 54-year-old merchant said. "They agreed to give me the responsibility and my head and they've lived up to it."

Rosenthal said he tackled the job of turning Mangel's around by first making an exhaustive study of all facets of the operation.

"I visited stores, interviewed personnel from top to bottom and examined all standards of operation," Rosenthal said.

His conclusion: a definite need for new personnel in many areas and a complete revision of merchandising and operational standards.

Ideas were then translated into action as the fast-stepping retailer swept through Mangel's with hurricane force.

In the first eight months of Rosenthal's reign as president, top management was reshaped with three new vice-presidents—for merchandising, operations, and sales promotion. Merchandising systems and procedures were revised to provide greater operational efficiency. The resource structure was reviewed—and this resulted in the elimination of seconds, irregular merchandise, and unimportant secondary suppliers.

In changing the merchandise emphasis, Mangel's strengthened its position with key resources while, at the same time, seeking out new ones. Assortments were narrowed and upgraded and spanking new displays and fixtures were added. To date, 10 of the 43 Shoppers Fairs have been remodeled and others will be.

Asked what he thought he had achieved in his two years at Mangel's, Rosenthal replied: "I have weeded out what was bad, I defined functions, developed a strong foundation, and now I'm ready to build. My major goal right now is to mold the Mangel's team into a cohesive unit . . . all with the same targets."

Rosenthal, whose retail credentials include

the presidency of two major Philadelphia department stores—Lit Bros. and Snellenburgs—said Mangel's was pinning its future on discounting. Another Shopping Fair store will open this month; plans call for about four more units a year through 1968.

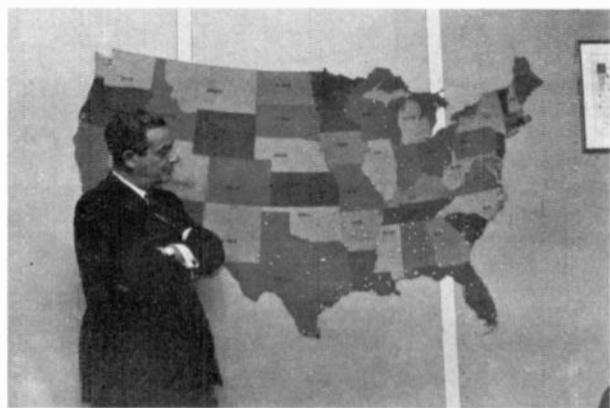
This would mean a chain of about 55 Shoppers Fair stores by 1969 and a total company volume of \$150 million, Rosenthal said. "I've established a program and this is my first plateau."

He noted, however, that there was still a question mark as to whether the tight money situation would retard the planned expansion.

The Mangel's boss spoke glowingly of the gains made by the "highly successful" hard goods operation. Rosenthal declined to divulge figures, but the housewares-hardware operation, according to reports, is expected to rack up record sales this year of \$31.5 million, up from 28 million in 1965.

Rosenthal said Mangel's is also "seriously considering" adding major appliances and home electronics in Shoppers Fair units, possibly through licensing arrangement.

A vibrant merchant who is intent on whipping Mangel's into a lusty profit performer,



"We're seriously considering adding major appliances and home electronics."

chandising, operations, housekeeping, resources, personnel, and controls.

And on top of this, the chain was in the process of winding up its fiscal year in the red in what at the time was the most prosperous period in retail history.

But that was about two years ago and a lot has happened since. The figures tell much of the story. In its first year under Rosenthal's deft handling, Mangel's sales rose 5% and the company turned a loss of more than \$260,000 in 1964 into a profit of better than \$1 million in 1965. Significantly, this improvement was achieved with seven less stores in operation than in the previous year.

Rosenthal declined to make any projections for the current fiscal year—ending Jan. 31—but all indications are that it will be a year of growth in both sales and earnings. Wall Street is projecting per-share earnings of \$2 to \$2.25

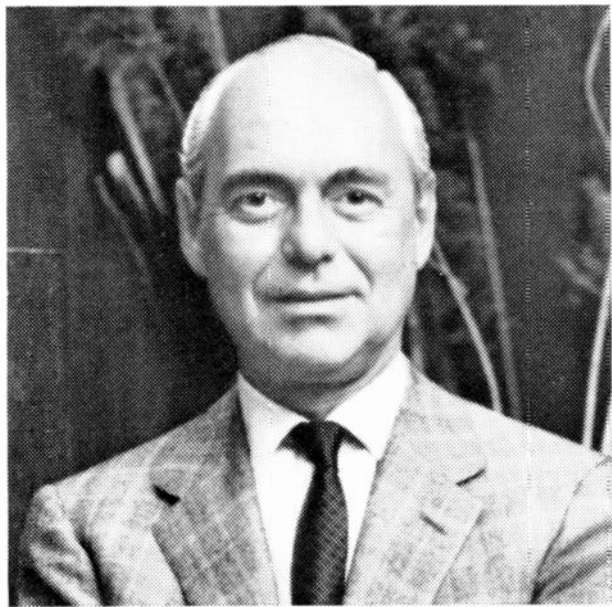


"We're pinning our future on discounting, which is 84% of our sales."

Rosenthal said he was not out to be a seven-day wonder. "I'm moving soundly and conservatively," he said. "You know, you can throw a lot of balls up in the air—but if you're not careful you can get hit on the head . . ."

Then raising his voice and clenching his fists, he declared: "Our stores are alive, they're breathing and they're going to stay that way . . ." —Dan D. Dorfman

How will this man help you merchandise Sylvania for high-yield profit and sales this spring? Find out at your local Sylvania Open House, December 27 to 31.



Meet Yale Burge, world-famous interior designer. He's worked for presidents, socialites and leaders of industry. This spring we're going to put him to work in a Nationwide Retail Merchandising Event that will help our dealers sell more Sylvania stereo high fidelity and television instruments.

Why Yale Burge? Because his name is synonymous with outstanding achievements in decor. He's the most appropriate merchandising aid we can supply our dealers to dramatically accent Sylvania's concept of fine furniture and design.

Mr. Burge's talents will make a significant contribution to a completely unique Sylvania Merchandising Support Program that dovetails with our selling philosophy: "Product starts the profit; policy and programming determine the extent." It's this combination of Product, Policy and Program that makes Sylvania the industry's High-Yield dealer profit line. **Ask any Sylvania Dealer.**

The astute merchant who is proud to sell quality products at genuine value prices on his floor—who seeks realistic profit with his volume—is invited to learn about Sylvania's Total Selling Program at the Open House. Full details of Sylvania's exciting new products and "Spring Styling" Merchandising Event will be available at that time.

Watch for your local announcement.



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

Secrets revealed by the world's No.1 host!

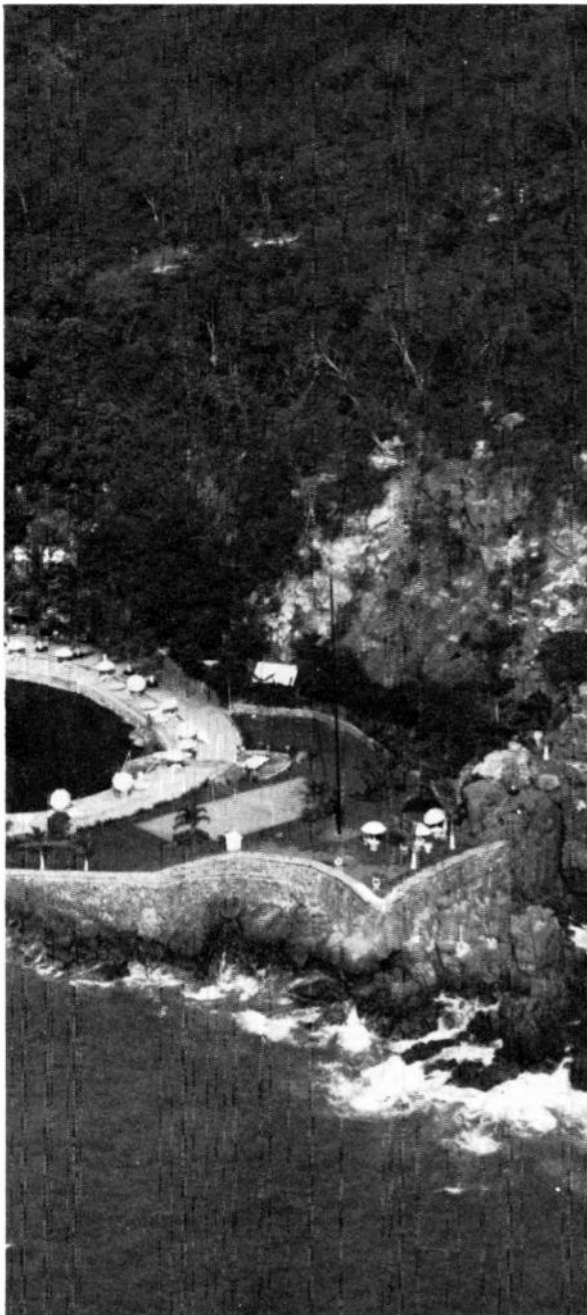
During this model-year, Gibson and Easy will host the 50,000th Dealer guest at a luxurious, jetaway vacation. You learn a lot from hosting 50,000 guests, a lot about making people happy, a lot about creating trips which are memory-makers. Everything we've learned has been used in planning our next trip to Acapulco, and here are all our secrets . . .



Braniff

Make it exciting We did this by chartering giant, private jets from the world's most exciting and colorful airline, *Braniff International*. Giant 320C jets in holiday colors . . . custom interiors by Alexander Girard . . . hostesses, high-styled by Emilio Pucci . . . and the most luxurious service in the air. All of these make *getting there* a delightful part of your trip.

Make it easy to be there Our wonderfully low qualification levels make second-honeymooning-it-in-Acapulco a cinch! Your Gibson and Easy Distributors have a special Family Plan for quick ticketing of twosomes, but few Dealers are settling for that. They've told us to plan on three, four, even half-a-dozen guests from *their* stores. What reservations can we make for *your* party — and how soon?



Acapulco

Make it delightful And what could be more delightful than a seaside village, ringed by beautiful mountains, in nearby, friendly Mexico. Long the favorite playground of the international jet set, Acapulco is the place where that lady across your swimming pool may be a famous actress, a countess, a millionairess or the delightful wife of a Gibson and Easy Dealer.



Las Brisas

Make it exclusive Find the preferred hotel, the most exotic hotel, the most exclusive hotel — and reserve it *totally* for your guests. We did this. And that hotel, beyond dispute, is Las Brisas. No dormitory-type accommodations — you live in your own mountain-side *casita*, with your own private swimming pool and your own pink jeep standing by. Las Brisas is exclusively leased for our guests.

You are warmly invited by the world's No. 1 host

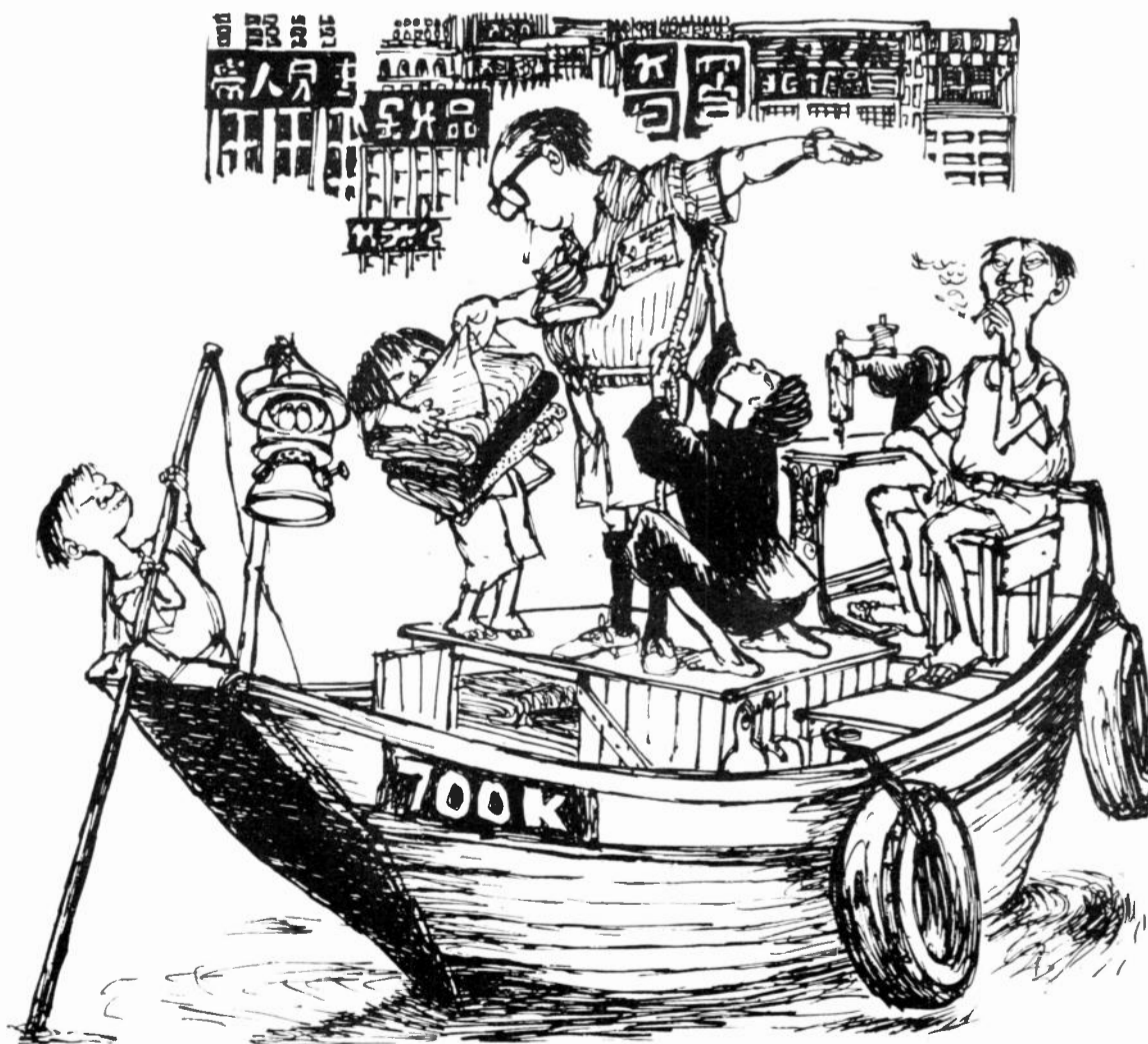
Gibson / EASY
APPLIANCES / APPLIANCES

PRODUCTS OF HUPP CORPORATION, MARKETED BY GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN

Dealer incentive trips are a fact of life in the appliance industry. One of the leading exponents of trips as a merchandising tool, Gibson Refrigeration Division of Hupp Corp., first hit the road in 1956, taking 500 people to New Orleans. By last September the trips and Gibson had grown to such proportions that the company played host to 3,800 dealers and their wives over a month-long period in Hong Kong and Tokyo. According to W. C. Conley, president of Gibson Refrigerator Sales Corp., company sales have increased 300% since that first trip a decade ago. This year, MERCHANDISING WEEK's Rodrigues flew with Gibson to Hong Kong for his own first hand look at dealer trips. The conclusions Rodrigues drew follow.

Rodrigues

looks at dealer incentive trips





"Say, stewardess, do I have to sit with my distributor?"



"Stewardess, will you assure my wife that even if we do get into Anchorage at four in the morning the gift shop will be open?"



"Could a vice president of a chain that went 600% over his quota get a Scotch and water?"



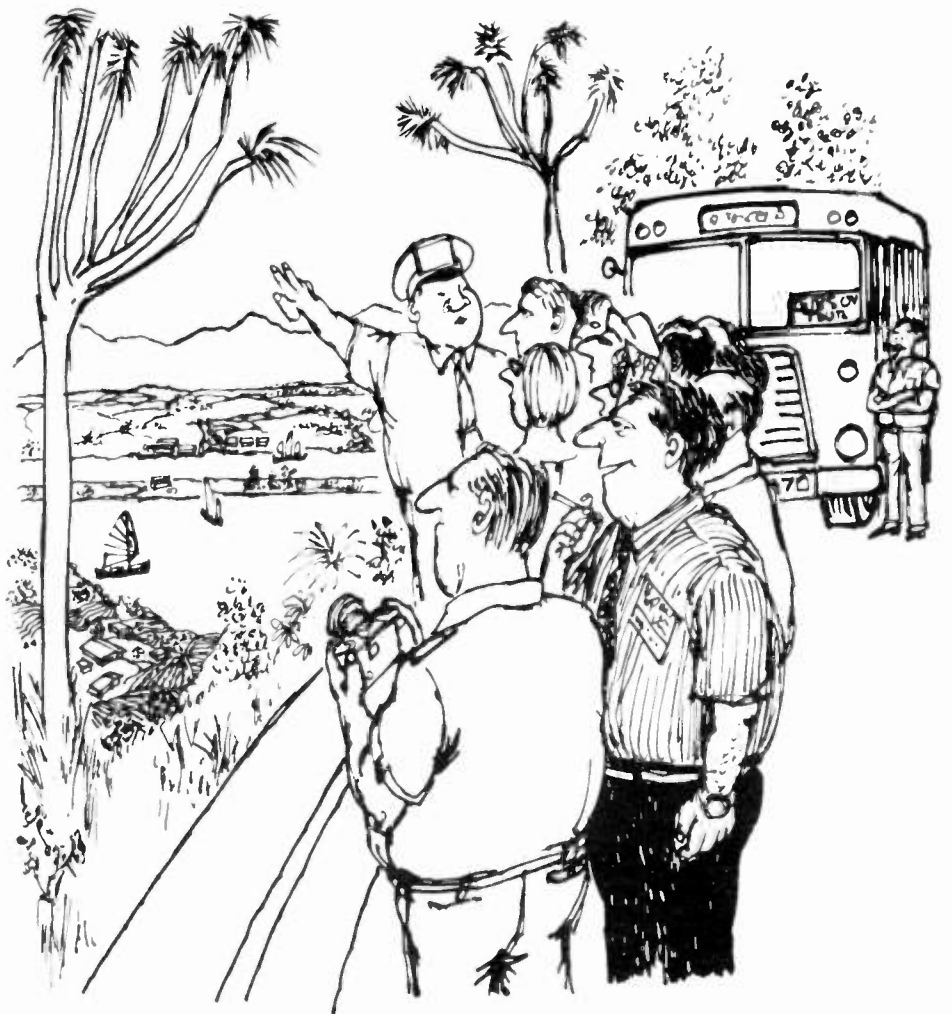
"Would you care for Time, Look, or specs for the new Gibson room air conditioner?"



"Have you noticed how whenever 'good-time Charlie' there gets up from his seat the 'fasten seat belt' light goes on?"



*"For cryin' out loud, Darlene — not President Johnson!
President Gibson is throwing the party!"*



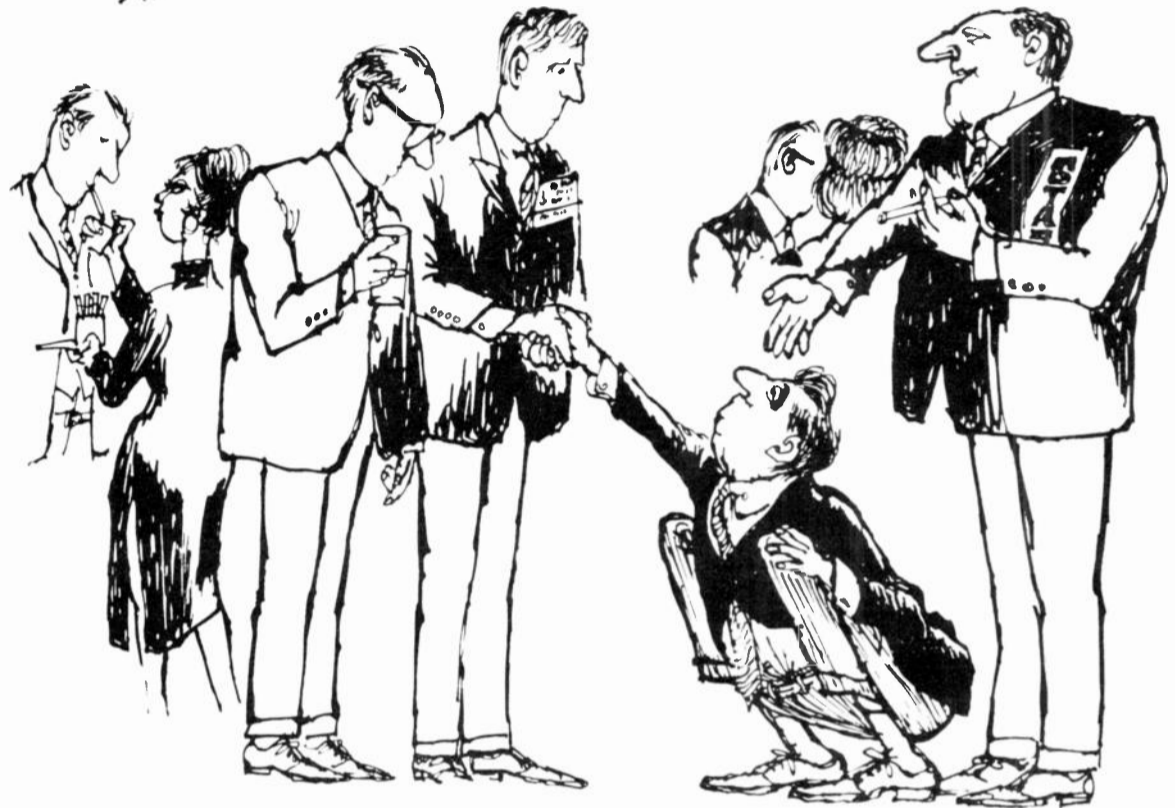
*"Man, what a great spot for a store Hong Kong would be.
A skip has just one place to go: Red China."*



"... that must be one of those Red Chinese junks ..."



"Sir, in your store in the United States, how much off list price do you sell appliances for?"



"...meet Bill Peters. Bill's been here in Hong Kong about four months arranging things."



merchandising week is the new leader in department store mass merchandiser paid circulation*



JOSKE'S OF HOUSTON / THE HIGHT COMPANY / JORDAN-MARSH CO. / SWARTHOUTS INC. / DONALDSON'S GOLDEN RULE / HIGBY CO.
THE BON MARCHÉ / THE WM. H. BLOCK CO. / DEY BROTHERS / BERGIZ INC. / JOCKEY BROS. / MASS BROTHERS INC. / POMFROY'S INC.
STERN BROTHERS / THE FITCHE-GOFITINGER CO. / POLK BROS. / MARSHALL FIELD & CO. / BRADFELS / CALDER INC. / DAYTON CO.
J. L. EDSON CO. / WHITE FRONT STORES / GOLDBLATT BROS. INC. / FAMOUS BARR CO. / K-MART / JOHN WANAMAKER INC. / THE
MAY CO. / S. KLEIN & CO. / MACYS / TECHNIQUE TALKS CO. / D. H. HOLMES CO. LTD. / BULLOCKS INC. / CARSON PIRIE SCOTT & CO.
FEDCO / ABRAHAM & STRAUSS / SHO DISCOUNT CENTERS, INC. / F. J. KORVATIE INC. / ZAYRE CORP. / BOSTON STORE / DAVIDSON'S
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/ ALR & TUTTLE / BURDINE'S / BAMBERGER / CO. / GRANDWAY STORES INC. / AUERBACH CO. / H. C. CAPWELL / RICK-KUTMER CO.
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E. FREDRICK NELSON / THE F. & R. LAZARUS & CO. / C. T. CAYFER & CO., INC. / MAISON BLANCHE / WOODWARD & LOOTHROP / WILBOYDT
STORES INC. / TOPPS / J. M. FIELDS INC. / BLOOMINGDALE BROS. / FEDERAL DEPT. STORES / G. FOX & CO., INC. / JOHN SHILLITO CO.
EDWARDS STORES INC. / FEDWAY DEPT. STORE / J. BRANDIFF & SONS INC. / EMERY BIRDTHAYER CO. / GAMBIE SMOGMO, INC. / THE
FAIRBROTHERS CO. / HESSES / JOSEPH HORNE CO. / THE MABLEY & CAREW CO. / MEIER & FRANK CO., INC. / PIZITZ / SATCHELS, INC.

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

COOKWARE NEWS

□□□□ **New cookware lines look bright for January**, as manufacturers splash them with color and styling. Recent entrants into the gourmet cookware field include Ekco with its Decor line (MW, 10 Oct., p.31), which has been rushed into some key department stores in time for Christmas selling, and Wayne Manufacturing Co., which will use a porcelain-finish exterior with a Teflon-coated interior for a new high-end line in decorator colors (MW, 21 Nov., p.30).

□□□□ **The cookware look of black-eyed Susans** is what Leyse Aluminum Co., of Kewaunee (Wis.), will offer in its Priscilla Ware line this January. Leyse will go with the Black Gold name, however, for the line which combines a gold-anodized aluminum finish on the outside with black-colored Teflon inside. Leyse produced 700 sets for testing in department stores around the country, and reports filtering into resident buying offices indicate a favorable response. A 9-piece Black Gold set is suggested to retail at \$32.95. Leyse Aluminum largely markets the Priscilla Ware line on a direct-sell basis to department store and chain accounts. Carl Braem is sales manager for Priscilla Ware.

□□□□ **Look for lower non-scratch Teflon pricing** in January, as more firms—including, for the first time, promotional manufacturers—enter the field. As first reported in these pages, Wayne Manufacturing, for example, will offer a "Love by Wayne" line of non-scratch, non-stick cookware that carries list pricing about 50% below non-scratch, non-stick items currently on the market.

The lower pricing on the non-scratch lines also could have price-softening effect on regular Teflon-coated goods. Possibly, it could result in more of the budget-conscious customers moving to promotional non-scratch lines rather than trading up to heavier-gauge or better-styled lines of regular-finish Teflon merchandise.

□□□□ **Look for more cookware programs** designed to appeal to department stores—not only high-end merchandise, but programs built around the "shop" approach and services such as pre-gift-wrapping. Some cookware lines have begun real "profit plums" within the past year or so, as manufacturers have moved successfully to peg pricing at a higher, more-profitable markup. Two lines traditionally strong with department stores—Farberware and Revere Ware—are getting increased competition for loyalty from firms such as Norris Thermador, Ekco, and West Bend's "400".

□□□□ **Look for closer coordination of cookware and pantryware lines**, as more cookware producers begin playing up or entering the pantryware field. Copco's "Pantry Wall" concept (MW, 21 Nov., p.30) already is a good bet for gaining support from the department and specialty stores.

□□□□ **Key Moves:** CORNING appoints J. Eric Morgan senior product performance analyst with the product performance group . . . WEST BEND appoints Edson W. Kitchen advertising mgr, succeeding L. E. Tollack, who retired Dec. 1 . . . EKCO names Themio "Pete" Plakos mgr of market planning and Martin Feinberg national sales mgr for regular sales.

HOUSEWARES

Walter Kidde shows an all-purpose fire extinguisher

The Fire Away extinguisher, which stands 14 inches high and weighs five lbs., emits a dry chemical spray that—according to the company—smothers the fire, coats the burning surface to prevent a reflash, and also acts as a heat shield between the user and the fire. Available in three decorator colors—traditional red, appliance white, and coppertone—Fire Away is effective up to 12 ft. from the fire. Designed for home, automobile, and boat, it is approved by Underwriters' Laboratories, the U. S. Coast Guard, and the Marine Testing Institute. The unit, at \$15.95 list, carries a 3-year warranty against leakage. *Walter Kidde & Co., Belleville, N. J.*



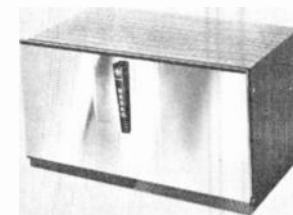
Casco markets a new electric cigarette lighter

Casco Products is offering an automatic electric pop-up cigarette lighter at a suggested retail price of \$24.95. The lighter—model LAC-1 Fleetwood—may be used to light cigars, cigarettes, and pipes. The Fleetwood has an oil-rubbed walnut top, a walnut lighter knob, and sculptured gold trim. *Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn. 06602*



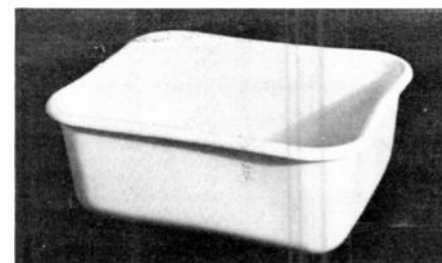
Kromex introduces a compact Bread Cabinet

The new unit features a door that opens flat to provide a slicing board, and is available in chrome, satin-finish copper, brushed stainless, walnut vinawood-and-copper, and light vinawood-and-chrome. It retails at \$10.98 (in the far West, \$11.98). *Kromex, 880 E. 72nd St., Cleveland, Ohio 44103*



Rubbermaid offers a 2-month special on its dishpan

Model 2951, which regularly retails at \$1.69, will be featured at 99¢ during January and February. Free sales aids include promotional price labels, a tent card for countertop display, and a newspaper ad mat. The dishpans come in white, yellow, pink, turquoise, and sand. *Rubbermaid Inc., 1205 Bowman St., Wooster, Ohio 44692*



KEY MOVES

Hamilton Beach—Clark S. Rainey is appointed district sales mgr for northern Texas and southern Oklahoma; James J. Brock is appointed district sales mgr for the Des Moines, Ia., territory; Peter A. Veres is named district sales rep in San Francisco; and Leonard E. Canter and Sam Lightbourn are named district sales reps in Los Angeles.

Black & Decker—Frank P. Lucier is elected vp of marketing; G. Douglas Hale is elected president and general mgr of Canadian Operations; and Eugene V. Allen is named division mgr of the Consumer Products Division.

Hamilton Cosco—Baker and Hamilton, San Francisco, is named a distributor.

General Time—Norman L. Symons is named director of purchasing; Frank

R. Pope is appointed managing director in Scotland; and Fred Chapman is appointed president and general mgr in Canada.

Stanley Works—Roger J. Cross is named sales mgr of the Stanley Power Tools Division; and Richard W. Cooper is named division marketing mgr.

Toro—William Speelman, Peter Nason, Charles Watson, and L. B. Franchi are appointed technical marketing reps for the Moist O'Matic Division.

Mirro—C. W. Ziemer is named president and chief executive officer, succeeding A. L. Vits, who becomes chairman of the board of directors on Jan. 1.

Shetland—Adams Dana Silverstein Inc. is named as advertising agency.

Look who's going together in New York and Northern New Jersey



You'll be hearing a lot about this affair. Apollo, Gibson and Easy are engaged — engaged in the sales-growing-est partnership ever seen in the world's greatest market. Apollo chose Gibson and Easy products for dramatically guaranteed quality . . . for profit-making programs . . . for sales-making competitiveness. Gibson and Easy chose Apollo for its top rating with New York/New Jersey retailers. It's an exciting affair and a profitable one, and you ought to get involved.

Apollo for Gibson and Easy

Apollo Distributing Company,
15 Shipman St., Newark,
Phone 201 624-5000

Air Conditioners,
Refrigerators,
Freezers and Ranges

Automatic Washers,
Clothes Dryers and
Spindriers®

Fishing for batteries?



G.E.'s well stocked

From underwater to outer space—wherever you need dependable battery power, you need G-E rechargeable nickel-cadmium batteries.

G.E.'s full line of specialized, sealed, safety-vented cell units have solved hundreds of application problems, usual and otherwise. If the answer to your problem isn't currently in stock, we'll gladly develop a battery to meet your need.

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

BATTERY BUSINESS SECTION

GENERAL  **ELECTRIC**

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.	October	201,273	184,083	+ 9.34
	10 Months	1,334,157	1,075,947	+ 24.00
Dryers, clothes, gas	October	96,633	95,023	+ 1.69
	10 Months	621,128	547,451	+ 13.46
Washers, auto & semi-auto.	October	361,669	347,757	+ 4.00
	10 Months	3,403,929	3,126,463	+ 8.87
wringer & spinner	October	45,940	49,415	- 7.03
	10 Months	452,429	493,083	- 8.25
OTHER MAJOR APPLIANCES				
Air Conditioners, room	October	80,000	18,800	+325.53
	10 Months	2,995,300	2,253,900	+ 32.89
Dehumidifiers	October	4,000	3,300	+ 21.21
	10 Months	229,200	197,800	+ 15.87
Dishwashers, portable	October	64,000	55,800	+ 14.69
	10 Months	362,700	288,400	+ 25.76
under-counter, etc.	October	89,000	64,300	+ 38.41
	10 Months	784,100	637,300	+ 23.03
Disposers, food waste	September	124,400	149,400	- 16.73
	9 Months	980,600	1,003,500	- 2.28
Freezers, chest	October	32,000	39,400	- 18.78
	10 Months	381,500	380,600	+ .24
upright	October	54,000	65,900	- 18.06
	10 Months	564,800	572,400	- 1.33
Ranges, electric	October	171,000†	163,300	+ 4.71
	10 Months	1,705,400	1,663,500	+ 2.52
Ranges, gas	September	185,400*	228,700	- 18.93
	9 Months	1,637,300	1,661,800	- 1.47
Refrigerators	October	404,000	396,100	+ 1.99
	10 Months	4,133,200	3,896,500	+ 6.07
Water Heaters, elec. (storage)	October	88,000	90,300	- 2.55
	10 Months	878,900	910,200	- 3.44
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 18	154,730	128,087	+ 20.80
	46 Weeks	3,445,225	3,212,560	+ 7.24
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 18	38,731	56,410	- 31.34
	46 Weeks	1,512,832	1,393,012	+ 8.60
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 18	296,271	318,263	- 6.91
	46 Weeks	11,838,704	11,220,276	+ 5.51
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 18	133,990	195,830	- 31.58
	46 Weeks	6,279,342	7,048,359	- 10.91
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 18	127,446	78,965	+ 61.39
	46 Weeks	3,953,487	2,323,789	+ 70.13
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.

† October Electric Range total includes: 109,000 free-standing ranges and 62,000 built-ins.

1/2 PRICE



How's that for an incentive?

Under \$50 instead of \$100.

We had a good thing going with our \$100 camera, the Model 100. So good that it became one of the most popular incentives we ever offered.

But not every salesman needs that much incentive.

So we brought out our Color Pack Camera Model 125.

Sure, you don't get a \$100 camera for under \$50. You do get a fine Polaroid Land camera. Which delivers color pictures in 60 seconds, black and white in 15.

How much incentive do you need?

Who are the Oemcolor people?



- There aren't many of them.

But they're the people a dealer can count on to deliver the right kind of color TV.

They're the Original Equipment Manufacturers of Color. Oemcolor people.

They research. They make their own picture tubes. Most of their own components. Build their own cabinets.

You can count them on one hand and have some fingers left over. RCA, Zenith to name two.

To name three. Surprise! Toshiba . . . The International One. We're Oemcolor people from way back. And we're now moving with Part 1 of a complete line in the

United States. Color, solid state portable TV and radios.

More than 1,200 research scientists and engineers on staff . . . the world's largest manufacturer of transistors and diodes in the home electronics field . . . acclaimed as an electronics leader in 103 lands . . . that's Toshiba . . . The International One.

Protected Profit Franchises will be available in limited numbers. Toshiba is being marketed by "pros" for the "pros." Interested in a new profit picture? In full color? Contact Mr. George Stewart, vice president in charge of marketing at Toshiba America, Inc., 530 Fifth Avenue, New York, New York 10036.



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