

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 99 NO. 2/

◀ **Next week's all-new Housewares Happening: a sneak preview** □ □ p.23

Color tv inventory: an appraisal of the stockpile as the new year opens □ □ □ p.7

Year of the import: a record shapes up in electronics □ □ □ □ p.7

Macy's strums a happy sales tune for humidifiers □ □ □ □ □ p.27

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NEXT WEEK

The Housewares Cabaret: a 1967 retail happening of merchandising ideas and new products



**Now, sell
whole house air conditioning
just like
any appliance.**

We'll make installation and service easy.

You're actually 80% in the business of selling central air conditioning already. Here's why.

Your staff knows appliance selling. You know how to merchandise and promote appliances. You have good location and public acceptance.

That just leaves the question of installation and service—and that's where the Air Conditioning Department of General Electric can give you a ready answer.

Through our national organization of dealers and distributors, we'll help you work out an agreement with a local G-E central air conditioning dealer. He'll make your installations for you and take full

responsibility for seasonal changeovers and servicing.

Or if you wish, we'll train your own force of installers and maintenance men at our regularly held schools in Louisville—and at local distribution offices.

Either way, shouldn't you be in a business that has doubled in volume every five years—and has just begun to grow? Especially when it can be so easy?

Get full details. Write today to Sales Manager, Air Conditioning Department, Room 208, Appliance Park, Louisville, Kentucky. Or call 502-454-7511, Ext. 3226.



GENERAL  ELECTRIC

□□□□ **Talk of color tv tube price cuts** continued to flourish last week, despite denials from the tube manufacturers. The figure that kept popping up: a \$10 across-the-board cut in prices to set manufacturers for the color tubes. Possible timing of the cut: not before the start of the second quarter, perhaps not until June. Set makers currently pay approximately \$130 for 23-inch [old 25] tubes; \$122.50 for 22-inch [old 23]; \$118 for 20-inch [old 22/21]; \$106 for 18-inch [old 19]; and \$90 for 14-inch [old 15].

□□□□ **Consumer electronics had a boom year** in 1966, hitting the following high peaks: 44 million radios (including imports), with FM or AM/FM units racking up 11.7 million or 27% of the total market; 5 million tape recorders; 4.3 million portable phonographs; 1.8 million radio-phono combinations; 4.7 million color tv sets; and 7.4 million black-and-white tv sets. The preliminary year-end estimate of the Electronic Industries Assn. (EIA) predicted color tv sales of over 7 million units, with black-and-white sales at only a slightly lower level than 1966. According to EIA, total consumer electronics sales to dealers in 1966 amounted to approximately \$4 billion, up from \$3.3 billion in 1965.

□□□□ **Tv sets from Hong Kong?** That possibility moved a little closer to reality last week, when General Telephone & Electronics International announced that it will acquire Wireless Products Ltd., one of Hong Kong's leading producers of transistor radios. The acquisition gives GT&E subsidiary Sylvania a strategic manufacturing base in the Far East. In addition to transistor radios, which Wireless is building now, GT&E apparently plans to expand into television. Wireless just opened a new 11-story factory—with 130,000 sq. ft. of floor space—in Hong Kong. For fiscal 1966, which ended last November, Wireless sales topped \$5 million. GT&E is issuing 60,000 shares of common stock as the purchase price.

□□□□ **Merger in the kitchen:** The American Institute of Kitchen Dealers (AIKD) and the National Kitchen Distributors Assn. (NKDA) have voted to

unite. The merging of the two organizations—the first of which sells remodeling to the consumer, the second supports the retail contractor—will hopefully lead “toward a unified effort to develop fully the remodeling market.” A leading suggestion for a new association name: Better Kitchen Institute.

□□□□ **The best is yet to come:** Jack Schwadron has been named president of Best & Co., and will be charged with maintaining the Fifth Avenue store's high quality image. Schwadron resigned as president of S. Klein Department Stores Inc. He is the former president of E. J. Korvette. R. Duffy Lewis has been named president and chief operating officer of Klein's. Both Klein's and Best are controlled by McCrory Corp.

□□□□ **Sunbeam worked on a day-to-day basis** in its Chicago-area plants last week, as District 8, International Assn. of Machinists, and the company continued negotiations past the union's previously set strike deadline (MW, 2 Jan., p.11). No agreement had been reached at presstime, and the union had scheduled a membership meeting for yesterday (Sunday). However, Sunbeam officials were hopeful that a tentative contract would be available for presentation at the union meeting.

□□□□ **Stereo tape players star in Olympic's line** of 1967 drop-ins. Four “Stereo-3” consoles—ranging in price from \$429 to \$459—contain AM/FM/FM radio, stereo phonograph, and 8-track player. Olympic's two portable 8-track stereo cartridge tape players are \$99.95 and \$119.95 (MW, 19 Dec., p.3). Two new 23-inch [old 25] color tv consoles are priced at \$449 and open list; two black-and-white 22-inch [old 23] consoles are priced at open list; and six new radios round out the drop-in line.

□□□□ **Whirlpool ads will reach 94% of the homes** in the U. S. an average of 38 times during 1967. The company's 1967 campaign for its line of major appliances will represent a 100% dollar increase over 1966—including a 78% increase in consumer magazines and a whopping 279% increase in television.

NRMA Convention: merchants size up the 1967 outlook

The optimism with which retailers marched into 1966 has diminished somewhat this year. That was evident as delegates to the 56th Annual Convention of the National Retail Merchants Assn. (NRMA) got down to business at the New York Hilton Hotel this morning with a less-than-rose-colored glow.

The wave of prosperity that the country has enjoyed during the past year promises to continue. But, as Martin B. Kohn, NRMA president and chairman of Hochschild, Kohn & Co., Baltimore, points out: “Our very prosperity is causing concern over the economic prospects for the coming year. Military needs, rising costs of materials and labor, and a lack of facilities for further rapid expansion pose the threat of inflation,

shrinking profits, and consumer wariness.”

And there is still more for retailers to think about: a possible hike in taxes, tight credit, and a chance of state and national credit legislation. Hard goods retailers also face the depressing sight of heavy inventory in their glamour product, color television, (see p.7), and weakening sales in another big-ticket area, major appliances (see p.8).

First-half predictions for 1967 are tentative. An NRMA survey of 180 companies, representing over 1,700 NRMA member stores, produced mixed results.

Most retailers are more optimistic about sales than profits, and about the first half of the year than the second. And, while the big stores ex-

pect 1967 to be a fairly big year, the small stores have less confidence in the year ahead.

The spread in predictions of sales increases ranges from 2% to 15%. And retailers are divided in their profit forecasts: about one third expect profits to hold at their 1966 level, one third expect them to drop, and one third anticipate an increase.

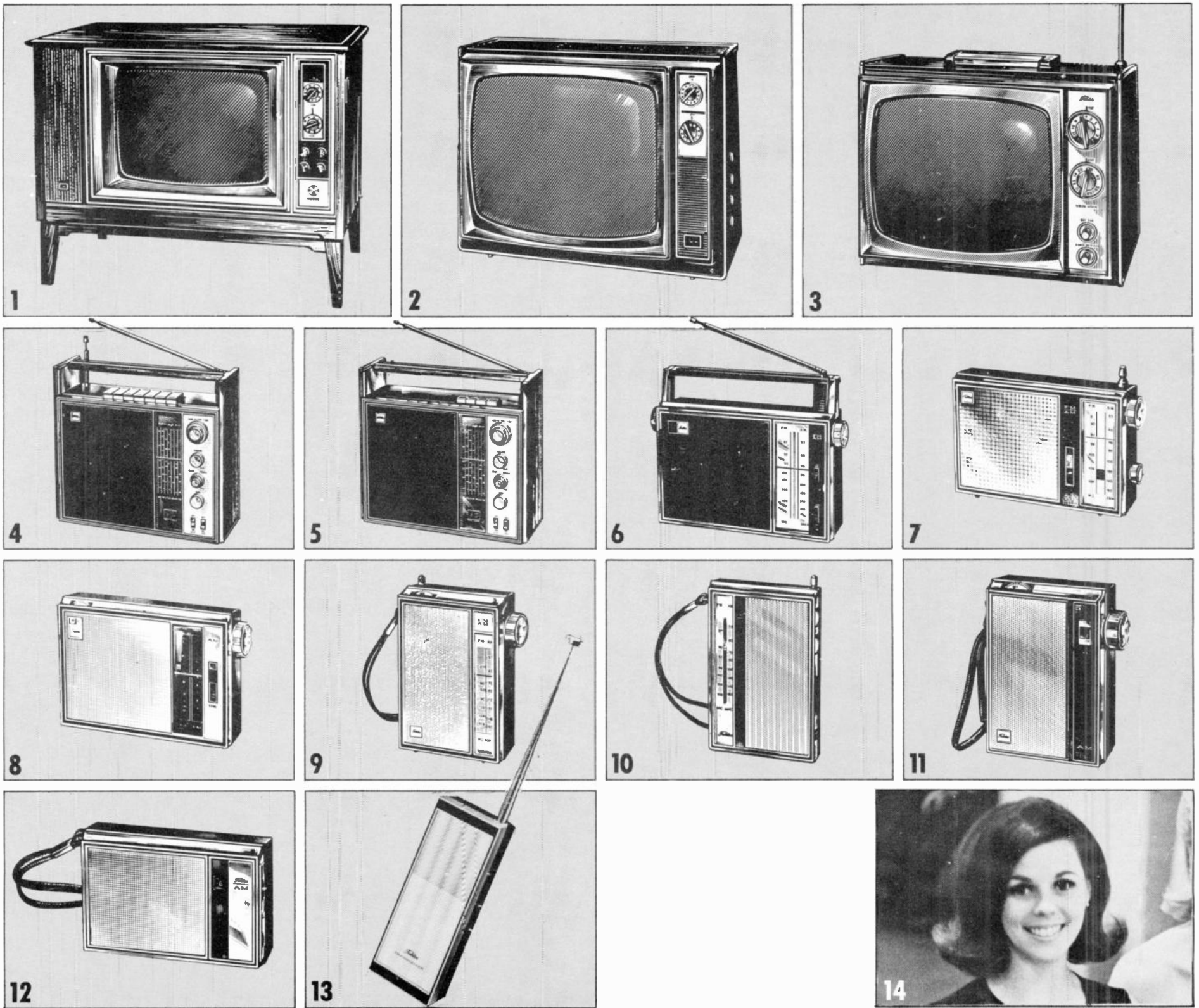
Here is how the opinions break down: Larger stores (over \$20 million in annual volume) predict first-half sales increases to average 6.2% and profits 8.3%. But nearly a quarter of the stores with a volume of under \$5 million expect sales to stay at their 1966 level or to drop; and many feel that profits will decline nearly 10%. Most of the other smaller stores will wager a 5.4% sales

increase and a 7.3% profit increase.

Medium-size stores (\$15 to \$20 million in volume) foresee sales increases of 5.4% during first half 1967, profit increases of about 7%.

Price-level predictions are somewhat more of a consensus. Eight per cent of all stores surveyed expect prices to rise; 20% think they will remain steady. Credit sales are expected to go up slightly.

What are the best lines for spring 1967? Certainly not hard goods. Television and hi-fi ranked 10th in the list of products promising to make a profitable showing in the spring—far below women's dresses, cosmetics, lingerie, jewelry, and leather goods. And small appliances and drug sundries took the also-ran 20th—and last—place.



We added 13 new products

1. All New Toshiba Precision-Crafted Big Screen Rectangular Color TV. New dependability of solid state devices. New color brilliance from rare earth phosphors. New pre-set fine tuning with easier 2-knob color tuning. UHF/VHF. Model 719C1.
2. All New Big Theater Screen Portable TV. Big console quality. Hand selected components for optimum performance, long life. Built to withstand jolts and jars of travel. Midnight black and beige with silver colored accents. UHF/VHF. Model 719M1.
3. All New Solid State Big Picture Portable TV. Big screen. Console realism. 43 hand selected transistors and solid state devices. No tubes (except picture tube and high voltage rectifiers) to burn out. Goes anywhere on batteries or AC. UHF/VHF. Model 711T1.
4. Solid State 19 Transistor Shortwave FM/AM 2-in-1. Battery/AC. 7 bands. AM, FM, short-

5. Solid State Shortwave FM/AM 2-in-1. 4-band, 15 transistor portable. Battery/AC. 1,800 MW power output. Receives marine weather and shortwave. AFC. 2 antennas. Bass-treble. Push-button tuning. Private listening earphone. Model 15L-822F.
6. All New 11 Transistor FM/AM 2-in-1. Personal portable with precision of a fine watch. Push-button controls. AFC. 2 antennas. 700 MW power output. Operates on batteries or AC. Rich console-like tones. Private listening earphone. Model 11L-805F.
7. Precision-Crafted 10 Transistor FM/AM 2-in-1. Portable or plug-in. All new from Toshiba. AFC. Precision vernier tuning. 2 antennas. Tone control. Private listening earphone. Goes

8. All New 8 Transistor AM Personal Portable 2-in-1. Carry it with you. Plug it in. Brilliant tone. Plenty of power. Tone selector. Slide rule tuning. Private listening earphone. Jack for AC power supply. Perfect pal for international travel. Model 8M-390.
9. Pocket Portable 8 Transistor FM/AM 2-in-1. Pack it in your pocket. Plug it into an AC outlet. For console quality sound wherever you go. Tone selector. 2 antennas. AFC. Slide rule vernier tuning. One 9 volt battery. Model 8P-870F.
10. New Look in 8 Transistor FM/AM Portable. Slimmest of the FM/AM's—less than one inch deep. Slips into purse or hip pocket with equal ease. Big, rich, console-like sound. Slide rule dial. Earphone. Long, lean-line look of the international set. Model 8P-823F.

11. Brilliant New 7 Transistor AM Pocket Portable 2-in-1. Tote it with you or plug it in. World's finest performing pocketable. Big window station indicator. AC power supply jack. 250 MW power output. Private listening earphone. Model 7P-45.
12. New As Tomorrow. International All-Transistor AM Pocket Radio. World's best buy in a pocketable. Jewel-like size yet rugged...built for international travel. Smart woven wrist strap for swing-along carrying. Private listening earphone. Model 6P-35.
13. Communication Breakthrough. Toshiba Transceiver. Talk near—talk far—with new citizens' band transceiver. Operates on citizens' band channel 11. Has 9 transistors, 1 diode, 2 thermistors. Uses eight 1.5V penlight cells. 100 MW power. 59" telescoping. Earphone. Leather carrying case. Model ZS-7040A.

MAIN PRODUCTS OF TOSHIBA*

POWER EQUIPMENT—

Hydro-Electric Generating Equipment (incl. Water Wheels)
Thermo-Electric Generating Equipment (incl. Steam and Gas Turbines)
Diesel-Electric Generating Sets
Power Transformers
On-Load Tap-Changing Transformers
Distribution Transformers
Dry Type Transformers
Furnace Transformers
Arc Suppressing Reactors
Induction Voltage Regulators
Instrument Transformers
Synchronous Condensers
Static Power Capacitors
Air-Blast Circuit Breakers
Oil Circuit Breakers
Magnetic Blow-out Circuit Breakers
High-Speed Circuit Breakers for D-C Circuit
Disconnecting Switches
Lightning Arresters
Switchboards and Switchgear
Protective Relays and Meters
Rectifiers (incl. for Railways and Industries)
Mercury-Arc Rectifiers
Mercury-Arc Inverters
Silicon Rectifiers

INDUSTRIAL EQUIPMENT—

Induction Motors
Synchronous Motors
A-C Commutator Motors
D-C Motors
Crane Motors
Marine Motors
General-Purpose Standard Motors
Fractional-Horsepower Motors
Steel Mill Equipment
Paper Mill Equipment
Controllable-Pitch Propellers
Arc Furnaces
(Electric Equipment only)
Induction Furnaces
Vacuum Melting Furnaces
Resistance Furnaces
High-Frequency Induction Heating Equipment
Welders
Motor Hoists
Electric Tools

ROLLING STOCK AND RAILWAY SUBSTATION EQUIPMENT—

D-C & A-C Electric Locomotives
Diesel-Electric Locomotives
Battery Locomotives
D-C & A-C Coaches
Trolley Buses
Monorail Cars
Automatic Train Control Equipment

D-C & A-C Railway Substation Equipment
Air Conditioners for Coaches

NUCLEAR EQUIPMENT—

Electron Synchrotron
Proton Synchrotron
Cyclotron
Synchro-Cyclotron
Betatron
Van de Graaff Accelerator (Belt Type)
Linear Accelerators
Mass Spectrometers
Mass Separators
Nuclear Reactors
Manipulators for Radioactive Isotopes
Neutron Analyzer
Multi-Channel Pulse Height Analyzer
Cosmic Ray Analyzer
Radiation Dosimeter
Glass Dosimeter and Fluoro Glass
Electronic Instruments for Radiation Measuring
Radiation Monitoring Instruments and Systems

COMMUNICATION AND ELECTRONIC EQUIPMENT—

Radio Broadcasting Equipment
Television Broadcasting Equipment
Transoceanic Radio Communication Equipment
High-Frequency Communication Equipment
VHF Communication Equipment
Microwave Communication Equipment
Space Communication Equipment
Marine Communication Equipment
Mobile Communication Equipment
Airborne Electronic Equipment
Navigation Aids Equipment
Radars
Sound Equipment
Microphones, Audio Amplifiers, Loud Speakers, Transistorized Megaphones
Facsimile Equipment
Industrial Electronic Apparatus
Industrial Television Equipment
Electronic Analog and Digital Computers
Data Transmission Equipment
Telephone Switchboards
Telephone Operators' Headsets
Desk Telephones

HOME APPLIANCES—

Radios
Television Sets (Color, Black and White)
Refrigerators
Room Air Conditioners
Washing Machines

Electric Fans
Vacuum Cleaners
Phonographs and Record Players
Tape Recorders
Electronic Organs
Ranges, Irons, Percolators, Toasters, Juice Mixers, Heaters, Automatic Cookers, Shavers, etc.
Time Switch and Electric Clock
Gas and Kerosene Appliances
Dry Battery and Appliances
Ice Water Fountain and Display Case
Car and Bus Air Conditioners

LIGHTING APPLIANCES—

General Lighting Incandescent Lamps
Special Incandescent Lamps (incl. Iodine Lamps, Quartz Lamps, Sealed Beam Type Lamps and Other Lamps used for Searchlights, Projectors, Automobiles, Signals, Photography, Photometry, Floodlights, etc.)
Fluorescent Lamps, Ballasts and Glow-Switch Starters
Mercury Lamps and Auxiliary Equipment
Special Discharge Lamps and Auxiliary Equipment (incl. Xenon Lamps and Sodium-Vapor Lamps)
Lighting Fixtures
SCR (Silicon Controlled Rectifier) Dimmer
Electroluminescent Lamps
Photoconductive Cells
Wiring Devices
Sockets, Receptacles, Plugs, Switches, Slidacs (Manual Stepless Voltage Regulator)
Glass Beads for Traffic and Industry Use

ELECTRON TUBES—

Transmitting Tubes
Rectifier Tubes
Receiving Tubes
Discharge Tubes
Microwave Tubes
Photo Tubes
Camera Tubes
Cathode-Ray Tubes
X-Ray Tubes
Image Tubes
Special Tubes

SEMICONDUCTORS—

Si and Ge Transistors
Field Effect Transistors
Si and Ge Diode, Rectifiers
Silicon Controlled Rectifier
Thermistors
Varistors
Solidicons

Ferrite
 α -Detectors
Thermoelectric Modules

ELECTRO-MEDICAL EQUIPMENT—

X-Ray Apparatus
Germicidal Lamps and Fixtures
Electro-cardiographs
Electro-encephalographs
Radio-isotope Teletherapy Units
Physiological Data-Monitors

TESTING AND SCIENTIFIC EQUIPMENT—

Impulse Generators
Stroboscopes
Radiation Counters
Radiation Thermometer
Color Computer
Illuminometers
Magnetic Fieldmeter
Color Meter
Strain Viewers
X-Ray Diffraction Equipment
X- or γ -Ray Apparatus for Nondestructive Testing
Halogen Gas Leak Tester

INDUSTRIAL MEASURING INSTRUMENTS—

Process Control Systems
Data Logging Systems
Turbine Supervisory Instruments
Automatic Self-Balancing Recorders
Watt-hour Meters
Oscilloscopes
Neutron Hydrometer
Flowmeter (Electro Magnetic Type and Turbine Type)
Diffract Meter for Process Use
Frequency Measuring Equipment
Automatic Weighing Machines
X-Ray and β - or X-Ray Thickness Gages
 γ -Ray Level Gage
Photo-electric Diameter or Width Gages

OFFICE MACHINES—

Typewriter
Calculator
Adding Machine and Cash Register
Autofile

MATERIALS—

Nickel, and Other Magnetic and Non-magnetic Metals
Graphoils (Powder Metallurgy Products)
Silicon
Insulating Materials (Insulating Varnishes & Compounds, Micalex, Insulating Laminates, etc.)
Other Materials for Electric Machinery

to our list*

● And that's not too easy when you already produce over 6,000 different products. But we're particularly happy about our latest thirteen. They're here and ready to go.

Everyone is loaded with every feature in the book and then some. Everyone is styled with an eye on your customers' eyes. And they're priced to move at the *biggest profit margins in the business*.

Performance? Sometime soon you won't even ask when you see the Toshiba name on it. When you really know us better, you'll realize that in 120 countries Toshiba, The International One, simply means the best

you can buy or sell. Why? 3,500 research scientists and engineers . . . the world's largest manufacturer of transistors and diodes in the home electronic field . . . Oemcolor people (O.E.M. of color).

Right now we're ready to blast with national and local advertising. (And we're ready with the hottest package you've ever seen in color TV.) Protected Profit Franchises are now available in limited numbers. Find out about the *new deal in dealer profits*. Contact Mr. George Stewart, vice president in charge of marketing at Toshiba America, Inc., 530 Fifth Avenue, New York, New York 10036. Why not do it now?

During the Chicago Furniture Show see the line, get the profit story. Call George Stewart at 787-2244.

The International One...



□□□□ Is the FTC overstepping its authority in proposing a set of credit rules? That was the question circulating in the industry and on Capitol Hill last week, as spokesmen reacted to the Federal Trade Commission's staff-proposed guides to retail credit transactions. It looked to many as though the FTC was taking up where the ill-fated Truth-In-Lending Bill left off.

"It's just a back-door way of getting some truth-in-lending activity in," said a spokesman for the National Appliance & Radio TV Dealers Assn. "I can probably live with what the FTC suggests—in fact most of the

credit regulations are in practice now—but does the FTC have the right to take over where Congress has failed? Our lawyers are looking into the legality of the whole thing," says Joseph Nugent, vice president of the credit division of the National Retail Merchants Assn.

□□□□ The real objections to the FTC proposal do not apply to the bulk of its substance at all. Most retailers feel that it is aimed at the "bad guys," rather than the reputable retailer. They do hesitate, however, over the section demanding that the retailer notify his customer that the note may be assigned to a third party.

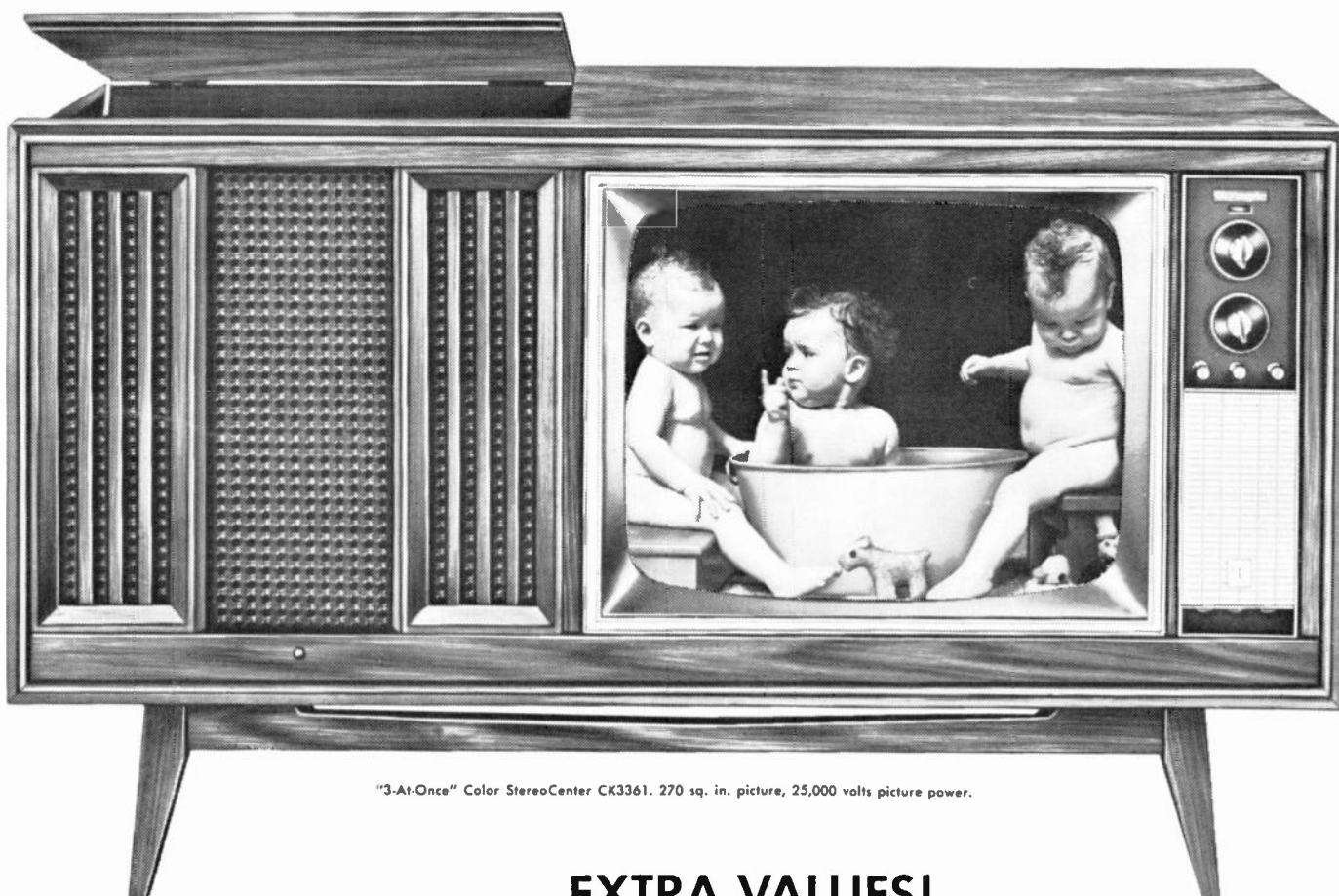
The FTC ruling would also require disclosure of the cash price of the item plus tax; the cash amount of the total finance charges, installment payments, and total debt; and the number of installments.

What it would not require is the controversial statement of simple annual interest, which retailers opposed in the Massachusetts Truth-In-Lending Bill and the federal version as well. For this reason, many champions of truth-in-lending feel that the FTC proposal is too anemic and that there is still room and need for federal legislation.

□□□□ A new Truth-In-Lending Bill will be introduced this Wednesday, with Sen. William Proxmire (D-Wis.) leading the fight traditionally waged by former Sen. Paul Douglas (D-Ill.). "We are against this FTC proposal because it fails to reach most sections of consumer credit and is unfair to those who are covered. It would apply to far less than 20% of non-mortgage consumer credit," says Sen. Proxmire. His bill would demand a statement of simple annual interest and would apply to charges and revolving credit sales.

Opponents of the Proxmire bill object to the FTC proposal on other grounds. "Here's a bill that's been kicking around for years, and suddenly the FTC steps in," says the office of Sen. Wallace Bennett (R-Utah). "The agencies are taking over more and more law-making functions."

SELL '3-AT-ONCE' COLOR COMBOS AT THE PRICE OF MOST COLOR TV!



"3-At-Once" Color StereoCenter CK3361. 270 sq. in. picture, 25,000 volts picture power.

EXTRA VALUES!
another reason why **7301** dealers call Olympic their No. 2 line...
BUT THEIR NO. 1 PROFITMAKER!

Sell these "3-At-Once" Color StereoCenters at a low, promotable price... quick step-ups from color consoles. Packed with dazzling, exclusive demos! Olympic's the one with the bright new product ideas, the decorator styling, the quality and value that open customers' eyes. And we're practically unshoppable. When you switch to Olympic, you sell more. You give customers more. You earn extra profits, and keep them!

<p>RECORDS</p>	<p>Exclusive demos! PLAYS COLOR TV, HI-FI AND RADIO in 3 separate rooms at the same time!</p> <p>—plays the family entertainment choice in the StereoCenter! The exclusive Olympic Sound Control Center gives fingertip control of AM/FM/FM Stereo Radio, Stereo Phonograph, Multisonic TV Sound. Balanced 4-speaker stereo sound system. Optional remote speakers. "Rapid-On" color picture, Memory Tuning.</p>
<p>COLOR TV</p>	
<p>RADIO</p>	
<p>IN 3 ROOMS AT ONCE!</p>	

Olympic

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



Color tv inventory: how key accounts add up the new year's numbers

The biggest color television inventory in history is sitting in the warehouses right this minute, but the key accounts MERCHANDISING WEEK contacted last week did not seem concerned.

How many sets are around? The number that popped up most frequently was 1 million—a suspicious number because it is so round and neat. However: "I think that's a damned accurate figure," said the merchandise manager of one national chain. This man knows his share of the industry, knows his inventory, and projected the 1-million-set inventory after a moment with a pencil.

Certainly, inventories at the factory and the distributor levels began to build in December. There were almost 430,000 sets in distributor and factory warehouses at the beginning of the week of Dec. 2; this

was up almost 8% to 460,000 sets the following Monday, and up another 9% to 505,000 sets by Dec. 16. If that rate continued, there were at least 600,000 sets at the factory and distributor warehouses by New Year's.

If one assumes that there are at least 400,000 sets at retail, the 1-million inventory figure begins to look less questionable. And Walter Magni, Forest City Materials, Cleveland, Ohio, said: "I think a million is conservative."

What does it mean? That depends on whom you talk to: "We're out of balance," said H. B. Price Jr., of Price's, Norfolk, Va. He has more high-end merchandise (than he would like who doesn't?); but he is not excited. Price is budgeting a 10% color increase for the first quarter.

"Things could have been much worse," said Jules Steinberg, execu-

tive vice president, National Appliance & Radio TV Dealers Assn. "We noticed that our members stopped buying in October and November, and this was enough to bring inventories down." He said that stores in the \$500,000 to \$750,000 range are starting the new year with 75 to 100 sets—not an excessive number, but all of it high-end merchandise. "If manufacturers follow through and deliver moderate-priced sets, things will be all right."

"I won't buy anything until March or April unless distributors come up with a real deal," said Phil Cohen, Lechmere Sales, Cambridge, Mass.

The situation that many retailers faced was not that sales were off, but that they had budgeted for a 100% increase but ended up with a 70% increase—if that.

"Do not buy anything without special permission from the home

office," was the warning that one national chain merchandise manager issued to his stores.

"We stopped buying at the end of the year," said Magni. "I canceled a lot of orders and returned some high-end goods, early, before there was a problem. We made a strong effort to move the floor stock, and so we are in good shape."

Arnold Myers, Dorn's, Los Angeles, Calif., said inventories are higher than anticipated.

One thing the color tv inventories will mean, retailers say, is that distributors will have to go back to performing their function. Motorola distributors and some Admiral distributors are offering price packages on color sets, and one RCA distributor told his dealers: "We are going to start maintaining a warehouse of stock and give you the mix you need."
—Wallis E. Wood

Imports from the Far East: another record year takes shape

All major categories were up—with television leading the way—as Japanese exports headed for a banner year. Eleven-month exports of color television hit a record 210,011 units at an average \$182.49 f.o.b., and black-and-white tv set exports soared to 1,199,242 units at an average \$50.64 f.o.b., according to the Japanese Finance Ministry.

Total 11-month television imports

to the U. S. leaped forward to 1,302,788 units, up 38.15% over the same period last year, and 1967 looks even better. Sales of color tv sets will zoom to 500,000 units this year, and black-and-white sales will easily top 1.0 million.

Transistor radio exports from Japan looked impressive, too—on the surface. Eleven-month exports of transistor radios with three or more

transistors climbed 25.08% over the same period in 1965. Total transistor radio imports to the U. S. were up 11.21% over 1965.

Japanese imports, however, were only 53.9% of the portable radio picture. Out of a total of 20,807,235 transistor radios imported to the U.S., 46.1% came from the offshore islands, fast gaining on their rival neighbor. One reason for their growing strength is this: while upgraded Japanese radios held at an average price of \$7.45 for the 11-month period—down a meager 0.8% from the 1965 average of \$7.51—the island prices were both low and substantially down from the previous year.

Hong Kong transistor radio imports

to the U. S. averaged \$2.58 during the first 11 months of 1966, down 13.7% from their 1966 11-month average of \$2.99. Okinawa imports sank to an average of \$2.88 for the period, down 8.9% from \$3.16 in 1965. Only Taiwan imports were up—to \$3.03, a 15.2% rise over 1965.

Another indication of Japan's move to upgrade its image came in the area of tape recorders. While exports of rim-drive tape recorders sank 13.50% from the year before, other tape recorders were up substantially. Capstan-drive and other tape recorder exports rose 41.75%, with a corresponding rise in average price: \$26.28 in 1966, up 28% from 1965.

Japanese exports to the U.S. *

	PERIOD	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Color Television (incl. chassis)	October	35,581	6,270,381
	November	32,706	6,098,936
	11 Months	210,011	38,325,271
B&w Television	October	184,554	9,471,114
	November	113,996	5,836,077
	11 Months	1,199,242	60,733,306
Transistor Radios (3 or more tr.)	October	1,444,759	1,059,577	+ 36.35	12,584,964	8,869,947	+ 41.88
	November	1,204,437	972,155	+ 23.89	10,355,275	7,706,258	+ 34.37
	11 Months	11,470,468	9,170,648	+ 25.08	93,199,691	72,988,290	+ 27.69
Tr. rad. chassis/kit (3 or more tr.)	October	51,431	22,218	+ 131.48	350,181	136,352	+ 156.82
	November	23,900	35,870	- 33.37	155,480	240,719	- 35.41
	11 Months	339,919	129,823	+ 161.83	2,144,274	845,443	+ 153.63
Toy tr. radios	October	18,043	57,542	- 68.64	25,869	34,508	- 25.04
	November	45,034	8,900	+ 406.00	94,116	14,563	+ 546.27
	11 Months	416,331	679,469	- 38.73	334,216	712,962	- 53.12
Total Tr. Radios (incl. car radios)	October	1,559,551	1,161,891	+ 34.22	13,516,478	9,297,337	+ 45.38
	November	1,311,176	1,034,844	+ 26.70	11,095,418	8,246,901	+ 34.54
	11 Months	12,539,257	10,094,379	+ 24.22	99,747,142	76,224,233	+ 30.86
Tube Radios	October	50,040	142,962	- 65.00	691,058	1,526,883	- 54.74
	November	48,760	118,961	- 59.01	558,444	1,326,794	- 57.91
	11 Months	603,183	1,123,846	- 46.33	6,812,893	11,575,792	- 41.15
Tb. rad. chassis/kit	October	18,540	9,154	+ 102.53	216,039	120,366	+ 79.48
	November	19,347	11,738	+ 64.82	245,700	137,613	+ 78.54
	11 Months	153,976	106,059	+ 45.18	1,821,375	1,241,207	+ 46.74
Phonographs	October	81,185	45,750	+ 77.45	898,500	420,875	+ 113.48
	November	55,754	36,971	+ 50.80	803,880	371,822	+ 116.20
	11 Months	552,166	312,896	+ 76.47	5,743,875	3,013,449	+ 90.61
Radio-Phonos	October	159,636	47,355	+ 237.10	2,334,981	1,045,294	+ 123.38
	November	100,361	24,708	+ 306.19	1,391,246	538,186	+ 158.51
	11 Months	825,509	237,421	+ 247.70	12,306,580	5,637,799	+ 118.29
Tr. Tape Recorders (port., rim-drive)	October	149,026	213,573	- 30.22	1,133,381	1,623,275	- 30.18
	November	135,976	180,117	- 24.51	1,180,869	1,247,766	- 5.36
	11 Months	1,403,258	1,622,298	- 13.50	10,057,635	12,531,005	- 19.74
Tr. Tape Recorders (port., other)	October	202,557	98,802	+ 105.01	5,774,569	2,159,800	+ 167.36
	November	139,153	68,612	+ 102.81	3,904,141	1,620,605	+ 140.91
	11 Months	1,045,286	737,429	+ 41.75	27,470,611	15,139,896	+ 81.44
Tb. Tape Recorders	October	3,570	19,073	- 81.28	152,308	866,825	- 82.43
	November	17,378	16,196	+ 7.30	267,563	865,691	- 69.09
	11 Months	119,238	229,588	- 48.07	6,156,343	10,628,874	- 42.08
Transceivers	October	689,150	447,176	+ 54.11	3,831,981	3,053,736	+ 25.48
	November	712,336	275,659	+ 158.41	3,697,216	2,115,316	+ 74.78
	11 Months	5,892,739	2,611,160	+ 125.67	33,357,193	21,345,845	+ 56.27

*Source: Merchandising Week's Tokyo News Bureau

U.S. imports from Japan †

	PERIOD	UNITS			DOLLARS		
		1966	1965	% chge	1966	1965	% chge
Television	October	152,656	102,206	+ 49.36	12,005,831	5,745,244	+ 108.97
	November	188,245	156,516	+ 20.27	15,130,483	9,497,709	+ 59.31
	11 Months	1,302,788	943,041	+ 38.15	93,999,592	53,286,510	+ 76.40
Transistor Radios	October	1,424,699	1,374,732	+ 3.63	10,501,948	10,836,781	- 3.09
	November	1,319,854	1,497,505	- 11.86	10,471,429	11,190,755	- 6.43
	11 Months	11,202,574	10,073,390	+ 11.21	83,562,409	75,677,013	+ 10.42
Radios, other	October	138,907	205,182	- 32.30	1,440,225	1,883,778	- 23.55
	November	120,420	227,316	- 47.03	1,472,807	2,040,414	- 27.82
	11 Months	1,166,062	1,517,270	- 23.15	12,915,048	13,738,933	- 6.00
Phonographs	October	58,938	40,288	+ 46.29	612,772	407,008	+ 50.55
	November	100,624	55,538	+ 81.18	1,468,139	530,480	+ 176.76
	11 Months	540,091	287,098	+ 88.12	5,986,605	2,943,030	+ 103.42
Radio-Phonos	October	106,919	27,442	+ 289.62	1,720,951	518,042	+ 232.20
	November	135,731	39,759	+ 241.38	1,844,904	1,174,665	+ 57.06
	11 Months	710,557	176,533	+ 302.51	10,644,468	4,701,069	+ 126.43

U.S. imports from Hong Kong †

Transistor Radios	October	950,968	597,491	+ 59.16	2,630,019	1,745,221	+ 50.70
	November	1,134,166	719,262	+ 57.68	2,994,951	2,056,023	+ 45.67
	11 Months	7,476,653	3,731,979	+ 100.34	19,348,926	11,169,405	+ 73.23

U.S. imports from Okinawa †

Transistor Radios	October	76,588	76,280	+ .40	260,717	231,820	+ 12.46
	November	111,060	187,806	- 40.87	319,956	551,962	- 42.03
	11 Months	772,553	781,492	- 1.14	2,227,147	2,476,730	- 10.08

U.S. imports from Taiwan †

Transistor Radios	October	107,540	92,976	+ 15.66	375,574	233,770	+ 60.66
	November	182,728	266,651	- 31.47	709,287	723,354	- 1.95
	11 Months	1,355,455	734,406	+ 84.56	4,109,727	1,938,552	+ 112.00

†Source: United States Customs

□□□□ **More b&w tv picture tube price hikes:** Westinghouse matched RCA's early lead (MW, 2 Jan., p.11) almost blow for blow with an across-the-board hike of 50¢ on all black-and-white sizes, plus a 25¢ surcharge on low-drive types. The warranty was reduced from 5% to 3% last September. Reports are that Sylvania is falling into line, too, with a token raise of 22¢ on its 18-inch [old 19] tubes, 23¢ on its 19-inch [old 20] tubes; 30¢ on 20-inch [old 21], and 50¢ on 22-inch [old 23] tubes. The hikes for all three companies are in effect now. One major cause of the hikes—in addition to the rising cost of labor—seems to be National Video's retirement from the black-and-white ring, which left the three companies listed to carry the load alone.

□□□□ **Dorn's Stores Inc., is closing** its 11 appliance-tv stores. It will continue to operate its 27 appliance-tv-housewares leased departments. The move was made to free capital for leased department expansion, to reduce the ad budget, and to leave unfavorable store locations.

□□□□ **GE's first three 20-inch color tv sets** head the company's 1967 drop-ins. The three are: a table model, at \$449.95; a Contemporary console, at \$499.95 and an Early American console, at \$509.95. Also new to the color line are three 22-inch [old 23] and 23-inch [old 25] consoles. The new 22-inch sizes include a Danish Modern console, at \$549.95, and an Early American and a French Provincial console, each at \$559.95. The new 23's are a Danish console, at \$649; an Early American, at \$659; and a Spanish console, at \$679.

GE's first introduction to its 1967 black-and-white line are four 18-inch [old 19] sets, priced at open list, \$139.95, \$144.95, and \$149.95.

□□□□ **The industry is playing the numbers game** with 1967 distributor sale predictions for color television. The latest estimate comes from Motorola chairman Robert W. Galvin, who expects color sales to reach 7 million units next year—somewhat higher than the 6.7-million-unit-year that Philco-Ford's Robert O. Fickes foresees (MW, 19 Dec., p.3). Meanwhile, the score is in for 1966 color sales: 4.7 million units, according to Galvin—far below the 5.5 million the industry hoped for at the start of the year.

The Motorola chairman expects total income for the consumer products industry to top \$5 billion, with color television leading the way. But Galvin feels that black-and-white set sales will decline slightly from their strong 1966 stand of 7 million sets. Other Galvin predictions: stereo phonograph sales will approach 6 million units; radios—with increased interest in FM—will hit about 46 million units; and tape players for home and auto will see substantial gains.

□□□□ **Two Guys is going downtown.** The new Jersey-based discount department store chain has signed a long-term lease and will occupy 210,000 sq. ft. in the business section of Newark, N.J. The store, scheduled to open in the fall of 1967, represents Two Guys' first move into a major metropolitan downtown area. The Two Guys chain is owned by Vornado Inc.

The sales picture in majors: what a way to welcome 1967

Color the 1967 major appliance sales picture green, but watch for a few tattle-gray smudges—such as limping housing starts, a possible tax increase, and continued tight money restrictions—which could arrest sales growth in the coming months.

Just before Christmas, the usual year-end predictions echoed forth in what has been dubbed "guardedly optimistic" terms. Retail Goliath Sears, Roebuck and Co.'s retiring board chairman, Austin T. Cushman, said: "Retail sales [1967] will continue to expand, but at a lower rate which already has become evident in recent months. I anticipate a 5% to 6% gain in total retail sales for the first half of 1967. General merchandise sales should increase at a similar pace on the average, but non-durable goods are expected to outpace durables."

Appliance manufacturers differed on the language of year-end forecasts, but the tenor was the same: over-all sales will be up; the rate of growth of most appliance categories will be down; there will be bright sales spots (side-by-side refrigerator-freezers, self-cleaning ranges, room air conditioners, dishwashers); and a natural slowdown in sales after a number of record setting years was inevitable.

Just after Christmas, what everybody had been saying privately began to seep out publicly: sales in four major product categories were down in December for the second consecutive month, compared to the same period in 1965 (chart, below).

The factors which could snowball to cause added woe for manufacturer as well as retailer in the coming months are the following: (1) a decline in the home building industry (Sears' Cushman said, "I must note that the decline in home-building has had some effect on basic demand for major household appliances, such as ranges, refrigerators, and washers."); (2) the possibility of a tax increase (Cushman said, "The brunt of such a tax increase would probably fall most heavily on consumer durables, where the growth rate has already eased and is not likely to change appreciably in the months ahead."); (3) the continued tightening of the credit situation; and (4) the continued shortage of materials aggravated by the war in

Vietnam (air conditioner manufacturers shudder when they think of the copper shortage).

In addition, there are reports of inventory problems as manufacturing, for the most part, continues at a peak. (There were a few layoffs at the end of last year—some seasonal and some to ease the inventory situation.) The Commerce Dept. reports that new orders for durable goods in November were the lowest for the year, while inventories continued to rise—not a favorable sign for continued good business. The Commerce report noted that inventories held by durable goods manufacturers rose \$888 million in November, well above the already high monthly average of \$603 million for the first ten months of the year (see story on the color tv inventory buildup on p.7).

There are disturbing signs that all these negative factors may have coalesced to brake major appliance sales in the last two months of 1966 (see chart below). In fact, there have been some private revisions of 1967 predictions. Some in the industry say that major appliance sales are always slow in the last two months of the year. But about 16% of refrigerator sales for the year are usually racked up in this period. This year only 12.7% of the estimated final total was sold. In addition, the industry-wide range and home laundry promotions, which carried through November, seem to have been less than satisfactory in overall sales performance. November is traditionally one of the best sales months of the year for home laundry equipment, but in 1966 sales skidded abruptly. Despite the late season sales slide, however, home laundry sales are expected to reach a record high of 6,928,000 units shipped—a 7% gain over 1965 figures. The one bright spot in white goods year-end sales was dishwashers—traditionally strong during this period.

Many consumer plans to buy big-ticket major appliance items in the November-December period were probably displaced by the lure of color television. It appears that a refrigerator or range purchase was postponed to "get a color tv for the holidays." Whether this situation will continue is a question white goods retailers and manufacturers are asking themselves. —Martin R. Miller

Major appliance sales in November and December

Product	NOVEMBER			DECEMBER*		
	1966	1965	% Chg.	1966	1965	% Chg.
Washers	304,600	370,400	-17.8	322,000	357,100	-9.8
Dryers	201,700	234,300	-13.9	248,000	238,800	+3.9
Total home laundry	506,300	604,700	-16.3	570,000	595,900	-4.4
Refrigerators	310,000	389,200	-20.4	286,500	392,300	-27.0
Freezers	63,000	76,800	-18.0	61,300	81,100	-24.4
Total elec. ranges	139,000	170,300	-18.4	163,300	188,800	-13.5
Free-standing	103,000	106,900	-3.7	121,100	121,100	N.C.
Built-in	36,000	63,400	-43.2	42,200	67,700	-37.7
Total gas ranges	186,800	192,200	-2.8	190,700	197,800	-3.6
Free-standing	157,200	156,400	+0.5	154,300	159,800	-3.5
Built-in	29,600	35,800	-17.3	36,400	38,000	-4.2
Dishwashers	139,000	125,900	+10.4	172,500	154,600	+11.6

* Estimated data. Sources: AHLMA & GAMA (factory shipments); NEMA (distributor shipments); MW Research Dept.



Whirlpool

**means
more tub
...less talk**

**Whirlpool's new
18-lb. tub washes
this much more...**

(An additional 2 sheets,
2 bath towels, 2 pillowcases,
2 pairs of shorts.)



than our regular full-size tub!

**You hear a lot of shouting
about washer capacity.**

**But talk alone won't hold water
...it's the tub that counts!**

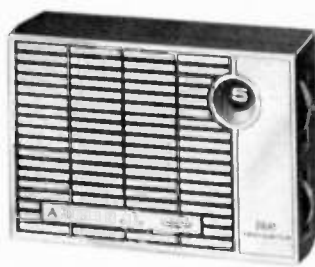
**And the tub in our new
18-pounder is noticeably
bigger...21 ¹⁵/₃₂" across by 16 ¹/₈"
deep. Largest capacity of any
in-home washer! That's fact,
not fiction. Ask your
distributor for more facts
as to why WHIRLPOOL
CAN MEAN A LOT TO YOU!**

Remember . . . it's easier to sell WHIRLPOOL than sell against it!

New Admiral all-transistor portable radios



Admiral portable radio YK211, 10-transistor AM powered by one 9-volt battery. 4 $\frac{3}{8}$ " x 2 $\frac{7}{8}$ " x 1 $\frac{1}{16}$ ", in black, or YK212, red cabinet with white front. Gift packed.



Admiral portable radio YK201, 8-transistor AM that works on two penlight batteries. Smart black finished case. 2 $\frac{7}{16}$ " x 3 $\frac{3}{4}$ " x 1 $\frac{1}{16}$ ". Comes gift packed.



Admiral portable radio YK301, 10-transistor AM/FM model with slide-rule tuning, AFC, earphone and charger jacks. Uses 9-volt battery. Black or YK307, brown.



Admiral portable radio YK311, 10-transistor AM/FM with vernier tuning, AFC, ear and charger jacks. Uses four penlite batteries. Smart black case.



Admiral portable radio YK321, 12-transistor AM/FM with powerful 3 $\frac{1}{2}$ " speaker, ear and charger jacks, slide-rule tuning. Beige case with brown front.



Admiral portable radio Y1009. The "All World" 10-band portable with drift-free FM, AM, shortwave, longwave, marine, amateur. Built-in AC charger, 3 antennas.



Admiral portable radio YK341, 13-transistor AM/FM/SW model with slide-rule tuning. Multi-band versatility with miniature convenience! Black case.

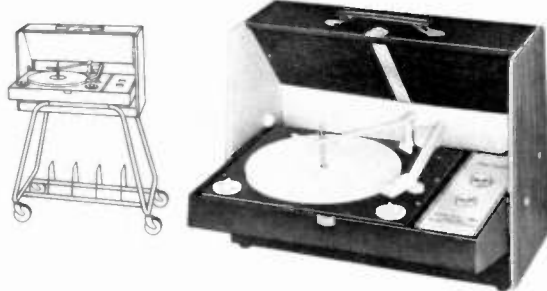


Admiral portable radio YK381, 11-transistor AM/FM only 3 $\frac{3}{8}$ " x 2 $\frac{1}{2}$ " x 1 $\frac{1}{16}$ ". Wide selection of programs in a shirt-pocket miniature! Earphone jack. Black case.

New Admiral portable stereos and phonos



New Admiral portable stereo YHS1771C, 40-watt solid-state stereo rests on stand (included), packs up to carry speakers spread far apart. Four speakers.



Admiral portable phono YN1431C, compact, solid-state. Four-speed changer, two speakers. Tone control. Includes 45 rpm adapter. Wood cabinet, with stand.



Admiral portable phono YH1407. Solid-state, 4-speed changer. Modern, high-impact cabinet. In two-tone tan and beige, or YH1408, avocado and grey.



Admiral battery-powered portable phono YH1421. Speaker chamber tilts up to sound off. Bandshell lid reflects sound. Four-speed changer. Black.



Admiral table stereo YHF1945. Solid-state throughout, FM/AM, FM stereo multiplex radio. Four speakers. Early American styling, genuine maple veneers.



Admiral portable stereo YHS1741. Solid-state, six speakers, 40 watts. Hinged/removable wing speaker chambers. Diamond floating stylus. Black cabinet.

New Admiral tape recorder

Admiral cartridge tape recorder CTR300. Solid-state, battery-powered "Porta-Corder" captures sound anywhere, plays back anytime. Compact, smart styling.



New Admiral AM/FM clock radio YHC871, solid-state chassis, Instant Play, automatic wake-to-music control, "Glo-Dial" lighted clock face, AFC, slide-rule tuning. 7 $\frac{3}{4}$ " x 9 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ ".

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16 new Admiral ways to pull in

Portable profits!

See them all at Booths 3506-3508
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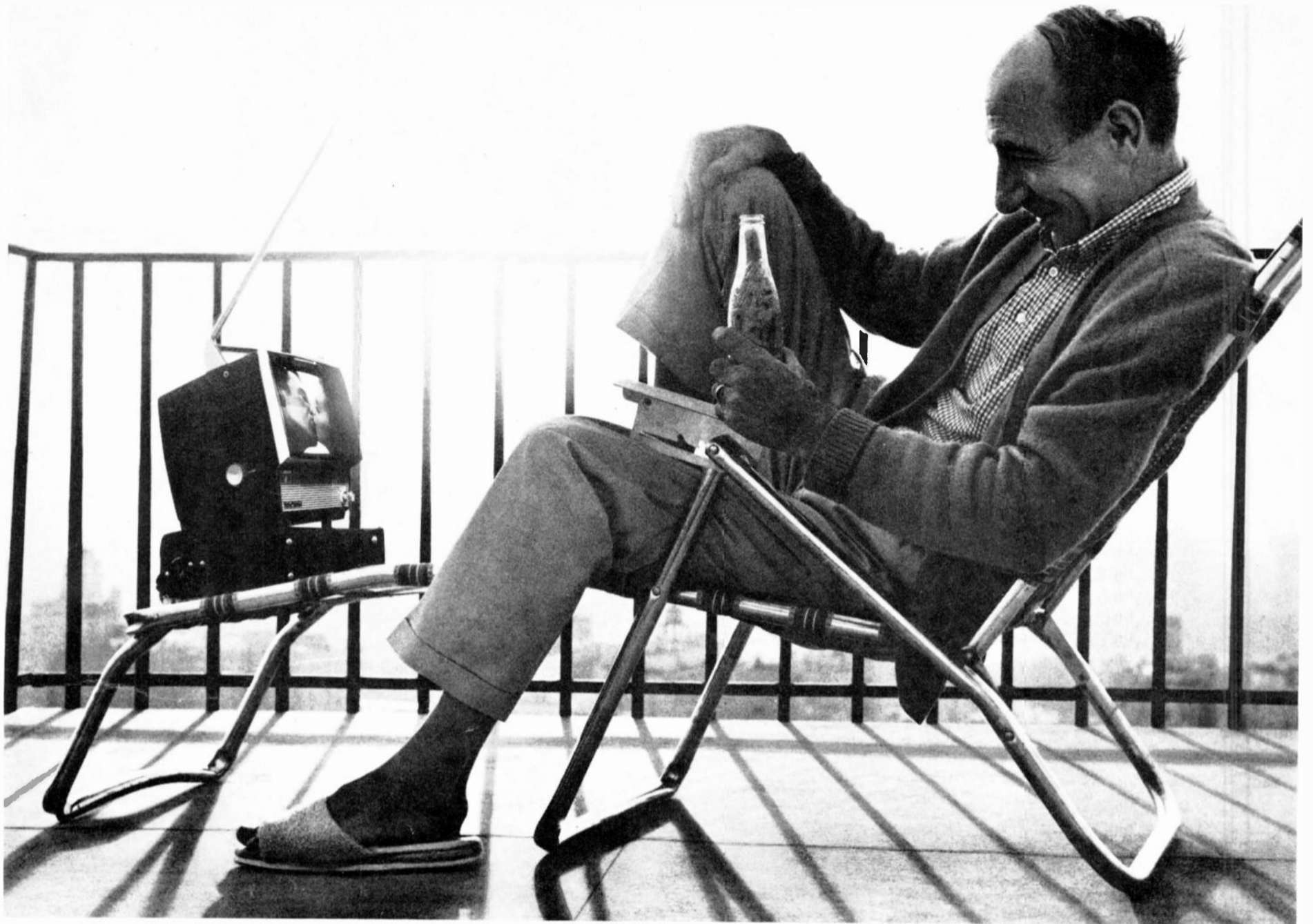
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THROUGHOUT THE WORLD

The Sun Set



But how do you sell it in the winter?

"The Sun Set," you say to your customer, "has a special blackscreen, so you can watch it outside in broad daylight and still get a good, bright, contrasty picture."

"Great!" he hollers. "Terrific! It's 17 degrees outside, the snow's piled up 8 feet deep, and I'm going to sit out there on the terrace in my undershirt. What are you, crazy—or what?"

So? What do you say to this guy?

Well, you might tell him that winter only lasts a couple of months, but obviously this guy is in no mood for philosophy.

Instead, tell him that if the Sun Set can give him a sweetheart of a picture outside, imagine what it can do inside. Even with the lights on.

And remind him that besides being a Sun Set, it's also a Sony. With a Sony transistorized chassis that goes on right away without a long wait for warm-up.

(In fact a Sony chassis hardly warms up at all, which means he can practically forget about breakdowns and burn-outs.)

And remind him that when Sony says portable, they mean portable. You don't have to drag a Sony around on a rickety tin wagon. You can tote it around like a 6-pack of beer.

"Sure it's called the Sun Set," tell him. "What else would you call it? But just because of the name, don't think it's just a fair-weather friend. Think of it more as A Set For All Seasons."

SONY TV-700U

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Enterprise **TEFLON*COOK & BAKEWARE**



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MARGARET TULLOCH LIFE WITH CARLAND ATHER
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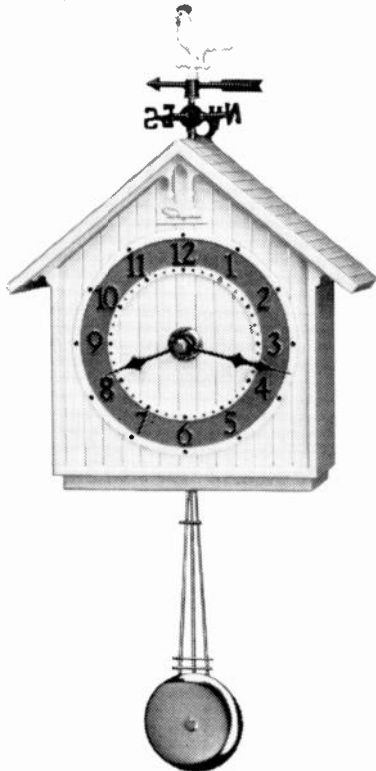
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See the new ideas in Ingraham's exciting new time and temperature lines.

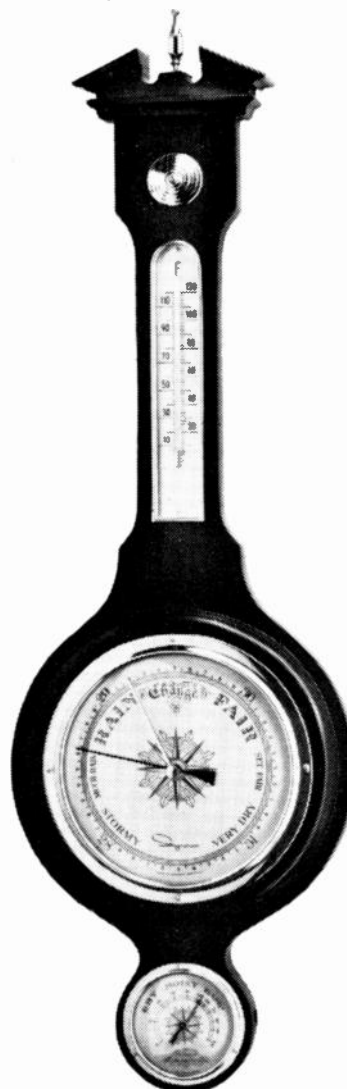
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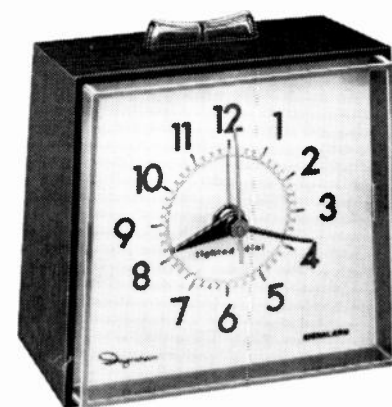
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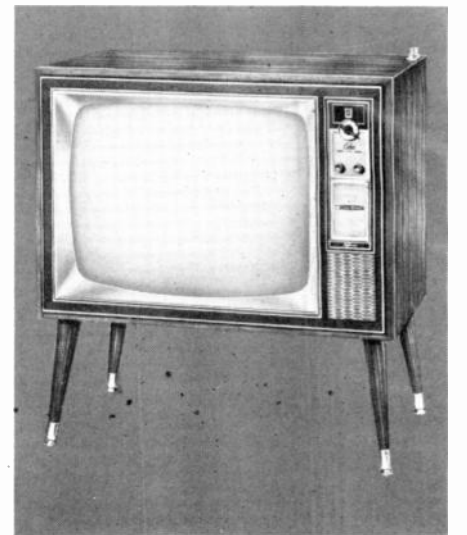
□ □ GE's new Stereo Library is an automatic console that can record, store, and play back more than 27 hours of continuous tape programming (MW, 21 Nov., p.7). It plays on 162 tracks (81 stereo pairs). Each of the 81 channels plays 22 minutes. Selections may be made out of sequence by using a channel selector dial.

The console also has a record turntable, an FM-AM-FM stereo tuner, and two microphones, both of which

can be used for stereo tape programming. The speaker system is front-mounted in chambers lined with an absorbant acoustical material to eliminate echoes and cabinet resonance.

Other features include a channel selector window, which shows what channel is being used and whether the unit is on play or record; an illuminated indicator, which shows the amount of time remaining on the channel in play; and an automatic

tape rewind, which is activated at the end of each channel. The unit comes in a Contemporary-styled cabinet with a walnut veneer over hardwood solids; it measures 74 inches long by 25 inches high by 20 inches deep. Suggested retail price is \$1,300. *General Electric, Audio Products Dept., Decatur, Ill.*



□ □ DuMont's new color consolette has a 23-inch [old 25] screen bordered with vinyl trim and is housed in a grained walnut cabinet. The Jefferson features an automatic color monitor and has an open list. A step-up model (about \$100)—the Polk—offers a remote-control unit. *DuMont, A Subsidiary of National Union Electric Corp., Stamford, Conn.*



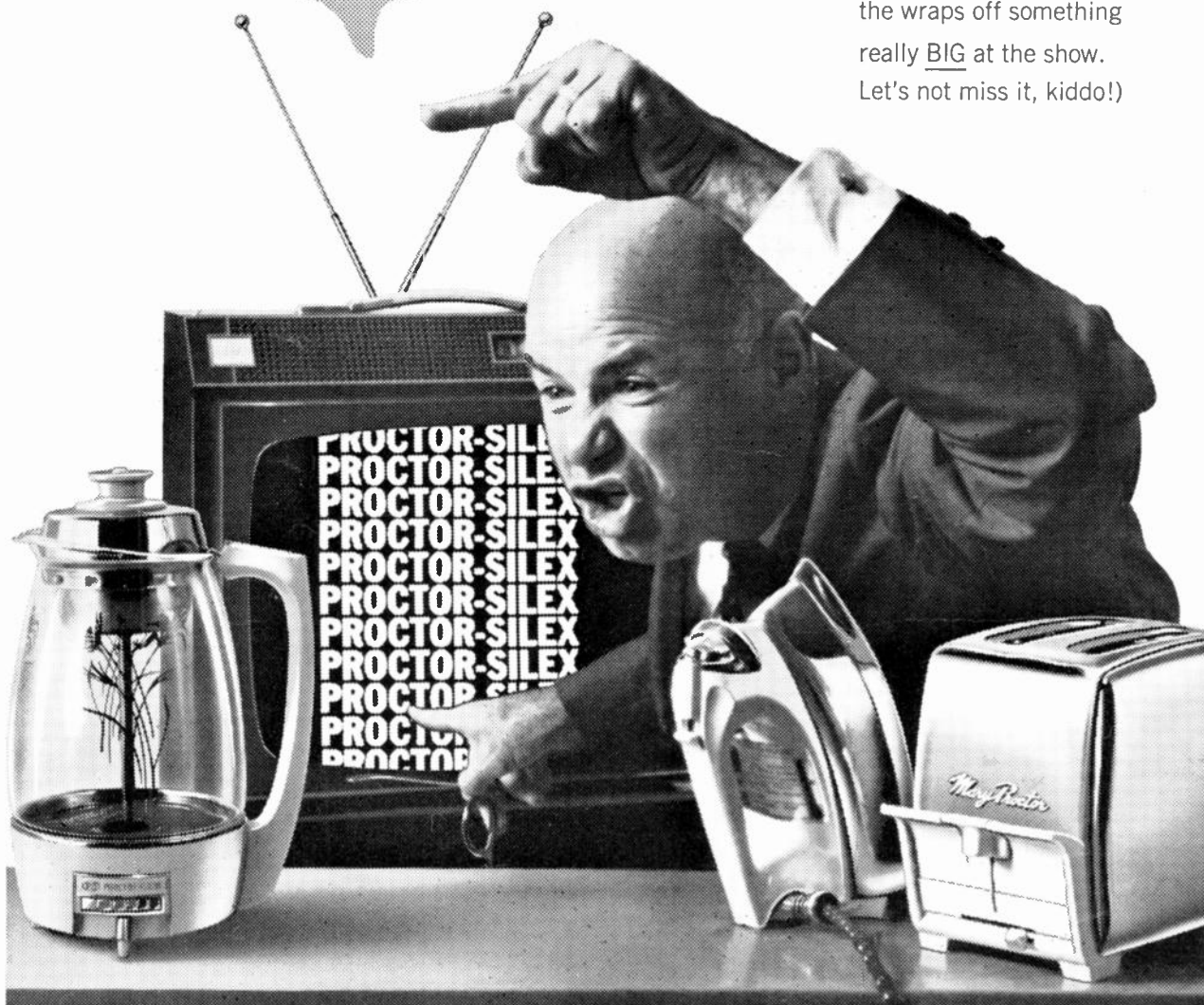
□ □ Motorola's first 9-inch tv is a lightweight portable, weighing 13½ lbs. and measuring 8½ inches high by 12½ inches wide by 9⅝ inches deep (MW, 19 Dec., p.7). The set—called The Escort—features three stages of IF, a transformer-powered chassis that generates 9,500v of picture power, and solid-state circuitry. Suggested list price is \$99.95. *Motorola Inc., 9801 W. Grand Ave., Franklin Park, Ill.*



□ □ Sylvania's new color console in Spanish Provincial styling is part of an expanded line of 23-inch [old 25] sets (MW, 19 Dec., p.7). The cabinet is finished in distressed pecan on hardwood. The unit's features include a 7-inch oval speaker and a Custom Color Bonus chassis that generates 25,000v of picture power. *Sylvania Home Electronics Corp., Batavia, N.Y.*

Hey, Eddy, those PROCTOR-SILEX TV spots cleaned us out during the Holidays. Let's see the guys at Booths 138-152 at the Housewares Show... and reorder!*

* (Confidentially, Eddy, I hear Proctor-Silex is gonna take the wraps off something really BIG at the show. Let's not miss it, kiddo!)



Mr. Dealer: G.E. is handing you the greatest line of ranges and built-in ovens ever – at the greatest prices ever! No other manufacturer can even begin to match this package. And – your customers will get the word with great consumer ads like this:



Handsome 30" free-standing model. Elegantly trimmed oven window, interior oven lamp. J-339.



30" Americana. † Meat thermometer, rotisserie, second oven at eye level, automatic Sensi-Temp. J-797.



24" wide built-in wall oven. Rotisserie, meat thermometer, automatic oven timer. JR-18.



Meat thermometer, rotisserie in P-7 master oven. Second oven has removable door. 40" J-487.



P-7 Self-Cleaning Ovens are available in 5 different types of models.
(Many other P-7 models not shown here.)



Budget-priced 30" model. Push-button controls, interior lamp, high-speed surface units. J-332.



Big 27" built-in oven. Oven timer, fully automatic, interior lamp. JK-12.



Custom 30" free-standing model. Rotisserie, automatic Sensi-Temp surface unit control. J-349.



Sizzle away. Spattery roasts are no trouble to a P-7 Self-Cleaning Oven.



40" range with convenient push-button controls, fully automatic oven, timed appliance outlet. J-439.



Fully automatic 24" built-in oven with interior lamp, custom trim. It's the JR-12.



30" free-standing range with handsomely trimmed oven window, high-speed surface units. J-333.



P-7 Oven has meat thermometer, rotisserie. Automatic Sensi-Temp. It's the J-757, 30" wide.



Let 'em drip! The P-7 Oven cleans itself, while you take it easy.

**I love to bake pies.
I hate to scrub ovens.
What do I do now?**

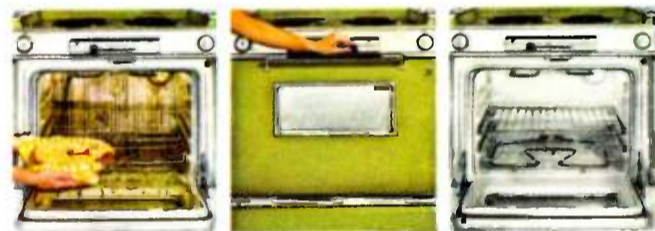


Both full-size ovens are self-cleaning. Rotisserie and meat thermometer in upper oven. JK-29.



Custom 40" range. J-449 with rotisserie in the P-7 master oven, automatic Sensi-Temp control.

**Now get a new G-E
P-7 Self-Cleaning Oven.
There's one to fit your
kitchen, your budget.**



Don't touch this dirty oven. Just set the controls... it cleans itself electrically.



The 40" J-479. Push-button controls, second oven, 2 interior oven lamps, timed appliance outlet.



Has meat thermometer, oven timer, rotisserie, minute timer, 27" built-in model. JK-19.

Oven scrubbing is dead! The drips, the dribbles, the spatters can't faze a P-7[†] Oven. This incredible labor saver is now available on a range or built-in to fit almost any kitchen, any pocketbook.

About 7¢ a cleaning!* With P-7, the same electric elements you cook with also clean the oven. And that's new-clean, shiny bright, even the parts you couldn't reach properly before. Would you do the same job for 7¢?

Total cleanability! You can even clean the surface unit drip trays right in the P-7 Oven. Besides self-cleaning ovens, all other G-E range parts lift up, lift out, or are readily accessible for easy cleaning.

Most practical conveniences including oven windows. Look for features like double ovens... push-button controls... high-speed Calrod[®] surface units... oven rotisserie... meat thermometers... exclusive Sensi-Temp[†] automatic surface unit controls... and much, much more.

Isn't it about time you let G.E. take over one of the messiest jobs in the kitchen? There's a P-7 Self-Cleaning Oven Range or Built-In to suit your needs—beautifully. If you already have a built-in oven, your G-E dealer can probably fit the existing enclosure with a P-7 Oven model. And that means low installation costs. Incidentally, your dealer now offers a complete line of beautifully styled G-E exhaust hoods.

*Based on rate of 2¢ per K.W.H. for electricity.




Americana[†] 30" range. Rotisserie, meat thermometer, automatic Sensi-Temp unit control. J-787.



Mark 27. Only 27" wide, high-speed surface units, fully automatic oven, rotisserie, interior lamp. JM-87.

GENERAL  ELECTRIC

Still more? Yes... 

So much more!



Life, Post and other magazines!

Spearheaded by the powerful spread you've just seen, supersize color ads like these will shout the news in LIFE, POST, BETTER HOMES & GARDENS, SUNSET, AMERICAN HOME and LADIES' HOME JOURNAL. Some of this advertising will appear alongside full-color ads featuring G.E.'s brilliant and complete new line of exhaust hoods. The ads start in January. Be sure you're stocked up.



Kitchen Concepts!

To get at your new home construction and kitchen modernization prospects, this spectacular 12-page advertisement will spotlight P-7 oven ranges in magnificent G-E-designed kitchen settings. This year Kitchen Concepts will be seen by over two million prime prospects in these specialized publications: Better Homes & Gardens, Kitchen Ideas, New Homes Guide, House & Garden Remodeling Guide, House Beautiful Building Manual, House & Garden Building Guide and House Beautiful Home Remodeling.

Dramatic point-of-sale aids!

A giant blowup of the announcement spread inside will kick off the most dynamic promotional program in G-E history. In addition, you'll be receiving banners, window streamers, and consumer handout pieces galore throughout the year plus ad mats in all the right sizes for local advertising.

It all points to your greatest sales opportunity ever!



You've got the line, the broadest line of self-cleaning oven models in the field. And remember, the P-7 Oven is probably the most wanted new feature in ranges today. You've got a terrific line of conventional G-E ranges and ovens, too. And you've got a new and complete line of beautifully styled G-E exhaust hoods to sell. This unique combination opens the door to a new kind of dealer business—the replacement business; it's big and lucrative. G.E. is providing you with a program to sell across the board. Stock, display and promote G-E ranges all the way.

GENERAL  ELECTRIC

A personal message to advertisers

MERCHANDISING WEEK

A BILLBOARD PUBLICATION
165 WEST 46th STREET
NEW YORK, N. Y.—10036
TEL. (212) PL 7-2800

Let me tell you why I am enthusiastic about my new responsibilities as Advertising Director of MERCHANDISING WEEK.

Editorial Excellence...We will continue to provide your customers with the best editorial information in the appliance, consumer electronics, and housewares industries.

Editorial Expansion...In order to further our policy of putting your advertisements in the hands of "the retailers other retailers follow," we have scheduled 52 full-color covers and 100 extra editorial pages for 1967.

Advertising Effectiveness...Our new production set-up now allows us to substantially lower our four-color rates to give you the opportunity to increase the readership of your ads as much as 33% for a premium of only \$375 over black-and-white rates.

Research Availability...Billboard Publishing Company's well-known, nation-wide retail research operation now enables us to probe more deeply into many areas of special interest.

Readership Evaluation...Our Mills Shepard advertising and editorial study program will be expanded to cover aspects of the industry never before explored.

Circulation Direction...Our ABC paid circulation among "the retailers other retailers follow" will be even more sharply developed to give you greater coverage in the heart of the home goods market.

Our sales staff is anxious to give you more detailed information on all of these points...and will be calling you for an appointment very soon.

Regards,

Sherman Davis
Sherman Davis

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

The National Housewares Exhibits
McCormick Place/Jan. 16-20

The Independent Show
Navy Pier/Jan. 14-19

preview of next week's



all-new housewares happening

by Ed Dubbs

Graphics by Joan Antoine

Next week's all-new housewares happening will be bright, bold, and beautiful.

Bright stands for color, lots of it, splashier than ever, and everywhere—from bath goods, to gourmet cookware, to electric housewares, to plastic housewares.

Bold means new marketing and merchandising approaches—bolder product designs, different and definitely decorative. Bolder retail promotions are in the planning stage for the spring and summer merchandising seasons.

Beautiful is just that: health and beauty (or personal care) products—the hot and got-to-get-hotter category. It cries out for pizzazz in marketing and merchandising.

Bright . . . bold . . . beautiful is the way buyers and manufacturers are previewing the upcoming Chicago housewares happenings, which opens this weekend at Navy Pier, to be followed on Monday by the main exhibition at McCormick Place.

Business outlook? Manufacturers and retailers are turning in mixed predictions. The industry appears unanimous in expecting business in the first half to be good. *How* good is the debatable question.

To many key housewares buyers for large chains, the retail business will be available; but they expect to

have to work harder, and promote harder, in order to get their share—especially if it is to be a bigger share than in the 1966 first half, when seasonal products excelled.

Buyers this January will not bubble with quite the same optimism as they did last July—not after a Christmas sales season that, in all honesty can be described only as “disappointing,” even for buyers who managed to better the torrid pace of 1965.

Open-to-buy, nevertheless, will be good—although better for some categories than for others. On spring and summer seasonal merchandise, open-to-buy positions are especially good, judging from various buyer comments.

Backlogs will carry many a manufacturer into a healthy first-quarter position—particularly in certain key electric housewares categories, such as irons, toasters, blenders, and even hair dryers. In one specific product area—slicing knives—buyers are anticipating especially good deals.

Barring poor weather conditions for seasonal products, and unforeseen drastic changes in the economic and international situation, the first-half business outlook must be regarded as potentially bright, bold, and beautiful—just like the products themselves. ➤



Blenders in lipstick colors of frost and tangerine. Toasters spouting leaves in blue, green, and orange tones. Anodized and enameled products in seductive hues that might be seen during a psychedelic experience.

Color is a bright happening in housewares, which started in the bath shop and has exploded into all product categories.

Color means change—not only for the products themselves but in new marketing and merchandising approaches.

An industry that traditionally has thought in black and white must, more than ever, start thinking in Technicolor.

Color means more dramatic use of colorful products and product packaging in retail store displays: big, bold, and bright displays that will stop store traffic, catch the eye of the color-conscious consumer.

Color means bigger advertising budgets for manufacturers and retailers. Manufacturers will be running more full-color national print ads and using more full-color television commercials. New colorful products also call for more full-color trade ads and inserts.

Retailers will be running more color ads, and seeking increased manufacturer cooperation to pay for the higher ad costs. Many large department store chains are finding good sales success from full-color ads in local Sunday supplements. Buyers will be encouraging more manufacturers to participate in single-line ads for the Sunday magazines.

Color also means bigger retail budgets for catalogs and mailers, as retailers not only increase the number of color pages but turn to a better grade of paper for reproduction purposes.

Color means problems—especially production problems for the manufacturer, stocking problems for the distributor, and selection problems for the retailers. Whereas products once came in two or three colors, they now come in six or more.

Distributors are not color-blind, but it is fairly easy to understand their mixed feelings on the color explosion. While the retailer can cherry-pick his colors, the distributor must stock a full range of colors to please all his retail accounts.

Color is wild and will get wilder: color that goes with anything or color that goes with nothing; color that should not be together—like pink and orange—but are.

Color is fashion—Color can distinguish a toaster, a coffeemaker, or a blender from being just another toaster, coffeemaker, or blender. Color can make last year's pink coffeemaker outdated, behind-the-fashion, because of this year's avocado coffeemaker.

Color is gay and informal as well as elegant and sophisticated.

The color-conscious consumer is becoming more daring in her experimentation with color, more sure of herself in making color choices—not only in her clothing and cosmetics but in the products she buys for her home and as gifts.

New bath fashions point the fashion direction and underscore the change. Last summer's "wet" look is out; it has been "refined" to the "reptile" look. The metallic look—gay and glittery or elegant and English—is in.

The English look will be big in the bath shop—from splendid shower curtains in British florals pretty enough to cover a sofa to bath hardware and accessories with a pewter look.

Look to color as one of the brightest happenings in housewares during 1967.



What comes in bright will move out bold.

Bolder marketing is beginning at the manufacturing level:

New boldness in product design, such as the emphasis on decorator and designer models in electric housewares.

New boldness toward color and fashion merchandising.

New boldness in new marketing concepts, such as Proctor-Silex' Life-long electric housewares that ask the consumer to do her own servicing.

New boldness in advertising and promotion, such as Shetland's planned blitz of full-page newspaper ads in major markets.

New boldness toward price protection, such as Westinghouse's effort to give retailers a profit break on a hot, new product by fair-trading and/or "selective distributing" it for the Christmas season.

New boldness in long-range planning and product and market development. The 5-year program—a revolution only several years ago—is giving way to the 8- and 10-year program of major manufacturers.

New boldness in upgrading product lines to higher and higher retail price tags. Five years ago, a \$35-retail shower curtain would have been laughed at—except, perhaps, at Nieman-Marcus. Today it is a reality, and few buyers are laughing.

Bolder merchandising also is emerging at the retail level:

New boldness in experimenting with—and giving strong support to—a new product, a new program, and a new concept.

New boldness is moving to upgrade product assortments.

New boldness in expanding the shop concept into hitherto untried product categories.

New boldness in spending more money for full-color Sunday supplement newspaper ads.

New boldness in devoting full-page ads to a single product.

New boldness in building a retail promotion into a spectacular event sure to draw consumer traffic—à la Macy's now-famous Pots & Pants promotion.

New boldness in realizing that housewares is a happening, a constantly changing happening, and that tomorrow may be too late to start pushing today's products and ideas.

Pricing boldness also is on its way.

While some promotional manufacturers and retailers are still tied to old pricing barriers, the industry, as a whole, appears more willing to break out to new pricing points.

"It's overpriced but it is selling well," is an increasingly common expression from buyers when they are asked how a new item is doing. Of course, if it is selling well at that price, it is not overpriced—at least not as far as the consumer is concerned.

Many a new product would come in at a lower retail price—if market research had not shown the manufacturer he could get the higher price, and if the manufacturer had not found it necessary to build more promotional funds into the pricing structure.

Undoubtedly, market research has encouraged the manufacturer to act more boldly by providing him with reassurance that his product, his pricing concept, his marketing approach, and all other factors, are correct. It also has encouraged the manufacturer to act with the confidence of having gained a better understanding of the consumer, his desires, and his needs.

BEAUTIFUL

General Electric is no Elizabeth Arden, and Willard H. Sahloff is no Charlie Revson. But, perhaps, not for long.

Beauty is the new game for the housewares industry, and manufacturers and retailers alike undoubtedly will be tapping some of the marketing and merchandising tactics that have been practiced so successfully in the cosmetics field, a truly glamorous one.

From a product standpoint, next week's Housewares Happening will be one of health, beauty, and personal care—with the new water-pulsating oral hygiene units and facial saunas occupying the beauty spotlight.

Two hot-item candidates, both the oral hygiene and facial sauna units face the traditional danger of hot-items past: price cutting, as more manufacturers—especially the promotional firms—enter the product categories.

Many buyers expect newer dental hygiene units to settle at a "going price" of under \$20, and the facial saunas, perhaps, at under \$10. The original Dental Pik came in at a highly profitable \$39 retail; the early facial saunas have been retailing at \$29.

"The facial saunas can be made as cheaply as low-end vaporizers," explained one housewares buyer who feels he can get a lot of mileage and make some profit with a unit retailing at \$12.88. But he, too, is fearful that the product may bottom out at an unprofitable \$9.99.

The new oral hygiene units and the facial saunas have caught the imagination of housewares buyers, and have helped to underscore the marketing and merchandising potential of all types of personal care electrics—a category that has existed for years, but has never been promoted to its fullest advantage.

Another hot-item candidate, to some buyers, is the electric hairbrush or comb. Several buyers interviewed, however, said they believe a good,

cordless, rechargeable unit is needed before the product can reach its potential. Meanwhile, Ronson's plug-in unit, and battery-operated units by several manufacturers, have been selling well.

Massagers of all types have enjoyed good sales for the past few years—a beautiful comeback for an old-time product. The category is expected to attain even new sales heights during 1967.

The hair dryer is moving ahead after several lean years, which followed its hot-item status. At the Shows, Sunbeam will enter the hard-top hair dryer field—a product category where its Oster subsidiary has shared the leadership with Schick. And Schick's Beautifying Mist model proved, as expected, a sales winner during Christmas. Sunbeam's innovation of the purse-shaped dryer has helped to pump new sales life into portables.

Power manicure units should benefit from the increased retail promotion of personal care electrics, as should ladies' shavers and shavers, in general.

Good-grooming appeal has given Westinghouse initial sales success at retail with its Steam/Press Valet, even though the product's operating efficiency is being challenged in some quarters. Westinghouse officials do not anticipate any immediate competition in the product area, although no one will be surprised if a prototype or two of a new pants presser is shown next week in Chicago. Competitors have not had long enough to tool up, and other models are not expected to be available at retail until spring, at the earliest, or, more likely, by Christmas.

GE's rechargeable clothes brush has been a good—but, so far, not spectacular—entry into the good-grooming product area.

Everyone is thinking beauty, from manufacturers to retailers. A growing list of housewares manufacturers have tapped the health and beauty and personal care product categories

as areas in which they would like to specialize. Oster and Ronson, for example, seem to be following the two B's: blenders and beauty. Endura is eyeing the category as well, now that the slicing knife boom is gone. Songrand and Associated Mills (Pollenex) have become the Oster-Waring specialists in blending beauty lines.

Retailers will be moving ahead with their shop merchandising approaches for health and beauty and personal care electrics—some adopting the good-grooming name, while others preferring personal care. No matter what they call it, personal care/health and beauty products will gain additional retail space in 1967 and increased retail promotion emphasis.

MERCHANDISING WEEK has been campaigning for retailers to put more promotional might behind health and beauty products: in-store demonstrations, clinics, institutional-type advertising, and, perhaps, even a Housewares Beauty Show & Sale all to itself. The new product area deserves as much—if not more—promotional emphasis as is given to blenders and other cooking-oriented housewares items.

This is a beautiful market for a consumer age in which youth, beauty, high fashion, vitality, and the aura of glamor are glorified.

The 1967 Housewares Happening—of this there is absolutely no doubt—is going to be bright, bold, and beautiful.

the lush life

The massager carries a marketing and merchandising message for the housewares industry—one that recalls the lush life of the nostalgic past.

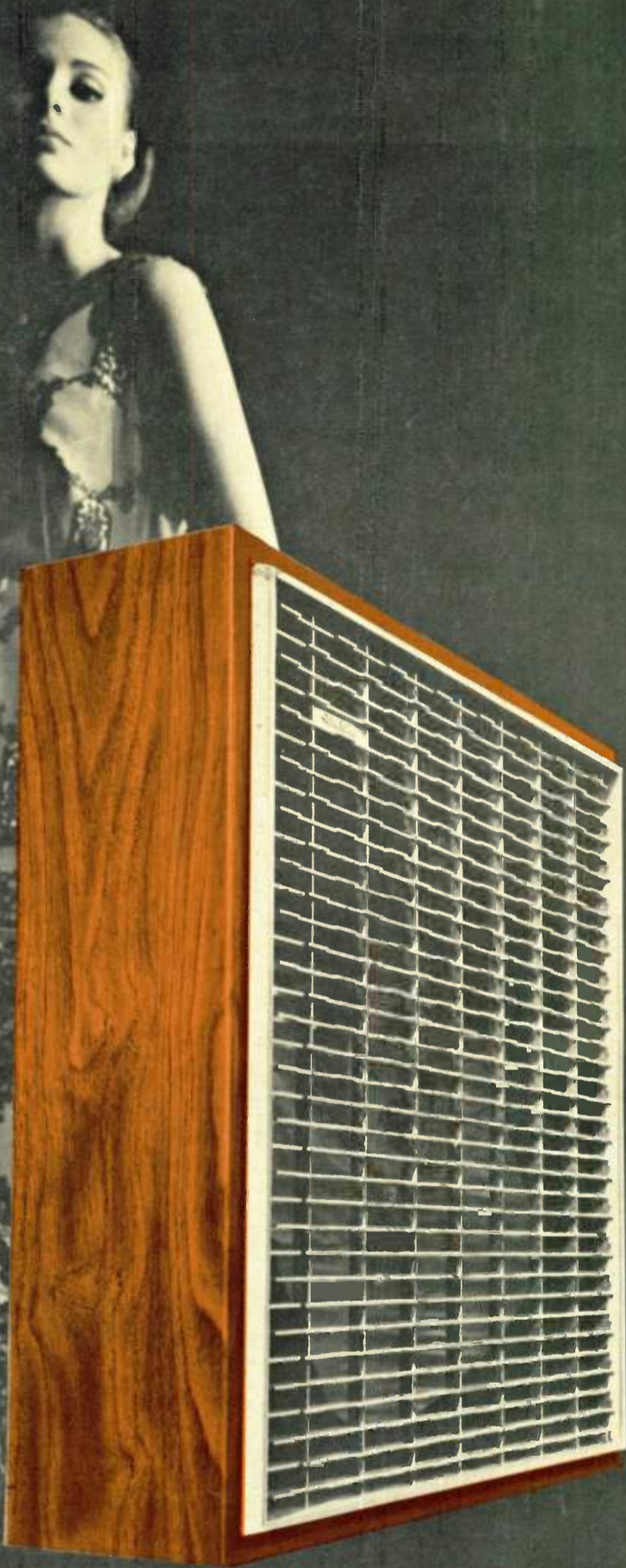
The massager is an excellent example of how a switch in marketing/merchandising emphasis can pump new sales life into an old, old product (early under-chin and facial models are shown).

The massager is no longer a medicinal but a beauty product. It no longer merely relieves aches and pains but provides relaxation from today's harried and hectic way of life.

The massager needs a lush-type promotion at retail; it needs demonstration as a beauty device, as a product that soothes away tensions after a busy day at the office or about the home. The American consumer longs for the lush life of the nostalgic past.



INTRODUCING
THE WORLDS
FIRST
FURNITURE
FINISHED
FANS



BOOTH 534-36-38 HOUSEWARES SHOW McCORMICK PLACE



The Richly Grained Walnut Finish Is Vinyl — A Stunning New Look, A Potent New Sales Advantage! Place them side by side with any other fans and all the painted beauties become plain Janes! At a glance these are the standouts. Excitingly different. Yet right in tune with today's furniture-look. If you're the man who said "I want something new and different this year"...here we are! In a selection of models covering the whole range of step-up price points. Berns Air King Corporation, 3050 N. Rockwell St., Chicago, Ill. 60618.



NOW FANS
ARE GOING FANCY!



Air King

How to turn an old problem into a merchandising appeal

Proctor-Silex' Lifelong line of electric housewares that "never need service" underscores the growing problem of providing adequate servicing for the industry's products. It also points up the fact that new and different approaches to solving the servicing problem are highly marketable and merchandisable—not only to the consumer but also the retailer.

Proctor is being watched by other manufacturers, undoubtedly, as it proceeds cautiously to extend the 3-item Lifelong line into additional markets (MW, 3 Jan., p.23). The Lifelong concept is loaded with marketing problems, and Proctor has been trying out different approaches in its test-marketing to date. The firm hopes to have a workable marketing program down pat by the time the line goes national next fall.

Getting retailers to stock an adequate supply of replacement parts is one of the problems facing Proctor—and, on three items, this is not much of a problem. But if other manufacturers pick up the "pull-apart" concept, retailers will find themselves in the servicing business; and few volume outlets would welcome this development.

The fate of over-the-counter replacement programs is becoming uncertain. First Dominion backed off from its instant replacement program at retail; and now Proctor, at least indirectly, is backing off from total replacement. With the Lifelong line, the retailer will replace only the defective part—not the whole appliance

—under the 1-year replacement warranty. Certainly there are long-range service savings inherent in this approach.

Over-the-counter replacement dramatically illustrated the attractiveness of a quick and easy answer to the old servicing problem. It appealed both to the retailer, who could hand a dissatisfied customer a new item, and to the consumer, who did not have to return her appliance to a service station to be repaired under the traditional 1-year parts and labor guarantee.

The 5-year guarantee—and even the 10-year warranty—is being used by the electric housewares industry, which is increasingly aware of the marketing appeal of guarantees and service. The 5-year extended warranty also implies that the product is well made and will stand up (or else the manufacturer would not guarantee it so long).

And Sunbeam's tag line on all its commercials and print advertising stresses that the firm's products are "built with integrity and backed by service."

Factory-owned service stations have been the solution adopted by a number of manufacturers, particularly General Electric and the shaver producers. These are designed to provide quick and easy customer service—hopefully within 24 hours in all major markets.

Proctor's Lifelong concept indicates, however, that retailers—and consumers—have not seen the end of innovations in service.

Macy's shows how to build a market for humidifiers

Macy's New York has launched an educational campaign behind the humidifier, which should pay off not only for the Herald Square giant but for other retailers as well.

The new promotion was launched by a full-page ad in *The New York Times*, which was institutional in approach, but backed up with a strong sale price. The ad featured the Cory Fresh'nd-Aire humidifier at \$49.99.

A room-setting photograph dominated the full page, with headline copy superimposed in white. The copy read:

"Don't let the flowers wilt. Don't let the furniture dry out. Don't let heating bills go up. Don't miss Macy's sale price on the Cory Fully Automatic Fresh'nd-Aire Humidifier. (If you still don't care, think of your guitar.)"

The ad points up a trend in housewares newspaper advertising—especially at Macy's, but by no means limited to the New York scene.

Housewares retailers are running more ads devoted to a single product line.

They are seeking to show their merchandise in actual home use, rather than merely in a flat and unimaginative product picture.

They are trying to work a bit of humor—a light touch—into more of their advertising (mentioning the humidifier's protection for the guitar, for example).

And they are realizing that a number of products have never lived up to their sales expectation because the consumer is unaware of their benefits.

Macy's reportedly plans other full-page ads devoted to the humidifier, and has specifically waited until after the Christmas season—for colder January weather—to break the campaign. Retailers in other cities—particularly Marshall Field, in Chicago—have previously conducted education-type campaigns behind the humidifier. Before this promotion by Macy's, however, there had never been a similar campaign conducted in the world's largest market.

Early response to the Macy's ad was good, if not exceptional, according to sources close to the store. However, Macy's seeks mainly long-range results for humidifiers from the campaign.

In addition to the sale-priced console, the ad also showed—in small product-picture inserts—a 2-speed tabletop Cory humidifier at \$24.95 and a deluxe console at \$79.95.

□□□□ Revere bids for the oven-to-table market with a new line of stainless steel casseroles featuring the firm's Perma-Loc non-stick finish. The 1½-qt., 2-qt., and 3-qt. casseroles mark Revere's bid for a part of the market now dominated by Corning Glass—and the first application of a hard-lock, non-scratch, non-stick finish to stainless steel casseroles. The line comes without the traditional Revere copper bottoms.

Revere's new-product story for next week is all Perma-Loc. Three items featuring the finish will bow in the copper-bottom Revere Ware line: a new 12-inch skillet, at \$17.95 fair-trade list price; a 4-qt. saucepot, at \$16.95; and another first for Revere—a 2-qt. non-scratch double broiler—at \$15.95.

In going all-out behind Perma-Loc (Revere's name for the Boeclad process of applying DuPont's Teflon), Revere will feature non-scratch on aluminum sets, too.

□□□□ Iona styles up a can opener in chrome and white as its only new product at the Housewares Show that will be available for immediate delivery. However, the firm reportedly will show prototypes of other new products for April delivery. The new C-17 can opener—with a \$14.95 suggested list price—features a built-in bottle opener, a magnetic lid lifter, and a cord-storage area.

□□□□ Udico's can openers now come in six colors, which are keyed to match today's popular kitchen shades. The can opener/knife sharpeners are available in yellow, white, sandalwood, coppertone, turquoise, and avocado—in solid color or with chrome front. These are in addition to all-chrome can openers/knife sharpeners.

□□□□ Waring has realigned its sales regions, expanding them to six instead of the previous three—Eastern, Central, and Western. New regions and their managers are: Northeast, Ed Berlin; Metropolitan New York, Mark Levey; Southern, Alex Steinkoller; North Central, Tony Lowe; Central, Robert Kinsey; and West, Fran Showalter. Waring plans no new products for January introduction.

□□□□ A new promotional electrics firm—Bren Appliance—has been established in Brooklyn, N. Y., by Sam Brenner and Joseph DiMaria, both most recently associated with Dry Harbor. Bren Appliance has purchased hand mixer, slicing knife, and shoe-shine production equipment from Electrix Corp., which remains in the high-intensity lamp and personal fan business.

□□□□ Key moves . . . GE appoints C. R. Clapp eastern zone mgr-chain retail accounts, General Electric Distribution . . . JACOBSEN MANUFACTURING elects Victor E. Bunck vp and secretary; Harold M. Woehrle, vp and treasurer . . . DOMINION names Wesselhoff-Stout Co. as sales rep in the Chicago-Milwaukee area. Special accounts in the area will continue to be handled by Steinmetz & Kelly Co. . . RIVAL appoints Ruddy Melton Co. as sales rep in western Tennessee, Mississippi, Arkansas, and Louisiana; William B. Endres will now concentrate on Missouri and Iowa . . . Correction: HAMILTON BEACH names Morris E. Johnston as central sales mgr.

Your customers will go for '67 Westinghouse refrigerators in a big way. 18, 19 and 22 cubic feet big.



Consumer buying trends point to larger refrigerators and that's just what Westinghouse designers and engineers built. Seven '67 models are 18 cu. ft. or larger. And each time you sell a large refrigerator, you make a large profit.

There are two 18 cu. ft. top-mounts. One equipped with the popular automatic ice-maker. And an 18 cu. ft. French Door model. Two 19 and two 22 cu. ft. side-by-sides with automatic ice-makers in the step-up models.

And that's not all. The '67 line doesn't miss a price category or a feature combination. Now it's easier for you to trade-up on a sale, gently, without losing it.

To help you further, Westinghouse has a new selling strategy — Customer Category Selling. See what the '67 line of refrigerators can do for you. They're at your Westinghouse distributors now!

Open Houses going on now for '67 refrigerators, ranges, washers and dishwashers.

You can be sure if it's

Westinghouse 

TV Guide report for 1966

Ad revenue was \$42.3 million—
up 26% over '65.

Ad pages exceeded 1630—a 211-page gain.

Circulation passed 12 million—
a million more than '65.

'67 advertising orders on the books are ahead 28%.



Source: Publisher's Estimates.

□□□□ The vac industry is doing a "miserable" job of marketing and merchandising its products, maintains William J. Burke, executive vice president of Shetland. He claims the industry should have been able to put a lightweight vac in every home, but the public does not realize the lightweight vac was "designed for the kitchen." He adds that 16% of American homes do not own a vacuum cleaner, when they should own more than one. "Look at what the polisher will do," Burke notes; but the industry only sells about a million of these units a year. Burke also sees a need for new

home/floor care products, such as an "electric sponge," an "electric bucket," and an "electric wall cleaner."

□□□□ Shetland builds a new distributor network and plans to phase out its direct-sell activities to key retail accounts, such as Abraham & Straus, the Brooklyn-based department store chain that reportedly does \$700,000 a year on Shetland products. Terming its past marketing as a "hodgepodge approach," Shetland will move to increase the number of retail outlets carrying its floor care and electric housewares products. "We

were abnormally successful in a damn few places," Shetland's Burke pointed out. The move to "total partnership" with key distributors in each marketing area, Burke hopes, will help gain Shetland the exposure it seeks.

□□□□ A new blitz approach to newspaper ads is in the works at Shetland for the first quarter, beginning with a Washington's Birthday sale. The full-page blitz ads, which will appear two to five days apart, will run in a 10-week series in 23 major markets. All will be dealer-listing ads, offering distributors the option of having some of the advertisements carry a single dealer's name.

The campaign will feature the Sweeper Vac as a "Beauty Machine" (more time for the housewife to be beautiful); the floor polisher as a "Six-Month Waxer"; the blender as a "Cute Brute" with a powerful vacuum cleaner motor; and the Fashionables canisters as "Heavy-Duty Beauties."

The blitz campaign—obviously Shetland's answer to heavy tv budgets by the likes of Sunbeam and General Electric—will include some full-color ads in local Sunday supplements. In addition, Shetland is stepping up its co-op newspaper ad program, basing accrual on 5% of total purchases. The Washington's Birthday opening sale will feature two new canister vacs in the Fashionables line, specially priced to retail at \$29.95 for a limited time. Both feature floral prints—one in mustard and ivory, the other in red and ivory.

Regina makes more sense because it makes more dollars.

Regina builds exclusive, saleable features into every product...to satisfy your customers' demand for quality... your demand for high-margin items that sell in volume.

Regina Elektrikbroom®— Only lightweight with the patented Rug Pile Dial. Only lightweight with a removable Dirt Cup— empties like an ashtray. No expensive dust bags to buy.

Regina Rug Shampooer/Polisher— 400 Watt motor, Dual Torque Power, (the only polisher powerful enough to sand floors). New Touch-O-Matic Dispenser. New Super-Shield internal double insulation. All metal die cast housing.

Regina Upholstery Shampooer—The original home electric upholstery shampooer that does a professional cleaning job for next to nothing. Pays for itself after only one use. Buffs furniture and cars, too!

Regina Shoe Polishers— The only complete line of electric shoe polishers— hand-held and floor mounted —a model to satisfy every customer.

Regina Brush 'n Beat— Revolutionary new upright that's half the weight of old fashioned uprights. Powerful brush and beater bar for deep-cleaning action. The first major advance in uprights in thirty years.

Regina Power-Flite Portable —Features canister type motor, two stage power booster fan. Super suction air movement whooshes in three hundred and forty feet of air per minute.

Features sell merchandise. We know it. You know it. Regina belongs on your floor...now more than ever before. The Regina Corporation, Rahway, New Jersey

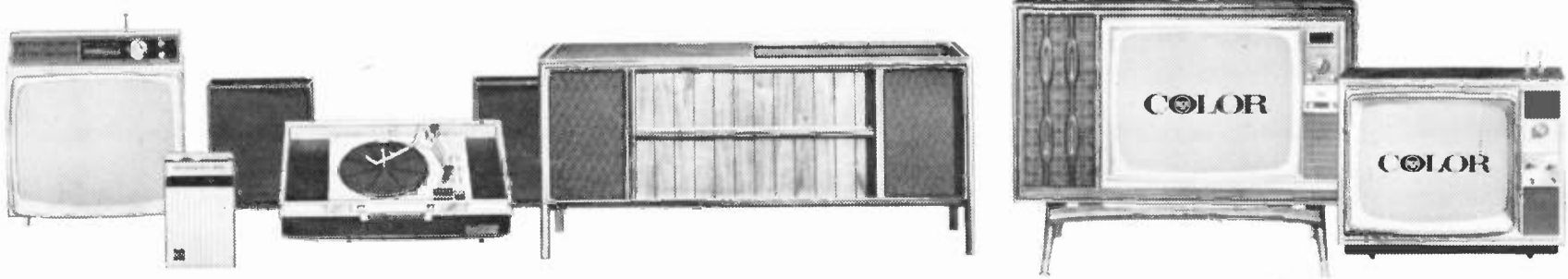


In Canada, contact Switson Industries, Limited, Welland, Ontario



HERE COME THE PROFITS DURING RCA VICTOR VALUE DAYS

We're putting new profits in your New Year with a nation-wide promotion called RCA Victor Value Days. From late January through February big-space ads in local newspapers will announce big RCA Victor values to your customers. Be sure you're ready when they are ...during RCA Victor Value Days.



SEE YOUR RCA VICTOR DISTRIBUTOR



The Most Trusted Name
in Electronics

Want to get off to a Fast Start in '67?

Start here. At the ESO dealer preview of the new G-E Personal Electronics products.

Electronics Sales Operation, distribution branch of General Electric, invites you to come see the latest, newest G-E radios, portable phonographs, tape recorders, and Youth Electronics for 1967. The items that will get you off to a fast start this year.

WESTERN ZONE

Albuquerque, N.M.
Downtowner Motor Lodge
January 11-12

Billings, Mont.—Rimrock Motor Hotel
January 20

Fresno, Calif.—Tropicana Lodge
January 24

Great Falls, Mont.
O'Haire Manor Hotel
January 17

Sacramento, Calif.
Holiday Inn of America
January 12-13

Salt Lake City, Utah—Rodeway Inn
January 11-12

San Diego, Calif.—Kona Kai Club
January 9-10

San Jose, Calif.—Hyatt House
January 9-10

Scottsdale, Ariz.
Mountain Shadows Hotel
January 12-13

Seattle, Wash.
Benjamin Franklin Hotel
January 12-13

Spokane, Wash.—Ridpath Hotel
January 24-25

Twin Falls, Idaho—Holiday Inn
January 25

CENTRAL ZONE

Cleveland, Ohio
Stouffer's Somerset Inn,
Shaker Heights
January 9-12

Columbus, Ohio—Hospitality Motor Inn
January 11-12

Dayton, Ohio—Statler Hilton Inn
January 24-25

Des Moines, Iowa
Howard Johnson Motor Lodge
January 27

Detroit, Mich.—Park Shelton Hotel
January 8-11

Evansville, Ind.—Holiday Inn
January 18-19

Fort Wayne, Ind.—Baer Field Motel
January 17-19

Grand Rapids, Mich.
Mr. President Motor Inn
January 17-18

Indianapolis, Ind.—Marott Hotel
January 10-12

Kansas City, Mo.—Hilton Inn
January 8-9

Louisville, Ky.—Executive Inn
January 11-12

Milwaukee, Wisc.
Tyrolean Town House
January 8-9

Omaha, Neb.—Indian Hills Inn
January 12-13

Springfield, Mo.
Lampighter Motor Inn
January 22-23

St. Paul, Minn.—Twins Motor Hotel
January 10-12

Wichita, Kan.—Holiday Inn (Midtown)
January 25

SOUTHERN ZONE

Atlanta, Ga.—American Motor Hotel
January 10-11

Charlotte, N.C.
Howard Johnson Motel
January 30-February 1

Corpus Christi, Texas
Sandy Shores Motel
January 26-27

Dallas, Texas—Cabana Motor Hotel
January 22-24

El Paso, Texas—Rodeway Inn
January 29-30

Fayetteville, N.C.
New Downtowner Motel
January 16-17

Greensboro, N.C.—The Oaks Motel
January 23-24

Houston, Texas—Continental Motel
January 10-11

Memphis, Tenn.—Holiday Inn Motel
January 11-12

Miami, Fla.—Dupont Plaza Hotel
February 5-6

Nashville, Tenn.—Albert Pick Motel
January 8-9

New Orleans, La.—Fountainbleau Hotel
January 8-10

Oklahoma City, Okla.
Holiday Inn, Downtown
January 8-9

Orlando, Fla.—Parliament House Motel
January 29-30

Raleigh, N.C.—Howard Johnson Motel
January 9-12

San Antonio, Texas—Holiday Inn Motel
January 23-24

Shreveport, La.—Holiday Inn, North
January 15-16

Tampa, Fla.—Causeway Inn Motel
January 22-23

EASTERN ZONE

Albany, N.Y.
Panetta's Restaurant, Menands
January 10-11

Boston, Mass.
Charter House Motor Hotel,
Cambridge
January 24-26

Buffalo, N.Y.—Cordon Bleu
January 9-11

New York, N.Y.
Hotel Roosevelt (Grand Ballroom)
January 9-12

Norfolk, Va.—Lake Wright Motel
January 10-12

Philadelphia, Pa.
Cherry Hill Inn, Cherry Hill, N.J.
January 8-10

Pittsburgh, Pa.—Penn Sheraton Hotel
January 8-10

Providence, R.I.
Holiday Inn, Seekonk, Mass.
January 17-19

Richmond, Va.—Executive Motor Hotel
January 31-February 2

Roanoke, Va.—Tinker Mt. Motor Lodge
January 17-18

Rochester, N.Y.—Treadway Inn
January 17-18

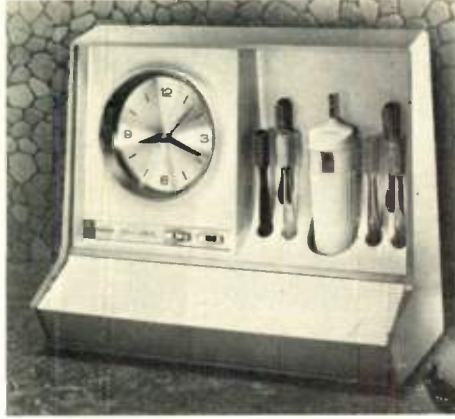
Springfield, Mass.
Vincent's Steak House,
W. Springfield
January 31-February 2

Washington/Baltimore
Colony 7 Motor Inn, Baltimore
January 22-25

GENERAL ELECTRIC
ELECTRONICS SALES OPERATION
CONSUMER ELECTRONICS DIVISION



Helmet-topped hair dryer



Clock-toothbrush combo

Sunbeam stakes out new gains in personal care electrics

Now No. 1 in automatic toothbrushes, Sunbeam Corp. has designed a Dental Hygienic Center, which includes an illuminated electric clock that doubles as a night light, a red light that indicates when the power handle is charging, and an extra electrical outlet for shavers.

To beef up two categories in which its subsidiary—Oster—shines, Sunbeam has redesigned its hard-top hair dryers and is offering a baker's dozen deal on blenders. Sunbeam also is dropping in three promotionally priced canister vacs, including a Vari-Vac model with four speed selections.

New clocks offered by the company include five cordless decorator models, three alarm units, two wall models that serve for either bath or kitchen use, and four commercial-style clocks.

Sunbeam earlier announced new Decorator and Thinline toasters (MW, 3 Jan., p. 24).

Sunbeam sports new Trendex findings that show it has pulled ahead of General Electric in the automatic toothbrush field—thanks to its promotion of up-and-down action.

Squibb's Broxodent—the first of the three on the market—reportedly placed third in the Trendex sales survey.

In addition to the New Dental Hygienic Center, Sunbeam also is introducing a two-brush model (although the wall-mount holder contains space for four brushes), which lists at \$17.50. The Dental Hygienic Center carries a \$33.50 "full margin" retail price.

To maintain its leadership in the product category, Sunbeam reportedly plans a trade-in promotion for toothbrushes.

A helmet-shaped top is a design feature on Sunbeam's new professional-type hair dryers, one of which comes with a remote-control dial. The new versions eliminate the exterior air hose on the old HHD model, which has been discontinued. The drying unit has been designed for easier telescoping and arranging of the desired angle. The remote-control HD30 unit, at \$36.95 full-margin retail, features an ivory and gold helmet; HD25, without remote control, is styled in blue and ivory.

The five decorator clocks introduced by Sunbeam are the Early American-styled Vineyard; the Mediterranean-influenced Barcelona; the Colonial Cambridge; a Contemporary Gem model in a diamond shape; and the Early American Berkshire, a cordless version of Sunbeam's earlier Country Squire. Full-margin

retail pricing ranges from under \$20 for three of the models to \$30 for the other two.

Two new Touch Alarm models are being added, including one with lighted dial. Both are offered in a choice of pearl gray with a brushed-aluminum alarm bar or in brown with a woodtone alarm bar. Full-margin retails are \$7.98 and \$9.98. Sunbeam also is adding a lighted-dial version of its Futurity alarm at \$9.98 retail. It comes with a Modern sculptured case in pearl gray or brown.

The bath/kitchen clock—named the Lyric—features a modern dial trimmed with bright embossed aluminum hour marks and a crown border. The 18-inch-square cordless clock lists at \$11.98. The second new wall clock is the Cafe, designed primarily for the kitchen. The plug-in model comes in white, yellow, or turquoise at \$6.98 or woodtone at \$7.98 full-margin retail.

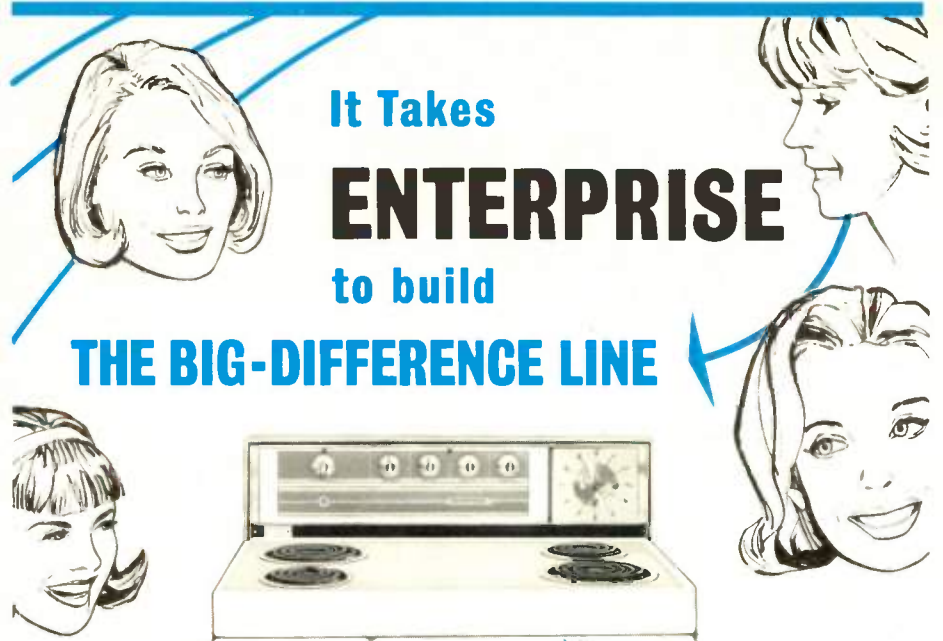
Four new commercial clocks come in two sizes, 8 inches and 12 inches in diameter. They feature a newly styled concave dial, a convex crystal and raised numerals for easy reading. Both sizes are available with bronze bezel and case or aluminum bezel and bronze case. Full-margin retails range from \$11.98 to \$15.98.

Sunbeam's Vari-Vac permits the user to select separate speeds for drapes, dusting, deep cleaning, and rug/floor cleaning. The top-of-the-line promotional unit—model VC6333—also includes a full-bag indicator and carries a 3-year guarantee on the hose and deluxe 4-piece attachment kit. It is finished in dark blue enamel over a steel housing. Full-margin retail is \$44.95.

The line begins with the lowest full-margin retail Sunbeam has set on a canister: \$34.95, for model VC631. Model VC632 lists at \$39.95. All three vacuum cleaners feature 1hp motors, steel chassis, chrome-plated wands, wide-track wheels, and step-on switches. Sunbeam is offering a free wrought-iron wire display unit for the vacs.

Sunbeam earlier announced a new line of "heavy-duty rug cleaners," including new models featuring a built-in Rug Foam Generator that permits dry-foam cleaning.

Sunbeam's blender offer runs through Mar. 31, and permits distributors ordering a dozen of any of the firm's three units to get an extra unit of the same model free. Sunbeam is billing it as a restocking bonanza for depleted blender inventories at retail following the Christmas season.



It Takes
ENTERPRISE
to build
THE BIG-DIFFERENCE LINE



Exclusive
Uni-Weld Construction
Lifetime Porcelain Enamel
... inside and out
... even on
low-end models



The famous ENTERPRISE Uni-Weld, one-piece construction makes a sturdier, more durable range. The oven, which is of one-piece wrap-around construction, is an integral part of the solid frame. This insures perfect alignment of doors and panels and no binding of oven racks. Smooth oven surface makes cleaning easier, too!

Besides the exclusive Uni-Weld construction, ENTERPRISE finishes all of its ranges—from the top of the line to the bottom of the line—in lifetime porcelain enamel . . . INSIDE AND OUT. No other manufacturer does so much for its customers . . . IT TAKES ENTERPRISE.

And IT TAKES ENTERPRISE to build in these other value features.

- Infinite Heat Controls
- Pre-Heat Controls with Variable Broil
- Appliance Outlets and Indicator Lights
- Plug-in Elements
- Leg Levelers

Stock and sell the Big-Difference Line. It takes Enterprise to build it better . . . to make it easier to sell.

PHILLIPS & BUTTORFF CORPORATION

The First Name in Value for Over A Century

P.O. BOX 1129

NASHVILLE, TENNESSEE

Polaroid gave a Vespa distributor incentive to bring 40 states to life.

The Polaroid Color Pack Camera was the incentive. And 73 of them got \$140,000 worth of dealer orders.

For Vescony Vespa, that's living.

Especially since all they had to do was pick up the phone and say, "Want a Polaroid Color Pack Camera? Order 5 Vespas."

Seventy-five percent of the dealers

said yes, even though the usual order was 2 or 3. Several came back for seconds.

But that's not all. After the promotion, dealers continued to order 5 at a time.

On their own incentive.

But to reinforce the habit, Vescony followed up with an offer of 7 packs of Polaroid film for each order of 5.

And the dealers grabbed this one too.

So the moral of this case history is quite clear: to put some life into your sales program, pick up the phone and put our reputation on the line.

Or write Paul O'Brien, Direct Sales Manager, Polaroid Corporation, Cambridge, Massachusetts 02139.

POLAROID® AND POLACOLOR®

