

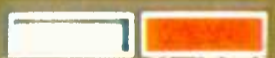
MERCHANDISING WEEK

JANUARY 30, 1967

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /\$3.50 VOL. 99 NO. 5/



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The 1967 Statistical Report

begins on p.17

Profits start when the sale is made



... profits continue with quality color TV service!

Color TV is a growing giant! And profits from color TV *service* can be substantial for dealers who are fully prepared for this new market. But black-and-white TV skills are not adequate to handle color.

Your RCA Distributor stands well equipped to provide virtually everything you need for profitable color-TV servicing: all-new color replacement picture tubes... color-engineered receiving tubes... color-proven test equipment... service manuals... training material... advertising, promotional, and service aids... all from RCA, the company that invented the first practical color picture tube, developed compatible color TV, and has more experience in color television than any other company in the business!



FOR A BRIGHTER FUTURE IN COLOR, LOOK TO YOUR AUTHORIZED RCA ELECTRONIC COMPONENTS DISTRIBUTOR AND THE "TOTAL COLOR CAPABILITY" HE CAN OFFER YOU

RCA Electronic Components and Devices, Harrison, New Jersey



The Most Trusted Name in Electronics

TIME asked Starch to do some extra spade work in the home electronics and appliance markets—and here are some new facts they've just uncovered. Families with college education, better income and position buy way out of proportion to their numbers. For example, \$10,000-up households comprise less than one-fourth the U.S. total; yet they purchased 43% of all new color TV sets, 40% of all new FM Stereos, and 40% of all new Stereo Consoles sold last year. Simmons shows that TIME reaches nearly one-third of these affluent households: it's the logical place to break new sales ground.

Source: Starch 1967, Simmons 1965



□□□□ **Frigidaire's first step into private label:** For a start the company is gunning for a big chunk of Montgomery Ward's refrigerator business. This contract is up for grabs. Westinghouse, which has been making top- and bottom-mount units for Ward, told the mail-order house some months ago it "cannot continue to produce private-label refrigerators in the quantities that had been previously available because current demands for the company's own line exceed capacity." Frigidaire will also be shooting at other targets of private-label opportunity, and reportedly has held talks with both Associated Merchandising Corp. and Allied Purchasing Corp.

□□□□ **Is Capitol hedging its 8-track bet?** Retailers say yes. Capitol says maybe. "We've negotiated with some 4-track people about the possibility of licensing them to market our music," said a Capitol spokesman. "But we haven't reached any kind of a decision yet." If the company does bring out a line of 4-track pre-recorded cartridges, it would probably be through a 4-track specialist like Muntz. "Since 4-track marketing tends to lean toward specialized cartridge outlets, rather than the usual record distribution patterns," said the spokesman, "we would prefer to license a specialist rather than sell the cartridges ourselves. But," he emphasized, "we are still heavily committed to 8-track."

If the record company does arrange to market 4-track music, it would be the first big break in the united front of the big three record companies—RCA, Columbia, and Capitol—which since last spring have been single-mindedly behind the 8-track cartridge.

□□□□ **The Counter that Cooks and its cookmates** will move into the New England market this spring, when Corning Glass Works introduces the \$300.50 package in the Boston area in March, in Hartford in April. The cooking system is currently available in Rochester, Syracuse, Los Angeles and Phoenix.

□□□□ **High and dry in July:** The NHMA decision to hold the summer housewares show from June 12 to June 16 (see pp. 71, 72) has left officials of the Navy Pier and the Independent shows scurry to make other arrangements for concurrent June dates. Plans had not been worked out at presstime. Besides concern to juggle dates, management of the two other shows un-

doubtedly are afraid that the NHMA may open up its show to new exhibitors. The Amphitheatre, where the NHMA show will be held, is larger than McCormick Place. The NHMA has not announced plans to accept new exhibitors, but this pattern was followed by the association when a lower level was opened at McCormick Place.

□□□□ **Roper's first self-cleaning oven** under its own label will be introduced in June. The electric slide-in unit (for the builder market) will join a range equipped with a high-speed ceramic broiler and two other models in the company's 1967 line. (For more information on self-cleaning ovens, see p.8.)

□□□□ **Buyer changes at Macy's and Korvette's** find Leo Markman again buying electric housewares for E. J. Korvette and Mike Sierchio the new electric housewares buyer for Macy's New York. Jack Marcus, who has been Macy's electrics buyer, moves up to merchandise mgr for the hard goods departmental operations at the Herald Square store. Herbert I. Wexler remains vp and hard goods administrator for Macy's New York. Korvette's also has a new merchandise mgr for electric housewares: Lee Arlitt, who has been Korvette's director of product development and quality control. Murray Beilenson continues as Korvette merchandise mgr for basic housewares and secretary of the corporation.

□□□□ **NARDA members will pay more** to belong to the association beginning July 1, 1967, according to Jules Steinberg, executive vice-president. Dues will be raised from \$25 to \$35; this money will go into the organization's general fund. An initiation fee of \$50 will take effect Jan. 1, 1968.

□□□□ **More retailers for Muntz TV:** Muntz hopes to expand its sales coverage through a manufacturer rep program, Jack Simberg, vp-sales, said the program is aimed at adding "several thousand" dealers in small and medium communities not covered by their key dealer system. Muntz' 43 key dealers will not be included in the program, which will be built by 35 reps throughout the country. Robert L. Ford, formerly of the Hamilton Beach division of Scovill Manufacturing Co., has been named field sales manager for the manufacturer representative program.

GE delivers a sure-fire program for Universal line

General Electric Co. has quietly but dramatically beefed up its Universal program even further in an effort to put new sales life into the consigned line, MERCHANDISING WEEK has learned.

The new Universal program, as pieced together from buyer sources, shapes up as one to be reckoned with by competing manufacturers. GE officials were unavailable for comment.

According to trade sources, this is what GE is doing for the Universal line, which is marketed on a direct-to-retailer basis:

- Increasing the co-op promotional allowance to a record high of more than 10% of purchases.
- Lowering pricing on the Universal items at a time when most other manufacturers have raised pricing.
- Promising national advertising behind the line for the first time starting this year.
- Dropping new "GE-like" items into a line where only the coffee-makers shined.
- Building a good-better-best assortment for retailers on a fair-traded, consigned line.

- Promising better servicing through General Electric Distribution, including weekly calls at all branch outlets.
- Holding out promises of better profits through better turnover. From its inception, the Universal program has included a rebate based on the retailer's volume.

Buyer reaction to the New Universal program appears highly favorable, judging from MERCHANDISING WEEK interviews with leading department and chain store buyers.

The additional co-op funds particularly pleased buyer. The Universal

program started out with a 5% ad allowance, then was raised to 10%, and now reportedly stands above 10%. The lower pricing on the Universal items also is expected to make the line more competitive at retail with non-price-protected lines.

"GE is finally doing something for us—at long last," one buyer commented. "Now I think the line will go."

GE officials are known to have been disappointed with the results from the Universal line to date.

—Ed Dubbs

“What do you mean—the Tribune moves appliances in Chicago?”



Look at it this way.

MOVE /müv/ *transitive verb meaning:*

to sell—

Manufacturers and retailers know that nothing sells appliances in Chicago like the Tribune. When Polk Bros. ran full coverage of their recent warehouse sale in the Tribune—they drew over 105,000 shoppers. Results like this make the Tribune the No. 1 newspaper choice in the country among appliance advertisers.

to carry or convey—

The Tribune in 1965 carried 650,931 lines of appliance advertising: 96,000 lines more than any other newspaper in the nation. Almost 70% of all the money spent on appliance advertising in Chicago newspapers in the first 11 months of 1966 was invested in the Tribune.

to prompt or influence—

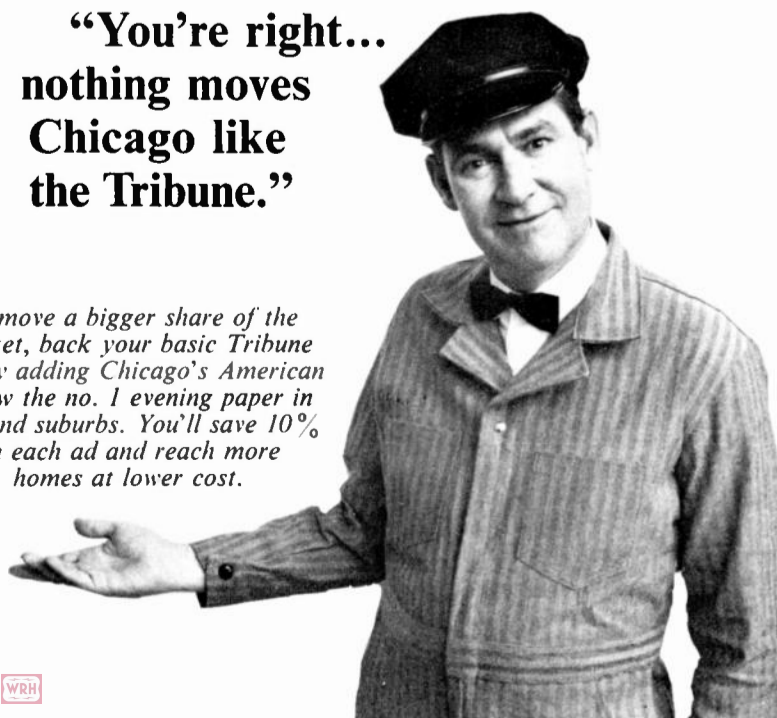
Week after week the Tribune influences potential appliance buyers with its sales-productive editorial setting. Readers get a continual flow of appliance news reports and articles—plus large-scale, month-long promotions—reminding them to shop appliance advertising in the Tribune.

to get around—

No other Chicago newspaper gets around like the Tribune. We go to more than 960,000 households in the city and suburbs, and on Sundays we reach 1,159,000 homes—and that daily and Sunday combination includes 78% of those with incomes of \$10,000 or more.

**“You’re right...
nothing moves
Chicago like
the Tribune.”**

To move a bigger share of the market, back your basic Tribune buy by adding Chicago’s American—now the no. 1 evening paper in city and suburbs. You’ll save 10% on each ad and reach more homes at lower cost.



LIKE MAGIC...



Model GL-581, 5800 BTU
Model GL-901, 9000 BTU

**...YOUR SLIDING WINDOW
CLOSES INTO THE NEW**
Comfort-Aire® **GLIDER**



HEAT CONTROLLER, INC. / 1900 WELLWORTH AVE., JACKSON, MICHIGAN 49203
THE QUALITY LEADER IN CONDITIONING AIR

Write today for the name of your Comfort-Aire distributor and more information regarding our full line of units.

WRH



WASHINGTON NEWS

□□□□ **The experimental British Teltag system** for consumer information is under serious consideration in Washington. In a purely voluntary program being conducted by the British Consumers' Council (a government agency), an information tag will be attached to a product, giving its salient characteristics in easy-to-understand terms. The council, with the help of industry representatives, will decide what information to place on the tags—after an industry decides that it wants such a program.

The system will be put into effect soon on electric kettles and floor carpeting. No such things as "best buys" or the like are envisioned—merely pertinent details to permit the consumer an educated choice. The plan also is being considered for electric cookers, slide projectors, and electric food mixers.

Benjamin S. Rosenthal (D-N.Y.), chairman of a special House subcommittee on consumer affairs, has introduced a bill to establish a National Consumer Information Foundation to conduct a voluntary program similar to the British Teltag system. The foundation would be composed of seven representatives of industry and consumer groups, all to be named by the President. Rosenthal does not think he can get his bill through the current Congress, but hopes for success within five years or so. For this year, the Johnson Administration is not interested.

□□□□ **A fourth-quarter 1966 buildup** in inventories has government economists worried. They see it as a bad omen for the first half of this year, although they are pleased to report no signs of panic on the part of business. The Commerce Dept. places the fourth-quarter buildup at \$15.6 billion, the highest of any quarter since the Korean War.

Much of the increase came in defense products and the capital goods industries, although steel inventories still are in line. Economists feel that these buildups can be worked off without hurting business. But there were other "involuntary" increases in areas where business is considered soft: appliances, autos, construction materials. These are sectors that cause the worry.

□□□□ **The 6% surcharge** on corporate and individual income proposed by President Johnson is in for a buffet in Congress. Wilbur Mills (D-Ark.), chairman of the House Ways and Means Committee, probably will not even start hearings on the proposal until late March. And Russell Long (D-La.), chairman of the Senate Finance Committee, normally an Administration supporter, says flatly that he is opposed to such a move. This is in addition to preponderant Republican opposition. If business shows any signs of slump in the first half of this year, Congress seems likely to ignore the Presidential request.

□□□□ **The post of Secretary of Commerce** may remain open indefinitely following the resignation of John Connor. President Johnson's proposal to merge the Commerce and Labor Depts. will make it difficult to attract a top man. Meanwhile, Assistant Secretary of Commerce Alexander Trowbridge will serve as Acting Secretary. Connor's departure was prompted, at least in part, by disappointment at not being included in the inner circle on broad questions of economic policy.

PARENTS BUY MUCH MORE...

1,375,000
MORE
AUTOMATIC
WASHERS!

...Children make the difference!

There were about 3,500,000 automatic washers sold last year. Households with children bought more than 2,400,000 of them . . . *one and one-third million more than households without children!*

(Starch 1966 CMR)

As a matter of fact, families with children are the biggest buyers of virtually all appliances. The years when families are growing and homes expanding are the years when most major product buying takes place.

In the past five years, Parents' Magazine's reader-families have bought more than a million automatic washers. And last year again, 10% of Parents' families bought washers, a higher percentage than any of the Women's, Shelter, Store, General Monthly or Weekly magazines.

1966 Consumer Magazine Report

Put your advertising dollars where your best customers meet . . . in the pages of PARENTS' MAGAZINE!

PARENTS'
MAGAZINE AND BETTER HOMEMAKING

2,000,000 ABC Guaranteed



INSPIRES
CONFIDENCE
—INCREASES
SALES!

REACHING HOMES WITH 7½ MILLION CHILDREN WHO MAKE THE DIFFERENCE

(We put a nameplate on it)
(so you'll know what it is)



Air King's Furniture-Styled Dehumidifiers Blend In With Today's Dressed-Up Basements

Once upon a time the basement was a place where the furnace was. Today, basements are living areas, and home-owners take particular pride in dressing them up. That's why we styled our new Deluxe Dehumidifier to look like a fine piece of furniture. But its beauty is only skin deep. Underneath the walnut-patterned vinyl finish and plastic grill it's a workhorse. There's a new leakproof steel water container that's molded in one piece, an automatic humidistat, an automatic electronic overflow switch. It quietly protects a basement from destructive moisture . . . though it looks like it might play stereo records, instead. We think your customers will appreciate the subterfuge. Write for catalog to Berns Air King Corporation, 3050 N. Rockwell Street, Chicago, Illinois 60618.



NEW SPACE-SAVER MODELS, TOO. Deluxe and economy models. Both stand less than 20" high . . . feature new Air King furniture styling.

Air King

BOOTH 534-36-38
HOUSEWARES SHOW
McCORMICK PLACE

FURNITURE STYLED DEHUMIDIFIERS

'... the manufacturer must be educated'

Dear Sir:

I am writing to compliment you on the article in the January 2 issue of *MERCHANDISING WEEK*, "The price is right... or is it?"



Johnston

The practice among merchandising dealers of advertising "leader" items at prices that do not return the full cost of doing business has been, and is, a common practice. Because the difference between "bait and switch" and "advertising leader" is so difficult to determine, this whole subject is one that is very hush-hush.

I have been on the board of the Minneapolis Better Business Bureau for many years, and to me the real test of whether an item is a "bait and switch" or a logical leader is strictly one of how it strikes the public. The advertising leader should be available to the public in at least small quantities, and the salesman should make a small commission on it.

Because such ads do pull many, many more people than a full-price ad, whatever markup is lost on the

very few that are sold can be easily charged to advertising. Most customers do want "something a bit better," and with properly educated salesmen, the customer invariably leaves with a feeling that he bought the item of his own choice, i.e., the sell-up item.

Many stores have made friends with this type of advertising: Sears and Johnston's are two cases in point in Minneapolis. Department stores very often have difficulty using such selling strategies because their salesmen too often are not taught to sell up from a short-margin leader.

I have two purposes in writing you concerning this.

First, independent dealer competition with Sears.

Too often, manufacturers insist that pricing of their products is competitive with Sears at the big price level where Sears sells... and "pooh-pooh" the idea that they should have items that "toe-to-toe" with Sears for purposes of creating interest and bringing in customers. When a manufacturer or distributor thinks this way, he obviously hasn't too great a concept of what competition with a chain operator is all about. You could well pursue this subject "the price is right... or is it" with the

added words, "to compete with Sears." Such an article, as you know, would have extremely high readership.

Second, the manufacturer must be educated.

Manufacturers and distributors uniformly have minimum prices at which they wish to have merchandise advertised. Such minimum prices normally do not have Sears in mind, but are designed to hold an umbrella over other dealers who might complain about the practice of leader advertising.

(One problem is that of semantics: a "leader" model to a manufacturer means something different than it does to Sears, or to me. To the manufacturer, it is a model that is in the line from the beginning of the year, not just the bottom of the line.)

Many of the same dealers like to "start high and negotiate down," which of course is the exact opposite of the tactics we have been discussing. Probably nobody in Minneapolis makes more money out of the appliance business than Johnston's, yet many dealers in our territory would much prefer that we never run a "low ball"... an ad which they, too, could run if they followed the same selling practices.

It is my contention that manufacturers must gear their pricing policies for sell-up from a "low ball," the same as Sears does. It isn't a matter of what it costs to make the leader or to sell the leader... that is academic, because the number of units actually sold is peanuts.

It is my contention that the Frigidaires, the Maytags, the RCA Victors, the Zeniths, and the Whirlpools must have a limited quantity of ADV's to compete in the advertising battle at the same price as Sears. Occasionally they should be lower to show that Sears just doesn't call all the turns. They then must insist that their dealers do a sell-up job, at least to the middle-bracket merchandise—up from, say, the 9% gross margin leader.

Sears' success, most certainly, is not built on just low-price, but on low-price advertising with good sell-up; and this, I contend, almost every manufacturer and distributor, regardless of all the bluster, will not face up to.

Your "The price is right... or is it?" article could well be the basis of a co-related series.

George H. Johnston
Johnston's Appliances
Minneapolis, Minn.

'... dealers cannot live on air'

Dear Sir:

Sincere congratulations and thank you for the very excellent article in the January 2 issue, "The price is right... or is it?" If there is one particular phase of this business that is the least understood but the most needed by dealers, it is an understanding of this whole pricing and merchandising of their products.



Ziesler

You have made this somewhat clouded phase of business crystal clear. I am certain that thousands of dealers will greatly benefit by what you said and how you said it. Unless manufacturers become more concerned with their cost to dealers and suggest selling prices which are higher than those nationally advertised now, they will have no choice but to open up their own stores. Dealers cannot live on air.

Upton R. Ziesler
Rahr's Inc.
(President, NARDA)
Manitowoc, Wis.

'... delighted with precise analysis'

Dear Sir:

Greetings for 1967 from "down under." I have just read your article entitled "The price is right... or is it?" which appeared in the January 2, 1967 issue of *MERCHANDISING WEEK*. I was delighted with the precise and informative analysis of intelligent pricing which you conveyed, and the reason for this letter is to ask your permission to reprint, with due acknowledgment, the bulk of the article.

I think our *Mingay's Electrical Weekly* reaches your editorial offices, and no doubt you have some-

times browsed through a copy to see what goes on down here in the appliance trade.

I regularly read your *MERCHANDISING WEEK*, which we have airmailed to us, and find that, progressively, the philosophies in the marketplace of the appliance industry in the USA and in Australia are becoming like and like.

Lex Lippman
Editor
Mingay's Electrical Weekly
The Thomson Organization Ltd.
Chippendale
Australia

What Foerstner plans for Amana's microwave oven

Amana has the microwave oven—which it announced a year ago—ready to test-market. But no marketing will begin until it can be done properly, according to company president George C. Foerstner.

In New York City last week to inspect newly organized branch facilities, Foerstner speculated on the oven's future:

The microwave oven—to be presented sometime in the near future, in Chicago—will have the largest capacity of any unit in the field, says Foerstner. Developed by Amana—in conjunction with its parent company, Raytheon—it will be fully warranted and approved by the Underwriters' Laboratories. The single-oven unit will appear under the "Radar Range" trademark, and will retail for about \$450.

Until service facilities and adequate instruction for operation can be assured to the consumer, however, the oven will not be introduced. A breakdown of the magnetron tube, Foerstner explained, requires not

only replacement of the tube, but readjustment of the unit. Such servicing must be available in the market before the oven is sold to consumers. Furthermore, Foerstner intends to employ home economists to teach proper use of the oven.

In the new refrigerator line, Amana has introduced a new "refrigerator-within-a-refrigerator" meat-keeper. The container is surrounded by a pocket of air regulated by a separate control. Up to 10 degrees colder than the regular refrigerator air, the insulating blanket does not touch the meat directly. The feature is in top-of-the-line side-by-side, top-mount, and bottom-mount models.

The side-by-side units continue in 22-cu.-ft. (35¾ inches wide) and 19-cu.-ft. (32 inches wide) models. New top-mounts include two foam-insulated 18.9-cu.-ft. models and three glass-fiber-insulated 16.7-cu.-ft. models. Bottom-mounts range from 15.4-cu.-ft. to 17.2-cu.-ft. There are three icemaker units.

Two other units were introduced:

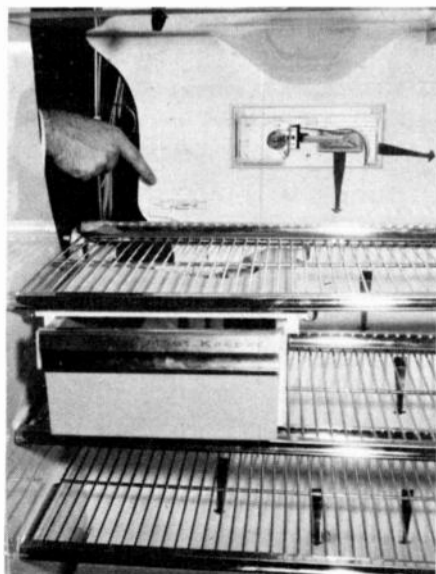
a 14.4-cu.-ft. and a 15.2-cu.-ft. "Freezer-plus-Refrigerator." Amana also showed a 15.2-cu.-ft. all refrigerator model.

National advertising for the new refrigerator line will highlight Amana's flat-back styling, which enables a built-in look. Beginning in a February issue of *Life* magazine ads will announce that Amana is "turning its back on the public." Additional print ads—and spots on the Arthur Godfrey radio program—will stress new features.

Foreseeing another excellent year for air conditioner sales (and more orders than the plant can fill), Amana has introduced reinforced glass fiber into the new line. The company says this decreases noise, weight, and the possibility of rust and corrosion. The 24 room models range from 5,000Btu to 29,000-Btu in capacity, and New York prices start at \$129.95.

Amana's ties with Raytheon, according to Foerstner, will not change appreciably because of Raytheon's re-

cent acquisition of Caloric, the Top-ton, (Pa.), range manufacturer. Caloric and Amana will continue to go their separate ways in manufacturing and distributing their products.



Amana's meat-keeper cold controls

□□□□ **More signs of color tv inventory problems:** General Electric will close its tv facility at Syracuse (N.Y.) for the week of Feb. 20, a move that affects both color and b&w tv production. In furloughing 4,400 employees, GE explained that "a reduction of finished goods inventory requires adjustments in our employment and production schedules." Earlier this month GE trimmed 300 members from its work force in a seasonal adjustment of its b&w production schedule (MW, 16 Jan., p. 5).

Another hint of color tv inventory problems popped up at National Video, which reported that its color tube facility was operating slightly below capacity. President Asher J. Cole said the fall-off was due to inventories of high-end color tv sets. He also announced that the company had gone from a six-day to a five-day week at its color tube plant, but explained this was the result of increased efficiencies, rather than of any decrease in demand. No layoffs are planned.

At Sylvania, a fall-off in demand has resulted in the layoff of 500 employees at the company's Ottawa (Ohio) and Seneca (N.Y.) color tube facilities. A spokesman said, "The action was taken to bring manufacturing schedules more in line with the current demand." Sylvania also closed the Ottawa plant for one week last week and said it would shut down the Seneca plant this week for the same period, although the company plans to continue uninterrupted production of 20-inch [old 22] color picture tubes.

On the bright side, Zenith announced an increase in color tube production "to support its larger 1967 receiver production." Zenith plans to reach an annual production rate of 2 million color tubes early this year (MW, 2 Jan., p. 14).

□□□□ **"Doing Business in a Competitive Market"** will be the theme of a series of sales-management seminars to be sponsored by the National Assn. of Music Merchants from Feb. 19 through Apr. 16. Jack Schwartz, an authority on telephone selling, and Les Giblin, an authority on human relations in business, will head the series, which is to be conducted in Atlanta, Dallas, Philadelphia, San Francisco, and Chicago.

□□□□ **An 8-year warranty on color tubes** is being offered by Curtis Mathes to purchasers of its color tv sets. The warranty costs \$12 and covers the tube against malfunction for eight years on a prorated basis: i.e., the first year the warranty completely covers the tube; the second year replacement costs \$25; the third and each successive year costs an additional \$25 per year, for the duration of the warranty.

In 1966, Curtis Mathes color tv sales ranged between 3% and 4% of industry total sales, or about 280,000 units.

□□□□ **An 8-track auto tape cartridge player** that accommodates Lear-configuration cartridges will be introduced by Orrtronics at the American Auto Accessories Manufacturing Assn. Show scheduled for New York City on Feb. 6. Orrtronics makes an 8-track player that accommodates an Orrtronics type of cartridge. The Orrtronics unit is sold through Sears, Roebuck and Co.

New self-cleaners on launch pad: retail price countdown begins

The day of the under-\$200-at-retail self-cleaning oven range may be closer than the industry has anticipated. Gas range manufacturers are ready to start popping up with units (MW, 19 Dec. 66, p. 8), and the competition among electric range makers is about to enter its next phase as more manufacturers prepare to enter the field.

By late spring, at least Admiral and Hotpoint will introduce self-cleaners. And, if Hotpoint is in, its private-label customers—notably J. C. Penney and Gibson—will not be far behind.

Pricing could be influenced by two factors. One is the tactics of Sears, which has a free-standing 30-inch unit in its new catalog with the lowest price in the industry: \$229.95. The small type surrounding the offer, however, asks that customers do not order this unit before Mar. 15. But the step-ups at \$279.95 and \$329.95—to no one's surprise—are available immediately.

The other factor is a reported move by General Electric to lower its licensing fees for the self-cleaning

process. This undoubtedly will have an effect on pricing. Roper, which makes the Sears unit, is already a wage licensee; and Admiral will become one as well. GE's patent suits against Frigidaire and Westinghouse are still on the court dockets in Dayton and Columbus, Ohio.

Admiral's self-cleaners will be introduced in the spring or early summer. The number of models has not yet been determined, and the company is aiming for a retail price range starting above the Sears leader price. But Admiral has not been known to shrink from hot leader pricing when used as a "merchandising tool."

Hotpoint self-cleaners (MW, 12 Sep. 66, p. 3) will be introduced in April or May in a number of models. The company will have new thin-wall insulation in the ranges to withstand the heat generated by the cleaning process. The self-cleaners—teamed with Hotpoint's Teflon-paneled ranges—will be promoted via an expanded "Total Clean" theme carried out in advertisement and special promotions. —Martin R. Miller

Excise tax to help television: a hard swallow for set makers

The excise tax on television sets—which everyone thought had been done away with in 1965—re-emerged on the scene last week.

AS MERCHANDISING WEEK predicted last fall (MW, 31 Oct. 66, p.6), the Carnegie Commission on Educational Television issued a report recommending that a federal tax be levied on the manufacturer's price of TV sets to help finance noncommercial television. The tax would start at 2% and rise to a maximum of 5%, providing about \$40 million at the former level and \$60 million at the latter. If the proposed tax is approved, it would be the first time that the consumer is asked to directly pay part of programming cost.

Action on the recommendation, however, may still take some time; it probably will not be passed on this year. Sen. Warren Magnuson (D-Wash.)—chairman of the Senate Commerce Committee, which would handle the Commission proposal—praised it as "thorough and analytical," and added that he hoped "the legislation flowing from the report will be available for Committee action in the very near future."

Although the Commission itself has no real authority, it has been given the blessings of the White House, and it is suspected that President Johnson's recommendations for improving educational television will be based on the report.

A cry of protest, in the meantime, is rising from set manufacturers. The Electronic Industries Assn. (EIA), which represents most important set manufacturers, has for the moment remained silent; but the trade group fought the excise tax in effect from 1950 to 1965, and is

known to feel that its segment of the electronics industry should not carry the full weight of a tax used for the benefit of the general public.

Set makers feel they are already carrying an extra dollar burden as a result of the all-channel law—even though only some 10% or 15% of the public can receive UHF. They also feel the proposed 5% tax on the manufacturer's price is unrealistic, inflationary, and misleading. They claim that, by the time a tv set reaches the consumer, the tax will be multiplied roughly two and a half times.

The Carnegie group thinks public pressure will be able to prevent such successive escalations of the original tax. According to its estimate, the average annual cost to the consumer (on the assumption that a tv set has a useful life of seven years) would be about 30¢ at the 2% tax rate, 75¢ at the 5% rate, for a b&w set; for a color set, it would be about \$1 at the 2% rate, \$2.50 at the 5% rate.

Many manufacturers were indignant—and perhaps justifiably—over the fact that the Commission apparently did not consult any businessmen in their industry. "What does Rudolf Serkin [a concert pianist and one of the 15 members of the Carnegie Commission] know about our business?" scoffed a spokesman for one set manufacturer. "We're a poor man's entertainment—why should the poor pay for a minority's taste?"

The Carnegie Report advocates insist, however, that they have taken great pains to make noncommercial television the stage for local and regional diversities in the arts, education, and opinion.

Here are the only 86 places where you get the strongest appliance guarantees ever offered. Your Gibson and Easy Distributors!

ALABAMA
Birmingham • Electric Constructors, Inc.
Mobile • The Carroll Co., Inc.

ALASKA
Spennard • Sunrise Distributing Co., Inc.

ARIZONA
Phoenix • Noble Distributors, Inc.

ARKANSAS
Little Rock • Douglass Distributing Co.

CALIFORNIA
Fresno • Billings Distributing Company
Los Angeles • Sues, Young & Brown, Inc.
San Diego • Gibson Refrigerator Sales Corp.
San Francisco • H. R. Basford Company

COLORADO
Denver • Boyd Distributing Co., Inc.

CONNECTICUT
Hartford • Grabbell Lyons Distributing, Inc.

FLORIDA
Jacksonville • McDuff Appliance, Inc.
Miami • Sea Coast Appliance Distributors, Inc.
Tampa • Westshore Distributors

GEORGIA
Atlanta • Electric Sales & Service Co.
Savannah • Electric Sales & Service Co.

HAWAII
Honolulu • Manufacturer's Distributing Corp.

ILLINOIS
Chicago • The Sampson Company (Gibson)
Chicago (Forest Park) • Gerrity & Walsh, Inc. (Easy)

INDIANA
Evansville • Ohio Valley Hardware Co., Inc.
Fort Wayne • National Mill Supply Company
Indianapolis • Rodefild Company, Inc.
South Bend • Ridge Company

IOWA
Davenport • Midwest Timmermann Company
Des Moines • Midwest Timmermann Company

KANSAS
Wichita • Barton Distributors, Inc.

KENTUCKY
Louisville • Ohio Valley Hardware Co., Inc.

LOUISIANA
New Orleans • McDonald Sales Corp. (Gibson)
New Orleans • United Distributors, Inc. (Easy)
Shreveport • Interstate Electric Company

MAINE
Bangor • Gibson Refrigerator Sales Corp.

MARYLAND
Baltimore (Towson) • Luskins

MASSACHUSETTS
Boston (Cambridge) • Choquette & Company, Inc.

MICHIGAN
Detroit (Birmingham) • Breech Enterprises, Inc. (Easy)
Detroit • Peninsular Dist. Co. (Gibson)
Greenville • Vining Sales
Saginaw • Breech Enterprises, Inc.

MINNESOTA
Minneapolis • Reinhard Brothers Company

MISSISSIPPI
Jackson • Ryan Supply Company

MISSOURI
Kansas City • Interstate Distributors
St. Louis • Brown Supply Company

MONTANA
Helena • D. N. Latus & Company, Inc.

NEBRASKA
Omaha • Paramount Furniture & Appliance

NEVADA
Las Vegas • Ed Von Tobel Lbr. Company

NEW JERSEY
Newark • Apollo Distributing Co., Inc.

NEW YORK
Buffalo • Joseph Strauss Company, Inc.
New York (Newark) • Apollo Distributing Co., Inc.
Rochester • National Sales Company
Syracuse • City Electric Company, Inc.
Troy • Empire State Wholesalers, Inc.

NORTH CAROLINA
Charlotte • Southern Radio Corp.
Raleigh • Nash-Steele-Warren, Inc. (Gibson)

NORTH DAKOTA
 Fargo • Reinhard Brothers Company

OHIO
Cincinnati • Gibson Refrigerator Sales Corp.
Cleveland • Arnold Wholesale Corp.
Columbus • Tracy Wells Company
Dayton • Allied Supply Company
Toledo • Toledo Appliances, Inc.

OKLAHOMA
Oklahoma City • Gas & Electrical Equipment Co.

OREGON
Portland • Appliance Distributing Co. (Easy)
Portland • Fowler Distributing Company (Gibson)

PENNSYLVANIA
Hazelton • Leonard Enterprises, Inc.
Harrisburg (Camp Hill) • Peirce-Phelps, Inc.
Philadelphia • Peirce-Phelps, Inc.
Pittsburgh • J. A. Williams Company

RHODE ISLAND
Providence • Choquette & Company

TENNESSEE
Bristol • Mitchell Powers Hardware Company
Chattanooga • McWhorter Weaver & Company
Knoxville • McWhorter Weaver & Company
Nashville • McWhorter Weaver & Company
Memphis • W. L. Roberts, Inc.

TEXAS
Arlene • Sun Appliance & Electric, Inc.
Dallas • Porter Burgess Company
Houston • Art Jones & Company, Inc.
Houston • Robert D. Straus & Company
San Antonio • Central Distributing Company
San Antonio • Gibson Refrigerator Sales Corp.

UTAH
Salt Lake City • Daniger Distributing Company

VIRGINIA
Norfolk • Goodman Electric Supply Co., Inc.
Richmond • E. A. Holsten, Inc.

WASHINGTON
Seattle • Dainard Distributing Co., Inc. (Easy)
Seattle • J. W. Phillips Dist. Co., Inc. (Gibson)

WEST VIRGINIA
Charleston • Eskew, Smith & Cannon, Inc.
Williamson • Persinger Supply Company

WISCONSIN
Milwaukee • The Sampson Company

WASHINGTON, D.C. • Hynes Brothers, Inc.

Who has the strongest appliance guarantees ever offered?

← Only these 86 Gibson and Easy Distributors.

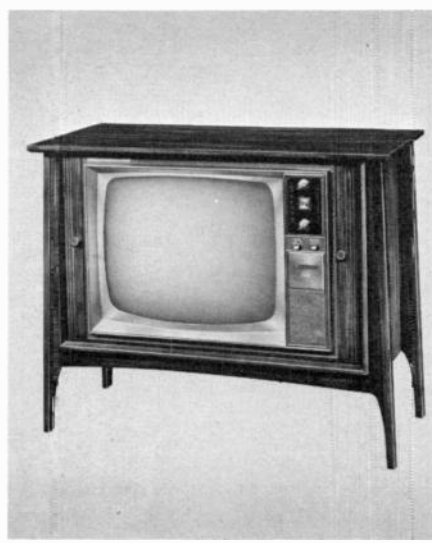
No question about this, no doubletalk either! We went right to the heart of the matter — the compressor in Gibson Frost Clear refrigerators and freezers, the entire transmission in Easy automatic washers. If either fails *within 10 years* of use, we'll give you a new one for your customer. How many shoppers can you turn into buyers with this exclusive Golden Guarantee of quality? There should be a profitable flock of them!

GIBSON AND EASY
GOLDEN GUARANTEED
APPLIANCES

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



□ □ Zenith's 20-inch color console is a Danish Modern lowboy with simulated tambour doors and a modern Scandia base; the cabinet is made of oiled walnut veneers and select hardwood solids. The set—called the Asbury (model X4222W)—features europium activated rare earth phosphors, Zenith's Super Gold Video Guard 82-channel tuning system, an automatic color clarifier, a 6-inch oval twin-cone speaker, and dial-stop channel indicators. Suggested list price is \$549.95. Five other 20-inch [old 22] color consoles, in a variety of furniture styles and wood finishes, are also available (MW, 2 Jan., p.13). *Zenith Sales Corp., 1900 North Austin Ave., Chicago, Ill. 60639*



□ □ DuMont's 20-inch color console is housed in a Danish-styled cabinet of oiled walnut veneers and select hardwood solids. The set, called the Princeton, is the only 20-inch [old 22] model in DuMont's 1967 color line (MW, 2 Jan., p. 11). Features include an illuminated VHF-UHF slide-rule dial, independent VHF-UHF tuners, Sensomatic Tuning, Perma-Tune fine-tuning, an automatic color monitor, automatic gain control, and a picture stabilizer. The picture tube carries a 2-year warranty. All other tubes and parts have a 1-year warranty. Suggested list price is \$629.95. *DuMont Television Sales Corp., A Subsidiary of National Union Electric Corp., Cummings Point, Stamford, Conn.*

An advertising dollar spent in one of these magazines reaches more people who own major electric appliances than it does in any of the others:

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Better Homes & Gardens
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House & Garden
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Ladies' Home Journal
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Newsweek
Time**

It may be surprising that Newsweek is that one magazine, especially in the company of all those shelter and women's magazines. But that's what Simmons says—W. R. Simmons and Associates Research, Inc., the people who study markets and the media that reach them.

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as they are in a changing world, as alert to the last word in convenience as they are to the latest news?

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the newsweekly that separates
fact from opinion**



□ □ Admiral's 20-inch color portable—with walnut-grain finish and roll-about stand—features a 2-speed transistorized UHF tuner, an automatic degausser, color-fidelity control, lighted channel indicators, and a dipole antenna. Suggested list price is \$445. Admiral also offers three other 20-inch [old 22] color sets, from \$419.95, in its new line (MW, 19 Dec. 66, p. 7). *Admiral Corp., 3800 Cortland St., Chicago, Ill.*



□ □ GE's 20-inch color console is housed in a maple cabinet with Early American styling. Model M281CMP—featuring Magic Memory color reference controls and meter guide tuning—lists at \$509.95. GE also offers the 20-inch [old 22] screen size in a Contemporary-styled console and a table model (MW, 9 Jan., p. 8). *General Electric Electronics Park, Syracuse, N. Y. 13201*



□ □ Sylvania's 20-inch color console—in a Contemporary-styled mahogany cabinet—has illuminated VHF-UHF channel indicators, pre-set fine-tuning and volume control, and a 6-inch oval speaker. Suggested retail price is \$449.95. Five other 20-inch [old 22] color consoles are available (MW, 19 Dec. 66, p. 7). *Sylvania Electric Products Inc., 730 Third Ave., New York, N. Y. 10017*

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Thanks to 100 million G-E compactrons, more pals will enjoy better, lower-cost TV tonight.



Now, thanks to 100 million G-E compactrons, more people than ever before are enjoying the benefits of higher-quality, lower-cost, more dependable television sets.

The compactron—a multi-functional receiving tube which replaces up to three conventional tubes—was pioneered by G.E. TV manufacturers have come to recognize the important advantages of “compactronization.” They have designed over 100 million G-E compactrons into more than 25 million TV sets.

Here's why: Since compactrons reduce the number of tubes needed—the number of sockets, other components, and amount of wiring are also reduced. There are fewer parts to buy, install, or fail.

Results: Sets cost less to make, less to buy, perform better, last longer.

To meet the tremendous demand from TV set manufacturers for G-E compactrons, General Electric has undertaken a multi-million dollar expansion of compactron production facilities. Greater availability and newer manufacturing techniques will make the next 100 million G-E compactrons an even better value.

So remember . . . when it comes to TV sets—whether you make, sell, buy, or repair them—G-E compactrons make TV's work better, cost less, and last longer.

General Electric Company, Owensboro, Kentucky . . . World's leading producer of compactrons.



GENERAL ELECTRIC



A G-E Washer assembly that carries this GREEN•DOT has passed the most exacting tests in the industry.

Every General Electric Washer that reaches your sales floor has a one-inch GREEN•DOT on the rear of the backsplash.

There's a similar DOT on the drain pump inside the machine. And on the tub. And another on the motor.

Why all the DOTS? Each one is a mark of approval—and one that isn't awarded lightly. Every component that carries it has passed the most rigorous checkup that modern technology has yet devised.

Last year, our engineers set themselves the goal of ZERO DEFECTS. To help achieve it, they developed a whole battery of GREEN•DOT elec-

tronic testing machines. This sophisticated equipment applies new, exacting tests of performance—tests that are beyond the capacities of human eyes and hands.

Every motor, every tub, every backsplash and pump goes through one of the GREEN•DOT testers. Each component or assembly that functions perfectly is automatically sprayed with an approving GREEN•DOT. A component that fails any test never gets into a G-E Washer.

A washer—and dryer (electric or gas)—with Zero Defects is what your customer wants. It's our objective, too—and every GREEN•DOT says that we mean business. Okay?

GENERAL  **ELECTRIC**

Home Laundry Dept., General Electric Co., Louisville, Ky.

WA-1250C



The 1967 Statistical Report

For the 45th consecutive year, this publication is presenting a comprehensive report on the figures and trends in the major appliance, consumer electronics, and housewares industries—information vital to any effective evaluation of business conditions. Painstakingly prepared by the research staff of MERCHANDISING WEEK, the 1967 Statistical report is the product of months of research to develop the kind of information our readers must have in today's competitive market. The Editors



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COMPILED BY MERCHANDISING WEEK'S RESEARCH DEPARTMENT

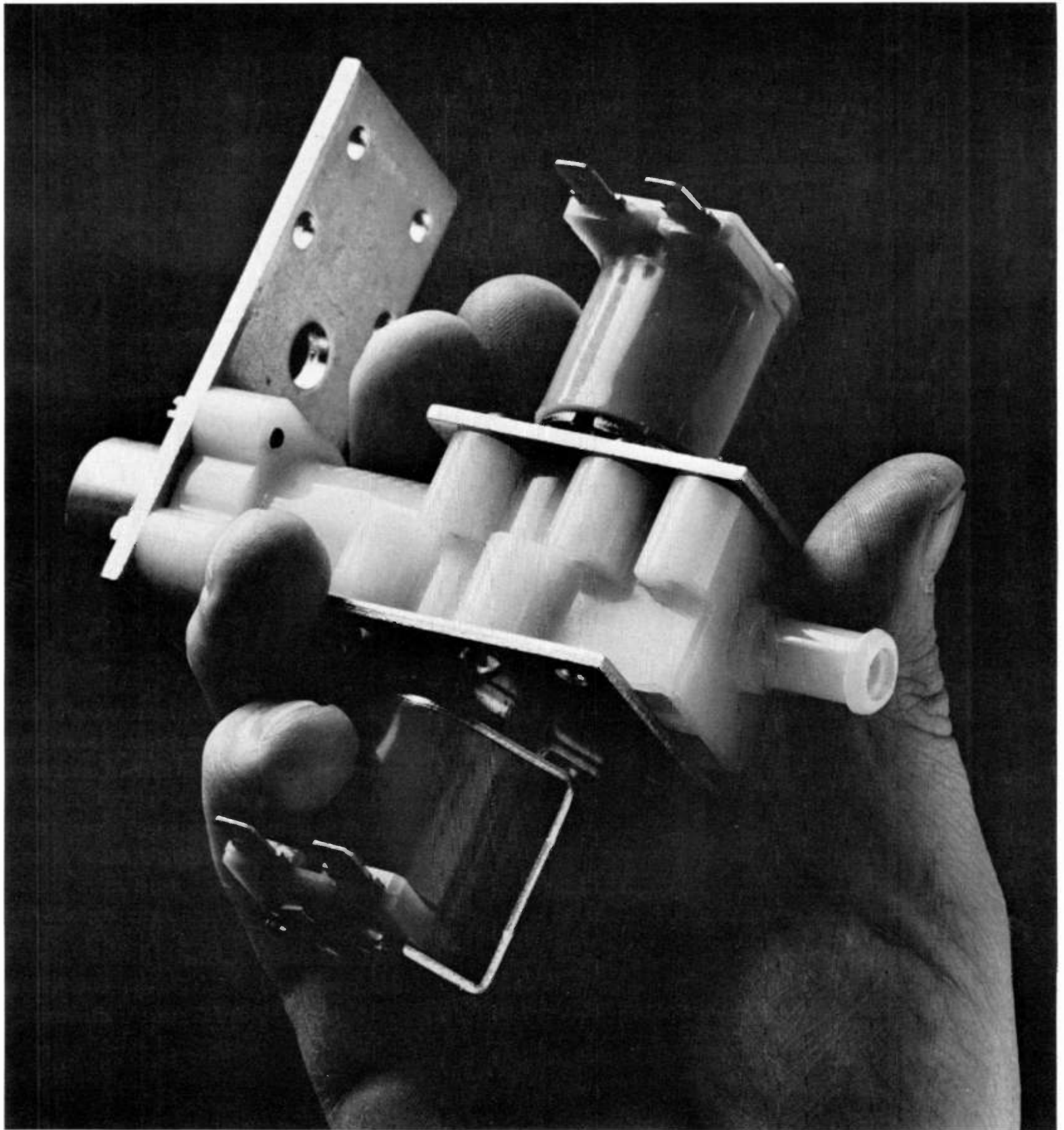
Alicia Donovan, Manager

Joan Lyons, Associate

Marie Chiarello, Assistant

Cover photo courtesy of Cole Steel Equipment Co. Inc., New York City

The KitchenAid flood control program.

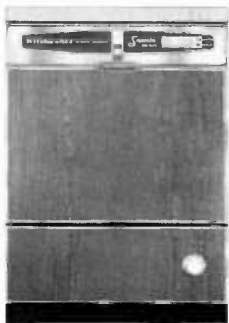


It might happen to you. You sell a dishwasher and it floods over. Your customer's in hot water. And so are you.

We at KitchenAid did something about it.

Our engineers developed a special dual fill valve to prevent over-filling and flooding.

It's exclusive. It makes the odds about a million-to-one against any KitchenAid built-



in ever overflowing.

Maybe our dual fill valve is a little thing. But it's many little things like this that make KitchenAid dishwashers so dependable.

So tell your prospects about it. Point it out as

another sign of KitchenAid quality. Another reason why KitchenAid dishwashers are worth more and are easier to sell.

See your distributor. Or write KitchenAid Dishwashers, Dept. 7DP-1, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid®
Dishwashers



Saturation Index as of January 1, 1967

(ALL FIGURES BASED ON 58,845,000 DOMESTIC AND FARM ELECTRIC CUSTOMERS)

WIRED HOMES WITH

number %

17,594,655 29.9

22,773,015 38.7

9,415,200 16.0

17,535,810 29.8

44,722,200 76.0

9,238,665 15.7

17,947,725 30.5

9,356,355 15.9

15,123,165 25.7

29,599,035 50.3

13,534,350 23.0

58,433,085 99.3

47,782,140 81.2

44,722,200 76.0

58,550,775 99.5

19,065,780 32.4

7,179,090 12.2

58,609,620 99.6

57,550,410 97.8

8,826,750 15.0

50,783,235 86.3

53,313,570 90.6

51,901,290 88.2

14,534,715 24.7

ROOM AIR CONDITIONERS

BED COVERINGS (elec.)

BLENDERS

CAN OPENERS

COFFEEMAKERS

DISHWASHERS

DRYERS, CLOTHES (elec. & gas)

DISPOSERS, FOOD WASTE

FREEZERS, HOME

FRYPANS

HOTPLATES & BUFFET RANGES

IRONS (total)

IRONS (steam & steam/spray)

MIXERS

RADIOS

RANGES, FREE-STANDING (elec.)

RANGES, BUILT-IN (elec.)

REFRIGERATORS

TELEVISION, B&W

TELEVISION, COLOR

TOASTERS

VACUUM CLEANERS

WASHERS, CLOTHES

WATER HEATERS (elec.)

WIRED HOMES WITHOUT

% number

70.1 41,250,345

61.3 36,071,985

84.0 49,429,800

70.2 41,309,190

24.0 14,122,800

84.3 49,606,335

69.5 40,897,275

84.1 49,488,645

74.3 43,721,835

49.7 29,245,965

77.0 45,310,650

.7 411,915

18.8 11,062,860

24.0 14,122,800

.5 294,225

67.6 39,779,220

87.8 51,665,910

.4 235,380

2.2 1,294,590

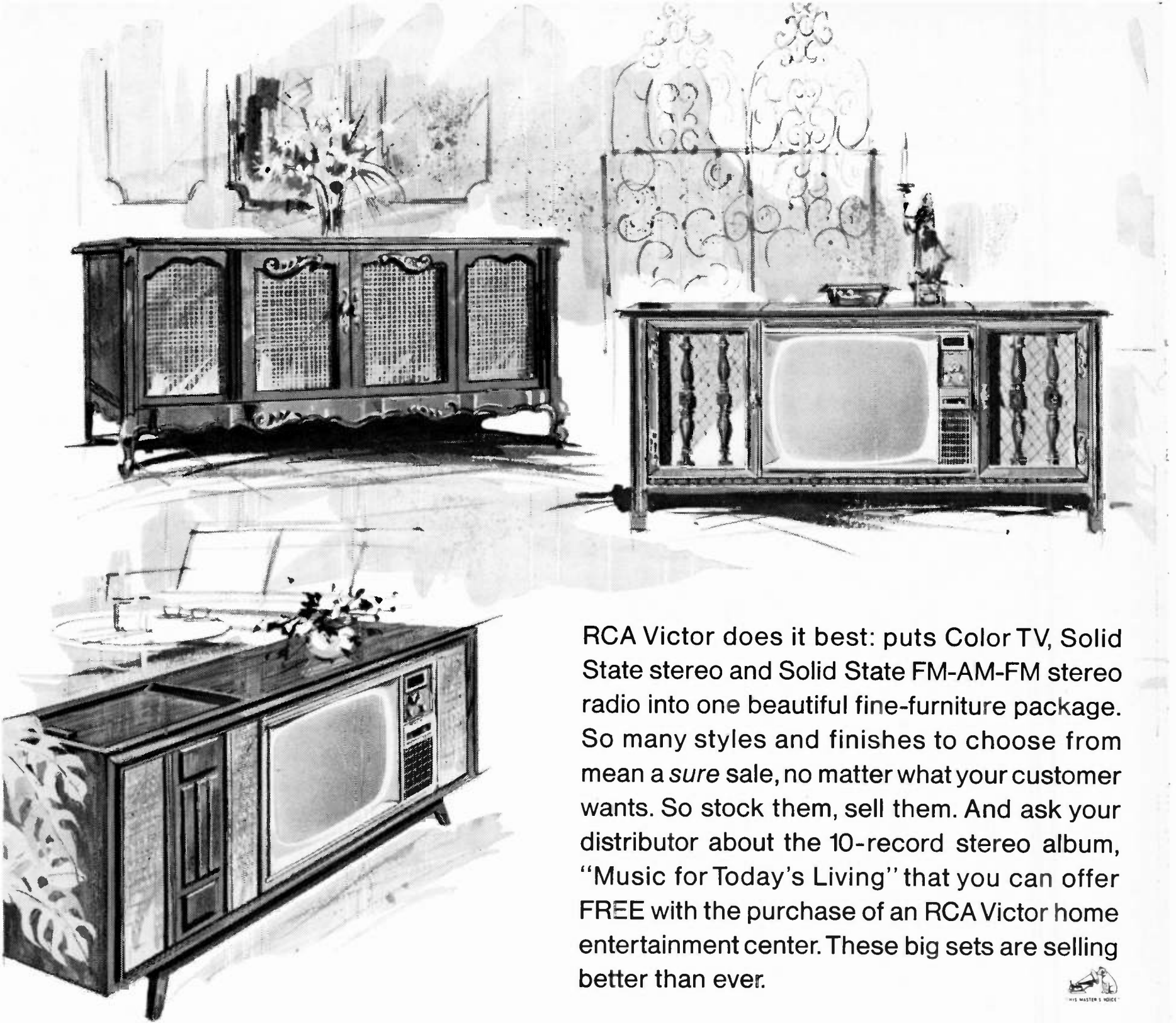
85.0 50,018,250

13.7 8,061,765

9.4 5,531,430

11.8 6,943,710

75.3 44,310,285



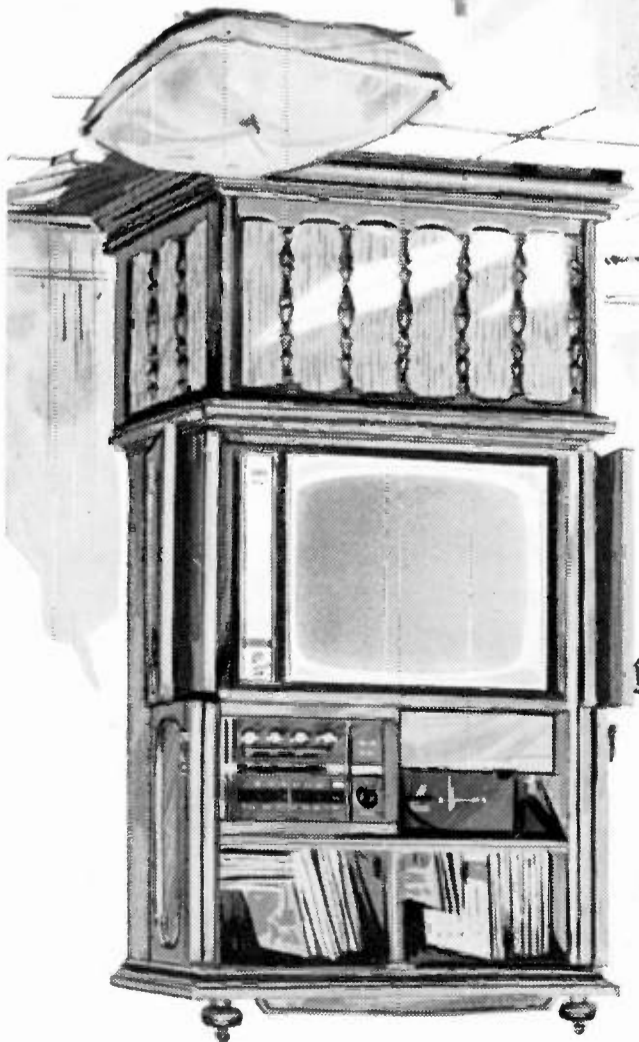
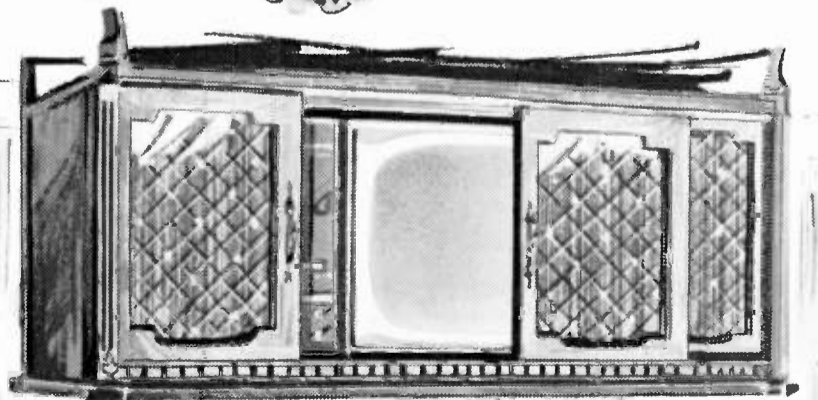
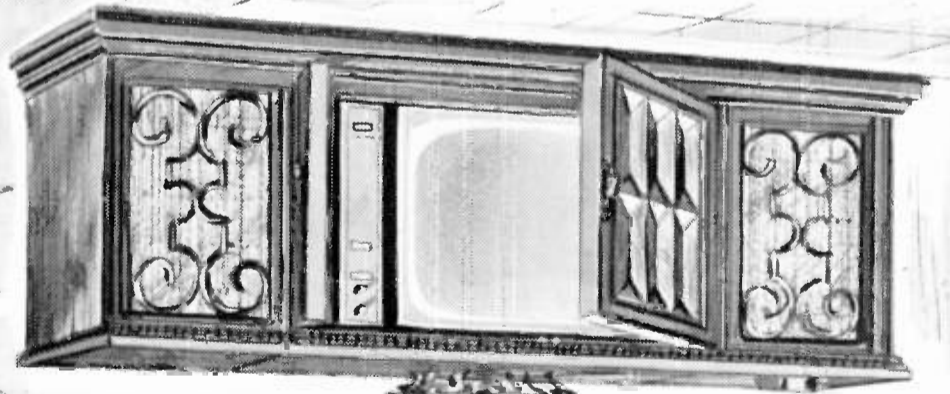
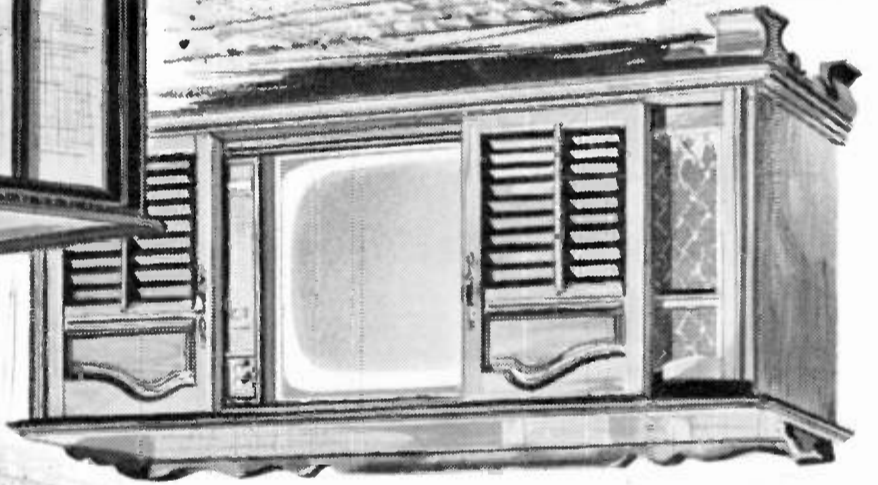
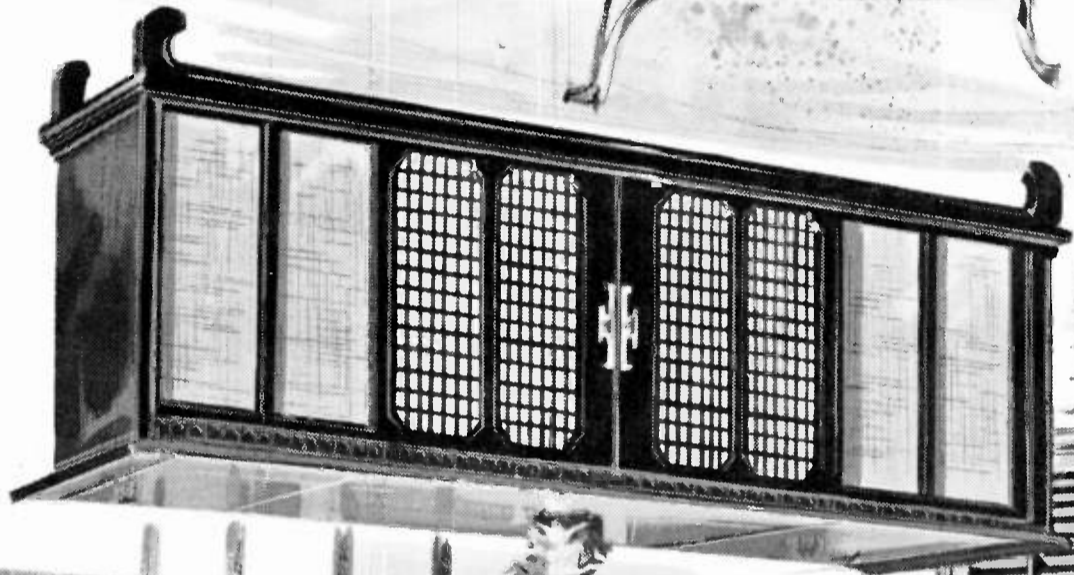
RCA Victor does it best: puts Color TV, Solid State stereo and Solid State FM-AM-FM stereo radio into one beautiful fine-furniture package. So many styles and finishes to choose from mean a *sure* sale, no matter what your customer wants. So stock them, sell them. And ask your distributor about the 10-record stereo album, "Music for Today's Living" that you can offer FREE with the purchase of an RCA Victor home entertainment center. These big sets are selling better than ever.



RCA VICTOR Home Entertainment Centers will make your showroom a center for big sales!



TMK(s)®
WRH
The Most Trusted Name in Electronics





Manufacturer Sales and Retail Value: 10-Year Picture

Figures were compiled from reports of industry associations (National Electrical Manufacturers Assn., American Home Laundry Manufacturers Assn., Gas Appliance Manufacturers Assn. Inc., Electronic Industries Assn., Outdoor Power Equipment Institute Inc., Vacuum Cleaner Manufacturers Assn., Water Conditioning Foundation, Water Systems Council, etc.); manufacturers; U.S. Department of Commerce Census of Manufacturers, and Annual Survey of Manufacturers; and MERCHANDISING WEEK estimates.

Exports of the U.S. are included in all products. Phonograph, radio, and tv figures represent production. Dollar values for water systems are manufacturers' factory price—not retail. (Dollar figures for other products are retail value.)

PRODUCTS	1957		1958		1959		1960		1961	
	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE
CONSUMER ELECTRONICS										
Phonographs—total (production)	—	—	—	—	—	—	4,333,400	585,009,000	3,912,800	567,327,000
table & portable	—	—	—	—	—	—	2,958,200	—	2,451,900	—
console*	—	—	—	—	—	—	1,375,200	—	1,460,900	—
Radios—total (production)	9,009,000	303,374,000	8,032,000	286,602,000	10,067,000	319,702,500	10,695,000	314,005,000	11,806,000	361,671,000
table	3,228,000	80,700,000	2,621,000	65,525,000	3,145,000	70,762,500	3,440,000	79,120,000	3,042,000	76,050,000
portable	3,265,000	137,130,000	3,373,000	151,785,000	4,128,000	165,120,000	4,535,000	158,725,000	5,747,000	201,145,000
clock	2,516,000	85,544,000	2,038,000	69,292,000	2,794,000	83,820,000	2,720,000	76,160,000	3,017,000	84,476,000
Tv (b&w)—total (production)	6,399,000	1,215,800,000	4,920,000	1,008,600,000	6,350,000	1,353,109,000	5,708,000	1,269,400,000	6,177,800	1,293,087,500
portable & table	3,846,000	—	2,717,000	461,890,000	3,613,000	632,275,000	3,274,000	589,025,000	3,812,100	667,117,500
console ††	2,433,000	—	2,068,000	489,335,000	2,567,000	646,884,000	2,211,000	579,020,000	2,135,400	533,850,000
tv-phono and or radio combos	120,000	—	135,000	57,375,000	170,000	73,950,000	223,000	101,355,000	230,300	92,120,000
Tv (color)—total (production)	85,000	—	80,000	—	90,000	—	120,000	—	147,000	89,670,000
Tape Recorders**	—	—	—	—	—	—	295,000	—	1,166,000	—
Total: Consumer Electronics	15,493,000	1,519,174,000	13,032,000	1,295,202,000	16,507,000	1,672,811,500	21,151,400	2,168,414,000	23,209,600	2,311,755,500
MAJOR APPLIANCES										
Dishwashers—total	390,000	104,250,000	424,700	116,792,000	547,300	139,561,000	555,000	141,525,000	620,000	155,000,000
portable	—	—	—	—	—	—	232,000	—	240,000	56,580,000
undercounter & others	—	—	—	—	—	—	323,000	—	380,000	98,420,000
Disposers (food waste)	550,000	49,473,000	616,500	55,454,000	788,600	63,050,000	760,000	60,762,000	800,000	63,960,000
Freezers—total	925,000	346,875,000	1,100,900	385,315,000	1,205,400	396,576,000	1,045,000	308,275,000	1,050,000	293,205,000
chest	—	—	—	—	—	—	455,000	—	465,000	126,480,000
upright	—	—	—	—	—	—	590,000	—	585,000	166,725,000
Ranges, Electric—total	1,365,000	361,675,000	1,354,500	360,095,000	1,686,800	469,441,000	1,495,000	412,195,000	1,530,000	406,230,000
free-standing	940,000	239,700,000	810,100	206,575,000	933,800	242,788,000	860,000	223,600,000	860,000	219,300,000
built-in	425,000	121,995,000	544,400	153,520,000	753,000	226,653,000	635,000	188,595,000	670,000	186,930,000
Ranges, Gas—total	1,968,600	265,761,000	1,896,400	259,169,000	2,011,100	282,540,400	1,814,300	271,370,000	1,830,000	274,045,000
free-standing	1,771,400	—	1,665,000	213,120,000	1,657,300	212,134,000	1,475,200	199,142,000	1,483,900	200,326,000
high-oven	—	—	—	—	—	—	—	—	—	—
built-in	197,200	—	231,400	46,049,000	353,800	70,406,000	339,100	72,228,000	346,100	73,719,000
set-in	—	—	—	—	—	—	—	—	—	—
Refrigerators, (electric)	3,350,000	1,072,000,000	3,116,700	997,344,000	3,785,000	1,271,760,000	3,475,000	1,129,375,000	3,480,000	1,026,600,000
Water Heaters, (electric)	800,000	84,000,000	823,500	86,475,000	782,900	85,172,000	715,000	75,075,000	785,000	70,611,000
Water Heaters, (gas)	2,532,300	222,907,000	2,673,400	240,570,000	2,953,600	280,592,000	2,666,200	266,620,000	2,671,500	267,150,000
Total: Major Appliances	11,880,900	2,506,941,000	12,006,600	2,501,214,000	13,760,700	2,988,692,400	12,525,500	2,665,197,000	12,766,500	2,556,801,000
HOME LAUNDRY										
Dryers—total	1,294,000	295,998,000	1,240,000	280,495,000	1,409,000	317,029,000	1,260,000	261,170,000	1,236,000	245,278,000
electric	894,000	193,998,000	843,000	181,245,000	923,000	198,445,000	818,000	159,510,000	787,000	148,743,000
gas	400,000	102,000,000	397,000	99,250,000	486,000	118,584,000	442,000	101,660,000	449,000	96,535,000
Washers—total	3,791,000	939,355,000	3,770,000	938,350,000	3,950,000	985,460,000	3,364,000	816,859,000	3,444,400	811,585,000
automatic & semi-auto	2,814,000	787,920,000	2,832,000	792,960,000	2,970,000	831,600,000	2,601,000	697,068,000	2,710,400	699,283,000
wringer & spinner	977,000	151,435,000	938,000	145,390,000	980,000	153,860,000	763,000	119,791,000	734,000	112,302,000
Washer-Dryer Combos	179,300	91,443,000	170,000	82,450,000	196,000	93,100,000	151,000	69,913,000	94,500	43,942,500
Total: Home Laundry	5,264,300	1,326,796,000	5,180,000	1,301,295,000	5,555,000	1,395,589,000	4,775,000	1,147,942,000	4,744,900	1,100,805,500

* Includes radio-phono combinations. ** Includes imports. † 1966 preliminary figures. †† Includes combos in 1966

1962		1963		1964		1965		1966		PRODUCTS
NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	
CONSUMER ELECTRONICS										
5,086,100	737,484,500	5,241,400	786,210,000	4,940,900	592,908,000	6,244,900	795,131,200	6,241,000	731,300,500	Phonographs—total (production)
3,410,600	—	3,568,200	—	3,277,100	—	4,436,200	270,608,200	4,431,500	248,164,000	table & portable
1,675,500	—	1,673,200	—	1,663,800	—	1,808,700	524,523,000	1,809,500	483,136,500	console*
11,912,000	332,350,700	10,334,600	282,397,100	10,862,200	277,417,400	14,082,000	301,857,000	14,201,000	292,520,600	Radios—total (production)
3,001,800	84,261,500	2,501,000	71,278,500	2,946,000	76,596,000	3,382,000	84,550,000	3,433,500	78,970,500	table
5,705,900	165,641,500	4,609,200	129,057,600	4,357,800	114,174,400	6,031,000	114,589,000	6,283,700	119,390,300	portable
3,204,300	82,447,700	3,224,400	82,061,000	3,558,400	86,647,000	4,669,000	102,718,000	4,483,800	94,159,800	clock
6,471,200	1,245,212,900	7,130,350	1,264,807,700	8,107,400	1,310,695,600	8,382,100	1,335,835,000	7,288,000	1,024,342,000	Tv (b&w)—total (production)
4,335,700	704,547,500	4,861,150	719,450,200	6,260,400	876,456,000	6,955,500	973,770,000	6,189,400	804,622,000	portable & table
1,844,300	424,184,600	1,958,500	421,077,500	1,637,200	351,998,000	1,318,300	329,575,000	1,098,600	219,720,000	console ††
291,200	116,480,800	310,700	124,280,000	209,800	82,241,600	108,300	32,490,000	—	—	tv-phono and/or radio combos
438,000	247,908,000	747,000	414,585,000	1,463,000	806,113,000	2,646,000	1,481,760,000	5,092,300	2,724,380,500	Tv (color)—total (production)
1,801,000	—	2,945,000	—	3,711,000	—	3,600,000	—	5,000,000 †	—	Tape Recorders**
25,708,300	2,562,956,100	26,398,350	2,747,999,800	29,084,500	2,987,134,000	34,955,000	3,914,583,200	37,822,300	4,772,543,600	Total: Consumer Electronics
MAJOR APPLIANCES										
720,000	174,260,000	880,000	211,285,000	1,050,000	231,600,000	1,260,000	276,060,000	1,511,000	326,729,000	Dishwashers—total
260,000	55,120,000	305,000	64,660,000	340,000	61,200,000	445,000	83,720,000	556,000	102,304,000	portable
460,000	119,140,000	575,000	146,625,000	710,000	170,400,000	815,000	192,340,000	955,000	224,425,000	undercounter & others
890,000	66,750,000	1,090,000	79,570,000	1,300,000	78,000,000	1,360,000	81,600,000	1,438,000	86,280,000	Disposers (food waste)
1,070,000	283,790,000	1,090,000	277,320,000	1,110,000	261,525,000	1,160,000	271,485,000	1,096,000	254,786,000	Freezers—total
475,000	124,925,000	430,000	108,360,000	435,000	102,225,000	455,000	105,105,000	430,000	97,610,000	chest
595,000	158,865,000	660,000	168,960,000	675,000	159,300,000	705,000	166,380,000	666,000	157,176,000	upright
1,675,000	433,250,000	1,870,000	479,090,000	1,965,000	428,750,000	2,065,000	446,410,000	2,030,000	451,076,000	Ranges, Electric—total
950,000	237,500,000	1,060,000	266,060,000	1,150,000	257,600,000	1,285,000	290,410,000	1,338,000	305,064,000	free-standing
725,000	195,750,000	810,000	213,030,000	815,000	171,150,000	780,000	156,000,000	692,000	146,012,000	built-in
1,963,200	312,955,000	2,072,300	387,441,000	2,170,400	403,088,600	2,266,400	434,362,400	2,190,200	423,296,800	Ranges, Gas—total
1,593,700	239,055,000	1,486,500	258,651,000	1,477,200	243,738,000	1,565,300	259,839,800	1,499,100	247,351,500	free-standing
—	—	56,000	18,200,000	149,400	48,555,000	222,300	74,248,200	257,900	86,396,500	high-oven
369,500	73,900,000	357,500	80,437,500	344,500	77,512,500	290,700	67,733,100	236,200	55,270,800	built-in
—	—	172,300	30,152,500	199,300	33,283,100	188,100	32,541,300	197,000	34,278,000	set-in
3,775,000	1,083,425,000	4,125,000	1,146,750,000	4,545,000	1,172,610,000	4,930,000	1,281,800,000	4,916,000	1,312,572,000	Refrigerators, (electric)
900,300	74,250,000	950,000	76,000,000	1,000,000	83,000,000	1,095,000	91,980,000	1,036,000	89,096,000	Water Heaters, (electric)
2,876,000	230,080,000	2,403,700	197,103,400	2,724,100	217,928,000	2,614,100	209,128,000	2,530,500	202,440,000	Water Heaters, (gas)
13,869,200	2,658,760,000	14,481,000	2,854,559,400	15,864,500	2,876,501,600	16,750,500	3,092,825,400	16,747,700	3,146,275,800	Total: Major Appliances
HOME LAUNDRY										
1,420,000	275,795,000	1,599,000	303,972,000	1,826,000	319,900,000	2,098,000	366,600,000	2,411,000	433,338,000	Dryers—total
935,000	172,975,000	1,060,000	191,860,000	1,194,000	202,980,000	1,388,000	235,960,000	1,643,000	285,882,000	electric
485,000	102,820,000	539,000	112,112,000	632,000	116,920,000	710,000	130,640,000	768,000	147,456,000	gas
3,795,000	887,675,000	4,030,000	936,662,000	4,190,000	981,006,000	4,430,000	916,685,000	4,559,000	1,045,563,000	Washers—total
3,040,000	772,160,000	3,296,000	827,296,000	3,541,000	881,709,000	3,371,000	819,153,000	3,964,000	959,288,000	automatic & semi-auto
755,000	115,515,000	734,000	109,366,000	649,000	99,297,000	659,000	97,532,000	595,000	86,275,000	wringer & spinner
44,000	19,580,000	32,000	14,144,000	29,000	13,021,000	39,000	17,940,000	40,000	18,200,000	Washer-Dryer Combos
5,259,000	1,183,050,000	5,661,000	1,254,778,000	6,045,000	1,313,927,000	6,567,000	1,301,225,000	7,010,000	1,497,101,000	Total: Home Laundry

Manufacturer Sales and Retail Value: continued

PRODUCTS	1957		1958		1959		1960		1961	
	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE
ELECTRIC HOUSEWARES										
Bed Coverings	2,200,000	57,200,000	2,475,000	61,750,000	3,300,000	75,735,000	3,335,000	76,538,000	4,300,000	81,485,000
Blenders	455,000	17,267,000	430,000	15,888,000	440,000	15,818,000	455,000	16,357,000	515,000	15,424,000
Boilers—total	—	—	—	—	—	—	—	—	—	—
with rotisseries	—	—	—	—	—	—	—	—	—	—
without rotisseries*	—	—	—	—	—	—	—	—	—	—
Can Openers**	—	—	300,000	7,947,000	940,000	22,560,000	1,200,000	27,540,000	1,800,000	28,800,000
Coffeemakers	4,365,000	85,100,000	4,250,000	80,535,000	4,750,000	94,762,000	4,695,000	93,665,000	4,600,000	83,950,000
Cornpoppers	550,000	2,887,000	595,000	3,421,000	685,000	3,665,000	780,000	4,173,000	950,000	4,988,000
Floor Polishers	595,000	29,720,000	725,000	35,525,000	950,000	37,952,000	1,024,000	43,520,000	1,029,100	42,893,000
Frypan—Skillet	5,200,000	98,500,000	3,750,000	71,062,000	3,240,000	60,850,000	2,455,000	44,067,000	2,602,000	44,104,000
Grids	—	—	—	—	295,000	6,475,000	275,000	5,500,000	285,000	5,570,000
Hair Dryers	—	—	—	—	—	—	—	—	3,000,000	60,000,000
Heating Pads	2,055,000	12,535,000	1,995,000	12,468,000	2,560,000	15,232,000	2,575,000	15,321,000	2,700,000	16,065,000
Hotplates & Buffet Ranges	660,000	5,247,000	610,000	4,850,000	625,000	6,219,000	565,000	5,057,000	635,000	5,397,000
Irons—total	7,625,000	112,739,000	5,740,000	89,084,000	6,747,000	103,031,000	6,410,000	91,678,000	7,415,000	105,010,000
automatic	1,650,000	16,417,000	1,225,000	12,189,000	1,615,000	16,069,000	1,525,000	14,440,000	1,300,000	11,635,000
travel	550,000	4,372,000	415,000	3,300,000	420,000	3,795,000	445,000	3,978,000	565,000	3,650,000
steam & steam spray	5,425,000	91,950,000	4,100,000	73,595,000	4,712,000	83,167,000	4,440,000	73,260,000	5,550,000	87,725,000
Knife Sharpeners	245,000	3,859,000	355,000	5,591,000	545,000	7,902,000	565,000	8,192,500	510,000	7,650,000
Mixers (food)—total	3,600,000	97,200,000	2,765,000	67,322,000	3,060,000	73,900,000	3,245,000	72,550,000	3,236,000	66,219,000
stand	1,200,000	52,800,000	770,000	30,415,000	910,000	34,125,000	815,000	28,932,000	650,000	24,017,000
portable	2,400,000	44,400,000	1,995,000	36,907,000	2,150,000	39,775,000	2,430,000	43,618,000	2,586,000	42,202,000
Slicing Knives	—	—	—	—	—	—	—	—	—	—
Toasters	3,750,000	71,062,000	3,100,000	58,745,000	3,550,000	67,272,000	3,345,000	60,043,000	3,925,000	63,781,000
Toothbrushes***	—	—	—	—	—	—	—	—	—	—
Vacuum Cleaners	3,190,000	269,140,000	3,295,000	291,937,000	3,421,000	315,177,000	3,313,000	311,422,000	3,283,000	283,257,000
Waffle & Sandwich Grills	895,000	17,855,000	775,000	15,460,000	780,000	15,561,000	825,000	15,630,000	865,000	16,392,000
Total: Electric Housewares	35,385,000	880,311,000	31,160,000	821,585,000	35,888,000	922,111,000	35,062,000	891,253,500	41,650,100	930,985,000
AIR TREATMENT										
Air Conditioners (room)	1,586,000	491,660,000	1,673,000	466,767,000	1,660,300	446,621,000	1,580,000	434,500,000	1,500,000	388,500,000
Dehumidifiers	225,000	261,100,000	210,000	22,050,000	345,000	35,535,000	375,000	39,750,000	375,000	37,481,000
Fans—total†	5,303,000	191,097,000	3,995,000	139,317,000	4,310,000	149,842,000	4,687,000	167,458,000	5,233,000	186,881,000
attic	98,000	12,735,000	92,000	11,500,000	105,000	11,550,000	85,000	9,350,000	88,000	8,681,000
desk & bracket	1,725,000	34,415,000	1,390,000	25,715,000	1,325,000	26,434,000	1,200,000	22,740,000	1,240,000	22,950,000
hassock or floor	105,000	5,197,000	85,000	4,208,000	130,000	5,193,000	95,000	3,795,000	185,000	6,475,000
exhaust, built-ins	1,345,000	49,765,000	650,000	20,870,000	940,000	28,153,000	1,020,000	30,549,000	925,000	25,900,000
range hoods	—	—	—	—	450,000	23,130,000	625,000	31,218,000	1,050,000	61,800,000
window (perm. & port.)	1,700,000	71,825,000	1,413,000	59,139,000	1,150,000	45,942,000	1,337,000	56,822,000	1,275,000	44,625,000
portable roll-about	330,000	17,160,000	365,000	17,885,000	210,000	9,440,000	325,000	12,984,000	470,000	16,450,000
Heaters (port. elec.)—total†	1,220,000	27,237,000	1,295,000	28,900,000	1,385,000	29,837,000	1,230,000	27,318,000	1,420,000	30,266,000
fan-forced	925,000	20,305,000	1,025,000	22,500,000	1,145,000	25,312,000	945,000	21,262,000	1,050,000	23,625,000
non-fan-forced	295,000	6,932,000	270,000	6,400,000	240,000	4,525,000	285,000	6,056,000	370,000	6,641,000
Humidifiers	—	—	—	—	—	—	—	—	—	—
Total: Air Treatment	8,334,000	971,094,000	7,173,000	657,034,000	7,875,300	661,835,000	7,857,000	669,026,000	8,528,000	643,128,000
LAWN MOWERS										
Powered (gas & elec.)	3,300,000	278,850,000	3,452,000	305,913,000	4,200,000	380,730,000	3,800,000	352,053,000	3,500,000	312,990,000
WATER TREATMENT										
Water Softeners	—	—	—	—	—	—	—	—	266,811	80,043,300
Water Systems	724,369	72,256,000	694,970	63,975,000	786,325	72,063,000	689,792	61,638,000	761,302	64,958,000

* Includes toaster boilers

** Includes combination can opener/knife sharpeners

*** Includes imports

† Source for 1964 and 1965 fan and heaters is U.S. Government

1962		1963		1964		1965		1966		PRODUCT
NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	NUMBER SHIPPED	RETAIL VALUE	
ELECTRIC HOUSEWARES										
4,725,000	87,413,000	5,350,000	93,300,000	5,100,000	84,150,000	4,610,000	78,370,000	4,400,000	74,800,000	Bed Coverings
780,000	21,255,000	950,000	26,600,000	1,300,000	36,400,000	1,800,000	45,000,000	2,300,000	57,500,000	Blenders
-	-	1,675,000	30,550,000	2,040,000	41,413,000	1,890,000	42,775,000	2,170,000	49,300,000	Broilers—total
-	-	325,000	13,000,000	490,000	19,480,000	515,000	18,025,000	670,000	26,800,000	with rotisseries
-	-	1,350,000	17,550,000	1,550,000	21,933,000	1,375,000	24,750,000	1,500,000	22,500,000	without rotisseries*
2,375,000	34,438,000	3,500,000	49,700,000	3,900,000	56,160,000	4,300,000	60,200,000	4,600,000	59,800,000	Can Openers**
5,600,000	103,600,000	6,600,000	122,100,000	6,530,000	108,725,000	6,600,000	103,950,000	7,200,000	129,600,000	Coffeemakers
1,100,000	5,995,000	1,050,000	5,460,000	1,040,000	5,720,000	1,105,000	6,630,000	950,000	5,510,000	Cornpoppers
1,014,100	41,478,000	1,047,500	41,900,000	1,191,000	47,640,000	1,181,000	47,240,000	1,130,000	46,330,000	Floor Polishers
2,116,000	37,559,000	2,100,000	39,795,000	2,480,000	50,840,000	2,650,000	55,650,000	2,850,000	62,700,000	Frypan—Skillets
275,000	5,363,000	230,000	4,600,000	230,000	4,830,000	390,000	7,800,000	500,000	7,500,000	Griddles
7,000,000	115,500,000	9,700,000	155,200,000	5,150,000	87,550,000	4,325,000	77,850,000	3,800,000	72,200,000	Hair Dryers
2,900,000	15,950,000	3,050,000	15,250,000	2,715,000	13,847,000	3,000,000	15,300,000	3,200,000	19,200,000	Heating Pads
690,000	6,900,000	750,000	6,000,000	735,000	6,174,000	705,000	6,204,000	690,000	6,210,000	Hotplates & Buffet Ranges
8,410,000	119,295,000	8,950,000	126,575,000	9,675,000	134,525,000	9,860,000	139,854,000	10,810,000	148,220,000	Irons—total
1,695,000	15,255,000	1,500,000	13,350,000	1,525,000	13,725,000	1,440,000	13,104,000	1,675,000	15,075,000	automatic
515,000	5,150,000	450,000	4,725,000	450,000	3,375,000	470,000	3,525,000	485,000	3,395,000	travel
6,200,000	98,890,000	7,000,000	108,500,000	7,700,000	117,425,000	7,950,000	123,225,000	8,650,000	129,750,000	steam & steam spray
420,000	6,300,000	375,000	4,500,000	330,000	3,960,000	260,000	2,600,000	145,000	1,160,000	Knife Sharpeners
3,575,000	69,575,000	3,440,000	68,045,000	3,670,000	63,610,000	3,925,000	59,200,000	4,335,000	63,550,000	Mixers (food)—total
695,000	26,375,000	715,000	27,170,000	795,000	26,235,000	950,000	29,450,000	835,000	25,050,000	stand
2,880,000	43,200,000	2,725,000	40,875,000	2,875,000	37,375,000	2,975,000	29,750,000	3,500,000	38,500,000	portable
-	-	-	-	2,700,000	48,600,000	5,900,000	97,350,000	5,750,000	89,125,000	Slicing Knives
3,795,000	59,771,000	3,955,000	62,291,000	4,100,000	63,550,000	4,750,000	73,625,000	5,000,000	80,000,000	Toasters
-	-	2,200,000	33,000,000	3,100,000	44,950,000	3,300,000	45,375,000	2,800,000	40,600,000	Toothbrushes***
3,712,000	306,240,000	4,246,400	326,972,800	4,507,000	329,011,000	5,107,000	398,346,000	5,525,000	425,425,000	Vacuum Cleaners
848,000	16,918,000	875,000	17,500,000	920,000	19,320,000	1,000,000	22,000,000	1,200,000	22,800,000	Waffle & Sandwich Grills
49,335,100	1,053,550,000	60,043,900	1,229,338,800	61,413,000	1,250,975,000	66,658,000	1,385,319,000	69,355,000	1,461,530,000	Total: Electric Housewares
AIR TREATMENT										
1,580,000	410,800,000	1,945,000	490,140,000	2,755,000	592,325,000	2,945,000	624,340,000	3,553,000	741,930,000	Air Conditioners (room)
365,000	34,675,000	220,000	18,040,000	205,000	15,990,000	210,000	15,960,000	235,000	17,860,000	Dehumidifiers
5,647,000	195,310,000	5,712,000	188,860,000	7,641,000	265,727,000	7,703,000	235,535,000	7,490,000	218,440,000	Fans—total†
90,000	8,955,000	90,000	8,955,000	-	-	-	-	-	-	attic
1,050,000	18,848,000	949,000	16,133,000	1,051,000	25,224,000	1,177,000	25,894,000	1,195,000	25,095,000	desk & bracket
220,000	6,600,000	257,000	6,682,000	219,000	4,599,000	204,000	4,080,000	210,000	4,410,000	hassock or floor
1,122,000	30,294,000	935,000	21,505,000	1,284,000	26,964,000	1,402,000	28,040,000	1,100,000	22,000,000	exhaust, built-ins
1,215,000	69,863,000	1,243,000	65,879,000	1,953,000	101,556,000	1,254,000	60,192,000	1,225,000	55,125,000	range hoods
1,500,000	45,000,000	1,887,000	55,666,000	2,728,000	94,798,000	3,212,000	104,390,000	3,265,000	97,950,000	window (perm. & port.)
450,000	15,750,000	351,000	14,040,000	406,000	12,586,000	454,000	12,939,000	495,000	13,860,000	portable roll-about
1,592,000	35,054,000	2,125,000	45,250,000	2,063,000	34,318,000	1,808,000	28,872,000	1,930,000	32,370,000	Heaters (port. elec.)—total†
1,165,000	27,261,000	1,575,000	31,500,000	1,561,000	26,537,000	1,424,000	23,496,000	1,710,000	29,070,000	fan-forced
427,000	7,793,000	550,000	13,750,000	502,000	7,781,000	384,000	5,376,000	220,000	3,300,000	non-fan-forced
-	-	175,000	11,375,000	475,000	24,225,000	-	-	-	-	Humidifiers
9,184,000	675,839,000	10,177,000	753,665,000	13,139,000	932,585,000	12,666,000	904,707,000	13,208,000	1,010,600,000	Total: Air Treatment
LAWN MOWERS										
4,000,000	352,375,000	3,900,000	348,540,000	4,100,000	373,750,000	4,500,000	420,750,000	4,900,000	470,400,000	Powered (gas & elec.)
WATER TREATMENT										
288,237	86,471,000	346,000	105,530,000	388,700	118,553,000	420,000	136,500,000	476,000	142,800,000	Water Softeners
799,641	78,512,000	885,335	73,582,000	891,300	75,886,000	898,000	81,718,000	900,000	80,000,000	Water Systems

No. 1

New Admiral Duplex,[®] the only complete line, world's largest seller!

Only Admiral Duplex has 4 sizes, 4 decorator colors plus exclusive features women want and buy! You're in this big, growing and profitable market to stay... with Admiral Duplex Freezer/Refrigerator. It's the only complete line... and it's the world's largest seller. And you can now sell Duplex from less than \$370*

Ask your Admiral Distributor for the full story of the new, improved Duplex line, now with even *bigger* capacities and *more* exclusive features that women want. Backed by national advertising on 5 color TV nighttime programs, with Julia Meade as spokeswoman... and in full-color pages in magazines, it's another Duplex year for Admiral Dealers!

*Mfr. sugg. list price, optional with dealer.



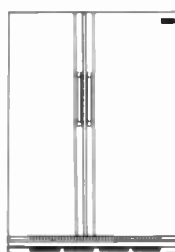
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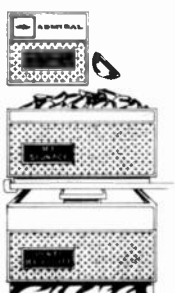
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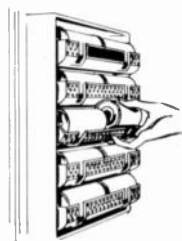
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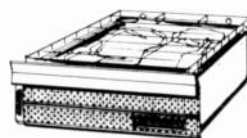
Admiral Automatic Ice Maker, available in all Duplex sizes, makes and holds up to 430 cubes when you use the new carry-anywhere exclusive Admiral Party Ice Bucket!



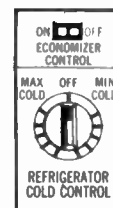
All-new Admiral Adjustable Shelves, inside refrigerator door, cantilevered in freezer and refrigerator, adjust to any height, give more food storage flexibility!



All-new Admiral Tilt-Out Dispenser in freezer door holds 10 frozen juice or soup cans, hands them to you one at a time. Another Admiral exclusive feature!



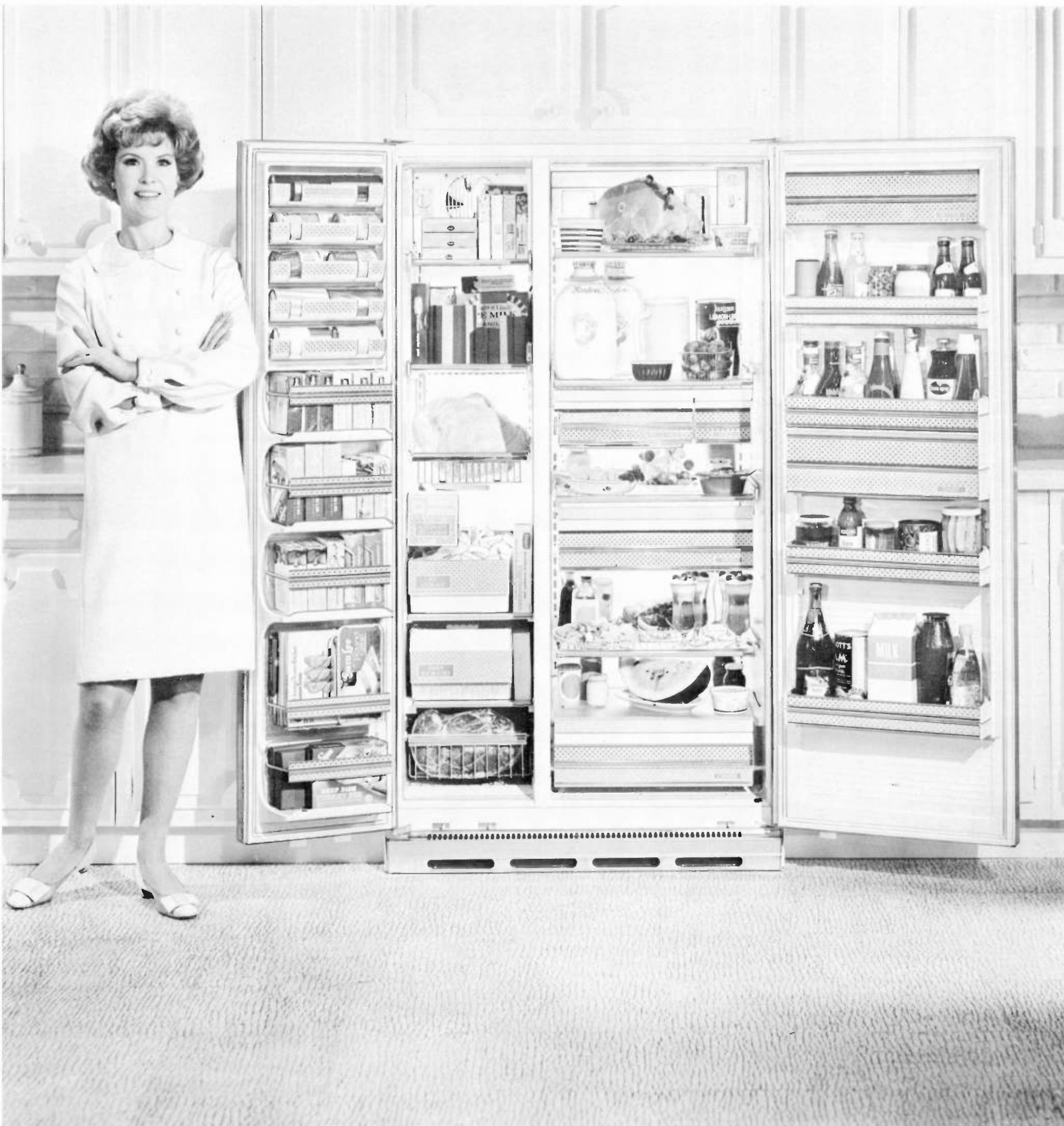
New Admiral Frigid Meat Keeper keeps meat moist and unfrozen up to a week. And the exclusive Admiral Cold Control lets you set just the temperature you want!



Two separate cold controls in the new Admiral Duplex, one in freezer, one in refrigerator, let you choose exact temperature you want in each compartment.



No defrosting anywhere in new Admiral Duplex freezer or refrigerator. It's another of the features women want most... and it's theirs in the new Admiral Duplex!



See Julia Meade demonstrate the all-new Admiral Duplex ND2279 on NBC-TV, in color.

Ideas that move merchandise come from

Admiral

MARK OF QUALITY



THROUGHOUT THE WORLD

WRH



U.S. Imports and Exports

The richness of the U.S. market for importers was never more evident than in 1966. All sorts of records fell in all sorts of product categories.

The glamorous color tv market attracted not only a large number of sets in 1966, but also many color picture tubes. Before the year ended, Japan was destined to ship approximately 250,000 color tv sets to the U.S. The average F.O.B. price after 11 months: \$182.49.

In the first 11 months of 1966, U.S. set manufacturers imported 67,571 color tv picture tubes. The majority of the imports came from Japan at an average landed price of \$76.99. Next in line came The Netherlands—General Electric purchased picture tubes from Philips of Eindhoven—at an average price of \$93.95.

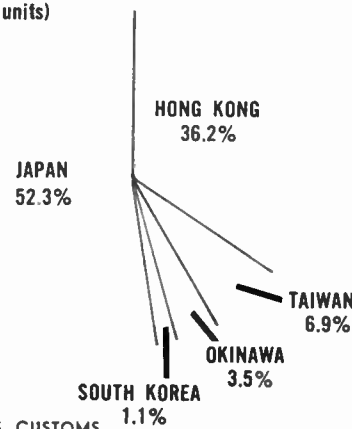
Japan led all other nations in shipping products to the U.S., but their once-dominant position in the transistor radio business was under heavy attack from other Far Eastern competitors.

Measured by U.S. import statistics, Japan's share of transistor radio imports fell to 52.3% in 1966, as Hong Kong, Taiwan, Okinawa—and now South Korea—pressed the Japanese for leadership. The first important showing by South Korea—sets from this area accounted for 1.1% of U.S. transistor radio imports—heralded what will only be the start of important volume. Some U.S. importers fully expect that South Korea, with its plentiful supply of inexpensive labor, will become another Hong Kong.

It was also an extraordinary year for refrigerator imports. Spurred by the growth of the compact market, U.S. importers brought in 206,500 refrigerators last year.

U.S. IMPORTS OF TRANSISTOR RADIOS FROM THE FAR EAST

1966
(23,828,559 units)



SOURCE: U.S. CUSTOMS

U.S. IMPORTS

TRANSISTOR RADIOS FROM

- The World
- Japan
- Hong Kong
- Okinawa
- Taiwan
- South Korea
- Other Countries

RADIOS, OTHER FROM

The World

TOTAL RADIO IMPORTS FROM WORLD

JAPANESE EXPORTS TO THE U.S.

		JAN	FEB	MAR	APR	MAY	JUN
TUBE RADIOS	1966	43,091	84,420	79,139	67,659	77,884	64,238
	1965	78,756	74,467	114,437	87,295	108,375	96,650
	1964	51,131	80,204	93,819	102,534	100,541	80,257
	1963	41,837	81,475	112,212	88,759	84,346	100,202
	TOTAL	1966	574,365	966,708	1,052,961	898,285	1,041,694
TOTAL TRANSISTOR RADIOS**	1966	407,230	654,807	730,454	820,014	826,812	979,028
	1965	337,160	754,280	614,201	738,954	807,206	846,773
	1964	416,956	821,396	856,302	870,407	750,468	807,573
	1963	14,300	35,550	41,900	59,130	63,440	64,064
	TOY TRANSISTOR RADIOS	1966	31,758	41,910	59,262	47,674	88,848
1965		26,616	27,875	36,918	64,805	39,984	30,602
1964		89,450	209,312	257,892	198,485	174,755	143,742
1963		12,831	28,699	48,740	50,484	58,185	68,463
RADIO-PHONOS		1966	8,174	13,945	15,719	13,817	20,619
	1965	5,018	1,759	13,450	6,090	6,141	7,115
	1964	4,915	14,926	4,482	8,464	2,955	8,318
	1963	95,551	159,634	169,277	216,123	201,486	214,970
	TAPE RECORDERS	1966	124,025	205,422	236,028	210,202	219,570
1965		113,136	239,718	276,467	256,488	262,369	260,203
1964		78,519	150,825	142,374	194,518	174,118	181,161
1963		120,310	339,745	423,937	456,049	522,839	591,538
TRANSCEIVERS		1966	90,027	107,081	133,081	169,833	237,704
	1965	15,998	33,429	35,025	45,032	45,667	40,999
	1964	6,405	9,157	10,357	14,166	21,541	41,976
	1963	64,097	94,921	88,046	84,738	117,543	120,189
	TELEVISION (Total)	1966	47,591	98,020	60,638	66,089	69,193
1965		27,006	44,010	45,205	50,049	46,486	41,823
1964		18,601	33,977	29,208	20,399	19,145	25,982
1963		4,096	7,316	12,273	12,503	11,842	14,840
COLOR TV		1966					

Source: Japanese Finance Ministry

*11 Months

**Includes Toy and Auto Transistor Radio

OF RADIOS

1962		1963		1964		1965		1966*		% OF 1966 TOTAL	AVG. PRICE IN 1966
UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS		
1,143,302	72,335,581	11,840,297	73,859,892	11,853,657	78,676,228	18,015,523	107,107,299	23,902,008	124,815,547	94.32%	\$ 5.22
9,819,195	64,105,656	10,183,716	65,846,163	8,976,838	66,590,419	11,216,400	84,040,544	12,475,026	92,847,121	49.23	7.44
634,103	3,235,795	956,289	3,514,912	1,802,689	6,300,284	4,303,351	12,749,689	8,623,590	22,087,815	34.03	2.56
580,070	2,988,275	462,916	1,715,723	556,905	1,990,640	849,482	2,675,057	840,645	2,407,726	3.32	2.86
10,304	52,581	129,062	450,040	344,904	1,064,168	888,858	2,348,758	1,640,986	4,981,487	6.48	3.03
—	—	—	—	35,154	170,202	92,447	357,404	248,312	779,683	.98	3.13
99,630	1,953,274	108,314	2,333,054	137,167	2,560,515	664,985	4,935,847	73,449	1,711,715	.28	23.30
2,022,382	16,126,961	1,783,349	12,531,663	1,523,323	12,322,971	1,786,297	17,909,365	1,442,041	17,832,903	5.68	12.37
3,165,684	88,462,542	13,623,646	86,391,555	13,376,980	90,999,199	19,801,820	125,016,664	25,344,049	142,648,450	100.00	5.62

Source: U.S. Dept of Commerce. The dollar value shown in the import statistics is defined generally as the market value in the foreign country, excluding the United States import duties, ocean freight and marine insurance.
Includes projected December figures.

JUL	AUG	SEP	OCT	NOV	TOTAL (11 MOS.)	DEC	TOTAL (12 MOS.)	AVG. PRICE	
66,712	59,359	77,970	68,580	68,107	757,159	—	—	\$ 11.40*	1966 TUBE RADIOS
109,905	130,943	146,262	152,116	13,699	1,229,905	121,870	1,351,775	10.42	1965
94,111	123,893	104,102	143,131	112,350	1,086,073	91,202	1,177,275	8.76	1964
90,238	121,119	118,684	120,609	104,755	1,064,236	102,214	1,166,450	8.28	1963
2,290,187	1,371,062	1,306,855	1,559,551	1,311,176	12,539,257	—	—	\$ 7.95*	1966 TOTAL TRANSISTOR RADIOS**
1,123,818	1,269,695	1,085,786	1,161,891	1,034,844	10,094,379	1,016,179	11,110,558	7.55	1965
908,387	775,138	946,586	1,130,814	825,581	8,685,080	932,601	9,617,681	7.75	1964
944,673	1,038,294	1,014,522	1,259,459	1,132,257	9,912,307	954,501	10,866,808	6.79	1963
18,100	33,040	23,730	18,043	45,034	416,331	—	—	\$.80*	1966 TOY TRANSISTOR RADIOS
116,352	92,796	54,993	57,542	8,900	679,469	19,900	699,369	1.05	1965
55,656	40,458	55,802	66,456	80,660	525,832	73,562	599,394	1.42	1964
156,985	182,421	110,994	154,320	78,499	1,756,855	88,443	1,845,298	1.61	1963
94,476	121,913	81,721	159,636	100,361	825,509	—	—	\$ 14.90*	1966 RADIO-PHONOS
17,553	28,633	30,534	47,355	24,708	237,421	33,194	270,615	23.34	1965
6,241	12,900	11,835	33,802	19,784	124,135	15,500	139,635	23.92	1964
9,205	15,418	11,684	25,824	24,711	130,902	10,669	141,571	32.05	1963
310,660	273,549	278,872	355,153	292,507	2,567,782	—	—	\$ 17.01*	1966 TAPE RECORDERS
282,925	274,388	239,399	331,448	264,925	2,587,315	206,633	2,793,948	14.90	1965
287,826	245,475	327,883	370,475	280,904	2,920,944	183,973	3,104,917	12.16	1964
150,907	204,861	236,570	304,922	228,034	2,046,809	243,700	2,290,509	11.29	1963
690,392	708,176	638,267	689,150	712,336	5,892,739	—	—	\$ 5.66*	1966 TRANSCEIVERS
296,863	278,364	335,193	447,176	275,659	2,611,160	272,757	2,883,917	8.17	1965
43,992	86,857	88,653	123,957	181,870	741,479	183,639	925,118	10.15	1964
38,904	22,077	32,901	28,790	32,755	259,029	38,409	297,438	15.13	1963
156,404	165,224	161,118	220,135	146,702	1,419,117	—	—	\$ 69.80*	1966 TELEVISION (Total)
95,337	140,585	110,748	112,464	114,065	1,099,333	106,612	1,115,945	56.64	1965
59,471	64,010	75,434	120,724	97,507	671,725	98,530	770,255	55.52	1964
47,418	59,729	62,630	49,196	36,079	402,364	49,638	452,002	55.01	1963
23,132	24,803	30,919	35,581	32,706	210,011	—	—	\$182.49*	1966 COLOR TV

U.S. IMPORTS OF REFRIGERATORS

YEAR	FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER		TOTAL YEAR	
	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS
1966*	31,517	1,797,792	65,372	3,753,139	62,812	3,540,397	46,799	2,548,486	206,500†	11,639,814†
1965	12,614	706,490	24,955	1,395,640	17,439	964,413	9,622	600,606	64,630	3,667,149

*1966 figures include household and commercial refrigerators †Figures for December and total year are projected. Source: U.S. Customs

U.S. IMPORTS OF COLOR TELEVISION TUBES

1966	CANADA		NETHERLANDS		JAPAN		TOTAL	
	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS
JANUARY	744	55,258	5	473	113	5,618	862	61,349
FEBRUARY	—	—	4	354	354	30,283	358	30,637
MARCH	55	1,265	58	5,454	124	11,615	237	18,334
APRIL	128	4,269	51	4,823	237	21,035	430*	31,864*
MAY	—	—	102	9,389	681	46,947	783	56,336
JUNE	76	2,496	1,434	137,169	2,126	163,701	3,636	303,366
JULY	80	934	1,007	94,469	7,748	605,944	8,835	701,347
AUGUST	—	—	2,833	266,262	14,246	1,090,134	17,079	1,356,396
SEPTEMBER	—	—	4,047	378,321	11,260	867,366	15,310**	1,245,962**
OCTOBER	81	2,228	4,073	382,609	7,115	549,482	11,275†	935,156†
NOVEMBER	72	3,174	3,088	289,905	5,606	427,386	8,766	720,465
11 MONTHS	1,236	69,624	16,702	1,569,228	49,610	3,819,511	67,571	5,461,212

*Includes 14 units and \$1,737 from the United Kingdom **Includes 3 units and \$275 from France †Includes 6 units and \$837 from the United Kingdom Source: U.S. Customs

U.S. EXPORTS OF MAJOR APPLIANCES

YEAR		REFRIG-ERATORS	HOME FREEZERS	RANGES, ELECTRIC	WASHERS, AUTOMATIC	WASHERS, OTHER	CLOTHES DRYERS	DISH-WASHERS	ROOM AIR CONDITIONERS
1966	UNITS	140,867	25,779	13,796	59,132	49,980	18,551	61,095	124,876
11 MOS.)	DOLLARS	23,315,276	4,409,310	2,085,498	8,299,870	4,229,512	2,213,622	8,776,946	19,997,424
1965	UNITS	148,301	36,227	13,575	47,228	38,565	15,677	52,375	121,960
	DOLLARS	26,222,397	6,166,898	2,090,616	7,083,018	3,358,563	1,922,340	7,785,400	20,574,647
1964	UNITS	162,725	36,305	13,502	59,338	44,211	18,610	41,520	215,053
	DOLLARS	27,773,859	5,858,052	2,022,769	8,657,708	4,046,933	2,090,405	6,516,975	38,423,967
1963	UNITS	217,202	31,131	10,127	48,360	32,506	17,259	39,762	161,942
	DOLLARS	32,663,556	5,088,629	1,557,133	7,392,959	2,800,255	1,776,991	6,253,290	30,540,436
1962	UNITS	186,607	31,093	8,491	56,459	32,042	18,013	29,408	135,311
	DOLLARS	30,345,899	5,200,969	1,368,789	8,457,667	3,024,107	1,807,844	44,548,668	25,641,509

Source: U.S. Dept. of Commerce

U. S. EXPORTS OF HOUSEWARES, RADIO AND TV

YEAR		VACUUM CLEANERS	SEWING MACHINES	IRONS	JUICERS, MIXERS, BLENDER'S	CLOCKS	FANS	RADIO	TELEVISION
1966	UNITS	153,798	7,349	324,820	370,356	391,881	97,472	328,751	387,354
(11 MOS.)	DOLLARS	4,870,827	650,384	1,635,817	5,007,692	2,150,090	1,383,112	8,884,849	32,766,370
1965	UNITS	156,992	12,994	295,833	258,828	368,525	122,832	361,603	295,347
	DOLLARS	5,913,113	1,442,930	3,116,369	3,959,684	2,158,333	1,857,314	10,253,566	25,752,414
1964	UNITS	126,581	5,583	287,302	214,343	261,075	140,583	362,213	308,214
	DOLLARS	4,147,646	611,784	1,593,510	3,746,678	1,282,881	1,950,845	8,071,891	29,511,091
1963	UNITS	285,027	3,756	213,563	196,172	224,885	109,449	267,764	240,267
	DOLLARS	2,932,955	399,327	1,267,860	3,287,613	1,787,526	1,662,330	6,460,484	26,219,000
	UNITS	87,672	23,022	331,668	242,335	170,418	188,708	255,338	319,170
	DOLLARS	3,075,957	1,367,990	1,573,426	3,165,916	805,181	2,372,005	6,460,950	26,820,790

Source: U.S. Dept. of Commerce



Caloric dealers love winter

Why not? There's no better time to enjoy the sun and surf, than when the streets are full of snow and slush.

And, a Caloric dealer makes the kind of profits that pay for winter vacations and the

shopping sprees that go with them. He sells ranges that move, ten winning models that take up only 63 square feet of floor space—for profits that make sense.

Then, too, he has prepaid shipping,

promotion money and 3-year or 3,000 meal warranty to help widen his profit picture.

So, if you've been snowbound, instead of vacation-bound, become a Caloric dealer and find your place in the sun.

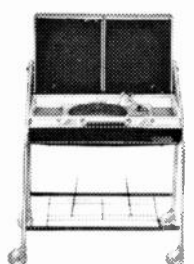
Caloric®

Caloric Sales Corporation, Wyncote, Pa.

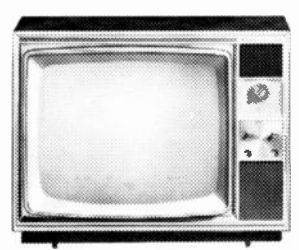
Be the RCA Victor Value Man during RCA Victor Value Days



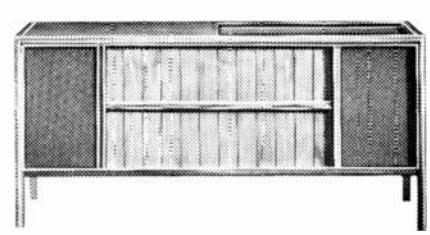
These are five of the great values you can feature



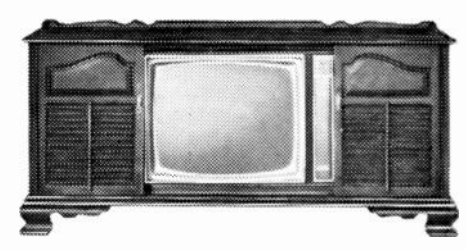
RCA Victor Stereo



Compact Color TV

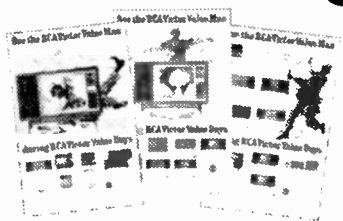


RCA Victor Stereo



Color TV Home Entertainment Center

Advertising support for every Value Man



Three big-space newspaper ads will run in late January and February



Powerful Network TV commercials on Saturday Movie, AFL All-Star Game, Disney's WWOC, Run For Your Life, Girl From Uncle, Laredo, Daniel Boone and radio commercials on **NBC Monitor**



Point of Sale Kits



The Most Trusted Name in Electronics

Now that the smoke has cleared—



Where do we go from here?

Terrible as it was, the fire that destroyed the NHMA Housewares Exhibit at McCormick Place on January 16 wasn't big enough to stop the Housewares Industry.

Nor the National Housewares Manufacturers Association. Nor its long-time pattern of semi-annual National Housewares Exhibits.

We'll be back again with another NHMA Exhibit this summer. Only not at the same old stand. Details are being worked out now. Full information will be announced to manufacturers and buyers just as soon as possible.

For the understanding and help offered the NHMA when disaster struck, we are sincerely grateful. We ask for your continued cooperation. Just like you, we have much work to do.

The purpose, and pledge, of the NHMA is to help the Housewares Industry move ahead, as we have done for almost 30 years. Our faith in the Industry's ability to roll up its sleeves and get on with the job was never stronger. Our hopes were never higher. After all, challenge is just opportunity wearing a different hat.



still...

Serving the Housewares Industry Since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
1130 Merchandise Mart, Chicago, Illinois 60654



DISING WEEK's annual retail sales survey, which records major appliance and consumer electronic sales reported to utilities by the retailers in their respective regions of the U.S. You can check how well your sales have gone in relation to your section of the country, to your state, to your local utility area—and, most significantly—in terms of product-by-product volume. With wide regional differences showing up in sales patterns, the survey provides detailed information on the retail picture in each major marketing area into which the U.S. is divided.

This year, MW has broken down product categories in more detail than ever before: there are breakdowns by gas and electric sales for ranges, water heaters, and dryers.

Retail Sales Survey: Details of Utilities' Reports

REGION, STATE & Reporting Utility	TRADING AREA		1966 RETAIL SALES OF HOME APPLIANCES													
	Major Trading Area	No. of Residential Customers	Avg. Annual kw. hr. per Home	Refrigerators	Home Freezers	Room Air Conditioners	Dehumidifiers	Ranges, Elec. (free-standing)	Ranges, Elec. (built-in)	Ranges, Gas (free-standing)	Ranges, Gas (built-in)	Elec. Water Heaters	Gas Water Heaters	Washers (auto.)	Washers (rwringer & others)	Washer Dryer Combs
NEW ENGLAND																
MAINE																
Central Maine Power Co.	Portland	253,000	3,695	13,500	2,700	-	-	6,200	1,500	-	-	3,000	-	14,000	-	71
NEW HAMPSHIRE																
New Hampshire Coop. Inc.	Central N.H.	4,850	3,450	17	15	-	-	25	3	-	-	37	-	24	6	-
Public Service Co. of N.H.	New Hampshire	170,565	3,952	8,891	1,821	3,128	172	5,395	1,272	-	-	3,402	-	10,643	491	71
VERMONT																
Central Vermont Public Service Corp.	Rutland, Bennington, St. Albans, St. Johnsbury	67,500	4,100	4,000	1,500	-	-	3,500	-	-	-	1,000	-	4,500	-	-
Green Mountain Power Corp.	Greater Burlington, Montpelier Barre	31,500	5,710	-	-	-	-	-	-	-	-	-	-	-	-	-
MASSACHUSETTS																
Cape & Vineyard Electric Co.	Cape Cod & Martha's Vineyard	34,000	450	1,030	140	-	50	660	85	-	-	400	-	600	-	20
New England Electric System	Worcester, Mass. & Prov. R.I.	794,000	3,535	50,000	4,500	18,000	1,800	16,000	6,000	-	-	10,000	-	49,000	1,600	20
Boston Edison Company	Boston	447,000	3,485	36,000	3,500	16,750	1,000	13,500	-	15,000	-	3,000	10,000	38,000	500	154
RHODE ISLAND																
Newport Electric Corp.	Newport	24,300	4,350	560	215	110	298	675	235	50	-	160	150	600	220	100
Blackstone Valley Electric Co.	Pawtucket, Woonsocket	62,000	2,670	2,000	100	500	150	600	250	-	-	400	-	1,400	100	-
CONNECTICUT																
Connecticut Light & Power Co.	2/3 of State	398,500	4,875	25,100	5,600	10,200	3,300	7,400	6,600	4,800	1,500	7,300	6,500	27,400	7,300	351
Hartford Electric Light Co.	Hartford	225,500	4,674	15,000	2,500	10,000	800	6,500	-	-	-	3,500	-	-	-	-
MIDDLE ATLANTIC																
NEW YORK																
Rochester Gas & Electric Corp.	Monroe, Livingston, Wayne & Ontario Counties	206,900	4,400	19,800	3,325	7,675	2,600	6,875	3,100	-	-	700	-	19,725	-	50
Niagara Mohawk Power Corp.	Upstate New York	1,035,000	4,550	-	-	-	-	-	-	-	-	-	-	-	-	-
Long Island Lighting Co.	Nassau & Suffolk Counties	650,000	4,500	60,000	13,000	68,000	8,500	13,500	5,500	16,000	3,500	1,000	6,000	50,000	-	47
New York State Gas & Electric Corp.	Upstate New York	468,000	4,530	22,800	8,600	6,900	-	11,200	-	-	-	4,700	-	28,000	-	-
Central Hudson Gas & Electric Corp.	Poughkeepsie	135,525	4,445	10,000	2,740	7,035	535	2,870	1,140	1,300	75	720	125	9,220	610	6
NEW JERSEY																
Jersey Central Power & Light Co.	Shore Area - Central N.J.	308,856	4,734	24,200	5,350	20,500	1,920	6,250	-	-	-	4,465	-	24,250	1,030	311
New Jersey Power & Light Co.	Northwestern N.J.	120,850	5,166	7,250	1,675	3,700	420	4,150	-	-	-	2,780	-	7,980	470	51
Public Service Electric & Gas Co.	Greater Newark	1,357,700	3,595	-	-	-	-	-	-	-	-	-	-	-	-	-
Atlantic City Electric Co.	Atlantic City	209,000	4,912	5,800	2,800	7,000	800	2,600	1,700	1,000	900	3,000	3,000	2,500	200	20
PENNSYLVANIA																
Duquesne Light Co.	Pittsburgh	450,000	3,900	41,000	6,900	22,500	900	8,640	3,360	-	-	2,000	-	37,500	16,000	32
Pennsylvania Electric Co.	Erie, Johnstown, Altoona	377,000	4,454	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania Power & Light Co.	Central Eastern Pa.	682,300	4,754	-	-	-	-	-	-	-	-	-	-	-	-	-
Philadelphia Electric Co.	Philadelphia	1,006,660	4,497	119,000	15,100	141,000	2,700	22,600	10,200	-	-	7,100	-	87,000	9,700	80
Pennsylvania Power Co.	New Castle, Ellwood City, Sharon, Greenville	87,555	150	5,600	1,800	1,500	900	3,300	-	-	-	700	-	8,200	-	-
West Penn Power Co.	Western Pennsylvania	375,310	5,128	24,000	6,500	7,700	1,200	11,300	2,500	-	-	8,500	-	20,100	10,700	-
SOUTH ATLANTIC																
DELAWARE																
Delaware Power & Light Co.	Wilmington	95,800	5,000	6,000	1,800	5,500	350	500	1,000	1,500	600	1,000	2,000	8,000	500	41
Delaware Electric Coop., Inc.	Dover, Del. & Salisbury, Md.	14,200	388	-	-	-	-	-	-	-	-	-	-	-	-	-
MARYLAND																
Baltimore Gas & Electric Co.	Metropolitan Baltimore	569,800	4,176	58,000	12,000	44,000	9,000	8,000	8,000	20,000	10,000	4,000	24,000	55,000	7,000	-
Potomac Edison Company	Western Md., Southern Pa., W. Va. Panhandle, Northern Va.	176,100	5,750	11,000	3,200	4,800	450	4,600	1,350	-	-	3,800	-	8,000	2,200	-
DISTRICT OF COLUMBIA																
Potomac Electric Power Co.	Prince George & Montgomery Counties & part of Arlington County, Va.	360,000	5,380	80,200	14,700	69,500	3,660	11,900	8,950	-	-	5,300	-	48,300	12,600	97
VIRGINIA																
Appalachian Power Company	Southern W. Va., S.W. Va.	466,368	5,288	-	-	-	-	25,950	-	-	-	13,429	-	-	-	-
Virginia Electric & Power Co.	Alexandria, Arlington, Norfolk & Richmond	810,300	5,980	-	-	-	-	-	-	-	-	-	-	-	-	-
WEST VIRGINIA																
Monongahela Power Company	North Central W. Va.	207,541	3,850	-	-	2,800	1,100	4,700	1,000	-	-	2,300	-	5,300	1,400	-
NORTH CAROLINA																
Carolina Power & Light Co.	Eastern North & South Carolina	427,350	7,082	23,000	9,500	12,000	-	22,600	-	-	-	19,000	-	21,000	-	-
Juke Power Company	Piedmont N.C. & S.C. Charlotte	742,000	7,300	48,000	27,000	20,000	300	38,000	16,000	-	-	55,000	-	28,000	11,000	-
SOUTH CAROLINA																
South Carolina Public Service Authority	Horry & Berkeley Counties	17,200	6,054	1,795	425	1,500	20	420	1,100	50	5	1,086	100	1,000	90	11
South Carolina Electric & Gas Co.	Southeastern S.C.	200,300	7,258	20,000	9,000	10,000	-	2,500	7,500	500	1,000	9,000	2,000	15,000	-	-
GEORGIA																
Savannah Electric & Power Co.	Chatham County	56,500	5,800	5,300	1,750	4,475	-	1,850	680	-	-	1,450	-	4,950	870	51
FLORIDA																
Gulf Power Company	Pensacola & Panama City	105,300	5,000	9,056	3,200	10,000	37	2,500	2,400	1,500	700	-	-	9,000	500	7
Florida Power & Light Co.	Miami & Dade County	885,130	7,250	77,000	10,000	100,000	1,400	35,000	18,000	-	-	70,000	-	52,000	4,500	1,000
Florida Power Corp.	St. Petersburg	311,500	5,550	28,545	5,210	18,060	-	12,215	7,330	-	-	22,400	-	20,925	2,661	-
Tampa Electric Co.	Tampa	161,700	7,610	14,100	3,200	8,930	-	6,950	3,100	-	-	6,330	-	13,100	965	6

AND TELEVISION							SATURATION PERCENTAGE														PROMOTIONS					
Elec. Dryers	Gas Dryers	Vacuum Cleaners	Dish-washers	Food Waste Dis- posers	b&w TV	Color TV	Refrig- erators	Home Freezers	Room Air Condi- tioners	Dehumidi- fiers	Elec. Ranges	Gas Ranges	Elec. Water Heaters	Gas Water Heaters	Washers (auto.)	Washers (wringer & others)	Elec. Dryers	Gas Dryers	Vacuum Cleaners	Dish- washers	Food Waste Dis- posers	b&w TV	Color TV	= Stores selling appli- ances	Does utility run co-op promotions	= dealers who usually tie-in
6,500	-	-	-	-	-	-	98	28	4	-	64	-	44	-	82	-	27	-	-	11	12	94	6	225	Yes	225
-	-	-	10	2	5	-	98	10	1	1	65	35	71	19	61	39	22	1	90	2	1	90	1	100	No	-
4,031	-	-	2,217	-	-	-	98	13	8	1	56	-	21	-	72	-	17	-	91	5	10	94	7	-	Yes	-
2,000	-	-	-	-	-	-	99	5	-	-	40	-	30	-	50	-	30	-	-	-	-	-	-	150	No	-
-	-	-	-	-	-	-	99	5	1	2	60	37	33	25	60	20	30	1	80	8	5	94	2	200	Yes	200
360	-	-	300	65	-	-	100	20	-	2	55	-	15	-	95	-	30	-	-	20	1	-	-	25	Yes	20
22,000	-	16,000	12,000	12,000	70,000	40,000	97	6	12	2	41	59	12	43	62	13	23	7	86	11	10	95	10	800	Yes	200
8,000	4,500	22,000	12,000	6,000	100,000	30,000	98	11	8	3	40	58	7	45	80	13	25	12	86	15	11	97	18	150	Yes	70
300	75	400	235	160	200	325	100	14	7	14	79	21	42	36	60	18	52	24	97	22	19	100	8	25	Yes	23
600	-	1,000	200	200	-	-	98	2	13	2	29	71	7	35	70	20	12	20	90	5	3	-	-	30	Yes	15
13,500	950	4,800	8,700	3,900	-	-	99	26	20	4	62	82	23	67	79	18	30	2	95	15	8	97	15	565	Yes	509
6,000	-	-	3,500	-	-	-	100	15	14	5	48	-	15	-	-	-	26	-	-	-	-	93	4	300	Yes	250
8,075	4,900	-	6,675	6,000	44,000	30,200	98	28	18	13	41	59	14	85	80	-	26	17	98	21	21	98	19	145	Yes	125
-	-	-	-	-	-	-	98	33	10	-	45	53	23	65	89	-	34	15	-	16	11	-	-	1,000	No	-
20,000	10,000	-	22,000	-	85,000	45,000	99	26	25	12	40	50	3	15	82	-	36	12	-	32	-	98	15	500	No	-
11,500	-	-	6,900	-	-	-	99	25	7	-	41	-	18	-	55	-	29	-	-	10	-	-	-	550	Yes	400
4,750	255	-	2,890	-	12,300	8,030	99	21	13	3	37	37	18	17	53	30	24	2	-	5	-	98	10	175	Yes	100
9,100	-	-	9,050	-	30,750	20,600	97	-	-	-	29	-	17	-	-	-	-	-	-	-	-	-	-	203	Yes	203
4,600	-	-	1,950	-	7,350	6,550	97	-	-	-	50	-	27	-	-	-	-	-	-	-	-	-	-	143	Yes	143
-	-	-	-	-	-	-	100	13	58	7	13	90	3	60	62	10	12	16	97	13	-	100	8	600	Yes	500
4,200	2,000	3,000	2,000	2,030	3,000	2,500	99	37	30	2	38	32	45	45	70	20	38	7	90	12	12	90	10	250	Yes	175
12,000	-	-	8,700	7,500	93,000	52,500	100	15	14	2	24	-	3	-	58	38	21	-	92	11	10	95	18	550	Yes	200
-	-	-	-	-	-	-	99	30	8	-	54	-	25	-	58	-	42	-	-	12	-	-	-	600	Yes	550
-	-	-	-	-	-	-	98	22	9	5	52	43	25	26	53	33	25	4	-	8	-	85	9	750	Yes	700
34,000	-	-	32,600	-	291,000	128,000	99	21	42	11	32	67	11	65	70	18	25	19	87	18	-	95	15	1,825	Yes	212
4,000	-	2,800	1,200	500	10,000	-	100	28	11	9	54	-	21	-	97	-	47	-	79	10	7	98	-	150	Yes	137
16,200	-	-	4,400	1,900	28,200	16,000	98	28	10	4	50	-	26	-	61	35	44	-	91	14	10	88	9	700	Yes	450
3,000	1,000	5,000	1,700	700	10,000	7,000	99	17	40	3	37	70	20	65	80	10	30	25	97	10	10	98	9	79	Yes	48
-	-	-	-	-	-	-	93	49	6	-	38	62	44	48	65	-	22	10	80	5	-	80	20	60	No	-
17,000	15,000	24,000	21,000	14,000	100,000	24,000	99	25	23	11	26	67	9	69	68	11	20	15	65	17	14	98	10	427	Yes	386
5,500	-	-	1,200	450	-	-	100	36	10	3	64	31	50	22	35	46	25	1	-	5	4	93	7	250	Yes	200
22,500	-	87,200	42,000	46,200	155,000	-	95	33	47	21	22	-	7	-	82	-	33	-	58	21	27	100	-	271	Yes	244
16,577	-	-	-	-	-	-	-	-	-	-	73	-	34	-	-	-	35	-	-	-	-	-	-	1,000	Yes	943
-	-	-	-	-	-	-	98	25	16	-	52	-	32	-	60	-	19	-	-	11	-	95	-	1,000	Yes	785
7,300	-	-	1,600	1,600	-	-	95	31	8	-	36	-	12	-	45	-	34	-	-	-	-	-	-	400	Yes	273
6,000	-	-	2,500	-	15,000	-	99	46	25	-	82	-	70	-	63	-	14	-	-	10	-	88	6	1,000	No	-
13,000	-	20,000	9,000	8,900	45,000	15,000	99	31	17	1	82	-	74	-	56	14	14	-	80	9	5	91	8	1,150	Yes	500
300	50	600	125	100	1,300	600	98	30	60	1	75	20	70	15	70	5	25	1	65	10	3	75	20	52	No	-
2,000	100	-	6,000	8,000	25,000	10,000	99	31	38	-	57	13	48	32	50	-	12	-	-	14	16	95	5	250	No	-
2,000	-	-	685	400	7,000	3,000	95	45	45	-	58	-	45	-	60	15	25	-	60	18	10	90	8	83	Yes	78
3,000	950	125	2,500	750	20,000	1,000	99	36	39	-	60	41	42	49	80	15	25	2	60	28	7	99	5	230	Yes	91
19,000	-	26,000	17,000	15,000	100,000	40,000	98	9	36	-	65	-	65	-	58	-	15	-	-	9	-	89	9	1,700	Yes	1,700
7,035	-	4,980	3,745	37,000	-	-	99	13	43	-	76	-	79	-	59	29	13	-	-	10	8	99	-	425	Yes	383
3,720	-	-	2,370	-	15,400	12,600	100	25	43	-	76	-	80	-	71	9	15	-	-	25	-	92	18	150	Yes	143

REGION, STATE & Reporting Utility	TRADING AREA			1966 RETAIL SALES OF HOME APPLIANCES												
	Major Trading Area	No. of Residential Customers	Avg. Annual kw. hr. per Home	Refrigerators	Home Freezers	Room Air Conditioners	Dehumidifiers	Ranges, Elec. (free-standing)	Ranges, Elec. (built-in)	Ranges, Gas (free-standing)	Ranges, Gas (built-in)	Elec. Water Heaters	Gas Water Heaters	Washers (auto.)	Washers (winger & others)	Washer Dryer Combos
EAST NORTH CENTRAL																
OHIO																
Cincinnati Gas & Electric Co.	Cincinnati	415,600	4,800	37,200	7,000	28,600	2,500	9,500	4,300	12,600	400	5,700	17,800	30,800	6,900	—
Ohio Edison Company	Central & Northeastern Ohio	589,557	4,704	38,000	12,300	11,350	5,150	—	19,450	—	—	2,450	—	28,950	4,900	350
Ohio Power Company	53 Ohio Counties	445,000	5,600	33,000	9,000	9,000	—	—	17,000	—	—	5,000	—	32,000	8,000	—
Dayton Power & Light Co.	Dayton	280,830	5,190	15,000	5,500	9,400	1,750	6,300	700	3,900	—	1,500	7,850	17,800	1,850	100
Columbus & Southern Ohio Elec. Co.	Columbus	297,400	4,549	19,900	3,600	9,700	—	6,800	5,050	—	—	2,350	—	16,400	1,800	200
Toledo Edison Company	Northwestern Ohio	189,900	4,950	18,450	3,200	10,700	—	5,700	2,180	4,000	700	1,900	—	17,700	—	100
Cleveland Elec. Illuminating Co.	Cuyahoga County	559,400	4,256	49,300	9,500	29,800	5,300	—	17,100	—	17,900	750	—	45,500	8,500	—
INDIANA																
Public Service of Indiana	Indianapolis, Cincinnati, Louisville	364,000	5,495	—	—	—	—	—	—	—	—	—	—	—	—	—
Indianapolis Power & Light Co.	Indianapolis & Marion County	225,659	5,526	27,200	3,925	10,000	7,200	4,200	6,500	—	—	4,100	—	13,700	2,000	—
Indiana & Michigan Electric Co.	N.E. Indiana & S.W. Michigan	295,000	7,000	14,000	4,725	6,600	3,500	14,500	6,200	—	—	8,500	—	13,100	4,800	350
ILLINOIS																
Central Illinois Electric & Gas Co.	Rockford	69,000	4,600	5,800	1,800	4,000	2,000	1,000	700	2,800	1,000	300	4,000	5,500	1,300	100
Central Illinois Light Company	Peoria, Tazewell, Stark, and Woodford Counties	118,000	4,800	4,000	1,500	1,500	500	400	200	500	300	500	800	3,000	1,000	—
Commonwealth Edison Company	Northern Illinois	2,093,000	4,195	170,000	27,000	140,000	—	28,000	6,000	87,000	17,000	6,900	—	—	—	—
Central Illinois Public Service Co.	Central & Southern Illinois	218,300	4,300	14,369	4,915	16,469	—	—	5,124	—	3,416	2,360	2,298	11,993	3,049	296
MICHIGAN																
Board of Water & Light	Lansing	50,229	5,163	4,825	1,319	1,460	—	1,789	1,516	—	—	376	—	5,331	850	—
Consumers Power Company	Outstate Mich. & Lower Peninsula	871,850	5,050	57,000	12,000	18,500	3,500	19,000	9,000	12,000	3,000	14,000	22,000	49,000	10,000	500
Department of Municipal Service	Wyandotte, Detroit	12,700	3,478	12,500	2,000	5,800	1,000	4,500	500	—	—	800	—	11,800	—	—
Detroit Edison Company	Detroit Metropolitan Area	1,305,000	4,600	120,000	13,000	65,000	12,500	31,000	16,000	—	—	13,000	—	95,000	17,500	—
Upper Peninsula Power Company	Upper Peninsula of Michigan	29,000	4,200	1,500	400	250	80	1,000	100	—	—	800	—	750	650	20
WISCONSIN																
Wisconsin Public Service Corp.	Northeastern Wisconsin	168,444	5,151	8,800	4,000	3,500	1,900	2,800	1,200	4,000	1,200	1,500	3,000	8,000	1,000	50
Wisconsin Power & Light Co.	South Central Wisconsin	151,000	5,475	—	—	—	—	—	—	—	—	—	—	—	—	—
Wisconsin Electric Power Co.	Milwaukee & S.E. Wisconsin	510,000	5,300	36,000	11,000	15,000	7,000	11,000	2,000	—	—	5,000	—	30,000	7,000	300
Lake Superior District Power Co.	Minneapolis-St. Paul, Milwaukee	26,490	3,751	—	—	—	—	—	—	—	—	—	—	—	—	—
Madison Gas & Electric Co.	Madison & nearby Villages	57,000	5,690	5,700	1,200	4,000	900	1,700	550	300	50	400	1,050	4,100	500	20
WEST NORTH CENTRAL																
MINNESOTA																
Northern States Power Co.	Twin City Metropolitan Area	723,500	5,170	—	14,500	45,000	—	38,000	—	22,500	—	12,500	—	—	—	—
Minnesota Power & Light Co.	Duluth	71,600	5,700	—	—	300	—	2,400	—	—	—	1,800	—	—	—	—
Montana-Dakota Utilities Co.	E. Mont., W.S.D., N.C.S.D., N. Wyo. N.D., S.D., Minn.	66,000	4,500	3,000	900	1,500	—	1,250	1,600	1,850	1,100	500	2,700	2,600	200	—
Otter Tail Power Co.		82,000	5,000	81,500	43,700	5,600	9,600	—	52,100	—	—	46,200	—	24,400	—	—
IOWA																
Interstate Power Company	N.E. & N. Central Iowa, S. Minn.	97,000	4,400	3,200	1,800	4,200	900	1,750	400	—	—	1,200	—	—	—	—
Iowa Southern Utilities Company	Southern Iowa	60,500	3,950	4,000	2,000	4,000	1,400	1,285	500	600	150	1,900	1,260	2,325	—	—
Iowa Electric Light & Power Co.	Central Iowa	150,000	5,200	6,000	890	4,500	5,000	3,900	800	5,000	200	1,600	—	5,300	700	—
Iowa-Illinois Gas & Electric Co.	Iowa & Illinois Border	112,000	3,964	—	—	—	—	—	—	—	—	—	—	—	—	—
MISSOURI																
Missouri Power & Light Company	North & North Central Mo.	61,800	3,900	4,000	1,700	2,200	300	700	500	300	120	750	800	1,500	700	500
Kansas City Power & Light Company	Metropolitan Kansas City	246,000	4,100	9,500	2,530	8,000	750	3,000	5,600	—	—	750	—	11,000	800	—
Empire District Electric Company	Joplin	63,000	3,500	5,600	2,600	6,000	60	1,600	375	—	—	1,000	—	4,500	700	50
Union Electric	St. Louis	604,570	5,187	60,000	12,000	70,000	1,500	12,000	7,000	15,000	5,000	3,000	22,000	37,000	9,000	300
City Utilities of Springfield	Springfield	44,012	4,012	—	—	—	—	—	—	—	—	—	—	—	—	—
NORTH DAKOTA																
Verendrye Electric	Minot	5,050	9,600	60	120	25	25	75	25	—	—	100	—	100	50	15
SOUTH DAKOTA																
Black Hills Power & Light Co.	Black Hills Area	28,500	4,600	1,800	500	1,500	300	700	700	—	—	900	—	1,000	100	30
Northwestern Public Service Co.	Central South Dakota	35,600	5,100	2,200	1,000	2,000	500	1,000	300	300	100	800	600	1,000	—	10
NEBRASKA																
Consumers Public Power District	Nebr. (excluding Metro Omaha)	98,381	4,437	6,500	3,100	9,400	1,000	3,000	3,500	—	—	1,500	—	11,000	1,600	—
Omaha Public Power District	Omaha	122,700	5,850	8,000	2,900	9,800	900	2,100	2,500	—	—	500	—	10,200	1,100	—
KANSAS																
Kansas Power & Light Company	Eastern & Central Kansas	175,500	4,550	10,800	4,775	11,900	700	5,270	1,100	—	—	800	—	11,400	1,100	120
Kansas Gas & Electric Company	S.E. ¼ of Kansas	158,290	5,310	8,600	2,800	8,000	300	3,600	900	—	—	570	—	10,400	550	107
Board of Public Utilities	Kansas City	42,000	2,920	3,000	1,000	2,800	300	225	425	—	—	45	—	2,900	200	10
Western Power & Gas Company	Western & Central Kansas	43,050	4,020	3,000	1,000	2,200	—	1,150	400	—	—	100	—	3,500	150	30
EAST SOUTH CENTRAL																
KENTUCKY																
Kentucky Utilities Company	Lexington	220,000	4,050	20,350	8,300	12,000	625	10,500	3,500	—	—	4,800	—	13,950	8,300	230
Louisville Gas & Electric Co.	Louisville	335,000	4,459	17,900	3,460	20,100	—	5,100	3,400	—	—	500	—	15,500	—	90
TENNESSEE																
Nashville Electric Service	Nashville	130,000	16,150	10,100	2,800	19,600	—	9,000	—	—	—	6,500	—	8,000	—	—
Knoxville Utilities Board	Knoxville	78,500	15,600	6,000	2,500	6,500	—	3,800	—	—	—	4,500	300	6,000	800	—
Electric Power Board of Chattanooga	Chattanooga	82,750	17,000	6,302	1,960	7,230	84	5,344	—	—	—	5,691	—	8,281	—	—
Kingsport Power Company	Kingsport	22,000	12,100	—	—	950	50	1,400	—	—	—	900	—	—	—	—
Memphis Light, Gas & Water Division	Memphis & Shelby County	189,500	7,150	17,000	3,600	20,000	—	3,850	2,750	—	—	1,200	—	14,500	—	300
ALABAMA																
Huntsville Utilities	Huntsville	51,000	14,700	—	—	—	—	—	—	—	—	—	—	—	—	—
MISSISSIPPI																
Mississippi Power & Light Co.	Metro Jackson	175,710	5,710	8,000	1,200	9,000	—	4,200	3,100	—	—	8,000	—	2,000	300	100
Mississippi Power Company	23 Counties, S.E. Miss.	106,700	5,859	4,100	2,400	4,200	60	2,800	1,000	—	—	1,050	—	3,900	350	60
Southern Pine E.P.A.	South Central Miss.	24,000	5,000	500	500	500	—	300	350	—	—	350	—	100	100	75

AND TELEVISION							SATURATION PERCENTAGE																PROMOTIONS			
Elec. Dryers	Gas Dryers	Vacuum Cleaners	Dish-washers	Food Waste Dis- posers	b&w TV	Color TV	Refrig- erators	Home Freezers	Room Air Condi- tioners	Dehumidi- fiers	Elec. Ranges	Gas Ranges	Elec. Water Heaters	Gas Water Heaters	Washers (auto.)	Washers (ringer & others)	Elec. Dryers	Gas Dryers	Vacuum Cleaners	Dish- washers	Food Waste Dis- posers	b&w TV	Color TV	# Stores selling appli- ances	Does utility run co-op promotions	# dealers who usually tie-in
400	300	350	200	250	750	250	90	12	25	1	75	25	25	75	40	50	25	10	65	10	15	92	8	120	No	-
9,000	3,000	-	5,000	4,000	-	-	98	33	28	-	71	60	6	85	40	42	14	3	-	10	10	89	4	20,000	Yes	-
200	-	150	100	100	200	75	85	40	30	1	7	-	40	-	40	20	40	-	40	10	10	70	10	75	Yes	12
6,000	-	-	4,100	-	21,650	9,200	100	45	66	-	27	-	9	-	87	-	22	-	-	21	-	100	7	412	Yes	275
7,313	-	-	10,424	-	-	-	98	51	49	-	29	-	9	-	80	-	25	-	-	25	13	97	-	440	Yes	220
2,800	14,500	10,000	5,500	3,000	47,000	24,000	100	25	47	-	8	93	1	96	75	14	10	36	48	16	14	98	28	81	Yes	46
600	1,000	2,000	1,000	1,000	5,000	4,000	99	16	85	-	18	81	6	94	85	3	20	30	95	20	20	85	5	36	No	-
2,877	650	-	1,557	-	-	-	99	35	18	-	39	59	12	87	74	-	20	5	-	17	-	-	-	350	Yes	290
8,470	-	-	15,170	10,880	52,690	46,820	99	25	-	-	26	-	-	-	-	-	22	-	-	-	-	-	-	150	No	-
2,590	1,629	-	2,161	-	20,398	8,332	99	33	50	-	30	70	5	83	60	5	16	8	75	17	20	90	6	155	Yes	130
-	-	-	-	-	-	-	96	32	36	-	31	-	3	-	58	9	16	-	-	15	15	90	10	1,000	Yes	900
9,509	2,000	-	6,220	-	18,326	15,731	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	351	Yes	300
6,700	-	-	-	-	-	-	96	40	41	-	41	-	9	-	69	-	22	-	-	12	9	94	-	650	Yes	650
6,100	500	-	2,900	-	21,000	10,000	97	24	31	-	24	73	8	74	48	24	13	3	-	9	-	89	8	505	Yes	505
2,400	-	-	2,550	-	15,100	6,100	95	33	6	-	46	53	28	71	-	-	16	-	-	18	-	87	9	67	Yes	25
13,000	-	-	15,200	14,400	64,400	24,500	98	32	46	-	20	-	3	-	73	15	20	-	-	20	20	95	4	426	Yes	398
14,000	-	-	9,400	-	-	-	100	41	26	-	30	65	1	95	-	-	26	8	-	18	-	96	4	400	Yes	350
575	-	800	925	300	6,825	1,700	98	17	14	-	14	90	10	90	60	40	7	7	88	7	7	92	5	70	Yes	30
3,200	3,800	-	4,000	-	8,000	3,500	95	26	12	-	35	65	5	93	60	25	12	6	-	16	-	95	8	250	Yes	175
2,500	1,500	-	4,100	-	17,500	4,500	100	30	7	-	53	46	21	78	78	-	17	8	-	21	-	98	8	75	Yes	50
1,500	50	2,500	1,000	1,000	1,500	3,000	100	55	5	-	60	40	1	99	-	98	35	25	98	20	20	79	20	21	Yes	12
30	-	40	25	55	60	30	99	67	20	10	75	20	74	20	81	19	41	20	80	15	30	75	15	12	No	-
7,900	638	-	4,317	-	15,665	9,090	98	49	6	-	73	26	-	-	72	17	49	5	-	20	-	91	10	320	No	-
6,200	-	11,000	2,500	1,200	10,500	2,600	99	51	9	2	96	-	85	-	81	17	67	-	99	4	10	90	9	325	No	-
-	-	-	-	-	-	-	95	25	10	-	60	40	10	70	60	20	30	20	95	10	10	70	25	12	No	-
13,000	-	32,500	7,000	8,000	35,000	-	99	35	-	-	71	-	24	-	70	18	43	-	98	20	20	98	-	1,050	Yes	1,000
12,000	2,500	-	10,000	-	-	-	99	30	9	-	51	48	4	95	72	-	27	6	93	25	58	98	10	500	Yes	125
60	20	150	65	65	200	75	95	30	45	-	45	55	15	85	70	30	50	25	98	25	25	75	15	30	Yes	5
-	-	-	-	-	-	-	100	28	7	-	92	9	70	30	91	-	55	5	85	21	30	99	20	70	Yes	45
-	-	-	-	-	-	-	98	20	-	-	49	10	46	10	80	-	40	10	90	5	5	90	5	8	No	-
3,173	-	-	1,612	-	13,676	-	98	31	-	-	57	-	5	-	65	12	28	-	-	16	25	-	-	82	Yes	82
20	-	5	8	5	25	35	98	70	10	1	15	80	10	60	50	10	20	10	90	5	2	80	15	20	Yes	12
91,200	27,700	-	83,200	-	179,400	169,700	92	23	8	-	37	65	10	94	71	-	24	9	-	19	-	92	-	2,300	Yes	1,700
10,437	-	-	3,829	3,614	17,123	16,897	99	36	49	-	51	-	9	-	86	-	50	-	-	26	32	93	24	130	Yes	101
9,000	22,000	-	15,000	-	-	-	99	15	24	-	16	84	4	96	68	-	9	-	-	-	-	-	-	2,000	Yes	250
140	-	-	135	275	400	600	99	8	33	-	34	-	4	-	70	14	17	-	99	8	50	96	10	12	Yes	4
18,900	-	-	35,100	-	191,600	163,900	99	20	25	-	25	74	8	90	-	-	18	20	-	25	-	72	14	7,700	Yes	800
5,700	6,000	-	6,800	-	-	-	100	30	6	-	27	72	10	88	82	-	18	12	-	18	-	-	-	250	Yes	200
1,500	100	-	500	-	-	-	98	25	20	1	60	35	30	70	80	-	30	10	85	10	10	95	8	150	No	-
-	-	-	-	-	-	-	99	30	1	-	99	1	90	10	60	20	30	5	80	30	15	100	10	20	No	-
-	-	-	-	-	-	-	99	53	16	-	92	8	80	19	72	25	58	-	-	20	8	94	5	675	Yes	500
311	-	502	230	84	676	210	91	11	3	-	96	-	50	-	54	40	22	-	75	3	1	95	30	12	Yes	3
2,000	10	1,500	700	700	1,000	2,000	98	46	4	1	90	6	88	6	69	25	58	3	95	25	18	92	11	40	No	-
1,350	7	800	470	276	1,325	800	100	50	9	2	96	10	97	10	85	15	65	1	94	27	35	80	15	65	Yes	10
-	-	-	-	-	-	-	100	49	38	-	96	4	97	3	-	88	61	-	75	30	16	90	15	12	No	-
-	-	-	-	-	-	-	99	60	30	-	97	1	96	1	87	9	75	-	80	60	21	70	20	60	No	-
600	-	-	-	-	-	-	100	30	-	-	99	-	99	-	98	-	40	-	-	-	-	-	-	25	No	-
-	-	-	-	-	-	-	100	30	1	-	70	-	95	2	70	20	45	-	70	11	4	90	6	50	No	-
-	-	-	-	-	-	-	99	25	5	-	95	-	80	-	80	10	60	-	-	35	10	90	10	200	No	-
50	5	125	40	10	75	25	100	48	1	1	91	1	91	1	60	7	49	-	85	13	2	70	4	9	No	-
9,000	-	-	7,200	-	22,000	5,500	99	33	4	-	92	-	76	-	70	-	56	-	90	21	11	95	-	400	Yes	125
7,000	-	8,000	4,000	4,000	5,000	7,000	99	45	4	-	93	-	89	-	88	60	-	-	25	10	75	25	300	No	-	
7,100	-	5,200	4,500	3,000	9,100	1,500	99	42	-	-	94	-	91	-	71	39	65	-	100	41	28	96	3	141	Yes	45
5,500	100	-	1,500	1,300	20,000	15,000	98	39	7	-	92	5	90	6	70	30	49	-	95	26	15	98	15	350	Yes	150
4,800	350	8,000	4,000	10,000	24,000	10,500	99	23	5	-	74	26	71	29	69	4	19	1	70	15	24	94	5	110	Yes	110
310	-	-	125	170	1,300	150	95	35	5	-	70	-	70	-	70	25	30	-	-	25	25	80	10	26	Yes	26
-	-	-	-	-	-	-	100	10	-	-	50	-	60	-	-	-	10	-	75	30	-	75	-	3	Yes	3
119	-	219	65	221	1,061	230	98	25	3	-	70	-	51	-	41	-	4	-	49	4	5	85	1	14	Yes	6

ZENITH USES MORE GOLD FILLINGS IN ONE WEEK THAN ALL THE DENTISTS IN THE COUNTRY USE IN A YEAR

In each Super Gold Video Guard TV Tuner, Zenith uses more than a hundred corrosion-resistant contacts of 16-carat gold. And that adds up to more gold fillings in one week than all the dentists in the country use in a year, based on latest survey data!

Extra Care makes the quality difference at Zenith...

WHY NOT SELL THE BEST

WE EVEN CHECK THE WATER

Nothing is left to chance in crafting Zenith quality cabinets. An ingenious instrument even verifies that the unfinished, hand-rubbed wood contains 6% to 8% moisture—a safeguard against its checking or buckling later in the home.

MORE INSPECTORS THAN SCOTLAND YARD

At Zenith, we have three times as many inspectors in our Color TV plant as there are in all of Scotland Yard. Another reason for Zenith's famous dependability.

IF HE HEARS ONE SOUR NOTE... NOBODY ELSE WILL

During production, every Zenith stereo is checked with many electronic instruments. But the final test is an audition by a "man with a golden ear."

If he hears even one sour note, the set goes back.

WE PAY THIS MAN TO STEAL OUR PRODUCTS

A man slips packed products selected at random out of Zenith's shipping room for thorough checking from the customer's viewpoint. For example, Zenith Color TV is tested for potential shorts at 1080 volts.

WRH

WE SCRUB SHOES... TO MAKE BETTER TV
 In manufacturing Zenith Color TV picture tubes, we take great pains to avoid impurities. For example, employees coming through one door into a critical manufacturing area first pass over an automatic shoe-scrubber, then walk through a shower of filtered air.

AIR AS CLEAN AS A HOSPITAL OPERATING ROOM
 Zenith Color TV picture-tube screens are made in a room with air even cleaner than in hospital operating rooms tested for comparative purposes. Result: a tube you can count on for purest color reproduction.

"SHAKEDOWN CRUISE" FOR A COLOR TV CHASSIS
 One of the rigorous tests the Zenith Handcrafted Color TV chassis undergoes is being "tortured" on a shakedown table, just to make sure every part is firmly fastened to the rugged metal chassis.

DOUBLE-DISTILLED WATER ISN'T GOOD ENOUGH FOR OUR SHOWER
 To assure color uniformity and purity of the microscopic phosphor dots on the face of a Zenith Color TV picture tube, Zenith's manufacturing process gives them a shower with water ten times purer than double-distilled water!

WE EXPLORE MOUNTAINS FOR PERFECT DIAMONDS
 The tip of each Zenith diamond stylus is magnified 500 times so it can be carefully examined for chips, cracks and flaws which could distort or damage records.

Zenith Features make better performance... easier sales



FAMOUS ZENITH HANDCRAFTED CHASSIS

Every Zenith TV chassis is hand-wired—carefully, skillfully—for unrivaled dependability and fewer service problems. There are no printed circuits. No production shortcuts.



SUPER GOLD VIDEO GUARD TUNER

Zenith's exclusive Super Gold Video Guard tuner is hand-fitted with more than 100 corrosion-resistant contacts of 16-carat gold, for a sharper, clearer picture for years and years longer.



RECTANGULAR SUNSHINE® COLOR PICTURE TUBE

Zenith's Sunshine Picture Tube offers color TV's largest rectangular picture—295 sq. in. viewing area. It uses a rare earth phosphor for a brighter, clearer, more true-to-life color picture.



EXCLUSIVE SPACE COMMAND® REMOTE CONTROL

With Zenith's transistorized Space Command, a viewer can control TV from across the room. Turn TV on or off, change VHF channels, adjust volume, shut off sound, even adjust color hues (in color TV).



PATENTED COLOR DEMODULATOR CIRCUITRY

A Zenith exclusive—for unsurpassed color pictures. This electronic brain supplies color information to the picture tube with peak precision. Zenith's patented demodulator circuitry provides color TV's finest hues.



PATENTED PERMA-SET FINE TUNING

Another exclusive on every Zenith TV. It permits razor-sharp adjustment of each VHF channel. Simply adjust it once—no need to reset it each time a channel is changed.



CAPACITY-PLUS COMPONENTS

Zenith engineers specify every component in Zenith TV, radio or stereo to exceed maximum circuit requirements. This means components are not overworked, so they last longer.



FINE FURNITURE CABINETRY

Zenith fine-furniture cabinets feature the best quality woods. Select hardwood solids and genuine veneers are expertly crafted in authentic period designs that retain their beauty throughout the years.



STEREO PROFESSIONAL RECORD CHANGER

Finely engineered to complement the Micro-Touch 2G Tone Arm. Large 11 3/4" diameter turntable with precision belt drive smooths out speed variations, supports standard LP's without overhang.



SOLID-STATE 320-WATT AMPLIFIER

Zenith's new solid-state amplifier offers the most spectacular sound in home console stereo, delivering 320 watts of peak music power. Completely transistorized for instant play, cooler operation, longer life.



FULL-WIDTH STEREO SEALED SOUND CHAMBER

Zenith quality stereo speakers are enclosed in a full-width sound chamber completely sealed to create a wall of natural sound. Lows are rich and resonant. Highs are bright and clear.



EXCLUSIVE MICRO-TOUCH® 2G TONE ARM

The new low-mass Micro-Touch 2G Tone Arm in every Zenith console stereo makes it impossible to accidentally ruin a fine record. And records get virtually no wear—they can last a lifetime.

ZENITH
 The quality goes in before the name goes on



Marketing Profile of 1966 Retail Sales

Behind the marketing profile for 1966 are the following sources—by category:

Residential and rural customers are based on estimates projected by Edison Electric Institute from nine-month 1966 customer bills.

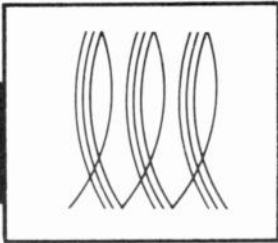
Farm Customers are Rural Electrification Assn. estimates as of June 30, 1966. Percent changes reflect previous REA estimates as of June 30, 1965.

Housing units are projected from 10-month Department of Commerce totals covering private (permit-authorized) and public (contract-award) residential construction.

Total state income is derived from the *Business Week* Measure of Personal Income.

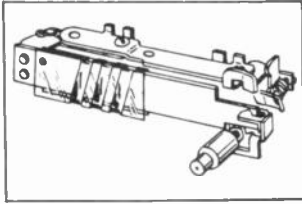
Retail sales are based on MERCHANDISING WEEK's survey of utilities that report in their service areas.

REGION	RESIDENTIAL & RURAL CUSTOMERS		FARM RESIDENTIAL CUSTOMERS		AUTHORIZED HOUSING STARTS		INCOME PER WIRED HOME	
	NUMBER	% CHANGE (1966-1965)	NUMBER	% CHANGE (1966-1965)	NUMBER	% CHANGE (1966-1965)	DOLLARS	% CHANGE (1966-1965)
MAINE	338,500	+1.0	14,500	-4.6	2,162	+17.1	\$ 7,045	+5.1
NEW HAMPSHIRE	241,000	+3.4	4,950	-3.9	3,177	-11.2	7,680	+4.4
VERMONT	141,500	+4.0	10,650	-3.6	981	-17.3	7,342	+6.9
MASSACHUSETTS	1,647,000	+1.2	9,200	-5.2	24,065	-24.2	10,681	+6.4
RHODE ISLAND	280,500	+1.6	1,150	N.C.	5,589	-10.3	9,664	+6.1
CONNECTICUT	872,000	+2.3	7,050	-4.1	21,570	-12.8	12,331	+9.1
NEW ENGLAND	3,520,500	+1.7	47,500	-4.2	57,544	-17.0	10,319	+7.0
NEW YORK	5,194,500	+1.3	65,350	-2.9	72,824	-14.1	12,122	+4.7
NEW JERSEY	2,070,000	+2.4	10,900	-8.4	51,103	-18.4	11,325	+4.3
PENNSYLVANIA	3,448,500	+1.7	80,850	-3.5	42,786	-8.5	9,844	+4.9
MIDDLE ATLANTIC	10,713,000	+1.7	157,100	-3.6	166,713	-14.2	11,234	+4.6
DELAWARE	155,000	+4.4	4,600	-3.2	4,372	-29.5	11,690	+1.2
MARYLAND	1,145,000	+2.5	21,900	-3.5	43,267	-17.4	12,763	+4.9
DISTRICT OF COLUMBIA					5,601	-35.5		
VIRGINIA	1,213,000	+2.4	79,450	-4.6	35,880	-29.2	9,536	+5.6
WEST VIRGINIA	535,500	+1.2	34,250	-2.7	3,657	+45.2	7,206	+3.6
NORTH CAROLINA	1,444,000	+3.2	180,800	-3.7	21,001	+1.5	7,629	+6.0
SOUTH CAROLINA	729,000	+3.5	61,300	-2.9	7,196	-13.0	6,975	+4.4
GEORGIA	1,304,000	+4.7	85,000	-2.3	29,006	-10.4	7,988	+5.0
FLORIDA	2,002,000	+3.9	36,650	-5.1	65,660	-9.2	7,714	+5.9
SOUTH ATLANTIC	8,527,500	+3.3	503,950	-3.5	215,640	-15.1	8,656	+5.2
OHIO	3,111,500	+1.9	116,600	-5.6	50,249	-15.2	9,926	+4.6
INDIANA	1,534,500	+2.4	115,400	-2.5	26,359	-3.4	9,863	+6.2
ILLINOIS	3,237,500	+1.7	136,200	-2.1	54,438	-5.4	11,589	+5.7
MICHIGAN	2,591,500	+2.9	97,100	-4.0	51,983	-12.8	10,112	+1.9
WISCONSIN	1,327,000	+1.4	119,800	-2.4	21,378	-22.0	9,163	+6.3
EAST NORTH CENTRAL	11,802,000	+2.0	585,100	-3.3	204,407	-11.6	10,329	+4.7
KENTUCKY	923,000	+1.8	138,300	-1.2	11,577	-33.2	7,437	+4.0
TENNESSEE	1,166,000	+3.0	147,750	-1.1	18,731	-15.9	7,104	+3.7
ALABAMA	1,029,000	+3.0	99,000	+1.2	12,336	-22.2	6,875	+3.1
MISSISSIPPI	601,500	-0.6	100,350	-4.3	5,314	-9.9	6,628	+8.0
EAST SOUTH CENTRAL	3,719,500	+2.1	485,400	-1.4	47,958	-21.8	7,046	+4.3
ARKANSAS	595,500	+1.9	73,050	-4.8	5,521	-34.9	6,548	+7.5
LOUISIANA	1,024,000	+2.7	61,400	-4.3	16,526	-11.5	7,783	+5.4
OKLAHOMA	809,000	+1.5	82,500	-0.1	9,531	-27.2	7,473	+6.3
TEXAS	3,120,000	+2.4	190,100	-3.0	58,627	-9.3	8,507	+4.7
WEST SOUTH CENTRAL	5,548,500	+2.3	407,050	-3.1	90,205	-14.0	8,016	+5.3
MINNESOTA	1,122,000	+1.1	138,600	-2.8	14,360	-28.6	9,147	+6.9
IOWA	874,500	+0.9	159,100	-2.3	9,616	-30.8	9,234	+8.5
MISSOURI	1,465,500	+1.9	154,800	-1.9	24,014	-17.4	8,839	+6.3
NORTH DAKOTA	183,500	+0.3	46,850	-2.0	1,360	-32.5	8,784	+8.2
SOUTH DAKOTA	205,500	-0.3	49,850	-1.7	957	-47.9	7,961	+8.0
NEBRASKA	471,000	+1.7	78,650	-2.1	4,994	-36.1	8,919	+7.7
KANSAS	714,000	+0.6	95,100	-1.5	8,136	-22.8	9,131	+9.2
WEST NORTH CENTRAL	5,036,000	+1.2	722,950	-2.1	63,437	-25.6	8,987	+7.5
MONTANA	216,000	+1.4	28,300	-1.4	1,392	-20.9	8,490	+5.5
IDAHO	217,000	+1.9	34,500	-1.4	1,553	-15.7	8,147	+4.5
WYOMING	105,000	+4.8	8,950	-0.6	420	-44.6	8,533	+5.5
COLORADO	618,000	+2.7	31,850	+1.9	14,002	-12.5	9,061	+3.2
NEW MEXICO	267,000	-0.9	13,100	-1.9	2,649	-39.5	8,543	+3.5
ARIZONA	432,500	+4.3	6,250	-4.6	8,766	-6.7	9,304	+3.3
UTAH	271,000	+2.8	14,250	-3.4	3,990	-27.3	9,180	+3.3
NEVADA	127,000	+1.2	1,750	-2.8	2,007	-56.3	11,826	+3.3
MOUNTAIN	2,253,500	+2.2	138,950	-1.0	34,779	-21.3	9,049	+3.7
WASHINGTON	1,019,500	+2.2	49,550	-2.0	27,440	+26.9	9,594	+10.7
OREGON	635,000	+2.5	41,350	-3.3	13,412	-5.6	9,114	+5.5
CALIFORNIA	5,859,000	+3.0	85,150	-6.5	104,496	-42.0	11,000	+4.4
HAWAII	158,500	+1.3	5,650	-0.9	11,544	-5.2	14,277	+10.1
ALASKA	52,500	N.C.	300	-14.3	693	-40.1	17,238	+6.3
PACIFIC	7,724,500	+2.8	182,000	-4.4	157,585	-31.3	10,769	+5.3
TOTAL: 50 STATES	58,845,000	+2.2	3,230,000	-2.8	1,038,268	-18.5	9,719	+5.2

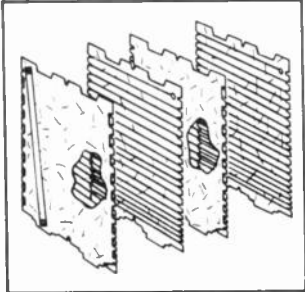


The toasters consumers are sold on...

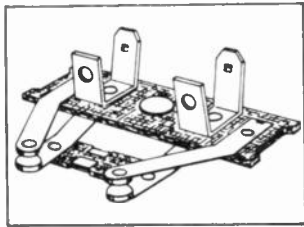
Nickel-chrome heating elements on mica plates—Special elements are matched and synchronized with the timer so each slice is uniformly toasted on both sides. Toasts one slice of bread perfectly, using any toast slot.



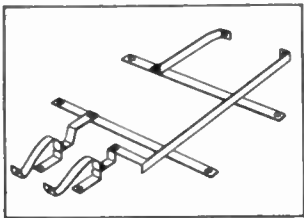
Exclusive Superflex Timer—Super-sensitive timer automatically compensates for voltage variations over a range of 100 to 130 volts, and for heat "build-up" in the toaster. Insures perfect toast every time.



Bus bar construction—All current is carried via rigid steel bus bars . . . instead of wires which flex and wear thin, or jar out of position and short out the toaster.



New 2-pole safety switch . . . for a shock-proof toaster—New 2-pole switch riveted to the steel base isolates line current from the chassis, makes it shock-proof when the toaster is inoperative even though plugged into outlet.



The Sovereign—Model B112

The industry leader for workmanship, features, styling

TOASTMASTER®

Toastmaster invented automatic toasters . . . and Toastmaster invented the 4-slice toaster, too. And it's easy to sell customers on Toastmaster superiority. Just turn a handsome Toastmaster toaster upside down and look inside. You'll see workmanship as fine, materials as handsome, a finish as carefully crafted as on the outside case itself. You'll see rigid steel bus bars instead of wires. You'll see special nickel-chromium heating elements on insulating mica plates. Inside . . . outside . . . Toastmaster toasters are made better to last longer. And your customers know it!

Sell the line consumers are sold on

TOASTMASTER

...where one good thing leads to another



TOASTERS • COFFEE MAKERS • BROILERS • IRONS • FRY PANS • PORTABLE VACUUM CLEANERS • WAFFLE BAKERS • MIXERS • BLENDERS • CAN OPENERS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS • ELECTRIC KNIVES • BUFFET RANGES

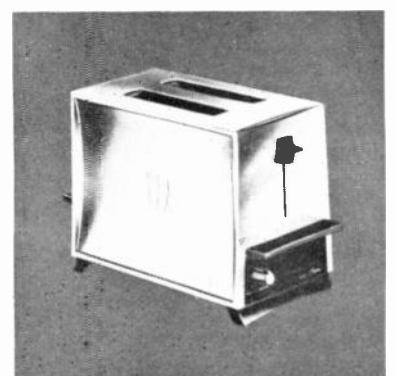
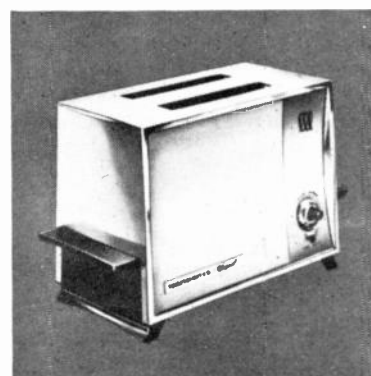
TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



● **The Hostess**
New peak of excellence. 4-slice toaster with separate controls for each set of slots can toast two slices light, two slices dark at same time. **Model D 111**

● **The Imperial**
Powermatic feature makes it easier than ever to make perfect toast. Completely automatic—special motor lowers bread. No levers to push. **Model B 122**

● **The Princess**
Has precision end-operated controls . . . toast lever, color control dial. Chrome-satin finish. Quality crafted for years of service. **Model B 102**





Regional Sales

The table on this page seems to supply the missing piece to the color tv sales puzzle: how many color tv sets remained in inventory at retail at the end of 1966? Retailers claim the figure exceeds one million units; manufacturers say it is little more than half that figure.

According to the table below, the retailers are right. Color tv sales at retail hit 3,639,500 sets in 1966—a 79.8% rise over retail sales in 1965.

Distributor-to-dealer sales in 1966, according to the Electronic Industries Assn., totaled 4,675,861 units—a 70.2% jump over the

previous year. The difference between the distributor sales figure and the retail sales figure—reported here—is slightly more than one million units: the one million sets retailers estimate are now in inventory.

Dishwasher sales continued to edge up in 1966, reaching 1,406,600 units for a 27.5% rise over 1965. The biggest regional gainers in 1966: the East North Central states, with a 56.4% rise in sales; and the Pacific states—which alone account for 23.2% of the entire dishwasher volume in the nation—with a 39.5% rise. Air conditioner retail sales rose 39.1% in 1966.

VOLUME OF APPLIANCES AND TV SOLD AT RETAIL IN 1966

		NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	WEST NORTH CENTRAL	MOUNTAIN	PACIFIC*	THE* NATION
WIRED HOMES	1966	3,520,500	10,713,000	8,527,500	11,802,000	3,719,500	5,548,500	5,036,000	2,253,500	7,724,500	58,845,000
	1965	3,460,000	10,536,500	8,255,000	11,564,500	3,642,500	5,425,000	4,976,500	2,205,000	7,515,000	57,580,000
REFRIGERATORS	1966	222,000	931,100	793,000	928,700	241,200	343,500	519,600	157,800	496,000	4,632,900
	1965	203,000	710,800	805,000	809,200	277,600	391,000	316,400	171,500	615,000	4,299,500
HOME FREEZERS	1966	174,300	180,600	209,600	186,300	71,200	152,400	175,500	53,800	90,900	1,294,600
	1965	26,900	156,800	208,000	173,900	96,800	139,800	97,500	42,700	124,200	1,066,600
ROOM AIR CONDITIONERS	1966	97,700	782,000	615,600	537,200	263,200	379,600	341,300	31,000	144,100	3,191,700
	1965	77,400	422,500	424,200	381,900	215,900	377,800	243,600	36,500	114,500	2,294,300
DEHUMIDIFIERS	1966	12,400	61,700	44,000	117,400	7,100	3,700	58,400	900	9,700	315,300
	1965	10,500	60,300	40,700	109,400	4,900	5,200	35,400	400	8,700	275,500
RANGES, ELEC., FREE-STANDING	1966	78,700	241,400	299,800	251,900	96,400	60,100	104,300	56,000	68,600	1,257,200
	1965	73,500	203,300	292,800	219,600	135,600	49,300	96,200	68,600	156,500	1,295,400
RANGES, ELEC., BUILT-IN	1966	32,200	97,100	36,000	105,900	47,600	104,200	65,200	36,800	275,300	800,300
	1965	34,600	89,200	173,600	104,600	64,000	99,400	58,000	50,000	138,000	811,400
RANGES, GAS, FREE-STANDING	1966	40,700	197,200	203,400	351,800	—	127,800	118,700	27,400	157,600	1,224,600
	1965	—	—	—	—	—	—	—	—	—	—
RANGES, GAS, BUILT-IN	1966	13,200	48,200	106,200	140,700	—	22,400	34,300	24,800	82,300	472,100
	1965	—	—	—	—	—	—	—	—	—	—
ELECTRIC WATER HEATERS	1966	45,800	95,000	390,400	104,800	88,100	32,500	131,300	38,800	134,400	1,061,100
	1965	48,200	61,000	367,000	97,000	103,600	33,200	50,600	32,700	126,200	919,500
GAS WATER HEATERS	1966	68,200	98,300	271,500	315,600	14,200	262,600	166,300	109,400	464,400	1,770,500
	1965	—	—	—	—	—	—	—	—	—	—
WASHERS, AUTOMATIC	1966	233,000	779,800	568,900	774,900	181,700	385,900	345,500	195,800	475,500	3,941,000
	1965	203,500	721,400	622,100	679,300	224,200	385,100	265,300	200,900	495,500	3,797,300
WASHERS, WRINGER & OTHERS	1966	17,800	167,000	102,400	148,000	55,800	56,900	45,600	14,900	27,200	635,600
	1965	10,000	172,300	101,700	168,900	49,300	49,400	47,300	21,400	77,600	697,900
WASHER/DRYER COMBOS	1966	1,600	7,900	11,200	6,800	2,900	6,400	4,700	14,600	13,000	69,100
	1965	1,700	8,800	6,900	6,100	3,900	5,500	4,800	4,100	20,200	62,000
ELECTRIC CLOTHES DRYERS	1966	90,200	315,500	230,600	310,700	112,300	157,800	200,400	79,800	211,500	1,708,800
	1965	79,600	288,800	228,900	267,200	103,800	125,500	131,400	77,700	251,900	1,554,800
GAS CLOTHES DRYERS	1966	22,600	1,367,400	147,600	273,700	16,600	102,900	106,200	22,700	120,000	2,179,700
	1965	—	—	—	—	—	—	—	—	—	—
VACUUM CLEANERS	1966	70,100	210,100	500,500	698,400	128,800	245,600	130,400	219,000	399,100	2,602,000
	1965	80,000	540,300	488,200	536,900	268,400	343,100	110,500	195,600	402,900	2,965,900
DISHWASHERS	1966	64,000	235,400	222,600	229,400	41,100	153,600	77,300	56,600	326,600	1,406,600
	1965	48,800	192,800	182,400	146,700	51,400	129,100	54,700	63,200	234,100	1,103,200
FOOD WASTE DISPOSERS	1966	44,700	144,100	226,400	240,300	27,700	138,500	93,200	50,700	216,400	1,182,000
	1965	38,300	126,900	196,100	214,100	53,200	169,500	80,100	47,300	187,300	1,112,800
TELEVISION, B&W	1966	474,400	1,838,600	885,900	951,400	277,900	756,100	542,600	199,700	729,500	6,656,100
	1965	451,800	1,318,000	1,012,400	867,800	499,400	623,500	560,700	245,700	718,200	6,297,500
TELEVISION, COLOR	1966	196,900	956,600	340,800	476,700	226,300	422,700	331,800	81,300	606,400	3,639,500
	1965	150,300	486,600	231,100	275,400	158,300	235,100	127,700	60,100	299,300	2,023,900

*Includes Alaska

To help you
head off **the**
growing
crisis
in service

**Motorola takes the bull by the horns...
introduces in-store training for service
technicians with a greatly expanded staff of
technical personnel.**

No doubt about it, one of the toughest problems you face today is that of providing good service on the products you sell. And as the market expands and more and more color sets are sold, the problem is sure to grow. The new technologies of solid state circuitry also create new challenges.

That's why we have greatly increased our staff of technical training personnel. Now we can help your technicians become more knowledgeable, more confident in their work, and more efficient in use of their productive time.

Each of our men has had long experience as a service technician . . . and has been carefully selected because of his ability to train others.

What kind of training will be provided? Personal training on a man-to-man, face-to-face basis. Training will take place in your service technician's shop. And it will provide a valuable adjunct to the classroom-type training provided by Motorola Regional Service

Managers & Distributors.

When this training is made available to your service facility, our technical representatives will spend a full day or more with your men.

Two hours will be spent in formal training—the remainder of the day will be spent working on Motorola products on the bench or in your customers' homes.

Some of the material to be covered includes: Transistor basics, Color setups, Color circuitry, and proper use of testing equipment.

For full information, talk with your Motorola distributor about this new Motorola program. Technical Service is just one more way in which Motorola works to help you produce top profits . . . and protect the business you already have.

We can't manufacture profits for you—but Motorola speaks for top retail profit—thinks you deserve profit.

For it takes profits for progress—profits for growth.



MOTOROLA®



Product Saturation by Region

Color 1966—surprise, surprise—a record year for color television. The crack in the door that was opened in 1965 widened in 1966, as total color set saturation in the nation climbed to 10.6%. But 1965's regional sales leaders lost ground somewhat in 1966. In 1965, New England, the Middle Atlantic region, and the Mountain States registered the heaviest color tv saturation, but in 1966 the leaders were in Pacific states, with over twice the saturation recorded in 1965, followed by the East South Central region with nearly three times as many sets sold in 1966 compared to the previous year.

The states that comprise the nine regions are:

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.

Middle Atlantic: New York, New Jersey, Pennsylvania.

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida.

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin.

East South Central: Kentucky, Tennessee, Alabama, Mississippi.

West South Central: Arkansas, Louisiana, Oklahoma, Texas.

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada.

Pacific: Washington, Oregon, California, Hawaii, and Alaska.

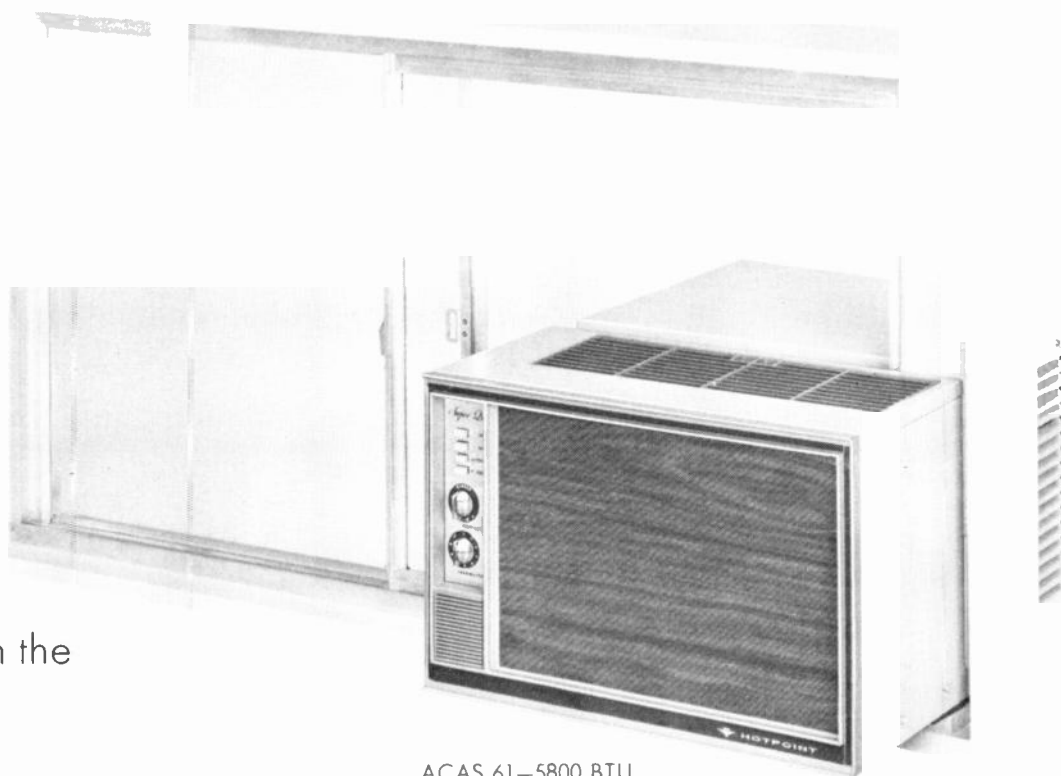
SATURATION PERCENTAGE: 1966 VS. 1965

		NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	WEST NORTH CENTRAL	MOUNTAIN	PACIFIC	THE NATION
REFRIGERATORS	1966	98.1%	98.8%	98.2%	99.1%	98.4%	97.9%	97.5%	98.4%	97.0%	98.3%
	1965	97.9	98.3	98.4	98.8	97.1	95.5	96.7	97.9	94.6	97.4
HOME FREEZERS	1966	13.7	23.3	25.9	25.5	29.2	34.1	32.4	33.5	23.9	25.8
	1965	13.4	22.8	25.7	19.5	25.4	32.6	31.0	30.6	24.4	24.0
ROOM AIR CONDITIONERS	1966	11.5	26.0	27.5	19.1	41.7	39.6	30.8	9.2	16.1	23.6
	1965	9.3	21.5	25.3	16.3	36.0	39.9	28.2	9.4	11.5	20.8
RANGES, ELECTRIC	1966	48.6	35.9	59.5	41.5	43.9	25.9	42.2	58.4	42.2	42.9
	1965	47.0	36.9	57.5	41.7	49.0	28.7	40.0	55.3	39.7	42.8
RANGES, GAS	1966	63.4	62.5	49.6	60.8	39.6	67.4	57.6	48.7	63.9	61.0
	1965	65.5	60.7	52.5	59.7	62.5	66.8	59.8	45.6	74.9	62.9
WATER HEATERS, ELECTRIC	1966	18.0	15.0	46.5	19.9	28.3	6.4	24.9	20.3	21.7	22.5
	1965	17.7	15.1	47.8	18.9	32.3	7.2	21.2	18.5	23.6	23.0
WATER HEATERS, GAS	1966	48.1	51.3	52.5	64.2	30.7	75.2	71.4	86.4	82.5	66.1
	1965	46.9	40.6	51.9	63.4	67.5	82.6	67.8	75.4	83.9	63.3
WASHERS, AUTOMATIC	1966	70.4	64.2	61.5	59.6	59.7	65.4	54.6	70.9	70.6	62.9
	1965	66.9	61.6	57.6	56.7	49.3	69.6	53.7	66.8	67.2	60.4
WASHERS, WRINGER & OTHERS	1966	14.7	22.0	17.5	29.9	27.8	18.5	48.0	22.0	21.7	26.5
	1965	17.8	25.3	22.8	32.4	27.8	14.0	33.2	23.4	25.3	21.0
DRYERS, ELECTRIC	1966	25.1	27.4	20.1	28.9	23.4	19.3	27.5	32.6	26.6	25.8
	1965	22.3	26.0	17.6	27.2	18.1	18.6	25.3	28.0	21.3	20.0
DRYERS, GAS	1966	7.6	13.7	11.6	21.2	14.0	10.3	16.4	6.7	13.6	14.7
	1965	6.6	12.6	12.0	18.9	7.1	10.8	15.2	6.5	10.7	12.8
VACUUM CLEANERS	1966	88.5	92.3	70.7	87.6	94.0	66.4	89.4	94.2	86.9	86.2
	1965	87.8	91.6	70.4	90.3	64.0	61.6	90.3	92.4	52.5	83.2
DISHWASHERS	1966	12.1	15.1	12.4	11.7	13.7	25.7	9.9	18.4	20.9	15.3
	1965	10.4	13.8	11.0	9.9	8.1	15.3	9.9	18.4	19.0	12.9
FOOD WASTE DISPOSERS	1966	9.7	11.5	11.4	20.6	8.9	14.9	17.7	32.6	15.6	16.0
	1965	8.3	10.9	11.8	19.5	5.5	15.8	17.0	32.0	13.4	14.8
TELEVISION, B&W	1966	95.4	94.9	91.9	94.0	94.0	93.0	94.4	94.6	80.8	91.6
	1965	95.4	95.7	95.1	94.5	87.8	92.1	92.8	92.4	95.3	94.1
TELEVISION, COLOR	1966	11.0	12.0	8.6	10.7	12.8	7.6	8.2	9.8	13.6	10.6
	1965	8.3	7.3	3.7	6.5	4.6	5.8	4.6	7.2	6.3	6.2

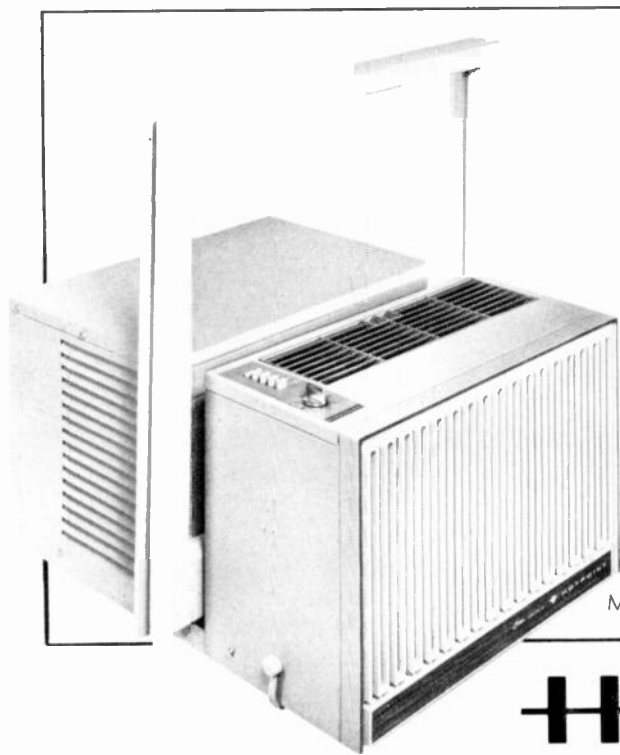
New! From Hotpoint! The Side-Mount air conditioner.

For horizontal
sliding windows

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



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



MODEL ACA 61

And for double-hung windows

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

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

Call your Hotpoint representative, today.

Hotpoint

first with the features women want most



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

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



Retail Sales Per 1,000 Homes

Once again, the Middle Atlantic states took top honors in color tv set sales. For every 1,000 homes in the Middle Atlantic region in 1966, 89 color sets moved out of dealer showrooms into consumer living rooms. The Pacific states were runners-up, with 1966 sales of 78 sets per 1,000 homes, and the West South Central states, with a total of 76 sets sold per 1,000 homes.

The result: total 1966 color television sales

in the nation nearly doubled 1965 color sales

The free-standing electric range story was less encouraging. Nationally, 1966 sales were down to 21 units per 1,000 homes, compared with 23 in 1965. Built-in electric range sales stayed the same. And in this report—the first in which MERCHANDISING WEEK has reported gas range figures separately, free-standing gas range sales nearly equalled sales of electric units.

SALES VOLUME: 1966 VS. 1965

		NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	WEST NORTH CENTRAL	MOUNTAIN	PACIFIC	THE NATION
REFRIGERATORS	1966	63	87	93	79	65	62	103	70	64	76
	1965	59	67	98	70	76	72	64	78	82	74
RANGES, ELEC., FREE-STANDING	1966	22	22	35	21	26	11	21	25	9	21
	1965	21	19	35	19	37	13	19	31	21	23
RANGES, ELEC., BUILT-IN	1966	9	9	4	9	13	19	13	16	36	14
	1965	10	8	21	9	18	18	12	23	18	14
RANGES, GAS, FREE-STANDING	1966	11	18	24	30	—	23	23	12	20	20
RANGES, GAS, BUILT-IN	1966	4	4	12	12	—	4	7	11	11	8
ELECTRIC WATER HEATERS	1966	13	9	46	9	24	6	26	17	17	18
	1965	14	6	44	8	28	6	10	15	17	15
GAS WATER HEATERS	1966	19	9	32	27	4	47	33	48	60	31
HOME FREEZERS	1966	49	17	24	16	19	27	35	24	12	25
	1965	8	15	25	15	27	26	20	19	17	18
ROOM AIR CONDITIONERS	1966	28	73	72	45	71	68	68	14	19	51
	1965	22	40	51	33	59	70	49	17	15	39
DEHUMIDIFIERS	1966	3	6	5	10	2	1	11	—	1	5
	1965	3	6	5	9	1	1	7	—	1	6
WASHERS, AUTOMATIC	1966	66	73	67	66	49	69	68	87	61	67
	1965	59	68	75	59	62	71	53	91	66	66
WASHERS, WRINGER & OTHERS	1966	5	15	12	12	15	10	9	7	3	10
	1965	3	16	12	15	14	9	10	10	10	12
WASHER/DRYER COMBOS	1966	—	1	1	1	1	1	1	6	2	2
	1965	—	1	1	1	1	1	1	2	3	1
ELECTRIC CLOTHES DRYERS	1966	26	29	27	27	30	28	40	35	27	30
	1965	23	27	28	23	28	23	26	35	34	27
GAS CLOTHES DRYERS	1966	6	127	17	23	4	18	21	10	15	27
VACUUM CLEANERS	1966	20	19	59	59	34	44	26	97	52	46
	1965	23	51	59	46	74	63	22	89	54	49
DISHWASHERS	1966	18	22	26	19	11	28	15	25	54	23
	1965	14	18	22	13	14	24	11	29	31	19
FOOD WASTE DISPOSERS	1966	13	13	26	20	7	25	18	22	28	19
	1965	11	12	24	19	15	31	16	21	25	19
TELEVISION, B&W	1966	135	171	104	81	75	136	108	89	94	110
	1965	131	125	123	75	137	115	113	111	96	108
TELEVISION, COLOR	1966	56	89	40	40	61	76	66	36	78	60
	1965	43	46	28	24	43	43	26	27	40	34



It's the Wollensak Winter Carnival of Values!

Heat-up your first quarter Wollensak sales with this \$19⁹⁵ "Scotch" Tape Kit Giveaway



Here's everything you need to make your tape recorder sales snowball. Wollensak will send your customers this \$19.95 "Scotch" Studio Tape Kit *free*, when they buy a Wollensak Model 5740, 5750 or 5800.

This Studio Kit gives your customers everything they need for fine recording and editing. Gives

you a powerful sales closer . . . without costing you a cent! And, you still maintain your full profit!

This is a limited offer. Expires February 28. Buy, sell, promote. Use your Wollensak co-op allowance to tie in with local ads of your own. For complete details on this Wollensak Winter Carnival of Values, talk with your Wollensak salesman.

The "Scotch" Studio Kit contains:

Extra length, 1800 foot reel of polyester-backed tape on 7" reel • Two 1200 ft. reels of tape • 150 ft. tape on 3" reel in plastic "Living Letters" mailing container • Leader tape • Self-threading take-up reel • Splicing tape—strong, lasting • Extra mailing container • Splicing block • Timing disc • "How to do it" booklet. \$19.95 value.

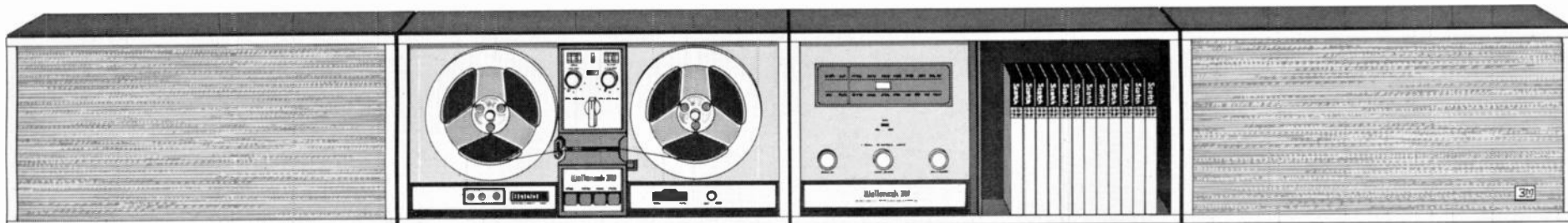


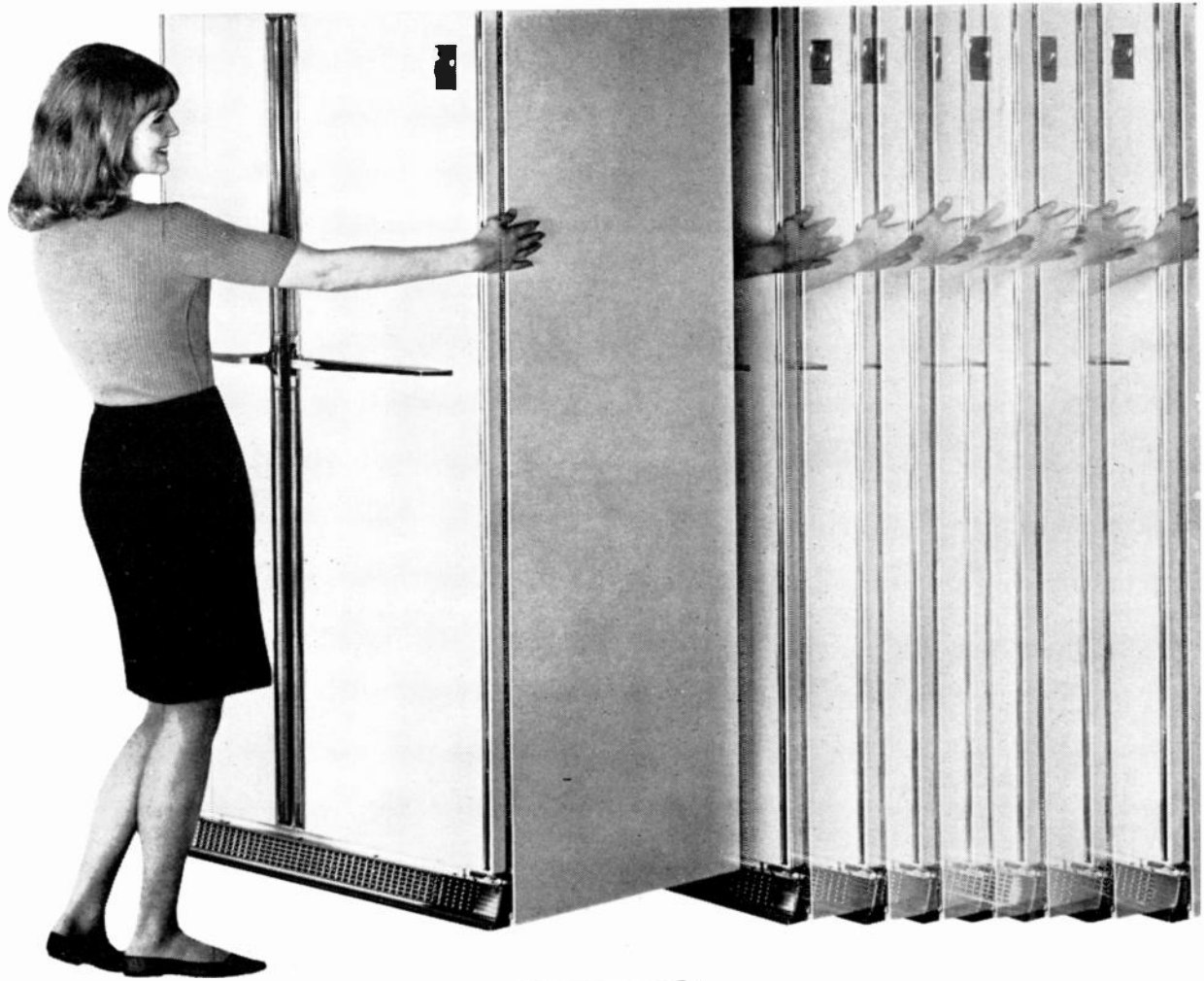
WOLLENSAK 5740 Full stereo. Solid-state. Swing-out speakers. Push-button operation. 3-speeds. Four track.



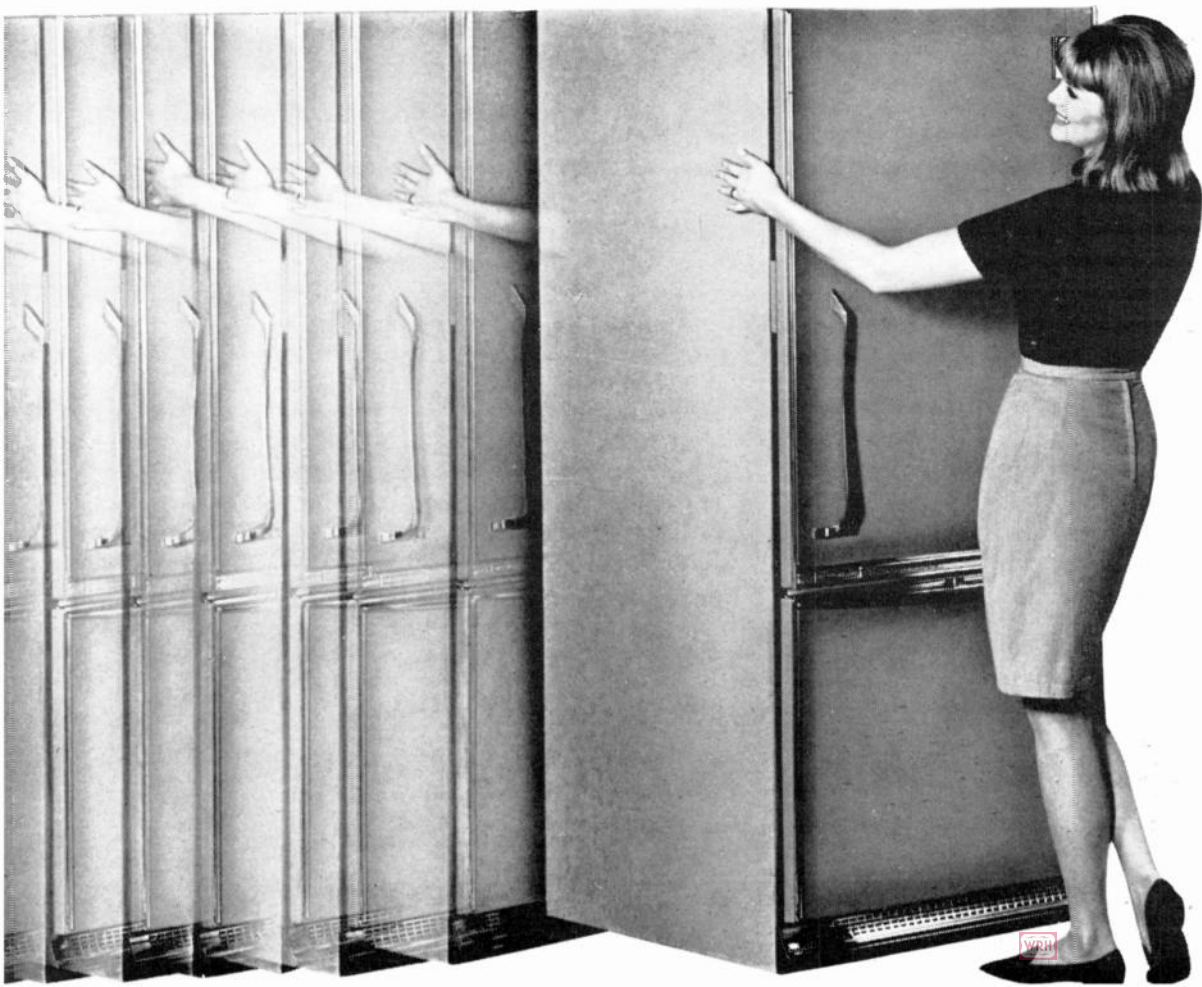
WOLLENSAK 5750 Slim-line styling. Full stereo. Solid state. Fine hardwood cabinet. Swing-out, detachable speakers.

WOLLENSAK 5800 Walnut furniture in modular design. Optional AM/FM stereo tuner. All solid-state. Superb performance.





See G-E refrigerators move...



Eleven General Electric refrigerators in the popular 15—20.5-cu. ft. sizes will be on wheels in 1967. Women want them that way. So we're giving them what they want—and giving you a most demonstrable sales advantage. In addition, all these G-E refrigerators have "base stops" so they can be fixed to the floor and never stray out of position. Another feature worth talking about!

We're supporting you in a big way. G-E refrigerators and the consumer benefits of wheels and "stops" will be widely advertised with full-color pages in LIFE, GOOD HOUSEKEEPING, READER'S DIGEST, BETTER HOMES AND GARDENS and SUNSET—and with color television commercials on prime-time network shows.

So things are really rolling for you in 1967. Just be sure to feature wheels in your local advertising. Display them. Demonstrate them. And...see G-E refrigerators move!

GENERAL  ELECTRIC

How's 33 million for openers?

A magazine is a medium is a market. But it all begins with the readers. Especially if you have a lot of them. And particularly if they turn up week after week after week.

LIFE is a magazine, but big enough to be almost a market in itself. The LIFE market—33,000,000 adult Americans. Men and women who open our magazine each week with considerable and continuing interest. Drawn by ideas, information, insights. They make a family market—for LIFE is one of the few large magazines written, not for men or for women, but for intelligent adults. We evidently appeal to the adult in the teen-agers, too, for we have almost 10,000,000 of them on our side.

In 1966, Americans bought nearly twice as many copies of LIFE as any other general magazine. And advertisers invested twice as many dollars in LIFE as in any other publication.

In 1967, when telling and selling the right audience at the right time in the right way can make a difference, isn't the LIFE market a very likely place to be? You can test market in LIFE, go regional or Spot LIFE in scores of advantageous ways. You reach an audience with high buying and spending power. And you have a big page on which to spread your ideas.

Only LIFE is LIFE. The number one magazine for home-goods advertising.

LIFE

WRH

Replacement and Trade-in Survey

MERCHANDISING WEEK's Replacement Survey (upper table) indicates how various types of retail outlets compare by product in terms of new sales, replacement sales, and sales involving trade-ins, as well as how they compare in terms of average price per sale.

Retailers surveyed were asked for a product-by-product breakdown of: (1) what percentage of their sales were to new owners; (2) what percentage were replacement sales; (3) what percentage of their replacement sales involved trade-ins. They were also asked the average selling price for each product. The replacement figures provide a general—rather than specific—indication of the replacement picture, because the "percent not known" contains undetermined new and replacement sales; if determined, the "not known" sales would boost the "replacement" and "new" figures.

As one might expect, more refrigerator sales involved trade-ins (56% for all outlets) than sales of any other product, while food waste disposers (7% of all outlets) involved fewest.

Home furnishings-furniture stores recorded the highest average prices in refrigerators, freezers, ranges, dishwashers, disposers, water heaters, black-and-white and color tv, and console phonographs. Appliance-tv stores recorded the highest average price per sale in washers and vacuum cleaners, while contract dealers registered the highest for dryers and air conditioners.

The average selling price for color tv sets was \$554 for all outlets, \$558 for department stores, \$545 for appliance-tv stores, \$560 for home furnishings stores, \$551 for contract dealers, and \$554 for auto supply stores.

Color tv figures are not included in the replacement table because the newness of the product precludes any replacement market.

The trade-in survey shows how various outlets handled the products they took in trade. Over-all, more refrigerators and freezers were resold "as-is" and more air conditioners and black-and-white tv sets were rebuilt and resold than any of the other products included in the survey.

REPLACEMENT SALES

PRODUCTS SOLD DURING 1966	ALL OUTLETS				DEPT. STORES - MASS MERCH.			
	TYPE OF SALE			AVG. PRICE	TYPE OF SALE			AVG. PRICE
% replacement (% involving trade-ins)	% new	% not known	% replacement (% involving trade-ins)		% new	% not known		
REFRIGERATORS	59 (56)	21	20	\$279	24 (27)	6	70	\$266
HOME FREEZERS	31 (41)	55	14	215	29 (9)	11	60	179
RANGES, Total	56 (39)	17	27	217	41 (25)	19	30	232
Free-Standing	60 (40)	23	17	208	42 (25)	16	42	200
Built-In	32 (39)	60	8	227	14 (46)	84	2	264
DISHWASHERS	18 (26)	62	20	209	4 (10)	19	77	189
FOOD WASTE DISPOSERS	45 (7)	47	8	50	63 (10)	37	-	40
CLOTHES WASHERS	55 (49)	30	15	217	33 (21)	8	59	188
CLOTHES DRYERS	32 (46)	65	3	170	9 (33)	33	58	156
ROOM AIR CONDITIONERS	21 (20)	57	22	205	22 (31)	11	67	175
VACUUM CLEANERS	53 (8)	43	4	52	39 (12)	52	9	51
WATER HEATERS	58 (52)	29	13	72	92 (30)	8	-	67
TELEVISION, B&W	48 (37)	36	16	163	25 (15)	8	67	147
PHONOGRAPHS, CONSOLE	40 (11)	56	4	225	38 (13)	55	7	245

TRADE-INS

PRODUCTS TRADED-IN DURING 1966	ALL OUTLETS				DEPT. STORE - MASS MERCH.			
	WHAT RETAILERS DID WITH TRADE-INS				WHAT RETAILERS DID WITH TRADE-INS			
% junked	% rebuilt & resold	% resold "as-is"	% on hand	% junked	% rebuilt & resold	% resold "as-is"	% on hand	
REFRIGERATORS	33	19	42	6	36	18	40	6
HOME FREEZERS	28	26	42	4	26	17	54	3
RANGES	57	15	24	4	47	7	41	5
DISHWASHERS	80	9	7	4	80	-	10	10
FOOD WASTE DISPOSERS	55	25	10	10	50	30	10	10
CLOTHES WASHERS	55	24	17	4	41	19	35	5
CLOTHES DRYERS	43	28	20	9	23	22	47	8
ROOM AIR CONDITIONERS	30	39	28	3	19	51	14	16
VACUUM CLEANERS	45	27	21	7	26	31	25	18
WATER HEATERS	82	10	6	2	32	23	23	22
TELEVISION, B & W	34	36	22	8	28	30	32	10

APPLIANCE - RADIO - TV - MUSIC				HOME FURNISHINGS - FURNITURE				CONTRACT DEALERS				AUTO SUPPLY			
TYPE OF SALE				TYPE OF SALE				TYPE OF SALE				TYPE OF SALE			
% replacement (% involving trade-ins)	% new	% not known	AVG. PRICE	% replacement (% involving trade-ins)	% new	% not known	AVG. PRICE	% replacement (% involving trade-ins)	% new	% not known	AVG. PRICE	% replacement (% involving trade-ins)	% new	% not known	AVG. PRICE
82 (50)	18	-	\$262	55 (62)	14	31	\$328	53 (83)	47	-	\$279	80 (57)	20	-	\$259
32 (37)	68	-	222	29 (46)	63	8	240	35 (76)	65	-	213	29 (39)	71	-	224
71 (29)	29	-	200	52 (29)	29	19	262	38 (85)	62	-	193	77 (29)	21	2	200
75 (31)	25	-	195	56 (35)	33	11	239	44 (76)	56	-	195	84 (40)	16	-	210
52 (11)	48	-	225	37 (10)	15	48	286	20 (90)	80	-	185	39 (-)	51	10	175
29 (16)	71	-	200	28 (-)	45	27	235	20 (63)	80	-	219	7 (14)	93	-	201
14 (4)	86	-	38	44 (-)	19	37	77	54 (5)	46	-	48	51 (-)	49	-	47
74 (51)	26	-	234	53 (34)	31	16	224	42 (91)	58	-	220	75 (49)	25	-	217
49 (31)	51	-	163	14 (46)	66	20	170	36 (100)	64	-	186	54 (20)	46	-	177
33 (5)	67	-	195	6 (11)	47	47	177	21 (46)	79	-	259	21 (10)	79	-	218
64 (4)	36	-	54	51 (7)	49	-	53	65 (8)	35	-	53	48 (2)	42	10	49
86 (6)	14	-	74	20 (-)	37	43	84	8 (79)	77	15	65	82 (-)	9	9	69
62 (31)	38	-	147	58 (31)	30	12	186	34 (62)	65	1	151	62 (44)	38	-	183
69 (5)	26	5	162	- (-)	69	31	389	33 (-)	63	4	178	30 (15)	67	3	151

APPLIANCE - RADIO - TV - MUSIC				HOME FURNISHINGS - FURNITURE				CONTRACT DEALERS				AUTO SUPPLY			
WHAT RETAILERS DID WITH TRADE-INS				WHAT RETAILERS DID WITH TRADE-INS				WHAT RETAILERS DID WITH TRADE-INS				WHAT RETAILERS DID WITH TRADE-INS			
% junked	% rebuilt & resold	% resold "as-is"	% on hand	% junked	% rebuilt & resold	% resold "as-is"	% on hand	% junked	% rebuilt & resold	% resold "as-is"	% on hand	% junked	% rebuilt & resold	% resold "as is"	% on hand
30	10	53	7	34	17	42	7	38	22	32	8	28	26	41	5
33	28	30	9	23	32	32	13	48	10	42	-	9	41	50	-
57	23	14	6	42	25	28	5	75	7	18	-	65	11	19	5
59	29	12	-	-	-	-	-	100	-	-	-	-	-	-	100
100	-	-	-	-	-	-	-	100	-	-	-	-	-	-	-
60	7	31	2	58	32	5	5	69	28	2	1	49	35	12	4
53	33	8	6	48	19	19	14	54	32	11	3	36	36	14	14
22	33	33	12	33	-	67	-	38	20	17	25	40	50	10	-
33	33	33	1	76	18	6	-	100	-	-	-	-	100	-	-
100	-	-	-	-	-	-	-	100	-	-	-	-	-	-	-
28	25	42	5	65	22	9	4	67	24	9	-	42	37	18	3

The Hoover Story.

Read all about it in Life.



Or Ladies' Home Journal. Or Good Housekeeping. Or Ebony. Or American Home. Or Bride's. Or Modern Bride. Or Bride & Home.

The Hoover Story: the story of a vacuum cleaner company that refuses to stand still.

It's the story of new Hoover products designed to help you win a bigger share of the market.

Like the Hoover Fry Pan (first with the built-in Warming Tray). The Hoover Port-

able (the canister cleaner that stores *everything* inside), and the Hoover Blender (it's the only one with the Insta-matic Button).

The Hoover Story will take 26 full page ads in Life alone to tell. And 49 pages in the



other magazines on the 1967 schedule.

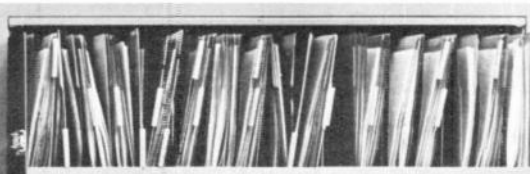
If our product line and our advertising support sounds like the kind of combination you'd like to have working for you, contact your Hoover man.

And remember, when you make the Hoover Story your story, life has a happy ending.

The Hoover Company, North Canton, Ohio 44720.

WRH





Electric Housewares Highlights

Two old reliable standbys in electric housewares—No. 1, irons, and No. 2, coffeemakers—accounted for nearly one-third of all manufacturer shipments in 1966. Total industry shipments of major electric housewares products nudged 70 million units for the first time, as retail dollar value reached an all-time high of close to \$1.5 billion.

The basic kitchen electrics shined during 1966. Add to irons and coffeemakers four other key products—slicing knives, toasters, can openers, and mixers—in unit-volume order of importance, and these first six products accounted for nearly 60% of all manufacturer shipments last year.

Only slicing knives—of the six key kitchen electrics, showed a decrease in 1966 shipments, compared to 1965. Slicing knife unit shipments fell from a high of 5.90 million in 1965 to 5.75 million last year.

Irons soared above 10 million units for the first time, peaking at 10.81 million units—up 9.63% over 1965. Coffeemakers reached 7.2 million units, up 9.09%; toasters hit 5 million units, up 5.26%, despite delivery problems; can openers totaled 4.6 million units, up 6.98%; and mixers went to 4.3 million units, up 10.44%.

Total shipments for major electric housewares products came to 69,355,000 units in 1966 for a 4.04% increase over the 1965 total shipment figure. Retail dollar value of these products amounted to \$1,461,530,000, up 5.50% from the 1965 level.

Despite the gains, the increases in 1966 were smaller than those recorded in 1965 over 1964. In 1965, unit volume was up 8.54%, while dollar value was up 10.73%. Delivery problems and a softer national economy are the most obvious reasons for a slowdown in the industry's growth platform.

The five-year growth pattern, however, remains impressive. Since 1961, the industry's unit shipments of major products has risen 66.47% and the dollar value has climbed 56.98%. In 1962, the retail value of the industry's major products topped \$1 billion for the first time. Since the start of the 1960s, MERCHANDISING WEEK has added broilers, toothbrushes, and slicing knives to the list of major products on which figures are compiled.

The pie chart on this page points up the importance of each major electric housewares product to the total industry unit shipment figures, as detailed on pp. 24-25 of the 1967 Statistical Report. The chart excludes vacuum cleaners and floor polishers. Vacuum cleaner shipments last year totaled 5.525 million units, up 8.18% from the 1965 level. Dollar value came to \$425 million. The dollar value of vacs is about double that of irons (\$148 million), although irons, in unit volume, out-sell vacs about 2-to-1.

The pie chart, as presented here, also can serve as a useful guide to retailers in planning product assortments for particular items. The chart, however, does not compensate for various merchandising considerations, such as the fact that products on the upswing deserve more exposure than products that are declining in importance.

But it can serve as a guide in keeping product assortments in line with the products over-all importance.

Health and beauty products—everyone's bright spots for 1967 activity—did not shine

in 1966—at least not for the industry's two biggest volume items on which figures are compiled: hair dryers and automatic toothbrushes.

Hair dryers dropped to 3.8 million units in 1966 after peaking at 9.7 million units in 1963. Changing women's hair styles are being blamed, and the growth of salon-type units in sales undoubtedly has kept the unit figure from going even lower.

Toothbrushes also declined—for the first time—down from 3.3 million units in 1965 to 2.8 million units last year. This undoubtedly reflects the inroads of water-pulsating oral hygiene devices, as well as the falling

of in this category by a number of house-

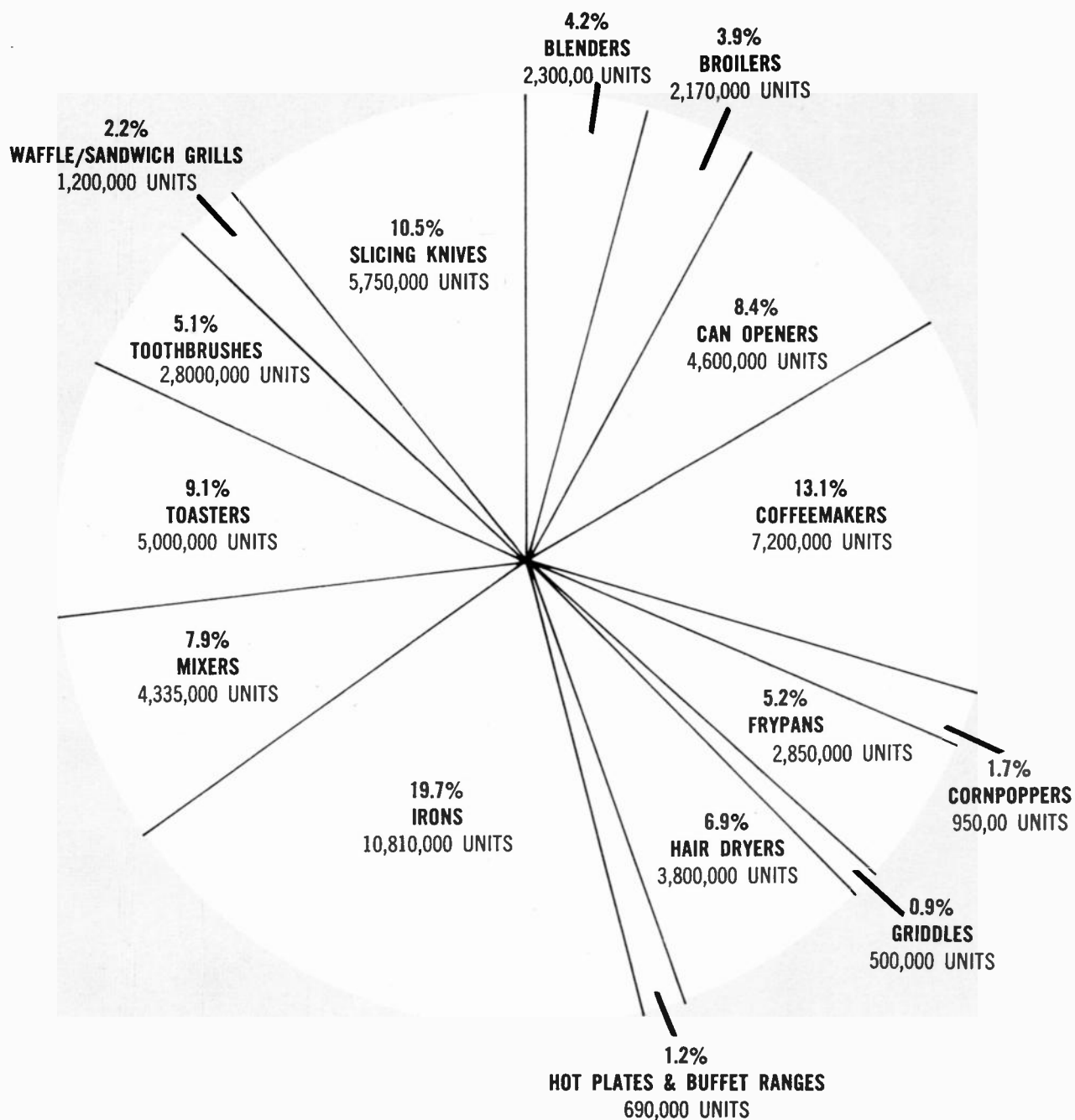
wares-oriented manufacturers. Blenders showed the biggest gain among the products with unit shipments of more than one million. Blender shipments totaled 2.3 million units last year, up half a million—or 27.78%. Delivery problems undoubtedly kept the figure from going higher. Among volume items, toothbrushes and hair dryers recorded the largest decreases.

Hair dryer shipments were down 12.14%—more than half a million units. Retail dollar value, however, remained above \$70 million, undoubtedly reflecting more unit sales of the higher priced salon-type models. The 15.16% decrease in toothbrush shipments undoubtedly is one of the biggest surprises in the 1967 Statistical Report.

The iron story is a bright one, especially in a year in which permanent press was one of the biggest merchandising stories. More than 8.6 million of the 10.8 million irons shipped last year were steam or spray/steam models. Assuredly, Teflon coatings helped sales of irons, as well as certain other products like frypans and waffle makers. The bigger promotional play on steam ironing—largely through more vents—also helped the industry. The addition of permanent press settings to newer iron models introduced in January is expected to help blunt the effect of the no-iron advertising campaign being mounted by the ready-to-wear industry behind permanent press.

Electric Housewares Product Mix

(based on total 1966 manufacturer shipments of 54,955,000 units)



(M-0189-50) . . . Suggested retail, \$9.99

Jobber Exclusive!



Lined with 2-layer DuPont Teflon
(M-0271-50) . . . Suggested retail, \$16.88



Lined with 2-layer DuPont Teflon
(M-0273-50) . . . Suggested retail, \$16.88



10-cup with Flavor Selector
(M-0180) . . . Suggested retail, \$10.88

LINE
ALIVE
MIRRO-MATIC
ELECTRICS

Alive with matching, eye-catching style. Alive with the acceptance of a nationally known name. Alive with the sales drive of no-stick, no-scour Teflon. Alive, too, with a potent profit potential . . . and at prices that appeal instead of repel.

Now's the time to move with **MIRRO-MATIC** . . . the small appliance line **ALIVE!**



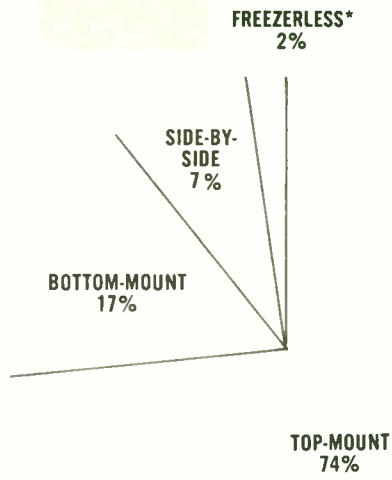
30-cup Party Perk
(M-0130) . . . Suggested retail, \$10.99

**Buy NOW from your
MIRRO JOBBER!**



MIRRO ALUMINUM COMPANY • MANITOWOC, WISCONSIN 54220
Fifth Avenue Bldg. New York 10010 • Merchandise Mart, Chicago 60654 • World's Largest Manufacturer of Aluminum Cooking Utensils

**REFRIGERATORS: LOCATION OF FREEZING COMPARTMENT
(9 MONTHS 1966)**



*Ice-cube compartment only
SOURCE: NEMA

REFRIGERATORS: % OF TOTAL SALES BY SIZE

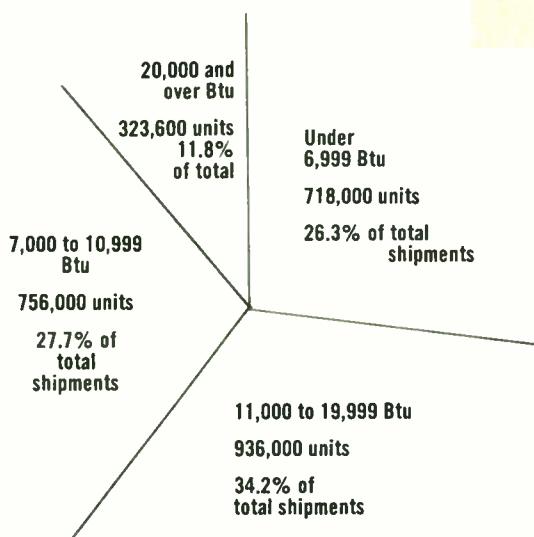
SIZE (IN CUBIC FEET)	1961	1962	1963	1964	1965	9 MOS. 1966
8 & UNDER	1.0	0.4	0.4	↓	↓	↓
9 & 10	14.7	13.6	11.6	10.4	11.5	10.2
11	9.9	4.5	4.9	2.2	1.8	1.7
12	19.7	23.1	22.6	24.7	23.9	22.1
13	32.0	24.9	19.5	14.0	8.2	5.0
14	22.7	33.5	41.0	32.9	28.4	26.2
15 & OVER	↓	↓	↓	15.8	26.2	34.8

FREEZERS: % OF TOTAL SALES BY SIZE

SIZE (IN CUBIC FEET)	1961	1962	1963	1964	1965	9 MOS. 1966
10 & UNDER	8.7	7.0	7.2	7.1	↓	↓
11 TO 14	31.0	31.7	25.4	22.0	28.5	22.8
15	8.9	10.4	18.8	19.0	17.2	20.5
16 & 17	22.4	22.7	24.3	25.5	26.6	28.0
18 & 19	8.2	7.4	6.8	8.5	8.6	8.5
20 & OVER	20.8	20.8	17.5	17.9	19.1	20.2

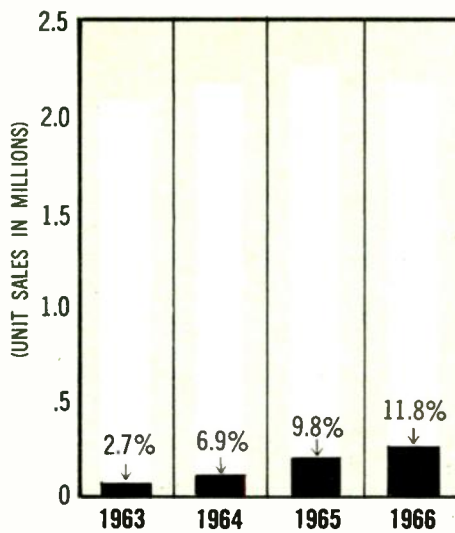
SOURCE: NEMA

**MANUFACTURERS' SHIPMENTS OF ROOM AIR
CONDITIONERS BY SIZE FOR THE
FIRST NINE MONTHS OF 1966**



SOURCE: NEMA

**GAS RANGES: HIGH OVEN MODELS
AS PERCENT
OF TOTAL SHIPMENTS**



SOURCE: GAMA

The 1967 Statistical Report

**Major Appliance
Highlights**

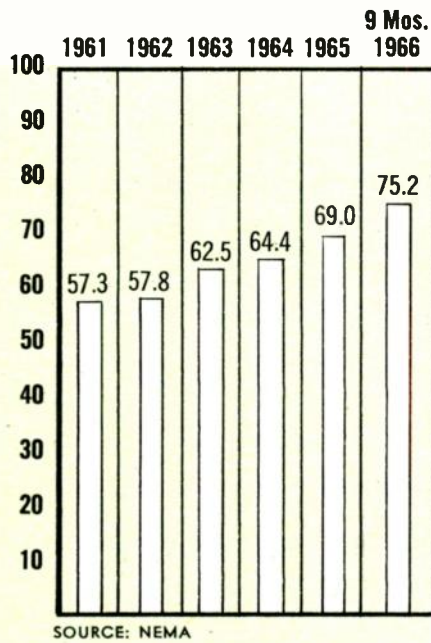
Major appliance trends that were budding in the past few years are now blooming.

In refrigeration, the big story continues to be consumer voracity for larger-capacity units. Manufacturers and retailers have been happy to oblige—not the least of reasons being more big-ticket sales and the larger accompanying margins. For the first nine months of 1966, refrigerator sales in the 14-cu.-ft.-and-over categories amounted to 61% of the total. The jump resulted chiefly from the increased sales of side-by-side units, which accounted for 7% of total sales during the first nine months of 1966. (In 1965, side-by-sides accounted for about 2% of total sales.)

In air conditioners, the large- and small-capacity units continue to gain. It is hard to believe that 718,000 under-7,000Btu units were sold in the first nine months of 1966. That means one of every four units purchased was in this hot category.

In ranges, high-oven gas models popped over 10% of total sales for the first time: their electric counterparts are enjoying equal popularity.

**TWO-DOOR REFRIGERATORS:
% OF TOTAL SALES**



SOURCE: NEMA

**REFRIGERATORS:
% OF TOTAL SALES
BY DEFROSTING SYSTEM**

	9 Mos. 1966	9 Mos. 1965
No manual defrost	56.9%	47.6%
No manual defrost of refrigerator section; manual defrost of freezer section	20.4	24.8
All other	22.7	27.6

SOURCE: NEMA



**means
a big Holiday Sale
to build traffic!**

Lots of excitement this Spring—a spectacular consumer contest featuring trips to the Bahamas and other prospect-pulling awards! Lots of advertising with your name on it! An 8-page Holiday Sale color insert, plus 3 big ROP newspaper ads. Pennants, banners, etc. for your store. Get in on the action now. Ask your distributor how ...WHIRLPOOL CAN MEAN A LOT TO YOU!



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



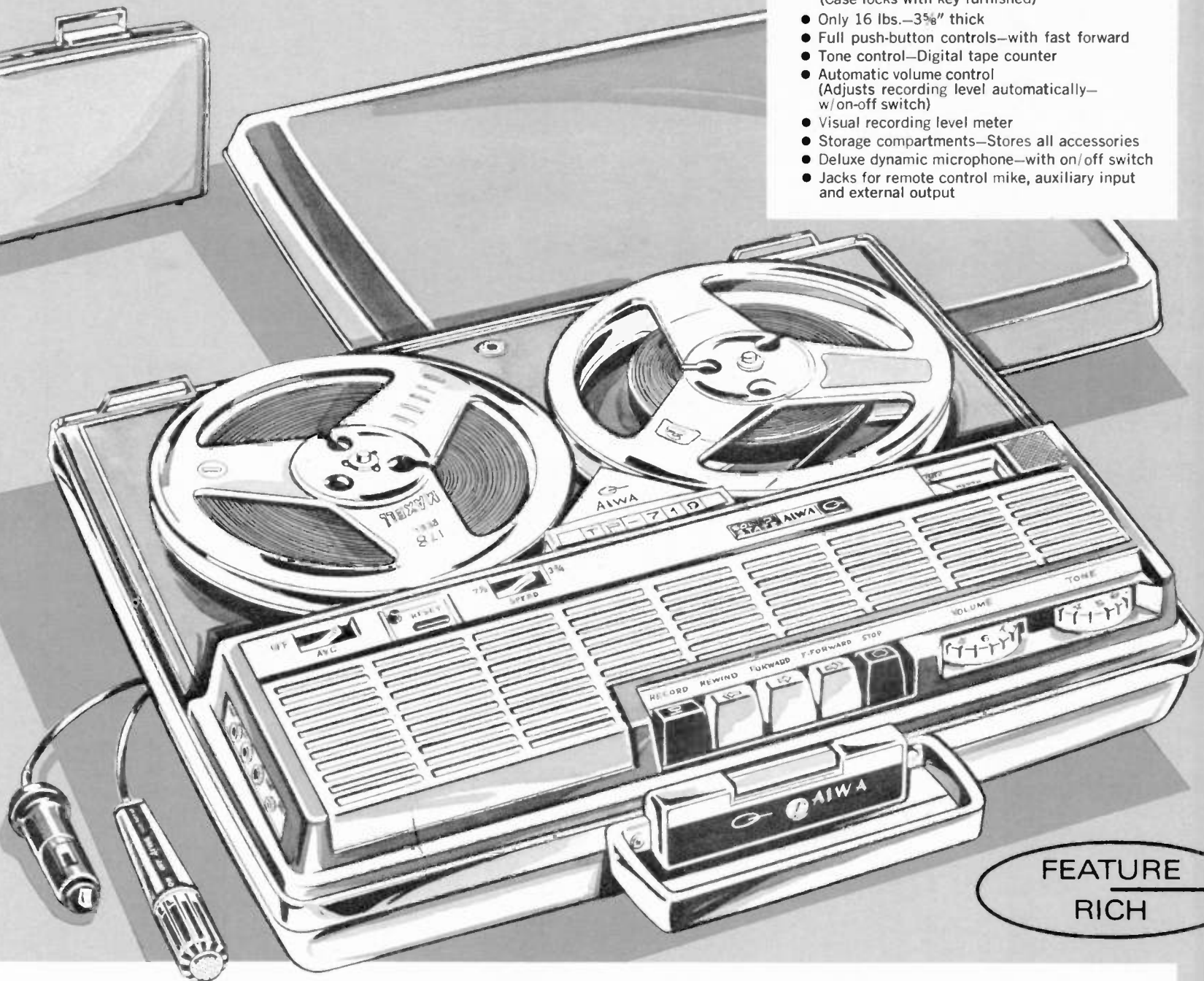
CAR

BATTERY

AC CURRENT

TP-713 Solid State 2 Track Monaural AC/DC/ Car Battery Adaptable Tape Recorder with Mike Storage

- Monaural, Dual track, Capstan Drive
- Plays 3 speed—7½—3¾—1⅞ I.P.S. Over 12 hours recording time
- Operates on batteries, Household AC current and Car battery current (All adapters included—Nothing extra to buy)
- Solid state circuitry—longer life, Instant Play, Cool operation
- Plays all "Reel Sizes": 7", 5", 3"
- Aluminum die-cast frame and handle (Case locks with key furnished)
- Only 16 lbs.—3⅝" thick
- Full push-button controls—with fast forward
- Tone control—Digital tape counter
- Automatic volume control (Adjusts recording level automatically—w/on-off switch)
- Visual recording level meter
- Storage compartments—Stores all accessories
- Deluxe dynamic microphone—with on/off switch
- Jacks for remote control mike, auxiliary input and external output



FEATURE RICH

A POWERHOUSE in an attache case by

AIWA

SELECTRON INTERNATIONAL CO., INC.
 4215 West 45th Street • Chicago, 60632
 Phone 312-254-7900 • TWX-910-221-2709
 4005 West Jefferson Street • Los Angeles
 Phone 213-RE 2-0195 • TWX-910-321-2484



TP-713 Solid State Monaural, Dual-Track, AC/DC Tape Recorder with 5" Reels

2 speeds (3¾ and 1⅞ i.p.s. with switch). Plays on AC or batteries. Built-in converter. AC bias. Dynamic mike with on/off switch and stand. Full push-button controls with fast forward. Digital counter. VU meter. Built-in automatic volume control system with on/off switch. Tone control. Retractable handle.

The 1967 Statistical Report

Consumer Electronics Highlights

Despite a not altogether unpredictable slump in black-and-white tv set sales, retailers' purchases of consumer electronics equipment in 1966 surpassed 1965's healthy totals on a broad front.

And the continued surge of color tv sales pushed total tv volume to a booming 11,629,653 units for 1966. Add Japanese brand imports to this total and last year's sales easily surpassed a dizzying 12 million sets.

Once again the industry's seasonal pattern repeated itself: the fourth quarter of 1966 was the biggest of the year in color tv, home radio, and portable and console phonograph sales. And, as usual, the second quarter of the year accounted for the smallest percentage off distributor-to-dealer sales during the year.

Only b&w tv sales failed to follow this seasonal pattern. While the pattern of second-quarter low sales held true for b&w tv in 1966, it was in the first quarter that the largest share of distributor b&w tv sales were recorded. Probably the most influential factor in this shifting pattern was the retailer whose interest in stocking color tv set a record of sorts during 1966.

In terms of market share per quarter, no product matched the portable phonograph in its fourth-quarter peak: 45% of the year's business was done in the final quarter of 1966.

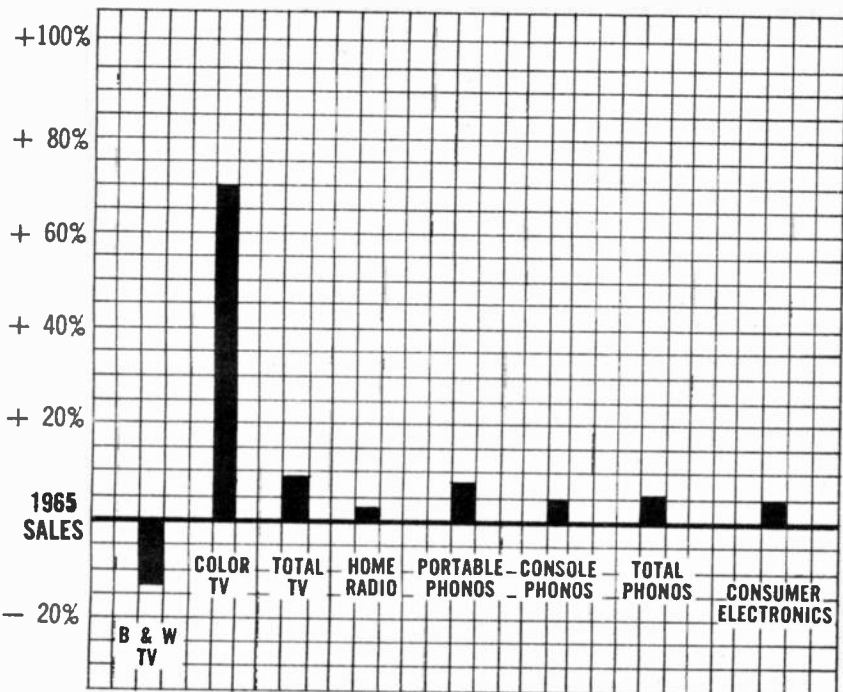
The tape recorder market continued to grow in 1966. Foreign manufacturers—principally Japanese—also continued to dominate this business.

CONSUMER ELECTRONICS DISTRIBUTOR SALES: 1966 VS. 1965 QUARTERLY

		B&W TV		COLOR TV		TOTAL TV		HOME RADIO*		PHONOS (port. & table)		PHONOS (console)		TOTAL PHONOS	
		1966	1965	1966	1965	1966	1965	1966	1965	1966	1965	1966	1965	1966	1965
1ST QUARTER	units	1,983,219	1,904,302	941,984	481,097	2,925,203	2,385,399	3,264,467	2,641,069	688,544	703,060	491,446	366,549	1,179,990	1,069,609
	% of total	28%	24%	20%	18%	25%	22%	24%	20%	16%	17%	27%	22%	19%	18%
2ND QUARTER	units	1,443,570	1,482,633	879,210	357,442	2,322,780	1,840,075	2,712,435	2,471,697	482,200	547,913	301,561	244,439	783,761	792,352
	% of total	21%	18%	19%	13%	20%	17%	20%	19%	11%	14%	17%	14%	13%	14%
3RD QUARTER	units	1,879,696	2,224,704	1,281,849	947,380	3,161,545	3,172,084	3,700,913	3,630,403	1,184,100	1,136,505	453,055	466,512	1,637,155	1,603,017
	% of total	27%	28%	27%	34%	27%	30%	27%	27%	28%	28%	25%	27%	27%	28%
**4TH QUARTER	units	1,647,307	2,416,342	1,572,818	960,699	3,220,125	3,377,041	3,930,421	4,538,529	1,958,147	1,658,537	545,725	631,166	2,503,872	2,289,703
	% of total	24%	30%	34%	35%	28%	31%	29%	34%	45%	41%	31%	37%	41%	40%
100% total units		6,953,792	8,027,981	4,675,861	2,746,618	11,629,653	10,774,599	13,608,236	13,281,698	4,312,991	4,046,015	1,791,787	1,708,666	6,104,778	5,754,681

Source: EIA *Includes Table, Clock & Portable **Preliminary figures for 1966

Percent Change In Distributor Sales: 1966 vs. 1965



Source: EIA

TAPE RECORDERS

	1961	1962	1963	1964	1965	1966*
TOTAL U.S. MARKET	1,166,000	1,801,000	2,974,000	3,746,000	3,600,000	5,000,000
FACTORY SALES, U.S. PRODUCED	366,000	441,000	459,000	486,000	753,000	1,250,000
IMPORTED, U.S. BRAND	23,000	25,000	29,000	35,000	100,000	250,000
IMPORTED, FOREIGN BRAND	777,000	1,335,000	2,486,000	3,225,000	2,747,000	3,500,000

*1966 figure is preliminary

Source: U.S. Dept. of Commerce, Merchandising Week

Ideas that move merchandise...



“Color Sonar” with infinite color control, not step control!

EXCITING! New Admiral Color Sonar wireless remote control! Your customer can turn Admiral Color TV on and off... adjust volume... change channels... from across the room!

In addition, he now has infinite control of both color intensity and tint! No intermediate steps or jump tuning! With Admiral Color Sonar, he can do it all from his easy chair, easier

and more accurately than at the set!

And new Admiral Color TV has it! What an extra to add to the already accepted quality of Admiral Color TV! An extra that brings customers in... involves them in a self-selling situation... impresses them with both amazing new Color Sonar Tuning and new Admiral quality in Color TV.

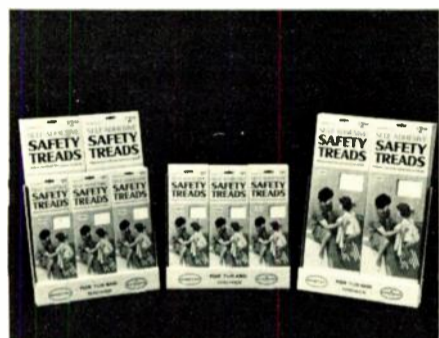
...come from **Admiral**

MARK OF QUALITY  THROUGHOUT THE WORLD

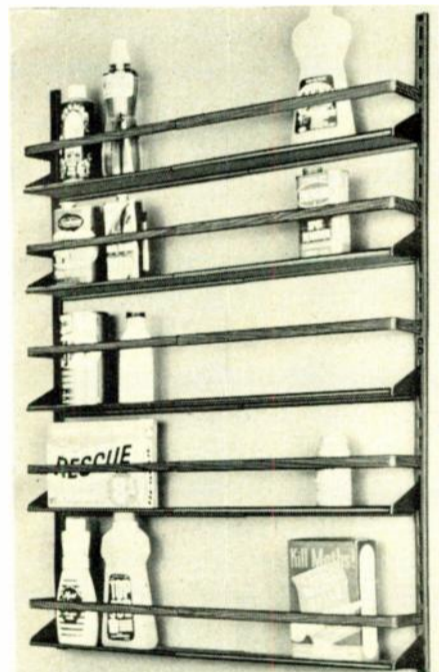
HOUSEWARES



□ □ An automatic photo-electric light control turns lights on and off and safeguards the home. From Purer, the Lamp-Lite requires no special installation and comes carded or gift-boxed. *Purer & Co., Box 64218, Los Angeles, Calif. 90006*



□ □ Tub and shower safety treads of heavy-duty, textured vinyl are easily installed on any clean, dry surface and come in two sizes. The strips are available in three different counter displays, each with a retail value of \$36. *Carr Adhesive Products Inc., 14201 Industrial Ave., South, Cleveland, Ohio*



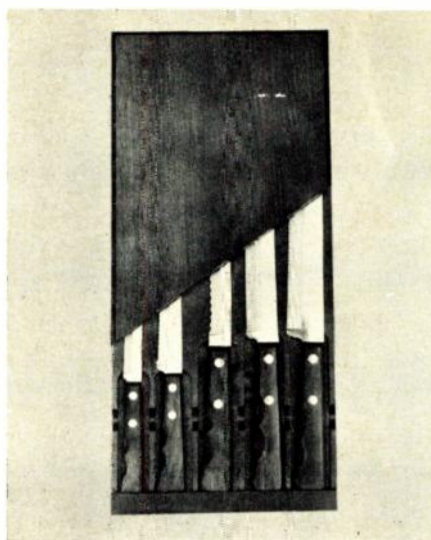
□ □ Space savers and organizers: the Door 'n' Wall Shelves feature a walnut, wood-grain finish. The units are expendable and adjustable, and are priced at \$3.95. *S. A. Hirsh Mfg. Co., 8051 Central Park Ave., Skokie, Ill. 60067*



□ □ New, from Prepac: a molded, removable, unbreakable, odorless, washable, leakproof, waterproof, ice-proof, Frigi-Tainer insulated thermobag. It is made of supported spun rayon, with matching all-around

handles positioned by eight brass handle holders; comes in two plaids, each with white lining; and lists at \$5.59. *Prepac Inc., 188 W. 230 St., New York, N. Y.*

□ □ A new promotional sprinkler—Fan Spray—features a unique conical spray-hole design that compresses the water into a gentle, controlled spray. A 6-inch, palm-length handle allows easy hand-watering, while a steel spike can be flipped down from the handle and pushed into the ground. The Fan Spray has a suggested retail price of 98¢ without shutoff valve, \$1.25 with shutoff. *W. D. Allen Mfg. Co., 2200 West 16th St., Broadview, Ill. 60153*



□ □ Steak a claim with Ka-Bar's Wall Cutlery Set of five knives plus walnut-finished wall holder. The stainless steel knives have brown KaWood handles. The set carries a suggested retail price of \$15.95. *Ka-Bar Cutlery Inc., 867 North 8th St., Olean, N. Y. 14769*

□ □ The look of porcelain: Daher Co. Inc. has introduced Royal Delft blue-and-white canisters that are metal reproductions of original Delft patterns. The decorator canisters are designed with recessed lids and three knobs on the bases. A set of four pieces carries a suggested retail price of \$5.95. *Daher Co. Inc., 43-34 37th St. Long Island City, N. Y.*



the symbol of
quality

ALLIANCE

merchandising

Alliance develops merchandising campaigns that sell the product to the consumer. Our salesmen help you sell by constantly working with distributors and dealers to acquaint them with the products and their features. Hard hitting retail promotional campaigns, utilizing TV, newspaper, radio and direct mail, support your sales efforts... the result is greater consumer acceptance and increased sales.

reliability

Continuous life testing plus tight quality control on every component is your guarantee that all products have uniform quality and utmost reliability. Consumer products styling is enhanced by carefully maintained finish standards which insure an elegant product for consumer appeal. Packaging is designed to give greatest product protection during shipment and also to provide attractive appearance for display.

delivery

Alliance maintains an inventory of consumer products at all times. All orders are given prompt attention and, if necessary, shipments can be made the same day an order is received! A stock of JS and standard four-speed phonograph motors is also maintained for rapid delivery.



ALLIANCE TENNA-ROTOR "TV'S BETTER COLOR GETTER" turns the antenna to receive the strongest signal for a sharp, clear color or black and white picture. Improves FM stereo reception, too.



ALLIANCE AUTOMATIC GARAGE DOOR OPENERS "Let Genie Do It!" Alliance is the only single source for all 3 types - friction, chain and gear, radio-controlled garage door openers.



ALLIANCE SUB-FRACTIONAL HP MOTORS "Put Alliance in your Appliance". We custom build sub-fractional HP motors for original equipment manufacturers, who produce today's finest appliances.

THE ALLIANCE MANUFACTURING CO., INC.

(Subsidiary of Consolidated Electronic Industries Corp.)

ALLIANCE, OHIO

□□□□ **Storytelling through packaging:** a selling tool that is being adopted by a growing number of cookware manufacturers. West Bend, for example, will romance the homemaker with a short story—"The Legend of the Country Inn"—which is printed and illustrated on the gift cartons of its new avocado-hued Country Inn cookware line. (MW, 23 Jan., p.22).

Corning Glass Works—the granddaddy of them all in the use of packaging to tell a story—has come up with more praiseworthy packaging for its Pyrex line. The company offers its new Hearth Group in 4-color

cartons that illustrate each product in use on one side, and, on the other three, create a cheery, rustic effect via simulated wood-grain paneling.

Revere, too, has modified its gift cartons by color-coordinating the printing on the package with the color of the product inside. For example, the packaging for the company's new cookware line with Autumn Leaves cover is printed in a golden copper color, which is also used for the traditional Paul Revere silhouette. Revere is offering retailers a new display unit for exhibiting its line—and its packaging.

□□□□ **Tufram is adding a 12-inch frypan** to its non-stick cookware line. The frypan will carry a \$14.95 regular retail price and a \$12.95 introductory price. April deliveries are planned. The firm also is offering special pricing on its 7-piece Galaxy Set for spring promotions.

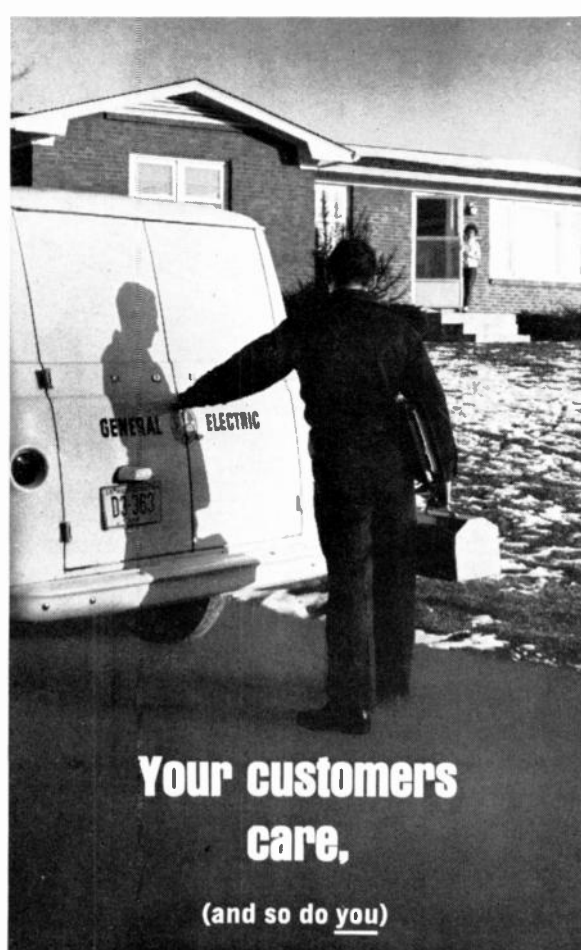
□□□□ **Corning plans specials** for Apr. 9 through May 13: the Menu-ette Corning Ware set will be sale-priced at \$9.99 (normally \$12.95) retail, and the Corning Ware 1-qt. covered saucemaker will be featured at retail or \$3.99 (normally \$4.50).

□□□□ **Another art approach** to merchandising dinnerware and cookware is in the works at Corning. The firm's tableware operation is offering retailers a Lasting Beauty Exhibition featuring Centura dinnerware, the Corning Ware line, and a copy of the Venus de Milo statue (see photo below). The Committee of Stainless Steel Producers recently announced plans for a "Pot Art" display as part of its year-long promotional activity behind stainless steel cookware and serving accessories. The Corning Lasting Beauty Exhibition will tour retail stores across the country.



Venus at the Corning table

Who cares about making service mean what it says??



Your customers care,
(and so do you)

You, Mr. Dealer, know when your customer doesn't get the service she wants . . . she's no longer your customer. You, Mr. Dealer, know your customer expects *quality* in service, as in everything else. She wants service that is *fast*; service that is *dependable*; and replacement parts that are *Genuine*.

You, Mr. Dealer, know this takes *teamwork* between you, your distributor, and the manufacturer.

You, Mr. Dealer, can count on solid support from General Electric and its distributors to help you build customer satisfaction with *your* service.



We care, too!
(your G-E distributor team)

We set high performance standards on parts service—
1st—To ship your orders *complete*.

2nd—To ship your orders *promptly* (usually same day as received).

We work hard to better train your G-E service technicians. Our distributor service counselors and technical specialists hold regularly scheduled training meetings in all markets.

We have G-E home study courses for G-E service technicians on electricity, electronics, and transistors.

We can provide counsel and assistance on how to run a modern G-E service organization. Ask your G-E distributor about G-E's Service Management Guide.

We have a *team of trained specialists* ready to help you solve any parts or service problem.

Do we care? You bet we do!!

GENERAL  ELECTRIC

830-33A

WRH

HOUSEWARES

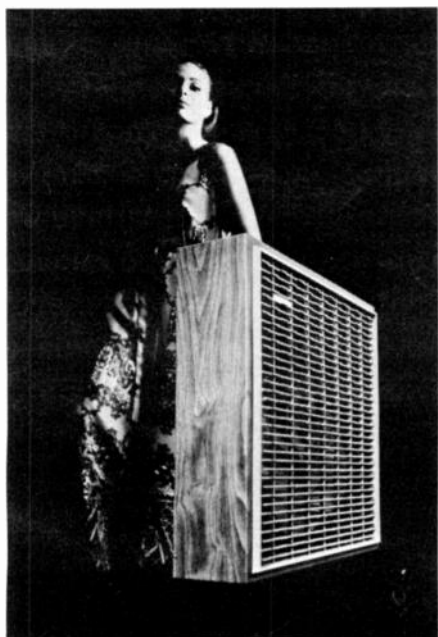


□ □ **Crock, crispers, and spoon-drip plate** are four of 21 new plastic housewares items in Arnoldware-Rogers' Design Line. The copper-colored crock is available in two sizes—64 oz. and 80 oz.—which retail at 89¢ and 99¢. The crispers—packaged singly and in 2-, 3-, and 4-piece sets—start at 39¢. The spoon-drip plate carries a retail price of 49¢. *Arnoldware-Rogers Inc., West Warren, Mass.*

□ □ **Addition to Cory's Party Perc line:** the completely automatic 10-to-35-cup Buffet Royale. Included as an "economy model," the unit brews coffee at the rate of less than one minute per cup. The suggested retail price is \$19.95. *Cory Corp., 3200 W. Peterson Ave., Chicago, Ill.*



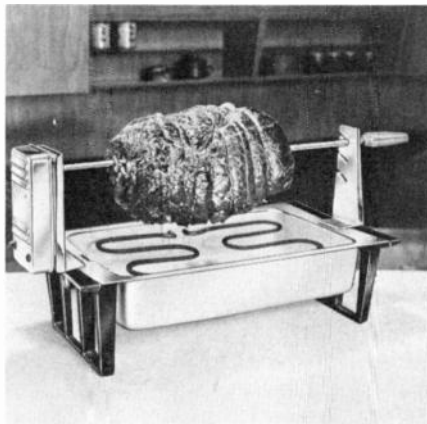
□ □ **Color-keyed to match its avocado Country Inn line of cookware,** West Bend's portable, electric Cook 'n Serve Range has two quick-heat, full-size electric heating elements. Each element has a separate control that allows an unlimited range of exact settings for warming and cooking. The unit is priced to sell for under \$25. *The West Bend Co., West Bend, Wis. 53095*



□ □ **Berns Air King Corp.** next month will begin shipping four new fans—three of which feature a vinyl finish

in walnut tones. The stylish Pent-House—model VHT-20—tops the line. This 3-speed, 20-inch multi-purpose fan is electrically reversible and includes a pilot light. This new unit will carry a suggested list price of \$48.95.

Two other models featuring the walnut vinyl finish are: the V20M, a 3-speed mobile fan, at \$38.95, and the V20E, a 2-speed, electrically reversible unit, at \$36.95. The fourth fan introduced by Berns Air King is the multipurpose P20P, a 2-speed model with an oversized blade, which lists at \$24.95. A photograph that appeared in the Jan. 16 issue of *MERCHANDISING WEEK* incorrectly identified the manufacturer source of the pictured fan.



□ □ **Toastmaster's smokeless broiler-rotisserie** features removable side legs and a removable tubular heating element for easy cleaning and

storage. It also has a 3-position, adjustable chrome grill for broiling. The restyled unit is equipped with a constant speed motor, an adjustable height spit, and a stainless steel drip pan. Suggested retail price is \$39.95. *Toastmaster Division, McGraw-Edison Co., Elgin, Ill.*

□ □ **Instant hanging accessories** from Eagle Affiliates adhere to any flat surface as a result of a new vinyl foam tape from The 3M Co. The line includes 2- and 5-hook racks, hanging shelves, a hanging soap tray, and a peg rack. Retail prices start at 29¢ for the 2-hook rack. *Eagle Affiliates, Division of APL Corp., Brooklyn, N. Y.*



These two parts perform five washer functions and provide nine customer benefits.

Hamilton has combined the splash cover, automatic bleach dispenser, lint filter, recirculation hose and vacuum breaker into two pieces of durable molded polypropylene. Neither part moves. Nothing to wear out or break down. No service calls. Features any housewife will appreciate.

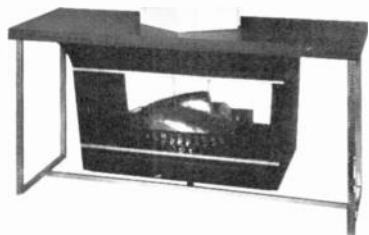
So, show the lady how they work. Point out (1) how the splash cover not only confines splashing but also (2) keeps clothes (and fingers) away from the rim of the tub. Then show her (3) how the bleach dispenser's wide mouth makes pouring easier. She'll see how the bleach (4) automatically flows into the outer tub where (5) it's safely diluted before touching the clothes. Next, demonstrate (6) how the lint filter is

easy to clean and snaps into place (7) to give her constant filtering all through the wash and rinse cycles. And finally, point out that (8) the bleach dispenser and lint filter are easy to reach, yet (9) out of the way for easy clothes handling.

Isn't it nice to be selling something besides price? Trust Hamilton for the kind of quality you can sell and the kind of profit margin that makes the retail sale worthwhile. Get the full story on all the New Reliables from your Hamilton distributor. He's got a lot to show you besides price (or two pieces of polypropylene).

Hamilton[®]
HAMILTON MANUFACTURING COMPANY, Two Rivers, Wisconsin





□ □ A new concept in fireplace design, Flambeau can serve as a free-standing unit, a room divider, or a built-in wall unit. Designed by Raymond Loewy/William Snaith Inc., for Donley, the unit features a built-in hamper and a removable ash drawer. *The Donley Brothers Co., 13900 Miles Ave., Cleveland, Ohio*

□ □ Ironing table fashion comes from Seymour, which adds a white lace pattern around the top of its Wedgwood green board. Model 269 has a perforated steel top that is braced lengthwise and crosswise and four wide-stance tubular legs for stability. *Seymour Housewares Co., Chestnut and Ninth Sts., Seymour, Ind.*



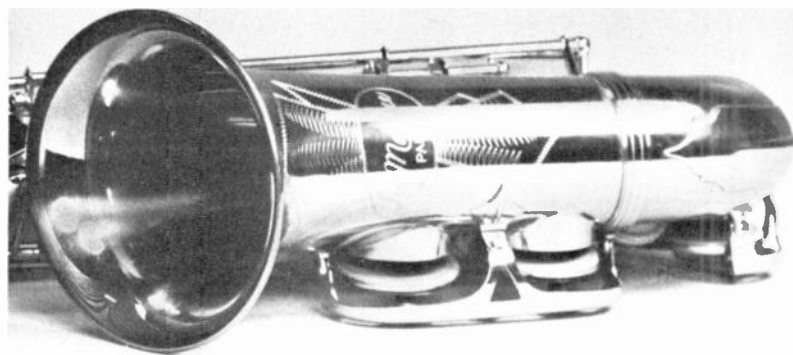
□ □ The livin' is easy on this Swivel Rocker from Ivy Terrace. The chair has been treated with a rust-inhibit-

ing iron phosphate coat, and the antique white enamel finish is baked on. The polyfoam cushions are covered in colorful vinyl floral prints. The chair retails at \$29.95. *Ivy Terrace Inc., Industrial Park, Goshen, Ind. 46526*

□ □ A new rose sprinkler by W. D. Allen has a brightly colored plastic rose concealing the sprinkler head. A spike base permits height adjustment and regulation of water pressure to cover areas up to 25 ft. in diameter. Suggested list price is \$2.49 per unit. The sprinkler comes prepackaged, five to a counter display. *W. D. Allen Mfg. Co., 2200 W. 16th St., Broadview, Ill. 60153*



Mercury introduces the sensational TR 8700 ...the world's first Portable Stereo Cassette Tape Recorder!



Better remember Mercury's sensational TR 8700. Because you won't see anything else like it—anywhere! It's the world's first and only Portable Stereo Cassette Tape Recorder. And it's loaded with sales features. Look...

- Mercury's ingenious cassette tape system!
- Solid state circuitry!
- Capstan drive!
- Independent volume control and tone control for each channel!
- Full complement of input and output connections with two patch cords.
- Matching 3" x 5" wing speakers!
- Two VU meters!

- Dual dynamic microphones with remote start/stop!
- Battery powered with built-in AC!
- Weighs only 10 lbs., measures only 14½" x 10¼" x 4"!
- Rugged, break-resistant case!
- Records and playback anywhere, anytime, in any position—even while being carried!

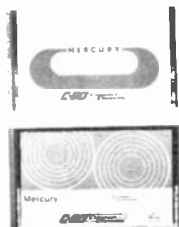
That's Mercury's exclusive new TR 8700 Portable Stereo Cassette Tape Recorder. And for only \$159.95 (including 4 Free pre-recorded cassettes worth \$23.80) it's really something to see and hear. Want to hear all about it? Call your Mercury distributor or write for complete information today.



MERCURY the leader in tape cassette systems!

Only \$159⁹⁵

With an exciting Profit Margin!
(Includes 4 Free pre-recorded cassettes worth \$23.80 retail)



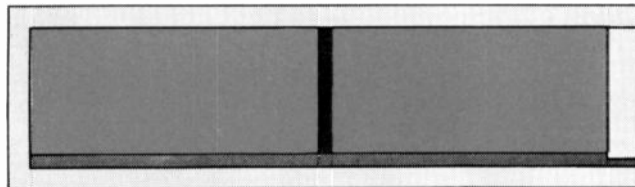
TR 8000 Cordless Cassette Tape Recorder—solid state circuitry; capstan drive; shoulder strap; microphone with remote start/stop; patch cord; blank cassette; cassette library rack. Retail price \$79.95
C-60 & C-90 Blank Compact Cassettes—60- and 90-minute Compact Cassettes can be used with TR 8700 and TR 8000 Mercury recorders plus all other cassette-type units. Retail price C-60 \$2.65; C-90, \$3.75



MERCURY

MERCURY RECORD CORPORATION • HOME ENTERTAINMENT DIVISION • CHICAGO 60601 • (312) 332-5788





The Philco Color Tuning Eye

**Philco-Ford's easy,
convincing color tuning
demonstration
is easy and convincing.**

**Even if the customer
does the demonstrating.**

Tuning color tv can prove to be troublesome for some dealer salesmen. And needless to say, a showroom demonstration that doesn't go off as smoothly as it might can make sales closings just a little tougher. However, it's a problem Philco-Ford dealers never have.

Why? The Philco Color Tuning Eye. A simple, foolproof device that's easy to demonstrate and easy for

customers to try themselves. A Philco-Ford refinement that gives convincing, visible proof that color tv from Philco-Ford *really is* easy to tune.

Philco-Ford specializes in these kinds of product differences. Visible product differences that overcome sales resistance. Features that can be seen, tried and proven on the showroom floor.

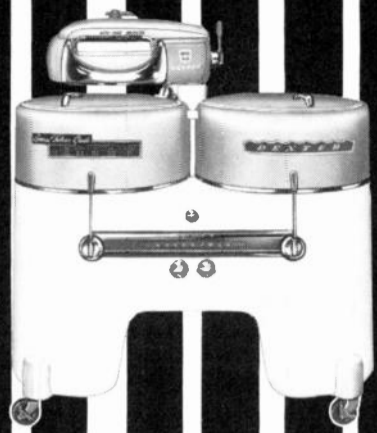
It's another example of how Philco-Ford technology helps you sell quality merchandise profitably.

See for yourself. Call your Philco-Ford Distributor. And ask him for an easy, convincing demonstration. It's easy and convincing.



FAMOUS FOR QUALITY THE WORLD OVER
Philco-Ford Corporation, Philadelphia, Pa. 19134

DOUBLE



Dexter Quick Twin's DOUBLE capacity has double benefits for you. (1) It *multiplies* your profits because no other type washer can match its speed or performance. (2) It's *easy* to sell Quick Twin because it "Sunday Cleans" a full tub of clothes every FOUR minutes without bleaching or hand treating. It's *profitable!* It's *exclusive!* Ask your Dexter distributor or write for complete details on the Dexter line of single and twin tub washers.



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on the appliance, consumer electronics, and housewares industries: the trends and figures to help you gauge business all year long.

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THE FIRE: SIDELIGHTS AND AFTERMATH



For the NHMA, 13 is an unlucky number.

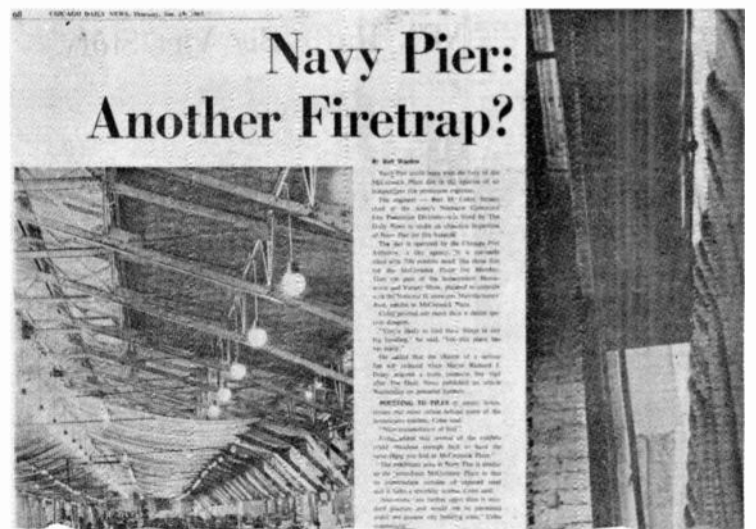
'Now I'm superstitious'

No one could blame Dolph Zapfel for being superstitious now. The managing director of the National Housewares Manufacturers Assn. (NHMA) was not a bit superstitious, however, when he good-naturedly posed for the above publicity photograph just prior to the opening of the ill-fated National Housewares Exhibit at McCormick Place.

Zapfel, in the center, posed for the Friday the 13th publicity photo with the head of the Chicago Convention Bureau and the general manager of McCormick Place. They made for a jolly threesome at the time.

The Convention Bureau publicists thought the picture would be a great one for distribution to newspapers to herald the then-upcoming Exhibit. But no one could know that the National Housewares Exhibit, which officially opened McCormick Place in January 1961, would officially close it in January 1967.

Presumably, no black cats will be invited to the scheduled re-opening of a bigger and better McCormick Place next year.



Chicago Daily News pumps for stiffer fire inspections.

Winter show hits the road, as summer show lands in June

A pattern for both quick and long-range recovery emerged for the housewares industry last week, as local winter shows sprang up across the country and plans were announced for a summer show in June at Chicago's International Amphitheatre.

The new show dates—June 12 to June 16—were chosen as the “earliest possible dates” for the National Housewares Exhibit, which had been scheduled for July 10 to July 14 at Chicago's McCormick Place. According to Dolph Zapfel, managing director of the National Housewares Manufacturers Assn. (NHMA), the earlier dates should aid the industry in its recovery from the “jarring interruption of its entire marketing pattern,” which resulted from the McCormick Place fire. (For buyer reaction, see p.72.)

The Amphitheatre, located on Chicago's near southwest side, provides more exhibition area than McCormick Place: it contains 585,000 sq. ft. of space, all but 85,000 of which is on one level. The National Housewares Exhibit was held there once before, in January 1948. Plans call for the Amphitheatre to be air-conditioned before the June housewares show.

Although the NHMA did not release dates for next January's show, presumably all of the semi-annual exhibits will be held at the Amphitheatre until an enlarged McCormick Place can be built.

The short-range recovery picture, meanwhile, emerged last week as one of Operation Legwork. More than ever, it became clear that factory salesmen, independent sales representatives, and distributor salesmen must pull their factories—and their retail accounts—through this frustrating period.

The emergency showings that started in Chicago the week of the ill-fated Show reappeared on a local basis last week—from New York to Los Angeles.

In New York City, buyers from New York-based chains, local department and discount stores, and resident buying offices turned out for the “showroom shows” at 230 Fifth

Ave. and the surrounding area in Lower Manhattan. Although the showroom events drew some out-of-town buyers, they were largely local in nature. In other areas, make-shift housewares shows attempted to tie in with previously scheduled regional gift shows. But from all early indications, the housewares industry's turnout at the gift-show related events was less than spectacular.

Distributor shows hold out the most promise for a great many manufacturers in the weeks ahead. Numerous factories seek to cooperate more fully with their local distributors in building up dealer attendance at their shows. There is little doubt that the manufacturer sales forces and sales representatives will be working harder to staff the distributor shows.

How much effect on business the McCormick Place fire will have in the coming months is anyone's guess. The future is still up in the air; and, of course, some manufacturers are much better prepared to meet the disaster than others. The same is true for retail organizations.

The GE's and the Sunbeams will pull through in fine shape, practically everyone agrees. They will have to try harder, and spend some extra money, but their pipelines are well placed and ready for the task. The medium-size companies, according to industry speculation, probably will pull through without much more difficulty; but, as several trade sources pointed out, their additional expenses may be more out of line than those of the big names.

The small manufacturer, it is clear, has the most to lose. But the encouraging aspect here is that retailers realize this, and there are signs that they are going out of their way to place quick fill-in orders with these companies.

Show specials have been extended by practically every manufacturer, and these, of course, are being used to lure dealers to showrooms, road shows, and distributor shows.

Hopefully, the selling job in the field within the next few weeks will turn the industry atmosphere from one of frustration into one of renewed confidence.



Ray Passis—who delivered, as promised, an improved Navy Pier housewares show two weeks ago—last week faced the dilemma of having scheduled the summer version for July, while the NHMA shifted to new June dates.

□□□□ **Macy's gets an early promotion start** by launching its Housewares Show & Sale today at all 11 New York stores. An advance 72-page catalog was mailed to credit customers while Macy's buyers normally would have been in Chicago wrapping up their Housewares Show activities. The buyers came home at mid-week to schedule emergency buying hours for suppliers and reps at Herald Square.

Macy's catalog features imported copper cookware and serving accessories in a full-color cover photograph. The copper goods are shown against rustic wood paneling.

□□□□ **Diamonds back, Dominion moves ahead** with its “Shower of Diamonds” Sweepstakes promotion. Dominion Electric Corp. had studded its McCormick Place booth with diamonds to promote its Sweepstakes promotion to retailers. The diamonds were recovered in salvage operations last week, but reportedly were badly damaged by the fire that destroyed McCormick Place. The diamonds, needless to say, were insured.

Dominion expects to have 5,000 dealers tie into the promotion, which offers consumers a chance to win \$1 million in diamonds, and retailers free gifts based on purchases. Dominion has scheduled a dealer-listing ad in the May 5 issue of *Life* magazine to launch the promotion. Dominion also has in the works a distributor incentive program, which will offer jobbers a chance to fly from next January's Housewares Show to the Grand Bahamas for meeting this year's sales quotas.

□□□□ **GE is seeking old irons from the public**, since the company lost its collection of antique irons dating back to 1904. General Electric had built a special display of old irons for its McCormick Place booth to point up its long-standing sales leadership in the product category. The collection included one of the first electric irons ever produced. In appealing to the public, GE has offered to provide a new iron, of the consumer's choosing, for any model GE iron made between 1900 and 1934.

□□□□ **A built-in approach to broilers** is Ronson Corp.'s new idea for its first broiler line—now scheduled for 1968 introduction. The broiler bid, originally scheduled for late 1966, has been delayed by two factors: the company's new interest in a built-in approach and the rapid styling changes that have taken place in the broiler business since Ronson purchased Fleck in 1965. Although Ronson is not now manufacturing any of the box-like Fleck designs, the company is still shipping the older units from inventory that was part of the Fleck purchase deal.

□□□□ **Add Dazey to the opener/crusher combo list:** Dazey Products Co., of Kansas City, has joined Lady Vanity (Merit) in offering a combination can opener/ice crusher. Oster's innovation of the new product last year proved to be one of the sales surprises of 1966.

□□□□ **On to Cologne:** The National Housewares Manufacturers Assn. (NHMA), after first calling off participation in the Cologne Fair, will go ahead with plans for 15 American producers to exhibit there from Feb. 23 to Feb. 25. The German-American Chamber of Commerce has come to the NHMA's aid in retaining the association's participation at the fair.

□□□□ The door-to-door big-ticket drive is being supported by the National Assn. of House-to-House Installment Companies (NAHHIC), which opened its annual winter show in New York City over the weekend. The show runs through Tuesday at the Hotel New Yorker.

The association, with headquarters in New York City, is pleased with the initial response to its new 12-page Furniture & Appliance Catalog, which it has made available to its members. The four-color catalog includes major appliances and home electronics, including color tv sets. The products are presented in sketches and the catalog contains no brand names or prices. It is designed merely as a selling tool for NAHHIC-member route salesmen and to show their customers that furniture and appliances are available from them on the same easy-to-get credit terms as those available on cookware and melamine dinnerware sets that are traditionally sold door-to-door on credit.

New exhibitors at the NAHHIC show include: Accura Ltd., camera and tape recorders; Boulevard Electronics, health equipment; Delmonico International Corp., with its full-line of home electronics; London Products, high-intensity lamps; Morse Industries, home electronics and sewing machines; Proven Products, bar and serving accessories; Peerless Telerad, home electronics; and Universal of High Point, record cabinets as well as a full furniture line. Some 150 manufacturers and sales agencies are exhibiting more than 250 different categories of merchandise at the show.

□□□□ MAHHIC may develop a housewares catalog as the result of the response to its Furniture & Appliance Catalog. Edward L. Sard, executive director of the association, pointed out that the group's move to catalogs helps ease the industry's biggest problem: finding good route salesmen. The housewares catalog also would include other smaller-ticket home furnishings, such as curtains and draperies, lamps and lighting fixtures, and domestics.

□□□□ Key moves . . . HOOVER appoints Carl M. Freeman to head its new Florida sales branch in Miami . . . GE names C. Lynn Buckingham a market planner for home care and comfort products in the housewares division . . . OSTER appoints Edward D. Madden Jr. as national account executive in the premium division . . . HAMILTON BEACH names William H. Dorsey district sales mgr for the Philadelphia area; James A. Slater, district mgr for Memphis (Tenn.) area; Norman Todd, marketing mgr . . . WEAR-EVER names H. R. Downey as mgr, advertising and sales promotion; R. H. Vogt, publicity and marketing services mgr . . . HAMILTON COSCO appoints Joseph B. Anderson as director of sales, household products division . . . ALLIED CHEMICAL names Stevens & Hory, Snyder, N.Y. as rep for upper New York State for melamine dinnerware products; John Vochko, Ambridge, Pa., rep for Pittsburgh and western Pa., rep for melamine dinnerware products . . . SCHICK names C. Howard Pease to the new position of executive vp . . . INGRAHAM names George W. Becker Jr. as district sales mgr the clock and watch division for Indiana, western Kentucky, and southern Illinois (except Cook County).

Buyers react to June show, cite merchandising advantages

The housewares industry—especially the buyers—may get to like the idea of a show in June.

The advantages, at least as seen by key eastern and chain buyers surveyed by MERCHANDISING WEEK, are numerous:

- It would give retailers more time to plan for their big fall and Christmas promotions. After all, the bulk of the industry's sales occur in the last half.

- Getting new items into the fall catalogs should be easier. Many stores have been pushing their fall housewares shows and sales closer and closer to Labor Day, and, with the show in July, this leaves limited time for putting together the catalogs. A June show also would allow the chains more time for gathering new items for their Christmas catalogs, which must be planned well in advance.

- Deliveries should improve—at least it is hoped they will. Presumably, a June show would help manufacturers to schedule production on new items and get them to retailers in ample time for fall and Christmas activities.

- A June show would clear additional weeks in July and August for buyers to schedule their summer vacations.

- And, for a strictly frivolous reason, buyers theorize that the weather in Chicago should be a little bit more comfortable in June than in July.

The idea of a June show this year (June 12 to June 16), of course, holds the additional advantage of helping the industry to recover sooner from the setback that it suffered when the January show went up in flames.

The one-show-a-year crowd undoubtedly is encouraged by the National Housewares Manufacturers Assn (NHMA) decision to hold the mid-year show earlier in 1967. A hard-core group of buyers always has believed that one show a year—May is the month most often mentioned—would be sufficient. However, NHMA officials and manufacturer directors have made it clear that they plan to continue the National Housewares Exhibit on a semi-annual basis.

The disadvantages of a June show would appear chiefly to affect manufacturers, who will have to prepare their second-half programs and new products earlier. Because of the current disruption of marketing activities, a show this June will create many problems for manufacturers not the least of which is getting new booths and exhibits ready in time. In fact, immediate manufacturer reaction to the June dates centered around concern over the physical difficulties of getting new exhibits ready for new space requirements at the Amphitheatre.

One possible retail disadvantage of the June dates is that many stores will not have concluded their mid-year inventory activities before the show, perhaps clouding their open-to-buy picture.

An opportunity for change is the way in which at least one veteran New York City department store buyer regards the move to the Amphitheatre. He would like to see the National Housewares Manufacturers Assn. set up the new show by grouping manufacturers by product categories—all the cookware suppliers in one area, for example, and the electric housewares producers in another.

How to succeed in carving—Ronson lets local chefs explain

Ronson Corp. is beefing up its marketing program behind slicing knives, seeking to make sales inroads against big guns: General Electric, Hamilton Beach, and Sunbeam.

Knowing how to use it—according to Ronson—will help build new consumer interest in the product, which slipped in manufacturer shipments last year (see pp. 24-25). Despite the decrease, the slicing knife remains one of the top volume items in the electric housewares field.

To prove its point, Ronson has put together a merchandising program for retailers that is built around in-store appearances of well-known chefs and the firm's 16-page booklet: "How to Carve with the Ronson Carve 'n' Slice Electric Knife." The booklet, which is packaged with each slicing knife, contains carving information for all types of meat and is printed in two colors.

The promotion is scheduled to begin in early spring, coinciding with the Easter-Passover holiday season. Ronson is now working out programs with individual stores—in smaller cities as well as in major markets.

The Ronson promotional package for retailers points up several trends that are sure to accelerate:

- Manufacturers are providing "name" demonstrators (a former White House chef, for example) for leading stores, rather than merely giving the stores co-op funds to hire "typical" demonstrators.

- There is increasing use of educational-type books (such as cookbooks geared to blenders) to help communicate a product story to the consumer and to appeal to her hunger for education. Books of all types are proving popular as premiums. (MERCHANDISING WEEK has been campaigning for some time for better books that provide health and beauty tips.)

- It is becoming necessary to stage educational-type campaigns behind certain products to get them used more often—daily, if possible—in the home. The blender, for example, slumbered on the home bar but came alive with wider use in the kitchen. The slicing knife is faltering at the dining table and must be given additional chores in the kitchen.

The smallest refrigerator we make is in the big refrigerators we make.



You put meat in it, but that's the only similarity between our meat keeper and everyone else's. Amana's meat keeper is really a "refrigerator within a refrigerator."



Because it refrigerates while it stores. Keeps meat without spoiling, twice as long as ordinary meat keepers.

Amana's meat keeper has a special cold control of its own. Holds temperature as much as 10° lower than the rest of the refrigerator...perfect for fresh meat storage.

A separate jet of cold air surrounds the meat keeper pan, to cradle it in a blanket of cold. No cold air flows on the meat itself. This way, meat stays fresh and flavorful longer.



Our "little refrigerator" is a bonus your customers get with our big refrigerators. Like the new 16.7 cubic foot freezer-at-the-top model (at right) and 22.3 cubic foot side-by-side (at left).

Just check these features: Fast freeze shelf, independent cold controls for both refrigerator and freezer (Set one without affecting the other), adjustable cantilevered shelves (on recessed tracks to give you more usable space)*.

butter conditioner, porcelain crispers plus Amana's exclusive, non-chip, washable, acrylic-enamel finish. And Free-O'-Frost, too.

Whew!

How come no other make has so many features? No other maker knows refrigeration like Amana.

Amana.

Backed by a century-old tradition of fine craftsmanship.



*Pat. Pending

This is the only dryer with 2 speeds...

Why 2 speeds? Simply to give your clothes the drying care they need. Over half of the fabrics today need special washing and drying care. In fact, many fabrics have 2 speeds. And, why an RCA Whirlpool dryer has 2 speeds for particular fabric care in drying.



The GENTLE SPEED setting is made-to-order for delicates, sweaters, slacks, shirts and wash 'n wears. Don't settle for anything less. Buy the dryer with 2 speeds as an RCA Whirlpool!

Dealers: Use this proven sales closer on your next prospect. Demonstrate this feature... actually turn dial to SUPER and GENTLE. Show 'em and you'll sell 'em.



Retail sales survey: past and present patterns

VOLUME OF ELECTRIC APPLIANCES AND TV SOLD AT RETAIL IN 1965

APPLIANCE	1965		1964		1963		1962		1961		1960	
	UNIT	VALUE	UNIT	VALUE	UNIT	VALUE	UNIT	VALUE	UNIT	VALUE	UNIT	VALUE
WIRE ROOMS	1,400,000	\$40,000,000	1,350,000	\$38,000,000	1,300,000	\$37,000,000	1,250,000	\$36,000,000	1,200,000	\$35,000,000	1,150,000	\$34,000,000
REFRIGERATORS	24,300	\$1,215,000	23,800	\$1,190,000	23,300	\$1,165,000	22,800	\$1,140,000	22,300	\$1,115,000	21,800	\$1,090,000
HOME FREEZERS	77,400	\$3,870,000	76,900	\$3,845,000	76,400	\$3,820,000	75,900	\$3,795,000	75,400	\$3,770,000	74,900	\$3,745,000
ROOM AIR CONDITIONERS	10,500	\$525,000	10,000	\$500,000	9,500	\$475,000	9,000	\$450,000	8,500	\$425,000	8,000	\$400,000
DEHUMIDIFIERS	73,500	\$3,675,000	73,000	\$3,650,000	72,500	\$3,625,000	72,000	\$3,600,000	71,500	\$3,575,000	71,000	\$3,550,000
RANGES, FREE STANDING	34,400	\$1,720,000	34,000	\$1,700,000	33,600	\$1,680,000	33,200	\$1,660,000	32,800	\$1,640,000	32,400	\$1,620,000
RANGES, BUILT-IN	48,700	\$2,435,000	48,200	\$2,410,000	47,700	\$2,385,000	47,200	\$2,360,000	46,700	\$2,335,000	46,200	\$2,310,000
ELECTRIC WATER HEATERS	203,500	\$10,175,000	203,000	\$10,150,000	202,500	\$10,125,000	202,000	\$10,100,000	201,500	\$10,075,000	201,000	\$10,050,000
WASHERS, AUTOMATIC	10,000	\$500,000	9,800	\$490,000	9,600	\$480,000	9,400	\$470,000	9,200	\$460,000	9,000	\$450,000
WASHERS, WRINGER & OTHERS	1,700	\$85,000	1,650	\$82,500	1,600	\$80,000	1,550	\$77,500	1,500	\$75,000	1,450	\$72,500
WASHER DRYER COMBOS	79,600	\$3,980,000	79,100	\$3,955,000	78,600	\$3,930,000	78,100	\$3,905,000	77,600	\$3,880,000	77,100	\$3,855,000
CLOTHES DRYERS	80,000	\$4,000,000	79,500	\$3,975,000	79,000	\$3,950,000	78,500	\$3,925,000	78,000	\$3,900,000	77,500	\$3,875,000
VACUUM CLEANERS	48,800	\$2,440,000	48,300	\$2,415,000	47,800	\$2,390,000	47,300	\$2,365,000	46,800	\$2,340,000	46,300	\$2,315,000
DISHWASHERS	38,300	\$1,915,000	37,800	\$1,890,000	37,300	\$1,865,000	36,800	\$1,840,000	36,300	\$1,815,000	35,800	\$1,790,000
FOOD WASTE DISPOSERS	451,800	\$22,590,000	446,800	\$22,340,000	441,800	\$22,090,000	436,800	\$21,840,000	431,800	\$21,590,000	426,800	\$21,340,000
TELEVISION, B&W	150,300	\$7,515,000	149,800	\$7,490,000	149,300	\$7,465,000	148,800	\$7,440,000	148,300	\$7,415,000	147,800	\$7,390,000
TELEVISION, COLOR	93,900	\$4,695,000	93,400	\$4,670,000	92,900	\$4,645,000	92,400	\$4,620,000	91,900	\$4,595,000	91,400	\$4,570,000

*Includes Alaska
 JANUARY 31, 1966

our statistical issue "lives" for 52 weeks

Not even our competition will argue that. Our special annual statistical issue is held on to by a huge group of people—right up to the day the next one comes out, a year later.

What a lot of manufacturers haven't realized, is that while this issue is enjoying its long life, the ads in it are "living", too—getting repeat exposure every time a retailer refers back.

As extraordinary as this bonus exposure is, we really don't think that one ad in the statistical issue will take care of you for the year. *But let's face it, it sure beats those publications with the 24-hour lifespan.*

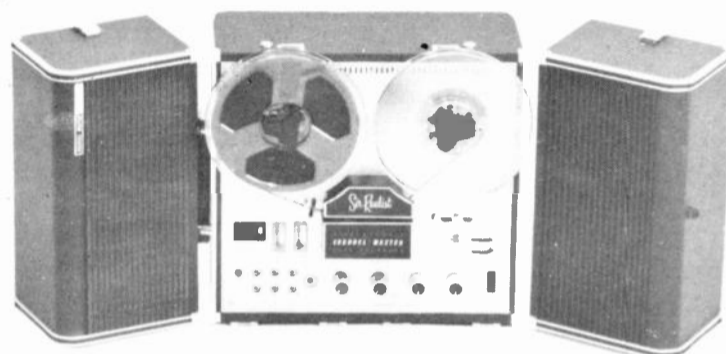


MERCHANDISING WEEK
 Read By the Retailers Other Retailers Follow

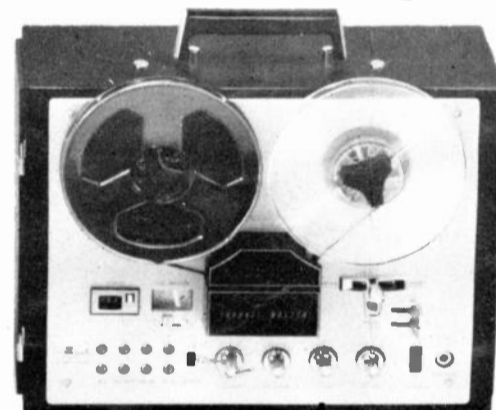
Free sales clinchers!



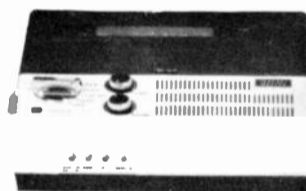
MODEL 6430, SIR REALIST



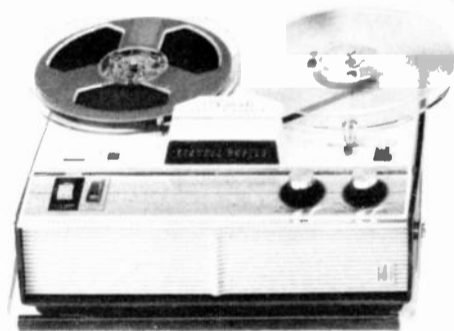
MODEL 6431, TROUBADOUR



MODEL 6549, PORTOFINO



MODEL 6471A, JETAWAY

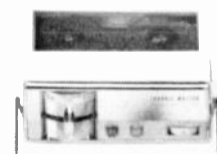


MODEL 6465, CHORALE

A



MODEL 6545, TAPE-A-LONG



MODEL 6456, MICRONIC



MODEL 6464, KEYNOTER

You're off your rocker if you think tape recorder shoppers can resist these.

Take the Vocatrol Voice Actuator on top of the tapes.

It would cost your prospect \$12.95 list if he bought it separately. But you can hand it to him with your compliments. All he has to do is buy Channel Master's battery-operated tape recorder A or B.

And because the Voice Actuator adds so much fun to taping (it automatically starts and stops the recorder at a word from you), it's bound to multiply your recorder sales handsomely.

How about the other recorders? They're no step-children either. Your customers get up to six tapes when they buy one. (2 1/2", 3", 5" or 7" reels—and the finest name-brand quality too.)

So there you are. Along with some top-notch solid state recorders, you get a full promotion package complete with: *Three* free sales clinchers (our unprecedented 120 day free replacement guarantee happens to be the third). Plus the fullest profit in the industry. Plus all the in-store dealer aids

required to create a little excitement.

What else do you need to keep you sitting pretty in the middle of all that traffic!

A call to your nearest Channel Master distributor.

You'll make it right now if you're smart.

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ELLENVILLE, N.Y.



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