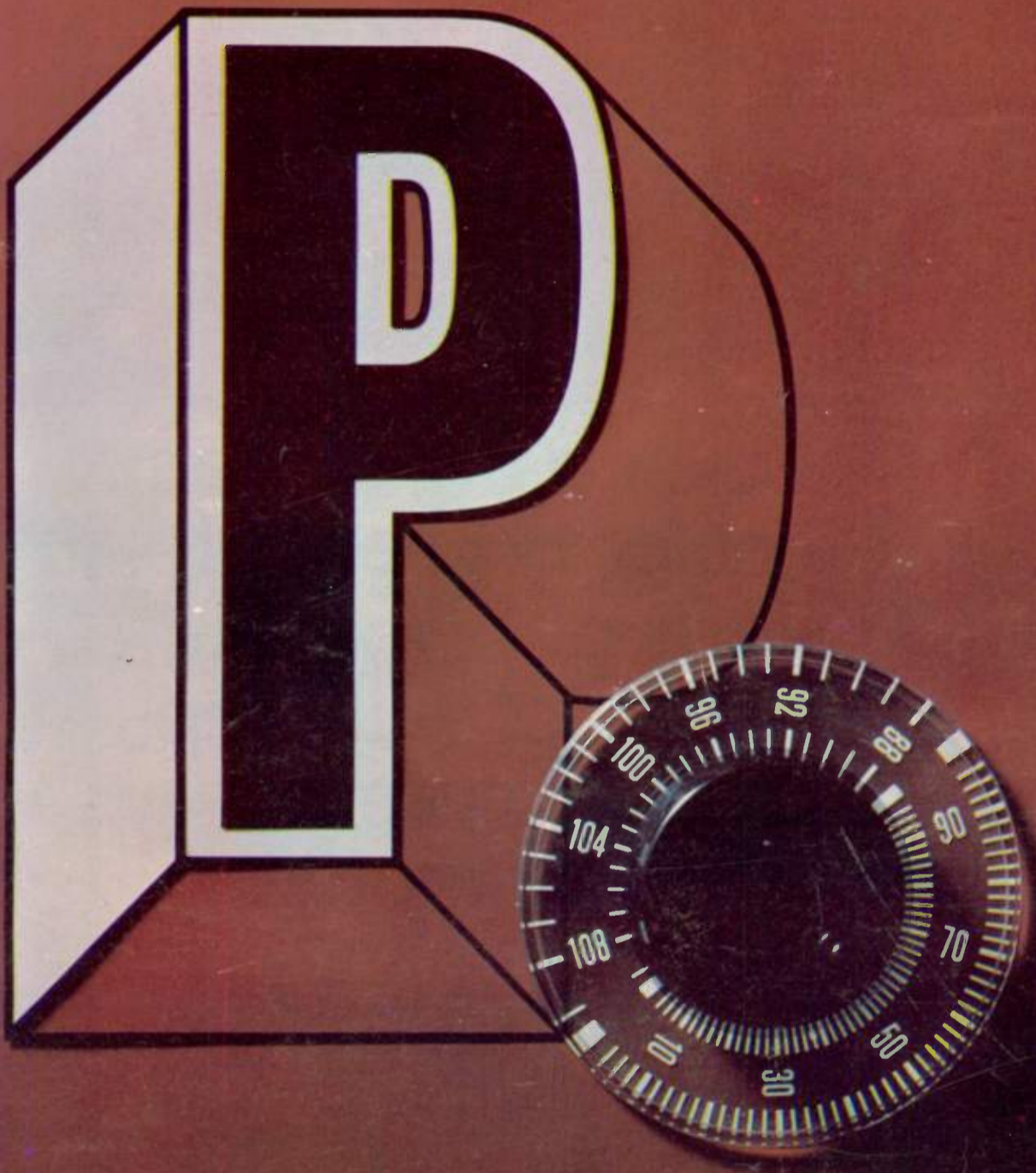


MERCHANDISING WEEK

MAY 29, 1967

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Plastics in home electronics p.17

Last of a three-part report on how plastics are changing home goods merchandising and manufacturing. Major appliance products, May 22. Housewares products, May 15.

The continuing hunt for signs of an upturn in the second half p.10

How color tv prices shape up at Philco-Ford p.8

Retail advertising: Madison Ave. waits in the wings p.25

NEXT WEEK

Looking ahead to next month's Housewares Show: a close analysis of the new man in the middle

It's Philco-Ford's Diamond

Jubi

over a big-screen
color tv line that
starts at \$299.95*...
the line that will keep
them sitting pretty
in a buyer's market.



Jubilee and dealers are

Lant

No matter what happens in the color tv market in the next twelve months, Philco dealers will be sitting pretty. Philco color tv for 1968 covers every price bracket — from \$299.95* for a big screen tv right up to real luxury merchandise. Screen sizes from 180 to 295 square inches.

And the Philco line offers these big selling features:

- A brand-new Magicolor picture tube that delivers brighter blues and sharp overall picture detail.
- A low power consumption, transistorized, solid-state signal system in a chassis that runs cool, keeps out of trouble.
- The Philco Color Tuning Eye, which makes it virtually as easy to tune a Philco as tune a radio. Makes for the most reliable showroom demonstration, too.
- Magnificent "Mastercraft" cabinetry — beautiful designs in the three big-selling styles.

All features not available in all models.



Come Jubilate with us at your Philco Distributor's Open House



FAMOUS FOR QUALITY THE WORLD OVER
TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY • RANGES • REFRIGERATORS • AIR CONDITIONERS
PHILCO-FORD CORP., PHILA., PA. 19134

*Manufacturer's suggested retail price.
Subject to Fair Trade where applicable.



**will make you more
read, remembered
and responded to!**

At Merchandising Week we try to make it as easy as possible for your advertising to be as effective as possible. That's why our four-

time color rate for a full page is just \$375 more than a full page B&W. A complete rate card happily furnished.

MERCHANDISING WEEK

Read By the Retailers Other Retailers Follow

□□□□ **Westinghouse adds two new cordless products** to its housewares line: its first rechargeable electric clothes brush and its first rechargeable flashlight. The company's portable appliance division also is adding a new version of its pole heater. The clothes brush features its recharger unit on the plug, an approach similar to that used for the firm's mini-toothbrushes. The product, which lists at \$15.95, marks GE's first name-brand competition in the clothes brush field. Westinghouse's rechargeable flashlight features a dual beam and comes with its own storage bracket for wall or countertop use. List price is \$14.95. The new pole heater offers portability and flexibility for use in rooms with high ceilings. It retails at \$23.95.

□□□□ **"The cassette could take over 4- and 8-track,** in the long haul," said Donald V. Hall, Ampex Stereo Tape general manager, at Ampex' introduction of its prerecorded cassette line (MW, 24 Apr., p.15). The album-length cassettes—on Ampex, Warner, Reprise, and London labels—will be shown at the Electronic Industries Assn. and National Assn. of Music Merchants shows. The price: \$5.95 each. (Current big-label prices for 8-track are \$6.95 and \$7.95; 4-track is selling for \$5.95 and \$6.95 on the big labels, but \$3.95 and \$4.95 from duplicators like Muntz.)

The initial Ampex cassette release will be 100 albums, with 250 due by September and 500 by the end of the year. A budget line, at \$4.95 will appear in the fall. Although Ampex has already released 500 titles in 4- and 8-track, Hall predicts that, while reel-to-reel tape will retain the hi-fi market, the cassette will take over the home mass market for tape. For the time being, he feels, 4- and 8-track cartridges will remain in the car, but eventually he expects cassettes to move into automobiles, too. Only 100,000 to 200,000 home-type cassette players will be available by the end of 1967, he estimates, and perhaps half a million in 1968.

□□□□ **H.H. Scott is offering retail savings** of up to \$200 to boost summer stereo console sales. The promotion offers \$200 off the list price of an \$800 Contemporary model; \$150 off the list price of a \$650 Contemporary model; and \$80 off the list price of a \$549.95 Early American model. In addition, a \$150 Sony stereo tape deck is offered free to consumers who purchase any one of three Scott stereo consoles; and a \$225 Sony stereo tape deck is offered with the purchase of a \$1,500 model. The offer will be effective from June 1 to Aug. 31.

□□□□ **Betty Furness made an example of GE** in a recent address to a national consumer protection organization. Taking advantage of the opportunity to plug the proposed National Commission on Product Safety, the President's new Special Assistant on Consumer Affairs praised General Electric's action on 90,000 defective color tv sets, but indicated that it is situations such as this one that the Commission would seek to prevent. Miss Furness told the Ad Hoc National Voluntary Organization's Advisory Committee on Consumer Interests that the GE incident "sharply illustrates the potential for design hazards" in home goods, a potential that has led to the proposed Commission.

□□□□ **Consumer electronics sales were down** in all categories except color tv during the week of May 12,

compared with sales the same week last year. Color sales for the week totaled 66,516 units, an 18.4% increase over the 56,193 units sold in 1966. Color sales for the 19-week period ending May 12 totaled 1,554,928 units, a 14% increase over the 1,364,439 units in 1966. B&w sales for the week were off 25.4%; portable and table phonos, off 4.5%; console phonos, off 18.8%; and home radios, off 2.8%, compared with last year. For the 19-week period, radios were down 16.1%, and portable and table phonos were up 19.1% from the year-earlier period.

□□□□ **GE Housewares joins AHAM:** the division has been a major holdout among housewares producers to make the switch from the National Electrical Manufacturers Assn. to the new Assn. of Home Appliance Manufacturers. GE's Major Appliance and Hotpoint Div. previously had joined AHAM.

□□□□ **GE has redesigned its Universal irons** and will show four new models at the Housewares Show next month. The company also is adding the Mini-Brew basket feature to two new Universal Coffeematics and dropping in two new portable hair dryers to the consigned, fair-traded Universal line.

The current Universal irons were produced from Landers, Frary & Clark production tools; the new models mark another effort by General Electric to restyle the old products that were the basis for the Universal line when it was introduced more than two years ago.

The new irons are the UI-42T spray-steam model, with Water Window, 35 vents, and double non-stick soleplate, at \$17.80 list; the UI-42W, similar to the UI-42T, but without the non-stick soleplate and with a white handle, at \$15.80; the UI-31, a 35-vent steam iron, at \$11.80; and the UI-30 dry iron, at \$9.98. All these models have contour handles and "durable press" touch-up settings.

The new hair dryers: the UH-4, with "handbag"-type case, at \$14.80 list; and the UH-5, with blue-and-white carrying case and nail-drying feature, at \$18.80. Both have four temperature settings. The new Coffeematics are the Up-6, with Peek-A-Brew feature, at \$16.80; and the UP-4, without Peek-A-Brew, at \$14.80. Both offer 10-cup capacity, modern styling, and brew selectors.

□□□□ **Columbia Records has a cassette recorder** in its 1968 Masterwork product line. The monaural unit features automatic level control and can operate on both battery or AC current. Made by Nippon Electric, the unit retails at \$69.95. If the unit sells well, others will follow—perhaps even a home unit for prerecorded music. But the record division prefers to wait for more of a market before it releases any prerecorded cassettes. Columbia already has two 8-track players on the market: a deck at \$79.95, and a self-contained unit at \$139.95, and may also introduce a smaller self-contained unit. By fall, there will be a 4-track deck and 4-track self-contained unit to accommodate the 4-track cartridges Columbia released this month. Pricing for the 4-track units will match 8-track pricing. Also new in 1968: two new portable phonos, at \$24.95 and \$27.95; and a new low-end price of \$229.95 in the console line.



Cassette recorder

□□□□ **The Corporation for Public Broadcasting** sailed through the Senate with such ease that a minimum of trouble is expected in getting the bill through the House. Only two Senators—Strom Thurmond (R-S.C.) and Carl T. Curtis (R-Neb.)—raised any objections during Senate debate. The measure is designed to strengthen noncommercial broadcasting.

Although passage by the House seems assured, the timing still is in doubt. The House Commerce Committee, which must hold hearings, is tied up for the time being on other pressing legislation. At any rate, ultimate financing

of the corporation will be left until another year. An excise tax on tv sets, though unlikely, will come under consideration at that time.

□□□□ **Hit the better educated, higher income groups** with your advertising if you want to sell more radio receivers. That is the lesson to be learned from a new survey by the National Assn. of Broadcasters of the number of radios in U.S. homes.

Basically, the survey found that the average number of working radios per home is 2.7. But the number was in direct relation to education—and, of course, level of income. Some 80% of those surveyed with a college education own more than one radio. The figure drops to 70% for those with high school diplomas, and 49% among those with only grade school educations.

□□□□ **The profit squeeze now is official.** For months, businessmen have been warning about a drop in earnings. And last week, the Commerce Department's Office of Business Economics confirmed their suspicions. Corporate profits in the first quarter of this year ran at an annual rate of \$77.3 billion, a full \$5 billion below last year's record figure of \$82.3 billion.

The earnings slide was the first of any magnitude since the economic expansion got underway six years ago. Commerce pinpoints most of the earnings decline in the manufacturing sectors of the economy, particularly among durable goods producers. The automotive industry was especially hard hit by declining sales. There also was some fall-off of earnings among retailers and transportation companies.

□□□□ **A national marketing advisory committee** has been created by the Commerce Department to help it improve services to industry in the area of marketing and distribution. Some 60 members, all from private industry and university life, will be named to the committee. The group will be headed by Dr. Wendell R. Smith, president of Marketing Science Institute, in Philadelphia, Pa. A number of retailing executives will be included in the group.



When you call your top-line range a Regal Imperial, you need an awful lot of brass, or an awful lot of stove.

We've got both.

Maybe you know about us. It wasn't so long ago that people thought of Sunray as a "Plain Jane" line. No frills. No gadgets. Nothing fancy.

Well, we didn't mind. There are more poor people than rich people, and that's what they wanted to buy.

Lately, though, the tastes of our customers have changed, and we've gotten into some pretty fancy

stuff. Stoves with tilt-up, recessed tops for easy cleaning. Automatic roast controls with anticipating meat probes. Programmed top burners. The works.

One of our stoves even got so classy we called it our Regal Imperial. It's sort of a kingly king. The only difference between it and a lot of other big name stoves is that a lot more people can afford to buy it. We'll send you a picture if you ask us nice.

See us at Space 545-D, American Furniture Mart

The Sunray Stove Company • Delaware, Ohio



Magnavox color tv strategy lower prices, more sizes

Despite an increase in color television set orders over last May, Magnavox' new line reflects the company's realization that lower retail prices mean more sets must be sold this year in order to meet the profit mark established in 1966.

To give customers a wider range of choice, and to attract more of their buying dollars, Magnavox has opened up its color line with new features, such as total remote control for color sets; new models, such as open-faced consoles in 23-inch screen sizes; and new price points, such as a suggested retail price of \$469.50 for its leader 23-inch table model.

Total remote control is new—remote control that, for a \$100 retail step-up, will regulate volume; switch from UHF to VHF; adjust color, tint, and hue; change stations; and shut off the set when the channel in view ends broadcasting for the day. The control feature is available on high-end color television sets; variations of it are included on the company's Imperial series of high-end stereo furniture-styled phonographs.

Open-faced, 23-inch models are new. Table units in the new rectangular screen size—including features such as transformer-powered chassis, tone control, and 3-stage IF—begin at \$469.50 suggested retail. Total remote control begins with the \$549.50 Palisade table model. Furniture-styled consoles start at \$549.50 for the open-faced Crandall and range to the new \$775 Rhodes, which offers total remote control and doors. Ten opened-face models with

23-inch screens are available from Magnavox.

Twenty-inch console color is new. Magnavox has added two models in the new 226-sq.-inch size: Colonial- and Contemporary-styled consoles, at \$479.50 each.

In color stereo theater combinations, the company has added a 20-inch model with four speakers for \$695, a 23-inch model with a list price of \$895, and three 23-inch units priced at \$995.

In black-and-white television, Magnavox has introduced an 11-inch solid-state portable at \$115 and an \$89.90 portable with an 11-inch screen and three IF stages.

Solid-state additions dominate the phonograph line. A \$225 portable radio-phonograph, featuring 20w of music power, leads off the new entries. Three console phonographs at \$149.50 and four radio-phonographs at \$198.50, plus one at \$349.50, are the other additions.

The Astro-Sonic console stereo-radio-phonograph line contains 21 new models, which range in price from \$298.50 to \$595.

The new Imperial console series features 10 models in five cabinet styles and a variety of finishes; three include stereophonic tape recorder systems. Models in the new series—all of which have the total remote-control feature—are priced from \$895 suggested list to \$1095.

Two 4-track, solid-state tape recorders, both carrying a suggested retail price of \$179.90, have been added to the Imperial series.

Whirlpool on consumer protection: a new contender for Big Brother

The appliance industry can act as its own consumer protector, according to Whirlpool Corp. management, and the customer himself is the only Big Brother necessary to insure that it does so.

Speaking at a special company Consumer Protection Clinic last week in New York City, Whirlpool's Stephen Upton, manager of customer quality and service, clarified the manufacturer's position on proposed consumer-oriented legislation now under governmental consideration. A company that builds 25,000 products a day, as does Whirlpool, has 25,000 consumer protectors with much stronger weapons than those of would-be government regulators: their buying dollars.

"We feel that government bills to dictate appliance standards for consumer protection are unnecessary," said Upton.

It is the industry's function, he said, and recent administrative changes in the consumer protection hierarchy will make it a lot easier for business to meet its responsibility. Betty Furness, the President's new special assistant on consumer affairs, has shown herself to be more receptive to industry, more objective on the role of the government, and less inclined to favor enforced regulation over voluntary cooperation than her predecessor, Esther

Peterson, Upton indicated.

With a receptive audience available, then, the industry can and should present its outlook on consumer protection and its proposals in areas such as product standards, safety facilities, and information dissemination, suggested Jucl Ranum, Whirlpool's public relations director. While he feels that Whirlpool has an effective program and practical proposals, he said that the presentation must come from the entire industry to be most effective.

AHAM could be the medium, Ranum said. The Assn. of Home Appliance Manufacturers seems the likely organization to present industry's story. Manufacturers must work individually to augment the total industry picture in consumer protection areas, thereby strengthening AHAM's position and consequently preventing governmental over-extension, he suggested.

Whirlpool is working. Speakers at the clinic discussed the company's home economics program, nationwide Tech-Care appliance service plan, quality-control Customer Assurance division and warranty plan: all means of protecting customers and therefore protecting business. The power of the customer's money, not the threat of protection legislation, brought about these services, Upton suggested, and is the only consumer ally necessary.

□□□□ **Tappan's largest research program to date** has been announced. It will be the biggest effort ever in the company's 86-year history to provide a steady flow of new products and product innovations. Among the firms contracted by Tappan for research and development work are: Dorwin Teague Inc., which will both develop long-range kitchen design programs and work on production engineering for a new gas range design (MW, 3 Apr., p.5); and Booz-Allen, which will work on a new Tappan dishwasher.

Research will also continue on the new self-cleaning oven for which Tappan recently acquired manufacturing rights (MW, 13 Mar., p.5). In addition, the company indicated that the acquisition of manufacturing rights for an infra-red gas burner seems imminent.

□□□□ **The Ward-MSL merger is off.** In a terse joint statement signed by Robert E. Brooker, chairman of Montgomery Ward, and Joseph T. Zoline, chairman and president of MSL, the companies announced that "discussions have been terminated." The reason for the termination remains a mystery, but MSL stockholder dissatisfaction with the move is held as the primary cause.

Montgomery Ward, meanwhile, is continuing its diversification program, shopping around for new companies to buy. Ward's already owns 49% of Hoffman Products, but shows no signs of moving deeper into that electronics manufacturing company. Hoffman Electronics, parent company of Hoffman Products, has announced it expects to be in the black in 1967, after a \$1,353,605 loss in 1966.

□□□□ **Hong Kong transistor radio exports to the U.S.** in March fell slightly from the previous month's total. March exports totaled 563,230 units, a 10.5% decrease from the 629,165 units exported in February. Total transistor radio exports for the 3-month period hit 2.1 million units, a 149.6% increase from the 863,353 units exported in the first quarter of 1966. First-quarter dollar volume totaled \$6.2 million, compared to \$2.3 million recorded during the first three months of 1966. The average retail price for the 3-month period was \$2.88, up 24¢ from the average retail price recorded during the first quarter of last year.

□□□□ **Sylvania is offering a pocket Color Viewer:** a service tool that makes it possible to study color-dot patterns directly from the face of a color tube. The company feels that the Color Viewer will be particularly useful in demonstrating to set owners the need for color receiver repairs. The Color Viewer may be purchased from Sylvania for 60¢.

□□□□ **Ampex will give a free-standing display** to those audio retailers who order a package of tape recorder accessories valued at \$527.80 dealer net. The display center features a complete line of Ampex accessories, including microphones, headsets, a splicer, a demagnetizer, and a head cleaner. The unit is pilfer-proof and has sliding doors in front, which conceal the complete accessory order contained inside.

□□□□ **New recommended standards for tape cartridges** have been published by the Electronic Industries Assn. (EIA). EIA's manual RS-332 provides standard dimensions for tape cartridge compatibility. The manual, which is available from EIA, costs \$1.60.

APPLIANCE-TV NEWS

□□□□ **Philco-Ford's new refrigerator line** is the broadest the company has ever offered. The line is composed of 11 new 2-door refrigerator-freezers: five no-frost side-by-sides, two 16-cu.-ft. top freezers, two 15-cu.-ft. bottom freezers, and one 14-cu.-ft. and one 12-cu.-ft. top freezer. The side-by-sides start at \$399.95 for a model with a 12-cu.-ft. refrigerator and 7-cu.-ft. freezer. The 16-cu.-ft. top-freezer models start at \$259.95 for a unit with an 11.6-cu.-ft. refrigerator and a 4.3-cu.-ft. freezer. With the new additions, the Philco-Ford refrigerator line now totals 29 models. The company also showed new Duomatic electric washer-dryer combinations.

□□□□ **The first industry service figures**, collected from National Appliance & Radio-TV Dealers Assn. (NARDA) Service Data System Subscribers, explode some old myths. The 90% completion rate (completed calls divided by total calls), long held a standard of efficiency in the industry, is an optimistic estimate. That rate, according to NARDA, is actually closer to 77.9%. Over 20% of service calls require at least two visits to the customer's home, at costs to the serviceman ranging from \$1.91 to \$10.77. Average cost of one completed call to the serviceman is \$4.77; average income from one completed call is \$8.37. Reasons for second trips: in 5.2% of the cases, customers were not at home; in 8.7%, parts were not available; in 8.2% work had to be redone. Of all calls, nearly half were in compliance with a warranty agreement.

□□□□ **Another Ampex stereo tape addition:** the company will release the 10-album catalog of Deutsche Gramophon Gesellschaft in 8-track under an exclusive open-reel/cartridge contract.

□□□□ **The EIA Consumer Electronics Show** has received more than 2,000 advance registration requests within one week of its official announcement to the trade, according to Jack Wayman, vice president of the consumer products division of the Electronic Industries Assn. "The initial response promises an attendance record both in depth and quality from every segment of the industry," Wayman commented. Exhibitors are also sending more than 200,000 personalized invitations to retailers throughout the U.S.

□□□□ **Refrigerator imports jumped 139.3% in March** from the 12,730 units shipped to the U.S. during March, 1966. The rate of increase was so great that the 30,464 units imported this March was just under the total shipments of 31,517 for the entire first quarter of 1966. The total breakdown for March refrigerator imports:

Where the March refrigerator imports came from:

Country	No. of units	Dollar value	Average price
Italy	9,519	\$455,654	\$47.86
West Germany	8,079	518,795	64.21
Japan	3,638	151,744	41.71
United Kingdom	3,571	234,368	65.63
Sweden	3,366	248,510	73.82
Belgium	2,175	48,938	22.50
Denmark	62	5,468	88.19
Canada	54	5,275	97.68
TOTAL	30,464	\$1,668,752	\$54.77

Source: U. S. Customs

Total refrigerator imports to the U. S.:

	Mar. '67	Mar. '66	% change	3 mos. '67	3 mos. '66	% change
Units	30,464	12,730	+139.3	61,389	31,517	+94.8
Dollars	\$1,668,752	\$725,974	+129.9	\$3,550,674	\$1,797,792	+97.5
Avg. price	\$54.77	\$57.02	-\$2.25	\$57.83	\$57.04	+\$.79



An under-\$300 color tv receiver A battery-powered cassette recorder

New price leaders and ICs spark Philco-Ford's color line

Philco-Ford zeroed in on color television sales with the introduction of its 1968 consumer products line, backed by a \$2.25-million summer advertising campaign.

Highlights of the new line, which was first shown last week at the company's distributor-dealer show in Las Vegas: a 21-inch round color tv receiver at \$299.95 and five home entertainment products with integrated circuitry, including a remote-control transmitter for two phonographs and a b&w tv set.

The star color tv entry is the \$299.95 price leader—model 5239GY (above, left)—a 21-inch round color table unit. Previously, Philco-Ford's 21-inch round color sets were available only in high-ticket wood consoles, which ranged in price from \$499.95 to \$529.95.

Five other color models in the new line are listed under \$400: two 18-inch portables at \$379.95 and \$399.95; one 21-inch round console at \$349.95; and two 21-inch round consoles at \$379.95 and open list.

The remainder of the color line is comprised of an 18-inch portable at \$379.95; four 20-inch sets, starting with a \$479.95 console; ten 21-inch round sets, including one combination unit; and twenty 23-inch models, starting with a \$499.95 console. Some of the 23-inch units feature the company's new Magicolor tube, which was introduced this spring. All of Philco-Ford's new color receivers have solid-state signal systems.

The summer promotional campaign—planned for June, July, August, and the first half of September—will be the "largest summer ad program in years," said a company spokesman. The ads feature Philco's "affordable color television" theme, and are scheduled for national magazines, newspapers, and radio.

The most significant innovation in Philco-Ford's new line is the use of integrated circuitry in three product categories: color tv, high-fidelity phonographs, and home entertainment product remote controls.

In color television, the IC is being used in the picture amplifier circuits of a \$1,250 combination unit and a \$995 console. Both sets have 23-inch picture tubes and Spanish-style cabinets.

In the second category, the IC is incorporated in the frequency modulation limiter stage of stereo console model 1886CH. According to Philco-Ford engineers, the IC increases FM sensitivity. The console has a 67-inch cherrywood cabinet; the unit has a list price of \$750.

The third IC application is in an ultrasonic remote-control device: the IC Directa 200. The integrated circuit

consists of three transistors, two diodes, and two resistors, and, according to company engineers, makes it possible to achieve a signal approximately two times greater than the unit's regular battery signal.

The IC Directa is used as a remote-control cycling and on-off switch with stereo console model 1886CH (mentioned above) and portable AM-FM-stereo phonograph model 1673-WA (above, right). The latter lists at \$259.95.

The remote-control device also serves as an on-off switch with a new 19-inch b&w portable tv set, model 3583RWA. This set, with an open list price, is one of Philco-Ford's new Horizon series of "true 19-inch" compact black-and-white receivers, the first in the industry to meet FCC requirements for a 19-inch tube.

Sharing the spotlight with the color tv receivers and new IC products are two more Philco-Ford firsts: as part of an expanded tape recorder line, the company showed six cassette player-recorders, ranging from a battery-powered portable at \$59.95 to a multiplex stereo unit at \$239.95. A step-up portable—model TRC25BKG (below, right)—lists at \$79.95. The company also introduced three walkie-talkies with suggested list prices ranging from \$19.95 to \$89.95.

The b&w television line features horizontal styling with lightweight, molded-plastic cabinets. Forty-one sets comprise the black-and-white line, ranging in size from an 8-inch transistorized portable at \$129.95 to a 22-inch solid-state console at \$289.95.

Philco-Ford's home radio line is composed of 40 models; all of the AM-FM and most of the AM receivers have solid-state circuitry. Included in the line is the company's first radio made at its Taiwan plant, which was dedicated last June. The unit is a solid-state portable at \$6.95.



A portable phono with remote control

The Cyclops

It's only a 12" glass eye measured diagonally. But for Sony it's a monster.

We made the new TV-120U for people who don't need the bulk that goes along with big, immovable consoles. But do need a portable with a couple of extra inches of screen. So their in-laws who pop in after dinner won't have to make the usual mad scramble for the best seat in front of the T.V.

Once the family settles down, there's no jumping up to fix jagged, jumping lines on the screen. Even when the overflow of traffic from the main-drag scoots by the house. Because we put in our own make, interference-resistant,

silicon circuitry.

And for the times when they've tuned in late on the dynamic duo, (who just last week were about to be eaten by a giant tsetse fly)—we give them solid state for instant picture. So they don't have to miss any more of the action.

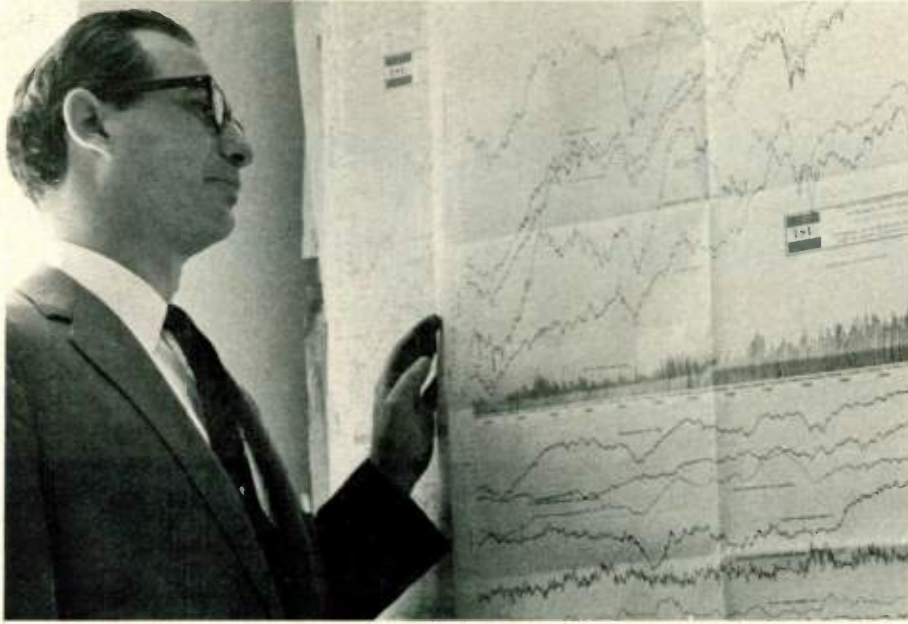
Our two cabinet styles go anywhere. Basic black with white trim. Or blend-in-with-the-woodwork walnut. With a front speaker that gives more sound than even a mother-in-law can compete with.

For some people that's reason enough for buying our monster.

**Sony's 12"
one-eyed monster**
picture measured diagonally



© Sony Corporation of America, 47-47 Van Dam Street, L. I. C., N.Y.



Emil R. Weiss, executive vice president, Andresen & Co.

Projected 1967 gains for 15 retail chains

Company	Reported 1966 earnings per share*	Estimated 1967 earnings per share**
Allied Department Stores	\$3.01	\$3.15-3.35
Associated Dry Goods	3.46	3.60-3.80
Federated Department Stores	3.54	3.65-3.90
Gimbel Brothers	2.41	2.50-2.60
Interstate Department Stores	2.77	3.00-3.25
Kresge	2.55	2.75-3.00
Macy's	4.11	4.20-4.40
May Department Stores	2.50	2.85-3.00
Montgomery Ward	1.24	1.40-1.75
Penney, J.C.	3.17	3.30-3.50
Sears, Roebuck (Consolidated)	2.38	2.45-2.60
Spartans Industries	1.12	1.80-2.20
Vornado	2.24	2.60-2.85
Woolworth	2.34	2.45-2.65
Zayre's	2.81	3.25-3.40

*Based on earnings for 12 months to Jan. 31, 1967, the standard fiscal year for the industry.
 **Based on the 12-month period to end Jan. 31, 1968, for all companies including Macy's and Spartan's, whose fiscal year for reporting purposes end July 31.
 SOURCE: Emil R. Weiss, Executive Vice-President, Andresen & Co., Inc.

On the track of a second-half surge at retail

Is the fickle American consumer on the verge of a significant new buying outburst?

Wall Street is gambling on a "yes" answer to that question.

Accordingly, retail stocks—in the doldrums since late 1965—are charging to new highs or near highs for the year.

The retail group—one of the market's lustiest performers in recent weeks—has shot up, despite poor first-quarter performances and despite prospects of a mediocre first half for many of the nation's leading merchants.

Behind the betting

One of the principal reasons for the upsurge is Wall Street's belief that the next major upward thrust in the economy will be fueled by an accelerated rate of consumer spending.

Equally significant are the relatively low prices of retail stocks. Many retail stocks are well below their highs registered late in 1965.

In short, the financial community is betting that the American consumer is ready to flex her buying muscles and shed the cautiousness that has characterized retail activity since the latter part of last year.

And there is already a considerable amount of evidence to back up Wall Street's contention.

The odds on an upsurge

Government statistics point up a livelier retail sales pattern over the last few weeks. The news from Detroit is an improved demand for autos.

There are other encouraging signs, too, such as a continuation of high incomes, easier credit, and bulging bank accounts.

A step-up in housing starts is also expected—and this could be a boon to the major appliance and home furnishings businesses.

The talk is that more Americans may be ready to step up their credit purchases and buy that color tv set or

that new refrigerator. If this happens, it would reverse the trend of the past 18 months, which has seen the rate of debt accumulation drop sharply.

Another plus is the baby boom of the mid-Forties. Reflected in today's economy, it means a sharp increase in marriages and housing starts; to the retailing fraternity, it means a red-hot area for greatly accelerated consumer spending.

The University of Michigan is also spinning an optimistic tale.

The latest quarterly survey of consumer buying behavior conducted by the university's research center finds that the housewife and the man in the street are viewing the economy with renewed confidence.

The reasons: bad news is losing its impact and income trends continue favorable.

To many retail analysts, all this news adds up to a robust consumer buying mood in the second half of 1967—a buying mood that could offset a lackluster retail profit performance in the first six months.

The speculation in some Wall Street quarters is that department store stocks could appreciate more than 15% in value in the next 12 to 18 months. An even greater gain—in the neighborhood of 25%—is envisioned for leading discount store stocks, due to a faster rate of store expansion and market penetration.

But retailing is not without its headaches.

The dark horses

Higher operating costs are putting a greater squeeze on profit margins. More stores are jumping into the fray. The labor supply is tightening. A tax increase—which many analysts believe is now out the window—would cut into potential sales.

Even more serious would be a rapid acceleration of the cost of living. Likewise, there are fears that a Vietnam acceleration could lead to government controls.

One retail analyst—who describes himself as a skeptic, even though he is recommending more retailing stocks—is Charles Wetzel, of Paine, Webber, Jackson & Curtis.

"I can't be wholeheartedly bullish," Wetzel said. "I want to see more evidence of a sustained upswing in consumer spending. These stocks are getting back to more realistic multiples, but what happens if we have a crippling auto strike or a tax increase. . .?"

What Wall Street says

Other views from Wall Street, in brief, follow.

Emil R. Weiss, executive vice president of Andresen & Co.:

"I believe the slowdown in consumer spending has reached its bottom and is now ready for a significant turnaround. The upward cycle could last 12 to 18 months and maybe longer. For recovery situations, we like May Department Stores, Arlan's Department

Stores, and Spartans Industries."

Dan Conforti, senior investment analyst, Shearson Hammill & Co.:

"While retail earnings for the first half are likely to be down, there could be a recovery in the second half which could bring profits up to last year's levels or possibly higher. Our retail favorites are Interstate Department Stores, King's Department Stores, Gimbel Bros., and Unishops."

Morton L. Roth, senior security analyst, Bache & Co.:

"We look for flat to moderately higher retail earnings this year, with over-all sales up 4% to 4½%. Multiples are returning to their average historic levels and may exceed them. However, inflation or a Vietnam escalation could upset the apple cart. I like Arlan's as a good turnaround situation and Sears, Roebuck and Federated Department Stores in periods of weakness."

Rudy Macher, senior security analyst, Standard & Poor's Corp.:

"Retailing should outperform the market this year. Consumer spending looks promising. We like the Cadillacs, such as Sears, Federated. . ."

Two particular stocks—Montgomery Ward and Spartans (which owns E.J. Korvette)—merit special comment in view of exceptionally heavy trading in recent weeks.

Many analysts are down on Ward's despite management's talk of improvement. In the face of sharp earnings declines, the company's stock has hit new highs—a development based chiefly on widespread rumors of a possible takeover of the Chicago-based mail-order giant. The stock has eased somewhat in recent days, but the rumors still persist.

In the case of Spartans—which a number of analysts see as a good turnaround situation—reports are rife on Wall Street that the company is seeking to make a public offering of some of its Alexander's stock (it owns 38%). Spartans also is rumored to be in talks with several parties to sell off its 94-unit Spartan-Atlantic Thrift Center chain.



Morton L. Roth, senior security analyst at Bache & Co.



Dan Conforti, senior investment analyst, Shearson Hammill & Co.

WHIRLPOOL
with the product reputation that sells
today's quality-wise generation



**here
they are
for the finest in
fabric care**



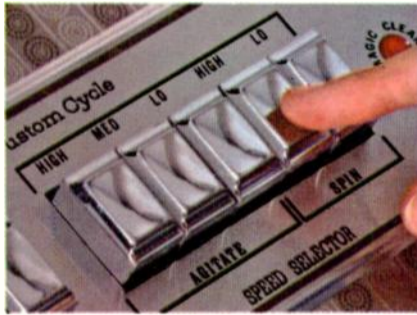
Whirlpool washers and dryers for 1968 set you up as a fabric care expert! They provide the special care that means no ironing for today's popular Permanent Press materials. Their outstanding flexibility also makes them adaptable to even newer materials that

may be developed tomorrow. And very important, Whirlpool laundry models are designed for volume sales! You can offer many exclusive features not only in the Imperial Mark II 9920 pair shown here, but also in the popular Imperial 8900 and Supreme 7800 series . . . and in the lower-price 6700 pair, too! In fact, the bread-and-butter 6700 series now has such custom features as special PERMANENT PRESS — WASH 'N WEAR cycles . . . the washer has SUPER WASH . . . and the dryer has an Automatic Dryness Selector.

IN THE WASHER



Permanent Press garments get cool-down care with a difference! Cooling starts when the fibers are "relaxed" and floating free in the wash water. It continues gradually so the fabrics have time to assume their original shape. The clothes are able to get "set in their ways" . . . smooth and neat . . . before spinning starts.



Flexible selection lets your customers "custom wash" any fabric. They can choose washing and spin speeds, cycles, time, wash and rinse temperatures and water level. They'll like the gentleness of Whirlpool washing, too. LOW speed provides extra-slow agitation to pamper the most temperamental fabrics, such as woolens or wispy curtains.



SUPER WASH puts an end to washboards and scrub brushes! It gives an extra six minutes of scrubbing, then automatically continues through a regular cycle to get even the dirtiest clothes clean. Just right for workclothes, playclothes, diapers. You can offer this important feature even in the low-price model LSA 6700 washer for volume sales!



A lint filter that cleans itself automatically is a big sales plus in Whirlpool washers. Called the **MAGIC CLEAN**® filter, it traps lint throughout washing and rinsing, then sends it down the drain. The housewife never needs to clean out messy, wet lint—a job that women hate. In fact, she never even has to touch or look at this filter.

IN THE DRYER



Permanent Press clothes really need no ironing! First, they are tumbled in warm air. Then 10 minutes of cooling and fluffing puts creases and pleats back, leaves fabric smooth. Your customers will also like new Tumble Press* control. In minutes, it smooths out Permanent Press clothes that are clean but slightly wrinkled from packing or brief wear. *Tmk.



The right dryness for every load is provided automatically in every Whirlpool dryer! The housewife simply sets the Automatic Dryness Selector . . . from "Less Dry" to "Very Dry" . . . and **MOISTURE MINDER**® control stops the dryer when clothes reach that condition. Most Whirlpool dryers also have two speeds, **GENTLE** and **SUPER**.



Super fast drying system appeals to women who are fed up with slowpoke drying. A drum that's 20% larger than ever before enables a Whirlpool to dry bigger loads in less time. A special baffle changes the tumbling pattern constantly . . . makes drying more uniform and minimizes wrinkling. Drying in a Whirlpool is also quieter and kinder to clothes!



New **drying rack** now makes it possible to dry knits or sneakers or anything else that the housewife doesn't want to tumble. It holds them stationary in the center of the drum where they dry fast and safe in the warm, evenly-circulating breezes of the Whirlpool dryer. Here's a wonderful new convenience that has distinctive sales appeal!

...and this is the whopper



A super-capacity washer that can handle loads up to a giant 18 pounds! Not only washes those extra-large loads clean, but also gives every load . . . from large to normal to small . . . the proper care.

for
people who
hate cleaning and
love cooking



Free-standing ranges come in three waist-high broiling, Solar Speed 90 models. Shown here is the RRG(U)395 with built-in rotisserie, Auto-Hold oven control, Teflon-coated griddle, Burner-with-a-Brain*, lighted cooktop, and many more conveniences. *A.G.A. Mark

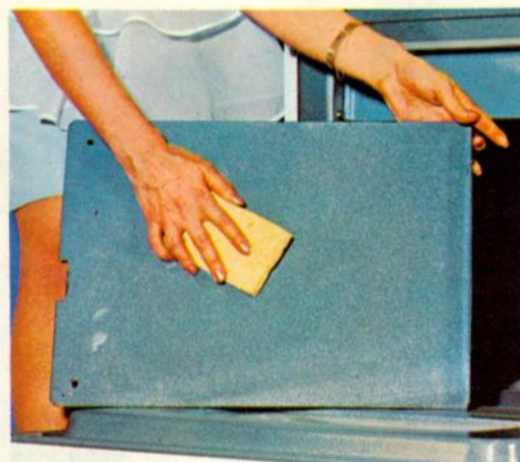
CONNOISSEUR® styling and two big ovens are available in two Solar Speed 90 models. Both models feature convenient waist-high broiling. RRG(U)9958 shown here has all of the features described on the facing page as standard equipment, plus rotisserie.

SWISH-CLEAN TOPS AND OVENS

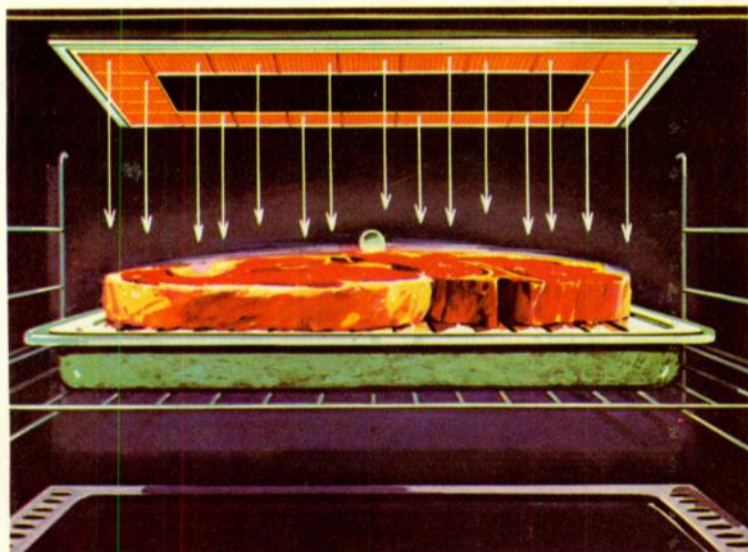
No other gas range has a cooktop like this one! Show your customers the deep recessed top . . . demonstrate how it contains spills, boil-overs, drips. No gaping holes around burners. No messy aeration pans or trays to wash. No tedious attempts to clean an inaccessible burner box. Trivets simply lift off, and a swish of sponge or cloth cleans the gleaming porcelain enameled finish. (Bright chrome cooktop is also available as an optional feature.)



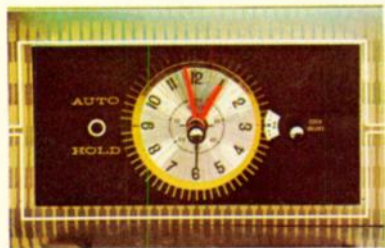
Porcelain enameled oven liners remove easily for quick cleaning at the range or sink. Stubborn food stains come clean with ease. Oven racks and guides are removable, making the entire interior easier to reach, easier to clean. And the door of the king-size lower oven comes off for still greater convenience. Tell your customers that Whirlpool's exclusive Swish-clean ovens can save hours of drudgery!



SOLAR SPEEDRAY BROILER



Here's a newer, faster way to char-broil steaks, chops, thick or thin . . . so they're tender and juicy the way people like them! A uniform heat pattern of infrared rays is produced by thousands of tiny flames inside the unique Solar SpeedRay ceramic broiler burner. Rays are beamed evenly across the broiling area for any degree of doneness from charred rare to well done . . . faster, too. The Solar SpeedRay sears meat quickly to seal in natural juices so there is less spattering. Huge, banquet-size broiling pan provides extra capacity.



Delayed **AUTO-HOLD®** oven control can be set to start cooking immediately or to delay its start in top oven. When cooking's done, heat is reduced automatically to keep dinner hot without overcooking. (RRG(U)9958) Lower oven has delayed cook and off.



Teflon-coated griddle drains grease away from the cooking area so foods are grilled the greaseless way for better taste. It's king-size and the Teflon surface is a cinch to clean. A convenience feature that holds great appeal for customers.



Burner-with-a-Brain makes pans and skillets automatic, prevents scorching and boilovers. Flame set feature adjusts flame to pan size and any heat from 175° to 425° can be dialed. Holds the heat you set, ends pot watching for good!



New calibrated top controls provide a wider range, more accurate control of cooking heats. The dials are numbered in order to enable the housewife to reproduce the desired heat time after time, simply by turning to the same number again.

COMING JUNE 9

All Transistor Color TV

**A complete line of 23" diagonal
models...all priced to sell!**

Motorola does it again—makes another dramatic step forward in Color TV.

We did it first with the rectangular color tube. Now, with All-transistor Color TV!

It's the kind of move you'd expect from Motorola. Motorola gives you true innovations—the kind customers will recognize and want.

Rectangular Color TV was more than just an innovation. It turned a profitless market around . . . pulled your business out of the doldrums.

You're facing a similar market problem today. It all began last year when manufacturers started a race to lead the volume parade.

Who won? Who cares—you paid the price of victory

through *reduced profits*. You now have too little business—too little profit! You need something *really different* to sell.

Motorola has it! All-transistor Color TV—solid state except for one rectifier. It is exciting. It is reliable. You can sell it at good profits.

Isn't this better than a profitless program built on price alone?

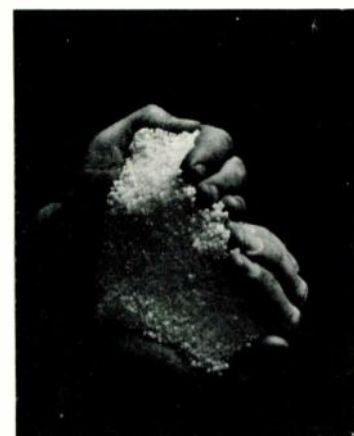
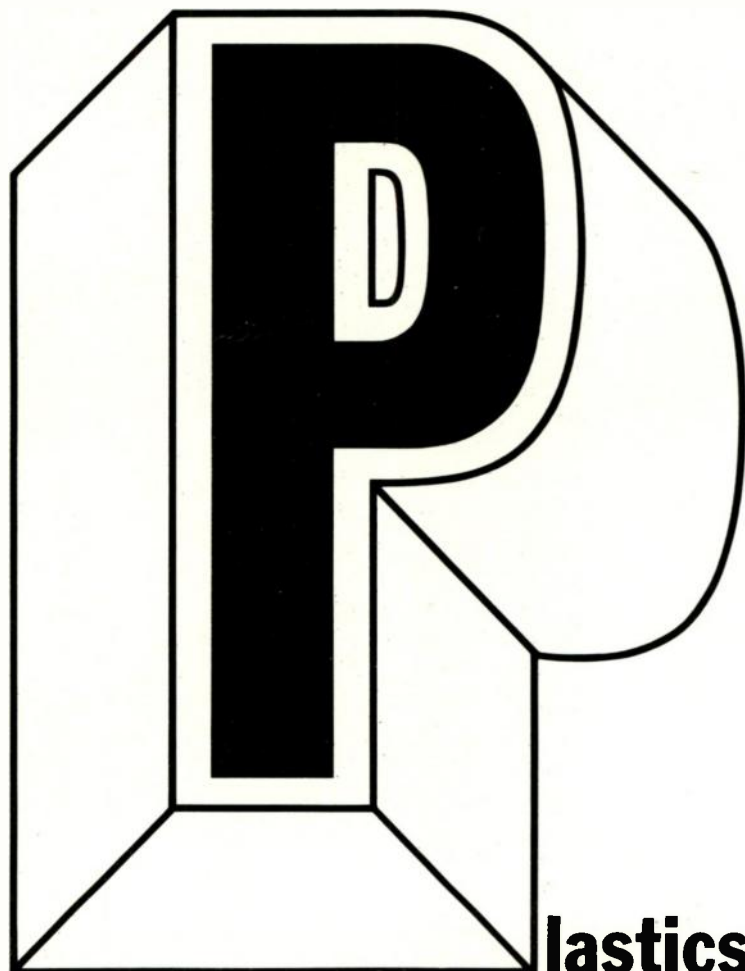
The "experts" said you wouldn't have an All-transistor Color TV for a long time . . . *even for years*. But Motorola distributors will see an entire line of 21 models on June 9. And you'll have these sets to show and sell shortly after distributor open houses.

Circle June 9 on your calendar. That's the day Motorola sparks the business with fully transistorized Color TV. That's the day profits will come back to Color TV.

 **MOTOROLA®**

By Amei Wallach

*Cover expressly designed for
Merchandising Week by Jan V. White*



lastics in consumer electronics: the grand illusion

With the 1968 line introductions, virtually every major manufacturer of consumer electronics will be decorating consoles with wood-look plastic panels.

Expect plastic panels from Admiral, Arvin, Curtis Mathes, General Electric, Magnavox, Motorola, Philco, RCA—and possibly—Zenith. Expect as little as a small plastic panel on two different models from one manufacturer, or as much as full plastic fronts in many parts of the line from another.

Expect more and more plastic portables, too. As many as 90% of all portable radio, phonograph, and tv set cabinets will be plastic—with innards to match.

Many retailers, however, are still living in the Dark Ages of the brittle plastics that earned the material a "bad guy" reputation.

Now it is too late for all that. Philco-Ford's Ross Gilbert, industrial designer, estimates that practically all of the 32 million radios, portable phonographs, console phonographs, and tv sets the industry will sell in 1967 will use plastic in one form or another.

Arvin, Curtis-Mathes, GE, Westinghouse, and RCA mold portable cabinets in their own injection molding plants; Philco-Ford is opening an injection molding plant in Taiwan. Magnavox and MPI, one of the largest cabinet suppliers, mold their own console panels.

The trend to plastics is unmistakable. Most retailers and consumers alike

have long come to accept high-impact polystyrene portable cabinets for their lightweight, low-cost, and styling advantages.

Advertisements proclaim the advantages of plastic portables, and a few farsighted retailers push them as well. But consoles are another story. When the customer asks if a console is plastic, the retailer:

Clears his throat, shuffles his feet, and mumbles, "This console is 90% wood."

Or he launches into a frenzied sales pitch about more style for less money, and points out that the carving on this console will not chip, scratch, warp, or discolor as easily as wood.

Or he ignores the whole thing and moves the customer on to an all-wood console sale.

Which approach is better? Even furniture retailers, who have lived with plastic parts for a few years now, do not know for sure.

But all retailers had better decide quickly. The plastic-decorated console is here to stay. Growing wood shortages, the high cost of skilled craftsmen, and consumer demand for more style and detail—even at the low end and the middle of the line—are forcing the consumer electronics industry to follow closely in the footsteps of the furniture industry, which has embraced decorative plastic fronts with fervor.

Furniture manufacturers point out that when carefully applied, the plas-

tic panels are indistinguishable from their wood counterparts, and that plastic alone permits them to offer a French chest for as little as \$129. The only non-plastic furniture available in 10 years will be antiques and the most high-end products, predicts Howard Gans, merchandising director for Ward Furniture Co., Fort Smith, Ark.

Others are more conservative. Robert Spellman, executive vice president of the Southern Furniture Manufacturers Assn., suggests that plastic could take over 20% to 50% of the case goods market.

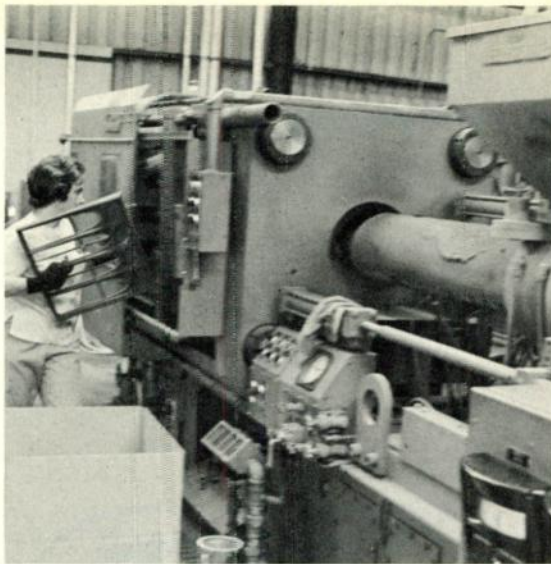
What can the consumer electronics industry do but follow?

"The furniture people will force us to use more and more plastic," says Robert E. Munz, Philco-Ford's director of design, "because the consumer will learn to expect the new styles and prices she gets in furniture."

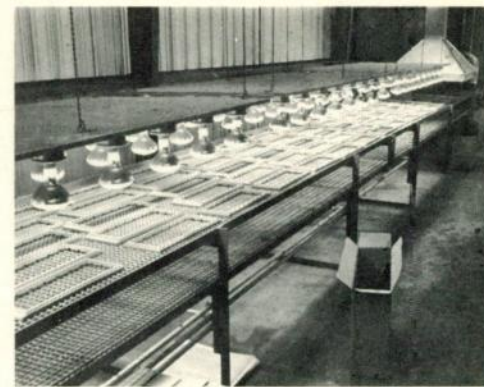
Retailers cannot afford to lag behind. If it is plastic-decorated consoles they have to sell, they had better learn to sell them. They need to learn how to explode the "bad guy" image of plastic in consoles—if not with the consumer, who may be several steps ahead in accepting plastics, then with their own sales staffs. And they need to learn how to cash in on the "good guy" image of plastic portables.

What is the story that retailers have to tell? For the answer, and for a discussion of why manufacturers use plastics, turn the page. →

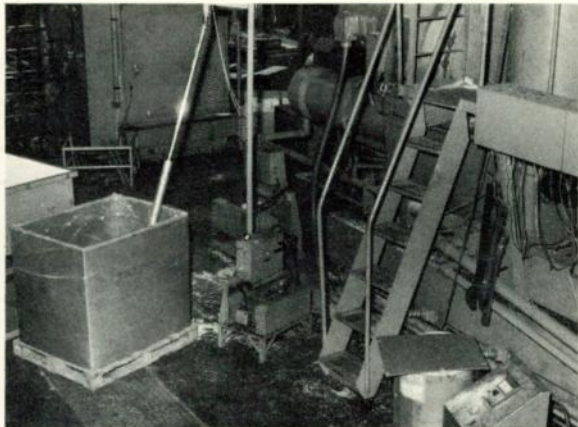
The console process



Console panel is removed from molding machine



Sprayed panels being dried on conveyor



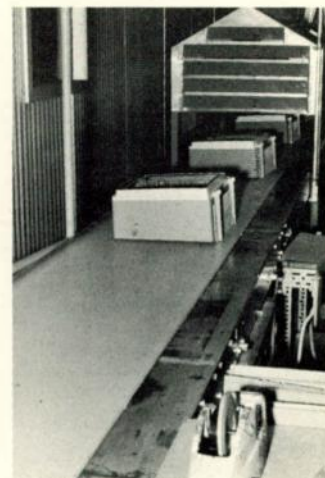
Production of plastics for consumer electronics begins as plastic pellets (shown at left) are drawn from container into a molding machine. Production then diverges into console manufacture (top row) and portable manufacture (bottom row).

(Portable photos from Westinghouse; first two console photos from MPI Industries)

Portable tv set's plastic back is removed from machine



Painted fronts drying



The portable process

Plastics in home electronics

The case for the console

Consumer electronics manufacturers are not sure whether to brag or blush about the new materials innovation that is taking over console design. Reactions range from Philco's open "We're offering more design for less money" attitude to Zenith's reluctance to broach the subject at all.

MPI Industries, a major cabinet supplier, proudly displayed three stereo cabinets with wood-grained plastic fronts at its annual meeting this year; and MPI spoke of plans to decorate tv cabinets in the same way. Other manufacturers are not so quick to grab the plastics spotlight.

It all boils down to the fact that manufacturers are afraid of what the retailer—and the consumer—will think of a plastic-decorated console. Nevertheless, they have a perfectly reasonable case for going the plastics route. Without plastic, a Mediterranean panel could cost as much as \$5 to manufacture; with plastics, it is more likely to cost 50¢. Without plastic, Contemporary would still be the only style choice at the low end of the line, instead of the Early American and Mediterranean models manufacturers will be able to offer in 1968.

"Within the last few years, Early American, Spanish, and Contemporary have fallen within a \$10 range of each other at retail," explains Thomas E. Hasset, vice president of Perlmutter,

Snyder, Hasset, design consultants to Philco-Ford. "Before plastics, the industry sold something called Contemporary (which really meant devoid of ornamentation) at the low and middle ends of their lines."

And plastic has other pluses. It is tougher—more resistant to cracks and scratching than wood; it is less likely to discolor, and it does not warp. When it is damaged, however, it is more difficult to repair than wood.

But even those manufacturers who soft-pedal the plastics issue in their own promotion and advertising, feel that the skeleton-in-the-closet approach is the wrong tack to take.

"We've got to face up to it as an industry," says C. Vernon Phillips, Motorola vice-president. "We've got to stop minimizing what we've got and acting ashamed. It's time to start selling the advantages of plastics."

Motorola is one of the many companies that chose to introduce plastic panels in the top of its line first, then work down into the high-volume middle range. Its Drexel Esperanto cabinet uses plastic to achieve detailing that ranges from exorbitant to impossible if executed in wood.

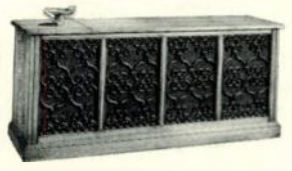
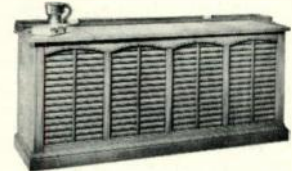
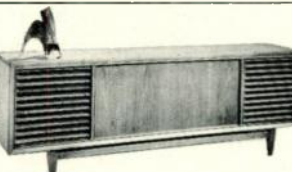

Now that Motorola has wet its feet with two plastic-decorated models in its 1967 line, it is ready to take the plunge in earnest in 1968. Ten plastic-decorated models in its line—a jump that will generally be reflected throughout the industry.

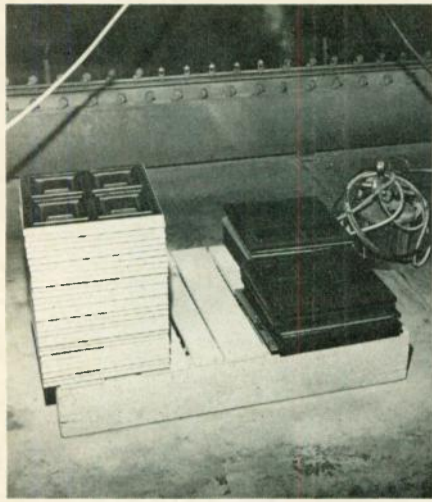
Motorola, however, like the rest of the industry, is wary of plastic's "bad guy" image.

"When plastics first came out, they

earned a bad name," says Herbert J. Zeller, director of design for Motorola. "Now we're just beginning to get over that. But I hope this industry

Plastic lowers the prices in Philco-Ford's 1968 stereo line

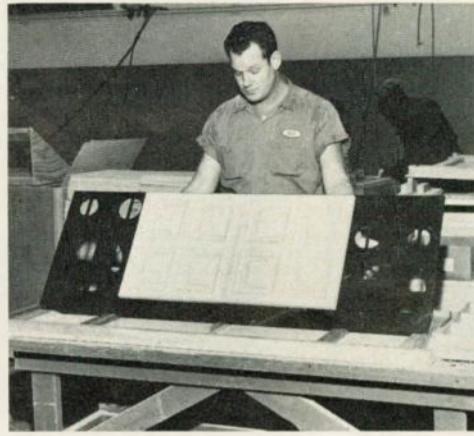
	Model	Plastic part	List price using plastic	List price using other materials
	1876-PC	grille work	\$399.95	\$450 (wrought iron)
	1875-MA	louvres	\$399.95	\$450 (wood)
	1874-WA	louvres	\$399.95	\$425 (wood)
	1859-MCL	center panels	\$229.95	\$249.95 (wood)



A finished stack of console panels



Panel is attached to plywood support

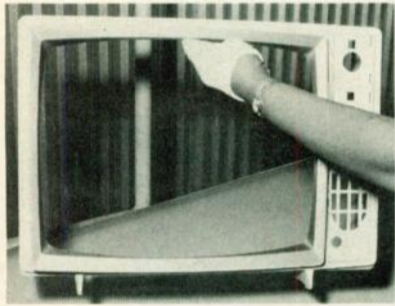


Support is inspected prior to installation

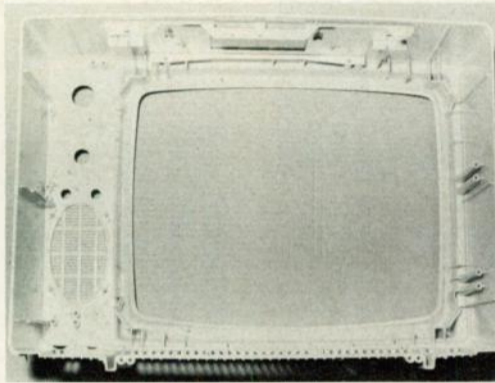


One of several spraying processes

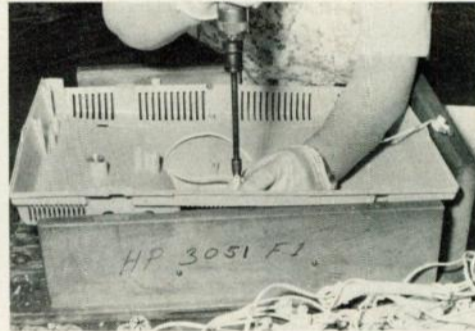
Inspector examines painted front



Interior view of molded to cabinet front



Operator installs electronics in back



Picture tube is placed in front



and the furniture people both show some self-discipline in selecting their materials, or the whole thing will go sour all over again. We see some suppliers bringing us low-price, low-quality molded pieces that it would be a mistake to buy."

If the industry can keep up and improve the quality of materials, chances are that consumer acceptance will not be far away. Philco-Ford conducted one survey that supports that point dramatically. "We showed our La Grande 1795PC to consumers in one study," explains design director Munz. "The two outer panels were plastic; the two inner were wood. Consumers actually preferred the outer panels."

Designers like Keith Kitts, design consultant to Admiral, feel that as Young America enters deeper into the console marketplace, plastics will become still more acceptable. "They've grown up with plastic all around them, and they'll accept it even if we don't disguise it as wood," he says. "For instance, in the future we might use plastic on art panels on one or two of our models."

In the years to come, those Young Americans and their over-the-hill older brothers will have more and more plastic-decorated consoles to choose from. Next on the horizon is an all-plastic door for tv consoles. Philco expects to have one in its 1969 line. Others are producing them already.

Although the plastic door will not

warp, as wood ones do, Philco has elected to ignore the "no-warp" aspect. "We sell style and appearance in a console," Munz explains, "and the average person buying style and appearance won't buy plastic."

Also in the near future: the molded-plastic decorative leg, already widely used on furniture. Here the sales story is no chip, no crack, no scratch, but manufacturers will probably choose to ignore that approach, too.

And after that, the fully injection-molded console. While most manufacturers are examining this possibility, a Magnavox spokesman points out a major drawback. Tooling would be so expensive that volume for any given console model would be so high that manufacturers would lose any flexibility of design.

As it is, The Southern Furniture Manufacturers Assn. estimates it costs \$25,000 to tool for a single door panel. And Philco's C. W. Christie, product planning manager for high fidelity, points out it takes a volume of 10,000 units to make tooling for any one model feasible at all, and the prospect does not really become interesting until volume hits 50,000 units.

For that reason, manufacturers are rushing to bring plastic decoration into the high-volume middle of their lines.

The portable picture

For portables, plastic sets the styles. It

does not follow them.

It is plastic that has given manufacturers the opportunity to experiment with new shapes, new sizes, new textures for radios and tv sets. Before plastics, particularly in the case of tv set, the limitations imposed by metals had forced the industry to produce a square-cornered and heavy product.

Manufacturers and consumers alike have come to appreciate plastic for its light weight, impact resistance, versatility, good looks, and low cost. As a result, most portable and table radios, and nearly all portable tv sets and phonographs, are enclosed in plastic cabinets.

But there are still serious doubts in the industry as to whether plastic can support the weight and stress of a heavier, larger tv set. Nevertheless, as small-screen portables take over the b&w market, the importance of the synthetic material will grow even more. GE already uses plastic for its Porta-Color portables. Other manufacturers have announced plans to bring out small-screen color sets in plastic cabinets.

As plastics take over, manufacturers are exploring new finishing processes. Most have been printing simulated woodgrain on their cabinets for some time. "The furniture look is important even in portables," explains Arthur R. Bentsen, GE account manager. "Consumers don't respond to plastic as plastic."

For that reason—and also to mask the imperfections in flat surfaces that can cause a high rate of factory rejects—GE is exploring new texturing techniques. The look of vinyl brocade, leather, and lizard, as well as the cloth look may soon be on many GE portables.

Printed vinyl film over metal is the technique conventionally used to simulate wood or leather. Both RCA and GE have combined padded vinyl with chrome in their portable tv sets. And this year, manufacturers are looking at still other vinyl applications: one set maker will show a vinyl-clad paisley print color tv set next month.

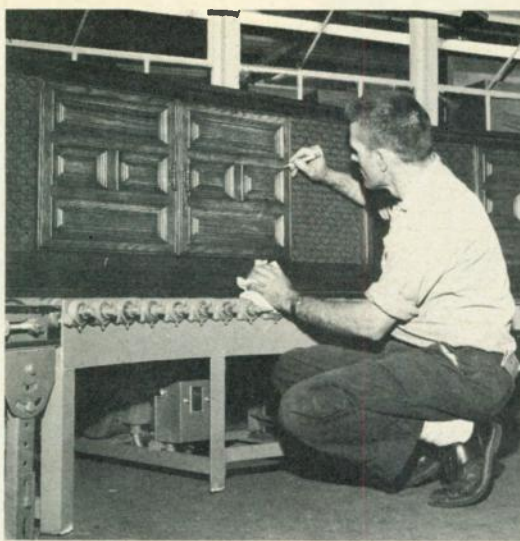
The use of vinyl over hardwood is one innovation in materials. Usually, it is applied to "knock-down" furniture; this technique is already popular when used with wood, but its real promise lies with plastic.

Plastic appears in many other forms, too: in the black shields over some portable tv models; in the tinted transparent dust covers on phonographs; and in grilles, knobs, windows, dials, handles, masks, legs, control panels, and nameplates.

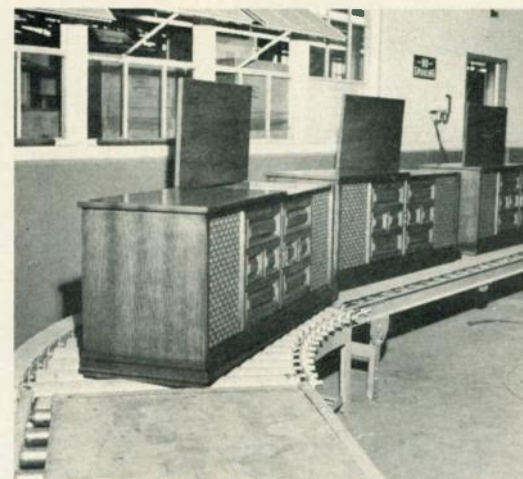
Westinghouse has even used Polyfoam, a packing material, as a merchandising device for one of its products. A round Polyfoam "Beach-Buoy" encloses a transistor radio, which can be merchandised as a new way to keep the radio out of the sand at the beach or out of the water at the pool.



Glaze is handwiped just before cabinet enters oven



Simulated oak panels get final touch-up



Finished consoles en route to packing room

Portable tv sets in various stages of completion



The final stage of chassis installation



Completed portable with plastic knobs



Plastics in home electronics

The retail wrangle

Plastic portables have already won their place on the retail floor. Now it is the console's turn.

How can a retailer handle this potentially hot potato?

From his experience with portables, he has learned to push the positives: weight, price, and durability. He can use that story for consoles, too. But neither manufacturers nor retailers are sure they want to.

Even plastic-proud Philco shies away from shouting about its product at retail. "We don't think we'd be able to sell an all-plastic front," says Philco's Munz. "So we emphasize that our cabinets are still 90% wood."

Furniture retailers, however, who are more experienced in plastics, discount those fears. "About 25% of the products on our floor have plastics in them," says Bob Chamnis, furniture buyer for L.S. Ayres. "And plastic has never become as traumatic a thing as one would expect. If the quality's there, the customer is so overcome with what she's getting for the money, she'll buy. And," points out Chamnis, "L.S. Ayres' customers are apt to trust our judgment. It's the image of the retailer that counts here more than that of the manufacturer."

Those retailers who have had the happiest experience with plastic emphasize that plastic is not wood; it is something different—and it can stand

on its own. But among furniture retailers, as well as their home electronics counterparts, there are still the old diehards, who insist—although it is too late—that the consumer wants wood and only wood.

Both industries feel that a consumer education job must still be done. "It would be very healthy if the plastic industry helped us create a good feeling with the consumer," says Robert Spellman. One project: to establish performance standards for plastic parts so the consumer will know what she's getting.

Others think it would be enough to disguise the name of plastic. Kroehler Furniture has suggested the name Polyart, and Drexel has opted for Dura-

thane. Some simply avoid mentioning plastic content.

The Federal Trade Commission (FTC) frowns on these last two methods. FTC ruling requires identification of an exposed imitation wood surface, either by its true composition (e.g., "molded polystyrene"), or by a disclaimer (e.g., "simulated wood"). According to staff interpretation, the use of such descriptions as "molded components"—a phrase popular in the furniture industry—or brand names that do not disclose the material, are forbidden. If these rules are enforced, any consumer who reads the tag will know she is buying plastic.

When the consumer asks about it,

how will home electronics retailers react? Magnavox attempts to prepare its retailers for that eventuality with thorough training in the new product. And, to some degree, that technique does quiet retail fears.

However, those retailers who have been carrying plastic-decorated consoles have experienced one serious problem: although plastic does not scratch or crack as easily as wood, the damage shows more with plastic. And some retailers say damaged plastic is extremely difficult to repair.

Manufacturers disagree. Magnavox and Philco-Ford contend that plastic can be repaired in the same way wood is repaired. GE suggests a touch-up stick. And, points out GE's Bentsen, General Electric is careful to use plastic in distressed and antiqued areas, where damage will not show.

The upshot is that retailers must learn to live with—and sell—the new product. The time is fast coming when a customer, accustomed to plastics in the furniture she buys, will be more sophisticated than the appliance-tv retailer who serves her. That retailer must learn to minimize the outdated negative image of plastic and push the positive aspect: more design for less money, durability, warp resistance, fade resistance, strength of the material, and color consistency.

The retailer who sells that story will be the retailer who sells tomorrow's consoles.

Materials makeup of consumer electronics: 1966

Console phonos produced in first half 1966	Units made of wood	Units made of composition	Units made of metal	Units made of plastic
Phonos (w/o radio)	119,000	3,100	—	—
Radio-phonos	627,000	48,000	—	750
Tv sets produced in full year 1966				
B&w portables, tables	6,123	16,689	1,575,891	4,479,186
B&w consoles	697,946	345,462	17,780	—
B&w console combos	16,138	33,366	165	—
Color portables, tables	189,698	16,857	468,751	225,318
Color consoles	3,215,501	445,569	63,674	—
Color console combos	376,637	9,594	217	—

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Read By The Retailers Other Retailers Follow

FLOOR CARE NEWS

□□□□ **New sales growth for the upright vac** is being predicted by both manufacturers and retailers, chiefly on the strength of increased use of carpeting in the home and on the consumer belief that the upright is best for keeping carpets clean. An estimated 1.5 to 1.7 million uprights were shipped by manufacturers last year, about half of them from Hoover, according to industry sources. This compares to an estimated 2.4 million canisters (excluding tanks). Dollar value, however, of the 2.4 million canisters and the 1.5-to-1.7 million uprights was about equal, reflecting the higher price tags on uprights.

□□□□ **Hoover faces growing competition in uprights**, the long-time stronghold in floor care for the North Canton (Ohio) producer. Sunbeam, for the first time, will introduce two new uprights at the June Housewares Show (MW, 15 May, p.5). The new Sunbeam uprights (one is shown below) feature twin suction fans and twin cleaning action: brushes and beater bars. Last January, Westinghouse added new beater bars to its upright line; previously, it had offered twin suction fans. And in January, Eureka-Williams became Hoover's first real competitor at the high end of the upright market with its Emperor model—an obvious rival to Hoover's \$100 Dial-a-Matic.

The high-end sales success of the Dial-a-Matic undoubtedly has encouraged other floor care manufacturers to go after the upright business. New uprights also are being introduced next month by Regina Corp., which has redesigned its Brush 'N Beat trim-style uprights.

Emphasis on the word "beat" and on beater bars, in particular, in the newer upright lines is a recognition that Hoover long has had the sales-winning formula for upright vacs in its slogan: "beats as it sweeps as it cleans."

□□□□ **The switch in emphasis** to rug cleaning rather than floor polishing for polishers-shampoos is a further reflection of the growing use of carpeting in the home; it points up the fact that keeping the carpet clean is a bigger problem for the average homemaker than cleaning bare floors—especially in light of self-polishing liquid waxes. Most shampooer-polisher manufacturers are now concentrating on promoting the carpet cleaning utility of their products, and this will be their promotional message to retailers at next month's Housewares Show

Elektrikbroom, the lightweight as powerful as many canisters.

Elektrikbroom, the lightweight with the money-saving dirt cup.

Elektrikbroom, the first lightweight with a two speed motor.

Elektrikbroom, the only lightweight with the patented rug pile dial.

Any wonder there's an Elektrikbroom boom?

The Elektrikbroom sells in volume because it offers a volume of features a woman can really appreciate. And features sell appliances. We know it. You know it. The market for lightweights is booming. And Regina is the only lightweight you can sell in volume at over \$20.00!

REGINA

The Regina Corporation, Rutherford, New Jersey
In Canada, contact Regina Products (Canada Ltd.), Welland, Ontario

air movement measure



Sunbeam's new upright vac



One of GE's three new massagers



GE enters the garden tool field

GE enters two new fields as it exits from another

General Electric Co. is broadening its product lines: in personal care, with its first massagers and restyled portable hair dryers; outside the home, with its first line of garden tools.

At the same time, General Electric is leaving the automatic blanket field, terming the business unprofitable.

Other new products for June introduction include a new mini-sized heater, restyled steam irons, two new skillets, and 17 new clocks.

First trade reports that GE would enter the massager product area appeared in January (MW, 16 Jan., p.59). At that time, GE was planning to market the massagers only under its Handy Hannah label for drug distribution. Now, however, three models are going into the regular GE line, and models reportedly also will be marketed under the company's Handy Hannah label.

The new massager line consists of a general purpose MR-1 model at \$9.98 list, a step-up general purpose MR-2 model with two speeds at \$14.98, and a hand massager MR-3 model (shown above) that carries a list price of \$19.98.

Two new hair dryers also are being added to the personal care line: the HD-16 at \$24.95 list, which comes with a comb and brush set and a simulated leather carrying case in Delft blue; and the HD-20, at \$15.98 list, which features a purse-sized carrying case.

GE's entry into garden tools comes through the back door—by way of its current power tool line, which consists of a single motor unit with interchangeable heads. The two new garden tools—TH-70 hedge trimmer (shown above) and TH-80 grass trimmer—feature heads that are interchangeable not only with each other, but also with the power unit in GE's power tool line. Both garden tool heads list at \$18.98.

GE also recognizes the growing importance of mini-sizing electric houseware with the introduction of a com-

pact, desktop heater, model H-12 at \$29.98 list (shown below). The dual-wattage, blower-forced heater is styled in a bronze color; it comes with an adjustable stand.

The new irons are: model F-90WT, at \$18.50 list, with white handle, Bristol blue trim and cordset, Water Window, permanent press setting, non-stick soleplate, and 39 steam vents; and revamped F-70 steam and F-82 spray-steam models, both of which now feature Bristol blue trim and permanent press touch-up settings. The model F-70 also features a new 9-hole soleplate.

The new skillets are: the C-115, an 11-inch buffet model, at \$19.98; and C-127, a 12-inch buffet model, at \$21.98; both skillets have high-dome covers.

New clocks include five new battery-operated models, nine alarm models, and three kitchen units. A new promotional alarm, the Novel-ette, is less than 3 inches high and 3 3/4 inches wide; the Novel-ette carries a list price of \$3.98.

New kitchen clocks include the cordless Dinette (shown below) at \$10.50, styled in a fabric-weave-patterned frame with gold-colored top and bottom rim, and the Scallop, styled with a fluted border. The Scallop is available in two models: one regular at \$4.98 list, and with lighted dial, at \$6.98.

Other clocks include two new cordless models styled in a Mediterranean motif and an electric wall clock styled as a wrought iron trivet.

In announcing plans to leave the automatic blanket field, GE said current prices on the GE line would hold and that exiting supplies would be sold through normal distribution channels.

GE said "over-all profitability had not been achieved" on the blanket line, which had been recognized as one of high-quality. The company's exit from the field leaves Northern Electric, a Sunbeam subsidiary, in a more dominant position than ever.



GE's Dinette: one of 17 new clocks



GE goes mini with this new heater

□□□□ GE will sell off its blankets with specials aimed at the consumer: a White Sale pricing special on two blanket series, and a consumer premium offer of a free Twilight Snooz-Alarm clock with the purchase of any blanket between Sept. 1 and Oct. 31.

GE announced last week that it was ending production of automatic blankets because it had found the business unprofitable. The exit of GE, the best-known name brand in the blanket business, clearly makes the product less of a housewares item. Most department stores carry their main automatic blanket assortments with their regular blankets. And the sales inroads made by a new type of regular blanket—the thermal-weave blanket—is believed to have cut into electric blanket sales during the past two years. The electric blanket business, too, is one where private-label sales run high, and GE's housewares division was the only major electric housewares producer that had not succumbed to private-label contracts.

□□□□ GE will offer 11 promotional specials during the second half, in addition to its blanket promotions. They include: a \$2 cash consumer refund on GE skillets purchased during July and August; a \$2 refund on heaters purchased during November and December; a free Breck Hair Care Kit with every hair dryer purchased; a dozen tubes of Crest toothpaste with every GE toothbrush; a 14-carat gold-filled pin complete with pearl, with every baby dish purchased, the latter four specials running during September and October.

GE also will run a series of product ownership incentives for retail salespeople.

□□□□ Color vacuum cleaners avocado now—at least temporarily—as General Electric drops in an avocado-colored canister model as a fall special. At a \$34.95 list price, the swivel-top vac, model C-200, will be available for retail sales beginning in August and will continue while the supply lasts. Other second-half product specials: a soft-bonnet hair dryer (model HD-5B) and a Room-Mate alarm clock (model 7223), both on "open list." GE also has reduced the list pricing on two non-stick steam irons by \$2 each: model F-80 and model F-80T. Seven new retail display units also are being offered by the company: two for clocks, and one each for vacs, irons, coffeemakers, the food cooker, and garden tools. The perc display features GE's Permatel model, which is being re-introduced after having been re-engineered.

□□□□ Key moves . . . Hamilton Beach promotes Dave Horowitz to national sales mgr; Horowitz succeeds Dave Wilkinson, who resigned to join the Gorham Co. in the newly created post of general sales mgr. Horowitz was formerly associated with Landers, Frary & Clark before joining Hamilton Beach as eastern sales mgr in 1965 . . . General Time names Forrest W. Price as corporate vp-marketing. Price will retain his position as general mgr Seth Thomas Division; H.B. Whitehead is named as corporate senior vp-manufacturing, industrial products and general mgr, precision products and parts division; Roland B. Hally is now corporate vp-manufacturing, consumer products. He also continues as general mgr-Westclox division . . . Wear-Ever appoints Eric Armstrong, Walter Kunze as design coordinators . . . Waring named Alexander Steinkoler as national sales mgr . . . Cooper-Hewitt Electric names Robert W. Beck vp and director of sales.

HOUSEWARES NEWS

□□□□ A new low-priced electric pants presser from Equality Plastics Inc., of New York City, is now moving into national distribution. Bloomingdale's is now featuring the item at \$8 in a newly mailed notions catalog. The new presser provides the first competition for Westinghouse in this product area. Westinghouse introduced its Steam/Press Valet last July at a fair-trade price of \$19.95. Recently, however, Westinghouse removed its Steam/Press Valet from fair-trade, undoubtedly influenced by its new low-priced competition. Like the Westinghouse unit, the Equality pants presser features Teflon-coated pressing plates.

□□□□ Rival will begin shipping two new blenders beginning in July; both feature two speeds and low-profile styling on a squared-off base. A promotional model with base styled in charcoal and ivory lists at \$24.95, while a chrome-plated-on-plastic step-up unit lists at \$28.95. First reports that Rival would introduce the two new models appeared last month (MW, 24 Apr., p.28). Rival also is adding more color to its can-opener/knife-sharpener line, now offering five colors, including avocado and coppertone.

□□□□ The year of the electric roller hair curler in housewares is the way some buyers and manufacturers see it. Up to now, the product has been sold chiefly in cosmetics departments. Reportedly, however, one of the biggest name brands in electric housewares is set to enter the field later this year. One new hair curler at the Housewares Show will be offered by Rayette-Fabrage. A Japanese import, the curler, called Cinderella, will retail at \$29.95. The Cinderella contains 16 rollers: eight hot and eight spare. Rayette also will be offering show specials on its hair dryers: one free with every 12 purchased.

□□□□ Sunbeam will seek to spur shaver sales with a nationwide campaign of spot television commercials for its men's models Shavemaster 777 and 888. It is scheduled to run from May 31 to June 14.

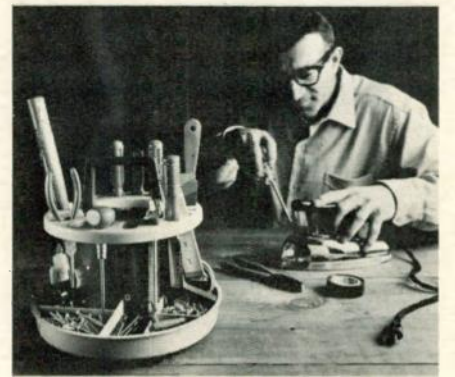
□□□□ Westinghouse is raising prices on some housewares items, including irons, according to reliable trade sources. The Westinghouse price hikes come on the heels of recent increases announced by Sunbeam and General Electric. Westinghouse officials were unavailable for comment.

□□□□ Descoware uses gold color and a new shape for a high-styled "Classic" line of cookware. The line is designed in a lower silhouette than current Descoware cookware. The Classic items are styled in antiqued gold exteriors and porcelain white interiors with irontone ceramic handles and decorated knobs. The knobs feature a mosaic-like insert surrounded by scrolls. Lids are interchangeable on skillets, casseroles, ovens, and saucepans of the same diameter. An 8-inch skillet lists at \$7.95, a 1-qt. covered saucepan at \$8.95. There are 15 pieces in the line. Descoware also is offering specials on its regular line, including a 6-pc. Hostess Set at \$26.95 retail.

□□□□ Pollenex adds night light to facial sauna in two new models to be introduced at the Housewares Show. The circular base of the unit illuminates to provide a soft night light. The models list at \$24.95 and \$29.95. The firm also is offering a new massager at a \$18.95 list.

Rotating hardware storage caddies from Rubbermaid

Rubbermaid gives the hardware accessory field a whirl with the introduction of a rotating tool caddy (shown at right) and a small parts caddy. The tool caddy holds a hammer, pliers, screwdrivers, and other tools. Its base tray is divided into compartments for nails, screws, and various small items. The suggested retail price is \$3.98. The small parts caddy contains three revolving trays with a total of 34 compartments. It carries a suggested list of \$4.98. (Rubbermaid Inc., Wooster, Ohio)



A new Bissell shampoo for fine and fancy fabrics

Three capfuls of Bissell's new Fine 'n Fancy Shampoo clean, soften, brighten, and freshen all delicate fabrics, including wool. The shampoo can be used in hard or soft water, leaving no dulling film. It is available in 12-oz. bottle, at a suggested list price of \$1.19. Bissell has also introduced a new cleaner for bathroom tile, chrome fixtures, and plastic and porcelain surfaces. Tub and Tile Cleaner is sprayed on, then wiped off with a damp sponge. The new cleaning product comes in 16-oz. cans, which carry a suggested retail price of \$1.29 each. (Bissell Inc., Grand Rapids, Mich. 49501)



A See-Thru storage cabinet by Akro-Mils

Crystal-clear, styrene See-Thru drawers set off Akro-Mils' household storage cabinet. The unit, which is available with either a pearl-onyx or marbled-beige frame, contains six compact and six deep drawers, making it possible to store both small and large objects. The suggested retail price is \$4.98. (Akro-Mils Inc., 1293 South Main St., Akron, Ohio 44309)



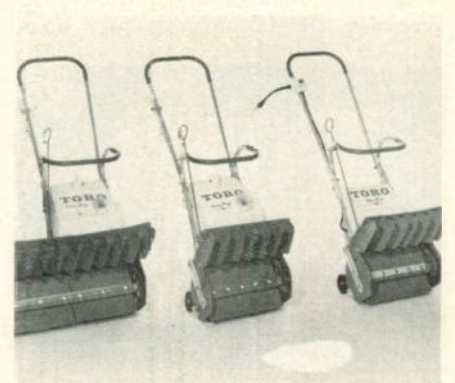
A fun idea for homemade ice cream buffs

Homemade ice cream with the flavor of "the good old days" can be prepared in RCW's 6-qt. electric ice cream freezer (shown at right). The model, which retails at \$34.95, has a red, antiqued-wood tub, black and gold frame trim, and an American eagle motif. Also available: a 4-qt. electric model, with a suggested retail price of \$29.95; a 6-qt. hand-operated model, which retails at \$25.95; and a 4-qt. hand-operated version, which lists at \$19.95. All of the models have the same decorative motif, and all are ready for immediate delivery. (Richmond Cedar Works Manufacturing Corp., P.O. Box 4207, Richmond, Va.)



A brand-new litter of Toro Snow Pups

Three new lightweight Snow Pups head Toro's 1967-1968 snow-thrower line: the gas-powered Snow Pups "21" and "14," and an electric-powered model. Improved features on the snow throwers include carburetors, mechanical compression releases, pneumatic primers, and remote directional vane controls. Both the Snow Pup "21" and the electric Snow Pup carry suggested retail prices of \$119.95; the Snow Pup "14" lists at \$99.95. (Toro Manufacturing Corp., 8111 Lyndale Ave. South, Minneapolis, Minn.)





Bernice Fitz-Gibbon trades advertising philosophies with David Ogilvy

Fitz-Gibbon of Herald Square vs. Ogilvy of Madison Avenue

Macy's, Gimbel's, and Me to be italics Nobody but nobody can convince Bernice Fitz-Gibbon that Madison Avenue can do a better advertising job for retailers than retailers themselves. Not even David Ogilvy, creative director of Ogilvy & Mather, whose clients include Sears, Roebuck.

Miss Fitz-Gibbon has created advertising for Macy's, Gimbel's and Wanamaker's; she was responsible for such slogans as Macy's "It's smart to be thrifty" and "Nobody but nobody undersells Gimbel's." She returned to Gimbel's last week to mark the publication of her book, *Macy's, Gimbel's, and Me*, and to reminisce and trade barbs with Ogilvy.

"You've done about everything in advertising. Do you regret not having had agency experience?" he asked.

"My experience is lopsided. I don't regret missing the agency experience. I'm sorry I didn't have tv experience. Stores are using it now, but they've got to get into it more."

"But retail advertising is so great," Ogilvy said. "You write an ad one day, it runs the next. You go down on the floor and you know its effects immediately."

Miss Fitz-Gibbon turned to a favorite topic. "I don't like the abstractions in advertising. Copy and heads must talk like people talk. 'Progress is our most important product.' That's not the way people talk; it's because men write it. Men are in command, but women know how to deal in specifics. Girls work for money, men to be important. Give the girls the money, let the men be the board chairmen."

Retail ads aren't appreciated, Ogilvy

stated. "They're more fun, less pompous. And it is this way because, thank goodness, it's 20 years behind the times. But how did you take it, getting those pages out, the conflicts with buyers and merchandise managers . . . and no Miltons?"

"I love buyers and merchandise people," Miss Fitz-Gibbon replied.

"You liar, do you really, by George!"

"You can take anything if you've ever gotten up to milk cows at five in the morning. I think we should mention the book."

"Damned good book."

Miss Fitz-Gibbon likes feuds and was behind the Macy's-Gimbel's rivalry.

"Feuds are good," Ogilvy picked up. "Drive your competition mad, put him in a corner; he's forced to reply. Then you can equal him and pull ahead. Start the fight if you're the underdog; if you're on top, don't."

Both concurred that Hertz was helping Avis, but Miss Fitz-Gibbon, a stickler for correct usage, added, "The thing that shocked me about the last Hertz ad was 'tries harder than who . . .'" I like natural language, but not errors. It's not only decent to keep the language unmurdered," she went on after Ogilvy called her a pedant, "but it's good business. You misunderstand Americans. There are no great Americans slob anymore. People like to keep improving themselves."

The two agreed on the "nobility" of advertising. "I think," she said, "creating wants and making people dissatisfied is fine. It's creative and facts are the best part of creativity. All good advertising is full of facts."

—Irene Kanfer

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

	Date	1967	1966	% Change
FLOOR CARE PRODUCTS				
Floor Polishers	March	103,236	114,416	- 9.77
	3 Months	272,829	310,668	- 12.18
Vacuum Cleaners	March	506,630	549,606	- 7.82
	3 Months	1,405,814	1,501,141	- 6.35
HOME LAUNDRY				
Dryers, clothes, elec.	April	83,000	89,300	- 7.06
	4 Months	502,400	464,500	+ 8.16
Dryers, clothes, gas	April	36,300	38,700	- 6.20
	4 Months	225,600	223,600	+ .89
Washers, auto. & semi-auto.	April	242,600	313,000	- 22.49
	4 Months	1,179,600	1,279,700	- 7.82
wringer & spinner	April	32,200	41,900	- 23.15
	4 Months	145,500	162,700	- 10.57
OTHER MAJOR APPLIANCES				
Air Conditioners, room	April	587,900	369,600	+ 59.06
	4 Months	1,918,100	1,322,100	+ 45.08
Dehumidifiers	April	30,000	32,400	- 7.41
	4 Months	96,200	99,500	- 3.32
Dishwashers, portable	April	37,900	45,300	- 16.34
	4 Months	172,800	150,300	+ 14.97
under-counter, etc.	April	71,000	97,000	- 26.81
	4 Months	282,300	331,000	- 14.71
Disposers, food waste	April	109,000	134,100	- 18.72
	4 Months	398,500	461,400	- 13.63
Freezers, home	April	81,900	94,200	- 13.06
	4 Months	330,500	346,800	- 4.70
Ranges, electric	April	164,900†	197,300	- 16.42
	4 Months	490,400	734,300	- 33.22
Ranges, gas	April	158,600*	188,400	- 15.82
	4 Months	667,700	760,000	- 12.15
Refrigerators	April	353,700	432,600	- 18.24
	4 Months	1,425,500	1,614,400	- 11.70
Water Heaters, elec. (storage)	February	75,000	86,000	- 12.79
	2 Months	147,200	166,200	- 11.43
Water Heaters, gas (storage)	April	223,240	230,780	- 3.27
	4 Months	888,820	951,780	- 6.62
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	May 5	34,303	43,562	- 21.26
	18 Weeks	1,047,988	872,688	+ 20.09
monthly distributor sales	March	313,529	243,602	+ 28.70
	3 Months	834,805	688,544	+ 21.24
Phonos, console, distrib. sales	May 5	11,335	16,798	- 32.52
	18 Weeks	461,899	606,882	- 23.89
monthly distributor sales	March	140,856	167,712	- 16.01
	3 Months	383,067	491,446	- 22.05
Radios (home), distrib. sales	May 5	254,742	217,023	+ 17.38
	18 Weeks	3,575,291	4,291,490	- 16.69
monthly distributor sales	March	1,123,100	1,329,556	- 15.53
	3 Months	2,651,980	3,264,467	- 18.76
B&w Television, distrib. sales	May 5	84,119	110,240	- 23.70
	18 Weeks	1,775,242	2,568,837	- 30.89
monthly distributor sales	March	542,659	743,129	- 26.98
	3 Months	1,369,895	1,983,219	- 30.93
Color Television, distrib. sales	May 5	59,478	69,777	- 14.76
	18 Weeks	1,488,412	1,308,246	+ 13.77
monthly distributor sales	March	491,078	408,684	+ 20.16
	3 Months	1,161,461	941,984	+ 23.30

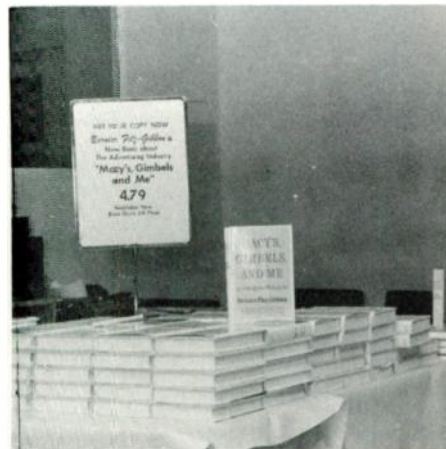
*April Gas Range total includes: 112,800 free-standing ranges; 19,900 high-ovens; 13,800 set-ins; and 12,100 built-ins.

†April Electric Range Total includes: 118,000 free-standing ranges; 46,900 built-ins.

Home Laundry and Major Appliance figures are now sales of manufacturers not distributors as in the past. Source: AHAM, EIA, GAMA, VCMA



In the audience: Gimbel's executives After the debate, Gimbel's promotes Richard Meyers (l.) and Bernard Zients Miss Fitz-Gibbon's book on the floor



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that doesn't put
a price tag on taste.



Model #1859 MCL: Mediterranean Chassis with AM/FM: \$229.95*

Jubilee and dealers are

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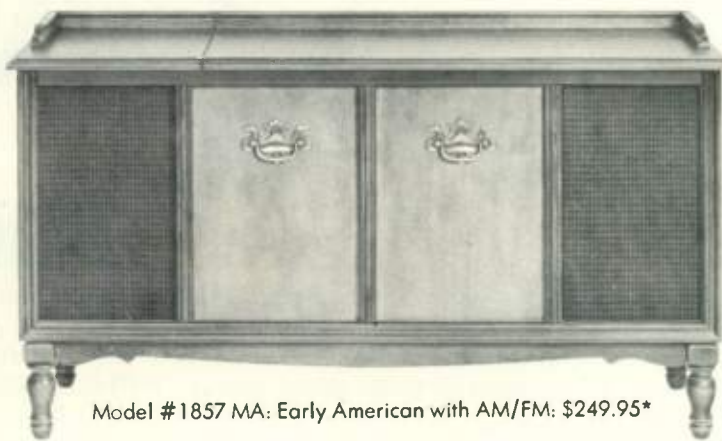
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Model #1856 WA: Contemporary with AM/FM: \$239.95*



Model #1857 MA: Early American with AM/FM: \$249.95*

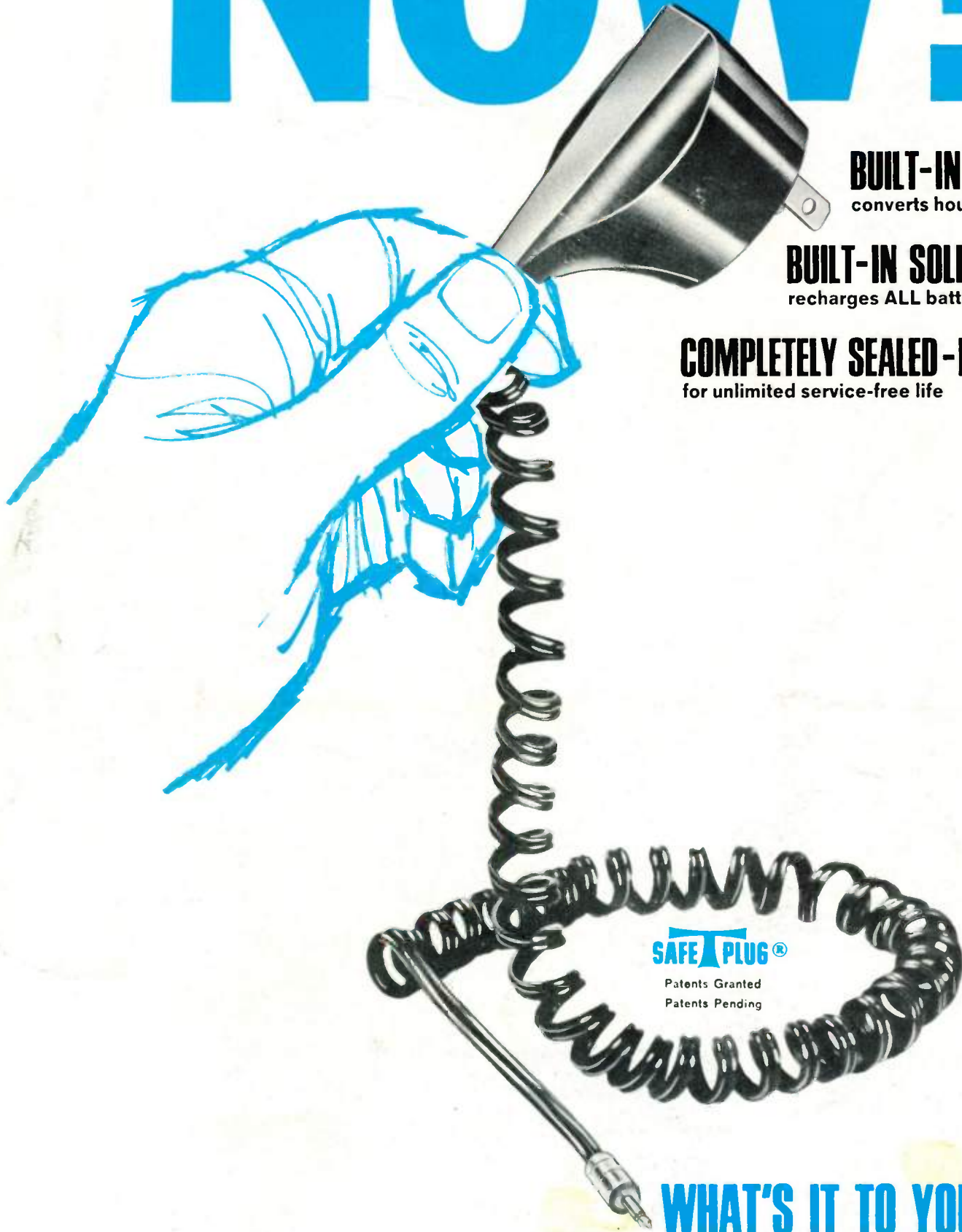
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*Manufacturer's suggested retail price. Subject to Fair Trade where applicable.

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