

# MERCHANDISING WEEK

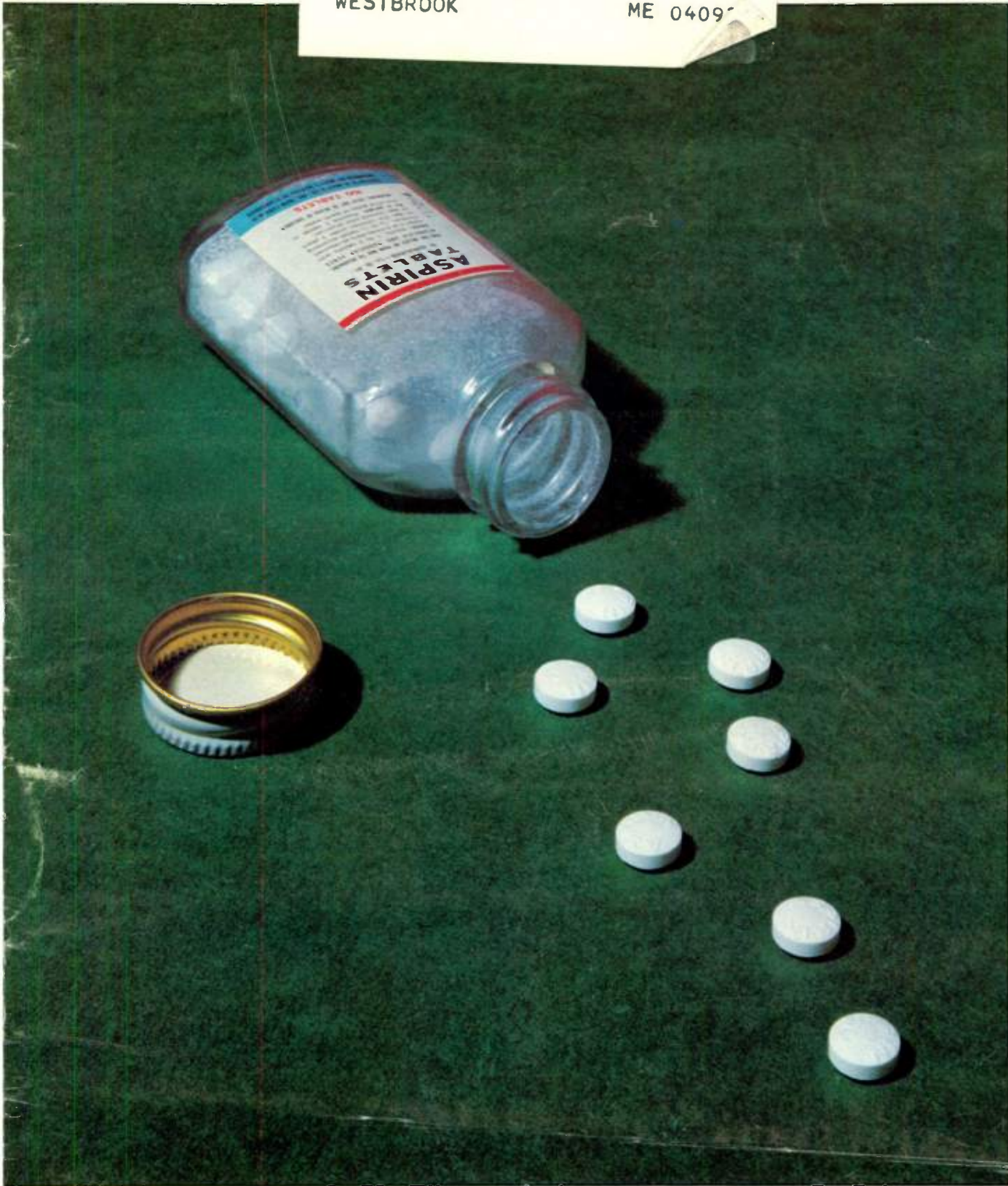
JUNE 5, 1967

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his headaches will show  
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**Help for retailers:  
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buying intentions  p.6**

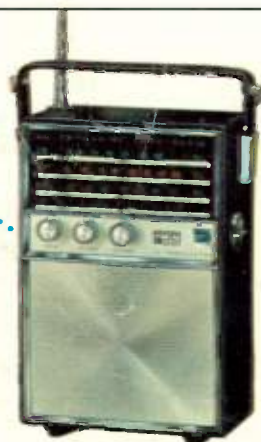
**New color prices:  
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"Sprechen Sie Deutsch?"

"Oui, je parle allemand,  
et, davantage, toutes les langues du monde!"



for English  
translation  
see the **Arvin**  
ad on page 4

(Advertisement)

WRH

Some of your best salesmen  
are not in your showroom.



# They're in your service operation!

*A color-trained technician working with quality components can be a one-man sales promotion campaign.*

Color TV is a growing giant—demanding quality both in the set you sell and the follow-up service you offer. So a color-trained TV technician can be one of your best salesmen . . . because the service he offers keeps your customers sold.

To back-up the success of every one of your servicemen on every call . . . whether in the quality components he installs . . . the test equipment he uses . . . or the color service training he brings to the job . . . look to your Authorized RCA Distributor. He stands ready to offer you virtually everything you need for capable and profitable color TV servicing.

### **RCA Hi-Lite Color Picture Tubes**

The industry's finest replacement tubes. The same quality...the same tubes...that go into today's original equipment sets. These include the 21" round tube which built the color boom; as well as the 19" and 25" rectangular now with Perma-Chrome... RCA's picture tube innovation providing Picture-on/Locked-in color purity.

### **RCA Color TV Test Equipment**

A complete line of the highest quality color-proven test equipment for shop or service calls—oscilloscopes, signal generators, meters, tube testers, probes, and accessories—made by the company that has more experience in color television than any other company in the industry.

### **Color Engineered Receiving Tubes**

The built-in reliability of RCA receiving tubes for color TV is your assurance of fewer callbacks, more satisfied customers. RCA is world leader in receiving tube technology. You and your customers benefit from the dedicated RCA research that has produced the most advanced receiving tubes for color TV on the market.

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

RCA Electronic Components and Devices, Harrison, New Jersey



The Most Trusted Name in Electronics



These radios speak fluent German, Spanish, French, English, Italian . . . they also talk the language of sailors, police sergeants, firemen and "hams".  
*(But at your cash register they only talk turkey.)*



At left, Arvin 12-Transistor AM, FM, Marine Band Portable. Model 87R59, Black. Sugg. retail \$38.95. At right, Arvin 15-Transistor AM, FM, Marine and International Shortwave Portable. Model 87R79, Black Top-Grain Cowhide. Sugg. retail \$56.95.

## Arvin Multi-Band Solid State Portable Radios

Just let these multi-band portables talk for themselves and they'll multiply your profits. Both feature a powerful transistorized chassis to pull in static-free FM, sparkling AM, plus marine weather and ships at sea on the Marine Band. What's more, Model 87R79, the deluxe 4-bander has the extra sales appeal of Genuine Top-Grain Cowhide, push button dial light, and a fourth band for International Shortwave. Both radios are packed

with sales-winning Arvin quality features like switchable AFC for drift-free FM, slide rule dial with Logging Scale for precision tuning, tone control, built-in rod type antenna for sparkling AM reception, telescoping FM and Shortwave swivel whip antenna, earphone jack, plus adapter jack for AC Power Pack (optional extra) which allows operation on regular AC current. Both come with batteries and earphone. And they're ready to "talk turkey"!



**Arvin** AM/FM 8-Transistor Portable. Model 78R09, Charcoal. Sugg. Retail \$19.95



**Arvin** AM/FM 9-Transistor Portable. Model 77R19, Black. Sugg. Retail \$22.95



**Arvin** Personal-Size AM/FM 10-Transistor Portable. Model 78R39, Black. Sugg. Retail \$26.95



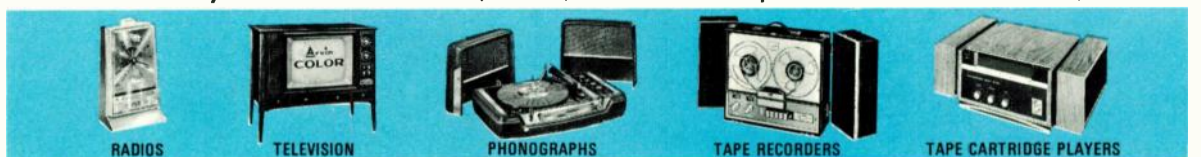
**Arvin** AM/FM 10-Transistor Portable in Genuine Top-Grain Cowhide Model 66R78, Walnut. Sugg. Retail \$46.95

## Arvin. Value begins with Quality in Home Entertainment Products

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Ind.

Visit these permanent show spaces: Chicago, Merchandise Mart—1477 • New York, 230 Fifth Ave.—612 • San Francisco, Merchandise Mart • Arvin Sales Department, Columbus, Indiana.

As Nationally Advertised in: Life, Look, Newsweek, Sports Illustrated, Sunset, Time



## AT PRESSTIME

□□□□ **Admiral's appliance prices will go up** when the new line is introduced in the fall. Ross D. Siragusa, company board chairman announced last week that Admiral will join Whirlpool and Gibson in following GE-Hotpoint's lead, set May 1.

The reasons for the industry trend toward appliance price hikes—higher wages and component prices—have also prevented a decrease in color tv prices, Siragusa said. In announcing that Admiral will hold the line on prices, he revealed that the firm will discontinue network television advertising temporarily in favor of a stepped-up newspaper campaign. (For more on Admiral's consumer electronics line, see p. 12.)

□□□□ **Cookware personalized with monograms** and other designs is being offered by Wayne Manufacturing in a new program aimed at the bridal and gift markets. Under the program—an industry first—retailers will take orders for a 3-initial monogram, fleur-de-lis, or American eagle motif on its Squares line. Wayne will then ship the merchandise directly to the consumer, preceded by a gift card telling the recipient that the cookware is on its way. Retailers will be invoiced only for the cost of the cookware itself.

□□□□ **Avnet and Channel Master have merger plans**, subject to director and stockholder approval. Avnet, a manufacturer of electronic, automotive, and consumer products, and Channel Master, a producer of tv accessories and picture tubes and a major radio importer, announced their plans last week.

□□□□ **A new range with a built-in warming shelf**—one of the new Gallery series—is available from Tappan at a suggested retail price of \$299. The shelf, located about 18 inches above the cooking surface, holds all range controls on the front of a tempered glass top that is embedded with electric elements to maintain keep-warm heat. The first Gallery model—a 30-inch range—is in production. It will be available in white, coppertone, and avocado.

□□□□ **AGA pans microwave ovens.** A recent report notes that microwave cooking, in many cases, is inferior to conventional electric or gas cooking. High costs, the short lifespan of microwave tubes, and lack of consumer familiarity are suggested as reasons for the limited potential

of microwave ovens as “an accessory” to conventional cooking appliances rather than a replacement for them.

□□□□ **New cassette and cartridge tape players** will be introduced by Craig Panorama at the Consumer Electronics Show later this month. The company is featuring an expanded tape line with two portable cassette recorders at \$69.95 and \$68.95; a compatible 4/8-track auto stereo cartridge tape player at \$99.95; an auto stereo 8-track cartridge tape player at \$89.95; an 8-track cartridge tape home deck at \$71.95; and an auto stereo 4-track stereo cartridge tape player at \$49.95. Five new reel-to-reel tape recorders in the line range in price from \$49.95 for a 2-speed monaural portable to \$239.95 for a 3-speed stereo unit. The company also will show five new radios and two new transceivers.

□□□□ **Chrysler Corp. received a beefy boost** in its financial sector by acquiring Redisco Inc., effective Thursday. Redisco, the financing company of American Motors Corp., will be merged with Chrysler Credit Corp. into a new subsidiary known as Chrysler Financial Corp. Selling price was an estimated \$29 million.

□□□□ **More music for cassette players** has been released by Mercury Record Corp. The introduction of 19 new titles brings to 114 the number now available through Mercury distributors.

□□□□ **GE will raise prices on b&w sets** with screen sizes 18 inches and up. The price increases will take effect this Thursday and average 3½% over current suggested retail levels. Reasons for the price boosts, according to GE: increased labor and material costs as well as additional features.

□□□□ **Aaron Wall now heads Telepro** as president and general manager. He replaces William Mulcahey, whose resignation had been rumored for some time. Mulcahey left the firm for private business.

□□□□ **Additional FM stereo stations:** the total number of FM stations currently broadcasting in multiplex stereo is 586, according to the National Assn. of Broadcasters. This figure represents an increase of 37 stations since mid-February.

## Housewares Show: how to find the 'overflow' exhibitors

Ray Passis is going down to the wire on a show site for his Transworld Variety & General Merchandise Market, which he hopes to open this coming Saturday at the McClurg Building in Chicago. But Passis will not know until tomorrow whether his show will be permitted, with the City of Chicago claiming the McClurg Building is unsafe for a show.

Meanwhile, Passis' former partners—Jules Karel and Lester Olshansky—are going ahead with plans to stage their Independent Housewares/Mass Merchandising Show at the Sherman House at least, with the possibility of

additional sites, depending on whether Passis' show goes on or not.

If Passis is not permitted to run his show at the McClurg Building, the Independent Show expects to be able to accommodate more exhibitors at additional locations: probably the Conrad Hilton and the Chicago Coliseum, along with the Sherman House.

Passis has a date in court tomorrow, June 6. He is suing the City of Chicago for \$2 million and seeking an injunction to prohibit the city from denying him permission to hold his Transworld Market at the McClurg Building.

The suit results from a letter written by Sidney Smith, Chicago buildings commissioner, to the president of the Independent Exhibitors Assn. of America, an association of exhibitors that had planned to be at the Transworld Show. In his letter, Smith stated that the McClurg Building is unfit for large assemblies. Chicago also has a city law prohibiting use of any building of more than two stories for exhibition purposes. The building also has been condemned by the Chicago fire commissioner and, in addition, its electrical permit was revoked one week after it was issued.

Asked if an alternative location had been considered for the Transworld Show, Passis replied, “What do you mean? . . . it's going to be at the McClurg Building.”

Passis staged his show at Navy Pier in January, but was unable to get June dates at that site when the National Housewares Manufacturers Assn. (NHMA) switched its midyear event from July into June.

Both operators—the Independent and Transworld—attract exhibitors who are unable to get into the NHMA Show, which opens next Monday at Chicago's International Amphitheatre.

□□□□ **New help for the retailer** in determining what the consumer intends to buy during the next few months will be forthcoming soon from the U.S. Census Bureau. Officials are devising a new quarterly survey of consumer buying plans, one they hope will be far more accurate than the old survey. The change came to light when the latest survey did not appear on schedule last week; it will be delayed until late June.

The essential change is that consumers now are being asked how likely—on a scale ranging from zero to 100—they are to buy one of several items. Formerly, they were

asked to specify yes, no, or maybe. The Census Bureau says most purchases are made by “non-intenders,” and the new system will be much more accurate. A preliminary test shows it is twice as reliable in measuring auto purchases.

The revised survey will gather data on more kinds of expected purchases: carpeting, furniture, kitchen ranges will be included for the first time, and a separate category has been broken out for color television. In addition, there will be more extensive information on household savings and on total planned purchases. The first three quarterly reports, starting with the end of June, will compare results of the old and new survey systems.

□□□□ **The controversy over color television**—whether emissions from sets present a real or only a potential hazard—is mostly political. But that does not make the controversy any less real; nor does it make industry any less vulnerable. It is easy to dismiss Rep. Paul Rogers (D-Fla.) as a headline seeker because he demands public hearings on the issue. But John E. Moss (D-Calif.), chairman of a House Commerce subcommittee, does not dismiss Rogers so easily. He says he will call tv set manufacturers to public hearings soon to explain the radiation emissions and what they are doing to prevent them.

The fact remains that consumer protection is popular in Congress at present. And the Congressmen who are pushing for laws to regulate industry in the name of consumer protection feed on just such cases as this. They will have their way. The GE case lends impetus to the drive to get the bill to create a National Product Safety Commission through Congress; and this is the least to be expected in regulatory legislation.

□□□□ **The venerable old Commerce Department** will be with us for a few more years, despite the Administration move earlier this year to merge it with the Labor Department. That is the meaning—and the only meaning—behind President Johnson’s promotion of Acting Secretary Alexander Trowbridge to the rank of Secretary. So much furor was raised about the proposed merger that the President decided to give up on the idea—for now, at least.

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

- American Home**
- Better Homes & Gardens**
- Family Circle**
- Good Housekeeping**
- House & Garden**
- House Beautiful**
- Ladies’ Home Journal**
- McCall’s**
- Newsweek**
- Time**

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

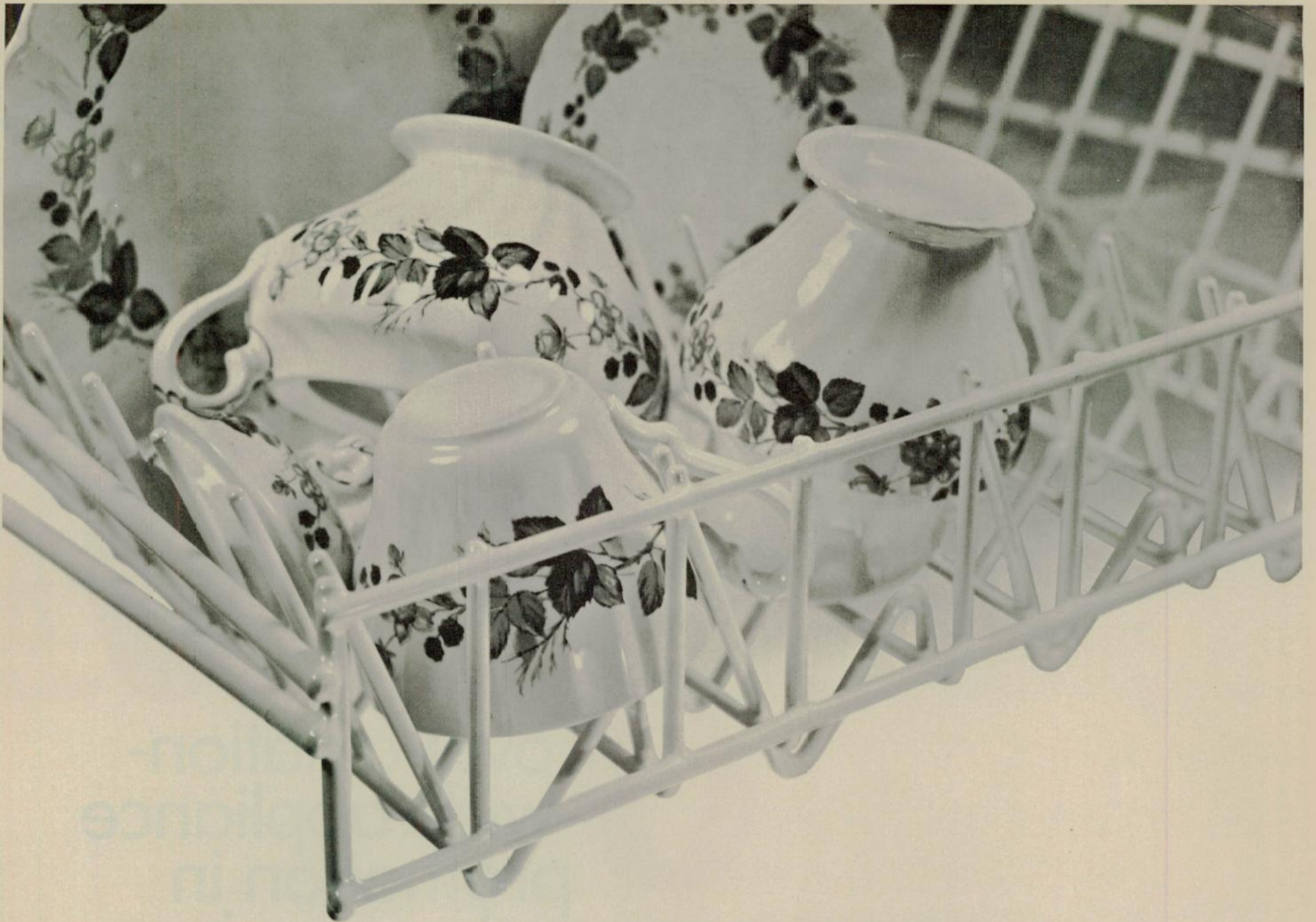
Specifically, Simmons tags Newsweek number one in efficiently reaching owners of electric ranges, separate clothes dryers, electric refrigerators, room air conditioners, fully automatic washing machines... and second in reaching people who own dishwashers.

It may be hard to believe all this of a newsweekly. But then again, why should it be so unusual that such readers would be as interested in comfortable homes

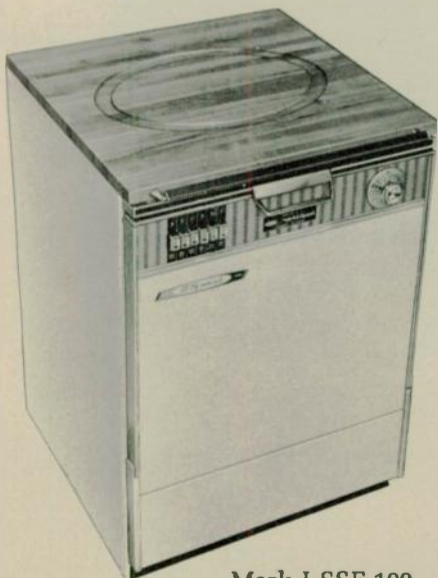
as they are in a changing world, as alert to the last word in convenience as they are to the latest news?

For more information on Newsweek—and its quality audience of over 10,000,000 readers each week—get in touch with Tony Ernst, Building and Home Products Advertising Manager, Newsweek, 444 Madison Avenue, New York, New York 10022.

**quote Newsweek  
the newsweekly that separates  
fact from opinion**



## Now, Whirlpool provides “slow water” to wash fragile things gently in the new 2-speed Potscrubber



Mark I SSF-100

Mark I models with two speeds are available in built-ins, front-loading portables and top-loading portables.

We've added another water speed to the new Whirlpool Potscrubber so you can offer your customers the widest choice of washing actions — **two speeds and six cycles!**

The new “take-it-easy” water speed will appeal to any woman who owns shimmery crystal or fine china. When she pushes the CHINA CRYSTAL button, the water speed and pressure slow down for gentle, yet completely thorough, washing of such fragile items.

She also benefits from this slower speed in the GENTLE WASH cycle, which is for lightweights like

Melamine plastics, aluminum pans and pie tins.

On the other hand, when some extra “muscle” is needed, the new Whirlpool Potscrubber provides the scouring action of SUPER WASH. It's powerful enough to remove stubborn soil like heavy grease and cooked-on foods.

No wonder we call the Potscrubber “the successor to the dishwasher”. The kind of action it provides is far beyond old washing methods. Check for yourself. You'll see why it's **easier to sell Whirlpool than sell against it!**

**Whirlpool**  
CORPORATION



**Independence Day promotion** is part of Whirlpool's year-round program to help you sell. Ask your distributor how to get this colorful package of posters, feature call-outs and streamers. Ad mats, too.

It's Philco-Ford's Diamond

# Jubilee

over a nation-wide appliance promotion in newspapers and magazines that will get prime prospects flooding into their stores.





# Jubilee and dealers are

# Lant

This is Philco-Ford's 75th year in business. What better way to celebrate than with one of the biggest traffic-building promotions in our history? You'll be selling our most popular merchandise at prices the competition just can't beat. And you'll still get your full margins.

We'll be making plenty of noise about our Diamond Jubilee Specials with hard-hitting spreads in "Look," "Life" and "Saturday Evening Post." Plus powerful ads running for four weeks in over 100 big-circulation newspapers across the country. All with full dealer listings.

This is going to be the BIG ONE of the year!



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

□□□□ **Computerized aid for Frigidaire retailers** is being tested in the Dayton, Ohio, area prior to its national implementation. The service, described by the company as an "appliance industry first," will provide dealers with special input registers from the cooperating National Cash Register Co., which will record sales transactions on special tapes. The tapes will be processed periodically by the cash register company, providing the dealer with an income statement, a balance sheet, a salesman's productivity report, an accounts-receivable analysis, a sales analysis, and a variety of inventory reports.

□□□□ **The AGA will stress the total look** in merchandising gas service at its annual convention, planned for Oct. 22-25, in Chicago. Members of the American Gas Assn. will discuss industry-wide cooperation in gas promotion, including appliance retailing methods.

□□□□ **A vote for cassette over 8-track** was recently offered by Robert Fickes, president of Philco-Ford: "Although Ford (Motor Co.) is committed to 8-track in its '68 line, I hope that in '69 or the near future it will consider cassette," he commented at a press conference during Philco-Ford's dealer show in Las Vegas.

In the Philco-Ford line, an 8-track tape player is being offered as an option in two of the firm's higher-priced stereo consoles. The company is providing approximately \$23 of free tape cartridges to 8-track auto-player owners who purchase Philco-Ford units for their homes; but this is only to help the parent company with its present commitment, Fickes said. In contrast, Philco-Ford has six cassette tape players in its new line. Fickes expressed the belief that the cassette system is superior and will emerge as first choice.

□□□□ **The first 2-hour blank cassette** has been introduced by the Magnetic Media Corp. of Mamaroneck, N.Y. The new cassette, called the Micro Media 25 C-120 QUADRAplay, is compatible with all Philips cassette recorders. It has a suggested list price of \$5.35. Standard 60-minute and 90-minute blank cassettes also are available at \$2.65 and \$3.75, respectively. Magnetic Media is marketing the 2-hour cassette through its distributors throughout the U.S.

□□□□ **Steps to create a stereo-only market** were taken last week by three major record companies. RCA Victor announced that, as of June 1, the prices of monaural albums would be brought to the level of stereo albums in each category. CBS Records said that prices for monaural and stereo albums on the Columbia, Epic, Okeh, and Date labels would be equalized by June 5. After the move made by these two companies, Capitol Records announced it would equalize its album prices by July 1.

□□□□ **Shopping center space for independent retailers** can now become a reality—even for those dealers who could not qualify financially before. The Small Business Administration will guarantee qualified dealers leases in shopping centers for not less than five years nor more than 20, in return for a service charge not to exceed 2½% of the minimum yearly rent. Dealers must also place in escrow with the agency a sum equal to 25% of a year's minimum rental. For details, contact your local branch office.



Aspen: 18-inch color leader, \$349.95



Balboa: first console, \$539.95

## The 'decorator touch' highlights the new line from Packard Bell

Packard Bell's home electronics line for 1968—called the Decorator Series—reflects the company's continued emphasis on decorator-styled furniture cabinetry. The manufacturer has added 22 color tv models, 14 b&w sets, 16 stereo consoles, and seven color tv/stereo/theater combinations.

**Color tv begins at \$349.95** with the 18-inch Aspen table model. The set features a rectangular picture tube—standard with all Packard Bell new models—in a handcrafted Contemporary walnut cabinet of genuine hardwood veneers and selected solids. The Aspen features the handwired Rangefinder chassis, 3-stage IF, and solid-state power supply.

The 23-inch color selection starts at \$539.95 with the Balboa, a remote-control console with a Super Rangefinder modular chassis. The Balboa has an optional cabinet base that will mean a \$30 step-up at retail. Full console styling starts with the Borgholm, a 23-inch swivel-base set that retails at \$599.95. The \$700 Narvik leads the closed-front console line, which extends to the \$850 Tamerlane. The Narvik features a 4-inch high-fidelity front speaker in a walnut veneer cabinet finish; the Tamerlane features four speakers in a similar cabinet finish.

**B&w introductions** include two 8-inch portable sets, at \$109.95 and \$114.95; two 12-inch portables, \$89.95 and \$99.95; two 15-inch sets, \$99.95

and \$109.95; four 18-inch portables, \$129.95 to \$189.95; and two 22-inch models, \$169.95 to \$209.95.

Packard Bell's new Solar Shield is available on two of the b&w models—the 8-inch Agena and the 18-inch Apollo—to insure distortion-free viewing in the brightest daylight.

**Stereo consoles range up to \$1,000.** The Custom Series starts with the \$259.95 Malibu and ranges to the \$419.95 Madrid. All Custom Series models feature 30w of peak power, four speakers, and solid-state chassis construction; models below the \$379.95 price point, however, feature a VM 4-speed automatic record changer; the Tivoli, at \$379.95, and higher priced models incorporate Garrard record changers.

The high-end Award Series of stereo consoles leads off with the \$550 Capri, with 150w of peak power, built-in 8-track tape cartridge player, and six speakers. Those high-end models from the \$575 Shenandoah up to the top-of-the-line \$1,000 Lorenzo feature 300w of peak power and two exponential high-frequency horns.

**Combination units** from Packard Bell start with the \$795 Newport, with the Super Rangefinder Modular Chassis, 23-inch rectangular color tube, 30w peak power, and six stereo speakers. At the high end are three \$1,350 Masterpiece models, with 270w additional peak power and solid-state stereo cartridge construction.

## Philco-Ford on color prices: when the cost could go up

Low prices, promotional bonuses, and price guarantees spurred retailers into big buying at Philco-Ford's first dealer session in Las Vegas, Nev. Philco's "affordable" 21-inch round color tv set—at \$299.95—starred in the line presentation, receiving enthusiastic applause, backed by strong buying from the first group of dealers.

The \$299.95 unit, along with 13 other color tv models priced at under \$500, will receive saturation advertising in an effort to rake in a healthy share of the 4.4 million color sets Philco believes will be sold by the industry this fall.

**Philco guaranteed prices** on its merchandise through August. But Robert Fickes, president, told a press conference that he believed price increases would occur in the last four months of 1967: "I think pricing will go up towards the end of the year as labor and materials go up."

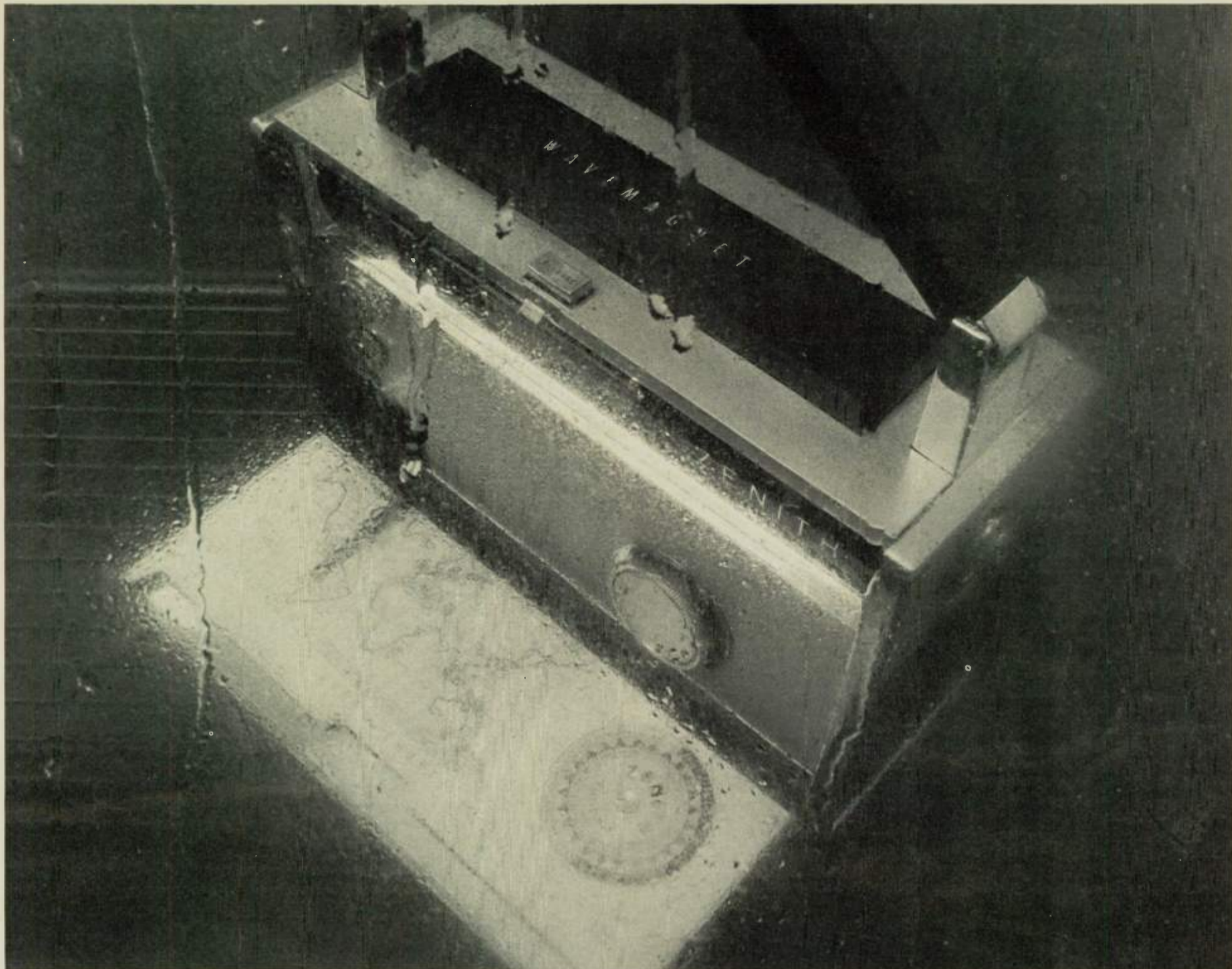
Fickes criticized the Washington

consumer panel: "I fear that they may not have the competence to make a real contribution. I think the industry is making progress in establishing standards, but not fast enough."

**Many fringe benefits** were added to the Philco-Ford campaign during the product introduction. Paper dresses, valued at \$2.98, will be sold to retailers for 75¢ apiece, to draw women into stores. Polk Bros., of Chicago, recently used the dresses in a local newspaper ad program and received tremendous response, Philco reported.

For the first time, the Ford Motor Co.—Philco-Ford's parent—entered the promotional picture, as dealers were offered a lease on a new Lincoln Mercury, or Cougar at approximately 30% less lease cost if they increased their orders by 50%. Other consumer bonuses of free albums and tape will be offered to purchasers of Philco-Ford consoles or reel-to-reel, cassette, and 8-track players.

**EXTRA CARE makes the quality difference at Zenith**



## **Tested in Tahitian humidity... to play perfectly in Topeka**

The first practical portable shortwave radio, the Zenith Trans-Oceanic, was introduced in 1941. Since then, this world-famous portable has been field tested in every climate from the Arctic to the Tropics. Yet we still subject new Trans-Oceanic models to severe tests in the Zenith laboratories. For example, samples from production

are plunged into salt fog to test their resistance to the heat and humid, salt-laden air of tropical islands. And they are exposed to temperatures as low as  $-20^{\circ}\text{F}$ . If the Trans-Oceanic can take tropical humidity as well as arctic cold, no wonder it thrives in Topeka! Extra care makes the quality difference in Zenith radios.



**ZENITH**  
®

*The quality goes in before the name goes on®*

## APPLIANCE-TV NEWS

□□□□ A new high-quality KLH tape recorder will be shown this fall. According to a KLH spokesman, the company has developed an economical electronic device that will make it possible to achieve stereo master tape quality at recording speeds of 1 $\frac{7}{8}$ ips or 3 $\frac{3}{4}$ ips on both home and professional recording equipment. Normally, a recording speed of 15ips is required to meet comparable professional sound standards. The company spokesman said KLH would introduce two of the high-quality recorders this fall and that the new models would be competitive with moderately priced tape decks with stereo systems that are now available.

□□□□ A compact combination portable radio with a built-in electric cigarette lighter, watch, and flashlight is being introduced by Westinghouse. Called the Escort, the new radio operates on rechargeable batteries and measures 4 5/16 by 2 $\frac{1}{8}$  by 1 $\frac{1}{4}$  inches. Suggested list price for the new unit will be about \$33.

□□□□ An 8-track stereo cartridge tape deck is being offered to original equipment manufacturers by the Auricord Corp., Long Island City, N.Y. Available with preamplifier and power supply, the tape deck features automatic track selection and an illuminated track indicator.

□□□□ RCA is considering long-term financing to provide for increasing business volume and for the continued growth of its operations. According to Robert W. Sarnoff, president of RCA, the company's recent growth and new developments in electronics "make it advisable to raise additional long-term capital."

RCA also is expanding its manufacturing and sales activities in Europe, Sarnoff said, with the formation of RCA Colore S.P.A. in Italy. The new company will manufacture and sell color tv picture tubes in European Common Market countries.

Last August, RCA announced that it also planned to make color tubes in England. "We expect color television to become a major growth industry in Europe, as it already is in the U.S.," Sarnoff said.

□□□□ A newly formed Japanese import firm—Sheraton Electronics Co.—will introduce a line of home electronics products at the Consumer Electronics Show later this month in New York City. Sheraton Electronics will be based in New York City.

□□□□ An 18-inch color portable tv from Pilot Radio will be introduced at the Electronic Industries Assn. Consumer Electronics Show this month. The company also announced that it will show eight new compact stereo consoles and four new 72-inch stereo consoles. Both model sizes will feature Mediterranean styling.

□□□□ A Merry Christmas for retailers was predicted at the Christmas Clinic conducted by the National Retail Merchants Assn. Three quarters of the member department and specialty stores surveyed expect 1967 sales to top 1966 sales; the median estimate as to the size of the anticipated increase was a 5% gain over last year's sales.

Of all the respondents to the survey, 60% said they will stress high-end merchandise this Christmas, while 20% will push imported lines, and the remaining 20% will stress price.



## New from Admiral for 1968: color leaders, color compacts

Admiral's 1968 consumer electronics line features new low color prices, seven color sets at under \$400, and four new 20-inch compact color consoles.

The new color prices start with a new \$349.95 price leader: an 18-inch portable with automatic degasser. Designated model T806C, the new leader comes with a roll-about stand. Two other 18-inch color portables are being offered, at \$359.95 and \$369.95. Last year's color tv leader—also an 18-inch set—listed at \$379.95.

Three other under-\$400 color units are 20-inch models in Admiral's new series of 20-inch compact consoles; all list at \$399.95. A fourth 20-inch compact console—model L221 (shown above right)—is offered on open list. Features included in all of the compacts are: automatic degasser, 26,000v of picture power, and 2-speed transistorized UHF tuner.

The final under-\$400 color set is a 20-inch portable, with roll-about cart, that lists at \$399.95. Another 20-inch color portable lists at \$409.95. Last year, the 20-inch color sets kicked off at \$419.95.

At the top of the color tv line, Admiral is also featuring a new price leader in large-screen sets: a 23-inch table model, number C5311, at \$449.95—or \$50 under the list price of last year's opener. Other large-screen sets range in price from \$499.95 for a 23-inch console to \$1,250 for a 23-inch stereo combination unit.

All of Admiral's large-screen color sets feature a new automatic fine-tuning control, which locks in both picture and sound with one switch. The control also allows switching between UHF and VHF channels without any need for fine-tuning readjustment.

A new 7-button remote-control device (shown below) is being introduced by Admiral for use with two of its 23-inch color consoles. The device controls on-off, volume, station changing, and tint and color intensities. It is available with two consoles: the \$750 Lisbon, model LS5438, in Mediterranean styling with pecan veneers; and the \$725 Douglas, model LS5411, in Contemporary styling with walnut veneers. Both consoles are available without the remote-control unit at \$100 less.

Tilt-out controls are new on some of the company's large-screen color sets.

The highlight of the b&w tv line

is the addition of solid-state signal circuits to 18- and 20-inch portable sets. The units have transistorized IF amplifiers and VHF and UHF tuner assemblies, which, according to Admiral, gives them greater signal sensitivity and greater picture clarity.

The 18-inch b&w portables range in price from \$119.95 to \$149.95. Two 20-inch portables are being offered at \$149.95 and \$159.95.

All Admiral b&w portables—that is, 20-inch sets and under—are covered by a new 90-day, carry-in labor warranty, in addition to the company's regular one-year picture tube and 90-day parts warranties.

Eleven large-screen b&w tv sets also are being offered. The price range extends from \$159.95 for a 22-inch table model to \$229.95 for a 22-inch console.

Another Admiral first is an 8-speaker stereo console with a built-in 8-track cartridge tape player. Admiral introduced a separate 8-track cartridge tape player late last year, but this is the first time it has offered such a unit in a console.

Designated model YS8151, the new console is a lowboy in Contemporary styling that lists at \$389.95.

The company's new radio line includes two new solid-state AM-FM portables. Model YK367 is a 15-transistor receiver that features power tuning on both AM and FM; it lists at \$75. Model YK351 (shown above left) is a 13-transistor receiver that lists at \$49.95.



New remote control for 23-inch color

**To our friends,**

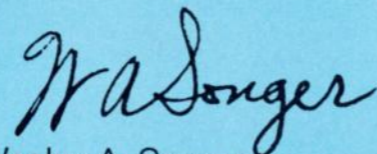
On behalf of the entire Ingraham Company, I am taking these few lines to express our personal gratitude to all our friends who have helped make these past years such exceptional ones for Ingraham.

As the Ingraham line continues to grow—in the depth of products offered and in the number of outlets showing Ingraham—it is gratifying to realize that our success is being shared by so many others with whom we are associated.

We are constantly heartened by the fact that our products continue to win broader and broader acceptance. We are delighted that so many of our valued associates have been able to share in this growth and prosperity with us.

For this season, next season, and all seasons to come, we pledge ourselves to continue giving you the best possible products at the best possible prices, as well as the service and cooperation that will allow you to realize maximum benefits from your efforts in business.

Best wishes for continued success,



Wesley A. Songer,  
President

# It takes a spunky young company

to come up with  
**28**  
new products  
for the  
Housewares Show



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and weather instruments.**

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On this page you see twenty-eight of the newest styles from Ingraham. Twenty-eight ways to make sure you do top business at top profits with The Spunky Young Company.

## FIVE

New Swiss-made wrist watches to broaden the fast moving Ingraham wrist watch line. Now you'll show and sell watches for every taste and need. Men's, ladies', dress, sport...take your pick—we'll deliver these winners or any other models in our collection. From \$8.95 to \$13.95.



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New weather instruments! A new dimension in high quality barometers, hygrometers and thermometers. Handsome designs, rich materials, eye catching prices. For desks, walls or mantels, perfect in homes or offices. From \$8.95 to \$38.95 to cover all tastes, all budgets.



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New decorator clocks. Ingraham decorator designs are winning bigger and bigger sales in stores all across the country. Contemporary, Early American, traditional and novelty styles. For every room in every home. With extra mark-up for you. From \$11.98 to \$39.95.



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FAMOUS FOR QUALITY THE WORLD OVER



## Charley Tremaine makes his point

Charley Tremaine loved selling Vistapic color tv. He loved selling it for its splendid picture, for its finely wrought cabinetry, and for its strictly guarded fair-trade prices. But above all, he loved Vistapic for its points.

Vistapic awarded retail salesmen points toward the ownership of Vistapic merchandise for every Vistapic unit sold. A \$15.98 table radio was worth 10 points to the retail salesman; a \$198.50 stereo, 110 points; a 25-inch color console, 400 points; a 3-way combo, 575 points. For accumulating 30,000 points, the salesman could win a Vistapic 19-inch table model; for

50,000 points, he could win a 3-way color combo.

Vistapic knows if there is anything more stimulating to a retail salesman than cash, it is merchandise. Cash is merely an item of pecuniary gain; but a color set is a symbol of status. And, the larger the set, the more evidence that Charley Tremaine was a better salesman than his deadliest rival, Lester Lampkin.

Now, Lester was already the owner of a Vistapic 25-inch color console, thanks to accumulating more than 40,000 points, after many man-hours of switching and pitching scores of Vista-

pics. Charley already had enough points to get the same set. But he was determined to show Lester up. He was going to amass 50,000 points and a 3-way color combo. Charley did have one slight handicap, however. He was store manager and did not get all the turns on the floor he would like, but every citizen he met became fair game in his Vistapic drive.

On Washington's Birthday, the floor was humming. In walked a nattily dressed little fat man. He asked Charley to show him a 19-inch color set. Charley promptly turned on a Vistapic table model. The picture un-

folded in a pastiche of wonderful hues. The fat man whistled.

"How much?," he asked.

"\$419.95," Charley replied.

"Anything off?" the man countered.

"Can't," Charley advised. "It's strictly fair-trade."

"Well, I want that set for the office," the man said. "How soon can I have one?"

"I have them in stock," Charley replied, trying to keep his cool with the vision of 275 points mocking him.

"Here's \$10 deposit," the man said. "I will pick up the set on Friday. Here's my business card, if you ever need insurance." "George Crane, the card read, "Insurance Broker, 39 Thornwhistle Lane, City."

Friday came around, but George Crane did not show up all day long. Charley began to worry for his 275 points. But at 6:30, Crane walked in accompanied by a strapping teen. Charley was overcome with a feeling of relief.

"I'll take the set now," Crane said. He handed Charley a certified check for \$409.95. Charley debated with himself very briefly. A check? Heck, a certified check is the same as cash, isn't it? The 275 points decided it quickly. A certified check stamped with the bank's stamp is cash. Charley gave Crane the set and the duo carried it out. The moment they vanished, Charley's doubts began to assail him. He could have at least asked for identification even though it was a certified check. He phoned the number on Crane's card. No answer. Probably no one home. Then the image of 275 points stilled Charley's unease.

You've probably guessed the rest. Next week, the check came back: fraudulent. The certified bank stamp: counterfeit. George Crane: unknown. The Vistapic 19-incher: gone.

First, Charley's boss spoke to him. Then the DA interrogated him. Then the boss again; he did not fire him. He gave Charley the chance to replace the set. He let Charley give up 30,000 of his hard-earned Vistapic points for the 19-inch color set, just like the one that was embezzled. The set was put into stock, restoring the status quo.

Charley is still working for that combo. He has 40,000 points to go. But let no man dare hand him a check and expect to carry out a set. Lester Lampkin, the new manager, is very tough on checks.

**About the author**—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily of *Merchandising Week*.

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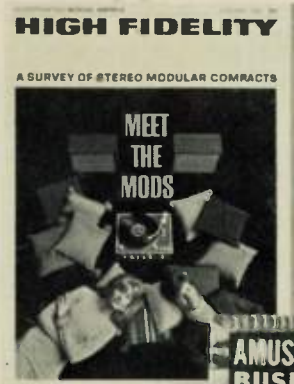
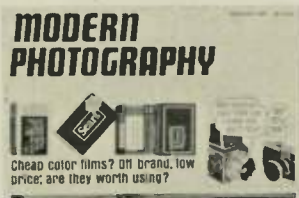


AS SEEN IN THE NEW YORK TIMES

# How to broaden your market dimensions in leisure and learning at home and work and play

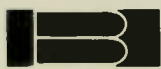
Alert professionals and marketing men have long recognized the vast sales potential of "leisure and learning." Thousands use Billboard publications regularly to reach the responsive audiences that add profitable new dimensions to their marketing plans. And you can too in these "leisure-learning" fields.

- For new market dimensions in music, recordings, tape cartridges and playback equipment of all kinds, use **BILLBOARD MAGAZINE**.
- For new market dimensions in sound equipment and recordings—the exciting world of live classical music—use **HIGH FIDELITY/MUSICAL AMERICA**.
- For new market dimensions in leisure-making appliances, home entertainment equipment, and housewares, use **MERCHANDISING WEEK**.
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Other merchandising services of the corporation that provide new market dimensions include, at present: *Record Retailer*—Britain's only business weekly for the international music-record industry; *Astrostereo*—providing American Airlines passengers with the best in recorded music; *Record Source International*—programming recorded music for broadcasters throughout the world; *Record*

*Market Research*—analyzing weekly retail record markets; *Watson-Guptill*—publishing the fastest growing catalog of art and craft instruction books. Plus twelve directories, each merchandising an important facet of the markets we serve; all backed by modern composition and printing facilities and the latest modern computerized fulfillment and management information services.



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for new dimensions in leisure and learning

NEW YORK CHICAGO CINCINNATI NASHVILLE LOS ANGELES GREAT BARRINGTON LONDON PARIS MILAN TOKYO

Retailers have heard all the talk about improved cartridge tape standards. They have heard about new uses of new materials and new techniques of duplicating. They have heard the many of the difficulties—which were the rule not so long ago—are now the exception. Is everything they have heard really true?

Not so long ago, a cartridge left overnight in a car in sub-zero Midwestern winter weather, or stored under a searing Florida sun, would have been ruined. Not so long ago, the vibrations created by a moving auto could have distorted the sound from a tape cartridge. And not so long ago, retailers complained that the critical widths between the tracks on the narrow tape—especially on a crowded 8-



RCA Victor's new Research and Development Center, Indianapolis

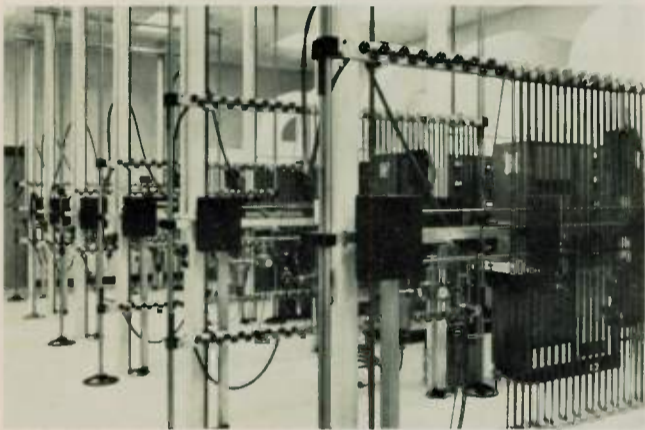
## The making of a Stereo 8 cartridge:

track tape—could cause cross-talk.

Many of those problems have been solved now. As manufacturers have gained more experience with the new product, performance levels have improved. Distributors estimate that, counting merchandise still in the pipelines, the rate of return for cartridges has probably dropped to 5%-7% at present. It is lower for some manufacturers, higher for others.

As a pioneer in 8-track and a vocal champion of the 8-track concept, RCA Victor has a stake in seeing that standards, as well as the reputation of the product, improve. To this end, RCA has built one of the most sophisticated duplicating plants in the U. S. Here is what goes on inside its new 123,760-ft. Indianapolis facilities.

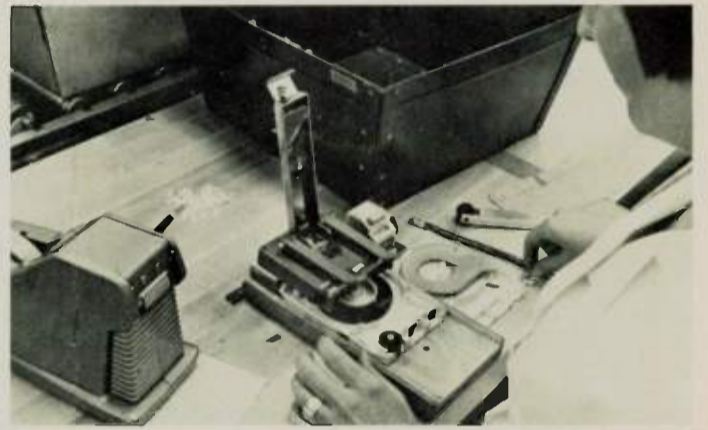
## behind the scenes at RCA Victor's plant



(1) Ten "tape trees," or master units, duplicate music at eight times the speed of the prerecorded cartridge tape (3¾ ips). By year's end, the duplicating speed will have doubled. Here, tape spliced into an endless loop revolves on an air-floated path, so that only the reproducing head and capstan drive touch the tape.



(2) To make an audio check during duplication, this quality control worker listens to the music being transmitted



(3) The stereo 8 tape is spliced by hand, after it has been inserted into the base of the cartridge. RCA buys the cartridges from Lear Jet, which is now a division of Gates Rubber Co. Splicing is one of the most critical of the few hand operations at RCA plant. Within a year, 80% of the cartridge-loading operation will be automated.



(4) To pass the temperature test, tapes must endure readings from 40 degrees below zero to 185 degrees in this chamber



(5) This optical comparator checks track location to avoid cross-talk



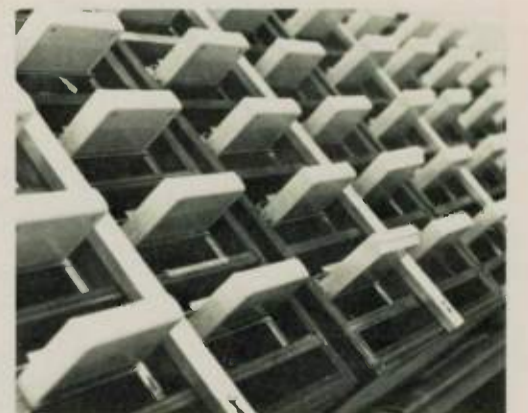
(6) RCA-developed automatic pinch roller sub-assembly machine puts a tire on the pinch roller hub



(7) In the packaging department, the finished cartridges are fitted into their specially designed plastic containers—some of them with 4-color labels—and moved in trays along the 4,000-ft. assembly line conveyor belt for a final round of inspection.



(8) The testing never stops at the Research and Development laboratory. Here, a special machine "listens" in a test to electronically detect "wow" and "flutter" on test tapes.



(9) In one of the toughest tests at the Center, Stereo 8 tapes literally endure "the rack." Racks of cartridges are tested under simulated "worst case conditions." They are shaken, battered, and dropped.

# WHO'S INVITED?

**Who's invited to the Shetland party? It's called "Excitement on the Floor" a full-scale presentation with entertainment in the Monroe Ballroom of the Palmer House on June 11th. Distributors in the morning (breakfast at 8); dealers in the afternoon (lunch and drinks start at noon). You're invited if your name's on the following spread.**



***Shetland***  
...gives you the time off you need...to be a woman.

# Who's invited to the morning party? (BREAKFAST STARTS AT 8 A.M.)

**CLIFF AMEDI**, Nat'l Appliance, Memphis • **ARLO ANDERSON**, Haw Hdw. Co., Ottumwa • **GEO. ANDERSON**, Galble/Skogmo, Minn • **JACK APPLE**, Am. Hdw. Supply Co., Butler • **WM. BAER**, Tauberg Co., Pitts • **DAN BAKER**, F. E. Baker & Sons, San Jose • **DAVE BAKER**, Van Camp Hdw., Indianapolis • **LLOYD BARNBLAT**, Lacar Enterprises, Menlo Pk • **KEN BARNHARDT**, Gamble/Skogmo, Minn • **CLAYTON BARNETT**, Interstate Dist., Kansas City • **JOHN BATES**, Ala. Paper & Metalware, Birmingham • **ART BATTERSKILL**, Supreme Sales Co., Helena • **REX BAXTER**, Rose, Kimball & Baxter Inc., Elmira • **ELMO BEARD**, Tyrell Hdw. Co., Beaumont • **SAM BLOOM**, RTA Dist., Albany • **EMORY BOLTON**, Beck & Gregg Hdw. Co., Atlanta • **JIM BORDNER**, Hdw. Wholesalers Inc., Ft. Wayne • **GEO. BOUMAN**, Electronic Dist. Co., Minn • **DAN BOYD**, Boyd Dist. Co., Denver • **STAN. BRADSHAW SR.**, Rye Wholesale, Little Rock • **JACK BRAFFORD**, Balknap Hdw., Louisville • **DAVE BRAWER**, L. Luria & Son, Miami • **ED BROWN**, Knapp & Spencer Co., Sioux City • **LEN BRUNSON**, Appl. Dist., Okl. • **JOSEPH BUNTING**, J. A. Williams Co., Pitts • **ARCHIE BURGETT**, Coast to Coast Strs, Minn • **JULIUS BURKE**, Dutton-Lainson Co., Hastings • **JACK BYERS**, Pro Hdw., Stamford • **HUGH BYRNE**, Our Own Hdw., Minn. • **JOHN BRYUM**, Braid Elec, Chattanooga • **D. CALAMAN**, Don Calaman Co., Martinsville • **ROLLIE CARLSON**, Farwell, Ozmun & Kirk, St. Paul • **B. CARR**, Auto. Dist. Co., Houston • **JOHN CLIFFORD**, Gamble/Skogmo, Minn • **SAM CORENSWET, SR. & JR.**, Corenswet, Inc. New Orleans • **CHARLES CORWITH**, Montana Hdw. Co., Butte • **FRANK COWAN**, W. Bergman Co., Buffalo • **JOE CRAWFORD**, Cook Paint & Varnish Co., N. Kansas City • **CHARLES CRUVE**, Strevell-Paterson, Salt Lake City • **ADOLPHA DAHLQUIST**, United Hdw., Minneapolis • **DON DAVIDSON**, Gamble/Skogmo, Minn • **AARON DAVIS**, J. A. Willims. Co., Pittsburgh • **MIKE DAVIS**, Magic Mart, Little Rock • **DON DeQUAKER**, Cotter & Co., Chicago • **GENE DIAMOND**, Liberty Elec, Liberty • **A. L. DILWORTH**, Piedmont Hdw., Danville • **JERRY DOUCHIN**, Amer. Paper & Twine, Nashville • **L. DROGEN**, Drogen Whos. Elec., Oneonta • **ED ELKINS**, Southern Woodenware, Nashville • **HEINZ EPPLER**, Myron Nickman Co., Cleveland • **AL EPTING**, Graybar Elec. Co., Long Is. City • **DAVE FALCONE**, Falcone Elec, Bataua • **J. B. FALK**, F. E. Baker & Sons, San Jose • **HERMAN FENSCHER**, Wresco, San Fran • **SAM FINGERHUT**, Everybody's Supply, Phil • **JOHN FISHER**, Coast to Coast Stores, Minn • **HERB FLECK**, Our Own Hdw., Minn • **GENE FRANKS**, House-Hasson Hdw., Knoxville • **JOHN FRAZIER**, Bay Cities Wholesale Hdw., Burlingame • **TONY GALLEGOS**, Charles Iffeld Co., Albuquerque • **WALT GALLOGHER**, Corpus Christi Hdw. Co., Corpus Christi • **L. B. GAMBRELL**, Peden Iron & Steel Co., Houston • **HOWARD GARVIN**, K. G. Dist, Missoula • **ERNEST GEORGE**, Stratton-Warren, Memphis • **BLAIR GILBERT**, Roskin's, Albany • **BILL GILMORE**, Great Western Hdw., Santa Fe Springs • **ALEXANDER S. GILTINAN**, Eskew, Smith & Cannon, Charleston • **STAN GOLDMAN**, Commercial Elec. Co., Toledo • **GALE GORE**, Graybar Elec, Dallas • **MAURICE GRABELL**, Grabell Lyons, Inc., Hartford • **HOWARD GRAVES**, Beck & Gregg Hdw. Co., Atlanta • **GERRY GRAVKIN**, Graybar Elec., San Francisco • **HY GREENBERG**, Capitol Wholesale, Indianapolis • **ROBERT GRIENER**, Graybar Elec, Minn • **CHARLES GROB**, Pelzman & Grob, Wash. D. C. • **STAN GROENE**, Kruse Hdw., Cinn • **BERNIE GROSS**, L. Luria & Son, Miami • **J. B. HANGER**, Southern Elec. Corp., Staunton • **PAUL HARRIMAN**, B. F. Goodrich, Watertown • **PAT HENERY**, Broome Dist., Syracuse • **MAX HENRY**, Broome Dist., Binghamton • **JOE HOLZER**, I. W. Phillips Co., Tampa • **FRANK HRUSKA**, Townley Metal & Hdw. Co., Kansas City • **WADE HUFFMAN**, Graybar Elec, Los Angeles • **RAY HUM**, Hearn Paper Co., Youngstown • **BILL IRONS**, Blish, Mize & Sillman, Inc. Atchinson • **JACK JAYROE**, Stratton-Warren, Memphis • **RALPH JOHNSON**, Billings Hdw. Co., Billings • **ROY JOHNSON**, Braid Elec., Nashville • **BILL JUSTICE**, S. B. Hubbard Dist. Co., Jacksonville • **JACK KAPLAN**, H. Schultz & Sons, Union • **J. J. KIRBY Jr.**, Treasure State Gas & Elec, Butte • **IKE KLEIN**, Thermal Supply, Houston • **SIDNEY KLEINER**, Tujax Ind, Yonkers • **I. KOLKO**, Allison Co., Rochester • **ED LACKNER**, Banner Dist. Co., Denver • **EDWARD LANCTOT**, Cotter & Co., Chicago • **DALE LATUS**, D. N. Latus Co., Helena • **ED. H. LAVINE**, Lavine Dist, Inc, Providence • **GERROLD LAVINE**, Lavine Dist, Inc., Providence • **HAROLD LAVINE**, Lavine Dist, Inc, Providence • **BOB LEBOW**, Lebow Wholesale Dist., Houston • **JOE LEBOW**, Lebow Wholesale Dist., Houston • **THOMAS LeCLAIR**, Graybar Elec., Minn • **STEVE LEITER**, Imex Corp., Chicago • **GEO. LEVINE**, RTA Dist, Albany • **IRV LIBBY**, Englewood Elec. Supply Co., Chicago • **ERNE LINDQUIST**, Sterling Elec., Minn • **JOHN LOVE**, Momsen-Dunnegan-Ryan, El Paso • **GEO. LUKER**, Fones Bro. Hdw, Little Rock • **LEONARD LURIA**, L. Luria & Sons, Miami • **IRVING LYONS**, Grabell Lyons, Inc, Hartford • **G. P. MARSHALL**, Wholesale Elec, Kingsport • **SAM MASHBURN**, Stratton & Terstegge, Louisville • **ROY MASON**, Nelson-Roanoke Co. Roanoke • **JOHN MEADOWS**, Graybar Elec, Los Angeles • **KEN MERRICK**, Ace Hdw. Corp, Chicago • **GEO. METCALF**, L. H. Kurtz Co., Des Moines • **MARVIN MEYERSON**, U. S. Elec. Supply, New York • **ED MILHENDER**, Milhender Dist, Boston • **RICHARD MILHENDER**, Milhender Dist, Boston • **FRED MEYERS**, Graybar, Phil • **ROBERT MILLER**, Graybar Elec, Minn • **JOHN MOLNAR**, Geo. Worthington Co., Cleveland • **B MULLINS**, Davis Supply Co., Inc., Boise • **LANE MULLIS** Graybar Elec, Richmond • **RICHARD MUNSON**, Coast to Coast Stores, Minn • **BILL MURPHY**, F. E Baker & Sons, San Jose • **JOE MURPHY**, Rexall Drug Co., Los Angeles • **GENE NEAD**, Graybar Elec., Cinn • **JOHN O'BRIAN**, Pierce Phelps, Inc., Philadelphia • **H. OLIVER**, Universal Hdw, Dayton • **JIM OLLES**, Cotter & Co., Chicago • **ROBERT ORTON**, Graybar Elec. Co., Tampa • **DON O'SHAUNESSY**, Rose, Kimball & Baxter Inc, Elmira • **HARRY OSBORNE**, L. H. Kurtz Co., Des Moines • **DON PALMER**, Northland Elec. Co., Minn • **BERT PARKER**, Salt Lake Hdw, Salt Lake City • **KEN PARSONS**, Glacier State Elec. Co., Great Falls • **ZEKE PEARSON**, Geo. A. Clark & Sons, Minn • **J. D. PEDRANTI**, Firestone Tire & Rubber Co., Akron • **SY PERKINS**, Perkins Dist. Co., Houston • **OTTO PETTIS**, Marrow Thomas Hdw, Amarillo • **NEIL PHIFER**, Allison-Erwin Co., Charlotte • **GEORGE PHILLIPS**, Orgill Bro, Memphis • **W. G. PIERCE**, Pierce Phelps, Inc, Philadelphia • **STEVE PISNER**, Electronic Dist. Co., Minn • **FRANK PORTER**, Graybar Elec. Co., Los Angeles • **WARREN POWELL**, Electronic Dist Co., Minn • **JAMES PRESTON**, Graves Humphreys, Roanoke • **RICHARD PROCTOR, SR. & RICHARD PROCTOR, JR.**, Proctor Enterprises, Inc., St. Louis • **AL RABINOWE**, E. Rabinowe & Company, Yonkers • **HERMAN RABINOWE**, E. Rabinowe & Company, Yonkers • **MANNY RABINOWE**, E. Rabinowe & Company, Yonkers • **JERRY RAPPOPORT**, Wresco, San Francisco • **L. RAY**, Valley Electric, Albany • **AL RAYNOR**, Goodyear Tire & Rubber, Akron • **ROBERT REEVES**, General Tire & Rubber Co., Akron • **CONNIE RENTAS**, United Hardware, Minneapolis • **RONALD RIES**, Midland Implement Co., Billings • **BOB ROOK**, Stratton & Terstegge, Louisville • **GEORGE ROSEN**, Geo. Rosen & Co., Baltimore • **KEN ROSS**, Rexall Drug Co., Los Angeles • **STANLEY ROTH**, Englewood Electrical Supply Company, Chicago • **GORDON SALGANIK**, Geo. Rosen & Co., Baltimore • **BOB SALTO**, Vermont Appliance, Burlington • **WES SCHEIFFERT**, Sterling Electric, Minneapolis • **BUD SCHULTZ**, Montana Mercantile Co., Missoula • **DAVID SCHULTZ**, H. Schultz & Sons, Union • **SIDNEY SCHULTZ**, H. Schultz & Sons, Union • **IRVING SCHUETZER**, Graybar Electric Co., Pittsburgh • **REX SCHWENDIMAN**, Schwendiman Wholesale, Idaho Falls • **LEONARD SIEGEL**, Standard Electric, Milwaukee • **SIDNEY SOLOMON**, Tujax Industries, Yonkers • **ROGER STANGELAND**, Coast to Coast Stores, Minneapolis • **CHUCK STAUFFER**, D & H Dist., Harrisburg • **BOB STEEL**, Clark Hardware, Nashville • **STANLEY STONE**, Stone Distributing Co., St. Louis • **JIM STROUD**, Alabama Paper & Metalware, Birmingham • **STEVE STUBICH**, Myron Nickman Co., Cleveland • **BERT STUTZ**, Englewood Electric Supply Company, Chicago • **DON SUNDEEN**, Coast to Coast Stores, Minneapolis • **LEONARD SZYMANSKY**, Commercial Electric Co., Toledo • **CLIFF THOMPSON**, Wilcox Dist., Binghamton • **AL TAUBERG**, Tauberg Company, Pittsburgh • **J. R. THOMPSON**, Warren Electric, Houston • **MILTON TUCKER**, U. S. Electrical Supply, New York • **FRANCIS UNDERWOOD**, Southern Hardware Company, Hot Springs • **HUGH VASSAS**, Eastern Electric Co., Lynchburg • **JACK VILETT**, Northland Electric Co., Minneapolis • **JULES VULLIET**, Woodward Wight, New Orleans • **RICHARD WARMAN**, Ace Hardware Corp., Chicago • **J. M. WEBB**, Stratton-Baldwin, New Orleans • **EDWIN WEINSTEIN**, Modern Wholesale Electric Co., Okemos • **HENRY WEHRLI**, Wright & Wilhelmy Co., Omaha • **ARTHUR WENDT**, Boca Chica Hardware Co., Brownsville • **ROBERT WESTERVELT**, Van Camp Hardware, Indianapolis • **FRANK WRIGHT**, F. C. Stearns, Hot Spring • **BERNIE WYLER**, Aircraft Supply, Wilmington, Del. • **SID YODAR**, Southern Electrical & Supply Company, Houston • **MURRAY ZWICKER**, U. S. Electrical Supply, New York.

# Who's invited to the afternoon party? (LUNCH AND BOOZE AT NOON.)

**LEO ABRAMS**, L&B Appl., Brooklyn • **WALTER ADAMS**, Joske's, San Antonio • **IRWIN ALBERT**, J. J. Newberry Co., N. Y. • **JERRY ANDREWS**, Zody's Dept. Stores, Los Angeles • **FRANK ANSLOW**, Shopper's City Stores, Minneapolis • **JAMES ARTZBERGER**, Dey Bros., Syracuse • **JOSEPH AUGELLO**, B. Gertz, Jamaica • **J. BAIRD**, Caldor's, Norwalk • **L. BANYNM**, S. S. Kreesge Co., Detroit • **GUS BARRIE**, Atomic Sales Inc., New Britain • **EDWARD BARRON**, Palace Furn. Co., Clarksburg • **SANDY BASKIN**, Polsky's, Akron • **SANDY BASKIN**, Sterling Linder's, Cleveland • **L. BATEMAN**, The Mart, Inc., Idaho Falls • **LEON BAUMAN**, Milen's Jewelers, Oakland • **PAINE BEAL**, S. Kleins, N. Y. • **GORDON BECK**, Lambson's, Toledo • **LOWEL BECKER**, Woodward & Lothrop, Wash. D. C. • **JOE BECKER**, Gus Blass Co., Little Rock • **KIT BECKLEY**, Al M. Lewis Co., Riverside • **JOE BENEDETTO**, Ben's Serv. Center, Bridgeport • **NEIL BENNETT**, Target Stores, Inc., Minn • **MERV BENNION**, Z.C.M.I., Salt Lake City • **TOM BERSELL**, Bullock's, L. A. • **ALAN BEST**, Bambergers, Newark • **MIKE BENZA**, Sages, San Bernardino • **MYRON BLACKMAN**, Zody's Dept. Stores, L. A. • **WM. BLAIR**, Jos. Horne Co., Pittsburgh • **RUTH BLUM**, Adam, Meldrum & Anderson, Buffalo • **BILL BORGAN**, Lazarus, Columbus • **HARRY BOSWORTH**, G.E. Madison Co., Southington • **PAULINE BRADLEY**, Ivey's Dept. Store, Orlando • **EDWARD BRANDEIS**, Drug Fair, Alexandria • **BERNIE BRAVERMAN**, Lansburgh's, Wash. D. C. • **ROBERT BRAVERMAN**, Ann & Hope Factory Outlet, Cumberland • **L. BRASH**, Walgreen's, Chicago • **BOB BRESEE**, Kay Jewelers, Burlingame • **JIM BRESLEN**, Elder Berman, Dayton • **HAROLD**

**If your name is not on this list, please**





Shades of art nouveau: Cypress, a filigree design in tones of green and turquoise, is one of five new Lenoxware patterns. The 45-piece set is accessorized in turquoise. Bonus pieces are also being offered.

## Pre-Show product preview



Stackable and cheerfully colored heat-resistant mugs from Stuart-Allen are available in six different patterns and in different color schemes on a white background. The retail price range is from 49¢ to 59¢.



Part of a program for meeting open-stock requirements, Allied Chemical has individually boxed its melamine cream and sugar set and other serving pieces. The serving accessories are in white and the sets are shrink-wrapped. The set pictured retails at \$3.



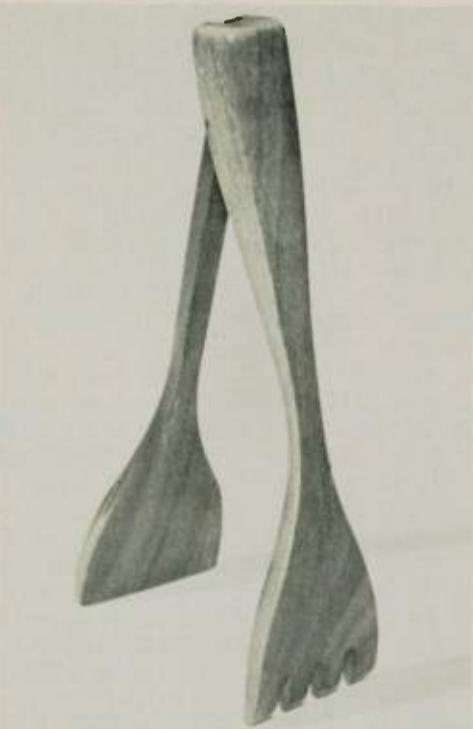
Black and white houndstooth checks lend a fashionable look to an adjustable swivel stool for bar or counter use. From Harry Levitz, the stool carries a suggested retail price of \$21.99.



Fanta's trio of maple stack tables has hand-turned legs for a look that will fit in both Contemporary and Early American room decor. The 15-inch tables are finished to resist heat, alcohol, and acid. The set of three tables has a suggested retail price of \$14.99.



For brass and copper care, Goddard takes a shine to Shine Keeper and Shine Maker. The Twins, from Manufacturer's Marketing, are packaged together and retail for \$4. The products are said to remove and prevent tarnish.



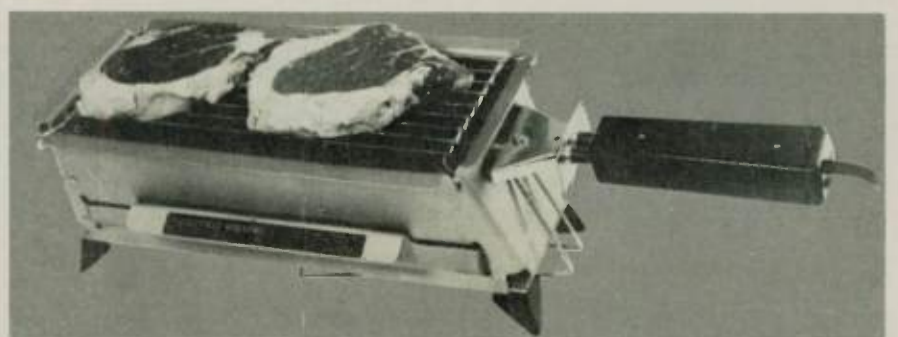
Vermillion dresses a gourmet salad fit for a Caesar with its walnut, spring-operated salad server. Measuring 9½ inches long, the salad pincers have a suggested retail price of \$3.50.



The American way of lighting: two new kerosene lamps from Jeanette Glass are intended to brighten the home scene both indoors and out. In green with a crystal or white globe, the kerosene lamps carry a retail price of \$4.50.



Le Creuset Cassadou is a deep chicken fryer and the latest addition to the line. The 9-inch fryer retails at \$14.95, the 11-inch unit at \$18.95



For tabletop broiling, the smokeless electric hibachi from the Meteor Division of Nu-Rod is the answer. The unit retails at \$12.95.

# Thanks to GE compactron innovations, better, lower-cost TV finds its way into more homes every day.



Today's TV sets are within the reach of folks with very modest budgets . . . and a lot of the credit goes to GE tube innovations. General Electric is the leading innovator in the entertainment receiving tube industry—developing more new tube types in 1966 than any other U.S. manufacturer.

GE's COMPACTRON has led the way! *One* multi-function compactron does the job of *two or more* ordinary receiving tubes, reducing the amount of wiring, the number of tube sockets and other components in television sets.

The new GE 4+1 KIT for black & white sets needs only five tubes to perform all the essential receiving tube functions, making it the

most compact and most economical black & white kit ever offered.

What's ahead? A bold new generation of tubes — the thick-film MODULETRON—is being developed by GE. This will permit even further circuit simplifications, by taking many passive elements *off the printed circuit board*, and putting them *inside the tube!* This innovation will give additional savings and allow even greater miniaturization of television set designs.

Whether you make, sell, service, or buy a TV set, look to General Electric for the *new ideas* in consumer electronics that make TV's cost less to build, less to buy, and perform better.

General Electric Tube Department, Owensboro, Kentucky . . . world's leading producer of compactrons.

271-01B

The GE Tube Department invites you  
to meet pro golfer Billy Casper  
June 12 & 13-IEEE Spring Conference  
at Chicago's O'Hare Inn

GENERAL  ELECTRIC

# A New Time...

# June 12-16, 1967

# A New Place...

# International Amphitheatre

# Chicago

# for the

# 47<sup>th</sup> semi-annual NHMA

# National Housewares

# Exhibit



The site of the NHMA summer exhibit, and the dates, are different. Nothing else has been changed.

The International Amphitheatre in Chicago is a logical choice, both for its size and its location. It makes possible again a truly national show, at the trading cross-roads of the country. Located just a short cab ride from downtown Chicago, it will be served by a fleet of NHMA buses shuttling to and from all major hotels.

The exhibit has been scheduled a month earlier to give manufacturers and buyers a head start for the

major selling season of the year.

In all other respects it will be the same as before—the same semi-annual “homecoming” of people from all areas of industry activity; the same complete round-up of products and plans; the same shop-talk that will eventually be heard around the Housewares world.

We look forward to seeing you at the International Amphitheatre in June for what may well be the most important, most active, best attended and most exciting mid-year NHMA Exhibit in our 29-year history.



*Serving the Housewares Industry Since 1938*

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



# THE RETAIL BUYER TODAY NEW MAN IN THE MIDDLE

## Housewares Show Preview Report by Ed Dubbs

*Cover expressly photographed  
for Merchandising Week by the  
Robert M. Denelsbeck Studio*

The retail buyer, particularly the housewares buyer, is caught in an inside squeeze. He is in an untenable position that not only will affect his future buying role but also will show up in his dealings with suppliers at next week's National Housewares Exhibit.

The giant retail chains, products of the mass merchandising revolution, are now caught up in an internal struggle to control their "bigness."

**The man in the middle** is the retail buyer.

The buyer, more than ever, is being pressured by top store management to turn in a better profit performance through tighter controls. And housewares, with its thousands of small-ticket items, has been designated by top management as a prime trouble spot.

**The pressures on the buyer** are coming at a time when his own problems are becoming more complicated, his job more demanding, if not impossible, and his role more confusing.

He's being told to shape up or ship out.

Merchandising Week today begins an in-depth probe of the buyer and his changing role in retailing, concentrating largely on the housewares buyer and how the changes affecting him will relate to his dealings with his suppliers. The probe will continue in next week's Housewares Showcase Issue as Merchandising Week focuses on The Buyer & The Show.

**The problems** facing housewares buyers—and all retail buyers, for that matter—are essentially the same whether they buy for traditional department stores, discount department stores, or other types of chains. Buyers are being forced to raise markups, cut overhead, pare assortments, work on shorter inventories, and, in general, get their operations on a more profitable footing.


**The slowdown** in the nation's economy has served to speed up the inside revolution and to increase the pressures on the buyer. This is the year when retail profit improvement will come internally, from more efficient management, rather than externally, from large volume gains. New minimum wage laws and social security taxes have added to retail overhead, and much of the retail sales gains being recorded reflect higher manufacturer pricing rather than actual retail volume increases.

**Management** has gotten the message. Although store expansion is continuing, more effort is being aimed at getting better profit mileage out of what already exists.

The Korvette story serves to dramatize what is happening in retailing's "inside" revolution. E.J. Korvette flourished during the mass merchandising revolution on the daring and intuition of Eugene Ferkauf, but will establish itself as a well run retailing force under the hard-nosed control of Charles Bassine. Korvette was a loosely run giant that has been swallowed up by a tightly run smaller company, Spartan Industries.

Few retail observers doubt that Bassine and his lieutenants, already installed at Korvette, will bring the operational controls and merchandising sophistication Korvette has long needed.

At Korvette, and at other retail chains where the move to better internal controls may be less dramatic but is nonetheless real, the task of achieving better profits falls back, ultimately, on the buyer. And as already shown at Korvette, the buyer is in the hot seat.

**On the following pages**, Merchandising Week first takes a close look at the inside changes that have cast the buyer as a guinea pig, and then at the immediate problems facing the housewares buyer as he prepares to leave for Chicago and the International Amphitheatre. 

## THE RETAIL BUYER TODAY

# guinea pig in a world of inside change

Retail management clearly is convinced that the buyer can no longer function as he has in the past, that he cannot be expected today to be an all-round merchant, and that he must specialize by concentrating more on actual buying.

The buyer, the argument goes, was able to keep on top of all aspects of running his department when he was buying for only one or two stores. Today, however, the average department store buyer is buying for more and more stores, with each new one farther away from his main-store base. The buyer for a discount department store chain is buying for as many as 100 or more stores from his central buying office.

Management is groping with the problem of "modernizing" the buyer for today's retailing "bigness." The buyer has become a guinea pig as top retail management experiments with new buying and operational techniques, including the wider use of electronic data processing (EDP).

The department store approach to the problem has been aimed largely at easing the workload of the buyer, taking away some of his former responsibilities to lighten his "paper and detail work."

One tactic has been to remove the buyer from the responsibility of overseeing the retail sales floor. David I. Yunich, president of Macy's New York,

is credited with this innovation, which he started at Bamberger's and later implemented at Macy's New York. Under the Yunich plan, there is no "main" store; all units are treated as separate and equal. The buyer buys for all stores, but the responsibility of running the sales floor at each unit has been assigned to the department manager.

Another approach aimed at easing the workload of the buyer is "branch buying," or giving the branch stores more authority over their own buying practices. Abraham & Straus is now experimenting with branch buying at some of its Long Island, N. Y., suburban units. The Brooklyn-based department store borrowed the tactic from its sister Federated Department Store, Bullock's, in Southern California.

Some retail observers believe that Macy's New York, as well as other department stores, eventually will be forced to turn to branch buying. Macy's, within the past two years, has opened new stores in New Haven, Conn., and Albany, N. Y., far outside the New York City metro trading area. Macy's is now finding out what can and cannot be handled from Herald Square.

The discount store approach to modernizing the buyer is aimed at giving him expert advice and counsel—in the form of a buying committee. The trend to committee buying is growing, according to Richard Schott, executive

vice president of Merchants Buying Syndicate, a New York City-based buying office that specializes in serving discounters. A typical buying committee consists of the buyer, his merchandise manager, the warehouse manager, the advertising manager, the controller, and, perhaps, an EDP expert.

The discount industry is moving quickly into EDP—as a buying tool as well as a flow-of-merchandise control. Discounters are relying more heavily on EDP than traditional department stores, largely because the discounters are now setting up elaborate controls for the first time, while the department stores are operating under older and established systems.

But for both the discounter and the traditional merchant the end result is the same: the buyer is losing control over his department as management puts in new controls.

The duties of today's buyers add up to one big headache. The job of the buyer is becoming increasingly impossible. Willard H. Sahloff, of General Electric Company, himself a former chain store buyer, took a sympathetic look at the buyer and his tasks in a speech before the American Management Assn. He described the buyer's job as follows:

"(1) He's a man who must cover two shows yearly, with nearly 1,200 booths, in 1,200 minutes total time, or approximately one minute per booth!

He's then expected to be an expert on the relative merits of the thousands of items he shops.

"(2) He's asked to prepare about 30,000 inches of advertising each year, and have all of them come out gems of clarity, without blemish or flaw, and produce results.

"(3) He's expected to do more and more business on less and less stock, until, at last, if he really reaches a state of grace, he's doing a great deal of volume on no stock at all.

"(4) He must supervise his stock so that nothing is soiled or damaged, but he's deprived by his organization structure from having any authority over the people who operate the stockroom.

"(5) He must be prepared to answer all questions on non-delivery, lost-in-delivery, or any customer complaint arising in the normal course of daily business—but he's deprived of any real authority which would make it possible for him to correct the problems.

"(6) He must be on the floor in all branch stores (simultaneously) to talk to customers in order to get the feel of the market.

"(7) In his case, he must keep the selling floor clean and orderly in all stores, present the merchandise properly organized by classification and category, to maximize profit.

"(8) Again in his case, he must train the sales staffs in all the stores, both night and day shifts, to sell effectively.



"(9) He must be in his office at all times to answer phone calls (particularly from the Executive Office). He must be available for price information, delivery schedules, make sales pitches, and Lord knows what else. Certainly he shouldn't visit manufacturers to augment his two Chicago Housewares Show trips—that's too costly and time consuming.

"(10) Finally, and most importantly, he must prepare promptly an endless succession of top management memos, explaining why he's done such a poor job on items 1 through 9."

Although relying on humor to outline the buyer's duties, Sahloff is not, however, joking.

The buyer is being downgraded, Sahloff believes, at a time when retail management should be relying on him more and more. Sahloff is particularly concerned that a valuable "listening post" for both top retail management and manufacturers is being lost as the buyer is removed further and further away from contact with the retail sales floor and the consumer.

Sahloff's humorous list of the duties of today's buyer, however, makes a strong case for retail management's contention that the buyer can no longer function as in the past.

The quality of today's buyer is also being questioned in some retail quarters. "There are not enough professional buyers," Schott frankly states. And he

blames top retail management, especially in regard to pay scales for buyers.

The retail buyer is underpaid. He is in a pay class with school teachers and newspaper reporters. And because of the low pay, according to Schott, "we have buyers who are inexperienced and not too objective, and you know what I mean." The shortage of professional buyers, Schott adds, is forcing discounters into committee buying.

Although some buyers "play favorites," and a few are "on the take," these are the exceptions rather than the rule, although some cynics in the trade would disagree.

"How can a buyer be professional?" asks a sales representative, "when he can no longer be selective? The fact is, there are tremendous pressures on the buyer from upstairs—the vice president, the merchandise manager. All too frequently he is no longer asked to buy what is good for the consumer but what is good for the store. He frequently buys strictly for the store catalog . . . and more and more buyers are asking us about the possibility of other jobs."

Some buyers have become stale, while others have become disillusioned, another rep points out. "Management will take a product category out from under one buyer and give it to another—without giving him something else to make up for it and without adjusting his budget."

Management also shifts buyers to other departments too often, another rep maintains. He notes that one large retail organization has had four different buyers in one housewares spot within the last five years, and only one left the company—to go into the rep business. The others were shifted and promoted within. "One day a buyer is buying housewares, and next week he's buying shirts," the rep said.

One of the biggest changes affecting buyers is the growing use of EDP, and much has been said of late about how a new type of buyer will result—that the buyer of the future, in the words of Ray Kaufman, general merchandise manager of Hartfield-Zody's, "will more than likely be like the Wall Street analyst."

From the descriptions, the life of the buyer will be almost heavenly. He will not have to bother with the "routine," explains William Levi, senior vice president of J. M. Fields. Levi sees the age of "exception reporting" coming from EDP: the routine will be programmed automatically and the buyer will concern himself only when something is out of line.

"We want buyers to see only where action is required," Levi adds.

Although most buyers are not afraid they will be replaced by a computer and believe that EDP can be a valuable tool for them, some buyers maintain that management eventually hopes

to get along in the future with fewer buyers—of the analytical type.

Will the buyer of the future sit in a wood-paneled office, never seeing the inside of his store, not bothered with the routine, merely analyzing what the computer turns out?

Few buyers believe this.

EDP is adding to the buyer's headaches at present, not the least of which is learning to deal with the new EDP experts being installed in top retailing posts around the country, especially among the discount chains.

"I don't think you can make retailing an exact science," one buyer said. "These people don't know a thing about retailing."

Retail management is now working on the problem of establishing a "dialog" between newly installed EDP experts and the merchandising side of the retail business.

The fact remains that EDP is no longer an accounting tool of the controller's office. It is also a merchandising tool for buying, controlling inventories, and analyzing sales.

But EDP is a long-range problem—a "blessing" in some quarters, a "monster" in others. Today's retail buyer faces other, more immediate problems, not the least of which is pressure to increase sales and profits at a time when consumer spending has slowed down.

## THE RETAIL BUYER TODAY

# his headaches will show in Chicago

When housewares buyers go to Chicago late this week for the opening next Monday of the National Housewares Exhibit, they will be bringing their problems with them—the down-to-earth ones in particular.

A more profit-minded bunch of buyers undoubtedly has not gathered in such large numbers in one spot in more than a decade, since before the start of the mass merchandising revolution.

The first-quarter profit statements for retail chains are past history, and few buyers want to look back. The second-quarter outlook appears somewhat better, but still nothing to get excited about.

Staring housewares buyers in the face are the normally slow months of July and August, the traditionally promotional month of September, a usually quiet October, and the prospect of a later-than-usual start for the Christmas season, if last year's pattern is to hold.

Their open-to-buy is being watched closely by merchandise managers and other executives. They undoubtedly still will have a lot of seasonal goods in stock because the Show is coming a month earlier than usual and the seasonal-goods business this year generally started off slower than last year. There may be some reordering on summer seasonal goods because some

chains apparently have been putting off some reorders until they get to Chicago, in hopes of taking advantage of any price breaks that may develop.

Fall promotion plans are on the minds of buyers at this time, but few will be ready to make commitments, at least on a large scale.

Judging from their comments, buyers undoubtedly will want to place smaller initial orders and plan for a series of fast-delivery reorders. And they certainly do not want fall deliveries and dating programs pushed a month ahead, even though the show is a month earlier this year.

Buyers will want samples earlier than usual so they can get a head

start on planning for their fall and Christmas catalogs and flyers.

There will be money to be spent—for the right price deal, or for the right profitable program.

Expectations among some housewares buyers are for a "price" show. The belief is that because manufacturers have been going through a slow period, they have their warehouses overstocked and will want to unload as much merchandise as possible as quickly as possible. There has been evidence of many sharp price deals since the January Show went up in flames and consumer spending leveled off.

Everyone knows Sunbeam had a

# THE RETAIL BUYER TODAY

poor first quarter, and that GE has been crying out loud about top store management cutting off buyers' open-to-buy. And the smaller manufacturers are in the same boat, if not worse.

Even the fair-trade firms have been forced to become more promotional. Rubbermaid is a good example.

Buyers also are expecting to see more programs designed to help them move merchandise, with the manufacturers, of course, picking up most of the tab.

"Everyone's got to offer us some incentive," one buyer said, "either a good price deal or advertising and promotional help."

Key problems buyers will want to discuss with their suppliers include:

- Servicing branches. Ever since buyer Dick Williams, of B. Altman & Co., New York City, spearheaded the push during an industry seminar, buyers across the country have put on the pressure for better servicing, for reps and factory salesmen to make calls, at branch stores. Department store buyers want the branches on an equal service footing with the main store. That means, besides taking inventories, that more factory-provided demonstrators work the branch stores and more co-op money be poured into suburban newspapers for branch-store promotions.

- Training retail clerks. Everybody knows John Wanamaker has a good thing going with its distributor, Every-

body's Supply Co., and with Philadelphia-area reps and salesmen, in training sales clerks. Buyers will be talking to their distributors and suppliers about setting up series of sales meetings for their sales people. (Wanamaker's sales-training seminar is held just prior to the opening of the fall merchandising season. All the new lines are shown and explained.)

- Working with short inventories. Buyers will be seeking smaller but more frequent deliveries during the fall selling season, especially on merchandise bought direct. Buyers from some discount chains will be pressuring suppliers to pre-pay the freight on smaller orders than in the past, as well as seeking to get faster service on re-orders. Pressure also will be exerted on manufacturers to warehouse more merchandise on a local basis, either through their reps or by renting warehouse space, for backup support of drop-shipment programs.

- Getting increased manufacturer cooperation on single-item and single-line ads. These have been growing in number and in traffic and sales appeal, and manufacturers' ad agencies will be expected to come up with consumer-appealing themes and layouts. Manufacturers will be asked to foot the bill for wider use of color.

- Building store traffic. Buyers will ask for more help in this area, and not just private promotions. Hamilton Beach's use of Rene Verdon, former

White House chef, is a good example of the kind of promotional help many buyers are seeking.

Private labels will be talked about by more buyers than ever at this show, as discounters follow the department store chains in beefing up private label programs.

"Cooperate with discounters—encourage the development of private brands—the buyer's one best way of boosting his initial markup."

Who's this quote from? None other than Abraham Jacobson, executive vice president of E.J. Korvette.

Another concern of both traditional and discount department stores will be packaging. Both want the kind that helps sell the merchandise.

Buyers also will be seeking more display help. Most buyers are trying to spruce up their departments in an effort to trade up and to increase sales. Specific help will be sought to design new "shops," as all retailers concentrate on "eye appeal."

"When eye appeal becomes 'I' appeal, and she says, 'That's for me, you've traded up,'" comments Frederick M. Yost, vice president of John Wanamaker, "and you're in. The time is now."

Several product areas stand out in buyers' plans to seek more display and merchandising help for the fall.

The main one is personal care. Housewares buyers know they need display and merchandising help, as

well as retail sales training, if they are going to get the most sales and profit mileage out of this growing product category. And if they do not move fast, and obtain the cooperation of housewares manufacturers, they are going to lose this business to cosmetics and drug departments.

Buyers need display help in showing hair dryers, facial saunas, massagers, and other products, in a glamorous setting. They need demonstrators, including cover-girl type models, to show the products in use. They need hair dressers and other leading beauty experts for personal appearances in their stores. They need promotions aimed at Young America.

Cookware is another product category that needs sprucing up in display. The merchandise has been styled up, but the displays, except for gourmet sections, lack the "eye appeal necessary for 'I' appeal." Cookware promotions also could stand a face-lifting, in the eyes of many buyers.

The June Housewares Show shapes up as one in which a lot of problems will be discussed, problems that have been building up since last fall, problems that never really got discussed or worked out in all the confusion that followed the McCormick Place fire in January.

For this reason, next week's Show could be the most important one in the 29-year history of the National Housewares Manufacturers Assn.

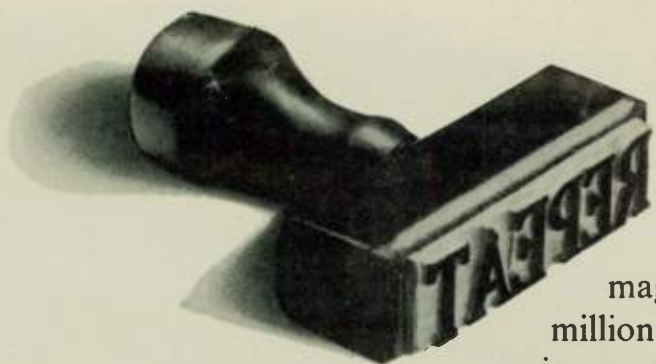
## Buying Syndicate Meetings for the June 1967 National Housewares Exhibit in Chicago

Date	Room No.*	Hours	Date	Room No.*	Hours
<b>Thursday, June 8</b>			<b>Tuesday, cont.</b>		
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	Kirby Block Co.	139	12 Noon—5:30 p.m.
<b>Friday, June 9</b>			Merchandisers Association, Inc.	4	9:00 a.m.—5:00 p.m.
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	Pro Hardware, Inc.	1	2:00 p.m.—4:30 p.m.
May Co.	Dormitory	(set-up only)	<b>Wednesday, June 14</b>		
<b>Saturday, June 10</b>			Allied Stores Corp.	1	8:00 a.m.—2:00 p.m.
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	Arkwright, Inc.	2	8:00 a.m.—6:00 p.m.
City Stores Mercantile Co.	1	9:00 a.m.—1:00 p.m.	Frederick Atkins, Inc.	3	8:30 a.m.—10:00 a.m.
R.H. Macy & Co.	5	9:30 a.m.—5:00 p.m.	Atlas Buying Corp.	111	8:30 a.m.—1:00 p.m.
May Company	Dormitory	8:00 a.m.—7:00 p.m.	Belk Stores Services	3	11:00 a.m.—5:00 p.m.
Mercantile Stores Co.	2	8:00 a.m.—7:00 p.m.	Kirby Block Co.	139	8:00 a.m.—3:00 p.m.
Mutual Buying Syndicate	4	(12 Noon set-up only)	Felix Lilienthal & Co.	Founders Hall	7:30 a.m.—3:00 p.m.
<b>Sunday, June 11</b>			McGreevey, Werring & Howell Co.	128	9:00 a.m.—12 Noon
Gimbel Bros.	5	10:00 a.m.—1:00 p.m.	R.H. Macy & Co.	5	1:00 p.m.—5:00 p.m.
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	May Company	Dormitory	8:00 a.m.—7:00 p.m.
Mercantile Stores Co.	2	8:00 a.m.—7:00 p.m.	Merchants Buying Syndicate	IRS Room	3-8 p.m. (set-up only)
Mutual Buying Syndicate	4	9:00 a.m.—6:00 p.m.	Mutual Buying Syndicate	4	9:00 a.m.—6:00 p.m.
<b>Monday, June 12</b>			<b>Thursday, June 15</b>		
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	Gimbel Bros.	5	1:00 p.m.—3:00 p.m.
<b>Tuesday, June 13</b>			Interstate Department Stores	1	9:00 a.m.—1:00 p.m.
Arkwright, Inc.	2	8:00 a.m.—6:00 p.m.	Mercantile Stores Co.	2	4:00 p.m.—11:00 p.m.
Associated Merchandising Corp.	3	8:30 a.m.—5:30 p.m.	Merchandisers Association, Inc.	4	9:00 a.m.—5:00 p.m.
Independent Retailers Syndicate	6	7:00 a.m.—7:00 p.m.	Merchants Buying Syndicate	IRS Room	9:00 a.m.—4:00 p.m.

\*Note: Meeting Rooms #1 through #6 are located in Area "A" (first floor of north wing) of the International Amphitheatre. All other rooms are located in the Stock Yard Inn.

# It pays to repeat yourself in TV Guide.

## You can say that again.



An old ad adage says it takes repetition to put a selling idea across. A somewhat newer one says you get more frequency for ad dollars spent in TV Guide than in any other mass magazine. And you get a lot more. Our 26 million adult readers put a deep dent in every major product category—and they give you more ad readership per dollar than you can get in any other mass weekly, biweekly or monthly. It pays to advertise often in TV Guide. It pays to advertise often in TV Guide.

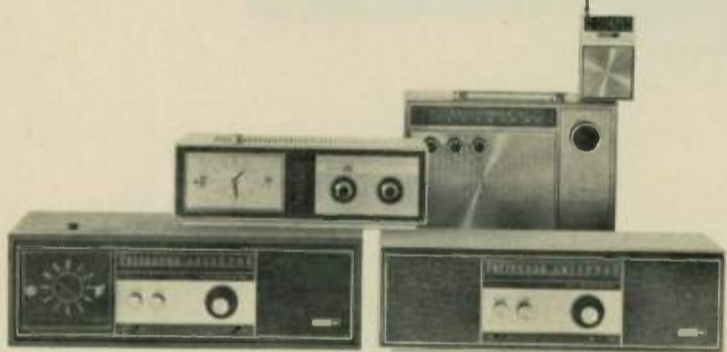


Sources: Current BRI, Simmons, Starch Adnorms.

It's Philco-Ford's Diamond

# Jubli

over having more  
fresh, sales-  
stimulating ideas in  
radio and portable  
phonos than you ever  
imagined possible.



# Jubilee and dealers are

# Lant

It takes imaginative ideas and excitement to give radios and phonos real sales appeal. Philcos for '68 have plenty of both.

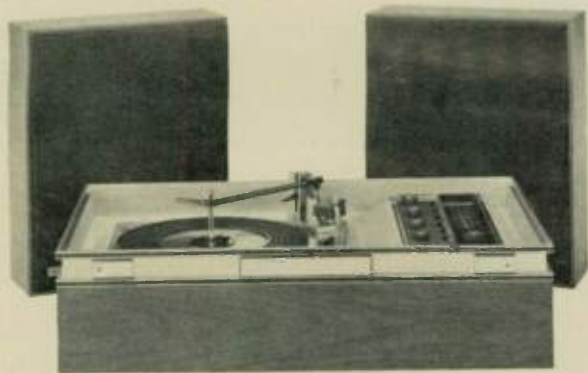
FM radios start at \$19.98\* (not shown), and there are AM/FM models right up through the price range: miniatures, portables and table models with AFC. Every AM/FM Philco radio has solid-state circuitry throughout.

One of the outstanding values in portable phonographs is the Philco solid-state stereo at \$49.95\*. A fully transistorized lightweight with magnificent performance.

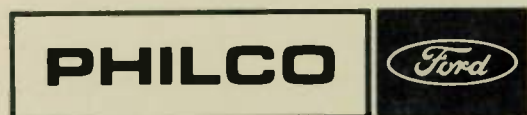
Cougar II at \$89.95\* is an exciting new model with performance that genuinely rivals the biggest consoles. Its 20 watts of peak music power, delivered through high-compliance speakers, produces really amazing tone. And it can be set up as a component stereo on a table or shelf.

One of Philco's finest new models is a solid-state portable component model with a built-in AM/FM/FM Stereo radio and a solid pecan cabinet. It has four speakers and an accessory center with input jacks for guitar, microphone and tape playback. Plus an integrated-circuit remote-control device for changing records.

It's Philco features like these that will make the big difference in the radio-stereo market this year.



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



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TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY • RANGES • REFRIGERATORS • AIR CONDITIONERS  
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\*Manufacturer's suggested retail price.  
Subject to Fair Trade where applicable.

## COOKWARE NEWS

□□□□ **Mirro uses Hard Bond Super-Tough Teflon**, in black and chocolate brown, on its new cookware lines. The company will introduce a 5-piece, heavyweight set of decorative cookware that features the black Teflon finish and cordovan, bronzetone anodized-aluminum covers with gold-accent knobs. Packaging for the set will have a gifty look. The non-scratch finish, in chocolate brown, will be featured on 14 pieces of open-stock cookware, two electric frypans, and a buffet server. Mirro aims primarily at "the Pepsi generation" with its Pop 'n' Serve cornpopper, which includes a Lexon plastic top that doubles as a server. The

cornpopper carries a suggested retail price of \$13.95.

□□□□ **Mirro uses GE's Easy Clean Silicone finish** on ten pieces of bakeware to be introduced at the Housewares Show. Priced about 20% above non-coated products of the same quality, the bakeware is said to "fill a void between the high- and the low-priced bakeware without detracting from either market.

Chicago Metallic Manufacturing, which has been doing volume sales on six pieces of bakeware with the silicone finish since last fall, reports that "the finish measures up to Teflon in every respect," and that consumer reaction has been favorable.

□□□□ **Wear-Ever shows more cookware** with the SR-3 Teflon finish that was introduced in January. The coating is being applied to an electric frypan, which will list at \$21.95, and an 8-qt. Dutch oven, which has a suggested retail price of \$13.95. Wear-Ever is also introducing a 12-piece set with SR-3 Teflon, to retail at \$39.95.

□□□□ **Club Aluminum is going national** with its electric mixer featuring nylon blades; the unit was introduced in January. The company also is showing a redesigned family of nylon beater blades, which, it claims, will fit mixers from many manufacturers. Reportedly, the blades are easy to clean and can be used on cookware with non-stick coatings. Club's new Tempo line of cookware, with a Durabond non-scratch Teflon finish, is currently being introduced on a limited-market basis.

□□□□ **Stronger merchandising efforts** to end confusion at the consumer level are expected to back the new non-scratch Teflon cookware lines. Consumer interest in non-scratch finishes is reported to be strong; but, as major manufacturers give their own names to the processes, retailers will be faced with the job of unscrambling adjectives and explaining the new "hard-coat" terminology.

Distributors, too, will be confronted with new choices, as more cookware manufacturers move into the gourmet and decorative areas. In the meantime, closeouts on the older Teflon lines will continue.

# Tempting!



That's the word for  
the bright, new

**COLONY HOUSE** cookware  
by Enterprise.

See it at

Booths F1015, F1017, F1019, F1021  
NATIONAL HOUSEWARES EXHIBIT  
June 12-16, 1967.

**THE ENTERPRISE ALUMINUM COMPANY**

Massillon, Ohio 44646

Division of Lancaster Colony Corporation







New high-end blender styling



New mixer has wall storage case

## Hamilton Beach bets on book for knife, beefs up blenders

Hamilton Beach is moving to new low-silhouette styling for its high-end blenders, while becoming more promotional in the pricing of current models.

To bring slicing knife sales alive at retail, the company is offering a new 112-page cookbook—"The Electric Knife Way to Better Carving"—along with lower pricing on its Switchblade feature.

And the firm is introducing a new 12-speed hand mixer with wall-mount storage unit, at a fair-trade price of \$19.95.

The new low-silhouette blender—in chrome or white enamel styling—features a "built-in spatula" for even blending action. The multi-speed, solid-state unit comes with a 900w motor and a 5-year guarantee.

Chrome-plated model 256 carries a suggested list price of \$59.95 and a \$49.95 minimum fair-trade price. Model 255, in white enamel, lists at \$54.95. Both are packed with "The Blender Way to Better Cooking" cookbook.

Lower blender pricing is offered on two current models: the Deluxe 8BC Cookbook, a 7-speed unit, now carries a list price of \$47.95 (down from

\$59.95); and model 218C, a 5-speed chrome model, lists at \$29.95 (down from \$39.95).

Three blenders—in addition to the low-silhouette 256—are being fair-traded: the 211 Cookbook, a 7-speed unit, at \$29.95; the 220 chrome, 5-speed model, at \$29.89; and the 210C, 2-speed chrome blender, at \$21.95.

A new Switchblade knife is being dropped in at a \$19.99 minimum fair-trade price. It is styled in charcoal and white and comes with a storage tray. Switchblade model 283, currently in the line, is being fair-traded at \$22.89. With the purchase of knife models 283, 284 Converta-Power, and 285 Cordless, customers receive the free "Better Carving" book.

The firm's new high-end hand mixer comes with a wood-grained plastic cabinet that can be wall hung. Styled in chrome and white, the 12-speed model 091T carries a minimum fair-trade price of \$19.95.

Hamilton Beach is raising prices "slightly" on some older products in its line: a food converter, toasters, and one coffeemaker. Pricing on can openers, irons, and manicurists remains unchanged.

## West Bend's avocado garden grows a crop of pantryware

West Bend is following the trend to closer coordination of cookware and pantryware with the introduction of two groups of canisters, a range set, and a bread bin designed to accessorize its Country Inn line of cookware. The plastic pantryware—all in avocado—is being manufactured by West Bend's Thermo-Serv division (MW, 24 Apr., p.26).

Thin-line styling sets off the Tilt and Tote canister set and the bread bin, both of which are intended for use in compact kitchens. The bread bin features a slide-out tray that adjusts to two positions for rolls and muffins, or for an extra loaf of bread. It will retail under \$11. Each section in the 4-piece canister set tilts and lifts out of the storage unit for toting, filling, and cleaning. The retail price is about \$13.

Another more traditionally styled 4-piece canister set has wrought-iron trivet symbols in black enamel to identify the contents. A matching range set includes salt and pepper shakers and a grease container to hold drippings. The canister set will retail

for under \$10; the range set for \$4.50; and a separate salt and pepper shaker set for \$2.25.

West Bend also is introducing three new humidifiers, including a top-of-the-line solid-state model to list at \$89.95. The firm also plans to add several new electric housewares later this year.

A new group of ice buckets in 12 different noughtyde plastic patterns has been slated for introduction by the Thermo-Serv division at the Housewares Show. These will retail at \$9.95 and \$10.95.



West Bend's avocado bread bin

□□□□ Advance Show registration is 15% ahead of registration one year ago, according to the National Housewares Manufacturers Assn. (NHMA). The midyear Housewares Show usually attracts about 11,000 to 12,000 buyers, compared to the normally heavier January attendance of about 15,000. All indications point to the largest midyear attendance in Show history—possibly even equal to winter show attendance for the first time.

Dolph Zapfel, NHMA managing director, reported that work is proceeding on schedule for the air conditioning of the International Amphitheatre in time for next Monday's Show opening. Carpeting is ready for installation on all the aisles during the coming weekend.

For the first time, the NHMA has authorized vendors to sell sandwiches down the aisles in an effort to alleviate the problem of eating facilities at the International Amphitheatre. Concession booths also will be situated throughout the Amphitheatre, and the Stockyard Inn is located nearby.

In another Show first, as previously reported, buses will be running throughout the day from Loop and Gold Coast hotels: at 10-minute intervals during peak morning and late-afternoon periods, at 15-minute intervals throughout the rest of the day.

□□□□ Vac shipments slumped again in April for the fourth consecutive month this year, according to the report of the Vacuum Cleaner Manufacturers Assn. Vac shipments for April totaled 397,688 units, for a 7.3% decrease from shipments in April, 1966. Shipments for the first four months of the year totaled 1,803,502 units—down 6.6%. At the end of the 4-month period last year, vac shipments were running 13.7% ahead of the comparable 1965 period; April, 1966, shipments were up 7.8% over April 1965.

Floor polishers also continued in their slump; April shipments of 78,865 units were down 13.9% from April, 1966. Total 4-month shipments of 351,694 units were down 12.6% from the previous year; at this time last year, 4-month polisher shipments were down 2.86%.

□□□□ Mist-type hair dryers to retail below \$30 appear to be on tap for the fall selling season as new firms enter the field innovated by Schick. The Schick model has been selling profitably at \$39 retail. Merit (Lady Vanity) soon will be shipping its mist-type professional hair dryer, which it had planned to show last January. Rayette and Roto-Broil also are entering the field.

Many of the promotional electric housewares producers—in particular, Merit, Troy, and Roto-Broil—will be showing items they had planned to exhibit last January, but which, in many cases, they never got around to shipping. Merit also is dropping in a 12-cup stainless-steel perc to strengthen its coffeemaker line at the high end. At a list price of \$19.99, the perc provides a See-Level indicator plus a keep-warm thermostat.

□□□□ Cory goes promotional on a mini-size heater with a sharp \$18.95 list price for the 11- by 8½-inch unit. It is one of three heaters being introduced by the Chicago manufacturer, along with two console humidifiers (MW, 15 May, p.22). The other heaters are a 40-inch baseboard with woodgrain styling, and a standard-size fan-forced portable. Cory also is becoming more promotional in its humidifier pricing, offering a console at \$59.95 list—the lowest it has offered. A step-up unit is \$79.95.

## HOUSEWARES NEWS

□□□□ **Product decisions are going down to the wire** as housewares manufacturers make last-minute determinations as to what will and will not be ready for debut at the Housewares Show next week. Although most producers have firmed up their second-half programs—and are now in the process of cluing in their sales forces—some manufacturers have products waiting in the wings for down-to-the-wire decisions affecting whether or not they will be shown next Monday at Chicago's International Amphitheatre.

The main reason for the pressing situation, of course, is the earlier-than-usual mid-year show date; this is of particular concern with regard to whether production will soon be started and the firm ready to ship the merchandise. A second question, however, also seems to be involved; is the timing right for a product innovation, especially in light of the lackadaisical pace of the economy? Leading housewares manufacturers may decide to hold off some new product showings until later this summer or early in the fall.

□□□□ **Northern Electric is adding an Oral Waterjet** dental hygiene appliance to its growing line of personal care electrics. The unit is the second new personal care product introduced by the firm within five months; Northern entered the facial beauty mist appliance field in January. In both cases, Northern got a jump on some big names in the electric housewares industry—including its parent, Sunbeam Corp.

With Northern in production on the facial device and the hygiene appliance, Sunbeam, presumably, could easily jump into both fields on short notice.

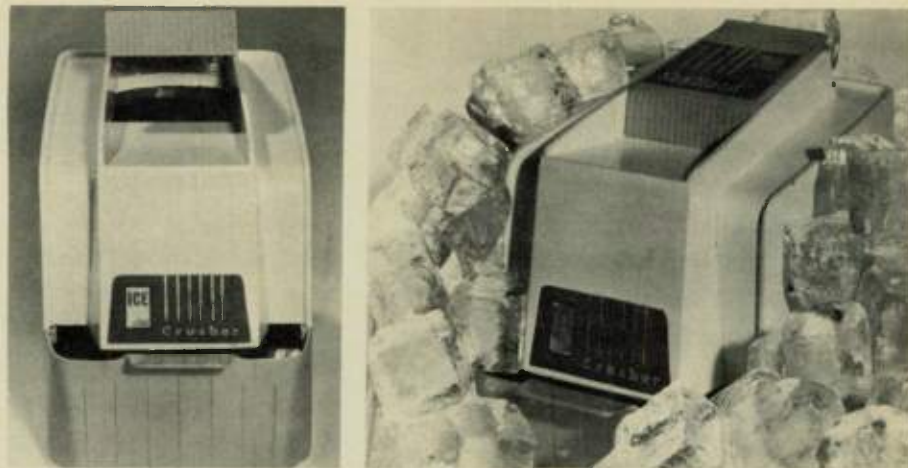
Northern's Oral Waterjet is styled in blue and white, and comes with four colored jet tips. Control knobs are placed at the front of the unit for easy adjustment of water pressure. Suggested retail price is \$29.95.

Meanwhile, Aqua Tec—creator of the Water Pik, the original dental hygiene product—has launched a national ad campaign in *Look* and *Life*. The opening ad is headlined: "Will your teeth live to be 55?" The campaign features the dentist's role in good oral hygiene. It has been the dentists themselves who have turned the Water Pik into a best-selling item.

□□□□ **Tufram "squares" its new cookware group**, which includes several pieces with multiple uses. Complete details on the new line are not yet available, but a company spokesman said the patina coloring currently on other Tufram lines will probably be retained. Tufram hopes that the new design will bring it further into the gourmet cookware market. The firm plans a new merchandising program for the cookware, which will retail somewhere in the medium- to high-priced range.

Wayne launched the return to the square shape in cookware when it introduced its line of Squares.

□□□□ **Key moves:** West Bend names Dan L. Harter as rep for the Memphis, Tenn.-Little Rock, Ark., territory . . . Rubbermaid names Larry Wise as an assistant in its advertising dept . . . Ingraham names Kent Clouser as rep for Florida; Albert Mejia as district sales mgr for the Kansas City area . . . Hamilton Beach promotes Roy Lewane, advertising mgr to the post of director of advertising; Robert Stein, sales promotion mgr, to the position of assistant advertising mgr . . . Jacobsen appoints James P. Brown as district sales mgr.



Shetland's new promotional ice crusher can be retailed at under \$10

## Shetland loads its program with price and trip incentives

Shetland Inc. will be talking up at next week's Housewares Show. It will be talking up lower pricing, an incentive trip to Madrid, a new television ad campaign behind its \$19.99 Sweeper-Vac and a new promotional ice crusher.

Prices have been cut on 14 items in Shetland's regular line: eight Fashionable canister vacs, five polishers, and one blender.

For its incentive trip, Shetland is offering a new twist this year, by opening the contest to distributor salesmen as well as dealers. Shetland ran its first dealer trip contest last year, and, in February, more than 400 persons traveled to Rome. This year, an 8-day expense-paid trip to Madrid is offered for accumulating 2,500 points, based on purchases.

Shetland's spot television commercials will be run in 12 to 26 major markets from September through December; model 801 Sweeper-Vac will be featured at \$19.99. The company's stepped-up ad campaign, which was kicked off on Washington's Birthday, had previously been limited to print media, principally newspapers.

Shetland's new ice crusher (shown) can be retailed at \$9.99. It features a 50w motor, stainless-steel blades, and a one-year guarantee.

The price reductions on regular items are: models 2381, 2382, 2383, and 2384 Fashionable vacs, from \$44.99 to \$39.99 list; models 2156 and 2157 Fashionables, from \$34.99 to \$29.99; models 2378 and 2379 Fashionable vacs, from \$54.99 to \$49.99; model 6330 polisher, from \$29.99 to \$19.99; model 6332 polisher, from \$29.99 to \$25.99; model 6350 polisher, from \$39.99 to \$29.99; model 6750 polisher, from \$49.99 to \$39.99, and model 6760 polisher, from \$59.99 to \$49.99. Blender 9116-7-8 has been reduced from \$29.99 to \$19.99 list.

Shetland also has reduced pricing on two promotional canisters: model 2115, formerly at \$29.99 list; and model 2113, with cord rewind, formerly at \$39.99 list. Neither model now carries a suggested retail price.

Points for the Madrid trip range from one point for a 6330 polisher to 50 points for a 7101 Super Floorsmith. Canister vac points range from two to 10 points per unit.



## A new look in rechargeable flashlights

Westinghouse is bringing new flexibility and styling to the rechargeable flashlight, one of nine new products it is introducing (MW, 29 May, p.5). At \$14.95 list, the flashlight features both a pinpoint beam and a flood beam,

which can be used separately or together. The flashlight is styled in a pistol-grip case that can stand on end or lay flat, and fits comfortably into the hand. The light comes with a wall-mount bracket.

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**COMING JUNE 9**

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# 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.

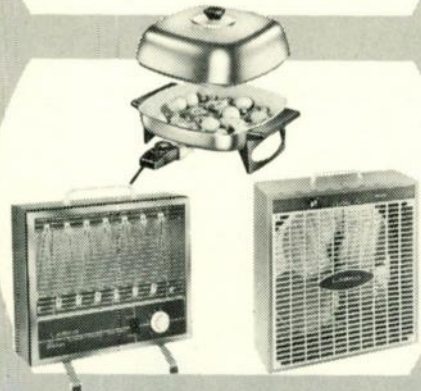
Circle June 9 on your calendar. That's the day Motorola sparks the business with fully transistorized Color TV. That's the day profits will come back to Color TV.

 **MOTOROLA®**

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Profits

with  
**Jasko**

**HEATERS  
FANS  
APPLIANCES**



\*  
Superbly styled

\*  
Guaranteed quality

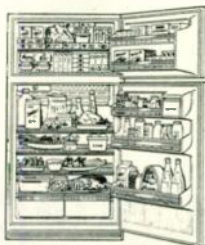
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more rapid stock-turn.

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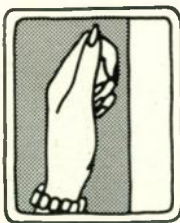
BOOTHS 1251-53-55 NATIONAL HOUSEWARES SHOW JUNE 12 thru 16.



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Hear the solid sound of quality!

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on any  
Norge!**



Biggest selling idea in appliance merchandising  
...backed by the biggest network TV promotion  
in Norge history. See your Norge distributor now!

**NORGE**

home appliances **BIRD** **WARMER**

## INDUSTRY TRENDS

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

	Date	1967	1966	% Change
<b>FLOOR CARE PRODUCTS</b>				
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
<b>HOME LAUNDRY</b>				
Dryers, clothes, elec.	April	83,000	89,300	- 7.06
	4 Months	502,400	464,500	+ 8.16
Dryers, clothes, gas	April	36,300	37,700	- 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
<b>OTHER MAJOR APPLIANCES</b>				
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 <sup>†</sup>	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
<b>CONSUMER ELECTRONICS</b>				
Phonos, port.-table, distrib. sales	May 12	32,850	34,415	- 4.55
	19 Weeks	1,080,838	907,103	+ 19.15
monthly distributor sales	March	313,529	243,602	+ 28.70
	3 Months	834,805	688,544	+ 21.24
Phonos, console, distrib. sales	May 12	13,463	16,571	- 18.76
	19 Weeks	475,362	623,453	- 23.75
monthly distributor sales	March	140,856	167,712	- 16.01
	3 Months	383,067	491,446	- 22.05
Radios (home), distrib. sales	May 12	180,381	185,494	- 2.76
	19 Weeks	3,755,672	4,476,984	- 16.11
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 12	84,148	112,766	- 25.38
	19 Weeks	1,859,390	2,681,603	- 30.66
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 12	66,516	56,193	+ 18.37
	19 Weeks	1,554,928	1,364,439	+ 13.96
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

# E.I.A. Consumer Electronics Trade Show

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converts household current to safe low voltage DC

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recharges ALL batteries including nickel-cadmium

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for unlimited service-free life

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**DO THE PRODUCTS YOU SELL HAVE THE ADVANTAGES OF THE DYNAMIC SAFE-T-PLUG? IF NOT — THEN INSIST UPON IT — NOW!**

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