

MERCHANDISING WEEK

JUNE 19, 1967

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◀ New York preview:

Consumer Electronics Show

A look at the action, and where it will take place, when the first industry show sponsored by Electronic Industries Assn. opens next Sunday in New York City (see center section).

NARDA Convention

A preview of the annual three-day meeting which opens this week in New York City. The program is designed to help retailers catch up on trends, trade successful ideas.

◀ Chicago coverage:

The Housewares Show

Complete wrapup on what happened in Chicago and how it will affect the fall-Christmas merchandising season at retail. (See special report section in back of magazine.)

Details of "The Big One"— Philco-Ford's Appliance Event

See ad on pages 6 & 7

□□□□ **Wallis E. Wood rejoins Merchandising Week** as Midwest Editor. He left the magazine in March to become Managing Editor of *NARDA News*, in Chicago. In his new position, Wood will cover Midwestern appliance, radio-tv, and housewares markets, and will write retail management features. His new office address: Merchandising Week, 188 W. Randolph St., Chicago, Ill. Telephone: CE 6-9818, area code 312.

□□□□ **How Marta looks at color tv:** Record sales with heavy buying at the "expensive end" of the 1968 line. According to Bernard Artz, president of the world's largest retailing cooperative, "The economy during the second half of this year is going to soar to an all-time high, and the consumer public will assert a demand for color tv on an unprecedented scale." A market turn-around will come in September, Artz predicted last week, and current inventories will not stop a sales boom for '68 models, which he said would easily hit 6 million once the market gains momentum. He said b&w sets, particularly low-priced items, would also move well. When asked the size and brand Marta ordered most heavily, Artz refused to comment, other than to say it had bought substantially in '68 models. The group, which has more than 225 tv-appliance stores across the U. S., placed Sylvania's largest order for color and b&w tv, stereo phonographs and radios.

□□□□ **Distributor sales for b&w tv sets were down** for the 22-week period ending June 2—29.5% below sales figures for the corresponding 1966 period. Portable phonograph sales, on the other hand, were up 18% for the period, and 33% for the week ending June 2. Color tv sales: off 2.9% for the week, but up 13% for the period.

In major appliances, manufacturers' sales of gas ranges were down both for the month of May (25%) and for the first five months of the year (15%).

□□□□ **Philco-Ford chalked up \$82 million of orders** at its consumer electronics and appliance dealer sales convention, May 21-June 11, in Las Vegas. Carl E. Lantz, vice president of Philco-Ford's consumer product group, said that consumer electronics orders written at the convention amounted to more than \$67 million, a 55% increase over the 1966 dealer convention; appliance sales totaled \$15 million, representing a 57% increase. The full 1968 appliance line will be introduced later this year.

□□□□ **GE shows 16 new table and clock-radios—all** with solid-state circuitry. The clock-radios come with a Snooz-Alarm slumber switch, and the AM-FM models feature vertical styling. The new line is composed of two AM radios, at \$12.95 and \$16.95; six AM clock-radios, ranging from \$14.95 to \$27.95; four FM-AM table models, ranging from \$22.95 to \$41.95; and four FM-AM clock-radios, ranging from \$30.95 to \$46.95.

The company also introduced two new solid-state reel-to-reel portable tape recorders, priced at \$21.95 and \$34.95.

□□□□ **Funds for a new McCormick Place** appeared closer at the weekend as the Illinois State Legislature agreed on a financing plan in cooperation with the City of Chicago. Settlements with insurance companies also served to hold up a financing plan. A new McCormick

Place is expected to take at least two years to complete. Meanwhile, the housewares industry is preparing to shiver in the barnlike International Amphitheatre in January, after sweating it out there last week. (Housewares Show coverage starts on p.33.)

□□□□ **A color video tape recorder from Arvin** is in the works. Prototypes of the unit are now being tested for introduction in a year or a year and a half at a "price level competitive in the home entertainment field," according to Arvin officials. The company will make announcements about dates and prices later in the fall.

□□□□ **Pilot Radio's new line** of stereo high-fidelity consoles and compacts will be presented at the Electronic Industries Assn. show next week. Eight new models of the Credenza series range from \$359.95, for Contemporary-styled model 5128 in oiled walnut to four deluxe models at 449.95. Five larger models will also be shown, featuring sliding doors and space for tape recorders in a price range from \$699.95 to \$899.95.

□□□□ **Will Webcor survive?** At presstime, negotiations were still going on between lawyers for the Haffa family, which owns about 49% of the stock, and lawyers for interested firms, a spokesman said. Webcor's Dormeyer Division pulled out of last week's Housewares Show, and Webcor will probably not use its space at next week's Consumer Electronics Show. Production has virtually ceased as negotiations, which were on the verge of being completed Wednesday, continue. The spectre of involuntary bankruptcy arises in the filing of a 5-count suit, asking \$8,273.26 in unpaid freight charges, brought by Universal Carloading & Dist. Co. Inc., Chicago. This suit lists 399 separate invoices. Three or more creditors would have to unite to force Webcor into a Chapter 11.

□□□□ **Top talent at an all-industry banquet:** comedian Dick Shawn, singer Jane Morgan, and Ray Block and his orchestra will handle the entertainment at a banquet that is being co-sponsored by EIA Consumer Products Div. and NARDA, next Sunday evening at the Waldorf-Astoria. Billed as "A Night at The Waldorf," the reception will get under way at 7 p.m.

□□□□ **Sony has 7-inch color and 1-inch b&w tv sets** for introduction tomorrow at its line showing in New York City. The 18-lb. micro-color model has a Chromatron tube, and features broad use of integrated circuitry. The 1-inch solid-state set contains 11 monolithic and hybrid ICs, a semiconductor rectifier, and weighs about 2 lbs. In addition, Sony has developed a portable video tape recorder and camera set: a lightweight, battery-operated unit to retail at about \$1,000 after proposed October introduction. The Sony sets may be in production by spring.

□□□□ **New from PlayTape, at Navy Pier:** a horizontal portable, at \$22.95; a kiddie unit, at \$16.95; an automobile player, which plays through the car radio, at \$32.95; an AM radio-PlayTape portable, at \$32.95; and two walnut-encased home units—one without radio, at \$49.95, one with AM-FM radio, at \$69.95. Delivery is set for August or September.



19 cu. ft. Side-by-Side Refrigerator/Freezer. No Defrosting Ever! Model No. 19RT7C. 16 cu. ft. Refrigerator/Freezer. No Defrosting Ever! Model No. 16RD6C.

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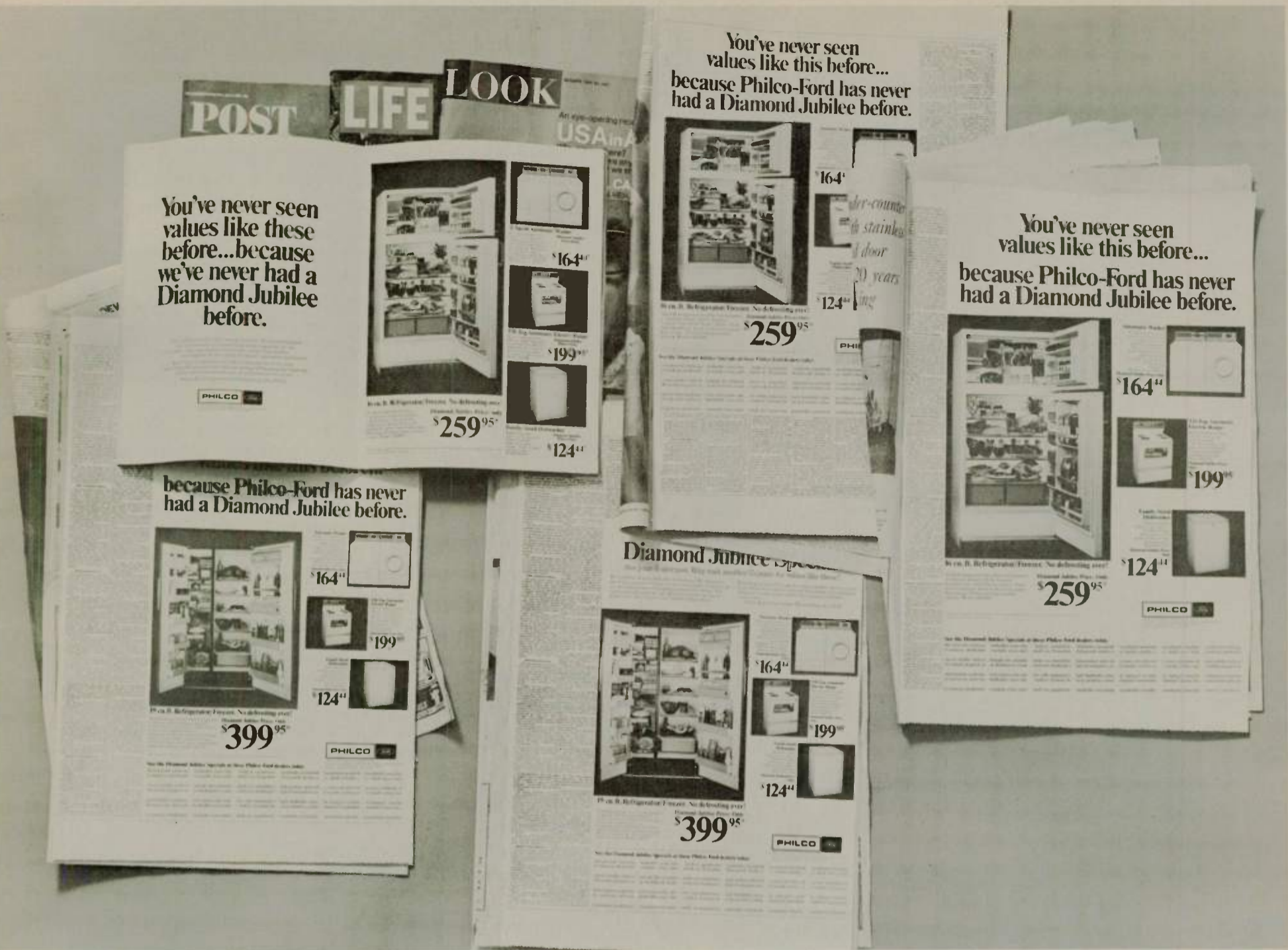
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A big two-page spread will run in Life, Look and The Saturday Evening Post.

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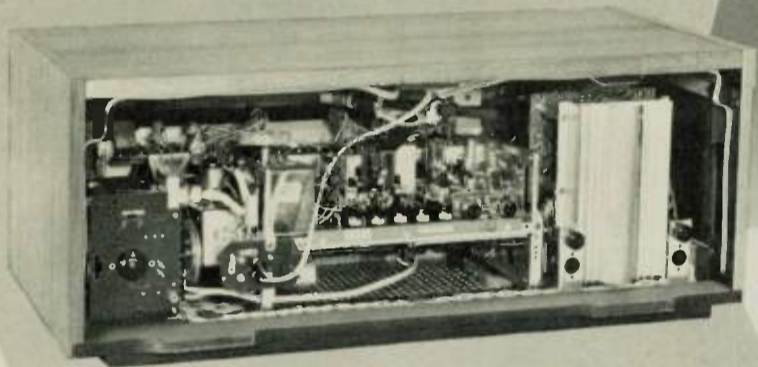
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TAPE RECORDERS • COLOR TV

□□□□ **Business interests may get a seat** on the new Consumer Advisory Council, now being re-formed by the White House. The idea was once considered by Mrs. Esther Peterson, former consumer advisor to President Johnson. But she rejected it on grounds that council members should be dedicated solely to consumer protection.

Now that Betty Furness has assumed Mrs. Peterson's old post, the idea has been revived. The argument is that businessmen intimately involved in consumer products know best how to make them safe and to improve values. Don't be surprised if at least one member of the new council is a representative of, say, the appliance industry.

□□□□ **A bill to create** a National Products Safety Commission is wending its way through Congress, with a minimum of opposition. The measure, already approved by the Senate, will be delayed in the House because of the pressure of other business before the House Commerce Committee, which must consider it. But this will only amount to a delay; opposition in the House appears as limited as that in the Senate.

As expected the issue of radiation leakage from color tv sets came up during the brief Senate debate. It now seems fairly certain that Congressional hearings, probably by a House subcommittee, will be held on the subject. No time has been set for such hearings, however, and it still is a matter of conjecture as to who will conduct them.

□□□□ **The revised truth-in lending bill** also is moving inexorably toward Congressional approval. On June 20, the Senate Banking Committee opens brief hearings on the bill, sponsored by Sen. William Proxmire (D-Wis.); approval by the committee is a foregone conclusion.

Proxmire has been far more successful than was former Sen. Paul Douglas (D-Ill.) in his effort of several years to push the bill through Congress. Proxmire compromised where it seemed necessary to compromise, and stood firm when he knew he had general support. As a result, most of the wind has been taken out of the opposition; and Congressional approval this year now seems quite likely. The bill is slightly—but only slightly—weaker than that espoused by Douglas.

□□□□ **Duties on radio tubes imported from Japan** will remain at current levels. Daystrom Inc., a major importer, had appealed a government ruling that duties should be assessed on the basis of foreign value rather than production costs, which would have lowered the cost to importers. But the U. S. Court of Customs rejected the Daystrom plea, leaving duties at their higher levels.

The decision will force importers of receiving tubes to pay almost \$12 million in back duties and now some importers fear that the same duty procedures may be used at a later date to evaluate radio and tv sets.

Unless a new appeal is filed or unless the importers start a new case, the back duties will have to be paid within 90 days.

The importers and the Japanese trade companies face three main alternatives in this fight: (1) They could appeal to the U. S. Supreme Court; (2) start a new case involving the same time period as the case they just lost; or (3) bring up a new case that would involve a later time period.

The betting in the industry now favors the third course of action.

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□□□□ **Motorola predicts six million color tv sales in 1967.** Ted Herkes, president of Motorola Consumer Products Inc., said that so far this year, color set sales have not met expectations because of tight money, the Vietnam war, and, especially, a "vice-like clamp" on consumer credit earlier in the year. But he looks for a better second half and "another record-breaking year of six million distributor-to-dealer color tv sales."

"Color tv inventory is getting down to a workable level," says William Boss, Motorola's manager of tv products, "and retailers are approaching a position to start buying." He says that some of the prior-year color tv sets are "almost hysterically priced," but would probably remain in the pipeline until the fall. Herkes adds that one thing the industry must start learning to live with is a buyer's market, because manufacturers can now meet almost any consumer demand.

Motorola introduced its all-solid-state color tv line with integrated circuitry last week, including five solid-state, 23-inch stereo combos ranging in price from \$975 to \$1,195. Last year, tube chassis 23-inch color tv stereo combos started at \$895.

□□□□ **Sylvania will feature a model change-over sale on home electronics products the first week of September.** The "was-is" sale on 1967 products—first in the company's history—will coincide with public showing of the 1968 line. A color tv stereo console (CF168) will drop \$195 to \$999.95; stereo consoles (SC241 and 244K) \$20 to \$259.95, and a 23-inch color set (CF-131) \$70 to \$629.95. One 18-inch b&w set, regularly \$159.95, will drop \$20, and Exponent 4/40 in white will be reduced \$30 to \$179.95. Prices for radios and portables have not been released. Sylvania also disclosed the formation, in April, of a new servicing division, now operating with 35 trucks in New York City. By year's end, the program is expected to have 100 trucks, and gradually go nationwide.

□□□□ **Last-minute price changes in Sylvania color tv for its 1968 line, shown June 8-9 at Miami Beach, brought \$20 reductions on all eight of its 18-inch, roll-about portables, which now range from \$329.95 to \$379.** Other reductions included \$10 to \$30 drops on 20-inch table models, ranging from \$419.95 for model CE21 to \$479.95 for models CE32 through CE35. The 23-inch console line-leader, CE12 (rather than CF104 as reported last week), dropped \$50 to \$449.95. Eight changes, averaging \$20 each, were made in the 23-inch consoles. Model CF210, in veneers and solids, was cut \$20 to \$549.95.

□□□□ **An 8-track cartridge tape player from Magnavox is in the offing.** The company announced it expects to enter the 8-track cartridge field this fall.

□□□□ **The Peerless Telerad cassette player, at \$29.95, has been joined by a cassette recorder at \$69.95.**

□□□□ **The cassette was big at Navy Pier.** At least 10 importers were showing cassette recorders, and three showed cassette playback equipment. Wholesale prices for the recorders ranged from \$30 to \$35; for the players, the price stood at about \$17. Six companies showed Playtape configurations at prices ranging from \$11 to \$15 wholesale. And two companies showed 8-track players, one at \$35, one at \$49 wholesale.

Frigidaire offers two 'firsts' in pricing and dealer assistance

Appliance dealers will not only be able to hold their price line on 1968 Frigidaire products (while having to adjust retail tickets for most other major appliance brands), but they will be able to use Frigidaire equipment to determine and analyze what other manufacturers have done to their competitive positions by hiking retail prices.

With the introduction of its laundry and dishwasher lines last week, Frigidaire became the first major appliance manufacturer to show new product lines without new—higher prices, since General Electric-Hotpoint's precedent-setting 3% increase on May 1. And the word from company management is that Frigidaire has absolutely no intention of adjusting its prices later, after the effect of the GE-Whirlpool-Gibson increases has worn off.

Frigidaire's price action—or lack of one—has both started talk of a general "we won't play" attitude on the part of the company (which is No. 2 in the GE-dominated retail volume competition) and presented an obvious, and, as yet unanswerable, question: what will the company's refusal to raise prices do to the manufacturers who have succumbed to the pressure of sliding profit figures?

Management a la machine

A statistical answer could turn up as the offshoot of a computerized business management program, which Frigidaire introduced shortly before its new-product showing. The system, billed by the company as "an appliance first," was developed initially by National Cash Register Co. (NCR), which found that various manufacturers were highly interested in offering to retailers an adapted version tailored to their in-store operations. Frigidaire worked with NCR to adapt the system to the merchandise involved, coding it compatibly with the computer's capabilities.

Retailers participating in the new plan—and Frigidaire hopes that they will include a nationwide sampling—will be able to rent, lease, or buy special input registers from NCR. Transactions in stores with this equipment will be recorded on the register in the form of special tapes. Periodically, these tapes will be collected and forwarded to one of 23 data-processing centers in the U. S., where they will be decoded and transformed into valuable sales and profit information for the dealers.

The resulting management reports will contain an income statement, a balance sheet, a running analysis of accounts receivable, a sales analysis report, a salesman's performance breakdown, and a variety of inventory reports. In short, the dealer will receive practically all the information essential to the efficient operation of his store.

The program's progress

While Frigidaire is sponsoring the program—which is now being tested by three dealers in the Dayton (Ohio) area—the facilities can be used to acquire information on product lines by other manufacturers. With special coding of merchandise, the dealer can discover his big sellers and profit

makers, and can make comparisons of present sales situations with those of the past.

Frigidaire does not expect to maintain for long its advantage of being the only manufacturer to offer such a program. Whirlpool, for example, is rumored to be in the midst of developing its own computerized management assistance.

But Frigidaire's testing is already under way. The company expects that its three experimental retailers will get their first management reports during July. After it has the opportunity to analyze the reports, and to judge their retailing value, Frigidaire will decide upon a course for the program's expansion.

A new line at old prices

Frigidaire's new laundry and dishwasher lines—the first to be coded for computerization—feature an expansion of the solid-state control systems that the company introduced in its laundry units some time ago. At the top of the laundry line—which includes nine washers and 10 dryers—is a solid-state-controlled washer that has been improved to offer a choice of infinite speeds within the range of agitation and spin selections. The transition between washing cycles on the new unit is as smooth and easy to control as the transition between stations on a solid-state-controlled radio, allowing the homemaker to tailor washing action to any type of launderable fabric.

The heart of the washer's control system is an electronic control module, not unlike a miniature computer. Throughout the unit's operation, the device constantly checks, corrects, and supplies the power necessary for the speeds selected.

Some of the matching dryers for 1968 also have solid-state electronic dryness controls, which "sense" the amount of moisture in clothes as they tumble past and signal the solid-state controls to turn off the heat automatically when the clothes reach the degree of dryness dialed in advance. Drying time is based on the moisture in the clothes, rather than on a specified number of minutes.

Each washer and dryer in the line is designed to handle permanent press fabrics. All feature vertical jet-action washing, cold-water wash and rinse selections, water-level selection for small loads, and a noise-reducing lid seal. Cabinet exteriors are available in white, yellow, 2-tone copper, and 2-tone green. No retail prices are yet available.

Four undercounter models and nine mobile units make up the new dishwasher line. The latter, which are simply rolled to the sink for hookups, are available in five top-loading and four front-loading models.

Some new models feature increased capacities for up to 17 table settings. Other features available on selected models include a row of indicator lights on the control panel, which show in which phase the unit is operating; a special pots-and-pans cycle; and two accessory baskets—for silverware and other small items.

William Hutchinson

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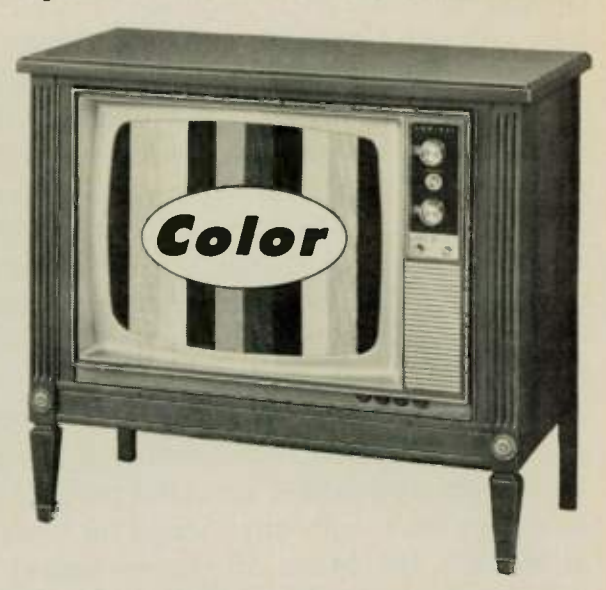
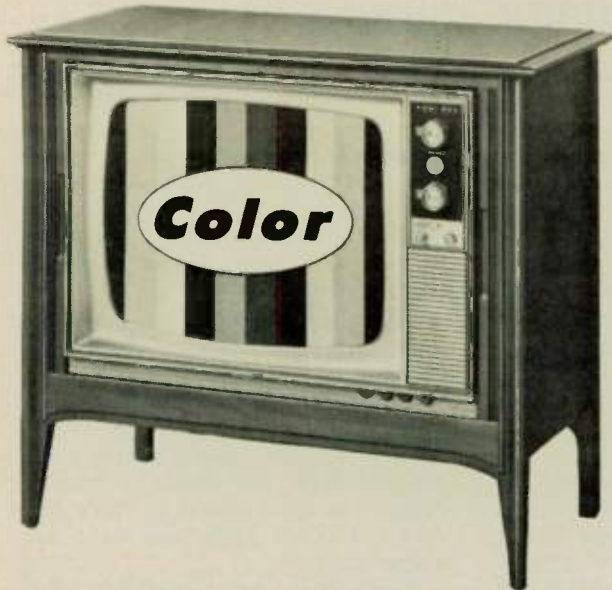
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Contact your Admiral Distributor! Quantities are definitely limited!

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□□□□ **Kelvinator dealers will promote** laundry equipment during June, July, and August with the company's "Fun Fashion Frolic" program. Disposable dresses valued at \$1.98, will be sold to customers for 99¢ as an in-store attraction. Complete merchandising display materials will be available to participating dealers.

□□□□ **Hotpoint will promote the young marrieds** in a series of dealer-tagged color commercials to be shown in neighborhood movie theaters. Dealers will purchase the filmstrips from Hotpoint for promotion of most of the company's major appliance products. Particular emphasis will be placed on Hotpoint "No-Frost 17" refrigerator freezers, ranging in retail price from \$298 to \$399.

□□□□ **RCA's heaviest ad campaign ever** is in the offing to back the industry's largest manufacturer expansion program, according to Robert W. Sarnoff, president. RCA is now indisputably first in color, Sarnoff said, and is interested both in keeping that lead and in increasing it there and in other areas with the new program. The gap between RCA and Zenith is growing bigger in color tv, according to Sarnoff.

□□□□ **Leading Arvin's new line** is a 176-square-inch table model color tv set to retail at \$389.95. Arvin is also getting into the cassette field with its 1968 line, with a portable model carrying a suggested list price of \$69.95. An Early American stereo unit with AM-FM-stereo radio, will list at \$209.95. Other items of interest are a compact clock-radio retailing at \$29.95, a radio jewel box retailing at \$14.95; and a compact radiant perimeter heater to sell at \$22.95.

□□□□ **Ampex goes cassette.** Ampex, a major tape duplicating company, threw its full weight behind the cassette system last week with the introduction of a cassette recorder line. The company previously had no cartridge tape equipment, although it duplicates for all three cartridge tape systems: 4-track, 8-track, and cassettes.

Ampex will continue to duplicate for all three systems, according to Donald V. Hall, general manager of the Ampex stereo tape division, but does not plan to make any 4- or 8-track equipment. "We stayed away from that [4- and 8-track] precisely because we think the cassette is the superior all-around system," Hall explained. "Our next concern is to achieve greater sophistication—better fidelity, etc., and this would be much less feasible with endless-loop cartridge tape players."

The new line is composed of three recorders, which are designed as playback and recording instruments. The Micro 20 is a battery-powered monaural portable that can double as a tape deck with any console or components; it lists at \$99.95. The Micro 50 (shown below) is a solid-state deck in a walnut cabinet designed for use with stereo systems; suggested list price, with two microphones, is \$139.95. At the top-of-the-line is the Micro 85, a stereo player-recorder in a walnut cabinet with matching speakers, dual-power amplifiers, and preamplifiers; list price, with two microphones, is \$199.95.



Micro 50: cassette tape deck

The AGA on microwave cooking: 'can't beat the old-fashioned way

While appliance manufacturers may feel that the microwave oven is ready for a move from strictly commercial application to home use, the word from the American Gas Assn. (AGA) to consumer is: "Forget it."

With two microwave units now on the market—Tappan's pioneer model and GE's new Versatronic self-cleaner, available on the West Coast, and plans for at least a third underway (Amana's Radar Range, now scheduled for August introduction in Chicago)—the AGA decided to take a look at the new method of cooking that threatened the competitive future of conventional appliances.

The AGA looked at microwave cooking—using Tappan's model for tests—to evaluate cooking performance, convenience of use, ease of cleaning, and general product quality. As a basis for comparison, some cooking operations were conducted on both the microwave unit and conventional gas and electric oven ranges.

The Tappan range used was model 77-0015, a free-standing unit with an eye-level microwave oven and a regular electric oven below the cooking surface. The unit has a retail price of \$1,074.

What it found, it didn't like. At best, the AGA rates the potential of the microwave oven as that of "an accessory for the domestic cooking center, rather than as an all-purpose cooking device to replace conventional cooking appliances." Their reasons:

The need to cook foods in sequence in a microwave oven somewhat negates its chief advantage: cooking speed.

Meats cooked in a microwave oven undergo excessive shrinking, with con-

siderable splattering of cooking greases during the operation. In many cases, the AGA observed, "quality will have been sacrificed in favor of speed."

The speed with which many cooking operations are completed in a microwave oven requires such critical attention to timing that the average homemaker would probably find that such speed is as much a liability as an asset.

In limiting the product to the luxury category, the AGA maintained that entirely too much technical knowledge is necessary on the part of the housewife to assure satisfactory results with microwave. In generalizing its view of the appliance, the organization indicated that—disregarding the high initial cost, short tube life-span, and necessary technical knowledge that would act as purchase deterrents—microwave units often produced at a quality level below those of gas and electric ovens. "In a number of instances conventional cooking methods would unquestionably yield a better product."



Testing in AGA's Cleveland labs

Hot radio pricing competes with the weather at Navy Pier

Pricing is anybody's ball game again at Navy Pier. The \$2.95 prices that held steady for 6-transistor radios at this time last year, and were still in sight only six months ago, are nothing but a fond memory now. As prices spiral downwards, importers continue to sell a product that has become little more than a customer accommodation. The answer to "What is the bottom price for 6-transistor radios?" is "What bottom?"

The going wholesale rate for a 6-transistor radio at the Navy Pier Show seems to be back down to the rock bottom \$2.49 level it hit a year-and-a-half ago. But some importers are still holding out for \$2.75 or \$2.95. Many have stopped carrying the least expensive types of merchandise and have started concentrating on features and quality and more money; others simply say, "We've just stopped talking sixes."

But low-ball pricing is still a prevalent practice. "There's a 6-transistor radio at the Amphitheatre for \$1.95," says Lionel Hanlin, buyer for Reicharts Furniture Co., in Wheeling, W.Va. "But we emphasize the 10-transistor models, and prices for those are fairly stable at \$7.95."

The AM-FM price is down, too—to about \$7.50 for a 9-transistor radio, and to \$9 for a 12-transistor unit.

But while bargains were busting out all over the show, buyers were not. Sweating, shirt-sleeved importers rolled up their sleeves and dealt the cards, while they waited for the few equally uncomfortable stragglers who had come to shop the sweltering Pier. Confusion had much to do with the light attendance. At the last minute, the show was switched from the McClurg Building (which was ruled unsafe) to Navy Pier. And not every buyer was sure just where it was.

Heavy inventory at retail was probably the real reason for the light buyer showing, however. "The parts shortages that caused the high prices last summer were over by the end of last year," explained one buyer. "But the Japanese were late in shipping, and by the time shipments arrived, movement at retail had slowed down. So there's still some dumping."

Some felt, however, that buyers who avoided the Pier would be writing orders at the Consumer Electronics Show in New York next week, where many of the old Pier standbys will be showing.

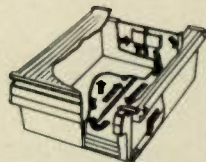
Another Amana exclusive: The biggest top mount ever!

No bigger than most 17's, but holds 18.9 cu. ft. of food.

Amana® 19

The all new Amana 19 is only 32 inches wide—no bigger than most 17's. But on the inside there's room for 18.9 cubic feet of food (including 186 pounds in the freezer alone). Truly the biggest top mount ever!

But don't worry, we didn't save space by skimping on the famous Amana features. They're all there to help you sell!

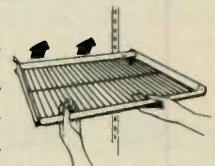


Like a meat keeper with its own temperature control that keeps meat fresh and flavorful twice as long as ordinary meat trays. It's actually a "refrigerator within a refrigerator." A separate jet of cold air surrounds the meat keeper pan, to cradle it in a blanket of cold (as much as 10 degrees colder than the rest of the refrigerator).



There's a choice of fast freeze shelf or automatic ice maker. The ice maker makes up to 9 pounds of ice (148

cubes) a day. Independent cold controls for both refrigerator and freezer—set one without affecting the other. Plus six adjustable cantilevered shelves* on recessed tracks for more usable space. The housewife can easily adjust them for her needs. And of course, the longest most comprehensive warranty ever to back up any refrigeration product.



It's an all new product with broad new profit opportunities for you. Stock up with new Amana 19's and you'll be squeezing 19 cubic feet of customers into every 17 cubic feet of showroom.

*Cantilevered shelves available in Model TCI-19D.



TR-19D
18.9 Cubic Feet
Automatic ice maker
and cantilevered shelves*
available in Model TCI-19D

Amana Exclusive—The Longest, Most Comprehensive Warranty—The Amana 5-year Total Appliance Warranty. Amana warrants for 5 years from date of original purchase. In U.S. or Canada, free replacement or repair, including related labor, of parts found defective as to workmanship or material under normal use, and returned through Amana's dealer-distributor organization. Owner is responsible for local cartage, repairmen's travel expense if required, replacement of gaskets, rubber or plastic parts, light bulbs, and accessories. Warranty does not cover taxes, duties, assessments levied at time of part export. Any product subjected to accident, misuse, negligence, abuse, defacement of serial plate or alteration shall void the warranty.

Backed by a century-old tradition of fine craftsmanship.
AMANA REFRIGERATION, INC., AMANA, IOWA. Subsidiary of Raytheon Company

*Pat. Pending

Rapid tuning highlights the Westinghouse color tv line for 1968

A new method of tuning color tv sets—offering “perfect picture tuning” within 10 seconds after the set is turned on—is the highlight of the Westinghouse color line for 1968.

A total of 21 models, ranging from 18-inch portables to 23-inch color stereo combinations, make up the tv line, while three consoles with up to 300w of power top the 19 solid-state models in the stereo field.

The new On-Screen Tuning Bar system operates under fingertip control. When the set is turned on, a single black line appears on the screen. If two lines appear, the set can be adjusted with the tuning bar until the two merge; this takes about four sec-

onds. Then the bar is tapped again, and the vertical line disappears.

In 18-inch portable color, the price leader is model CP88A18, at a suggested retail price of \$369, compared with last year's leader at \$399.

Four 22-inch, Instant-On, compact color consoles range from \$500 for model CK-92A27 in Contemporary walnut to \$550 for CK-92D27 in Early American maple. Last year, the series began at \$550.

In 23-inch rectangular color, sets with tuning bar range from \$459 for a beige table model to \$529 for a Contemporary console in walnut. A second console model is available in Early American maple, but no price

had been designated at presstime.

Eight 23-inch consoles with tuning bar go from \$650 for model CK93A68 in Contemporary walnut to \$830 for CK93H88 in Spanish pecan.

In the stereo line, three 300w models have a cabinet design highlighted by the Spanish drum table (shown at right). Model SG58SP8, with six speakers, retails at \$600; the cabinet is 20 inches high, four feet wide.

This year's economy line begins with model SA19WA8 at \$200, down from a comparable model at \$299 in last year's line; it comes in Contemporary walnut with aluminum legs. It includes AM, FM, a 4-speed changer, and a 4-speaker sound system.



SG58SP8: Spanish drum table stereo

GE offers new line products designed to woo the youth market

General Electric has introduced six “youth electronics” products, including three phonographs, two walkie-talkies, and an addition to the Show 'N Tell Phono-Viewer line for children under 12 years of age.

In the new 1968 line of portable phonographs, GE places emphasis on stereo portable components and provisions for the Porta-Fi system in most stereo models.

Topping the new phonograph line in “youth electronics” is a combination portable radio-phonograph (RP3060) at a suggested retail price of \$27.95. The

solid-state unit features an AM radio with built-in ferrite antenna and a 3-speed phonograph. It is powered by four D-size batteries or any standard AC outlet.

GE's line-leader, the 4-speed, solid-state RP3020 model, comes in a high-impact polyethylene case styled in blue and white at \$15.95.

New walkie-talkies feature solid-state and operate on a 9v battery. Model Y7140, at \$19.95 per pair, has a code key that can be used for sending coded messages. It has a range one-third of a mile, depending on the

terrain.

A new Show 'N Tell phono-viewer, model A630, at \$29.95, features a front-mounted lamp-saver switch designed to protect the projection lamp.

The Porta-Fi system will be used in seven stereo portables and portable components. Consisting of a transmitter and one or more speakers, the system previously was limited to console phonos.

The system, which requires no additional wires, enables the user to carry the music from room to room, even to his patio.

Porta-Fi model PP571 can be plugged into the following portables: T842, T950, P743, P760, P852, R751, and P960. The system retails at \$79.95, and speakers are available at a retail price of \$34.95.

New models in the GE line include three portable component series priced from \$79.95 to \$269.95 and two new Trimline stereo portables at \$99.95 and \$199.95. Also included are a new Partymate monaural unit at \$19.95 and the Wildcat stereo portable at \$49.95. The latter two units are especially designed for the younger set.

Motorola introduces a revolutionary color tv chassis in its 1968 line

Color tv from Motorola for 1968 is highlighted by the industry's first all-solid-state color tv line with integrated circuitry and a new modular chassis packaging concept.

The “suitcase” chassis. Motorola is offering two solid-state chassis with ICs in its high-ticketed 23-inch color consoles. One—called the slide-out suitcase chassis, model TS-915 (shown)—is a modular unit with a new vertical design, which allows sliding it out at the front of the set for making necessary repairs.

The chassis is composed of 10 plug-in modular circuit boards. To make a repair, the serviceman has only to identify the malfunctioning circuit and then replace it with a new one.

The TS-915 chassis comes in eight consoles, four of which are heavy

credenzas designed by the Drexel Furniture Co. The first four consoles range from \$675 to \$725; the four Drexel-styled receivers carry a list price of \$875.

All the consoles also feature an electric picture lock; a Visi-Trak tuning system, which indicates when a picture is improperly tuned; and throttle-type controls for adjusting the volume and color hue, intensity, brightness, and contrast.

The other solid-state chassis, model TS-919, offers the same electronic features as the TS-915 chassis, but has a conventional horizontal design and does not slide in and out for repairs.

The TS-919 chassis comes in eight consoles, three of which have Drexel designs. The first five range in price from \$599.95 to \$679.95; one Drexel-

styled receiver lists at \$700; the other two list at \$725.

The IC is in the audio section of both solid-state chassis and is equivalent to 15 resistors, 12 transistors, and 12 diodes. According to Motorola engineers, it also has 15 fewer components than would be needed on a comparable circuit board without an IC.

Motorola also showed a new 20-inch color leader with a tube chassis at \$399.95—or \$30 below last year's leader model; and an expanded line of fifteen 23-inch color sets with tube chassis, starting at \$449.95. Last year, Motorola only had four 23-inch color consoles, ranging in price from \$675 to \$750. Two 22-inch stereo combos remain in the company's color television line.



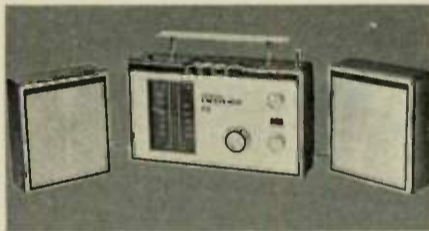
TS-915: new modular color tv chassis

say Scott Stereo and



□ □ A TapeDek Convertible that can play 4- or 8-track tape cartridges and converts into an AM and FM receiver has been developed by Automatic Radio. The basic component is an 8-track deck. To accommodate 4-track cartridges, a small mechanical device with a pinch wheel—called a Gidget—is inserted in the cartridge. The TapeDek then can accept the 4-track cartridge as an 8-track one. The deck—with auto-mount bracket and one Gidget—lists at \$149.95. A matching pair of stereo speakers, each carrying a list price of \$29.95, is also offered for home use.

The radios are plug-in units—called Radio Tuner Cartridges—shaped like cartridge tapes. When inserted in the TapeDek, they play automatically. The FM Radio Tuner Cartridge (shown above inserted in the TapeDek) features automatic frequency control. Suggested list is \$49.95. The AM Tuner Cartridge lists at \$29.95. Both receivers have illuminated slide-rule dials and finger-edge station tuning. All components have a walnut finish. (Automatic Radio Manufacturing Co. Inc., Two Main St., Melrose, Mass.)



□ □ "The world's first mini-compact stereo FM and FM-AM solid-state portable radio" is how Hitachi is advertising its new 17-transistor receiver. Closed, it is 9½ inches wide, 8½ inches high, 2 inches deep; with swing-out extension speakers open, it is 19 inches wide, 8½ inches high, 2 inches deep. Weight is 4½ lbs. It operates on four batteries and can be powered by house current with an AC adaptor. Features: built-in FM stereo multiplex adaptor, four IF stages on FM, automatic frequency control on FM, stereo tuner output controls, two earphone jacks, leatherette finish, chromium front grille. List with AC adaptor is \$79.95. (Hitachi Sales Corp. 666 Fifth Ave., New York, N.Y.)

Gardner Osborn, Jr., You previewed the new Yellow Pages Industrial Usage Study.

Tell us. Is it any good?

"Pretty near every question I would have asked was answered in the Yellow Pages Industrial Usage Study. Just for fun, I checked some of its figures against studies we've made. I found both in complete agreement.

"My opinion of the new Yellow Pages study? It's concise, accurate, interesting. And I would certainly rate it high on my list of recommended business reading."

Gardner Osborn, Jr.



Gardner Osborn, Jr., Adv. Mgr.,
ROYALMETAL CORPORATION
New York, N.Y.

Royalmetal is one of the nation's largest producers of office, hospital and nursing home furniture.

The Yellow Pages Industrial Usage Study was conducted by Audits & Surveys Inc. among 6819 buyers in manufacturing firms. The study covered 140 products and services classifications.

The results of this survey are available in booklet form. Reserve your copy now. Call your Yellow Pages man. Find him in the Yellow Pages under Advertising—Directory & Guide.



See Scott at: EIA Show . . . New York Hilton, Regent Room;
NAMM Show . . . Conrad Hilton, Astoria Ballroom

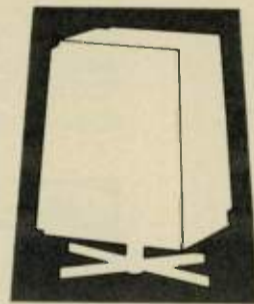
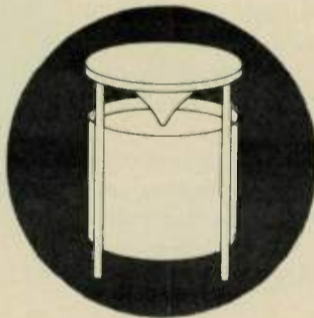
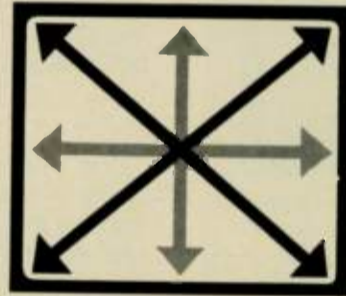
a new market listens



see Zenith's great '68 line

IN THE QUALITY TRADITION THAT SALES ARE BUILT ON!

See Zenith's new ideas for 1968 in sight and sound: Color TV so easy to tune you can do it blindfolded...Portable TV that brings you a bigger, wider, more rectangular picture...Stereo that lets you sit anywhere... and exciting new concepts in Radio. All backed by powerful promotion programs and the biggest Zenith Dealer Profit Sharing Plan ever!



*See the 1968 Premiere Showing at your Zenith Distributor's.
Ask for the Show dates now!*

Why not sell the best

ZENITH

®

The quality goes in before the name goes on

At the EIA Show visit the Zenith display... Mercury Ballroom, New York Hilton, Rockefeller Center

NARDA and EIA: a swinging week in another town

The retailer's message to industry will highlight the annual NARDA convention, which opens Thursday at the Americana Hotel, in New York City. For the first time in the history of the convention, no manufacturers will be on the NARDA speaker schedule. Instead, Jules J. Steinberg, executive vice president, has organized the three-day program for profit around retailers in the hope of establishing a dialog with manufacturers. "We don't want a gripe session," Steinberg explained. "If we have learned nothing else, it is the necessity that we must work with each other for our mutual advantage."

A chance to confront top government officials will be one of the features of the Electronic Industries Assn.'s special symposium next Monday at the Consumer Electronics Show. On deck for questions will be such key officials as Paul Rand Dixon, chairman of the Federal Trade Commission, and Rosel Hyde, chairman of the Federal Communications Commission. Retailers will also have a chance to get the latest word on the consumer protection movement.

Over 100 new lines, key to the fall selling season, will be on display when the first annual Consumer Electronics Show opens Sunday for a 4-day run at the New York Hilton and Americana Hotels. For retailers, the EIA-sponsored show offers the best single opportunity during the year to shop competitive products, compare notes, and get a line on the business outlook.

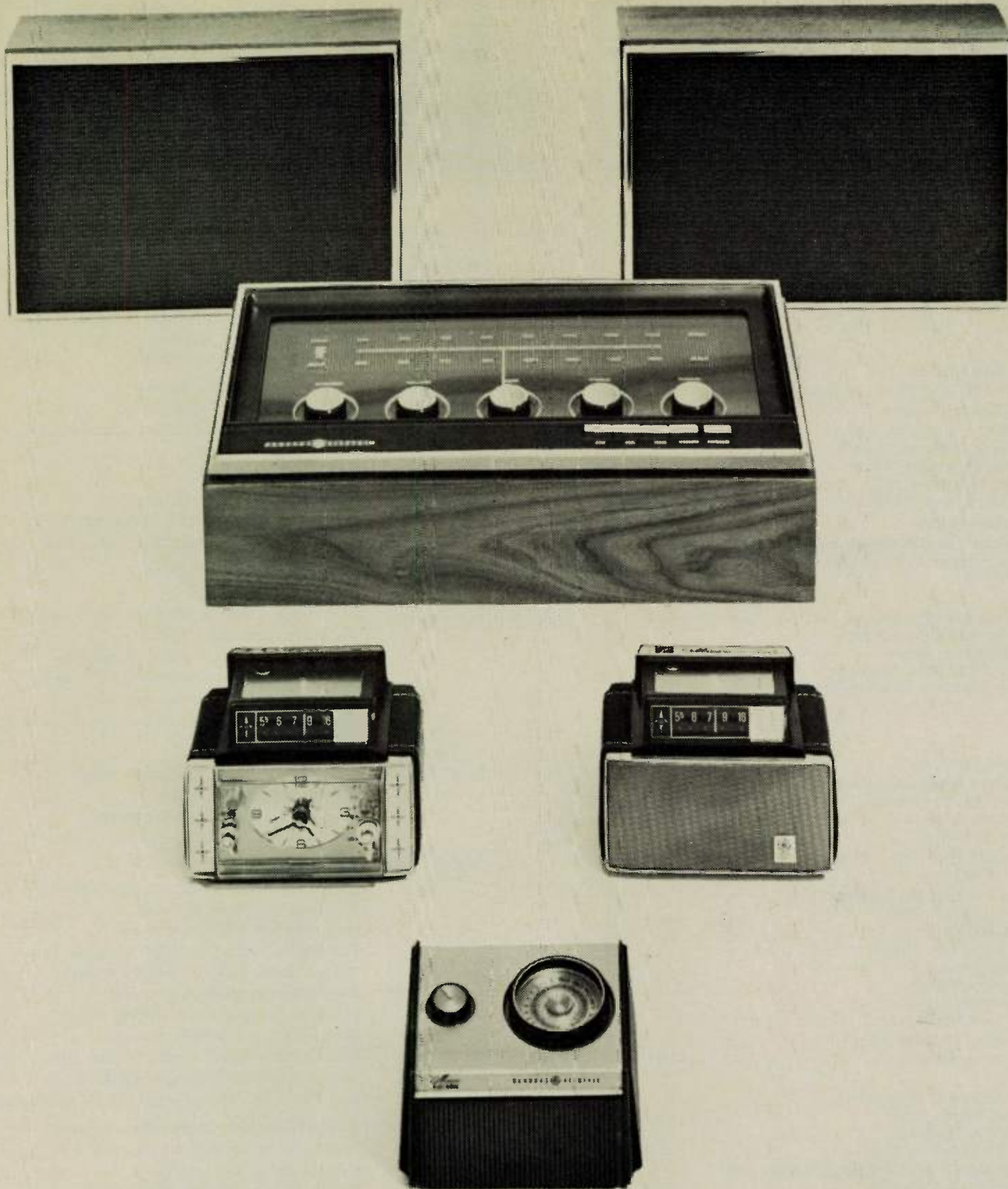
Merchandising sessions, designed to give retailers an in-depth look at sales opportunities and business conditions in all product categories, are set for June 27-28 at the Consumer Electronics Show. Speakers include retailers and manufacturers who represent some of the industry's top talent. At each session, retailers will also get a chance to ask questions.

Behind the scenes, some of the most important convention and show activity will be devoted to getting the inside line on the business outlook and swapping information with other retailers. Upwards of 10,000 retailers are expected to shop this show. Undoubtedly, the key behind-the-scene topic will be the shape of color tv inventory. Everyone will be looking for closeouts. NARDA's Jules Steinberg, who alone a year ago cautioned retailers about tying up too much money in color stock, has more sage advice. What worries Steinberg is a swing from buying too much to buying almost nothing at all. His advice: buy selectively, but remember, if you do not buy now, you may be faced with paying premium prices for comparable sets this fall.

(continued on p. 20)



**While Micro-Electronic
parts keep getting smaller...**



General Electric's Micro-Electronics lead keeps getting bigger.

(No wonder GE radios outsell all others almost 2 to 1.)*

The micro-electronic clock-radio we led the industry with last year has now become a family of four.

Each has consumer wallop. Each has great styling. And each has that remarkable reliability that's inherent in this new technology.

General Electric is the *only* one in the industry to offer you a whole line of radios using advanced micro-electronic circuitry.

Meet them:

Micro-Stereo. Here's the sophisticated "component look" in a walnut finish, wood cabinet. Long, low, sleek with easy-to-see controls on top. FM/AM Stereo. A full 5 watts of music power per channel plus separate speakers that project full fidelity sound. Model T1090.

The portable clock-radio. Separate the portable from the clock

and it's a compact radio that plays up to 12 hours on nickel cadmium batteries. Return it at night to its clock base and it's recharged by morning. Model C2450, \$44.95.** Radio and recharger base: Model P1740, \$39.95.**

This portable companion has contemporary, streamlined styling that makes it fit today's decor. It's cordless, with a hefty 3½" speaker. AC/DC with converter jack. Model T1170.

No question about it: This is the line that's going to be talked about and bought. And the one for you to get with. See it at the Consumer Electronics Show.

GENERAL  ELECTRIC

WRH

Radio Receiver Department, Utica, N. Y.

*Audits and Surveys Company, Inc. running 12 months sales, 1966.
** Manufacturer's suggested retail price. Slightly higher West and South.

NARDA Happening

Thursday
June 22, 1967

5:30 p.m. "First Nighters" cocktail party sponsored by Merchandising Week Magazine, at the Dorset Hotel

Friday
June 23, 1967

9:00 a.m. **President's Welcome Address**
Upton R. Zeisler, Manitowoc, Wisconsin

9:20 a.m. **Convention Keynote Speech**
Maurice Cohen, Cambridge, Mass.

9:45 a.m. **"Fighting for Our Market Share"**
Billy S. Yates, Dyersburg, Tenn.
Bernard Artz, New York, N.Y.
Ray J. Keelan, Sarnea, Canada

10:45 a.m. **Questions and answers**

11:15 a.m. **"What Else Can You Get Out of Your Business?"**
Rev. George Halsted, Lutheran Zion Church,
Ferndale, Michigan

12:15 p.m. **Luncheon**
"Selling Across the All-important Last Two Feet"
Joseph Lydon, Sales Consultant
Salesman-of-the-Year Award
Jack Adams, Editor Mart Magazine

2:30 p.m. **Manufacturer Relations Committees meet**

Saturday
June 24, 1967

9:00 a.m. **NARDA Board Elections**

9:15 a.m. **"Low Saturation Sales Opportunities"**
"Whole-house Air Conditioning"
Jack Rice, Canton, Ohio
"Video Tape Recorders"
Don Quint, Norwalk, Conn.

10:15 a.m. **Questions and answers**

10:45 a.m. **"Road Maps I Use in My Business"**
M.B. Cooper, Jackson, Miss.
"Road Maps For You"
Casper Pennock, Time Magazine

11:15 a.m. **Retail Financing Panel**
"Floor Planning Pitfalls"
Ezra Landres, Norfolk, Va.
"Handling Your Own Paper"
George Johnston, Minneapolis, Minn.

12:00 p.m. **Questions and answers**

12:45 p.m. **Luncheon**
"Using TV Advertising Effectively"
C.D. McMullin, Toledo, Ohio
Creative Retail Ad Awards
George Wallace, Reader's Digest

2:15 p.m. **"Putting the 'Apply' into Appliance Advertising"**
Jim Sutherland, Life Magazine

2:45 p.m. **"Is She Only Looking—She's Here to Buy"**
Prof. Ron P. Willett, Indiana University

3:45 p.m. **Questions and answers**

4:15 p.m. **"Changing Marketing Patterns"**
Les Vizak, Philadelphia, Pa.
Irv Lewis, Chicago, Ill.
Richard Stucker, Wooster, Ohio

5:00 p.m. **Cocktail Party**
Host: Philco-Ford

Sunday
June 25, 1967

9:30 a.m. **Consumer Protection Panel**
Earl T. Holst, Des Moines, Ia.
Guenther Baumgart, President
Ass'n. of Home Appliance Manufacturers
Robert J. Bond, U.S. Dept. of Commerce

10:30 a.m. **Questions and answers**

11:00 a.m. **"Stay in the Service Business"**
Don Boring, Kansas City, Mo.
"A Program of Self-help"
C.W. Conn, Jr., Beaumont, Texas
"Know Where the Profit Is"
William Slepik, C.P.A.

12:30 p.m. **Luncheon**
"Meeting Appliance-Retailing Problems Around
The World"
Leon Debotte, President
European Appliance Dealers Assn.
Man-of-the-World Award

7:00 p.m. **Gala-All Industry Banquet**
Waldorf-Astoria Hotel

EIA SHOW Happening

Monday

June 26, 1967 **Georgian Ballroom, Americana Hotel**

8:30-9 a.m. **Federal Communications Commission**
Rosel H. Hyde, Chairman
Moderator, Albert Warren,
Publisher, Television Digest

9-9:30 a.m. **Federal Trade Commission**
Paul Rand Dixon, Chairman
Moderator: Martin R. Miller, Editor-in-Chief,
Merchandising Week

9:30-10 a.m. **Department of Labor**
Clarence Lundquist, Administrator,
Wage and Hour & Public Contract Div.
Moderator: Dixon Scott, Publisher, Mart

10-11 a.m. **Consumer Protection Panel**
Moderator: Earl Lifshay,
Columnist, Home Furnishings Daily
Panelists: Paul Rand Dixon,
Chairman, Federal Trade Commission;
Allen E. Bachman, Executive Vice President,
National Better Business Bureau;
Morris Kaplan, Technical Director, Consumers Union

Tuesday

June 27, 1967 **Georgian Ballroom, Americana Hotel**

Opening Remarks
Jack Wayman, Staff Vice President,
EIA Consumer Products Division

8:30-9:15 a.m. **Radio Session**
Moderator: John F. Adams, Editor, Mart
Panelists: Raymond A. Gates,
Vice President Consumer Sales,
Matsushita Electric Corp. of America;
M.J. Guiheen, National Sales Manager,
Radio-Phonograph-Tape Recorder
Products, Westinghouse Electric Co.;
Retailer: Hank Friedman, Buyer,
Home Entertainment Products, Rich's Inc., Atlanta, Ga.;
Lynn A. Christian, Manager, WPIX,
New York City, National Assn. of FM Broadcasters

9:15-9:45 a.m. **Radio-Phonograph Combination Session**
Moderator: Al Bernsohn, Executive
Vice President, Dealerscope
Panelists: John Morgan, President,
Sylvania Entertainment Products Inc.;
Retailer: Louis Del Padre, Del Padre's
Supply, Springfield, Mass.;
George Fezell, Vice President, The Magnavox Co.

9:45- **Television Session**

10:30 a.m. Moderator: David Lachenbruch,
Editorial Director, Television Digest
Panelists: Walter C. Fisher,
Executive Vice President & Director
of Sales, Zenith Radio Corp.;
Hugh Hanna, Hanna-Adams, Chattanooga, Tenn.;
Alfred A. Medica, Vice President
Electronics, Admiral Corp.;
Retailer: Sol Polk, Polk Bros., Chicago, Ill.;
Jack Sauter, Executive Vice President,
Sales Operations, RCA Sales Corp.

10:30- **The Youth Market**

11:10 a.m. Moderator: Denis Hyland, Publisher,
Merchandising Week
Panelists: Seventeen Magazine; LIFE Magazine;
Armin E. Allen, Vice President & General Manager,
Consumer Electronics Division, Philco-Ford Corp.

11:10- **Service Technician Development Program**

11:30 a.m. Panelists: Robert J. Bond, Director
of Services Industries, BDSA,
U.S. Department of Commerce; EIA; NARDA

Wednesday

June 28, 1967 Georgian Ballroom, Americana Hotel

Opening Remarks

Jules Steinberg, Executive Vice President,
National Appliance & Radio-TV Dealers Assn.

8:30-9:15 a.m. High Fidelity Audio Components and Systems Session

Moderator: Kenneth Nelson, Editor,
High Fidelity Trade News
Panelists: Harold J. Schulman,
Executive Vice President, Fisher Radio Corp.
Retailer: Ted Roussill, Custom
Electronics Inc., D.C.-Maryland-Virginia;
Fred Goldstein, National Sales
Manager, KLH Research & Development Corp.
Retailer: Jay Schwab, Merchandise
Manager, Sam Goody's Inc., New York City

9:35-10:15 a.m. Video Tape Recorder Session

Moderator: Richard Ekstract, Editor
Audio Times and Tape Recorder Magazines
Panelist: Jack Trux, Marketing
Manager, Ampex Corp.

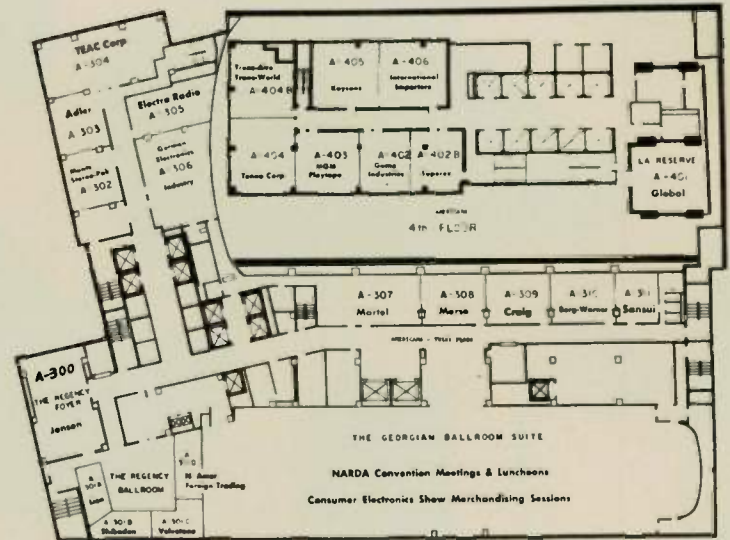
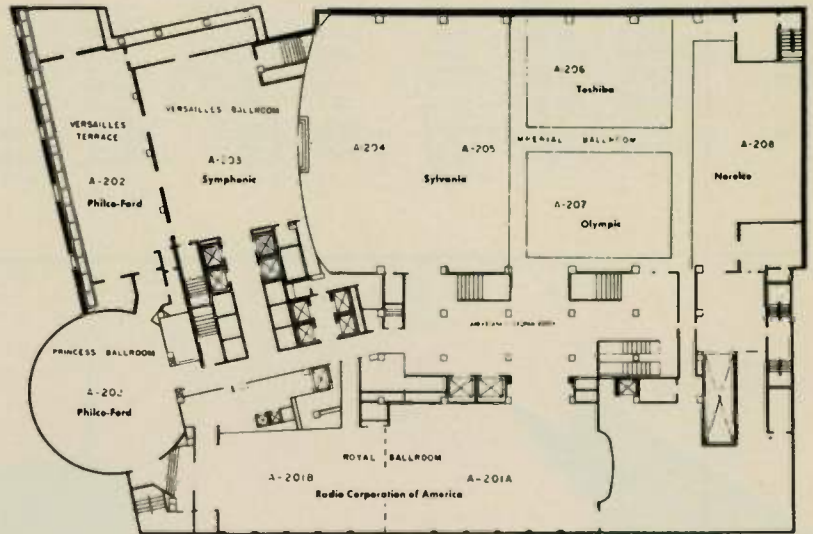
9:35- Home Tape Recorder Session

10:15 a.m. Moderator: Art Weinberg, Chicago
Bureau, Fairchild Publications
Panelists: Bernard Buchwald,
National Sales Manager, Aiwa Products Inc.;
Darrell Boyd, General Sales Manager,
Revere-Mincom Division, 3M Co.;
Joseph Tushinski, President, Sony Superscope;
Retailer: William J. Denels,
Denels Music Shops, Hollywood, Cal.

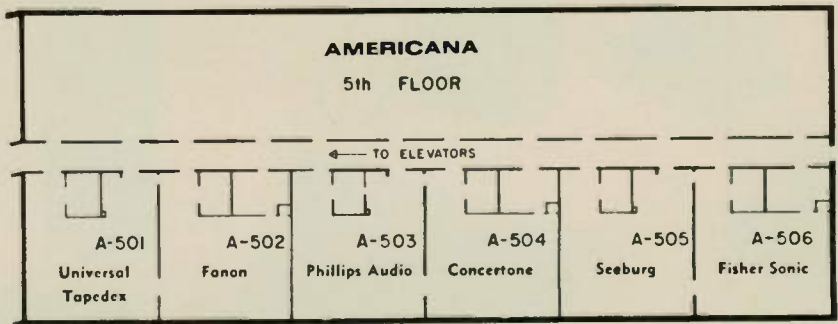
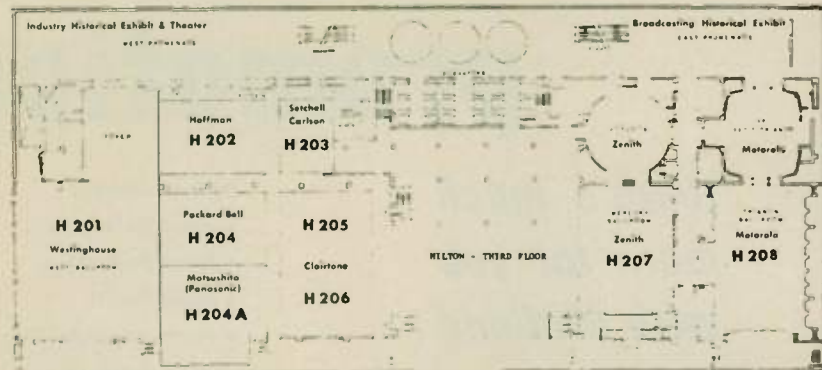
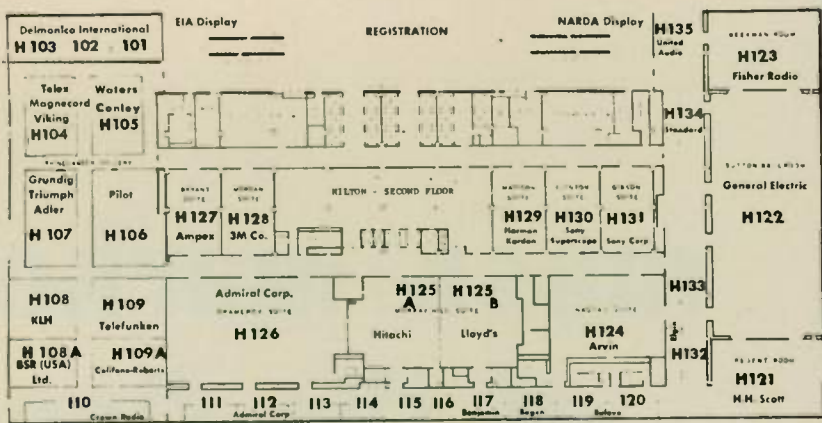
10:15- Home & Auto Tape Player Session

11:15 a.m. Moderator: Lee Zhito, Editor-in-Chief,
Billboard Magazine;
Panelists: Oscar R. Kusisto, Vice President
& General Manager;
Automotive Products Division, Motorola Inc.;
Wybo Semmelink, Assistant Vice President,
North American Philips Co. Inc.;
Retailer: George Slaughter,
Advanced Stereo System, Fort Worth, Texas;
James Russell, Director of Marketing,
Craig Panorama Inc.;
Norman Raccussin, Vice President & General Manager,
RCA Victor Record Co.;
Frank Stanton, President, Playtape Inc.;
Retailer: Earl Muntz, President, Muntz Stereo-Pak

AMERICANA ▼



HILTON ▼



APPLIANCE-TV

Tv shipments dominate the Japanese import mix

The big news in U.S. imports from Japan is in television. Total tv shipments for the first four months of

1967 are running 55.5% ahead of shipments for 1966. Of the total 35,682,053 tv sets shipped during the

period, 14,940,019—or 42%—were color models. Total April shipments rose 24%. Complete figures:

U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	APRIL	100,261	86,082	+ 16.47	7,599,861	6,151,609	+ 23.54
	4 MONTHS	446,070	355,496	+ 25.48	35,682,053	22,947,742	+ 55.49
Television, B&W (10 inch & under)	APRIL	20,838	—	—	1,096,870	—	—
	4 MONTHS	117,099	—	—	6,988,247	—	—
Television, B&W (over 10 inch)	APRIL	58,595	—	—	3,118,249	—	—
	4 MONTHS	242,699	—	—	13,753,787	—	—
Television, Color (10 inch & under)	APRIL	—	—	—	—	57,763	—
	4 MONTHS	650	—	—	—	—	—
Television, Color (over 10 inch)	APRIL	20,828	—	—	3,384,742	—	—
	4 MONTHS	85,622	—	—	14,882,256	—	—
Transistor Radios, Total	APRIL	1,034,304	949,435	+ 8.94	6,802,318	6,703,074	+ 1.48
	4 MONTHS	3,435,639	3,446,703	- .32	27,241,012	24,183,190	+ 12.64
Transistor Radios (AM only)	APRIL	625,425	—	—	2,186,281	—	—
	4 MONTHS	1,762,636	—	—	8,573,409	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	APRIL	357,249	—	—	4,007,491	—	—
	4 MONTHS	1,489,390	—	—	16,480,724	—	—
Transistor Radios (Auto)	APRIL	51,630	—	—	608,546	—	—
	4 MONTHS	183,613	—	—	2,186,879	—	—
Tube Radios	APRIL	67,495	83,333	- 19.01	740,599	940,084	- 21.22
	4 MONTHS	439,961	350,556	+ 25.50	4,149,796	4,386,406	- 5.40
Phonographs, Total (incl. tape players, record changers)	APRIL	128,430	72,480	+ 77.19	2,080,561	1,124,321	+ 85.05
	4 MONTHS	408,780	217,941	+ 87.56	6,655,022	3,476,807	+ 91.41
Phonographs (with speakers)	APRIL	17,916	—	—	201,000	—	—
	4 MONTHS	105,464	—	—	1,358,860	—	—
Phonographs (stereo)	APRIL	4,990	—	—	104,043	—	—
	4 MONTHS	37,240	—	—	607,964	—	—
Phonographs (monaural)	APRIL	12,926	—	—	96,957	—	—
	4 MONTHS	68,224	—	—	750,896	—	—
Phonographs (without speakers)	APRIL	1,306	—	—	10,585	—	—
	4 MONTHS	1,690	—	—	15,947	—	—
Tape Players (Auto)	APRIL	90,235	—	—	1,527,112	—	—
	4 MONTHS	191,218	—	—	3,942,913	—	—
Tape Players (other)	APRIL	18,973	—	—	341,864	—	—
	4 MONTHS	110,408	—	—	1,337,302	—	—
Radio-Phonos	APRIL	67,701	44,877	+ 50.86	1,095,314	729,915	+ 50.06
	4 MONTHS	225,701	114,785	+ 96.63	3,587,137	1,980,520	+ 81.12

Radio-TV-Phono Combos	APRIL	32	—	—	3,168	—	—
	4 MONTHS	428	—	—	50,873	—	—
Tape Recorders*	APRIL	—	—	—	4,521,308	—	—
	4 MONTHS	—	—	—	21,738,325	—	—
Transceivers	APRIL	232,956	—	—	1,659,419	—	—
	4 MONTHS	696,721	—	—	5,887,955	—	—

U. S. Imports From Hong Kong +

Transistor Radios, Total	APRIL	517,038	776,331	- 33.40	1,589,271	1,893,814	- 16.08
	4 MONTHS	1,798,067	1,992,486	- 9.76	5,347,009	5,182,310	+ 3.18
Transistor Radios (AM only)	APRIL	386,822	—	—	1,138,263	—	—
	4 MONTHS	1,494,940	—	—	4,204,668	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	APRIL	130,216	—	—	451,008	—	—
	4 MONTHS	303,127	—	—	1,142,341	—	—

U. S. Imports From Okinawa +

Transistor Radios, Total	APRIL	27,780	60,406	- 54.01	97,656	167,999	- 41.87
	4 MONTHS	128,772	170,007	- 24.26	413,178	462,846	- 10.73
Transistor Radios (AM only)	APRIL	21,492	—	—	80,532	—	—
	4 MONTHS	88,856	—	—	281,915	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	APRIL	6,288	—	—	17,124	—	—
	4 MONTHS	39,916	—	—	131,263	—	—

U. S. Imports From Taiwan +

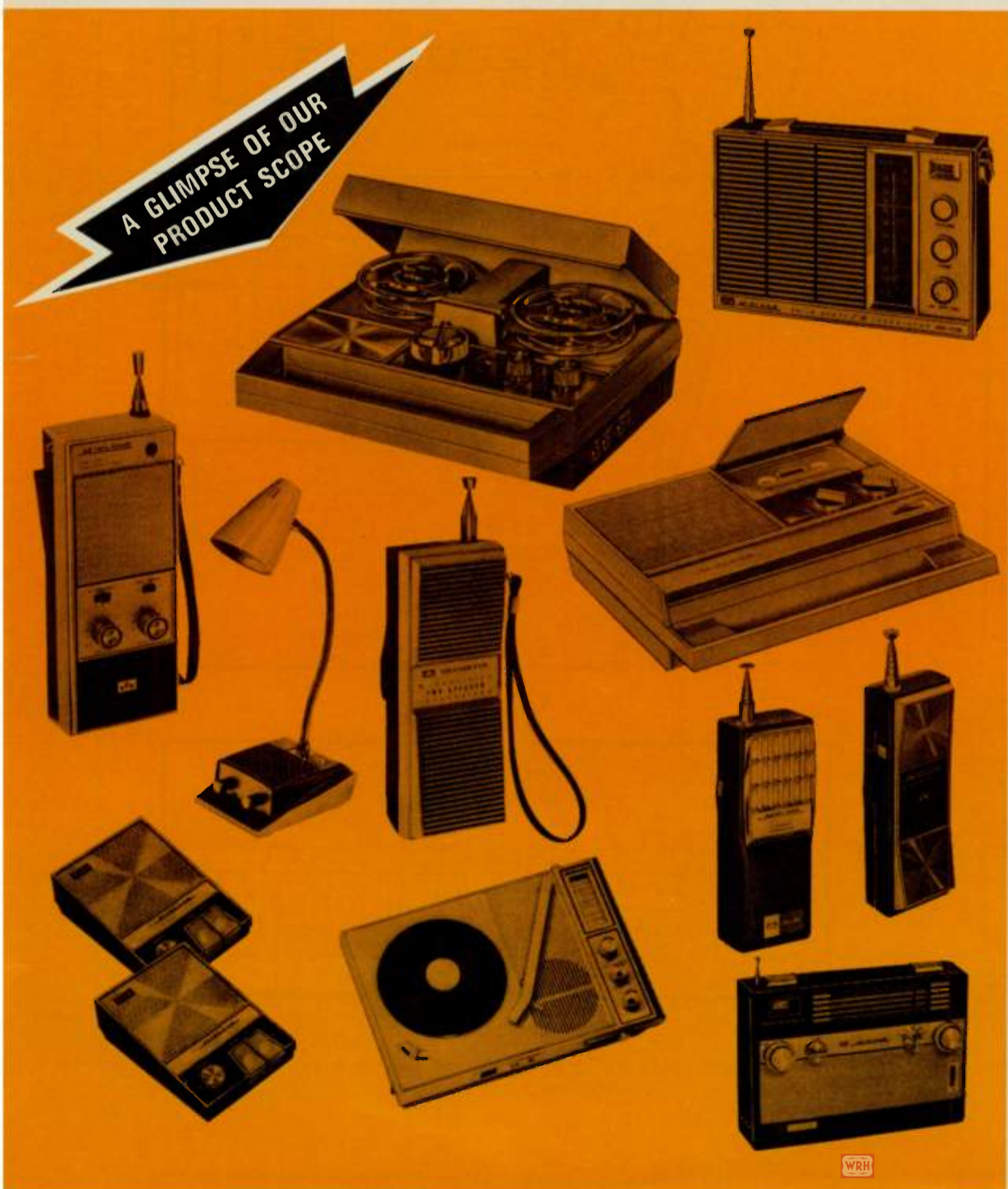
Transistor Radios, Total	APRIL	203,025	170,946	+ 18.76	735,626	449,616	+ 63.61
	4 MONTHS	566,528	474,058	+ 19.51	2,061,618	1,240,112	+ 66.24
Transistor Radios (AM only)	APRIL	149,307	—	—	405,813	—	—
	4 MONTHS	413,518	—	—	1,197,263	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	APRIL	53,718	—	—	329,813	—	—
	4 MONTHS	153,010	—	—	864,355	—	—

U. S. Imports From South Korea +

Transistor Radios, Total	APRIL	13,500	17,140	- 21.24	47,192	72,153	- 34.60
	4 MONTHS	40,892	54,475	- 24.94	200,200	186,013	+ 7.63
Transistor Radios (AM only)	APRIL	13,500	—	—	47,192	—	—
	4 MONTHS	31,878	—	—	141,825	—	—
Transistor Radios (FM, AM-FM, Multi Band)	APRIL	—	—	—	—	—	—
	4 MONTHS	9,014	—	—	58,375	—	—

+ Source: United States Customs.

*Tape Recorder figure includes dictating and transcribing machines.



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HOUSEWARES



□ □ The 19-inch Broiler-Baker from Ronson is one of four new electric broilers the firm has just introduced. The four units have a modern low silhouette and are made of heavy-gauge nickel-plated steel. Two deluxe units have Adjustomatic broiling trays that can be raised or lowered without opening the glass doors. All the units have walnut-vinyl trimmed handles. The 19-inch model retails at \$54.95. (Ronson Corp., 1 Ronson Rd., Woodbridge, N.J.)



□ □ Only seven ounces: Ronson's tiny Swingette hair dryer has a Porta-Jet heater-blower unit that attaches directly to the hood. Intended for the girl on the go, the portable unit also is said to be useful for spot-drying

hair, drying fingernails, nylons, lingerie, and bathing suits. With its own matching tote bag, the unit has a retail price of \$19.95. A deluxe model including travel case carries a retail price of \$24.95. (Ronson Corp., 1 Ronson Rd., Woodbridge, N.J.)



□ □ From steaks to sauces, Ronson's new Varaflame Table Chef has a complete range of temperatures for cooking versatility. The temperatures are controlled by a knob at the end of the handle. On a cast-iron stand, the Table Chef comes complete with 150-gram butane Multi-Fill. It carries a suggested retail price of \$29.95. (Ronson Corp., 1 Ronson Rd., Woodbridge, N.J.)

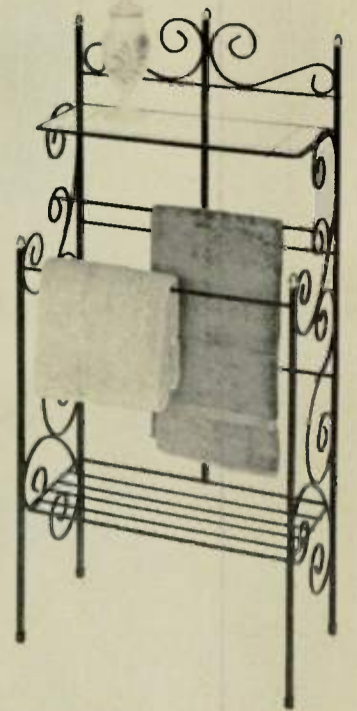


□ □ Contemporary design marks Progressus' new ice cream scoop. The item, now available, has mirror-polished cast-aluminum scoop and polystyrene handles. It comes carded or individually boxed and has a suggested retail price of \$1.98. (Progressus Co., 16 W. 22nd St., New York, N.Y.)



□ □ Copco's Scampi Dish—a miniature version of the Paella Dish—is designed for cooking and serving a wide range of recipes from scampi to eggs Benedict. In Viking blue, burnt

orange, citron yellow, and burnished olive colors, the dish has a retail price of \$5. (Copco Inc., 230 Fifth Ave., New York, N.Y.)



□ □ A French baker's stand is the inspiration for this shelf and towel rack from Martin S. Garment. Available in black, white, and gold, the unit has a retail price of \$28. Shelves and a separate towel rack in the same motif complete the group. (Martin S. Garment Co., 230 Fifth Ave., New York, N.Y.)

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the picture signal  automatically.

and solid copper circuits 

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WRH

first in Color TV be a reason


gives you plenty of reasons!)

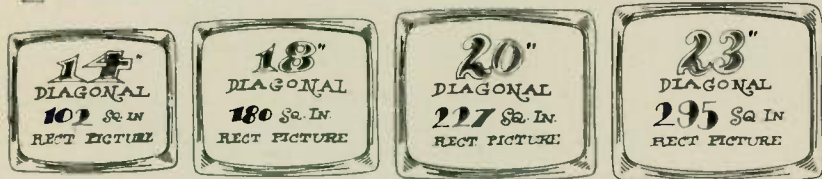
 that precisely tunes and locks in

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New RCA color tube  with

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 53 models, many styles



Color prices start

RCA Victor—First in experience with

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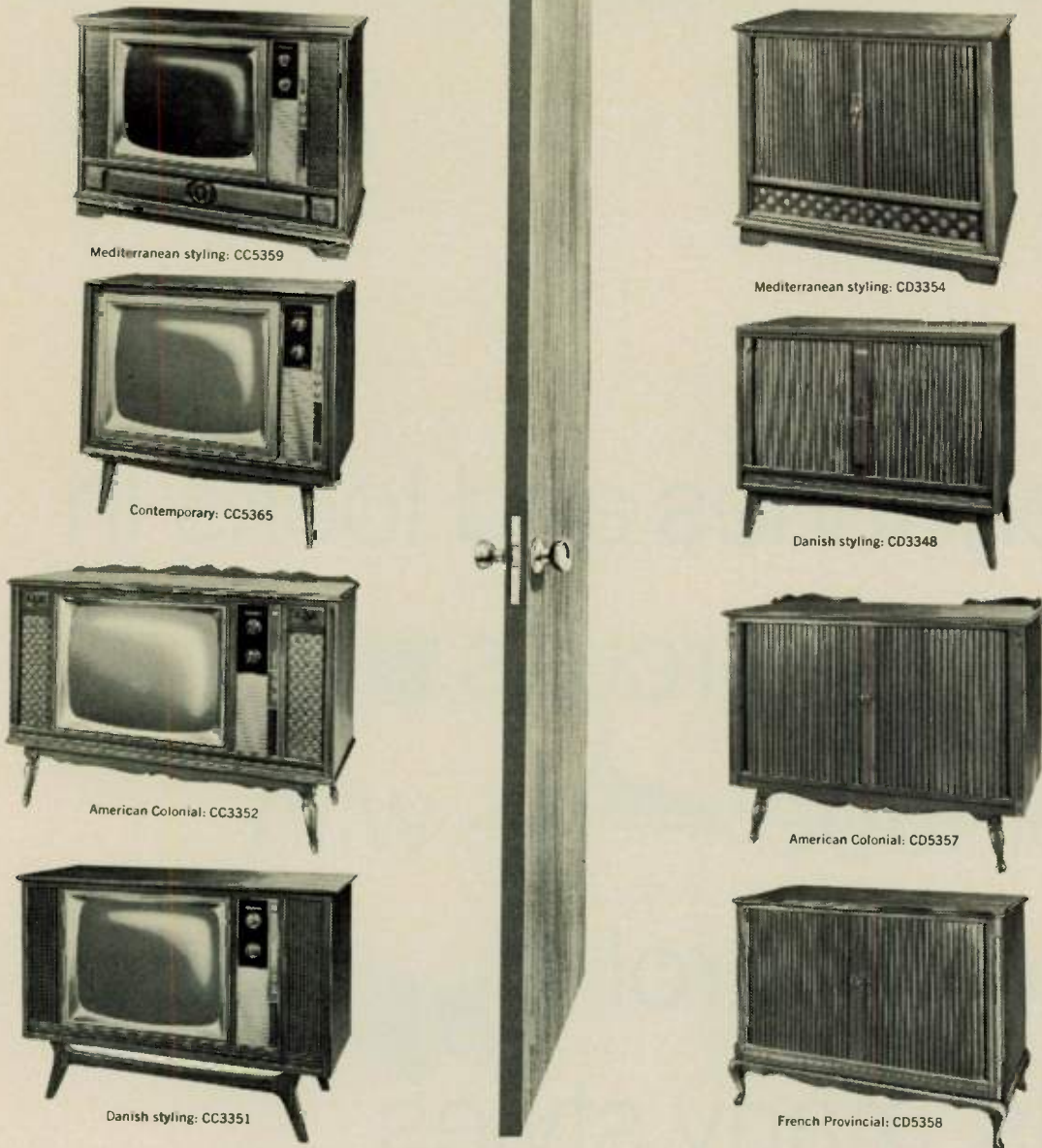
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HOW TO OPEN (AND CLOSE) MORE COLOR CONSOLE SALES



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Choice of 13 sales-smart consoles. Choice of open and closed cabinets in leading decorator styles. Choice of favorite woods and finishes. Choice of largest color pictures...including 295 sq. in. "promotables"! Step-up features and demos. Irresistible. And practically unshoppable. When you switch to Olympic, you close more sales. And you keep wide-open profits!

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The "rainbow" panel lights up when color is broadcast... a moving beam of light guides perfect tuning in seconds!

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LSA 780/LSE(I) 780

Whirlpool dealers have always had a sweet product in the 780 laundry pair. It's been the fastest-selling series in our line. And now in our 1968 line, we've topped it off with some added value to make it better than ever!

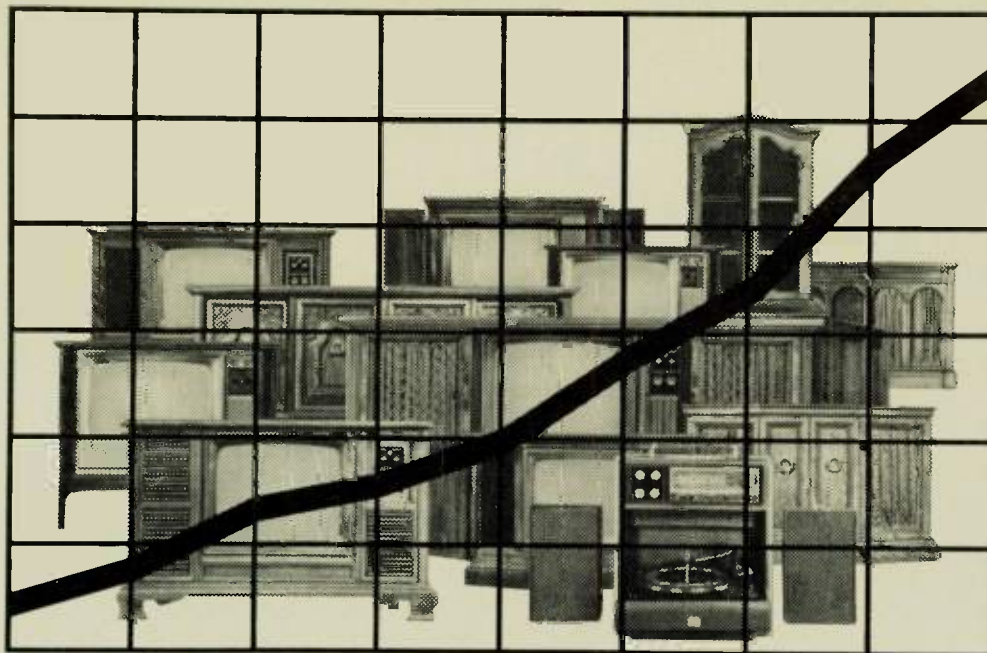
We added a bleach dispenser and a fabric softener dispenser to the 780 washer. You can offer your customers new convenience plus 5 cycles, 2 speeds, self-cleaning Magic Clean® filter. The matching dryer is loaded with features, too. It has an automatic Moisture Minder® control, Tumble Press† control, two speeds, etc. And, of course, both machines provide Whirlpool's special cool-down care for Permanent Press.

Why are we always taking high-end features and spreading them farther down the line? Because we believe that adding the "most wanted" features to our profitable volume leaders means added features for your customers . . . added sales for you.

That's one of the reasons why, "It's easier to sell Whirlpool than sell against it." †Tmk.



Whirlpool
CORPORATION



One good line deserves another.

Sylvania sales volume gains have consistently beaten industry increases over the last five years because the reliability, performance, styling and value of our product lines has increased each and every year without interruption. Today our products are established as standards for value.

Because Sylvania knows the first thing a dealer needs is a salable product, we are dedicated to showing your customers total excellence in performance and styling... and value. Salable products start the profit; policy and programs determine the extent. And Sylvania gives you both for maximized profit and volume.

If you're looking for profit and volume sales—plus the industry's most valuable franchise—Sylvania has it. Today more than ever, it's true: the more closely you look... the more clearly you see... nothing compares with Sylvania. *Ask any Sylvania dealer.*

See Sylvania's new Fall 1967 products and programs at Open Houses in most markets—beginning June 25th. Or see and hear Sylvania at the Consumer Electronics Show, Imperial Ballroom, Americana Hotel, starting the same day.



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MERCHANDISING
Read By The Retailers Other Retailers Follow **WEEK**

rodriguez looks at dealer meetings



"I understand somebody blew the whistle on his trans-shipping."



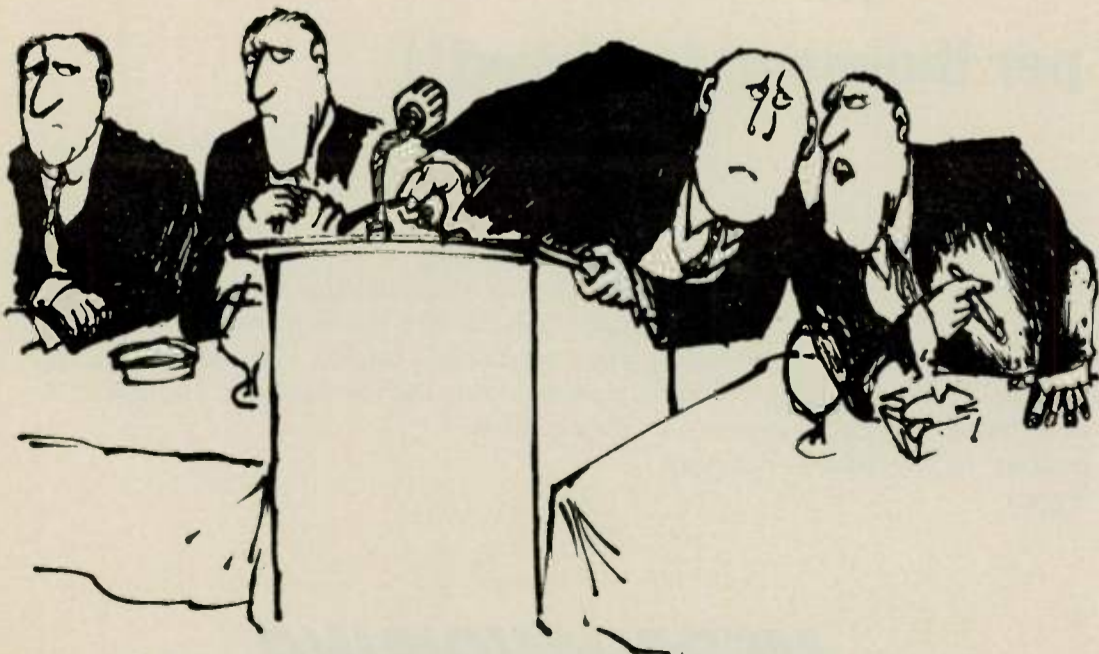
"I don't care where you get it. If the man wants a 'doggie bag,' find him one. These are all key accounts!"



"Let's hear it for what's-his-name!"



"Northwestern Wyoming? No, I'm not familiar with that part of the country. My store's up in Alaska, the Seward Peninsula. Ever heard of it?"

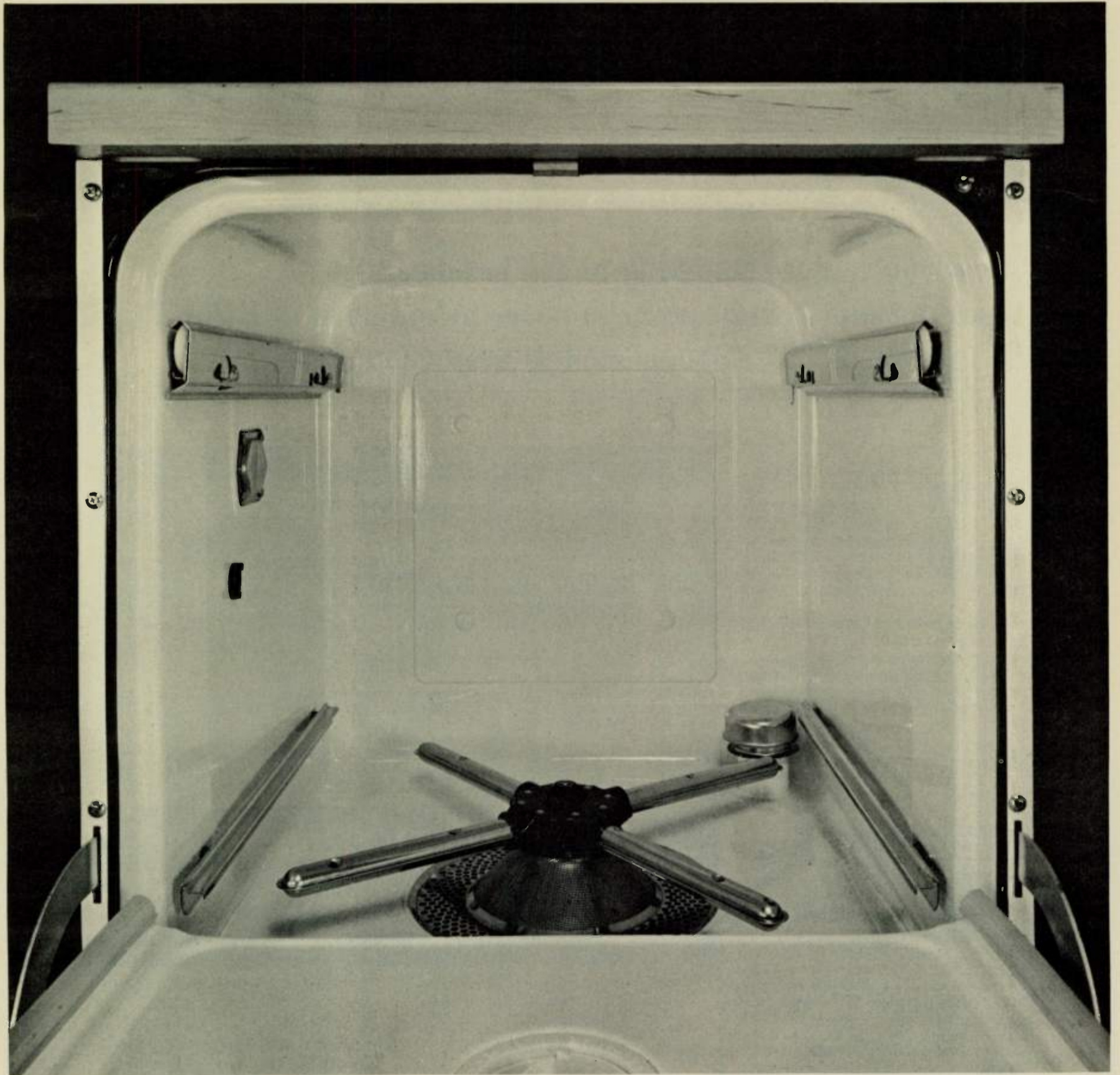


"sales are down 8%, not up 28% ...
our new compressor plant is in Roanoke,
not Burlington, Vermont ...
Vern Campbell was fired ...
our new sales manager is Larry Westover ..."



"I'd like to thank my three salesmen, Al, Ziggy, and Henry,
my two servicemen, Tony and Gordon, my bookkeeper Hazel,
my landlord who cooperated so magnificently with our remodeling,
the First National Bank of West Greenfield,
which carried most of my paper,
Phil Crowley, my able distributor, Joe Le Blanc ..."

KitchenAid introduces The Tough Tub



It was pretty tough to come up with a tougher dishwasher wash chamber.

But we've done it at KitchenAid, with a brand-new, exclusive porcelain enamel finish called TriDura*.

TriDura is a completely different kind of porcelain enamel in all KitchenAid dishwashers. It's three coats of the highest premium grade porcelain enamel. Three—not just one or two.

The third coat makes the big difference. It's protective, like the overglaze on fine china.

How tough is TriDura? Detergents, hot water, food acids and odors don't bother it. It's especially resistant to chalking. It's scratch, stain, burn and fade-proof.

TriDura is tough. But it's going to help make your selling job easier. Tell your customers about it. Point it out as another exclusive

KitchenAid quality feature. Just one more reason why KitchenAid dishwashers are the dishwashers to buy. Or sell.

KitchenAid Dishwashers, Dept. 7DP-6, The Hobart Manufacturing Co., Troy, Ohio 45373.

KitchenAid
Dishwashers

*Trademark Applied For.

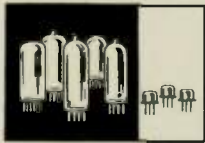
By the makers of Hobart commercial dishwashers and food waste disposers.

WRH

Motorola brings you America's first all-transistor color TV

Now you've got something to sell besides price . . .
features your customers have never before seen in Color TV.
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Transistors replace tubes—bring a whole new standard of reliability to



Not this . . . this

longer life . . . and at lower cost, too.

Color TV. These Motorola sets are fully solid state except for picture tube and rectifier.

Operate cooler for

Easier to tune right than black and white. Motorola's tuning system visually indicates when the picture is correctly fine-tuned—you don't even have to look at the screen. Many models have precision slide-action controls that let you adjust by the numbers—help eliminate guesswork.



Easy color tuning

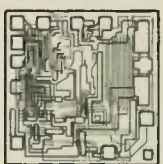
An advanced concept of service—

The circuitry is contained in separate plug-in modules that are easy to remove . . . easy to repair . . . easy to replace. Service can usually be completed right in the home. Many sets have a vertical chassis that slides out front like a drawer—another easy service feature.



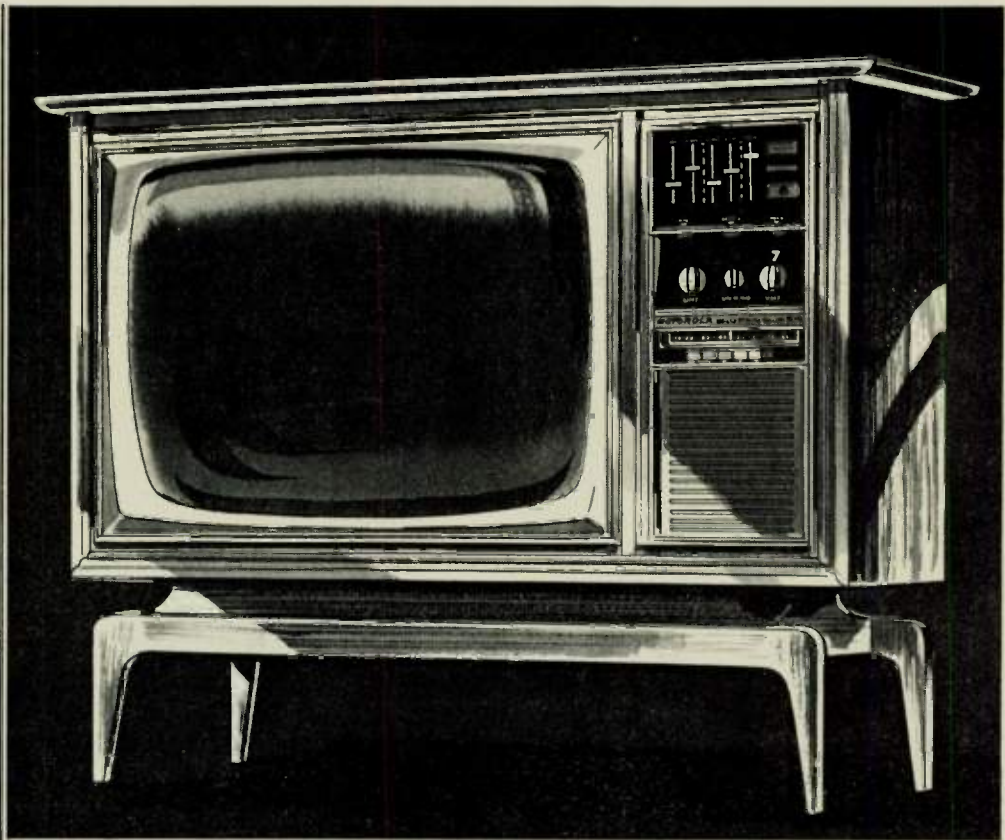
Circuitry contained in plug-in modules

Integrated circuitry in the sound system is another of the space-age



Integrated circuitry

advances that make Motorola All-transistor Color TVs the most modern you can sell. Solid state circuits throughout replace hundreds of hand-wired connections—eliminate hundreds of chances of human error.



Instant sound, a picture in 5 seconds is another easily demonstrable selling feature that puts these new Motorola All-transistor Color TVs in a class by themselves.

New detail in the color picture, too! Motorola now brings you Color TV with a 100% DC coupling—like the monitor sets used by TV stations

for today's truest reproduction of the transmitted color picture.

Superb cabinetry by Drexel is a great selling feature for those customers who love fine furniture. It's an exclusive in TV with Motorola.

Motorola All-transistor Color TVs—the sets that give you a lot more to sell than just price.



MOTOROLA®

— DON'T MISS YOUR DISTRIBUTOR'S OPEN HOUSE —



Housewares outlook: Show sets the stage for a new era of profits and controls

All signs point to a good fall retail selling season for housewares, but immediate concern over retail and distributor inventories is somewhat tempering the optimism.

"I didn't come to buy—I came to return goods," said one buyer for a leading discount chain. He was only half joking.

Inventories are a major problem facing both retailers and distributors as they enter the all-important second half. They must be worked off—and as quickly as possible—in order to make room for new goods.

It has been a slow spring, especially for many seasonal goods product categories. And, from all indications, retailers will be watching their inventories closely during the second half, playing it as tightly as possible.

The age of the computer has arrived in the housewares industry. Although many giant retail chains are only now in the process of setting up elaborate computerized control systems, the need for instant information—rapidly communicated from the stores to the central buying office—is greater than ever. Buyers for multi-unit chains will especially be seeking to speed up the reporting of stock levels from their individual stores.

The industry is betting on the consumer, and on its ability to motivate her into spending the money everyone knows she has. The industry also knows it will be competing with all areas of consumer goods for a bigger share of the consumer dollar.

Retail emphasis is on profits; and the change here is subtle, but significant. For years, the retail industry, especially the mass merchandisers, thought in terms of volume and turnover, believing that if high levels were achieved in these areas, profits would take care of themselves.

Now, volume and turnover are being placed in a new perspective—as only two factors contributing to the over-all profit picture. And it is clear that many of the leading discount chains are willing to sacrifice these two factors to achieve improved profits through higher markups and tighter internal controls.

The Housewares Show set the stage for working out two major problems confronting all levels of the industry; spurring consumer spending, through stepped-up promotions, including sharp price values and consumer-appealing "theme" promotions; and improving retail profits, by pushing lines and programs that provide good markups.

The retail promotional scene, therefore, shapes up as a mixture of sharp promotional pricing—to clear out inventories and draw traffic—and more stress than ever on pushing products and lines that turn a profitable markup. And retailers will not be waiting until the fall to start working along these lines; they have already begun.

Most buyers interviewed said they expect to work off their inventories by late summer in order to start the fall selling season on a fresh footing. And they appeared willing to take higher-than-usual markdowns in order to clear out their overstocked goods.

A squeeze-out of brands, through a paring of product assortments and suppliers, has been under way for some time in all consumer goods products. Retailers will be seeking to work more closely with their top suppliers, and the lines and programs that are pushed at retail will have top retail management support.

From all points of view, the road signs point to an entirely new ball game.

—Ed Dubbs

Best sellers What buyers said they liked

Merchandising Week editors have compiled a concise review of new products which generated more than routine interest at the Housewares Show and look like good bets for the fall-Christmas selling season. The list is based on interviews with retailers and distributors.

The following are standout products and trends:

For the teen market: Oster's hard top Music Center with built-in radio.

For the older market: Schick Electric's sonic denture cleaners.

For the do-it-yourself market: Metal-

co's wood-grain stick-on tiles.

For the young, swinging market: Ingraham's Daisy clock.

For the gift market: Mouli's battery crumber.

For the novelty market: Spartus' latest Picture Clocks.

For the male market: Westinghouse's new flashlight.

For the beauty market: Schick Electric's high-end facial devices.

For home storage problems: Snyder's broom closet organizer.

For modern design: Hamilton Beach's new low-silhouette blenders

with built-in spatulas.

For trade-up potential: Hamilton Beach's hand mixer with storage wall case.

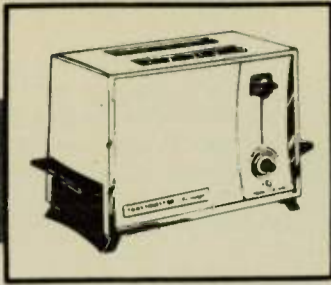
For product versatility: Rival's new hand mixer that stores its own beaters and hangs on the wall at stand-mixer level.

For best packaging: Empire's new 4-color carders for brushes.

For good looks: Superior Rubber's latest Brentwood line additions.

For the color everywhere: avocado.

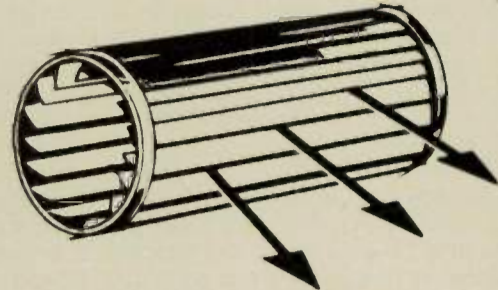
For new power sources: sonic, as well as cordless.



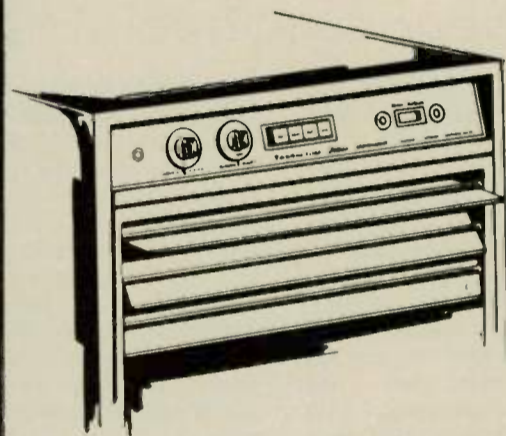
one good thing leads to another...



Model 5108



A powerful squirrel cage blower circulates massive quantities of air more effectively.



Louvers may be adjusted up or down to direct moisture, heat, or cooling air where desired.

New Toastmaster Imperial Humidifier ...the most powerful and versatile in the market.

Powerful? It's so powerful it automatically humidifies up to 4000 sq. ft. of living space. It will take care of 95% of all homes.

Versatile? This wonderful humidifier is also a room heater and a fan. In fact it's a comfort producer for all seasons.

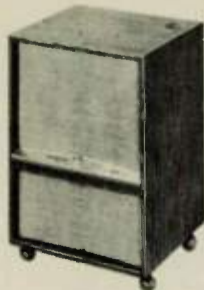
As a humidifier it evaporates up to 25 gallons of water a day, distributing much needed moisture into that furnace-dried air, for the protection of fine furniture, draperies and carpets.

The heater is 1320 watts that gives cheery warmth when and

where needed. And on those hot summer days, refreshingly cool air is circulated by the fan. All year around, it's an attractive piece of furniture.

Other features include tilt-out front water drawer for easy filling; push-button controls; running and refill lights; ball casters; water level indicator; 8 gallon plastic tank . . . all to make this Toastmaster Imperial a top-seller. Toastmaster humidifiers are pre-sold through ads in national magazines and newspapers. Call your Toastmaster distributor today.

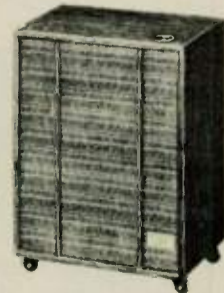
Model 5103. Custom Console with up-front fill and easy-to-reach push-button controls. Water level indicator. Handsome walnut vinyl cabinet looks like a hi-fi set. Automatically humidifies up to 2500 sq. ft.



Model 5118. New traditional console. Two speeds. Water level indicator. Top fill. Ball bearing casters. Automatic shut-off and refill light. Automatically humidifies up to 2350 gallons.



Model 5115. Slim-Line Console. Top fill, dial control, single speed motor. Water level indicator. Walnut finish. Automatically humidifies up to 2000 sq. ft.



Sell the line consumers are sold on—



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...where one good thing leads to another

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Blenders / Mixers Buyers are exposed to more lines, price deals

The blender business gathered speed at the Housewares Show, with portable mixers close behind. The old pros in the field—such as Waring and Oster in blenders, Sunbeam and Hamilton Beach in mixers—showed expanded lines, lower pricing, and wider assortments at the top and bottom of their lines. And there were some new companies in the blender and mixer areas, as well as several old, familiar faces reappearing after a few years' absence.

Vanguard of the movement was Rival, with its first mixer since 1955: a 3-speed portable with a bracket at the back of the handle that makes it easy to mount on the wall for storage or at mixing-bowl level for built-in convenience. List price is \$11.95. In 90 days, Rival will begin delivering a 12-speed, infinite-setting, solid-state version, at \$19.95. Iona showed a 12-speed, infinite-setting hand mixer in January.

Roto-Broil introduced its long-delayed blender line—including a new

8-speed, solid-state model for \$25—at the Show. The company plans to add two new 8-speed blenders in a month or two: one, with timer, at \$39.95; the other, without timer, at \$29.95. Proctor-Silex also entered the blender field at the Show, and Toastmaster is working on a new blender line.

The reason for all this activity comes from enthusiastic buyer reaction. "Price is no longer the seller," said J. C. Dobkin, of Dobkin Electric Supply Co. "People are buying features."

Buyers are discovering they can get top dollar on volume sales of top-of-the-line blenders. "Promotional blenders just point up the features of the high-end models—like the solid-state and pushbutton doodads customers are buying," said Morton L. Meiskin, J. C. Penney Co., New York City.

"Our No. 1 volume sellers has been a solid-state blender, at \$34.99, which was the top of our line," Meiskin explained. "This year we expect the top

dollar, top seller, to be a \$42 model with a timer."

Meiskin estimates that 40% of industry blender sales for 1967 will be in the \$30-and-up range, and that half of those will be over \$40.

The best-selling blenders this year, according to Jesse Gordon and Stephen Racz, of Progressive Buying, are in the \$49-\$59 range. "Last year," these buyers said, "the top-selling range was \$39-\$49. And we expect the range to continue to go up."

Despite all this emphasis on top-dollar sales, nearly every manufacturer is lowering prices on blenders and mixers, or is offering special price promotions. Shetland will continue the \$19.99 special on its \$29.99 blender for another 60 days. Ronson has lowered distributor costs, but not list prices, on its non-cook blenders. Knapp Monarch is now offering a \$16.95 ice crusher attachment free at retail with its 10-speed \$59.95 blender.

Sunbeam offers an ice crusher and blender promotion to the trade. Hamilton Beach has lowered the prices on its blenders 15% across the board, and has redesigned its standing mixers. And Waring is continuing its hot \$26.99 promotion from the first quarter.

—Amei Wallach



Shirt-sleeve Show; (l. to r.) Robert Von Ins and Leo Kane, of Zale Corp., Dallas; Sy Frassler, of GE; and Al Best, of Bamber's, New Jersey.

Clocks Programming ahead for the fashion forecaster

The clock industry is watching the time- and weather-conscious, as well as the fashion-conscious, consumer.

It is seeking to cater to the time-conscious consumer—who more and more is programming her activities—with a battery of new home time devices, including stepped-up models of all sorts of timers and a new "pill" clock designed for tablet takers.

It is keeping a weather eye on the weather-conscious, with new and broadened lines of instruments with which to "gift" the do-it-yourself forecaster this Christmas.

And it has widened the design spectrum in wall clocks to tempt the fashion-conscious consumer who wants more than "sunburst" Modern or tradi-

tional Early American styles.

A more consumer-oriented outlook from the manufacturers—who long have been scolded for being too manufacturing-conscious—is resulting in items, styles, and price points suited to the New Consumer's way of living.

A typical example: Westclox' Medi-Chron, the new "pill" clock, which is actually an electric alarm clock incorporating a separate timer that can be set for intervals of 4, 6, 12, and 24 hours and a locked compartment for storing pills.

Sharp pricing for leader model electric kitchen and alarm clocks, new features for trade-up business, and a wide array of battery-operated wall units slotted to sell at price points that reach

down lower and up higher are calculated to provide retailers with powerful ammunition for fall.

The trends to watch in decorative wall clocks: cases with the appearance of heavily carved wood, which barely reveal they are actually vacuum-formed plastic, in deep, dark wood finishes designed to blend with Mediterranean, Spanish, or Early American decor; multi-room "kitchen" clocks, including a battery-operated oak series from Seth Thomas, a wood-look group from Harris & Mallow, a black scrollwork trivet from GE, a novelty-shaped Daisy kitchen clock from Ingraham, a new, lower-priced series of Picture Clocks from Spartus (down to \$13.95 list for reproductions of etchings and oil paint-

ings with a miniature clock designed into the scene); from many manufacturers, including GE, Seth Thomas, Westclox, and Sunbeam, a number of quietly elegant, softly Contemporary decorative wall units designed to serve as stylistic accents in rooms of almost any style; and, in general, more color in both cases and dials.

In alarm clocks: better business from more "gift" units and multi-room occasional clocks; a battle royal in low-end electric alarms; a new feature for key-wound travel models—a dial which lights up when the top is touched—from both Westclox and Seth Thomas; and a travel alarm with a jewelry storage section from Ingraham.

—Joan Bergmann

Floorcare Retailers are taking the carpet tack

Many canister lines are out of their league in the wholly carpeted home: and buyers came to the Show seeking more punch for their electric floor care lineups. Most found what they wanted.

They wanted uprights. "The number of calls for uprights has greatly increased," said Muscatine (Iowa) dealer Neal Kleindolph. His outlet's vac sales are running away from six competitors in the trade area. "We sold 50% more uprights last year. The ladies need 'over-clean.' These new synthetic carpets are tough to clean and they're everywhere—spreading out of the house to the patio, and even to the puppies' playpen." Upright sales growth will continue to parallel that of carpeting, he predicted; and from

this fact promotional activity must take its cue. "Demonstrate. Soil, show, and sell."

Harold W. Zook, buyer for Wayne Hardware, Ft. Wayne (Ind.), saw Sunbeam's new upright entries and bought. "These are my first uprights," he said. Canisters will move to the lead-off position in his lineup. Uprights will bat clean-up—be sell-ups. "It's time I gave the local Hoover dealer some competition."

And they got uprights. Sunbeam showed its new "2+2s" at \$64.95 and \$79.95, which are similar to the units that Westinghouse introduced in January. (Singer reportedly is making the units for both companies.) GE and Eureka earlier had beefed up their

lines.

The second half will see the expanded lines demanding more display and advertising space. The formula: promote canisters, tie-in-portable vacs to a promotion of all carry-around products (including home electronics portables), and sell right on up to uprights.

"The hot promotional piece of the season will be the lowline uprights," said Ron Carpenter, Westinghouse Distributors, Cleveland. "The smart dealer will link advertising of the \$39.95 upright with a punchy store demo, and sell up like hell."

The display's the thing. One buyer looked at the \$150 Westinghouse fixture and suggested it was worth much

more than the same investment in newspaper advertising. "This display will go on working long after my ads have gone into the garbage." Westinghouse also offers vac mailers at \$2.50 per 1,000; a 3-polisher display card free; and a multiple-vac floor display at \$7.50.

The floor polishing function will be played down for fall, buyers said. Sunbeam agrees. "I think everybody in the industry is adopting the attitude that carpet care is happening," said Sunbeam's Don Hess. "We're de-emphasizing the floor polishing function in favor of carpet cleaning. The consumer is ready to be sold. This business could go to 5 million units a year, just like vacs."

—Ray Brack

Heaters/Humidifiers Buyers cool it, look for fall frost to heat sales

Heaters and humidifiers were not popular topics as buyers cut through the heat at the Housewares Show; but some managed to wipe their brows and look ahead to cooler times.

In the heater area, General Electric and Cory both introduced mini-heaters of approximately the same size as the Braun model. Many buyers, however, indicated that they were staying with traditional heater styling, except for the addition of some baseboard models to round out assortments.

Arnold Colitz, of the Turnstyle store, Cambridge (Mass.), commented: "We use the baseboard and the regular fan

types. I can't see where a mini-heater would be practical. It seems too personal."

"This is the problem," said Bob Cheshire, of Braun. "Most retailers think that because it is small, it will only heat a small area. Our heater will heat a 12-ft.-by-12-ft. room."

Several of the retailers indicated that the standard portable fan heater (\$10-\$15) is still the most popular with the public, and that Westinghouse's pole heater is gaining attention.

Furniture-styled humidifiers are in, according to both manufacturers and retailers. Table models are being

dropped from most lines because both apartment dwellers and homeowners are asking for console units.

"We dropped our 4-gal. table model," said W.H. Lewis, of Albion. "There was no demand for it."

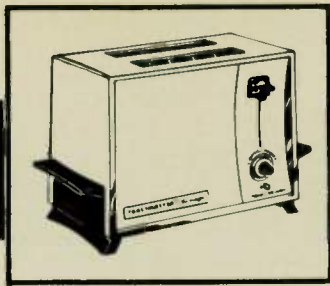
And Toastmaster reported that it had dropped its table model two years ago. The reason? "No market."

Philip T. Lieberman, of Bressner's, Brooklyn (N.Y.), offered one explanation of the dropping popularity of humidifiers: "Doctors are recommending humidifiers—and that alone sells them."

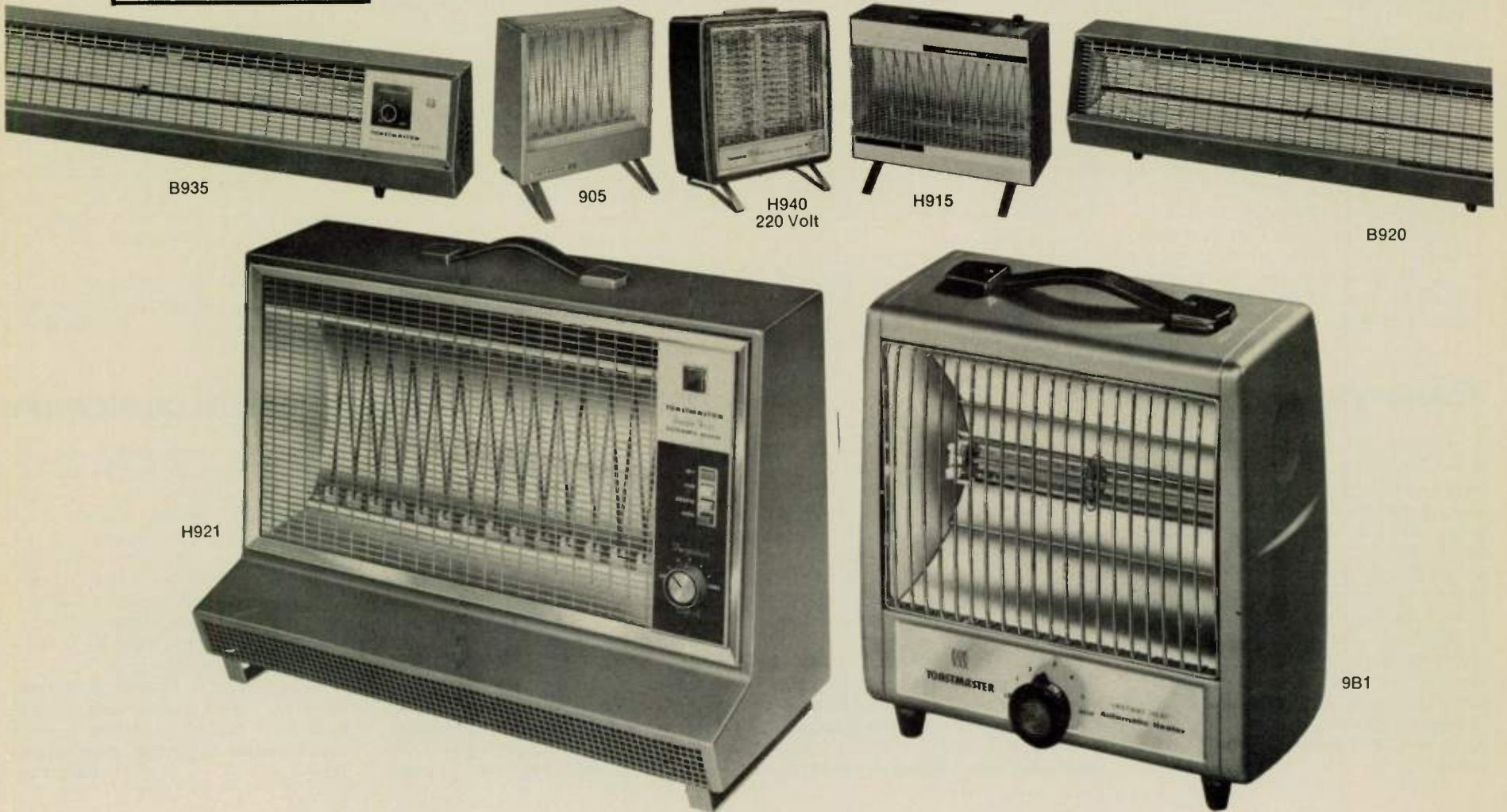
Retailers expect to see good humidifier business this winter in models that

list from \$60 to \$80, although the volume price point on furniture-styled consoles is still under \$60. Cory is betting on a new console style that it is dropping in at \$59.95 list. This marks the first time that the Chicago-based manufacturer has hit a price which will allow retailers to promote under \$50. At the other end of the price spectrum, Toastmaster came up with a deluxe unit at \$124.95—the highest tag yet—and both Sunbeam and West Bend introduced new styles at \$89.95 suggested list.

—Jerianne Roginski



one good thing leads to another...



It's dealer's choice—and Toastmaster has a "full house" of portable heaters.

Whatever types of electric heaters you want, Toastmaster's got them . . . all kinds, all prices.

Two of the most popular are the Instant Heat custom compact 9B1 (at right, above) with automatic thermostat and 7-position control dial; and the Instant Heat deluxe Model H921 (at left), with 7-position control dial, four push-button heat selectors, and other extra features.

All Toastmaster heaters have tip-over safety switches that

shut off current if heaters are upset or picked up. All have finger-proof safety grilles and stay-cool cabinets. And all are built to sell!

Toastmaster gives its dealers help, too, with exciting ads in Better Homes and Gardens, Ebony and Southern Living. So turn on the heat with the heater line that moves for you. Sell Toastmaster heaters—it's easier! Call your Toastmaster distributor, today.

SPECIFICATIONS				
MODEL NO.	WATTS	CABINET COLOR	GRILLE	DIMENSIONS
H921 3 Heats	1650 Max.	Platinum Tan	Gold	15" x 20 1/8" x 9 1/4"
H922 3 Heats	1320 Max.	Platinum Tan	Gold	15" x 20 1/8" x 9 1/4"
H916 2 Heats	1500 Max.	Platinum Fawn	Gold	15" x 16 1/4" x 9 1/4"
9A2	1650 and 1320	Platinum Brown	Chrome	17 1/4" x 16 3/4" x 9 1/4"
9B1	1320	Platinum Brown	Chrome	11 1/2" x 11 1/2" x 6"
H915 2 Heats	1650 Max.	Autumn Rust	Chrome	16" x 19 1/4" x 8 3/4"
B935	1320	All Florentine Gold		8 1/4" x 40 1/4" x 4 1/2"
B920	1320	All Florentine Gold		8 1/4" x 35 1/4" x 4 1/2"
905	1320	All Platinum Fawn		14" x 12" x 7"
H940	4000	Cordovan Brown	Gold	22" x 19" x 12"
H945	4000	Autumn Rust	Gold	22" x 19" x 12"



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Cookware Creating the right fashion image

"How does it cook?" "How does it look?" "Will it scratch?" These are the questions most cookware producers and buyers expect consumers to be asking this fall.

Buyers and manufacturers are hoping for minimal confusion as retailers join their suppliers in switching from regular to improved hard-coat Teflon finishes. Promotions clearly will be aimed at featuring the new hard-coat Teflon finishes as the old Teflon goods are closed out.

Performance, design, and color will be stressed promotionally, too, as the trend to trading up continues and the industry strives for a bigger share of the youth market dollar.

Faced with an increased number of gourmet and decorative cookware lines—and consumer interest in them—buyers at the Show were not only pondering which lines to carry, but which shade of avocado.

"No two avocados are alike," one Midwest buyer commented, citing the avocado anodized-aluminum covers on Regal's sets and Enterprise's new apple-green Colony House line as two examples of green tones. "The difficulty is going to be in coordinating these things with other items in the kitchen and the rest of the home."

How much avocado is another question buyers and manufacturers were considering. "When you flood a market with something, you're sure to hasten its demise," the merchandise manager for a large Eastern store suggested. "If we're going to be a fashion industry, we've got to remember that a woman likes to feel she has something different. She doesn't want the same thing everyone else has."

Revere was also approaching the color market with caution. The firm is introducing a new pale avocado group of cookware that it expects to have

ready on a limited-market basis in four or five months. It was also testing reaction to the colors on three enameled stainless steel saucepans: in dancing flame (poppy red), chocolate mousse, and avocado. "We're setting ourselves up so that we can move quickly into the colored lines if we find the demand for it," a Revere spokesman indicated.

Other items that generated buyer interest: the new Farber frypans with the speckled Farberlon finish. These are ready for delivery now; and the company will begin shipments of other pieces with the coating as soon as they are ready. Farber also introduced two new toasters and a 4-piece stainless steel steamer set as an accessory to its electric frypan.

In the gourmet area, strong interest was expressed in a new group of imported fondue and chafing dishes with an antique copper finish. Heading off this line—from David Kamenstein—

was a hanging "gypsy" fondue pot. Kamenstein also introduced color to the fondue pot with a group in avocado, red, and yellow. One set included four individual fondue pots, in color, with forks.

The houndstooth and paisley patterns introduced on cookware by Columbian in January were accessorized with matching coffee and tea pots that will retail at \$15. Columbian also is considering the introduction of party peres, chafing dishes, and, possibly, broilers with the patterns. Texasware reportedly is working on a set of dinnerware that will coordinate with paisley.

Vollrath hopes to win its share of the gift and gourmet cookware markets with a series of new items. Starting the line out is a new stainless steel fondue dish.

Descoware's new gold cookware also drew considerable buyer attention as a gift cookware item. —Irene Kanfer

Pantryware Color it to coordinate with cookware

Pantryware is no longer just pantryware. According to many housewares buyers—and manufacturers—it has become a part of the growing merchandising magic of the total, color-coordinated kitchen.

"We're definitely thinking in terms of a total kitchen concept," said Copco's Samuel Farber, "and not just in terms of pantry or other categories."

Buyers were talking color—largely avocado, but also flame red and copertone—as the sales approach to coordination with cookware, other housewares products, and even major appliances.

Lincoln Metal first picked up the avocado color from major appliance producers, and now the entire housewares industry has joined the bandwagon. Even the most conservative-sounding pantryware buyers echoed Lawrence Kottler, Central Hardware, St. Louis (Mo.), who said: "Avocado is just starting in Missouri, and I think it will go."

Flame red looks like a "comer" color. "They're buying heavier than they used to with basic colors," said Theodore A. Garner, of Garner & Co., who introduced "Flame Red"—a line of pantryware with the company's distinctive

chrome trim.

A "gift" look is coming to many of the traditional pantryware items. National Silver Co. showed spice racks and hutch cabinets in keyaki wood (a type of Japanese oak). Treasure Craft used baked-in walnut stain to create wood effects in ceramics. And Holiday Designs Inc., which fashioned ceramics into fruit-shaped canisters, delighted many buyers with a bright-red, jumbo-apply set.

Superior Products added a canister set to the top-selling Brentwood wood-look line. Cheinco showed a new Early American tavern sign on a metal

pantryware grouping. And Woodpecker Products introduced its Country Flair line of woodenware.

Pantryware prices, having been raised slightly by several producers last January, were generally considered stable. All but a few extensive users of metal were confident they would be able to hold the current price line. "I see no price increase short of a 'shooting war,'" Garner observed.

According to a Kromex spokesman, however: "With copper and stainless steel such critical materials, I would hate to make long-range price guarantees." —Earl Paige



Negin



Sloane



Fairchild



Weis



Ziegler



Rowe



Sickles



Cochran

Buyers speakout "Our biggest problem for fall..."

Fred Negin (Zayre's, Natick, Mass.): "Increasing the profit margin. We'll have to be more alert and more selective in our choice of merchandise."

Jack Dreyer (Barker's, West Haven, Conn.): "Retailing is always a matter of having the right combination of goods to yield a maximum profit, increase your turn, continue to try and maximize profit. Every other problem is an adjunct to the profit performance one. A secondary problem is how to get information between the main store and the branch store. You need instant inventory analysis."

Jules Sloane (Faemart Department Stores, Brooklyn, N.Y.): "I don't foresee any major problems. We're looking for more price-controlled lines, and we'll have more promotions than usual. We'll step up our advertising campaigns in the Daily News."

W.D. Fairchild (Ace dealer, Oelwein, Fla.): "Our biggest problem is the discounter and the discounting that's going on—we can't make any profit. Too many manufacturers have too many lines in an area, and we don't have the room to display them all any more. We

try and match the discounter. We also carry more price-maintained lines and promote them. Everyone makes money on the small appliances right on down the line—until it comes to the retailer."

Leonard Okoskin (Merchants Buying Syndicate): "I don't foresee any particular problem. Pricing has gone up, but so far we've been able to keep price levels like last year's—despite all increases—because we buy in such volume."

E. W. Matheson (J.M. Fields, New York City): "Getting the additional business. Profits are more of a problem than last fall. So is finding more promotional merchandise."

Dick Weis (Ace dealer, Chicago, Ill.): "If we had more space, we'd include more gift categories. I'd like to have more of everything. Delivery of merchandise may be a problem. Some manufacturers are already behind. We're in a predominantly Negro neighborhood, and it's a different world: we can sell lots of lines."

Monroe Mendelson (Friendly Frost, Westbury, L.I., N.Y.): "Trading up on

traffic electronics. If you've got the right products—no problems. The public is going for better merchandise. The electric people have to have the right varieties."

Robert Brockman (Elder - Berman Stores, Dayton, Ohio): "Inventories are a bit high now. If we work out spring, we'll be in a good open-to-buy position for the fall season. The problem is to get those inventories down."

Gregg Ziegler (Ace dealer, Chicago, Ill.): "Having a complete and well-rounded stock. We're increasing inventories 10%-12%. The needs may be greater in the fall than we're anticipating. The problem now is guessing what the consumer is going to do in the fall. Profits will be a problem as long as everyone's operating expenses increase."

Norman Rowe (Demery's Inc., Detroit, Mich.): "In Detroit, we've got the problem of the auto contracts coming up in August. If there's a strike in that industry, I can't say what the fall will shape up like. The appliance rat race is no good. We can make money in appliances with more fair-traded lines. An-

other problem in Detroit is that we're competing with the discounters. We've got to be able to offer something else: service."

Sidney Grinberg (Buy-Wise, Pittsburgh, Pa.): "The shortage of money on the consumer's part should end by the fall, and we should see a step-up. We'll promote more. We don't anticipate many problems. The second half should make up for all the problems during the first half."

M. Alan Sickles (M. Sickles & Sons, Philadelphia, Pa.): "Prices going up at cost should produce consumer resistance to the rise at retail and lead to a profit squeeze. We'll just have to buy as sharply as possible."

Thomas Cochran (Ames Department Stores, Hartford, Conn.): "The slow summer season means we've got inventories. We'll have to hold much tighter reins on account of the bad spring. If things pick up we won't have to eliminate anything; if not—tighter control. We'll have more promotions, we are starting a once-a-month circular, and we plan on more newspaper and local advertising."

HOUSEWARES SHOW NEWS

□□□□ **GE is eyeing the electric scissors field**, but reportedly does not plan to market a unit this year. The company declined to comment on the report. Meanwhile, Dyno Merchandise Corp., of New York City, showed a new electric scissors at \$7.95 list. Earlier Dritz, a division of Scovill (like Hamilton Beach), entered the field with a \$7.95 list model. Both Dritz and Dyno will aim their units primarily at the notions field. Thor also markets a model. And, according to trade sources, Arvin Industries will produce for Sears a 2-speed electric scissors with a built-in light. Sears reportedly will introduce the item, at a retail price of \$10.95, this fall.

□□□□ **Hamilton Beach is cooperating again** on local retail print ads, part of a new multi-pronged promotional program for fall. Although details have not been finalized, the co-op ad program will make monies available, on a regional basis, for "controlled" local newspaper advertisements with a fashion look, created by an advertising agency; ads in regional editions of national magazines; demos; special events, such as in-store promotions using Rene Verdon; and, in small amounts, for regular co-op newspaper ads.

The new program will supplement Hamilton Beach's switch from local tv spots to network tv—part of its plan to expand market penetration. The company stopped furnishing co-op money for newspaper ads over three years ago when Ed Reavey was named director of marketing. Reavey's thinking has been that dealer tags on local tv spots are just as much a form of co-op advertising as paying for print ad.

□□□□ **Dominion returns to over-the-counter** replacement with a new 90-day exchange program. Dominion Electric Corp.—one of the first electric housewares manufacturers to adopt a 1-year replacement program—backed off from it last year by encouraging repairs and replacing goods only when necessary. Under the new program, consumers must fill in a card—which seeks information on where the product was purchased and what is wrong with it—in order to have the appliance replaced within 90 days.

□□□□ **Black Angus is branching out** under Son-Chief, which purchased the broiler manufacturer last year. The latter has styled a line of electrics (including broilers) under the Black Angus name, which it will use as its distributor and high-end line. Son-Chief's Mark VII program is being phased out as Black Angus moves in.

□□□□ **Farber enters the steam cooker field** via its high-dome electric frypan. The company has designed a 4-piece stainless steel steam set to be marketed with the round frypan. The steam set fits inside the frypan. GE introduced an automatic steam cooker last year.

□□□□ **Therm-O-Ware shows a mixer-knife combo** at \$19.95 list. The product operates either as an open-handle slicing knife or a 2-beater hand mixer.

□□□□ **A new floor plan for the January Show** is in the works. The National Housewares Manufacturers Assn. (NHMA) believes it can devise a new layout that will permit still more exhibitors to be added to the Housewares Show. About 70 new exhibitors were admitted to the June Show because the International Amphitheatre has more

usable floor space than did McCormick Place. Dolph Zapfel, NHMA managing director, said changes will be made in section G: an additional row of booths will be created by narrowing the present aisles, the widest of any of the seven exhibit halls for the June Show. The NHMA also is studying the possibility of putting some of the booths against wall areas.

□□□□ **Mouli's new cordless "cumber"** is billed by the company as a "completely new and useful table accessory—and a conversation piece, too." The firm is offering the cumber (MW, 24 Apr., p.23) in two models: an all-white unit, at \$7.50 retail, and one with wood-grain inlay, at \$7.95. The Mouli cumber, which runs on four C-cell batteries, joins battery pepper mills and cordless slicing knives at the dining table.

□□□□ **Sunbeam reorganizes its product divisions**, creating two new ones. Heaters and humidifiers have been assigned to the floor care division, which has been renamed home care and comfort. Dick Maher remains as vice president in charge of the division, with Jack McNamara as division manager. Clocks have been combined with personal care products in a new unit titled clocks and personal products. B.H. Melton takes on the added responsibility of this division, while remaining president of the shaver division. Jim Meyers is general manager of clocks and personal products.

□□□□ **Honors for the NHMA's Dolph Zapfel**: the board of directors of the National Housewares Manufacturers Assn. presented Zapfel, the association's managing director, with a gold watch prior to the opening of the Housewares Show. And the Southeast Housewares Club named Zapfel as its Man of the Year.

□□□□ **Dominion showed products of the future**, in sketch form, at its Housewares Show booth. There are no immediate plans to market any of the products, and, on most, additional technological advances are required before they will be practical for consumer use. But here's what Dominion expects to be selling in the future: "a steam-roller, self-propelled iron"; a hot-cold regulated pillow with built-in radio; a cordless coffee brewer with special coffee cartridges; and two ultrasonic products—a mixer and a blender.

□□□□ **Fortunoff's will add a new "shop" this summer**, which has tentatively been called the Wood Shop. Fortunoff's Westbrook, one of the earliest of the promotional department stores to pick up the shop concept, aims for a July 15 opening of its Wood Shop, which will be largely for woodenware. The retailer operates stores in Brooklyn and Westbury, N.Y.

□□□□ **Merit is dropping the "beauty salon" name**—as well as the "petit salon" name—from its hardtop Lady Vanity hair dryers as the result of an injunction brought against the firm by Schick Electric. In addition to the name change, Merit has been prohibited from shipping orders received prior to Apr. 28, unless a photo and letter are sent to dealers advising that the change has been made. A Merit spokesman indicated that other manufacturers are using the beauty salon name, and that production and deliveries on the hardtop models will continue as scheduled.

2 reasons why the competition isn't up to "Standard"

1.

\$139⁹⁵

Unbeatable retail price includes dynamic microphone with remote control switch, AC cord, 600 ft. recording tape, 5" reel, pushbutton continuous "repeat-o-matic," outlet jacks for radio, microphone, AC, earphone/extension speaker.

2. Model SR-550 AC/DC Tape Recorder



Unbeatable precision quality includes solid-state components, electrical 2-speed Capstan drive, AC bias recording system, fast forward and rewind, pushbutton controls, battery and recording level indicator, 3-digit counter, monitoring position plus automatic recording level.

Available immediately from both warehouses

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Hilton Hotel, 53rd Street & Ave. of the Americas
June 25, 26, 27, 28

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MESSAGE CENTER
Area Code 212; CI 7-8115
Merchandising Week

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
FLOOR CARE PRODUCTS				
Floor Polishers	April	78,865	91,574	- 13.88
	4 Months	351,694	402,242	- 12.57
Vacuum Cleaners	April	397,688	428,955	- 7.29
	4 Months	1,803,502	1,930,096	- 6.56
HOME LAUNDRY				
Dryers, clothes, elec.	April	83,000	89,300	- 7.06
	4 Months	502,400	464,500	+ 8.16
Dryers, clothes, gas	April	36,300	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
OTHER MAJOR APPLIANCES				
Air Conditioners, room	April	587,900	369,600	+ 59.06
	4 Months	1,918,100	1,322,100	+ 45.08
Dehumidifiers	April	30,000	32,400	- 7.41
	4 Months	96,200	99,500	- 3.32
Dishwashers, portable	April	37,900	45,300	- 16.34
	4 Months	172,800	150,300	+ 14.97
under-counter, etc.	April	71,000	97,000	- 26.81
	4 Months	282,300	331,000	- 14.71
Disposers, food waste	April	109,000	134,100	- 18.72
	4 Months	398,500	461,400	- 13.63
Freezers, home	April	81,900	94,200	- 13.06
	4 Months	330,500	346,800	- 4.70
Ranges, electric	April	164,900†	197,300	- 16.42
	4 Months	608,400	734,300	- 17.15
Ranges, gas	April	158,600*	188,400	- 15.82
	4 Months	667,700	760,000	- 12.15
Refrigerators	April	353,700	432,600	- 18.24
	4 Months	1,425,500	1,614,400	- 11.70
Water Heaters, elec. (storage)	February	75,000	86,000	- 12.79
	2 Months	147,200	166,200	- 11.43
Water Heaters, gas (storage)	April	223,240	230,780	- 3.27
	4 Months	888,820	951,780	- 6.62
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	May 26	35,229	28,012	+ 25.76
	21 Weeks	1,150,734	975,503	+ 17.96
monthly distributor sales	March	313,529	243,602	+ 28.70
	3 Months	834,805	688,544	+ 21.24
Phonos, console, distrib. sales	May 26	10,700	18,354	- 41.70
	21 Weeks	499,273	659,351	- 24.28
monthly distributor sales	March	140,856	167,712	- 16.01
	3 Months	383,067	491,446	- 22.05
Radios (home), distrib. sales	May 26	167,262	159,121	+ 5.12
	21 Weeks	4,084,888	4,803,892	- 14.97
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 26	84,981	105,459	- 19.42
	21 Weeks	2,028,676	2,882,797	- 29.63
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 26	63,931	53,860	+ 18.70
	21 Weeks	1,692,222	1,488,346	+ 13.70
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

**We designed our Minichanger
to feature in portables like this.**



**How come it's also being featured in so many
fine component systems like this?**



We know the answer. We'd like you to know it too because it could figure importantly in your plans. The BSR Minichanger is a real break-through in changer design . . . the most compactly engineered total performance automatic changer. It is 35% smaller (just 5" high, 8 $\frac{3}{8}$ " wide, 11 $\frac{7}{8}$ " long) and 40% lighter (only 4 $\frac{1}{2}$ lbs.), yet it performs like a giant. Today the Minichanger dominates the portable market for which it was intended. But many bright OEM folks found other Minichanger applications that even we didn't foresee. They're showing up on slide-drawer models, tilt-downs, shelf-width component systems . . . and even in consoles as narrow as 14". Now, it's BSR Minichangers up and down the line in almost every major line in the industry. Are you making maximum use of Minichanger in your line?



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How do you sell the deluxe models in record time? All it takes is a good salesman. Like TIME. TIME is read in nearly one-fourth of all households with incomes of \$10,000 or more. And while only 25% of U.S. households fall into this category, in a year they bought 52% of electric ranges priced at over \$300. Good reason why appliance makers and retailers can count on good times with TIME.

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