

MERCHANDISING WEEK

FORMERLY ELECTRICAL MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER • A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL. 96 NO. 35

AUGUST 31, 1964

...presstime

Report on power toothbrushes from the American Dental Assn. will appear in its journal tomorrow. It will announce recognition of GE's and Squibb's units as "effective cleansing devices," and will report there is no proof one type of motion in a powered brush is superior to another.

Promotional claims, the report will suggest, should be limited to those of a cosmetic nature and to those associated with oral cleanliness as an aid in the prevention of periodontal disease. The report is from the ADA's Council on Dental Therapeutics. GE's unit is given Group A rating, Squibb's Group B, but the council emphasizes there is a difference of timing, not of comparative quality. The council's report will say there is not yet evidence for therapeutic claims for any maker's brush, and recommend consumer advertising should not include claims relating to treatment of existing oral diseases. GE and Squibb are permitted use of the statement in advertising, subject to very well-defined restrictions. (What will this mean to you and toothbrush sales? Next week MERCHANDISING WEEK

continued on p3



TUNE UP FOR THE '64 'WALTZ'

p10

The new laundry lines:
any more surprises?

p6

FTC takes tv's measure

p39

Major new push by Admiral

p41

New line:

Packard Bell

p6

Ad tactics

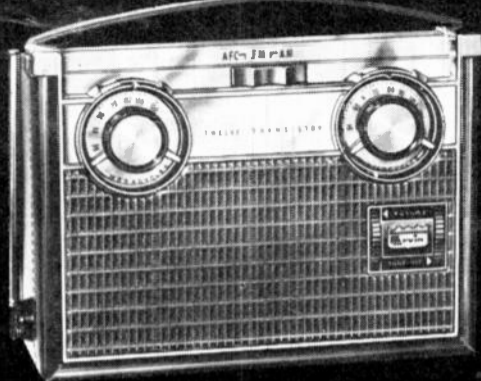
for Sept.

p32

NEW! **Arvin** PORTABLE TRANSISTOR RADIOS styled in the
LUXURY OF GENUINE LEATHER

Engineered for finest reception and performance!
Priced to suit every taste!

NEW! **Arvin** AM/FM 12 TRANSISTOR PORTABLE RADIO
IN TOP GRAIN COWHIDE



- The big sound of FM PLUS AM with the flip of a switch!
- Sleek styling accented with luxurious saddle-stitching and a gleaming chrome plated front!

AM/FM portable radio is packed with peak-performance features. 12 transistors plus 5 diodes for extra power. Automatic Frequency Control for drift-free FM. Big 4" Velvet Voice speaker. Full range tone control. Includes smooth vernier drive tuning, separate tone and volume controls, whip FM antenna and rod type AM antenna, 6 "C" cell batteries, earphone, leather handle.

Model 65R98, Cobbler Tan Leather
Sugg. retail \$69.95



Arvin HIGH PERFORMANCE
8 TRANSISTOR PORTABLE WITH
SPECIAL ADAPTER JACK FOR
AUTO ANTENNA

Non-directional car antenna hook up replaces portable antenna by means of 2-position selector switch. Use in car by plugging in antenna cable and flipping selector switch. Velvet Voice speaker. Tuned RF stage, push pull output, automatic volume control, slide rule dial tuning. 200 hours of low cost operation with 4 standard "C" size flashlight batteries. Includes earphone jack, auto whip antenna, earphone. Custom case of top grain cowhide.

Model 62R59, Black Leather
Sugg. retail \$44.95

Antenna and all-purpose radio hanger included.



ARVIN AM/FM 10 TRANSISTOR PORTABLE
STYLED IN TOP GRAIN COWHIDE
NEW!



Durable top grain cowhide cover, this high fashioned, heavy duty portable. It's 10 transistor power coupled with 4 diodes plus 3-stage audio amplifier pulls in distant stations with ease... projects quality performance. Separate FM frequency dial with AFC gives superb, drift-free reception. Flip a switch and AM programs play. Other Arvin quality features include smooth vernier drive tuning, powerful Velvet Voice speaker, whip FM antenna, built in AM antenna, earphone and batteries.

Model 64R78, Walnut Leather
Sugg. retail \$49.95

ARVIN DELUXE 9 TRANSISTOR PORTABLE
POWERHOUSE IN RICHLY STYLED
TOP GRAIN COWHIDE



Top performance portable combines plush top grain leather plus superb sound reproduction. Full 9 volt chassis gives extra powerful audio output teamed with variable tuned RF stage for sharper, clearer tuning. Precise on slide rule dial for smoothest, most accurate way to tune in programs. Includes performance regulator transistor, automatic volume control, 2 position tone control, push button dial light, earphone, built-in antenna.

Model 63R58, Walnut Leather
Sugg. retail \$39.95



ARVIN 8 TRANSISTOR "PERSONAL" PORTABLE IN TOP GRAIN LEATHER—Precision-built portable delivers powerful performance. Handsomely styled, durable chrome plated die cast case is covered in top grain leather. Large Velvet Voice speaker projects "Big Sound". Includes precision vernier drive tuning, copper photo circuitry, built-in rod antenna, 4 Penlite batteries, long leather shoulder strap.

Model 62R48, Chestnut Leather, Sugg. retail \$29.95

ARVIN 8 TRANSISTOR "POCKET SIZE" PORTABLE IN TOP GRAIN COWHIDE...

NEW! Compact little powerhouse boasts 8 powerful transistors plus diode to give peak performance. One 9 volt "pop-in" battery plays up to 70 hours. Features easy-to-read slide rule dial, built-in ferrite rod antenna, earphone and batteries. Comes in attractive gift pack.

Model 64R38, Walnut Leather, Sugg. retail \$24.95

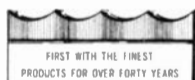


ARVIN 8 TRANSISTOR PORTABLE WITH TOP GRAIN LEATHER CASE

8 transistors plus diode and powerful 3 stage audio amplifier make this the portable sensation of the year! High performance chassis easily pulls in distant stations! Large Velvet Voice speaker projects rich sound! Includes 2 position tone control, slide rule dial tuning, RF amplifier stage, earphone, 4 "C" cell flashlight batteries.

Model 61R58, Chestnut Leather
Sugg. retail \$34.95

Arvin
For complete information, write wire or call
ARVIN INDUSTRIES, INC.
CONSUMER PRODUCTS DIVISION, DEPT. E-9 • COLUMBUS, INDIANA



RADIOS • PORTABLE PHONOGRAPHS • TAPE REPRODUCERS • TELEVISION • CONSOLE PHONOGRAPHS • PORTABLE ELECTRIC HEATERS • HUMIDIFIERS AND AIR CLEANERS • IRONING TABLES • FURNITURE

Visit these permanent show spaces:

Chicago, Furniture Mart—501-2
New York, 230 Fifth Ave.—612
San Francisco, Merchandise Mart
Hollywood, 1025 N. Highland Ave.
Arvin Sales Dept., Columbus, Indiana

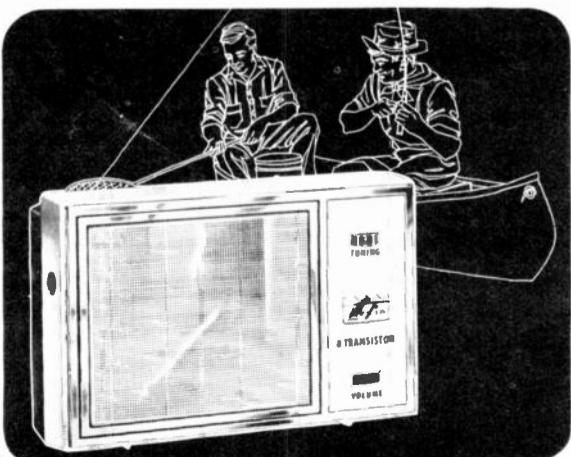
Arvin... NEW!
6 TRANSISTOR POWERHOUSE

Velvet Voice speaker assures rich sound Earphone jack for private listening. 6 transistors and diode plus high performance circuitry. Smart, durable plastic case. Gift packed complete with 9 volt battery, earphone, carrying case.

Model 64R03, Red Sugg. retail \$9.95



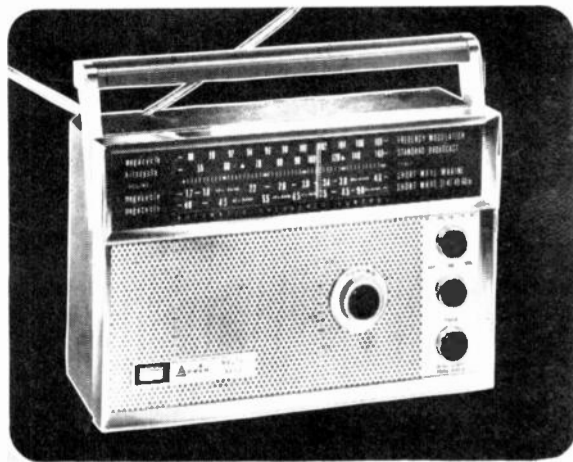
Arvin HIGH PERFORMANCE 8 TRANSISTOR PORTABLE... NEW!



Two diodes plus Special Thermistor Transistor assures uniform and stable reception always. Automatic volume control. 8 powerful transistors. Durable case has earphone jack for private listening. Complete with 9 volt battery, leather carrying case and earphone. Gift packed.

Model 64R29, Charcoal and White
Sugg. retail \$19.95

Arvin DELUXE 9 TRANSISTOR MULTI-BAND AM/FM PORTABLE



Powerful AM/FM radio plus 2 shortwave bands. AFC. Precision vernier tuning. Easy-to-read slide rule dial. Big Velvet Voice speaker. Powered by 9 transistors, 5 diodes and 6 "C" size batteries. External AC power adapter jack. Telescoping FM and shortwave antenna. Built in AM antenna. Moulded vinyl case with chrome grille.

Model 63R98, Chestnut
Sugg. retail \$129.95

will give you a round-up of manufacturers' views and GE and Squibb promotional plans.) ■

The Waltz has a theme song. AHLMA has adopted an official "Waltz Through Washday" which is available to the promotion's participants. The music is adaptable to any commercial requirements; segments have a provision for adding voice-over-music. Rights are available at a sliding scale. For the full story on the Waltz see p10. ■

Japanese tv exports to the U.S. climbed to 315,150 sets in the first seven months, a 61.3% increase over the comparable 1963 period. The average FOB price for the seventh-month period: \$55.91. The July shipment, 59,471 units, averaged \$55.12 per set, according to McGraw-Hill News Service in Tokyo. ■

Three transistorized phonographs have been introduced by Rheem Califone, a division of Rheem Mfg. Co., Los Angeles. Featured as lightweight units "which require no warmup time and can never burn out," the models are the =1430, priced at \$63.50; =1450, \$69.95, and =1470, \$86.50. ■

Estey Electronics opened a New York Showroom, displaying its complete line, at 1834 Broadway. ■

Admiral's ad plans include 49 national magazine ads this fall, a series of 800-line newspaper ads, a 24-page full color mailer which will go to 4 million families, and network tv ads. See Admiral story on p41. ■

A new stereo amplifier from H. H. Scott, Inc., of Maynard, Mass.—Model 233, with a 66-watt output, suggested list less than \$190. ■

RCA Victor dropped in two new 16-inch portables last week and priced the all-channel leader at \$124.50. The step-up model carries an open list. Both tv sets have the same basic form factor of RCA's earlier "sweet sixteen" series, come with top front tuning and sound and an 18,000 volt chassis. ■

A Philco fall advertising campaign will be kicked off in September, with newspapers in the 242 cities that make

up the top 104 markets. A total of 4,586 ads—most of them 1,200-liners and many in two colors—will concentrate on the "excitement" of color tv, while featuring Philco's full line of home entertainment products. ■

Consumers intention to buy appliances in the next 12 months has risen over a year ago, according to a Census Bureau survey. Percentage of households expecting to buy any of seven major appliances rose from 16% a year ago to 17.1% now. By comparison, the intention to buy autos is unchanged from a year ago and the intention to buy a house is down slightly. ■

Another distributor has been bought by Philco. The corporation has purchased all the capital stock of Wyatt-Cornick, Inc., Richmond, Va. The distributorship will be operated under the Wyatt-Cornick name, and with essentially the same personnel. It will serve Richmond and Norfolk. It is one of about a dozen distributorships which Philco has bought in the past two years. ■

More gas range advertising in 1965 has been announced by the American Gas Assn. The national program of advertising and sales promotion for gas ranges will cost about \$1.8 million—50% more than the \$1.1-million allocated this year. Subscriptions from range manufacturers and gas utilities will pay for the program. ■

The P. A. Tilley Award for "outstanding performance in the distribution of major appliances and consumer electronics" has been established by General Electric. The annual award will be made to either an independent GE distributor or a district sales manager on the basis of a total year's performance. Tilley, who retired recently as general manager of the GE range department, had been president of GE Appliances, Inc. ■

Realtone Electronics is expanding its offices and warehouse by moving to a 40,000 sq.ft. space, effective tomorrow, in Jersey City, N.J. Showrooms will remain in New York City. ■

Key Moves—Don Gearheart is elected chairman of the board of Hupp Corp., succeeding John Ekblom who has resigned. Ekblom will continue with Hupp in a consulting capacity. Gearheart was also named chairman of the executive committee and will continue as Hupp's president. Gen. Clyde Eddleman was appointed to the executive committee replacing Ekblom. ■

Plans start to unfold at Hoffman

The broad outlines for a new home electronics line are beginning to take shape at Hoffman Products, that intriguing new company owned by Hoffman Electronics and Montgomery Ward.

Just how soon the Hoffman label shows up in the market is still a guess, but mid-1965 appears to be a likely target. "I don't exactly know," said H. Leslie Hoffman, president of Hoffman Electronics.

"The first job is to take care of the customers we already have at Hoffman Products. We have some very important customers in this operation and are talking about doubling the business we already

have. Before superimposing the Hoffman brand, we'll have to take a look at inventory."

That look at inventory should come in about 60 to 90 days, according to Hoffman. Hoffman Products, the new name for TravLer Industries, reportedly has a large backlog of orders from the 10 companies it serves. Montgomery Ward is the single largest customer and the only one that has been announced publicly.

Even with the private label business occupying center stage now, Hoffman is planning strategy for its own label.

Distribution: Although plans here are

not firm, Hoffman said: "I suspect that we will be going direct to dealers. The basis for this decision is tied to several parallel questions. It depends on the broadness of the line, whether we will fair trade in states where you can do that and which way we feel Hoffman quality is best presented and served."

Hoffman's over-all concept is simply this: "We will move out of the role of a sectional brand into becoming a national brand."

Pricing and products: Hoffman does not plan to present a price line. "You can't build the quality historically associated with our product and do

that," he said. "One of the advantages of the new set-up is that volume won't be king and master. The factory overhead will be taken care of by other customers."

"The emphasis will be on quality cabinets and features of that kind. That's the only way we know how to merchandise."

Besides tv, Hoffman is studying the stereo console and radio business. "We are already in here in a small way, but these are imports," he said. "They'll require another look." In any event, Hoffman plans new radios and tape recorders this fall.

The company also is "fairly certain" it will have 19-inch tv, but smaller sizes are not resolved yet.

Hoffman is also evaluating "what type of dealers have the capability of marketing a furniture styled line."

Keep your cotton-pickin' hands

*3 speeds, Super Wash and the new
MAGIC CLEAN* lint filter make this
the best cotton-pickin' washer yet!*

MAGIC CLEAN* FILTER — Forget lint picking — from your socks *and* from the filter. With the new and exclusive MAGIC CLEAN filter, lint is captured continuously, then flushed away. The filter cleans itself—automatically. It's reliable, silent and efficient at all water levels. And, only an RCA WHIRLPOOL washer has it.

*Tmk.



Whirlpool

WHIRLPOOL CORPORATION, Benton Harbor, Michigan, makers of RCA WHIRLPOOL home appliances

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America



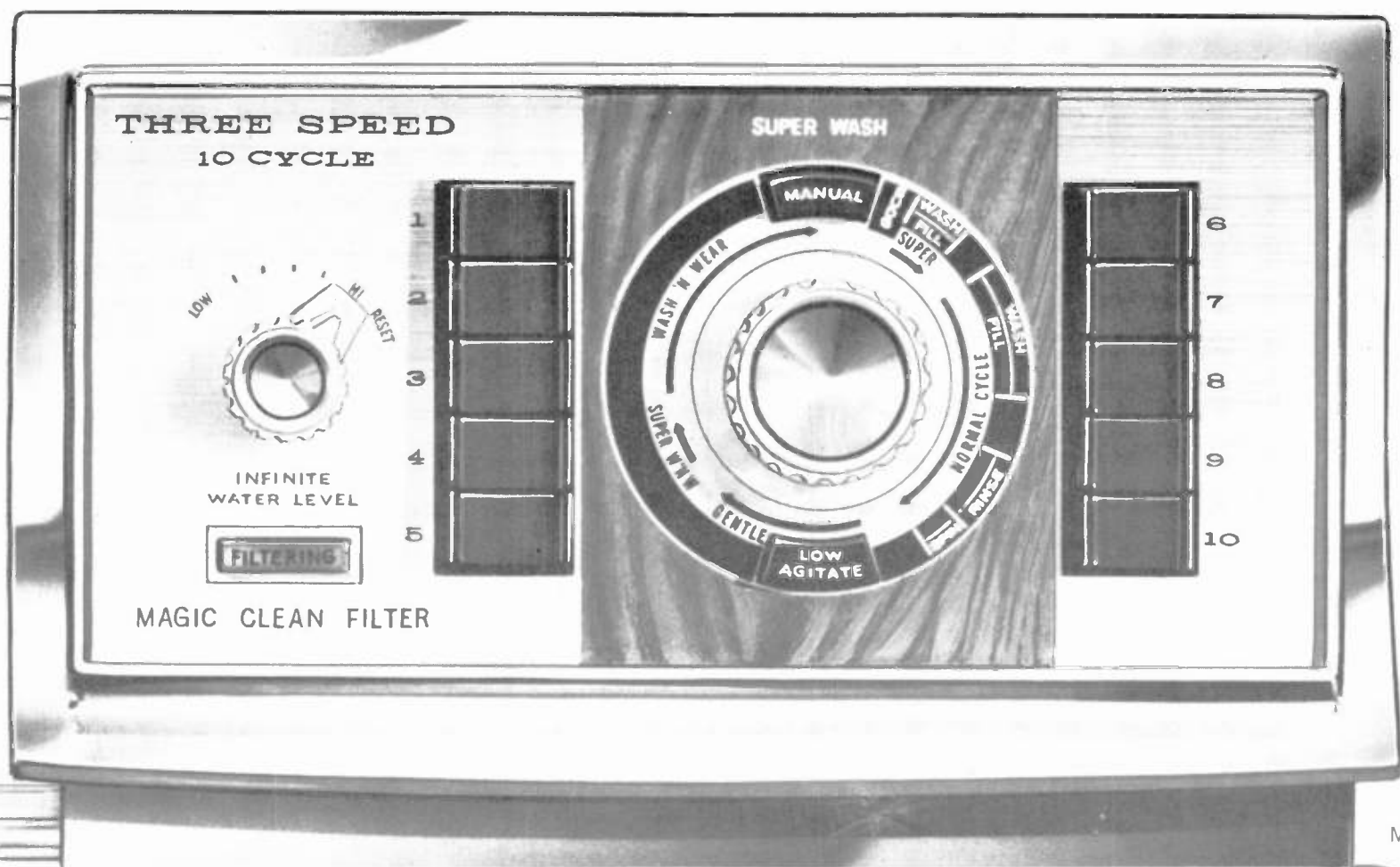
SEE THIS AND ALL THE NEW 1965 RCA WHIRLPOOL

off the lint filter { IT CLEANS ITSELF! }

3 SPEEDS — With this RCA WHIRLPOOL washer, select LO SPEED to wash blankets, washable woolens and extra delicate items you'd normally wash by hand. MEDIUM SPEED is a normal speed for an ordinary wash — even fancy cotton blouses, lingerie. HIGH SPEED is for those everyday washables that need a real scrubbing.

SUPER WASH — Perfect for extra dirty playclothes, work clothes and diapers. It washes them thoroughly, lets them soak while it drains off heavy dirt; then refills for a 2nd washing — all automatically! No need to take an extra step. This Super Wash feature is available now in 7 RCA WHIRLPOOL washers.

3-speed automatic washer



Model LMA 992-0

WASHERS AND DRYERS AT YOUR LOCAL DISTRIBUTOR!

REPORTS FROM *washington*

The Administration is counting on a housing boom to keep the prosperity going next year. The new housing law, passed just before the Democrats went to the Atlantic City presidential nominating convention, institutes some new programs that ought to stimulate starts, and give new life to the household goods and appliance market as well.

The new law has been labeled a stop-gap. It is much more than that. Although the Administration was thwarted in its effort to initiate a whole new era of federally-aided housing—the so-called “new towns” program—more than a billion dollars in stimulus is going to be pumped into the economy.

Easier mortgage terms is just one good illustration. National banks now will be permitted to write mortgages up to 80% of value over a 25 year period; now they have a limit of 75% over 20 years. Savings & Loan associations will be able to lend outward 100 miles from the home office, instead of 50 miles under current law. These associations can now loan up to 20% of their assets in improvement mortgages instead of the present ceiling of 15%.

These aids are aimed at bringing the housing industry up to a 2-million a year schedule in the near future. Right now, housing starts are running at just about 1.5-million. ■

The Democratic platform promises excise tax cuts as does the Republican platform. The Democrats say: “We will seek further tax reduction . . . In particular we should carefully review all our excise taxes and eliminate those that are obsolete.” The Republicans make flat promises to study and act on elimination of the so-called Korean rates.

The platform insists on price stability over the months ahead, giving no doubt the President would use White House persuasion to stop a round of price or wage increases outside the long-held guideline policy.

At the same time, broader minimum wage coverage is promised to practically all of commerce. And the Administration says it will renew its efforts to impose penalty overtime where possible in an effort to get more people on jobs at straight-time pay. ■

Disagreement at the FTC over enforcement of anti-trust laws is showing. There's no question the Federal Trade Commission is bearing down; there is some confusion among enforcers as to what antitrust laws are relevant to some of the practices the government frowns on. One indication is in a recent case involving auto parts.

Monroe Auto Equipment Co. gives warehouse distributors a normal 20% rebate on their sales to jobbers. The Commission ruled that where the jobbers are owned or controlled by the warehouseman, the rebate amounts to a price discrimination under the Robinson-Patman Act.

Commissioner Philip Elman objects that the opinion is an attack on integrated distribution systems. He said in a dissent that the Commission's ruling would prevent warehousemen from selling to affiliated jobbers.

FTC Chairman Paul Rand Dixon counters that the Commission isn't ready “to pay unqualified homage to ‘vertical integration’.” ■



Westinghouse's 15-pound washer with a companion dryer and the machine which will tell its story to distributors and dealers. The picture on the screen

15-lb. washers: will there be more in '65?

The line introductions on 1965 laundry equipment are practically over. Three manufacturers have introduced 15-pound automatic washers. Three brought out 14-pounders.

And, unless Philco drops a bombshell when it introduces its new line in October, there probably won't be

any more capacity surprises in store this year.

But at the beginning of next year, if the other manufacturers suddenly feel that the 15-pounders are competitive, there will be some fast-shuffling in the wings and you may see “enlarged capacity” dropins.

NEMA's new net: what it

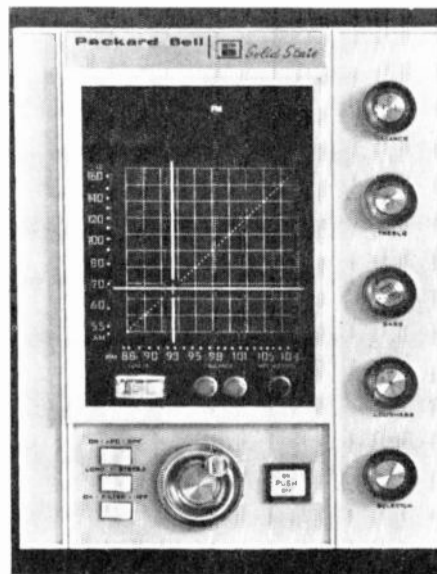
The National Electrical Manufacturers Assn., has finally pushed through a voluntary program to certify net refrigerated volume and net shelf area of refrigerators and combination refrigerator-freezers.

The new standard makes it possible for manufacturers, distributors and dealers to agree on what is meant by net refrigerated volume and net shelf area. NEMA will list this information in directories which will be available to the trade.

A manufacturer which wants to be listed in the directory must submit

all pertinent data on its refrigerators and freezers for analysis by Electrical Testing Laboratories, Inc. ETL will certify models by comparing manufacturers' claims against NEMA Standard HRF 1. NEMA says that the standard “represents the consensus of the industry's leading engineers and key executives as the best uniform method yet devised for calculating net refrigerated volume and net shelf area.”

NEMA adds, “The program is not intended to provide a means of measuring the food storage capacity of the appliances but, rather, to provide



Computer control panel: Packard Bell's design for its phono-radio combination

Packard Bell:

Packard Bell introduced its stereo consoles and three-way combinations last week and as an added flourish dropped in a \$399.95 color tv table model, a new low price for the Los Angeles-based company.

In stereo phonos, Packard Bell hit hard with solid state circuitry, plenty of wattage, styling and FM stereo radio.

The 1965 line kicks off at \$299.95 with an AM-FM stereo unit using a VM changer and putting out 20 watts of peak power. This RPC-36 series with steps to \$319.95 and \$329.95, has a frequency response of 75 to 14,000 cps.

With the next new series (RPC-38) at \$495, Packard Bell moves in with

MERCHANDISING WEEK

appliance-tv

3M has added 70 pre-recorded cartridges to its line, bringing it up to more than 200 album selections. The company's Revere-Wollensak division has a limited time offer of a free counter display rack, capable of holding 40 cartridges, with the purchase of 25 cartridge albums. R-W also has a special half-price offer in the Revere S-422 Stereo Twins, matching extension speakers, each with 12 watts of amplifier output and frequency responses of 60-15,000 cps. Dealers buying one set at the regular price get the second at half-price. ■

Roper's 1965 range line leads off with a 30-inch, double-oven gas range with a tri-level seamless cook-top and top front controls. The Charmette has its controls on one level (in front and below the burners), cooking levels on a second, and the top of trim panels on the third so that foods will not spill into the seams between countertops and cooking surfaces. ■

A price break on microwave ovens may come as a result of research by Amperex Electronic Corp. Amperex has developed a one-kilowatt magnetron tube which is cooled by air rather than water. Amperex feels that with its tube, a home microwave oven could be manufactured to retail for around \$400. ■

A cartridge tape player for automobiles is being offered by J. Herbert Orr Enterprises of Opelika, Ala. The "Automate" goes for \$89.95, can be installed with a special universal bracket. The player uses continuous two-track magnetic tape cartridges which are available in 30 and 60-minute lengths. ■

A fourth licensee for Kelvinator appliances in South America is Norlar S.A. in Brazil. The first products will be the "International Design Refrigerator" in popular sizes for the local market. Kelvinator now has licensee companies in Brazil, Argentina, Venezuela and Colombia. ■

Olympic's August drop-ins, all at open list: a 23-inch tv (model T941) that can be sold as a table model or with optional roll-about stand; a pair of 23-inch lowboy tv consoles (models C948, C949); a tilt-down stereo phono (model SA261) with four-speed changer, sapphire stylus, luggage-type handle which comes in tan or ebony. ■

The new president of I.A.M. is B. K. Brooks, a vp of the Siegler Heater Division of Lear Siegler. The Institute of Appliance Manufacturers is a trade association of manufacturers. ■

A more active role for ARIA is in the works as the association last week appointed Jules Schwimmer as its first full-time executive secretary. ARIA (American Radio Importers Assn.) members include leading importers of Japanese radios. ■

An Italian Philco licensee, Philco Italiana, has become a wholly owned subsidiary. Philco is investing \$7 million in facilities, equipment, and tooling at the firm's headquarters and factory near Bergamo, Italy. ■

was the kingpin in capacity with its V-12, 12-pound capacity washers. GE is one of the three this year which are bringing out new 14-pounders (MERCHANDISING WEEK, 20July,p4). The others are: Hamilton and Black-tone, which has a unit "that can wash up to 14-pounds of small articles."

The third manufacturer in with a 15-pounder is Westinghouse.

Westinghouse's new model was the most talked about secret in the major appliance industry. The 15-pounder inaugurates the company's entry into the top-loader market. Long known for its tumble-action, front loaders, Westinghouse had to go where the money-action was. And it had to be dramatic. The newly-designed line of four models is the product of three-and-a-half years of development and \$4,500,000, says Westinghouse (MERCHANDISING WEEK,24Aug,p1).

Norge was the first to kick up its capacity to 15 pounds. There are four models ranging in price from \$199.95 to \$289.95, the same retail price tags set on the 1964 models. It also has four matching dryers.

Hotpoint slid in to the 15-pound capacity market by first announcing its units in trade publication advertising (MERCHANDISING WEEK,Aug17,p27).

The line called "Silhouette," consists of four washers and is said to be capable of washing from 2 to 15 pounds of clothing. The tub size is 17 gallons, 25% larger than last year. A typical wash load that it can handle: three sheets, two table cloths, six men's shirts, six bath towels, six men's tee shirts, five pillow cases, three men's shorts, five washcloths, five handkerchiefs. The unit has a 1/2 hp motor—compared to the previous 1/3 hp—and a heavy-duty transmission. There are matching dryers.

line." Among those manufacturers who said they would use the new standard are Westinghouse, Hotpoint, Gibson and Admiral.

One manufacturer which is not happy with the new standard is Amana. George Foerstner, Amana's president, stands on what he said last August (MERCHANDISING WEEK,5Aug 63,p7 and 25Nov63,p7): he argued then that the proposed standard is actually "gross" even though it is called "net" because practically all refrigerated areas are included, even the areas "behind great big light shields."

In styling, PB is going with all-wood fronts and the long, low look in its phonos combined with front-sound projection. The high-end unit at \$895 comes in an 84-in. contemporary walnut cabinet.

Packard Bell also has added three new cabinet styles. Espania, first introduced in a color tv console last spring, is now available in stereo. Other new console styles: Mediterranean Walnut and Mediterranean white.

In three-way combinations, Packard Bell is offering three new b&w sets and six new color units. The three-way monochrome unit, 23K6 series in three flavors, is priced at \$550. The new color combos enter the line at \$895 and \$950.



is in color, is accompanied by sound, and can run as long as 45 minutes.

Unfortunately, without an industry standard on capacity and washability, there is no way to measure anything.

Two of the three manufacturers which have the new 15-pounders, Norge and Hotpoint, started what is turning out to be a capacity race when they introduced 14-pounders last year. Easy also introduced a 14-pound model which it is maintaining through 1965.

Until that point, General Electric

is, industry feelings

a uniform means of rating the size, taking into consideration the convenience features and/or functional components which are located within the refrigerated compartment or compartments."

Industry feelings which were gathered by MERCHANDISING WEEK about the new standard range from Tappan's, "We use the old NEMA capacity figures and do not contemplate a change unless the industry indicates complete acceptance of the new proposal," to Philco's, "We plan to switch to the new code for the 1965

the new look in stereo

300 watts of peak power—a rating maintained throughout the rest of the phono-radio lineup—Garrard AT-5 changers and a frequency response of 25-25,000 cps.

Between \$525 and \$595, in the RPC-39 series, PB offers eight speaker consoles with plenty of styling, including French green, Espania, Scandia and antique white. The phono-radio line is topped off by model RPC-41 at \$895.

The company is also featuring a new "computer control" panel in its phonograph combinations. This panel features a cross hair and grid pattern design for accurately locating stations, automatic frequency control, a tuning meter and a flashing multiplex monitor signal switch.

housewares

Bissell has a giant fall promotion scheduled for its new Shampoo Master. It includes 27 full-page, color ads in key-city newspapers, a campaign Bissell says is a first. It will hit the last week in September, beginning the 28th and running through October 6. In-store promotion kits are being distributed to help retailers get full benefit of the drive. The ads will urge readers to see the Shampoo Master demonstrated in retail stores' housewares departments. ■

Oster's holiday ad campaign will feature blenders and can openers/knife sharpeners in fifteen spots on NBC's *Today* and *Tonight* shows and in local tv spots. Blenders will be advertised as drink mixers in December issues of *Esquire*, *New Yorker* and *Playboy*, and as "spin cookery" in September issues of *What's New in Home Economics* and *Practical Forecast For Home Economists*. ■

Mirro's largest ad campaign to date is scheduled for this fall. Starting October 19, Mirro Teflon-coated cookware will be featured on 77 television stations. Ads will appear in *McCall's*, *Better Homes and Gardens*, *Ladies Home Journal*, *Good Housekeeping*, *Farm Journal*, *Parents'*, *This Week*, *Los Angeles Times Home Magazine*, *San Francisco Sunday Bonanza*, *Parade*, *Ebony*, *American Home*, *Progressive Farmer*, *Modern Bride* and *Brides Magazine*. A kit of fall promotion aids will be distributed to Mirro dealers and two floor displays which can act as self-contained cookware departments are available to dealers. ■

AMF's new power mower line has a stainless steel cutting blade and what the company calls a "revolutionary" monorail design. Other new features are a single control instant cutting height adjustment; top-of-engine gas and oil fill; and a trimming tool holder. Leading the AMF's Homko line are two monorail design rotary mowers, called the Ambassador, in 19- and 22-inch sizes. ■

The Ohio Fair Trade Act was upheld in an Ohio court case brought by Corning Glass Works against Ontario Stores in Springfield, Ohio. Corning's complaint requested that Ontario desist from selling Pyrex Ware and Corning Ware products below fair trade prices in violation of the Ohio Fair Trade Act. Corning alleged

Ontario had not signed a contract with the firm but had accepted products with notice of the manufacturer's fair trade program. The case, decided in favor of Corning, is the first fair trade decision handed down outside Cuyahoga County since the U.S. Supreme Court upheld the constitutionality of the Ohio Fair Trade Act as applied to that county. ■

Make your reservations now for the 42nd NHMA National Housewares Exhibit to be held January 11-15, 1965, at McCormick Place in Chicago. ■

GE's housewares division at Bridgeport has been handed responsibility for sales of GE housewares in Australia. W. H. Sahloff, vp-general manager of the division, said M. M. Wheeler has been elected board chairman and managing director for the Australian component, and the overseas housewares department has been assigned sales responsibility. The GE-Australian arm makes and sells toasters, mixers, irons, hair dryers, coffee makers, floor polishers, vacs and fans. ■

The Western States Hardware-Housewares Show will be held February 21-23, 1965, at Brooks Exhibit Hall in San Francisco's Civic Center. The show is sponsored by the California Retail Hardware Assn. Krueger B. Jacobsen, Show manager, expects an increase in exhibitors at the 1965 Show, which covers all areas of housewares, hardware, giftware, building supply, lawn and garden equipment, among others. Because the Show includes Washington's Birthday holiday, the Association expects dealer attendance to exceed the 7,914 that attended the 1964 Show. That Show exceeded by 11.4% attendance at the 1963 event, and sales at the Show were up 24.7% over 1963 Show sales. ■

Sunbeam's spring ad campaign for power mowers and lawn equipment will reach 67 markets. The "15 markets" figure (MERCHANDISING WEEK, 17 Aug, p8), refers to Sunbeam's winter snow thrower program. ■

Key Moves . . . EUREKA names Henry J. Mueller branch mgr in Minneapolis . . . GESCO appoints Ralph W. Volkman, Milwaukee, housewares and radio area sales mgr for Wisconsin . . . SUNBEAM names Jerry G. Dashe product ad mgr, appliance div . . . SHETLAND appoints Don S. Morrison and Assoc., Seattle, reps in Washington and Oregon for Shetland/Lewyt products. The firm already represents Shetland for portable electric appliances in those states. ■



Walton's new Dutchess humidifier at \$119.95.

Walton enters the evaporative field

Departing from a 27-year history of atomizer-only humidifiers, Walton Laboratories entered the evaporative field last week with three units: two duct types and a decorator-styled console model, the Dutchess.

The reason for Walton's move, says company president John Feldermann, is that evaporative-type humidifiers are needed for areas with high-mineral content water. Atomizer types are handicapped in these areas because the necessary demineralization component is prohibitively expensive.

The Dutchess (left) at \$119.95 suggested list will humidify 8-10 rooms under normal weather

conditions. It converts approximately 12 gallons of water to vapor per day, and has a reservoir capacity of 8 gallons. It features a stain-resistant, walnut finish, "whisper-quiet" motor fan, long-lasting evaporating belt, and built-in humidistat.

Walton also introduced a new atomizer humidifier, the Squire, which carries a \$79.95 suggested list. The olive-green portable unit is designed to humidify 6-7 rooms, and will operate continuously on one filling for ten hours. Vapor discharge ports are located on one side only, so that the unit can be placed against wall, curtain or furniture. A portable humidistat and a pedestal stand are available as accessories.



Salutes the “Waltz Through Washday” promotion

Choose your partner for extra sales:

ACTIVE all the #1 controlled
suds detergent

OR

COLD WATER all the revolutionary
liquid detergent

Here's a 2-step sales-building offer!

PLAN #1: Feature the large size (multi-week supply) as a premium with every purchase of a washer. It's an excellent way to give that extra sales boost to washers. Also, you can offer either of these sizes free as an inducement when trading customers up from a low-end to a high profit model. Offer can be supported by your ordering a free “Big Supply” window trim, featuring the “Waltz Through Washday” theme.

PLAN #2: Here's a great way for you to build store traffic! Feature the small size as give-aways. You'll be amazed at the tremendous pulling power **all** has. Incidentally, it's a good idea to use these sizes in washer demonstrations. Order free “Single Package” window trim with “Waltz Through Washday” theme for special displays. Remember, **all** assures top machine performance and the cleanest possible wash.

CHOOSE YOUR PLAN NOW AND SEND IN THIS HANDY ORDER BLANK!

TERMS:

1. Active **all** 2's—\$8.50 a case.
2. Active **all** 24's—\$8.50 a case.
3. Cold Water **all** $\frac{3}{4}$ Gal. Size (4)—\$8.00.
4. Cold Water **all** Pt. Size (24)—\$9.00.
5. Active **all**—\$2.50 advertising allowance per case—deductible from invoice.
6. Cold Water **all**—\$2.35 advertising allowance per case—deductible from invoice.
7. Ship freight prepaid—we will bill open account.
8. Minimum order—3 cases.
9. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS COMPANY, WASHING MACHINE BUREAU, 390 Park Ave., New York 22, N.Y.

Please ship me the following, freight prepaid. Bill open account.

- _____ Cases of Active **all** 2's (Two 20-lb cartons per case.)
_____ Cases of Active **all** 24's (Twenty-four 24-oz. packages per case.)
_____ Cases of Cold Water **all** $\frac{3}{4}$ Gallon Size (4 per case.)
_____ Cases of Cold Water **all** Pint Size (24 per case.)

☐ Free package mat. ☐ “Single Package” window trim. ☐ “Big Supply” window trim.

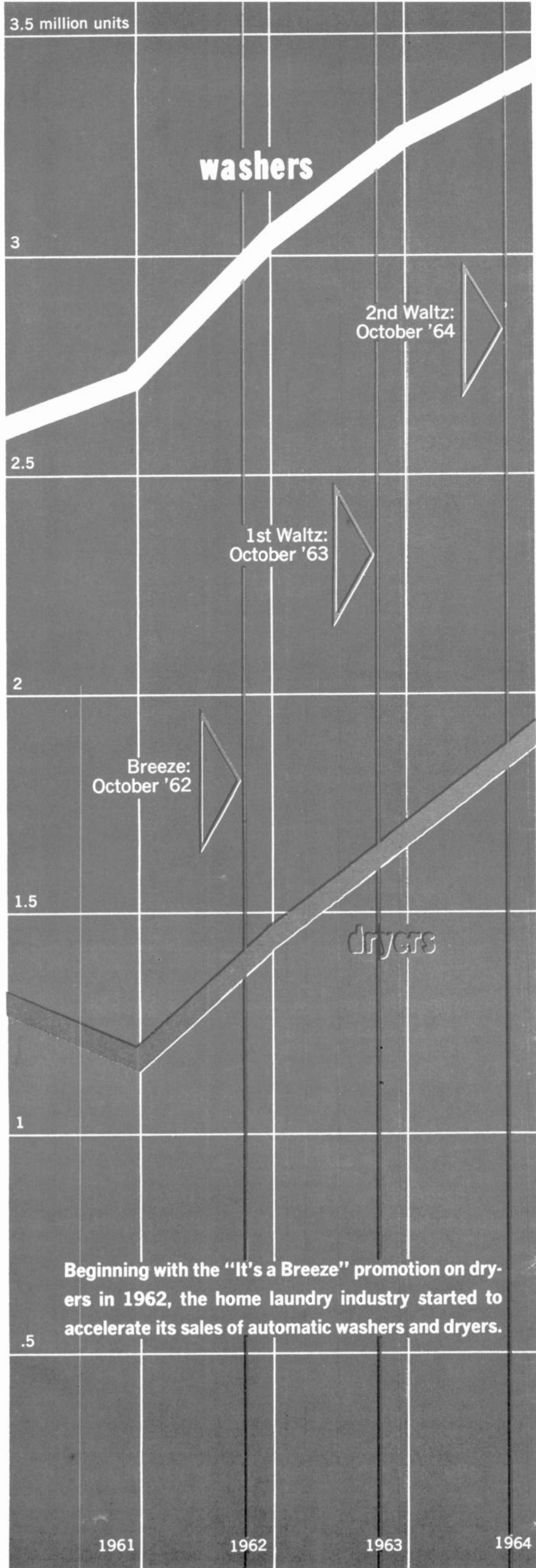
Name _____

Firm _____

Firm Address _____

City _____ Zone _____ State _____

Signed: _____



* MERCHANDISING WEEK's estimated shipments for 1964

WALTZ THROUGH WASHDAY

The 'Waltz' in '64 ... what are the prospects?

The industry-wide "Waltz Through Washday" promotion designed to spark the sales of home laundry equipment during October and the last two months of the year is in its second run.

MERCHANDISING WEEK will spell out the program for you. But it's up to you to take advantage of all the promotional aids and planning available to make the 'Waltz' work.

The participants

An impressive array of companies are supporting the promo this year, which is spearheaded by the American Home Laundry Manufacturers Assn.

The two major co-sponsors, so designated because of their major commitments, are United States Steel and Procter & Gamble.

Among the new industry participants for 1964 are Inland Steel, Armco Steel and Bethlehem Steel. These companies will hold regional tie-in programs.

The other allies are: Lever Brothers, which will have a national advertising tie-in; Calgon, offering promotion materials; Northern Electric, West Bend, Federal Enameling and Stamping Co., all offering premiums.

The association supporters are: American Gas Assn.; Appliance Parts Distributors Assn.; American Public Power Assn.; Bureau of Advertising; Edison Electric Institute; Gas Appliance Manufacturers Assn.; National LP Gas Assn.; Porcelain Enamel Institute; National Rural Electric Cooperatives Assn.; National Appliance Radio Tv Dealers Assn.; Farm Electrification Council and the National Cotton Council.

And Life and McCalls will be offering promotional materials.

All of this support is additional to AHLMA's manufacturer members, who are backing the program as they've never backed any promotion before.

The promotional backing

The 'Waltz' is probably the most extensive industry-wide promotion ever held, for any segment of American business. It most certainly is for the major appliance industry.

Last year, an estimated \$11,200,000 was invested in the promotion by the manufacturer members of AHLMA. These participants expect to spend at least as much this year.

In 1963, the co-sponsors, US Steel and P&G, and the other participants spent an additional estimated \$8-10 million.

They too are expected to spend at least as much this year and P&G seems to be more heavily committed.

All of these funds are backed up by selling plans that go right into your store.

The plans

Leading off with AHLMA, the association is once again using its promotion handbook called the "Local Action Guide," in an up-dated and revised form. It is free if you want it. Over 1,000 copies have already been circulated by the association, located at 20 North Wacker Drive, Chicago, Ill.

Probably the most important aspect of AHLMA's

by Jules Abend and Wallis E. Wood

program is its creation of "local action committees."

The committees are the market centers of activity for the promo. Last year there were 100. This year there will be committees in about 200 areas. On page 19, you will find a listing of the local committee chairman in your market.

The increase in the number of committees was made possible by AHLMA's extensive use of its manufacturer members' field organizations.

The co-sponsor activity

United States Steel, AHLMA's biggest partner, will go into 15 markets—Indiana, Atlanta, Milwaukee, Washington, D.C., Minneapolis, Boston, Philadelphia, Kansas City, Mo., Houston, St. Louis, San Francisco, Oakland, Denver, St. Paul and Chicago — with an extensive merchandising program.

Dealers in these cities will get heavy newspaper ad support, outdoor billboard advertising, guidance in tailoring their campaigns to the overall promotion. But the rest of you aren't forgotten. US Steel is also supplying 4,000 newspapers in the United States and Canada with a 10-page newspaper kit containing editorial material from AHLMA, AGA and LBE. If your newspaper hasn't received the kit it is available free from US Steel, along with point of purchase materials and ad mats. See page 22 for the ad mat offer.

It also will run a full-color ad in Ladies Home Journal and announce the campaign to the trade in the industry press.

The other big supporter of the campaign, Procter & Gamble will again provide extensive national and local support (33% greater than last year, it says) using its Tide and Dash products.

On television, P&G has specially prepared one-minute commercials to be aired on the national networks during the evening hours and 13 times on the P&G daytime properties.

In addition, in 60 major markets a Waltz commercial will be shown from 1 to 10 times, depending on size of market, during prime night viewing hours. A special 10-second commercial will also be aired 5 times on national networks.

In leading women's service magazines, Tide ads running in cooperation with the leading washer manufacturers during the period of the promotion, will feature the Waltz slogan and symbol. Also, a special Waltz Dash mailing will reach over 24,000,000 homes.

The theme will also appear on about 4,800,000 Dash packages sold at retail during the promotion period.

Among the giveaways are a "Dash" measuring cup imprinted with the Waltz theme. It will be offered at no charge to the local action committees in quantity for use as a traffic builder. AHLMA headquarters will handle allotments.

And the Tide Laundreminder, which provides a place to keep garment washing instructions plus a stain removal chart, is available to the committees at five cents each.

NARDA's backing

NARDA, the association of the organized appliance dealers, about 5,000 of them, will tie in by offering Tide for promotional purposes to its members at no cost to the parent organization. Regular and medium sizes are \$5.70 a case, minimum order of five cases. The home laundry or jumbo size, two boxes to a case for \$7.45, with a minimum order of 10 cases. The group has also sent bulletins to its members urging them to get involved in the promotion and has supplied them with a list of the materials available.

The American Gas Association's expenditures for the campaign in 1963 vs. 1964 "has been substantially increased."

Included in its materials for direct tie-in are: window banners and wall banners, on-appliance stickers, ad mats.

The prospects

Looking at the graph on the left, you can see that the sales slump beginning in 1959 took a definite turn upward with the advent of the "It's a Breeze" promotion, the first industrywide promo, in 1962.

Last year's Waltz pulled the curve up more sharply, when 3,293,000 automatic and semi automatic washers, and 1,611,000 dryers were shipped. MERCHANDISING WEEK estimates that by the end of this year, 3,400,000 washers and 1,800,000 dryers will have been shipped.

And AHLMA's Guenther Baumgart predicts that if the Waltz can be made to take off as planned, "we will beat the industry's banner year of 1956 when 5,946,000 ironers, wringer washers, combinations, automatic washers and dryers were shipped by the factories."

AHLMA, even now confident of this year's outcome, is already planning for a 1965 Waltz promotion.

Bigger than ever... that's the manufacturers' support

The skeptics have been converted.

All of the laundry equipment manufacturers, including those who didn't put much stock in the idea of an industry-wide promotion, are giving their wholehearted support to the upcoming Waltz.

They have learned that a strong, well-coordinated promotion shows results on the balance sheets.

They have also learned from last year's Waltz that follow-through at the dealer level is all-important and they are concentrating on this aspect this year, as you will see.

Special models will be offered by Kelvinator in conjunction with the Waltz. M. C. Cameron, director of advertising and sales promotion says: "Among the things we found were missing from last year's program in our support was the lack of special models designed specifically for dealer tie-ins. We also learned that in the areas where complete follow-through was given that increased sales of laundry equipment resulted."

Kelvinator is also increasing its local and national advertising, using 1000 line, two-color ads in all major laundry key-city markets, and nationally, using the *Saturday Evening Post*. Cameron feels that the Waltz theme is still good for 1955-66.

"**We are putting forth much more effort,**" says Easy's Dick Kelly. Kelly emphasizes: "There must be strong follow-through right down to the retail level. Dealers are besieged with so many different industry programs, that we must take the time to call attention to the tremendous possibilities with a program such as Waltz Through Washday. We have developed a special Waltz sales promotion kit."

Greater emphasis on in-store promotion with stronger displays and more effective demonstrations is a part of Frigidaire's plan for the promotion says Bill Anderson, merchandising manager.

Strong service organization support is coming from Westinghouse. C. J. Vondran, marketing manager, says: "Westinghouse through its service organization will distribute cards, supporting the promotion, to consumers. Westinghouse is also putting more emphasis on the local action committees this year. Westinghouse hasn't found the end of useful life in the Waltz yet."

Special models of an automatic washer and two dryers will be available from Whirlpool for the Waltz period only. These are top-of-line models at reduced prices says Bob Brintnall, general manager, laundry. And Whirlpool is putting more emphasis at the dealer level, having taken the responsibility for setting up and working with action committees in 28 cities. Brintnall adds: "While the Waltz has been an outstanding theme for the promotion, it would seem that there are additional benefits which could be derived by adopting a new theme in the future." "**We are giving much greater support** to the Waltz this year," says Reg James, vice-president, director of sales, Speed Queen. James stresses: "We learned from last year that each manufacturer had to accept the responsibility of organizing local action committees."

Speed Queen too, will have a special model, the Princess Fabricare, with matching dryers. Shortly, it will announce a promo which is still in the planning stage. James, who is on the Waltz steering committee, says, "It is our opinion that an industry promotion on laundry

equipment should be held at least once a year. We have some strong reservations about the use of the Waltz theme."

"**It sells merchandise,**" says Hotpoint's Dick Hilb, "and therefore the company considers Waltz the most significant cooperative effort in the industry and is making a particular effort to insure dealer support." Hilb says, "Local action committees set the Waltz apart from other industry promos and put the emphasis where washers and dryers are sold—at the local level. Hotpoint is including the Waltz theme in all of its national home laundry advertising." On a future theme change, Hilb cautions, "Before contemplating any change, we must, as an industry, remember that we might make the mistake of becoming disenchanted with words long before the American homemaker has been sufficiently exposed to the Waltz."

Getting an earlier start will permit more effective implementation at local levels, so that's what General Electric is doing, says Stan Gault. GE is supporting Waltz with POP material, retail ad elements and local and national advertising. Gault says, "We do believe that this type of promotion can be successfully repeated."

More extensive support is coming from Blackstone Corp., Dick Smith, vice-president, says: "All of our consumer ads as well as our trade-paper ads and releases will carry the Waltz theme and symbol. In addition, we will be supplying ad mats, coop advertising copy and display pieces and literature. And we are lending our support to the local committees. I feel that the theme can be expanded on in 1965."

More emphasis on action committees is Maytag's major modification this year according to G. E. Ankeny, general sales manager, who says: "We learned that the key is to get through to the dealer. That's why we took on the responsibility for committees in 47 markets." Maytag is going to include the symbol in national magazine and newspaper ads. Ankeny feels that the theme can play for at least another year.

"**We have alerted our field organization** to the Waltz," says Dick Snyder of Hoover Manufacturing, "and we have filled them in on what's available from the various participants, such as US Steel." Although not an AHLMA member, Hoover is excited about the promo and is telling its dealer organization that it has a unique opportunity to push its compact washer-dryer and is offering coop—"We hope to step-up our participation next year."

A back-to-school promotion has been developed by Norge in conjunction with Waltz says Dan Dougherty, vice-president, because, "If we learned anything last year, it is that it requires strong retail activity. Consequently, we have a promotion, the heart of which is a 4-color reproduction of a globe which sits on a desk. This family-type premium will be an excellent sales closer."

There are also two displays available. The company's 15-lb. unit will be pushed in a series of 1,000 line newspaper ads.

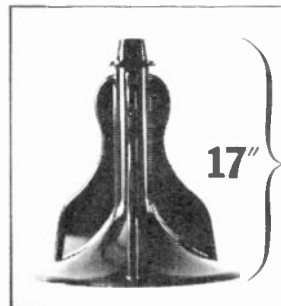
More support than ever is coming from Hamilton Manufacturing says Jack Riggs, sales vice-president, who adds, "We sincerely believe that the local action committee established in each key city is the important factor to achieve an all-out effort for this promotion." In his opinion the Waltz can be promoted for a number of years.

continued on p14

Waltz through Wash

backed with unmatched experience in building

Big-Capacity
Norge 15 Washers
 Handle any wash load from
 15 lbs. down to 2 lbs. for
 true flexibility.



Industry's biggest agitator! Engineered to keep big 15-lb. loads circulating throughout the wash cycle. Smooth, rounded vanes handle clothes gently; won't cause tear, wear or tangling.



Industry's biggest tub—over 20% bigger than all major competitors'. Gives clothes more room to move and turn in; detergent more room to do its work. It's the only tub in the home-washer field that can handle all the bed linen from four double beds at one time.



Infinite Variable Water Control—provides just the right water level for every fabric, every load—from 2 to 15 lbs. New Norge 15 "Flexi-Load" washer uses only the water and detergent needed for maximum cleaning results. No extra attachments needed to wash smaller loads.



4 Models with features and pricing to satisfy every demand!



**2 New "family-size"
 Norge Washers
 Big in Features!
 Big in Value!**

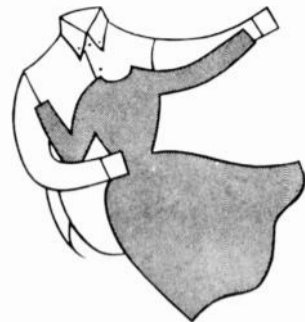
Designed for prospects who want a full range of deluxe features, but not the extra wash capacity of the Norge 15. Famous Norge quality and dependability inside and out; priced for profit.

**Big things are happening
 at Norge in
 Advertising and Promotion**

These leading women's magazines will be carrying the Norge 15 story to over 61,000,000 customers during your biggest selling months—September, October, November. Backed by exciting dealer promotions, local advertising and in-store displays. Special Waltz through Washday merchandising guide available.

day with Norge

big-capacity washers and dryers

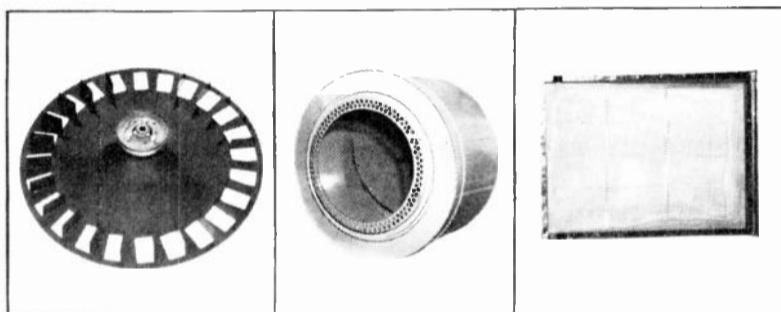


Big-Capacity

Norge Dryers

Handle the largest capacity wash loads—feature stop-n-dry and 4 ways to dry.

Complete Drying Flexibility! Stop-N-Dry control and stationary dry rack allow no-tumble drying with warm or cool air; also permits use of warm or cool air with drum rotation. That adds up to Norge 4-ways-to-dry!



Biggest fan! 21 inches—2½ to 3 times the size of other fans in the home-dryer industry.

Biggest drum! 20 to 27% bigger than competitors'. Biggest motor, too. Full ½ H.P.

Biggest lint screen! 252 sq. in. (fine wire mesh)—3 to 4 times bigger than filters used by major competition.

4 Models—designed and priced for every dryer prospect!



ROME • NAPLES
POMPEII • AMALFI • SORRENTO • CAPRI

NORGE

**Get in on the big
Norge Roman
Holiday Trip
to Italy**

Find out how you can qualify for this fabulous trip from your Norge Distributor



Market-proved ideas to get you bigger business

How do they do it elsewhere? What does it take to have a strong Waltz Through Washday promotion? What did they do in the markets where laundry sales rose significantly during and after last year's promotion?

Here are reports from three cities. Two of them, Atlanta and Milwaukee, had U.S. Steel support last year, and will have it again this year. The third, Boston, has had a laundry promotion for several years, but for the first time this year has U.S. Steel backing.

These cities were picked because there are unusually fine merchandising programs in each of them. Their ideas can help you.

A successful promotion depends on three things: money, cooperation, and enthusiasm.

Money is coming from the utilities, from U.S. Steel (in certain markets) from distributors—and dealers should not be reluctant to put in some of their own money. "Last year we spent about 20% more money than we would have ordinarily spent during the same period," says Henry Felker, a Milwaukee dealer, "but we increased our washer and dryer business by about 50%."

Cooperation is important because no one distributor, no one dealer can run a successful industry promotion by himself. A buyer in a Milwaukee department store criticized last year's Waltz by saying, "First of all, there is a need to get organized. Last year, the campaign lacked coordination; they didn't get everybody together. Some distributors didn't even know the promotion was going on."

Tom Saint, advertising and merchandising manager of the Whirlpool Division of the Eastern Co., a Boston distributor, says that the industry should recognize that it is competing with the travel industry, the boat industry, the fur industry for the consumer's dollar. "The competition isn't the guy down the block, it's the travel agency around the corner."

And without enthusiasm at all levels, nothing happens. An Atlanta dealer called last year's Waltz "a walk through the roses that didn't produce any business." He was unable to isolate individual failure factors. He said that all his firm did was to use newspaper tie-ins which mentioned the Waltz theme and said, "Come in and get your Waltz records." "Perhaps," he concluded, "it was a lack of enthusiasm which was the primary reason we didn't do better."

Ideas for newspaper advertising

Newspaper advertising of a promotion like the Waltz poses an immediate problem: run a special section or scatter the ads throughout the paper.

U.S. Steel offers newspapers an ad service which is full of editorial and advertising material. With this service, a paper can easily put together an entire special section promoting the Waltz. The big advantage a newspaper section gives to advertisers is that the paper is almost forced to run editorial material discussing the advantages of modern washers and dryers. On the other hand, the section can easily be pulled out of the paper and ignored.

"I've asked people what they do with those special newspaper supplements," said an Atlanta utility spokesman. "They say, 'We take them out and throw them away before we start reading.' They don't want to be bothered."

One answer is to run the ads through the paper. This is what Boston dealers are going to do this year. The Electric Institute expects that over 20,000 lines (or about 1,430 column inches) of electric dryer advertising will be run in the Boston Sunday *Globe*, Sunday, September 20. These ads will be scattered all through the first news section of the paper. There will be 20,000 more lines in the *Globe* on Wednesday, October 7.

Last year, there was an eight-page Waltz section in the *Atlanta Constitution*. This year, there will be a kick-off ad which U.S. Steel will place in local papers on October 1 and 2. After that, local dealers will take the ad space in a cooperative venture being coordinated by an ad hoc committee set up to make this year's promotion more effective. This committee is made up of two distributors, two dealers, two utility representatives, and a committee chairman, Joe Oppert, manager of display advertising for two local newspapers. The committee plans to carry the cooperative ad venture, hitting the Waltz Through Washday theme "until it gets stale," as one committeeman said.

As a minimum, the committee is scheduling at least one seven-or-eight column page a week which will be shared by four—but only four—dealers per page each week. The page will carry a banner headline which pushes the free Van Heusen shirt plan (see p19) and emphasizing the Waltz theme. The cost of the banner will be shared by the dealers, and dealers and distributors will receive customary incentives from manufacturers.

The committee hopes to get enough ads so that four different manufacturers can be represented each week. The newspaper has said that it may run articles on the pages updating the fabric fields, on advancements in dryers, and on the new sizes and efficiencies of washers and dryers.

Ideas for promotions

"This year, in addition to our newspaper advertising which will average about 1½ pages a week on the Waltz, we're going to hold a laundry school for housewives in conjunction with the promotion," said Phil Westley, Northern Supply Co., a Milwaukee dealer. "We'll explain how fabrics should be laundered, dried and treated, the purpose of different cycles; how they can reduce ironing by proper use of a washer and dryer; and how there is less wear on an item by automatic washing and drying. Our main theme will be how the housewife can reduce her clothing costs by 50% if she uses a dryer. We'll invite the women to our class through direct mail. Each class will last one night, about three or four hours, and we'll serve coffee and donuts. We plan to hold about 16 such classes with an average of 30 women in a class."

"This year we plan to do three things: use the telephone, newspaper, and direct mail," said Herb Wilk of Samson's in Milwaukee. "We will call all wringer-washer customers and try to work them into an automatic. We'll also call all recent automatic washer customers and try to sell them a dryer. We regularly do this—telling them this is their last chance, before the model change, to buy a dryer that exactly matches their washer."

Cobb Appliance in Marietta, Ga., a suburban town outside Atlanta discovered live radio during last year's Waltz, and found it more effective in bringing in people than anything the firm had tried before. The store brought in a remote unit from WFOM, Marietta, which produced a remote disc-jockey and interview show both in, and outside, the store. Usually, this broadcast lasted two hours, for which time was bought, and it was aired from 5-7 p.m.—the hours when traffic is heaviest on the street.

Some interviews were with customers visiting the store, some where to get reactions to the merchandise. Some time was spent on interplay between the disc jockey and Cobb Appliance sales staff or its management. The firm has found that radio advertising is more effective than local newspaper advertisements.

Ideas for salesmen's incentives

Is the best incentive money? Perhaps. In Boston, there will be 20 cash prizes of \$25 each which will be drawn at the end of the campaign by the Electric Institute. Salesmen who sell an electric dryer submit a coupon which goes in for the drawing.

There is another school of thought which believes, however, that the best incentive for a salesman is a good prospect on the floor. For example, Henry Felker in Milwaukee said, "Last year, the utility helped us two ways: by advertisements for consumer interest and by offering salesmen prizes in an incentive book. We've found that when the manufacturers and utilities say 'buy a dryer' it has more weight than when the dealers say it." However, in talking about changes he thought would be helpful, Felker said, "The utility's salesmen incentive dollars should have been spent on advertising. This would have increased the advertising money available by about 50%."

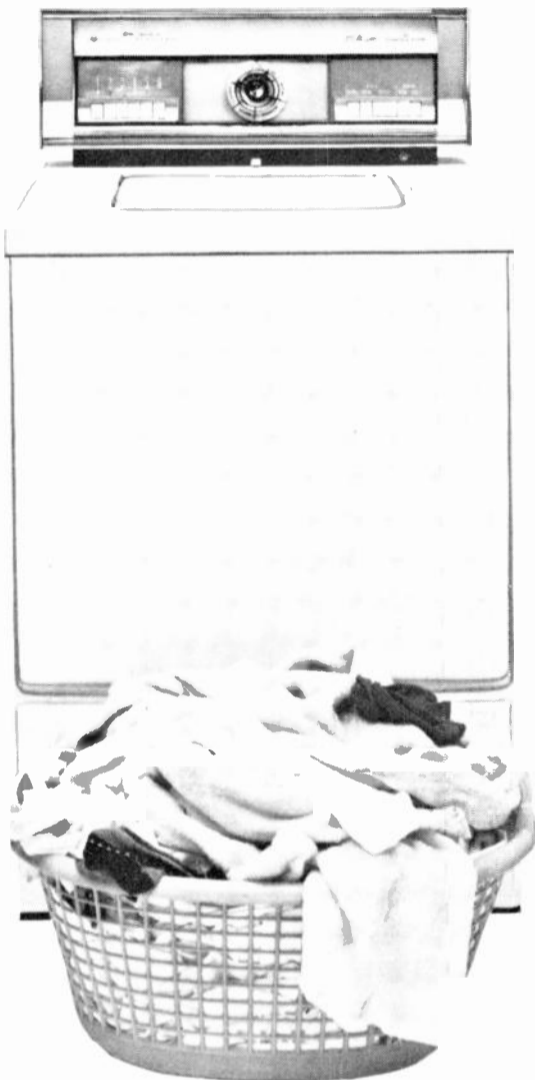
In Atlanta, to help retailers in their ad campaign during the Waltz, Georgia Power Co. has announced that it will support local dealer ads for dryers, but only dryers, on a cooperative basis, during a 15-day period from October 10 to 25. This electric utility will pay 25% of ads which are at least 30 column inches large and which contain the "Live Better Electrically" emblem. Atlanta Gas Light Co.—the other utility—says it will "do as good as or better than" the power company, but it has not yet announced what it will do.

There are problems in offering coop money, however. A Milwaukee distributor said, "This year we'll put our coop money on a per-unit basis rather than on an estimate basis. Last year we asked the dealers to estimate how many units they thought they would sell—and we paid them in advance on that basis. But we found some dealers tend to take advantage of this."

"The Wisconsin Electric Power Co. will offer coop advertising to dealers this year," said a company official. The utility will pay 40% of all dealer coop advertising—with no limit on the quantity of ads the dealer places. This is the first time it has participated in the Waltz promotion this way; last year it offered no coop money but spent money wiring customers' homes. This year, the wiring deal is not being offered.

continued on p18

**What can wash
bigger loads
than Hotpoint's
14-lb. washer?**



**Our new 1965
15-lb. models!**



Our tubs are 25% bigger now, making plenty of room for a 15-pound load—nearly twice the capacity of washers most people own. New Hotpoint washers aren't lop-sided heavy-weights, though. They'll do two pounds of delicate fabrics as perfectly as 15 pounds of family wash. Handy new Hotpoint dial controls make cycle-setting easier, too. And every Hotpoint washer has a porcelain finish at no extra charge. What's more, you can pair up these washers with a new Hotpoint electric or gas dryer! Nobody else gives you all this plus a written 90-day replacement Guarantee of Satisfaction. Call your Hotpoint Distributor right now. Order the big ones for '65!

Hotpoint

first with the features women want most

See Johnny Carson selling Hotpoint
this week on The Tonight Show NBC-TV



When you're at the
New York World's Fair
visit Hotpoint's Storybook Kitchen

HOTPOINT • A DIVISION OF GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



She'll get the message from Tide and Dash... to help you clinch the sale in October.

Tide and Dash are doing it again! We're spreading the word about the big "Waltz Through Washday" promotion—to help you sell more washers this October.

Over and over again, our advertising will tell your prospects about this exciting washer sales campaign. We'll be running special TV commercials on the networks. Daytime and nighttime! Plus TV spots in major cities. Plus full-page, four-color ads in national magazines. Millions of viewers, millions of readers will get the "Waltz Through Washday" story in Dash and Tide advertising.

Remember, this is *extra* advertising. It's in

addition to our month-in, month-out co-operative advertising campaign. This advertising helps stimulate your washer sales while reminding consumers our products are packed inside the machines you sell.

Why not capitalize on this special effort? Use it—by tying in with it! Give your displays plenty of visibility. Run your local advertising—with ours and the rest of the laundry industry's.

Working together, advertising together, promoting together, we can make October a record-setter for washer sales. And the harder you tie-in, the bigger your share can be!





Now even apartment dwellers, working girls, mobile homers and golden agers can Waltz Through Washday



These are the people who couldn't have a big washer simply because they didn't have room for one. □ That is, before the new compact Hoover Washer/Spin Dryer. This is their kind of clothes washer. □ The Hoover Washer is portable. It rolls from kitchen to bathroom to closet. It needs no special plumbing. It's only 31" high, 29" wide, and 16" deep. It has a remarkable new wash action that's so effective it takes only 4 minutes and 10 gallons of water to get 6 pounds of clothes amazingly clean. And you can rinse and spin-dry that same load in just 2 minutes. □ These folks can now say goodbye to hungry coin washers, and bothersome laundry bills. □ So, if you're interested in reaching this entirely new, profitable market and helping a lot of people Waltz Through Washday, we suggest you look into the compact Hoover Washer/Spin Dryer. □ You'll put a little waltz in your sales curve, too. The Hoover Company, North Canton, Ohio. □ We're the same company that makes the vacuum cleaners.



Ideas for consumer sales incentives

Consumer incentives play an important role in building traffic and closing sales. Here are some ideas:

In Milwaukee, the Wisconsin Electric Power Co. is offering a guarantee on electric dryers which will tie in with their Waltz advertising theme of "Dryer Delight." If, after the dryer

is installed in her home, the customer indicates by means of a card that she is delighted with her dryer, she will receive free a \$19.95 double-bed, single-control electric blanket.

In Atlanta, dealers will be offering Van Heusen shirts and blouses. For each washer or dryer the customer buys, she is given either three men's shirts, three women's blouses, or a combination. The shirts are worth \$5.95 each and cost the dealer \$10 for a set of three. The dealer will buy gift certificates which he will give to his laundry customers, and Van Heusen

will handle warehousing and shipping the shirts.

In Boston, the Electric Institute will be giving away over 100 steam-spray electric irons. Consumers do not have to buy anything to participate in the drawing; they do have to come into a participating dealer's store and register for the drawing.

Of course, no campaign like the Waltz can work unless dealers take advantage of all the sales aids, all the advertising help, all the merchandising ideas available. The retailer who shakes his head and says "It'll never work" is right—it won't work for him. But it can pay off handsomely for the dealer who says, "It will work."

Here are the men who can help you in your market

These are the chairmen of the Local Action Committees. They are responsible for organizing and coordinating committee activities. You can get in on the Waltz by contacting the man in or near your market.

Arizona

PHOENIX—Dick Crouch, Black and Ryan Distributors, PO Box 2010.

California

BAKERSFIELD—James Brower, Gough Industries, 1133 32nd St.

LOS ANGELES—J. B. Craig, Southern Calif. Edison Co., Edison Bldg., PO Box 351.

OAKLAND—Robert Barkley, Paul Morrison Co., 9th and Harrison.

SAN DIEGO—Henry Mumma, Maytag West Coast Co., 726 9th Ave.

SAN FRANCISCO—Earl Pierce, Brentwood Hardware, 25 Kenwood Way S.
SAN JOSE—C. F. Edward, Jr., *San Jose Mercury and News*, 211 West Santa Clara St.

Colorado

COLORADO SPRINGS—Cliff Craker, 28 South Tejon.

DENVER—Roxie Pomarico, Westinghouse Appliance Sales and Service Co., 4100 Grape St.

Connecticut

BRISTOL—H. Francis Murphy, Bristol Appliance Dealers Assn., 17 Riverside Ave.

GREENWICH—H. Lomas, Connecticut Light and Power Co.

GROTON—Samuel Weiss, Morgan and White, 239 Thames St.

HARTFORD—Al Sieffert, Consumer Sales Co., 3510 Main St.

MERIDEN—J. R. Cronin, Conn. Light and Power Co., 39 W. Main St.

NEW BRITAIN—E. J. Major, Conn. Light and Power Co., 66 Curtis St.

STAMFORD—Bernard Gaye, Hartford Electric Light Co.

THOMPSONVILLE—John M. Savage, Conn. Light and Power Co.

WATERBURY—Mort Rifkin, Shopper's World, Colonial Shopping Plaza

WILLIMANTIC—George Pate, c/o Jack Roan, 109 Valley St.

Florida

JACKSONVILLE—Bruce Goodloe, *Florida Times-Union*.

NORTH MIAMI—L. G. Hardy, 2233 Keystone Blvd.

ST. PETERSBURG—J. B. Baker, 9335 Sun Isle Drive, N.E.

Georgia

ALBANY—Mark Shor, WALG Radio Station, 426 W. Oglethorpe Ave.

ATLANTA—Joe Oppert, *Journal*

COLUMBUS—Sam Behar & John Cornette, *Ledger Inquirer*.

JEFFERSON—Evelyn Harris, Jackson

E. M. C.

Hawaii

HONOLULU—Jack Glascock, Honolulu Gas Co., Ltd., 1060 Bishop St.

LIHUE, KAUAI—Charles J. Fern, The Garden Island Pub. Co., Ltd.

Idaho

BOISE—Tom Spofford, Idaho Power Co.

Illinois

CHICAGO—Jerry Hearn, Maytag-Chicago, 1230 S. Western Ave.

DANVILLE—W. I. Stanley, Ill. Power Co., 24S. Vermilion.

DECATUR—P. T. Ryan, Jr., Ill. Power Co., 134 E. Main St.

GALESBURG—R. H. Swanson, Ill. Power Co.

MOLINE—Carl Nonnemaker, Iowa-Ill. Power Co.

PEORIA—Lorence O'Russa, Central Ill. Light Co., 300 Liberty St.

Indiana

GARY—John Corbeth, *Post-Tribune*.

HAMMOND—Robert Leas, *Times*, 417 Fayette St.

INDIANAPOLIS—R. L. Ochs, Citizen's Gas & Coke Utility, 2020 North Meridian St.

TERRE HAUTE—Jerry Reel, Public Service Co., Box 1020.

Iowa

DES MOINES—Merle Hazen, Iowa Power & Light Co., 823 Walnut St.

DUBUQUE—Joe Rand, Peoples Natural Gas Co., and R. C. Holcombe, Interstate Power Co., 1000 Main St.

MUSCATINE—Robert Neighbor, Muscatine Water and Electric Co.

NEWTON—Henry Pleuss, Iowa Southern Utility Co.

Kentucky

LEXINGTON—L. L. Schrader, Kentucky Utilities Co.

Louisiana

BATON ROUGE—R. M. Andrews, Gulf States Utilities Co., 446 N. Blvd.

NEW ORLEANS—A. B. Lindauer, New Orleans Public Service, Inc. 317 Baroone St.

SHREVEPORT—Tom Huddleston, Newspaper Prod. Co., 222 Lake St.

Maine

BANGOR—William Dunnett, Dunnett, Inc., 205 Exchange St.

LEWISTON (AUBURN)—M. Till, Pecks Dept. Store, 184 Main St.

SOUTH PORTLAND—Mober E. Lamy, Hodges Appl., Inc., 189 Ocean St.

Maryland

BALTIMORE—Donald R. Chesser, Baltimore Gas and Elec. Co., Gas and Electric Building.

Massachusetts

CAMBRIDGE—Jim O'Neil, General Electric Co., 55 Cambridge Pkwy.

FITCHBURG—George Carlson, Fitchburg Gas and Electric Light Co., 655 Main Street

PITTSFIELD—Jerry Lepean, Western Massachusetts Electric Co.

SPRINGFIELD—Samuel Boyd, Bailey-Wagner, Inc., 855 State Street.

Michigan

DETROIT—Kenneth Adler, Servall Co., 228 E. Baltimore.

GRAND RAPIDS—Pat Walsh, Kelvinator, 1010 Ellsmere Ave.

KALAMAZOO—M. E. Lower, 604 Montrose.

Minnesota

DULUTH—Norman Poupore, Minnesota Power & Light Co.

MINNEAPOLIS—Herman Klein, Marketpower, Inc., 4815 W. 77 St.

Mississippi

JACKSON—A. W. Hardin, Miss. Power & Light Co., P. O. Box 1640.

Montana

GREAT FALLS—Leonard D. Regan, Montana Power Company

Nebraska

LINCOLN—Dorsey McIntyre, *Lincoln Star*, 9th and P. Sts.

NORTH PLATTE—Claude Evans, Swan Furniture Co.

OMAHA—R. J. Harrison, Neb.-Iowa Elec. Council, 1103 W.O.W. Bldg.

New Hampshire

LEBANON—Phil Pillsbury, Schoolcraft, Inc.

New Jersey

ASBURY PARK—Helen Lenineck, N. J. Natural Gas Co., 601 Bangs Ave.

JERSEY CITY—E. J. Waehler, Pub. Service Elec. & Gas., 84 Slip Ave.

New York

ALBANY—Robert J. Pauley, *Albany Times-Union*, *Knickerbocker News*, 24 Sheridan Ave.

CORNING—Eric Kirby, RD #3, Goff Road.

MIDDLETOWN—Joe Remer, *Times Herald Record*

MINEOLA—Ronald Robin, Long Island Lighting Co., 250 Country Rd.

NEW YORK—George Ruble, General Electric Co., 205 E. 42 St.

POUGHKEEPSIE—William J. Conway, Central Hudson Electric and Gas Co., South Road.

ROCHESTER—R. A. Sullivan, Rochester

continued on p24

for ad aids turn
to page 21



Get ready for The First Anniversary Waltz

U. S. Steel's 1963 Waltz Through Washday was reported by the trade press as "probably the greatest single industry-wide program for a consumer product that has ever been organized." It had support and participation from manufacturers, utilities, trade associations, consumer magazines, newspapers and related industries. Over \$20 million in advertising funds were invested by these groups.

Over 625,000 lines of editorial and advertising appeared in newspapers in key markets. Now, U. S. Steel is repeating this successful formula this October!

U.S. Steel's 1964 Waltz Through Washday Promotion

This proven promotion will help you boost washer and dryer sales in October. The program has national magazine advertising, local newspaper advertising, local outdoor advertising, press coverage and free point-of-sale kits...all concentrated during the prime sales month of October. Turn the page for details.

Check this complete 1964 "Waltz Through Washday" promotion program:

Selling theme and symbol. Millions of potential buyers will see this symbol in advertising and promotional material.

It will tell them that October is washer and dryer month and will mark your store as washer and dryer headquarters.

Magazine advertising. U. S. Steel will run a full-page, four-color washer-dryer advertisement in the October issue of *Ladies' Home Journal*, telling millions of housewives all about the advantages of owning an automatic washer and dryer.



Outdoor advertising. In 15 key major appliance markets, U. S. Steel outdoor boards will strengthen the magazine and newspaper ads and give month-long exposure of the theme and symbol to thousands of your prospective customers.



Newspaper advertising. Also, in these markets, U. S. Steel newspaper ads will promote the theme and symbol, sell the advantages of new washers and dryers, and tell potential customers that *now* is the time to buy in *your* store.

Newspaper service. U. S. Steel's special "Waltz Through Washday" newspaper service will be sent to 4,000 daily and weekly newspapers across the country. It will help them build special sections of washer and dryer advertising and editorial features—important showcases for your advertising.



Free kit. To help make your store displays and merchandising efforts more effective, U. S. Steel has prepared a free point-of-sale kit. It contains a giant window banner, two colorful wall banners, salesmen's badges, reproduction art for tie-in advertising, and STEELMARK tags and labels.

Mail the coupon for your free point-of-sale kit from U. S. Steel. Tie in to boost your washer and dryer sales during this once-a-year, all-out selling effort.



United States Steel
Room 7350
525 William Penn Place
Pittsburgh, Pa. 15230

United States Steel 

Please send me my free washer and dryer point-of-sale kit.

Name _____

Store Name _____

Address _____

City _____ State _____ Zip code _____

This mark tells you a product is made of modern, dependable Steel.



The bigger ad support that can trigger your shot at higher sales



The Best Instrument Makes the Best Music

Waltz through Washday ...with a DeLuxe

United States Steel, one of the two co-sponsors of the Waltz and long an industry ally, once again, in conjunction with MERCHANDISING WEEK, offers you the opportunity to receive free ad mats to help you boost laundry sales during the big October promotion. Send for them now in order to carefully plan your ad strategy for the fall.

The Waltz is the biggest and most well coordinated industrywide promotion that has been developed in recent years. If you use these materials imaginatively and get behind the campaign, you will see increased sales and profits for the last three months of 1963.

This headline will fit in a four-column space in a standard newspaper measure. It can be combined in a number of ways with the other graphic materials offered on this page to create an exciting ad that will stop the newspaper reader in your town.



Matted Santa also comes in a larger size with the free kit. He will help you increase lay-away plan business for Christmas.



The decorative music note pushing the Waltz promo also comes in a full-column size.



This poster insert is a copy of the large Waltz posters you can have in the store.

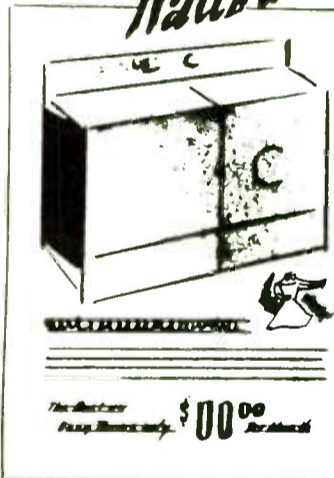


The Best Instruments Make the Best Music

Waltz through Washday

...with a DeLuxe

Brand Name Washer & Dryer



STORE NAME

Waltz through Washday

Mats of this musical headline come with the kit. They range from one column to eight columns in size. It makes an appropriate head for the dancing figures.



Two larger sizes of these Waltzers are also among the mat materials.

An example of an ad you can make up using the mats featured on this page and the product mats available from the manufacturers of the brands you sell. This ad allows you to write your own copy, feature your store name and product in a dramatic yet clean layout.



The musical theme can really be played with the three musical notes. They also come in twice the size to help you make your ads dance with interest.

YES, I CAN USE THESE AD MATS — Please send me a set of the mats illustrated on this page. I understand this is an exclusive offer for MERCHANDISING WEEK subscribers and that there is no charge for these mats. (Offer good in U.S. only.) Send them to:

YOUR NAME

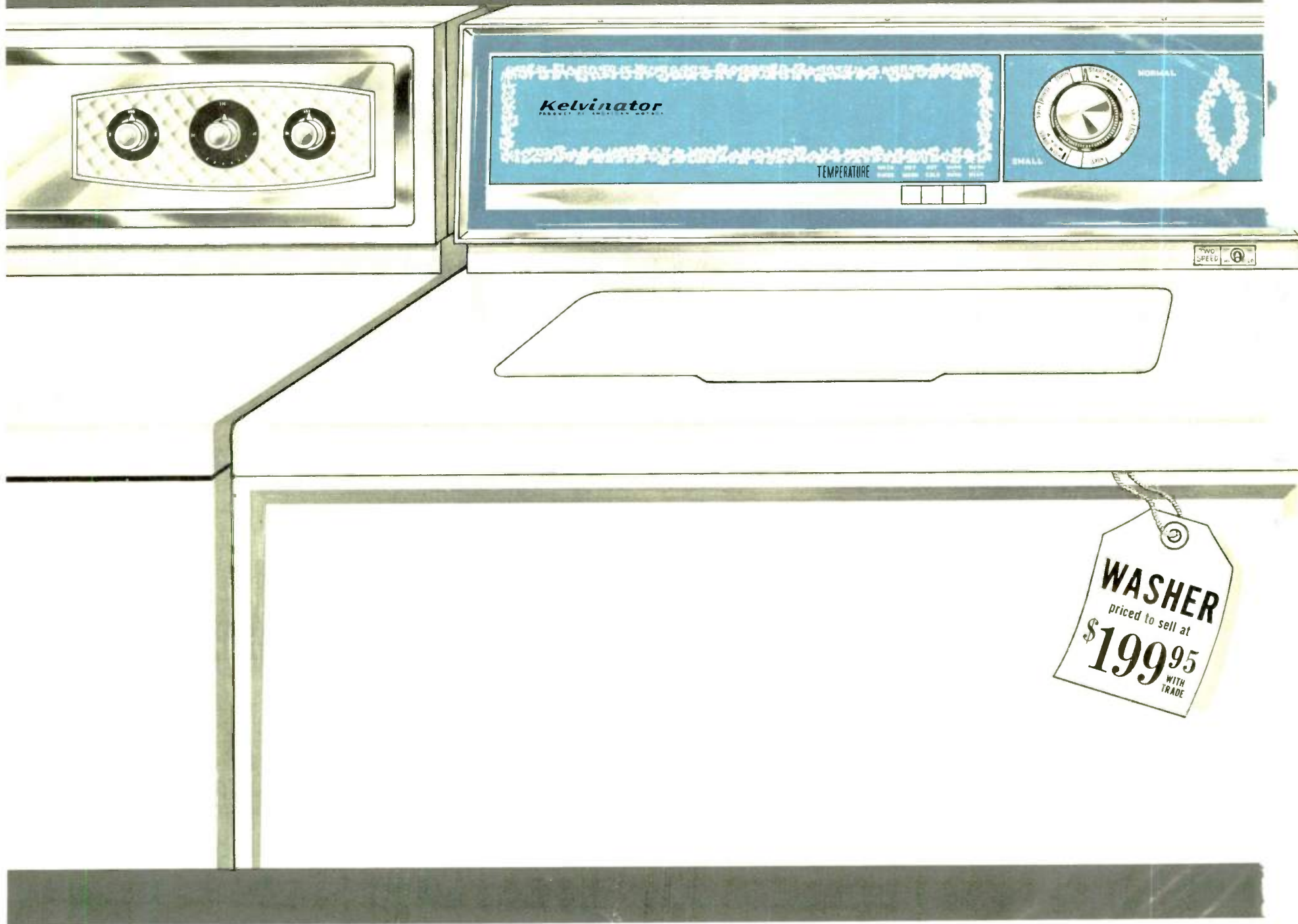
STORE NAME

STREET ADDRESS

CITY STATE ZIP CODE

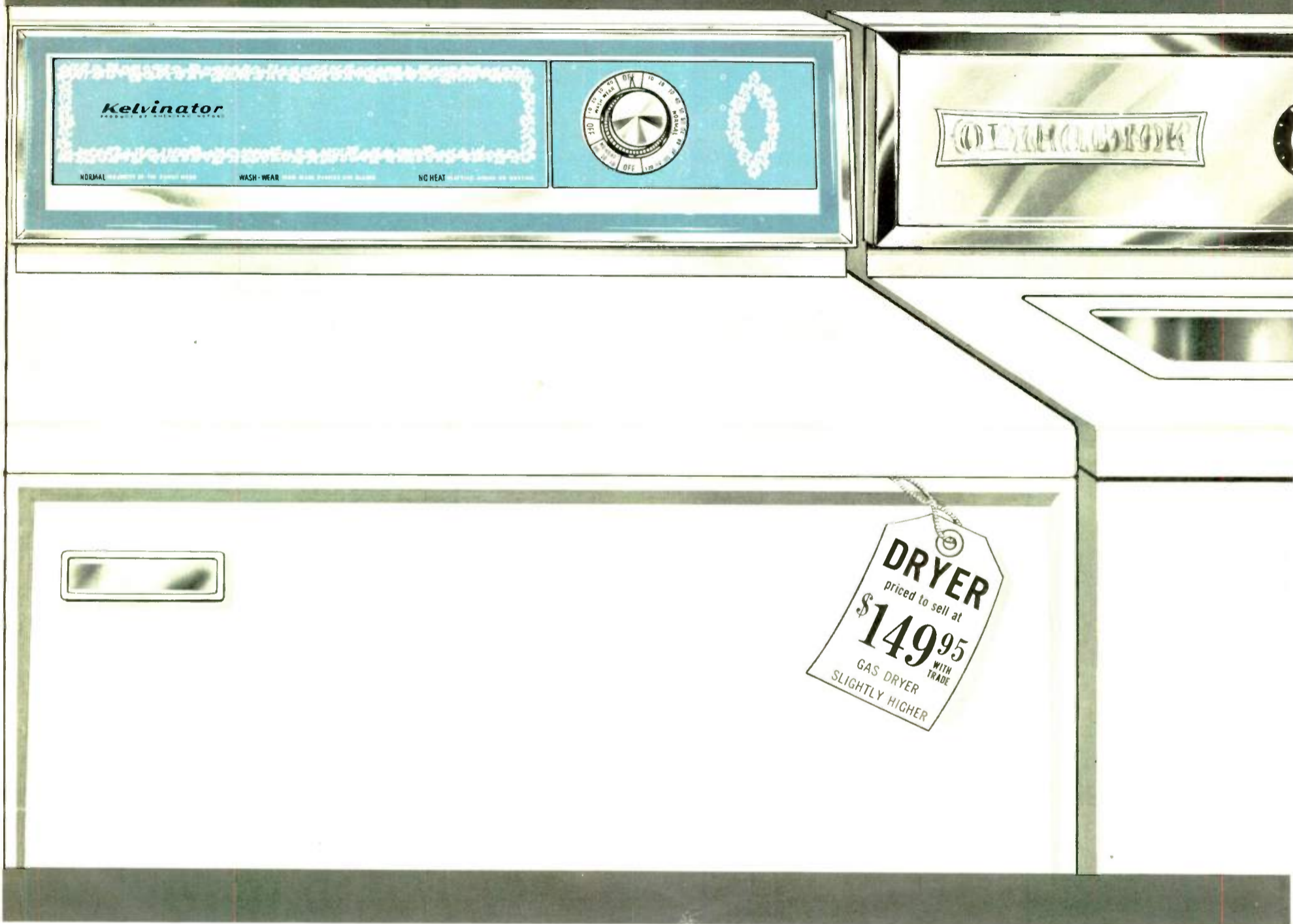
After you have filled in this form, mail it to: (WALTZ-64)
MERCHANDISING WEEK's Ad Service, 330 West 42nd St., N.Y., N.Y. 10036

All through "Waltz Through Washday"



New *Wedgewood* Laundry Pair
by Kelvinator
...both specially priced to sell!

' this pair is going to stand out



Here's the special attraction you need to get your share—and more—of the "Waltz Through Washday" traffic! Undoubtedly the most beautiful ever designed, this Kelvinator pair has the stand-out styling you need to attract buyers. It also has stand-out features. The washer has 2 speeds, 3 wash water temperatures, 2 rinse water temperatures, wash-wear cycle, and big capacity. The dryer has normal, wash-wear and no-heat cycles. And if that isn't enough, both feature stand-out pricing as well! All through the promotion, Kelvinator will spotlight this pair with advertising in multimillion circulation magazines and key city newspapers all across the country. In addition, a national promotion of Wedgewood designs by leading home furnishings manufacturers this fall will help you call further attention to this pair. So why get lost in the crowd? Stand out with the Kelvinator Wedgewood pair and listen to your cash register make beautiful "Waltz" music all through the promotion!

Kelvinator

Division of AMERICAN MOTORS CORP., Detroit, Michigan 48232
Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances



AUGUST 31, 1964

“The magic word is ‘private’”

... SAYS MERCHANDISING WEEK'S DEALER SALESMAN

I just happen to bump into a chum of mine named Sidney who works up the street. First thing, naturally, we exchange commentary about the business.

"How did you do in the street-wide sale you held last week?" Sidney inquires.

"Fair," I reply, "These neighborhood sale days are not what they used to be. It seems like every avenue and shopping center in a 20-mile radius is running its own sale days on top of each other. The lure is wearing off. John Q. Citizen is no longer attracted the way he used to be."

"I agree with you," Sidney says, "the public is getting case-hardened to area sales. But we just used a sales gimmick that pulled them in like the old days—when a sale was a sale."

"Sounds like magic," I challenge. "What is the name of this elixir of yours?"

"It is really the brainchild of the Tailspin Washing Machine Company," Sidney explains. "They decided to run a private sale for us. First they paid for a neighborhood mailing announcing that they were sponsoring a 3-day private sale in our store from 6 to 9 p.m."

"Just a letter," I ask, "gets you such tremendous results?"

"Not quite," Sidney elucidates. "They also enclosed a pair of tickets in each envelope—admission to the sale to be only by ticket. This right away makes it a very desirable event since only a selected few are eligible to enter. Tailspin also festoons the store with banners and literature and provides free doughnuts, coffee and gifts to make it a gala affair. They also supply a very essential prop—a uniformed private cop, fully equipped with sergeant's stripes, tin badge and billy club."

"So what happens when the doors open?" I inquire eagerly.

"It's terrific right from the start," Sidney asserts. "Promptly at six, the guard takes his post at the door and the public begins trooping in, tickets in hand. They were perfectly flattered at having been invited to so exclusive an event. We handed out gifts as the guests came in—boxes of soap powder."

"I must admit that part of Tailspin's mailing must've gone to Skid Row. Some of the guests looked like

they could've better used the gift for a bath.

"But why should I complain? I saw a sight I have missed for a decade—over 90% of the ticket holders bought! Not a bargain hunter or chiseler in the throng."

"Suppose someone walks in without a ticket?" I ask.

"Well," says Sidney, "actually, we are not supposed to permit them, but a slight mishap occurs. The guard is a moonlighter and he falls asleep at the door and a couple of people

sneak past. But I want you to know that I give everyone of them a ticket before I accept an order."

"And who serves the java and sinkers," I inquire, "you guys?"

"Don't be a jerk," Sidney says scornfully. "We stash away the refreshments and finish them ourselves. After all, how can people get in and out of the store if everyone is standing around drinking coffee?"

"Sounds like the promotion was a smash," I admit. "I guess Tailspin was tickled pink with the results."

"I'm not too sure," Sidney says slowly. "Out of 40 deals, we only sold two Tailspins."

"What!" I cry. "Tailspin paid for the mailing, the decorations, the gifts, the refreshments—I don't get it!"

"Unfortunately for Tailspin," Sidney explains sadly, "we also carry the Waterfall washer. Waterfall is giving a wrist watch P.M. for every three Waterfalls you sell."

"You are a salesman. Need I say more?"

First again

Smith-Corona® first with electric portables, first portable with an all-steel frame, first with a 5-year guarantee, now brings you the world's first typewriter with a jeweled main bearing. The same type of jewel used in fine watches, U.S. satellites and space-age precision instruments. It means a better product for your customers... a fabulous new sales point for you. Smith-Corona is breaking the news to your customers with a full-page 4-color ad—the one on the opposite page—in Life, Time, Newsweek, U.S. News & World Report and other national magazines, reaching millions of your best prospects. And this is just the beginning of a full-scale campaign that will run right through your biggest selling season—Christmas! Is it any wonder everyone who has seen this promotion calls it a gem?

SMITH-CORONA PORTABLES

MERCHANDISING WEEK



ABOUT THE AUTHOR—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of appliances, home electronics and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are lively and entertaining; they are his own, not necessarily those of MERCHANDISING WEEK.

WALTZ THROUGH WASHDAY CONTINUED FROM P18

Gas & Elec. Co., 89 East Ave.
 UTICA—Anthony Gigliotti, Westinghouse Elec. Corp., 112 N. Genessee.
North Carolina
 GREENSBORO—W. W. McSwain, Walker Martin, Inc.
 GREENVILLE—Leonard P. Bloxam, Greenville Utilities Commission, 201-205 W. 5th St.
 RALEIGH—W. Ray Daniels, Carolina Power & Light Co.
 WINSTON-SALEM—George Turner, Rominger Furniture Co.
North Dakota
 BISMARCK—Mark Walsh, Montana-Dakota Utility Co.
 FARGO—B. Milsow, Northern States Power Co.
 MINOT—M. Baker, Northern States Power Co.

Ohio
 CANTON—Robert Haas, Livingston's Furniture Co., 300 Market N. and Jerry Walworth, The Canton Repository, 500 Market St.
 CLEVELAND—Alvin Brouman, Amer. Elec. Washer Co., 1834 E. 55 St.
 COLUMBUS—Richard G. Mackey, Columbus Dispatch Printing Co.
 DAYTON—D. T. Whittridge, Dayton Power & Light Co., 25 N. Main St.
 LIMA—Jim Deffenbaugh, Ohio Power Co.
 MANSFIELD—Mr. Bollman, Ohio Edison Co., 87 Smith Ave.
Oklahoma
 LINDSAY—Jerry Robbins, Rural Electric Coop, Box 68.
 TULSA—Carl Barlow, Alhambra Appliances.

Oregon
 EUGENE—Glen Sawyer, Lane County Elec. Cooperative, Inc.
 KLAMATH FALLS—Vernon Woen, Electrical League.
 PORTLAND—R. Tait, General Electric Co.
Pennsylvania
 ALTOONA—Leo Grimey, c/o Penelec, 1200 11 Ave.
 CLEARFIELD—R. T. Soder, Penelec, 110 S. 3rd St.
 ERIE—E. A. Zarger, Penn. Electric Co.
 JOHNSTOWN—Ken S. Paulson, Penelec Co.
 MANSFIELD—Robert Henninger, Main Appliances.
 MONTROSE—J. D. Griffiths, Trader Elec. Co., 35 Church St.
 SAYER—Robert Grennell, Penelec Co.
 SCRANTON—Wm. T. Morgan, Penn. Power & Light Co., 600 Larch St.
 TOWANDA—Fred Bloker, Penelec Co.

WARREN—Frank Seceniqua, Pennsylvania Electric Company.
 YORK—Jack Thomas, Metropolitan Edison Company.
South Carolina
 COLUMBIA—J. O. Williams, S. Carolina Elec. & Gas Co., 328 Main.
South Dakota
 SIOUX FALLS—Warren Heyer, Northern States Power Company.
Tennessee
 CHATTANOOGA—Bert Osborne, Chattanooga Power & Light Co.
 MEMPHIS—John Bagwell, Memphis Light, Gas & Water, 179 Madison.
Texas
 AUSTIN—Alex McNair, 904 S. Lamar.
 DALLAS—R. A. Muldoon, Whirlpool Corp., 8000 Ambassador Row.
 HOUSTON—Walter Cuevas, Foley's Department Store.
 SAN ANTONIO—Jack Thornton, City Public Service Board.
 WACO—J. R. Closs, Austin-Closs TV & Appl., 1415 N. 34th.
 WICHITA FALLS—Stuart Beck, Times Publishing Co.
Utah
 SALT LAKE CITY—John P. Adams, Westinghouse Appl. Sales, 1948 S. West Temple.
Vermont
 BURLINGTON—William Stebbins, Electric Light Department
Virginia
 HAMPTON—Robert B. Howard, Howard & Robert Co., 35 E. Queen St.
 NORFOLK—John T. Simpson, Virginia Elec. & Power Co., PO Box 329
 PARKSLEY—William Carson, Accomack-Norhampton Electric Coop.
 RICHMOND—J. W. Copley, Virginia Elec. & Power Co.
Virginia
 ANNANDALE—R. B. King, 4948 Regina Drive.
Washington
 SPOKANE—Roger Cochrane, Roger Cochrane Co., S. 121 Monroe.
 TACOMA—John Deen, Tacoma City Light, PO Box 11007.
West Virginia
 BLUEFIELD—Earle Wood, Appalachian Power Co.
 CHARLESTON—James Darby, Appalachian Power Co.
Wisconsin
 ALMA—L. C. Purrington, *Buffalo County Journal*.
 GREEN BAY—Jack Ings, Wisconsin Public Service Co., 600 N. Adams.
 LA CROSSE—Bob Swing, Northern States Power Co.
 LADYSMITH—Ray Suess, Lake Superior District Power Co.
 MANITOWOC—J. C. Schultz, and Don Pankratz, *Manitowoc Herald Times*, 902 Franklin St.
 MILWAUKEE—William Born, *Milwaukee Journal*.
 RACINE—Carroll Cisco, Sears, Roebuck & Co., 317 Main St.
 SUPERIOR—Maurice Seversen, *Evening Star*, and Harold Ahlstrom, Superior Power & Light Co.
Wyoming
 CASPAR—Ronald Johnson, Pacific Power & Light Co.



Watch courtesy Tiffany & Co., from \$110 to \$3,000.

Smith-Corona outfoxes the field...
Now there's a jeweled main bearing in this Smith-Corona portable.

Why? For the same reason jewels are put in a fine watch!

A typewriter, like a fine watch, is a precision instrument. Now Smith-Corona® adds a new dimension to typewriting precision. The first jeweled main bearing in a typewriter—made from the same hard sapphire used in the bearing points of fine watches, U.S. satellites,

and many space-age precision instruments. Only Smith-Corona has it and so many other exciting features. Changeable type. An all-steel frame so strong you can stand on it. A cushioned carriage-return handle. Distinctive new colors... even the platens are colored! All

from the company that offered the first five-year guarantee on any typewriter. Small wonder more people buy Smith-Corona portables than any other portable in the world. How about you?

SMITH-CORONA PORTABLES

SCM **GUARANTEE:** Any Smith-Corona branch office will replace without charge (except for labor and shipping) any part that proves defective within 5 years of purchase date. No labor charge within 90 days of purchase. Warranty covers all parts except motor, rubber parts, energy cell or charger after 90 days. Does not cover damage from accident or misuse and extends only to original owner. SCM CORP., 410 PARK AVENUE, N. Y. 22, N. Y. IN CANADA: SCM LTD., 30 BERTRAND AVE., SCARBOROUGH, ONTARIO.

AUGUST 31, 1964



“Waltz through Washday” advertising like this is helping you sell more Maytags than ever

Why? Because Maytag sells dependability. The one thing that's more important to homemakers than anything else. And people tell the Maytag story better than anything else. Look for Mrs. Crookston and other Maytag families to support “Waltz through Washday” for Maytag dealers everywhere.

Maytag—America's favorite partner for waltzing through washday since 1907.



Married in 1932

Got Maytag in 1933

Both marriage and
Maytag still working

The Maytag is the most reliable...
Mrs. Ray Crookston, mother of 18, writes a Maytag ad for us.

WALTZ THROUGH WASHDAY with a dependable Maytag Washer and Dryer



Since we took this picture, Peggy has also become a bride and a Maytag owner. We wish her happiness with her Maytag.

The Lennon family gains a son—and another Maytag

Some time ago the 11 children of Mr. and Mrs. William Lennon of Venice, California were featured in one of our Maytag ads.

Now, Lennon, a Maytag owner for 12 years, is the 12th child. Her son, 2nd Maytag Automatic was born the week for all 11 Lennons, and had never needed repair.

the 11-year-old, 1944 daughter (Diane) is now Mrs. Richard (son of Venice, California). The following March she kept up the family tradition by becoming a Maytag owner. Her new automatic has many of the same features as her mother's. For example, an Automatic Fabric Conditioner Dispenser, Fast Drying Action, and the special cycle for a washable wedding.

But what Dianne really wants is the same Maytag dependability that she has seen in the 11 years her mother has owned Maytags.

That never changes, Mrs. Lennon.

For a complete guide to all Maytag Washers and Dryers send 10¢ in coin to The Maytag Company, Dept. 6517, Newton, Iowa.

MAYTAG
the dependable automatics

WALTZ THROUGH WASHDAY with a dependable Maytag Washer and Dryer



Mrs. Ray Crookston, mother of 18, writes a Maytag ad for us

A letter from Mrs. Ray Crookston, mother of 18, is a testament to the reliability of the Maytag. She writes: "I have owned a Maytag for 12 years and it has never needed a repair. It is the most reliable machine I have ever owned."

WALTZ THROUGH WASHDAY with a dependable Maytag Washer and Dryer



The Websters have a 39-year-old marriage and a 33-year-old Maytag

The Maytag has had 4 repairs... the marriage never needed any

When I read the story of Mr. and Mrs. Webster of Venice, California, I was struck by the fact that they have been married for 39 years and their Maytag has been in service for 33 years. The Webster's Maytag is a testament to the reliability of the Maytag.

WALTZ THROUGH WASHDAY with a dependable Maytag Washer and Dryer

MAYTAG

the dependable automatics

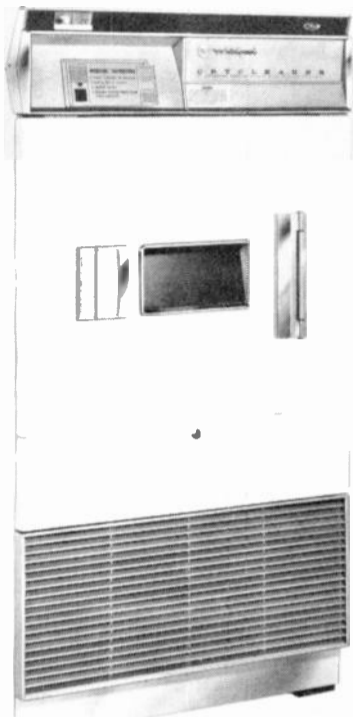
WALTZ THROUGH
WASHDAY



with a dependable
Maytag Washer and Dryer

Watch for MAYTAG'S national advertising campaign in Saturday Evening Post, Life, Better Homes & Gardens and Sunset

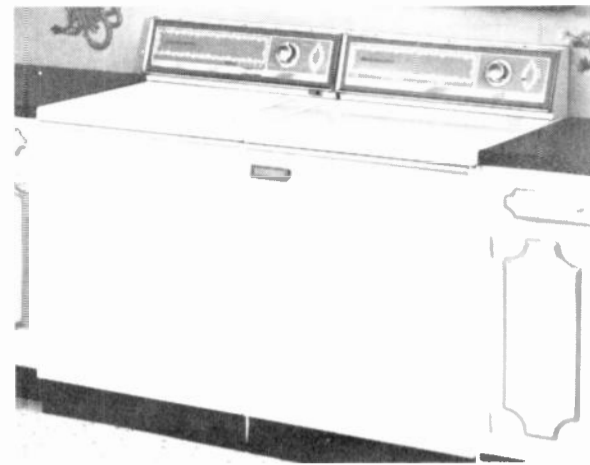
RCA Whirlpool dry cleaner has advanced features



The RCA Whirlpool Mark III coin-operated drycleaner has four advanced features: (1) A new cartridge filter designed to remove impurities from the cleaning solvent, replaces screen filter which required a pre-coating system with filter additives and a carbon clarifier; can be replaced in 4 min., is effective to 100 cleaning cycles.

(2) An automatic "Service Minder" has been added to signals when only four drycleanings are left on unit. When cycles are used up, the cleaner automatically shuts off accepts no more coins. (3) A "Pump Test" button that automatically detects any leakage in newly installed cartridge filter system, and (4) a Perc Saver container: to drain off perc from cartridge and return to the system. Normally about a gal. remains.

Other improvements include enlarged capacity of button tray and lint screen. The Drytrol control system filter stream cleaning action which automatically shuts off cleaner when garments are dry remains unchanged, as does the Perc-sensing device that turns off in 20 to an average of 32 min. The new unit is self-contained; each cleaner operates independently. *Whirlpool Corp., Benton Harbor, Mich.*



Kelvinator features decorator laundry pair

Kelvinator's laundry line features a "Wedge-Wood" decorator design automatic washer and dryer pair, W-522WB washer, and DE-522WB electric and DG-522WB gas dryer, with pastel blue backguards and a "Wedgewood" floral design similar to "Wedgewood" china. They have all the performance and reliability of the regular line and are introduced in time for the fall "Waltz Through Washday" promotion.

They will be available with white cabinets to emphasize the blue and white backguards. The washer is a four pushbutton model with three wash and two rinse water temperatures; "Magic Minute" automatic pre-scrubbing; capacity from one to 12 lbs.; efficient lint filters. Both gas and electric dryers have a cooling off period at end of each cycle. *Kelvinator Div., American Motors Corp., Detroit, Mich. 48232.*

Ampex announces stereo tape recorder lines

Simplified operating innovations and design are featured in two broad lines of stereo tape recorders for the home introduced by Ampex.

Ampex 2000 series



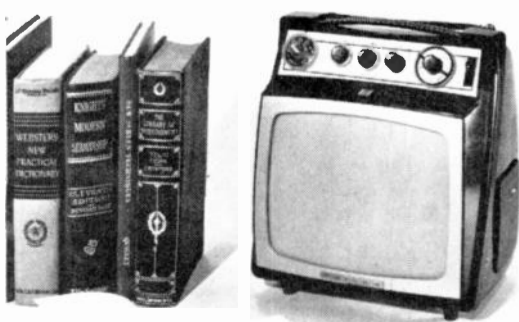
The two new lines, each of which consists of three recorders plus separate speakers and microphones, start at \$350.

The 2000 line features automatic threading minimizing tape handling, and an automatic reversing mechanism which permits both sides of a four-track stereo tape to be played back without rewinding and turning it over. The lower-priced 1000 line has same basic design and construction, but excludes automatic features.

Automatic threading feature gives the recorder a new appearance. The right hand, or take-up reel, is completely covered by a case with a vertical slot. Automatic reverse mechanism is cued by a subsonic signal that the user puts on the tape by turning a control button. Thus, up to two hours of continuous music at 7½ ips is provided.

Controls of the 2000 series: volume, tone, record-playback-automatic reverse cue, and monaural-stereo selector. All models in both lines operate at 7½, 3¾ and 1⅞ ips. *Ampex Corp., 401 Broadway, Redwood City, Calif.*

Philco introduces battery-operated 9-inch tv



A battery-operated 9-inch tv set planned to be marketed this fall is announced by Philco.

The portable, fully-transistorized unit weighs 10½ lbs., and may be operated on battery or house power. Battery may be recharged with house current.

Designated model 1052, it has a luggage handle and monopole antenna which folds across the top at the back of the set. Controls, including separate selectors for VHF and UHF reception, are arranged in a panel canted at 45 degs. across the set above the viewing screen. *Philco Corp., Tioga and C Streets, Philadelphia, Pa.*



Wantz portable soft water unit

A new portable soft water unit designed to deliver soft water from faucet is announced by Wantz. The unit requires no plumbing or tank installation. A compact spray head has sealed-in lifetime supply of Wantz miracle softening resins. A 60 in. rubber hose with rubber adapter and clamp attaches to faucet and delivers spray where needed.

An occasional salt-water "bath" with table salt and water keeps softening power renewed, ready for instant use. Comes in pink, aqua or white, in a gift box. **Price, \$12.95.** *Wantz Consumer Products Div., Illinois Water Treatment Co., Rockford, Ill.*

Now! Bulova announces a complete line of solid state portable phonographs!

**Engineering so perfect
every set is guaranteed for one full year!**



New Bulova solid state "Stereo S-915"—one of 4 solid state stereo phonos. No tubes to burn out. Plays instantly—no warm up. Two powerful speaker systems give thrilling stereo sound. Separate bass, treble, balance and volume controls. Automatic 4-speed changer. Beige and brown. \$134.95*

Read how Bulova builds and protects your radio profits as no other company can

■ **You get the newest ideas first.** Bulova has led the way in Radio Ideas for over 30 years. We made the first clock radio in 1928. The first shirt pocket portable in 1956. And just two years ago, we created the world's tiniest transistor clock radio, already one of the fastest selling clock radios today. One look at the new line, featuring the world's first "Radio-Clocks" and a complete line of solid state portable phonographs, proves Bulova brings you the newest radio and phono ideas today.

■ **You get a complete line with a 3-way exclusive.** Bulova has portables, table models, clock radios, AM-FM sets and solid state portable stereo phonos—28 exciting models in all. And every Bulova set offers this unique 3-way exclusive — world-famous Bulova styling, watchmaker precision and one full year guarantee.

■ **You get the best protection against unfair competition.** With the Bulova Constructive Distribution Policy you can make greater profits. You are one of a group of select Bulova dealers. Your merchandise is not footballed all over town. *You* make the sale—not your unfair competition.

■ **You get direct personalized service.** There's no middleman to deal with. Bulova sells direct to you. That means your Bulova representative is always as near as your tele-

phone—ready to satisfy all of your needs promptly and personally.

■ **You get tailor-made promotion support.** Your Bulova representative is an expert merchandising counselor. He'll work with you to give you just the advertising, sales promotion and display materials you need to meet the retail requirements of your store. That way you'll make the most of all the powerful Bulova national advertising.

■ **You get faster delivery... faster repair service.** Your Bulova representative takes care of you *personally*. He makes sure you always get the merchandise you want — *when you want it*. No delays. No holdups. You're never out of stock. And through the Bulova network of expert local service stations—already 473 strong—you can service all your customers' repairs fast and profitably.

■ **You sell behind a name that builds customer confidence.** Bulova is not new to your customers. It's one of the best known, most accepted retail names in America today. This creates the favorable climate you need for making sales.

See your Bulova representative and have him show you the complete line of 28 exciting Bulova radios and phonographs or contact the Bulova Watch Company, Inc., 630 Fifth Ave., New York 20, N. Y.

Be first with BULOVA -first in

Radio Ideas

©1964 Bulova Watch Company, Inc., 630 Fifth Avenue, N. Y. 20, N. Y. *Price is slightly higher in Far West



Admiral 13-inch portable Playmate

Admiral announces 1965 tv

Admiral has added a 13-inch personal portable, Playmate, to its line of lightweight tv which includes 11-inch models; four 25-inch b&w sets with tilt-out control center; and four 21-inch color sets.

Playmate in two series has 14,000v horizontal chassis; two stage high gain IF; gated age; automatic sync separators; solid state silicon rectifiers; "circuit shield"; four tuned circuits in Super Span VHF turret tuner; two-speed UHF tuner; 42-inch telescopic swivel antenna; provision for loop UHF antenna; front-mounted speaker; leather-grained Polypropylene cabinet with louvered molded contour back; retractable handle in 12 3/4 x 13 5/8 x 10 1/8 inch cabinet. Leader PD 1304, beige, \$109.95; step up PD1310 series in two-tone

finishes, deluxe trim and knobs; provision for private earphone attachment (included) with 15-ft. of cord into front of set, \$119.95. Black sandalwood, red or white with silver-gold finish.

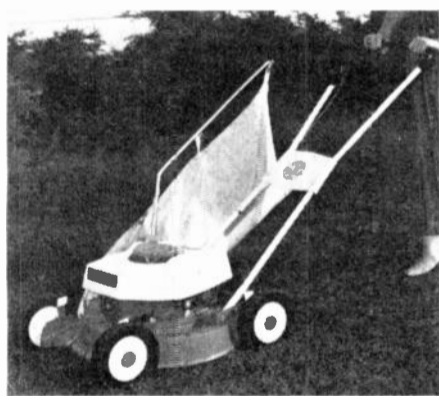
Four 25-inch b&w sets have master control center that tilts out from cabinet when set is being tuned and tilts back afterward to hide all control knobs and dials. Available in Sovereign series with SP-23 23,000v transformer powered horizontal chassis; gated age; super high gain, three-stage IF amplifier; solid state silicon rectifiers; scene balancer circuitry; automatic circuit breaker.

Maldon LD5001, contemporary lowboy, walnut grained; VHF Super Span turret tuner; pre-set fine tuning; four-tuned circuits; two-speed transistorized UHF continuous tuner, \$269.95. Halsberg LD5011, Danish modern lowboy has handcrafted walnut veneer, Masterpiece cabinet.

Two other Masterpiece collection models are Belaire LD5021, Danish modern lowboy with walnut veneer; Cauldwell LD5025, Early American, maple veneer, each \$319.95.

Four new 21-inch color sets with tilt-out control center have Imperial chassis, new color fidelity control and automatic magnetic-free circuit. Units include Norlak LD2161, Danish modern, walnut veneer, \$675; Kingsbury LD2165, Early American, maple, \$685.

Two double-sided lowboy consoles complete the line: Deauville LD 2179, in French Provincial with fruitwood veneer; and Alexandria LD2181, Italian Provincial cabinetry with walnut veneer finish. Each has two speakers to improve sound reproduction, \$750. *Admiral Corp., 3800 W. Cortland St., Chicago, Ill.*



Jacobsen rotary mowers

An all-new line of 1964 Turbocone

rotary lawn mowers is announced.

The four-blade Turbocone mowers feature a lightweight magnesium deck; adjustable snag-free stand-up handle; and the new Jacobsen 321 engine. This 3-hp engine is equipped with the new Han-D-start which is 33% easier to start than previous models, the manufacturer says.

Jacobsen rotary mowers also feature a built-in, wash-out opening on the Turbocone volute deck which lets the mower clean itself under power. A new grass catching kit is available for use with the six Turbocone models. *Jacobsen Mfg. Co., 1721 Packard Ave., Racine, Wis.*



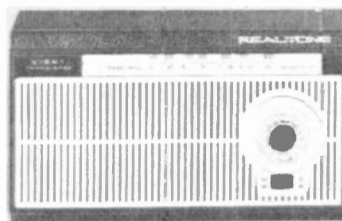
Fasco radio-intercom

A deluxe all-transistor radio-intercom system, No. 8409, simpler to install and operate, is introduced by Fasco. Suggested list price for the complete package is \$199, including one master station, three indoor remotes, one outside station, and com-

plete installation kit. Unit can be surface mounted or flush mounted in a 2-inch wall.

No. 8409 is a low voltage system powered by a 16v transformer. It is loop-wired, permitting easier installation by station-to-station wiring. Wiring errors are said to be almost impossible with the new color-coded 6-wire cable, and installation time and cable requirements are cut in half. Another installation feature is the "plug-in" design of the master station.

One control operation reaches anyone in the house, or at the front door, immediately from master or remote stations. Radio is muted when any station uses the intercom. Available in black with rose-gold or black with silver for the master station face plate. *Fasco Industries, Inc., Rochester, N. Y.*



Realtone Wavemaster



Realtone Claridge

Realtone portable radios

Three portable radios are announced by Realtone. Wavemaster, TR2864, and Plaza, TR1871, 8 transistor models; and Claridge, TR-1973 a 9 transistor personal portable.

Wavemaster weighs little over 1 lb., has black and ivory contour concept cabinet with leather-like trim; provides shortwave and distant AM reception on superhet circuit; a 10.1 slide-rule tuning ratio, large oval speaker; external and telescopic an-

tenna; four penlite batteries; earphone, leather carrying case, \$29.95.

Plaza, superhet has 2 1/4 in. magnet speaker; direct drive tuning; age; 9v battery; leather case.

Claridge, for fringe-areas, has slide-rule tuning; 2.3x3 1/2 in. speaker; ave; 9 transistors, thermistor and diode in superhet circuit, built-in ferrite antenna; four penlights, personal earphone jack and earphone, \$23.95. *Realtone Electronics Corp., 71 Fifth Ave., New York.*

Briefs

Tubelite 100-A, a fluorescent drop light suitable for tv mechanics, electricians, campers, refrigeration repairmen, homeowners, etc. It lasts longer than standard incandescent lamp and draws only 8w; is protected by unbreakable plastic tube and is shock resistant; not harmed by oil, grease, snow, rain, salt water or diluted acids; lightweight, it can be used with a 12v battery inverter. *Tubelite, Inc., 4051 N.E. 6th Ave., Ft. Lauderdale, Fla.*



MERCHANDISING SUPPLEMENT

V.I.S* SERVICE

FASTEST TO BOTH COASTS

FOR YOUR VERY IMPORTANT SHIPMENTS

2nd DAY between Chicago—Milwaukee and Eastern Terminals

4th DAY between Chicago—Milwaukee and West Coast.

LIFSCHULTZ FAST FREIGHT

NEW YORK — CHICAGO — PHILADELPHIA — BOSTON
HOLYOKE — BALTIMORE — BLOOMFIELD, N. J.
NEW HAVEN — PROVIDENCE — MILWAUKEE
LOS ANGELES — SAN FRANCISCO

EMPLOYMENT

IMPORTER OFFERS

Line of quality transistor radios competitively priced. Full markup and warranty. U.S. and Canadian territories open. Write

RW 5052 MERCHANDISING WEEK

Class. Adv. Div., P.O. Box 12, N.Y., N.Y. 10036

The Star Spangled Nest Egg



UNITED STATES SAVINGS BONDS

BUSINESS PAPER **AUDITED PAID CIRCULATION**

DALE BAUER PUBLISHER

Robert P. Green, Director of Promotion, Circulation and Market Research; **William Schrufer**, Promotion Assistant; **Alicia Donovan**, Assistant; **Marie Restaino**, Production Manager; **John Amberg**, Production Assistant

DISTRICT MANAGERS:

NEW YORK: Philip G. Weatherby, George Neuner, 500 Fifth Avenue, N. Y. 36, N.Y. 971-3586.

PHILADELPHIA: Sherman Davis, 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-6161.

ATLANTA: Ian C. Hill, 1375 Peachtree St., N.E., Atlanta 9, Ga. (At anta) 875-0523.

CHICAGO: Edward J. Brennan, A. V. Davis, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: 2100 Vaughn Bldg., Dallas 1, Tex., RI. 7-9721.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.

HOUSTON: David Grace, W-724 Prudential Bldg., Houston 25, Tex., RI 8-1280.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17 Calif., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

JAPAN: Shigeo Chiba, International Media Representatives, Ltd. 1, Kotohiracho, Shiba, Minato-Ku, Tokyo, Japan.

NERVE CENTER Through McGraw-Hill World News, Merchandising Week gets the business news of the day from 11 full-time U.S. bureaus and 9 in major cities of the world. Add to this the largest specialized editorial staff in this field, and you can see why Merchandising Week is first with the news, ideas and hard-facts you can use. When information means business to you, the first place to look is —

MERCHANDISING WEEK



ONE OF A SERIES OF SKETCHES BY NOTED NEW YORK ARTIST ARNO STERNGLASS

A MCGRAW HILL PUBLICATION ABC APP 330 WEST 42ND STREET NEW YORK 10036

EASY

DELIVERS

MORE PROFIT POTENTIAL IN EVERY LAUNDRY SALE!



14

LB. CAPACITY
SATIN-STEEL
DRYING
CYLINDER

another **HUPP** product

YOU KNOW What Builds Profit:

- the right features
- the right pricing
- the consistent quality
- the smart promotions
- the selective franchises

EASY
proven reliable
since 1877

Are you fully aware that *one* laundry manufacturer can deliver all these building blocks to profit now . . . today . . . just the way you order them! Hot features . . . of course! Quality exclusives . . . like giant 14 lb. stainless steel tub that actually uses up to 21 gallons less water per wash. New rust-resistant cabinets with DuPont AP-5 acrylic enamel; even a LIFETIME transmission parts warranty. Velvairflow® low-heat, high air flow drying for the greatest drying story. In both washers and dryers, a dollars-and-cents operating *economy* story no one else can touch.

An **EASY** sales representative can give you in a hurry the out-standing **EASY** pricing, promotion, and franchise story. Call him today . . . you'll discover laundry potential you never thought possible!

The most complete Home Laundry Line

Automatic Washers • Automatic Dryers (gas and electric) • Spindriers
• Wringer Washers • Combomatic® Washer Dryer (gas and electric)

See your **EASY** sales representative or mail this coupon for more information on **EASY** Washers & Dryers.

I want full information on the **EASY**

☐ Spindriers* ☐ Wringer Washers ☐ Automatic Washers & Dryers

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

14

LB. CAPACITY
STAINLESS
STEEL
TUB

EXCLUSIVE **EASY** SPINDRIER®

. . . an important extra profit item available only to **EASY** dealers. Over 3 million operating today . . . more selling every day.

EASY HAS SPECIAL

Waltz thru Washday

PROGRAMS

READY TO GO!

For details of forthcoming activities contact your **EASY** sales representative.

HUPP
CORPORATION

EASY APPLIANCE DIVISION,
1135 IVANHOE ROAD,
CLEVELAND, OHIO 44110

LABOR DAY SALE!

"We Will Be Open All Day Monday From 9 A.M. to 9 P.M. With Terrific Holiday Prices on Everything in Our Store. Here and Now! Here's Your Chance to Shop Together and Really Save!"

BEA VICTOR \$188

Whirlpool \$50

ELECTRIC DRYER \$99

WHILE THEY LAST!

\$256

\$157

Hannah Adams

TOMORROW-MONDAY-9AM to 4PM at ALL 5 TODD'S

LABOR DAY SALE

SPOTACULAR BARGAINS ON 5 BOLD CARLOADS OF FRIGIDAIRE COLOR VALUES

FRIGIDAIRE COLORFUL \$198

FRIGIDAIRE COLORFUL \$158

FRIGIDAIRE COLORFUL \$298

COMPLETE 12-FT. FRIGIDAIRE KITCHEN \$866

LABOR DAY SALE

BUY ON A HOLIDAY and SAVE

Absolutely THE LOWEST PRICES

ALL PRICES GREATLY REDUCED

OPEN 8 A.M. to 9 P.M.

WESTINGHOUSE

Maytag

Peerless

FREE!

DELIVERY

WARRANTY

ONE YEAR SERVICE

NO DOWN PAYMENT

36 MONTHS TO 60

Rayley's 11th ANNIVERSARY

LABOR DAY SALE

OPEN 9 to 6 MONDAY LABOR DAY

GENERAL ELECTRIC \$128

PHILCO \$128

PHILCO \$128

PHILCO \$128

NO DOWN PAYMENT!

Rayley's

APPLIANCE CENTERS

Governors wield pens—This is poetry

This is our 6th Annual LABOR DAY SALE!

Open Monday 9 A.M. to 9 P.M.

Offering Greater Savings than our BIG TWO for ONE SALE!

MAYTAG

RCA VICTOR

FRIGIDAIRE

STEREOS

NO MONEY DOWN

LABOR DAY SALE

NORGE YORK ZENITH

APPLIANCE & FURNITURE Center

ad tactics for September

It may be a little rough on you who have the advertising responsibility during the first week of September. Faced with dog days, hay fever maybe, and your last chance for summer vacationing, you're still going to have to buckle down and get your advertising plans for September into the works. Otherwise you jeopardize not just your chances for volume and profit in the weeks ahead, but your whole drive to capture the profitable four-month fall-Christmas season now ready to begin.

Tying-in with the Labor Day holiday weekend has declined in popularity for appliance-tv-housewares retailers in recent years—but you should still consider it on the basis of your local market conditions. Three factors enter into your decision: (1) do you have a mobile or a stay-at-home group of prospects on such holiday weekends; (2) can you, do you, are you, willing to stay open Sunday and Monday; (3) what does your major competition normally do in advertising and promotion for this particular holiday weekend.

Here is how several appliance-tv-housewares dealers have advertised a Labor Day event during

the last few years. Featuring all-day opening, holiday prices, and the chance "for mom and dad to shop together and really save," Hannah-Adams, Chattanooga, Tenn., (1) uses a full page, with a \$99 dryer as a leader. Using a large, bold "Labor Day Sale" as a headline, Todd's, Washington, D.C., (2) makes a special event out of a regular full-color, one-brand ad. The special pitch from Peerless, Chattanooga, (3) for its Labor Day sale is "Buy On A Holiday And Save" because "by staying open on a holiday we actually gain a day—so our regular overhead is saved and passed on in lower prices." Between "Labor Day" and "Sale" in the headline, Peerless has hand-written "positively one day only" to get action. In Richmond, Va., Rayley's (4) uses a similar theme featuring "Open Labor Day," a stock cut of a working man, plus small type in the headline area stating that the combination of an anniversary sale and a holiday enables Rayley's to offer "wildest bargains"—also, "We invite all the working folks of Richmond to come in and save . . ."

Here are three dealers who used less than full page for Labor Day promotions. For Vinyard's in Birmingham, a Labor Day sale is an annual

Hotpoint

LABOR DAY SALE

\$148

\$119

\$129

\$159

\$168

\$138

\$148

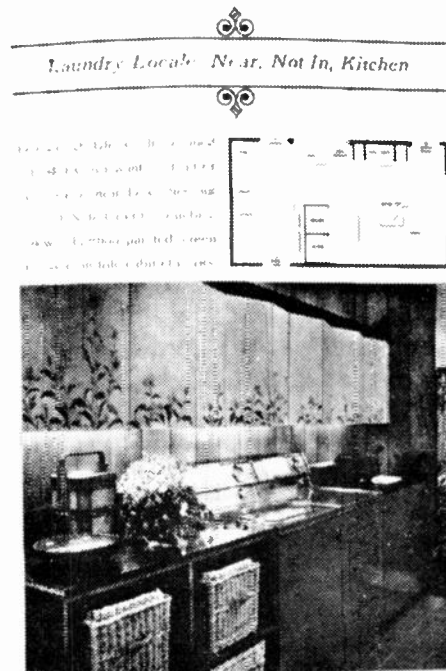
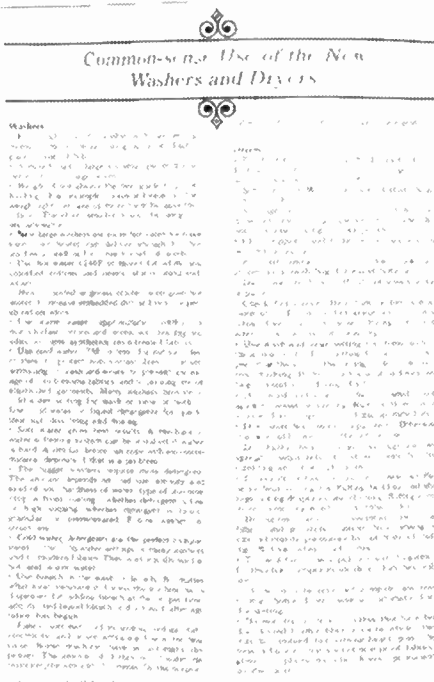
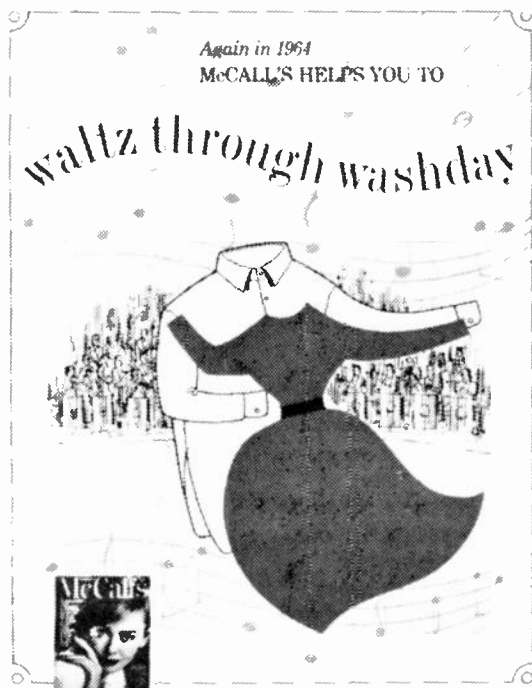
Richman

event (5)—an important factor for you to consider if you want better than average response by implying that the sale has been a success with the public in previous years. Vinyard's features refreshments at both stores and points out "no overhead today." In Charlotte, N.C., a simple, effective type headline gets attention for a one day, "no exceptions, please," Labor Day sale for the Appliance and Furniture Center (6). Tying-in with the opening of a second store, owner Carl Ivey features live musical entertainment for the adults and a local tv personality for the kids. Then there is the very usable and adaptable headline, "Take The Labor Out of Living," which prefaces the "Labor Day-One Day Sale" at White House Stores in Portland, Oregon (7). The products featured in this manufacturer-sponsored operation are keyed to the woman of the house, tying-in with the sub-headline.

by HOWARD J. EMERSON

Once again

major utilities and thousands of retailers—and their customers—across the country will Waltz Through Washday with McCall's... with special editorial pages and this colorful traffic trapper!



McCall's 4-color, 9 x 7 booklet is a powerful promotion tool. Here are its exciting features:
Twice the size of last year's booklet • Full-color illustrations • Three full laundry pages from October McCall's • "Common-sense Use of the New Washers and Dryers" • "Laundry Locale: Near, Not In, Kitchen" • "Wisps of Washday Wisdom from McCall's" • "Chemistry and Gadgetry Ease Washday Woes" • Your own promotional message can be included in giant size orders of Waltz booklets.

Look out for October! That's when 15,926,000 women will see a powerful selling support for the "Waltz Through Washday" promotion in McCall's big colorful pages. Look for something else in October: for this booklet to do a selling job for you. In your store, salesrooms, for your demos, in the mail, it will put "Waltz Through Washday" in the hands and minds of your customers.

You can reserve your traffic builder copies NOW. Just drop a line and let us know how many copies you will want to buy.

(Minimum buy 2,000). Contact: Jim Cassidy, Appliance Promotion Manager, McCall's Magazine, 230 Park Avenue, New York, N. Y. 10017.

"Waltz Through Washday" will be the talk of your best customers—the women who read McCall's. And when McCall's readers talk, they buy. Let McCall's help you make this year's "Waltz Through Washday" the greatest promotion in the industry. Shall we dance?

McCALL'S
First Magazine for Women

Parents' Magazine Reader-Households rank **FIRST**—by far, in purchase of Home Laundry Equipment!

● Last year, Parents' Magazine led all these Starch-measured magazines in purchase of Automatic Washing Machines and Clothes Dryers. In fact, Parents' Magazine has led in purchase of washers and dryers year after year.

And it figures. Families with active, growing children naturally have the most and the biggest wash loads; what's more, they keep getting bigger as the family continues to expand. According to a Nielsen Media Report, Parents' Magazine reader-families have nearly 1½ BILLION WASH LOADS ANNUALLY! No wonder they are so responsive to Parents' Magazine-advertised brands like General Electric, Norge, Kelvinator, Speed Queen, Whirlpool.

52 Vanderbilt Avenue,
New York, N.Y. 10017

Guaranteed ABC Circulation: 2,000,000*

*Effective January 1965 issue

PERCENT OF READER-FAMILIES PURCHASING AUTOMATIC WASHING MACHINES IN PAST YEAR	
PARENTS' MAGAZINE	10.3%
GOOD HOUSEKEEPING	7.1
LADIES' HOME JOURNAL	7.8
McCALL'S	7.3
AMERICAN HOME	8.7
BETTER HOMES & GARDENS	8.4
FAMILY CIRCLE	8.9
WOMAN'S DAY	8.3
READER'S DIGEST	6.9
REDBOOK	7.4
LIFE	7.1
LOOK	7.3
SATURDAY EVENING POST	8.4

PERCENT OF READER-FAMILIES PURCHASING CLOTHES DRYERS IN PAST YEAR	
PARENTS' MAGAZINE	7.2%
GOOD HOUSEKEEPING	4.3
LADIES' HOME JOURNAL	4.0
McCALL'S	3.9
AMERICAN HOME	4.9
BETTER HOMES & GARDENS	4.7
FAMILY CIRCLE	4.6
WOMAN'S DAY	4.4
READER'S DIGEST	3.5
REDBOOK	4.0
LIFE	4.2
LOOK	3.7
SATURDAY EVENING POST	3.8

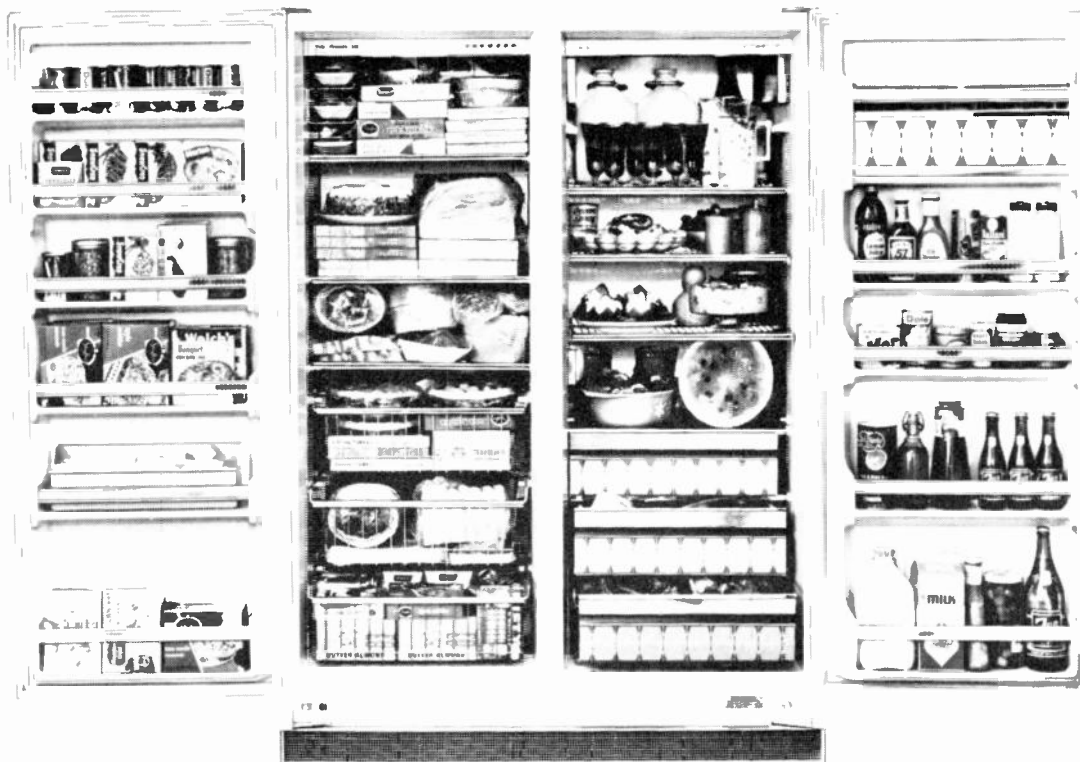
SOURCE: Daniel Starch 1964 Report



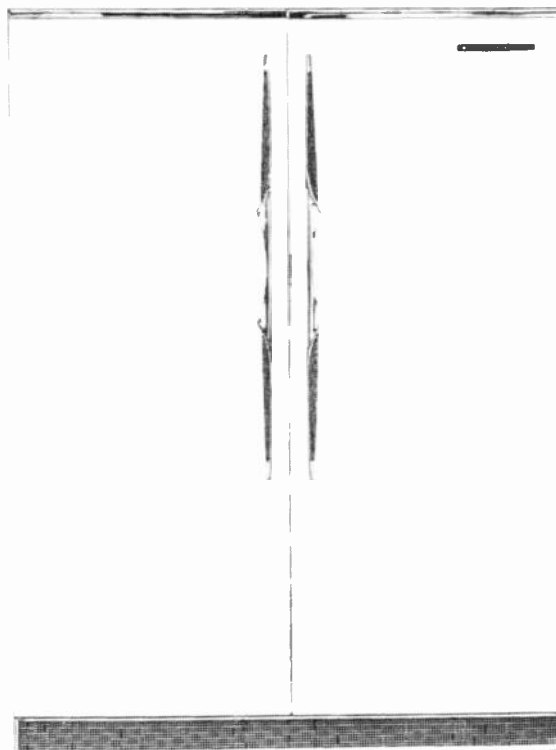
This Seal
inspires confidence,
increases sales!



New Hotpoint Food Center 26 has more storage space in less kitchen space



than
any other
side-by-side



This new model is 26 cu. ft. big—just 4 ft. wide. Here are the ways it tempts a woman: She gets the most storage space she can buy today. She can keep a full-size refrigerator *and* a full-size freezer right in her kitchen. She never has to defrost either the 13 cu. ft. refrigerator or 13 cu. ft. freezer. She gets, in effect, two new appliances in one. And it's backed by a written 90-day Replacement Guarantee of Satisfaction. So display a new Food Center 26. Women know a good thing when they see it.

Hotpoint

first with the features women want most

See Johnny Carson selling Hotpoint
this week on The Tonight Show NBC-TV



When you're at the
New York World's Fair
visit Hotpoint's Storybook Kitchen

HOTPOINT • A DIVISION OF GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

AUGUST 31, 1964

WRH

Why tv servicemen fear CATV

"The National Alliance of Television and Electronics Service Associations is disturbed about the possibility of community antenna television becoming a quasi-utility," said executive director Frank Moch, at the recent NATESA convention.

Dangers—"First, the cable company gets the authority to feed into a community; they supply the program and the means of bringing it in.

"The second step, and this is where the real danger lies, is for them to furnish the tv sets and maintenance," said Moch. "The whole package would be offered to the cable-tv customer. This will and is jeopardizing our en-

tire phase of the television industry.

"NATESA is in contact with the Federal Communications Commission," he added. "We want them to exert the same type of control over community antenna television (CATV) as now exists over normal tv stations."

Bob Ferguson of the local Television and Electronics Service Assn. in Columbia, Mo., in a speech delivered to the convention by tape recorder because he was ill, called upon the servicemen to get together and fight CATV. "If we don't," he said, "we'll all drown together."

Controls—"CATV can't be controlled

by national government. The only thing that can stop them coming into a town is local government. In order to go into business, a CATV operator must get a franchise from the community," he explained. "These franchises are usually for 20 to 25 years. So once they're in it's too late.

"Alert your city councils. Talk to manufacturers, distributors, alert everyone," he urged.

"CATV operators will promise the city council they won't service. I was in one town where such a promise was made," said Ferguson, "and the CATV operators were providing their own service to customers. The customer paid only for parts—and at a

wholesale price. There goes your local service dealer."

Seventy to seventy-five percent of the cable companies have their own service arrangements, Ferguson claimed. "They've got captive service. Independent servicemen aren't going to be called."

Cable tv doesn't exist in the main part of Montana because servicemen fought them; they went to city councils and presented their cases well enough, he said.

"Now, Ferguson warned," we're concerned about the entire central part of the U.S."

What servicemen said

The problem of CATV was not the only hot topic at the convention. Here's a rundown on other problems servicemen discussed:

Impact of new technology: E. A. Hilderbrand, RCA's manager of technical services, assured servicemen that increased life and greater efficiency of semi-conductor equipment won't cut into their future prospects.

Greater reliability opens new fields and results in greater service potential of more units, he pointed out. His example: color tv. "As color has proven more reliable, needing less service per unit, the growth has been rapid," said Hilderbrand. "Service exposure and the need for trained technicians will be increased as the number of individual units and the industry continues to grow."

Serviceman's image: S. I. Neiman, president of Public Relation Affiliates and the Electronics Information Bureau, told the service industry it does a poor public relations job.

"You can't hide behind a screw driver any longer," he said. Neiman's advice: Let local editors know what you are doing, engage in community affairs and advertise.

Case for flat rate billing: "How to charge is one of the serviceman's biggest problems," said Gerald Hall, TESA, Milwaukee. He recommends flat rate billing because it (1) allows the serviceman to give an accurate estimate; (2) allows you to have a printed chart and adds professionalism to the operation; (3) streamlines billing; (4) allows servicemen to qualify a customer's ability to pay.

"If you get paid by the hour," Hall said, "you get paid less for any one job as your proficiency increases."

Charge what it costs: "Let's not apologize for charging the proper amount," said Earl Steffes, TESA, Kansas City.

"There is a spread of over 33% between the lowest and the highest priced service costs on the identical job. There should be a 10% spread. If you make \$7,500 a year for a 60-hour week, you're doing better than average," Steffes advocates \$3 an hour or \$11,000 a year for servicemen.



1 1/4 Horsepower!

The Sunbeam 635 vacuum cleaner was hot when it was first introduced...

HOTTER!!

...and it got even hotter at its new low price of

\$41⁹⁵
FULL MARGIN RETAIL

HOTTEST!!!

Now it's the hottest selling vac in the business—so hot that we're working full blast to fill those back orders! Get your orders in now for this red hot vac and watch your sales catch fire!

SUNBEAM CORPORATION Chicago, Illinois 60650



MERCHANDISING WEEK



How to save something

[even if you spend every cen

House payment, car payment, grocery bill, taxes, doctor bills, dentist bills, school clothes, tune-ups for the car and shots for the dog, etc. They can leave you a little short at the end of the month.

If this is your problem—and it's keeping you from saving for the happy future you want—consider a simple solution: The Payroll Savings Plan.

You just say the word and every payday your employer will set a little aside from your check and put it to-

wards th
Bond.

You'll find all your bills and expenses will get paid just as before. (The secret is you don't miss money you don't see.) And first thing you know, you'll have a good start on your nest egg.

Several million Americans use the Payroll Savings Plan every month, so you know it works. Talk to your paymaster about it now and start saving *this* payday.

Keep freedom in your future with **U.S. SAVINGS BONDS**



The U.S. Government does not pay for this advertising. The Treasury Dept. thanks The Advertising Council and this publication for their patriotic support.





7 CHEERS FOR DOMINION!



What a way to go back-to-school — with a great new line of appliances and free bonus gifts for you!

Dominion helps you cash in on the booming Back-to-School market with profitable appliances that have built-in co-ed appeal! And gives you valuable gifts when you order! (1) Sign up for nine or more items and you get your choice of this handsome Leeds Weekender Case (stylish plaid with zipper and lock) or (2) a handsome Challenger Robe-n-Case (100% acrylic fringed robe in handy carrying case). Choose any three hair dryers, any three irons, any three toothbrushes from the complete Dominion line, including: (3) Fabulous new Dominion Beauty Center, a Broadway Star's dressing room right in the dorm. Make-up lights, power manicure set and world's fastest hair dryer, too! (Dries hair in as little as 15 minutes!) (4) For girls in any grade, Dominion presents the delightful "Petite" Elephant Hair Dryer and Night Light. Dries hair quickly, gently—has built-in night light that shines away the

darkness. A sensation at the Chicago Show! (5) Other Dominion Hair Dryers including popular Portables and luxurious Custom Portable Beauty Salons. (6) Dominion has the world's first steam irons with built-in lights—bring ironing out of the dark ages. Easy to demonstrate—and sell! (7) Dominion makes the most complete line of cordless rechargeable toothbrushes, with such sales-making features as 4-way brushing action! And only Dominion backs every item with a 1-Year "Over-the-Counter" Replacement Guarantee. If you're interested in profit, write, call or wire J. H. Miner, Vice President, Dominion Electric Corporation, Mansfield, Ohio.





"can't he remember anything?"

FTC hits at tv lingo—wants to shrink screens

For dealers and set makers it was a case of shrink or swim last week as the Federal Trade Commission challenged the industry's method of determining screen sizes on all television sets.

If the FTC has its way, every single set size the industry now sells—and some on the way—will have to shrink. Dealers who are used to advertising 19- and 23-inch sets will have to start talking about 18's and 22's. And the big, new 25-inch color tube everyone is anticipating might turn out to be only a 23.

What FTC challenges

The FTC's across-the-board assault goes to the heart of the common industry practice of measuring picture tube sizes on the diagonal. Current industry measurement on the diagonal goes from corner to corner on the face of the tube and includes not only the viewable picture area, but the edge of the glass. This practice adds about an inch to all industry picture tube designations.

Admitted one industry engineer: "The customer couldn't measure this glass edge of the tube if she wanted to. To do that, she would have to go behind the mask."

The FTC maintains that this practice of measuring actual picture area plus thickness of the glass walls has the "capacity and tendency to mislead and deceive purchasers into believing that the viewable picture area of the television receiving sets so described is larger than is the fact . . ." Furthermore, the Commission believes this practice leads to unfair competition within the industry.

What the FTC wants now

The Commission is after a trade regulation rule that limits the industry to measuring the actual viewable picture area of any tube. In taking this step, the FTC has decided to move from the realm of advice to that of mandate.

Nine years ago, after a trade practice conference, the Commission issued rules which defined set sizes in terms of viewable pictures rather than the overall tube dimensions.

These 1955 rules were merely advisory and the Commission has been bothered for some time by a reported

lack of compliance. Rather than bring individual cases on charges of deceptive practices, however, the FTC has decided to issue a call to write the same requirements into trade regulation rules. These rules, according to the FTC's views, carry the force of law, although the Commission's contention has not been tested in the courts. The hearing is set in Washington, D.C., on October 10. Written comments will be accepted up to November 10.

How the rule would work

Under the FTC's proposed rules, which are virtually identical with the earlier set, manufacturers could simply state the horizontal measurement of the viewable picture as the tube size. But if set makers wanted to use some other criteria—such as the conventional diagonal measurement—they would have to be more specific, according to the FTC.

As spelled out by the FTC, few dealers would recognize the familiar 21-inch picture tube. By using the viewable area, the FTC rule cuts the 21-inch tube down to a 20-inch diagonal, showing a 19 by 15 picture.

Here are some examples the industry could use to properly advertise today's 21-inch tube, according to the FTC:

- 20-inch picture measured diagonally
- 262 sq. in. picture
- 19-inch by 15-inch picture
- 19-inch

Improper labeling

A manufacturer or dealer would be liable to a deceptive labeling charge if he used these terms in talking about the same 21-inch set:

- 21-inch set
- 21-inch diagonal set
- 21-inch overall diagonal 262 sq. in. picture
- brand name 21

Manufacturers are already preparing their case defending industry practices. The set makers will probably argue, according to Jack Wayman, head of Electronic Industries Assn.'s consumer products division, that the customer understands today's nomenclature and point out that the diagonal measurement is a worldwide standard.

FULL MARK-UP BARTON HAS THE EXTRA FEATURES TO HELP YOU

GET PROFITABLE
WRINGER-WASHER SALES

BARTON MFG., INC. WEST BEND, WISCONSIN



MERCHANDISING

A MCGRAW-HILL MARKET-DIRECTED PUBLICATION VOL. 96 No. 35

EDITOR	Walter R. Browder	MIDWEST	Linda Timmel
MANAGING EDITOR	Robert K. Moffett	RESEARCH	Diana Murray
COPY	B. H. Schellenbach	Consultant	Marguerite Cook
PRESENTATION	Barbara Ellwood Joan Bacchus	Specifications	Joan Lyons
MAJOR APPLIANCES	Jules Abend Wallis Wood	SPECIAL PROJECTS	Carol Tosi
CONSUMER ELECTRONICS	Donald Rubin Martin R. Miller	PRODUCTION	Dorothy Miller Walter B. Jaehnig III
HOUSEWARES	Wayne Smith Joan Foster	ECONOMIC SERVICES:	Douglas Greenwald, MAN- AGER; Dexter Keezer, ADVISOR.
NEW PRODUCTS	Anna A. Noone Catherine Cianfrini	CREATIVE DIRECTOR	Caswell Speare
DEALER DEVELOPMENT	Robert Kniffin Michael Baybak	NEWS BUREAUS:	John Wilhelm, Director World News; WASHINGTON: George B. Bryant, Jr.; ATLANTA: Fran Ridgway; CHICAGO: Bruce Cross; CLEVELAND: Arthur Zimmerman; DALLAS: Marvin Reid; DETROIT: Donald MacDonald; LOS ANGELES: Kemp Anderson; SAN FRANCISCO: Margaret Ralston; SEATTLE: Ray Bloomberg; PITTSBURGH: Don Isler; PHILADELPHIA: John Gruenberg; COMMON MARKET (BRUSSELS): Ar- thur Erikson; LONDON: John Shinn; MOSCOW: Donald Winston; BONN: Robert Dorang; PARIS: Robert Farrell; TOKYO: Charles Cohen; MEXICO CITY: Wesley Perry; MILAN: Bruce Bendo; RIO DE JANEIRO: Leslie Warren
FEATURES	Howard Emerson Ann Raneri	PUBLISHER	Dale Bauer

MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly by McGraw-Hill, Inc. Founder: James H. McGraw (1860-1948).

SUBSCRIPTIONS: Available only by paid subscription. Publisher reserves the right to refuse non-qualified subscriptions. Subscriptions to MERCHANDISING WEEK are solicited only from retailers or distributors of major appliances, consumer electronics, housewares, position and company connection must be indicated on subscription orders forwarded to address shown below. Subscription rates for individuals in the field of the publication; U.S. and possessions: \$2.00 per year; (single copies, 50 cents except Jan. 20 issue—\$1.50); Foreign rates on request.

EXECUTIVE, EDITORIAL, CIRCULATION AND ADVERTISING OFFICES: McGraw-Hill Building, 330 West 42nd Street, New York, N. Y. 10036. Telephone 971-3333.

Printed in Chicago, Ill. Second class postage paid at Chicago, Ill. Title reg. in U.S. Patent Office. Copyright © 1964 by McGraw-Hill, Inc. All Rights Reserved. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner.

OFFICERS OF MCGRAW-HILL PUBLICATIONS: Shelton Fisher, President; Vice Presidents: George H. Reppert, Jr., Operations; John R. Callahan, Editorial; Ervin E. DeGraff, Circulation; Donald

C. McGraw, Jr., Advertising Sales; Angela R. Venezian, Marketing.

CORPORATION OFFICERS: Donald C. McGraw, President; L. Keith Goodrich, Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; John J. Cooke, Vice President and Secretary; John L. McGraw, Treasurer.

UNCONDITIONAL GUARANTEE: The publisher, upon written request, agrees to refund the part of the subscription price applying to the remaining unfulfilled portion of the subscription if service is unsatisfactory.

SUBSCRIBERS: Address correspondence regarding change of address notice, subscription service or subscription orders to Fulfillment Manager, MERCHANDISING WEEK, P.O. Box 430, Hightstown, N.J. 08520. Change of address notices should be sent promptly; provide old as well as new address; include ZIP code or postal zone number if any. If possible attach address label from recent issue. Please allow one month for change of address to become effective.

POSTMASTER: Please send Form 3579 to Fulfillment Manager, P.O. Box 430, Hightstown, N.J. 08520.

MERCHANDISING WEEK is a member of Audit Bureau of Circulations and Associated Business Publications.

The Star Spangled Nest Egg



UNITED STATES SAVINGS BONDS



To the advertiser of major appliances WHO WANTS A GREATER SHARE OF MARKET

To sell major appliances today, go to a major market — the Blue-Collar women represented by readers of **Macfadden Women's Group**. These Working Class women are buying — and often top-of-the-line. So they are real prospects for you now, and they offer you one of your greatest replacement potentials.

You're not going to get to these women through the pages of "class", "mass", or "service" magazines. The charts below show you how many of our Blue-Collar reader-buyers you miss, no matter what combinations of other magazines you use. Study the charts carefully. See if they don't give you real reason for putting part of your budget into **Macfadden Women's Group**.

RECENT PURCHASERS*

If you advertised major appliances in any of the following combinations:	Your advertising missed the MACFADDEN WOMEN'S GROUP major appliance buyers shown below:			
	Refrigerator	Fully Automatic Washer	Separate Clothes Dryer	Electric Sewing Machine
Life, Look	694,000	729,000	290,000	496,000
Ladies' Home Journal, McCall's, Good Housekeeping	658,000	588,000	156,000	389,000
Life, Look, Ladies' Home Journal, McCall's, Good Housekeeping	418,000	495,000	142,000	276,000
Life, Look, Ladies' Home Journal, McCall's, Good Housekeeping, Woman's Day, Redbook	368,000	474,000	142,000	255,000
Total Readers Who Bought in Period	1,621,000	1,657,000	502,000	1,090,000

*NOTE: 27-month buying period.

REPLACEMENT POTENTIAL

If you advertise major appliances in any of the following combinations:	Your advertising misses the MACFADDEN WOMEN'S GROUP major appliance owners shown below:			
	Refrigerator	Fully Automatic Washer	Separate Clothes Dryer	Electric Sewing Machine
Life, Look	3,649,000	1,641,000	871,000	2,011,000
Ladies' Home Journal, McCall's, Good Housekeeping	3,508,000	1,471,000	800,000	1,813,000
Life, Look, Ladies' Home Journal, McCall's, Good Housekeeping	2,375,000	1,027,000	531,000	1,191,000
Life, Look, Ladies' Home Journal, McCall's, Good Housekeeping, Woman's Day, Redbook	2,068,000	943,000	481,000	1,041,000

Tabulated by W. R. Simmons & Associates Research, Inc. from our *Study in Blue*, "The Women Behind The Market."

MACFADDEN - BARTELL CORPORATION

205 East 42nd Street □ New York 17 □ New York

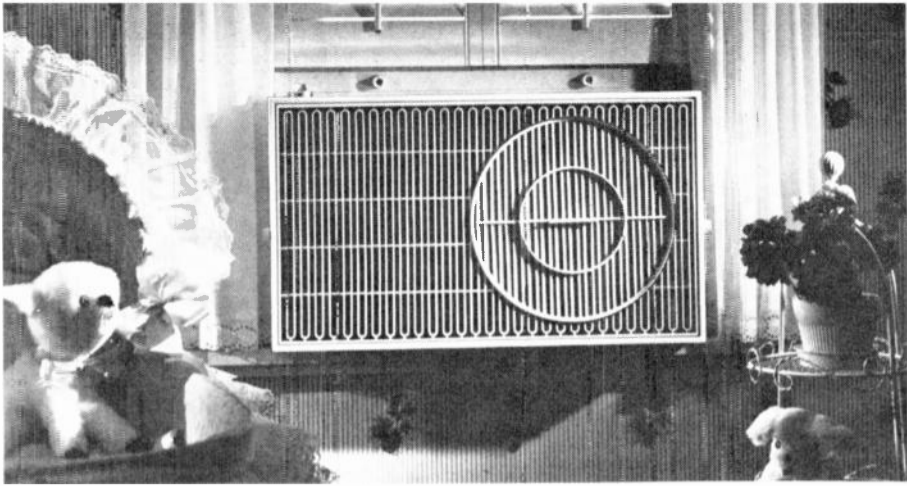
Con Donovan, Jr., Vice-President in Charge of Advertising, 212 532-9050

Murray Bernhard, Gen. Mgr., M-B Sales Corp., 205 E. 42nd St., New York 17, N.Y., 212 532-9050

John S. Brooks, Western Mgr.
221 N. La Salle St., Chicago, Ill., 312 263-2400

James H. Walsh, West Coast
111 N. La Cienega Blvd., Beverly Hills, Cal., 213 655-6055

John R. Kimball, West Coast
420 Market Street, San Francisco, Cal., 415 362-9183



Highlighted in the expanded air conditioner line is the 5,200 Btu "Princess."

Admiral plans to grab greater share of market

Admiral is playing guts ball. For the first time in 11 years it convened its entire distributor organization (700 people) at Chicago headquarters for an appliance show that emphasized white goods.

They were told: "We're going the biggest job in our history in major appliances. Our position at this point is substantial compared to five years ago, and we're going to increase our penetration."

Major appliances

"No longer can Admiral be considered a television company with a small major appliance business on the side."

This statement by Ross Siragusa, Jr., vp, was the pervading theme as the distributors saw the new, beefed up major appliance line and heard the selling incentives offered.

In refrigeration, Admiral has increased the capacity of the 41 and 48 1/4-inch Duplex freezer-refrigerators by using polyurethane foam, first used in its 35 3/4-inch Duplex last February. The units now have a certified net NEMA of 19.1, 22 and 26.5 cu.ft. They highlight the line which has four conventional, six Dual-Temp and nine Duplex models.

Siragusa claims, "Today we have the highest average unit of sale distributor cost in the industry because of the Duplex."

In air conditioning, the company is becoming combative with a new, enlarged 19-model line, beginning with a 4,500 Btu unit, in a new, narrower series, the Princess, which also includes 5,200 and 6,000 Btu units. Capacities range up to 29,000 Btus.

Highlights of the range line are two Duplex double-oven electric ranges with eye-level oven and a "banquet-size" lower oven in 30-inch wide cabinets.

The free-standing electric range line opens with 30- and 40-inch models containing the following features:

automatic oven preheat, storage drawer, recessed and divided porcelain top to catch spillovers, three 1250-watt and one 2100-watt micro-tube surface units.

The distributors were told: "We're back in the range business. In 1964, 70% of industry sales will be in the 30-inch size. Admiral has models to cover 80% of the market."

Home electronics

Admiral added a new dimension to the tinyvision race with the industry's first 13-inch picture tube. The 13-inch portable comes in the same cabinet as the company's 11, but offers 30% more viewing area (79 sq. in. vs. 60). The price for the leader 13 is \$109.95; there's a step-up model at \$119.95. The all-channel 11 still opens at \$99.95.

The four new all-channel, 25-inch black-and-white consoles kick off in the middle of many 23-inch console prices. The leader price: \$269.95; others are priced at \$299.95 and \$329.95. The 25-inch tube offers 16% more viewing area than 23's, Admiral says.

Both the 25-inch b&w consoles and four new color receivers incorporate new tilt-out control centers. The panels, all in the upper right-hand side of the set, tilt out for tuning, then fall back into place, hiding all knobs and dials. The new color consoles come in at \$675, \$685 and \$750.

As an eye-catching Christmas window display, Admiral is hooking up a tilt-out control panel on a console to a motor which will keep opening and closing the panel.

The company also had some limited run specials: a six-transistor, two diode portable with a four-inch speaker at \$11.88 and a pair of vacuum tube radio-phono consoles. The first one, in a 44-inch cabinet, comes with AM-FM at \$179.95; the other model comes with AM-FM stereo and 20-watt amplifier at \$279.95.

Where's the installment credit market shifting?

Installment credit buying of durable goods, excluding autos, has nearly doubled in the last decade and a half, soaring from 32.8% of consumer expenditures in 1947 to 62.7% in 1963.

During the same period, consumer durable goods spending burgeoned five-fold, from \$5.5-billion in 1947 to \$27.1-billion last year, when it included \$5.1-billion spent on appli-

ances and another \$4.3-billion on tv, radios, records and instruments. These figures are based on the Consumer Credit Annual issued by the National Foundation for Consumer Credit, Washington.

In 1963 alone, consumers resorted to installment credit to the tune of \$17-billion (Table 1).

The retailer's share of the credit dollar over this period of time, how-

(1) SIZE OF THE CREDIT MARKET
IN BILLIONS OF DOLLARS
(Selected group of durable goods, excluding autos)

	Consumer expenditures	Credit extended	Credit as a percent of expenditures
1941	\$ 5.5	\$ 2.9	52.9%
1947	13.7	4.5	32.8
1950	16.9	7.2	42.6
1955	20.4	10.6	52.0
1959	23.7	14.0	59.0
1960	24.1	14.5	60.1
1961	24.2	14.6	60.3
1962	25.6	15.7	62.8
1963	27.1	17.0	62.7

Source: Board of Governors, Federal Reserve System.

ever, dropped from 62.5% to 43.7% this year, as a sizeable variety of financial institutions began competing for the credit business.

Sales finance companies sliced into retailer's installment credit percentage figures by tripling their own share of the take, from 8.6% to 26.4%, over the past 17 years. All other types of credit firms, lumped into one category, have also eroded

the retailer's cut, raising their part of the take from 3.2% to 6.4% since 1947 (Table 2).

Commercial banks, for their part, have also had a slipping grip on the credit dollar, having gone from a hefty 30.3% portion in 1950 to 23.5% this year.

Although the retailer's share of the installment credit pie has diminished, what there is of it is going

(2) SOURCE OF CREDIT
(Estimated amounts outstanding, in millions of dollars *Autos excluded)

	Total outstanding	Retail outlets	Sales financial companies	Commercial banks	Other financial institutions
1939	\$ 1,620	\$1,315 (81.2%)	\$ 115 (7.1%)	\$ 166 (10.2%)	\$24 (1.5%)
1941	1,929	1,417 (73.4)	167 (8.7)	309 (16.0)	36 (1.9)
1947	2,143	1,339 (62.5)	185 (8.6)	550 (25.7)	69 (3.2)
1950	4,799	2,611 (54.4)	532 (11.1)	1,456 (30.3)	200 (4.2)
1955	7,641	4,021 (52.6)	1,048 (13.7)	2,042 (26.8)	530 (6.9)
1959	10,630	5,195 (48.9)	2,114 (19.9)	2,640 (24.8)	681 (6.4)
1960	11,525	5,256 (45.6)	2,739 (23.8)	2,759 (23.9)	771 (6.7)
1961	11,857	5,253 (44.3)	3,100 (26.1)	2,761 (23.3)	743 (6.3)
1962	12,605	5,907 (46.8)	3,123 (24.8)	2,824 (22.4)	751 (6.0)
1963	13,766	6,425 (46.7)	3,383 (24.6)	3,123 (22.7)	835 (6.0)
*1964	13,599	5,948 (43.7)	3,583 (26.4)	3,192 (23.5)	876 (6.4)

Source: Board of Governors, Federal Reserve System.
*May, 1964

more and more into department store pockets at the expense of other retail outlets. Dwarfing all retail competition, department stores have nearly doubled their rate of the take, going from 28.3% in 1947, for example, to 53.5% this year.

Appliance stores, feeling the keen pinch of competition from other credit sources, have experienced a

steady decline in the credit business; they fell from a postwar high of 10.2% in 1950 to 4.6 this year (Table 3).

Furniture stores, as well as other types of retail outlets, have also suffered from the switch in the pattern of installment credit distribution; the credit volume of the former has been halved to 17.1%.

(3) DISTRIBUTION OF CREDIT BY RETAIL OUTLET
(Estimated amounts outstanding, in millions of dollars *Autos excluded)

	Total installment credit held by retail outlets	Appliance stores	Dept. stores	Furniture stores	Other
1939	\$1,315	\$183 (13.9%)	\$354 (26.9%)	\$439 (33.4%)	\$339 (25.8%)
1941	1,417	206 (14.5)	320 (22.6)	496 (35.0)	395 (27.9)
1947	1,339	79 (5.9)	379 (28.3)	474 (35.4)	407 (30.4)
1950	2,611	267 (10.2)	746 (28.6)	827 (31.7)	771 (29.5)
1955	4,021	365 (9.1)	1,511 (37.6)	1,044 (25.9)	1,101 (27.4)
1959	5,195	310 (6.0)	2,292 (44.1)	1,225 (23.6)	1,368 (26.3)
1960	5,256	333 (6.3)	2,414 (45.9)	1,107 (21.1)	1,402 (26.7)
1961	5,253	293 (5.6)	2,421 (46.1)	1,058 (20.1)	1,481 (28.2)
1962	5,907	294 (5.0)	3,013 (51.0)	1,073 (18.2)	1,527 (25.8)
1963	6,425	287 (4.5)	3,427 (53.3)	1,086 (16.9)	1,625 (25.3)
*1964	5,948	271 (4.6)	3,182 (53.5)	1,020 (17.1)	1,475 (24.8)

Source: Board of Governors, Federal Reserve System.
*May, 1964



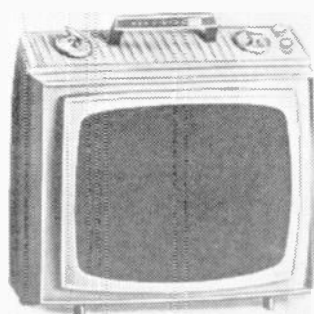
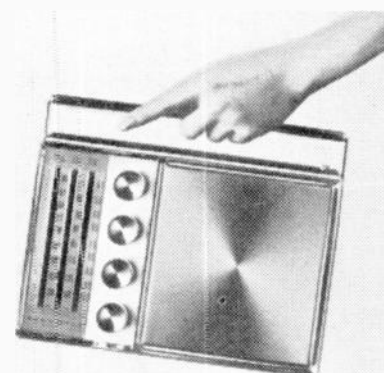
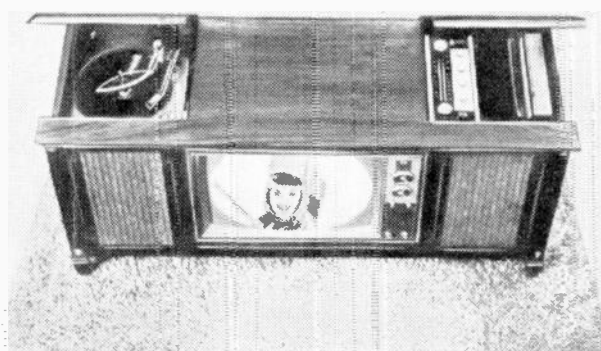
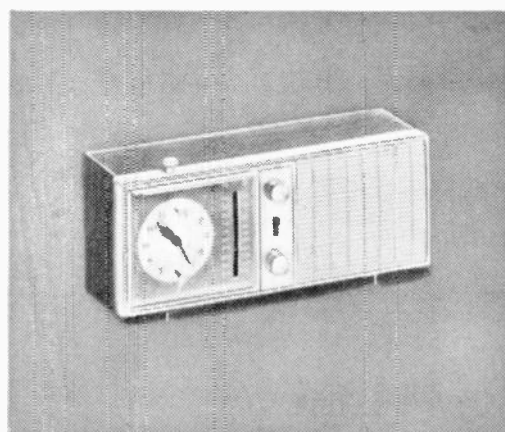
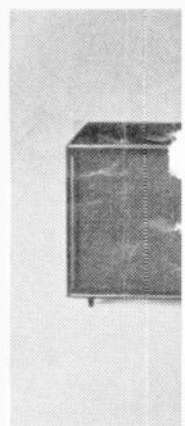
OPEN: Admiral's new tilt-out control center, in its forward position here, holds all controls in a central panel. The feature comes in eight new consoles.



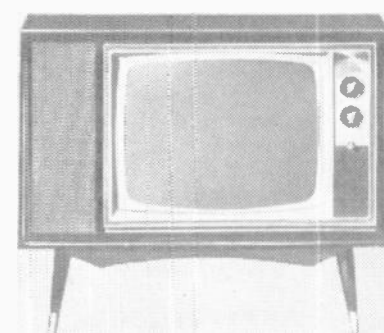
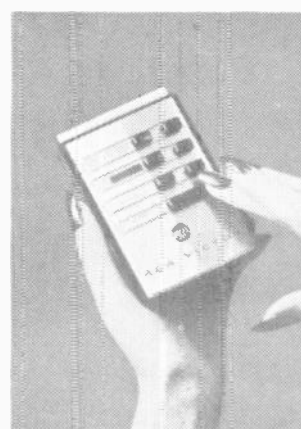
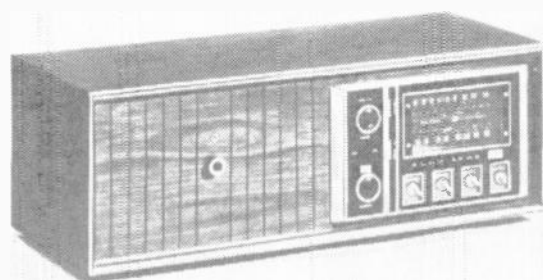
CLOSED: When the panel is shut, all controls are hidden and only the lighted channel indicators, both UHF and VHF, are on view in the front of the set.

Advertising Supplement to
Your Newspaper
 September 27, 1964

RCA



VICTOR

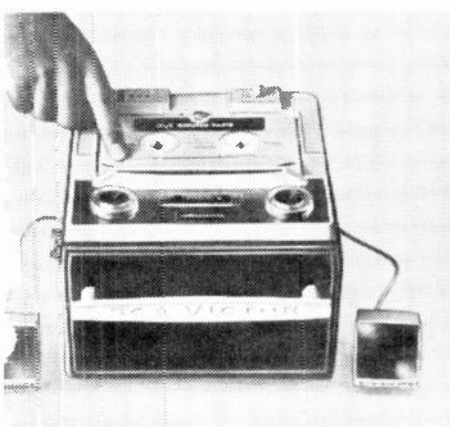
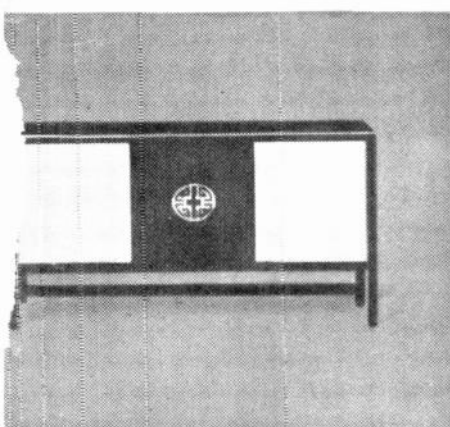
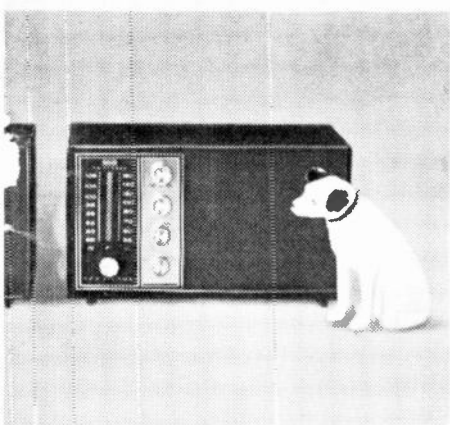


WEEK



SEE WALT DISNEY'S "WONDERFUL WORLD OF COLOR," SUNDAYS, NBC-TV NETWORK.

SEE THE RCA COLOR TV CENTER AT THE WORLD'S FAIR



SEE THE NEW
5 MODELS
ON THE PAGE



Back by popular demand! The biggest promotion in home entertainment history returns Sept.27!

Get ready now!

Here it comes again . . . RCA Victor Week! So successful last year that it demanded a repeat performance!

This full-color, 8-page newspaper block-buster (shown at left) will be seen by thousands of customers right in your neighborhood. It will run in over 250 newspapers, blanketing the country. Commercials on Walt Disney's "Wonderful World of Color" will also help spread the good word to your customers. In size, scope *and* sell, it's the all-time greatest RCA Victor promotion to build traffic for *your* store.

Tie in . . . to cash in!

- Stock up—now! Be sure to have the widest possible selection of the 1965 RCA Victor line to show and sell your prospects —already pre-sold by "RCA Victor Week" advertising.

- Make sure you have and use all the colorful point-of-sale display materials that will make your store "RCA Victor Week" headquarters.

- Make sure you have a big supply of the special traffic-building offers that will be featured in the insert.

- Tie in with your own RCA Victor Week ads to multiply the impact and get maximum effectiveness from this hard-hitting promotion! RCA Victor Week is the "big one!" Don't miss out . . . call your RCA Victor distributor *now!*



The Most Trusted Name
in Electronics

rmk(s)®

A matter of life or death...



...FOR EVERY PROPOSED SUNBEAM CLOCK DESIGN.

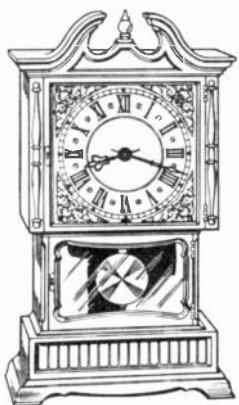
If a panel of consumers decides it isn't equal to or better than other clocks in its class, then it's dead.

We simply won't produce it.

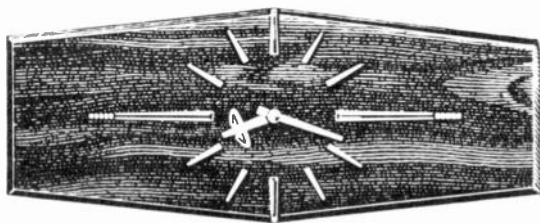
We ship you only the winners—the clocks that win extra sales and profits for you!

Call or write your Sunbeam representative today, and get the full story on why we say:

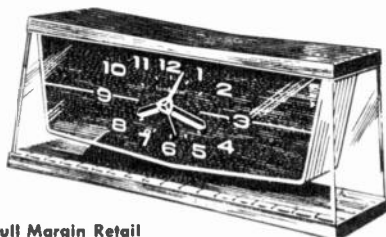
Stock the clocks consumers choose...



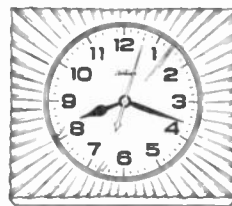
B104 VERMONT Miniature replica of grandfather's clock design—charming pendulum actually swings! Richly detailed Fruitwood finished case. Gold-colored dial with black accents. 4 3/4" x 10 1/8" x 2 3/8" deep... **\$14.95***



THE SCANDIA Genuine selected wood veneer case blends beautifully with any contemporary decor. Goldtone hour marks. Versatile too, hangs horizontally or vertically. 30" x 12" x 1 1/8" deep. Choice of finish; sandstone or oiled walnut.
AC403 Cordless, Battery Power **\$39.95***
A402 Electric, 115 volt... **\$29.95***



*Full Margin Retail



FANFARE Handsome sculptured case halos new, unusual crystal—gives visibility at all angles. Bright red sweep-second hand. 7 1/2" x 6" x 1 1/4" deep.
A102 White, turquoise or yellow... **\$5.98***
A102 Woodtone... **\$6.98***

B105 FLIGHT Futuristic styling is embodied in this exciting new desk or tabletop clock with alarm. Woodtone dial with white numerals seems to float within crystal. Rich-looking oiled walnut top and base. 9 1/4" x 3 3/8" x 2 7/8" deep... **\$14.95***

STYLE SETS THE PACE
 ...SUNBEAM
 SETS THE STYLE!

SUNBEAM CORPORATION
 Chicago, Illinois 60650

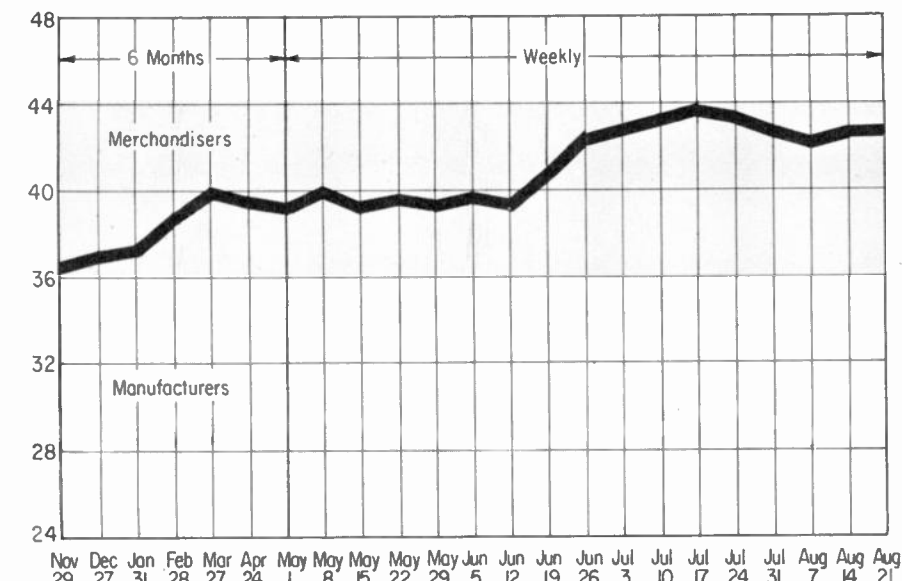
T. M. VERMONT, FLIGHT, THE SCANDIA, FANFARE

©S.C. ©SUNBEAM

MERCHANDISING WEEK

TAKING STOCK

A quick look at how stocks of 82 key merchandisers and manufacturers behaved last week.



	Dividends	Exchange	1964 High	1964 Low	Volume (Less 00)	Close August 14	Close August 21	Net Change
Merchandisers								
Aldens	1B	NY	36	20 3/4	134	35 1/4	35	- 1/4
Allied Stores	3	NY	70	54 1/8	31	65 1/2	64 5/8	- 7/8
City Stores		NY	9 3/4	8	5	9 1/2	9 1/2	NC
Friendly Frost		AM	2 3/4	1 3/4	10	2	1 7/8	- 1/8
Gamble-Skogmo	1.20B	NY	36 1/4	25 7/8	75	35 1/2	35	- 1/2
Gimbels	1.40	NY	48 1/4	39 5/8	62	42	42 3/4	+ 3/4
Korvette		NY	38	27 1/2	322	34 1/8	33 3/4	- 3/8
Macy's	2.20	NY	86 7/8	74 1/2	20	83 1/2	84 1/2	+ 1
Marshall Field	1.60	NY	46 5/8	36 1/2	87	44	45 3/4	+ 1 3/4
Mays	.80	NY	17	14 1/8	21	14 3/4	14 7/8	+ 1/8
Montgomery Ward	1	NY	40 3/8	33 7/8	198	38 1/2	38 1/4	- 1/4
Penney	1.20A	NY	59 1/2	44	130	56 3/4	56 3/4	NC
Sears	1.60A	NY	123 1/8	97	257	120 3/8	119 3/8	- 1
Spiegel	1.50	NY	34 3/4	27	68	33 1/8	32 5/8	- 1/2
Vornado		NY	33 1/8	18 1/8	73	31	30 1/8	- 7/8
Manufacturers								
Admiral		NY	23 5/8	14 1/8	191	15 1/4	15 3/4	+ 1/2
American Motors	1A	NY	18 3/8	13 1/8	611	16 1/4	15 3/4	- 1/2
Ampex		NY	18 5/8	14 5/8	283	17 3/4	16 7/8	- 7/8
Andrea Radio	.50	AM	13 1/8	9	8	10 1/4	9 1/2	- 3/4
Arvin	1B	NY	39 5/8	27 3/4	29	29 1/8	28 3/4	- 3/8
Black & Decker	1.80	NY	82 1/2	60 7/8	16	81 1/4	82	+ 3/4
Borg-Warner	2	NY	49 1/2	44 3/8	153	46 7/8	46 3/4	- 1/8
Carrier	1.60	NY	58 1/2	41 3/4	76	54 3/8	52 5/8	- 1 3/4
Century Elec.	.50	AM	11	8 1/4	6	10	10 1/2	+ 1/2
Chrysler	1	NY	55	37 1/8	4003	53 7/8	54 3/4	+ 7/8
Cinerama		AM	13 1/2	5 1/2	759	6 3/8	6 3/4	+ 1/8
Corning Glass	2	NY	24 1/2	20 8/16	98	22 6/16	21 0/16	- 16 1/16
Ekco	1.30	NY	37 1/2	28 1/8	29	34	34	NC
Elgin		NY	13 1/2	8 3/4	58	9 1/8	9 1/8	NC
Emerson Elec.	1	NY	45 5/8	36 1/2	97	45	44 1/4	- 3/4
Emerson Radio	.40	NY	11 7/8	9 1/8	58	10 1/2	10 1/8	- 3/8
Fedders	1	NY	19 1/2	15 7/8	60	18	17 1/2	- 1/2
Ford	2	NY	58 7/8	48 7/8	1286	51 7/8	51 1/2	- 3/8
General Electric	2.20	NY	90 3/8	78 1/4	954	81 5/8	83 5/8	+ 2
General Motors	2.45E	NY	96 1/4	77 1/4	1438	93 7/8	93 1/8	- 3/4
General Tel. & Elec.	1	NY	35 5/8	31 3/8	947	32 3/4	32 3/4	NC
General Time	.25	NY	14 1/4	11	170	11 1/4	11 3/8	+ 1/8
Gulton Ind.		AM	19 1/8	12 3/4	10	13 5/8	13 3/4	+ 1/8
Hoffman Elec.		NY	9	5	123	8	6 7/8	- 1 1/8
Hupp Corp.	1.31T	NY	9	6 3/4	367	6 5/8	6 5/8	NC
King-Seely-Thermos	1.60A	NY	53 3/8	40 1/2	44	52 1/8	53	+ 7/8
Lear-Siegler	.50	NY	15 1/4	11 1/4	130	12 5/8	12 1/2	- 1/8
Lynch Corp.		AM	9 3/8	6 7/8	45	7 3/4	8 1/2	+ 3/4
Magnavox	.90	NY	43 7/8	29 5/8	267	30 1/2	30	- 1/2
Maytag	1.60	NY	4 5/8	3 1/8	31	40	39 3/4	- 1/4
McGraw-Edison	1.40A	NY	46	34 5/8	78	45 3/8	44 3/8	- 1
Minn. M&M	1	NY	70	57 7/8	357	58 7/8	58 3/8	- 1/2
Mirro	1.40A	AM	34 1/2	30 1/2	7	32 3/4	34 1/2	+ 1 3/4
Motorola	1	NY	109 3/4	75 1/4	40	89 3/8	86 3/4	- 2 5/8
Muntz TV	.11T	AM	5 7/8	3	49	3 3/8	3 3/8	NC
Murray Ohio	1.20	AM	32	27 1/4	8	31	31	NC
National Presto	.80	AM	20 3/4	16 1/8	14	17 3/8	17 7/8	+ 1/2
Nat. Un. Elec.		AM	15 3/8	11 7/8	0	14 1/8	14 1/8	NC
Norris Thermador	1	NY	31 1/8	22 1/4	41	23 1/4	23	- 1/4
Nutone	.80	NY	34 5/8	23 1/8	38	30 7/8	30 7/8	NC
Packard Bell		NY	15 1/2	7	468	9 7/8	8 3/4	- 1 1/8
Proctor Silex		AM	4 3/8	3 5/8	14	3 3/4	4	+ 1/4
Progress Mfg.	.30E	AM	19 7/8	15 1/2	49	19 3/8	19 7/8	+ 1/2
RCA	.60	NY	39 1/4	30	1675	31 1/8	30 5/8	- 1/2
Raytheon	.60	NY	23 3/4	17 1/8	527	21 1/2	22 3/4	+ 1 1/4
Republic Trans.		AM	4 7/8	3 1/4	12	3 3/4	3 3/4	NC
Rheem	.60E	NY	19 3/4	16 1/8	51	18 1/2	17 3/4	- 3/8
Robertshaw	1	NY	29 1/8	25 1/8	45	25 5/8	25 1/4	- 3/8
Ronson	.60	NY	22 1/4	18	72	19 1/4	19 7/8	+ 5/8
Roper, G.D.	.60	NY	20 7/8	16 1/2	8	19 1/2	20	+ 1/2
Rubbermaid	.40B	NY	23 3/4	12 1/4	34	21 1/2	20 3/8	- 1 1/8
Schick		NY	11 7/8	7 1/4	35	8	7 3/4	- 1/4
Scovill	1.75	NY	38 3/4	31 3/8	48	38	36 1/2	- 1 1/2
Singer	2	NY	100 3/4	84 1/2	125	89 1/2	89 3/4	+ 1/4
Smith, A.O.	1	NY	38 1/2	28 1/8	78	30 3/8	29 1/2	- 7/8
Sonotone		AM	5 1/8	4	25	4 1/8	4 1/4	+ 1/8
Studebaker		NY	9	6	1449	7	6 7/8	- 1/8
Sunbeam	1.30	NY	53 7/8	46 1/4	19	49 1/2	49 3/4	+ 1/4
Telectro		AM	2 1/4	1 1/4	16	1 3/8	1 1/2	+ 1/8
Thompson-Starret		AM	2	1	22	1	1 1/8	+ 1/8
Traveler Radio	.28F	AM	6 1/4	3 3/4	53	5 5/8	5 5/8	NC
Webcor		MW	7	3 1/8	*	4 1/2	*	*
Welbilt	.05G	NY	4	2 1/4	48	3 3/4	3 3/8	+ 1/8
Westinghouse	1.20	NY	38 1/4	29 1/4	1291	36	34 7/8	- 1 1/8
White Con. Ind.		NY	18 5/8	10	54	18	17 1/8	- 7/8
Whirlpool	2	NY	72	58 5/8	185	66	65 3/4	- 1/4
Zenith	1.20A	NY	87 1/8	63 1/2	127	66	65 1/4	- 3/4

A—also extras. B—annual rate plus stock dividend. E—declared or paid so far this year. F—paid in stock last year. G—paid last year. T—payable in stock this year. N.C.—no change. *—not available. NY—New York Stock Exchange. AM—American Stock Exchange. MW—Midwest Exchange. (R)—revised.

ANALYSIS: Investors are hopeful that the market's current strong position will continue. However, two possible trouble areas—the housing and auto industries—are causing concern among analysts. Government economists now feel their earlier estimate of 1.6 million housing starts

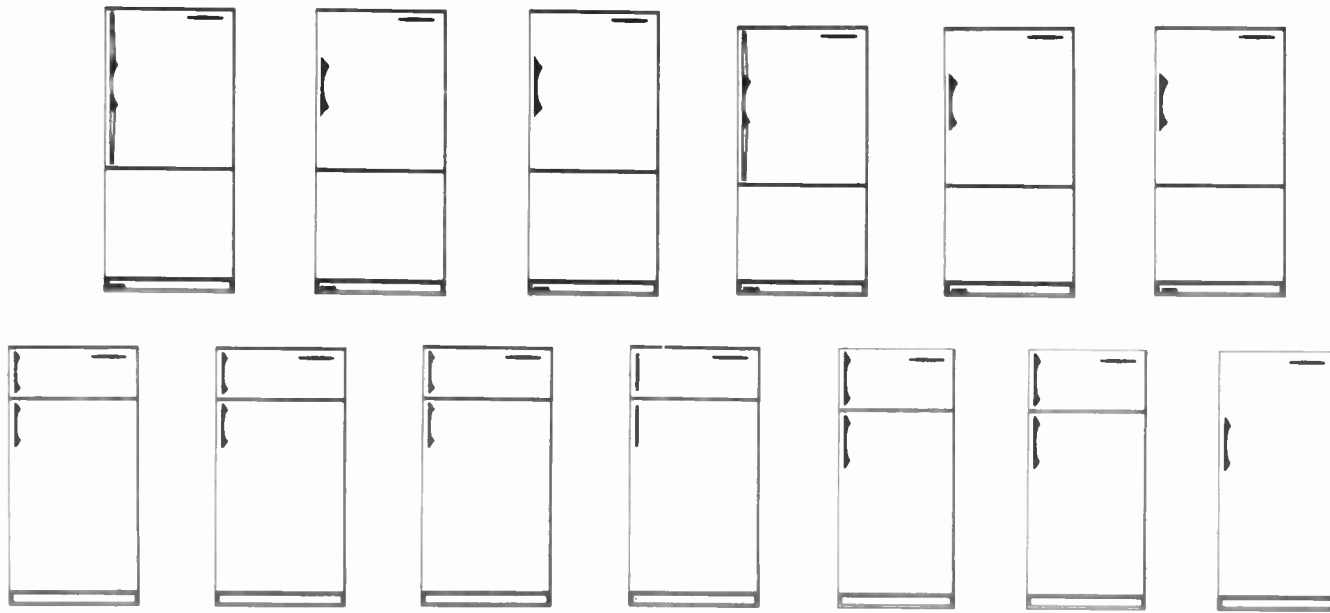
this year may be slightly optimistic. If it is, a slowdown in home building could well be accompanied by a slackening appliance sales pace. And, an auto industry strike may be in the offing, although observers doubt that labor problems will get out of hand in a presidential election year.

A QUICK CHECK OF INDUSTRY TRENDS

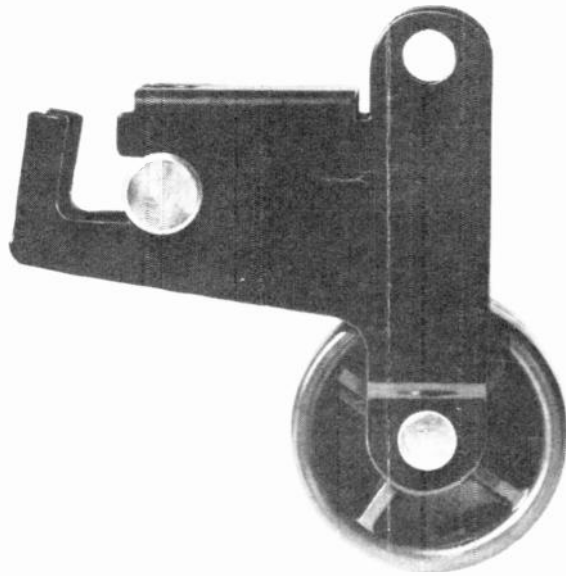
An up-to-the minute tabulation of estimated industry shipments of 18 key products. New figures this week in bold-face type.

	date	1964 units	1963 units	% change
FLOOR CARE PRODUCTS				
floor polishers	June	86,012	65,613	+ 31.09
	6 months	575,984	479,598	+ 20.10
vacuum cleaners	June	335,166	291,176	+ 15.1
	6 Months	2,167,072	2,051,614	+ 5.63
HOME LAUNDRY				
dryers, clothes, elec.	July	86,765	69,545	+ 24.76
	7 Months	504,687	459,389	+ 9.86
gas	July	39,306	29,917	+ 31.38
	7 Months	273,439	231,248	+ 18.24
washers, auto. & semi-auto.	July	298,259	238,534	+ 25.04
	7 Months	1,924,564	1,819,147	+ 5.79
wringer & spinner	July	53,367	42,657	+ 25.11
	7 Months	377,437	368,784	+ 2.35
OTHER MAJOR APPLIANCES				
air conditioners, room	June	343,700	254,300	+ 35.16
	6 Months	1,719,200	1,328,500	+ 29.41
dehumidifiers	June	25,100	36,700	- 31.61
	6 Months	128,100	174,200	- 26.46
dishwashers, portable	June	19,100	16,300	+ 17.18
	6 Months	136,800	127,900	+ 6.96
under-counter & others	June	63,600	54,000	+ 17.78
	6 Months	334,300	268,600	+ 24.46
disposers, food waste	June	98,600	93,000	+ 6.02
	6 Months	561,700	513,400	+ 9.41
freezers, chest	June	46,700	43,800	+ 6.62
	6 Months	226,100	212,800	+ 6.25
upright	June	72,700	70,600	+ 2.97
	6 Months	345,600	330,000	+ 4.73
ranges, elec., free-standing	June	89,100	84,900	+ 4.95
	6 Months	574,800	514,600	+ 11.70
elec., built-in	June	74,600	75,900	- 1.71
	6 Months	404,000	391,300	+ 3.25
ranges, gas, total	June	192,400	174,000	+ 10.57
	6 Months	1,081,600**	1,015,600	+ 6.50
**Six-month total includes 803,300 free-standing gas ranges, 173,200 built-ins and 105,100 set-ins.				
refrigerators	June	439,100	412,400	+ 6.47
	6 Months	2,207,000	2,021,800	+ 9.16
water heaters, elec. (storage)	June	80,700	88,100	- 8.40
	6 Months	490,400	510,900	- 4.01
gas (storage)	June	217,600	249,200	- 12.68
	6 Months	1,400,600	1,366,400	+ 2.50
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	June	310,742	305,946	+ 1.57
	6 Months	1,047,190	1,191,326	- 12.10
distributor sales	June	217,171	215,036	+ 0.99
	6 Months	989,010	1,122,725	- 11.91
phonos, mgr. ship., console	June	153,027	149,253	+ 2.53
	6 Months	656,819	702,972	- 6.57
distributor sales	June	126,026	100,007	+ 26.02
	6 Months	658,335	636,745	+ 3.39
radio production (ex. auto)	Wk. Aug. 14	234,147	192,850	+ 21.41
	32 Weeks	5,860,866	5,834,697	+ .45
distributor sales	June	868,247	811,923	+ 6.94
	6 Months	4,019,448	3,935,670	+ 2.13
b&w television production	Wk. Aug. 14	140,693	139,703	+ .71
	32 Weeks	4,606,679	4,102,225	+ 12.30
b&w distributor sales	June	613,124	541,810	+ 13.16
	6 Months	3,443,073	2,956,808	+ 16.45
color tv production	June	123,725	*	*
	6 Months	599,345	*	*

Sources: NEMA, AHLMA, VCMA, GAMA, EIA. *Not available. New manufacturer shipment figures in bold face type; r: revised figure.



New Hotpoint refrigerators give you a great sales-making extra, at no extra cost



wheels

13 better-than-ever Hotpoint refrigerators roll out on wheels this year. You can sell this wonderful feature in every price range—and at no extra cost! With Hotpoint, wheels aren't "optional"...or "special order"...they're part of the product. And what a convincing demonstration tool they make. When a woman sees how easily Hotpoint refrigerators roll out for cleaning, she starts nodding yes. Want to get refrigerator profits rolling in? Wheels can do it. Contact your Hotpoint distributor soon.

Hotpoint

first with the features women want most

See Johnny Carson selling Hotpoint
this week on The Tonight Show NBC-TV



When you're at the
New York World's Fair
visit Hotpoint's Storybook Kitchen

HOTPOINT • A DIVISION OF GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644