

MERCHANDISING WEEK

FORMERLY ELECTRICAL MERCHANDISING WEEK

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NOVEMBER 9, 1964

...presstime

Another record for color tv? The industry is already preparing for another major increase in set sales next year. All around the circuit, color tube producers—RCA, Sylvania, Rauland and National Video—are increasing capacity. And now RCA's W. Walter Watts predicts that industry output of color tubes will hit a whopping 2.2 million in 1965, an increase of 500,000 over expectations for 1964.

RCA itself plans to boost its production of color tubes by more than 15% (an increase of, roughly, 200,000 tubes) to turn out 1.5 million next year, more than 50% of the industry's production.

Not all other tube makers are as enthusiastic as RCA, even if they are counting on continued color growth. One company, which prefers to remain anonymous, believes the industry color tube production will range between 1.9 million and 2.1 million in 1965.

At the same time, RCA announced that by mid-September it had produced its three-millionth color tv picture tube. Appropriately, it was a 25-inch, 90-degree rectangular model. And just in case the number struck anyone as low—particularly at the Columbia Broadcasting System—an RCA spokesman explained that the company still believed that there will be 30 mil-

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◀ **Power mower makers concentrate (as in this Homko lab) on product improvements to feed a hungry replacement market** p14

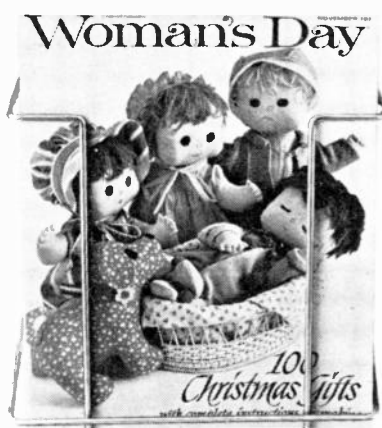
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she's got to be in the market



...to buy it



The Woman's Day woman is an enthusiastic buyer. Refrigerators, freezers, dishwashers, clothes dryers—you talk about them and she'll listen.

Only natural! She reads Woman's Day *because* it's all about her dearest loves: home, family, community, herself. Helps her cook, bake, make, clean, beautify.

Woman's Day's direct woman-to-woman editing wins her trust by *earning* it, month after month. This *super-service* magazine makes a happy home for advertisers, too. For ten years, ads in Woman's Day have won highest readership scores of any woman's service magazine.*

Ads by Westinghouse, Speed Queen, O'Keefe & Merritt are among them. Are yours?

GUARANTEED CIRCULATION: 6,000,000; ALL SINGLE COPY/ON SALE AT 25¢/ISSUE; A FAWCETT PUBLICATION

lion color sets in operation throughout the nation by the end of this year.

Here's how RCA calculates: Before the year is over, the company expects to add another 300,000 units to its 3.0 million total achieved in mid-September. All other color tube manufacturers will contribute another 400,000 units this year, bringing the 1964 total to 3,700,000. By the start of 1965, RCA believes 3.0 million sets will be in the public's hands; 700,000 will be somewhere in the pipelines. ■

Room air conditioner shipments continued their record pace through September, despite a regular seasonal decline in volume for the month. NEMA pegs nine-month totals at 2,127,600, ahead by 31.7% of the 1,615,000 units shipped during the first three quarters last year. September volume dropped to half of August's shipment level, but remained a healthy 33.7% higher than the September-1963 mark of 43,000 units. ■

Hong Kong radio exports keep climbing. In September it shipped 155,170 radios to the U.S.; this is 30.1% more than the 119,224 shipped in September, 1963. In the first nine months of this year, Hong Kong shipped 1,287,898 radios to the U.S., which is 93.5% more than the 665,440 shipped during the same 1963 period. The average price, however, is down; it was \$3.72 this September, \$4.13 last September. Shipments to the world are up 53% for the first nine months, and, sig-

nificantly, the U.S. is taking a larger share. So far this year, we have taken 51% of Hong Kong's exports; last year at this time we had taken 40%. ■

Zenith has changed its executive staff: Walter C. Fisher, formerly vp and general sales manager, is now executive vp and director of sales; Philip J. Wood, formerly vp of distribution, is vp in charge of marketing; and J. D. Dougherty is vp, sales manager. A new executive committee which will act as a policy and planning group is headed by L. C. Truesdell, Zenith Sales Corp. president (who announced the changes), Fisher Wood, Dougherty, and Erik Isgrig, vp and director of advertising. The changes were made "because of the rapid growth of color tv sales and the expanding sales volume of the company's other product lines," according to Truesdell. ■

Hamilton Cosco has asquired Cal-Dak, subject to approval by Cal-Dak shareholders and certain other conditions. Terms were not disclosed. The step is a part of Hamilton Cosco's expansion program. ■

Three new gas ranges with eye-level ovens have been introduced by Modern Maid of Tennessee Stove Works. Designed as a builder line, the high oven ranges incorporate a lift-up, lift-off top; and a removable lower oven door on the double oven model. The top oven door features a tinted black glass window. ■

Price on Sony's all-channel 5-inch tv is \$159.95. The transistorized set has a built-in tuner for reception of UHF channels. ■

What is the future of pay television?

California voters closed down pay tv in that state last Tuesday. What happened in California has national implications, and makes the future of pay tv even more uncertain than it has been.

What the voters approved was State Proposition 15, an initiative which declares it contrary to public policy to permit pay tv. The measure provides that no charge shall be made to the public for television programs transmitted to home tv sets, but does not apply to community, hotel, or apartment antenna systems, or to non-profit educational systems. The

initiative stops the programs of Subscription Television Inc.

The vote was about two-to-one in favor of the measure—a surprise, since most people expected the contest to be close.

Backers of the initiative proposition against pay tv had argued that pay tv eventually would have resulted in the loss of most major sports attractions and popular shows to the free-tv audience.

What Subscription Tv plans is to ask the courts to declare the initiative unconstitutional. The firm which is headed by Sylvester (Pat) Weaver,

has about 6,000 subscribers in Los Angeles and San Francisco. In September, the firm filed a \$117 million suit in California Superior Court against its opponents for conspiracy in restraint of trade. Weaver said that the initiative that was passed last week is patently a violation of the First Amendment of the Constitution, and that it is not constitutional to legislate a legitimate enterprise out of business.

Weaver also said, "The voters of California have unfortunately been duped into defeating their own best interests by a powerful and wealthy lobby of theater owners, aided by

some broadcasters, through a fraudulent campaign."

He added, "Subscription Television will seek redress through the FCC, Congress and the Justice Department to protect our stockholders and the public." Following the election, Subscription Television stock dropped two and three points to a low of \$3 and \$4 per share.

The future of pay tv, then, is uncertain. Subscription Television is planning to extend its programming to other states, possibly to New York City and Chicago. And while it is unlikely people in these states will have the opportunity to actually vote on the issue, another combination of interests like those in California could put the issue on the ballot.

What's planned for the Music Show

There will be more dealers at next year's Music Show if EIA, NAMM and NARDA have their way.

Last week the National Association of Music Merchants and the Electronic Industries Association's consumer products division met to discuss ways to make the show more appealing to dealers.

Jack Wayman, EIA's consumer products director, said after the

meeting, "We will hold our annual convention during the week of the show, and we're asking other groups to hold convention meetings—NAMM, NARDA, the Institute of High Fidelity."

"We're pleased with the show, but we want to enhance it, so we're going to set up merchandising clinics on subjects like service, advertising sales promotion, sales management

of a store. We want to give the dealers more reason to come to the show than just to see the exhibits. We want a dealer to take time out of his business, see the merchandise, and steep himself in merchandising."

NARDA, not represented at the meeting, agrees that dealer attendance at the show has been less than satisfactory. Jules Steinberg, NARDA's executive vp, said, "We

have been conducting an informal survey among white goods manufacturers to see if they would be interested in running a show coincidentally to make the Music Show more appealing. They are not interested.

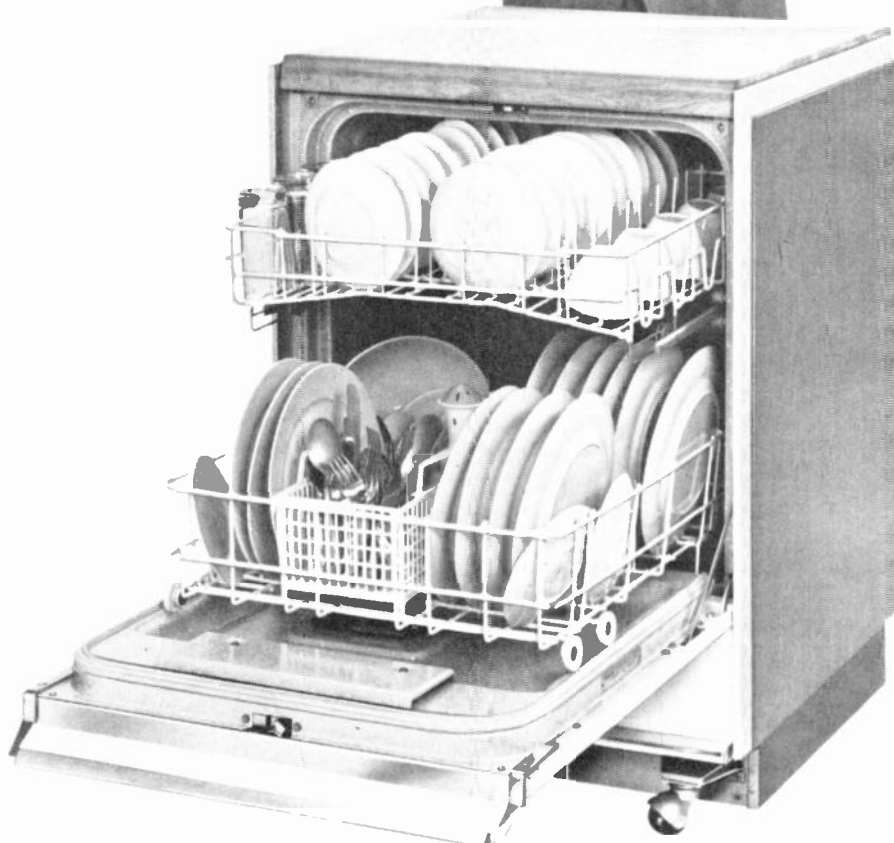
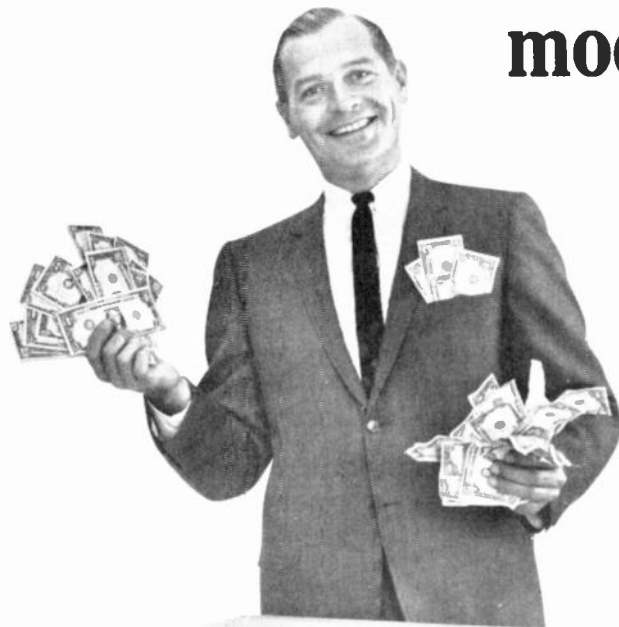
"We're now discussing whether some type of merchandising program might not improve show attendance. Dealers could learn how to merchandise the new products. We might move the NARDA school of service management up to the time of the Music Show."

You can make a lot
of money selling Hotpoint
portable dishwashers
this Christmas.



Most dealers know there's lots of money to be made selling Hotpoint portables during the holidays. Customers like them because they do a good job of washing dishes and they're within almost everyone's price range.

You can make
even more selling
our convertible
models.



There's even more money to be made if you'll take an extra minute to step those customers up to a Hotpoint convertible model. Look at all the advantages you've got to talk about:

- 1. Converts easily for undercounter installation.** The customer's investment is protected if she moves, or remodels her kitchen.
- 2. Loads from the front** on roll-out racks. No reaching way down inside to load and unload it.
- 3. Work surface on top** is always available, even during loading. Some models have solid maple chopping block tops.
- 4. Holds more dishes** than an ordinary portable—15 table settings, a full day's dishes for the average family.

We offer our convertible dishwashers-on-wheels in four models with easy step-up features. Get the complete story on Hotpoint dishwashers—portable and convertible—from your distributor. See him now for his special Christmas selling package.

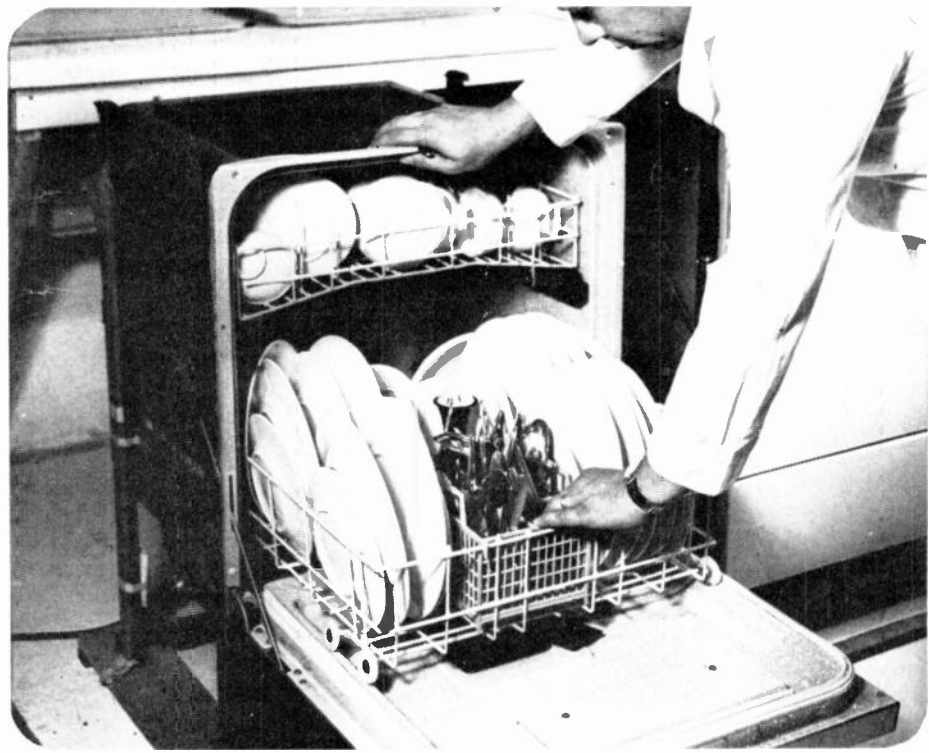
Hotpoint

first with the features women want most

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

MERCHANDISING WEEK

Extra-dirty dish test proves Hotpoint dishwashers clean without pre-rinsing!



Super-heavy soil load—created by independent laboratory—comes out sparkling clean

You have seen, heard and read a lot about the superiority of Hotpoint dishwashers. Now they have been tested along with seven other leading brands by Analyses, Inc. of Dearborn, Michigan. Their tests, using food soil 19 times heavier than the standard NEMA test, confirmed our own superior performance findings.

Every model got the same treatment. After the food had dried on the tableware, everything went *directly* into each dishwasher. *No scraping or rinsing was done on any piece.* Egg, catsup, strawberry preserves, cake, beef stew, coffee, milk, even mustard was left on the plates. And each model was loaded to capacity, and tested 3 separate times.

Just look at the Hotpoint results—all those dishes on the right cleaned ready to use by the exclusive Hotpoint wash system that even “pries” off dried-on foods.

Take advantage of the extra sales and satisfied customers these better-washing Hotpoint dishwashers deliver. Push Hotpoint—and use this ad on your sales floor to help clinch sales.



Hotpoint


first with the features women want most



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

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

EUREKA!



Only floor care line on network TV!

Eureka . . . featured on the TODAY and TONIGHT shows. With Johnny Carson, Hugh Downs, Jack Lescoulie, Ed McMahon. Watch those guys sell. For you!

EUREKA WILLIAMS CO., DIV. NATIONAL UNION ELECTRIC CORPORATION • BLOOMINGTON, ILLINOIS

REPORTS FROM **washington**

President Johnson returns from his Texas ranch with as free a hand as a President has ever had to shape an Administration in his own image.

His landslide victory did not devastate Republican opposition in Congress to the extent that President Roosevelt's 1936 landslide did. But the Democrats' gain of some 40 seats in the House of Representatives gives Johnson all the liberal Democrats he needs, without any fear that Republicans and southern Democrats can team up to thwart him.

Businessmen's relations with the government will be shaped by these election results for a long time to come—and starting immediately. Johnson will not wait for January to begin acting on the basis of his big win in these areas . . .

On taxes—Johnson will get reductions on excises in just about the form and amount he wants, when he wants them.

As for higher social security taxes to pay for medical care for the aged, the stalemate will probably be broken next year. This year, Johnson deadlocked with Wilbur D. Mills on Medicare and ordered an expected increase in social security killed rather than take the risk that passing it would make it harder to get Medicare through next year.

On regulation—Businessmen will find federal regulatory agencies easier to get along with, in the sense that form-filling and nit-picking will be reduced.

Whether this will mean that such agencies as the Federal Trade Commission and the Federal Communications Commission will lose some of their zeal remains to be seen. A mark of the Kennedy Administration was the appointment of strong enforcers to these agencies. But Johnson prizes his support from business, and one of the most persistent gripes heard from businessmen concern regulatory agencies.

On re-organization of government—A department of housing and urban affairs, embracing a revamped and expanded housing program, is a strong likelihood for the Johnson Administration.

Also, Johnson's infatuation with economies in government seem certain to lead to something, along the lines of the old Hoover Commission, to modernize the government. With Johnson behind it, and a strong appointee heading it, the result could be an end to some of the overlapping jurisdictions that so annoy businessmen—conflicting policies of the Small Business Administration and the Federal Trade Commission, for instance.

On aid to small business—Vice-president Hubert H. Humphrey is an effective spokesman for small business. While it is certain that he will not try to change Johnson's opposition to a federal fair-trade law, he will back up the loan programs of the Small Business Administration (SBA chief Eugene Foley is an old political pal of Humphrey). And there may be talk of exempting small business from some of the requirements of the federal antitrust laws.

**now
you can
sell two
Swing-A-Way electrics
for less
than \$22.95***



or,

you can sell the No. 4000 Swing-A-Way Electric Can Opener for less than \$10.00.* Features power-piercing and the exclusive gear-driven cutter.

the brand-new No. 5000 Swing-A-Way Electric Ice Crusher for less than \$12.95.* Features stainless steel crusher wheel, self-feeding design, impact housing.

* Dealer's option

SWING-A-WAY *ice crusher*
the company with the can opener reputation!

AT THE CHICAGO SHOW SPACE 1064-1066

SWING-A-WAY MANUFACTURING CO., 4100 Beck Ave., St. Louis, Mo. 63116 In Canada: Fox Agencies, Port Credit, Ont.



GE's 1965 Americana refrigerator has electrical outlet on illuminated countertop

The GE look for 1965: ranges, refrigerators

More ranges with self-cleaning ovens and more large-capacity refrigerator-freezers pace these two categories in the 1965 white-goods line from General Electric.

The range line consists of 33 models and will be billed in rhyme as "The line designed with people in mind." For 1965, the company has expanded its P-7 ranges, those with the self-cleaning oven, to seven models. There were four P-7s in 1964. Basically, the P-7 range solves the problem of oven cleaning by using heat, heat so intense (880 degrees) that it decomposes grease caked on the inside of oven walls. All the housewife does is set the cleaning controls, and, when the oven reaches 550 degrees, an automatic lock snaps on; the door then cannot be opened until the temperature falls to 550 again. GE maintains that the cleaning operation requires only about seven cents worth of electricity for a cleaning session of about two hours.

As the P-7 line has expanded, the price tag of leader models with this feature has been reduced. For instance, the 30-inch P-7 range (photo, lower right) will retail for about \$358 compared to a retail tag of about \$400 in 1964. In addition, a 40-inch version of the P-7 unit will be priced at around \$378, also well under \$400. A built-in oven will be available in December; no price has been set for this first-time starter in the P-7 lineup.

The top-of-the-line P-7 units now include rotisseries and meat thermometers in the self-cleaning ovens. The top model, Americana, a 30-inch eye-level unit, has P-7 in the master (lower) oven and is slated to retail for approximately \$649.

In addition to the ranges, GE is offering an expanded line of range hoods in 30- and 40-inch categories. Hoods in both sizes are available with or without push button controls.

The refrigeration line ranges from a compact 6.4 cu.ft. model to the large-

capacity 18.8 cu.ft. refrigerator-freezer units. GE declined to say how many new units have frost-free systems, but did say that Frost Guard models will be dominant in the new line. Speculation is that GE is planning to introduce other refrigerator models and will unveil marketing strategy in the early part of 1965.

There are two new Spacemaker refrigerator-freezers with 11.31 cu.ft. in the fresh food section and 4.6 cu.ft. in the roll-out bottom freezer drawer. Both have Frost Guard, to eliminate defrosting, and Mobile Cold, which GE claims keeps meat fresh up to seven days. The custom Spacemaker also features an automatic icemaker system.

The Americana, the company's breakfront refrigerator-freezer is back—but with a new feature. An electrical outlet on the illuminated countertop has been added to enable portable appliances to be plugged in (photo, at top). Americana's retail price is expected to stay at about \$695.

GE's new 30-inch range with P-7



REPORTS ON

appliance-tv

Olympic's new models for November have been shown. The Weatherly, a 3-way combo in a walnut-grained hardboard cabinet, has a 23-inch tv, a 20-w AM-FM stereo radio, and a phono. The Rembrandt is a 21-inch color console, with a walnut-grained finish on metal cabinet. The Neil is a 20-w, AM-FM radio with a tilt-down stereo changer. The Judson is a 19-inch portable tv. The Melchior is a 10-transistor AM radio. All items have open list prices. ■

Local dishwasher support for the big industry promotion ("The Whole Family Loves a Dishwasher") in November is coming from Metropolitan Edison, in Reading, Pa. Metropolitan Edison was inadvertently omitted from MERCHANDISING WEEK's utility list in the issue of Sept. 14. Contact G. E. Parks. ■

Dokorder is marketing three tape recorders that are intended for the mass market. Prices range from \$49.95 to \$89.95. All are transistorized, have two speeds (3 $\frac{3}{4}$ and 1 $\frac{7}{8}$ ips), and capstan drive and run on batteries. Available for PT-18C is a tape-it-yourself display. ■

A new FTC commissioner, Mary Gardiner Jones, was sworn in last week by John M. Harlan, associate justice of the U.S. Supreme Court. Miss Jones, a Republican from New York City, was given a recess appointment by President Johnson on Oct. 17, following the resignation of Sigurd Anderson from the Federal Trade Commission. She served as a trial attorney in the New York City office of the Antitrust Division, Dept. of Justice, from 1953 to 1961, then joined a New York law firm, engaging in trial and antitrust work. ■

Opinions from the AHLMA conference: "The American homemaker today can buy a new washer which has more convenience features, requires fewer service calls, costs less to service on the rare occasions service is needed, and sells for less money than this product did 15 years ago," said Westinghouse's E. G. Lipski at the 18th National Home Laundry Conference in Minneapolis last week. "Since 1949, the cost of living has gone up 30%, while the cost of home laundry equipment has dropped 12%," he said.

Maytag's L. C. McAnley Jr. said that, when calculated in terms of average weight of individual items, the typical load size washed by today's homemaker runs slightly over five pounds. ■

A catalog of electronic parts, the 1965 *Radio-Electronic Master*, is available from distributors. It covers prices and specifications of 185,000 items. ■

Key moves . . . Changes at J. C. PENNEY Co. effective Nov. 25: William M. Batten, formerly president and chief executive officer, is named chairman of the board and chief executive officer; Ray H. Jordan, formerly executive vp, becomes president and chief administrative officer; Albert W. Hughes resigns as chairman of the board, continues as a board member; in an unrelated move, Frederik L. Finnegan retires as vp and general mgr of catalog and Treasure Island activities as well as a member of the board of directors. ■

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housewares

How goes the housewares business? Excellent, judging by financial reports of eight companies in the field. Corning's nine-month report shows higher sales and earnings than in 1963. Rival's shows a 42% increase in earnings and a 15% gain for sales. Hoover's gain was better than a million dollars, and earnings up almost \$600,000. Cory has declared a 10-cent cash dividend. Mirro has declared a 35-cent dividend. Rubbermaid sales and earnings are up; earnings gained 70.7%; sales 13.6%. Hamilton Cosco earnings in the third quarter were 17 cents per share, or 2 cents over last year; sales were about equal, but earnings were up 15%. SCM Corp., in the business machine field, had a 21% gain in sales and a 48% gain in earnings for the first quarter of Smith-Corona-Marchant's new fiscal year, which began July 1. ■

A "jumbo" blender is added to Shetland's line of portable appliances. It has a chrome-plated base and 54-ounce, shatter-proof container. A 575-watt, two-speed motor powers the unit. Designated model 9004, it carries a \$24.95 suggested list price. ■

Floor-care manufacturer sales continue to set records. Vacuum cleaners in September posted a 2.8% gain over last year, and are almost 200,000 units ahead at this point. Floor polishers gained better than 23,000 units in September, a 22.3% increase, and are 125,000 units ahead for the year, or 17%. The Vacuum Cleaner Manufacturers Assn. provides these statistics. ■

Seven new modular displays are offered by Ekco to provide flexible, space-saving units. All are two feet wide. Because they are easily movable, retailers can design their own arrangements, Ekco points out. ■

An aluminum head for a portable sewing machine model has enabled New Home to introduce its new unit at just 19 pounds. The unit has twin-needle and insertable-cam operation. The head is die-cast. New Home says quantities available will be limited until after January 1. ■

Will Royal McBee become part of Litton Industries? If the vote of holders of preferred stock is an accurate barometer, the merger appears a good bet. They approved the offer Nov. 2. Final approval hinges on a meeting of holders of common stock Dec. 4. Litton already has Monroe and Sweda business machines in its complex. Gross sales last year exceeded half a billion dollars. ■

An extensive spot tv campaign for Sunbeam shavers gets under way Nov. 21. It runs through Dec. 18 and includes 1,175 spots in 32 major markets. Electric toothbrushes are being included. There are 11 top-rated NBC and ABC shows in the program. ■

Dominion has expanded its central service facilities by setting up a new factory service center in Mansfield, Ohio. It will handle out-of-warranty repairs as well as units sent to Dominion after replacement by dealers during the warranty period. ■

Cory is gift-packaging its slicing knife. The carton is dove gray and silver with wood-pattern plastic tray that can be used for counter or drawer storage of the unit. Distributors are getting supplies of the knife now, and dealers should have them by November 15, Cory says. ■

Regina's toy polisher promotion will be pushed with a full-page ad in *Life* on Nov. 27. Other ads scheduled include November *Ladies Home Journal* and December *McCall's*. ■

A revised list of Iona service stations has been published. There are 83 throughout the U.S. and Canada. Iona also has announced it now offers 220-volt operation for mixers, blenders, can openers, knife sharpeners and hair dryers. They are priced slightly higher than companion 110-volt models. ■

An extension ad campaign by Gulton Industries will push its rechargeable flashlights and cigarette lighters this Christmas. It includes a spot tv campaign on ABC in 23 markets from Thanksgiving to Dec. 18 and five full-page ads in the *New York Times Magazine*. ■

White shows Elna sewing machines

White, in the news recently for its acquisition of Tessler, captured the limelight again last week with a showing of a new line for its Elna division.

White is the U.S. representative for the Swiss-made Elna machines.

A line of four basic models was shown. Elna says they are the first complete re-design of its machines since 1952, and calls them the Star series. Each of the four models is available in either "free-arm" or flatbed "Plana" type machines.

Top of the line is the Supermatic, with a suggested list of \$379. The Automatic is next at \$349 list; then the Zig Zag at \$249; then a straight-stitch model at \$199.

All the lists, White says, carry about a 60% margin. White does not protect prices.

The top-of-the-line is both an insertable and built-in cam unit, and 83 "Elnadiscs," or

cams, are available for the machine.

The recent acquisition of Tessler was White's second expansion within a year. It acquired the U.S. franchise for Elna distribution last November.

The move took White into the commercial and industrial sewing machine fields as well as adding another domestic machine line. Joseph A. Roman, who was Tessler vp-general manager, moved to White as general sales manager of the Tessler operation, which will be an independent branch of White.

Other White divisions and their sales managers now are: White machines, R. W. Richards; Elna machines, N. P. Peters; Domestic machines (a White trade name), J. J. Lennon; and sewing notions, C. W. Harple.

White sales for the nine-month period ending Sept. 30 were up 19% and earnings nearly double over the same period last year.



This is Supermatic, top of the new Elna line.

NEVER BEFORE
A PORTABLE DISHWASHER IN YOUR CHOICE OF



Features two full-size
revolving spray arms
plus exclusive
Filter-Stream[†] washing
and rinsing!

MODEL SMP-75

Price
optional with
dealer.

Red

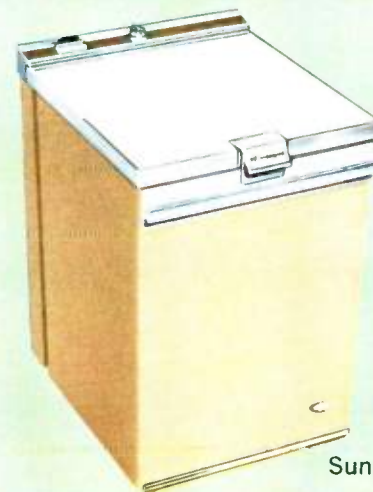
†Tmk.



Turquoise



Pink



Sungold



Yellow



Two-tone
copper



White



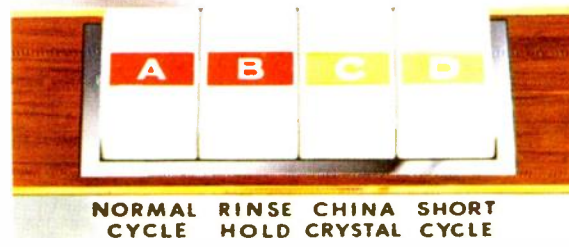
Whirlpool

4-CYCLE PORTABLE DISHWASHER

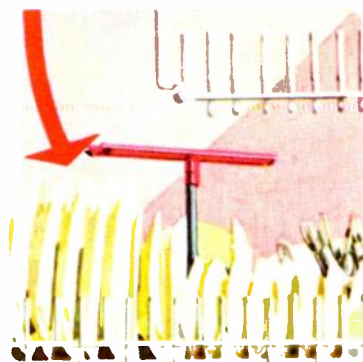
NOW . . . A PORTABLE TO MATCH MODERN KITCHEN COLORS

Thousands of women have already installed colored appliances in their kitchens, but have been unable to find a matching portable dishwasher. Now, Whirlpool offers a selection of 7 decorator colors to make their kitchen beauty complete. And, best of all . . . look at the price. There's no premium for this tremendous styling advantage.

4 automatic cycles with pushbutton selection—What could be easier than doing dishes in this RCA WHIRLPOOL? There are four automatic cycles with pushbutton control for your greatest convenience. And you can wash up to 16 NEMA table settings, including serving dishes, at one time—for many families, a full day's dishes. There's even room for king-size plates, large platters, pots and pans, mixing and serving bowls.

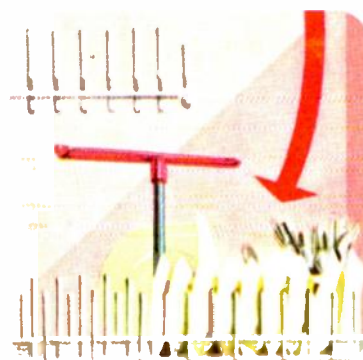


A — for washing your daily dishes.
B — rinses dishes after breakfast and lunch and washes them later with the dinner dishes.
C — for special care of finest dishes and glassware.
D — for washing lightly soiled dishes.



Easy loading racks hold up to 16 table settings including serving dishes

Easy, straight-down loading of bottom rack—When loading the front of the bottom rack, simply roll top rack to back. Roll top rack to front to load back of bottom rack. Loading is straight down; there's no twisting or turning. The "Random-Loading" rack requires no special loading pattern; simply intermingle dishes of all sizes and shapes.



Easy-to-load top rack—When bottom rack is full, the Roll 'N Load' top rack may be loaded quickly and easily. You can put any dish anywhere... the RCA WHIRLPOOL will get things clean everywhere.

Specifications for RCA WHIRLPOOL portable dishwasher; Model SMP-75

Big Capacity—Washes 16 table settings including serving pieces (NEMA Table Setting and Washability Standard††).

Radiant and Convection Drying—Dries dishes and glassware clear and bright.

Colors—Available in white, yellow, pink, turquoise, two-tone copper, sungold or red.

Electrical Connections—Rated load is 12 amps. at 115-volt—60-cycle—A.C. Special 3-pronged plug and adapter provided to ground unit while in use. May be used on any 15-amp. circuit and can be connected to any adequately wired 115-volt outlet. (Subject to local codes.)

Water Consumption—NORMAL cycle, 13.8 gallons. SHORT cycle, 9.2 gallons. CHINA-

CRYSTAL, 9.2 gals. RINSE-HOLD, 4.6 gals.

Approval—Listed under Reexamination Service of Underwriters' Laboratories, Inc.

Approximate Shipping Weight—144 lbs.

Motor—1 3 hp., 3450 r.p.m. Permanently lubricated.

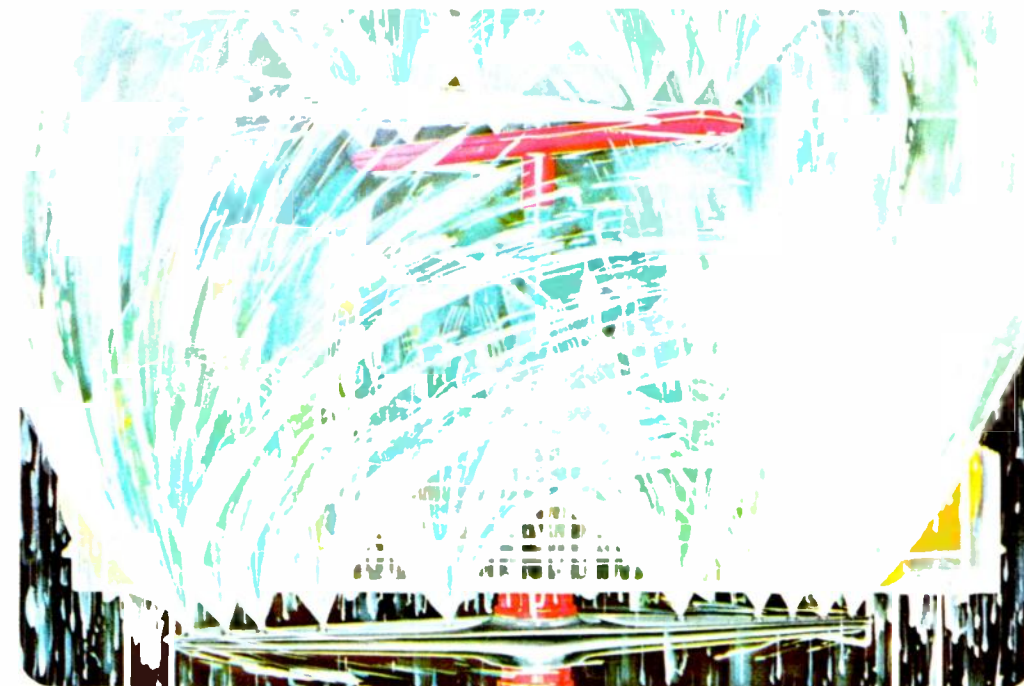
†† National Electrical Manufacturers' Association Table Setting and Washability Standards adopted November, 1962, include individual table services of china, silver and glassware plus serving dishes and utensils.

Specifications subject to change without notice.

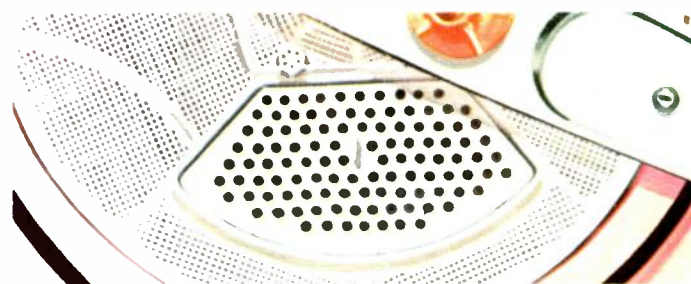
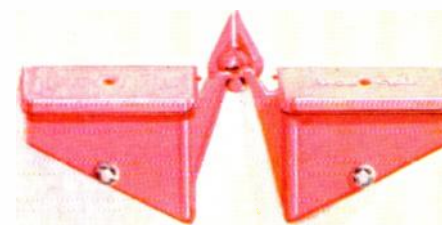
New! RCA Whirlpool portable dishwasher now available in 7 decorator colors!

Surging jets of water from two full-size spray arms sweep every corner... scour every dish

Water action from two full-size revolving spray arms is so forceful, so thorough that every dish in both racks is scrubbed sparkling clean. The full-size lower spray arm has 25% more jet nozzles than ever before to provide thorough and total washability. And the full-size upper spray arm, operating independently of the lower arm, produces the same water pattern and pressure to assure total cleanliness. There's no "dead" space that water can't reach so that everything is washed cleaner than it can possibly be washed with any other dishwashing system.



Everything is washed twice with fresh detergent in each wash! Dual automatic detergent dispensers add the detergent at the proper time to give you maximum washing power and provide sparkling clean dishes every time. Each detergent dispenser is completely automatic... there are no buttons to push to release detergent... and also there is no wasted detergent.



Exclusive Filter-Stream action eliminates hand pre-rinsing! Giant, self-cleaning filter eliminates the redeposition of food particles on dishes... eliminates the need to scrape or prerinse by hand. With exclusive Filter-Stream washing and rinsing, food particles are collected on the filter's fine mesh screen. After every wash and rinse, food particles are flushed away from the filter and down the drain. This means that the filter is completely self-cleaning and you never need remove it for cleaning.

Dishes are washed more hygienically clean than you can possibly wash them by hand... helps safeguard family's health!

This RCA WHIRLPOOL portable dishwasher is designed to use water that's hotter-than-hands-can-stand throughout the entire washing and rinsing cycles, as well as heat in the drying cycle to sanitize dishes and reduce bacteria count. Dishes not only look and feel clean, but actually are cleaner than if washed by hand.



"Arabian" salesgirl promoting the sale



Gimbel's "flying carpet" awaiting take-off



Oster home economist, Sonia Jackson, turned Arabian beauty, demonstrates some American conveniences

Gimbel's sells housewares by rubbing Alladin's lamp

Opulent houris strolled the floors, sinuous Arabic music undulated in the air, the heady bouquet of exotic delicacies was everywhere redolent.

Was it, perhaps, the Garden of Allah? Well, no. But it was "Arabian Nights -1,001 Delights"—or at least Gimbel's version of it, an electric housewares promotion that the New York department store sponsored jointly with Oster Mfg. Co. during the week of Oct. 26.

The 1,001 delights were the small appliances on sale, and the aim was to boost sales and traffic in the store's remotely located, eighth-floor housewares department.

Gimbel's carried the theme to the hilt after announcing the promotion in the Sunday editions of the *New York Times* and the *Herald Tribune*.

Salesgirls dressed in Arab clothing waited on customers: one was posted on the main floor.

Oster home economist, Sonia Jackson, also decked in Eastern garb, demonstrated products under a desert tent, whipping up varieties of exotic foods.

There was even an express elevator to the eighth floor, billed as a "flying carpet."

In addition, Gimbel's resorted to the un-Arabic practice of a customer drawing for three prizes, and Oster gave out recipes and copies of its Christmas idea book.

Gimbel's buyer, Irving Krause, said the promotion was "good for the store and good for getting people up here." He plans to have more sophisticated promotions like this one. For Gimbel's, it is, possibly, Kismet.

Get in on the big Holiday Selling Bonanza with this...



New PARAGON® Photocontrol Timer with exclusive photoelectric eye!

Stock the newest, easiest-selling timer ever: The Photocontrol Timer, Model PCT7. Then get ready to enjoy increased timer business for the holidays.

Why is the PCT7 so easy to sell? Because it's the only protective lighting timer on the market that is like two timers in one. It combines the sensitivity of a photoelectric cell with the accuracy and dependability of an electric timer. Automatically turns lights ON at sunset, OFF at any preset time. Also turns lights ON in the morning, OFF at sunrise — if desired. And the unique skip-trip lever permits the PCT7 to be turned ON or OFF ahead of any predetermined schedule.

Looking for more timer business? Then stock the companion model: the APT4. Identical in design, but without the photocell, the APT4 is perfect for automatically controlling small appliances.

When you stock these new PARAGON timers, you'll receive merchandising support like this:

- Full-color displays (mounting an actual timer)
- P.O.P. displays for in-store mass displays
- "101 Uses" booklet to stimulate additional purchases
- Colorful catalog sheets for sales personnel and customers
- Mailing stuffers
- Distributor cooperative advertising
- Newspaper ad mats
- Introductory purchase offer
- Radio and TV scripts for use on local home service programs
- Feature articles in leading consumer magazines.

For complete information about how you can get in on this profitable "Holiday Selling Bonanza" just give us a call or mail the coupon today. 13

PARAGON ELECTRIC CO., INC.
Subsidiary of American Machine & Foundry Company
1638 TWELFTH STREET • TWO RIVERS, WISCONSIN

Time is money... control it with Paragon

Stocked, Sold and Serviced in Canada through Phillips Electrical Co., Ltd., 26 Hollinger Road, Toronto 16, Ontario, Canada.

Paragon Electric Co., Inc.
1638 Twelfth St., Two Rivers, Wis.

Dear Sirs:
Please send me complete information about your big "Holiday Selling Bonanza."

Name.....

Address.....

City.....

State..... Zip Code.....

REPORTS ON **appliance-tv**

CONTINUED FROM P7

King has crowned its compact kitchen concept by introducing a 30-inch eye-level oven which can be fitted to all of the company's 30-inch range-sink-refrigerator combinations. The high-oven comes with electric clock, timer and rotisserie, is available in either 115-v or 230-v versions and can be profitably retailed at about \$160. A full compact kitchen package of undercounter refrigerator, sink, gas or electric surface units and high oven could be sold by dealers for \$400, according to M. Herbert Koeppel, president of King. ■

A new \$9.95, 6-transistor radio from Realtone has been introduced. The Capri (model TR-1675) operates on a single 9-v battery. ■

Schooldays for servicemen: Philco is sending more than 35,000 technicians to Technirama '64—its new-product-orientation program. Philco, repeating last year's Technirama sessions, is directing its attention to the home-laundry and appliance serviceman. The product training sessions will be held in all 93 Philco distributor cities, and will cover Philco's 1965 home laundry, refrigerator, and air conditioner lines. Philco feels that last year's attendance figure of 20,000 could double in 1964 because Technirama both helps the independent serviceman make more money and is free to him. ■

Magnavox third-quarter sales were 37% higher than the same 1963 quarter, and nine-month sales were up about 22%. Consumer products sales for the nine months were up about 30%; color tv sales were up 250%. ■

Look for Whirlpool in the comics in major metropolitan areas. In 1965, the company will duplicate its 1964 ad program of 1/6 page ads on the front page of 53 Sunday color comics sections, plus a back-up newspaper ad program of 13 one-third pages in these same major markets and 30 additional areas. ■

More FM stereo than ever is being broadcast according to the National Assn. of Broadcasters. Three new stations have gone on the air in the past month: KGEE, Bakersfield, Calif.; KSBW, Salinas, Calif. and WIRJ, Humboldt, Tenn. According to the NAB, this brings the number of stations broadcasting FM stereo programs to 306. ■

A record third quarter for Motorola has been reported. Sales were up 7% over the same 1963 period, and sales for the first nine months of 1964 were up 10%. Color tv sets using the Motorola-developed 23-inch rectangular tube are being well received, according to Motorola's president, Elmer H. Wavering, and the company expects to reach its projection of more than 100,000 such units sold by the end of 1964. ■

Key moves . . . Carleton Zacheis is appointed secretary-treasurer of MAYTAG New York Co . . . William Balderston Jr. resigns Nov. 15 as electronics product and sales planning director of PHILCO consumer products . . . Donald E. Carroll is named western regional sales manager for SYLVANIA marketing's straight-line distribution. ■

Over 18 million people will see the 1965 Lawn-Boy Power Mowers introduced this fall with this full color hi-fi newspaper ad

It will be read and remembered
in the 97 markets where
the grass grows greenest.

It's keyed to help get the
Lawn-Boy Leaf Bagger Promotion
off the ground in a hurry.

With marketing, merchandising and
advertising leadership like this, is it
any wonder Lawn-Boy is number one?

**What are you waiting for?
Call your Lawn-Boy
distributor and stock up!**

And if you aren't a Lawn-Boy dealer yet, call or write
us today for further information.

John Litchfield, Sales Manager
Lawn-Boy
119 Monmouth Blvd.
Galesburg, Illinois

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

"performance 65"



A product of Outboard Marine Corporation—makers of Johnson and Evinrude Outboard Motors.

Gardenaire Fashions Designed for Lawn-Boy by Ann Campion

1965 LAWN-BOYTM mowers are here — and now's the time to buy!



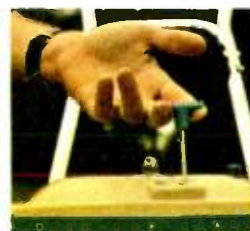
Bag leaves this fall—start sure next spring!

No dealer next spring will have more to offer than your Lawn-Boy dealer has right now! Go get a Lawn-Boy. You'll get all the easy mowing features others will try to copy next spring ... plus extra easy leaf clean-up this fall. So why settle for any old mower in last year's model? Go Lawn-Boy—get "performance '65" today.

Try exclusive Lawn-Boy 4-Way Finger-Tip Mowing Ease



FINGER-TIP HANDLING Balanced weight distribution; lighter, stronger Magnalite[®] (it's magnesium alloy) housing.



FINGER-TIP START Easiest starting ever! Exclusive primer, twin-spark ignition and geared power gives effortless starting.



FINGER-TIP BAG ATTACHMENT Special grass and leaf catcher chute whisks grass, leaves, debris into large bag.



FINGER-TIP HEIGHT ADJUSTMENT Handy wheel height levers make it easy to select from six cutting heights.



LAWN-BOY Edger-Trimmer for neat, effortless edging.



LAWN-BOY Snow Blower 15-inch regular and 20-inch self-propelled.



LAWN-BOY Rider Mower. 21-inch or 24-inch models.

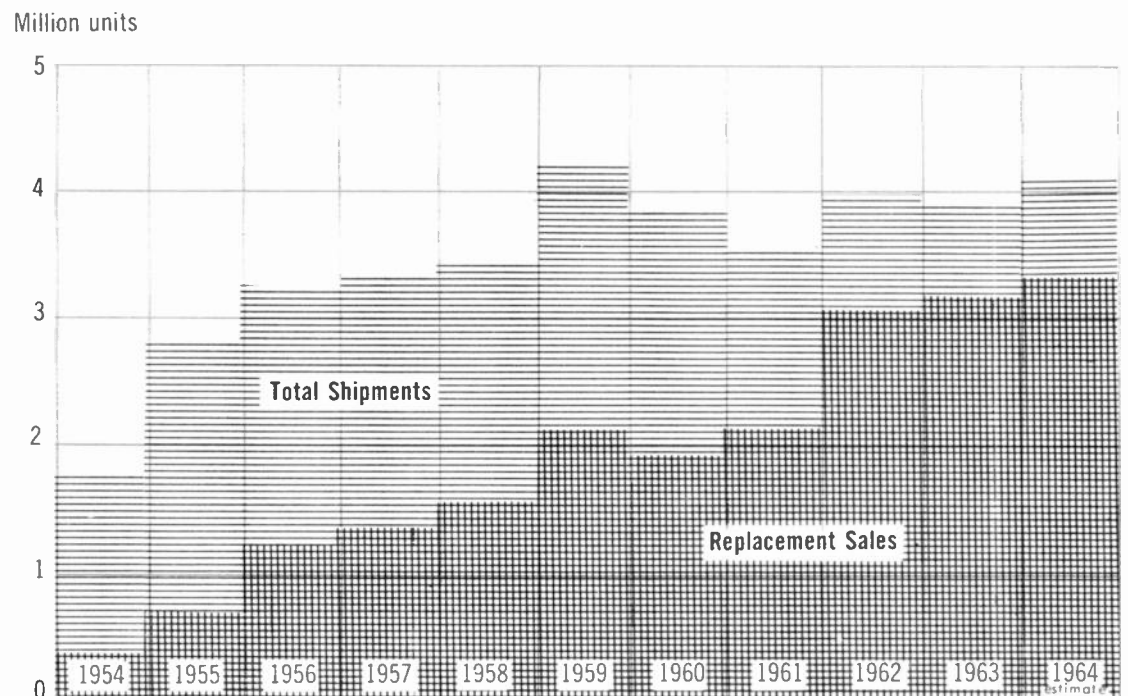
POWER MOWERS

Target: a high-end replacement market

Who is doing the buying? Once bitten by the power bug, present owners are prime prospects

During 1954, replacement buyers purchased just under 20% of the 1.75 million mowers sold. This year, replacement buyers will take home over 80% of the estimated 4.1-million-unit mower volume. This means that it has taken power mowers only 10 years to acquire the main characteristics of a mature major appliance: high-volume replacement sales.

While mower volume hit the big leagues in 1959, the first year sales climbed over four million units, the real turning point came in 1960, the first selling season that replacement sales accounted for more than half of volume. With the 50% mark passed, the incredible dynamism of the mower market during the 1950s—a growth triggered by the mass exodus to the suburbs, the swift switch from hand to power mowers and the short life of many mowers—gave way to the high-volume, high-saturation, and increasingly stable market of the 1960s. While regional mower sales will continue to depend in part on where and when the grass grows, continuing sales gains at the national level will depend far more on housing starts, disposable income levels and other general economic factors.

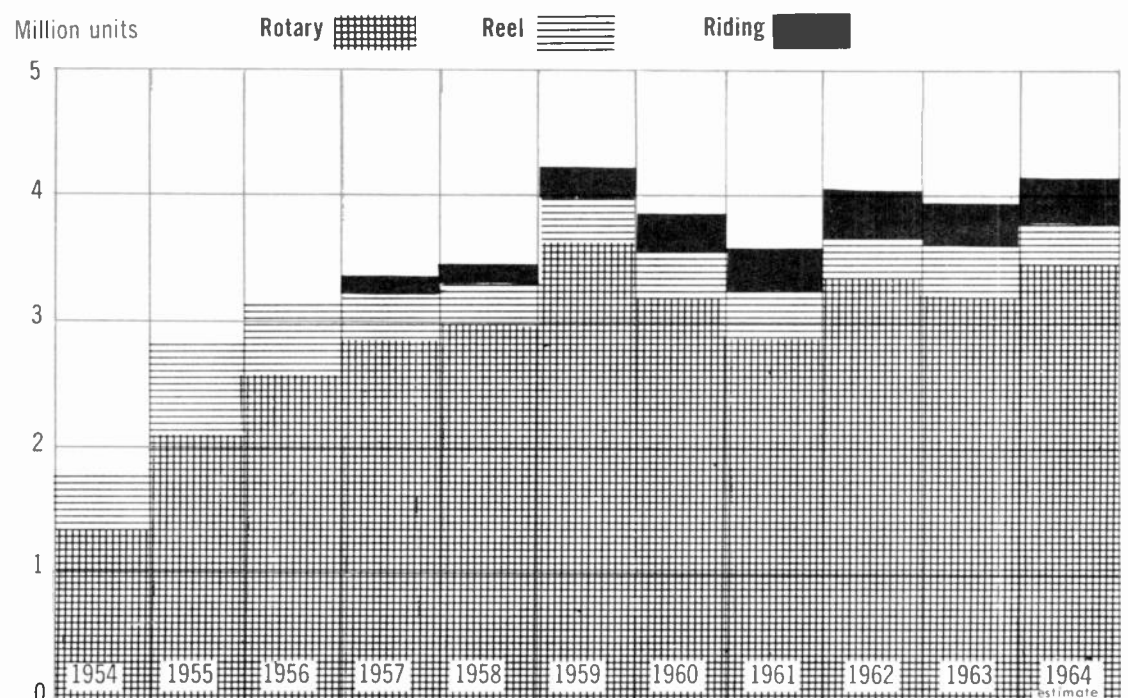


What are they buying? Rotaries are still champs, but reels and riders are classy contenders

When four out of every five mower buyers are replacing an old mower, you can expect a market where features and quality mean more than price. The experienced buyer knows the job to be done, and he is looking for the mower that will do it best.

Like today's range and refrigerator markets—where high ovens and no-frost are the order of the day—mower buyers are no longer content with simple units that do not offer the ultimate in convenience, safety and style. This more sophisticated buying public is demanding and receiving a richer mower mix from which to choose.

During the early 1950s, the era of the low-end promotional rotary and the first-time power mower buyer, a retailer's main job was convincing his customer to buy a power mower rather than the traditional hand-propelled reel models. He did such a good job that now most men with lawns view power mowers as necessities rather than luxuries. As a result, the customer who bought a bargain-basement rotary in 1957 is now one of your likeliest prospects for a riding mower or a high-end self-propelled rotary with all the extras.



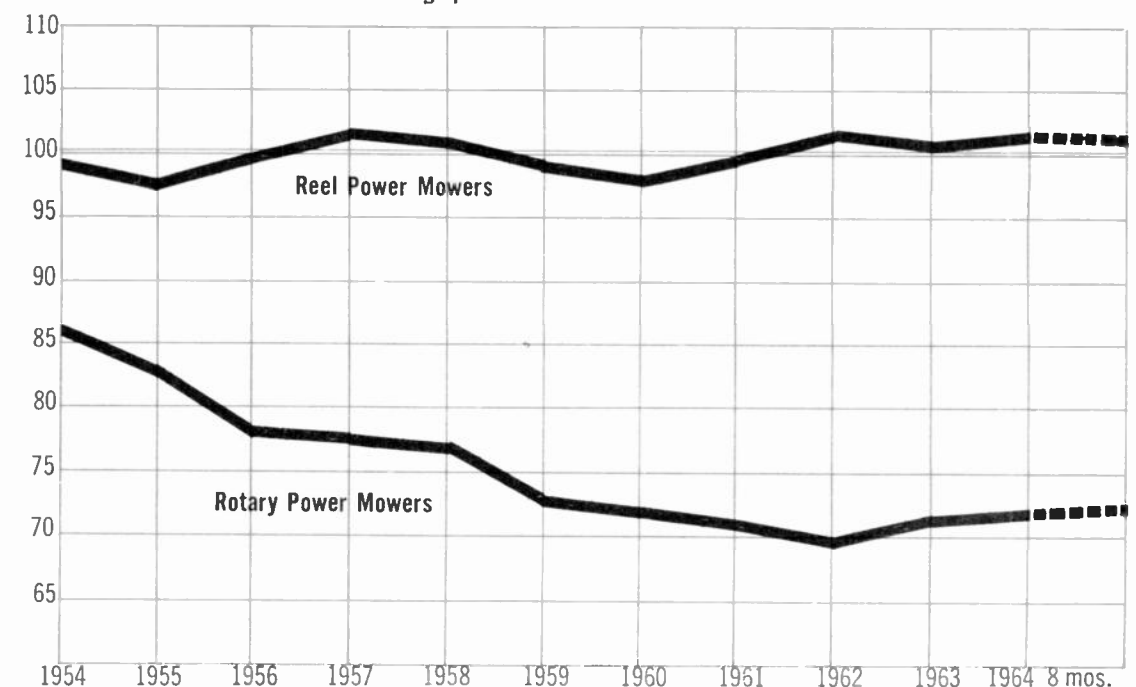
What are they paying? Not much more now than a few years ago, despite a flow of new features

Wholesale prices are a matter of record (see chart, right) but retail prices are not. Best guess about what consumers are spending in the 1960s runs \$70 for a rotary, over \$100 for a reel, around \$250 for a rider. Here is an analysis of suggested list prices in three model years: 1965 lines of over 40 manufacturers show reel mowers ranging from \$74.50-\$182, with \$129.95 the median; rotaries starting at \$38.45 to top of the line at \$269.95, \$89.95 the median; riders at a \$399.50 median in a price spread of \$189.95 to \$1,023.

Median price for reels fluctuated from \$135 in 1961 to \$125 in 1963 to \$129.95 in current models. Rotary price changes have been slight. Riders are up: \$384.95 median in 1961 to \$399.95 in both 1963 and 1965.

The most significant change has been at the price extremes: reels started at \$99 in 1961, \$89.95 in 1963, \$74.50 today. Top-of-the-line has held at around \$200. The reverse is true of rotaries: promotional models continue to be pegged at \$39, while top price tags have risen from \$219 in 1961 to \$270 in 1965. The same applies to riders: \$200 at the bottom, a \$700 top in 1961, and a \$1,023 top in 1965.

Wholesale Price Index 1947-1949 average price = 100



Strategy: a host of new product refinements

... and a necessary strategy it is. Manufacturers as well as you are now faced with a sophisticated market, one already familiar with power mowers. This year's buyer knows what he wants, from better performance in general, down to specifics like better starting, sharper blades. He's been alerted to safety factors by many different groups, including the industry's own Outdoor Power Equipment Institute.

The pressure that this safety- and convenience-oriented customer exerts on the industry is tremendous. Manufacturer comments like, "I don't believe in heavy blades, they might cause crankshaft damage, but the public demands them so now we have them," and "We're constantly working on noise reduction—the public demands it," give some indication of this pressure.

The upshot is a host of genuinely new and improved products—developed both in response to public demands and as a result of stepped-up research and development. In most cases, manufacturers have absorbed the extra cost of these improvements themselves, giving you more to sell at the same price as last year.

These product refinements and improvements are your ammunition—all are geared to help you reach and sell an increasingly sophisticated market.

Following is a survey—from the inside out—of general and specific product improvements to talk about this spring:

... In engines

The trends continue: easier starting, longer engine life and quieter operation. Electric motors are still ruled by Sunbeam, but another manufacturer plans to enter the field in 1966. Power seems to have stabilized at 3 hp on conventional rotaries and reels, but horsepower is still a competitive point in the riding-mower field.

Starting has been made easier and more efficient on all engines in the last two years because of (1) improved magnetos and lower gearing, which together produce higher voltage at lower cranking speeds; (2) better carburetion and improved choking; and (3) reduced engine compression.

Specific improvements this year are Briggs & Stratton's new clutch ("engages instantly, giving the operator more spins per pull") and a new "20% more effective" impulse starter. These are combined with B&S's Easy-Start, a 2-year-old innovation, on B&S's new engine.

Also new in Clinton's primer for its 4-cycle engine. Used in place of a choke, the primer allows air as well as gasoline to get to the engine, promoting more sure starts.

Longer life coupled with greater efficiency is a second aim of engine manufacturers. At present, the average engine life is 3 to 5 seasons, but makers are trying to extend this. Most notable is Tecumseh, which has made available a long-life, heavy-duty engine with special quality features that it claims will double the life of the standard engine.

B&S and Jacobsen also have made refinements. B&S has a new carburetor and fuel system in its new engine. It is located opposite the exhaust, promoting a cooler and better-performing engine. Jacobsen has cut the oil-to-gas mixture in half within the last three years in its 2-cycle engine, reducing engine smoking and oil expense.

Quieter operation is the third key area in which engine makers are concentrating their efforts. Here, B&S has a new muffler, which sales mgr J. H. Ebershoff says "puts a greater sound deafening effect into a smaller package." Last year, Tecumseh put an under-the-deck muffler on its 2-cycle engine, and rede-

signed its 4-cycle engine to make it possible to discharge the exhaust under the motor bed.

Sunbeam continues to hold the record for electric motor sales, and this year introduced two new electrically powered units, giving it a four-model line. Advantages, outlined by R. M. Kenutic, product manager, are that the electric motor (1) overcomes stalled torque; (2) is only half as heavy as an engine; and (3) involves fewer service problems.

Although many power mower manufacturers expressed the opinion that there would be more electrically powered mowers in years to come, they pointed out bugs such as cords and power available that still have to be solved. One exception is General Appliance Corp.: it told MERCHANDISING WEEK, it plans to enter the electric power mower field in 1966. The company hopes to compete with Sunbeam in both appearance and cost.

... In blades

Watch for new materials and design to make blades safer and more efficient this year.

Both Homko and Sunbeam have gone to stainless steel, which they say retains a sharper cutting edge as well as resisting corrosion. Homko's blade, called the Flexor, also has a new design. It is a patented, 3-piece, hinged blade that prevents damage to the crankshaft.

Other manufacturers are making blades safer by making them thicker. Some are using new tempering processes to prevent brittleness while still improving the blade's edge.

Not new, but notable, is Toro's "S" blade, introduced last year. It is 50% thicker for added safety, and is designed so it won't strike a direct blow to a foreign object.

... In engine and blade control

The main emphasis is on instant-stop. And the second growing area is speed control.

One of the newest breaking mechanisms has been provided by an engine supplier, Clinton. Called the Touch 'n Stop, it is a device that releases a self-energizing break that tightens against the flywheel and instantly stops both whirling blade and engine. The mechanism also acts as a break to the entire unit if it is self-propelled.

Power mower manufacturers also have been active. Simplicity has a new break and clutch feature built into a single pedal: when the operator's foot presses down, the unit stops immediately. Yard-Man has a new safety "taper-cone" clutch: it is two-piece and mechanically linked directly with the crankshaft, allowing fast, sure blade control. Such manufacturers as Homko, Lawn-Boy and Atlas Aire have put controls on the handle, making them readily available to the operator.

Riding mowers, too, have been made safer. Of particular interest is Toro's new safety seat. The instant a driver leaves the seat, wheels are automatically locked and the blades stop. A separate cutter-unit control prevents accidental engaging.

A second control area, that over speed, appears to be of growing importance in self-propelled units. Both Homko and Lawn-Boy have introduced variable-speed mechanisms on units for the 1964-65 season. The advantage is that an operator can slow the forward speed of the unit, while retaining full blade power. This enables him to cut more efficiently in heavy grass areas. More manufacturers are expected to follow this route.

A third control area—that over cutting and/or wheel heights—has developed strictly in the direction of convenience. Homko's Quadramatic suspension will adjust all four wheels at once on its new units. Also, a feature on its riding mowers allows the user to

change cutting height while in motion. Wheel-Horse, too, has added a single height adjuster.

Also in the area of convenience are handle adjusters. Homko's handle can be adjusted to three different levels for people of varying height, plus a straight-up position for storage. Sunbeam has added a folding handle to its deluxe mowers. They are swivel-hinged in such a way so they can be folded down close to the housing for storage in car trunks, etc.

... In housings

Manufacturers are concentrating on lighter weight, safer operation and more efficient grass ejection—all geared to your trade-up customers.

Lighter weight is being achieved in two ways: use of lighter material and innovation in design.

By using materials such as glass fiber (Toro), magnesium (Jacobsen and Lawn-Boy) and aluminum (over 20 manufacturers), makers have been able to reduce weight by 10% to 20%, and in some cases, more. The main controversy in this area is that die-cast decks may crack, in which case they must be replaced for about \$25. Steel, however, is sturdier, and if it does crack, can be welded back together.

One answer to this problem has been found by Yard-Man, which this year introduced a new line of rotaries with both aluminum and steel. The outside housing is an aluminum alloy; the inside is a steel insert located between the outer housing and the blades. This, Yard-Man says, solves the problem of weight by reducing it 20%, plus guarding against breakage.

Monorail design is Homko's answer to the lighter-weight problem. By concentrating all weight on a single tubular structure, Homko reduces pushing weight by about 20%.

Toro's Flymo not only incorporates a new design, but new operation to achieve lighter weight (only 30 lbs.). It floats 1/4-inch off the ground on a cushion of air (MERCHANDISING WEEK, 28Sep, p10).

Housing or deck design plays a vital part in a second function: grass ejection. Here, the wind-tunnel design is rapidly becoming the accepted thing. This year, Homko incorporated it on new rotaries, calling it "Tornado" action. Yard-Man has put it on its new twin-housing unit.

Bagging attachments, too, have shared in clipping-ejection success. For instance, Yard-Man has built a fine mesh screen into its bag. This permits air to be expelled, thereby allowing grass to be blown farther back into the bag.

Bagging has achieved importance in its own right, as well. Agronomists now contend that thatch, or dead grass, is bad for lawns and should be removed. For this reason, more manufacturers are including attachments in the price of the mower. Others, such as Jacobsen, Homko and Yard-Man have improved their attachments by installing zippers instead of draw-strings.

Deck design plays a part in one final area: safety. The contributions in this area is aiming discharge chutes away from the operator and lowering decks to cut obstacle pick-up. For instance, Lawn Boy puts its discharge on the front of the mower so that, when stones are picked up, they are first thrown forward, and then fall back and into the bag. Homko has extended its ejection chute so that it is farther away from the blades for safer ejection.

Manufacturers such as Lawn-Boy and Root have lowered housings to prevent obstacle pickup, while Toro's Flymo, at 1/4-inch off the ground, virtually eliminates the problem.

To bring yourself up to date on what each manufacturer is offering, check the following six pages of specifications ►

1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE	
AMF HOMKO --- AMF, Western Tool, Inc., 3811 McDonald Ave., Des Moines, Iowa															
1115	Reel	Recoil	2 1/2	AMF		4	Forward, Neutral	1	1 1/2 - 2 1/4	21	Y	Steel	Tool Tote-r, Easy Gas Fill Lift-o-matic Handle	\$129.95	
1105	Reel		2 1/2				Forward, Neutral	1	1 1/2 - 2 1/4	18			Tool Tote-r, Lift o-matic Handle	119.95	
1219	Rotary		2 1/2						1 - 3	19			Stainless Steel Blade, Quadramatic Suspension, Tool Tote-r, Optional Grass Catcher, Monorail Construction	89.95	
1220	Rotary		3						1 - 3	22			Quadramatic Suspension, Tool Tote-r, Optional Grass Catcher, Monorail Construction, Stainless Steel Blade	99.95	
1232	S.P. Rotary		3				Forward, Neutral	2	1/4 - 3 1/2	22	N		Optional Grass Catcher, Tool Tote-r, Stainless Steel Blade, Quick Wheel Adjustment	149.95	
1230	S.P. Rotary		3				Forward, Neutral	1	1 - 3	22			Optional Grass Catcher, Rear Wheel Gear Drive, Stainless Steel Blade	109.95	
1211	Rotary		2 1/2						1 - 3	20			Stainless Steel Blade, Optional Grass Catcher, Quick Wheel Adjustment	84.95	
1224	Rotary		2 1/2						1 1/4 - 2 1/4	22			Optional Grass Catcher	69.95	
1266	Riding Rotary		6				Forward, Neutral, Reverse	4	1 1/4 - 4	30			Orbit Disc Power Drive, Pneumatic Tires, Cutting Height Adjustment lever, Optional 40" Snowblade Kit	449.95	
1238	Riding Rotary		4				Forward, Neutral, Reverse	2	1 1/4 - 3 1/2	24			Blade Disconnect, Positive Chain Drive, Auto Type Differential	279.95	
ARIENS --- Ariens Co., 291 Calumet St., Brillion, Wisc.															
3M-L40	Riding	Recoil	4	Tecumseh		4	Forward, Neutral, Reverse	4	1 1/2 - 3 1/2	26	N	Steel	Flex-n-float Non-scalp Mowing, Rear-mounted Engine	329.95	
3M-L60	Riding	Impulse	6							26			Flex-n-float Non-scalp mowing, Rear-mounted Engine, Cushioned Seat And Back Rest	399.95	
										32				435.00	
3M-L60D	Riding	Impulse								26			Flex-n-float Non-scalp mowing, Rear-mounted Engine, Cushioned Seat And Back Rest	449.95	
										32				485.00	
10M-L60DT*	Rotary	Recoil								26			Attachments For All-year Use, Flex-n-float Mowing	240.00	
3S-10M	Rotary									26				139.95**	
10M-L60DT*	Reel								1 1/4 - 2 1/2	30				240.00	
44-10M	Reel								1 1/4 - 2 1/2	30				189.95**	
													**Attachment		
ATLAS AIRE --- Atlas Tool & Mfg., 5147 Natural Bridge, St. Louis 15, Mo.															
A20C	Rotary Push	Recoil	3	Briggs & Stratton		4			1 1/2 - 2 3/4	20	Y	Steel	"Store Mower" Handle	62.50	
B20C		Impulse							1 1/4 - 2 1/4	20			"Store Mower" Handle, Quack-a-matic, Wheel Adjustment	72.50	
A22B		Recoil							1 1/2 - 3	22			"Store Mower" Handle	64.98	
B22A		Impulse							1 1/2 - 3	22	N		"Store Mower" Handle, Quick-a-matic, Wheel Adjustment	74.98	
SP22B	Rotary Self Propelled	Recoil					Forward, Neutral	1	1 1/4 - 2 1/4	22	N		Quick-a-matic Wheel Adjustment	84.98	
H20A	Rotary Push	Recoil							1 1/4 - 3 1/2	20	Y		"Store Mower" Handle	69.98	
H20C	Rotary Push	Impulse							1 1/4 - 3 1/2	20			"Store Mower" Handle, Quick-a-matic, Wheel Adjustment	79.98	
H20SP	Rotary Self Propelled	Impulse					Neutral & Reverse	1	1 1/4 - 3 1/2	20			Quick-a-matic, Wheel Adjustment	94.98	
H22A	Rotary Push	Recoil							1 1/4 - 3 1/4	22			"Store Mower" Handle	74.98	
H22C	Rotary Push	Impulse							1 1/4 - 3 1/4				"Store Mower" Handle, Quick-a-matic, Wheel Adjustment	84.98	
H22SP	Rotary Self Propelled	Impulse					Forward, Neutral	1	1 1/4 - 3 1/4		N		"Store Mower" Handle, Quick-a-matic, Wheel Adjustment	99.98	
HD99	Rotary Push	Recoil							1 1/4 - 3 1/4		N		Belt Driven Blade	99.95	
HD100A	Rotary Push	Recoil							1 1/4 - 3 1/4					109.95	
HD200A	Rotary Push	Impulse												114.95	
HD300A	Rotary Self Propelled	Recoil	3 1/2	Tecumseh			Forward, Neutral	1						149.95	
BW100	Rotary Push		4	Briggs & Stratton						24	Y		Belt Driven Blade, Commercial Big Wheel Type	209.95	
R25A	Rotary Riding		4				Forward, Neutral, Reverse	2	2 - 3 1/2	24	N		Instant Cutting Height Adjustment, Floating Front Axle,*	269.95	
RL18A	Reel Self Propelled		2				Forward, Reverse	1	1 1/4 - 2 1/2	18	Y			112.95	
RL21A	Reel Self Propelled		2				Forward, Reverse	1	1 1/4 - 2 1/2	21	Y			119.95	
													*Chain Drive To Differential		
BOLENS --- Bolens Div., F.M.C. Corp., 215 S. Park St., Port Washington, Wis.															
8333	Push Rotary	Recoil	3	Briggs & Stratton		4			1 - 3	22	Y	Steel	Exclusive Orbit Air Chamber Cuts & Mutes,*	95.00	
8335	Self Propelled Rotary		3 1/2	Tecumseh					1 - 3	22	Y		Same As Above	142.00	
8724	Riding Rotary		4	Briggs & Stratton			Forward, Neutral, Reverse	1	1 1/2 - 2 1/2	24	N		Turning Radius 28". Differential	220.00	
8726	Riding Rotary		5	Briggs & Stratton			Forward, Neutral, Reverse	1	1 1/2 - 3	26	N		Instant Height Adjustment, Differential	350.00	
910W/19101	Riding Rotary		6	Briggs & Stratton			Forward, Neutral, Reverse	2	1 1/2 - 3	28	Y		Frame Steer. Turning Radius 14"	465.00	
													*Fully Enclosed Deck For Greatest Safety.		
BUSH HOG --- Bush Hog, Inc., P.O. Box 1030, Selma, Ala.															
M-32	Riding	Battery	7 1/4	Wisconsin S-7D	Battery	4			4	1 1/2 - 3	32	Y	Steel**	Mounted On Model T-63 Garden Tractor	90.00
													*4-Forward, 2 Neutral, 2 Reverse **12 Gauge		
CHIEFTAN, POWERAMA, SUBURBAN, MOW-RITE, LAWN-O-VAC, VISCOUNT, VACUMAIRE, SAMSON, FURY RIDER, FURY REEL --- General Appliance Mfg. Co., 824 Howard St., Omaha, Neb.															
CHIEFTAN															
5AC01	Rotary	Rope	2 1/2	Clinton		2			1 1/4 - 3	20	Y	Steel	Slide Throttle Control, 2 Piece Handle, Chieftan Self Propelled Model, Dual Deluxe Throttle Control, Heavy "T" Handle		
5AC02		Recoil	2 1/2			2									
5AC15			2 1/2			4									
5AC1			3 1/2												
5AC2										22					
5AC2W		Impulse								22					
5PC2W	Self Propelled	Impulse								22					
POWERAMA															
5A15	Rotary	Recoil	2 1/2	Briggs & Stratton		4			1 1/4 - 3	20	Y	Steel	Toggle Deluxe Throttle, Control, Heavy "T" Handle		
5A15W		Impulse	2 1/2							20					
5A2		Recoil	3							22					
5A2W		Impulse								22					
5A4		Recoil								24					
5A4W		Impulse								24					
SUBURBAN															
5B15	Rotary	Recoil	2 1/2	Briggs & Stratton		4			1 1/4 - 3	20	Y	Steel	Rear Baffles, Toggle Deluxe Throttle Control, Poly Ball Bearing White Side Wall Tires, Small Hub Caps, Bull Horn Handles, Models With "H" Have Height Adjustors		
5B15W		Impulse													
5B15H		Recoil													
5B15HW		Impulse													
5B2		Recoil	3							22			Self Propelled Models - Rear Baffles, Dual Deluxe Throttle Control, Poly Ball Bearing White Side Wall Tires, Small Hub Caps. Heavy "T" Handle		
5B2W		Impulse													
5B2H		Recoil													
5B2WH		Impulse													
5BP2	Self Propelled	Recoil													
5BP2W	Self Propelled	Impulse													
MOW-RITE															
5EC1	Rotary	Recoil*	3 1/2	Clinton		4			1 1/4 - 3	20	Y	Steel	Full Baffle With Wheel Pads, Deluxe Toggle, Throttle Control, Small Hub Caps, Heavy "T" Handle, Models With "H" Have Height Adjustors		
5EC1W		Impulse*													
5EC1H		Recoil*													
5EC1HW		Impulse*													
5EC2		Recoil*								22					
5EC2W		Impulse*													
5EC2H		Recoil*													
5EC2HW		Impulse*													
LAWN-O-VAC															
5E15	Rotary	Recoil	2 1/2	Briggs & Stratton		4			1 1/4 - 3	20	Y	Steel	Full Baffle With Wheel Pads, Toggle Deluxe, Throttle Control, Poly Ball Bearing White Side Wall Tires, Small Hub Caps, Bull Horn Handles, Models With "H" Have Height Adjustors		
5E15W		Impulse													
5E15H		Recoil													
5E15HW		Impulse													
5E2		Recoil	3							22					
5E2W		Impulse													
5E2H		Recoil													
5E2WH		Impulse													
VISCOUNT															
5FC11	Rotary	Recoil*	3 1/2	Clinton		4			1 1/4 - 3	20	Y	Steel	Full Baffle With Wheel Pads, Chute Deflector, Toggle Deluxe Throttle Control, Hub Caps, Heavy "T" Handle, Black Grass Comb		
5FC11W		Impulse*								20					
5FC21		Recoil*								22					
5FC21W		Impulse*								22					
5FC11H		Recoil*								20					
5FC11WH		Impulse*								20					
5FC21H		Recoil*								22					
5FC21WH		Impulse*								22					
VACUMAIRE															
5F15	Rotary	Recoil	2 1/2	Briggs & Stratton		4			1 1/4 - 3	20	Y	Steel	Full Baffle With Wheel Pads, Chute Deflector, Toggle Deluxe Throttle Control, Small Hub Caps, Heavy "T" Handle, Grass Comb Models With "H" Have Height Adjustors		
5F15W		Impulse	2 1/2							20					
5F22		Recoil	3							22					
5F22W		Impulse	3							22					
5F15		Recoil	2 1/4							20					
5F15H		Recoil	2 1/2							20					
													*Primer		



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1965 POWER MOWERS

MODEL NUMBER	TYPE MOVER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE	
VACUMAIRE -- Continued															
5F15WH	Rotary	Impulse	2 1/2	Briggs & Stratton		4			1/4 - 3	20	Y	Steel	Full Baffle With Wheel Pads, Chute Deflector, Toggle Deluxe Throttle Control, Small Hub Caps, Heavy "T" Handle, Grass Comb, Models With "H" Have Height Adjustors		
5F22H		Recoil	3							22					
5F22WH		Impulse								22					
5F1		Recoil								20					
5F1W		Impulse								20					
5F2	Rotary	Recoil								22					
5F2W		Impulse							22						
SAMSON															
5GC1		Recoil*	3 1/2		Clinton			4		1/4 - 3	20	Y		Aluminum	Full Baffle With Wheel Pads, 5GC1 & 5GC2 Have Toggle Deluxe Throttle Control, 5GC1W & 5GC2W Have Toggle Dual Deluxe Throttle Engine Shroud, Control, Poly Ball Bear Wheels, White Side Wall Tires, Poly Large Chrome Hub Caps, Scalping Disc., Wheel Height Adjustors, Wide Bull Horn Handle, Long Handle Shield (Briggs & Stratton) Same Except New Type Engine Shroud
5GC1W		Impulse*									20				
5GC2	Recoil*							22							
5GC2W	Impulse*							22							
5G1	Recoil	3	Briggs & Stratton					20							
5G1W	Rotary	Impulse								20					
5G2		Recoil								22					
5G2W		Impulse								22					
FURY RIDER															
5R1		Riding	Recoil		4		Briggs & Stratton		4	Forward, Neutral, Reverse	1	1/4 - 3		24	Y
5R3	Riding	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	2	1/4 - 3	24	Y	Steel			
FURY REEL															
5L1	Reel	Recoil	2	Briggs & Stratton		4			1/4 - 1 1/2	18	Y	Steel			
*Primer															
CHRIS-CUT -- Air Electric Machine Co., Inc., Lohrville, Iowa															
DS 30	Riding	Recoil Or Battery	6	Briggs & Stratton		4	Forward, Neutral, Reverse	Var.	1 1/2 - 3	30	Y	Steel	Sulky Type (Walk Or Ride) Sulky Wheels Steer For Extra Maneuverability Variable Speed Drive (From Creep To Run)	\$424.95	
DS 25	Riding	Recoil Or Battery	6	Briggs & Stratton			Forward, Neutral, Reverse	Var.		25		Steel	Sulky Type (Walk Or Ride) Sulky Wheels Steer For Extra Maneuverability Variable Speed Drive (From Creep To Run)	374.95	
C 21SP	Self Propelled	Recoil Or Electric	3 1/2 Or 4	Briggs & Stratton Or Clinton			Neutral & Forward	Var.		20		Aluminum	Big Wheels, High Deck Clearance, V-belt Drive, Nice Balance, Free Wheeling When Out Of Gear, Variable Speed Drive	192.00	
B 20	Push	Recoil Or Electric	3 Or 3 1/4	Briggs & Stratton Or Clinton			Neutral & Forward			20		Aluminum	Big Wheels, High Deck Clearance, V-belt Drive, Nice Balance, Timken And Ball Bearings Throughout, Extra Rugged Construction	139.50	
CICERO, POWER-O-MATIC, TURB-O-MATIC, -- Power Equipment, Inc., P.O. Box 427, Cicero, Ind.															
19 S	Push Rotary	Recoil	2 1/2	Briggs & Stratton		4			1 - 3	19	Y	Steel		44.50	
21-S		Recoil	3							21	Y			49.50	
20 TG		Recoil	3							20				54.50	
20-HW		Impulse								20				59.50	
21 TG		Recoil								21			Side Discharge - Wind Tunnel	64.50	
21 HW	Self Prop Rotary	Impulse								21			Side Discharge Wind Tunnel	69.50	
22-TG		Recoil								22				64.50	
22 HW		Impulse								22				69.50	
21 DP		Recoil					Forward			21				74.50	
21 DPHW		Impulse								21				79.50	
22-DP	Self Prop Rotary	Recoil								22				74.50	
22 DPW	Self Prop Rotary	Impulse								22				79.50	
CLARK -- Clark Mfg. Co., 2468 Melville Ave., Decatur, Ga.															
20D30	Push	Recoil	3	Briggs & Stratton		4			1 - 3	20	Y	Steel*	8" Wheels (4)	79.95	
22D30										22	Y	Steel*		79.95	
24D30										24	Y	Steel*		79.95	
20B30										20	Y	Steel**	10" Wheels (4)	129.95	
24B575			5.75							24	N	Steel*		269.95	
24B575SP	Self Propelled		5.75							24	N	Steel*	Bicycle Wheel On Rear 20", Front 2 - 8" Wheels	339.95	
20B40	Push		4							20	Y	Steel**	Reinforced 4 - 10" Wheels	149.95	
*14 Gauge, **16Gauge															
COOPER -- Cooper Mfg. Co., 411 So. 1st. Ave., Marshalltown, Iowa															
18" Klipper	Self Prop Rotary	Recoil	2 1/2	Briggs & Stratton			Forward	1	1/4 - 2 1/4	18	Y	Steel	Adjustable Wheels And Roller - 5 Or 6 Blade Types	*	
20" Klipper			2 1/2				Forward	1	1/4 - 2 1/4	20	Y		Adjustable Wheels And Roller - 5 Or 6 Blade Types	**	
18" Klipper Trim			2 1/2				Forward	1	1/4 - 2	18			Front Delivery Type, Wheels Behind Reel, Adjustable Front Caste	182.50	
													Wheels, Separate Traction And Reel Controls		
27" Imperial			6				Forward	1	1/4 - 3	27			Roller Drive - Front Or Rear Delivery - Triplex Attachment Available For 65" Cut, Available At \$252.50	544.75	
18" Cyclo-mo	Push Rotary		2 1/2						1 1/2 - 3	18		Alum Alloy	Ball Bearing Wheels, Slip Clutch, Staggered Front & Rear Wheels	89.50	
19" Aladdin Supr			2 1/2						1 1/2 - 3	19		Steel	Ball Bearing Wheels, Quick Set Height, Selectors, Slip Clutch,	92.50	
21" Aladdin Supr			3						1 1/2 - 3	21		Steel	Full Baffled Deck	102.50	
21" Cyclo vac			3						1/4 - 3 1/4	21		Alum Alloy	Ball Bearing Wheels, Slip Clutch, Quick Set Height Selectors, Grass Catcher Chute & Bag, Leaf Catcher Bag Optional At \$7.95	109.50	
21" Cyclo-mo		Self Prop Rotary	3				Forward	1	1 1/2 - 3	21		Alum-Alloy	Gear Driven 10" Rear Wheels, Slip Blade Clutch, Safety Lock Tract on Clutch.	149.50	
*\$134.50 - \$139.50 **\$149.50 \$154.50															
DAVIS -- G.M. Davis Corp., 40 Exchange Place, N.Y.C., N.Y.															
Ultra Flow	Rotary	Impulse	3	Briggs & Stratton		4				21	N	Cast Aluminum Alloy	Trimming Wing, Washout Port, Safety Door, Direct Air Flow Insure, Full Capacity Filling Of Catcher	79.95	
Ultra Whirl W22HI	Rotary	Impulse	3							22		Steel	Washout Port Fully Baffled Vacuum Controlled, Steel Deck, Special Short Engine Shaft Prevents Damage To Shaft	59.95	
Ultravac	Rotary	Impulse	3							21		Die Cast Aluminum	Fully Utilized Mower & Grass Catcher Safety Door - Push Button Height Adjustments, Trimming Wing, Vacuum Sweeper	89.95	
5RL18	Reel	Recoil	2							18		Steel	5 Heavy Duty Precision Ground Alloy Steel Cutting Blades, Riveted To 4 Heavy duty Malleable Spiders And Mounted With Precision Roller Bearings, Height Adjustable To 3", Positive Drive With Belt Idler & Chain, Automatic Handle Control		
ECONOMY -- Engineering Products Co., PO Box 284, E. Ellis St., Waukesha, Wis.															
Jim Dandy	Riding (Attached To Tractor)	Elec Or Rope	9 10	Briggs & Stratton Or Kohler		4	Automotive Trans, Diff All gear-drive (No Belts)	3	1 1/2 - 4 1/2	36 Or 48		Steel	3 Alloy Steel Knives, Rides On Full-Width Wood Rollers, Foot Operated Clutch	*	
Power King	Same As Above	Elec Or Rope	9 12 1/2	Briggs & Stratton Or Kohler		4	Automotive Trans, Diff All gear-drive (No Belts)	3	1 1/2 - 4 1/2	36, 48, 60		Steel	3 Alloy Steel Knives, Rides On Full-Width Wood Rollers, Foot Operated Clutch	**	
Towed-Type	Pull-Behind	Recoil	6	Briggs & Stratton		4			2 - 4	48		Steel	3 Alloy Steel Knives, Rides On 2" x 10" Wheels.	198.00	
*125 To \$135 Plus Tractor **\$135 To \$182 Plus Tractor & Lift															
GILSON -- Gilson Brothers Co., Box 152, Plymouth, Wis.															
967	Rotary Rider	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	1	3	25	N	Steel	Cast Iron Transmission, Convenient Height Adj.	239.95	
966	Rotary Rider		4	Briggs & Stratton			Forward, Neutral, Reverse	1			N		Instant Height Adj., Cast Iron Transmission, Turf Trac, Wide Tires	259.95	
965	Rotary Rider		5	Tecumseh			Forward, Neutral, Reverse	1			N		Instant Height Adj., Cast Iron Transmission, Turf Trac, Wide Tires	299.95	
960	High Wheel Rotary Push		4	Briggs & Stratton							Y		16" Tires, Bicycle Type, Semi Pneumatic	149.95	
957	High Wheel Rotary Self Propelled		6	Briggs & Stratton			Forward Neutral	1			Y		20" Tires, Bicycle Type, Pneumatic	289.95	
GOODALL -- Goodall Mfg. Corp., 1205 East Sanborn St., Winona, Minn.															
20B	Push Rotary	Recoil	3	Briggs & Stratton		4			1 1/2 - 2 1/4	20	Y	Aluminum		89.95	
22B	Push Rotary	Recoil							1 1/2 - 3 1/4	22				99.95	
22BP	Self Prop Rotary						Forward Neutral	1	1 1/2 - 3 1/4	22				119.95	
30B	Push Rotary						Forward Neutral	1	1 1/2 - 3 1/4	30				129.95	
30BP	Self Prop Rotary								1 1/2 - 3 1/4	30				154.95	
32LP	Self Prop Rotary		4	Tecumseh			Forward Neutral		1 1/2 - 2 1/2	32		Alum-magnes.		254.95	
32L	Push Rotary		3 1/2	Tecumseh					1 1/2 - 3 1/2	32				164.95	
19G	Push Rotary			Goodall					1 1/2 - 3 1/2	19				132.95	
20G				Goodall					1 1/2 - 3 1/2	20				142.95	
22G				Goodall					1 1/2 - 3 1/4	22				142.95	
12LT			2 1/2	Tecumseh					1 1/2 - 2 1/4	12		Steel		104.95	
760			3	Briggs & Stratton					Adj.	10		Steel		142.95	
22LP	Self Prop Rotary		4	Briggs & Stratton			Forward, Neutral		1 - 3	22	N	Steel		295.00	
HOMELITE YARD TRAC -- Homelite Co., Port Chester, N.Y.															
YTD-5	Self Propelled Riding Tractor W Rotary Mower	Impulse	5	Tecumseh	*	4	Dual Trac, 4 Speeds Forward Plus N & Reverse	4	1 1/2 - 3 1/2	26	N	Steel	Posi-traction Drive, Micro-Adjustment For Height Of Cut, Trims Within 1/2" Of Walls, Floating Pan, Heavy 3 16" Steel Cutter Blade With Stop**	399.95	
*Gasoline **Control Lever Padded Contour Seat, Automatic Safety Brake In Neutral Position Positive Foot Brake On Clutch Pedal Conform to ASA Safety Standards, Complete Range Of Attachments															



1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
HUFFY -- The Huffman Mfg. Co., 108 Davis Ave., Dayton, Ohio														
4455	Lawn Tractor	Recoil	5	Briggs & Stratton		4	Forward, Neutral, Reverse	3	1 1/2 - 3 1/2	25	Y	Steel	Brake, Differential, Drawbar, Terratires, Blade Clutch	\$300.00*
4444	Rider		4					1	1 1/2 - 3	24	Y	Steel	Brake Blade Clutch	200.00*
4443	Rider		4						2 1/4 - 3	24	Y	Steel	Blade Clutch	175.00*
4442	Rider		3						2 1/4 - 3	24	N	Steel		150.00*
4428	Self Prop Del. Rotary						Forward		1 1/2 - 3	22			Deluxe	
4427	Del Rotary	Impulse							1 1/2 - 3	22			Deluxe Hytomatic	
4407		Impulse								20			Deluxe Hytomatic	
4426		Recoil								22			Deluxe	
4406		Recoil	2 1/2							20			Deluxe	
187		Button	1 1/2	Delco	Elec					18			Deluxe Hytomatic	
185	Elec. Rotary		1 1/2	Delco						18				
4424	High Wheel Rotary	Recoil	3	Briggs & Stratton					2 - 3	22				
4403	Alum. Deck Rotary		3						1 1/2 - 3	20		Alum.	Comes W Grass Catcher	
4429	Self Prop Rotary		3				Forward	1		22		Steel		
4425	Promo. Rotary		2 1/2							22				
4405	Promo Rotary		2 1/2							20				
4485	Promo Rotary		2 1/2							18				
4481	Self Prop Reel		2				Forward	1	1 1/2 - 2 1/2	18				
4412	Self Prop- Reel		2				Forward	1	1 1/2 - 2 1/2	21			Deluxe	
486	Hand Reel								1 1/2 - 1 1/2	18				
466	Hand Reel								1 1/2 - 1 1/2	16				
465	Hand Reel								1 1/2 - 1 1/2	16				
*Approximate Prices Under														
JACOBSEN -- Jacobsen Mfg. Co., 1721 Packard Ave., Racine, Wis.														
31823	Push Rotary	Recoil	2 1/2	Tecumseh		4			1 1/2 - 3	18	N	Steel		
31817			3.0	Jacobsen		2			1 - 3		Y	Aluminum	Gas Gauge Inc., Formed Polythelene Catcher Inc.	
31866			2 1/2	Tecumseh		4						Magnesium		
31808			3.0	Jacobsen		2							Gas Gauge Inc.	
32121			3.0	Tecumseh		4				21			Catcher Inc.	
32113			3.0	Jacobsen		2							Catcher & Gas Gauge Inc.	
42121	Self Prop Rotary		3.0	Tecumseh		4	Forward Belt To Gear	1					Catcher Inc.	
42113	Self Prop Rotary		3.0	Jacobsen		2	Forward Belt To Gear	1					Catcher & Gas Gauge Inc.	
32401	High Wheel Push Rotary		6.0	Tecumseh		4				24	N	Steel		
42411	High Wheel Push Rotary		6.0	Tecumseh		4	Forward Friction Pinion	1		24	N			
42602	Riding Rotary		6.0	Tecumseh		4	Forward Var., Speed Pulleys, Reverse-Friction		1 1/2 - 3 1/2	26	Y		Dozer, Spiker, Roller, Cart Avail As Accessoirys	
11801	Self Prop. Reel		2.0	Briggs & Stratton		4	Forward Chain To Pinion		1 1/2 - 3	18				
11814			3.0	Jacobsen		2			1 1/2 - 3	18				
12101			2.0	Briggs & Stratton		4			1 1/2 - 3	21				
12113			3.0	Jacobsen		2			1 1/2 - 2 1/2	21				
12601									1 1/2 - 2 1/2	26				
22114									1 1/2 - 2 1/2	21			Available With 2 Roller Or Full Roller Drive, Available With 5 Or 7 Blade Reel	
22611									1 1/2 - 1 1/2	26			Same As Above	
KEENMOW, MOHAWK -- Keen Mfg. Co., 222 W. 3rd, Kansas City, Mo.														
K-19-4	Rotary, Push		3	Briggs Or Clinton		4		1	1 - 3	19	N	Aluminum	Instant Wheel Height Adjustments Optional	64.95
K-22-4			3			4		1		22		Aluminum	Instant Wheel Height Adjustments Optional	69.95
NK-22-4												Aluminum	Instant Wheel Height Adjustments Optional, Leaf Mulcher Standard	69.95
NK-22-4-B												Side Discharge	Grass Catcher Attachment Standard, Instant Wheel Height Adj. Optional	74.95
NK-22-SP-4	Self Prop. Rotary												Gas And Oil Gauge Optional	79.95
NK-22-SP-4-B	Self Prop. Rotary												Grass Catcher Attachment Standard, Gas And Oil Gauge Optional	84.95
KEL-19-4	Rotary, Push			Electric Motor	Elec.					19		Aluminum	Instant Wheel Height Adjustments Optional	59.95
S-20-4	Rotary, Push		3	Briggs Or Clinton		4				20		Steel	Instant Wheel Height Adjustments Optional	54.95
S-22-4	Rotary, Push									22			Instant Wheel Height Adjustments Optional	59.95
S-22-SP-4	Self Prop. Rotary									22			Gas Gauge And Oil Gauge Optional	69.95
SHW-22-4	Rotary, Push Highwheel									22			16" Semi-pneumatic Spoked Wheels, V-belt Drive	139.95
KP-24-4	Riding Mower	Recoil	3	Briggs Or Clinton			Forward, Neutral, Reverse		1 1/2 - 3 1/2	24			Semi pneumatic Tires, Chain Drive	99.95
KP-24-4	Riding Mower		4	Briggs									Semi-pneumatic Tires, Chain Drive	119.95
KPD-24-4	Riding Mower		4	Briggs									Speed Up To 4 Miles Per Hour, Live Front End Hill Brake, Pneumatic Rear Tires	219.95
KDR-24-4	Riding Mower		5	Briggs				2					Speed Up To 5 Miles Per Hour, Live Front End Hill Brake, Pneumatic Rear Tires, Differential & Front	299.95
L-20-X-4	Promot. Rotary, Push		2 1/2	Briggs Or Clinton		4		1	1 - 3	20			No Options	44.99
L-22-X-4	Promot. Rotary, Push		3	Briggs Or Clinton		4		1	1 - 3	22			No Options	49.99
*Impulse Or Recoil														
LAMBERT WHIZZ-PUR -- Lambert Inc., 519 Hunter Ave., Dayton 4, Ohio														
M-19	Rotary Push Type	Key	1 3	Robbins And Myers	Battery				1 1/2 - 2 1/2	19	Y	Steel	Powerful 2 Amp Charger, Removable Starter Key, Ventilated Hood, Safe, Silent, Simple To Operate	124.95
LAWN-BOY -- Gale Products, Galesburg, Ill.														
Special 3052	Push	Recoil	2 1/2	Lawn boy		2			1 1/2 - 2 1/2	18	Y	Die-cast Aluminum		69.95
Deluxe 5233		Finger-tip	3 1/2					2	1 - 3	19		Aluminum		94.95
Grass-Catcher 7254										21		**		109.95
Deluxe Mower 7215														104.95
Grass Catcher 8223 Automower	Self Propelled													154.95
Riding Mower 9275							Forward, Neutral, Reverse	3						274.95
Riding Mower 9245	Riding						Forward, Neutral, Reverse	3	1 1/2 - 3 1/2	24		Aluminum		294.95
Hevi-Duty Commercial 6251	Push	One pull							1 3/4 - 2 1/4	21		Aluminum		83.95
* Gas														
LAWNCRAFT -- Lawncraft Mfg. Corp., Hoffman, Ill.														
L-220	Push	Recoil	3	Briggs		4				20		Steel	Fully Baffled, Wheel Pads, Steel Ball Bearing Wheels	49.50
L-222			3	Briggs		4				22		Steel	Fully Baffled, Wheel Pads, Steel Ball Bearing Wheels	53.00
L-18			2	Tecumseh		2				18		*	Steel Ball Bearing Wheels	44.50
ALF 22			3	Briggs		4				22			Shear-o-matic Blade	81.50
ALS-22			3										Grass Catcher, Shear-o-matic Blade	92.50
22S			4										Full 4HP Engine, Shear o-matic Blade	98.50
HW-4			4										Full 4HP Engine, Large 20" Rear Wheels	159.95
HW-6			6										Full 6HP Engine, Large 20" Rear Wheels	204.50
SPF-22	Self Propelled		3				Forward	1					Shear-o-matic Blade	99.50
SPS-22	Self Propelled		4				Neutral & Forward						Friction Drive, Side Chute, Shear-o-matic Blade	109.50
SP6-22	Self Propelled		4				Forward & Neutral						Gear Driven, Chain Drive, Handle Engages & Disengages Power Drive, Shear-o-matic Blade	144.50
LRB-4	Riding		4				Forward, Neutral, Reverse			24		Steel		189.95
LRB-6	Riding		6				Forward, Neutral, Reverse			24		Steel		229.50
LRB-6 Deluxe	Riding		6				Forward, Neutral, Reverse	3		24		Steel	Floating Deck, Rapid Height Adjustment, Blade Clutch	329.50
*Permanent Mold														
LAWNFLITE -- MTD Products, Inc., 5389 West 130th St., Cleveland, Ohio														
135-380	Riding Rotary	Recoil	4	Briggs & Stratton		4	Forward Neutral, Reverse	2	1 1/4 - 3 1/4	24	N	Steel	Clutch Control For Blade Disengagement, Foot Brake, Full Rear Axle Differential, Front Pivot Axle, Cushioned Seat	
135-360									1 1/2 - 3 1/2				Blade Disengagement, Safety Foot Clutch, Contour Seat	
135-340									1 1/2 - 3 1/2				Blade Disengagement, Safety Foot Clutch, Contour Seat	
135-330									1 1/2 - 2 1/2				Automatic Type Transmission Gears, Direct Drive From Trans To Axle	
125-550	Self Prop Rotary						Forward		1 1/4 - 3 1/2	22			Gear Tread Rear Tires 16" Diameter, Twin Chute Deck, Ball Bearing Wheels, Anti-Scalp Plate	
115-500	Push Type Rotary								1 1/4 - 3 1/2	22			16" Rear Wheels, Twin Chute Design, Ball Bearing Wheels, Unitized Engine & Deck Frame	
125-450	Self Prop Rotary	Impulse	3						1 1/4 - 3 1/2	21	Y	Cast Aluminum Alloy	Aero Dynamic Deck Design, Gear Tread Tires	
115-400	Push Type Rotary	Impulse	3						1 - 3	21	Y	Cast Aluminum Alloy	Exclusive Folding Lock 'N Go Handle, Aero Dynamic Deck Design	

1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
SPRINGFIELD -- Quick Mfg. Inc., 256 Linden Ave., Springfield, Ohio														
LT425	Riding Rotary	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	2	1 1/2 - 3	25	N	Steel		\$259.95
LT525		Recoil	5	Tecumseh			Forward, Reverse	3	1 - 3	25				*379.95
LT525E		(a)	5		Bat					25				*449.95
LT6		Recoil	6							32				**359.95
LT6E		(a)	6		Bat.					32				**429.95
(a) Battery, Key Switch														
SUNBEAM -- Sunbeam Corp., 5400 West Roosevelt Rd., Chicago 50, Ill.														
RE1000	Rotary Push		1.5	Sunbeam	Elec.				1/2 - 3	18		Aluminum	Stainless Steel Cutting Blades	** 94.95
RE2000			1.5							18			Stainless Steel Blades, Deluxe Folding Handle	109.95
RE1500			1.3							16			Increased Horsepower	59.95
RE2500			1.3							16			Increased Horsepower, Deluxe Folding Handle	74.95
E800	Reel		1.5							20			Safety Clutch Protects Motor Reel	149.95
G3000	Rotary, Push	Impulse	3.0		*	4				20		Steel	Finger tip Height Adjustment, Grass Bag Under Deck Wash	89.95
G3500	Self Propelled	Impulse	3.0							20			Finger tip Height Adjustment, Under Deck Wash	114.95
G92	Rotary, Push	Recoil	2.5							19			Easy Throttle Control	64.95
G750B	Rotary, Push	Impulse	3.0							20			Finger tip Height Adjustment, Under Deck Wash Grass Bag	139.95
G850B	Rotary, Push	Impulse	3.0							20			Finger tip Height Adjustment, Under Deck Wash, Grass Bag	99.95
G666	Reel	Recoil	2.5						1/2 - 2 1/4	20		Aluminum	Spring Grip Clutch, Handle Controls Propulsion	159.95
*Gas														
**Full Margin Retail Price														
THOR -- Speedway Mfg. Co., LaGrange Park, Ill.														
LM 2010	Rotary	Electric	1 1/2	*	Elec.	60	Helical	1	1/4 - 2 1/4	14	N	Steel**	Bag Available, Flip Over Handle	38.45
LM-2020	Rotary	Electric	1 1/2	*	Elec.	60	Helical	1	1/4 - 2 1/4	18	Y	Steel**	Flip Over Handle	56.65
LM-2030	Rotary	Electric	1 1/2	*	Elec.	60	Helical	2	1/4 - 3 1/4	18	Y	Steel**	Individual Wheel Height Adjustment Flip Over Handle, Bag Include 1	76.65
*Speedway, Thor **Thermoweld														
TORO -- Toro Mfg. Corp., 81111 Lyndale Ave. So., Minneapolis, Minn.														
Flymo (17000)	Rotary	Recoil	2 1/2	Tecumseh		2	Forward	1	1/2 - 1 1/8	19	Y	Fiberglass	No Wheels, Floats Above Surface Of Ground, Weighs Only 30 Lbs	74.95
Whirlwind (18110)		Recoil	3	Toro		4	Stop, Run, And Choke	1	1/2 - 3	19		Steel	Wind Tunnel Housing, Bag Attachment, "S" Blade Anti scalp Dish	89.95
Whirlwind (18120)		Impulse					Stop, Run, And Choke			19			Wind Tunnel Housing, Bag Attachment, "S" Blade, Anti scalp Dish	94.95
Whirlwind (19120)		Impulse					Stop, Run, And Choke			21			Wind Tunnel Housing, Bag Attachment, "S" Blade Anti scalp Dish	99.95
Whirlwind (20121)	Rotary Self Prop	Impulse					Stop, Run, And Choke						Wind Tunnel Housing, Bag Attachment, "S" Blade Anti scalp Dish	149.95
Hevi-duty	Rotary	Recoil	4				Start, Stop, Run & Choke	1	1/2 - 4 1/8				Wind Tunnel Housing, Bag Attachment, 5-Quart Gas Tank Adjustable Grass Shield	149.95
Whirlwind (23000)													Grass Shield	
Whirlwind (23100)	Rotary Self Prop		4				Start, Stop, Run & Choke	1	1/2 - 4 1/8				Wind Tunnel Housing, Bag Attachment, 5-Quart Gas Tank Adjustable Grass Shield	219.95
Sportlawn (10013)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1/2 - 1 1/8	18			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	124.95
Sportlawn (10313)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1/2 - 1 1/8	21			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	149.95
Sportlawn (10323)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1/2 - 2 1/8	21			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	154.95
Big Red (51060)	Riding Rotary	Impulse*	6	Toro			Forward, Neutral, Reverse	4	1 1/2 - 3	25			Wind Tunnel Housing, Optional Bag Attachment, Safety Seat	409.95
Professional (03100)	Riding Reel Triplex	Recoil*	4	Briggs & Stratton			Forward, Neutral, Reverse	1	1/2 - 2 1/2	58			Pneumatic Tires Folding Handle Bar	
Big Red (51060)	Riding Rotary	Impulse*	4	Toro			Forward, Neutral, Reverse	4	1 1/2 - 3	34			7 inch Turning Radius Adjustable Padded Seat, Automotive Transmission Three 5-Blade Chain Driven Reels	479.95
Twin Whirlwind**	Rotary Self Prop	Recoil	3	Briggs & Stratton			Stop, Run, And Choke	1	1/2 - 3 1/2	28			Safety Seat, Pneumatic Tires Front And Rear Folding Handle Bar	449.95
Whirlwind (20210)	Rotary Self Prop								1/2 - 3	21			Leaf mulcher, Traction Tread Tires, Front Wheel Drive	130.00
Sportlawn (10413)**	Reel								1/2 - 1 1/8	21			Wind Tunnel Housing, Bag Attachment, "S" Blade Front Wheel Drive	89.95
Sportlawn (10423)**	Reel								1/2 - 2 1/8	21			Traction Tread Tires, Formed Steel Construction	84.95
Sportlawn (10613)**	Reel								1/2 - 1	25			Traction Tread Tires, Formed Steel Construction	89.95
*Available With Electric Starter **Power Handle Attachments														
TURFMASTER -- Dille & McGuire Mfg. Co., N.13th & "F" Sts., Richmond, Ind.														
R525	Riding	Recoil	5	Briggs & Stratton		4	Forward, Neutral, Reverse	3	1 1/4 - 3	25	Y	Steel	Differential, All Tires Pneumatic, Brake Pivot Front Suspension	
R424			4					1	1 - 3	24			Blade Clutch	
R414			4						2 1/2 - 3	24			Brake Blade Clutch	
R314			4						2 - 2 1/4	24			Blade Clutch	
RPJ21	Rotary Self Prop		3				Work Gear, Front Wheel Dr.		1 - 3	21	N	Alum Alloy	"Hite-a-just" Cutting Weight, Adj. One Lever Adjust All Wheels	
RH21	Rotary								1 - 3	21		Alum Alloy	"Hite-a-just"	
AJ20									1 1/2 - 3	20		Alum Alloy	Individual Wheel Adjustment	
SD22									1 - 3	22		Steel	Individual Wheel Adjustment, Deck Baffled Front & Rear	
SD20			2				Rear Wheel Drive	1	1 - 3	20		Steel	Same As Above	
SPF22	Rotary Self Prop		3						2 1/2 - 3 1/4	22		Steel	Drive Mechanism Can Be Locked Out	
JB22	Rotary		2						1 - 3	22			Deck Baffled At Rear	
JB20			2 1/2						1 1/4 - 3 1/4	20			Deck Baffled At Rear	
JB18			2 1/2						1 1/2 - 2 1/2	18			Deck Baffled At Rear	
HW22			3						1 - 3	22			Highwheel 16" Bicycle Tires On Rear	
GPL21	Reel Type		2				Belt Tightener Clutch	1	1/2 - 2 1/4	21				
GPL18	Reel Type		2				Belt Tightener Clutch	1	1/2 - 2 1/4	18				
GSD18	Reel Type		2				Belt Tightener Clutch	1	1/2 - 1 1/8	18				
WAYNE -- Modern Comfort Inc., 2250 Dwenger Ave., Ft. Wayne, Ind.														
204D 1	Rotary	Recoil	2 1/2	Briggs & Stratton		4	Push		1 - 3	20	N	14 Gauge Steel		59.95
204D 3-1			3							20				69.95
22RD 1			2							22				69.95
22RD 3-1			3											79.95
22RD 3H 1														89.95
22AD 1														94.50
22APD-M-1	Rotary Self Prop	Impulse					Forward	1						109.95
24AD-1	Rotary						Push			24				109.95
24APD-M-1	Rotary Self Prop						Forward	1		24				119.95
W-318	Reel	Recoil	2	Tecumseh			Forward	1	1 - 2	18	Y			124.95
WHIZ-MOW -- Whiz-Mow Mfg. Co., 305-315 Main St., Warsaw, Ill.														
WM-21	Rotary	Recoil	3 3/4	Briggs & Stratton Or Tecumseh		4			1 1/2 - 2 1/2	21	Y	Aluminum	A Patented Power Rider Attachment Is Available. Can Be Attached To This Unit For Only \$109.95	109.95
YARD-MAN -- Yard-Man, Incorp., 1410 West Ganson Street, Jackson, Mich.														
1040	Power Reel	Recoil	2	Briggs & Stratton		4	Forward, Neutral	1	1 1/2 - 2 1/4	18	Y	Steel	Magic Control Handle Lower To Stop Raise To Go	119.95
1050	Power Reel		2							18		Steel		129.95
1070	Power Reel		2							18		Steel		149.95
2170	Power Rotary	Recoil	3				Push		1 1/2 - 3 1/8	20		Alum Alloy		99.95
2180	Power Rotary		3				Push			20		Alum Alloy		109.95
2210	Power Rotary		3				Self Propelled	1		22			Variable Speed Up To 3 1/2 MPH	149.95
250	*	Recoil	4				Forward, Neutral, Reverse	1	1/2 - 2 1/4	25		Steel	Accessories - Gang Mowers, Snow Plow	349.95
400	**	Recoil	4				Forward, Neutral, Reverse	1	1 1/4 - 3 1/2	30		Steel	Lawn Spreader, Lawn Roller, Etc.	349.95
600	**	Recoil	6	Tecumseh			Forward, Neutral, Reverse	1	1 1/4 - 3 1/2	30		Steel		379.95
*Riding Tractor W Reel Mower **Riding Tractor W Rotary Mower														
YAZOO -- Yazoo Mfg. Co., Inc., 3607 Livingston Rd., Jackson, Miss.														
V200U	Push	Recoil Rope	3	B & S & Clinton		4			1/2 - 3 1/2	20	Y	Steel	H.D. Bicycle Type Wheels	121.49
V200	Push		3											139.95
V2000	Self Propelled		3 1/2				Forward, Neutral							195.65
200	Push		3											154.45
V200T	Push		3 1/2											154.45
220	Push		3 1/2							22				195.25
2200	Self Propelled		3 1/2				Forward, Neutral			22				256.95
240	Push		4 1/2							24				214.95
2400	Self Propelled		4 1/2				Forward, Neutral			24				279.95
246	Push		6							24				249.95
2600	Self Propelled		6	Wisc. & B & S			Forward, Neutral			26				356.95
3200	Riding	Rope & Electric	6 1/2	Kohler	Battery		Forward, Neutral, Reverse	2	1 - 4	32			Single Rear Wheel Steering	598.00
3600			7	Kohler						36				648.00
4200			9.2	Wisc. & Clinton						42				649.50
4800			9.2	Wisc. & Clinton						48				699.50
6000			12.5	Wisconsin						60				790.60
														879.10
														855.15
														929.95
														949.10
														1096.60



1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
HUFFY -- The Huffman Mfg., Co., 108 Davis Ave., Dayton, Ohio														
4455	Lawn Tractor	Recoil	5	Briggs & Stratton		4	Forward, Neutral, Reverse	3	1' - 3'	25	Y	Steel	Brake, Differential, Drawbar, Terraires, Blade Clutch	\$300.00*
4444	Rider		4					1	1' - 3'	24	Y		Brake Blade Clutch	200.00*
4443	Rider		4						2' - 3'	24	Y		Blade Clutch	175.00*
4442	Rider		3						1' - 3'	24	N			150.00*
4428	Self Prop Del Rotary						Forward		1' - 3'	22			Deluxe	
4427	Del Rotary	Impulse							1' - 3'	22			Deluxe Hytomatic	
4407		Impulse							1' - 3'	20			Deluxe Hytomatic	
4426		Recoil	2 1/2							22			Deluxe	
4406		Button	1 1/2							20			Deluxe	
187	Elec Rotary	Button	1 1/2	Delco	Elec					18			Deluxe Hytomatic	
185	Elec Rotary	Button	1 1/2	Delco	Elec					18				
4424	High Wheel Rotary	Recoil	3	Briggs & Stratton					2' - 3'	22				
4403	Alum Deck Rotary		3				Forward	1	1' - 3'	20		Alum. Steel	Comes W Grass Catcher	
4429	Self Prop Rotary		3							22				
4425	Promo. Rotary		2 1/2							22				
4405	Promo. Rotary		2 1/2							20				
4485	Promo Rotary		2 1/2							18				
4481	Self Prop. Reel		2				Forward	1	3/8 - 2 1/4	18			Deluxe	
4412	Self Prop Reel		2				Forward	1	3/8 - 2 1/4	21				
486	Hand Reel								3/8 - 1 1/2	18				
466	Hand Reel								3/8 - 1 1/2	16				
465	Hand Reel								3/8 - 1 1/2	16				
*Approximate Prices Under														
JACOBSEN -- Jacobsen Mfg. Co., 1721 Packard Ave., Racine, Wis.														
31823	Push Rotary	Recoil	2 1/2	Tecumseh		4			1' - 3'	18	N	Steel		
31817			3.0	Jacobsen		2			1 - 3		Y	Aluminum Magnesium	Gas Gauge Inc., Formed Polythelene Catcher Inc.	
31866			2 1/2	Tecumseh		4								
31808			3.0	Jacobsen		2								
32121			3.0	Tecumseh		4				21			Gas Gauge Inc.	
32113			3.0	Jacobsen		2							Catcher Inc.	
42121	Self Prop Rotary		3.0	Tecumseh		4	Forward Belt To Gear	1					Catcher & Gas Gauge Inc.	
42113	Self Prop Rotary		3.0	Jacobsen		2	Forward Belt To Gear	1			N	Steel	Catcher Inc.	
32401	High Wheel Push Rotary		6.0	Tecumseh		4				24	N		Catcher & Gas Gauge Inc.	
42411	High Wheel Push Rotary		6.0	Tecumseh		4	Forward Friction Pinion	1		24	N			
42602	Riding Rotary		6.0	Tecumseh		4	Forward-Var., Speed Pulleys, Reverse-Friction Forward Chain To Pinion		1' - 3 1/2	26	Y		Dozer, Spiker, Roller Cart Avail As Accessorys	
11801	Self Prop. Reel		2.0	Briggs & Stratton		4			1/2 - 3	18				
11814			3.0	Jacobsen		2			1/2 - 3	18				
12101			2.0	Briggs & Stratton		4			1/2 - 3	21				
12113			3.0	Jacobsen		2			3/8 - 2 1/2	21				
12601									3/8 - 2 1/4	26				
22114									3/8 - 2 1/2	21			Available With 2 Roller Or Full Roller Drive, Available With 5 Or 7 Blade Reel	
22611									3/8 - 1 1/2	26			Same As Above	
KEENMOW, MOHAWK -- Keen Mfg. Co., 222 W. 3rd, Kansas City, Mo.														
K-19-4	Rotary Push		3	Briggs Or Clinton		4		1	1 - 3	19	N	Aluminum	Instant Wheel Height Adjustments Optional	64.95
K-22-4										22		Aluminum	Instant Wheel Height Adjustments Optional	69.95
NK-22-4												Aluminum Side Discharge	Instant Wheel Height Adjustments Optional, Leaf Mulcher Standard	69.95
NK-22-4-B													Grass Catcher Attachment Standard, Instant Wheel Height Adj., Optional	74.95
NK-22-SP-4	Self Prop Rotary												Gas And Oil Gauge Optional	79.95
NK-22-SP-4-B	Self Prop Rotary												Grass Catcher Attachment Standard, Gas And Oil Gauge Optional	84.95
KEL-19-4	Rotary Push			Electric Motor	Elec.					19		Aluminum	Instant Wheel Height Adjustments Optional	59.95
S-20-4	Rotary, Push		3	Briggs Or Clinton		4				20		Steel	Instant Wheel Height Adjustments Optional	54.95
S-22-4	Rotary Push									22			Instant Wheel Height Adjustments Optional	59.95
S-22-SP-4	Self Prop Rotary									22			Gas Gauge And Oil Gauge Optional	69.95
SHW-22-4	Rotary, Push Highwheel									22			16" Semi-pneumatic Spoked Wheels, V-belt Drive	139.95
KP-24-4	Riding Mower	Recoil	3	Briggs Or Clinton			Forward, Neutral, Reverse		1' - 3 1/2	24			Semi pneumatic Tires, Chain Drive	99.95
KP-24-4	Riding Mower		4	Briggs									Semi-pneumatic Tires, Chain Drive	119.95
KPD-24-4	Riding Mower		4	Briggs									Speed Up To 4 Miles Per Hour, Live Front End Hill Brake, Pneumatic Rear Tires	219.95
KDR-24-4	Riding Mower		5	Briggs				2					Speed Up To 5 Miles Per Hour, Live Front End Hill Brake, Pneumatic Rear Tires, Differential & Front	299.95
L-20-X-4	Promot Rotary, Push		2 1/2	Briggs Or Clinton		4		1	1 - 3	20			No Options	44.99
L-22-X-4	Promot Rotary, Push		3	Briggs Or Clinton		4		1	1 - 3	22			No Options	49.99
*Impulse Or Recoil														
LAMBERT WHIZZ-PUR -- Lambert Inc., 519 Hunter Ave., Dayton 4, Ohio														
M 19	Rotary Push Type	Key	1 3	Robbins And Myers	Battery				3/8 - 2 1/8	19	Y	Steel	Powerful 2 Amp Charger, Removable Starter Key, Ventilated Hood, Safe Silent, Simple To Operate	124.95
LAWN-BOY -- Gale Products, Galesburg, Ill.														
Special 3052	Push	Recoil	2 1/2	Lawn boy	*	2			3/8 - 2 3/8	18	Y	Die cast Aluminum		69.95
Deluxe 5233		Finger tip	3 1/2					2	1 - 3	19				94.95
Grass-Catcher 7254										21				109.95
Deluxe Mower 7215														104.95
Grass Catcher 8223 Automower	Self Propelled													154.95
Riding Mower 9275							Forward, Neutral, Reverse	3						274.95
Riding Mower 9245	Riding						Forward, Neutral, Reverse	3	1' - 3 1/2	24		Aluminum		294.95
Hevi-Duty	Push	One pull							1 3	21		Aluminum		83.95
Commercial 6251									2-4					
* Gas														
LAWNCRAFT -- Lawncraft Mfg. Corp., Hoffman, Ill.														
L-220	Push	Recoil	3	Briggs		4				20		Steel	Fully Baffled Wheel Pads, Steel Ball Bearing Wheels	49.50
L-222			3	Briggs		4				22			Fully Baffled, Wheel Pads, Steel Ball Bearing Wheels	53.00
L-18			2	Tecumseh		2				18			Steel Ball Bearing Wheels	44.50
ALF-22			3	Briggs		4				22			Shear-o-matic Blade	81.50
ALS 22			3										Grass Catcher Shear-o-matic Blade	92.50
22S			4										Full 4HP Engine Shear-o-matic Blade	98.50
HW-4			4										Full 4HP Engine, Large 20" Rear Wheels	159.95
HW-6			6										Full 6HP Engine Large 20" Rear Wheels	204.50
SPF-22	Self Propelled		3				Forward	1					Shear-o-matic Blade	99.50
SPS-22	Self Propelled		4				Neutral & Forward						Friction Drive, Side Chute Shear-o-matic Blade	109.50
SP6-22	Self Propelled		4				Forward & Neutral						Gear Driven, Chain Drive, Handle Engages & Disengages Power Drive, Shear-o-matic Blade	144.50
LRB-4	Riding		4				Forward, Neutral, Reverse			24		Steel		189.95
LRB-6	Riding		6				Forward, Neutral, Reverse			24		Steel		229.50
LRB-6 Deluxe	Riding		6				Forward, Neutral, Reverse	3		24		Steel	Floating Deck Rapid Height Adjustment, Blade Clutch	329.50
*Permanent Mold														
LAWNFLITE -- MTD Products, Inc., 5389 West 130th St., Cleveland, Ohio														
135-380	Riding Rotary	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	2	1' - 3 1/4	24	H	Steel	Clutch Control For Blade Disengagement, Foot Brake, Full Rear Axle Differential Front Pivot Axle Cushioned Seat	
135-360									1' - 3 1/4				Blade Disengagement, Safety Foot Clutch, Contour Seat	
135-340									1' - 2 1/4				Automatic Type Transmission Gears, Direct Drive From Trans To Axle	
135-330									1' - 2 1/4				Gear Tread Rear Tires 16" Diameter, Twin Chute Deck, Ball Bearing Wheels, Anti-Slip Plate	
125-550	Self Prop Rotary						Forward		1' - 3 1/2	22			16" Rear Wheel's Twin Chute Design, Ball Bearing Wheels, Unitized Engine & Deck Frame	
115-500	Push Type Rotary								1' - 3 1/2	22				
125-450	Self Prop Rotary	Impulse	3						3/4 - 3 1/2	21	Y	Cast Aluminum Alloy	Aero Dynamic Deck Design, Gear Tread Tires	
115-400	Push Type Rotary	Impulse	3						3/4 - 3 1/2	21	Y	Cast Aluminum Alloy	Exclusive Folding Lock 'N Go Handle, Aero Dynamic Deck Design	



1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
LAWNFLITE -- Continued														
115-510	Reel	Recoil	2	Briggs & Stratton		4	Forward	1	1 1/8 - 2 1/4	18	Y	Steel	Austempered Steel Blade, Induction Hardened Bed Knife	
115-520										21				
185-830	Push Type Rotary	Electric	1 3/4	Westinghouse	Elec.				3/4 - 3	18			Self Lubricating Bearings, Safety Handle, Baffled Deck, Hinged Cutting Tips	
185-840		Electric	1	General Electric	Elec.				1 1/4 - 3	18			Aero Dynamic Contour Deck; Exclusive, Folding Lock 'N Go Handle	
115-090		Recoil	3	Briggs & Stratton					1 1/4 - 3	22			Twin Chute Discharge Design; Baffled Underside	
115-730		Recoil	2	Briggs & Stratton					1 1/4 - 3	19			Deep Deck, Float-Lock Safety Handle; Double Disc Wheels, Improved Blade Clutch	
115-731				Clinton					1 1/4 - 3	22			Deep Deck, Float Lock Safety Handle, Double Disc Wheels, Improved Blade Clutch	
115-750		Recoil	3	Briggs & Stratton					1 1/4 - 3	22			Special Gear Tread Rear Tires; Sintered Pinion & Bevel Gears*	
115-751				Clinton					1 1/4 - 3	22			Aero Dynamics Deck Design Underside Baffles, Self Lubricating Wheel Bearings	
125-230	Self Prop. Rotary	Impulse	3	Briggs & Stratton					1 1/4 - 3	22			Aero Dynamics Deck Design, Underside Baffles, Self Lubricating Wheel Bearings	
115-160	Push Type Rotary	Impulse	2 1/2						1 1/4 - 3 1/2	20			Special Rear Tire Gear Treads, Adjustable Control Rod To Save Pinion Wear, Prevents Belt Stretch	
115-190			3						1 1/4 - 3 1/2	22			Safety-Lock Blade Clutch, Remote Controls On Handle, Underside Baffles	
115-150	Push Type Rotary	Recoil	2						1 1/4 - 3 1/2	20			Safety lock Blade Clutch, Remote Controls on Handle, Underside **	
115-180			3						1 1/4 - 3	22				
125-220	Self Prop. Rotary	Recoil	3						1 1/4 - 3	22				
115-030	Push Type Rotary	Recoil	2						1 1/4 - 3	19				
115-050									1 1/4 - 3	22				
115-010	Push Type Rotary	Rope	2	Tecumseh		2			1 1/4 - 3	18				
*Anti-scalp Plate														
** Baffles														
LAWNMASTER -- The Lawnmaster Co., Industries Rd., Richmond, Ind.														
306	Riding	Recoil	4	4 cycle B & S		4	Forward, Neutral, Reverse	3	1 1/2 - 3	24	N	Steel		
301	Riding	Recoil	4	Briggs & Stratton			Forward, Neutral, Reverse	1	1 - 3	24				
200	Self Propelled	Impulse	3							22				
104	Push Rotary	Impulse	3							20				
102	Push Rotary	Impulse	2							22				
103	Standard Push Rotary	Recoil	2							22				
103-1	Standard Push Rotary	Impulse	3							22				
101	Standard Push Rotary	Recoil	2							20				
401	Reel	Recoil	2						1 1/4 - 3 1/2	21				
400	Reel	Recoil	2						1 1/4 - 3 1/2	18				
LAZY BOY -- Lazy Boy Lawn Mower Co., 1315 W. 8th St., K.C., Mo.														
B400H	Push	Recoil	4	Briggs & Stratton		4			1 1/2 - 3 1/2	22	Y	Steel	16" Rear Wheel	\$139.50
SPH 65	Self Propelled		4							22			16" Rear Wheel	169.95
B200H	Push		3							20			14" Rear Wheel	109.95
B30 SPH	Self Propelled		4							30			16" Rear Wheel	199.95
MANCO -- The Manco Corp., P.O. Box 337, Samoset, Fla.														
MJ4B	Push Rotary	Recoil	3	Briggs & Stratton		4			1 - 3 1/2	20	Y	Steel	Deck And Blade Shaft Unconditionally Guaranteed	169.95
MJ4CI	Push Rotary		3 1/2	Clinton										179.95
MJ4SPB	Self Propelled Rotary		3	Briggs & Stratton			Forward, Neutral, Reverse	1						249.90
MJ4SPCI	Self Propelled Rotary		3 1/2	Clinton			Forward, Neutral, Reverse	1						259.90
MJ22B	Push Rotary		3	Briggs & Stratton					1 1/25 - 2 1/2	22				149.95
MJ22CI			3 1/2	Clinton					1 1/25 - 2 1/2	22				159.95
MP5B			6	Briggs & Stratton					1 - 3 1/2	24				229.95
MP5CI			4 1/2	Clinton										229.95
MP5SPB	Self Propelled Rotary		6	Briggs & Stratton			Forward, Neutral, Reverse	1						309.90
MP5SPCI	Self Propelled Rotary		4 1/2	Clinton				1					Deck And Blade Shaft Unconditionally Guaranteed	309.90
R24H	Riding		6	Briggs & Stratton				1	1 1/25 - 2 1/2	30	N		Deck And Blade Shaft Unconditionally Guaranteed	499.95
R30H			6					1	1 1/25 - 3	30			Deck And Blade Shaft Unconditionally Guaranteed	399.95
R36H			9					5	1 1/25 - 2 1/2	36				699.95
R36H-E S		Rope Electric	9					5	1 1/25 - 2 1/2	36		Aluminum Aluminum		849.90
MARK 26 -- The Eska Co., 100 West Second St., Dubuque, Iowa														
1601	Riding	Recoil	6	Tecumseh		4	Forward, Neutral, Reverse	5	1 1/2 - 2 1/2	26		Steel		349.95
1602	Riding	Battery	6	Tecumseh		4	Forward, Neutral, Reverse	5	1 1/2 - 2 1/2	26		Steel		
MEADE -- Meade Mfg. Inc., 54 - 160 Hwy, Meade, Kansas														
620	Self Propelled	Battery Or Rope	7 1/2	Wisconsin	Elec.	4	Borg Warner Transmission	3	2 - 12	24	Y	Steel	Many Safety Features, Automotive Type Differential, 2 Wheel Drive	437.70
MOZ-ALL -- Wind King Mfg. Co., Merrill, Iowa														
*M-22-GP6	Self Propelled Rotary	Recoil	6	Briggs		4	Forward	1	2 - 3	22	Y	Aluminum	Removable Shield For Weeds, Belt Driven, Full Swivel, Single Frt Wheel	245.00
*M-22-GP4			4	Clinton Or Kohler						22				225.00
*M-20-GP4			4	Clinton Or Kohler						20				214.50
*M-20-GP3			3	Briggs						20				185.00
*J-17-GP3										17				165.00
SD-19-B-3	Rotary, Push Type									19				99.50
SD-19-G3	Rotary, Push Type									19			Direct Drive, Full Swivel, Single Front Wheel, Removable Front Shield	89.50
*Any Of These Models Available Without Self Propelled														
MURRY -- Schissel Mfg. Co., Cherokee, Iowa														
AB-20	Rotary, Push Type	Recoil	3	Briggs & Stratton		4			1 - 3 1/2	20	Y	Steel		121.50
H-20	Rotary, Push Type		3							20			Combination Weed & Lawn Mower	158.95
G-22	Rotary, Push Type		4							22			Combination Weed & Lawn Mower	188.95
P-24	Rotary, Self Propelled		5				Forward, Neutral	1		24			Combination Weed & Lawn Mower	284.95
NATIONAL -- National Mower Co., 839 Cromwell Ave., St. Paul 14, Minn.														
25" Power Mower	Reel Walk	Recoil	3	Briggs & Stratton Or Clinton		1	Forward	1	1 1/4 - 2 1/2	25	Y	No Deck	Timkin Red Bearings, Adjust Reel To Bed Knife	
30" Rider	Reel Rider	Recoil	5	Briggs & Stratton			Forward, Reverse	1	1 1/4 - 2 1/2	30			Timkin Red Bearings, Weld Steel Mower Frame	
36" Sickle Bar	Sickle Bar Walk	Recoil	3	Briggs & Stratton			Forward	1		36			Floating Cutter Unit	
84" Tridlex	Reel Rider		9 1/2	Wis			Forward, Reverse	2	1 1/4 - 2 1/2	84			Cutting And Transport Speed Weld Steel Mower Frame	
*Rope Or Electric														
PEMCO -- Power Equipment Mfg. Corp., 5912 S. W. 12th St., W. Hollywood, Fla.														
18	Rotary	Recoil	2 1/2	Briggs & Stratton		4			3	18	Y	Steel		49.50
19	Rotary	Recoil	3							19		Aluminum	Life Guarantee Base	54.50
20	Rotary	Impulse	3							20		Aluminum	Wheel Height Adjusters	59.50
22SP	Rotary Self Propelled	Impulse	3							22		Aluminum		79.50
PENNSYLVANIA -- Pennsylvania Lawn Products Inc., 1010 E. Main, Waynesboro, Va.														
4018-C	Reel	Recoil	2	Briggs & Stratton		4	Forward, Neutral	1	1 1/4 - 2	18	Y			129.95
4021-C	Reel		2							21	Y			139.95
4024-C	Reel		2 1/2							24	Y			149.95
4224-C	Riding Reel		3							24				224.95
88-1	Riding Rotary		6				Forward, Neutral, Reverse	Var.	1 1/2 - 4	30		Steel	Swing Center Power Shifting, Variable Speed Drive Gears*	399.50
88-1E	Riding Rotary	Key. Batt										Steel		489.50
88-2	Riding Reel	Recoil												399.50
88-2E	Riding Reel	Key. Batt												489.50
718-D	Push Rotary	Recoil	3							18	Y	Steel	Free Extra Blade, Blade Wrench & Free Factory Sharpening Of Blade	42.00
720-D	Push Rotary		3							20		Steel		48.00
82235-C	Self Propelled Rotary		3				Forward, Neutral	1	1 1/4 - 3	22	Y	Aluminum		149.95
721	Push Rotary		3	Tecumseh					1 1/4 - 3 1/2	21	Y	Aluminum	Safe, Forward Underback Discharge	139.95
*Gives Finger Tip Control At Steering Column Of Speed And Direction Of Travel														
PINCOR -- Pioneer Gen-E Motor Corp., 5841 W. Dickens Ave., Chicago, Ill														
P817E	Push Elec	Recoil	1 1/4	Pincor Motor	Elec				1 1/4 - 2 1/4	17	N	Diecast Aluminum	Off-on Switch Mounted On 'swing-over' Handle To Mow In Either Direction, UL Approved & Incorporating All Safety Features.	69.95
X20A	Push	Recoil	3	Pincor		4			1 1/2 - 2 1/4	20		Stamped Steel	7 x 1.50 Wheels With Life Time Tires, Head-treated Suction Lift	56.75
X20A B25			3	Briggs									Nicked-resistant Blade, Choke-a-matic Controls On Handle	61.70
X20			2 1/2	Briggs					1 1/2 - 2 1/4				Trimmed Chassis, 7 x 1.50 Wheels With Life Time Tires, Heat treated Suction Lift, Nicked-resistant Blade, Choke-a-matic Controls On Handle	57.85
X20B25													Trimmed Chasis, Fully Baffled, Finger tip Ht Adjustments, Deluxe Chrome Handle With Choke-a-matic Controls, Deluxe White Wall Tires With Hub Caps.	62.65
P920HB			3	Pincor					1 1/4 - 2 1/8				Same As Above With Impulse Starter	73.55
P920B3HB		Impulse		Briggs										78.35
P920HSB			3	Pincor					1 1/4 - 1 1/8					78.35
P920B3HSB				Briggs					2 1/8 - 2 1/2					84.25



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MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
PINCOR -- Continued														
P920HSC P920B3HSC	Push	Impulse	3	Pincor Briggs		4			1' 1/2 - 1' 7/8 2' 1/8 2' 3/8	20	N	Stamped Steel	Deluxe Chrome plated Handle With Choke-a-matic Controls. Finger tip Ht. Adjustments. Wind Tunneled Baffled Chassis. All Metal Safety Engineered Grass Catcher.	\$101.50 107.40
P820 P820B3S	↓	Impulse	↓	Pincor Briggs		↓			1 3	↓	↓	Aluminum	Deluxe Heavy-duty Chrome "bull" Handle Featuring Choke-a-matic Controls With Stand up Feature For Storing. Water washout Hole Located On Top Of Deck To Clean Under Chassis. Latest In Finger-Tip Height Adjustments With White Wall 8" Tires And Hub Caps. Perfectly Scrolled Aluminum Chassis For Instant Discharge. Spinning Baffle And Special Carry Out Blade For Grass Ejection Into Double lined Deluxe bag.	126.50 132.40
P420 P420B3 P420HSC P420B3HSC	Self Prop	Recoil	↓	Pincor Briggs		↓			1' 1/2 2' 1/4	↓	↓	Stamped Steel	Patented Spring Loaded Belt Tensioner Device Requiring No Tools To Keep Belt Adjustments. Trimmed Baffled Chassis And Belt Guard.	82.25 87.15
P208 P208B3S P5518 P5521	↓	Impulse	↓	Pincor Briggs		↓			1' 1/2 - 3	↓	↓	Stamped Steel	Features Same As P920HSC But Incorporates Patented Spring Loaded Belt Tensioning Device And Weightless Handle Due To Compound Lever Action.	117.55 123.45
P208 P208B3S P5518 P5521	Reel	Recoil	2	Pincor Briggs		↓			1' 1/2 - 3	↓	↓	Aluminum	Same As P820 But Featuring Patented Spring Loaded Belt Tensioning Device And Not Including Standup Handle. P208 Same As P820	140.50 146.40
P6418	Reel	Recoil	2	Briggs		↓			1' 1/2 2' 1/2	18 21	↓	Steel	Belt And Chain Guard For Operator's Safety. Box Frame Steel Construction With Large Differential Rollers For Ease Of Stopping And Turning Unit Without Disengaging Clutch. Fully Austempered Reel And Cutter Bar Held In Sealed Bearings. Deluxe Chrome Plated Handle With Choke-a-matic Controls.	119.50 123.45
P6418	Reel	Recoil	2	Briggs		↓			1' 1/2 3	18	↓	Steel	Double-tie Bar, Steel Construction With Positive Clutch Control Rod Heat treated Reel Held In Sealed Precision Bearings. Drop-out Cutter Bar Facilitates Sharpening.	102.00
RANGE RIDER, SWEEP CLEAN, PATHFINDER -- Root Mfg. Co. Inc., Baxter Springs, Kansas														
26VRI R26VRI	Rider	Electric	6	Tecumseh	Battery	4	Forward, Neutral, Reverse	4	1' 3'	26	N	Steel	Range Rider	459.00
24VRI R121SP	Rider	Recoil	6	Briggs & Stratton		4	Forward, Neutral, Reverse	4	1' 3'	26	N	Steel	Range Rider	389.00
R121R T118R	Self Propelled	↓	↓	↓		↓	Forward, Neutral, Reverse	4	↓	24	N	Steel	Range Rider	289.00
20HB 24HB	Push	↓	↓	↓		↓			21	21	Y	Aluminum	Sweep Clean	149.00 99.00
24SP	↓	↓	↓	↓		↓			18	18	↓	↓	Sweep Clean	89.00
	↓	↓	↓	↓		↓			20	20	↓	↓	Pathfinder	169.95
	↓	↓	↓	↓		↓			24	24	↓	↓	Pathfinder	185.00
	Self Propelled	↓	↓	↓		↓			24	24	↓	↓	Pathfinder	215.75
REO, WHEEL HORSE -- Wheel Horse Products, Inc., 515 West Ireland Rd., South Bend, Ind.														
LCS21 LCP521	Push Rotary	Impulse	3	Tecumseh		4	Forward, Neutral	2	1' 3'	21	Y	Cast Alum.		99.95
L-518 LI 521	Self Prop. Rotary	Impulse	3	↓		↓			1' 3'	21	↓	Cast Alum.	Grass Bag Included As Standard Equipment	149.95
LR 521	Push Rotary	Recoil	2	↓		↓			1' 3' 1/2	18	↓	Steel		69.95
L-155* L 105*	Push Rotary	Impulse	3 1/2	↓		↓			1' 3' 1/2	21	↓	Steel		94.95
RR 65	Self Prop. Rotary	Recoil	2 1/2	↓		↓	Forward, Neutral	1	1' 2' 1/4	21	N	↓		129.95
RE 65	Riding Rotary	Batt. Key	6	↓		↓	Forward, Neutral, Reverse	3	1' 1/2 3	32	↓	Steel		
	↓	↓	↓	↓		↓			3	1' 1/2 3	↓	↓		
	↓	↓	↓	↓		↓			2	1' 1/2 3	↓	↓	Two Blades, Rear Discharge. Steering Wheel, Geared Steering. Pneumatic Tires. Oscillating Front Axle, Bucket Seat.	284.00
	↓	Batt. Key	↓	↓		↓			2	1' 1/2 3	↓	↓	Same As Above	444.00
*Wheel Horse, All Other Models Reo														
ROTO-CHIEF -- Canada Foundries & Forgings, Ltd., Brockville, Ontario, Canada														
1105 1115	Rotary Push	Recoil	2	Tecumseh		2			1 3	19	Y	Steel	Front Side Discharge	59.95
1145 1155	↓	Recoil	3	Tecumseh		↓			↓	19	↓	↓	Front Side Discharge	69.95
1165 2175	Impulse	Impulse	↓	↓		↓			↓	19	↓	↓	Center Side Discharge Complete	89.95
4225 4235	Self Propelled	Recoil	2 1/2	↓		↓	Forward		↓	22	↓	↓	Center Side Discharge Complete	89.95
	Reel Type	Recoil	2 1/2	↓		↓	Forward		↓	18	↓	↓	Center Side Discharge Completely	124.95
	Riding Mower	Recoil	3	↓		↓	Forward, Neutral, Reverse	3	↓	24	↓	↓		134.95
	Riding Mower	Recoil	4	↓		↓	Forward, Neutral, Reverse	3	↓	24	↓	↓	Crank Type Height Adj. Floating Axle	199.95
									↓	24	↓	↓	Crank Type Height Adj. Plus Blade Floating Axle	259.95
ROTO-HOE -- Roto Hoe & Sprayer Co., Auburn Center Rd., Newbury, Ohio														
Islander	Riding Rotary	Recoil	6	Tecumseh		4	Belt And Chain	4	1' 1/2 3'	32	N	Steel	Floating Deck	** 264.00
*Recoil Impulse Electric Opt														
**F.O.B. Factory														
ROXY-LAWSHEAR -- Roxy-Bonner Inc., 2000 Pioneer Rd., Huntingdon Valley, Pa.														
MRZ1	Reel	Drag	1 3				Forward		1' 2'	21				
SCOTT ELECTRIC -- O.M. Scott & Sons, Marysville, Ohio														
471	Push Rotary	Push Button	3 4	Westinghouse		60			1' 2' 1/4	19	Y	Aluminum Alloy	Unconditional 5 Year Warranty - Parts & Labor. Blade Design Prevents Crankshaft Damage	119.95
*120 Volt AC Elec														
SENSATION -- Sensation Mower, Inc., 7577 Burlington St., Ralston, Nebr.														
CP18SE	Push	Switch On Handle	1 4		Elec	AC, DC Series			1' 2' 1/4	18	Y	Aluminum	Thermal Motor Protection. Quick On & Off Grass Catcher. Guarantee For Life Wheel & Deck Castings. Safety Swing Over Automatic	99.95
18GB 2 5	↓	Recoil	2.5	Briggs & Stratton		↓			1' 4' 2' 1/4	18	↓	↓		99.95
18GB3	↓	Recoil	3	Briggs & Stratton		↓			1' 4' 2' 1/4	18	↓	↓		104.95
20G6	↓	Recoil	3	With Valve Rotat		↓			1' 4' 2' 1/4	20	↓	↓		129.95
20G7	↓	Impulse	3	Tecumseh		↓			↓	↓	↓	↓		139.95
20G9	↓	Recoil	3 1/2	Clinton		↓			↓	↓	↓	↓		134.95
20G8	↓	Recoil	4	Briggs & Stratton		↓			↓	↓	↓	↓		144.95
223	↓	Recoil	3	↓		↓			1' 3	22	↓	↓	Crankshaft Anti-Bend Protector. Welded Long 1 Piece Safety Handle	79.95
F22SP3	Self Propelled	Impulse	3	↓		↓	Forward		1' 3	22	↓	↓	Roller Mill Tooth Drive. Welded Long One Piece Safety Handle	104.95
V72	Push	Recoil	4	↓		↓			1' 4	22	N	Marine Plywood	Heavy Duty Hand Push. Mows Grass. 10' Weeds. Trees Up To 3"	189.95
V72SP3 5	Propelled	Wind Imp	3 1/2	Tecumseh		↓	Forward		2	1' 1/2 3	22	N	3" Drum. Pneumatic Tires 10" Wheels	224.95
*Locking Hand 360 Degree Blade Enclosure **Same As CP18SE Except **Thermal Protection And Mows Wet Grass. Sealed Ball Bearing Wheels (a) 1 2 To 3 By 1/2ths Mows Wet Or Dry. Quick On Or Off Grass Catcher. 1 Sec. 360 Degree Enclosure. Bend Proof Crankshaft Protector														
SIMPLICITY -- Simplicity Mfg. Co., 336 S. Spring St., Port Washington, Wis.														
Landlord 314	Rotary	Electric	9	Briggs & Stratton	Battery	4	Forward, Reverse	3	1' 1/2 3	42	Y	Steel	Patented Free Floating Mower. Over 20 All Season Attachments	** 695.00
Riding Tractor	↓	Finger tip	↓	↓		↓	Forward, Reverse	3	↓	42	↓	↓		** 130.00
Landlord Riding Tractor 308	↓	Rope	9	↓		↓			↓	42	↓	↓	Patented Free Floating Mower. Over 20 All Season Attachments	** 315.00
Broadmoor 303	↓	Electric	6	↓	Battery	↓	Forward, Neutral, Reverse	2	↓	32	↓	↓		** 130.00
Riding Tractor Super Wonder Boy 329	↓	Recoil	6	↓		↓	Forward, Reverse		↓	32	↓	↓	Patented Free Floating Mower, All Season Attachments Available	** 525.00
Wonder Boy 329	↓	Recoil	6	↓		↓			↓	32	↓	↓		** 95.00
Special 232	↓	Recoil	6	↓		↓	Forward, Reverse		↓	32	↓	↓		(a) 368.00
Wonder Boy 400	↓	Recoil	4	↓		↓	Forward, Reverse		↓	24	↓	↓		** 88.00
234	↓	Recoil	4	↓		↓			↓	24	↓	↓		(a) 348.00
									↓	↓	↓	↓		** 88.00
									↓	↓	↓	↓		(a) 275.00
									↓	↓	↓	↓		** 55.00
*Tractor **Mower (a) Rider														
SNAPPER -- McDonough Power Equipment, Inc., Macon Hwy., McDonough, Ga.														
19G	Push Rotary	Recoil	3	Briggs & Stratton		4			1 3	19	Y	Steel		* 89.95
21G	Push Rotary	↓	↓	↓		↓			1 3	21	↓	↓		94.95
21GSP	Self Prop. Rotary	↓	↓	↓		↓	Forward	1	1 3	21	↓	↓		144.95
22HD	Push Rotary	↓	↓	↓		↓			1' 1/2 4	22	↓	↓		149.95
22AL	Push Rotary	↓	↓	↓		↓			↓	22	↓	↓		169.95
22ALP	Self Prop. Rotary	↓	↓	↓		↓	Forward	2	↓	22	↓	↓		244.95
26AL	Push Rotary	↓	↓	↓		↓			↓	26	↓	↓		199.95
26ALP	Self Prop. Rotary	↓	↓	↓		↓	Forward	2	↓	26	↓	↓		264.95
ST22	Self Prop. Rotary	↓	↓	↓		↓	Forward, Neutral, Reverse	1	1' 1/2 3'	22	N	↓		229.50
ST27	Self Prop. Rotary	↓	↓	↓		↓	Forward, Neutral, Reverse	1	1' 1/2 3'	27	↓	↓		359.50
304R	Riding Rotary	↓	↓	↓		↓	Forward, Neutral, Reverse	5	1' 1/4 4	30	↓	↓		359.50
306RD	Riding Rotary	↓	↓	↓		↓	Forward, Neutral, Reverse	5	1' 1/4 4	30	↓	↓		409.50
306W	Self Prop. Rotary	↓	↓	↓		↓	Forward, Neutral, Reverse	5	1' 1/4 4	30	↓	↓		399.50
* F.O.B. McDonough, Ga.														
SPEEDWAY -- Speedway Mfg. Co., LaGrange Park, Ill.														
SM2510	Rotary	Electric	1 2	Speedway "Thermoweld"	Elec	60	Helical	1	1' 1/4 2' 1/4	14	N	Steel 14 Gauge	Bag Available. Flip Over Handle	43.45
SM2520	Rotary	Electric	1 1/4	Speedway "Thermoweld"	Elec	60	Helical	1	1' 1/4 2' 1/4	18	Y	Steel 14 Gauge	Flip Over Handle	61.65
SM2530	Rotary	Electric	1 1/4	Speedway "Thermoweld"	Elec	60	Helical	2	1' 1/4 2' 1/4	18	Y	Steel 14 Gauge	Individual Wheel Height Adjustment, Flip Over Handle, Bag Included	81.65



1965 POWER MOWERS

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H.P.	ENGINE MAKE	BATTERY OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	LIST OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
SPRINGFIELD -- Quick Mfg. Inc., 256 Linden Ave., Springfield, Ohio														
LT425	Riding Rotary	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	2	1 1/2 - 3	25	N	Steel		\$259.95
LT525		Recoil	5	Tecumseh			Forward, Reverse	3	1 - 3 1/2	25				*379.95
LT525E		(a)	5		Bat.					25				*449.95
LT6		Recoil	6							32				**359.95
LT6E		(a)	6		Bat.					32				**429.95
*With Cutting Attachment **Without Cutting Attachment														
SUNBEAM -- Sunbeam Corp., 5400 West Roosevelt Rd., Chicago 50, Ill.														
RE1000	Rotary, Push		1 1/2	Sunbeam	Elec.				1 1/2 - 3	18		Aluminum	Stainless Steel Cutting Blades	** 94.95
RE2000			1 1/2							18			Stainless Steel Blades, Deluxe Folding Handle	109.95
RE1500			1 1/2							16			Increased Horsepower	59.95
RE2500			1 1/2							16			Increased Horsepower, Deluxe Folding Handle	74.95
E800	Reel		1 1/2							20			Safety Clutch Protects Motor, Reel	149.95
G3000	Rotary, Push	Impulse	3.0		*	4				20		Steel	Finger Tip Height Adjustment, Grass Bag Under Deck Wash	89.95
G3500	Self Propelled	Impulse	3.0							20			Finger Tip Height Adjustment, Under Deck Wash	114.95
G92	Rotary, Push	Recoil	2.5							19			Easy Throttle Control	64.95
G750B	Rotary, Push	Impulse	3.0							20			Finger Tip Height Adjustment, Under Deck Wash, Grass Bag	139.95
G850B	Rotary, Push	Impulse	3.0							20			Finger Tip Height Adjustment, Under Deck Wash, Grass Bag	99.95
G666	Reel	Recoil	2.5		*Gas				2 - 2 1/2	20		Aluminum	Spring Grip Clutch, Handle Controls Propulsion	159.95
**Full Margin Retail Price														
THOR -- Speedway Mfg. Co., LaGrange Park, Ill.														
LM 2010	Rotary	Electric	1 1/4	*	Elec.	60	Helical	1	1 1/2 - 2 1/4	14	N	Steel*	Bag Available, Flip Over Handle	38.45
LM-2020	Rotary	Electric	1 1/4	*	Elec.	60	Helical	1	1 1/2 - 2 1/4	18	Y	Steel**	Flip Over Handle	56.65
LM-2030	Rotary	Electric	1 1/4	*	Elec.	60	Helical	2	1 1/2 - 3 1/4	18	Y	Steel**	Individual Wheel Height Adjustment, Flip Over Handle, Bag Included	76.65
*Speedway, Thor "Thermoweld" **14 Gauge														
TORO -- Toro Mfg. Corp., 81111 Lyndale Ave. So., Minneapolis, Minn.														
Flymo (17000)	Rotary	Recoil	2 1/2	Tecumseh		2	Forward	1	1 1/2 - 1'	19	Y	Fiberglass	No Wheels, Floats Above Surface Of Ground, Weighs Only 30 Lbs	74.95
Whirlwind (18110)		Recoil	3	Toro		4	Stop, Run, And Choke		1 1/2 - 3	19		Steel	Wind-Tunnel Housing, Bag Attachment, "S" Blade, Anti-scap Dish	89.95
Whirlwind (18120)		Impulse					Stop, Run, And Choke			19			Wind-Tunnel Housing, Bag Attachment, "S" Blade, Anti-scap Dish	94.95
Whirlwind (19120)		Impulse					Stop, Run, And Choke			21			Wind-Tunnel Housing, Bag Attachment, "S" Blade, Anti-scap Dish	99.95
Whirlwind (20121)	Rotary Self Prop	Impulse					Stop, Run, And Choke						Wind-Tunnel Housing, Bag Attachment, "S" Blade, Anti-scap Dish	149.95
Hevi-duty	Rotary	Recoil	4				Start, Stop, Run & Choke		1 - 4 1/4				Wind-Tunnel Housing, Bag Attachment, 5 Quart Gas Tank, Adjustable Grass Shield	149.95
Whirlwind (23000)	Rotary Self Prop												Grass Shield	
Hevi-duty	Rotary Self Prop		4				Start, Stop, Run & Choke		1 - 4 1/4				Wind-Tunnel Housing, Bag Attachment, 5 Quart Gas Tank, Adjustable Grass Shield	219.95
Whirlwind (23100)													Grass Shield	
Sportlawn (10013)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1 1/2 - 1'	18			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	124.95
Sportlawn (10313)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1 1/2 - 1'	21			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	149.95
Sportlawn (10323)	Reel		2	Briggs & Stratton			Stop, Run, And Choke		1 1/2 - 2 1/4	21			3 section Maple Rollers, Split Pulley Clutch, Cast Steel Side Plates	154.95
Big Red (51060)	Riding Rotary	Impulse*	6	Toro			Forward, Neutral, Reverse	4	1 1/2 - 3	25			Wind Tunnel Housing, Optional Bag Attachment, Safety Seat, Pneumatic Tires, Folding Handle Bar	409.95
Professional (03100)	Riding Reel Triplex	Recoil*	4	Briggs & Stratton			Forward, Neutral, Reverse	1	1 1/2 - 2	58			7 inch Turning Radius, Adjustable Padded Seat, Automotive Transmission Three 5-Blade, Chain Driven Reels	479.95
Big Red (51060)	Riding Rotary	Impulse*	4	Toro			Forward, Neutral, Reverse	4	1' - 3	34			Safety Seat, Pneumatic Tires Front And Rear, Folding Handle Bar	449.95
Twin Whirlwind**	Rotary Self Prop	Recoil	3	Briggs & Stratton			Stop, Run, And Choke	1	1 1/2 - 3 1/2	28			Leaf mulcher, Traction Tread Tires, Front Wheel Drive	130.00
Whirlwind (20210)	Rotary Self Prop								1 1/2 - 3	21			Wind Tunnel Housing, Bag Attachment, "S" Blade, Front Wheel Drive	89.95
Sportlawn (10413)**	Reel								1 1/2 - 1	21			Traction Tread Tires, Formed Steel Construction	84.95
Sportlawn (10423)**	Reel								1 1/2 - 2 1/4	21			Traction Tread Tires, Formed Steel Construction	89.95
Sportlawn (10613)**	Reel								1 1/2 - 1	25			Traction Tread Tires, Formed Steel Construction	99.95
*Available With Electric Starter **Power Handle Attachments														
TURFMASTER -- Dille & McGuire Mfg. Co., N.13th & "F" Sts., Richmond, Ind.														
R525	Riding	Recoil	5	Briggs & Stratton		4	Forward, Neutral, Reverse	3	1 1/2 - 3 1/2	25	Y	Steel	Differential, All Tires Pneumatic, Brake Pivot Front Suspension	
R424			4					1	1 1/2 - 3	24	Y		Blade Clutch	
R414			4						2 1/4 - 3	24			Brake, Blade Clutch	
R314			4						2 - 2 1/4	24			Blade Clutch	
RPJ21	Rotary Self Prop		3				Work Gear, Front Wheel Dr.		1 - 3	21	N	Alum. Alloy	"Hite-a-just" Cutting Weight, Adj. One Lever Adjust All Wheels	
RH21	Rotary								1 - 3	21		Alum. Alloy	"Hite-a-just"	
AJ20									1 1/2 - 3	20		Alum. Alloy	Individual Wheel Adjustment	
SD22									1 - 3	22		Steel	Individual Wheel Adjustment, Deck Baffled Front & Rear	
SD20			2						1 - 3	20		Steel	Same As Above	
SPF22	Rotary Self Prop.		3				Rear Wheel Drive	1	2 1/4 - 3 1/4	22		Steel	Drive Mechanism Can Be Locked Out	
JB22	Rotary		2						1 - 3	22			Deck Baffled At Rear	
JB20			2 1/2						1 1/4 - 3 1/4	20			Deck Baffled At Rear	
JB8			2 1/2						1 1/2 - 2 1/2	18			Deck Baffled At Rear	
HW22			3						1 - 3	22			Highwheel 16" Bicycle Tires On Rear	
GPL21	Reel Type		2				Belt Tightener Clutch	1	1 1/2 - 2 1/4	21				
GPL18	Reel Type		2				Belt Tightener Clutch	1	1 1/2 - 2 1/4	18				
GSD18	Reel Type		2				Belt Tightener Clutch	1	1 1/2 - 1 1/2	18				
WAYNE -- Modern Comfort Inc., 2250 Dwenger Ave., Ft. Wayne, Ind.														
204D-1	Rotary	Recoil	2 1/2	Briggs & Stratton		4	Push		1 - 3	20	N	14 Gauge Steel		59.95
204D-3-1			3							20				69.95
22RD-1			2 1/2							22				69.95
22RD-3-1			3											79.95
22RD-3H-1														89.95
22AD-1		Impulse												94.50
22APD-M-1	Rotary Self Prop						Forward	1						109.95
24AD-1	Rotary						Push			24				109.95
24APD-M-1	Rotary Self Prop						Forward	1		24	Y			119.95
W-318	Reel	Recoil	2 1/2	Tecumseh			Forward	1	1 - 2 1/2	18	Y			124.95
WHIZ-MOW -- Whiz-Mow Mfg. Co., 305-315 Main St., Warsaw, Ill.														
WM-21	Rotary	Recoil	3 3/4	Briggs & Stratton Or Tecumseh		4			1 1/2 - 2 1/2	21	Y	Aluminum	A Patented Power Rider Attachment Is Available. Can Be Attached To This Unit For Only \$109.95	109.95
YARD-MAN -- Yard-Man, Incorp., 1410 West Ganson Street, Jackson, Mich.														
1040	Power Reel	Recoil	2	Briggs & Stratton		4	Forward, Neutral	1	1 1/2 - 2 1/4	18	Y	Steel	Magic Control Handle Lower To Stop, Raise To Go	119.95
1050	Power Reel		2							18		Steel		129.95
1070	Power Reel		2							18		Steel		149.95
2170	Power Rotary	Recoil	3				Push		1 1/2 - 3 1/2	20		Alum. Alloy		99.95
2180	Power Rotary		3				Push			20		Alum. Alloy		109.95
2210	Power Rotary		3				Self Propelled	1		22	Y	Alum. Alloy	Variable Speed Up To 3 1/2 MPH	149.95
250	*	Recoil	4				Forward, Neutral, Reverse	1	1 1/2 - 2 1/4	25		Steel	Accessories - Gang Mowers, Snow Plow	349.95
400	**	Recoil	4				Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	30		Steel	Lawn Spreader, Lawn Roller, Etc.	349.95
600	**	Recoil	6	Tecumseh			Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	30		Steel		379.95
*Riding Tractor W/ Reel Mower **Riding Tractor W/ Rotary Mower														
YAZOO -- Yazoo Mfg. Co., Inc., 3607 Livingston Rd., Jackson, Miss.														
V200U	Push	Recoil, Rope	3	B & S & Clinton		4			1 1/2 - 3 1/2	20	Y	Steel	H.D. Bicycle Type Wheels	121.49
V200	Push		3 1/2											139.95
V2000	Self Propelled		3 1/2				Forward, Neutral							195.65
200	Push		3											154.45
V200T	Push		3											154.45
220	Push		3 1/2							22				195.25
2200	Self Propelled		3 1/2				Forward, Neutral			22				256.95
240	Push		4 1/2							24				214.95
2400	Self Propelled		4 1/2				Forward, Neutral			24				279.95
246	Push		6							24				249.95
2600	Self Propelled		6	Wisc. & B & S			Forward, Neutral			26	Y			356.95
3200	Riding	Rope & Electric	6 1/4	Kohler	Battery		Forward, Neutral, Reverse	2	1 - 4	32			Single Rear Wheel Steering	598.00
3600			7	Kohler						36				648.00
4200			9.2	Wisc. & Clinton						42				649.50
4800			9.2	Wisc. & Clinton						48				699.50
6000			12.5	Wisconsin						60				790.60
														879.10
														855.15
														929.95
														949.10
														1096.60





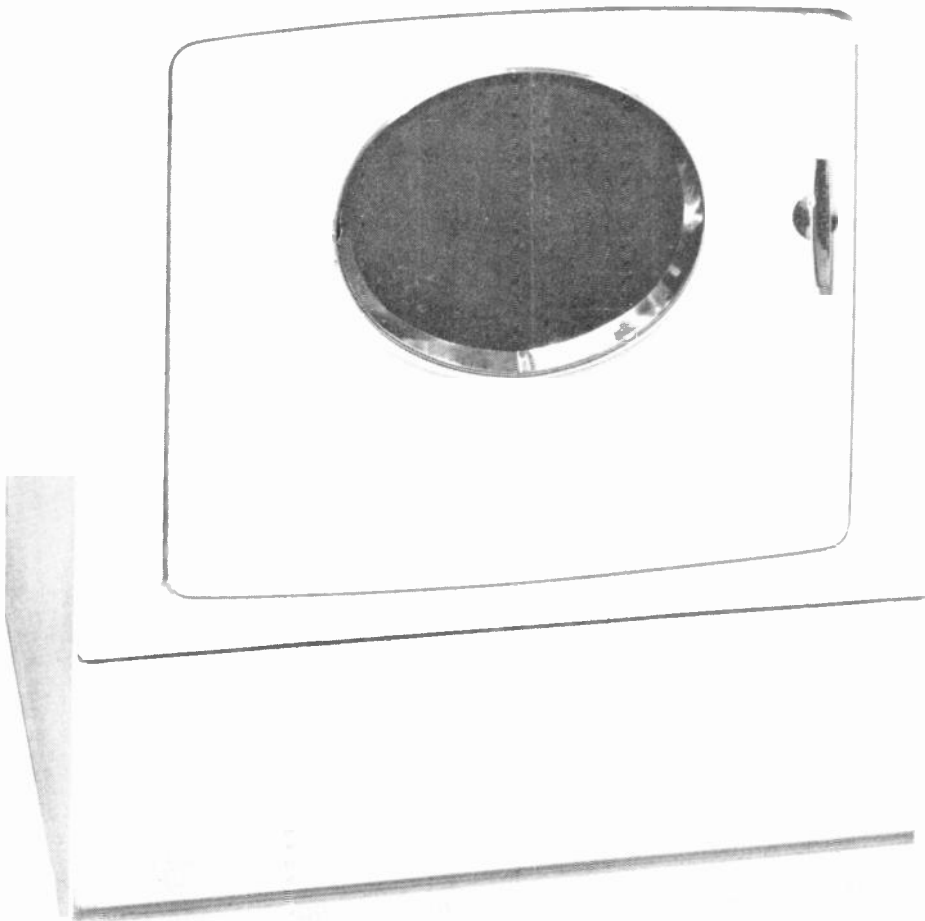
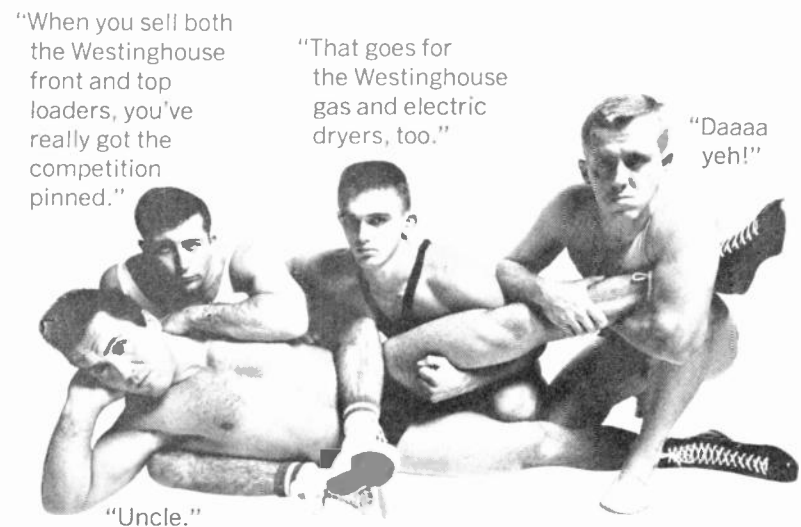
Hot spot for cool customers

TIME readers *are* cool customers. They know a lot—47% of them went to college. They have a lot—42% live in households with an income of \$10,000 or more. They buy a lot—five million TIME-reading households own automatic washing machines.

Their time is valuable. They can appreciate—and afford—dryers. Which explains why last year alone 351,000 TIME households bought separate dryers.

TIME is clearly the spot where big selectivity really pays off. Shouldn't you be in it, too?

Be the star attraction with a Westinghouse laundry franchise



“I’m a Heavy Duty Laundromat™ Automatic Washer: Model LTF 200 and I load from the front.”

"Nothing like having a double barrel sales pitch to shoot down your competitors "



"Why didn't I take Mother's advice and become a Westinghouse dealer."



"Look at that Heavy Duty 15 Washer go into action. Actually, I've never seen such a star performance—the way it can tackle 15 pounds of the toughest wash."



"That's laundry biz, C.B."



"I'm the rugged, two-fisted, work-loving Heavy Duty 15 Washer: Model LAF 200 and I load from the top."

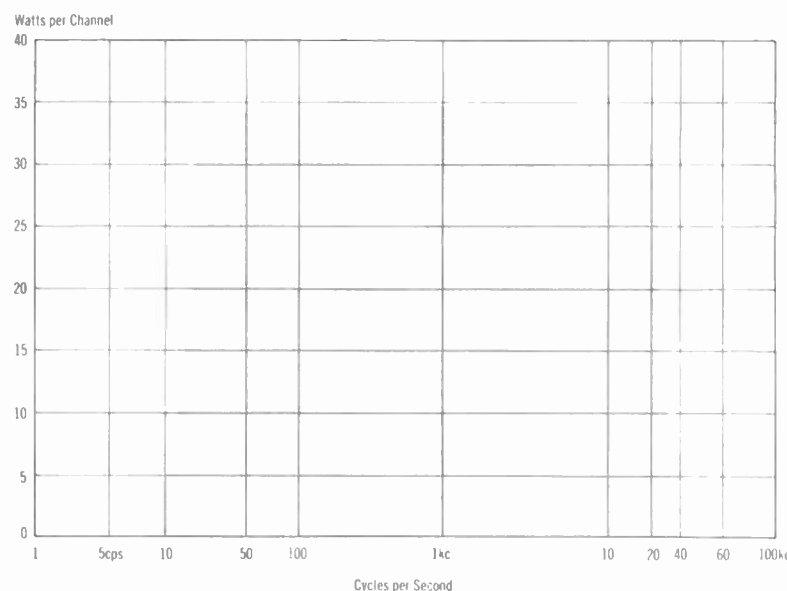
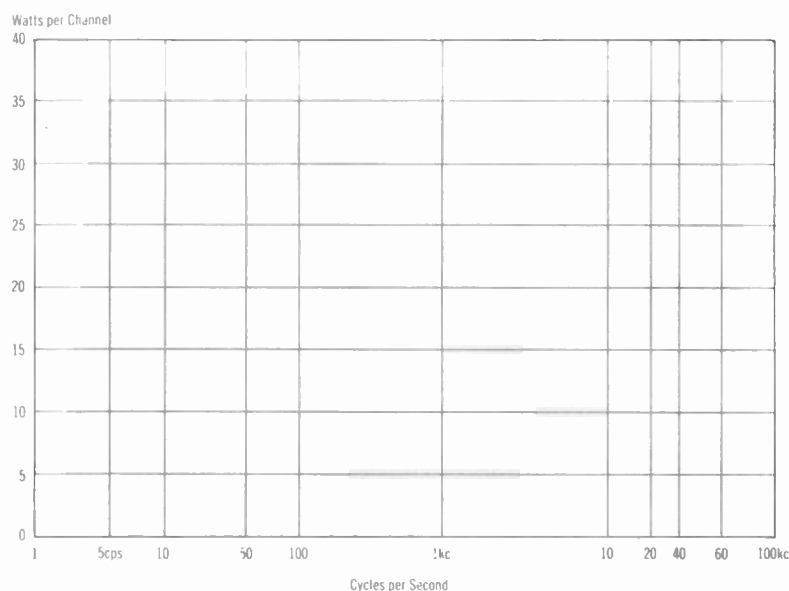


"Come on, everybody, hop aboard."

**You can be
sure
if it's Westinghouse**



The sound of hi-fi: is this... better than this?



and what does it mean to the retailer?

These two diagrams illustrate a difference of opinion which may influence sales techniques of hi-fi component and package-set salesmen. And they may indicate the beginning of a "cycle race" that could be just as confusing as the wattage battle the phonograph industry is now fighting.

Put most simply, the question is: if an amplifier which has a frequency response of 20 to 20,000 cycles per second is good, is an amplifier which has a response of 5 to 60,000 (or 0 to 100,000) better?

This is exactly the way the question is likely to be put on the sales floor, but put this way, it is unanswerable.

If, however, the importance of frequency response (cycles per second) grows as a measure of quality, you and your salesmen will either be asking or answering the question.

Here, then, is an attempt to explain clearly what is involved in the question.

How high should hi-fi go? The object of high fidelity is, after all, to recreate the sound of live music as accurately as possible. There are, however, more cycles (tone) to live music than can be reproduced with present equipment. For example, some organs produce 10-cycle tones, and the harmonics (overtones) of high notes go into hundreds of thousands of cycles. These harmonics are what give a musical instrument its characteristic timbre.

The normal range of what can be heard, is usually considered to be 20 to 20,000 cycles, but few people can hear below 40 cycles or above 16,000 cycles. This range, 40 to 16,000, is about all that the best speakers can reproduce, so that an amplifier which can produce 20 to 20,000 cycles already is better than the best speakers. Amplifiers with these capabilities are fairly common.

Hi-fi is not high enough, says one component manufacturer. "Until recently, it was considered 'high fidelity' simply to reproduce the deepest and highest tones and all those in between (20 to 20,000 cycles per second) with minimum distortion," says Walter Goodman, Harman-Kardon's marketing manager.

"Harman-Kardon engineers, with the help of the transistor, have now called forth the 'inaudible' frequencies as low as 5 cycles per sec-

ond and a high as 60,000 cps, and have demonstrated that the full impact of stereo is experienced only when these outer frequencies are brought into play."

But since you cannot hear these frequencies, why add cost to a unit by attempting to reproduce them? Harman-Kardon answers: "though these sounds can't be heard, they can be *sensed* other ways. Bell Labs, for example, is investigating the idea that the skin can be an acoustical sensing device, acting as a diaphragm." And even though most people cannot hear these frequencies, "in part, it is the absence of subsonic and ultra-sonic tones that enables us to *sense*—not hear—the difference between live music and music that has been reproduced on conventional electronic equipment."

But this may be "misleading," says Hermon H. Scott, head of H. H. Scott Inc. "Why do you want an amplifier that might reproduce frequencies you can't find on a record, frequencies that the pickup couldn't reproduce even if they were there, frequencies that can't be broadcast, frequencies that the ear can't hear?" he asks.

An amplifier is, of course, only one link in a chain that begins with the record or radio broadcast and ends with the speaker. An amplifier can only amplify the signal it receives, and since "many recording companies cut off the bottom at 50 cycles and the top around 12,000, and since FM multiplex is limited to 15,000 cycles at the top" an amplifier with a range of 20 to 20,000 cps is more than adequate, Scott feels.

As for the other end of the chain, KLH points out some of the problems with speakers. For one thing, the best speakers on the market only reproduce up to 15,000 cycles with any power. Above this, the amount of sound a speaker emits is much less than what it emits at lower frequencies. The ultrasonic frequencies are masked; they are like a violin being played beside a pneumatic drill.

There is another reason, however, for designing an amplifier with wide response. The diagram on the left, above, shows a perfectly flat line between 20 and 20,000 cps. This indicates that there is no distortion at either end of the scale.

The other chart, on the right, shows a narrower response.

One argument, however, for making an amplifier with a response of, say, 5 to 60,000 cps, (diagram at left) is that the response within the audible range is much better. It is a little bit like building a bridge to carry 60,000 tons, even though the greatest load it will ever have to carry is 20,000 tons.

On the other hand, it may be best to have a limited response, to have an amplifier with a response curve like the one on the right. With an extended range amplifier, says Scott's Victor Brociner, unwanted signals can creep in. "These are the effects of warped or off-center records, turntable rumble, acoustic feedback from speaker vibration, unwanted FM multiplex signals in the higher ranges—and these can cause real trouble in an extended-range amplifier. What these unwanted signals can produce is unwanted customer complaints. They'll have trouble operating the equipment and may hear all sorts of peculiar sounds. The Service Department can be kept hopping on complaints well within the warranty period."

Wideband response is something to sell, however, and Sylvania is another company that is talking about such response. "We have four sets at the top end of our stereo line that have a 5 to 70,000 cycle response," says Robert J. Theis, president of Sylvania Home and Commercial Electronics Corp. "We are working for a flat line between 20 and 20,000. And in order to flatten this line, you must start this considerably before 20 and go considerably beyond 20,000." These four solid-state sets, the Maestro Series, start at \$850 and end at \$1,150.

Another package set manufacturer, Magnavox, says, "We stay away from these gimmicky things. We've stayed out of the wattage race. In our equipment, some of the speakers go above the audible range, but we don't worry about this. We try to get the performance in the audible range."

But if the general public, which now seems to equate watts with quality, becomes aware of cycles, and begins equating cycles with quality, manufacturers may have to talk about, and train salesmen to explain clearly, performance out of the audible range.

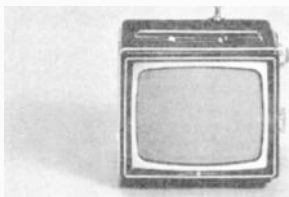
—Wallis E. Wood

EDITOR'S NOTE: We are publishing this story again (it first appeared on p34 of our 2 Nov. issue) because the colored areas in the diagrams above inadvertently were not printed in part of our press run.

12 reasons why General Electric is No. 1* in portable TV sales:

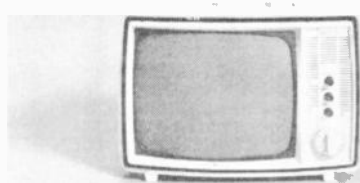
1.

New play-anywhere all-transistor TV. Plays on house current, car current, on current from its optional battery pack. Weighs just 13 pounds. Model TR805-A.



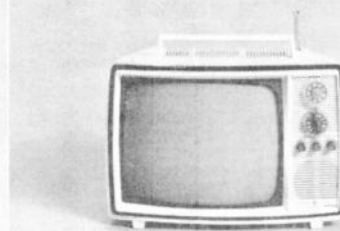
2.

The 12-lb. set that started the Personal Portable bandwagon rolling. Front-mounted controls and sound. Model 111-YSD.



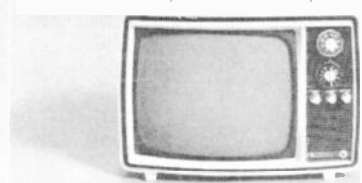
3.

New 82-channel Personal Portable. Incorporates G-E's exclusive Tandem "82" tuning system and sealed beam picture tube. Model 111-ASD.



4.

Step-up all-channel Personal Portable. Private earphone jack and earphone. Die-cast chrome carrying handle. Choice of colors. Tandem "82" tuning system. Model 113-A.



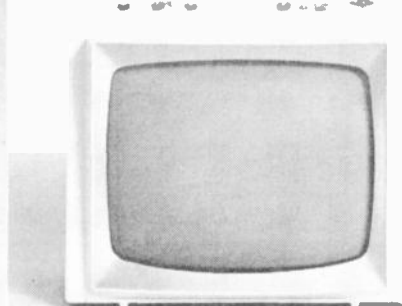
5.

16" Escort Portable. High style complete with luggage-type handle. Model 501-AVY.



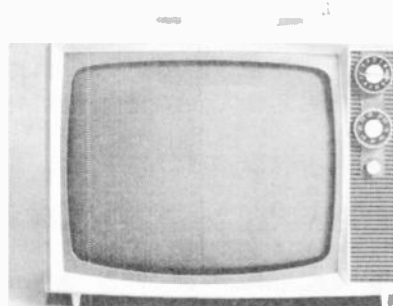
6.

19" Celebrity in a heavy-duty, lighter weight cabinet with die-cast handle. Model 205-A.



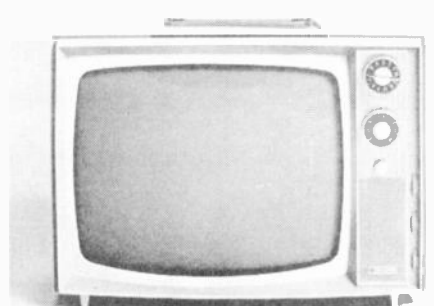
7.

Designer-style Portable TV. 19" screen. Front controls and sound. Model 401-ASD.



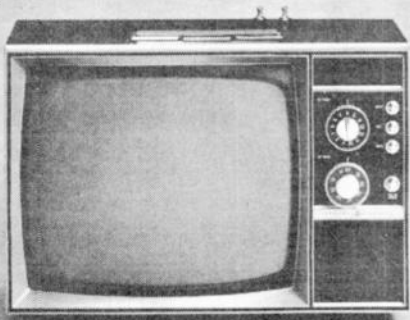
8.

Step-up 19" Designer TV with choice of colors. Retractable die-cast handle. Model 403-A.



9.

19" Custom Designer TV. Smart textured-vinyl finish. Die-cast handle. Model 411-A.



10.



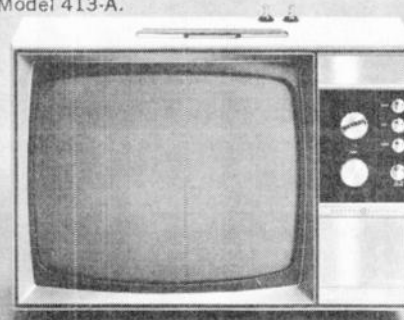
THE CIRCUIT BOARDS ARE GUARANTEED FOR LIFE!

The General Electric Company guarantees the Etched Circuit board to be free of manufacturing defects for the lifetime of the television receiver. The General Electric Company will, at its option, repair any defect, or accept claims for such repairs, provided repairs are made by one of the following: A. General Electric Distributor, B. Franchised General Electric Dealer, C. Authorized Independent Service Agency.

*Source: Audits and Surveys, Inc.

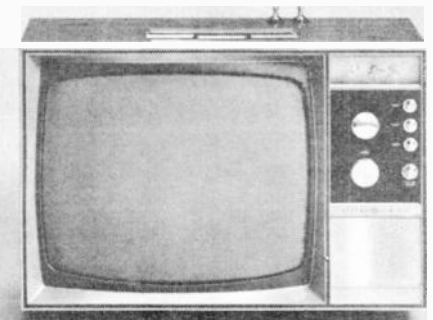
11.

19" Custom Designer with Tandem-Lite "82" tuning system. Illuminated channel indicators over both UHF and VHF knobs. Model 413-A.



12.

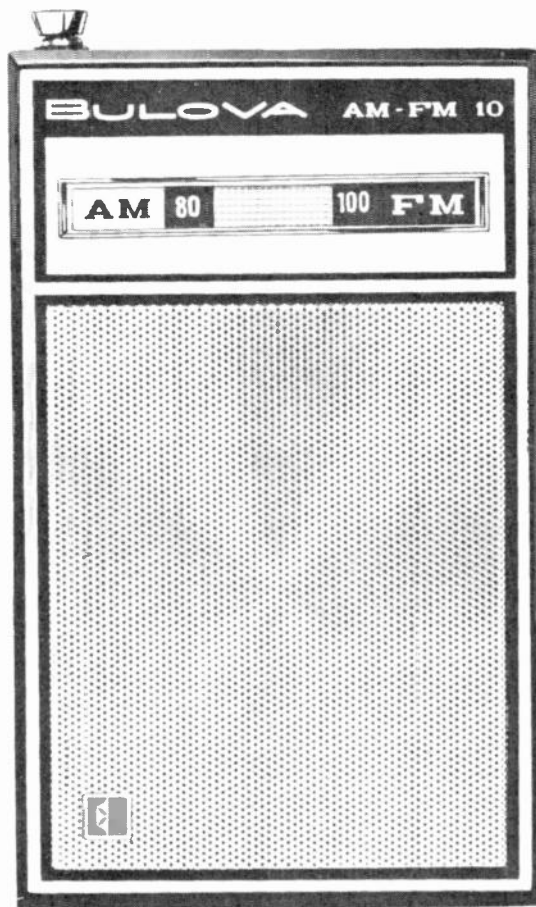
19" Custom Designer Clock/TV. Turns set on and off automatically. Synchro-lite "82" one knob tuning system. Model 415-A.



GENERAL  ELECTRIC

Another new **Radio Idea** from Bulova:

Biggest sound ever in a 10-transistor AM-FM portable this small!



New Bulova "Avante" Advanced compact design in a 10-transistor, 4-diode AM-FM portable radio. Telescopic antenna for powerful FM reception. Built-in ferrite-rod antenna brings in even distant AM stations. Big, full tone. Complete with genuine leather carrying case, earphone and battery. In handsome ebony, ivory or blue. \$39.95*

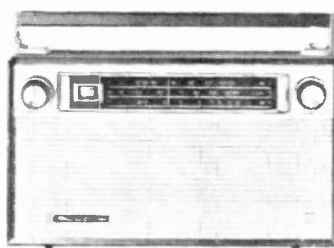
Only 3" x 5 1/8".

22 more great Bulova **Radio Ideas** and they're all fair-traded!



4 more great pocket radios

New Bulova "Epic" Superb sound in an 8-transistor, 2-diode, 1-thermistor radio. Full-size speaker. Includes top-grain leather carrying case, earphone, battery. Ebony, ivory or blue. \$19.95*



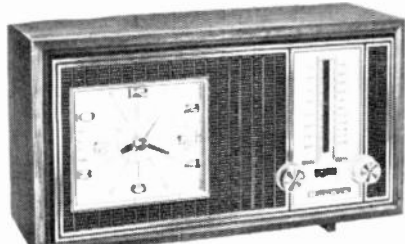
6 terrific portable radios

New Bulova "Trident" Ultimate AM-FM-SW performance in a 12-transistor, 5-diode portable. Telescopic antenna for world-wide reception. Operates on AC power or rechargeable batteries. Includes earphone, batteries. Ebony. \$69.95*



5 beautiful clock radios

New Bulova "Performer" All-transistor plug-in clock radio. Only 6 1/2 inches long. Plays instantly. Sounds big and rich. Wakes you to music or gentle buzzer. Comes in walnut tone or smart decorator color combinations. \$49.95*



New Bulova "Peerage" Automatic AM-FM clock radio. Radio turns itself on and off. Automatic Frequency Control for drift-free reception. Slide-rule tuning. Big PM speaker for velvet tone. Hand-finished walnut cabinet. \$69.95*

2 luxurious AM-FM clock radios



New Bulova all-transistor "Stereo S-915" No tubes to burn out. Plays instantly. 2 powerful speaker systems give thrilling sound. Bass, treble, balance and volume controls. Automatic 4-speed changer. Beige and brown. \$134.95*

5 handsome solid state phonographs

Take advantage of this big profit opportunity! See the complete line of 28 exciting Bulova radios and phonographs. Call your Bulova representative at LT 1-0400 in New York City, or write to the Bulova Watch Company, Inc., 630 Fifth Avenue, New York 20, New York. Also be sure to find out how the Bulova Constructive Distribution Policy protects your sales and profits as no other radio company can.

Be first with BULOVA - first in

Radio Ideas

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

Hotpoint's 1965 appliance line-up

New additions to the Hotpoint 1965 appliance line include seven refrigerator-freezers (four 14 cu. ft. top-freezer and three 15 cu. ft. bottom-freezer models); 11 ranges with Teflon coated wall panels, and American Group of design air conditioners in four series: "G", "P", "E" and "K".

A "step-shelf" to conserve storage space by providing two storage levels on one shelf is featured on top-freezer models CTA-514F, cycle-to-frost, and two no-frost models CTF-514F and CTF-814F. The three 15 cu. ft. bottom-freezer, no-frost models, CBF-115F, CBF-515F and CBF-815F feature adjustable sliding shelves that can be adjusted 1½ inches on a built-in ramp without removing the food. Other features are glide-wheels; porcelain enamel crispers; swing-out full-width crispers or twin slide-out crispers.

In freezers, wheels have been added to upright, FV-310F, 10 cu. ft. 352 lb. freezer, and the chest line has a water drain in bottom of liner.

Ease of cleaning is emphasized in the range line, with slide-out Teflon oven wall panels available in four free-standing models, RB370-F, RB390-F, RC460-F and RC390-F; five built-in ovens, RJ40,

RJ70, RJ90 and RL80. Drop-ins include two models with Teflon, REF20 and RF50.

The hi-oven Hallmark filter vent system provides smokeless closed-oven-door broiling and the filtering system behind the one-switch, infinite heat controlled, Calrod surface units also eliminate smoke and odors. Optional features on the hi-oven Hallmarks are a rota-grille rotisserie and an automatic roast minder.

Air conditioners: A new low-end, 5000 Btu, 8½ amp. model has been added to the "P" series. Features common to the new "E" and "K" series are the same dimensions, grille and "flipout filter." "E" series capacities range from 6,500 to 10,000 Btus, and consist of eight models including Quick-Mounts and one dual-voltage reverse cycle model at 10,000 Btus. "K" series has eight models, five with dual-voltage, two of which also provide separate heating cycles from 12,000 to 18,000 Btus, 230v.

All have simulated walnut trim panels. Antique white is available in one "E" and one "K" model. Builder models KB series and TB series are also available. Hotpoint, 5600 W. Taylor St., Chicago, Ill., 60644.



Hotpoint hi-oven Hallmark range

Frigidaire '65 features dishwashers and meat tenderizer ranges

Emphasis was on the 1965 dishwashers and ranges in the recently announced Frigidaire golden anniversary line (MERCHANDISING WEEK, 12Oct,p7).

Super Surge, a tri-level washing action, was featured on all front-loading dishwashers. It eliminates pre-rinsing, much dish preparation, and shoots jets of hot water throughout the tub: (1) A revolving bottom spray arm discharges water from five jet-stream openings. (2) A rotating vertical spray column blasts water at four different angles from special vents. (3) at top-of-tub the spinning blades of spray impeller direct water downward.

Included in the expanded line are five mobile models (two top-loading and three front-loading), and two undercounter models. Dishmobile, front-loading budget model, added this year, features the bottom spray, and along with the under-counter models has a reversible wash-n-drain to eliminate food strainer.

Custom Imperials have four-cycles plus "Can-

cel" pushbutton. A Dish-Minder dial on Deluxe has four cycles; and Budget Super model has single start button. Capacities have been increased to 12 and 14 table settings.

Walnut trim; spill-saver tops are featured. Turquoise, copper yellow or white are available on front-loading Deluxe and Custom Imperial Dishmobiles.

Tender-matic, a new tenderizing method of oven cooking low-priced meat cuts is featured in four of the 21 basic 1965 range models (RCDG-39J, RCI-635J, RCI-75J and RCI-645J). It automatically employs long, slow, low-temperature cooking (about eight hours or longer). After an initial cooking time at 325 degs., the oven automatically cuts back to a controlled low temperature of 155 degs. Meal Minder, the second control, keeps meat hot without overcooking.

Pull-n-clean ovens are again available on eight models, including budget-priced ranges. Other cleanability features are removable control knobs; porcelain enamel drip bowls and ovens; snap-up



Frigidaire 1965 Dishmobile dishwasher

surface units; flush doors, spatter-free broiler pan and removable storage drawers. The line includes conventional free-standing models with divided or grouped surface cooking tops; Flair models with high ovens; and the Twin 30 Flair with two ovens. Frigidaire Div., General Motors Corp., Dayton, Ohio.

RCA-Victor 25-inch color line available soon

RCA Sales Corp. has announced its model line-up of five decorator-styled series of 25-inch color sets (MERCHANDISING WEEK, 28Sept,p3), with rectangular screen and thinner styling. Styles include authentically-detailed cabinets with new versions of swing-out, slide-away doors in Early American, Oriental, Italian, French provincial, and Traditional. Prices start at \$850 for Cathay GF-751 to \$1,295 for the Warburton HF-876.

All models have 25,000v chassis; improved "automatic color purifier" to degauss or demagnetize set automatically in any location.

They will be available "soon" in limited quantities: Cathay, GF-751, oriental in antiqued Dun-

can cherry with Chinese red doors; Tarrytown, Early American, antiqued colonial maple with Celadon green trim; Palermo GF-755, Italian provincial in antiqued brushed parchment white with Florentine walnut top or antiqued Florentine walnut; Touraine French provincial console in antiqued light fruitwood, featuring deep-carved scrollwork on paneled doors; and Warburton Traditional home entertainment center in antiqued bronze mahogany or antiqued light fruitwood; sliding doors with record storage area; 120w solid state stereo system, and FM-AM-FM stereo radio. RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.

RCA-Victor Cathay GF-751



Multiply your clock sales!



MULTIPLY YOUR PROFITS TOO

Stock and display the *consumer-tested* line—Sunbeam clocks.

Every clock design is rigorously tested in consumer surveys, and if it doesn't meet or beat competitive models, we simply don't produce it. In this way we ship you only the ones that are *sure to sell*—quick as a bunny!

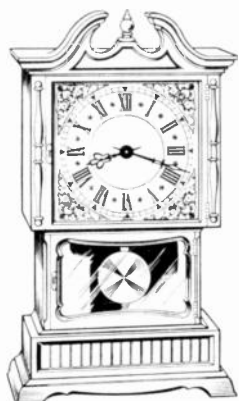
Call or write your Sunbeam representative today, and get the full story on why we say:

Stock the clocks consumers choose...



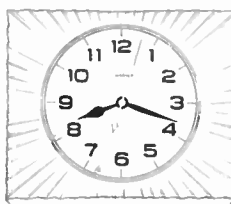
STYLE SETS THE PACE
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SETS THE STYLE!

SUNBEAM CORPORATION
Chicago, Illinois 60650

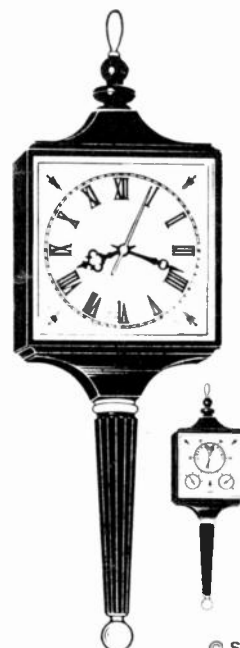


B104 VERMONT. Miniature replica of grandfather's clock design—charming pendulum actually swings! Richly detailed Fruitwood finished case. Gold-colored dial with black accents. 4 1/4" x 10 1/8" x 2 3/8" deep \$14.95*

FANFARE. Handsome sculptured case halos new, unusual crystal—gives visibility at all angles. Red sweep-second hand. 7 1/2" x 6" x 1 3/4" deep.
A102 White, turquoise or yellow..... \$5.98*
A102 Woodtone..... \$6.98*

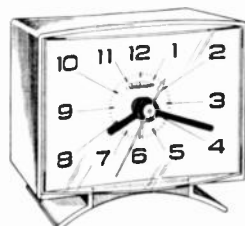


THE TOLLHOUSE. Personifies the charm of colonial living. Low-lustre black finish with satiny gold-colored trim. White dial with black roman numerals. Accurate matching weather instrument makes this an ideal gift set, too! Height 19 1/4"; Width 5 3/4"; Depth 2 1/2".
AC513 CORDLESS, BATTERY POWER...\$24.95*
A512 ELECTRIC, 115 volt..... \$14.95*
AW514 WEATHER INSTRUMENT..... \$19.95*



B016 DESIGN. New, curved crystal gives maximum visibility from all angles. Easy-to-read numerals, efficient alarm. Modern case comes in neutral color to blend with any decor. Height 3 1/4"; Width 3 3/4"; Depth 2 3/8". \$4.98*

B016X DESIGN
with lighted dial... \$6.98*



*Full Margin Retail

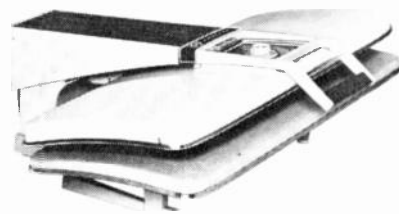
© S.C. ® SUNBEAM, T. M. VERMONT, FANFARE, THE TOLLHOUSE, DESIGN





Clarke portable cleaner

No. 400 Litevac portable cleaner with large filter capacity features a triple filter system which includes 1½ peck capacity disposable filter bag with 460 sq. in. usable filter area; removable secondary cloth filter; and a 24 sq. in. ½-inch thick safety polyurethane foam filter. Weighs 12 lbs.; has adjustable shoulder straps; 1 hp non-by-pass motor; suitable for stairs, congested furniture areas. Has a steel reinforced flexible plastic hose with strain-relieving cuffs; 50-ft. cord with an in-line switch; exhaust-air diffusers; dial adjustment converts it into a blower unit. As No. 401 it comes with detachable wheels, weighing 19 lbs. *Clarke Floor Machine Div., Studebaker Corp., 17 E. Clay Ave., Muskegon, Mich.*



Spartan Press-O-Matic ironer

Spartan Press-O-Matic flatplate ironer can be operated while sitting and requires no special training to operate. It presses shirts, linens, suits, pleated skirts, flatwork, etc. Portable, it weighs 28 lbs., can be taken on trips and stores easily. Plugs into any 110v outlet. An illustrated instruction booklet comes with unit. *The Spartan Co., First Federal Bldg., Jackson, Miss.*



Philco 1965 refrigerators

Philco introduces a 12-model line of 1965 refrigerators featuring Instant Cold and Power Saver. The line, trimmed in champagne gold and burnished bronze, has two 16-cu. ft., top freezer refrigerators.

There are five Instant Cold-Power Saver models: top freezer 16RD55 and bottom freezer 16RM54 are automatics; top freezer 16RD58 and two Supermarketer (bottom freezer) units, 16RM57 (illustrated) and 17RM58 offer No-Frost.

The nine two-door models have a quick release ice service. Each freezer is equipped with ice tray shelf, ice bucket, non-stick trays. Three single door conventionals: 9RS52 (8.6 cu. ft.), 9RS53 (8.6 deluxe) and 13RS53 (12.5). Four automatic defrost models: 12RD53 (12.1), 14RD54 (13.7), 16RD55 (16 cu. ft., Instant Cold) and 16RM54 (15.1 cu. ft., Instant Cold). No-Frost units: 12RD56 (12.1), 14RD57 (13.7), 16RD58 (16 cu. ft., Instant Cold), 16RM57 (15.3 cu. ft., Instant Cold) and 17RM58 (16.3 cu. ft., Instant Cold). *Philco Corp., Tioga & C. Streets, Philadelphia, Pennsylvania.*

In Quality It Stands Alone!

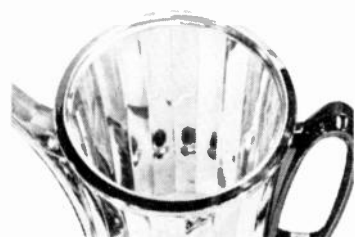


THIS YEAR'S OUTSTANDING ONE-OF-A-KIND GIFT APPLIANCE!

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PERMATEL® COFFEEMATIC
First New Coffeemaker In 20 Years
...nothing like it, no competition

5 to 12 cups
Regency — No. 4582
Fair-traded at
\$29.95



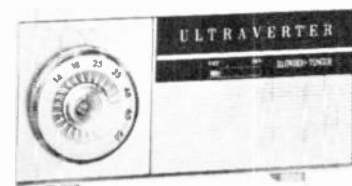
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Blonder-Tongue Ultraverter BTD-44

Blonder-Tongue UHF converter line

Completely new versions of Blonder-Tongue's UHF converter line, based on the latest advances in solid-state circuitry and tunnel diode design, are announced.

Solid state BTX-99, designed for good signal areas, \$27.95; BTX-11, a converter-amplifier which yields a three to five-fold increase in signal, \$44.50; and Ultraverter, BTD-44, the "first" tunnel diode converter, \$18.85.

BTX-99 is designed to deliver sharp, undistorted pictures on all UHF channels. Its use of solid-state circuitry qualifies it as a reliable and trouble-free unit, according to the manufacturer. Compact cabinet can be set on top of a tv set or mounted behind it.

UHF converter-amplifier, BTX-11, designed with solid-state circuitry, features precise channel tuning; pilot light; low noise tuned input; silver-plated contacts. All UHF channels can be received, even in different reception areas.

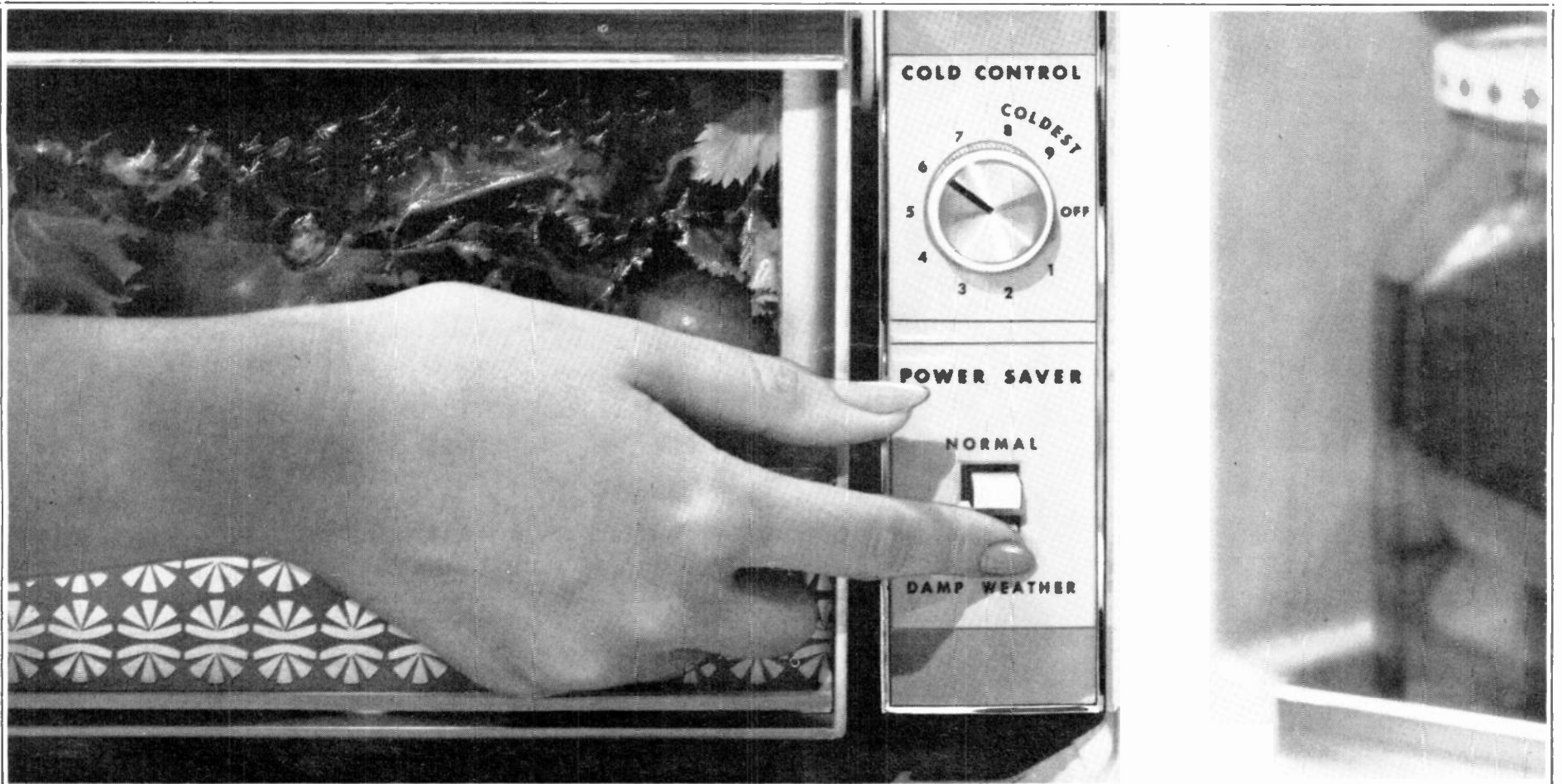
No. BTD-44 uses a tunnel diode rather than transistors. With a single flashlight battery as its power supply, it operates as a cordless unit. *Blonder-Tongue Laboratories, Inc., 9 Alling St., Newark, N. J.*

MERCHANDISING WEEK



POWER SAVER IS NEW REFRIG PROFIT-MAKER

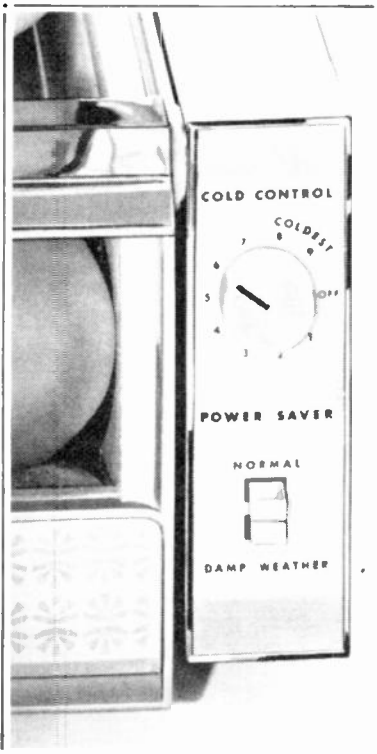
***1965 Philco Exclusive Saves Users Up to \$15.76
A Year in Electric Bills, Makes It Easier
Than Ever to Sell Up to No-Frost***



AN IMPORTANT INDUSTRY FIRST. Philco is first with the new Power Saver, a 1965 exclusive that brings new efficiency to No Frost.

—Story on next page

New Power Saver Trims Refrigerator Electric Bills



Philco's exclusive Power Saver makes it easier than ever for you to sell up to No Frost. With Power Saver, Philco No Frost refrigerators save electricity that other No Frost units waste — can actually save customers up to \$15.76 a year, based on national average rates and climate.

The Power Saver is simple to use and easy to demonstrate on the selling floor. Just the push of a button sets the refrigerator at peak efficiency for minimum consumption of electricity.

The new Philco Power Saver is the answer to questions about operating costs of No Frost. It's a Philco exclusive, and standard on every 1965 "Instant Cold" Philco.

"Instant Cold" Is Competitive Edge in Refrig Market

Philco refrigerators for 1965 keep the retailer out of the refrigerator price squeeze. They sell on performance, not price. Philco "Instant Cold" puts them in a class by themselves, because it provides far better food protection.

In side-by-side laboratory comparisons, Philco with "Instant Cold" outperformed six other comparable leading brands in the four most important tests of refrigerator performance:

1. "Instant Cold" chills food 20% faster than any other brand tested!

2. "Instant Cold" maintains cold better.

3. "Instant Cold" gives more cold in less running time.

1. "Instant Cold" recovers lost cold faster.

Make sure your customers know the exciting story of Philco "Instant Cold."

Every Philco refrigerator is NEMA certified



This is a facsimile of the NEMA seal. When the actual seal is affixed to a refrigerator it signifies that the net refrigerated volume and square feet of shelf area published are certified accurately by the National Electrical Manufacturers Association.



Loaded With Features!

Here's everything your customers are looking for in a new refrigerator. Every single 1965 Philco offers maximum convenience, maximum style, maximum appeal.

Philco Thinsulation makes possible space-making miracles like the new 16.3-cu.-ft. two-door and even a 16.7-cu.-ft. Supermarketer in just 30 inches of width. Now Philco gives you more to sell than ever in this fast-growing size category!

Inside, every bit of space is planned for efficient use. Door storage includes shelves big enough for half-gallon containers; freezer doors have handy book-shelf-type storage.

There's a brand-new Ice Bar unit that has the easiest-emptying ice trays you've ever seen. And don't forget Philco's Air Wrap Meat Keeper that keeps meats fresh days longer without freezing.

Philco refrigerators have a great new look for 1965.

Accents are champagne gold and burnished bronze, the most flattering tones for today's wood-look kitchens. And a complete variety of colors is available at no extra cost in many models. This year, Philco has the look that makes the difference.

Add all these features to "Instant Cold," Power Saver and No Frost and it's easy to see why more and more customers will be choosing a 1965 Philco.

See the Exciting New Philco Refrigerators at Your Distributor's Preview ...and Find Out How You Can Join Philco's Fun-Filled Five-Day Trip to Puerto Rico





Columbus ranges

Eight new split level and stack-on models have been added to the gas and electric Columbus Stove line. The four gas and four electric ranges are 30-inch single and double oven models which feature the See-Level upper oven with rotisserie on the automatic Custom Deluxe models. The design combines built-in look with free-standing installation in white, copper-tone or turquoise.

New is the double oven gas-electric combination (shown above) in Classic and Custom Deluxe styles. The electric upper oven operates on 110v in rotisserie and non-rotisserie models; the balance of the range (lower oven and top burners) is gas-operated. *Columbus Stove Co., 2999 Silver Dr., Columbus, O. 43224.*



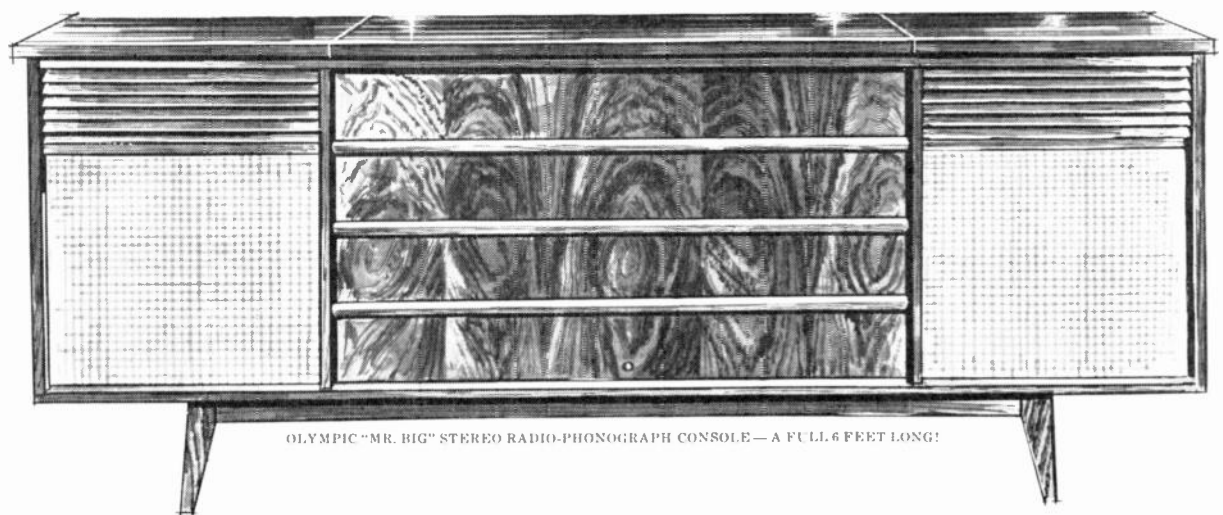
Hankcraft humidifier

With a two-tone color scheme and stream-lined blow-molded polyethylene base, Hankcraft No. 242 cool-vapor humidifier operates 8 to 10 hours on one filling.

Price, \$12.95. *Hankcraft Co., Reedsburg, Wis.*

"MR. BIG" IS THE ONE!

with the great sales action demo



OLYMPIC "MR. BIG" STEREO RADIO-PHONOGRAPH CONSOLE—A FULL 6 FEET LONG!

Meet "Mr. Big"... one of Olympic's handsome new stereo hi-fi stars... bigger in size, greater in sales values, promotable in price, and dramatic to demonstrate!

- First, stretch your arms wide... show your customers that "Mr. Big" is a full 6 feet long
 - Next, instantly switch stereo record music or stereo FM radio from the set to remote speakers... and demonstrate "stereo in two rooms at once"
 - Or, switch either radio or record music back and forth, between the set and remote speakers... to demonstrate convenient "room-to-room" entertainment!
- Use these action demos to clinch more sales. Call your Olympic distributor now!

Olympic Model S130: AM/FM Stereoplex Radio with solid-state AFC. 4-Speed Deluxe Stereo Hi-Fi Phonograph with diamond stylus, "no scratch" retractable cartridge. Olympic Multi-Sonic sound system with 8 speakers, 12" woofers. Danish Modern styling in genuine oil-rubbed Walnut veneers, or Early American in Maple-finished veneers and solids... with record storage space at both ends!

OLYMPIC'S THE ONE

with full profits for you from "Mr. Big!"

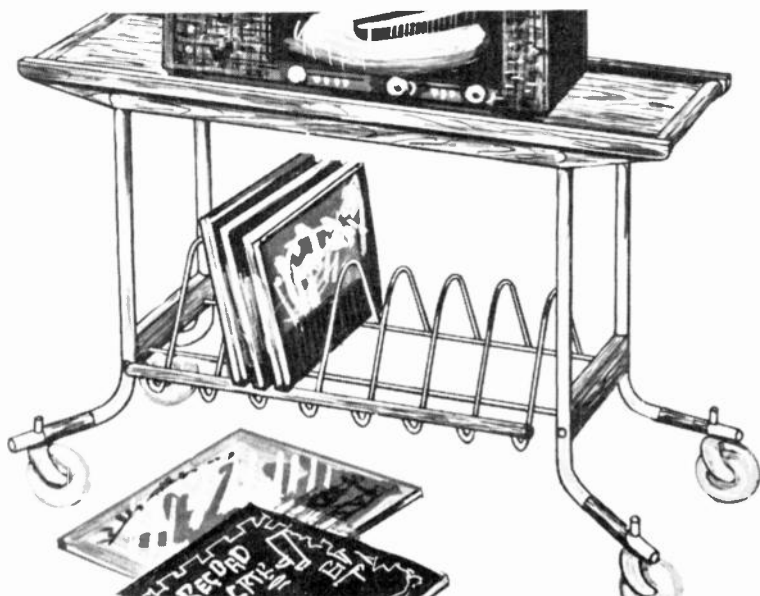
with exclusive Olympic 3-Way
quality/performance/value guarantee



Olympic



from the space age laboratories of *LEAR SIEGLER, INC.* / *OLYMPIC RADIO & TELEVISION DIVISION*
OLYMPIC BUILDING, LONG ISLAND CITY 1, N.Y.



Model PHC 132 Phono and Record Storage Cart
in Luxurious Walnut Finished Hardwoods
• Swedged Chrome Tubing • Full Panel Top 33½"
Wide and 11" Deep... \$14.95 sugg. list with
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Sensationally New...

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Order more Norcold 2 cu. ft. Compressor Compacts than you think you'll sell (and you won't be disappointed December 26th)

Every dealer who's featured the fully-warranted E-200 wishes he'd ordered more. It's got the right price, right features, right appearance. And now, for added Christmas profits, the fast moving Norcold E-200 is also available in simulated walnut wood grain, at a slight additional cost.

Can be promoted profitably as low as

\$69⁹⁵ RETAIL
(New York, Chicago, Los Angeles)

- ice cubes in 45 minutes
- same compressor operation as big refrigerators
- low, low current consumption
- in-door storage... tall bottles, too
- key door lock
- 42 lbs. light; 18" high, 20" wide, 17" deep
- 5-position thermostat

For more information and a Merry Christmas write:

NORCOLD, INC.

16200 South Maple Avenue Dept. E 6, Gardena, California • Ph. FAculity 1 9300, area code 213
Warehouses in New York, Chicago, and Los Angeles
America's largest selling line of compact refrigerators



MERCHANDISING

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Why NARDA will keep its traffic-builder plan

The National Appliance & Radio-TV Dealers Assn. (NARDA) has decided that its 18-month-old traffic builder program has been successful and that it will continue. Not only have dealers continued to order a substantial number of premiums each month, says executive vp Jules Steinberg, but total monthly volume of the traffic builders has doubled in the last year. Steinberg, in conversations with dealer-members throughout the country, has concluded that traffic definitely does increase during weeks that stores offer premiums.

Dealer interest in the plan has not flagged. The initial premium, a set of stainless steel bowls by NARDA to members at \$2.77 and moved by most dealers for \$2.99, drew a response from 430 dealers the first month. Since then, an average of 300 dealer-members a month have ordered traffic builders from NARDA, Steinberg reports.

But there have been flops, he admits. Notably, an electric space heater and a special refrigerator defrosting unit.

Some changes. As originally announced, the premiums were to include only non-electric items priced under \$5 as one-month specials. But electric hair dryers joined the premium repertory early in the program; and, while low prices on premiums are always a drawing card, the \$5 limit has not been binding. Also, the traffic builders are not offered simply on a monthly basis; the mixing bowls, for example, are still available to dealer-members today.

The range of premiums offered through NARDA has stretched from rubber welcome mats to electric carving knives. Steinberg explains that the traffic builders, which are limited to the general housewares field, are selected on a basis of quality and availability. Because competition and conditions differ for each dealer, a wide range of products is necessary.

For example, Don August of Wads-

worth & Sons in Sidney, N.Y., confirms that he orders only those items which he feels appeal to his particular customers. The traffic builders have worked very well for him as a walk-in device, he says, and the store centrally features one periodically in advertisements.

Does NARDA dictate to dealers? No, Jules Steinberg says. Resale price, use and selection of the traffic builders is left to the dealers' discretion.

NARDA insists that the traffic builder plan is purely a merchandising program and that there is no chance it might grow into a genuine cooperative buying arrangement.

The dealers' orders, channeled through NARDA to the manufacturer, are on a cash-with-order basis. Since no returns of unsold merchandise are allowed, NARDA encourages its members to order minimum quantities.

"The plan has been so successful," Steinberg says, "that several manufacturers have approached us with offers for building NARDA private-label washing machines, tv sets, or refrigerators. The answer has been an emphatic 'no'. As an organization, NARDA supports brand products.

"Also, we have had to walk a tight-rope in judging the impact our traffic builders might have on any segment of the industry," he says.

The latest traffic builder NARDA is offering is the Sunbeam electric shaver. Price to dealer-members is \$10.50 for the men's and \$6.50 for the ladies'. (Comparable dealer costs from distributor on these models would be \$11.77 and \$7.65 respectively; these particular Sunbeam models are produced primarily for promotional purposes.)

Delivery of the traffic builders is made by drop-shipment. NARDA follows up the shipments, in addition to handling the orders. "We barely break even," Steinberg says. "Our only aim is to get customers into stores so dealers can show off new features in appliances."

More Japanese tiny-tv for the United States?

Japan now has another manufacturer of consumer electronics and components—one that expects to be shipping tv sets to the U.S.

Shiba Electric Co. Ltd.—leading manufacturer of broadcasting equipment, which includes transmitters, video tape recorders, tv cameras, and tv camera tubes—has startled the Japanese electronics industry by showing its first consumer item: a 9-inch portable transistor tv set. Its first component will be a transistor UHF tuner, and the company says that these items will be followed later by tape recorders, stereo phonographs, and color tv.

Shiba expects to be producing about 5,000 transistorized tv sets a month by July, 1965. Half will be exported, half sold in Japan. The company says that exports will be

handled by its U.S. subsidiary, Shiba Corp. of America, which has offices in New York City and Los Angeles.

The company has not yet decided whether it will sell the U.S. sets under its own name or under a private brand.

Export sets will be all-channel. In Japan, VHF-only sets will have a three-transistor broadcast band radio tuner in place of the UHF tuner and will sell for about \$130. The set differs from other Japanese 9-inch transistor sets by having a front-firing speaker beside the picture tube. The company's experience in building camera tubes has enabled it to develop a 9-inch tv receiving tube with extremely sharp focus that it will manufacture itself. The set has 28 transistors, 18 diodes.

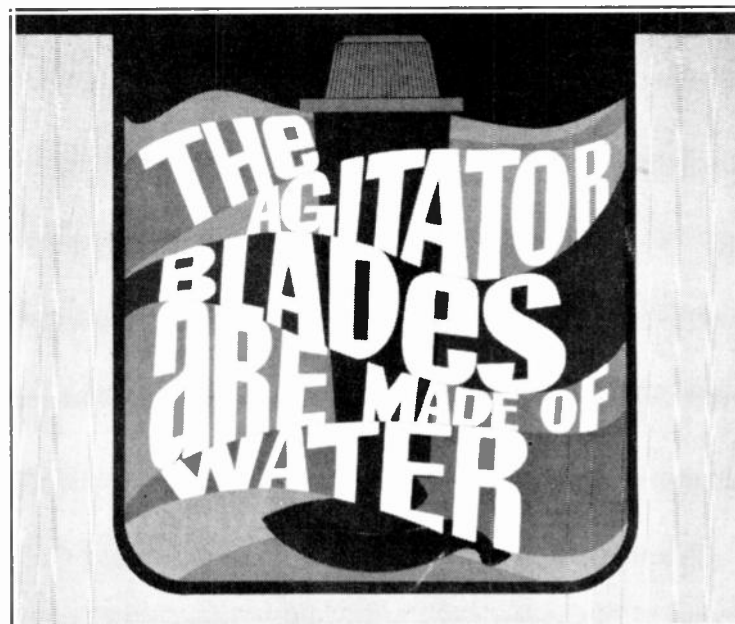
MERCHANDISING WEEK



PROFITS BACK IN WASHERS

New Philco Washer with "Blades of Water" Action Gives Retailers Opportunity to Sell on Performance. No Need to Give Away Profits in Price-Tag Competition with Run-of-Mill, Ordinary Agitator Machines.

—Story on next page



PROFIT-MAKING EXCLUSIVE! Philco's "Blades of Water" action prevents loss of sales to ordinary rigid-agitator machines competing at cut-throat prices. The 1965 Philco washer does a better washing job, for the simple reason that it washes in an entirely different way. Philco developed a new and far better way to wash — *by making the water itself do the work.* Entirely eliminating old-fashioned, rigid blades, the extra-gentle Philco washes with "blades" of water. The new Philco is years ahead of anything else on the market, any other washing machine a customer has ever seen or used.

Philco First to Wash with "Blades of Water" Action

A BETTER WAY TO WASH!

The washer with rigid blades of metal or plastic has had its day. A woman faced with a choice of almost identical washers is almost certain to buy on price — and price-tag selling is rarely profitable.

The time is ripe for a big change in washers. Philco has come through with that big change — an entirely different type of washing action that puts the new

Philco in a class by itself. The new Philco washer gives retailers an opportunity to sell on performance, not price.

Nothing like it

Entirely eliminating old-fashioned, rigid blades, the extra-gentle Philco washes with "blades" of water. A water impeller at the bottom of the tub makes 575 strokes a minute, about ten times faster than it is practical to move ordinary blade agitators. Powerful cleaning currents of water — the "blades" of the Philco action — are sent surging through the wash, getting

out the dirt without beating or tangling the clothes.

They can see the difference

Women who peer into the wide opening of the new Philco are at first surprised to see only the post that holds the lint filter and detergent and fabric-softener dispensers. But the surprise quickly gives way to buying interest when they are shown why new Philco "Blades of Water" action does a much better washing job. The cut-price tag on the ordinary machine down the street loses its appeal in the face of a better way to wash.



Far Greater Capacity

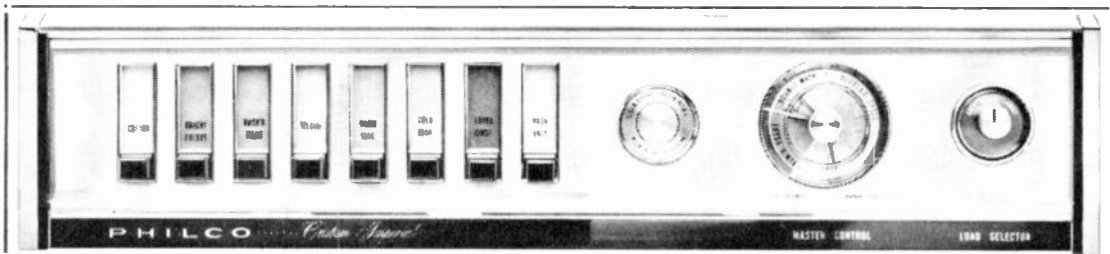
Philco "Blades of Water" action leaves more room in the tub for clothes, does a more thorough washing job on even the largest loads. Handles double the average-size load to cut washing time in half.



Fewer Parts, Fewer Troubles

The 1965 Philco washer is designed to be the most dependable washer since the automatic was born. In developing and refining new "Blades of Water" action, Philco has reduced structural and moving parts by 25%. That means that many of the most common washer problems have been engineered right out of existence.

There are no transmission gears in the new Philco washer — in fact, no transmission at all. That's one troublemaker you can forget! And forget about off-balance problems — Philco's Ball Point Balance system eliminates them. Forget about leakage problems, too — they've been double-sealed away!



Ford Design Team Creates New Look for Washers

The creators of the Mustang and the Thunderbird have applied their design talents to the 1965 Philco

washer. You can see their hand in every feature, from the extra-wide, easy-to-load Contour Top to the

distinctively colorful back-splash panel. There's never been a better-looking washer!

New Dryers, Duomatics Complete 1965 Philco Laundry Picture



Philco Duomatics are better than ever for 1965, with exciting features like Sens-A-Dry automatic moisture measure and fresh new styling. And they're only 27 inches wide!



1965 Philco dryers feature exclusive "Criss-Cross" tumbling; three-speed drying with new Reverse Tumbling to reduce bunching and Sens-A-Dry automatic moisture measure.

See the Exciting New Philco Refrigerators at Your Distributor's Preview ...and Find Out How You Can Join Philco's Fun-Filled Five-Day Trip to Puerto Rico



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
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FLOOR CARE PRODUCTS

floor polishers	September	124,046	101,442	+ 22.28
	9 Months	862,599	737,833	+ 16.91
vacuum cleaners	September	435,063	422,991	+ 2.85
	9 Months	3,286,907	3,097,753	+ 6.11

HOME LAUNDRY

dryers, clothes, elec.	September	160,100	134,443	+ 19.08
	9 Months	779,987	708,500	+ 10.09
gas	September	88,327	65,844	+ 34.15
	9 Months	418,527	355,885	+ 17.60
washers, auto. & semi-auto.	September	394,706	331,742	+ 18.98
	9 Months	2,643,991	2,464,563	+ 7.28
wringer & spinner	September	67,324	71,999	- 6.49
	9 Months	504,755	506,820	- .41

OTHER MAJOR APPLIANCES

air conditioners, room	August	117,800	55,300	+113.02
	8 Months	2,069,300	1,571,500	+ 31.68
dehumidifiers	September	5,700	5,600	+ 1.79
	9 Months	185,700	215,300	- 13.75
dishwashers, portable	September	30,900	25,300	+ 22.13
	9 Months	201,700	179,800	+ 12.18
under-counter & others	September	63,600	58,500	+ 8.72
	9 Months	509,800	419,000	+ 21.67
disposers, food waste	September	113,500	109,300	+ 3.84
	9 Months	872,200	797,700	+ 9.34
freezers, chest	September	38,100	34,900	+ 9.17
	9 Months	349,000	355,500	- 1.83
upright	September	62,800	47,500	+ 32.21
	9 Months	544,600	520,500	+ 4.63
ranges, elec., free-standing	September	98,000	90,700	+ 8.05
	9 Months	838,000	769,000	+ 8.97

OTHER MAJOR APPLIANCES continued

elec., built-in	September	73,600	75,100	- 2.00
	9 Months	607,700	599,300	+ 1.40
ranges, gas, total	September	200,700	194,200	+ 3.35
	9 Months	1,624,700**	1,544,700	+ 5.18
refrigerators	September	410,400	371,000	+ 10.62
	9 Months	3,461,700	3,101,300	+ 11.62
water heaters, elec. (storage)	September	84,700	82,700	+ 2.42
	9 Months	732,600	733,800	- .16
gas (storage)	September	220,500	194,800	+ 13.19
	9 Months	2,059,300	1,964,200	+ 4.84

**Nine-month total includes 1,098,100 free-standing ranges, 265,000 built-ins, 156,100 set-ins and 105,500 high oven models.

CONSUMER ELECTRONICS

phonos, mfrs. ship., port.-table	August	293,319	300,661	- 2.4
	8 Months	1,538,878	1,722,269	- 10.65
distributor sales	August	260,702	283,061	- 7.90
	8 Months	1,434,325	1,617,431	- 11.32
phonos, mgr. ship., console	August	140,699	125,779	+ 11.86
	8 Months	892,942	935,517	- 4.55
distributor sales	August	134,051	124,287	+ 7.8
	8 Months	894,092	848,368	+ 5.39
radio production (ex. auto)	Wk. Oct. 16	245,403	271,203	- 9.51
	41 Weeks	8,122,814	7,948,991	+ 2.19
distributor sales	August	869,500	849,274	+ 2.38
	8 Months	5,683,274	5,482,987	+ 3.65
b&w television production	Wk. Oct. 16	188,769	161,605	+ 16.81
	41 Weeks	6,156,739	5,509,117	+ 11.76
b&w distributor sales	August	562,182	549,421	+ 2.32
	8 Months	4,562,438	3,954,670	+ 15.37
color tv production	August	140,986	*	*
	8 Months	830,517	*	*

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



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

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HOUSTON: Stan Kail, W-724 Prudential Bldg., Houston 25, Tex., RI 8-1280.

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

BULLWINKLE



POWER-KING \$4.98



FM STEREO-KING \$6.95



RADAR COIL \$6.95



RECEPTION-KING \$7.95

WRITE OR WIRE TO-DAY FOR FULL DETAILS ON HOW YOU CAN BECOME A REMBRANDT DEALER.

WHAT'S Rembrandt DOING NOW?



OUT-DISTANCING ALL OTHER TV ANTENNAS IN SALES & PROFITS!

Rembrandt TV Antennas are the number ONE in the field because:

- Dealers from coast to coast rely on their quality and performance.
- Consumers buy them because they are guaranteed to out-perform all others or money back.
- There's a complete line of UHF/VHF Rembrandt Antennas for color, black & white. Styled for every customer from \$4.98 to \$9.95.
- All Rembrandt Antennas are fair-traded to insure the dealer maximum profit and shipped on guaranteed sale to insure no loss.



ALL CHANNEL TV ANTENNAS

All Channel Products Corp., Woodside, N. Y. 11377

power-backed promotions . . . utility aids and incentives to help you sell

Here are more exciting promotions (with that extra punch) that are currently being sponsored by utilities around the country. Look them over. If you see any that cover your area, get a move on and cash in on the customer incentives and dealer bonuses that await you. If your area is not included, check with your local utility, anyway. Maybe it has something up its sleeve.

Arizona—brown goods, electric housewares: Nov. 5-Dec. 31. Arizona Public Service Co., Phoenix, has a hot Christmas promo going in all its areas except Phoenix. Retailers get 40% co-op on ads and radio spots and display kits; there is a customer contest, too, with 150 pairs of weatherproof electric outdoor candles to be given away, and a grand prize of a color tv or stereo set. It costs you \$10 to participate in the shindig. Write T. Eldridge, P.O. Box 2591, APSC, Phoenix.

California/Oregon — dryers: present-Dec. 24. Cal/Ore Electrical League, Medford, Ore., has a promotion for its dealers. You pay \$15 per 10-piece-set of sheets, pillow-cases and towels for use as customer incentives and get \$10 back from Cal/Ore on each dryer you sell. Write Clarence Weaver.

Connecticut—dryers: present-Dec. 5. Connecticut Light & Power Co., Hartford-based, continues with its utility stock-value unit payment plan and gives you a 25% ad allowance. Write Charles A. Byron.

DISTRIBUTOR APPOINTMENTS

HAMILTON—Brightman & Son Inc., Springfield, for southwestern Missouri, northwestern Arkansas and two counties in Kansas.

PROGRESS—Four new factory reps: M. S. Roberts of Federal Way, Wash., for Oregon, Washington, Utah, Montana, Idaho and Alaska; Harold G. Courtney of Tulsa, Okla., for Oklahoma, southern Kansas, western Arkansas, Joplin and Springfield, Mo.; George Langevin of San Mateo, Calif., for northern California and Reno, Nev.; Tom Doyle of Shawnee Mission, Kan., for Kansas City, Sedalia, St. Joseph and Chillicothe, Mo., Council Bluffs, Sioux City, Iowa, Sioux Falls, S.D., and Kansas and Nebraska.

OLYMPIC—Solinger Distributing Co., Providence, for Rhode Island, parts of Massachusetts and Connecticut.

ABC—Lofgren Distributing Co., Moline, for northwestern Illinois and eastern Iowa; Straus-Bodenheimer, Houston, for eastern and southeastern Texas.

BLACKSTONE—Johnson Electric Supply Co., Cincinnati, for Cincinnati, 50 miles north, and 100 miles east, west and south.

Florida—dryers: to Nov. 30. Florida Power Corp., St. Petersburg, has an \$11.50 umbrella for each customer who buys an electric dryer; your salesmen get a \$1.00 bonus for each dryer they sell. Contact your local rep.

Maryland—dishwashers: Nov. 2-Dec. 31. Baltimore Gas & Electric Co. has a batch of dealer bonuses, ample co-op support and an electric blanket premium for customers who buy an electric dishwasher. Check with B. D. Quirk.

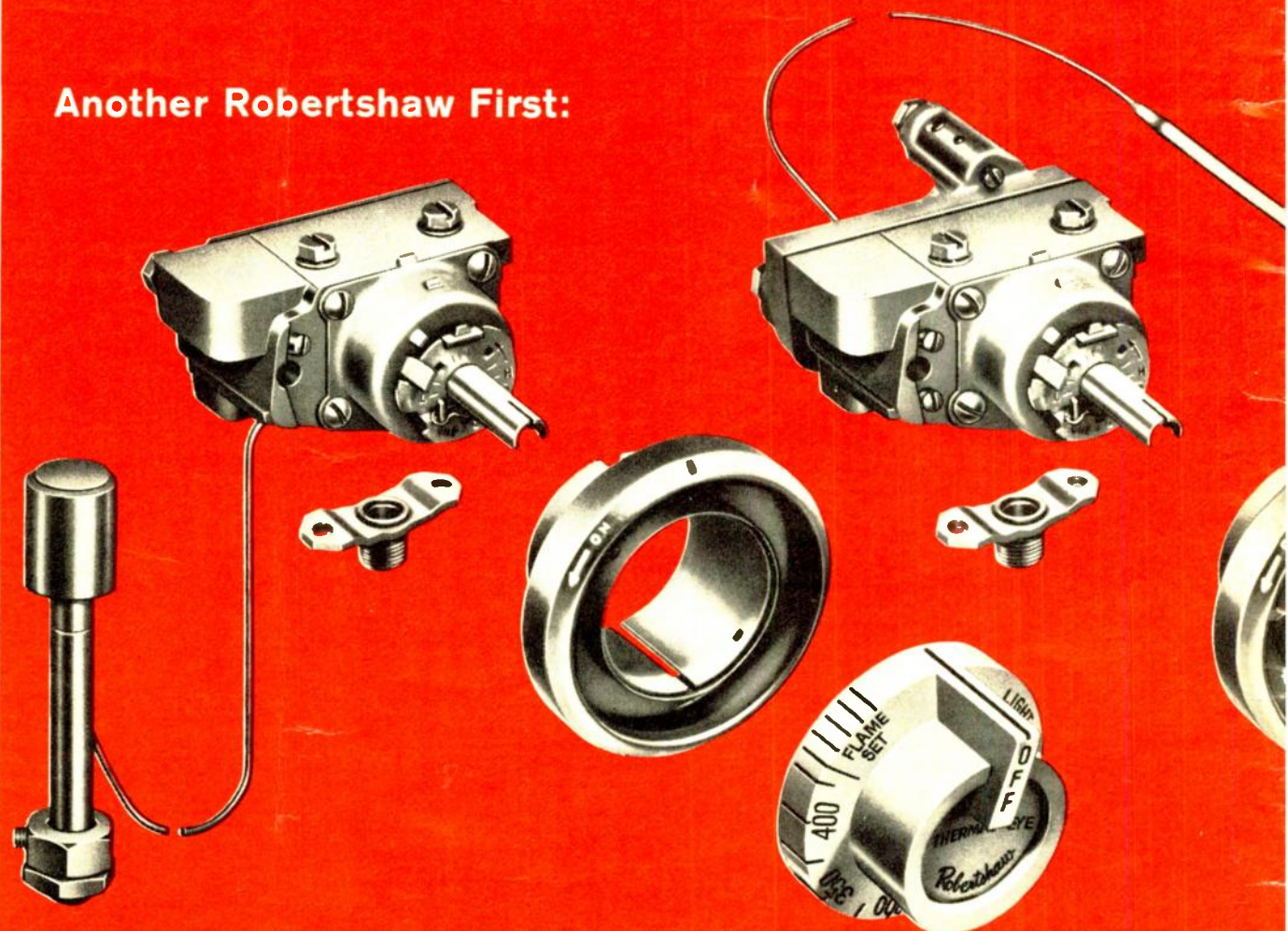
Mississippi—dryers, water heaters: to Nov. 30. Mississippi Power & Light Co. has a cash bonus of \$5 to salesmen for each sale. Contact Woody Collins or your local sales office.

New Jersey—dryers: to Nov. 28. Jersey Central Power & Light Co. and New Jersey Power & Light Co., Morristown, are giving away 25% and 35% co-op funds on electric dryer advertising. In addition, dealers can get up to a \$10 bonus on each sale of electric dryers. Customers are lured by an offer of a free electric

blanket, for which the dealer puts out a mere fiver. Check with your local rep.

Pennsylvania—dryers: to Nov. 15. Pennsylvania Electric Co., Johnstown, has a hot campaign you can still get in on. A powerful customer incentive-to-buy is the utility's offer of 3,000 free Green Stamps; your salesmen get a bonus of \$4 on each electric dryer sale that replaces a competitive fuel dryer; \$2 on each replacement dryer. Write Ken S. Paulson.

Another Robertshaw First:



UT "FLAME SET" top burner control has been refined to feature greater simplicity. A new optional feature is automatic adjustment for two flame settings, half and full, eliminating the need for visual adjustment.

The New Universal Family Series

Simpler to Use
Greater Reliability
Functional Convenience

VMA 4002

MERCHANDISING WEEK

“Let the seller beware”

... SAYS MERCHANDISING WEEK'S DEALER SALESMAN

Recent events suggest that the appliance retailer is in danger of being gobbled up by a horde of predatory shoppers. In a 360 degree reversal of the old saw, dealers are complaining to the Better Business Bureau that increasing numbers of customers are playing them for suckers.

For instance, one repair firm on Long Island indignantly told the BBB that the consumer is looking to take every advantage he can of the dealer.

And that isn't the half of it.

It's getting so that we are even afraid to trust an old customer. This is all the result of a little incident that happened a few weeks ago.

It is a busy Saturday and an old customer who has bought umpteen items walks in. She says she is going away on vacation and would like to take an 11-inch portable with her. It comes to \$89.95, so she writes out a check and takes the set with her.

Monday, the postman arrives with the following letter from her:

"Dear Sirs: I was on the bus jotted down on the enclosed envelope and hurriedly got off at the railroad station to catch the 3:49 p.m. train to Sunny Glen (you have to get off in a hurry as doors close so quickly) and I discovered I had left the box with the tv on the bus.

"I took down the bus number and told a dispatcher. He said the only thing to do was to call Lost and Found. I called my sister from the station and asked her to do this for me. I'm so upset. I missed my

train and took the wrong one which did not stop at Sunny Glen. I'm so aggravated over it as I liked that set very much. Could you please send me a tv like the one I lost?

Sincerely,
Mrs. N. G.

"P. S. I am sure the manufacturer will replace it free of charge as my daughter lost a watch worth \$15.00 and the jewelry store said the company would make it good."

A day or so later, her check bounced—payment stopped. We phoned Mrs. N. G.'s sister about it and wrote Mrs. N. G. pointing out that she lost the set while in her ownership and that the obligation to pay for it was, naturally, hers.

When we did not hear from Mrs. N. G. for a week, we wrote her again. In return we received the following missive:

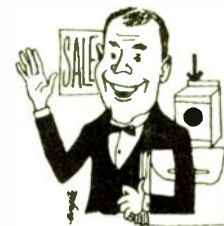
"Gentlemen: I am reporting you to the Chamber of Commerce for your unethical business practices to be so rotten over an \$89.95 television which I lost and you wouldn't even try to locate or replace it free of charge. I also wrote to the Better Business Bureau about you and to the manufacturer to let them know that you will not stand behind the merchandise you sell.

"I know my rights. You are not going to get away with making trouble in my family which you did over a miserable \$89.95 television. I will never make another purchase in your store.

"And now you can sue me for the money. You'll never get it and I've reported your rotten business practices.

Mrs. N. G."

I guess you know the rest. Nobody sued the poor unfortunate customer for the 90 bucks she did us out of. Protect the consumer? Anyone for tennis?



ABOUT THE AUTHOR—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of tv, appliances 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.

DISTRIBUTOR APPOINTMENTS

MOTOROLA—Arizona major appliance distributors, Phoenix, for Arizona and Clark, Nye and Esmeralda counties in Nevada.

SYMPHONIC—W. R. Light Co. for New York City, Westchester, Long Island.

UN oven control for non-automatic ranges cooks food perfectly every time . . . safer, easier to use . . . and gas cooking costs less to operate.

UA automatic oven control system features continuous flame "smokeless" broiling while retaining full "on and off" operation for baking and other oven cooking. No control field adjustments necessary at time of range installation.

of Top Burner and Oven Controls

Simplified operation, greater reliability, functional convenience . . . these are only a few of the many consumer benefits inherent in Robertshaw's new "Family Series" of controls. With its new Universal Controls (UC) system, Robertshaw presents gas range manufacturers with a new concept in gas range controls. The "Family Series" consists of three basic control systems: (1) the automatic top burner "FLAME SET" series (UT), (2) the non-automatic oven control series (UN) and (3) the automatic oven control series (UA). All provide important advantages in extra cooking convenience. Only gas controls can give so many big features.

Robertshaw
NEW STANTON DIVISION
YOUNGWOOD, PENNSYLVANIA
The name that MEANS temperature control

AVAILABLE WITH PLUG-IN
AND STANDARD WIRE
CONNECTIONS

EASY TO
INSTALL

FUSED CERAMIC SEAL
KEEPS GREASE
AND DIRT OUT

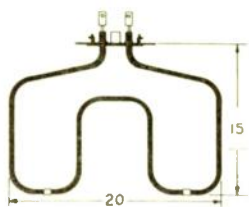
FAST HEAT-UP
FOR BEST BAKING
AND BROILING



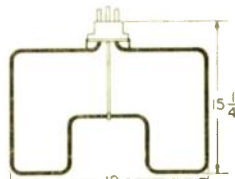
Full-Range *Calrod*[®] oven elements...

**now a new complete line
that fits virtually all ranges**

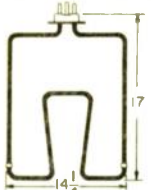
FITS
VIRTUALLY
ANY RANGE



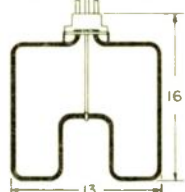
WB44X126 (Bake)



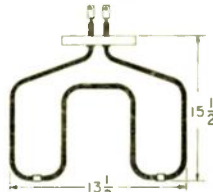
WB44X133 (Bake)



WB44X142 (Bake)



WB44X154 (Bake)



WB44X155 (Bake)

Build replacement parts profits with General Electric's new complete line of Calrod oven elements. This new line, consisting of seven bake and three broil elements, complements G.E.'s Full-Range surface units and allows you to service virtually all ranges from minimum stock.

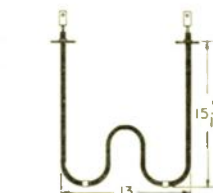
Increase customer confidence when you use reliable, high performance G-E elements. Your homemaker/customer will be pleased with the bake element's fast heatup and smooth even heat flow. She'll get better broiling results with the broil element's reliable high temperature operation.

Cut callbacks to an absolute minimum. Calrod surface units and oven elements have achieved an enviable record of dependability since their introduction more than 35 years ago.

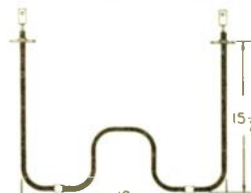
Guarantee your customers' satisfaction with the famous General Electric Renewal Parts warranty backing the new oven element line. This warranty permits exchange for a new part (labor extra) should the element prove defective in material or workmanship within one year.

Order your supply now from your General Electric parts distributor, or write General Electric Company, New Concord, Ohio and ask for catalog 30-3062B.

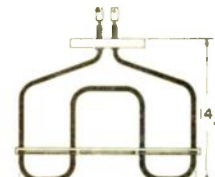
830-31



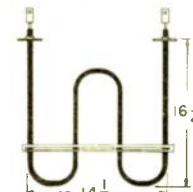
WB44X157 (Bake)



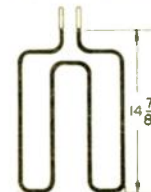
WB44X158 (Bake)



WB44X156 (Broil)



WB44X159 (Broil)



WB45X56 (Broil)

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