

# MERCHANDISING WEEK

★ EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 96 NO. 48/NOVEMBER 30, 1964

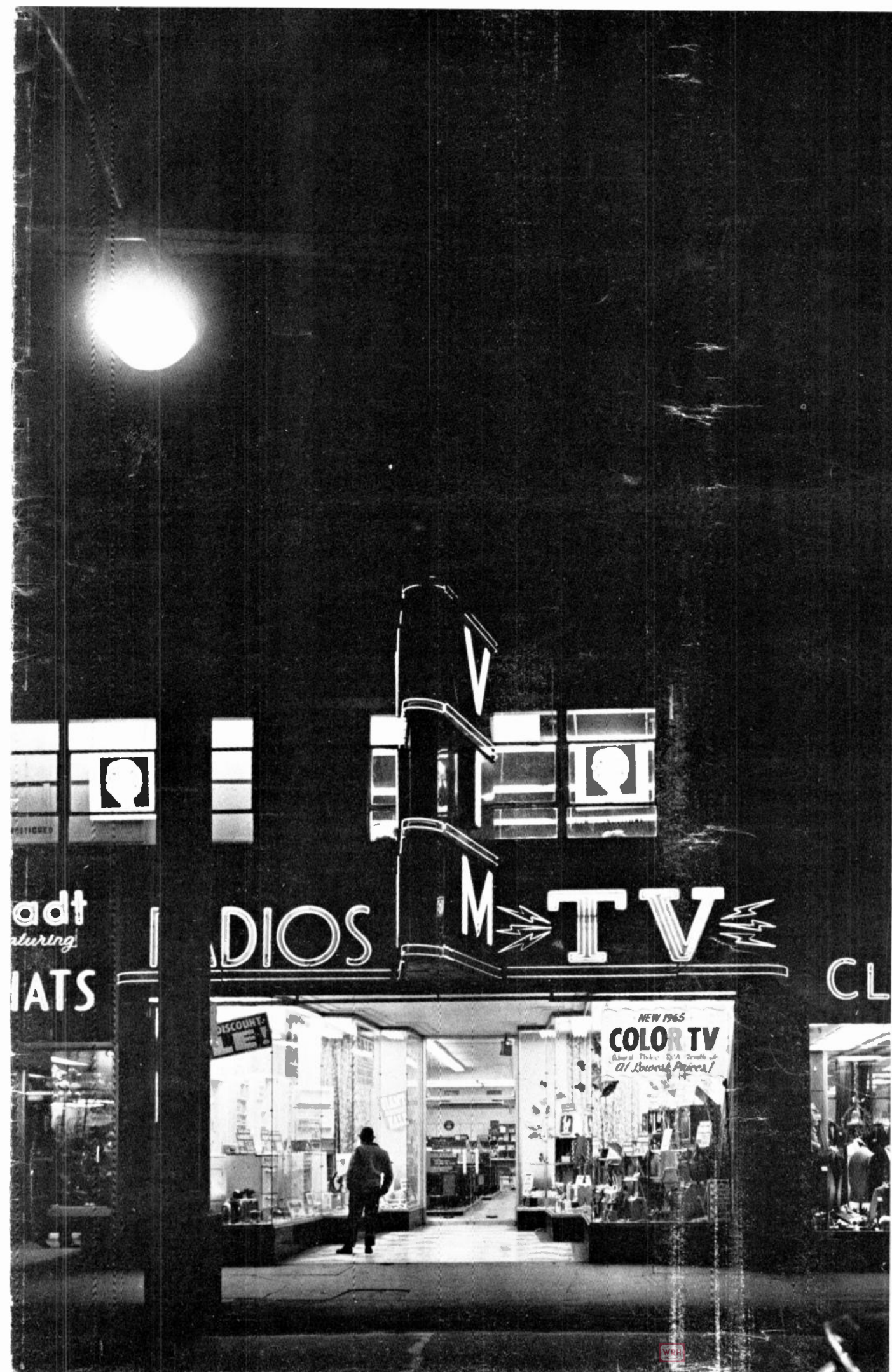
## ON THE INSIDE □

◀ □ □ □ **Staying open late** is a fact of life for many retailers across the country. Do they find the long hours and extra costs are worth it? Here is what they are saying.....p.15  
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Housewares news begins.....p.25  
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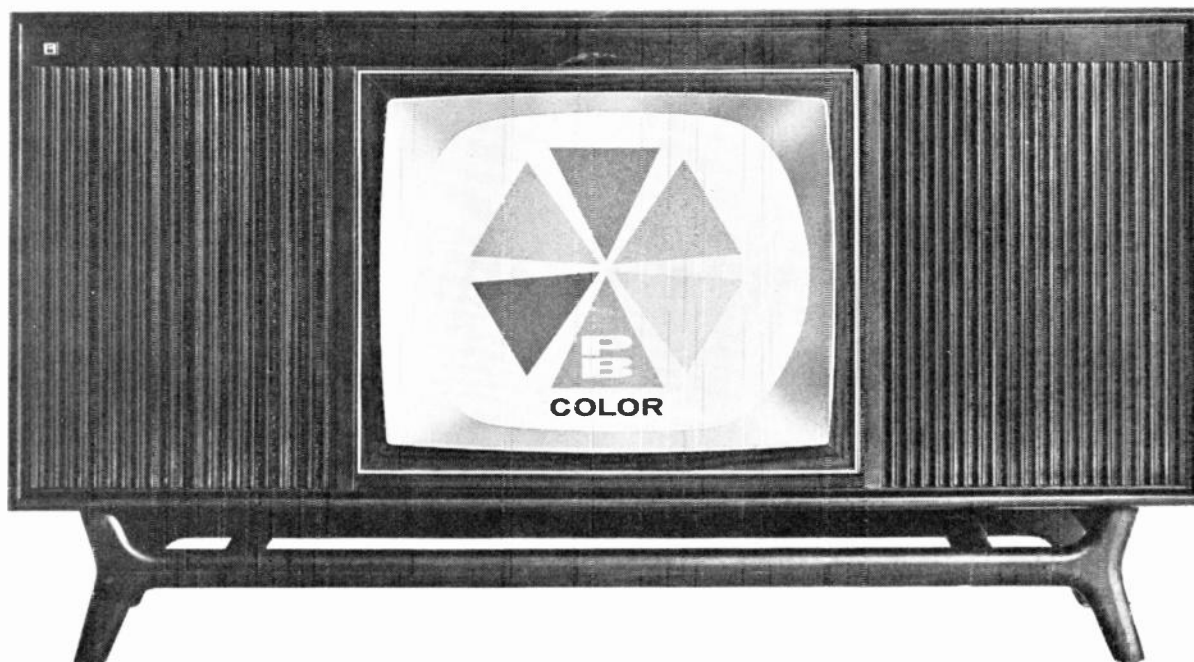
## AT PRESSTIME □

□ □ □ □ **Tighter restrictions** on ad allowances could be the result of the Sunbeam case now before the Federal Trade Commission. The case, which has dragged on for more than five years, might have been over in favor of Sunbeam if the FTC staff had not appealed the decision of a hearing examiner to the full commission last year. As a result of the appeal, the case was brought in front of the FTC last week.

The main thrust of the staff's argument to the commission is that supplying p-o-p material to small dealers is not equal to reimbursing larger dealers for media advertisements that are designed to bring customers to the store. While Sunbeam helped smaller dealers by providing printed matter for direct mailing, it did not provide the major cost: postage. In oral debate, the five commissioners appeared most interested in Sunbeam's policy that only those dealers who bought over \$750 in one order could be reimbursed for media advertising. Sunbeam countered by arguing that the \$750 represented the minimum purchase that would justify a newspaper ad. It pointed out that no dealer had complained that he wanted to engage in co-op advertising but  
*continued on p.3*



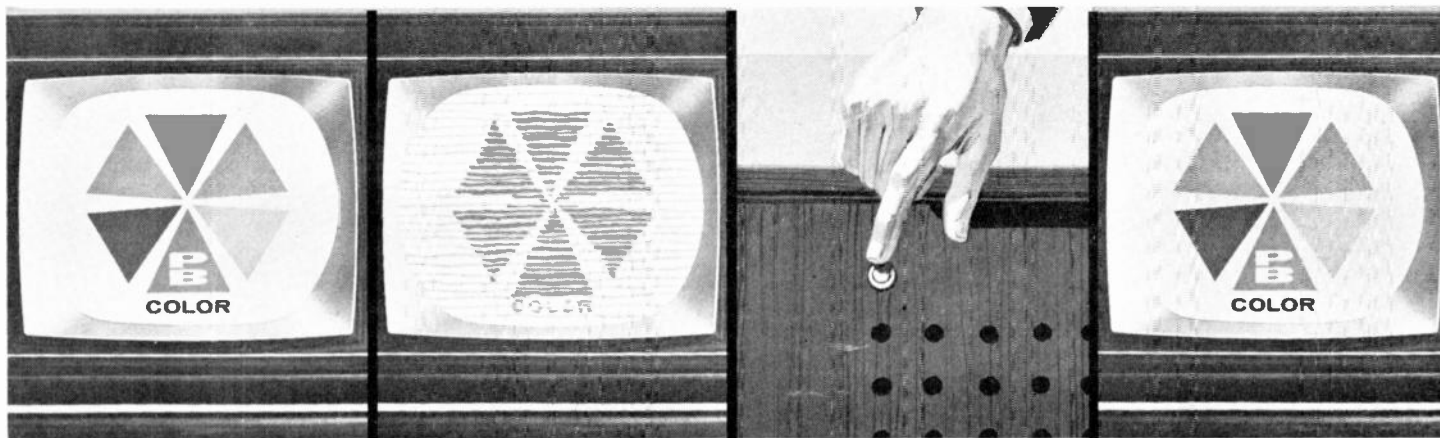




How can you tell it's a Packard Bell ?

## Exclusive Instant Color Purity\*

AND HERE'S HOW YOU DEMONSTRATE IT!



1. Turn on Packard Bell color TV — brightest, best-defined, most stable picture you ever saw — even in fringe areas.

2. Like all color TV, when a magnetic field disturbs the picture, color and black-and-white may become impure.

3. But unlike all other color TV, with Packard Bell you can restore color purity **instantly** by pushing the I.C.P. button — **while the set stays on!**

4. Now you again receive the world's finest color and black-and-white picture — and you haven't lost a moment's viewing pleasure.

5. **Become a Packard Bell dealer.** Some exclusive profit-protected area franchises in the East, Midwest and South are still open. See coupon.

W. T. Powell, Eastern Sales Mgr.  
Packard Bell Sales Corporation  
8745 West Third Street  
Los Angeles 48, Calif.  
Phone 273-8660.

Please send me more information on your dealer franchise and the complete Packard Bell line.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Name of Store \_\_\_\_\_

Telephone \_\_\_\_\_

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# The NEWEST Marvel Trendsetter

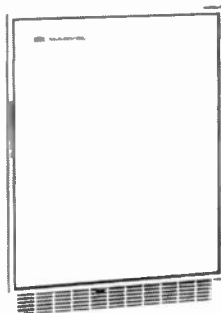
A trendsetter in design. A trendsetter in stimulating sales. The NEW MARVEL 6.7 CU. FT. COMPACT REFRIGERATOR. Consider the functional dimensions. 21 $\frac{1}{4}$ " deep by 23 $\frac{3}{8}$ " wide by 34 $\frac{1}{2}$ " high. 27-pound frozen food compartment. The new 6.7 unit fits where you or your customer would like it. Under-the-counter. As a portable set-in. Or as an eye level reach-in. Perfect for a family room . . . rec room . . . or den. Design the Marvel 6.7 into your new home plans. Small on space. Big on closing the sale.

Like more information on the new Marvel 6.7 trendsetter? Just drop a note to Marvel Industries, Sturgis, Michigan.

*Also comes with a glass-covered vegetable crisper. Matching 6.7 cu. ft. freezers soon available.*

## NEW 6.7 CU. FT. COMPACT REFRIGERATOR

Model MR 1110



**MARVEL INDUSTRIES, INC.**  
STURGIS, MICHIGAN • BRANCH PLANT: FRANKLIN, KENTUCKY

## WASHINGTON

□□□□ **Tariff-cutting negotiations** are off to a surprisingly promising start in Geneva, considering the two years of bickering that led up to them.

U.S. makers of tv sets and radios now calculate that they have only one-third the tariff protection that Europe and Japan give. Consequently, the U.S. makers are pressing U.S. negotiators to seek cuts in foreign duties on tv and radio sets.

The hard bargaining that begins in January, and will probably continue throughout 1965, will tell the story. The negotiations could end in failure, with no tariff changes resulting; the Electronic Industries Assn. (EIA) could get pretty much what it wants, or there could be cuts in appliance tariffs that would swell imports from Europe and Japan.

The industry's liaison with the Geneva negotiators will be Eugene L. Stewart, a Washington attorney who specializes in trade matters. He has been retained by EIA to supply U.S. negotiators with marketing data they will require in the secret bargaining sessions.

□□□□ **Small Business Administration officials** will press Congress for early approval of more funds so that they can lift a temporary ceiling of \$15,000 on loans to business. Heavy demands on resources from disaster aid—for flood, hurricane and Alaska earthquake relief—led to the \$15,000 ceiling, as well as a \$50,000 ceiling on loans in which banks participate.

□□□□ **A federal fair-trade law** will get little push in Congress next year, compared with the strenuous efforts made in the last four to get through the quality-stabilization bill. Quality stabilization's biggest booster, Senator Hubert H. Humphrey, won't be free to support fair-trade as vice president in an administration that opposes it.

Instead, Washington lobbyists now hope to convince state legislators to adopt legislation patterned after Ohio's fair-trade law. This law is along the lines of quality stabilization, and it was upheld last summer by the Ohio Supreme Court.

Humphrey, meanwhile, is already learning the difficult task of taking a back seat—a necessity for every vice president. Humphrey will have to mute his vigorous public advocacy of such things as small business interests, and solutions to urban problems—at least for the time being. But his closeness to Johnson will make him an important conduit for ideas to the White House.

□□□□ **Outward signs of activity** at the Federal Trade Commission are at low ebb. Chairman Paul Rand Dixon and other top officials say the hiatus is more apparent than real. They say that many complaints are being settled privately, by negotiation, and do not get on the public record. Two recent actions are:

(1) the commission charges that Federated Nationwide Wholesalers Service, of Oceanside, N.Y., created the false impression that it sold at wholesale, through its name and advertising copy.

(2) a commission examiner ruled that it was deceptive for ADF Warehouse, Inc., of College Park, Md., to describe furniture that was not manufactured in Denmark as "Danish" and "Danish modern." The commission has taken no stand on Danish pastry.

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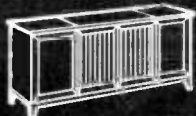
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CERTIFIED HARDWOOD



CORDLESS STEREO



COMPONENT TAPE DECK



COMPONENT SPEAKERS



RECORD CHANGERS



V-M 'tape-o-matic' model 741

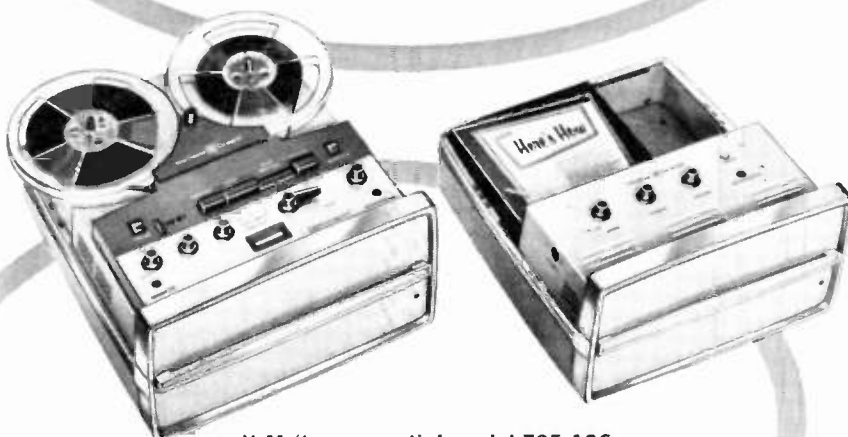
full stereo — separate speakers — great fidelity — also used as portable tape deck or P.A. — 'ADD-A-TRACK' — unprecedented tape recorder versatility and value at \$299.95! (The model 1471 tape deck

performs all the functions of the model 741 tape recorder — has simple, plug-in connections for use with V-M component systems — provides a deluxe tape deck at only \$179.95.)



V-M 'tape-o-matic' model 738

stylish self-contained stereo portable — only 27 lbs. — can also drive external speakers or external amplifiers — 'ADD-A-TRACK' — 3 dial digital counter — only \$199.95.



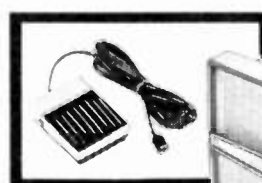
V-M 'tape-o-matic' model 735-136

records monaurally, but plays stereo tapes. Stereo sound is heard when used in conjunction with separate amplifier-speaker (model 136 \$69.95) — 'ADD-A-TRACK' — priced at only \$199.95.



V-M 'tape-o-matic' model 730

monaural record, play back — automatic shut-off — bass, treble and 'tone-o-matic' — 10 watts music power — priced at only \$169.95.



V-M 'tape-o-matic' model 736

identical to model 735, except that provision is made for remote control from as far as 8' distant — 'ADD-A-TRACK' — only \$225.00. (Model 732 has monaural record, play-back — remote control — automatic shut-off — bass, treble, and 'tone-o-matic' — only \$189.95.)

# It Takes A

Peculiar thing about people . . . no two are alike. No single, all-purpose tape recorder satisfies all of them. We know, because V-M comes as close to building an all-purpose unit as anyone . . . and we offer nine models to cover the market!

V-M is the line you need to establish your store as tape recorder headquarters for every kind of a customer. V-M 'tape-o-matic's cover the most popular feature and price bracket. They are easy to use and demonstrate, easy to display and sell . . . and built to last.

Your V-M distributor can quickly put you in a position to satisfy every requirement of this dynamic, profitable market . . . at a full and rightful margin on every sale. Call him. A tape recorder success story for you is as close as your telephone!

**"RELIABILITY IS OUR RESPONSIBILITY!"**

THE VOICE



OF MUSIC®





ACCESSORIES



FINE FURNITURE STYLING



COMPATIBLE COMPONENTS



EXCLUSIVE PORTABLE STYLING



HOME SOUND CENTERS



V-M 'tape-o-matic' model 725

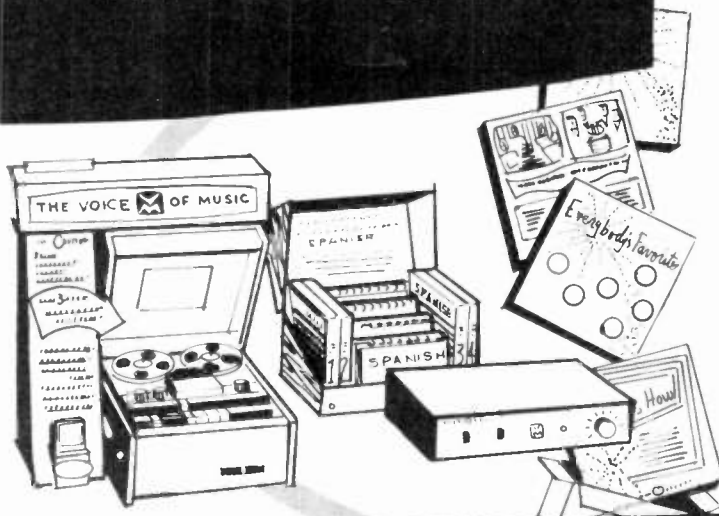
monaural — 3 speeds  
— the lowest-priced/  
full-profit quality re-  
corder on the market, promotion-  
ally priced at only \$89.95!



V-M 'tape-o-matic' model 726

monaural recrd, playback — only 15½ lbs. —  
'ADD-A-TRACK' — drives external speakers or  
amplifiers — no equal on the market at \$109.95!

# 11 Kinds



## sales and merchandising aids

V-M offers displays, fixtures, premium sales incentives, ad mats, radio scripts and everything you need to sell the complete tape recorder line. There are compact one-unit merchandisers and fine furniture "go home with the customer" stands, distinctive "Vari-Shelf" display fixtures, tape libraries for sales incentives, tape recorder/slide projector synchronizers for photography enthusiasts, even complete French and Spanish language courses to enable your customers to learn a foreign language at home.

And best of all, the famous "T.N.T." (Talk and Train) course which enables any salesmen anywhere to learn good tape recorder selling by using the product itself, by himself to improve selling techniques with recorded training tapes and supplementary visual aids.

All of these are available to you — through your own V-M distributor.

## V-M Features You Should Know About...

- **'ADD-A-TRACK'** — allows the user to make a recording while he listens to a previous recording . . . on the same tape. On playback he listens to both at once, for comparison. Then, if he desires, he can re-record his part as often as he likes while retaining the original recording intact. He can learn a foreign language . . . a musical instrument . . . a part in a play . . . or just have fun any number of ways.
- **Pause Control** — All V-M 'tape-o-matic' tape recorders allow you to stop or start the tape reels smoothly, positively, noiselessly . . . at the touch of a button . . . to facilitate 'editing as you go' (skipping commercials, etc.). Pause button locks in place, freeing both hands. Two V-M models also provide remote pause operation . . . by microphone button or foot-operated switch . . . from as far away as 8 feet.
- **Accidental Tape Erasure Safety** — All V-M 'tape-o-matic' tape recorders have a special interlock which prevents accidental pushing of the record button. Conscious release of this simple interlock is required in order to engage the "record" function. Pushing the "stop" button re-engages the interlock. It is impossible to accidentally erase part of an irreplaceable recording with a V-M 'tape-o-matic'.
- **'tone-o-matic'** — All V-M 'tape-o-matic' tape recorders have a loudness control which automatically compensates for depreciation of frequency extremes and maintains selected tonal quality even at low volume levels. Personal audio sensitivity varies, but 'tone-o-matic' reproduces sound exactly as the listener prefers (bass/treble settings stay true, at every volume level).
- **3-speed** — All V-M 'tape-o-matic' tape recorders are equipped to play and record at 7½, 3¾ or 1⅞ inches per second . . . for every type of recording requirements.
- **Pushbutton Operation** — All V-M 'tape-o-matic' tape recorders operate from simple, professional-type pushbuttons . . . for easy, positive control of every mechanical function. Youngsters delight in using a V-M!
- **External Amplifiers** — All V-M 'tape-o-matic' tape recorders can be easily connected to play through an external amplifier (such as a High Fidelity system or a P. A. system). V-M units are famous for their ability to provide true *High Fidelity* signals for reproduction, for astonishing clarity and listening pleasure.

**V-M—THE LINE YOU KNOW YOU CAN SELL—AT A PROFIT!**

THE VOICE  OF MUSIC®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • RECORD CHANGERS • PHONOGRAPHS • TAPE RECORDERS • HIGH FIDELITY COMPONENTS

WRH



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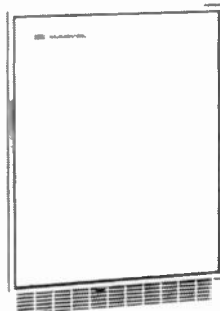
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STURGIS, MICHIGAN • BRANCH PLANT: FRANKLIN, KENTUCKY

## WASHINGTON

□□□□ **Tariff-cutting negotiations** are off to a surprisingly promising start in Geneva, considering the two years of bickering that led up to them.

U.S. makers of tv sets and radios now calculate that they have only one-third the tariff protection that Europe and Japan give. Consequently, the U.S. makers are pressing U.S. negotiators to seek cuts in foreign duties on tv and radio sets.

The hard bargaining that begins in January, and will probably continue throughout 1965, will tell the story. The negotiations could end in failure, with no tariff changes resulting; the Electronic Industries Assn. (EIA) could get pretty much what it wants, or there could be cuts in appliance tariffs that would swell imports from Europe and Japan.

The industry's liaison with the Geneva negotiators will be Eugene L. Stewart, a Washington attorney who specializes in trade matters. He has been retained by EIA to supply U.S. negotiators with marketing data they will require in the secret bargaining sessions.

□□□□ **Small Business Administration officials** will press Congress for early approval of more funds so that they can lift a temporary ceiling of \$15,000 on loans to business. Heavy demands on resources from disaster aid—for flood, hurricane and Alaska earthquake relief—led to the \$15,000 ceiling, as well as a \$50,000 ceiling on loans in which banks participate.

□□□□ **A federal fair-trade law** will get little push in Congress next year, compared with the strenuous efforts made in the last four to get through the quality-stabilization bill. Quality stabilization's biggest booster, Senator Hubert H. Humphrey, won't be free to support fair-trade as vice president in an administration that opposes it.

Instead, Washington lobbyists now hope to convince state legislators to adopt legislation patterned after Ohio's fair-trade law. This law is along the lines of quality stabilization, and it was upheld last summer by the Ohio Supreme Court.

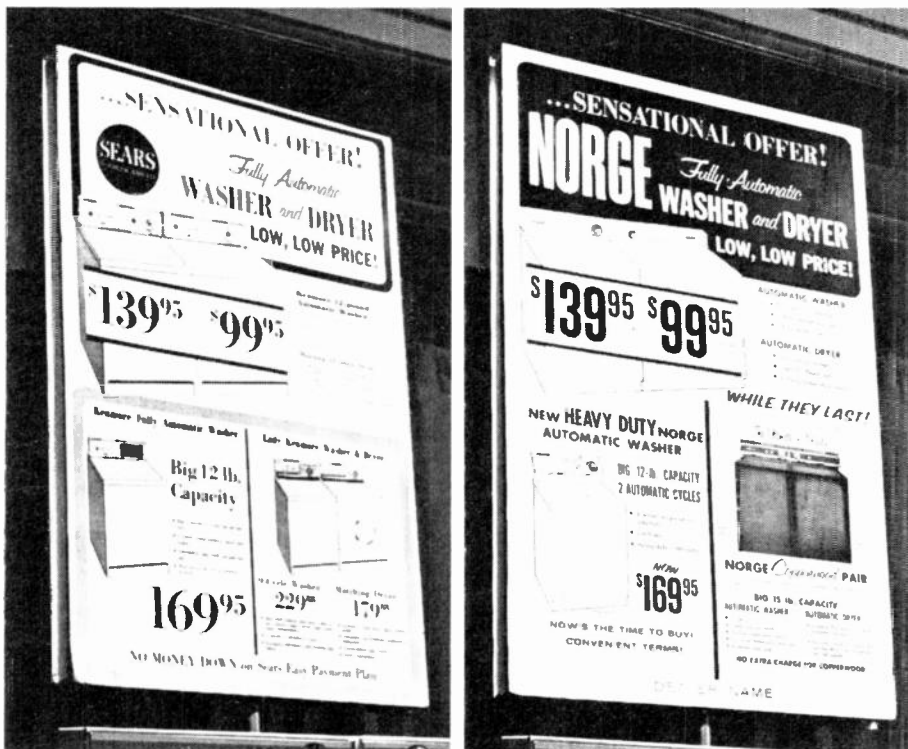
Humphrey, meanwhile, is already learning the difficult task of taking a back seat—a necessity for every vice president. Humphrey will have to mute his vigorous public advocacy of such things as small business interests, and solutions to urban problems—at least for the time being. But his closeness to Johnson will make him an important conduit for ideas to the White House.

□□□□ **Outward signs of activity** at the Federal Trade Commission are at low ebb. Chairman Paul Rand Dixon and other top officials say the hiatus is more apparent than real. They say that many complaints are being settled privately, by negotiation, and do not get on the public record. Two recent actions are:

(1) the commission charges that Federated Nationwide Wholesalers Service, of Oceanside, N.Y., created the false impression that it sold at wholesale, through its name and advertising copy.

(2) a commission examiner ruled that it was deceptive for ADF Warehouse, Inc., of College Park, Md., to describe furniture that was not manufactured in Denmark as "Danish" and "Danish modern." The commission has taken no stand on Danish pastry.





Typical Sears' ad and prices and . . . Norge's tough, competitive answer

## If you can't live with Sears, here's a way to fight back

Sears, Roebuck and Co.

Among its brand-name competitors at all levels, this name evokes admiration, envy, despair, even fear, as the giant merchandiser seems to corral larger and larger shares of the hard-goods market.

Sears' share of the market in major appliances is eye-popping: 19% of the food freezer market; about 14% of free-standing electric range sales; 24% of electric washing machines; 19% of clothes dryers last year, according to *Advertising Age*.

Gauging by the company's most recent financial report, Sears' figures in 1964 will probably be as good . . . if not better. Net income for the third quarter and the first nine months set new records. Gross sales were also a record—\$4,374,689,588—a 12.8% increase over the comparable nine months of 1963. But this is not the whole story; Sears, for all its size and strength, does not hold all the cards.

One way to battle Sears was demon-

strated to about 2,000 Norge dealers who traveled all the way to Italy to see the ideas incorporated in the two ads illustrated above. Seated in a large ballroom in Rome's posh Hotel Excelsior, the dealers got an eyeful and an earful from Norge executives.

First, they were shown the Sears' ad with its familiar components—lowball washer and dryer prices and the usual step-up models. Then, Norge showed dealers how they could use the same strategy, offering the same values in brand-name merchandise with the company's new \$99.95 dryer, a \$139.95 washer, a \$169.95 12-pound washer and the new high-end "Copperwood Pair."

"You can establish *your* store as the place to go for values, too," Norge executives told retailers. "You can offer the same prices and look just as competitive in your advertising. And just like Sears, you have the features that will enable you to sell up."

## Merchandising's changing 'fabric': a new wrinkle on the way?

Appliances and consumer electronics with zinc or aluminum textile finishes? Not only is it possible—but a fact. Sears, Roebuck is first, General Electric could be next and other manufacturers may follow.

The American Die Casting Institute has developed what it describes as a breakthrough in the finishing of die castings. The new process offers product designers a wide variety of textured metal finishes.

The textures are built into the die from which the castings are manufactured, and are thus formed directly on the die part being cast. The die castings, in zinc or aluminum, according to David Laine, secretary of the Institute, can be used to glamorize a variety of appliances—washers, dryers, ranges, tv sets, radios. For instance, manufacturers could adopt a different texture in a wide range of colors for their prod-

ucts each year, if they desired, thus changing styling and appearance easily and inexpensively. According to Laine, any textile weave can be simulated. In addition, pebble, leather and other skins, checkering or cross-hatching can be produced.

First on the market with merchandise using the new finishing process is Sears, Roebuck & Co. Sears has jazzed up its 1965 washer and dryer lines, and gas and electric ranges with control panels that have a simulated linen-texture look. The linen-finished die castings are so faithful a reproduction that they even include the slight imperfections found in the cloth itself, says a Sears spokesman.

General Electric plans to introduce some ranges with textured control panels. The new process will be used to produce textured handles, bezels and assorted trims for tv receivers, and grilles and trim for radios.

□□□□ Another promising forecast for booming sales this Christmas season: in a quickie pre-Christmas survey of 500 department, specialty and variety stores, the National Retail Merchants Assn. (NRMA) found that 94% of the respondents expect higher sales this holiday season. Five percent of the retailers said their best sellers would be radio and tv, 2% saw electrical housewares as the best bet, and 1% said major appliances would perform best in their stores.

The survey brought out some surprising facts, too. Eighty percent of the retailers said they would push more middle-of-the-line and high-end merchandise. Of these retailers, 60% plan at least moderate increases in the mix of new goods. Out of this figure, 4% said they are beefing up their radio and tv lines with new products.

□□□□ Sylvania broke sales records in September and October. The two-month sales period was the biggest in Sylvania's history, says president Robert J. Theis. Color tv and stereo hi-fi sales, Theis says, led the company to the new high. Sylvania has just announced a new 23-inch table model tv, featuring HaloVision. Manufacturer's suggested list price is \$198.02; an optional roll-about base is priced at \$10.

□□□□ Zenith is expanding its parts and accessories program with the addition of a full line of universal loudspeakers, heavy-duty antenna rotors and packaged wire and cable. Thirty-two loudspeaker sizes are included in the line. The new antenna rotors can turn a 150-pound antenna in a complete circle in 45 seconds, says John Adams, general manager of Zenith's parts and accessories division. The packaged wire and cable is used for VHF and UHF television transmission lines, antenna rotors, loudspeakers and microphones.

□□□□ Sony equipment is being used to provide American Airlines Astrovision. Sony 9-inch tv sets and a Sony videotape machine are used in the closed circuit system which provides in-flight entertainment. More than half of American's fleet of forty-seven 707 jets are equipped with Astrovision.

□□□□ KitchenAid's merchandising aids for dealers for its 1965 line include a 12 $\frac{3}{4}$ -inch plate that touts the large capacity of the company's built-in dishwashers. A printed message on the plate proclaims that KitchenAid's Spacemaker rack will accommodate 14 of these dishes, as well as large pans, bowls, roasters and long stemware.

□□□□ Larger refrigerators are selling more, according to statistics released by the National Electrical Manufacturers Assn. NEMA's figures showed that 41% of all refrigerators sold in 1963 were 14 cu.ft. in size, or larger. This year, by contrast, figures compiled through September show that the percentage has risen to 48.5%. In addition, the sales volume of 15 cu.ft.-or-larger boxes, broken out this year for the first time, amounted to 15.3% of total refrigerator sales through September. Corresponding with this trend to sales of larger refrigerators has been a trend to more sales of two-door boxes. *continued on p.8*



□□□□ **Retailers are expanding some services** to customers faster than they are cutting others back, according to an NRMA survey announced this fall. But charges on some are going up. The survey found that since 1957, more stores are offering free phone service to suburban customers, free parking facilities, baby strollers and interior decorating. On the other hand, free parcel checking and children's playrooms are among the services on the decline. In some cases, those services that survive are more costly: Rich's, in Atlanta, for example, last year added 10 cents to its C.O.D. deliveries, gift wrapping and other services. More stores now are also charging fees for check cashing and limiting free delivery.

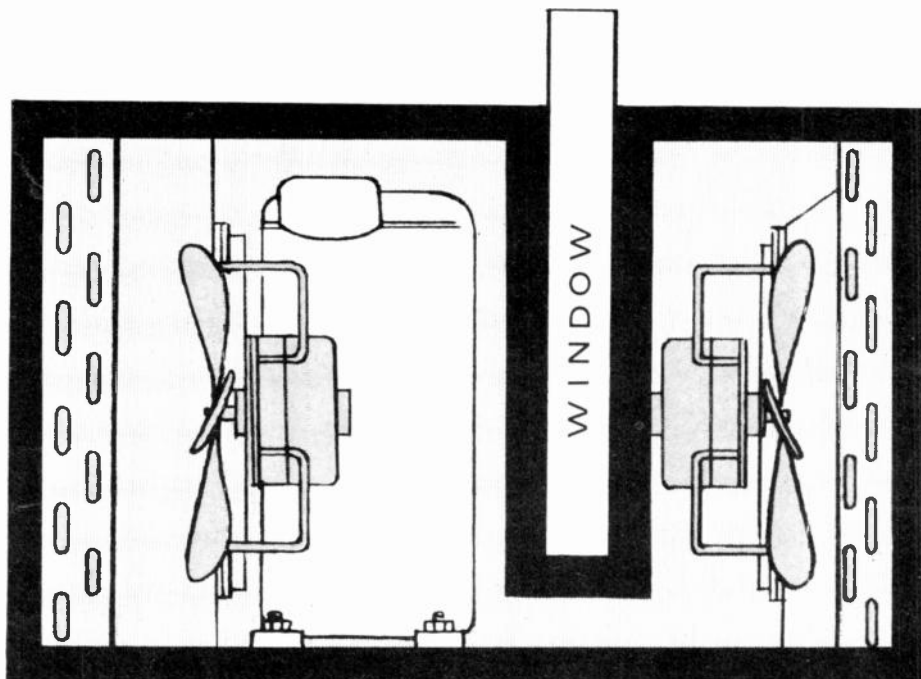
□□□□ **A new traffic-stopper display case** from Channel Master Corporation is offered to dealers. Using a circus wagon motif, the case requires 36 inches of counter space and provides eight feet of display space on its three shelves. A wire floor stand for the display is also available.

□□□□ **"New Dimensions in Electrical Living"** will be the theme for the 9th Annual Live Better Electrically Women's Conference, on Jan. 14, 15 and 16. Sponsored by the Home Service Committee of Edison Electric Institute (EEI), the meeting will be held at the Edgewater Beach Hotel in Chicago, Ill.

□□□□ **Tappan will acquire assets of Nautilus Industries**, manufacturers of kitchen range hoods and ventilating equipment. Directors of both firms have approved the proposal, and it is expected that the move will be approved by Tappan Company stockholders by the end of the year. The acquisition would be for an undisclosed amount of Tappan stock. Nautilus will operate as a wholly owned subsidiary of Tappan. All Nautilus management personnel will be retained. In addition, Nautilus will maintain its own brand name, but will produce range hoods with the Tappan name.

□□□□ **A stereo tape player for cars** has been introduced by New-Tonics Corporation, of Cleveland, Ohio. Designed to fit under a dashboard, the new transistorized player uses standard magazine-loading cartridge tapes, and comes with four speakers.

□□□□ **NARDA has come up with a visionary plan:** it is exploring the possibility of establishing regional service schools, staffed with paid instructors, to fill what Jules Steinberg, executive vice president of NARDA, called the need for 25,000 new servicemen in the industry each year. Steinberg emphasized that the entire plan is still highly theoretical and may stay that way. But, he expressed concern that existing training programs, like those sponsored by educational boards, are too few. (The state of Georgia has a service education course in its schools; Cleveland and Denver are experimenting with similar ones.) NARDA has polled 40 manufacturers for comments on the idea. So far, only 8 have replied, and none too favorably: only two favor the idea of creating a completely new type of educational facility; three favored more training, but only by public schools, and three liked the status quo.



*The fan on the right is inside the room; the one on the left, outside*

## Heat Controller's quiet coup: splitting the air conditioner

Heat Controller has split the air conditioner right down the middle, putting the noisy part outside the closed window and the quiet part inside, circulating cool air.

**How the unit works** is explained by Heat Controller's president, J. A. Knight, this way: "In other units, you have a double-shaft motor which runs the two fans. The window comes down to the top of the unit and there are side panels to keep the heat out. There's a bulkhead inside the unit to keep the compressor and condenser fan noise outside the room. What we've done is split the unit in half, and put the cooling coils and circulating fan inside the room and the compressor and condenser fan outside (see diagram above). The window comes down almost to the sill and acts as a sound barrier. Instead of side panels, there's a simple foam rubber seal on either side of the unit. No mounting kit is necessary." (See photograph below.)

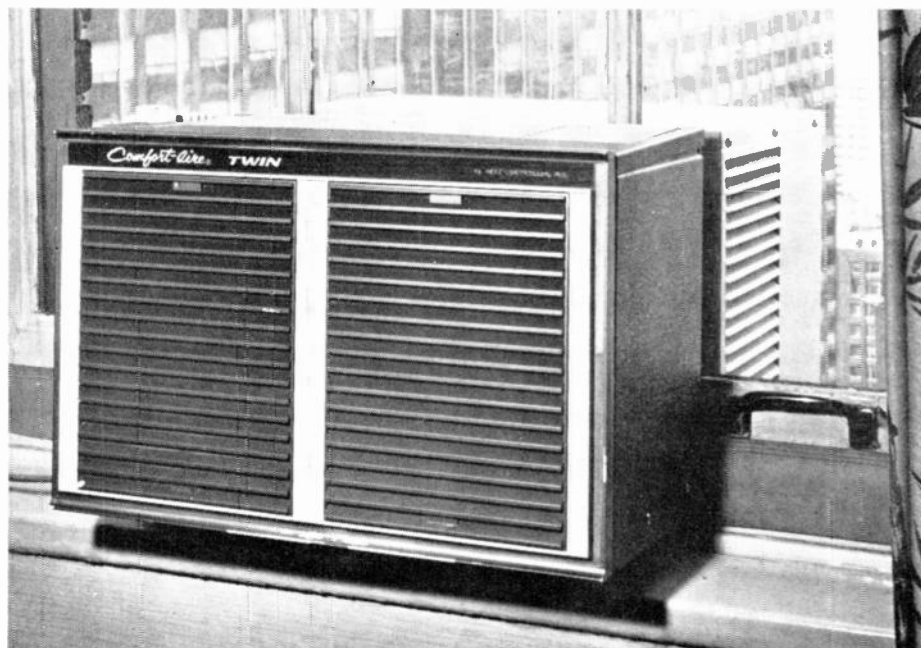
**There are three units** in the Comfort-Aire Twin series: 5,500 Btu, 7,300 Btu and 8,800 Btu. All capacities are NEMA-certified. The units have suggested list prices of \$159.95, \$189.95 and \$209.95, and weigh 75, 86 and 92 lbs., respectively. Each has a thermostat and a two-speed circulating fan and operates on 115 volts.

The cabinet inside the room is vinyl-clad with a wood-grain finish; the exterior cabinet is textured aluminum finished with acrylic lacquer. All three units have five-year warranties.

Knight points out that, in effect, there are three bulkheads to keep noise out—the window and two walls of the unit. Since the circulating fan in the room only has to move air, it is quieter than fans which are on the same shaft as the condenser fan. Also, since the window comes almost to the sill, it stays sealed at the top. Heat Controller provides a kit to lock the window.

**The units are being shown** around the country at a series of meetings to which retailers and distributors are invited. Knight sees his merchandising problem as one of getting the units onto dealers' floors—although retailer reception has been such that Heat Controller's production is booked through February. The firm is sticking to two-step distribution to market the units.

The company is also showing 13 conventional models ranging from 5,000 Btu to 28,000 Btu. These units all have open list prices; four of them have two motors: one to run the circulating fan and one to run the condenser fan.



*Foam rubber seals, at the unit's sides, block out noise and weather.*



# she's got to be in the market



...to buy it



Sources: Elmo Roper Reports;  
Starch Readership Reports, 1953-63

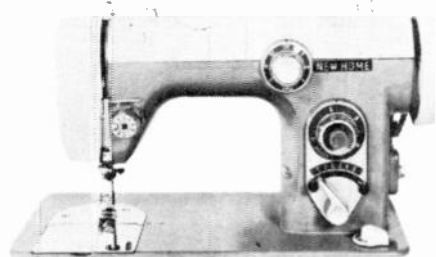
This woman wants help. And she's happy to pay for it, in the shape of blenders, toasters, vacuum cleaners, coffee-makers, irons, hair dryers—and Woman's Day.

As a typical Woman's Day reader, she has one of the biggest families reached by any woman's service magazine (3.73 people). Loves to cook, bake, garden, knit, decorate. And on her higher-than-average \$8,000-a-year income, she can afford the appliances to help her do them all—better.

Above all, she turns to Woman's Day for help—it gives her reliable, do-able, bright ideas. In fact, more ideas get clipped, kept and used from this *super*-service magazine than from other major service books. And she's just as receptive to the ads—ads in Woman's Day consistently get better readership than in *any* other woman's magazine. Ads by Toastmaster, Sunbeam and Universal are among them. Let her read yours!



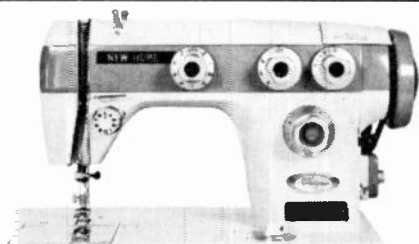
# LOOKING FOR EXTRA PROFITS?



MODEL 670 — Deluxe Aluminum Head

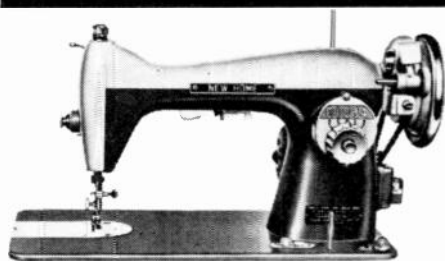
New Home Sewing Machines  
Offer You A **PROFIT  
MAKING OPPORTUNITY.**

If you need to make extra profits  
now... then you will want to  
consider selling New Home Sewing  
Machines.



MODEL 556 — Automatic Zig-Zag Model

We are looking for a limited number  
of appliance dealers that can take  
our quality line and convert it into  
a profit making proposition. Every  
prospect that comes into your store  
for your regular line of appliances  
is a prospect for a New Home  
Sewing Machine.



MODEL 170 — Budget Model

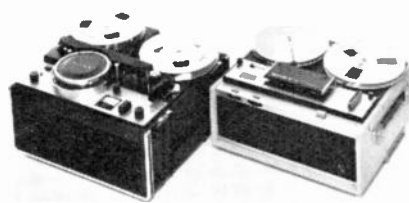
Why not take advantage of these  
potential sales by selling New  
Home. No experience is necessary  
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able you to do the job. Write today  
for dealership information. Our  
authorized distributor for your area  
will be in touch with you.



THE  
NEW HOME  
SEWING MACHINE  
COMPANY

P.O. Box 25901, Los Angeles, California 90025

## APPLIANCE-TV



### Sony Videocorder

Here is the Sony Videocorder model 2000 (left) compared to the ordinary sound tape recorder, Sony O-Matic 357, right. In size it measures only 14 1/4 x 7 x 7 7/8 inches. (Story on this new product appeared in *MERCHANDISING WEEK*, 23 Nov, p7.)

A loop of tape passes around half the periphery of a vertical drum. Heads are in periphery of wheel, whose center of rotation coincides with center of drum. Periphery of wheel on which heads are mounted contacts tape through diagonal slot cut into drum. This construction appears to be similar to that used on Sony industrial tape recorders, although drum on home recorder is vertical.

Although they will not be available initially, Sony plans to introduce other models later. One such tentative design is a console unit which consists of the basic Videocorder and Sony's new 12-inch transistor tv built into a wooden cabinet. A time switch is included for unattended video recording of tv broadcasts. *Sony Corp. of America, 580 Fifth Ave., New York, N.Y.*

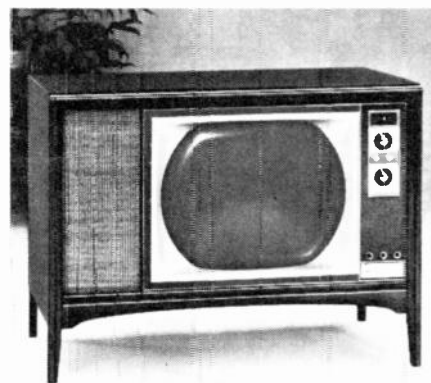


### Bulova radio and phono

Bulova's top-of-line S-919 "briefcase-size" transistorized stereo phono (illustrated) has two wings, each with two speakers that can be separated up to 20-ft. The four-speed unit has bass, treble, balance, volume controls

and automatic shutoff. In walnut finish at \$144.95.

Miniature 8-transistor Epic radio has unbreakable plastic case highlighted by satin and polished-silver facade and trim. Comes gift-packed with leather case, earphone and battery for \$19.95. *Bulova Watch Co., Inc., Bulova Park, Flushing, N.Y.*



### Sylvania color tv

Sylvania introduces a new color tv featuring Color Bright 85 picture tube which, the manufacturer says, is over 40% brighter than standard tubes.

The 21-inch set, 21LC31, is available in contemporary lowboy styling in mahogany, \$498.15, or walnut, \$511. Features include pre-set volume, illuminated channel window, transistorized UHF tuner, and two 6-inch speakers. *Sylvania Electric Products Inc., Batavia, N.Y.*

### Winegard UHF antenna

A new UHF antenna, "Tracer," is introduced by Winegard using a modified high gain yagi design. It has flat frequency response across the entire UHF-tv band of 470-890 mc. Factory preassembled of gold anodized aluminum, No. U-807 is \$5.95. *Winegard Co., Burlington, Iowa.*

### Manitowoc chest freezer

Manitowoc unveils its first self-defrosting chest freezer. The "Frost-away" defroster goes into action at a flick of the switch. A built-in drain carries off the melted water. *Manitowoc*

*Equipment Works, Manitowoc, Wisconsin.*



### Revco 1965 refrigerator line

Led by a totally new 27-inch built-in, usable as a 24-inch "slip-in" the 1965 Revco built-in refrigerator, freezer and combination line consists of two 24- to 27-inch combinations; two 33- to 36-inch 19 cu. ft. combinations; a 10 cu. ft. modular refrigerator with matching 8.6 freezer for side-by-side insulation plus "all" refrigerators and "all" freezers in 24- and 33-inch sizes.

RC-145 "slip-in" has 14 cu. ft. capacity; RC-146 built-in installs in a standard 27-inch cabinet; RC-196, 19 cu. ft. combination has 12.5 cu. ft. refrigerator and 6.5 cu. ft. no-frost freezer and fits in a 33-inch width. RCA-197 is same as RC-196 with automatic ice maker. New interior features include thermostatically controlled butter conditioner; and a covered egg container located off the door.

No-Frost Gourmet has been increased to over 10 cu. ft., and there is a matching 8-cu. ft. no-frost freezer. The company continues with its three-piece compact line consisting of 6.62 cu. ft. refrigerator with freezer; 6.5 cu. ft. "all"-refrigerator; and 5.6 cu. ft. freezer in 24x24x34 1/2 inches. *Revco Inc., Dearfield, Mich.*

## YOU'LL THANK US FOR INCLUDING St. THOMAS SHOPPING



SEE YOUR  
**Gibson**  
DISTRIBUTOR ABOUT THE  
**BIG SHOW**  
in St. Thomas  
& Puerto Rico

SEPTEMBER 1965

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### Color DIAL TELEPHONES \$10.95

Factory rebuilt Western Electric in white, beige, ivory, pink, green, or blue. If 4 prong plug is required add \$2.00. Fully guaranteed. Write for free list. All shipments FOB.  
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Waymart, Pa.



## EMPLOYMENT

### SELLING OPPORTUNITY WANTED

Manufacturer's Representative—extensive experience with elec. contractors, distributors, and utilities seeks lines of elec. construction materials for New England area. RA-5375, *Merchandising Week*





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### How Westclox set No-Cord Electric clock sales ahead 400%

"To introduce our new line of transistorized, 'No-Cord' Electric wall clocks to the consumer, our major effort was a color page in last December's Reader's Digest," says Robert L. Shaw, Marketing V. P. of Westclox.

"Sales increased dramatically in December and continued to rise in January and February, giving the new line a 400% sales increase over pre-advertising levels. Department store sales were even more impressive.

"This year, through our multi-line advertising, The Digest is again helping to sustain the momentum of Westclox No-Cord clock sales. The result: we now account for an estimated 50% of this market. Without a doubt, this success can be largely attributed to the selection of Reader's Digest for our initial introduction and follow-through."

*People have faith in Reader's Digest. 14½ million U.S. families (25 million world-wide) buy each issue.*

Agency for Westclox: MacManus, John & Adams



# EUREKA!



## Store-tested promotion...plays Santa to you!

This year we're repeating one of the most successful Christmas promotions in Eureka's history. Once again we are able to offer the premium that brought customers into stores all over the country. And delivered dollars by the truckload to dealers. Your Eureka man has full details.

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

## LOOK TO THE BIG <sup>1</sup> FOR THE BIG SHOW



SEE YOUR  
**Gibson**  
DISTRIBUTOR ABOUT THE  
**BIG SHOW**  
in St. Thomas  
& Puerto Rico

SEPTEMBER 1965

### APPLIANCE-TV



#### Frigid Cooler compact refrigerator

A new line of compact refrigerators, the BR series, that is only 24 inches wide has been developed by Stonite. Suitable for free-standing or under-counter installation, the interiors have 5.8 cu.ft. capacity. They come in a choice of three colors or white baked enamel with matching Formica top.

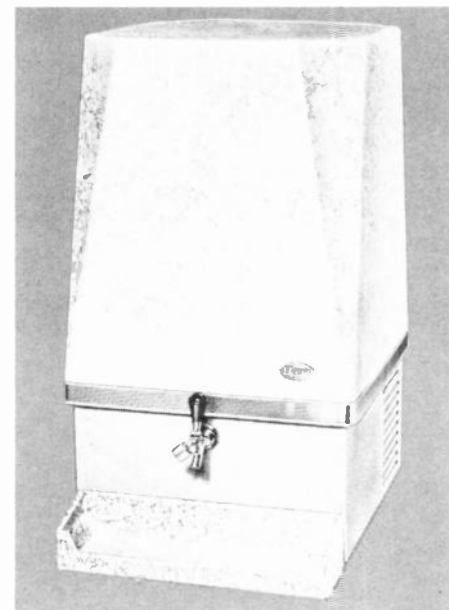
The refrigeration system is hermetically sealed; self-defrosting and condensate evaporator; reversible right- or left-hand door; adjustable shelves; interior light and seven control settings. *Stonite Products Co., of Philadelphia, Pa., 1100 Orthodox St., Philadelphia, Pa.*

teries and earphone in a presentation box, the radio is priced at \$49.95. *Continental Merchandise Co., Inc., 236 Fifth Ave., New York.*

#### Scott stereo amplifier

Scott announces an 80w solid state 260 stereo amplifier. Features include front-panel stereo headset output; separate bass and treble controls for each channel; complete tape recorder input and output facilities. Extruded front panel is styled to match Scott's new 312 transistor FM stereo tuner.

Stated power is 30w per channel; music power is 40w per channel; frequency response is 20-20,000 cps; price is less than \$260. *H. H. Scott, Inc., 111 Powdermill Rd., Maynard, Mass.*



#### U-Line beer cooler-dispenser

A new beer cooler-dispenser designed specifically for commercial and home use is announced by U-Line. Forced draft cooling keeps beer at proper serving temperature, regardless of outdoor temperatures.

It accommodates 1/8 bbl., 1/4 bbl. or 1/2 bbl., and can be placed on table, home bar or portable stand. Dimensions are 20x20x29 1/2 inches. It is easy to move between recreation room, patio, summer cottage or outing. The 53-lb. cooler-dispenser has a special tap-lock which prevents tampering or waste of beer. Operates on 110-120 ac and is priced at \$299.50. *U-Line Corp., 811 E. Vienna Ave., Milwaukee, Wis.*

#### Hoffman AM-FM radio

A new auto or boat radio that can be unsheathed from its mounting bracket and used as a battery-powered portable is announced by Hoffman. No. 769 has nine transistors, six diodes, a thermistor, 2 3/4 inch speaker, and measures 2 x 5 x 5 3/4 inches, \$89.95. *Hoffman Electronics Corp., El Monte, Calif.*

#### Continental FM-AM portable radio

A new plug-in FM-AM portable radio is announced by Continental. "Dual Power" TFM-1087 comes in a leather cabinet and is powered by batteries or ac current. It uses 10 transistors and 5 diodes; has output-transformer-less circuitry; vernier dial; afe and ave. Complete with bat-

#### • Record Kadies hold 120 Records

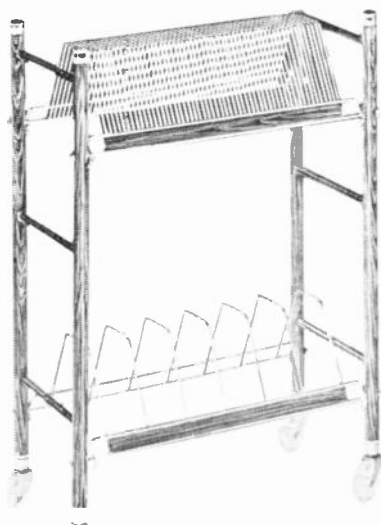
R130-1W Brass & Walnut

R130-1CHA Brass & Charcoal

R130-1RS Brass & Raw Sienna

Lighthearted charm with styling... practicality and QUALITY that can only be found in higher priced carts. Easy-grip decorative end rails mounted on inconspicuous 3" swivel casters permit safe mobility. Rails on shelf contribute to rigidity... and the "pale" brass plating is tops.

\$ 8.95  
sugg. list



**3 COLORS**  
on genuine hardwoods

#### R124-1W Danish styling and walnut finish

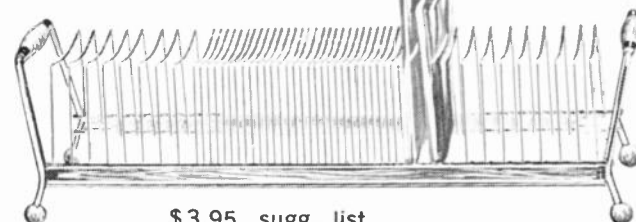
#### R124-1MPL

Early American styling and maple finish

NOTE THE CURVE—Super Deluxe

34 small compartments, 16 large.

• For records, also tapes. Beautifully turned hardwood handles and legs are combined with lifetime "pale" brass to set this unit apart from all others.



\$3.95 sugg. list

For additional information write to



**GUSDORF** Quality Styled TV and Phono Accessories

Gusdorf and Sons, Inc., 6900 Manchester Ave., St. Louis, Mo. 63143





# Gee grandpa, what nerve!

Anybody can guarantee a tape recorder.  
Nearly everybody does.

They give you 90 days. And that's for repair only. That's just about the limit for most all tape recorder manufacturers.

Channel Master is nervier than these 90-day wonders.

We are the only ones who dare make a statement like:

"If any of Channel Master's battery-operated\* tape recorders prove defective within 120 days—Channel Master will replace it instantly—free of charge. Right off the dealer's shelf."

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*Left to right, the little (and big) tape recorders in the window are: \*Translux AC, model 6547 (120 day repair guarantee on parts and labor), \$99.95 list. Small Talk Miniature, Model 6473, \$39.95 list. Lodestar (Cartridge-Loading) Model 6546, \$59.95 list. Tape-Along (2-speed, solid-state), Model 6545, \$124.95 list.*

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# Why stores are staying open later at Night

BY BRUCE PFAU AND ROBERT KNIFFIN  
PHOTOGRAPHY BY JOE RUSKIN

"Night openings are only an advantage if you are the only store in town that's open in the evening; and there's no such thing any more," says a Detroit retailer—yet his chain of appliance stores is open every night until 9.

He is not an isolated example; whether they like it or not, retailers across the nation are turning on the lights to sell.

Night openings are now an established fact of merchandising life. They draw an impressive percentage of retail business. According to a MERCHANDISING WEEK sampling of more than 75 stores throughout the country, it is not uncommon for appliance-tv-housewares merchants to do 50% or 60% of their total business after 6 p.m. An appliance store in Cleveland reports that 60% of its sales come at night. A large national department store in Dallas estimates that 55% of its sales come after 5:30 p.m. An independent dealer in Seattle says 40%-50% of his business comes after 6 p.m. And from Atlanta, Detroit, Los Angeles, New York, San Francisco and Washington come similar reports.

Night shopping has not been shoved down the throat of an unwilling shopping public. On the contrary, retailers say that it has been the spending public that has demanded more and more night hours. They point to women who work and families who shop together as the prime forces behind the surge in night selling.

**Women who work** today represent 33% of the labor force. That is more than 25 million people, affluent female customers who cannot shop during the day. Over 15 million of them are working wives, representing families with more money than ever left over to spend as they wish—but with less daylight shopping time to spend it in.

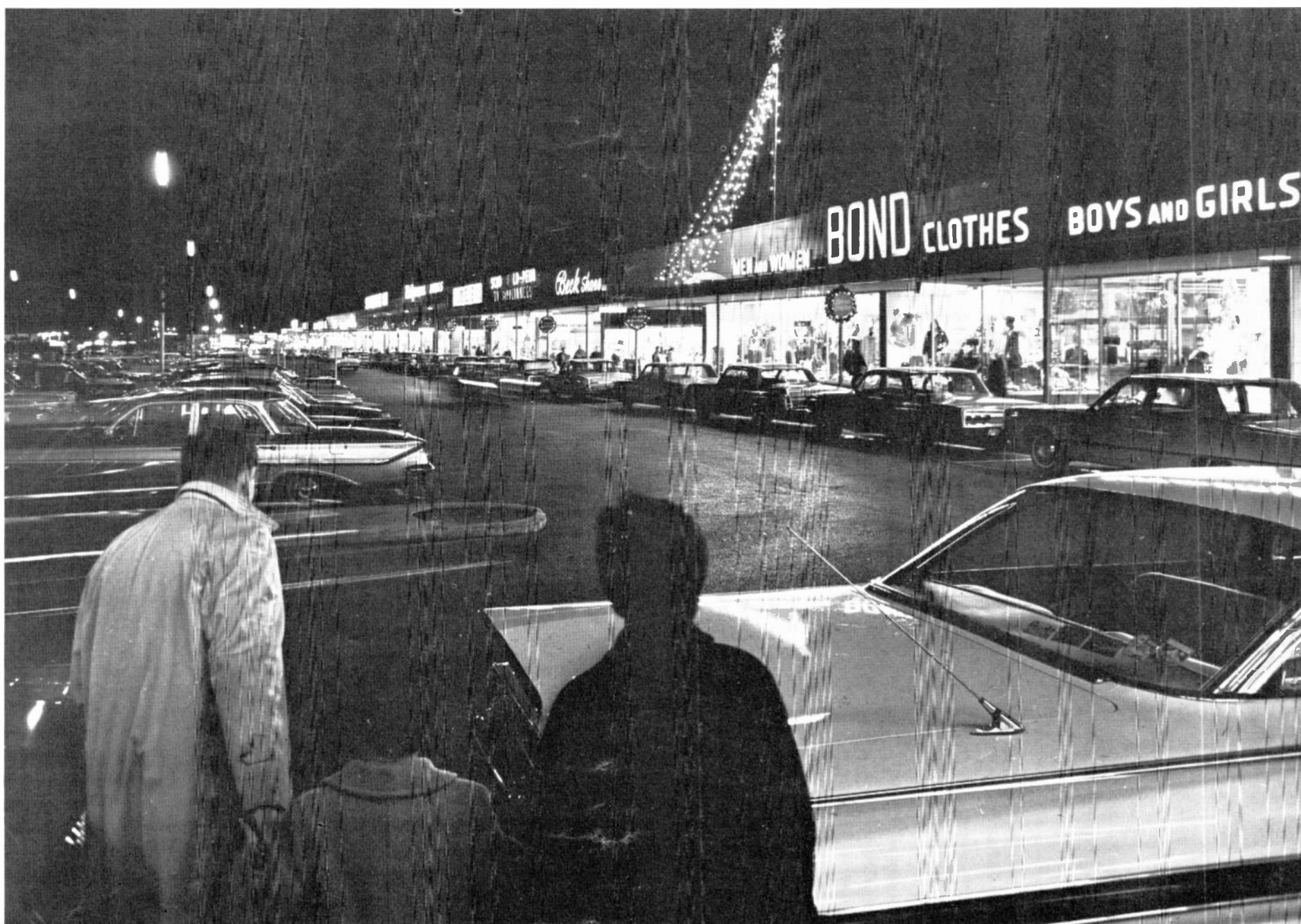
Family shopping is the biggest single reason for night openings, appliance dealers agree. The larger the ticket on the item, the more likely the buying decision will be made by both the man and wife—and usually at night. Market studies support this conclusion.

**Families who shop together** are, quite often, suburbanites. The suburban customer likes to shop at night, when Dad is home to baby-sit, when the car is available, or when Dad can come along to okay a major purchase. And, although downtown stores are fighting a relatively poor location, they are also cashing in on this kind of consumer behavior.

Do the customers actually want more shopping hours? Or do the retailers simply not dare close when the competition is open? Many retailers give conflicting answers, each pointing out that his store, his customers, his employees, or his city is different. The downtown department store, the small independent, and the suburban shopping center all report different problems, different solutions.

But a general pattern does emerge: now that the trend is established, customers expect night shopping hours. But can stores afford night openings? Where? When?





Suburban families have formed the nighttime shopping habit. At night, both husband and wife can give their joint approval to big-ticket purchases.

## Night openings: a way of life in suburban shopping centers

Despite its identification with suburbia, the night shopping trend was first recognized by downtown retailers.

At the end of World War II, most leading downtown stores dropped the night openings which had been initiated during the war at government request. But a few research-minded downtown merchants made studies of shopping behavior and discovered—to their surprise—that customers not only wanted night shopping hours, but more of them. (Sears, as usual, had a leg up on competition. In 1939 over half of their "A" stores were open two or more nights a week.)

By 1952, night openings were news throughout the country. But the news was in suburbia—not downtown.

**Night shopping and suburbia** have become almost synonymous, and the growth of the suburban shopping center has been based more than a little on extended night openings.

It is a natural cycle: suburbs mean families, and families shop together now more than ever. Because the shopping centers are conveniently located, they are reaping the benefits.

"Suburban stores staying open late have definitely drawn business from downtown shopping," says the manager of a large suburban store in Dallas. "Even people who work downtown prefer to do their shopping at suburban stores after they get home

in the evening. Also, there is a trend toward shopping by the whole family, and evenings and Saturdays are the only time the whole family can get together for shopping."

"Almost 90% of our sales result from 'be-backs'—'I will be back with my husband'—," says a spokesman for a major Seattle store. "This applies to all our tv and appliance sales, although the percentage is lower on appliances like washers and dryers. The wife may make the selection, but she wants the man to okay the money outlay."

Not many retailers place the figure this high, but almost all agree that at least half the appliance buying decisions are made by both the man and the woman, acting jointly. An appliance store in Dallas estimates that in 60% to 70% of the cases the wife does some preliminary scouting on major items before bringing her husband in at night or on Saturday.

The pressure this brings to bear on retailers is reflected in the remarks of a Southwest appliance retailer: "It seems that on really major items, like a \$500 refrigerator they are going to use for 20 years, the wife wants her husband to see it before they buy. I have no way of knowing how many sales I lose because I'm not open the night they come back."

Fear of losing business to nearby competitors has forced many retail

outlets to keep their doors open longer. Although they fear the price competition of discounters less than in the past, many do not feel they can run the risk of losing potential customers who are lured into brightly lighted one-stop outlets.

**The effect of big-traffic stores** on the night opening policies of the smaller retailer is profound. Unless the small store is located near a large traffic-drawing store, the extra hours and expense of night openings are often wasted. Department stores and one-stop centers often get customers who come into the store for another item and wander into the appliance department. The smaller specialist will draw by himself only those customers interested in his particular products.

A Detroit retailer says: "If you're in a shopping center and all the stores close at night, it won't help to remain open until 10. However, the reverse is also true. If all the stores in a given area stay open late, you have to stay open too or lose business. It's the big store that dictates what all the other stores will do. The one big department store is the axle in the wheel of any shopping center."

Not only location and competition, but the community and its characteristics, must be considered by retailers in determining store hours. One large Washington, D.C., store with several suburban locations has studied sales volume for each of its

retail outlets. The one located in a high-income area, where most wives do not work, usually has a sales peak during the day; on the other hand, sales are higher in the evening in a shopping-center store. A store located in a lower-income section attracts young families in the evening, or the husband stays home with the children while the wife shops. In the downtown store, there is heavy lunch-hour business, as well as between 4:30 and 6 p.m. It also does a good business during evening hours twice a week.

**The problem for downtown stores** has been to determine how late to stay open in the face of increased shopping-center competition. As in suburbia, big stores have taken the lead.

Macy's, in mid-town Manhattan, for example, went from one night a week to two in 1952. Three years ago, Macy's added still another night. It now is open until 9 p.m. three nights a week because "a large percentage of big-ticket items are family buying decisions made in the evening." Macy's giant next-door neighbor, Gimbel's, also opens three nights a week and confirms that it was "customer demand" that prompted the openings.

The other answer for big downtown outlets, of course, has been to open suburban branches. These generally adhere to the night-opening





Some big downtown outlets, like Gimbel's in New York, now stay open as many as three nights a week. The reason, they insist, is customer demand.

## but a vexing problem for downtown stores

policies that prevail in the shopping center where they are situated.

Of the large downtown department stores surveyed, two night openings a week are generally the rule. By contrast, in the suburbs 37% of the retailers in shopping centers are open six nights a week and more than 75% of the stores are open more than two nights a week, according to a survey by the International Council of Shopping Centers. Monday is a unanimous choice for night openings downtown. It is unusual to find the downtown stores open late on Wednesdays—as they are in Detroit—or on Saturday nights.

The Dalmos downtown store, in Washington, D.C., has changed hours during recent years in trying to find a satisfactory schedule. Originally, its downtown store was open Monday nights only, but this was found to be only slightly effective. For a time, they tried staying open on Fridays, but this policy was found to be completely unsatisfactory. Eventually, Thursday night openings became established, and the late evenings now are Monday and Thursdays, until 9 p.m.

Detroit's largest downtown department store, J. L. Hudson Co., says it constantly researches to find the best hours to stay open, and has presently settled on Mondays and Wednesdays when it is open until 8:30 p.m.

The large downtown retailers often

plan night opening policies together; the smaller stores follow suit. The single downtown retailer, like his suburban counterpart, knows he can not attract enough business alone to bring or keep people downtown, and usually stays open only when other downtown stores are open.

A spokesman for a downtown department store in Cleveland says: "There's no doubt we won't change our downtown opening policy unless the other stores do. We can't draw enough to justify staying open alone—don't draw enough people downtown to make it worthwhile unless we have big contests, baby-sitting services, refreshments, a special mailing-list promotion. And you can't do something like that everyday."

The downtown independent in some cases has no reason at all to open nights. Charles Dressner, of Heins & Bolet, an independent appliance store in New York's financial district, says: "Nights mean nothing to us. This is not a residential section . . . few customers want to come into the area at night. Until the entire section is upgraded, we wouldn't even consider night openings."

There aren't many downtowns as dead as the Wall St. area after dark. But many, through civic neglect, are threatened by a comparable lack of business opportunity at night. Revitalization programs for downtown

areas are necessary for any significant number of downtown night openings, many merchants agree. One downtown store in Cleveland says: "We have no plans to revise our hours unless current interest in downtown urban renewal apartments justify volume."

There is a glimmer of hope. While a 1962 National Retail Merchants Assn. survey showed that revitalizing downtown areas was in second place—for the third consecutive year—as a major problem of retailers, a comparable survey this year found that almost half the merchants surveyed say their downtown district is beginning to improve.

A natural substitute for nights, Saturday shopping, is on the decline, merchants report. A San Francisco store manager observed, "Saturday used to be the big shopping day. We were open until 9 p.m. and did more business that day than the rest of the week combined. But shopping habits changed. People have more money to spend and they go fishing or hunting on the weekend."

"Saturday used to be busy all day long," comments Ed Adams, an independent in Detroit. "Now we do 90% of Saturday's business in the morning. The afternoon is pretty quiet." Another independent in San Francisco says, "On Saturday there is always something to limit their shopping, like the fall football games."

Not all retailers see Saturday the same way. While few downtown retailers are open Saturday night, a Sears spokesman in Atlanta claims that Saturday nights are getting better for selling all over the U.S. Sears is tending toward more Saturday night openings in its entire southeastern district.

Other chain stores have made similar moves. Montgomery Ward's three suburban stores in Washington, D.C., and its two stores in Dallas are open Saturday nights. And J. C. Penney is now opening many of its southern stores on Saturday nights.

Some independents, like Sharpe's Appliances, in Atlanta, have tried late Saturday closings, but abandoned them as unprofitable. Now, with the big retail guns pushing Saturday nights, at least in the South, it is not unreasonable to assume that many small retailers will follow suit.

As retail outlets seek to resolve the knotty problem of store hours—either by meeting competition or by cooperating with fellow merchants—it is apparent that this is one area of their business where they have less control over their own operations than they would like to have. Extended hours can twist their fixed costs of doing business way out of line, and they can end up working more and enjoying it less. What is good for competition may not be good for them. How can they decide?



# Night hours are getting longer and longer. Are they worth

Here is how you and your competitor across the country, in town and city, answered that question

Who has the right answer?

"Night opening don't increase total sales volume," an appliance store in Detroit claims. "They just transfer volume throughout the day. And night openings don't increase total market potential."

But the manager of a branch department store in Cleveland disagrees. He says, "Night openings have increased my total gross sales volume about 20%."

An independent store owner in the Midwest says, "Night openings have not increased total sales volume. I believe we would sell just as much if we kept shorter hours; people would just make it their business to come in early. I'm against night openings. If the others in my neighborhood would be willing to close early, I'd be the first to volunteer."

But, on the contrary, a Dallas department store manager claims proof-positive that sales volume does increase with night openings. "I couldn't estimate by what percentage," he says, "but I can tell you, however, that when we went to a six-nights-a-week policy, our daytime traffic remained constant, and nighttime traffic picked up."

**The effect on sales volume** of night openings produces many such controversial answers. Perhaps they are all right—each in its own situation. Or, perhaps, as one store manager says, it would just be drawing a figure out of the blue to pin down an increase in sales volume because of nights. Most retailers agree nights are a necessary evil, and often big business, but there is no consensus as to whether or not total sales volume is affected. It appears that many retailers—like the merchant who said, "Whatever the costs, they're worth every cent"—simply don't know.

(The International Council of Shopping Centers tried to pinpoint a figure but only came up with the fact that 91% of those stores surveyed increased sales volume when night hours were lengthened.)

Most merchants are sure that a substantial amount of business is done at night. A large chain department store in Dallas says, "Over 55% of sales come after 5:30 p.m., and sometimes run as high as 60%-70%. However, we use the 55% as an average." Another Dallas retailer is more conservative in his estimate, "From 25%-35% of gross sales come after 6 p.m., but this figure can vary widely; this is just a rough estimate."

The figures do vary widely. A Seattle merchant says, "Our three night openings must account for at least a fourth of all our sales." And a San Francisco independent claims that "about 60% of the sales come after 5 p.m."

Macy's, in downtown San Francisco, comments, "It's just a guess-timate, but I'd say we do 30% to 35% of our business at night. Of course, in the suburban branches, it's much more substantial."

While the figures do not form a pattern geographically, it is clear that the suburban stores are doing the big night business. Many downtown merchants say their sales peak comes during noon hours, or late in the afternoon.

The figures on costs, or the overhead, of night hours are not much more precise than those on total sales volume, although the retailers interviewed generally agreed that costs of night opening are easily absorbed by that unknown quantity—increased volume.

**The costs of night hours** include increased labor rates, light bills, and insurance. These are an unavoidable part of longer hours. The figure quoted most often for added expenses is 5%. And a Dallas department store even comments, "Night hours are less costly than daytime because night production of sales is greater. We are, like many other stores, both chain and independent, trying to promote self-service in those departments where self-service is possible, and this has helped decrease costs."

The major non-personnel cost is lighting, but one Seattle merchant pointed out that his store lights are always left on during the evening whether or not the store is open. (However, this may be because Seattle has the lowest power rates in the country.) Another Seattle store says, "Costs increase slightly because veteran sales personnel in the appliance, tv and housewares departments get time-and-a-half for overtime after 6 p.m., even before they put in eight hours." But this seems to be an isolated case, since a Seattle independent says, "Our sales people just start later, so no extra selling cost is involved."

It is in the stores with part-time payrolls that costs begin to soar. Sears, in Atlanta, for example, says it has nearly doubled its payroll with additional night openings. (Five years ago, the Sears stores in the Atlanta area were open only two or three nights a week. Now they are going to four, generally, and some are going to six nights a week.) The night openings require a part-time staff of employees who work 30 hours a week or less. These employees are put on a very flexible time basis, and are hired to fill in just about any time on the Sears schedule. Some are housewives who want to work only part-time. Others have jobs in addition to those at Sears. Sears' fixed costs do not change appreciably for the night openings, but its personnel costs do, they say.

The small independent has quite a different story, however. Adams Appliance Center in Detroit says, "We're a Momma and Papa store and it doesn't pay for us to hire someone else for the extra nights." Another small retailer reports, "Night openings increase our operating costs about 5%. We work our employees on a staggered shift. Each employee works 40 hours a week; if he's going to work in the evening, he'll come in at noon that day. If we were to use our employees on an overtime basis, it would up our costs another 5%."

And still another independent store says, "We stagger personnel hours, and we give them a half day off during the week to compensate for the late evening hours. No overtime is necessary."

**The problem of personnel** is not only one of scheduling, but also of getting the right kind of people. A suburban department store in Dallas says, "We could fill up the place with warm bodies, but that is not the kind of employees we need." Cliff Groom, owner of Groom Hardware & Appliances, in Dallas, adds, "For years we were open on Thursdays, then Thursday and Friday, and then, about two years ago, we added Tuesday and Wednesday, and I tell you we are very seriously considering going back to one night a week—Thursday after January, for these reasons: we are having to work three extra men by staying open four nights, and extra help is not as good as regular help. You don't have the time to train them because they aren't working during the hours you would normally do training, they aren't around for sales meetings, and mostly, they aren't sales-minded people. They take bad checks, and more stealing goes on when they are working than when your regular people are on duty. We feel that going back to one night a week will enable us to use our regular help only and to concentrate more on that one night."

In contrast to this attitude, another retailer says, "All our full-time people, sales and non-sales, work a 40-hour week. Working schedules are arranged so that everyone knows what hours he is to work and they are shifted around. We use a number of part-time sales people. In fact, our sales force is probably 50-50 between full and part-time sales employees. We find that part-timers have helped solve the personnel problem with late openings, and they are readily available, particularly young male teachers who must supplement their teaching income to support their families."

"We understand from what we hear from the smaller stores in our shopping center that they cannot

stay open because of difficulty with their employees, but they are trying to get along by working their full-time people longer hours, and you just can't keep people working much past a 40-hour week any more. These stores have not tried part-time help, which we think is the answer to late hours."

At the same time, this retailer deplores the fact that the long hours necessary to the retail business have made it difficult to attract high-caliber young people—such as college graduates—into the field.

There is great variety in the solutions that retailers have found for the personnel problem. An independent dealer in Washington, D.C., for example, says, "We're not lazy. We like to work." His employees work a 48-hour week on shifts. And a Detroit independent says, "Our sales personnel work from 9 to 9 on those days we are open late. (His store is open until 9 p.m., four nights a week.)"

Some dealers take the work load upon themselves. A suburban independent in San Francisco asserts, "There are very few increases in cost since we are a 1½-man operation. If there were four or five men, there would be an increase. I work 70 to 75 hours a week." And another hard working merchant in Dallas comments, "When your store is open you either have to be there, or be someplace where your help can reach you." The owner of a small store in Cleveland wryly observes, "Only the bosses work the late night hours."

Staggered shifts are a common solution. "The men work 9 to 6 or 12 to 9 with one day a week off," says a San Francisco independent. A Dallas retailer says, "In the appliance department, no additional people were added with increased openings. Rather, hours were adjusted among the existing sales force." But this store manager indicates that retailers are faced with problems of overtime when the store starts staying open later and later. Another Dallas merchant says, "We don't employ part-time sales people. Our sales force works 42 hours a week. We arrange their working time, rotating, with some coming in later than others." But as an independent department store in Cleveland points out, "It makes a real scheduling problem when the store is open 60 hours a week."

Al Moore of Magnolia TV and Broadway TV Service in Seattle has an unusual philosophy. "My store has what you might call informal night openings," he says. "I post six o'clock as my closing hour but I have a hard time getting people out at that hour, about three or four days a week. When that happens, I just stay open until the people stop



# the growing cost to retailers?

coming in, which may be as late as nine o'clock."

Tidwell's, a suburban store in Atlanta, has a similar policy. It stays open until 9 p.m. Thursday and Friday nights. But if customers are in the store at that time, the store will stay open later. The sales staff remains until 7 p.m. After that, at least two management people remain on hand. (On night openings, Tidwell's commented, "Shopping habits of young couples have changed. That's why we stay open late. We saw them looking through the windows after we were closed, and thought we could sell them if we were here.")

Staying open late and getting good people to mind the store is one thing—but liking the long hours is altogether another thing.

"I hate these night openings," snorts a Dallas independent, and he speaks for many dealers.

"They keep you away from your family, keep you from doing the things you would like to do, and interrupt your whole life. I really hate working nights."

Similar comments come from more appliance dealers throughout the country:

"I'm against evening hours as a matter of principle. I just don't like them."

"I don't care for it—life just isn't worth it."

"I think it's a foolish trend and it doesn't really bring in more business. If people want an appliance, they buy one no matter what the store hours; people can manage to come in very easily since everyone around here has a car today."

"Night openings aren't worth it. People who come in the evening just come to browse because the stores are open."

"I am inherently lazy so I cannot say I am for night openings, but the store would disagree, I am sure."

"As the owner of my department, it's a good deal for me to be open at night, but I'd rather be closed if I could afford it, and be able to go home at six every night."

"We try to minimize our night openings. Six days a week is long enough to work without adding to it. I don't like night openings—when you have to get up at 6:30 and don't get home until 11, it's a very long day."

"Within the last three years we have increased to three night openings a week. And that's three too many."

But, like it or not, these stores are staying open nights. To ease the burden of overhead and long working hours, the possibility of opening later in the morning has been discussed by many merchants. Although most agree that morning sales are

negligible, few have done it or seriously plan to.

A suburban department store in Washington, D.C., formerly opened at noon on those days it remained open late. This policy, they say, was found to be too confusing to the customer, and was changed to a schedule that had greater flexibility and was more beneficial to the customer.

The manager of a branch department store in Cleveland, that does open late mornings, comments, "The late morning start is beneficial to the employees while the late closing hour keeps the customers happy."

The manager of a store in Dallas, on the other hand, says, "In most cases, sales run anywhere from 5% to 10% before noon, but you get such feedback from a few customers if you try opening later that you just cannot do it."

Many merchants point out that, although morning sales amount to very little, they must be open mornings for deliveries. But there are advocates for remaining closed during the mornings. Charlie Shultz, head of Prince Range Co., in Newark, predicts, "In four or five years, appliance stores will be closed in the mornings altogether."

A suburban appliance store in Dallas disagrees for a special reason: "We open at 8, six days a week. We open this early primarily because much of our business is with contractors who come around early. Actually, a very small percentage of our business results from these early hours, but there is enough to justify opening at 8."

The prospect for the future for retail night openings? As indicated above, the present trends are quite distinct:

(1) continued late hours, most nights of the week (in shopping centers;

(2) a consistent weekly pattern in downtown areas, with the big stores setting the pace and most smaller stores following suit;

(3) chain stores conforming to the pattern prevalent in each retail location but varying—as Sears is in the southwest—where they see a special opportunity;

(4) strong sentiment for opening later in the morning—even though strong leadership for the tactic has not yet come to the fore.

If these trends continue and they will—barring any influential move like the relaxation of Sunday closing laws in many communities—there will be a premium on good store management. The winner in the race for more business after dark will be the outlet that knows how much volume of business it does at night, and what it costs to produce that volume.

... IT'S NOT SO MUCH THAT SALES JUSTIFY DOWNTOWN STORE HOURS AS MUCH AS WE DON'T DARE NOT BE OPEN

... WHATEVER THE INCREASED COSTS ARE, THEY'RE WORTH EVERY CENT

... I AM INHERENTLY LAZY SO I CANNOT SAY I AM FOR NIGHT OPENINGS BUT THE STORE WOULD DISAGREE, I'M SURE

... NIGHT OPENINGS INCREASE OUR OPERATING COSTS ABOUT 5%

... IF THE OTHERS IN MY NEIGHBORHOOD WOULD BE WILLING TO CLOSE EARLY, I'D BE THE FIRST TO VOLUNTEER

... MY SALES WOULD PROBABLY BE 50% LESS IF WE WEREN'T OPEN AT NIGHT

... I'D RATHER BE CLOSED AND GO HOME AT SIX EVERY NIGHT IF I COULD AFFORD IT

... WE STARTED NIGHT OPENINGS LONG BEFORE ANY OF THE OTHER STORES. WE'RE NOT LAZY. WE LIKE TO WORK

... PEOPLE WHO COME IN THE EVENING JUST BROWSE BECAUSE THE STORES ARE OPEN

... WHEN WE WENT TO SIX NIGHTS A WEEK, DAYTIME TRAFFIC REMAINED CONSTANT AND NIGHTTIME TRAFFIC PICKED UP



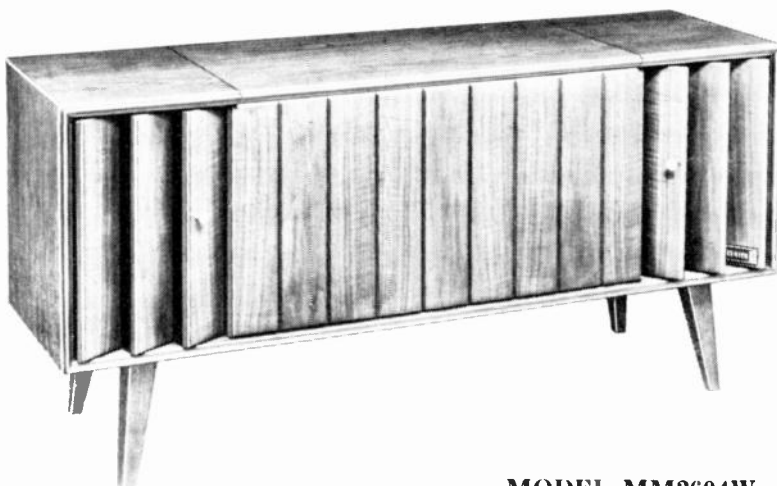
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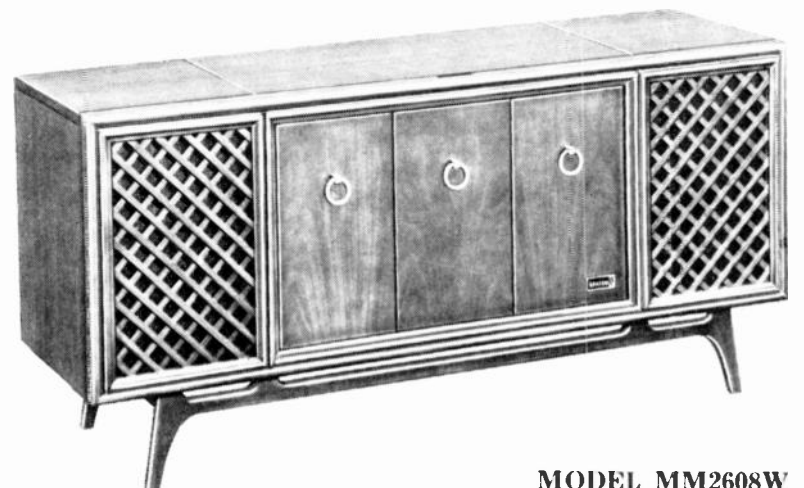
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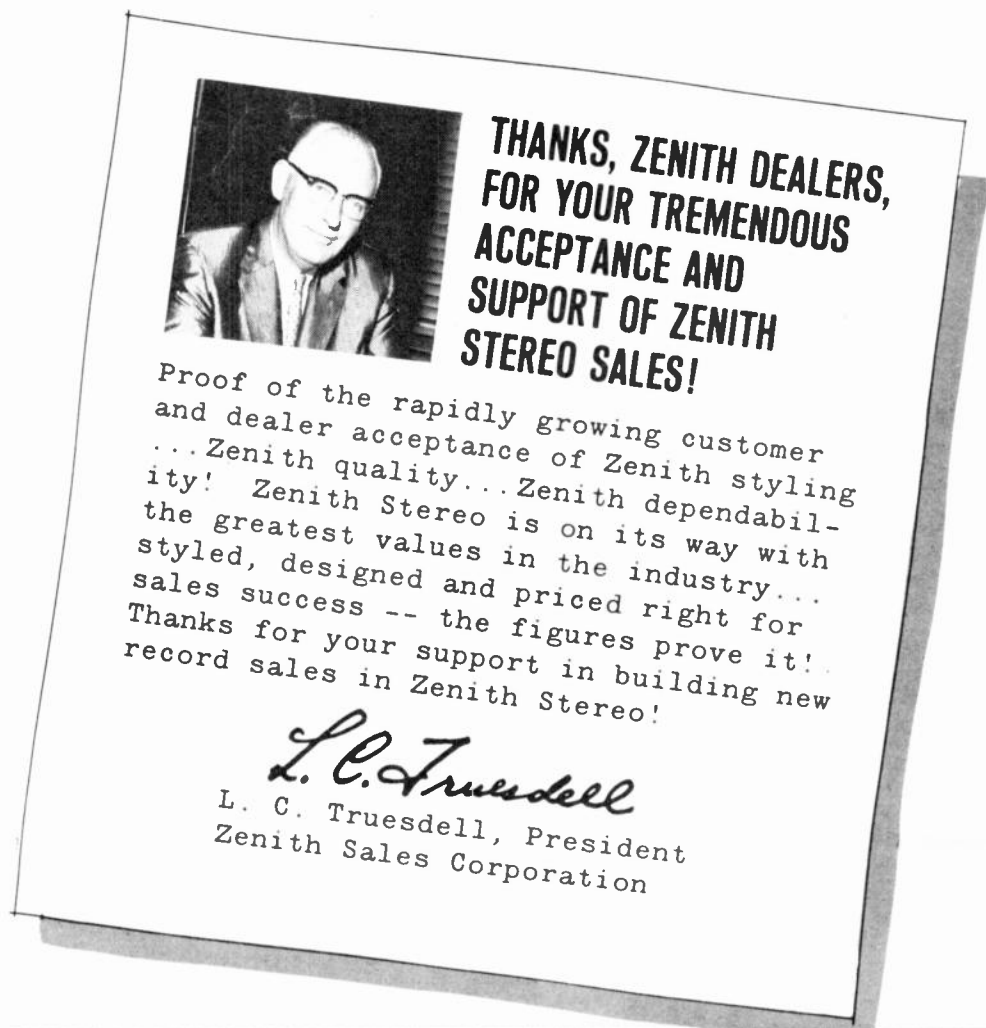


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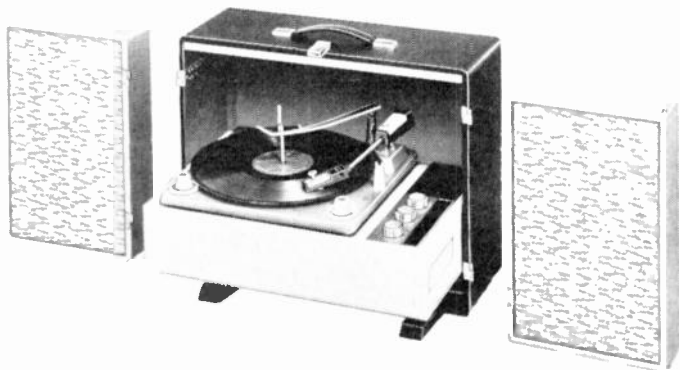
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Ultra-slim luggage-look Zenith high fidelity stereo, easy to pack and carry. Detachable speaker unit; tilt-down record changer; Micro-Touch 2G Tone Arm; four Zenith quality speakers; dual channel amplifier; separate bass, treble, loudness and balance controls. In Beige color or Charcoal color, both with grained Walnut color front panel. **THE MELODY MAKER, \$129.95\*\*.**

\*\*Manufacturer's suggested retail price. Slightly higher in various Western and Southern areas.  
Prices and specifications subject to change without notice.

\*U.S. Distributor Unit Sales to Dealers



# PROOF! NORGE MEANS BUSINESS FOR '65!

NEW PRODUCTS...NEW MERCHANDISING PROGRAMS...NEW PROFIT MARGINS



Model  
REF-1466

## INTRODUCING THE GREAT NEW NORGE '65 REFRIGERATORS

- ★ ICE MAKER MODELS
- ★ COMPLETE LINE—10 TO 15 CU. FT. SIZES
- ★ THIN WALL CONSTRUCTION
- ★ WIDE SELECTION OF NEVER-FROST MODELS
- ★ EVERY MODEL A VALUE LEADER IN ITS CLASS...  
PRICED TO SELL IN VOLUME

**EXCLUSIVE!**

## NEW NORGE *Copperwood* PAIR BIG 15-lb. CAPACITY WASHER WITH COMPANION DRYER

Rich wood tone backguards with beautiful coppertone cabinets. Blends with any decor! Automatic Washer features big 15-lb. capacity; 3 cycles, 2 wash and spin speeds; Flexi-load water level control; 4 water temperature selections. Automatic Dryer with industry's biggest drum, biggest fan, biggest lint screen; 3 drying cycles—2 with automatic "sensing" feature; famous Norge Stop-n-Dry.

MODEL  
AWF-1536



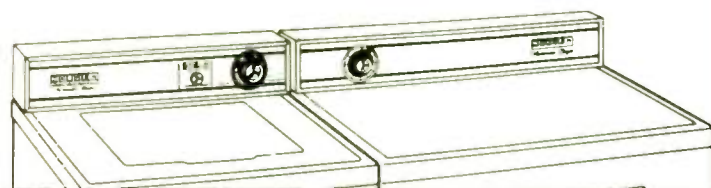
MODEL  
DEF-1536

SELL  
FINE-FURNITURE  
LOOK...  
AT NO EXTRA  
COST!

**ALL SPEARHEADED BY BIGGER-  
THAN-EVER DEALER SELLING  
PROGRAMS...EXPANDED LOCAL  
NEWSPAPER PROGRAM...BIG  
4-COLOR NATIONAL AD  
CAMPAIGN IN LEADING  
CONSUMER MAGAZINES!**

Ask your Norge Distributor about these special programs

- Special Ice Maker Program • Merchandise Sampling Programs
- Wringer Washer Special • Viking Invasion Program
- Newspaper Impact Program



MODEL AWF-1002

**AUTOMATIC WASHER**  
SUGGESTED RETAIL

**\$139<sup>95</sup>**

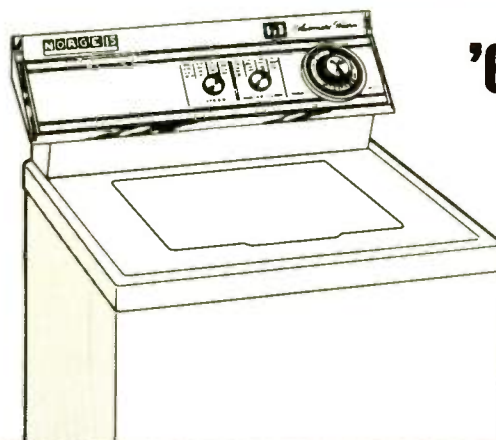
- ★ Fully automatic washing action
- ★ 3 water temperature selections
- ★ 5 fresh water rinses
- ★ Adjustable water level control

MODEL DEF-1002

**AUTOMATIC DRYER**  
SUGGESTED RETAIL

**\$99<sup>95</sup>**

- ★ 6 cu. ft. drying cylinder
- ★ Giant 21" blower fan
- ★ 2 drying temperature selections



## '65's VALUE SENSATION IN 12 LB. HEAVY DUTY AUTOMATICS

- ★ 2 Speeds
- ★ 2 automatic cycles
- ★ Giant lint filter
- ★ Certified Heavy Duty ½ HP motor

MODEL AWF-1220

**Get the money-making  
facts at your Norge  
Distributor's Open House**

**NORGE**

home  
appliances **BORG** **WARNER**

Norge Sales Corp., Subsidiary of Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill. • In Canada: Moffats Ltd., Weston, Ont., Export Sales, Borg-Warner International, Chicago 3, Ill.



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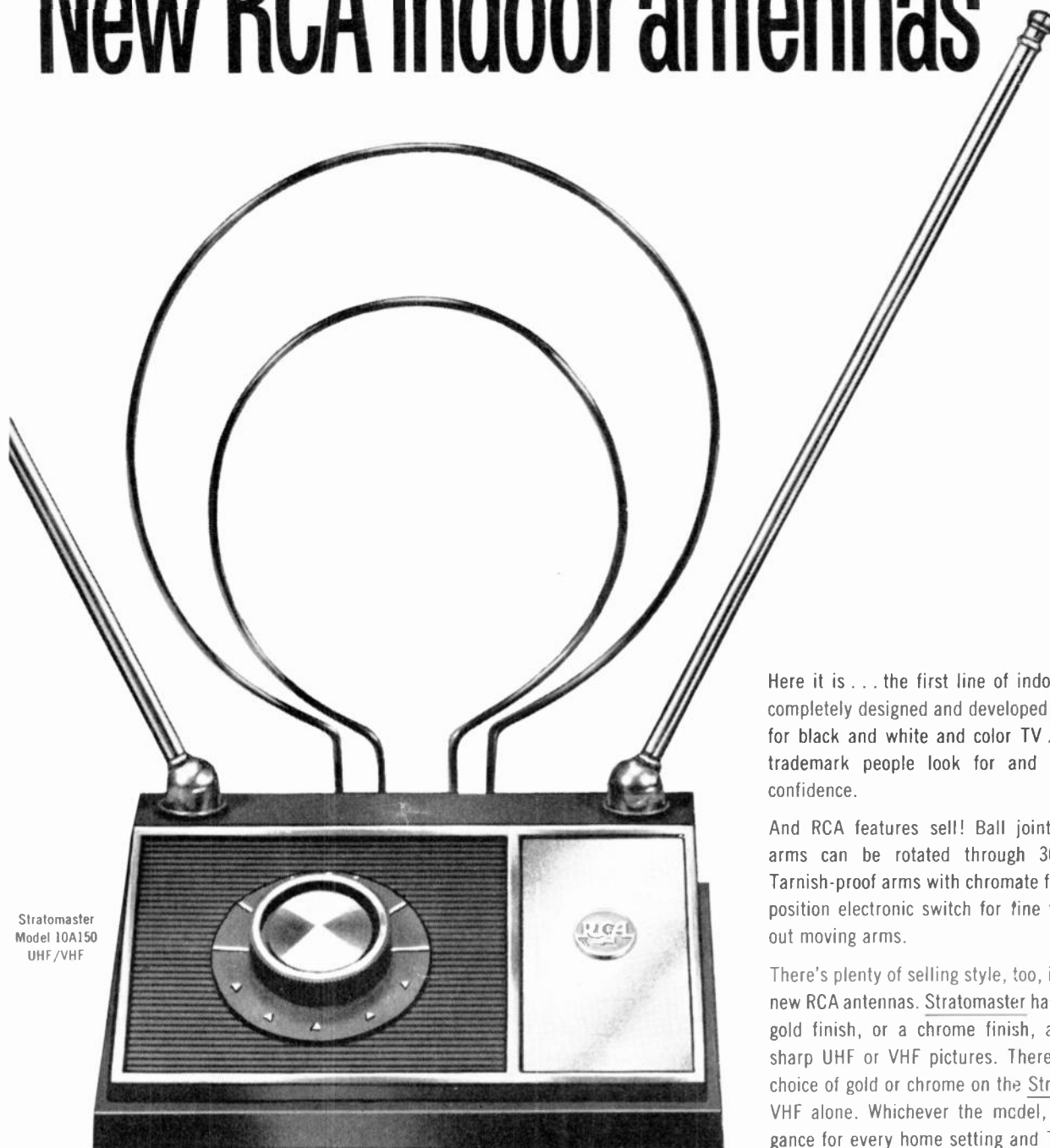
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## Built-in performance and customer acceptance

# New RCA indoor antennas



Stratomaster  
Model 10A150  
UHF/VHF

Here it is . . . the first line of indoor antennas completely designed and developed by RCA . . . for black and white and color TV . . . with the trademark people look for and accept with confidence.

And RCA features sell! Ball joint sockets so arms can be rotated through 360 degrees. Tarnish-proof arms with chromate finish. Multi-position electronic switch for fine tuning without moving arms.

There's plenty of selling style, too, in these four new RCA antennas. Stratomaster has a luxurious gold finish, or a chrome finish, and pulls in sharp UHF or VHF pictures. There's the same choice of gold or chrome on the Stratoscope for VHF alone. Whichever the model, there's elegance for every home setting and TV set.

Priced to sell . . . styled to sell . . . and backed by a season shattering promotion package. Your RCA distributor has the full story . . . call now.

**Four New Models . . . from \$6<sup>95</sup> to \$9<sup>95</sup>** (optional suggested list price)

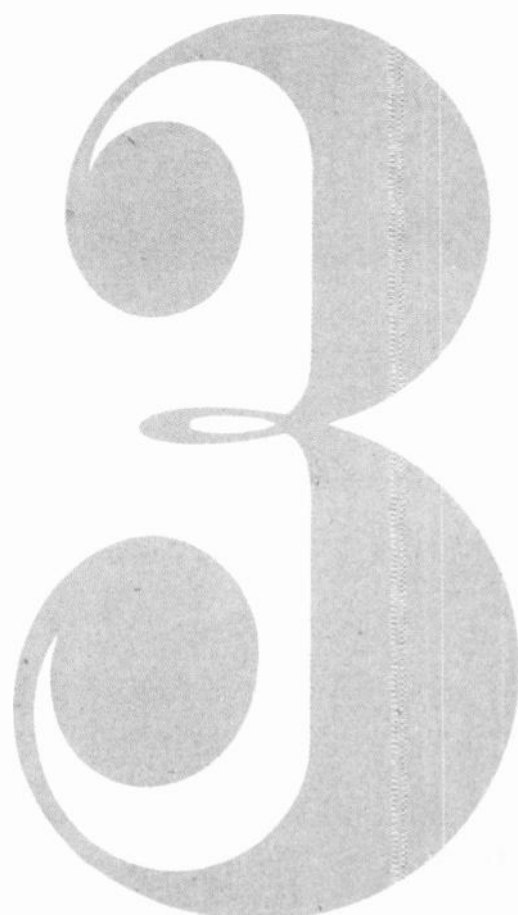
RCA PARTS AND ACCESSORIES, DEPTFORD, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS



*Crack the  
sales-winning  
combination  
with impact effort in*



*Merchandising  
Week Special  
Housewares Show  
Issues!*

Before, during, after — Merchandising Week will blanket the show with all that's new about this booming industry at a time when interest is at its peak. Your customers and prospects will shop these merchandise-moving show issues with special interest, special buy-minded attention. No better time to tell your story, no better way of reaching and selling the volume housewares merchandisers. Get your New Year off to a roaring start with sales-cracking impact in the action-packed pages of Merchandising Week.

**JANUARY 4 — PRE-SHOW ISSUE**

Cover your exhibit investment by directing traffic to your

display. Pre-sell them before they head for the show. Advertising space reservations — December 21/ material due — December 24.

**JANUARY 11 — AT-THE-SHOW ISSUE**

Thousands of extra copies for buyers at the show will give your product message targeted "Show-Time" distribution from opening gun to final day. And, you can reach both show shopper and stay-at-home with Merchandising Week's double impact issue mailing to housewares buying influences throughout the country. Don't miss this "bonus

circulation-bonus merchandising" opportunity. Advertising space reservations — December 28/ material due — December 31.

**JANUARY 18 — POST-SHOW ISSUE**

Remind your customers and prospects of what they saw, or may have missed, while the buying mood prevails. Advertising space reservations — January 4/ material due — January 8. More reasons why — **Your advertising means more in Merchandising Week.**

**MERCHANDISING  
WEEK**

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Adam Hepp looks over promotion materials used by tv stations and dealers.

## Proctor-Silex 'Maid' contest hits the home stretch

Although it still has the rich Christmas lap to go, Proctor-Silex's "Win-A-Maid" contest has already been tagged by company executives as "its most successful promotion." The contest, which covers 50 major markets, began last spring. It will wind up on Dec. 15, when one consumer in each market will win a maid for one day each week for six months.

The success story now being told by P-S officials rests on two solid gains—both substantially attributable to the promotion. The first is the company's best fall selling season. The second is wider distribution at retail. Since the beginning of the contest, P-S distributors have placed over 20,000 ballot boxes in retail stores. Increased traffic has made both old and new P-S dealers happy and their enthusiasm is shared by distributors. This support, P-S feels, will carry over to future promotions.

The key ingredients were a high-powered idea and intensive coordination, says company ad manager Adam Hepp. The free-maid idea was so strong that it motivated women to go out of their way; it also caught

the fancy of local tv stations, whose tie-in efforts gave extra yardage to the promotion. Some stations sent out maid dolls to local retailers; others presented P-S "maids" on their own women's interest programs.

The "maid" theme also "tied in perfectly with our appliances," says Hepp, "and we will perpetuate the built-in maid symbol even after the promotion has ended."

The theme was backed at all levels. Coordination was the key here, Hepp emphasizes, adding, "The same theme appeared on tv, in trade advertising, co-op newspaper advertising and on p-o-p materials. The same message went out to our reps and distributors."

After the contest was introduced, the company continued to build up on it, using the "maid" theme at the July Housewares Show, and plugging it again, in September, at the New York Hardware Show.

Wide use was made of promotional materials, and live models—dressed as maids—brightened distributor meetings, trade shows and even some local stores.



Dealers received materials ranging from maid dolls to ashtrays.

Westinghouse's new manager for its Portable Appliance Division is A. E. Uber, who moves to Mansfield on Dec. 1. Currently Uber is general manager of the West-ing-Arc Division at Buffalo. He replaces William Fleming, who resigned and moved to New York, joining Continental Copper and Steel. A second recent resignation at Mansfield was Mike Byrne, who was marketing manager of the Portable Appliance Division. Len D'Ooge, product manager of the division, is temporarily acting as marketing manager as well.

Three new members have been elected to the Metal Cookware Manufacturers Assn. They are G. & S. Metal Products Co., Inc.; Union-Everedy Co., Inc., and Northland Aluminum Products, Inc.

Hoover demonstrators will wear badges on retail floors, the company has assured the National Better Business Bureau (NBBB). A letter giving such assurance was delivered to NBBB by Hoover executives last week. Hoover was able to give this assurance in response to NBBB advice that distributor identification requirements were identical with those of factory representatives, the company said. Hoover pointed out again that the identification program was not new, and that Hoover demonstrators have been identified in many stores in the past.

Housewares are favorites in stamp redemption centers, reports Dolph Zapfel, managing director of the National Housewares Manufacturers Assn. Of the products most often selected by customers, more than 41% are housewares. Zapfel put dollar volume of housewares chosen by stamp collectors last year at \$291.4 million, with figures available for only 11 out of 92 product categories shown at the National Housewares Exhibit.

There is still no word from the Federal Trade Commission on stamp plans, which the commission has had under study for the past few years (MERCHANDISING WEEK, 30Mar64, p24).

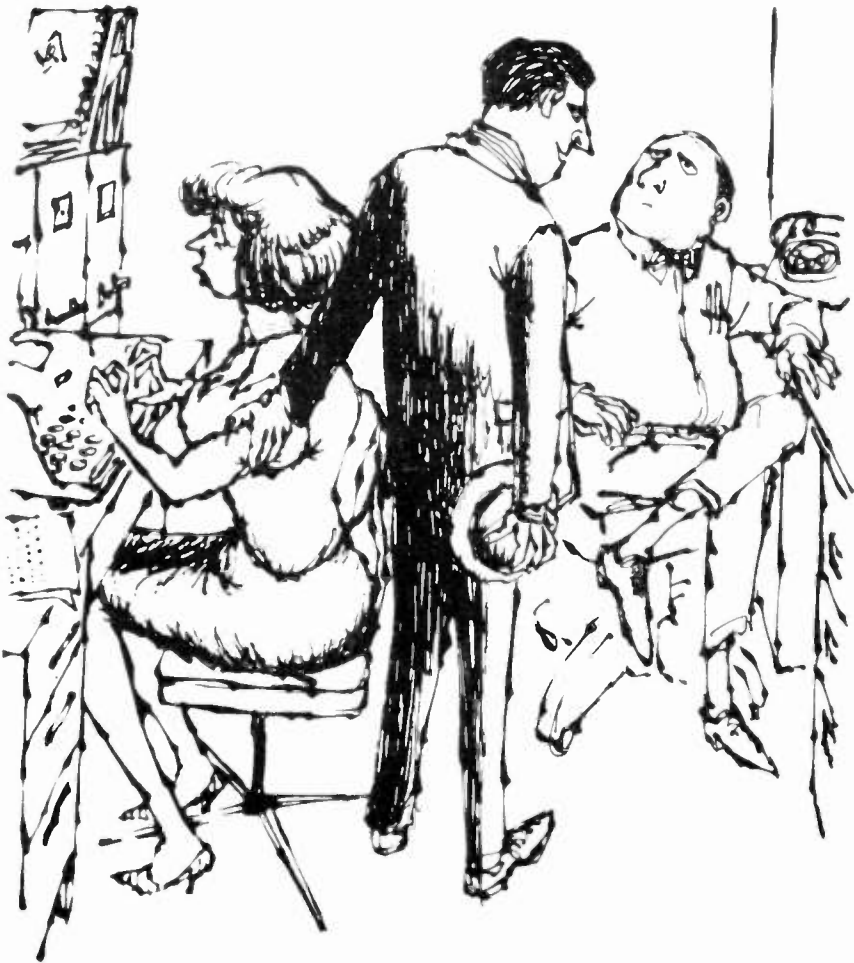
A quarterly stock dividend of 20 cents per common share has been declared by Skil Corp., the 12th consecutive dividend for that company.

Key Moves: Shetland Lewyt names a new division mgr and four new reps: Jack Harding is named mgr, southern division; Paul R. Seaman is rep for portable electric appliances in northern California, northern Nevada and Hawaii; Thomas Powell, Jr. is rep for floor care and portable electrics in eastern Virginia; Daniel L. Martin is rep for floor care in Arizona, New Mexico and El Paso, Texas; and Jim Cody is rep for floor care and portable electrics in Colorado, Montana, Wyoming and in Pocatello and Idaho Falls, in Idaho . . . WESTINGHOUSE names Richard W. Muehlenhard sales manager of the central region for the portable appliance division, with headquarters in Cleveland . . . Francis E. Galloway is named director of sales-national accounts by HAMILTON COSCO. The post is in addition to his duties as director of international operations, and the national accounts section is new for the company's Household Products Div.



# rodriguez looks at

## The new man



"your ad said that you were looking for an aggressive man."



"in one way it's like your previous job selling used cars—they don't kick the tires, but, they always ask is that the best price you can give me?"



"the salesman the agency sent down for an interview? oh, he's across the street having coffee with the rest of the fellows."



"it can't be too bad—he's a dropout from the Harvard Business School..."



"...are you sure you never worked in an appliance store before?"



*be sure  
you're in  
Merchandising  
Week's* **big**  
**exciting**  
**statistical**  
**issue**

■ The January 25th Statistical Issue will be one of the most read-and-retained to be published by Merchandising Week in 1965. Traditionally, retailers and distributors use this issue for important buying decisions; manufacturers and advertising agencies use it in formulating merchandising and production programs.

■ This issue literally almanacs the industry. It is the most comprehensive, reliable and referred-to source of home goods market data available anywhere.

■ This issue gives advertisers Bonus Circulation. Merchandising Week sells (in remarkable quantity) extra copies of this unique issue. '65 orders are already coming in. Your full page minimum advertisement will be prominently positioned in the Statistical section.

■ This issue gives advertisers Bonus Readership. It will be desk-topped, front-drawered and brief-cased. Readers will refer to it again, again and again as an intrinsic part of their operation. Go big and bold in this fact-packed Statistical Issue, another reason why — *your advertising means more in Merchandising Week!*

### issue highlights

- Product-by-product trends, and what to watch for in planning for higher volume, increased profit. Covers the appliance, radio, TV, housewares field.
- 10-year sales trends for specific products.
- Importance of the growing replacement market.

- The Merchandising Week Saturation Index.
- 1964 sales by geographic regions.
- Seasonal selling patterns.
- Economic outlook for 1965.

**January  
25  
1965**

### closing dates

- RESERVATIONS —  
January 11
- MATERIAL DUE —  
January 15

**MERCHANDISING  
WEEK**

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## Putting a kick into the show

Chances are good that visitors to the January Independent Housewares Exhibit at Chicago's Navy Pier may have trouble keeping their minds on business. Between 2 p.m. and 5 p.m. each day, the normally cold Navy Pier will be warmed up by a Parisian floor show, featuring Can-Can girls (right), a chanteuse, a dance team and a 10-piece orchestra.

The exhibit, which is being held at Navy Pier for the first time, will open on Jan. 9 and continue through Jan. 14, 1965. Its former site, Chicago's Morrison Hotel, is being torn down this year.

The entertainment has been arranged by the exhibit's co-sponsors,

Jules Karel and Ray Passis. In addition to the floor show, dinner entertainment will be provided on Jan. 11 and 12, and free continental breakfasts will be offered on Jan. 11, 12 and 13. Products featured at the Independent Exhibit will include a wide range of housewares and hardware.

The Independent Exhibit is one of three housewares shows being held simultaneously in Chicago this January. The others are the National Housewares Exhibit, at McCormick Place, by far the biggest show, and Show Housewares, at the Sherman Hotel, a new event this year featuring imported products.



### Broil Queen broiler

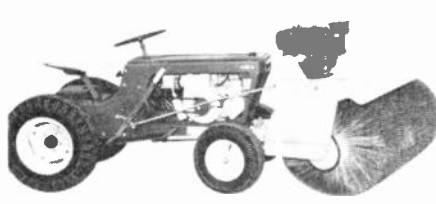
Compact, portable Broil Queen No. 35 measures 10x9x6 inches; sliding tray with attached splatter proof door heats and cools quickly; 800w, 115v ac or dc; \$4.95. *Broil Queen Corp., 1234 60th St., Brooklyn 19, N.Y.*

airflow dries hair fast; contracting hose, 8½ inches long in handbag, extends to full regulation length when used. Fewer parts and special construction make it quieter and trouble free. Adjustable carrying strap permits user to walk around while using. \$24.95. *Universal Appliances, 711 Fifth Ave., New York 22.*



### Ekco bakeware

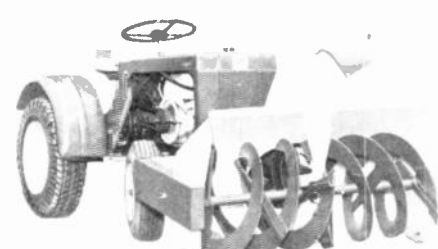
A new budget priced line of stainless steel bakeware is announced by Ekco. Eight items are featured ranging from \$1.29 to \$3.95. Items shown include a 12x16 inch cookie sheet with easy-grip handle and a hang-up hole, \$2.69; an 8-inch square cake pan, \$2.50; a 10-inch save-all pie plate with scalloped edge, \$1.75; an 8-inch round cake pan; a 9-inch round cake pan, \$1.50; a pie plate with extended rim, \$1.29; an oblong jelly roll cake pan, \$2.95; and a 9x13 inch bake 'n' roast pan, \$3.95. *Ekco Housewares Co., 9234 W. Belmont Ave., Franklin Park, Ill.*



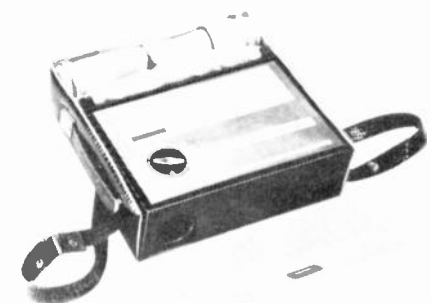
### Lambert tractor attachments

The new attachments for Lambert's eight-hp lawn tractor include a 40-inch wide-angle broom equipped with its own 3½-hp engine for power, with six-to-one gear reduction. Measures 24 inches in diameter and has an "easy action" lever for raising or lowering the brush located beside the driver.

The 36-inch wide dual stage snowthrower attaches to front of tractor



and will throw snow as far as 40 ft.; fingertip control is maintained through an "electro-magic" clutch which operates independently of gear transmission. The remote-controlled chute can be turned through a 210-degree radius and is controlled without operator leaving his seat, as is the raising and lowering of the entire snowthrower. *Lambert Inc., 519 Hunter Ave., Dayton, O.*



### Universal hair dryer

Speedryer, No. 9970, compact hair dryer, comes in a brown alligator carrying case that looks like a woman's handbag. New use of heat and

### Turfmaster rotary mower

A high wheel rotary mower, No. HW22, is introduced by Dille & McGuire. The 22-inch blade is driven by a fully enclosed belt from the engine crankshaft.

The all-steel deck is baffled in front and rear for better grass ejection. The rear wheels are 16-inch bicycle type with semi-pneumatic tires. A three hp Briggs and Stratton engine is used to lower the Diamond High Wheel unit. *Dille & McGuire Mfg. Co., Richmond, Ind.*



# MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP



Ideal every-Monday frequency  
Biggest paid Dealer audience  
Unique, best-buy rate structure



# 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	1963	%
<b>FLOOR CARE PRODUCTS</b>				
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
<b>HOME LAUNDRY</b>				
dryers, clothes, elec.	September	160,100	134,443	+ 19.08
	9 Months	779,987	708,500	+ 10.09
dryers, clothes, 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
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	September	58,300	43,600	+ 33.72
	9 Months	2,127,600	1,615,100	+ 31.73
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
dishwashers, under-counter, etc.	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
freezers, 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
ranges, 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
water heaters, gas (storage)	October	272,900	243,200	+ 12.21
	10 Months	2,346,000	2,207,400	+ 6.28
<b>CONSUMER ELECTRONICS</b>				
phonos, mfrs. ship., port.-table	September	505,186	490,319	+ 3.03
	9 Months	2,044,064	2,212,588	- 7.62
distributor sales	September	410,097	413,003	- .70
	9 Months	1,844,422	2,030,434	- 9.16
phonos, mgr. ship., console	September	243,486	212,372	+ 14.65
	9 Months	1,136,428	1,147,889	- 1.00
distributor sales	September	214,947	178,691	+ 20.29
	9 Months	1,109,039	1,027,059	+ 7.98
radio production (ex. auto)	Wk. Nov. 13	285,982	277,015	+ 3.24
	45 Weeks	9,327,819	8,995,081	+ 3.70
distributor sales	September	1,297,571	1,133,464	+ 14.48
	9 Months	6,980,845	6,616,451	+ 5.51
b&w television production	Wk. Nov. 13	193,605	162,742	+ 18.96
	45 Weeks	6,955,017	6,157,503	+ 12.95
distributor sales	September	839,863	803,521	+ 4.52
	9 Months	5,402,301	4,758,191	+ 13.54
color television production	September	176,757	.	.
	9 Months	1,007,274	.	.

\*\*Nine-month total includes 1,098,100 free-standing ranges, 265,000 built-ins, 156,100 set-ins and 105,500 high oven models. Sources: NEMA, AHLMA, VCMA, GAMA, EIA. \*Not available. r: revised figure.

●●●●●●●●●●●●●●●●●●  
●● Tape Recorder Dealers ●●  
●●●●●●●●●●●●●●●●●●

## YOUR CRAIG DISTRIBUTOR Will Fill You In OVERNIGHT!

●●●●●●●●●●●●●●●●●●  
●● Tape Recorder Dealers ●●  
●●●●●●●●●●●●●●●●●●

Don't miss one single tape recorder sale this Christmas! Stock up now for extra profits, extra volume with the world's most portable, portable tape recorder line.

## CALL OR WIRE CRAIG IMMEDIATELY-COLLECT FOR THE NAME OF YOUR CRAIG DISTRIBUTOR

**Craig 404:** Built-in speaker, 30 min. of recording, light-weight, durable design and construction, remote control microphone, beautiful leather case and other access. included.

**Priced to sell for less than \$30 with full dealer markup**



**Craig 408:** Sensitive remote control mike, powerful, built-in speaker, battery pack convenience, special leather case, telephone pick-up mike.

**Priced to sell for less than \$40 with full dealer markup**



**Craig 490:** Built-in microphone, built-in speaker, tape-pack convenience, special control-zone for finger-tip operation, beautiful leather case, extra remote control mike.

**Priced to sell for less than \$80 with full dealer markup**



Check out the 403 at less than \$130 retail...and the 505 at less than \$160 retail.

**Call or wire Craig Collect: Craig Panorama, Inc., 3412 S. La Cienega Blvd., Los Angeles, California 90016 Telephone (213) 931-1387**

Products of Craig Panorama, Inc., Los Angeles, California 90016  
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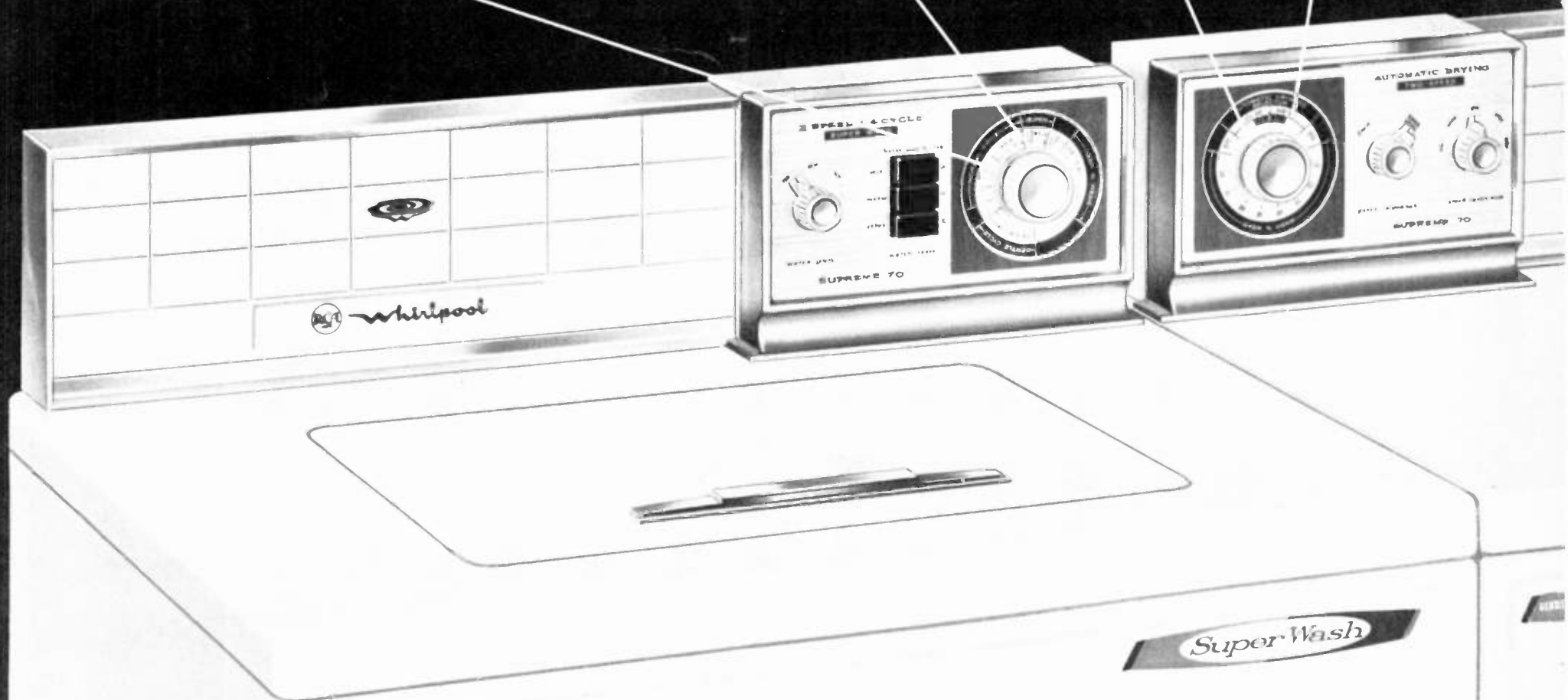


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# Top-of-the-line features... priced for volume!

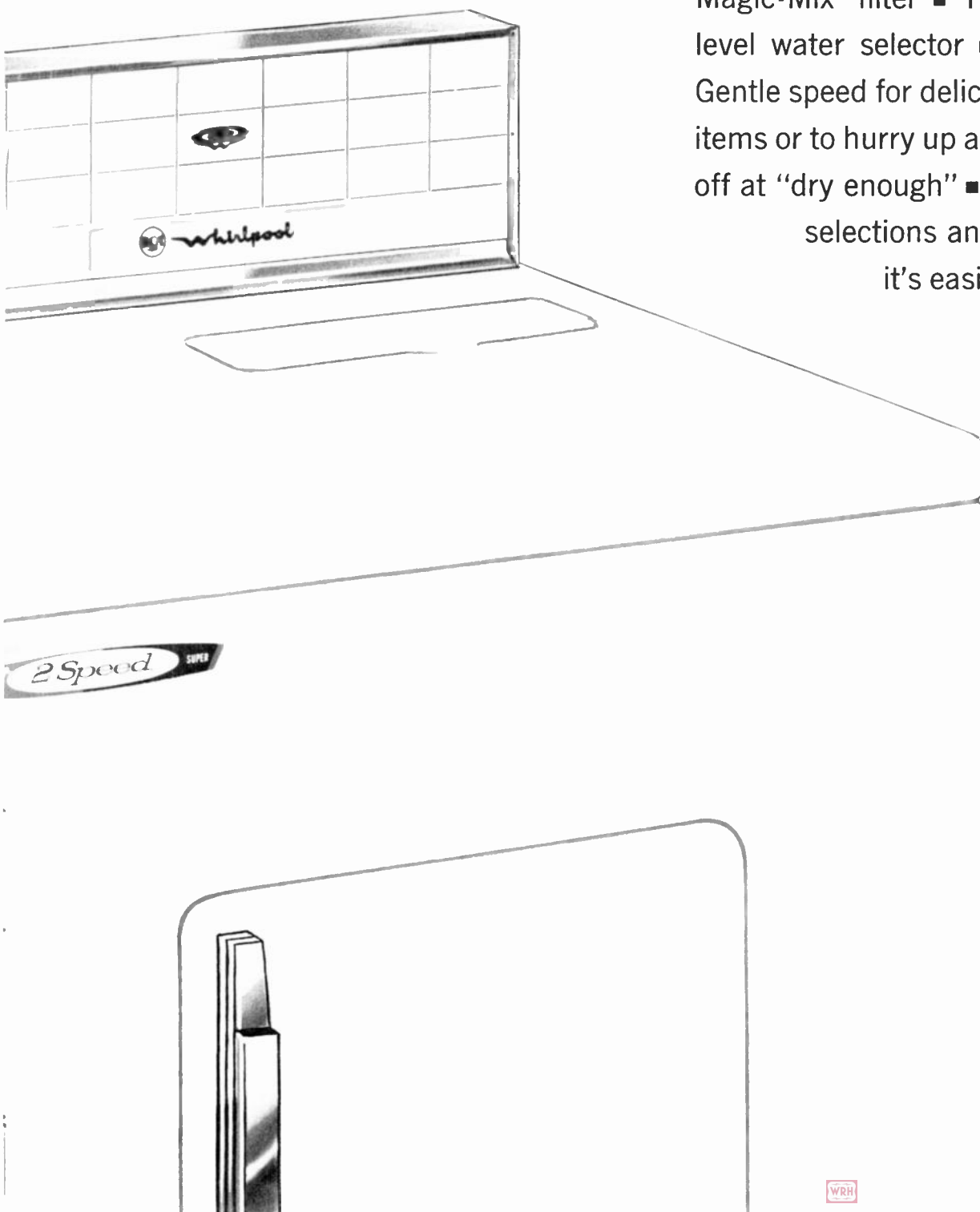
It's a quality story from their self-leveling legs to the handsome chrome-trimmed control panels... yet, they're volume priced. The washer features: Super Wash cycle, that automatically prewashes heavily soiled clothes, plus 3 other cycles, NORMAL, WASH 'N WEAR and GENTLE ■ Built-in Magic-Mix\* filter ■ Three wash... two rinse temps ■ Three-level water selector ■ The dryer features: Two speeds... a Gentle speed for delicate garments and Super speed for bulky items or to hurry up a load ■ MOISTURE MINDER shuts dryer off at "dry enough" ■ Automatic Dryness Selector ■ Five heat selections and timed wash 'n wear cycle. More proof it's easier to sell RCA WHIRLPOOL washers and dryers than sell against them.

\*Tmk.

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about this terrific  
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WHIRLPOOL CORPORATION, Benton Harbor, Michigan, makers of RCA WHIRLPOOL home appliances.  
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Models LMA 670-0 washer and LME 670-0 dryer





WHAT MAKES MAYTAG DEPENDABLE



## A cup of kindness

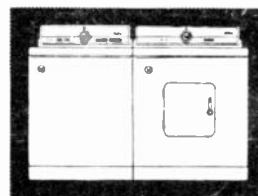
Maytag's new Fabric Softener Dispenser holds any kind of liquid conditioner or softener that the homemaker chooses (these days she's choosing them at the rate of 80 million dollars' worth a year).

It works automatically (no waiting around for the rinse cycle). Add the liquid at the beginning of the washing cycle, and centrifugal force does the rest.

The cup fits right in the center of Maytag's lint filter agitator. And it doesn't add any moving parts to the operation of a Maytag Washer. Which for a consumer is the kindest part of all.

One more reason why Maytag dependability is based on fact, not fancy. The Maytag Company, Newton, Iowa.

# MAYTAG



*the dependable automatics*