

MERCHANDISING WEEK

* EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 8/FEBRUARY 22, 1965



ON THE INSIDE ☐

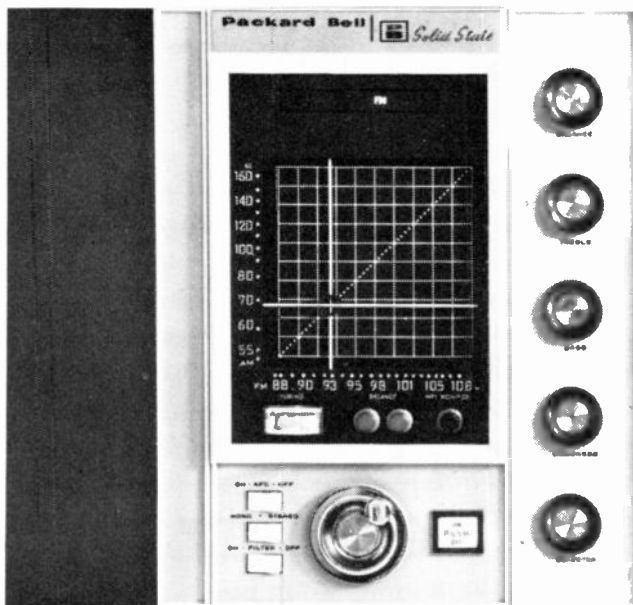
◀ ☐ ☐ ☐ ☐ **Spring clippings** of advertisements that have helped retailers boost sales in March, April and May: pick and choose among these 10 good ideas.....p.18
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AT PRESSTIME ☐

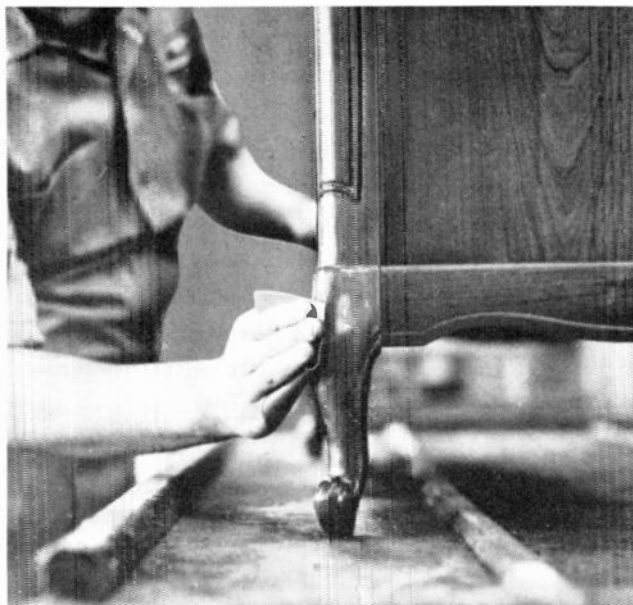
☐ ☐ ☐ ☐ **More colorcasting** is in the works for the 1965-66 schedule of the American Broadcasting Company. Three regularly scheduled ABC television programs are slated for color treatment beginning next fall: *Gidget*, a half-hour situation comedy; *The Big Valley*, a one-hour dramatic series; and an untitled drama about the FBI. Also, at least two more programs, *Sunday Night at the Movies* and *The Flintstones*, could show up in color. And, a network spokesman said, there is a good chance for even more colorcasting when next season's lineup is put into final shape.

Helping to trigger part of ABC's increased color tv schedule is Armstrong Cork's enthusiasm for color and its awareness of the growth of color set sales. "Because of the styling of our products," said Armstrong's ad director, Craig W. Moodie, "color in advertising is of considerable importance to us. Now we feel the time is right for an entry into color television—because of both the rapidly increasing number of color tv sets in use and the truer color fidelity possible in television today." Armstrong, currently co-sponsoring *The Danny Kaye Show* on CBS in black-

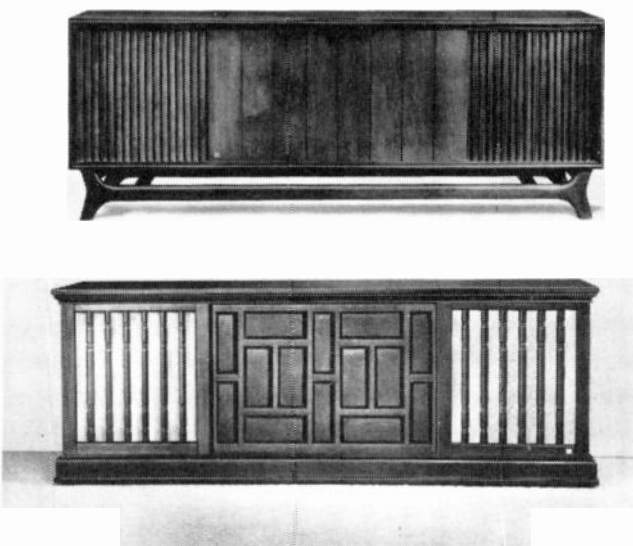
continued on p.3



1. Exclusive Computer[®] Control Panel—calibrated and illuminated displays for precise tuning at a glance.



2. Handcrafted hardwood cabinetry—the furniture you'd buy if you were buying furniture alone.



3. Original designs—like the Scandia[®] and the majestic new Espania that leads the Mediterranean trend.



4. Finest components—like 300-watt solid-state amplifier system and Garrard Automatic Turntable.

Just 4 of the reasons why Packard Bell stereo leads in the toughest markets.

(Example: 1 out of every 4 stereo consoles sold in Los Angeles is a Packard Bell)

If you're a dealer in a tough market, investigate the exclusive profit-protected franchises still open in the East, Midwest and South. Use coupon for full information.

Packard Bell
WEST'S LARGEST SELLING TV • COLOR • STEREO • RADIO

W. T. Powell, Eastern Sales Manager
Packard Bell Sales Corp.
8745 W. Third St., Los Angeles 48, Calif., Ph.: 273-8660

Please send me more information on exclusive dealer franchises and the complete Packard Bell line.

Name _____
Address _____
City _____ State _____
Name of Store _____
Telephone _____

and-white, will drop it at the end of this season and put its money on ABC's *Gidget* and *The Big Valley*—in color.

□□□□ **Whirlpool will open a retail store** this Thursday in Jacksonville, Fla. The experimental showroom and store of 3,000 sq.ft. will display the full line of RCA Whirlpool appliances. According to marketing services manager Robert P. Lewis, "Whirlpool expects the store to provide answers to many other perplexing problems at the retail distribution level, answers other manufacturers have tried to find with similar experiments elsewhere." Westinghouse has had an experimental retail store open in Columbus, Ohio since May, 1963. Lewis said that when the company's objectives are achieved, the store will be closed or sold and that no further experiments of this nature are contemplated. The store will be under the direct supervision of the factory branch in Tampa and will sell merchandise with the company's nationally recommended retail prices. According to informed sources, Whirlpool is weak in this market with only three dealers in the Jacksonville area. The company would like to expand its penetration in this area.

□□□□ **The race to lower transistor tv prices:** Sony is showing a new 9-inch transistor portable tv in a wood-grain plastic cabinet that will retail in Japan for \$125—\$30 less than the present model. Better transistors and circuits made it possible for Sony to design a set using fewer transistors; the new set uses 23. Sony refused to discuss exports.

□□□□ **An 8-track stereo tape machine** for the home and auto market will be introduced in late spring by Lear Jet Corp., maker of jet-powered executive aircraft. Eight-track tape cartridges for the machine will be furnished by RCA, which has worked with Lear on development of the unit. Lear will order one million tape cartridges, covering the entire RCA tape library, to be sold through RCA's 9,700 tape dealers.

Lear has purchased office and manufacturing facilities in Detroit, where the company's new stereo division will be headquartered. A 500,000-unit production schedule will begin in April. Stereo players from Lear

are to include an integrated radio and playback unit for automotive use, and a complete line of home units incorporating AM-FM multiplex with stereo playback. Reportedly, in addition to portable units, a home console unit for under \$200 is planned. The company expects to market the sets through two-step distribution.

□□□□ **A transistor tv-radio combination** from Japan is slated to hit the U.S. market next fall. The set, with a four-inch picture and a built-in two-band radio, has been developed by the Crown Radio Corp., which expects to start exporting in August. The company was not talking price, reports McGraw-Hill World News from Tokyo, and has not signed any contracts.

□□□□ **Excise tax will hit hi-fi:** A ruling by the Internal Revenue Service will subject hi-fi stereo speakers and amplifiers to a 10% excise tax starting April 1. The ruling wipes out 1956 guidelines: that speakers with a voice coil of eight ohm or more impedance and amplifiers of 10w and up would not be considered radio-phono equipment unless recommended as such by manufacturers. IRS cited the extensive development of hi-fi as the basis for wiping out these limitations.

□□□□ **Westclox will launch** a second quarter promotion built on the theme, "Swing into Spring." It kicks off in March and will include an intense effort in print and broadcasting media to highlight the time change weekend in April. Decorator and gift clocks will be featured and new models will be announced for the promotion.

□□□□ **New life for UHF committee?** The Committee for the Full Development of All-Channel TV will ask the FCC for a one-year extension of its life. The extension is needed to give one of the subcommittees time to complete its work on the affiliation policy of networks, availability of network and non-network programs, and the impact of CATV on UHF development.

□□□□ **Gibson has issued 5-year warranties** on the refrigeration systems of its two D-series and four DS-series air conditioners (5,000- to 6,000-Btu). Such warranties now cover all Gibson air conditioners.

How Macy's sees the teen-age hard goods market

Is there a teen-age market for hard goods? "Teen-agers today own a million tv sets, 10 million record players, 20 million radios," said David L. Yunich, president of Macy's New York last week. Young marrieds under 20 years old buy 47% of all bedroom furniture and 61% of all electric skillets he said, and added that, because Macy's thinks the under-20 market is important, "for the past few years we have put into action a campaign of increasing intensity to attract more teen-agers to our stores. And, as an aside, I might add that we naturally try our utmost to sell them our private brands wherever possible."

Yunich, who spoke before an American Marketing Assn. meeting, titled

his speech "A New Look at a New Market."

The teen-age market is important, said Yunich, because "the teens are the years when loyalties are formed. Teen-agers have a great deal of discretionary income to spend. The current figure is \$11 billion, and it's estimated that by 1970 teen-age income will climb to \$21 billions. Also, upward of an additional \$30 billion worth of family purchasing is thought to be teen-age influenced.

"The teen-ager is the new influential. Some of us still believe that Mama is the family purchasing agent. In many cases, Mama never gets to spend the money."

Furthermore, there are more married teen-agers than ever—over 40%

of today's brides are under 20. "In the first year of marriage, they spend more than they'll spend at any other time—and on permanent goods, not make-shifts."

Teen-agers are sophisticated and independent, Yunich said. They know what they like and they know what they do not like. They are better educated than ever. "Teen-agers today have better taste—they demand higher quality. In a survey made in 1963 for radios owned by teen-agers, the first brand was GE, the second Sears, the third RCA." He said that they have even influenced store hours to the extent that stores stay open more evenings.

Teen-agers are still children, however, "children looking for guidance,

for counsel, for advice; children learning how to live with themselves."

Stores should help them. "Since newly marrieds are large users of credit, we even have a new credit plan, tailored to accommodate the major purchases they want to make," said Yunich. Stores should run teen-age attractions: "We run beauty workshops, clothes clinics, jazz clinics, and dance contests. We now build our stores with community rooms largely for this purpose." He also suggested running a cooking clinic.

Yunich said that a store can reach teen-agers through direct mail and direct telephone solicitation. "If we are going to be successful, then we had better start paying real attention to this market."



in Merchandising Week!

MERCHANDISING WEEK



ON THE INSIDE

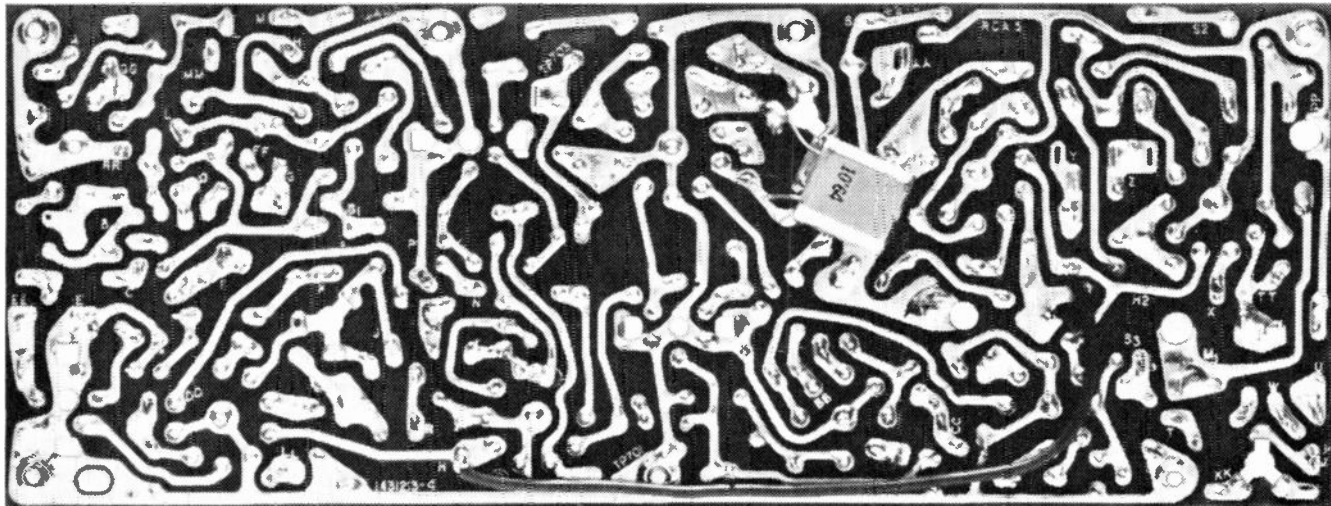
AT PRESSTIME

When the need for both impact and frequency sends the budget beyond limits, take the cake-and-eat-it approach by concentrating in *the* BIG ONE: Merchandising Week! Eliminate the whispered word, the seldom heard. Speak out loud, clear, often...concentrate big in the action-arousing pages of Merchandising Week. Penetrating, balanced retail coverage that blankets the field. Concentrate where? In *Merchandising Week!*

MERCHANDISING WEEK

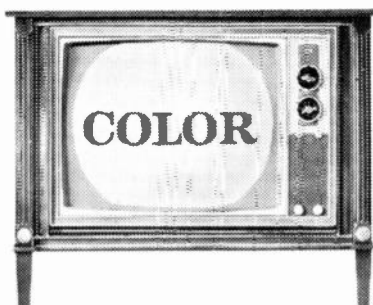
The Interpretive News Weekly

RCA Solid Copper Circuits



**replace old-fashioned
“hand wiring”...give TV
space age
dependability.**

RCA Solid Copper Circuits give greater dependability... better TV performance... fewer service headaches. Remember and sell these Space Age advantages and both you and your customers will profit.



The Most Trusted Name
in Electronics

Trmk(s)™

More TV servicemen own RCA Victor Color TV than all other leading makes combined

WASHINGTON

□□□□ **No signs of buyer reluctance** in anticipation of excise tax cuts have been detected in the government's retail sales statistics for January—the first month that could possibly reflect consumer reactions and intentions along these lines. The Commerce Department has estimated that retail store sales in January were \$20.1 billion, or about 7% above January, 1964. Durable goods stores sales were up 10%; non-durable sales rose 5%. Total sales of stores in the furniture and appliance group were \$933 million, compared to \$905 million in January, 1964. General merchandise and department stores also gained.

□□□□ **The proposed excise tax cuts** could fall an early victim to major escalation of the war in Vietnam. An action on the scale of the Korean Conflict would do more than dislocate government budget plans; it could require a degree of industrial mobilization calling for discouragement of some consumer buying. During the 1962 Cuban crisis, President Kennedy found it necessary to order a multi-billion dollar step-up in defense preparedness, partly to show U. S. determination to face up to the threat of hostilities.

No similar intention has yet been shown in the Vietnam situation, but conditions there fluctuate considerably from day to day. President Johnson could easily find a lot of Congressional support for deferring his tax-cut plans, should a worsened Vietnam situation call for increased red-ink government spending.

□□□□ **Big banking and big business** have been put to a severe test by President Johnson's latest proposals for solving the persistent U. S. payments imbalance. They have been called upon to "voluntarily" limit their foreign lending and investing operations in the interest of shoring up the soundness of the U. S. dollar. Behind the Johnson plea is a veiled threat of direct action toward controlling the outflow of gold, if the required degree of cooperation is not achieved. Top administration officials view the new program as the last effort of the government to restore the balance of international payments by relatively painless means.

The possible alternatives, should persuasion fail, could add up to a general domestic contraction—mandatory limits on overseas investments and higher interest rates, and perhaps controls and tight restrictions on the spending of American citizens abroad.

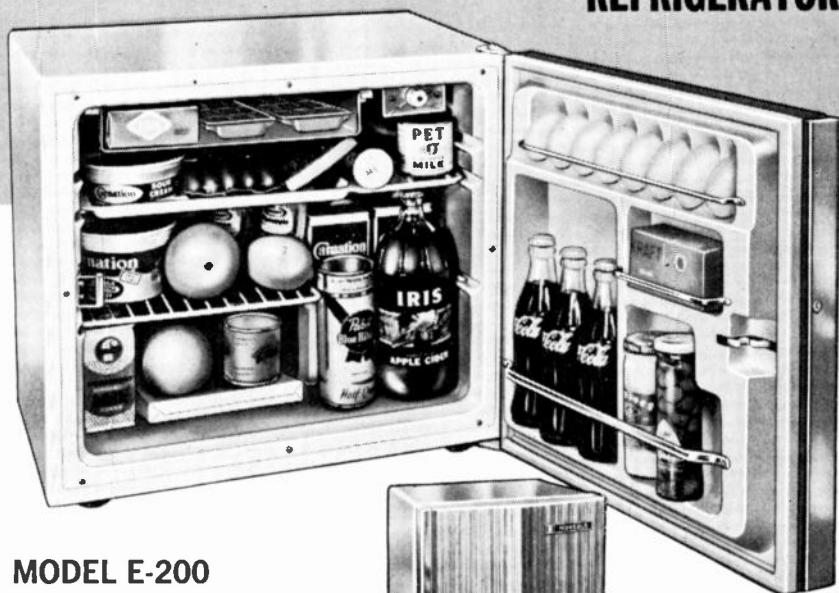
President Johnson has set on deadline on the present testing period, but government economists will take a long look at the figures during the second half of this year. If a sharp improvement is not shown in the seven-year-long gold loss, look for the kind of crackdown that could shake the entire economy.

□□□□ **Dropping export controls on walnut logs**, currently a major concern of walnut veneer makers, could well have an inflationary effect on all products on which walnut veneer is used, including certain home entertainment products. Secretary of Commerce John T. Connor recently removed controls imposed a year ago to limit the quantity of walnut logs shipped abroad. Another part of the now-defunct program of conservation, providing for voluntary adoption of a 1/36-inch standard U. S. veneer thickness, never caught on. Unlimited exports could increase demands, boost prices.



Let's look at the record! The Norcold exclusive patented compressor has no equal in efficiency and service-free operation. The thousands of Norcold compact compressor refrigerators installed in homes, offices, motels and hotels give eloquent testimony to this fact. And that's not all... its hi-speed ice-cube production assures greater customer satisfaction.

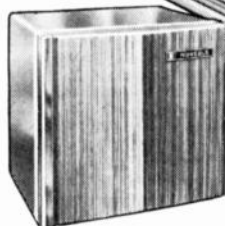
**AND
ORDINARY
COMPACT
REFRIGERATORS**



**MODEL E-200
PROMOTIONAL LEADER**
In White or Walnut Finish

The sales-sensation of the industry! Lowest in cost, highest in profit. Feature for feature it has no competition. Huge storage capacity, makes ice cubes in a jiffy, low current consumption, 5 position thermostat, Key door lock. Just 42 lbs. Light and only 18" x 20" x 17".

Walnut E-200: Exact features as above with attractive simulated Walnut Wood grain finish.



**Another Big
Difference!**

CAN BE PROMOTED AS LOW AS

\$69⁹⁵
RETAIL

In New York, Chicago, Los Angeles,
\$79.00 elsewhere.

MODEL E-200 Walnut... Retail \$10.00 Additional



MODEL E-150 ICY-MITE
In Walnut Finish
**ICE CUBES GALORE PLUS
REFRIGERATION TOO!**

Compact size plus quality and value will make the "Icy-Mite" a sure-fire sales winner with hotels, motels, offices, etc. . . or wherever "room service" hospitality is required. Makes ice cubes in a jiffy. Holds 2 full quart and 3 half quart bottles plus 5 ice cube trays. Only 11 3/4" x 16 1/2" x 15 1/4".

**Norcold Offers a Complete Line of Compacts, Including
Portable 12V DC, 110V AC Combination Refrigerator Freezers.**

REFRIGERATION IS OUR BUSINESS... OUR ONLY BUSINESS.

NORCOLD, INC. □ □ □ □ □ □ □ □ □ □
Subsidiary of the Stolle Corp.

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Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

How the Japanese fared in '64
—fresh gains in new areas

For the first time since the Japanese launched the transistor radio binge, their unit exports to the U. S. failed to set a record. Shipments of radios with three or more transistors to the U. S. wound up at 9,018,287 for 1964, off a scant 0.36% from 1963's record pace, but off nevertheless, bringing nearly a decade of remarkable growth to an end. Significantly, the Japanese increased dollar volume in 1964. The average f.o.b. price of a Japanese radio jumped last year to \$8.17, up from \$7.85 in 1963. While the Japanese were struggling to upgrade their product mix and to improve their dollar position, the low-end of the radio market was being filled by Hong Kong, Okinawa and Taiwan. The U. S. imported slightly over 2.7 million radios from these three islands.

The growth areas: If the Japanese have hit a plateau in their radio shipments, they showed no signs of slowing down in television, tape recorder and transceiver exports. Television soared to record heights as the Japanese shipped 770,255 units to the U. S. in 1964, at an average price of \$55.52 per unit. Industry sources figure that about 60% of these exports were under U. S. labels. About 150,000 were transistor sets, the industry figures, and less than 20,000 were color sets (primarily for Sears Roebuck). The flood of Japanese tape recorders continued last year. Over 3.0 million units were shipped here at an average f.o.b. price of \$12.16. At the same time, the market for transceivers showed remarkable new strength. The Japanese exported 925,118 units last year, an increase of 211.03% over 1963's total. The average price per unit: \$10.15.

Japanese exports to the U.S.*

	date	UNITS		% chge	DOLLARS		% chge
		1964	1963		1964	1963	
Transistor radios**	December	859,039	866,058	— .81	6,404,713	6,481,000	— 1.18
	12 Months	9,018,287	9,021,513	— .36	73,703,965	70,809,181	+ 4.09
Toy tr. radios	December	73,562	88,443	— 16.83	79,994	114,377	— 30.06
	12 Months	599,394	1,845,289	— 67.52	853,354	2,976,153	— 71.33
Total tr. radios	December	932,601	954,501	— 2.29	6,484,707	6,595,377	— 1.68
	12 Months	9,617,681	10,866,802	— 11.49	74,557,319	73,785,334	+ 1.05
Tube radios	December	91,202	102,214	— 10.77	941,158	966,422	— 2.61
	12 Months	1,177,275	1,166,450	+ .93	10,317,698	9,658,426	+ 6.83
Television	December	98,530	49,638	+ 98.50	5,505,500	2,434,172	+ 126.18
	12 Months	770,255	452,002	+ 70.41	42,767,778	24,865,284	+ 72.00
Radio-phonos	December	15,500	10,669	+ 45.28	333,260	242,546	+ 37.40
	12 Months	139,635	141,571	— 1.37	3,340,529	4,536,976	— 26.37
Tape recorders	December	183,973	243,700	— 24.51	2,637,846	2,810,554	— 6.14
	12 Months	3,104,917	2,290,509	+ 35.56	37,753,135	25,850,596	+ 46.04
Transceivers	December	183,639	38,409	+ 378.11	1,398,713	—	—
	12 Months	925,118	297,438	+ 211.03	9,390,730	—	—

*Source: McGraw-Hill's Tokyo News Bureau **Three or more transistors

U.S. imports from Japan***

Transistor radios	December	863,203	939,729	— 8.14	6,323,466	5,582,528	+ 13.27
	12 Months	8,976,838	10,189,542	— 11.90	66,540,419	65,887,807	+ .99
Radios, other	December	173,432	92,066	+ 88.38	1,278,288	609,248	+ 109.81
	12 Months	1,448,172	1,658,275	— 12.67	10,770,787	9,418,656	+ 14.36
Radio-phonos	December	17,737	6,411	+ 176.67	617,034	108,520	+ 468.59
	12 Months	88,995	80,523	+ 10.52	2,517,115	3,155,185	— 20.22
Television	December	92,537	32,499	+ 184.74	4,855,284	1,722,289	+ 181.91
	12 Months	658,342	388,137	+ 69.62	35,986,203	22,247,907	+ 61.75
Tape recorders	December	383,927	—	—	4,740,472	—	—
	12 Months	3,156,167	—	—	41,133,133	—	—

U.S. imports from Hong Kong***

Transistor radios	December	279,191	102,178	+ 173.24	966,206	368,272	+ 162.36
	12 Months	1,802,689	956,289	+ 88.51	6,300,284	3,514,912	+ 79.24

U.S. imports from Okinawa***

Transistor radios	December	40,920	45,708	— 10.48	144,059	176,074	— 18.18
	12 Months	556,905	463,916	+ 20.04	1,990,640	1,718,623	+ 15.83

U.S. imports from Taiwan***

Transistor radios	December	26,354	18,000	+ 46.41	73,313	58,428	+ 25.48
	12 Months	344,904	129,062	+ 167.24	1,064,230	450,040	+ 136.47

U.S. imports from West Germany***

Radio-phonos	December	2,338	4,610	— 49.28	276,358	450,840	— 38.69
	12 Months	30,198	59,559	— 49.30	3,614,168	5,342,333	— 32.35

***Source: U.S. Customs

□ □ □ □ NARDA's new traffic builders are a cookware set and a welcome mat. The cookware set, made by Regal, has two Teflon frypans and a nylon spatula. A minimum order is 12 sets; the price is \$3.10 a set f.o.b. Wooster, Ohio. A minimum rubber mat order is six dozen and costs dealers \$37.40, freight prepaid. NARDA suggests that one of the uses of the mats can be as gifts from dealers, with their store's compliments, to new residents moving into the community.

□ □ □ □ Take along television. Dynamic Instrument Corp. has introduced a small lightweight television inverter which makes it possible to operate a standard tv receiver from any 12v automobile or boat battery. Named Video Mate, the inverter retails for approximately \$50.

□ □ □ □ Sylvania's new leader model, a 19-inch portable tv, lists for \$141.60. The receiver (19P38) has a beige and white plastic cabinet and a dipole antenna. A stand is available as an optional extra.

□ □ □ □ Magnavox's sale begins today. The company has cut prices on more than 70 models for its annual Factory Authorized Sale. Leader model in color tv will go for \$399.90. The stereo-color theaters start at \$895, the stereo-monochrome theaters at \$349.90. A 12-inch portable tv is priced at \$109.90, and a solid-state portable stereo is tagged at \$88.80. The sale will continue for an unspecified period.

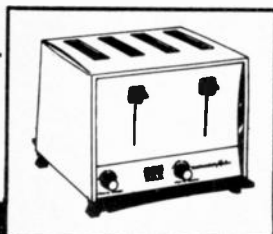
□ □ □ □ A new integrated stereo amplifier from Harmon-Kardon lists for \$159. The all-transistor unit (SA-2000) has a front panel earphone receptacle, two convenience outlets, a phono input, a tape amplifier input, and two auxiliary inputs.

□ □ □ □ "Coax is a Must for Color" is the theme that Jerrold Electronics is using to introduce its new Color-axial line of products. Hoping to encourage coaxial tv and FM installations, Jerrold offers a complete coaxial installation package for \$24.70 and a conversion package for \$17.70. Jerrold says coaxial antenna installation will improve color and FM reception.

□ □ □ □ New sales and service offices: an Admiral service branch has opened at 2823 W. 87th St., in Chicago; and a new Thermador sales and service office has opened at 1675 Rollins Rd., in Burlingame, Calif.

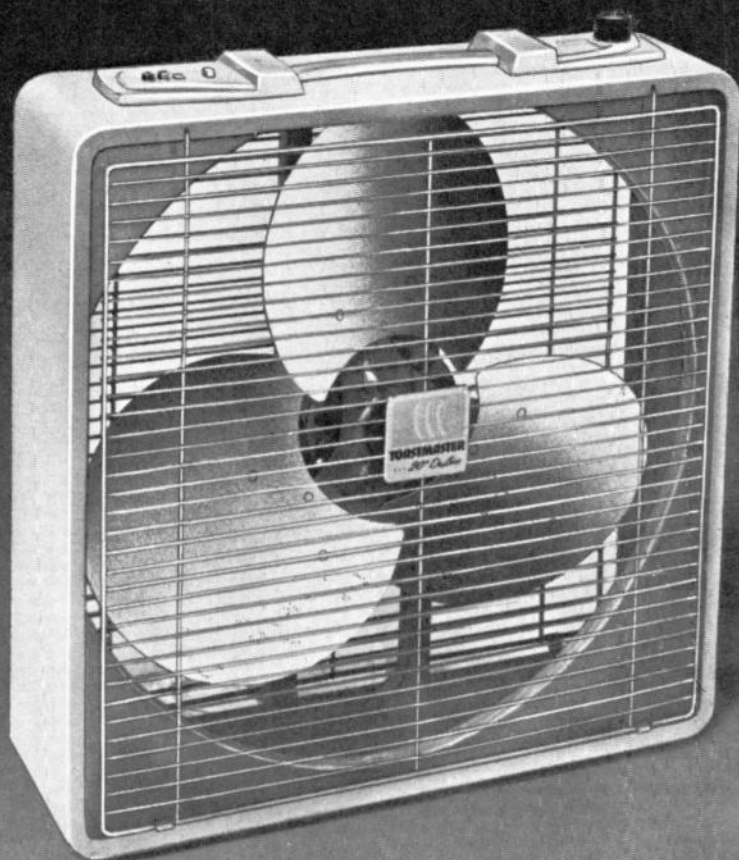
□ □ □ □ A giant step for color television: the total number of color sets in use should nearly double within the next 12 months, predicts Dr. Wendell B. Bell, president of Packard Bell Electronics Corp. Bell also stated that he expects the 5-million set mark to be reached by the end of the year.

□ □ □ □ Key moves . . . Eugene H. Wieder joins CALORIC Corp. to sell dealers in Chicago . . . John J. Anderson of HUPP Corp. is elected a corporation vp . . . SPEED QUEEN Atlantic elects three officers: William J. Leck, pres.; William H. Leck, chmn of the board; Arthur H. Meyer, vp . . . David Brody is appointed operations mgr of JERROLD Electronics' community operations div.



one good thing leads to another...

**A sellout in '64
—even better for '65!**



MODEL 5328 20" FAN

"Moved over 2 carloads
in 3 days"
POLK BROS., CHICAGO

"Entire inventory of
over 1000 Toastmaster fans
sold in less than a month"
SWALLEN'S, CINCINNATI

"Completely sold out
in 3 days"
WIEBOLDT'S, CHICAGO

"...and a sellout
everywhere!"
TOASTMASTER

When warm weather brings customers in, the Toastmaster name sells 'em.

This year should be even better. Our 1965 line now includes fans with luxurious leather grained, antique-white finish, like the one shown above.

In all, Toastmaster offers 19 models (9 of them new—including a hassock fan) to put you out front in selection, style and value.

Sell the line that consumers are sold on—call your Toastmaster distributor today.



Model 5354 Custom Roll-About in white—New for '65—with leather grained, antique-white finish, 3-speed pushbutton control, automatic thermostat. Watch this one really move!



Model 5302 12" Oscillating Fan—Three speeds, white plastic blades, platinum-beige finish. Also in 10" Model 5301.



Model 5380 16" Hassock Fan—New for '65—3 speeds. Removable padded cushion. Furniture style wooden legs.

TOASTMASTER®



Toastmaster Division • McGraw-Edison Company • Elgin, Illinois

TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS • MIXERS
BLENDERS • CAN OPENERS • HAIR CLIPPERS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

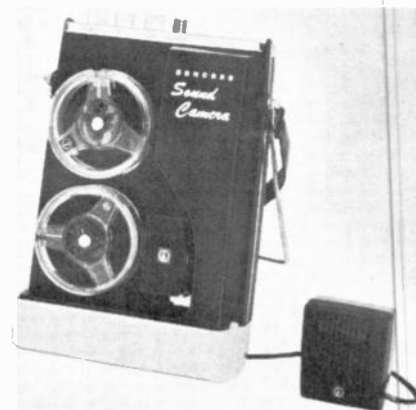
APPLIANCE-TV



Caloric gas grille

Caloric's new gas grille, No. G100, is made of heavy-gauge steel, with porcelain enamel inside and out; it is weatherproof for outdoor cooking. It has a 269 sq.in. nickel-plated grate that can be raised to a tilt position for cooking greasy foods, permitting the grease to drain off into a disposable cup collector.

The gas control has pre-set positions for low, medium, and high, in addition to a variety of in-between cooking heats. It comes with convenient match-holder for lighting the burner. The top cover is forest green with charcoal base. A two-level self-basting rotisserie is available for use with the grille. The units are equipped for use with natural gas, with an extra orifice for conversion to LP gas. Caloric Corp., Tipton, Pa.



Concord tape recorder

Concord is introducing a new camera-size standard-speed tape recorder to sell for less than \$50. Model No. F-85 Sound Camera, is a miniature precision-made instrument which Concord hopes to sell with a "snapshots in sound" theme.

The unit weighs two lbs., is push-button operated, and is suitable for pleasure or business trips. Concord Electronics Corp., 809 Cahuenga Blvd., Los Angeles, Calif.

Dependable washer drain hose

Dependable Appliance Parts Co. is marketing a new line of drain hoses that eliminates the necessity of stocking drain hoses in a wide range of sizes. The All-Size drain hoses feature a corrugated section near the drain or inlet that cannot be pinched to restrict water disposal or cause flooding or backup of water in the washer. The discharge end is a molded-neck section that fits over standard laundry tub ends. The step-down drain inlet section fits a one-inch washing machine drain; it can be cut to fit 7/8 or 3/4 inch sizes. All-Size drain hoses are made in standard-lengths ranging from four to six feet. Dependable Appliance Parts Co., Eastlake, Ohio.

How the Japanese fared in '64
—fresh gains in new areas

For the first time since the Japanese launched the transistor radio binge, their unit exports to the U. S. failed to set a record.

Shipments of radios with three or more transistors to the U. S. wound up at 9,018,287 for 1964, off a scant 0.36% from 1963's record pace, but off nevertheless, bringing nearly a decade of remarkable growth to an end.

Significantly, the Japanese increased dollar volume in 1964. The average f.o.b. price of a Japanese radio jumped last year to \$8.17, up from \$7.85 in 1963.

While the Japanese were struggling to upgrade their product mix and to improve their dollar position, the low-end of the radio market was being filled by Hong Kong, Okinawa and Taiwan.

The U. S. imported slightly over 2.7 million radios from these three islands.

The growth areas: If the Japanese have hit a plateau in their radio shipments, they showed no signs of slowing down in television, tape recorder and transceiver exports.

Television soared to record heights as the Japanese shipped 770,255 units to the U. S. in 1964, at an average price of \$55.52 per unit. Industry sources figure that about 60% of these exports were under U. S. labels. About 150,000 were transistor sets, the industry figures, and less than 20,000 were color sets (primarily for Sears Roebuck).

The flood of Japanese tape recorders continued last year. Over 3.0 million units were shipped here at an average f.o.b. price of \$12.16. At the same time, the market for transceivers showed remarkable new strength. The Japanese exported 925,118 units last year, an increase of 211.03% over 1963's total. The average price per unit: \$10.15.

Japanese exports to the U.S.*

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Rows include Transistor radios, Toy tr. radios, Total tr. radios, Tube radios, Television, Radio-phonos, Tape recorders, and Transceivers.

*Source: McGraw-Hill's Tokyo News Bureau **Three or more transistors

U.S. imports from Japan***

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Rows include Transistor radios, Radios, other, Radio-phonos, Television, and Tape recorders.

U.S. imports from Hong Kong***

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Row includes Transistor radios.

U.S. imports from Okinawa***

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Row includes Transistor radios.

U.S. imports from Taiwan***

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Row includes Transistor radios.

U.S. imports from West Germany***

Table with 8 columns: Category, date, 1964 UNITS, 1963 UNITS, % chge, 1964 DOLLARS, 1963 DOLLARS, % chge. Row includes Radio-phonos.

***Source: U.S. Customs

NARDA's new traffic builders are a cookware set and a welcome mat. The cookware set, made by Regal, has two Teflon frypans and a nylon spatula. A minimum order is 12 sets; the price is \$3.10 a set f.o.b. Wooster, Ohio. A minimum rubber mat order is six dozen and costs dealers \$37.40, freight prepaid. NARDA suggests that one of the uses of the mats can be as gifts from dealers, with their store's compliments, to new residents moving into the community.

Take along television. Dynamic Instrument Corp. has introduced a small lightweight television inverter which makes it possible to operate a standard tv receiver from any 12v automobile or boat battery. Named Video Mate, the inverter retails for approximately \$50.

Sylvania's new leader model, a 19-inch portable tv, lists for \$141.60. The receiver (19P38) has a beige and white plastic cabinet and a dipole antenna. A stand is available as an optional extra.

Magnavox's sale begins today. The company has cut prices on more than 70 models for its annual Factory Authorized Sale. Leader model in color tv will go for \$399.90. The stereo-color theaters start at \$895, the stereo-monochrome theaters at \$349.90. A 12-inch portable tv is priced at \$109.90, and a solid-state portable stereo is tagged at \$88.80. The sale will continue for an unspecified period.

A new integrated stereo amplifier from Harmon-Kardon lists for \$159. The all-transistor unit (SA-2000) has a front panel earphone receptacle, two convenience outlets, a phono input, a tape amplifier input, and two auxiliary inputs.

"Coax is a Must for Color" is the theme that Jerrold Electronics is using to introduce its new Color-axial line of products. Hoping to encourage coaxial tv and FM installations, Jerrold offers a complete coaxial installation package for \$24.70 and a conversion package for \$17.70. Jerrold says coaxial antenna installation will improve color and FM reception.

New sales and service offices: an Admiral service branch has opened at 2823 W. 87th St., in Chicago; and a new Thermador sales and service office has opened at 1675 Rollins Rd., in Burlingame, Calif.

A giant step for color television: the total number of color sets in use should nearly double within the next 12 months, predicts Dr. Wendell B. Bell, president of Packard Bell Electronics Corp. Bell also stated that he expects the 5-million set mark to be reached by the end of the year.

Key moves . . . Eugene H. Wieder joins CAL-ORIC Corp. to sell dealers in Chicago . . . John J. Anderson of HUPP Corp. is elected a corporation vp . . . SPEED QUEEN Atlantic elects three officers: William J. Leck, pres.; William H. Leck, chmn of the board; Arthur H. Meyer, vp . . . David Brody is appointed operations mgr of JERROLD Electronics' community operations div.

APPLIANCE-TV

□□□□ **GE is expanding its CATV interests.** Robert C. Wilson, president of the GE Cablevision Corp., said the community antenna television corporation would file for franchises in a number of communities across the country. He did not specify the locations. In addition, he said, the GE Cablevision Corp. plans to expand its CATV operations by securing franchised systems already in operation.

The GE Cablevision Corp., a subsidiary company formed to develop and operate CATV systems, was chartered late in 1964. It recently was awarded franchises in Schenectady and Colonie in eastern New York. The corporation has also filed for franchises in the central New York towns of Cicero, Van Buren, and Camillus. Robert B. Hanna is the newly named general manager of the corporation.

□□□□ **New Columbia portable phonograph:** Columbia Records Sales Corp. dropped in an all-transistorized monophonic portable at \$19.95. The unit comes in a pyroxylin-covered wood cabinet with 5-inch front-firing speaker and twin sapphire needles.

□□□□ **FM stereophonic programs** are being broadcast by 320 stations in 45 states and Puerto Rico according to a monthly bulletin of the National Association of Broadcasters. Cities with four or more FM stereo stations are: Los Angeles (5), San Diego (5), San Francisco (6), Chicago (5), Detroit (6), New York City (6), Cleveland (4), Philadelphia (5), and Houston (6).

□□□□ **A new solid-state phono from GE** is priced at \$19.95. The manual 4-speed portable weighs 5½ lbs. and has a 4-inch speaker.

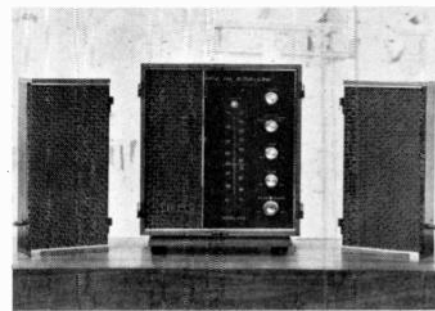
□□□□ **Maytag has completed construction** of its new 11,236 sq.ft. headquarters building in New Orleans. It houses office, warehouse, and shop facilities.

□□□□ **Key moves . . .** Regional mgr Frederic H. Luther is promoted to the Flint, Mich. area for MAYTAG Detroit Co. Inc., and is succeeded by C. W. Nay as regional mgr for northwestern Illinois . . . Bert L. Goldman is appointed sales mgr for major appliances for WESTINGHOUSE Appliance Sales & Service Co., N.Y. . . Lester E. Owens is elected to the board of directors of ACOUSTICA Assoc. Inc. . . NORGE Div. promotes Joy Weis to home services director and Joseph J. McDonough to field sales mgr . . . Norman E. Skolnik is appointed Eastern sales supervisor for the Marantz Co., makers of hi-fi components . . . ADMIRAL Corp. elects C. S. Rossate as vp-operations for the electronics div., elects John W. Craig as vp-operations for the appliance div., and appoints Robert T. Burns as regional sales mgr covering distributors in Houston, New Orleans, and Pensacola . . . PHILCO Corp. promotes Frank Adler to sales training supervisor of consumer electronics operations and appoints four: A. W. (Gus) Kurz, as sales supervisor for radios and portable phonos; Charles L. Short, as sales promotion mgr for appliance operations; George W. Jarden, as sales planning mgr for refrigerators and freezers; and Thomas J. Murphy, as sales mgr for special accounts.

Craig Panorama stereo center

Craig Panorama's new table-size Vista No. 650 radio combines hi-fi AM FM and FM Multiplex stereo reception with hand-rubbed walnut cabinetry. The dimensions, 13¾ by 16¼ by 11¾ inches makes it suitable for small dens or apartments as a stereo sound center. It is equipped with inputs for stereo tape recorders or phonos, speaker jacks, and two swing-out detachable enclosures, each containing a 4x6x7-in. dynamic speaker.

Features include 11 tubes, nine diodes plus silicone rectifier, PM stereo-eye indicator, automatic stereo selection system and frequency control, slide-rule vernier tuning, separate balance control, and continuous

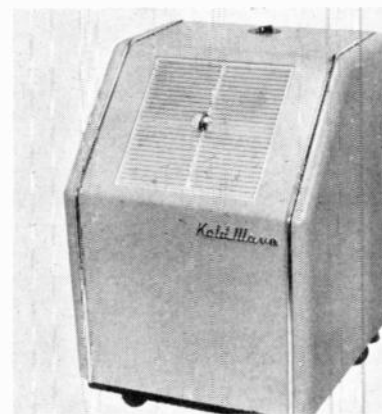


tone control. The unit comes equipped with a built-in ferrite core antenna. It weighs 19 lbs., 13 oz., and is priced at \$139.95. *Craig Panorama Inc., 3422 So. La Cienega Blvd., Los Angeles, Calif., 90016.*

KoldWave portable air conditioner

KoldWave offers seven portable models; three have reverse cycle heating and cooling (DH models); four are for cooling only. Capacities range from 8,500Btu to 27,000Btu.

DH models have two-way adjustable thermostat for cooling or heating. Features include beige furniture-styled steel exterior, ball-bearing casters, spring-mounted compressor using Freon 22, quiet operation, automatic water valve, high pressure cutout, condensate removal, pushbutton controls, washable reusable aluminum filter, air discharge louvers, and do-it-yourself installation. Units fit anywhere, are suitable for windowless areas and connect to any cold water source with special hose kit. Retail



price \$349. *KoldWave Div., Heat Exchangers Inc., 1749 W. Carroll Ave., Chicago 12, Ill.*

Gaffers & Sattler 1965 dishwasher

Gaffers & Sattler's new dishwasher features waste disposing action, by using a masticator that liquefies soft food scraps left on dishes, pots, and pans. Stainless steel blades liquefy any food waste that can be cut with a knife, thus eliminating filters.

A dual-action upper spray arm and lower swing arm flood water evenly throughout the entire washing area, and a two-compartment detergent dispenser is electrically activated during the washing cycle.

The new dishwasher is available in two models; one has two push-buttons; the deluxe model has six. Both have two washing and four rinsing cycles and have final rinses at 180 degrees. The six-button model offers a prewash selection for dishes left overnight, will wash and rinse at 180 degrees, and has an automatic sparkle rinse. On both models, the upper and lower racks roll out separately for independent loading of up to 16 place settings. The upper rack may be rotated.



The tub and inner door panels are coated with porcelain enamel; an interlocking safety switch shuts off power when the door is opened.

The dishwashers are available in brushed chrome, coppertone, white, turquoise, pink, yellow, or sandalwood tan. *Gaffers & Sattler, 4851 So. Alameda St., Los Angeles, Calif.*

Universal automatic water softener

The Universal Ultima automatic water conditioner features a single tank, which simplifies installation, servicing, and performance. All action takes place within this one tank: a conditioner's three-way action softens, filters, and removes iron up to as high as eight ppm. It comes in three models, U-9, U-18, and U-36, all of which are equipped with the Magic Brain automatic electric softener

control system that permits manual regeneration even with electricity off. The inside tank is of Fiberglas. It has a Flexitol adjustable brining system. An automatic built-in hard water bypass during regeneration guarantees water at all times and a built-in Guest Switch allows extra recharge at any time. *Universal Water softener Co., 1400 Reed Rd., Geneva, Ill.*

**Everybody knows
how good Hoover cleans carpets.**

Now the same goes for clothes.



This is the new compact Hoover Washer.

It's one of the largest selling washers in the world but your customers probably never heard of it. That's because we're just introducing it in this country.

And we're introducing it big.

We designed it specifically for people who don't have room or need for a monstrous washer. This compact washer is portable. So it doesn't need any plumbing. It rolls on casters to the kitchen or bath and hooks right to the faucet.

And its remarkable new action is so effective it takes only 4 minutes and 10 gallons of water to wash a 6-pound load of clothes amazingly clean. And it rinses and spin-drys them in just 2 minutes.

So it opens up a whole new market for you. The people on the go. The apartment dwellers. The working girls. The mobile homers. To mention only a few. It's a market that you can't afford to overlook.

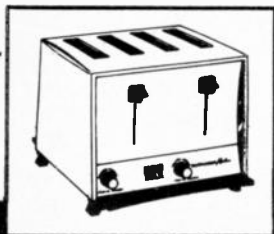
It's a market that we're hitting hard in our national advertising.

You'll want to stock this new compact washer once you've seen it demonstrated.

See your Hoover representative or write The Hoover Company, North Canton, Ohio.

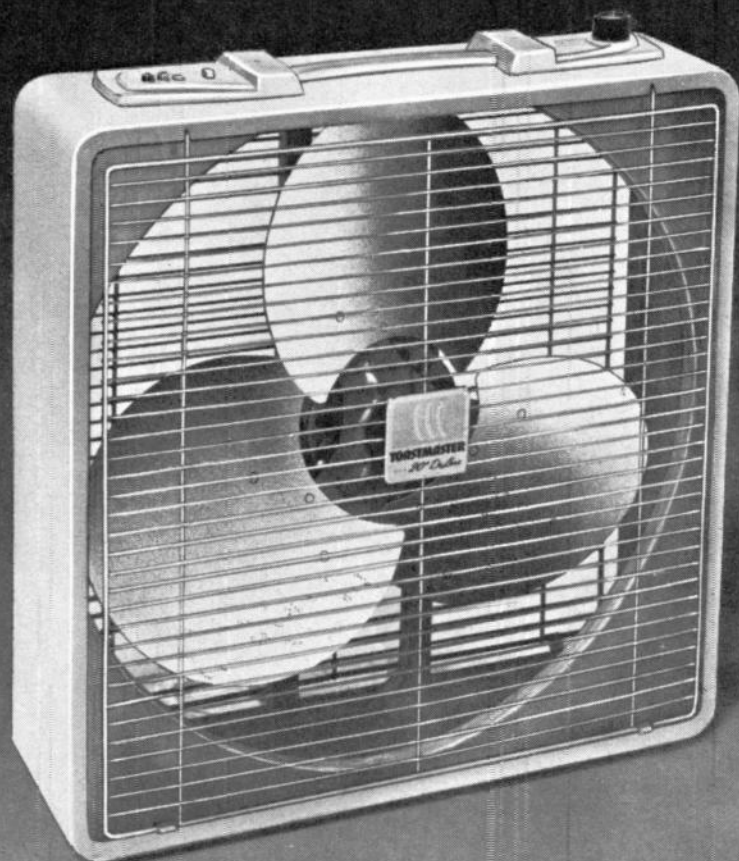


We're the same company that makes the vacuum cleaners.



one good thing leads to another...

A sellout in '64 —even better for '65!



MODEL 5328 20" FAN

"Moved over 2 carloads
in 3 days"
POLK BROS., CHICAGO

"Entire inventory of
over 1000 Toastmaster fans
sold in less than a month"
SWALLEN'S, CINCINNATI

"Completely sold out
in 3 days"
WIEBOLDT'S, CHICAGO

"...and a sellout
everywhere!"
TOASTMASTER

Toastmaster fans put plenty of wind in dealers' sales last summer! When warm weather brings customers in, the Toastmaster name sells 'em.

This year should be even better. Our 1965 line now includes fans with luxurious leather grained, antique-white finish, like the one shown above.

In all, Toastmaster offers 19 models (9 of them new—including a hassock fan) to put you out front in selection, style and value.

Sell the line that consumers are sold on—call your Toastmaster distributor today.



Model 5354 Custom Roll-About in white—New for '65—with leather grained, antique-white finish, 3-speed pushbutton control, automatic thermostat. Watch this one really move!



Model 5302 12" Oscillating Fan—Three speeds, white plastic blades, platinum-beige finish. Also in 10" Model 5301.



Model 5380 16" Hassock Fan—New for '65—3 speeds. Removable padded cushion. Furniture style wooden legs.

TOASTMASTER®



Toastmaster Division • McGraw-Edison Company • Elgin, Illinois

TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS • MIXERS
BLENDERS • CAN OPENERS • HAIR CLIPPERS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

APPLIANCE-TV



Caloric gas grille

Caloric's new gas grille, No. G100, is made of heavy-gauge steel, with porcelain enamel inside and out; it is weatherproof for outdoor cooking. It has a 269 sq.in. nickel-plated grate that can be raised to a tilt position for cooking greasy foods, permitting the grease to drain off into a disposable cup collector.

The gas control has pre-set positions for low, medium, and high, in addition to a variety of in-between cooking heats. It comes with convenient match-holder for lighting the burner. The top cover is forest green with charcoal base. A two-level self-basting rotisserie is available for use with the grille. The units are equipped for use with natural gas, with an extra orifice for conversion to LP gas. Caloric Corp., Tipton, Pa.



Concord tape recorder

Concord is introducing a new camera-size standard-speed tape recorder to sell for less than \$50. Model No. F-85 Sound Camera, is a miniature precision-made instrument which Concord hopes to sell with a "snapshots in sound" theme.

The unit weighs two lbs., is push-button operated, and is suitable for pleasure or business trips. Concord Electronics Corp., 809 Cahuenga Blvd., Los Angeles, Calif.

Dependable washer drain hose

Dependable Appliance Parts Co. is marketing a new line of drain hoses that eliminates the necessity of stocking drain hoses in a wide range of sizes. The All-Size drain hoses feature a corrugated section near the drain or inlet that cannot be pinched to restrict water disposal or cause flooding or backup of water in the washer. The discharge end is a molded-neck section that fits over standard laundry tub ends. The step-down drain inlet section fits a one-inch washing machine drain; it can be cut to fit 7/8 or 3/4 inch sizes. All-Size drain hoses are made in standard-lengths ranging from four to six feet. Dependable Appliance Parts Co., Eastlake, Ohio.

THIS PORTABLE AD CAN PUT MONEY IN YOUR POCKET

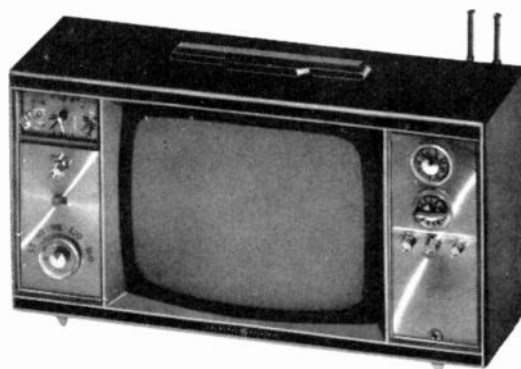
Clip it out. Carry it to your nearest G-E TV distributor and stock up on the only complete line of lightweight Personal TV sets—the sets that have made G.E. number one in portable sales.*



NEW 82-CHANNEL PERSONAL PORTABLE. Weighs 13½ pounds. Incorporates G.E.'s exclusive Tandem "82" tuning system and sealed beam picture tube. Model 111 A.



CLOCK-RADIO-TV. Perfect bedside personal set. Lulls you to sleep and wakes you up automatically to radio or TV. All-channel Tandem "82" tuner. Includes private earphone and jack. Model 181 AWD.



DELUXE PERSONAL PORTABLE. Equipped with private earphone jack and earphone. Die-cast chrome carrying handle. All-channel Tandem "82" tuning system. Choice of colors. Model 113 A.



NEW PLAY-ANYWHERE TRANSISTOR TV. Plays on house current, car current, boat current, on current from its optional battery pack. Weighs just 13 pounds. Includes free in-car adapter. Model TR 805 A.

NEW FREE SERVICE WARRANTY GOOD COAST TO COAST. Be sure to tell your customers about this sensational warranty. It means they can buy a TV from you, send it to a friend (or take it themselves) anywhere in the U.S.—with the assurance they'll get the same top service they'd get from you.

The General Electric Company warrants to the purchaser of each "A" Line General Electric Personal Portable Television Receiver** . . . free repair (including labor and parts) in the event of manufacturing defects occurring during the first ninety days from the date of original purchase, provided the receiver (including proof of the purchase date) is brought to and picked up from an Authorized General Electric Television Service Agency anywhere in the U.S.A. **9" or 11" screen (diag. meas.) only.

GENERAL  ELECTRIC

ONLY FROM G.E.: THIS LIFETIME GUARANTEE ON THE ETCHED-CIRCUIT BOARD.

The General Electric Company guarantees the Etched-Circuit board to be free of manufacturing defects for the lifetime of the television receiver.



The General Electric Company will, at its option, repair any defects or accept claims for such repairs provided repairs are made by one of the following:

- General Electric Distributor
- Franchised General Electric Dealer
- Authorized Independent Service Agency



ONLY FROM G.E.: THIS NEW FREE SERVICE WARRANTY GOOD FROM COAST TO COAST.

*Source: Audits & Surveys, Inc.

□□□□ **Emerson: more transistorized tv and radio.** Benjamin Abrams, Emerson Radio's chief executive, announced at the company's annual stockholders' meeting that Emerson would: (1) put 16- and 19-inch transistorized tv sets on the market by June; (2) introduce a complete line of transistorized radios in June; (3) begin using 25-inch rectangular color tubes in its sets within the next month. Abrams predicted that Emerson sales this year would increase 20% over 1964. He says that preliminary first-quarter figures show that Emerson sales are already approximately 10% ahead of last year.

Abrams also discussed Emerson's plan to purchase the assets and business of Pilot Radio Corp. and move into the hi-fi component market. At present, he said, Emerson plans to maintain Pilot as an independent division with its own label and distribution facilities. However, in commenting on the effect of the company's recent acquisition of Telectro Industries Corp., Abrams revealed that Telectro tape recorders will now carry the Emerson label and that the recorders will be distributed through regular Emerson channels. Abrams also mentioned the possibility of a new Emerson contract with a Japanese radio manufacturer.

□□□□ **AHLMA has three new associate members:** General Foods Corp., U.S. Borax and Chemical Corp., and De Soto Chemical Coatings Inc. Forty-four associate members and 18 regular members are now on the rolls of the American Home Laundry Manufacturers' Assn.

□□□□ **NARDA backs credit cards.** NARDA president Billy Yates announced a Board of Directors decision to encourage issuance of consumer credit cards by appliance-radio-tv dealers. Yates, of General Appliance and Furniture, in Dyersburg, Tenn., credited his 40% volume increase in November to the "psychological effect" of the cards he introduced last fall. While action on a uniform card for all members is still pending, the board has approved copy for the reverse side of cards issued by NARDA dealers. Many dealers are now using cards personalized with the customer's name and keyed to indicate the credit limit.

□□□□ **Nautilus has purchased** the Whirlaway division of ITT Terryphone Corp. The purchase, which was made for an undisclosed amount of cash, adds built-in central system vacuum cleaners to the Nautilus line. Nautilus became a wholly owned subsidiary of the Tappan Co. earlier this month.

□□□□ **Standards for consumer goods** would not only foster higher quality in the American market, but would also spur competition, Mrs. Esther Peterson, President Johnson's consumer adviser, told the American Standards Assn. She praised industry for its voluntary systems of standards, but noted that most industry standards are for internal use only. She asked the ASA to join government, industry, and trade associations in a coordinated effort to "translate" existing industrial standards into terms the consumer understands, and at the same time to develop new standards for consumer goods. Mrs. Peterson stressed the importance of informing the public of these standards.

Changes in appliance retailing: as Whirlpool's Goldin sees it

"Although manufacturing costs may soon be higher," said Sol Goldin recently, "average consumer prices could remain the same or possibly go lower with increased retailing efficiencies."

Goldin, Whirlpool's retail marketing manager, was speaking to an American Management Assn. meeting in New York City. Talking about changes in retailing, Goldin said: "Retailers are becoming far more influential. Most important is the growth of chains—little ones as well as big."

"The moment a retailer starts operating in more than one geographic area, his buying and merchandising patterns change. He begins to try to find fewer models with broader consumer appeals because he wants to buy in quantity, advertise and promote uniformly, simplify detail and inventory control. In many cases, he's reducing the number of brands he carries. In all successful cases, he chooses what we call 'the high hard ones'—models which have advertisable, talk-aboutable features which bring customers into the store and persuade them, quickly, to buy."

Among the chains Goldin mentioned were Sears, Wards, J. C. Penney, Kresge's, K-Mart, Fed-Mart, Unimart, Fedway, Macy's, Korvette, Polk, and Kelly & Cohen. And while a chain's manager is standardizing offers, said Goldin, "he is also improving his operations. He is cutting his expenses tremendously—particularly in physical distribution. He is automating his warehousing, computerizing his inventory control, and finding ways to eliminate handling of each major appliance."

Goldin also said that manufacturers have shifted their attention from production to marketing. Even though production methods improved, and though prices sank through competition, he added, "the market didn't get bigger and bigger. We found the consumer wasn't nearly as responsive to price as we had believed." Manufacturers did find that people bought the split-level range, the electronic dryer, and the no-frost refrigerator.

"The point is so obvious I hesitate to say it aloud," said Goldin. "Give the lady what she wants and she'll find the way to pay."

Gas lights '65 promotion flame, snuffs out Gold Star program

With the Gold Star program extinguished, the gas industry is turning up the flame on its soon-to-be-announced 1965 promotion plans.

The 1965 program, sponsored by the American Gas Assn. and the Gas Appliance Manufacturers Assn., is expected to headline the theme "Gas Makes the Difference . . . Costs Less Too." The latter part of the industry slogan will be dropped in areas where the cost of gas is estimated to be more than the cost of electricity. A sub-theme to be pushed will be "For Clean Cool Cooking" use gas. In a promotional letter that went to gas company executives last week, AGA advised its members that promotional brochure suggesting ways that the utilities can tie in with the national program would be on the way shortly.

Dealers should benefit from the added money that the industry will spend to promote its products. For instance, a budget of \$1,800,000 has been allocated for media advertising. In 1964, the total was \$1,100,000. The new figure represents more than a 50% jump. And the gas industry obviously thinks it will sell a lot of gas cooking equipment, for its producers are predicting the best year in a decade: sales are expected to rack up a gain of 3.7% over the 1964 final figure of 2,164,700. A number of producers think the volume could go as high as 2,334,900, which would be a 7.9% increase.

The promotion will hit hard on the advantages of gas cooking and will plug improved features. Utilities are slated to spend a figure quoted as being in the neighborhood of \$40 million to supplement the 1.8 million to be laid out by the asso-

ciations. Richard S. Burke, president of the George D. Roper Corp. and chairman of the Domestic Gas Range Division of GAMA, said that the manufacturers' share of the new expenditure represents a tripling of the amount appropriated for the 1964 industry program. GAMA will no longer charge manufacturers a flat fee for the program; each will now pay according to the number of ranges it produces.

The demise of Gold Star finally took place on December 31, 1964. The program was laid to rest without fanfare, and in some quarters the death had been expected for some time. According to the official industry word, Gold Star accomplished what it had been set up to do in 1959: project a quality image for gas ranges, upgrade sales, and arrest the growth of electric ranges. But the real story is that Gold Star became more and more tarnished. The manufacturers squabbled among themselves over what should be done to improve the program. Some had ranges that sold for less than \$200 that were carrying the Gold Star label. In effect, the industry was saying to the customer, here is a top quality gas range—and here is our opinion of its worth. Thus the Gold Star range began to be associated with a low price.

In 1959, Gold Star sales totalled 209,025 units. This dropped to 166,339 in 1962. By 1963, an industry spokesman said, sales had "really tapered off"; in the first half of 1963, sales were down 23.5% from the same period in 1962, or a drop of 86,501 to 66,198 units. This same spokesman said that Gold Star sales in 1964 were way down from 1963.

Ronson is doing a lot with exciting new personal and home appliances. Diversifying into the appliance field only 10 years ago, Ronson U. S. appliance sales have jumped at least 15% each year in the past five years. 20% last year! And this year's percentage growth will be

Ronson has a lot of important new personal and home appliances. The kind customers want most. New ideas. Better products. Making one of the widest and most original lines you've ever seen. Here they are, all with the quality, performance and prestige for which Ronson is world famous. Get ready for the run on Ronson!

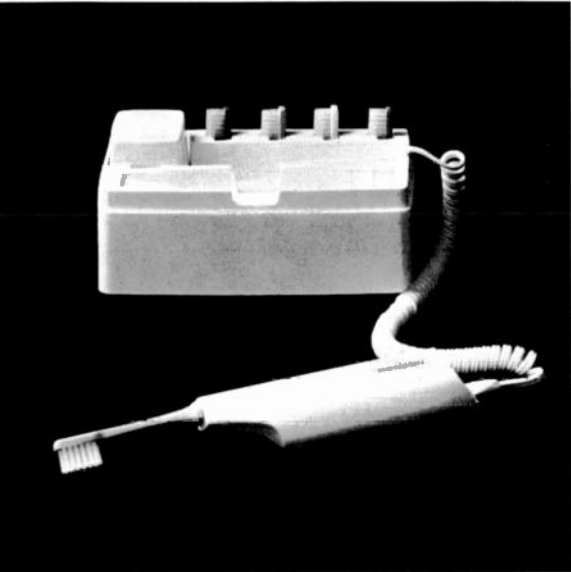
She's going to dry her hair with her Ronson

Isn't that a lot of work for a little cigarette lighter?

Silly! Ronson has a terrific new hair dryer, the Ronson "Escort" portable. It's the dryer your hair has to have. Weighs so little you stay light on your feet. Very fast, even around hairpin turns. And quiet? First dryer that lets you hear yourself think. Want to see the new Ronson "Escort" Portable hair dryer? See page 00 for all the details. Remember, Ronson does a lot more than light cigarettes.



NEW RONSON "ESCORT" PORTABLE HAIR DRYER. 40 oz. light. Fast and quiet. Long cord. Four heat ranges. Fitted carrying case with extra-large hood.



NEW RONSON ELECTRIC TOOTHBRUSH. Runs on standard batteries and house current. Exclusive Safety-Coupler reduces 110 household voltage to safe 5 volts. Correct up-and-down action at proper speed for maximum comfort, efficiency.



NEW RONSON "400" AND "200" ELECTRIC SHAVERS. The "400": micro-honed blades, 36 in all. Micro-thin screen. "Super-Trim" sideburn and mustache clipper. Automatic power-cleaning. Unbreakable Lexan body. The "200": popular priced 32 blade shaver with same great features.



NEW RONSON CARESS LADIES ELECTRIC SHAVER. Largest, thinnest, shaving screen for close, fast, comfortable shaving. Contoured "Trimette" for underarms. Roll top shield protects delicate skin. Gold brocade travel purse.

He's going to brush his teeth with his Ronson

Isn't that hard to do with a cigarette lighter?

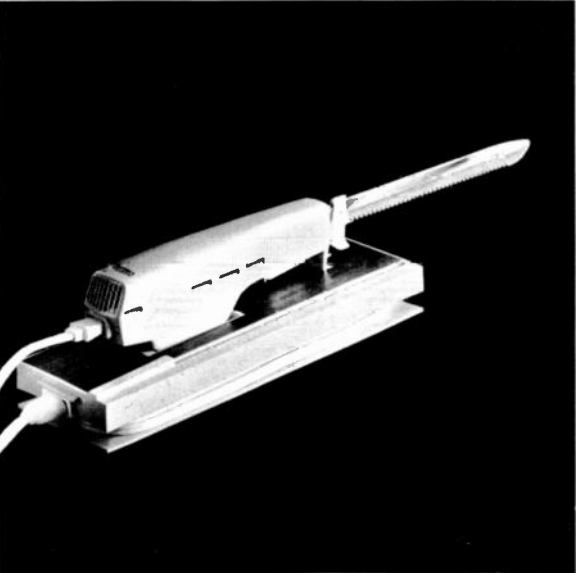
Where have you been? Now there's a Ronson Electric Toothbrush. The electric toothbrush molars are mad about. Made the Ronson way. With great engineering precision and skill. Designed the Ronson way. Just pick it up and you begin to get the picture. Once you use it, you'll feel the whole happy story. Want to see it? Look on page 00 for all the details on the new Ronson Electric Toothbrush. Remember, Ronson does a lot more than light cigarettes.



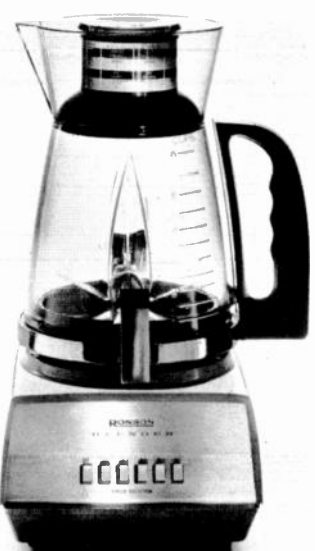
RONSON ROTO-SHINE "MAGNETIC" ELECTRIC SHOE POLISHER. Only electric shoe polisher that picks up attachments magnetically, ejects them at the touch of a button. Applies polish, brushes, buffs. Wood chest.



NEW RONSON CAN-DO ELECTRIC CAN OPENER. Opens any size, shape can. Mixes drinks, whips food, mashes potatoes, sharpens knives. Comes with attachments and hardwood rack.



NEW RONSON CARVE N' SLICE ELECTRIC KNIFE. Carves, slices and shreds quickly, easily and quietly. Slim balanced grip. Wall rack with built-in extension cord may be used as knife stand at dinner table.



NEW RONSON 5-SPEED BLENDER. Blends, whips, pulverizes, chops, grates, mixes, churns. Only blender with self-feeding wide base 1 1/2 quart container and longer blades to take whole fruits, vegetables. Easy to clean.



even greater. Sales will soar when exciting new Ronson products combine with a great new advertising campaign. Ads like these will appear all Spring in leading national magazines. With billboards and newspapers, it's a heavy saturation campaign everyone will read and react to!

He's going to shave with his Ronson

Isn't that kind of hard to do with a cigarette lighter?

Hey, catch on! Ronson has a great new electric shaver, the Ronson "400". Made the way of everything Ronson. With precision. And detailed excellence. Designed the Ronson way. Magnificently. To give you the kind of shave your fingers will be feeling all day. In amazement. Want to see it? For the details on the Ronson "400" electric shaver and its more modest companion, the Ronson "200", take a look at page 00. Remember, Ronson does a lot more than light cigarettes.



She's going to dry her hair with her Ronson



She's going to carve a turkey with her Ronson



He's going to brush his teeth with his Ronson



She's going to open a can of orange juice with her Ronson



She's going to blend clam bisque with her Ronson



He's going to shave with his Ronson



He's going to shine his shoes with his Ronson



So is she



Isn't that an awful lot of work for a little cigarette lighter?

Want to see a lot of these people this year? Stock and display Ronson. And stand back! Watch your Ronson electric appliance sales grow! Remember, Ronson does a lot more than light cigarettes.



She's going to dry her hair with her Ronson



How?

Remember, Ronson does a lot more than light cigarettes.

MERCHANDISING WEEK

VOL. 97 NO. 8

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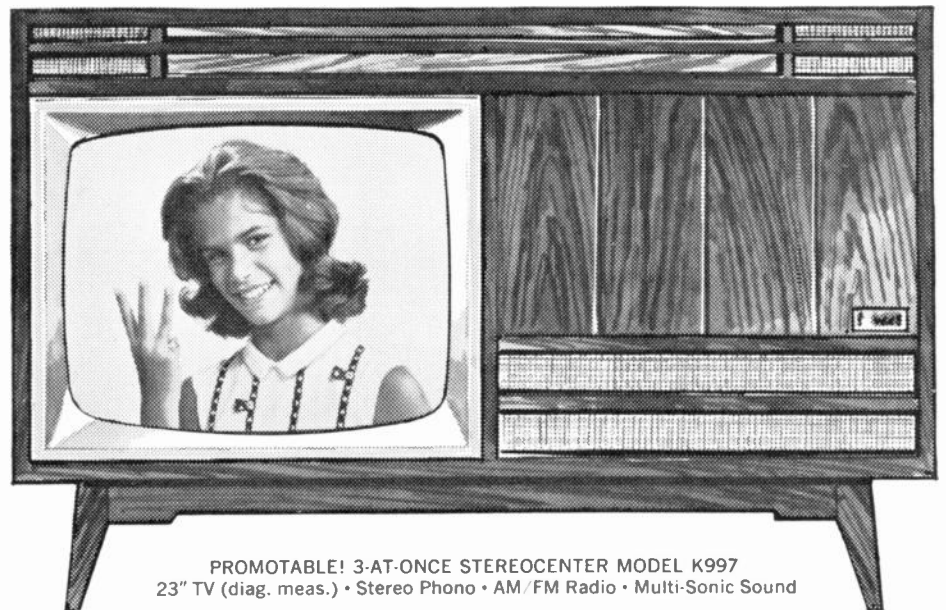
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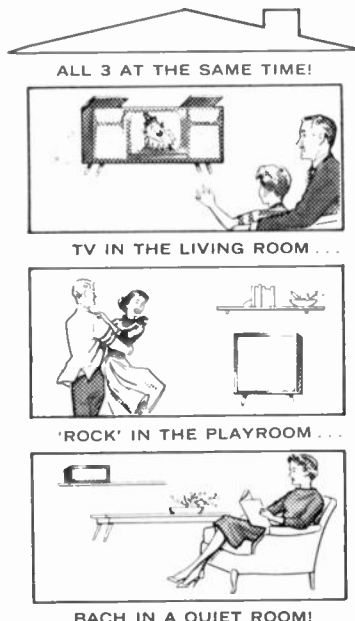
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now from Olympic!

"3-at-once" in a price leader combo



PROMOTABLE! 3-AT-ONCE STEREOCENTER MODEL K997
23" TV (diag. meas.) • Stereo Phono • AM / FM Radio • Multi-Sonic Sound



ALL 3 AT THE SAME TIME!

TV IN THE LIVING ROOM...

'ROCK' IN THE PLAYROOM...

BACH IN A QUIET ROOM!

OLYMPIC'S THE ONE WITH THIS EXCLUSIVE "HOUSE FULL OF FUN!"

You'll close many more combo sales, make more combo profits, with this great "3-at-once" demo! Now with a new clincher... *promotable price!* New leader-priced Olympics will help you in every season with quick, sure sales and full profits. And Olympic gives you "3-at-once" step-ups to higher profits... Black-and-White or Color TV... AM/FM or AM/FM/FM Stereo radio... standard or deluxe stereo phonographs... decorator cabinets in every leading styling and every price range. Call your Olympic distributor now!

ISI / Olympic



radios • phonographs • television • from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY 1, N. Y.

March, April, and May provide a real test for your ad-making ingenuity. Mother's Day is a natural theme for a sale, but outside of that you will have to struggle for ways to make your ads stand out. On these pages are 10 ideas that meet the problem with varying degrees of success. Shop among them for stimulation.

By Robert Kniffin; cover photo by Joe Ruskin

Shillelagh Prices

For this Saint Patrick's Day Spectacular!

13.2 CU. FT.—TWO DOOR REFRIGERATOR-FREEZER Combination

108 L.B. CAPACITY
QUICK FREEZE THERM

Automatic Defrost Refrigerator

Begorrah... It's a real pleasure to buy from Hopkins-Smith on Credit. Quick approval, with No Red Tape. Payments made in any of our 6 stores.

\$228

Full Factory Warranty, a Year's Free Service and Deluxe Delivery—All Included or \$10 Extra Charge During St. Patrick's Sale!

Shop early for **Right Hand and Left Hand Doors**. Assorted **5 & 6 colors and sizes** (All here but out of stocks. This is your chance to save **valley**!

- 4 Straight Line, Heavy duty "Hoffert" or "Twin"
- 4 Free chests of three steel cabinets, the extra on black
- 4 Executive Mirror Magazine Shelves with heavy, stainless steel
- 4 Two Rack portable refrigerator and food drawers
- 4 Electric automatic coffee separator

Other General Electric Refrigerators from a Low \$158.

Saint Paddy's Day Sale!

Model	Price	Model	Price
13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228	13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228
13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228	13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228
13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228	13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228
13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228	13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228
13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228	13.2 CU. FT. TWO DOOR REFRIG-FREEZER	\$228

GENERAL ELECTRIC STEAM-DRY IRON

Our Lowest Price Ever!

Saint Paddy's Sale Price

99
per month!

HOPKINS

7-11-64 10-11-64 11-11-64 12-11-64

March: begin with blarney

A good traffic builder for a couple of days before Mar.17 is a tie-in with St. Patrick's Day. This "Shillelagh Prices" ad from Hopkins-Smith, of Miami, features GE products. Do not overlook stock illustrations available from mat services, newspapers, and distributors. They have many appropriate illustrations for St. Patrick's Day ads, showing leprechauns smoking clay pipes, and using shamrocks and shamrock cutouts. Keep the layout simple and feature a small number of products.

[illegible]

March: then try a gimmick

What do you do for excitement in the middle of the month, with no reason for a holiday sale or a clearance sale? G. K. Stanley, of Columbus, Ohio, creates its own reason with a civil war between its stores in the north end of town and those in the south. A little hokey, maybe, but it sets the eye to reading the cleanly displayed product copy below. This was the first in a series of ads in which the "war" theme was continued, and each of the ads included a strong product pitch.

FASTER SALE

We have more than 1000 items to sell at these prices. We have more than 1000 items to sell at these prices. We have more than 1000 items to sell at these prices.

FRIDAY
4 P.M. to 9 P.M.

LAST 2 DAYS

SATURDAY
9 A.M. to 9 P.M.

3 ROOMS OF FURNITURE

SALE '148⁰⁰

FREE HOME TRIAL
276-7257 274-2111

100% and BABY
FOR ALL CHILDREN
FREE BABY CHECKS
FOR ALL CHILDREN
100 DAY GUARANTEE OR RETURN
ANYWHERE! THIS

SALE '100⁰⁰

100% and BABY
FOR ALL CHILDREN
FREE BABY CHECKS
FOR ALL CHILDREN
100 DAY GUARANTEE OR RETURN
ANYWHERE! THIS

SALE '88⁰⁰

ZENITH
All New to 1964



SALE '139⁰⁰

COLOR TV
HEADLARTERS
ZENITH
100 DAY GUARANTEE

SPECTACULAR VALUE!
ADMIRAL
23" PORTABLE

FREE HOME TRIAL
298-7257 274-2111

159⁰⁰

ALL NEW Norge
3 SPEED 14 1/2" CUB
AUTOMATIC 1/2 CUP



SALE '38⁰⁰

DRYER SALE '99⁰⁰

CHOICE OF COLORS
CORPORA...
16 CU. FT. NO-FROST
KELVINATOR
REFRIGERATOR



SALE '228⁰⁰

SPECIAL ADMIRAL CONSOLE TV VALUES!



R. L. LACKEY
FURNITURE, TV & APPLIANCE
3420 N. MAIN ST. CE 4-1191 458 PATTERSON RD. AX 6-7257

NORGE
1544 NO...
UPPER...
1544 NO...
SALE '148⁰⁰

April: then tie-in Easter

This R. L. Lackey ad wrestles with the problem of running a promotion during a period not noted for hard goods buying. The product display is good, but where is the tie-in with the Easter Sale mentioned in the headline? If you look closely at the second copy block in the top row, you'll see an invitation to visit the store to see the Easter bunny and get free chicks. But is that enough? The moral is: if you think you have a good promotion, play up the idea all through your copy.

[illegible]

April: and don't forget baseball

How simple can you get? Here is an example from Chicago's Sol Polk. Polk's has something to sell and they know where to direct their pitch: at the thousands of tired men who perk up at the sound of bat against ball, even if it is artificially produced. The ad looks like a catalog and that is just what it should be. Somewhere between \$99.95 and \$139.95 is the portable tv to suit any baseball buff; he should get the feeling that if none of the sets shown is right for him, Polk's has more.

GEN. DWIGHT D. EISENHOWER
American Heart Association • Honorary Chairman, Board of Directors



...“Each of us has
a highly personal
stake in the
conquest of
heart disease...

“There are few families who do not live in its shadow or have not met it face to face . . . Your Heart Association is mobilized for the conquest of heart disease. I urge you to join in aiding the Heart Fund. Your support, and the part you play, have a very important role, a very important influence on the outcome of this vital effort.”

GIVE... so more will live
HEART FUND



Presented as a public service by the publishers

THAT'S A FACT



SMALLEST...

THE SMALLEST CRAFT TO EVER
MAKE A TRANSATLANTIC
CROSSING FROM WEST TO EAST
WAS W.A. ANDREWS' "SAPOLIO".
IT WAS ONLY 14 FEET LONG!
THE INTREPID ANDREWS LEFT
ATLANTIC CITY JULY 2, 1892 AND
ARRIVED AT FUZZETTA, PORTUGAL,
84 DAYS LATER!

REMEMBER...

FOR AMERICA'S SECURITY
AND YOUR OWN-- BUY
U.S. SAVINGS BONDS!
AND DON'T WAIT. DO IT
NOW!

COPYCAT!

THE CUCKOO WILL LAY
EGGS THAT MATCH IN COLOR
THE EGGS IN ANOTHER BIRD'S
NEARBY NEST!



TODAY...

BUY AN EXTRA U.S. SAVINGS BOND! GET IT WHERE YOU
WORK OR WHERE YOU BANK! FOR EDUCATION, RETIREMENT,
OR FOR ANY FAMILY NEED, SAVINGS BONDS OFFER A SAFE
SURE WAY TO SAVE!

SP-534

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	%
FLOOR CARE PRODUCTS				
floor polishers	December	104,323	96,381	+ 8.24
	12 Months	1,190,926	1,047,508	+ 13.69
vacuum cleaners	December	372,399	349,741	+ 6.48
	12 Months	4,506,742	4,246,416	+ 6.13
HOME LAUNDRY				
dryers, clothes, elec.	December	127,321	104,776	+ 21.51
	12 Months	1,194,228	1,059,839	+ 12.68
dryers, clothes, gas	December	65,747	48,450	+ 35.70
	12 Months	632,197	535,971	+ 17.95
washers, auto. & semi-auto.	December	273,708	235,440	+ 16.25
	12 Months	3,540,655	3,295,861	+ 7.43
wringer & spinner	December	42,363	38,045	+ 11.35
	12 Months	648,916	653,341	- .68
OTHER MAJOR APPLIANCES				
air conditioners, room	December	*	*	
	12 Months	2,715,000	1,945,000	+ 39.59
dehumidifiers	December	*	*	
	12 Months	205,000	220,000	- 6.82
dishwashers, portable	December	*	*	
	12 Months	340,000	305,000	+ 11.48
dishwashers, under-counter, etc.	December	*	*	
	12 Months	710,000	575,000	+ 23.48
disposers, food waste	December	*	*	
	12 Months	1,300,000	1,090,000	+ 19.27
freezers, chest	December	*	*	
	12 Months	430,000	430,000	NC
freezers, upright	December	*	*	
	12 Months	675,000	660,000	+ 2.27
ranges, elec., free-standing	December	*	*	
	12 Months	1,160,000	1,060,000	+ 9.43
ranges, elec., built-in	December	*	*	
	12 Months	820,000	810,000	+ 1.23
ranges, gas, total	December	166,400	155,900	+ 6.74
	12 Months	2,164,700**	2,072,300	+ 4.46
refrigerators	December	*	*	
	12 Months	4,530,000	4,125,000	+ 9.82
water heaters, elec. (storage)	December	*	*	
	12 Months	1,000,000	950,000	+ 5.26
water heaters, gas (storage)	December	197,200	201,600	- 2.18
	12 Months	2,724,100	2,597,400	+ 4.88
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	November	467,615	437,891	+ 6.79
	11 Months	3,044,147	3,144,026	- 3.18
distributor sales	November	430,170	379,735	+ 13.28
	11 Months	2,764,194	2,822,343	- 2.06
phonos, mgr. ship., console	November	186,379	169,796	+ 9.77
	11 Months	1,517,289	1,491,103	+ 1.76
distributor sales	November	189,755	182,440	+ 4.01
	11 Months	1,486,536	1,362,635	+ 9.09
radio production (ex. auto)	Wk. Feb. 5	238,799	183,777	+ 29.94
	5 Weeks	1,151,942	896,222	+ 28.53
distributor sales	December	1,482,883	1,379,021	+ 7.53
	12 Months	10,771,276	9,975,209	+ 7.98
b&w television production	Wk. Feb. 5	169,721	166,161	+ 2.14
	5 Weeks	781,710	808,241	- 3.28
distributor sales	December	811,446	759,521	+ 6.84
	12 Months	7,684,960	6,828,383	+ 12.54
color television production	December	145,677	*	*
	12 Months	1,462,981	*	*

**Twelve month total includes 1,472,800 conventional free standing ranges, 149,200 high oven models, 342,600 built-ins, and 200,100 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA. *Not available.

DISTRIBUTOR APPOINTMENTS

Craig Panorama Inc.—Charles Scheffler, head of Charles Scheffler Co., Indianapolis, as sales rep for Indiana and Kentucky.

Du Mont Division of Emerson Radio Inc.—Tennessee Appliance Sales Inc., Nashville, for greater Nashville, including the central portion of Tennessee and extending to the Alabama and Kentucky borders.

Easy Appliance Division of Hupp Corp.—Westshore Distributors, Tampa, Fla., for the Tampa market; Strawn Distributing Co., Knoxville, Tenn., for the Knoxville market. Both territories formerly were served on a direct basis by Easy.

Emerson Radio Inc.—The Polson Co., Seattle and Spokane, Wash., for the Seattle and Spokane markets.

Gaffers & Sattler—Donald R. Middlemus, Columbus, Ohio, for parts of Ohio and West Virginia.

Gibson Refrigerator Division of Hupp Corp.—Sea Coast Appliance Distributors Inc., Miami, for southeast Florida, an 11-county area including all of the Atlantic coast north to Cape Kennedy. Gibson's former distributor in the area was Electric Sales & Appliances, Miami.

Magic Chef Inc.—The Ohio Sanitary Specialty Co., Cleveland, Ohio.

Motorola Inc.—Thompson & Hamilton Inc., Columbus, Ohio, for the southeastern Ohio territory formerly covered by McCleery Carpenter Electric Co.

Norcold Inc.—as sales reps for compact compressor refrigerators: Loman Associates, Detroit, for Michigan; Jack H. Samuels & Co., Pittsburgh, for western Pennsylvania, West Virginia, and eastern counties of Ohio; Leonard B. Lapine, Cleveland, for Ohio (except eastern counties); Meyer-Cotlar & Associates, St. Louis, for Iowa, Kansas, Nebraska, Missouri (except the St. Louis market), and southern Illinois; Irv Nagle, Richmond, Va., for Virginia, North Carolina, and South Carolina; Al Allison of Chicago Bell Ltd., Chicago, for northern Illinois and southern Wisconsin.

O'Keefe & Merritt Co.—Service Butane Co., Prentiss, Miss.; Xenia Tire & Appliance, Xenia, Ohio; Smith Gas Service, Jacobus, Pa.; Keller Gas Co., Murfreesboro, Tenn.; Barnes & McCullough Lumber, Hico, Tex.; Cokers Gas & Electric Supply Co., Wauchula, Fla.; West Kentucky Wholesale Electric Supply Co., Mayfield, Ky.; Snyders Furniture Co. Inc., Miami, Okla.

Whirlpool Corp. establishes new company sales branches in Miami, Fla., and Cincinnati, Ohio, to serve territories formerly covered by Seacoast Distributing Inc. and Ohio Appliances Inc., respectively.

The new Cincinnati office, called the Southern Ohio Sales Division, is quartered in suburban Woodlawn and headed by Ray Muldoon, former general manager for Whirlpool's Dallas (Tex.) Sales Division.

The new Miami office will be controlled by the Florida Sales Division, headquartered in Tampa. Ed Kate, the new Miami office sales manager, will report to Keith Carpenter, general manager of the Florida Sales Division.

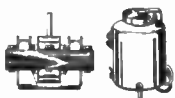


new "family tree" of brilliant hi-fi salesmen from dependable BSR

You'll see them all at work in your top-selling lines for '65 . . . helping to sell more portables, consoles and combinations with their wide new range of styles and features. Look for these "BSR dependables" . . . all with the famous, service-free precision mechanism which has made BSR the world's leading manufacturer of changers and tape decks. *You can pay more, but you can't buy a better changer than dependable BSR!*

■ UA25 Changer: special arm, light weight ■ UA15/SS Superslim Changer ■ UA15/SST Superslim Changer: tubular arm, standard turntable ■ UA40 Audio/Matic Changer-Turntable: 4-pole motor, counterweighted arm, visual micrometer, interchangeable spindles ■ TD12 Pushbutton Tape Deck: 4-pole motor, capstan drive ■ TD10 Tape Deck: slide controls, capstan drive.

AC or battery power! All BSR changers now available with AC or battery motors . . . precision-built and factory installed.



New BSR cartridges! Ceramic or crystal, stereo or monaural . . . all compliances. UA40 also accepts magnetic cartridges.



New BSR adaptors! Exclusive flat 45 rpm adaptor uses mechanism of center spindle. Standard adaptors available.



Cabinet-keyed color! Single and two-tone colors. Varied trim includes silver and gold anodized aluminum finishes.



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sales are **Jumping** under the umbrella

The 1964 sales figure in the chart below is an estimate, but one just revised on the strength of known sales, and probably quite accurate. It proves that sales of casual and summer furniture are continuing to grow and that activity at the retail level should continue to jump this spring and summer.

In mid-1964, when the National Assn. of Furniture Manufacturers counted noses, it discovered that shipments of summer and casual lines in the segment of the industry that it represents were running 14% ahead of 1963, and that the gain for the whole in-

dustry was 11%. Orders received were up 9% at that time, and employment in the summer and casual furniture industry was running 12% ahead of the previous year.

Manufacturers predict another gain this year, a rise of about 8% over 1964. Buyers agree, and some have even indicated that estimates may be on the conservative side.

One buyer, for instance, shopping last November's New York Casual & Summer Furniture Show, said he had just about depleted his 1964 inventory by June and that he expected

his 1965 gain to be about triple the 8% the industry expects.

What is responsible for the growth of the summer and casual furniture industry? Manufacturers point to two principal reasons: (1) the variety of today's products that satisfy more tastes, and (2) a general upgrading throughout the field that satisfies consumer demand for higher styling and retail demand for step-up selling.

Growth through variety

The wide variety that retailers will be able to offer customers this summer can be seen by a quick look at some of the styling and mechanical improvements of the new products.

Styling improvements:

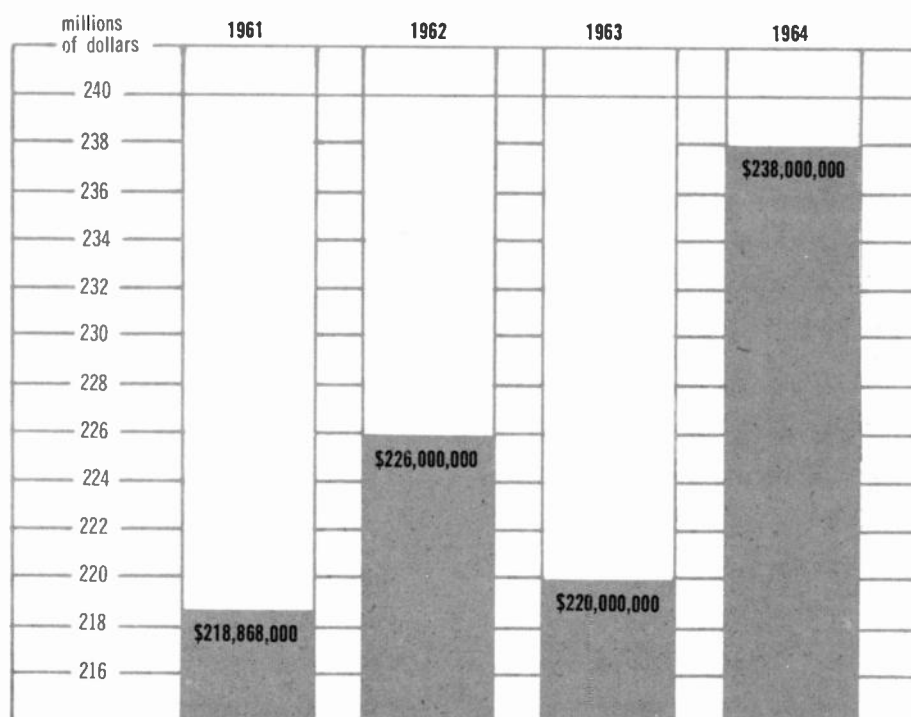
The consumer now has his choice not only of oriental-styled pieces, but she can also take her choice of which part of the Orient she most enjoys—Japan, Burma, the Philippines, Siam. All of these styles are offered by various makers. In addition, Spanish, French and Italian design is finding favor.

But introduction of foreign motifs is only the most glamorous of the styling factors, not the most important. Better use of wood, more comfort in the design of arms and backs, and styling for acceptance in the house or outside on the patio certainly are factors contributing more strength to the growth of casual furniture sales. In addition, the industry has created wholly new styles and has also revived the best from the past.

An example of something new is Finkel's "poolsider" aluminum-and-canvas chair. It is high-backed and short-armed, which gives it a new and modern appearance.

An example of a revival is the "director's chair" made famous by Hol-

Estimated retail value of shipments of summer and casual furniture production



lywood in the late Twenties and early Thirties. Today it is available in metal-and-canvas, wood-and-canvas, or even wood-and-leather. It is styled just as it was then, or offered in Spanish and Oriental flavors.

Mechanical improvements:

Today's "porch glider" no longer glides through an arc, but moves back and forth horizontally on a rail. This movement is gentler and more relaxing.

In padded pieces, you will find a choice of polyurethane, foam or innerspring cushions. Innersprings usually mean high-end, but a few makers now offer nothing else on all their padded sets.

As for the once very popular redwood, few buyers contacted at the New York show had as much interest in it as in past years. It is today more often found combined with aluminum, making the pieces light in weight and more manageable. Also, slats now are much thinner, another way to cut down on weight. Edging of aluminum has been added to redwood tables and to some chairs. This is decorative, and it also is practical, protecting the edges from splintering (see photo at right, second from bottom).

Wrought iron and its newer partners, mesh or expanded metal, are moving strong. Most buyers mentioned these specifically as winners.

A new velvety black finish for wrought iron will be on the market this year as well as a wider selection of wrought iron pieces, daybeds and sofas, for example. One maker will offer a very rough and knobby finish, giving the product a tree-limb appearance. And padding for wrought iron furniture, particularly innerspring padding, will be more in evidence this year.

As for expanded metal (photo right, at bottom), expect to see much more of this.

Another trend worth noting is the grouped set, either two chairs attached to opposite sides of a table or chairs with companion end tables.

What kind of frames your merchandise has will be important. Aluminum frames will be more often colored this year and the squared, rather than the round, frame is a step-up feature.

Also important: plastic tubular web seats, rather than flat fabric webbing. Even more important: white plastic tubular webs stretched on black frames (photo, right middle).

Nylon mesh is also being used on seats. And webbing itself is being upgraded by adding more pieces to the web or by using better quality and wider webbing.

Other things to look for: individual front legs as a high-end feature, wood or plastic arms, more compactly folding items (photo, right middle.)

Rattan casual furniture is still controversial. Many retailers have done well with it, but, on the other hand, some buyers at the New York show were quite negative. What to look for is good construction and quality because rattan is usually high-end merchandise.

But the basic factor is taste. Where rattan has gained a foothold in a community, it grows in popularity. Its cost and unusual appearance are stumbling blocks in areas where customers are not familiar with it.

The last, but not the least, styling trend to check this year is the indoor-outdoor design. For instance, Telescope Folding Furniture, which introduced last year a casual Scandinavian set primarily for indoor use,

has swung back in '65 with a set designed for use both inside and out. It folds, and combines wood, aluminum, and plastic fabric over the seat cushions. The wood surfaces are protected by plastic laminates. Styling in the indoor-outdoor designs runs to modern, frequently Scandinavian modern.

Growth through upgrading

Retailers now can sell casual and summer furniture about the same way they sell appliances. The promotional line can be advertised, and the step-ups to the middle of the line and to the high end are solid enough to permit selling up.

For example, Finkel's line is divided into a V.I.P. (low), a Diplomat (medium), and a Statesman (top) series. The Statesman numbers feature a patented polypropylene arm and heat-sealed vinyl tubing. Diplomat does not have the arm, and V.I.P. lacks both the heat-sealed plastic and the arm. Cushion pads and covers also come in steps.

Arvin's four different lines are another example. The top, Lustracolor, has individual front legs, maple arms and braces, and colored square aluminum tube frames (photo, top right). The first step down drops the color. The second step down uses maple arms, but braces are metal, frames are round, and front legs are one-piece. The economy line (photo, second from top) has metal arms and either metal braces or none at all.

Also upgraded and step-separated in many lines this year are seats and wrought-iron. Nylon mesh seats, replacing webbing in some lines, or being dropped into others, usually is the bottom step. Wrought-iron, usually a step up from wood or metal, now offers high-styling as a further step-up.

There are five specific reasons for upgrading that involve consumers and their living habits:

(1) They have more time for leisure, thus are more concerned about the quality, comfort and appearance of their leisure furniture.

(2) They have more money to spend on satisfying their tastes.

(3) Their tastes are improving as they become more familiar with what this field has to offer.

(4) They see more companies in the business, more competition, and more improvement in the products because of the competition.

(5) The growing importance of the home decorator is quite evident, not only in homes done by decorators, but in what neighbors who have seen these homes want and will try to get on their own.

But one manufacturer, Norman B. Orent, president, of Hampden Specialty Products Corp., points to another reason for the trend to upgrading. Orent says it is the direct result of the profit squeeze manufacturers have felt in recent years.

"We recognized that the consumer had more money to spend so we gave him better products to buy," he told MERCHANDISING WEEK. And, he added, manufacturers have themselves helped improve consumer tastes by designing and building better and more attractive casual and summer furniture.

Orent's view is interesting because it lifts the trend to upgrading out of the realm of coincidence. A trend that has a recognized cause is likely to last longer than one that "just happens."

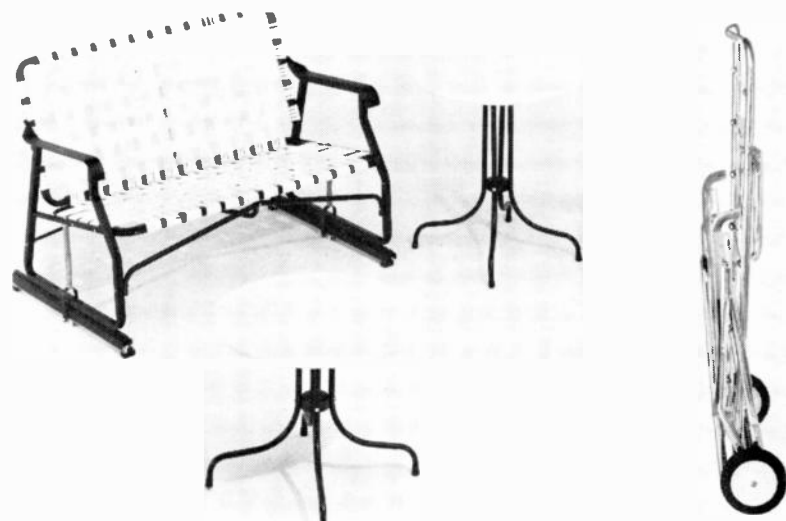
By Wayne R. Smith
Art, Joan Bacchus; photo, Joe Ruskin



Arvin's Lustracolor set offers maple trim, square colored frames



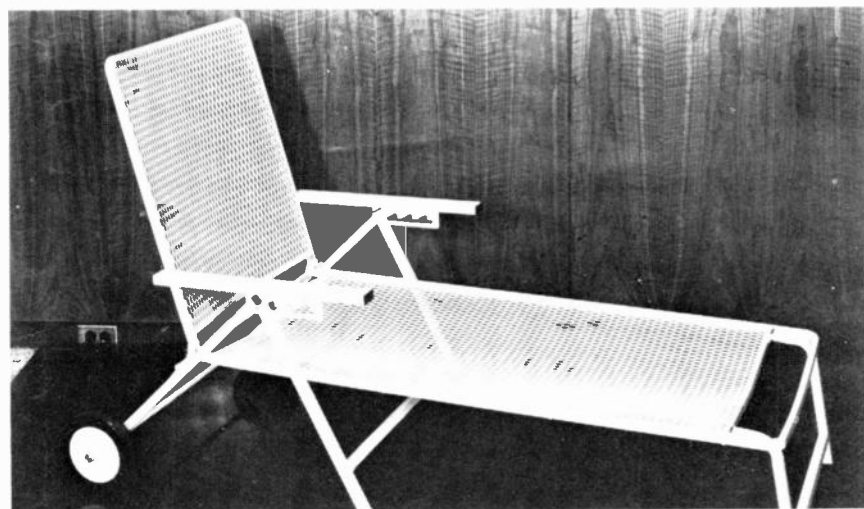
... but construction of Arvin's economy line is quite different



Bunting's Ebonchite set (1) sports plastic tube web, black frames ... and its No. 33 chaise exemplifies a trend to fold-up units



Note the aluminum trim on Hampden's redwood table and benches



Hampden's metal mesh line was big last year; this chaise is new

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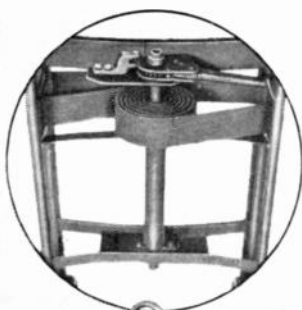
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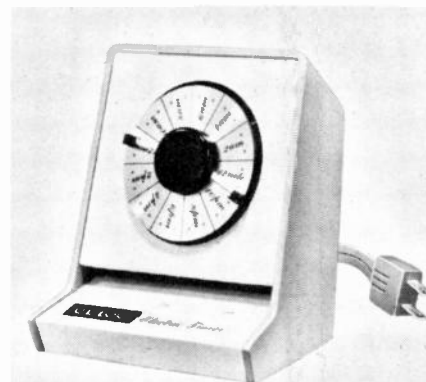
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Udico automatic timer

Udico announces a new 24-hour automatic timer that features a tilted face and a simplified dial for easier reading and a retractable cord for easier use.

The timer plugs into a wall outlet and the appliance is then plugged into the timer. Two trippers on the dial can be set to automatically turn a lamp or appliance on or off every day at the exact time desired. The shape and color of the unit are designed to blend with modern furniture styling. *Udico Electric Co., 1801 South Olive St., Los Angeles, Calif.*



Intermatic automatic timer

The new Mark XII Time-All automatic appliance timer, announced by International Register Co., is styled to enhance the decor of any room: it has a black case, spun gold dial, and decorative gold knob.

It possesses a "miracle memory which needs no reminding," is easy to set, consumes little current, and has a 24-hour dial that revolves clockwise—making a complete revolution every 24 hours. It has four-step operation: setting the dial, plugging the unit into an outlet, plugging the appliance to be controlled into the Mark XII, and turning the appliance on. It can stand on a table or be wall-mounted, sells for \$10.88. *International Register Co., 4700 W. Montrose Ave., Chicago 41, Ill.*



Hamilton Cosco stool

A new offering for 1965 from Hamilton Cosco is the adjustable pedestal stool, which the company claims is the first such model on the market. Designated model No. 47-A, the stool is designed for use in snack bars or family rooms. The seat adjusts at two-inch intervals between 24- and 30-inches high. A new synthetic bearing, which never requires lubrication and which operates silently, allows the seat to revolve easily. The chrome-plated footrest adjusts in height along with the seat.

For color, the stool features tubular steel frames in white or black enamel. Vinyl upholstery comes in white, tangerine, or black with the black frame. With white frames, upholstery comes in a choice of gold, teal blue, or ranch brown. Suggested retail price is \$19.98. *Hamilton Cosco Inc., Columbus, Ind.*



Air King humidifiers

Berns Air King has expanded its portable humidifier line with the addition of two new table models. Both are designed for quiet automatic operation, and feature 185 cu.in. natural-fiber aspen wood filter. Both have 3¾-gal. capacity in a molded polypropylene tank, two-speed operation, water level indicator gauge, galvanized construction, and ivory

diffuser louvers. They provide maximum humidifying efficiency in areas up to 6,500 cu.ft. Deluxe No. H-100 features an automatic humidistat, automatic shut-off refill indicator light, and wood-grain vinyl finish. List price for Model H-100, which is 13½ in. high, 18 in. wide, and 12 in. deep, is \$49.95. *Berns Air King Corp., 3050 N. Rockwell, Chicago, Ill.*

Northern cord holder

A new ironing board cord holder is introduced by Northern. This clamp-on holder fits any size ironing board and permits either left- or right-handed ironing. The iron may be plugged into the holder, which is

equipped with a six-foot white extension cord for plugging into a wall outlet. The holder holds flat under the board edge. Suggested retail is \$1.98. *Northern Electric Co., 5224 N. Kedzie Ave., Chicago, Ill. 60625.*

The NHMA mission moves out to explore the Old World

Sixty members of the housewares industry, representing more than 40 manufacturing firms, left Washington, D.C., last week on the National Housewares Manufacturers Assn. trade mission to Europe.

The twin objectives of the mission, according to Dolph Zapfel, NHMA managing director, are: to conduct a three-week study of the major European housewares markets; and to invite buyers and other leading merchandisers from Germany, France, Italy, and England to be special guests of the NHMA at its 43rd National Housewares Exhibit, in Chicago, from Jul. 12 to Jul. 16.

The first leg of the mission began in Cologne, with four days at the International Housewares and Hardware Fair. The Fair is the largest event of its kind in the world, with about 2,000 exhibitors. A luncheon in honor of the members of the mission was held Thursday, and a reception in their honor was also sched-

uled by the Lord Mayor of Cologne.

The mission moves to Paris on Wednesday, Feb. 24, for visits to major department stores and other housewares merchandisers; a series of conferences with French business leaders are also planned. Similar study programs are scheduled for Milan and London before the group returns to New York City, on Mar. 9.

"Mission members are paying their own way to study—as a group—the housewares potential in European markets," Zapfel said. The U.S. Department of Commerce is co-operating in the venture, however, and the department's representatives will meet with the mission in each country to present details on doing business in that nation's markets. In addition, Secretary of Commerce John T. Connor delivered the keynote address at a day-long briefing given by his department in Washington, D.C. prior to the departure of the mission for Cologne.

Direct line to the consumer: will this be NEMA's approach?

Will this year's fall housewares promotion sponsored by the National Electrical Manufacturers Assn. include a direct-to-the-consumer approach as part of the plan?

A hint that this approach might be in the cards came through in the press release prepared for the annual NEMA Valentine's Day press party in New York City. The release quoted Robert O. Lockman, vice president of marketing for West Bend and chairman of NEMA's electric housewares section:

"We want to make consumers increasingly aware of the many conveniences and pleasures of electric housewares, and to create this awareness, with imagination and ingenuity, is, of course, an important role of NEMA and its member companies."

A number of plans for the fall event were outlined before members of the housewares section promotion committee earlier that day. The committee members all stated, after their meeting, that any announcement of plans at this time would be premature, and that the plans recommended would be presented to the entire housewares section at a meeting within the next few weeks.

Any announcement of specific plans for this fall will not come until after the whole section has approved the plan. But several facts were obvious, even if specific plans were not being announced at that party.

A more aggressive event is being planned. Last year's effort was regarded as a good start for an annual promotion, but by no means as a rousing success in itself. Last year, there was no promotion to the consumer directly; instead, it was up to the manufacturer-members to advertise the theme and create specials that would give the consumer reasons to buy. In some quarters, this approach was considered to have weakened the promotion.

Lockman said of this year's plans: "The board appeal of our promotion should inspire unequalled promotion response by local dealers, distributors, manufacturers and utilities."

A more comprehensive planbook, called an all-in-one "promotion planner and work book" is being prepared by the agency retained to promote the event—Ted Sommers Inc., of Fairfield, Conn. NEMA members will distribute the book later in the year to distributors and dealers.

It will contain "dozens of suggestions for building store traffic and sales, colorful display materials for window and in-store use, plus ads, logos, and radio spots," the release on it says.

More local retail sales events based on the season or calendar holidays will be encouraged as a prime objective of this year's promotion. This was not done in the 1964 campaign.

NEMA will retain the same theme of "Make Every Day a Holiday With Electric Housewares." In addition, October again will be designated "National Electric Housewares Month," to provide a natural kick-off spot for the campaign.

The event will be listed on the Edison Electric Institute's promotional calendar for this fall, whereas it was not listed last year. This will alert more utilities to the event, and should secure more cooperation.

W. J. Pfeif, manager of marketing and distribution for GE-Bridgeport, who heads NEMA's housewares sales promotion committee, explained that electric housewares represent the greatest growth area in consumer use of electricity.

"They're the top residential load builders today, and economic indications all promise a continued rise in retail sales for the industry," he said. NEMA predicts 1965 sales gain of from 5% to 8% for the housewares industry.

□□□□ **Dormeyer** will have a cordless knife for the July Housewares Show. The new model will be similar in styling and powered by rechargeable batteries. Dormeyer also announced that its ac-powered knife began shipping last week. This model was introduced by the company in January.

□□□□ **Twenty Eureka men**, comprising distributors and branch managers, were honored by the Eureka Emperors Club, and four men given special awards during the recent national sales convention held in Chicago. Ten second-year Emperors won trips to Nassau, in the Bahamas, and the other ten—first-year winners—received diamond rings. The four special award winners were: Walter Maerki, Cincinnati; Frank Kearns, Sr., Atlantic City, N.J.; Keith Thomi, Dallas; and G. J. Fukunaga, Honolulu.

□□□□ **W. S. Owen's four principals** and their wives will be Bermuda-bound as a result of Owen's outstanding sales performance during Regina's fourth quarter. Announcement of the all-expenses-paid one-week trip was made at Regina's national sales meeting. Thirteen runners-up were awarded Polaroid Color-Pak cameras.

□□□□ **Stern's spring housewares fair** and sale began in its New York City area stores last week. A 20-page section of the *New York Sunday Times* was used to kick off the promotion. Teflon got the biggest push, with a spread on pages 2 and 3 of the section; other Teflon items were spotted on other pages. Both electric and non-electric coated items were shown. Coated electrics included four Dominion items: a griddle at \$24.88; a waffle-iron/sandwich-toaster at \$29.88; a buffet skillet with high-dome cover at \$21.88; and a round waffler at \$14.88. A Udico broiler with a Teflon-coated tray was \$10.99. In non-electrics, West Bend, Revere, Club Aluminum, T-Fal, and Bundt products were advertised. Slicing knives were curiously absent in this promotion. A Riviera unit in two packagings—deluxe at \$17.95 and regular at \$13.88—was the only make shown. Floor care products shown were Shetland's new low-end canister at \$24.99, a two-speed polisher-scrubber at \$24.99, and a sweeper-vac at \$19.88. In electrics, Stern's apparently went for a wide selection of brands, rather than depth in any single item. Only one blender, toaster, and hair dryer, and just two can openers, irons, and coffeemakers were shown. More than 20 name brands were advertised.

□□□□ **Record income** marked Rival's year in 1964, according to the announcement of company president I. H. Miller. The net income of \$1,349,323 was up 74% over 1963. Net sales of \$16,584,150 were 17% higher than those registered in the previous year.

□□□□ **Singer raised its quarterly dividend** from 50 cents to 55 cents per share for its current quarter. The board of directors voted the increase payable Mar. 15 to stockholders of record as of Feb. 19. Singer has paid dividends without interruption since 1863.

□□□□ **Key Moves . . .** Bud Hendricks and Assoc., of Indianapolis, has been appointed sales rep for REGINA in Indiana (excluding Gary and Hammond).

ANNOUNCING: ANOTHER ADDITION TO THE 1965



REVERE-WOLLENSAK GOLDEN PROFIT LINE!



NEW WOLLENSAK "1288" STEREO RECORDER

DRAMATIC WALNUT DECORATOR STYLING, WITH MATCHED BOOKSHELF STEREO SPEAKERS

Universal customer appeal! The wife will love the new Wollensak "1288" Stereo Tape Recorder as a beautiful piece of living room furniture. The husband will appreciate the "1288" for its traditional Wollensak precision and performance—top quality stereo equipment which offers the finest sound-on-tape reproduction. True quality features include: two VU meters . . . vertical and horizontal operation . . . stereo and mono playback/record . . . FM multiplex-ready . . . tab controls . . . separate volume con-

trols and tone controls for each channel. Soon music-loving, style-loving families all over the nation will be hearing about the new Wollensak "1288" in national and local media. Then they'll be wanting a personal demonstration . . . at *your* store. Stock up now with this newest addition to the 1965 Wollensak Golden Profit Line. Contact your Revere-Wollensak representative for all the facts. Do it today!

WHAT YOU WANT IS A WOLLENSAK! 



Trak's model 670, packaged with a free spatula, is list-priced at \$6.95

Trak's defroster special: making way for the new

A special offered by Trak on its thermostatically controlled refrigerator defroster at the January Housewares Show began showing up in New York City newspaper advertisements last weekend. The special will clear the decks for Trak's new package, which includes a premium along with the unit.

A price drop on Trak's model 350, from the former protected price of \$6.95 to \$5.95, was advertised by Stern's and by Abraham & Straus. At the Show, this special was available to all stores, and it is now appearing or will be appearing in most

markets, according to Trak President Jack O'Hara.

The newly packaged unit is designated model 670. It will be priced at \$6.95 when packaged (as above) with the spatula for use with Teflon-coated products. Trak also has new packaging for its non-thermostat model; the package, which is priced at \$5.95, includes a free plastic ice cube tray.

O'Hara told MERCHANDISING WEEK that the thermostat-controlled models have virtually taken over the refrigerator-defroster market because of the protection they afford against damage through overheating.

Thermo-Pin cooking aid moves from test kitchens to market

A nationwide marketing program for a non-electric cooking accessory has been initiated by Thermo-Pin Corp. of America.

"Thermo-Pin" is the name of the device, which is a dart-shaped stainless-steel tube with fins, and is slightly larger than a pencil in both length and diameter. The tube contains DuPont's Freon 12, commonly used as a refrigerant. The pin is inserted into meats that are to be cooked or reheated; the maker claims the pin will cut cooking time in half, at the same time reducing meat shrinkage and loss of natural juices. Thermo-Pin carries a lifetime guarantee.

List price is \$7.50 each for the pins. Dealer margins will run from 25% to 35%, depending on quantities purchased and whether the dealer buys directly or from a distributor. The manufacturer has set up a marketing arm and will use both one- and two-step distribution.

Market testing has been in progress since October in the New York City area. Consumer reaction has been good, the maker says, and stores have reported brisk sales.

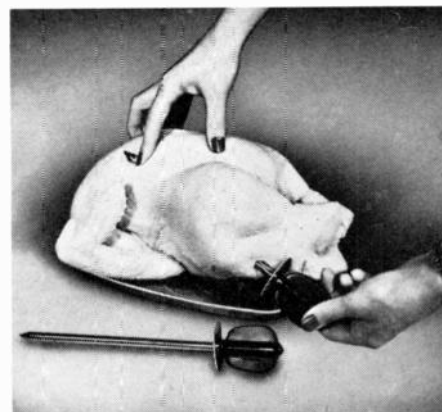
Extensive use-testing is being carried on by restaurants and cafeterias. The manager of one cafeteria trying the pins discussed results with MERCHANDISING WEEK.

He confirmed the claim that the device speeds cooking time, but not

that it cuts it in half. He had high praise for the evenness of cooking resulting from use of the pins, for the cutting of meat shrinkage, and for the preservation of juices.

In roasting beef rare, for example, he said the evenness of cooking made it possible to have more of the beef rare and to reduce the well-done area around the edges.

He pointed out that the housewife would have to learn to use the pins in conjunction with a meat thermometer because the cooking times she normally follows change drastically. He questioned whether women would do this, but pointed out it offers the chance for the sale of a good meat thermometer along with many pin sales.



Pins are inserted tip up into meat

□ □ □ □ Shetland has a hot first quarter going, according to company president Robert Lappin. He said January was the biggest month ever for Shetland, and that it was strong in all categories. A one-cent sale, a can opener for a penny with a blender at \$19.95, is going well; the \$24.95 canister introduced in January is hot, and a \$19.95 sweeper-vac also is moving. Shetland has just announced addition of 50,000 sq.ft. to its Salem, Mass. plant effective Mar. 1.

□ □ □ □ Toro's dating program, which permits power mower dealers to buy and use parts during winter repair months and pay for them in the spring, has been so successful that it will be continued next year, reports service manager Verne C. Fish. In addition to offering financial aid, the plan encourages retailers to promote winter repair and winter storage of power mowers. It also helps keep shops and mechanics busy during the off-season and spreads the normally heavy work load of spring over a longer period, Fish said.

□ □ □ □ Imports of Japanese sewing machines set a new record in 1964, as annual unit sales topped the one-million mark for only the second time since Japanese imports began 17 years ago. Statistics collected from the U.S. Customs Bureau and compiled by the Japan Light Machinery Information Center in New York showed that 1,013,584 household sewing machines came in during 1964, a gain of 9.7% over last year. The value of the machines exceeded \$28 million, which was a record. The quantity was second only to 1959, when about 80,000 more units were imported. Mr. Fumitake Kishida, executive director of the information center, estimated sales of the entire sewing machine industry at 1.7 million units in 1964, with Japan accounting for about 60% of that volume.

□ □ □ □ A unique telephone quiz is helping Westclox with product promotion in its current third quarter sales drive. Directed at distributor salesmen, the quiz is designed to encourage their familiarity with features of units in the Westclox "Time is Money" promotion. Each man is registered, and registrants are chosen at random to get phone calls at home from the Westclox organization. If the man called can answer questions about the products and the program, he wins a cash prize.

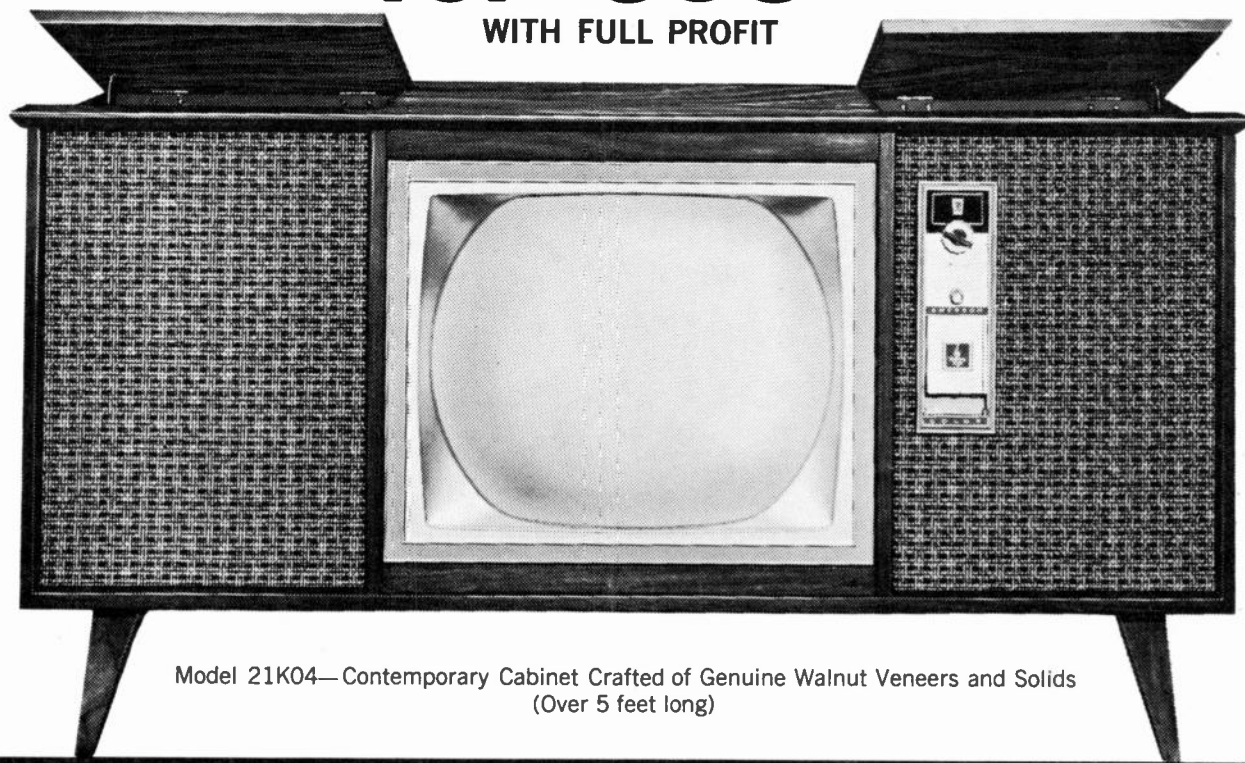
□ □ □ □ Sunbeam earnings for the first nine months of the current fiscal year set an all-time record. The biggest factor was a third quarter record, set in the three months ending December, 1964. Earnings for those three months reached \$6,392,000, an increase of 13% over the same period in 1963. Net income for the nine-month period was more than \$12.6 million, a 12% gain.

Sales in the third quarter were \$77,265,000, a gain of 25% over the same quarter last year. Nine-month sales reached a record high of \$165,033,000—a 17% gain over the same period last year. Sunbeam president R. P. Gwinn said the company's estimate of a 10% gain in sales and earnings for the current fiscal year might well be surpassed, based on performance at this point. He also said most of Sunbeam's lines participated in the sales gain.

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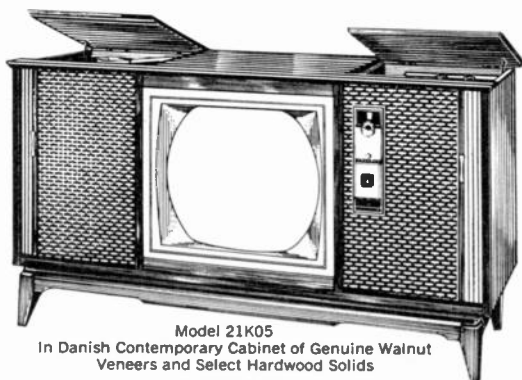


Model 21K04—Contemporary Cabinet Crafted of Genuine Walnut Veneers and Solids
(Over 5 feet long)

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Emerson Color Television features: New Aluminized Bonded Shield Color Picture Tube...with rare-earth phosphors...to bring in brighter, more realistic color with truer reds ■ Color Monitor...that purifies color image by automatic degaussing ■ Color Magic Contrast...that sharpens picture and contrast both in color and black and white ■ Advanced Color-Scope Full Power Transformer Chassis for peak performance even in fringe areas ■ Exclusive Single Dial UHF/VHF Tuning and Simplified 2-Knob Color Controls.

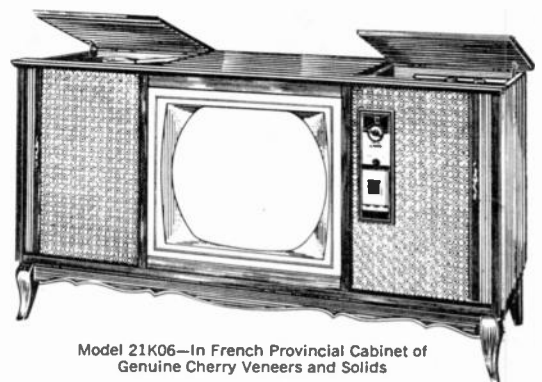
Emerson-engineered Custom Stereophonic Sound features: ■ Solid State Circuitry...with completely transistorized 30-watt amplifier for distortion-free sound reproduction ■ 6 Precision-Matched Extra-Heavy-Duty High Fidelity Speakers for full-range listening enjoyment ■ Complete Stereo FM/AM Radio with ultra-sensitive FM Multiplex tuner with AFC ■ Finest Automatic 4-speed Record Changer with exclusive "Record Saver" tone arm and diamond stylus retractable stereo cartridge that positively safeguards against record scratching.



Model 21K05
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Model 21K06—In French Provincial Cabinet of Genuine Cherry Veneers and Solids



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