

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 11/MARCH 15, 1965

ON THE INSIDE □

◁ □ □ □ Show, tell, even sell—three common functions of supplier-paid retail demonstrators that raise legal and practical questions. Here is the complete story from the Federal Trade Commission and the National Better Business Bureau, and from housewares suppliers and retailersp.17
The story behind the story....p.28

AT PRESSTIME □

□ □ □ □ Brightness or price? This is the cruel dilemma facing the tv industry. The new 19-inch rectangular color tv tubes, which are just below the horizon, are not only shorter than other color tubes; with the 90-degree configuration and the rare earth phosphors that are becoming available, they are, with appropriate circuitry, more than twice as bright as other tubes. Unfortunately, they are also about \$10 more expensive than 21-inch round tubes.

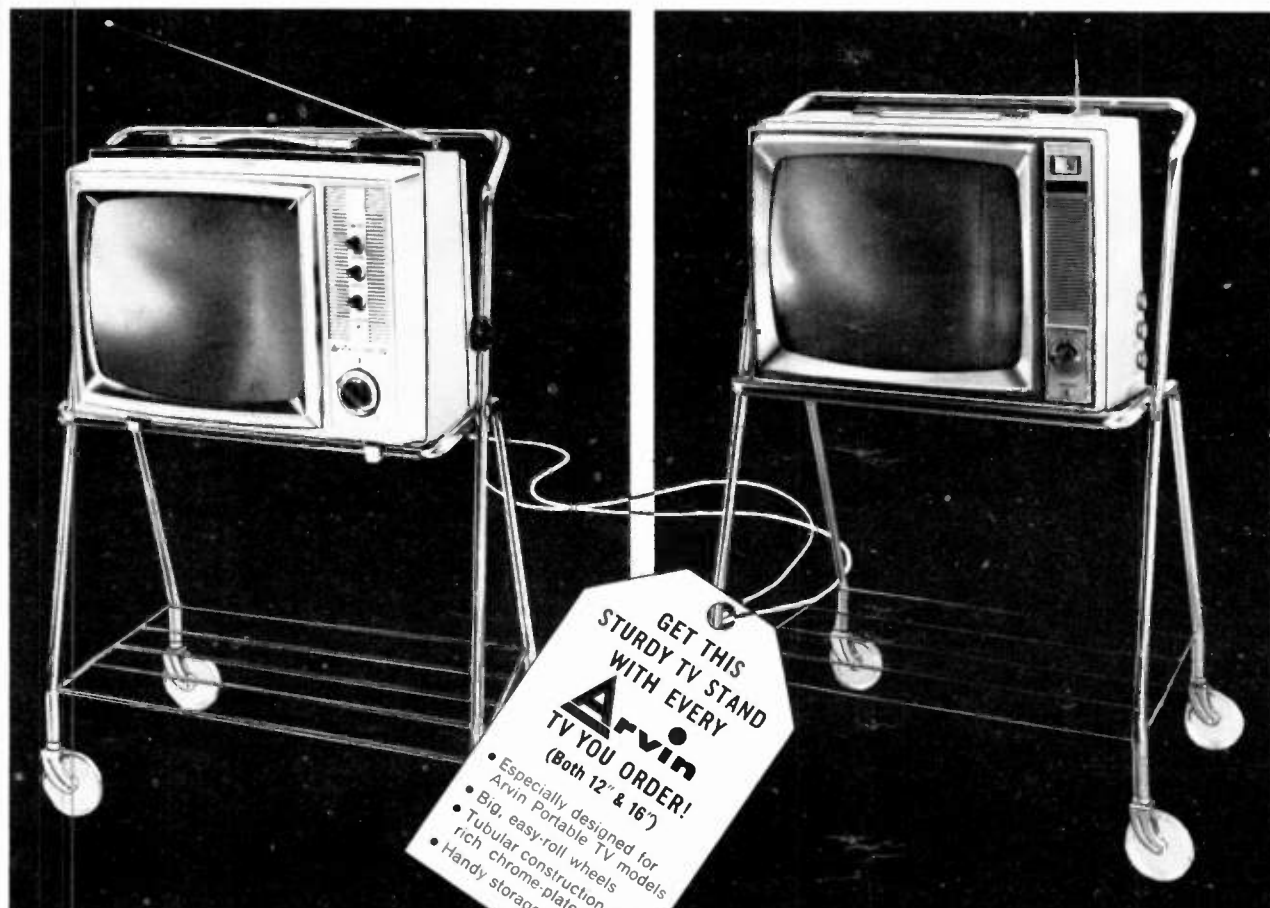
Tv set designers can save some of this expense, however, if they do not mind losing some brightness. For example, with the new tube, it is possible to eliminate a \$7.50 transformer. The lower voltage will mean less brightness, but it will also mean a saving in the price. Which route the tv set manufacturers choose to take remains to be seen—and will be seen when they begin to introduce their 19-inch color sets later this year (e.g., August). For now, Magnavox's remark is typical of what makers are saying publicly: "We feel the 19-inch is not feasible until the price is equal or below that of 21-inch models. We are watching its development and price."

continued on p.3



Now! A sturdy support for your TV promotion from Arvin!
BONUS "ROLL-ABOUT" TV STAND WITH EACH
Arvin ALL-CHANNEL PORTABLE TV

Move the traffic in your direction, with this free-wheeling deal from Arvin! It's a natural combination to give you a running start on more portable TV business in '65... another reason why it will pay you to join the Arvin "Cavalcade of Profits!"



ARVIN 12" ALL-CHANNEL PORTABLE TELEVISION WITH "ROLL-ABOUT" STAND

• Arvin all-channel UHF-VHF, channels 2 through 83 • 12" aluminized picture tube for blacker blacks, whiter whites • Rectangular shaped tube for full dimension viewing • 18 lbs. light for easy-going portability • Arvin "memory" VHF fine tuning for one-time station reception adjustment • Automatic gain control circuit locks in picture • Arvin two-stage high gain frame grid IF amplification for super fringe area sensitivity and performance. Model 65K28, Two-tone Beige with Gold trim.

DEAL INCLUDES: • Arvin 12" All-Channel Portable TV • Arvin "roll-about" TV Stand, especially designed to fit Model 65K28 TV.
 Arvin Model 65K28-PK

SALE PRICED TO RETAIL AT

\$108⁸⁸

ARVIN 16" ALL-CHANNEL PORTABLE TELEVISION WITH "ROLL-ABOUT" STAND

• Arvin all channel UHF-VHF, channels 2 through 83 • 16" aluminized picture tube for blacker blacks, whiter whites • 25 lbs. light • Arvin "memory" VHF fine tuning for one-time station reception adjustment • Keyed automatic gain control circuit locks-in picture • Arvin new high gain frame grid IF amplification for greater fringe area sensitivity • Solid State transistor plus tube circuitry for reduced heat and lower power consumption. Model 65K38, Two-tone Beige with Gold trim.

DEAL INCLUDES: • Arvin 16" All Channel Portable TV • Arvin "roll about" TV Stand, especially designed to fit Model 65K38 TV.
 Arvin Model 65K38-PK

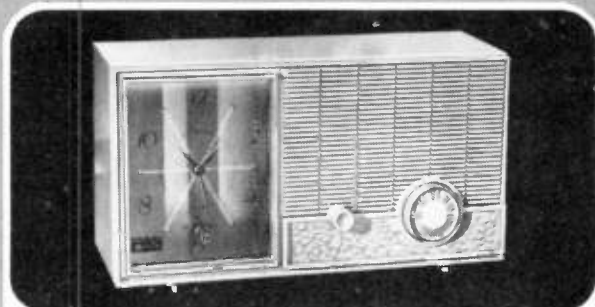
SALE PRICED TO RETAIL AT

\$128⁸⁸

Visit these permanent show spaces:
 Chicago, Furniture Mart—501-2 • New York, 230 Fifth Ave.—612
 San Francisco, Merchandise Mart • Hollywood, 1025 N. Highland Ave.
 Arvin Sales Dept., Columbus, Indiana

For complete information, write, wire or call Arvin Industries, Inc., Consumer Products Division, Dept. E-9, Columbus, Ind.

Join the **Arvin** "Cavalcade of Profits"

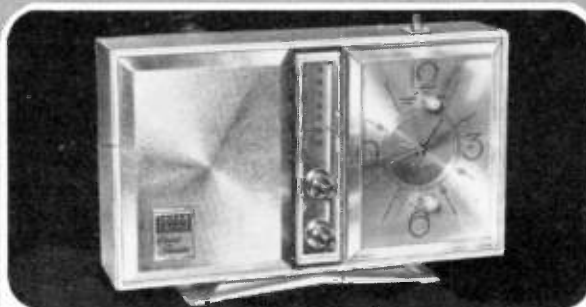


Arvin AUTOMATIC CLOCK RADIO

- Automatic Wake-to-Music Control
- Separate Volume Control

The lilting strains of full bodied music from this compact beauty wake you gently, automatically. Built-in loop antenna assures clear, steady reception. Big, easy-to-read clock face lets you tell time at a glance. Attractively designed, chip-resistant plastic cabinet looks smart in any setting. Low temperature tubes for longer set life. Powerful 3 1/2" speaker.

Arvin Model 55R07, Off White. Sale priced to retail at **\$15.88**



Arvin DELUXE SOLID STATE FULL FEATURE CLOCK RADIO

- Elegant Walnut Wood Grain Cabinet
- Time Controlled 1100 Watt Appliance Outlet

Solid State silicon rectifier, 6 transistors and diode. SOLID STATE circuitry means cooler operation, longer life, trouble-free performance. Clock features include "Repeat A-Call" alarm, "Slumber Switch" and night light. 4" Velvet Voice speaker, built-in antenna, lighted slide rule dial.

Arvin Model 55R58, Walnut Wood-Grain Finish

Sugg. retail **\$39.95**



Arvin MIGHTY MITE 9 TRANSISTOR FM/AM PORTABLE

- Telescoping FM Whip Antenna
- Smooth Indirect Slide Rule Tuning

Dynamic Velvet Voice speaker, reliable copper-photo circuitry, earphone jack. Attractive high impact plastic case. Complete with batteries, earphone and carrying case.

Arvin Model 65R69, Black. Sugg. retail **\$26.95**

9 TRANSISTOR FM AM "PERSONAL" PORTABLE

Arvin Model 65R79, Black. Sugg. retail **\$29.95**



Arvin FOUR SPEED PHONOGRAPH

- Plays 16 2/3, 33 1/3, 45 and 78 RPM
- Ruggedly Constructed Polypropylene Cabinet

Compact and lightweight with rugged polypropylene cabinet for years of hard use. 4-speed manual turntable has rubber bumpers to protect records. 45 RPM "pop-up" spindle. Dual sapphire needles. Large 4" speaker and reliable "copper-photo" circuitry for top performance and tone quality.

Arvin Model 45P25, Blue and White

Arvin Model 45P23, Red and White

Sugg. retail **\$18.88**



Arvin FM/AM 10 TRANSISTOR PORTABLE STYLED IN TOP GRAIN COWHIDE

- Automatic Frequency Control
- 200 Hour Battery Life

10 powerful transistors, 4 diodes plus 3 stage audio amplifier assure the finest in FM-AM reception. Separate FM frequency dial. Exterior swivel-whip FM antenna brings you long-range listening pleasure! Smooth indirect drive tuning, built-in AM antenna, and earphone jack. Extra sturdy, heavy-duty case with fine top grain cowhide leather-cover in rich walnut color. Complete with batteries and earphone.

Arvin Model 64R78, Walnut Leather

Sugg. retail **\$44.88**

□□□□ **Whither the 25-inch color tv?** Set manufacturers last week indicated that dealers are going to be seeing more and more 25-inch merchandise—but not as much as either the manufacturers or dealers would like. Packard-Bell, for example, said: “We began shipping 25-inch sets in quantity in January. No one is getting enough tubes, but we are right on schedule, using every tube we have been promised by our suppliers.”

Said Magnavox: “We are shipping 25-inch models in quantity—but remember, this is a limited line. We are somewhat back-ordered. Demand has exceeded supply.” Admiral: “Tubes are in short supply. We have shipped 25-inch sets, but we are behind schedule. When we ship in quantity depends on when we get tubes in quantity.” Sylvania: “We are shipping and are right on schedule. As a matter of fact, we’re shipping more than we planned.” Sears: “We have two models in our catalog (for \$689.95 each) which we are shipping.” Zenith distributors: “We will be shipping to dealers in ten days to three weeks. We think the bugs have been worked out of the line, and sets are coming off in quantity.” RCA: “We are on schedule and shipping in quantity, but we have not changed our estimate that over 75% of the color sets sold in 1965 will be 21-inch round.” RCA will also add four 25-inch color sets, starting at \$699. RCA’s first 25s opened at \$850.

□□□□ **New RCA 19-inch price leader at \$139.95** (a \$10 reduction) will be one of the highlights of the new 1966 portable line the company will unveil this week. RCA will have a new all-channel 16-inch set at \$129.95 and a remote-control 19-inch unit at \$199.95, it was learned. RCA also plans to push improved performance and a new chassis in its new portable line.

□□□□ **General Electric to buy Universal?** Apparently an offer has been made and accepted, subject to the approval of the Justice Department. Early last week, reliable industry sources told MERCHANDISING WEEK that this was the case; but GE, the firm of Landers,

Frery & Clark, and the Justice Department all refused to comment. After an article in the Wed., Mar. 10 edition of the *New Britain Herald* brought the story out into the open, the Justice Department confirmed that it is reviewing such a proposal. The Stanley vacuum bottle business, a Canadian plant, and one plant at Thomaston, Conn. would not be included, according to the *Herald* account. Even in light of the newspaper story, the two manufacturers said they could not comment. The union representing the New Britain, Conn. and Fort Smith, Ark. employees of Landers, Frery & Clark is known to be very active in urging the Justice Department to give its approval to the merger or purchase.

□□□□ **Delay at Hoffman:** The Hoffman Electronics Corp. has postponed, possibly until this fall, the introduction of its own consumer electronics line. “We’re not going to be hasty about this,” said corporation president H. L. Hoffman. “One month or another is not a controlling factor.”

□□□□ **The Quality Stabilization Bill** was reintroduced in the U.S. Senate last week by Eugene J. McCarthy (D-Minn.).

□□□□ **A real test for UHF-tv** will begin on Apr. 25, when Channel 47, WNJU-TV, goes on the air in New York City. It is the area’s first new commercial station in 16 years. It has studios in Newark and its antenna is on top of the Empire State Building; its signal is expected to cover the same New York-New Jersey-Connecticut metropolitan area as is presently reached by New York City VHF signals. The station’s supporters also expect that area sales of UHF converters and all-channel sets will spurt when broadcasting begins. Of the 35 hours of prime evening time each week, 19 hours will be devoted to Spanish language shows, seven for shows of special interest to Negro audiences, and the rest for Jewish, Italian, and other groups.

CBS and color: the network that came in from the cold

CBS blessed RCA’s baby last week.

After years of downgrading color television’s significance, the network has finally decided color is a business to reckon with.

The result: CBS—last, but hardly the least important of the nation’s major tv networks to embrace color—will devote at least four hours of its regular weekly program schedule to color next season.

The sudden CBS conversion to color programming, as an article of faith, removes one of the last formidable barriers to the growth of color. Predictably, set makers endorsed the network’s new strategy, but the years of nagging CBS to make this move have taken their toll. Grumbled one major Midwestern set maker: “Why should we compliment them at this late date?”

Behind the CBS decision to take a seat on the color bandwagon was the tv network’s new president, John

Schneider, who replaced the controversial James J. Aubrey two weeks ago. Reportedly, it took Schneider only a week to reverse CBS’s stand on colorcasting.

Aubrey was regarded as a long-standing opponent of color, who apparently did not believe that it added measurably to a program’s rating or audience. Schneider reportedly decided color did make a difference and that CBS was losing advertisers because of its negative color policy.

Concurrently, a preliminary American Research Bureau study indicated that color had a decided effect on audiences and ratings. And last week Schneider said the magic words:

“The level of color television set ownership now warrants color broadcasts on a weekly basis this fall on CBS Television Network. In addition, we intend to schedule a number of special broadcasts in color throughout the coming season.”

The announced CBS commitment to color next fall rests on three programs—the hour-long Danny Kaye Show (Wed., 10-11 p.m. EST), the Red Skelton Hour (Tues., 8:30-9:30 p.m. EST), and two hours of movies on Thursday evenings. Although CBS is not ready to announce movie titles, a spokesman estimates that “a majority of the films will be in color.”

Even before the week was over, CBS was hinting that it might add another hour of color to its upcoming schedule—probably a pair of half hour shows. And the network’s five owned-and-operated stations, based in New York City, Los Angeles, Chicago, Philadelphia, and St. Louis, announced that by next fall they will have their own color film facilities. (These stations can already transmit color from the network.) By 1966, the owned-and-operated stations will be equipped to do their own live color programming.

NBC’s remarkable decision on color also could have had a decisive influence on CBS. NBC, already heavily committed to color as an arm of RCA, disclosed that it will devote more than 95% of its regularly scheduled evening shows to color next fall. (This season about 70% of NBC’s prime time programming is in color.)

Of the 29 programs scheduled for the 1965-66 season, only two will show up on NBC in black and white. Measured another way, 34½ hours of the 36-hour prime time programming each week will be colorcast. The network definition of prime time is Monday through Saturday, from 7:30 p.m. to 1 a.m., with only a 15-minute break starting at 11 p.m. Sunday prime time runs from 6:30 p.m. to 11 p.m.

The ABC schedule for next fall already includes an increase in color activity. The network plans about 4½ hours of color programs weekly.

How to take business away



1.

**Have a sale...and
a good reason for it**

Hotpoint's 60th Anniversary attracts attention all by itself. Put the word "sale" after it and you've got a promotion that's *really* different! Here is a solid reason for having a sale that makes sense to customers. They'll shop you and your special values, instead of shopping the other guy.



2.

**Give the customer
more for her money**

With Hotpoint, you've got a line-up of sales-making features the other fellow just wishes he had. Features like Teflon®-coated oven walls, wheels on refrigerators, and porcelain finish on 15 lb. washers—are all included in the price. And, during the big 60th Anniversary celebration, you can give your customers these features on sale-priced models that are the greatest values in Hotpoint's history.

from the other guy:



3.

Run hard-sell advertising in Life, Look, on network TV

You get the benefit of 8 solid weeks of selling—by ads and commercials that get down to business immediately, hammer away at features and price. We'll be talking to 76,000,000 people in Life and Look... 13,000,000 in farm publications . . . 70,000,000 on the NBC-TV Tonight Show . . . and 16,000,000 on the NBC-TV Today Show—thousands of them right in your area. See your local Hotpoint representative for details on this great event, and the 43-piece promotion kit, complete with newspaper ads. This is the year to sell Hotpoint. Get started today.

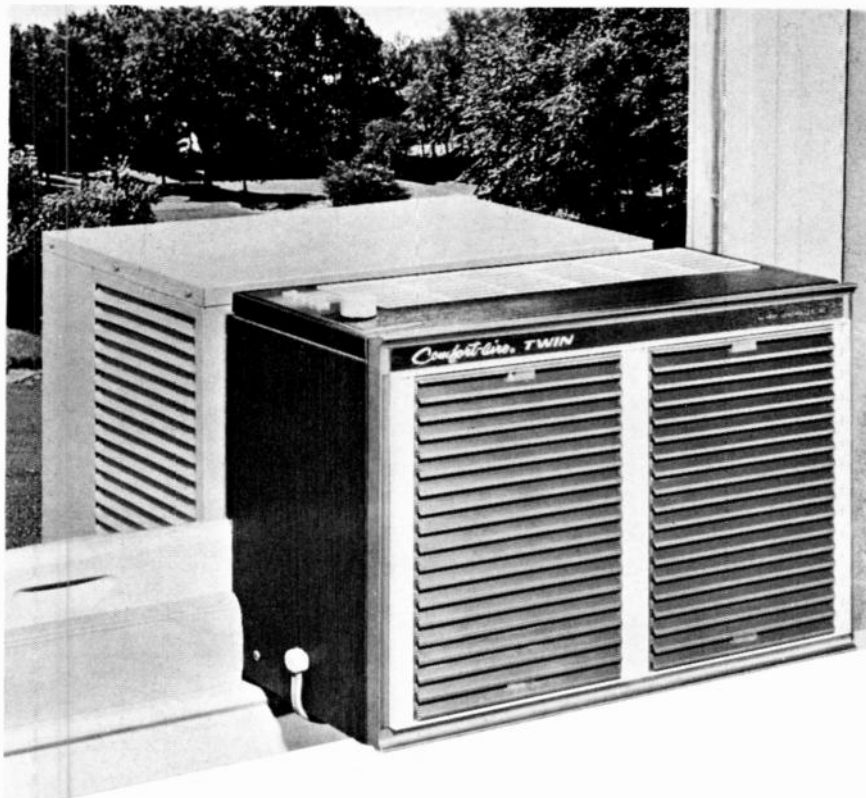
Hotpoint

first with the features women want most



See Hotpoint appliances sold
this week on The Tonight Show, NBC-TV,
starring Johnny Carson

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



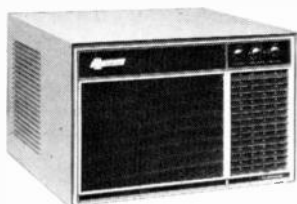
sell the *NEW* concept
for living comfort . . .

Comfort-Aire **TWIN** ROOM AIR CONDITIONER

YOU'VE NEVER HEARD IT SO QUIET! — With this revolutionary advancement in design, your closed window becomes a sound and weather barrier — locking heat and noise out — sealing cool quiet comfort in. **INSTALL IT IN MINUTES** — move it any time you please. Three capacities — economical performance from the 7½ amp unit. Full range thermostat — Push button controls — Adjustable air grille — Two fans for super quiet operation.



NEW DUAL-AIRE MODELS — Two fan motors for extra quiet operation. Long life aluminum cabinet installed in minutes with pre-mounted Adapt-A-Ease sliding panels. Thermostat and push button controls. Three capacity ratings and many more features.



NEW POWER-AIRE SERIES — Models from 10,000 to 28,000 BTU/HR featuring slide-out chassis, 230/208 dual voltage compressors, Thermostat, Two-speed Fans, Four-way adjustable grilles and permanent washable filter.



HEAT CONTROLLER, INC.

JACKSON, MICHIGAN

The Quality Leader in Conditioning Air

WASHINGTON

□□□□ **One principal economic indicator**, business spending plans for plant and equipment, keeps looking stronger and stronger for the rest of this year. A recent government survey reports that industry plans to boost its spending total this year to \$50.2 billion—an impressive 12% increase over last year's \$44.9 billion.

But the consumer is still the strong man in the economic picture; his steady insistence on spending more and more is the firmest base for all economic predictions.

Of equal significance, economists figure that each quarter this year will see an increase over the previous quarter, providing a continuous upward thrust through the second half of the year. This indication of momentum is contrary to early forecasts of an economic slowdown in the second half. So far, it is the only major indicator that promises an upward trend throughout the year, but economists are cautiously hopeful that this stimulation will have a good effect on other economic indicators.

□□□□ **As the economy continues its advance**—for the fifth full year—there are other potentials for its continued rise. There is the hoped-for stimulus from the July 1 excise tax cut, the boost in social security checks, and the additional \$700 million tax saving from the Treasury ruling on the reserve ratio test.

On the minus side, there is the threat of a steel strike. The record auto sales rate cannot be expected to rise much further and contribute much more than it does now to economy stimulation. And housing does not look like it will be any real help.

□□□□ **A Senate committee on consumers** is the aim of legislation introduced this week by Sen. Jacob K. Javits (R-N.Y.) and Sen. Maurine Neuberger (D-Ore.).

The proposed 17-member bipartisan committee would be charged with studying and investigating the nature and extent of economic problems of direct concern to consumers. It would be authorized to recommend additional legislation that might be needed to safeguard and advance consumer interests generally. It would be patterned after the small business committee, would hold hearings, and would provide a forum for consumer interests in the Senate.

Noting that President Johnson created a President's committee on consumer interests and appointed a special assistant for consumer affairs, Javits remarked that these actions did not give the consumer a voice in Congress analogous to that provided for business, the farmer, labor, and other groups.

□□□□ **Faster and more reliable parcel post service** is being put into effect. Since last September, so-called "scheduled delivery" parcel post has been made available to about 35 million Americans. By the end of 1967, it will serve the entire country.

The new system is made possible by ZIP-coding and by a major overhaul in the routing of mail by the Post Office Department. In areas where the system now operates, delivery is usually overnight, or at the most, two days. By 1968, a sender can count on parcel deliveries between New York and California in five days.

The FCC closes in on CATV: more facts for the arsenal

The Federal Communications Commission (FCC) last week received an economic analysis of community antenna television (CATV) to add to its arsenal of facts as it comes to grips with the problem of whether and how to regulate the industry.

The 152-page document, compiled by economic consultant Dr. Martin H. Seiden, proposes that all present markets served by one or two broadcast services be expanded to support at least three services. By this means, the report argues, CATV will be restricted to providing auxiliary tv service by economic law rather than regulation.

The proliferation of CATV, according to Seiden, is a symptom rather than the cause of the problem. Growth stems from the public's desire—and willingness to pay for—three-network reception, while the FCC has been pushing its concept of local television outlets down to two or even one broadcast service. Seiden claims the FCC policy is based on geographic and engineering considerations rather than on economic viability or public demand.

To expand the coverage of local tv stations, he recommends that the use of translators (un-manned re-broadcast stations) by a franchise holder be made mandatory where they would help provide a high grade of reception. FCC is already taking steps to liberalize rules for granting of translator licenses, but Seiden would go further and *require* their use.

The FCC has taken some steps of its own toward establishing a policy under which it would regulate all CATV systems. At present, the FCC exercises jurisdiction only over microwave transmission systems, but, with-

out making any firm decisions, the FCC has instructed its staff to take the following action:

(1) Prepare a document to make final its rule-making proceedings for microwave CATVs requiring them to carry the broadcasts of an existing local station on request, and to prohibit any CATV from duplicating a locally broadcast program for 15 days before and after local showings.

(2) To prepare a paper in which the FCC would assume jurisdiction over all other CATV systems (those that pick tv off the air via a high tower, without the use of microwave relays).

(3) To prepare a document dealing with the origins of programs, which would, among other considerations, go into the arguments for and against program origination by CATV.

All three of the documents were requested by March 19.

FCC sources stressed that these steps are extremely tentative and should not, at this stage at least, be considered as closing the door on a request to Congress to consider a law to empower its jurisdiction over cable CATV.

The conclusion of Seiden's findings on CATV itself is that its over-all threat to the future of free television has been over-emphasized. He claims it is non-existent in large markets, such as Philadelphia, New York City, Cleveland, and Baltimore, where applications for franchises are now pending. In smaller, marginal markets, he concedes that fragmentation of the viewing audience by CATV might discourage a potential investor—particularly a potential investor in a UHF station.

□ □ □ □ **Control of Fleetwood Corp.** is being acquired by RKO Distributing Co. of Canada, Ltd., a wholly owned subsidiary of RKO-General Tire Inc. of the U.S., which is itself owned by General Tire and Rubber Co. Mayer F. Pollock, Fleetwood president, and his associates guarantee that RKO Canada will be able to buy slightly more than 50% of Fleetwood's common stock. Pollock will stay on as president for at least five years. The Montreal-based company will continue as a home electronics and tv manufacturer.

□ □ □ □ **Speed Queen Atlantic will distribute** Fleetwood of Canada's entire line of solid-state phonographs, William J. Leck, president of Speed Queen-Atlantic, has announced. Shipments of the line, which range in price from \$300 to \$1,000, will begin this week. Fleetwood's color tv sets also will be distributed through Speed Queen-Atlantic, beginning in July. No B&W receivers will be carried.

□ □ □ □ **Montgomery Ward's building boom** continues with the opening of four new retail stores and 16 catalog stores this month. The March openings will bring the number of new stores opened by the company since Jan. 1 to six retail and 32 catalog stores. Dates and locations for the retail store openings in March are: Mar. 1, Eastland Shopping Center, Bartlesville, Okla.; Mar. 17, Clarksville Plaza Shopping Center, Clarksville, Tenn.; Mar. 18, American Mall Shopping Center, Lima, Ohio; and Mar. 25, Belvidere Mall Shopping Center, Waukegan, Ill.

□ □ □ □ **The GE Broadcasting Co. is expanding** its operations through the purchase of additional television stations, reports Reid L. Shaw, new GEBC manager of business development. Shaw says that GEBC will expand "within the limits set by the FCC," which may indicate that GE will move into the UHF field. GEBC now operates three stations: WRGB (VHF tv), WGY (AM radio), WGFM (FM radio) in Schenectady, N.Y.

□ □ □ □ **Ampex has a new line** of transistorized stereo tape recorders starting at \$269, stepping up to \$289 and \$309. Other Ampex lines start at \$359. The new 800 line, three models plus companion speakers and microphones, is similar to the 2,000 and 1,000 lines. However, the 800 line is the first group of Ampex recorders to feature all solid-state electronics.

□ □ □ □ **Six color tv sets from Curtis Mathes** have been dropped into the line. All are 21-in. sets; two are consoles and four are combinations. The step-up features are automatic degaussing, a no-glare picture tube, and "instant entertainment." The instant entertainment feature is being introduced into the line with these models. The basic console, in a walnut veneer cabinet, has a suggested retail price of \$399.95 with a qualified trade-in. (All prices are "special spring prices" and all are with a qualified trade-in.) The step-up console is \$429.95. The basic combination, which has a stereo phonograph, AM-FM radio, and four speakers, is \$499.95. Two step-up models are \$529.95; one is in walnut, the other in Early American. The last step has the same features, a maple cabinet, and a suggested retail price of \$559.95.

Can pay-tv help UHF grow? Here's why Zenith says 'yes'

Ultra-high-frequency tv, the Federal Communications Commission's anemic offspring, got the offer of a helping hand last week.

The Zenith Radio Corp. parlayed its bid to the FCC for a nationwide pay-tv system with the contention that subscription tv has great potential for developing economically viable UHF stations.

What Zenith told the FCC. In making its bid, the company pointed out that many UHF stations now authorized are not on the air because they lack local advertising revenues and programming material.

The Hartford pay-tv experiment shows that subscription tv could increase the number of tv stations in the air by a minimum of 20%, Zenith contends. Furthermore, the company believes that subscription revenue from only 30 hours of a UHF station's program week (most stations operate 115 to 120 hours per week) could cover all direct operating costs, making possible one additional station in the first-100 tv markets, with only 10% of the homes in the areas as subscribers.

Zenith's system, which relies on a

decoder installed in the home, instead of cable, would operate as a supplemental broadcast service, the company said, and should be used in both UHF and VHF markets.

"The time has come to give subscription-tv a chance to go to the market place," said Joseph S. Wright, Zenith president, "so that viewers throughout the country can have the opportunity to choose for themselves the economy and convenience this box-office entertainment distribution system makes possible."

The Hartford test, conducted by RKO General, underlines the fact that subscription-tv has broad appeal, particularly to middle and lower-income families, Zenith said; 40.8% of the subscribers there had average incomes between \$4,000-\$7,000 annually; 43.3% had average incomes from \$7,000 to \$10,000.

Zenith's position was endorsed by Skiatron Electronics, whose cable pay-tv system was used in California. Arthur Levy, president of Skiatron, asserted that "a tremendous demand exists for the raising of the quality of television programs and in the means for receiving them."

□□□□ **New rules for transceivers** (walkie-talkies) will take effect Apr. 26. The Federal Communications Commission regulations prohibit citizens' band from being used as a hobby or diversion, and emphasize that the primary purpose of the system is to provide a means of communication between radio units held by a single licensee. Observers say that transceiver sales will not be hurt by the new rules.

□□□□ **Caldor's biggest**, its ninth discount department store, will be built in Stamford, Conn. The new store will have two floors of selling space and two for parking. Caldor presently has five stores in Connecticut and three in New York.

□□□□ **Zenith has a new 21-inch color tv set** and two new 23-inch b&w consoles for spring specials. The color unit, the Gilford, is a contemporary styled lowboy. The b&w sets are a Danish modern lowboy and upright traditional console, named, respectively, the Alderson and the Scofield. All the units are on open list. According to L. C. Truesdell, Zenith Sales Corp. president, the new color set will appear in two-color national newspaper advertising scheduled in more than 250 newspapers in 150 cities. This schedule is part of Zenith's \$1.7-million spring merchandising program.

□□□□ **3M has added 33 cartridges** of pre-recorded tape to its line. They are used in Revere-Wollensak automatic tape recorders, and among the titles are the first cartridge albums of Mercury, Dot, and Phillips.

□□□□ **Hotpoint appliance sales were up 15%** last year over 1963, says W. D. Dance, general manager. Washer sales last year were up 14% over 1963, dryers 26%, refrigerators 15%, and air conditioners 75%. Dance says that Hotpoint's 1964 sales were 4% above the expected industry gain.

□□□□ **Waste King Universal will promote** its new dishwashers with window banners and counter cards. The theme: "The front-loading portables that give you the performance of a built-in."

□□□□ **Norge has two new promotions:** to warm up range sales the company is offering nine-piece sets of Regal Teflon-coated cookware as premiums; and for a pre-Easter sales drive, Norge is offering dealers a complete Easter Bunny promotional package, which includes window banners and a newspaper ad mat.

□□□□ **Gas clothes dryer shipments climbed** to 51,981 in January, the Gas Appliance Manufacturers Assn. reports. This total represents a 5.4% gain in factory shipments over January of last year.

□□□□ **Magnavox's service training clinics** began last week and will run through June. While the day-long conferences train servicemen on the company's color tv chassis, they also include basic training on all product lines.

□□□□ **GE's Audio Products head**, Charles J. Coward, will retire June 30 after 11 years with the company. A replacement has not yet been named.

Westinghouse drops in new majors, shows 1966 portable tv sets

Westinghouse today introduced two large-capacity refrigerator-freezers, a leader 13.5 cu.ft. frost-free refrigerator, and a medium-priced 15-lb. washer and matching dryer. The company is also introducing the first six models of its 1966 tv line—all in the 19-inch portable category.

The new major appliances include two 18 cu.ft. refrigerator-freezer combinations with foam-in-place insulation—both firsts for the company. The frost-free units have cantilevered split shelves that allow for storage of various size bottles or for a variety of foods. The top-mount freezer model (RJF85) will be marketed in April. The bottom-freezer unit (RDF85) will be available on a market-by-market basis beginning in May. Both will come in three colors and in white. In addition, a frost-free 13.5 cu.ft. budget-priced model with top-mount freezer (RJF41) has been added to the line. These new

appliances bring the company's refrigeration line to a total of 13 units.

The new Laundromat automatic washer (LAF590) is a top-loading agitator model. A companion dryer is available in electric (DTF590) or gas (DGF590); these two new units are Silver Anniversary specials. The two-speed washer features a fabric-softener dispenser, a pre-wash cycle, and a soak cycle. The laundry items come in three colors and in white.

The 1966 tv models include four Instant-On 19-inch portables—two to retail under \$150, and two step-ups at under \$160. The other two 19-inch portables in the Attache series will retail for less than \$140.

These leader models feature separate VHF-UHF channel selectors and an antenna that folds into the cabinet; a carrying handle is provided. The four Instant-On sets carry a one-year parts guarantee; the other two have a 90-day parts guarantee.

Japanese exports to U.S. jump off fast in 1965

Japanese exports of home electronics equipment to the U.S. got off to a running start in 1965. Shipments of transistor and tube radios, tv, tape recorders, and transceivers all surpassed the comparable 1964 month.

The flow of tv sets showed no sign

of abating, as the Japanese shipped 47,591 units here in January at an average price of \$54.41. Average price of radios with three or more transistors for the month was \$7.31; price of chassis or kits for these radios averaged \$4.60.

Japanese exports to the U.S.*

	date	UNITS		% chge	DOLLARS		% chge
		1965	1964		1965	1964	
Transistor radios**	January	366,046			2,677,483		
Chassis/kit tr. rad.**	January	5,700			26,233		
Toy tr. radios	January	31,758	26,616	+ 19.32	45,569	31,861	+ 43.02
Total tr. radios***	January	407,230	337,160	+ 20.78	2,802,835	2,491,519	+ 12.50
Tube radios	January	66,074			598,452		
Chassis/kit tube rad.	January	12,682			122,750		
Total tube radios	January	78,756	51,131	+ 54.03	721,202	459,658	+ 56.90
Television	January	47,591	27,006	+ 76.22	2,589,227	1,568,094	+ 65.12
Radio-phonos	January	8,174	5,018	+ 62.89	213,646	174,991	+ 22.09
Tape recorders	January	124,025	113,136	+ 9.62	1,736,449	1,150,707	+ 50.90
Transceivers	January	90,027	15,998	+462.74	966,091	243,483	+296.78

*Source: McGraw-Hill's Tokyo News Bureau **Three or more transistors ***Includes transistor car radios

U.S. imports from Japan***

Transistor radios	January	492,378	540,579	— 8.92	3,640,227	3,980,395	— 8.55
Radios, other	January	94,580	87,210	+ 8.45	668,419	704,374	— 5.10
Radio-phonos	January	2,505	6,024	— 58.42	90,527	147,651	— 38.69
Television	January	46,680	29,624	+ 57.57	2,652,828	1,268,073	+109.20
Tape recorders	January	127,187	196,707	— 35.34	2,705,034	2,718,398	— .49

U.S. imports from Hong Kong***

Transistor radios	January	130,620	52,848	+147.16	425,421	204,060	+108.48
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U.S. imports from Okinawa***

Transistor radios	January	23,284	6,718	+246.59	80,612	30,848	+161.32
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U.S. imports from Taiwan***

Transistor radios	January	5,000	9,000	— 44.44	12,838	29,098	— 55.88
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***Source: U.S. Customs



Who's got the smallest full-capacity Room Air Conditioners with the biggest guarantee? Ask your Westinghouse Distributor.

"This is the biggest guarantee I've ever carried."

"You're right, Al. And while we're on the subject, I'd like to urge you dealers to carry all 3 Mobilaires in 1965."



"See how light this compact, powerful Custom Mobilaire 6000 btu room air conditioner is? It weighs only 61 pounds. Easy to install, too, with its built-in Quick-Mount Kit."



"What? 172 pounds? Well I never...oops...Tee, hee, hee. I almost forgot to subtract 59-lbs. for this lightweight Mobilaire 5000 btu air conditioner that I just picked up at my Westinghouse dealer's."



"Come on everybody, hop aboard."



"We Westinghouse Dealers have a great sales story in these new compact room air conditioners—not to mention this Deluxe Mobilaire 5000 with automatic temperature control. They don't need any special wiring like a lot of others do. They've got the same cooling power as competitive low-priced units weighing many pounds more. And they'll fit in windows up to 42" wide. One more thing. We've got a great price story, too. Full-capacity units with suggested prices from \$119.95 to \$149.95, so if a customer says he can't afford an air conditioner, you've got the answers. Well, I'm heading for my Westinghouse distributor right now. Care to come along?"



You can be sure if it's Westinghouse



Get in the tape recorder business with Roberts

Fair-traded from \$169.95

American headquartered international firm
with 75 plants throughout the world



ROBERTS

Roberts Electronics
Div. of Rheem Mfg. Co.
Los Angeles, Calif. 90016

MARKETING



"Washday Magic" window painted by local artist helped up Feb. laundry sales 10% at Koepke's, El Sobrante, Calif.

The results of U.S. Steel's test promotion

U.S. Steel put its promotional arm into a select-market hat in California and pulled out a handful of sales and a lot of smoke for dealers.

The U.S. Steel effort, a localized experiment, was an offshoot of the company's larger plans for three major appliance promotions in 1965—ranges in April, home laundry in October, and, for the first time, air conditioners in May. The February "Washday Magic" home laundry promotion, with a white-rabbit symbol, in the San Francisco, Los Angeles, and Oakland, Calif., area was set up to help dealers increase sales in other-than-peak selling periods.

Behind U.S. Steel's test promotion was a desire to come up with satisfactory results to present to the powers-that-be in the American Home Laundry Assn., thereby proving that a promotion could be run at some time other than fall, the peak selling period when the "Waltz Through Washday" promotion is held.

However, the U.S. Steel effort ran into a roadblock in the Los Angeles market.

It found that the Southern California Gas Co. was in the midst of conducting a highly successful four-month-long gas dryer campaign, a first for the utility, extending from Oct. 5 through Feb. 21.

When U.S. Steel saw this well-organized campaign under way, it decided to tie in with the utility. It

provided all "Washday Magic" display material to distributors, set up a distributor salesmen contest, etc.

Dealer reaction in Los Angeles was tepid. One dealer said that "The U.S. Steel promotion was just not spectacular." He did not feel it was planned sufficiently well to be considered a major push. He complained that "all information came through our distributor."

This complaint was echoed by another dealer, who added that the gas utility offered more direct dealer contact.

Another dealer put it this way: "It's similar to fishing. If the public is in a mood to buy, they'll bite on a good promotion."

On the other hand, a spokesman for the Trading Post, in Redondo Beach, said that U.S. Steel provided an impetus for sales. "U.S. Steel, he said, supplied an abundance of display materials and appliance stickers, and this gave a festive air to the promotion. We're sold on all promotions, off-season or not. You've got to keep the pot boiling."

In the San Francisco and Oakland area, U.S. Steel teamed with Pacific Gas & Electric Co. But, retailers told MERCHANDISING WEEK, the promotion seemed small, poorly organized and not very effective. However, some dealers who did tie-in strongly showed increased sales.

A spokesman for the utility said that it ran the promotion in January

and February and worked through the Northern California Electrical Bureau—a dealer organization. Therefore, the promotion extended to the northern part of the state because the bureau sent out U.S. Steel dealer kits to local dealer organizations there. And, PG&E reported that January 1965 sales for the East Bay area were up in comparison to the same month a year ago.

Dealer reaction in Oakland was negative. George Scott, of Jackson Furniture, said that the promotion "wasn't much. We use our own promotions (on specials) and don't go along with the rest." At Brueners, Jack Nancarrow said he did not think the promotion helped him. "We didn't get into it until rather late. Sales are up, but I wouldn't attribute it directly to this promotion. We didn't tie in at all with the promotion because we didn't know about it until too late. A theme doesn't sell the merchandise—extra co-op funds might help, though." Harold Worsham, of Hink's, said, "No one that I know sticks these pennants in the store window—it makes it look like a drug-store. It would be better to co-op the ads more."

Dealer reaction in San Francisco was on the brighter side. Rip Collins, at Redlich's, said that the promotion helped sales, and that middle-of-the-line equipment sold best. "The utilities had lots of promotion ad activity—newspaper ads and bill-stuffers. U.S. Steel mailed out a kit, but it didn't fit into our display and we only made a limited amount of use of it."

Collins thinks promotions should be held at peak selling periods, but noted that the peak selling season varies with the area and that January and February in his area is not an off-peak season."

Alfredo Ratto, of Alfredo Ratto & Sons, said that his sales were up 25% during the promotion period with the top of the line garnering the majority of sales. "The U.S. Steel ads," he said, "made people more conscious of the trends. We did tie in with the advertising. We used their promotional material on the floor. They [U.S. Steel & the utility] helped if you got on the bandwagon."

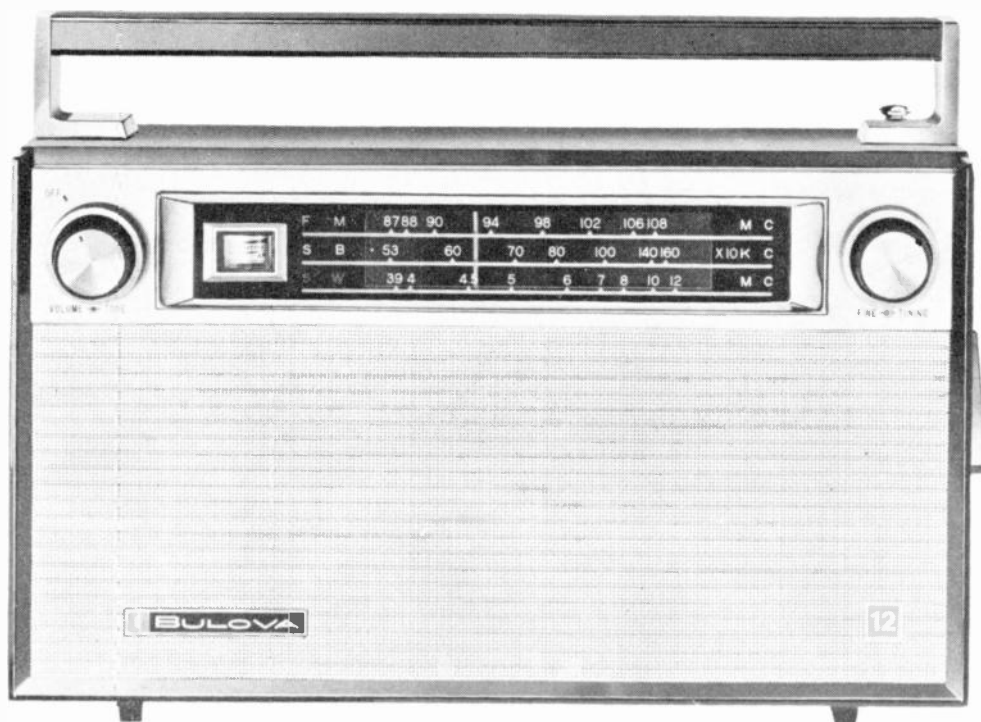
Todd's Appliance and TV, a store that tied in (see photo at bottom of this page) doubled unit sales in January and February, racking up sales of 80 units, according to Todd Malone. The San Leandro store owner said that U.S. Steel gave the impetus for the customer to go out and shop. "We used the magic rabbit and promotional material in the store."



This floor display aided Todd's, in San Leandro, to rack up laundry sales

Another new **Radio Idea** from Bulova:

BULOVA announces the "Perfect Portable"

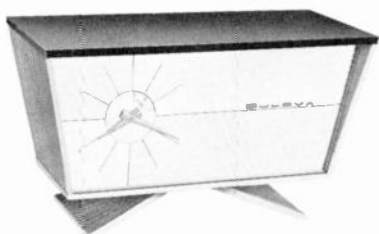


New "Trident" AM-FM-Shortwave radio — never before so many exciting features in such a stylish case... and at a perfect price!

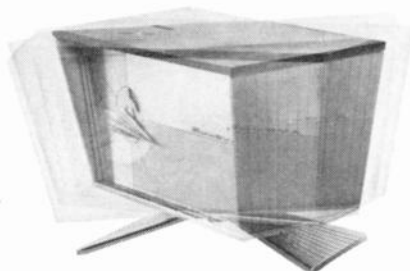
- 12 matched transistors, 5 diodes.
- Incomparable AM sensitivity and selectivity.
- Unmatched full-fidelity FM.
- Telescopic whip antenna for powerful local, world-wide shortwave reception.
- AFC for distortion-free, drift-free FM.
- Special tone control for perfect highs and lows.
- Electronic eye for precise tuning and battery life indication.
- Fine tuning control for pinpointing shortwave stations.
- Two money-saving thermistors guard against battery drain.
- Highest quality earphone for private listening enjoyment.
- Operates on AC power with Bulova AC adapter, available at slight extra cost. Adapter also recharges batteries.
- One Full Year Guarantee on parts and labor.
- Only \$69.95*

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

World's first "Radio-Clock"



This beautiful clock...



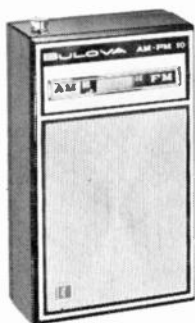
turns into...



a beautiful radio that
turns on and off automatically.

New Bulova "Radio-Clocks" have two beautiful fronts — no ugly back!

Shown above: New Bulova "Embassy" One front is a beautiful Bulova clock with a precision jeweled-lever electric watch movement. The other a rich-sounding 8-transistor, 1-diode radio that turns itself on and off. Turns on a swivel, so you choose the front you want with the touch of a finger. Operates on batteries. Cordless... works anywhere. In luxurious brass, gold trim. \$65.00* Also available: New Bulova "Imperial" Radio-Clock. All the revolutionary features of the "Embassy" in stylish ebony or ivory unbreakable plastic, satin-silver trim. \$49.95*



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

New Bulova "Avante" Advanced compact design in a 10 transistor, 4-diode AM-FM portable radio. Only 5¼" by 3½" by 1½". Telescopic antenna for powerful FM reception. Built-in ferrite-rod antenna brings in even distant AM stations. Big, full tone. Includes genuine leather carrying case, earphone, battery. In ebony, ivory or blue. \$39.95*

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

Be first with BULOVA -first in

Radio Ideas

© 1965 Bulova Watch Company, Inc., 630 Fifth Avenue, N.Y. 20, N.Y. *All prices slightly higher in Far West.



KitchenAid's chart is designed to cue sales

Promotional plans from KitchenAid push 1965 models

"There is definitely a turn to more quality buying," says Harold Martin, KitchenAid sales manager. "Normally, our top-of-the-line models are volume leaders, but in 1964 there was even a higher percentage of sales in the top-of-the-line."

KitchenAid dishwasher sales last year far outstripped 1963 and set another new volume record, Martin reports. And, to judge by the compa-

ny's 1965 plans, this year may be even better.

"There was an especially gratifying surge in portables and convertible portables last year," Martin says. "We have been placing more and more emphasis on the portables (MW, 7 Dec 64, p.10) and have provided more models." Approximately \$1 million was spent on retooling for KitchenAid's 1965 line.

To back up its new line, KitchenAid has prepared two promotion kits for dealers. Theme of the campaign is "Go and Grow with KitchenAid in '65."

First is a set of five selling banners that detail the features of the dishwasher line. The set may be used in windows, on walls, or as over-the-wire displays. The banners, which tie-in with the company's national advertising, make it possible for dealers to coordinate their local promotion efforts with the national campaign.

A wall chart showing the complete 1965 dishwasher line (photo above left) is also available to KitchenAid dealers. The 48- by 36-inch chart pictures the variety of front decorator panels available for the units. It also shows cycles and dimensions for each model. KitchenAid, Martin says, hopes the chart will serve as a cue card and visual sales-aid for dealers.

Both sales aids are available through KitchenAid dishwasher distributors.

To add impact to its sales pitch, KitchenAid has installed a display at the National Assn. of Home Builders' National Housing Center in Washington, D.C. The display shows the three series of KitchenAid built-in models in a variety of front finishes.

Evidence of a quality line is demonstrated by the first KitchenAid dishwasher ever sold, Martin asserts. The original unit, a KD-10 model built in 1949, is now on display after washing dishes for an estimated 16,500 meals. "The owners of the machine reported that only two service calls on this original model were required to keep it running perfectly," Martin says.

Colman color purifier

Colman Electronics introduces an automatic color purifier designed to modernize older model color tv sets that use 21-inch round glass picture tubes.

The new circuit is designed to automatically cancel interfering magnetism. After installation of the purifier, it is possible to move the set without the aid of a serviceman. *Colman Electronics Products, Inc., P.O. Box 2965, Amarillo, Texas, 79105.*

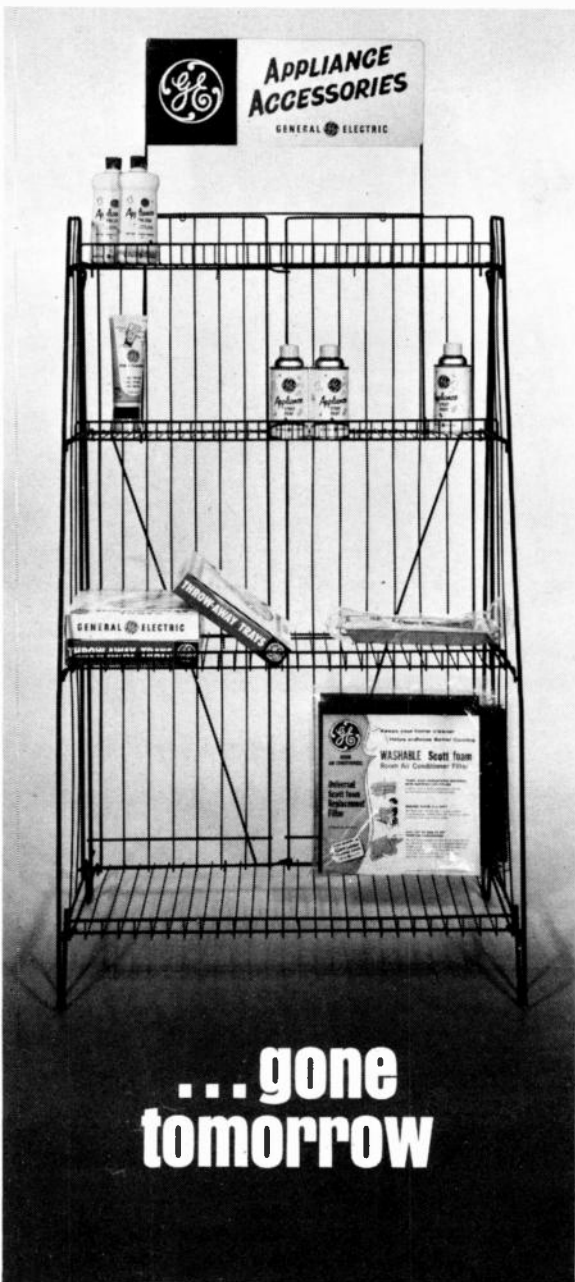
Winegard booster coupler

A new 2-set unit, model BC-107, is added to Winegard's booster coupler line. Winegard says it can deliver a minimum of 7db gain to each tv or FM set. Extra terminals have been added so it can be used as a booster only with a single tv or FM set, providing a minimum gain of 12db.

Winegard says its new model eliminates smear, line ghosts, picture degradation, interference between sets, and even snow. Encased in high-impact polystyrene, the set lists for \$18.95. *Winegard Co., 3000 Kirkwood, Burlington, Iowa.*



They go fast! General Electric fast-moving appliance accessories add to profits . . . build a buzz of store traffic that helps lead to additional major appliance, TV, and console sales. With a low-cost investment, you get a high-profit return . . . from an assortment of items your customers want and need for major appliance maintenance—spray paint for appliance touch-up, throw-away drip trays, appliance polish, and dozens of products housewives use daily to keep households trim and neat.



Let customers know your store is a source for everything in appliances . . . so you'll be at the top of their list when it's time for a new appliance purchase.

Contact your General Electric parts distributor now. 830-25A

Build traffic, sales and profits with G-E accessories

GENERAL  ELECTRIC

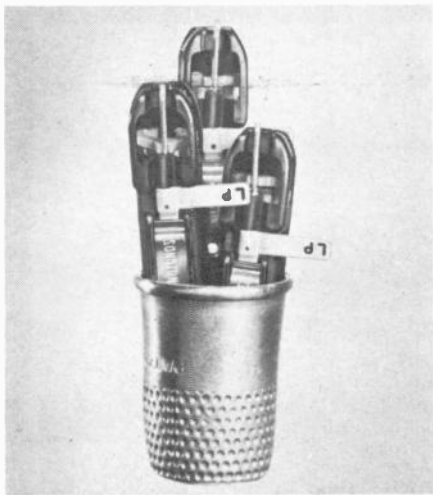


Setchell-Carlson color television

Setchell-Carlson announces a new 21-inch color tv set with several innovations. These include the latest color phosphors for improved reproduction of the color spectrum, a "stand-by" dial to keep tubes warm and ready for immediate operation, a plug-in Chroma unit to expedite servicing without interruption of black and white telecasts, and a Picture-Tube-Protector to extend the life of the color tube.

Safety glass is bonded to the tube face to increase picture contrast and minimize reflections. Maintenance control adjustments can be made by way of a removable panel under the front of the tube, as well as from a hinged panel on the back.

This model is available in two styles: Early American (shown above), and Contemporary American. Suggested consumer price: \$550 f.o.b. factory. *Setchell-Carlson, Inc., New Brighton, St. Paul, Minn. 55112.*



Sonotone cartridges, speaker systems

Sonotone unveils its new series of Micro-Ceramic stereo cartridges.

Weighing one gram each and measuring one inch end-to-end, these cartridges are designed for low-mass, lightweight tubular tone arms. They can also be used for updating any standard two-hole, boss-mounting type arm. Four models are available: 25T, 26T, 27T, and 28T.

Also introduced is a new Sonomaster speaker system—Model RM-1. Designed for bookshelf use, it is 7½ inches deep, and is equipped with two speakers, a 6-inch high-compliance woofer, and a 1½-inch tweeter.

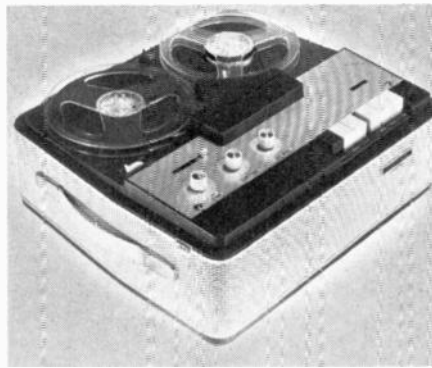
Other new compact speaker systems in Sonotone's new line are Sonomaster model RM-2 and a "baby" Sonomaster—model RM-0.5.

For stereo sound, two Sonotone speaker systems can be used, or one speaker system can be added to an existing stereo set-up. *Sonotone Corp., Elmsford, N.Y.*

Norelco tape recorders

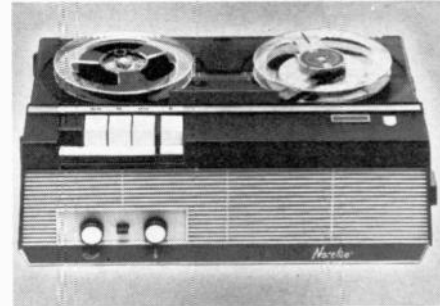
Norelco has introduced two new monophonic tape recorders:

(1) The Continental 201 (photo near right) is a two-speed 4-track recorder that features dual preamplifiers for stereo playback through an external hi-fi system. The unit also has facilities for parallel operation and for mixing inputs from a microphone and a radio or phono simultaneously. It can also be used as a self-contained public address system. Speeds are 7½ or 3¾ i.p.s., providing up to eight hours of playing time from a one 7-inch reel. Unit comes with a moving coil microphone. Frequency response is 60 to 16,000 c.p.s. Accessories available are a monitor-

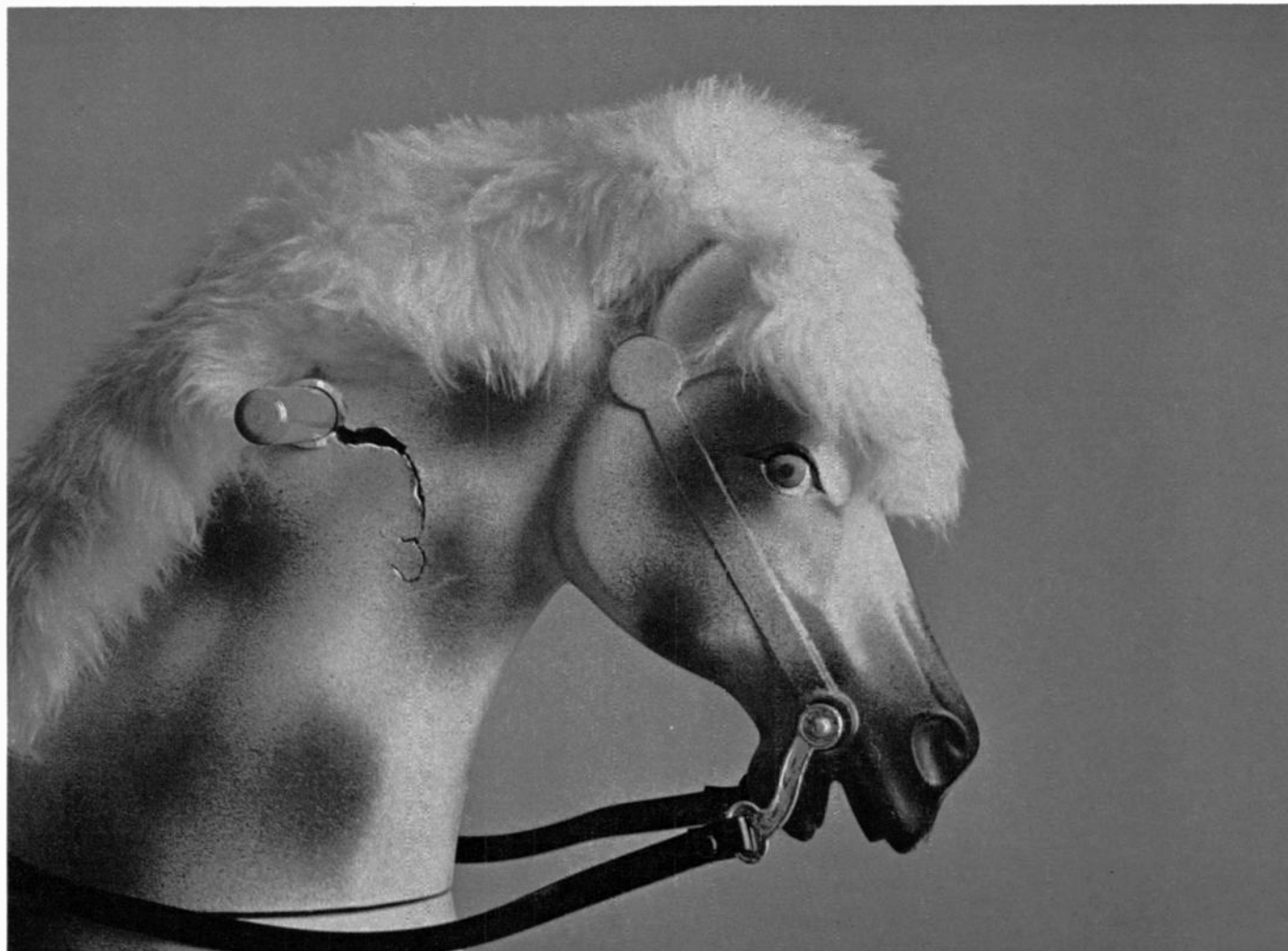


ing headset, foot pedal stop-start control, and a telephone pickup coil. It is designed to retail for less than \$200.

(2) The Continental 95 (photo far right) features an automatic record-



ing control that electronically adjusts the recording volume to compensate for loud or soft sounds. The low-profile unit has push-button controls for record, playback, wind, re-wind, and tape-pause. It weighs 12 lbs., and is designed to sell for less than \$95. *Norelco, New York, N.Y.*

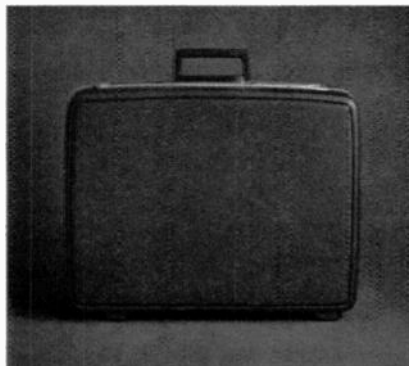


We started out to make a plastic that wouldn't crack...

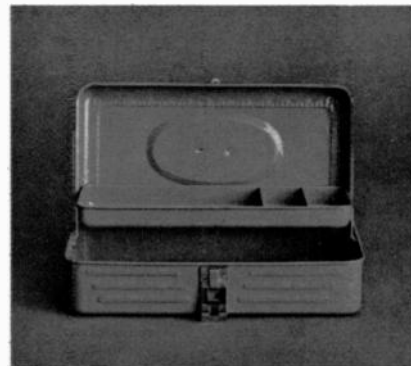
**...and ended up with Kralastic—
a material that may well replace wood, leather and metal.**



A Kralastic tennis racquet looks like a wooden racquet. But it won't scrape, scratch, splinter or crack like wood. And it won't warp or weather like wood. Kralastic can look like any wood. Any grain. Any color.



A Kralastic suitcase looks like leather. But it won't scratch, tear, soak or stain like leather. You can bend Kralastic. Or shape it. Make it any texture. Almost any color. You may already have luggage made of Kralastic.



A Kralastic tool box looks like metal. But it's far lighter and stronger. You can chrome plate Kralastic, copper plate it, even gold plate it. Easily. Chances are the dashboard on your new car is made of Kralastic.

Chemical Division
UNIROYAL
U.S. RUBBER

© KRALASTIC IS U.S. RUBBER'S REGISTERED TRADEMARK FOR ITS ABS PLASTIC.



Waste King Universal dishwashers

Waste King Universal has introduced its new line of front-loading convertible dishwashers. Top of the line is DC900-200, which has all Waste King Universal convenience features, including a dual heating element that superheats the water for washing and drying efficiency (other models have a single element), and a sparkle-rinser that is standard on DC900-200 (optional on other models). Other models are the DC700, DC600, DC500, and the competitively priced DC300-000 series.

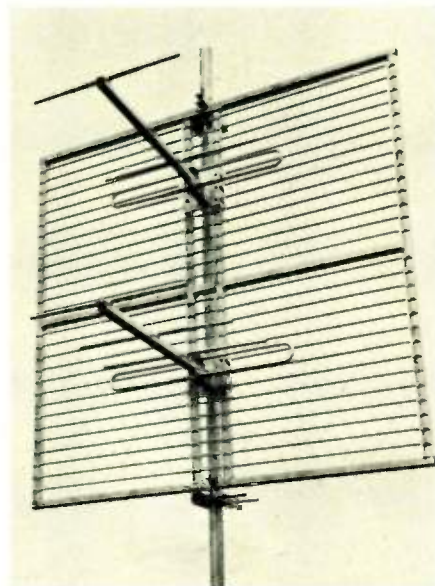
All models have Waste King's Disposo-Drain, which eliminates the need for pre-rinse; only solid waste such as bones, corn cobs, and fruit

pits need be shaken off plates. All have Hush Sound-conditioning. Most models have a hush coat sound barrier developed by the Aero-space industry to hush annoying noises. All have rattle-suppressing, chip-proof, vinyl coating inside and outside the tank, plus coating on upper and lower baskets.

Top-of-line models offer H-arm water distribution, while more competitive models achieve upper-basket wash action by means of a telescoping pop-up hydro-tower. Most models have a thick maple cutting-board on top. All models are 24 1/4 in. wide, 26 1/2 in. deep, and 36 in. high. They are all convertible to undercounter use. *Waste King Corp., 3300 E. 50th St., Los Angeles, Calif. 90058.*

Califone stereo tape recorder

The new Rheem Califone 4-track stereo tape recorder features the sound-with-sound Duet. Model S200 has two large speakers, an automatic stop, pause-edit lever, professional VU meter, heavy duty motor, 20w power output, two high impedance pre-amp outputs, two heads (record, play, erase) and two speeds (3 3/4 and 7 1/2 ips). *Rheem Califone Div., Rheem Mfg. Co., 5922 Bowcroft St., Los Angeles, Calif.*



Taco yagi

For tv reception requiring high gain at 210 to 216 mc, Taco announces a 13db screen type yagi, No. SY-42-13. Direct coaxial input for 50 or 75ohm is provided. The reflector measures 60 by 60 inches, with a frame of 1 1/4-inch square aluminum and screening of 3/8-inch diameter tubing. Yagi elements have 1/2-inch diameter with 5/8-inch reinforcing sleeves. Other antennas are available in the SY-40 series to cover the spectrum from 140 to 470 mc. Power ratings range from 700w to 2,200w, gain from 10db to 15db. *Technical Appliance Corp., Sherburne, N.Y.*

Dustronic electronic air cleaners

Dustronic electrostatic air cleaners are designed to remove dust and air borne particles from the air through mechanical filtration and the magnetic principle of electrostatic collection. Whole-house and portable models are available.

All models can be equipped with removeable activated carbon filters to remove odors, gases, smoke, smog, etc. Whole-house units can be used in homes with hot water systems by installing the necessary duct work and a circulating fan. They can be installed vertically or horizontally, weigh 40 lbs., and can easily be hung from the ceiling. The capacity of the plates in a Dustronic Customaire is large enough so that cleaning is required only once a year.

Whole-house model 1520 can be used for a 4-5 room house; No. 1625E and 3625E are for normal-size homes (6 to 10 rooms).

The Customaire portable is for homes which do not have forced air systems, and for apartments, etc. No. REX8, (250 cfm) operates on the same principle as the whole-house unit. It is also available in 325 cfm as No. H8PM. The portables are decorator styled to match any decor. Whole-house units retail for \$188 to \$298. Portables from \$179 to \$595. *Radex Corp., 2076 Elston Ave., Chicago, Illinois 60614.*



It's SMART

to sell
DELUXE



ELECTRICS

Full Profit and 5 Yr. Warranty

- * Price Protected
- * Styled by Brooks Stevens
- * Distinctive Charcoal Blue Trim

Dealers take pride in merchandising Deluxe MIRRO Electrics . . . the line that offers both prestige styling and fine craftsmanship. They're finding ready acceptance for the distinctive Charcoal Blue trim and rich scroll ornamentation.

But that's only part of the story. More and more dealers are pushing this line to get the *guaranteed profit* from its Fair Traded pricing, and fast turnover.

Start your customers buying with a good "up-front" display of MIRRO Electrics. They'll keep coming back to buy . . . bringing you *protected profit*, on big-ticket pricing, with every item you sell.



M-0479
22-CUP CHROME PERCOLATOR
\$14.95 Fair Traded



M-0474
35-CUP PARTY PERCOLATOR
\$16.95 Fair Traded



M-0477
3-QT. AUTOMATIC CORN POPPER
\$8.95 Fair Traded



M-0470
2 1/2-QT. CORN POPPER
\$6.95 Fair Traded



M-0473
11" BUFFET SERVER-FRYER
\$16.95 Fair Traded



M-0471
11" FRY PAN
\$16.95 Fair Traded



M-0475
9 1/2" BROILER
\$9.95 Fair Traded



MIRRO SELECTED BY HOUSE OF GOOD TASTE
New York World's Fair 1964-1965

MIRRO ALUMINUM COMPANY • MANITOWOC, WISCONSIN 54221
Fifth Avenue Bldg., New York 10010 • Merchandise Mart, Chicago 60654 • World's Largest Manufacturer of Aluminum Cooking Utensils

**Buy NOW from your
MIRRO JOBBER**

COMING SOON!



Whirlpool

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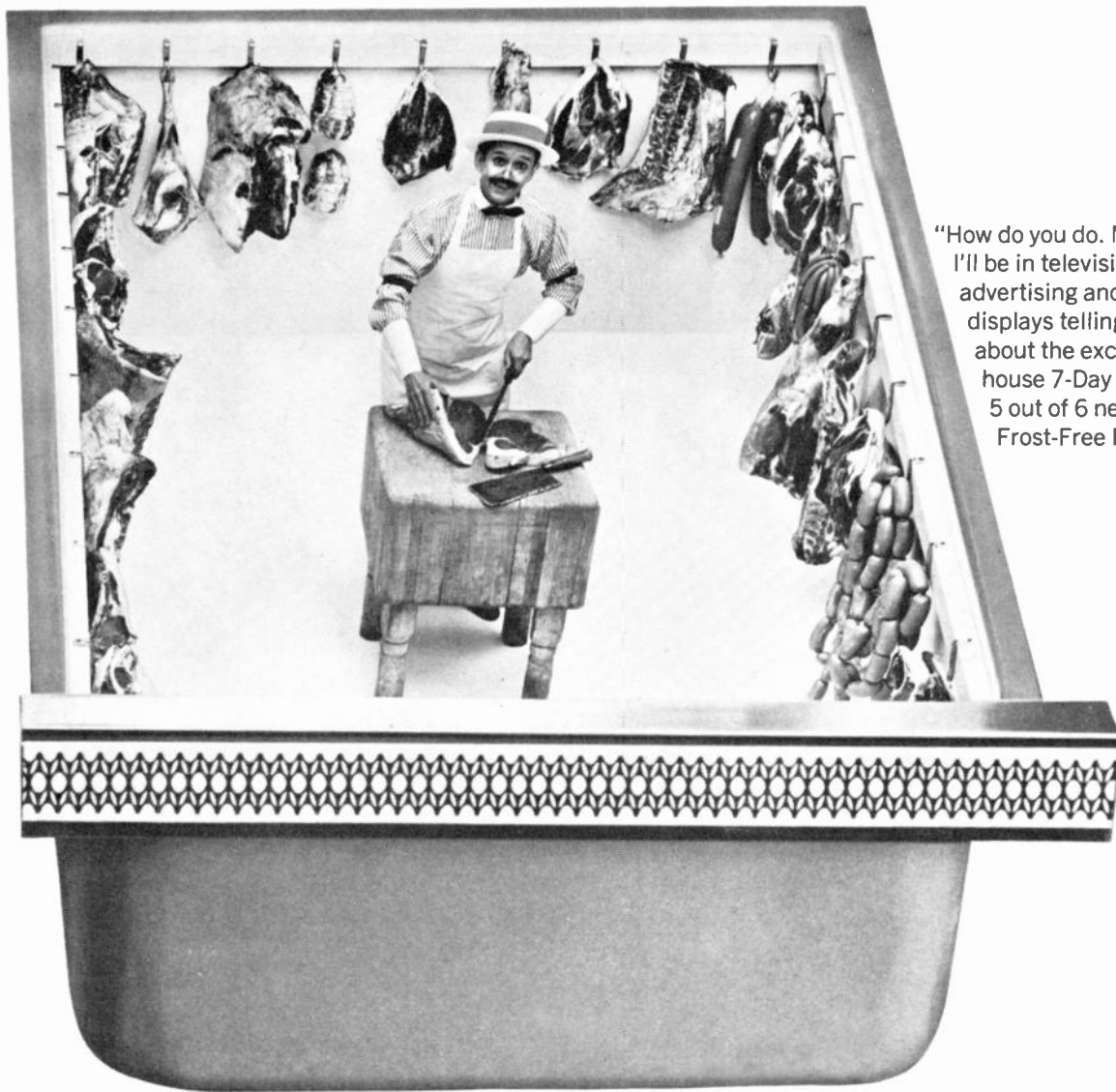
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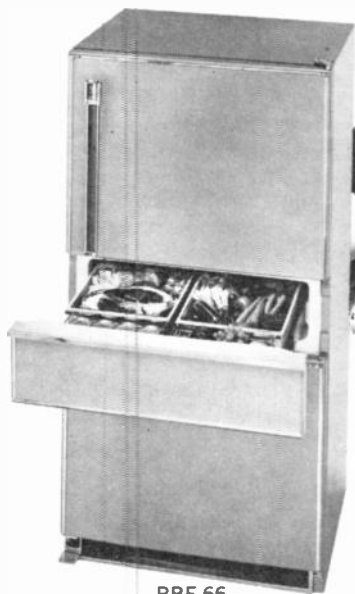
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"If it's a traffic stopper you want, show this new low priced Frost-Free model. Has ice cube server, butter and cheese compartments as well as 18-lb. capacity 7-Day Meat Keeper."

"Three cheers for Westinghouse dealers. This brand new 15.7 cu. ft. model has a big 21-lb. capacity Meat Keeper and a 178-lb. capacity freezer."

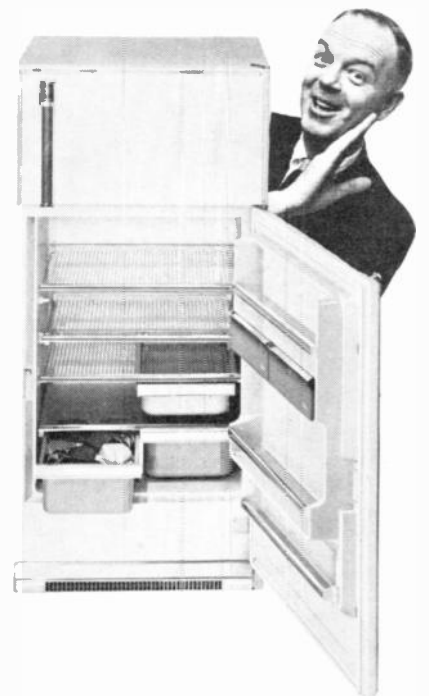


RBF-66

"Hey, handsome, did you know this new Center Drawer model carries a lower price tag this year? As well as a Meat Keeper?"



RDF-66



"Come on, everybody, hop aboard."



"Westinghouse refrigerators for 1965 contain more Frost-Free models . . . more 7-Day Meat Keepers . . . bigger capacities . . . more features right down the line. And Westinghouse offers you a selling story unmatched in the business. Because this year, 5 out of 6 Frost-Free Refrigerators feature the new 7-Day Meat Keeper. Now's the time to see your Westinghouse distributor. He's a marvelous fellow, you know."

Sebastian Cabot: Star of TV and motion pictures and connoisseur of fine food.



You can be sure if it's Westinghouse

Housewares demonstrators: What is legal?

A woman enters a department store and asks to be shown a General Electric waffle baker. The clerk, who is wearing a coat embroidered with the store's crest, switches her to another brand without showing her the GE unit at all.

The clerk was a paid demonstrator for the brand shown and sold to the customer.

Has a law been broken?

Has a customer been illegally deceived?

Suppose a Federal Trade Commissioner saw this happen. Would it lead to a citation for the store? For the manufacturer whose demonstrator made the switch?

The answer to the first question is no.

The answer to the other questions is, most likely, also no.

Possibly no area in appliance selling is more misunderstood than the growing practice of supplying demonstrators. A department store buyer told a McGraw-Hill News Bureau editor: "Ted, some day after you no longer are on this assignment, and over a beer, I'll tell you why I would not touch that assignment with a 10-foot pole, and I wish MERCHANDISING WEEK would lay off that subject. You should know the government is watching that one closely."

The Federal Trade Commission (FTC) says he is wrong. It is "watching that one" no more closely than any other potential area of wrong-doing in merchandising.

Another buyer, a good and friendly source, warned he would cut off his subscription and never talk to us again if we did this story. We hope he changes his mind when he reads the facts.

And the facts are these: there are but two potential violations in the practice of supplying demonstrators to stores, according to the FTC staff:

(1) When one or a handful of stores gains an unfair advantage over competitors through the fault of a manufacturer's over-all retail-assistance plan. This is *trade discrimination*.

(2) When the method a demonstrator uses to switch a customer involves disparagement of a competing product or false statements. This is *consumer deception*.

The National Better Business Bureau (NBBB), however, does not agree with the FTC—specifically on what constitutes consumer deception. The courts, however, the FTC is quick to point out, have backed up FTC's interpretation of the law.

Retailers, distributors and manufacturers, as well as the FTC and the NBBB, were interviewed by MERCHANDISING WEEK in order to shed some light on this murky situation. On this and the next two pages you will find out about the legalities of the use of demonstrators and about what is actually happening in 18 markets across the country. In order to promote frank and open discussion, persons interviewed were told they could remain anonymous if they wished.

By Wayne Smith/Robert Rowe

Consumer deception: two interpretations



Way back in the late 1930s, the FTC cited a number of cosmetic manufacturers for "deception" in the use of unidentified retail demonstrators and in the paying of advertising allowances.

In the Coty case, part of the FTC's complaint read: "... the use by retail outlets of hidden demonstrators furnished by [Coty] lends itself to misrepresentation of the products of [Coty's] competitors and the substitution of [Coty's] products therefore. ..." But even before a final decision was given, the FTC dropped this part of the complaint, tacitly admitting its error. Later, the FTC dismissed the entire complaint.

The FTC's view today, staff members say, is that the practice of supplying demonstrators is not, in itself, an illegal deception of the consumer—even though switch-selling is an obvious aim and result.

The FTC views itself as a protector of the public interest, and, the staff says, it questions whether, in the long run, the public is hurt by honest demonstrators. Indeed, the public as well as the trade may benefit from this long-established practice.

Court decisions, says the FTC, underscore what it means. Both switch selling and the payment of "push money" are related to the practice of supplying demonstrators for retail stores, and both have been found to be legal.

In 1921, in Kinney-Rome Co. vs. FTC, an appeals court said, in effect, that switch-selling is legal, and that evidence of falsehood is required to establish an illegal deception.

Later, in Northam-Warren Corp. vs. FTC, a different court said the FTC had no right to assume a store falsifies its statements because spiffs are paid by a manufacturer.

To the FTC staff, these cases mean that the practices themselves are not illegal, but that proof of abuse must be shown. And this interpretation covers paid demonstrators, as well as spiffs and switching.

The 1938 Wheeler-Lea amendment to the Federal Trade Commission Act seems to some people to toughen the law on this point because of its broad terminology: "... and unfair or deceptive acts in commerce are unlawful." But ... it was after Wheeler-Lea that the FTC indicted, then dismissed, Coty and other cosmetic makers on this point.

Here are some of the factors the FTC staff says it must consider before it moves on a suspected abuse of using demonstrators:

Was the intent of providing them to deceive the public—or to help sell goods?

Were disparaging or untrue statements used in a switch? (If not, it was legal).

Was a consumer harmed by the switch? (If so, then the item she was sold must be shown to be inferior to the one she asked about, and that would be very difficult to prove).

Finally, the FTC staff says it is very much aware of the difficulty retailers have in getting good help and how tough it is for the public to receive informed assistance in stores. Demonstrators, it believes, are useful in solving these problems.

The NBBB's view, however, differs dramatically from the FTC's.

About four months ago, the National Better Business Bureau and the Vacuum Cleaner Manufacturers Assn. (VCMA) exchanged correspondence on the subject of whether or not manufacturer-paid demonstrators of floor care products should be identified as such. All VCMA members agreed to follow the NBBB's suggestion that they identify their demonstrators, and the issue was finally dropped. And, even though follow-through at the retail level has been poor so far, NBBB has no plans to re-open the subject or to pursue it in another field.

But that does not mean that it agrees with the FTC staff's opinion that such identification

is not necessary, that non-identification does not, in itself, break the law.

Kenneth B. Willson and Norman E. Gottlieb of NBBB argue that Section 5 of the FTC Act permits the FTC to cite any practice which has the tendency and capacity to mislead the public, and that it is not necessary to show that the intent of supplying unidentified demonstrators is to deceive the public.

Further, they argue, the FTC's prosecution of the disc jockey, payola cases of the 1950s was based on the contention such payments were not being disclosed, and that this was done to mislead the public.

NBBB feels there is a strong relationship between the two practices. In fact, it wrote to the FTC just after the payola decisions to urge that the same yardstick be applied to other fields. "We never received an answer," Willson said.

Identification is the whole issue in the NBBB objection. It points out that it has no quarrel with the practice of supplying either demonstrators or free clerks.

"We feel there's no question about this practice if it's looked at from the public's viewpoint," MERCHANDISING WEEK was told. Interestingly enough, some manufacturers and some distributors agree with NBBB on this point.

Could NBBB file a complaint with the FTC? It could, but has no plans to do so at this time.



Trade discrimination: the limits of the law

Obviously, demonstrators are not supplied on anything like an equal basis among stores, so why isn't discrimination (or unfair competition) more of a danger in this respect?

The answer is that "equal" is not a requirement, only "proportionally equal," as in all other forms of manufacturer aid. In fact, the FTC was very careful,

in discussing this subject with MERCHANDISING WEEK, to establish that there is no difference between this type of aid and co-op advertising allowances, the supplying of displays and direct mail pieces, and any other manufacturer contribution to retail selling.

For support, the FTC points out that Section 2-e of the Robinson-Patman Act, the part of the law that governs this area, defines discriminatory trade practices as those "... not accorded to all purchasers on proportionally equal terms."

But that does not mean that there is no danger of violation in the supplying of demonstrators to retail stores. Where there is real danger is when such help is charged against the co-op ad budget for a whole area but then supplied to only a few stores, and when such aid is in addition to regular co-op ad allowances to those few stores.

For purposes of applying Section 2-e of the Act, demonstrators are defined as "services," whether they are paid wholly or just partially by a manufacturer. What the FTC advises a manufacturer to do is to devise a plan for supplying various types of aid and to make sure all his customers know just what kinds of aid are available.

One example the FTC uses can be found in its "Guides for Advertising Allowances, etc.," adopted 19 May 1960: the FTC recommends that a manufacturer provide other services as suitable substitutes for customers who cannot, or will not, use demonstrators—services such as advertising or displays.

Housewares demonstrators: What they are really doing

Four things are clear from the interviews MERCHANDISING WEEK completed with leading members of the housewares industry:

- (1) Questions of practical policy are just as important as legal problems.
- (2) Abuses are not widespread, but too many executives know too little about the ones that do exist.
- (3) A good demonstrator is worth his weight in gold—but some stores won't have them.
- (4) Retailers should set a firm policy before they accept demonstrator aid.

Here is a true picture of what is going on today—from the experiences of manufacturers, retailers, and distributors.



What they are doing for distributors

"But is there a fair way to sell housewares?" one distributor asked. "How do you equate giant chains and small independent stores?"

The problem more and more is coming to be the headache of the distributor, as the manufacturer provides him with a percent of gross sales for co-op funds to cover all forms of aid, and allows him to make the decisions. How well the decisions are made varies with the ability of each distributor, but no matter how well he does, he is likely to be blamed by both sides if something goes wrong.

How do distributors view demonstrators? "Department stores pretty much want a free clerk," one told MERCHANDISING WEEK.

"Stores are abusing the use of demonstrators," said a second.

"Let's face it: selling at the retail level is stinko," said another. "Trained demonstrators sell up more than they switch, so are a good investment," he added.

In general, distributors were the most candid group interviewed in discussing possible abuses of the demonstrator practice. Here were some of their views.

Why are demonstrators provided? The need for better selling was a reason commonly given, but most distributors were frank in pointing out that offering a free demonstrator is a good way to get a brand into a store that is not carrying it.

Another pointed out that demonstrators

serve as "housekeepers" for his line in the stores where they are assigned. They report on sales, check inventory, watch competition, and try to train clerks. He gave each of his demonstrators forms to complete every week—forms provided by the manufacturer and signed by the store buyer as well as the demonstrator. The selling price of each item was reported, as well as number sold. The distributor said he regarded this as the most important function of his demonstrators.

Are they clerks, or "demonstrators?" Full-time, but free, employees of the store, or representatives of the manufacturer?

There is no single answer, of course, but one distributor pointed out that the answer in each case may well depend on who bluffs best. The store wants complete control of the person provided, including his making sales and everything else but sweeping the floor. The manufacturer and distributor want devotion to their line. Some sort of compromise usually is reached.

But distributors frankly admit the compromise most often favors the store, which holds the whip. "If other manufacturers already have demonstrators where we want to place our products, we have a sweet chance of getting in without providing similar help," said one distributor sarcastically.

Most distributors said they simply followed the policy of the store on whether or not the demonstrator rings up sales.

Do independents get help from distributors in the demonstration area? More than these retailers will accept, the distributors claimed.

"Most stores who don't get them aren't asking for them or are actually refusing them," one distributor said. Some help is available if the store will do the simple things required to make the venture a success: advertise, display and have an adequate inventory on hand for the event.

Full-time help, as opposed to one-shot special sales or programs, is virtually impossible for smaller independents to get. They simply do not have the traffic or volume of sales to justify the cost.

The question of identification is of less concern to most distributors than it is to most manufacturers or even to retailers. The distributor tends to take a more realistic attitude. He knows the store's policy is the deciding factor, and that he cannot control that policy.

Some distributors think not identifying demonstrators by who pays them is wrong. "When you get right down to it, what's fair for the customer is the most important point," said one.

But another felt identification would be detrimental because it would be harder to sell a competing product wearing another manufacturer's badge. "Demonstrators have an obligation to the store, not to the manufacturer," that distributor said.

A third, representing a manufacturer who had set a "firm" policy requiring identification, stoutly maintained all the demonstrators he supplied did wear badges. (A check of a major store in his city proved they not only are not badged, but that they wear jackets indicating they are store employees.)

Most distributors interviewed, however, took no stand, and offered no opinion. They simply said no attempt was made to get demonstrators to wear manufacturer badges.

Switch selling was as much an area of divergent opinion as identification. The more candid distributors said it existed, was a purpose of the program, and why expect anything else. Others said some switching exists, but it is restrained. Others said stores would never tolerate it.

"Why should manufacturers put them there if not to switch?" asked one of the more candid. "Our demonstrators have no instructions to switch customers," said a second. "We have no set policy on switch-selling, but it is not encouraged," said a third. "Store buyers are

particular about this, so we watch it carefully," he added.

In general, distributors seemed to feel that how switching is done is the most important factor, and said they have strict orders against disparagement of, or talking down, competitive products.

Some sabotage takes place on the retail floor, a few distributors admitted, but most were doubtful that it could. The store itself is hurt most, one pointed out; it owns the merchandise and its customers will not be impressed by damaged goods on display.

"The only way to control this is to put nothing on display," said a distributor who believes some sabotage occurs. Another said he believes most damage is done by customers and that competition is then blamed for the customers' acts.



What they are doing for manufacturers

How manufacturers view the practice of supplying demonstrators and what they hope to get out of it is quite different from what retailers aim for. A competitive advantage certainly enters into manufacturers' thinking, but it is by no means the whole or even main motivation.

One of the primary objects is to improve the level of retail selling and to get across to the consumer the pitches on newly introduced products. Another is to increase step-up selling.

"One of our strongest links with the consumer is our select corps of about 70 trained . . . demonstrators," one manufacturer told MERCHANDISING WEEK.

Manufacturers were under no illusions about whether their demonstrators were required by stores to sell competitors' products. Said one: "We allow the store to decide . . . but always try to prevent them from writing 'general book'."

All of the manufacturers interviewed said store policy dictated whether the demonstrator made sales.

But manufacturers, on the whole, are even more concerned about today's biggest issue, identification, than were retailers or distributors. MERCHANDISING WEEK interviewed in preparing this story.

"We go along with the National Better Business Bureau," said one.

"I think the retail public is entitled to know who is waiting on them," said a second, a vice president for sales.

But several indicated no such policy. One pointed out that there "is no law on the books requiring identification." And few of the policies announced so far have been effective.

Actually, as long as stores are adamant on this subject, manufacturers' policies that "require" identification do more harm than good. They force distributors to lie to regional or district representatives and the reps to lie to the makers . . . and the makers to look the other way.

Most manufacturers interviewed quietly

agreed that identification policies are not being followed. Those who have had the most success are those who provide demonstrators only for special promotions or production introductions, rather than on a permanent or semi-permanent basis.

Discrimination between stores, a violation of Robinson-Patman, would seem to be the biggest risk manufacturers incur in this area. While most of them offer independents more demonstrator help than is accepted, there seemed to be little effort made to advise all stores of what is available. The FTC says it is safest to have a formal plan embracing all forms of aid offered, and to advise all stores of the whole plan.

Too much reliance on distributors to provide and administer demonstrations and other forms of aid is a common practice. Another is providing demonstrators in addition to co-op advertising and other aid to just some stores, mostly department stores.

Providing demonstrators in addition to other aid is not an open violation, but is more risky than doing it as part of the over-all aid plan.

Bissell has a variation on demonstration aid that seems to be violation-free. No permanent or semi-permanent demonstrators are provided, but "special trade representatives" work in many markets. They visit all stores and train sales help, check displays, explain new products, make demonstrations, and do some selling in some stores. When a store does not allow identification of the representative, the rep does no selling in that store, Bissell claims.

Some smaller manufacturers were more certain that some sabotage takes place than any other groups interviewed. Damaged cords, handles, nameplates, enamel and other finishes were cited, sometimes in detail.

What they are doing for retailers



As housewares selling evolves into a steadily increasing Darwinian struggle for survival, retailers find themselves in this dilemma: margins are being honed to a fine point, while wage scales and other employee costs spiral.

Still, clerks are comparatively low-paid and those with the best qualifications switch to higher-paying jobs at the first opportunity.

Thus, retailers are forced to sell increasingly complex products and vastly varied lines through sales help who often either do not understand the products they are selling or do not care about the potential of their position— or both.

"We will take advantage of every legal and correct method to increase our profit," remarked a metropolitan-area buyer. The method that he and many other housewares retailers have resorted to with increasing frequency is the incorporation of the manufacturer- or distributor-supplied demonstrator into the retailers' sales force.

There are two categories of demonstrators: those who are temporarily loaned to a store for

actual product demonstration as an identified representative of the manufacturer, and the unidentified factory- or distributor-trained people who work as sales clerks. The second category is the subject of this report.

Factory-supplied demonstrators are trained experts, so-called "sales specialists." They are knowledgeable about the products they sell and adept at answering the questions of customers.

Demonstrators have optimum skill in three important areas: (1) completing sales, (2) stepping up customers, (3) generating consumer satisfaction. More important than the classiness they add to the sales force is the reduction in cost they offer the retailer.

The savings in personnel costs for five \$75-a-week clerks whose place is taken by manufacturer-paid demonstrators equals the profits from \$2,500-a-week in sales, figuring on a 15% margin.

Discount and department store retailers justify their requests for demonstrators by pointing to their heavy traffic. They can also coerce recalcitrant distributors by refusing to take on the lines of manufacturers that do not supply demonstrators. Where does this leave the small retailer? Usually, without demonstrators.

For small and medium-size dealers, the infrequently supplied demonstrator almost always does nothing other than show-and-tell. He does not sell.

Critics who complain that the small man is unfairly treated in this situation, seldom note the advantages which accrue to a dealer just because he is small.

For instance, the owner of a Midwestern appliance store said, "Instead of the advantage of demonstrators, I have the advantage of 30 years of personal contact in this community. I'm in the Lions. People buy from me just because we're friends, or a friend of a friend."

Another retailer observed, "I think it is true that a lot of dealers don't take advantage of the available demonstrators. However, many dealers are not aware that these are available to them."

Allocation of funds for the cost of demonstrators varies. Often, funds for demonstrators will be offered in lieu of co-op advertising money. Otherwise, their expense is separate. The practice of dividing money available to retailers into separate accounts is discredited by most retailers. Too often, they complain, there is not enough in one fund, while another goes unused.

Said one buyer, "Manufacturers are not getting a full return on their money. We play their game, but they'd be better off to leave the method of using funds up to the retailer."

The full-time demonstrator is usually on the payroll of the store she (most are women) works in. At the end of six months or a year, the manufacturer or distributor is billed for all or part of the demonstrator's pay.

The store's past sales performance is frequently the yardstick used to determine just how many demonstrators a store is entitled to and what percentage of their pay is to be subsidized.

"They work the same hours as our regular employees, are required to attend sales meetings, follow store policies . . . we provide any material that may be necessary for them," one retailer reported.

An Eastern housewares man noted: "In addition to the salary they receive, we pay our demonstrators 2% commission on everything they sell. This commission is a good idea—our demonstrators sell all over the place, rather than just their own products."

It is in the area of switching customers from one line to another, and over-aggressiveness to the point of disparaging the products of another manufacturer, that demonstrators create the most problems.

Said one buyer, "There must be switching going on. We don't condone it, but there is

really little we can do about it unless we constantly stand at their elbows."

Replied another, "We let demonstrators do what they like as far as switching customers; but we don't like to see other products knocked. Switching must be done gracefully."

Still another remarked, "Switching is OK if they can do so without alienating the customer—but no high-pressure. I absolutely forbid that; and if I catch them, I'll throw them out of the store."

Demonstrator identification. When asked if demonstrators are identified as representatives of a particular company, the vast majority of housewares people replied no.

Snorted one western retailer, "If the demonstrators carry the name of a company, customers will talk to them only about that company's line."

A Pacific Coast man noted the partial identification his store uses: "Our demonstrators are dressed in white to distinguish them from regular clerks, but there is no company identification on their apparel."

Sabotage. Occasional instances of sabotage have been reported. "I believe there is a great deal of sabotage," said one retailer. Retorted another, "Sabotage has not been encountered by this store—maybe that's a problem back East, but not here."

In the same tone, another retailer said, "I've never heard of any sabotage, and I think it's somewhat ridiculous. Maybe it goes on in New York—but not here. A buyer from the same city acknowledged that he had seen some cases of sabotage, particularly in floor care products."

Special services. Demonstrators, however, can offer special services to retailers. A Southern housewares man noted, "Those demonstrators have many 'tricks,'—and I don't mean that in an unfavorable way—that we can pick up and use to advantage."

Training clerks is one of their main functions," remarked a Minnesota retailer.

One store has a 45-minute demonstration every week on a certain product or line, conducted by a demonstrator. Often, merely watching the demonstrator in action has improved the salesmanship of regular clerks.

Relations with other clerks. When asked how his demonstrators got along with his other sales people, a buyer replied, "There is no friction between the demonstrator and the other clerks, other than the normal womanly problems, of course."

"Our girls are trained to balance sales among the clerks on the floor, and this helps to keep relations between them and the store people smooth," said a buyer whose store forbids demonstrators from completing sales.

After scores of interviews and discussions with people in and out of the housewares industry about the practices involved in the use of demonstrators, the editors of *MERCHANDISING WEEK* conclude that there is absolutely no standard policy among the parties involved.

The lack of communication between the four participants—the manufacturer, the distributors, the retailer, and the demonstrators themselves—has resulted in confusion and misunderstanding.

More and more, the retailer, not just the supplier, is being held legally responsible for the abuse of marketing practices. Thus, if there is to be any code-of-practice for the use of demonstrators, it should come from the retailer.

What are your suggestions?

Steinberg to French: makers fear co-ops

"Frankly, manufacturer response to the formation of . . . cooperatives has been somewhat less than enthusiastic. From what they tell me, our producers are afraid that the cooperative method of retailing will deprive them of their power of franchising certain stores which can best promote their brand name—something on which they have spent millions of dollars advertising to the consumer." That's how Jules Steinberg, executive vp of NARDA, explained U.S. appliance makers' feelings to French dealers who were

attending the Salon International Des Arts Menagers, in Paris.

Steinberg went on to say, "Naturally, too, they are afraid to encourage the cooperative movement, because these groups have it within their power to evolve into the same sort of giant chains, with their pressure on the manufacturer for lower prices and their ability to develop their own private labels, which all of us are fighting. Finally, the manufacturer is being pressured by his wholesaler, who still is a big, and important customer, into having nothing to do with organized groups of retailers. But the manufacturer knows the problem of the small dealer and is, I think, honestly trying to find some way to save him."

Steinberg was attempting to lay before the French the difficult position of the American dealer and his attempts to meet the competition of the major chains. Pointing to hopeful signs, he cited recent moves to single-line stores and one-price policies.

But pricing, Steinberg went on to explain, does not hold out to him any great hopes for solution to the dealers' headaches. ". . . While I applaud all such efforts to put the independent dealer on an equal footing with his larger competitor, I doubt that they can be successful in the face of the power of even one giant retailer who can promise the manufacturer a larger share of the market—in exchange for a price concession."



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What do steak knives, air filters, golf balls and *Carrier* 1965 room air conditioners have in common?

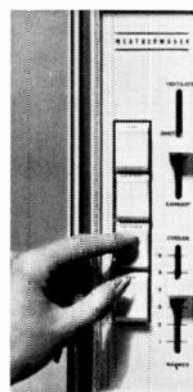
The knives, filters and golf balls make excellent promotional items, sales aids, traffic builders—call them what you will.

That's why we selected them for our fresh new merchandising program for our fresh new Room Air Conditioner line—a complete line with 18 important improvements.

Are these individual promotions?

They are—each attractively packaged. Briefly: Four matched stainless steel knives in a set... fiber-glass filters in individual plastic bag... Spalding golf balls in a carton.

Promotion possibilities? You can use them to build traffic pre-season, in-season or



New Carrier
Touch Control
Comfort Center

post-season—as “giveaways” or as “come-ons” for a nominal fee.

There's no time like the present to order. For complete information, call your Carrier Distributor listed in the Yellow Pages.

What about the rest of our 1965 sales aids? Why not ask him about them, too!

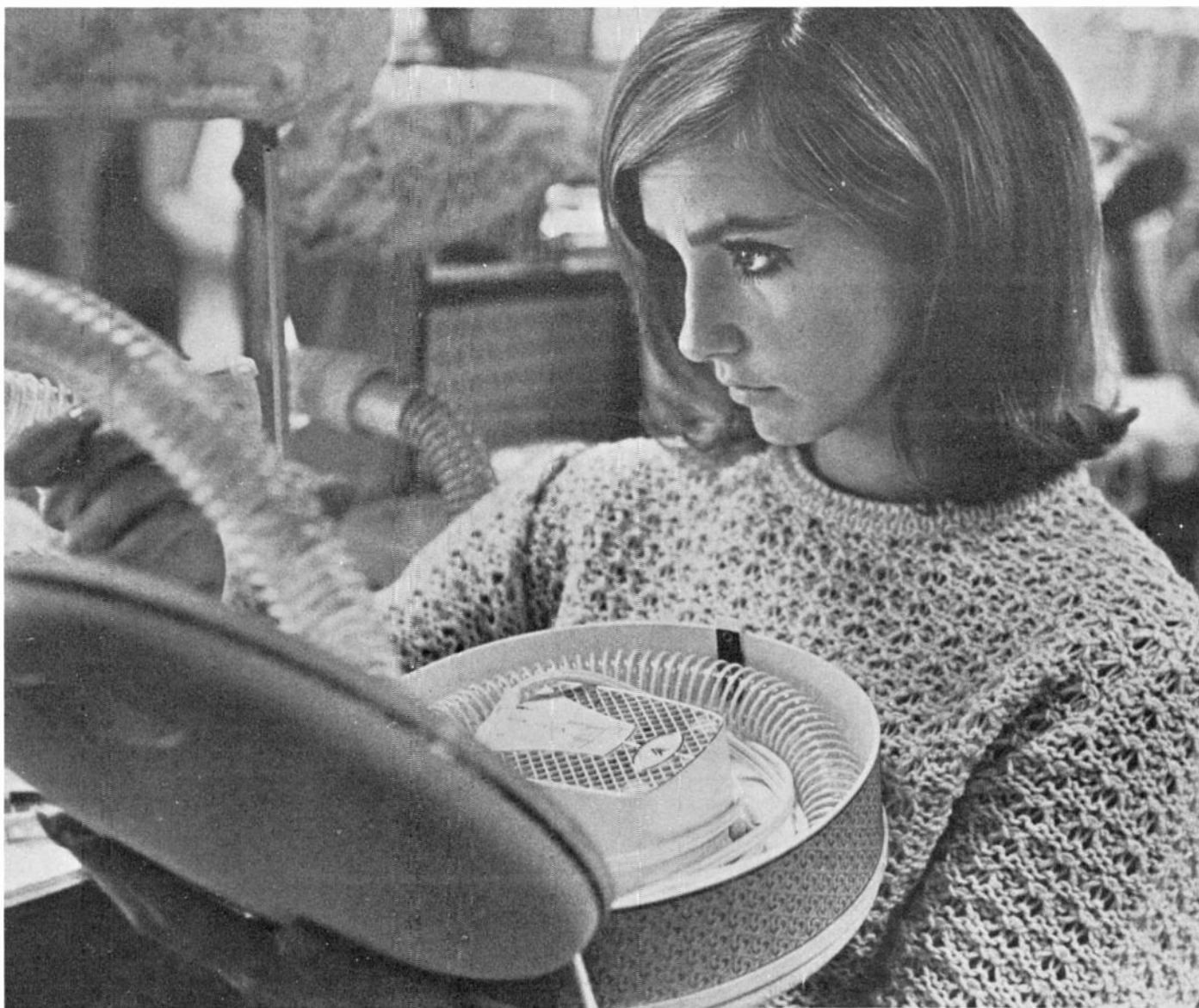
Carrier 1965 Room Air Conditioners

Fresh as spring with a new personal touch. Wide range of models—DeLuxe, Standard, Ready-Mounts, Decorator Panels, Heat Pumps—also kits for In-the-Window and Thru-the-Wall installation. 5500 to 22,500 Btu's.

Carrier Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make

she's got to be in the market



...to buy



Each month Woman's Day editors produce a magazine so full of ideas about things to do and make that 6,500,000 women go out and buy it for cash. (You can't subscribe.)

In this editorial climate, housewares advertisers get extraordinary response. Royal Dru cookware offered a booklet in Woman's Day and found it pulled requests at half the cost-per-response of a leading bride's magazine and 15% less than a leading shelter publication.

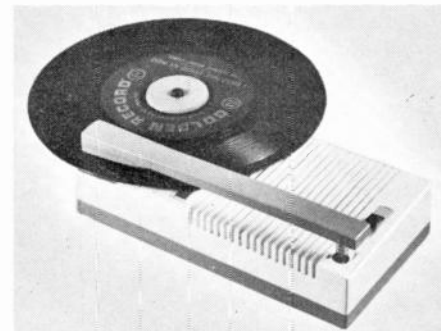
And Woman's Day readers need practically everything in small appliances — from vacuum cleaners to blenders to coffee makers to hair dryers. 75.3% own homes. Their families are big—3.73 people, average—larger than those of Good Housekeeping, Ladies Home Journal and McCall's. And they can afford to buy. Income— $\frac{1}{3}$ above national average. They need what you're selling, too.

GUARANTEED CIRCULATION: 6,500,000 / ALL SINGLE COPY AT 25,833 STORES / A FAWCETT PUBLICATION

APPLIANCE-TV



Deluxe Cordless sells for \$14.95.



Pocket Phono is tagged at \$14.95.

Top toy manufacturer bows with phono line featuring low prices

Strombecker Corp., a leading toy manufacturer, last week introduced a low-priced line of battery-operated portable phonographs. Although the line will be carried by regular Strombecker distributors, a company spokesman says that distribution of the line will not be restricted to toy store outlets.

The four-model line, which ranges in price from \$11.95 to \$17.95, is manufactured by Strombecker at its Chicago factory. Shipments will begin in May. The company claims that the phonos are America's lowest-priced portables that use electrical amplification, as opposed to acoustically amplified phonos with diaphragm speakers.

The Strombecker phonographs all feature transistorized amplifiers and play both 45 and 33 $\frac{1}{3}$ rpm records.

Another new product from Strombecker is a four-speed phonograph and musical instrument amplifier named the Disc-O-Tek (photo below). The \$49.88 machine may be used as an instrument amplifier, a 4-speed phonograph, a public address system, or a play-along/sing-along system that can amplify two live instruments and voice while playing recordings. The unit weighs only 14 $\frac{1}{2}$ lbs.

The leader model in battery-operated units is the Standard Cordless, with a suggested retail price of \$11.95. This phono plays on four D batteries. Step-up model is the Deluxe Cordless (shown above), priced at \$14.95. The Pocket Phono (photo above) measures only 6 $\frac{7}{8}$ by 3 $\frac{5}{8}$ by 1-1/16 inches; its price is \$14.95. The Galaxy 100, tagged at \$17.95, has a 4-inch speaker and operates on four D batteries.



Disc-O-Tek is priced at \$49.88.

DETONATE DETONATE DETONATE

in Merchandising Week!

**MERCHANDISING
WEEK**



It takes a bombshell approach to get your story heard in today's bustling market-place. Light the fuse ...command attention explosively...in the action-crackling pages of Merchandising Week. Most powerful, most penetrating. Fact-focused. News-to-use. Balanced retail coverage targeted to erase waste. Monday-morning impact that hits home. Detonate where? In *Merchandising Week!*

MERCHANDISING WEEK

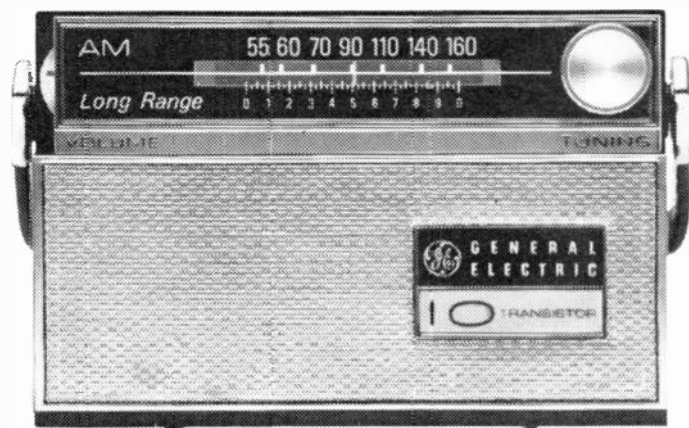
The Interpretive News Weekly

We'll eat our hat if:

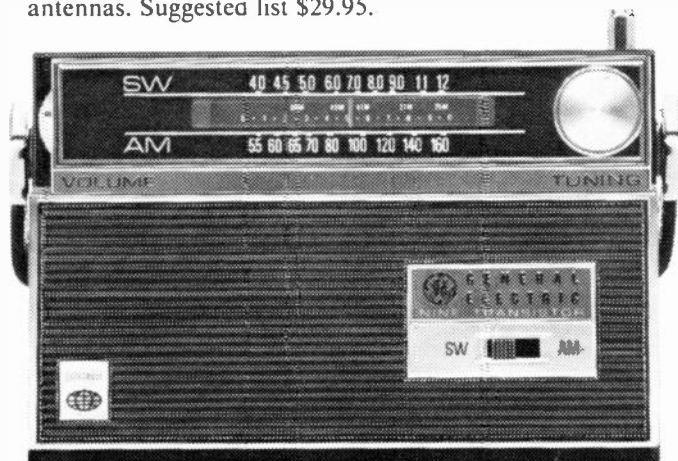
you can find 6 values like these in any other radio line.



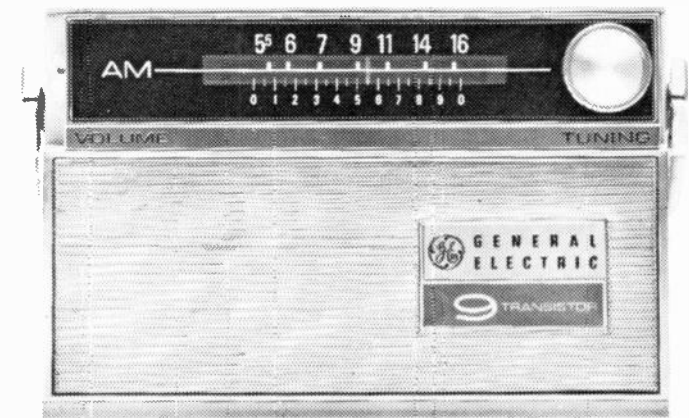
Model P1820. AM and FM with built-in constant-guard AFC. 11 transistors, 3" speaker. Battery-saver circuit. 2 antennas. Suggested list \$29.95.



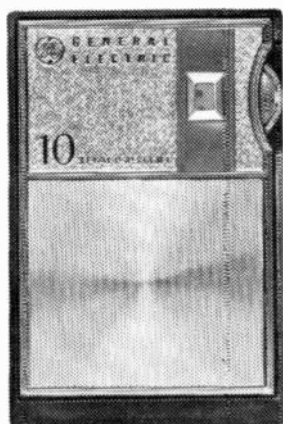
Model P1810. 10 transistors, 3" speaker. Battery-saver circuit and built-in antenna. Tuned RF circuit for long-range pull-in power. Suggested list \$24.95.



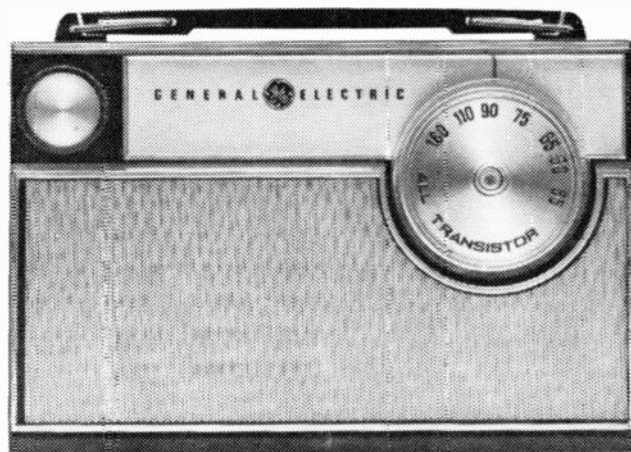
Model P1830. Shortwave-international, amateur and marine broadcasts—and AM. Distinct new style. 9 transistors, 2 antennas. Battery-saver circuit. Suggested list \$24.95.



Model P1805. 9 transistors. Slide-rule dial. Battery-saver circuit adds up to 30% more battery life. Just 6 $\frac{7}{8}$ " wide, 4 $\frac{3}{8}$ " high, 2 $\frac{3}{8}$ " deep. Suggested list \$19.95.



Model P1700. 10-transistor miniature in gift pack with matching carrying case, earphone and batteries. Two handsome color combinations. Suggested list \$15.95.



Model P1800. The Personal Partymate. 6 transistors. 3 $\frac{1}{2}$ " speaker, delivers rich, full tone. Comes in 3 color combinations. Suggested list \$11.95.

We know these portables will sell like wildfire. G-E radios turn over faster, sell faster—93%* faster than any other brand on the market.

G-E radios don't sit. They move.



Not very appetizing, is it?

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC

*Audits and Surveys Company, Inc. running 12-mo. sales Nov. '63-Oct. '64.

New Hamilton Beach program changes sales, ad, aid policies

Since last Monday, major sales policies of Hamilton Beach have been channeled in a new direction. At that time, George Neilson, national sales manager, put into operation a wide-spread program that was explained to the Hamilton Beach staff as early as January, during the Housewares Show, in Chicago.

There are six key points in the program: they involve changes in distribution policies, in consumer advertising plans, and in retailer aid methods. Almost complete use of independent distributors is planned; price specials, or "deals," will be discontinued, but a special dealer-aid program is being set up.

Use of distributors will end direct selling to big accounts, except for a few national chains that have centralized buying offices, Neilson told MERCHANDISING WEEK.

Catalog houses are out, except for a very few national chains that are principally retail outlets, even though they have their own catalogs. Neilson said Hamilton Beach presently gets 20% of its business from catalog accounts, so this is a major change for the company. Neilson has set June 1 as the deadline for ending these accounts.

Ending co-op ad allowances will free that money for heavier concentration on pre-selling Hamilton Beach products to the consumer. Neilson pointed to the success of a similar program—for the slicing knife during the Christmas season—and said he felt

dealers in general would benefit from this move.

The "no deal" philosophy reflects the same thinking. Hamilton Beach will rely on quality and a year-round program for sales, rather than try to buy sales with lower prices, or with assortment of bakers' dozen deals.

A heavier consumer ad program already is in effect. A campaign with more than 200 tv spots broke in the New York City market Monday. It is tied to heavier commitments in regular tv programming and in consumer magazines.

The dealer-aid program is a key move in the whole change. Eight two-man teams will move from market to market, calling on all the dealers in each market.

Heading the program will be Dennis Calvert, who moved to Racine from the post of district sales manager in Memphis.

The teams will show retailers what displays Hamilton Beach offers, help them set up displays, train salesmen, do new product education, and work trade and dealer shows. They will supplement, rather than replace, local sales efforts.

Neilson says Hamilton Beach will have at least 15 of the teams in operation by the end of this year. They will be able to work different markets at the same time, or blitz a single market when that seems advantageous. A greatly expanded store demonstration program will be tied to this effort.

□□□□ **Empire's cordless fan** has a suggested list price of \$5.99. A hand-held unit, it was introduced at the Housewares Show in January.

□□□□ **Ekco won two awards** in the appliance category of the 19th International Folding Carton Competition, which was held at the Drake Hotel, in New York City. Awarded to Ekco were: a Gold, for superiority in marketing, for its Flint Kitchen Cutlery package, made by F. M. Howell & Co., Elmira, N.Y.; and a Silver, in printing, for the same carton.

□□□□ **Variety Merchandise Fair's trade show** last week attracted a record number of buyers. About \$5,000,000 in orders were placed at the show, according to Jay Thalheim, president of Arthur Tarshis Assoc., which was the managing firm.

□□□□ **Iona is expanding.** A 30,000 sq.ft. addition to its Manchester, Conn., plant is scheduled for completion in late spring, bringing the total manufacturing area to about 120,000 sq.ft.

□□□□ **Toro has two free brochures** on its Moist O' Matic sprinkler system. One describes Toro's plan for do-it-yourself sprinkler installation, and the other is directed to turf managers who are interested in reducing labor and water costs. Both are available from the manufacturer, at 8111 Lyndale Ave. So., in Minneapolis, Minn.

□□□□ **Schick's new Super Speed shaver** with wood-grain panels is ready for delivery, according to the manufacturer. Suggested list price is \$29.95.

□□□□ **Singer's sales and net income** went up for the sixth consecutive year in 1964. Sales were \$896,239,000—a 13% increase over 1963. Net income went up 12%, to \$46,490,000, or \$4.19 per share.

□□□□ **Norelco continues its tv advertising** by announcing sponsorship of the Champions Cup Match, on Mar. 20 and 21, on 11 Texas channels. Jackie Burke and Jimmy Demaret, co-professionals of the Champions Golf Club in Houston, will participate in Norelco commercials. Norelco will also sponsor the Triple Crown of racing.

□□□□ **A new trade show, "Hardware, Housewares & General Merchandise,"** is set for Sept. 19 to 24 at the Henry Hudson Hotel in New York City, according to the sponsors, H. H. Backer Assoc., of Chicago.

□□□□ **Miracle Mart has purchased** the Bailey Co's 26% interest in Berkshire Distributors. In announcing the transaction, board chairman Jules Aron disclosed that Miracle Mart now owns 54% of Berkshire's stock. Berkshire is a major hardware and housewares distributing firm that operates 23 leased departments.

□□□□ **Key Moves . . . REGINA** appoints Elliot C. Timme sales rep in Wisconsin and northern Illinois . . . **LAWN BOY** names Rex Alexander field sales mgr for power equipment, and names Joe Roettgen, Waukegan, Ill., service rep for the upper Midwest.

Mirro talks Teflon with a new cookware set

New from Mirro is a six-piece set of "extra-thick" aluminum cookware at \$19.95 list. All the pieces are Teflon-coated; a nylon spatula and spoon are included with the set. The pieces are: 8-inch saute pan; 10-inch frypan with cover; one-, two-, and three-qt. saucepans—all with covers; and five-qt. Dutch oven. The heat-resistant handles are brown, have a flame-guard, and a hole for hanging. Also new is a three-egg poacher with Teflon-coated one-piece inset, priced at \$3.95 list.



New poacher has Teflon-coated inset

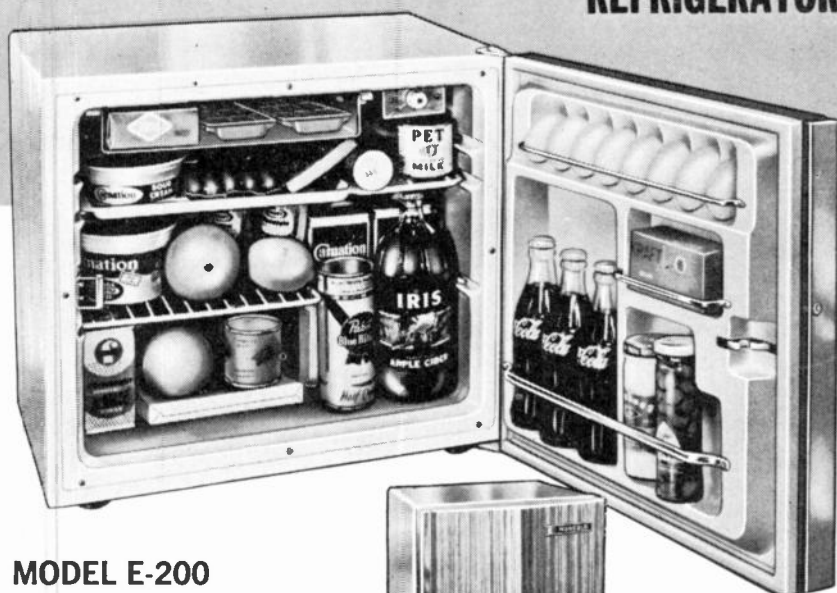


Mirro's new cookware set is made up of six Teflon-coated pieces



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.

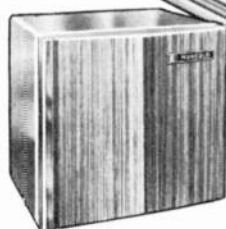
AND
ORDINARY
COMPACT
REFRIGERATORS



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.

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

HOUSEWARES



"Oliver!" boys will sing "Food, Glorious Food" as a promotion tie-in.

Carson Pirie Scott promotion gets off to a singing start

Carson Pirie Scott, in Chicago, today kicks off its first storewide promotion of the year. Entitled Spring Wing Ding, the promotion will continue for two weeks. Carson's electrical housewares department is adding excitement to today's opening by featuring the boys from the cast of *Oliver!*, the hit musical that is now playing in Chicago.

"*Oliver!*" boys are headlining the department's Caravan of Appliance Values, which features Sunbeam products, by making a half-hour appearance at 11:30 on Monday morning.

The housewares department is tying in with the storewide event for the first week of the promotion; during that time, it will offer substantial savings on 10 Sunbeam products. These products, and their prices for the promotion, are: S5A iron, \$13.44; CR Carousel rotisserie, \$24.44; MCLB multi-cooker frypan, \$19.44; T100S promotional toaster, \$12.99; CT6 toothbrush, \$15.77; LCO can opener, \$11.99; MCM frypan, \$14.88; EM mixer, \$27.99; H hand mixer, \$10.44; and CT4 toothbrush, \$13.44.

To announce the event in the housewares department, Carson's is displaying 16 posters throughout the store, as well as four posters in its State St. windows. Beginning Mar. 2, to announce the promotion to its customers—both in branch stores and on State St.—Carson's distributed 10,000 leaflets printed by Sunbeam. Newspaper coverage consisted of a half-page ad in the Mar. 13 edition of the *Chicago Daily News* and a full-page ad in the Mar. 14 *Chicago Sun Times*.

"This is the earliest spring promotion in our department's history," said electrical housewares buyer Don Erickson. "We're hoping to get a head start on spring business. We feel that running a major event in March will give impetus to spring business, and will add to first quarter business. We hope for a 25% increase in electric housewares sales during March, because of it."

"Not only do we expect the 10 promoted items to sell well, but we also expect Sunbeam's Vista line to play a big role in the event. Salespeople will be expected to sell up to Vista and higher-priced items in the line, all of which will remain regularly priced," he added.

Too many promotions do not pick up steam until the end of the week,

according to Erickson; the end of the week is traditionally better for sales at Carson's. "We wanted something to kick off the promotion in a big way at the start—to bring in sales during the slower days, as well as to let customers know we have something special going on in the department the entire week," Erickson said. "Thus, we scheduled the *Oliver!* boys for Monday morning."

Tips for successful promotions were offered by Erickson: (1) feature personal appearances by well-known personalities and advertise this aspect thoroughly; (2) use a strong tie-in with food; (3) offer the best dollar values you can; (4) generate a feeling of excitement about the promotion.

Most of the merchandise being featured has never been offered before at these prices by Carson's. In addition, the housewares department is introducing Sunbeam's new can opener, its new hand mixer, and its two new irons—all for the first time.

To add to the excitement, the department is using a mass merchandising approach. "We will have merchandise stacked up in the middle of the floor," Erickson said. "Customers seeing this mass merchandising scheme, plus the displays, will know something different is going on... and that alone will pull many into the department, adding to our sales."

Five animated Sunbeam displays will be operating in the department. The 10-foot-high Carousel merry-go-round display will be featured. The other displays are an 8-foot toothbrush model, a 6-foot wide party grill, a 4-foot frypan, and a 5-foot-high iron soleplate to show additional vents in Sunbeam's new irons.

Sunbeam has brought in four demonstrators for the event; they include Winnie Berry, its national home economist and consultant, and a dental hygienist to demonstrate the proper method of brushing teeth.

Another spring promotion is planned by Carson's. Beginning Apr. 28, the store will conduct a three-week Scandinavian promotion. The housewares department will participate for the entire period. On May 2, during the event, a 4-page rotogravure spread will feature electrical housewares.

"You have to keep promoting to keep continuity," Erickson told MERCHANDISING WEEK. "You've got to keep your name in front of the customer."

THE BIG DIFFERENCE IN AIR CONDITIONERS ...right in

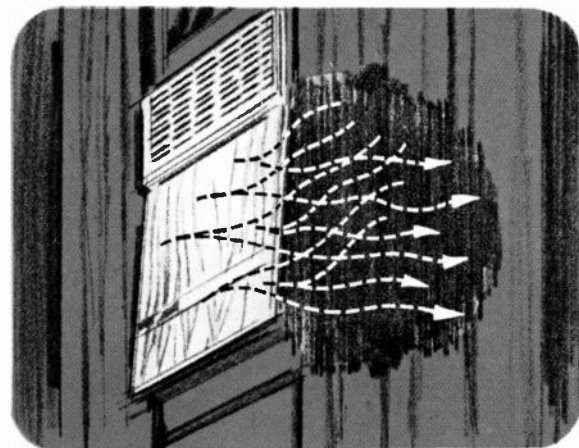
the palm
of your
hand



Exclusive Comfort Guard* control

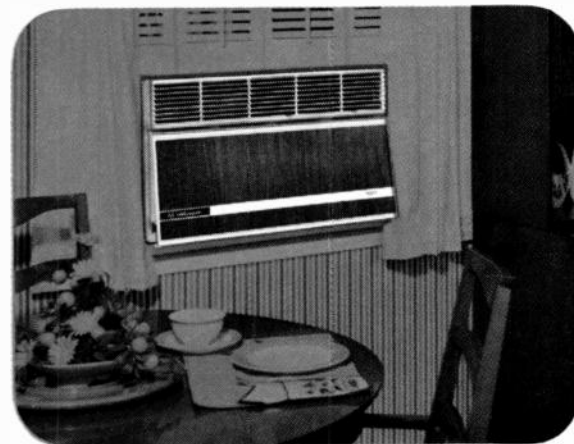
This tiny, yet unique, control does a big job in guarding the comfort you sell. It automatically senses even slight changes in temperature, and corrects them, before your customers notice the difference. It also eliminates service calls due to coil "freeze-up". Another important point: samples of this exclusive control in your salesman's hands make powerful closers. Try it; see for yourself.

*Tmk.



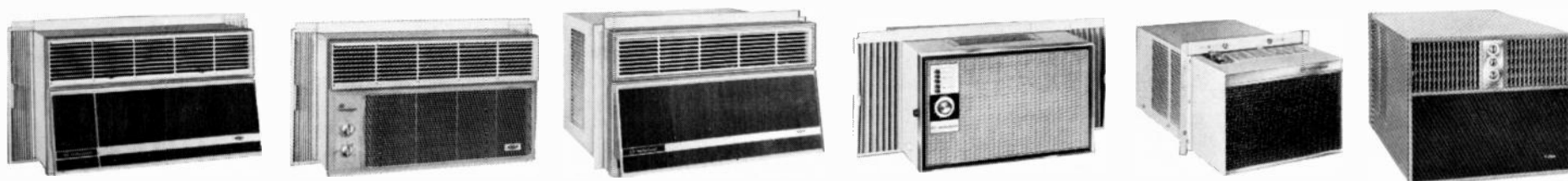
Show 'em why it's kitten quiet

The handsome front panel, with simulated oiled walnut finish, acts as a baffle to substantially lower the noise level. Compressor is mounted on springs and rubber for kitten-quiet operation.



Show 'em how they blend in with fine furniture

You can sell beauty as well as cool comfort with these new RCA WHIRLPOOL air conditioners. The rich-looking oiled walnut finish on front panels is at home with most any room decor.



Show 'em there's a model for every need

A huge selection from low-priced compact models, customers can carry home and install themselves, to huge super-capacity models that can cool an entire home. Certified NEMA capacities from 4,700 to 28,000 BTU'S. 115, 208 and 230 volt units.

SEE THE BIG DIFFERENCE IN AIR CONDITIONERS AT YOUR RCA WHIRLPOOL DISTRIBUTOR



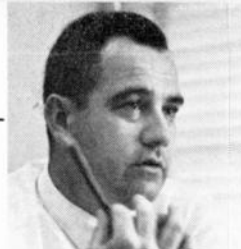
Whirlpool

AIR CONDITIONERS FOR 1965

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

Trademarks RCA and  used by authority of trademark owner, Radio Corporation of America.

The story behind the story



by Wayne Smith, SENIOR EDITOR—HOUSEWARES

No story I have done in eight years of reporting on the appliance field has been as intriguing as the one on demonstrators in this issue (see pages 17, 18-19). I'd like to share some of the surprises and conclusions with you in this column.

First, understand that our story was no small or hurried effort. McGraw-Hill News Bureau editors in 15 major markets talked to department and independent retail stores and to distributors to gather their views for us. Our own staff efforts covered four other cities. We also solicited opinions from about 30 of the top

names in the manufacturing of housewares.

To provoke more candid and complete opinions, we told our News Bureau editors to guarantee complete anonymity for the buyers and distributors they interviewed. Their reports did not include names of men or even the stores involved.

To complete our view, we tossed in a day's consultation with the staff of the Federal Trade Commission, in Washington, D.C., and an interview with National Better Business Bureau executives.

One of the principal surprises was

the attitude of the FTC staff and the information it provided. The information is detailed in the story: in the opinions of the staff members we talked to, present laws do not require identification of demonstrators in stores when they are paid by manufacturers. This is an opinion of what the law is, not necessarily a statement of what the staff felt was moral.

But the attitude of each man we talked with was surprising. Each was well aware of the terrible operational problems in the retailing of housewares, of the demands of price competition, and of the need for mass

sales. Each talked of "public interest" in terms of not disturbing retailing practices unnecessarily, questioning whether such action would help or hurt the public.

In short, they gave the definite impression they felt involved in the retailing world, concerned about it, and anxious for its welfare. I'll concede that "welfare" is open to differing interpretations, but the staff members we worked with were far from eager to impose additional burdens unnecessarily on an already troubled structure. And I, for one, was impressed.

Another surprise was the universal attitude of fear that most of the buyers and merchants we interviewed expressed. A threat to cut off relations with us . . . a universal reluctance to discuss the practice of using paid demonstrators in stores . . . these were all too typical of the group attitude.

Is there something in this practice of which the retailing field is ashamed? Do buyers agree with some distributors, many manufacturers and the National Better Business Bureau, all of whom told us the consumer has a right to know she is dealing with a manufacturer's paid representative, not a neutral store clerk?

Understand, this is a different question from "what's legal." This is asking, "what's moral," or "what's right." And understand also, I'm not advancing my own view but just reporting the attitudes of the people we talked to in doing this story.

If there is something in this practice retailing in general would like to sweep under the carpet, how smart is it to go on doing the same thing until either a law is re-interpreted, or a new law passed?

We detected one possible answer to this problem in the activities of some of the retailers we talked to. They pay the salaries of the clerks, or demonstrators, and then are reimbursed in whole or in part by the manufacturers. The reimbursement becomes aid, and subject to trade-discrimination tests, but the clerks are employees of the store and need no other identification.

Finally, we discussed with one distributor a theoretical question about this practice that really is something to think about.

Is this one more step on the road to a vertical retail structure, one in which the only competitors are manufacturers and chains with their own powerful private-label lines? What is left of a "retail store" when the manufacturer inventories, provides and sets up displays, pays for and often does the advertising, and now provides retail clerks as well?

Does the store have any function left, other than simply providing a physical location for the business to take place?

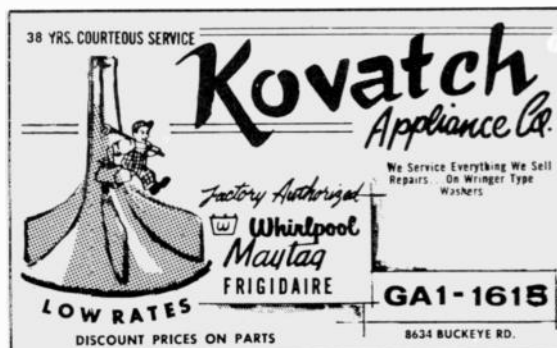
There is something else left, of course. He provides a name that his customers trust, one that draws them to the store. He also provides traffic, attracted in part by his reputation, in part by his location, and in part by the other departments and merchandise in his store.

All this he provides today. But, if he continues to give up more and more of his own natural functions as a retailer, what will he have left to provide tomorrow?

Kovatch gets the Action-People.* Do you?



"Better than half our customers say they found us through the Yellow Pages," says Ken Kovatch, partner, Kovatch Appliance Co., Cleveland. "Servicing equipment is the bulk of our business and provides valuable leads for the sale of new appliances. We depend strictly on the Yellow Pages to bring us these customers. Just the other day a customer called us because of our Yellow Pages ad. We asked him why he picked us. He said because our ad stated 'we service everything we sell.' It turned out to be a very profitable sale! I don't think we could get along without the Yellow Pages."



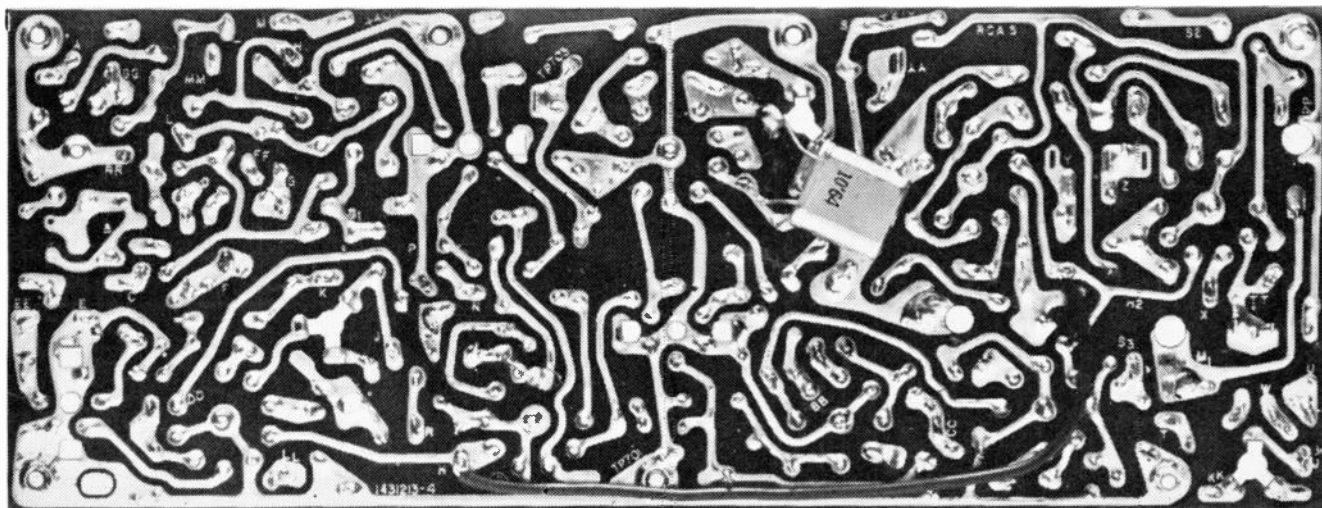
Display ad (shown reduced) runs under APPLIANCES. Call your Yellow Pages man to plan your program. Find him in the Yellow Pages under: ADVERTISING — DIRECTORY & GUIDE.

Advertise for action...



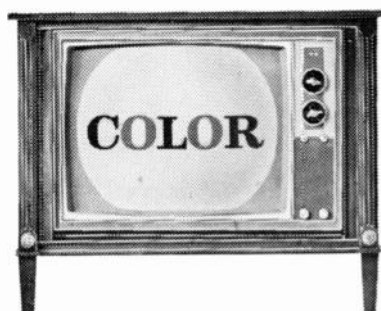
*The 3 out of 4 busy Americans who shop the Yellow Pages way.

RCA Solid Copper Circuits



**replace old-fashioned
“hand wiring”...
for fewer service
headaches.**

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

Tmk(s)[®]

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

DOES A COMPETITOR HAVE HIS FOOT IN YOUR CUSTOMER'S DOOR?



If you can't supply what your customer wants—when he wants it—you're vulnerable!

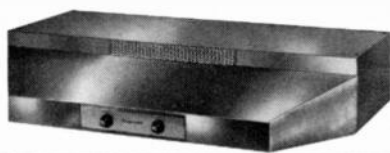
How many times do you lose a range hood sale (and perhaps a customer) because you can't furnish the size, color or style when it's needed? Your solution to this problem is RANGEMASTER — not a larger inventory.

Rangemaster ships in three days any size (24" to 72" in 1/4" increments), any color (all major appliance finishes), any type (ducted or non-ducted) in every popular style. Can your present supplier do this?

Rangemaster quality and service can keep your competitor from getting his foot in your customer's door. Write us for more details and complete catalog.

Rangemaster / HOODS • FANS
VENTILATORS

AUBREY MANUFACTURING, INC., UNION, ILLINOIS



... me and my *MAGLINER* lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks . . . eliminate double load handling — make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning traction walkway assures safe, sure footing in rain, snow, sleet, etc. Flanking deck area is smooth for easy wheeling. Guard rails prevent truck run-offs. Load capacities to 1,500 lbs. Standard lengths, 7 to 16 ft.

**WRITE FOR BULLETIN
ON DELIVERY TRUCK RAMPS**

MagLiner
MAGNESIUM

Magline Inc., P.O. Box 332, Pinconning, Mich.
Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



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	1964-5	1963-4	%
FLOOR CARE PRODUCTS				
floor polishers	January	98,152	85,096	+ 15.34
vacuum cleaners	January	377,855	324,728	+ 16.36
HOME LAUNDRY				
dryers, clothes, elec.	January	92,194	93,482	— 1.38
dryers, clothes, gas	January	51,981	49,332	+ 5.37
washers, auto. & semi-auto.	January	263,793	252,378	+ 4.52
wringer & spinner	January	41,971	50,152	— 16.31
OTHER MAJOR APPLIANCES				
air conditioners, room	December	241,000	158,900	+ 51.73
	12 Months	2,755,000	1,945,000	+ 41.65
dehumidifiers	December	3,600	2,200	+ 63.64
	12 Months	205,000	220,000	— 6.82
dishwashers, portable	December	47,100	38,700	+ 21.71
	12 Months	340,000	305,000	+ 11.48
dishwashers, under-counter, etc.	December	74,100	57,300	+ 29.32
	12 Months	710,000	575,000	+ 23.48
disposers, food waste	December	115,100	100,600	+ 14.41
	12 Months	1,300,000	1,090,000	+ 19.27
freezers, chest	December	30,500	23,400	+ 30.34
	12 Months	435,000	430,000	+ 1.16
freezers, upright	December	47,800	50,700	— 5.72
	12 Months	675,000	660,000	+ 2.27
ranges, elec., free-standing	December	110,700	98,300	+ 12.61
	12 Months	1,150,000	1,060,000	+ 8.49
ranges, elec., built-in	December	76,900	76,100	+ 1.05
	12 Months	815,000	810,000	+ .62
ranges, gas, total	January	150,300**	156,000	— 3.65
refrigerators	December	350,100	320,900	+ 9.10
	12 Months	4,545,000	4,125,000	+ 10.18
water heaters, elec. (storage)	December	87,700	69,800	+ 25.64
	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	December	435,751	330,190	+ 31.97
	12 Months	3,455,084	3,474,216	— .55
distributor sales	December	684,234	583,077	+ 17.35
	12 Months	3,417,614	3,405,420	+ .36
phonos, mfrs. ship., console	December	186,681	176,780	+ 5.60
	12 Months	1,703,970	1,667,883	+ 2.16
distributor sales	December	251,339	261,174	— 3.77
	12 Months	1,738,675	1,623,809	+ 7.07
radio production (ex. auto)	Feb. 26	238,035	208,173	+ 14.34
	8 Wks.	1,942,803	1,464,719	+ 32.64
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	Feb. 26	185,476	169,044	+ 9.72
	8 Wks.	1,302,113	1,302,684	— .04
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	.	.

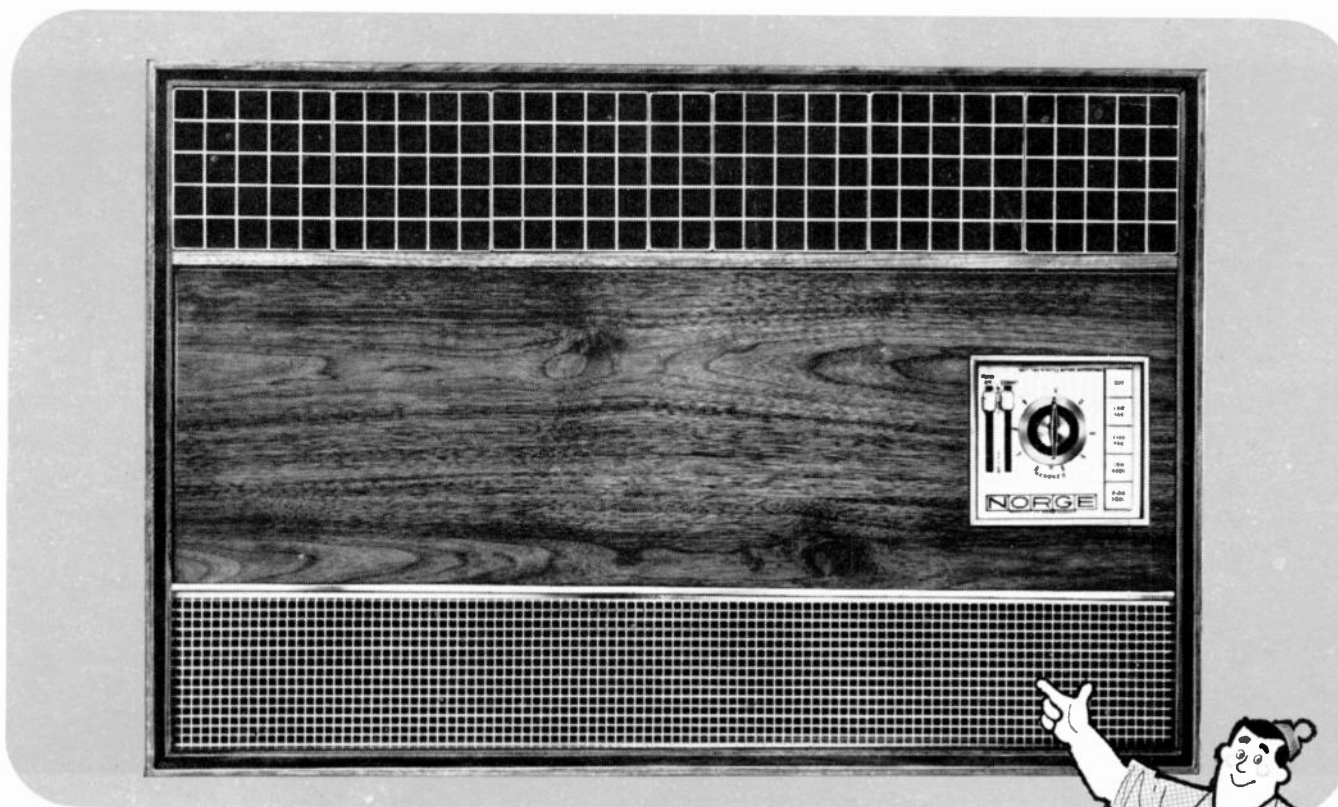
**January total includes 105,000 conventional free-standing ranges, 12,000 high oven models, 20,000 built-ins, and 13,300 set-ins.

Because quality counts

NORGE

counts on UCON® REFRIGERANTS

Designed to be seen . . . but not heard, the new "Norge"
Furniture-Fashioned Air Conditioner combines smart styling with
features providing the utmost in cool, dry comfort. Convenient push-button
control; adjustable thermostat; four-way air direction control; two-speed fan;
germicide air filter . . . all add up to extra comfort for owners, extra sales
for dealers. For details write Norge Sales Corporation, Merchandise
Mart Plaza, Chicago, Illinois 60654.



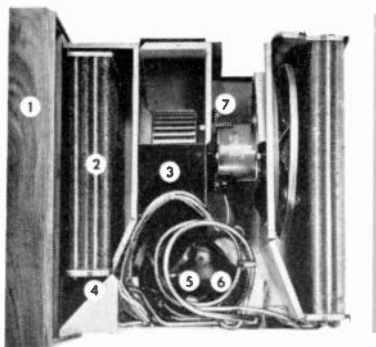
Quietly Beautiful

"Norge" Furniture-Fashioned fronts add charm and beauty to the decor of finely-furnished homes.

Beautifully Quiet

These seven features assure whisper-quiet operation of a "Norge" Air Conditioner.

1. Full width wood front acts as a sound cushion.
2. Multi-row, staggered cooling coils dampen fan sound.
3. Acoustically-cushioned air chamber insulates against noise and heat.
4. Refrigerant muffler allows refrigerant to enter coils silently.
5. Two compressor mufflers reduce operating sound.
6. "Floating" compressor — spring-suspended to eliminate vibration.
7. "Floating" fan motor is rubber-mounted for quiet operation.



Worthy Companion to the NEW NORGE . . .

UCON REFRIGERANTS

The beauty of a "Norge" Air Conditioner is more than skin deep. Back of its beautiful front is its highly efficient cooling unit — charged with UCON Refrigerant 22. Every drop of UCON Refrigerant is processed through Molecular Sieves — a Union Carbide development recognized as the best commercial refrigerant desiccant in use today. These sieves, plus many quality control tests all through production of UCON Refrigerants, make them worthy companions of the very finest in refrigeration and air conditioning equipment.



UCON® REFRIGERANTS

UNION CARBIDE CORPORATION
Olefins Division
270 Park Avenue, New York, New York 10017
UCON is a registered trade mark of Union Carbide Corporation

The meanest man in Benton Harbor



You'd never think it to talk to him, but that kindly gentleman up there is a regular Simon Legree on the job. He takes brand new V-M record changers and tries to run them to death. Keeps them changing 24 hours a day...7 days a week...for weeks on end...just to see how long they can stand it.

He has some ornery associates, too... people who delight in overloading V-M speakers, torturing tape recorders, trying to get needles to scratch records. One fellow deliberately drops cartons of shiny new V-M products right on the floor...bang... just to see what happens.

This is certainly not the kind of behavior you'd expect from those pleasant people up in Benton Harbor, Michigan.

They do it to make sure that V-M products are ready for life in the outside world...built to withstand all ordinary stresses and strains, plus a lot of extraordinary punishment that kids, dogs and moving men dream up.

If you're a dealer, you can feel very comfortable about recommending V-M phonographs and tape recorders to your customers. Thanks to V-M's little band of meanies. Nice people.

You could get quietly rich doing business with those people. Want to start today? Just get in touch with any one of us.



**The distributors of
The Voice of Music**

