

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 14/APRIL 5, 1965

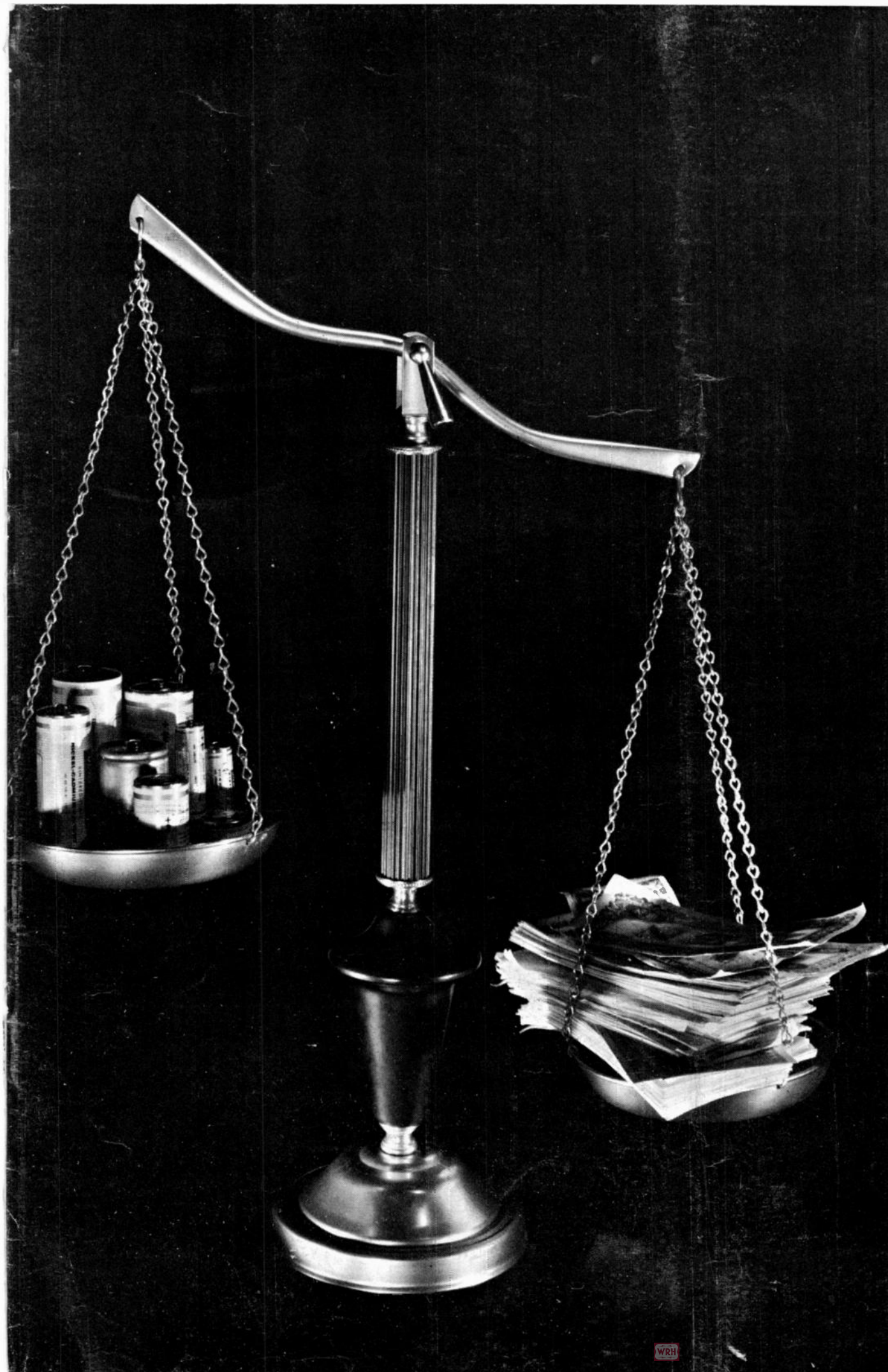
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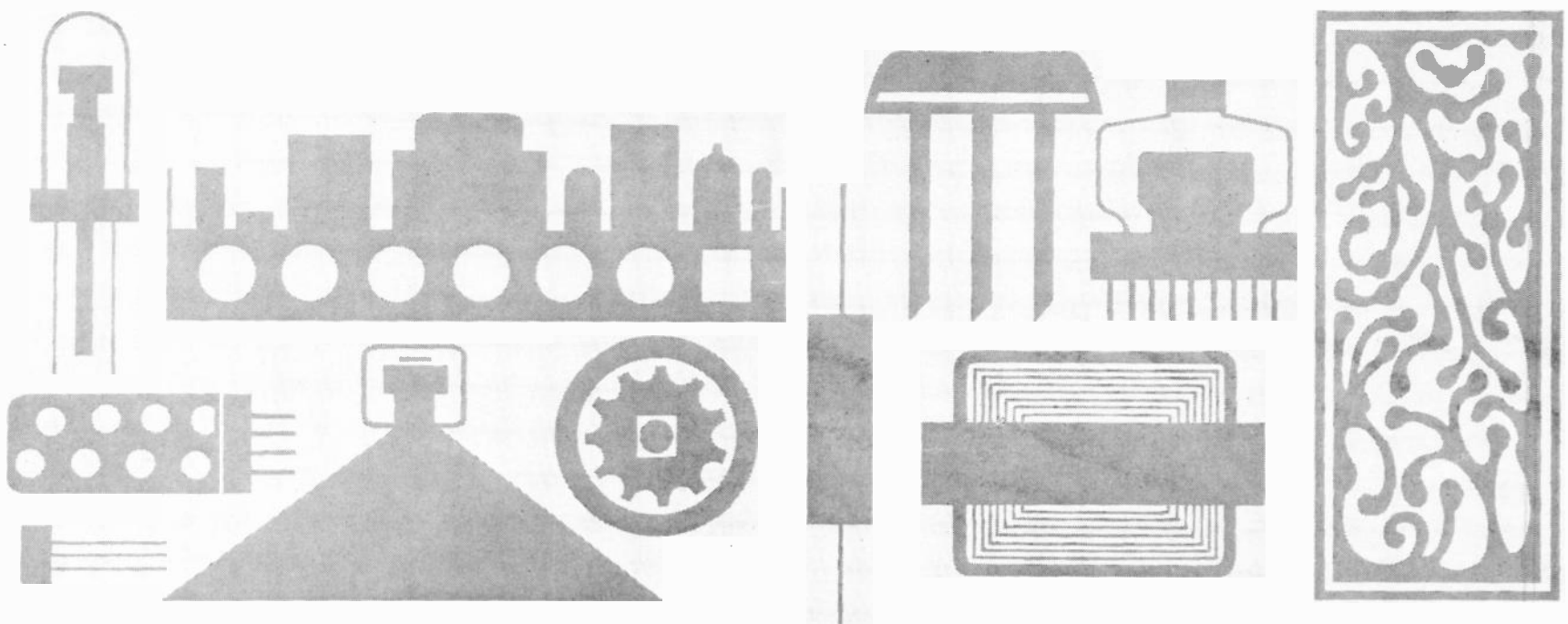
AT PRESSTIME

NEMA reorganization will be one of the hot topics under discussion at the annual meeting of the consumer products division of the National Electrical Manufacturers Assn. The meeting will be held on April 22 and 23 in Hollywood, Fla. For the first time in an open meeting, Joseph Miller, executive director of NEMA, will discuss reorganization plans that have been bubbling just under the surface for some time now (MW, 16 Nov 64, p.3). Other speakers and their topics include: J. L. Sullivan, general sales manager, Boston Edison Co., "Working Together;" Harold O. Drosethes, industry manager consumer products, U.S. Steel, "U.S. Steel's Stakes in the Appliance Industry;" Harry Kane, vice president and general manager of Westinghouse Appliance Sales and Service Co., "Be New or Be Nowhere."

Eye-level ranges accounted for 9.6% of all domestic gas range factory shipments in February, reports the Gas Appliance Manufacturers' Assn. (GAMA). Total gas range shipments in February were 168,800—up 1.9% from the same month last year. This increase in shipments
continued on p.3



next step in the "state of the art"



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A retailer is entitled to products that are ahead

Latest STANDARD advance . . . the F21T tape recorder!

What competitor can match you when you offer . . . at \$44.95, *mind you* . . . a serious instrument no bigger than a book . . . over an hour's playing time per tape . . . capstan drive, AC bias, dynamic microphone . . . one head for recording, another for automatic erase (both heads non-magnetic) . . . VU meter to check sound level and battery . . . knob-controlled volume . . . 2 flip-levers to accomplish entire operation of recording and playback . . . dynamic microphone that need not be removed from case . . . F21T performs either open or closed. All in the dimensions of 6" x 6 $\frac{5}{8}$ " x 2 $\frac{7}{8}$ "!

(Yes, it's here in stock, for immediate delivery . . . first come, first served).

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brought the 1965 two-month total to 319,100 units, which nearly equals the 321,700 sent to market in the first two months of 1964, said Edward R. Miller, GAMA's director of marketing and statistics. Other than the eye-level units, the gas ranges shipped in February included 117,700 free-standing units, 21,500 built-in types, and 13,400 set-ins.

□□□□ **Brother International has slapped Singer** with a \$14 million antitrust counterclaim charging the sewing machine colossus with conspiracy and restraint of interstate and international trade in an attempt to eliminate Brother International. The charges are included in a counterclaim to a patent infringement suit filed by Singer against Brother International in May, 1958, in U.S. Federal Court, Southern District, New York. Brother International accuses Singer of entering into illegal agreements to gain control over and pool the major patents upon sewing machines in an attempt to maintain its dominant position in the U.S. and the world. Singer is further charged with copying improvements of machines made by Brother and selling them as its own.

In July, 1964, in a final decree stemming from a U.S. Supreme Court action, Chief Judge Sylvester J. Ryan enjoined Singer from conspiring to use patent rights in restraint of trade. At that time, Singer was also directed to grant licenses under its five patents to any reasonable applicant.

□□□□ **A partner in Japan for Sunbeam?** Company president Robert P. Gwinn, in a recent interview with the *Wall Street Journal*, confirmed that Sunbeam is negotiating such a step. Executives who are handling the negotiations are presently in Australia at Sunbeam's plant there, and not available for comment.

□□□□ **February vac sales jumped 14.1%** and floor polisher sales increased 9.9% over the same month in 1964, reports the Vacuum Cleaner Manufacturers Assn. A total of 416,659 vacs were sold during the month, compared to 365,031 in February, 1964; polisher unit sales totalled 103,290, compared to 93,987.

□□□□ **To keep gas appliance sales cooking**, the American Gas Assn. (AGA) will put its promotional muscle (\$1.8 million for media advertising) behind the theme "Gas Makes the Big Difference." According to AGA's S.F. Wikstrom, director of promotion, advertising and research, the over-all budget designated by AGA to change the image of gas-fueled products is \$7.5 million. "The problem," said Wikstrom, "has been that we've been selling knobs and dials, not benefits of gas." His statement could be an indirect hint at why the gas industry dropped the Gold Star program (MW, 22 Feb., p12).

What does the future hold? Says the industry's development committee: "The sales goal for gas ranges at the end of the next five years—that is, during 1969—is set at sales of 3 million units. This will represent an increase of 38.4% over 1964."

To start sales rolling toward that goal, AGA is offering many 1965 sales aids—banners, posters, ad mats, how-to-sell booklets, sales contests, premiums, and cooking films—to retailers through local utilities. And, in addition to sponsoring ABC-TV's *Ozzie and Harriet Show*, sponsoring of a powerful array of color specials has been set up for the coming 1965-1966 season. Here is the schedule: November, *Julie Andrews* with *Gene Kelly* (pre-empting *Bonanza*); December, *Michelangelo I*; January, *Peter Pan* (co-sponsorship); February, *Michelangelo II*; March, *Julie Andrews* (repeat); April, *Mary Martin Easter Show*.

Parts distributors: what prospects, pitfalls lie ahead?

An angry electronics parts distributor who had attended a National Electronics Week "Great Debate" in New York City shouted at the end of the meeting: "You're trying to use the distributor as a whipping boy! It's not our business to regulate CATV!"

His anger was wasted. No one had said distributors should regulate CATV. And the convention organizers were not as interested in making the distributor a whipping boy as making him listen. There were only a dozen distributors at the CATV debate, and not many more attended other debates.

The CATV debate was titled "Community Television Antenna Systems—Opponent or Opportunity?" Those who argued that CATV is an opportunity for electronics parts distributors were Frederick W. Ford, president of the National CATV Assn., James M. McGoldrick and Charles A. Meyer, two distributors.

Ford argued that CATV is in the public interest, that only with CATV will all communities in the U.S. be able to get adequate tv. With adequate tv, more sets will be sold and

"more sets mean more business for servicemen."

The two distributors argued that they have profited from CATV. Meyer said, "Our firm has sold equipment, parts, and accessories to CATV systems. The locally situated distributor can provide services to CATV."

Those who feel CATV is an opponent were Morton Leslie, acting chairman of the Television Accessory Manufacturers Institute (TAME), John Knight, and H.A. Graham, parts distributors. Graham argued, "The enormous profitability of CATV will mean the systems will have excess capital and CATV will turn to service. There is no reason why it will not. And the size of the CATV organizations will dwarf present service companies. Dwarf even Sears and RCA Service companies. And how many parts distributors regularly sell to Sears and RCA?"

Ford replied that there are no television stations in the service business. "The argument that CATV is going to get into service is a straw man which TAME has put up to knock down."

Other debates were titled "Independent Manufacturers Representatives vs. Factory Salesmen," "Branded Merchandise vs. Private Label Goods," and "Manufacturers Should Sell Direct as well as through Distributors."

Not one of the four debaters in the private label meeting was interested in proving that as much profit could be made on private label as branded merchandise. They did argue that Sears, Knight, Allied, and Korvette merchandise cannot be called private label, but, because of national advertising, is actually brand name. They agreed that there were costs in promoting private label merchandise which make it less profitable than it seems.

Edward A. Altshuler, a management consultant, stated that a retailer who buys a private label item for \$20 must sell it for at least \$100. The debaters also agreed that more and more retailers are using private label speakers in packaged component systems.

A meeting on how to sell hi-fi also touched on this problem. Louis Del Padre, of Del Padre supply in Spring-

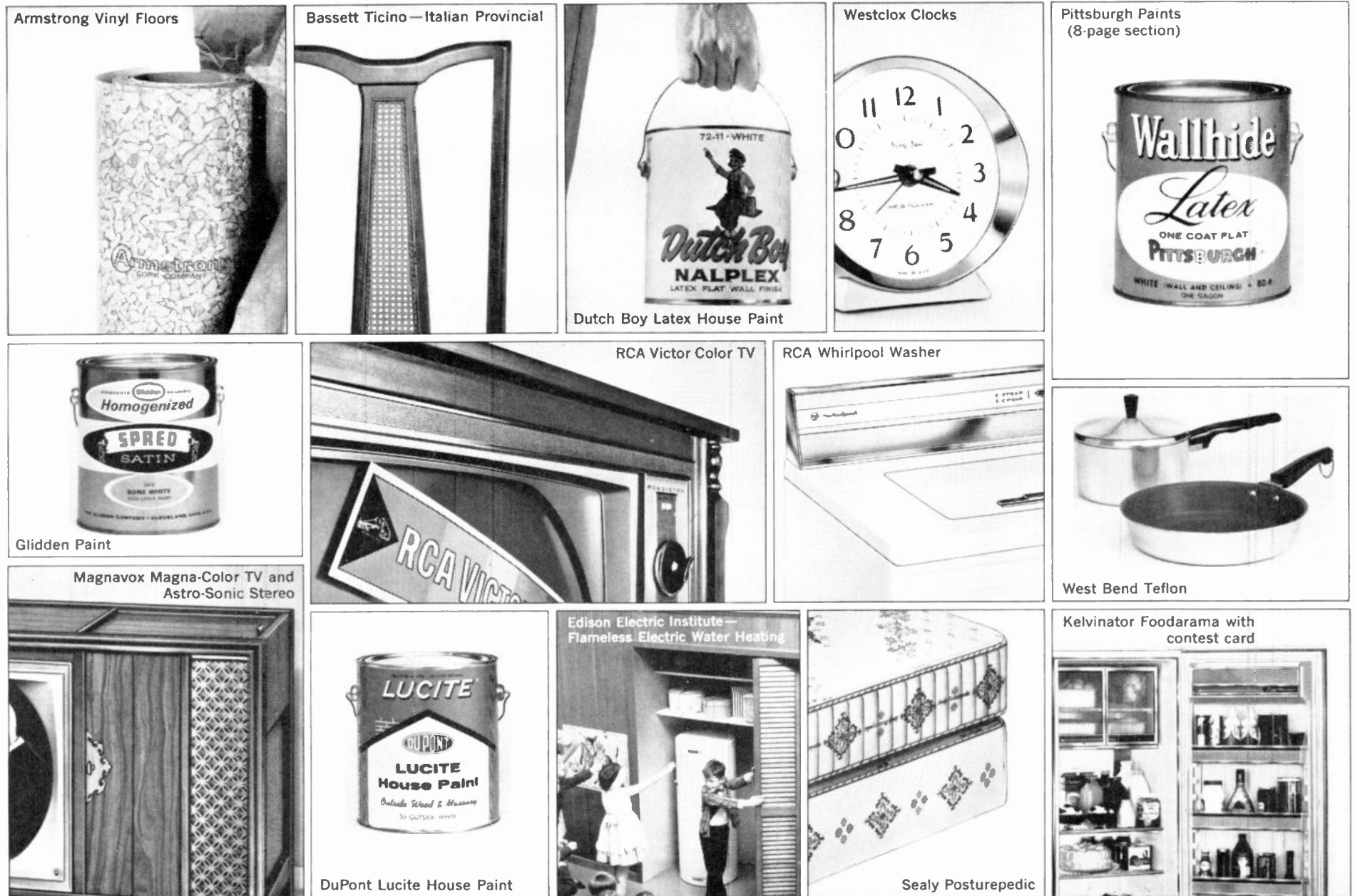
field, Mass., said, "We will not make up a package with inferior speaker systems, but we offer the customer an opportunity to step up with speakers. Ten days after his original purchase we will come into his home and demonstrate a better-grade speaker system. If he chooses to buy, he gets full credit for the first speakers he bought." This seems to be one way to meet Korvette competition, where brand name components are promoted with AM speakers—the system costing less than one with brand name speakers.

A luncheon speech by Gene K. Beare, president of Sylvania, predicted another revolution in the electronic parts distributing business. "There is no question," Beare said, "that color tv will create as much turbulence, as much change, and as much excitement in parts distribution as black-and-white tv did 15 years ago."

At the same time he cautioned: "Beware of easy credit. It's almost an adage that suppliers who grant easy credit are the ones that lower the boom with the least warning."

—Wallis E. Wood

If you sell these products —keep those order pads handy



Not shown: Products advertised in The Digest's 10 Regional Editions.

Ads for these products are appearing in April Reader's Digest read by 1 out of 3 people

Prepare for a lot of customers on your selling floor this April. Why? Because Reader's Digest is bought by almost twice as many households as any other general magazine. Or as many as watch a top-10 tv show!

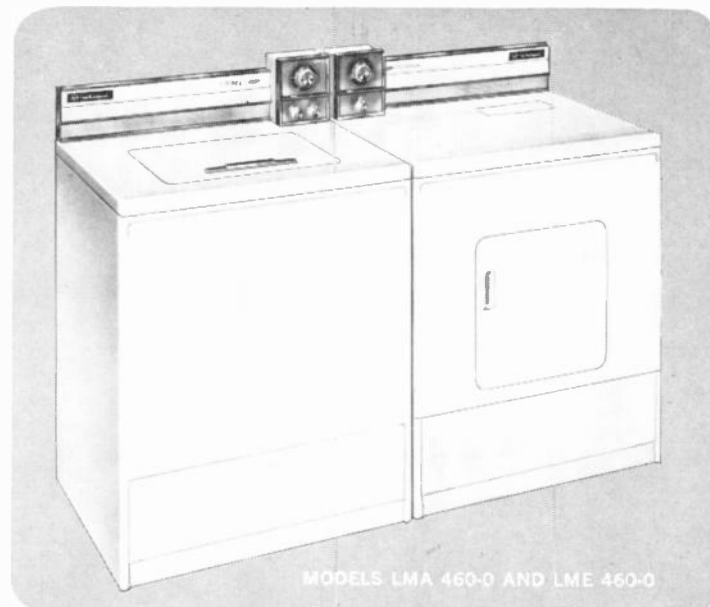
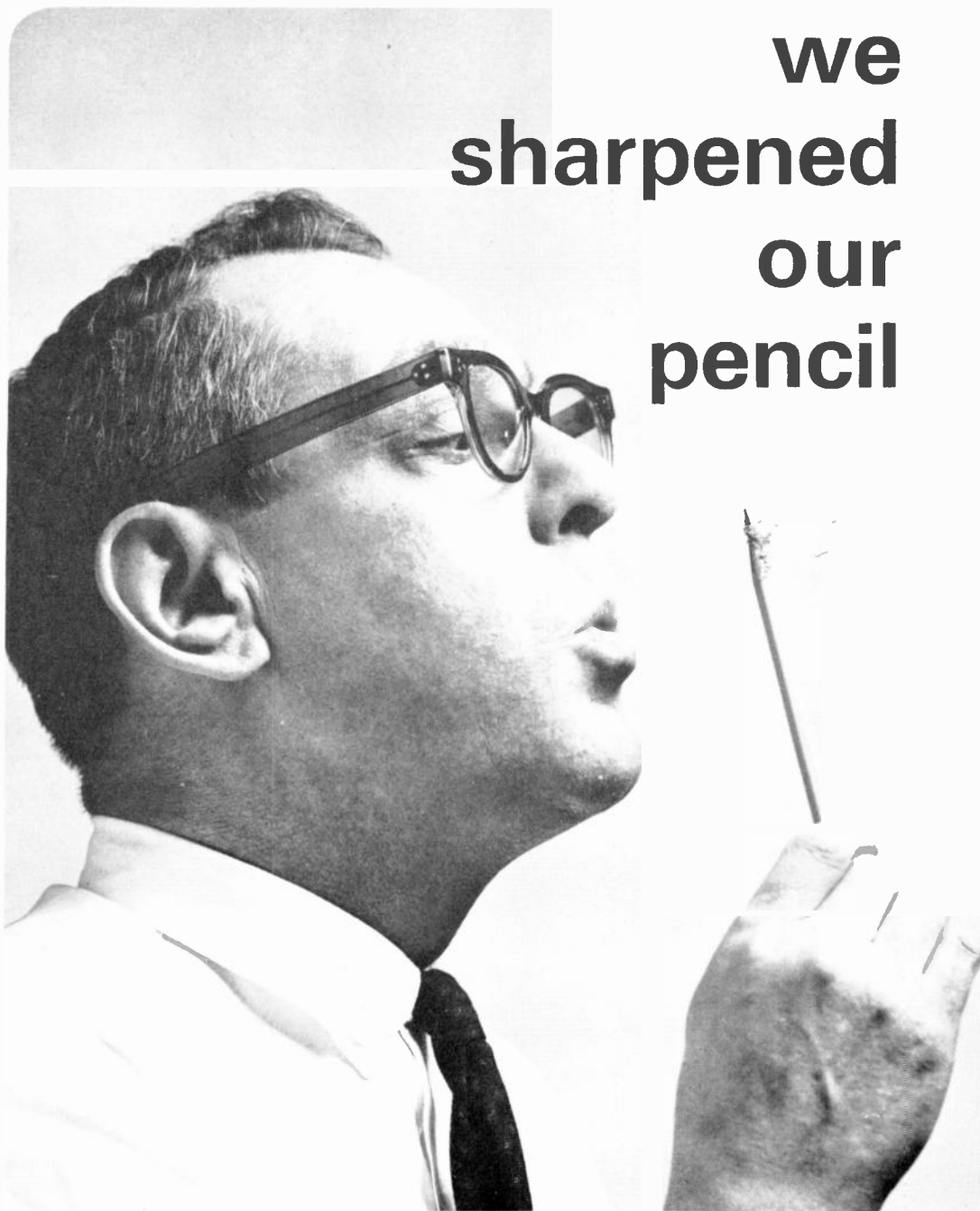
People from Digest households have 27% more buying power than viewers of the No. 1 tv show. These customers

read and believe Reader's Digest. They rely on its articles for information and advice. Similarly, they rely on the advertising in it. So, these customers are worth every minute you spend with them.

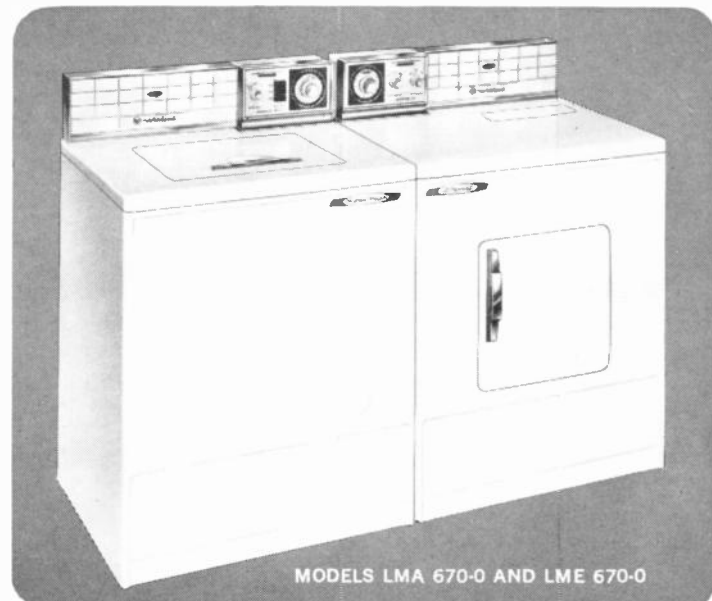
Don't be caught short. Make sure you are well-prepared for customers presold by The April Digest.

PEOPLE HAVE FAITH IN READER'S DIGEST 14½ million U.S. families (25 million world-wide) buy each issue

to
sharpen
your
profits,
we
sharpened
our
pencil



Here are sharp models to start a sale!



Now a more profitable way to close it!

First of all, you're going to like the arithmetic your RCA WHIRLPOOL distributor can quote on the 670 laundry package. And, also, what a convincing step-up story you have to sell! **The 460 pair** continues to offer 2-speed washing with 3 separate cycles and Magic-Mix* filter plus a dryer with 4 cycles, 3 heats and a separate cycle for wash 'n wear garments. **The 670 pair** steps them up to 2-speed, 4-cycle washing including SUPER WASH for heavily soiled clothes and exclusive suspension cooling that "irons" wrinkles out of wash 'n wears. Matching dryer features 2 drying speeds, MOISTURE MINDER® control, Automatic Dryness Selector and 5 automatic heats. Call now, find out how sharp your distributor's pencil is on the sharp 670 pair.

*Tmk.



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MALLORY

WASHINGTON

☐☐☐☐ **Worry over a May-June "buyers' strike"** in connection with possible excise tax cuts on July 1 has led the Johnson Administration to look favorably on finding some kind of a solution to avoid such a calamity.

On the presumption that there will be news leaks concerning item-by-item cuts before the new excise tax bill is passed, some industry associations whose consumer durable products would be affected by the bill are working with the Treasury Department and tax-writing legislators on Capitol Hill to hammer out practical proposals. The object is to assure consumers that they will get credit for taxes paid on merchandise should these excises be cut by law.

The associations have been told to present suggestions in time for consideration during the week of April 12, when Treasury experts plan to draft the legislation. The bill is scheduled to be presented to an executive session of the House Ways and Means Committee by Treasury Secretary Henry Fowler during the week of April 26, immediately following President Johnson's message to Congress on excises.

There are good indications that retailers will get a rebate on taxes paid on their floor stocks, but this would not solve the threat of a buyers' strike during the two months that Congress is scheduled to spend considering the tax-cut bill.

So far, Treasury has opposed suggestions that consumers could request a tax credit on purchases made between the time the bill is formally introduced in Congress and its effective date. Treasury is also cool to procedures that would permit buyers to show claims on their 1965 personal income tax forms.

Nevertheless, there is a good degree of optimism that some feasible plan can be worked out in time to make it clear, when the tax bill is submitted to Congress, that consumers who buy in May and June will not be paying a tax premium.

☐☐☐☐ **The proposed excise tax on hi-fi stereo speakers and amplifiers** has been postponed.

The Internal Revenue Service, which had decided to impose a 10% manufacturers' excise levy on April 1, has agreed to put it off until July 1 to dovetail it with other excise tax changes expected to go into effect then. The postponement will help retailers, who now will not have to re-price their stocks in April, again in June when the new lines are introduced, and perhaps a third time on July 1, should the excise tax-cut bill affect these items.

The IRS proposal to impose such a tax is a reversal of its present rule that speakers with a voice coil impedance of 8 ohms or more and amplifiers of 10 watts or more are not subject to taxes. The new proposal is to tax all speakers and amplifiers that are considered radio or phonograph equipment.

☐☐☐☐ **A new Federal Communications Commissioner**, James J. Wadsworth, will bring a diplomatic touch to his job. Before President Johnson appointed him to fill the Republican vacancy on the FCC, he was a permanent representative to the United Nations, moving up to that post from an Eisenhower-appointed deputy representative in 1960, when Henry Cabot Lodge resigned to run as GOP Vice Presidential nominee.



Two of the six new 25-inch color consoles from Magnavox; both are \$795.

Magnavox adds more color tv, first 25-inch color consoles

A springtime burst of color from Magnavox includes the first 25-inch color consoles ever marketed by the company. In all, a total of 17 new 21- and 25-inch Magna-Color sets will brighten the Magnavox color tv line for spring.

Six new 25-inch color consoles range in price from \$750 to \$850. Styling varies from Italian and French provincial to Early American and Mediterranean.

The new line includes three new 25-inch stereo theaters. The price of these models now begins at \$1,095—\$200 less than the starting price last Christmas for this type set.

Six new 21-inch consoles have a starting price that has edged up slightly since last spring. This new

line starts at \$498.50 for Contemporary styling in dark walnut; last spring, the line began at \$479.50 for Contemporary styling in mahogany. The new line's top price is \$695.

Two new 21-inch stereo theaters in the line are priced at \$895; they contain Astro-Sonic stereo FM-AM radio-phonographs.

All sets feature Magnavox's Chromatone, Quick Picture, and Automatic Color to hold color constant.

Commenting on the new models, sales vice president George H. Fezell said, "We now provide the consumer with the most comprehensive line of quality, feature-packed, color consoles and combinations available in the home entertainment industry today, at very competitive prices."

Carrier's new financial plans: what they mean to retailers

Carrier has a new national sales financing program that gives its dealers something they can always use: another source of credit.

Carrier has pulled out of Appliance Buyers Credit Corp. (ABCC), and has made new arrangements with American Investment Co. (AIC) of St. Louis. No official reason has been given for Carrier's withdrawal from ABCC, but a company spokesman said that Carrier feels the AIC program is better for its dealers.

AIC will provide floor plan financing and installment sales contract financing through its 750 consumer finance offices and through Public Financial Co., a wholesale and flooring subsidiary. Carrier says that it now "offers a full range of financing, from small consumer financing on room units, to high-balance second mortgage real estate financing, where Carrier products are part of the mechanical contract."

Dealers now benefit from full coverage in both metropolitan and rural areas, many of which were not previously covered, Carrier says. "These new financing arrangements will provide faster and better service on home improvement, commercial business improvement, and deferred payment financing."

A Carrier dealer can not only use

the program to finance his room air conditioning inventory (floor plan), but, on a separate credit line basis, can have floor plan financing on other non-competing products.

AIC, through its subsidiaries, will also handle consumer paper for Carrier dealers, offering a variety of consumer time payment plans.

Dealer floor-planning is based on a pre-season stocking plan. From November to June, Carrier dealers can make multiple-unit purchases to take advantage of transportation cost savings. And Carrier, in effect, will pay financing costs. Dealers will pay for the units as they are sold.

This aids Carrier in planning production schedules to insure the supply of the complete line to dealers during the selling season, when demand is greatest. Dealers are given pre-season and an end-of-season sales assist by consumer-deferred payment programs.

District offices to aid dealers have been established in 14 major cities by Public Financial Co. to handle floor plan financing.

The program is national, but Carrier says that there are a few locations AIC is not yet prepared to handle. "In these few cases," says Carrier, "local financing arrangements have been made."

Wesgrove's home video tape recorder is another step closer to the U.S. market. P.A.F. Enterprises, of Bayonne, N.J., has been appointed national retailer for the much-touted English unit. According to Stanley Fryczynski Jr., president of P.A.F., the recorder will be sold for \$450 in kit form, and for \$650 in a modified wired form. Fryczynski plans to demonstrate the set in New York City within the next two weeks. P.A.F. also serves as a distributor for Beulah Electronics, another English firm which produces video cameras and lenses.

January exports from Hong Kong: 131,570 transistor radios—or 49.5% of all sets exported from Hong Kong during that month—were shipped to the U.S. The average price of the radios was \$3.52, as compared with \$4.35 in January, 1964. In that month, 113,945 radios were shipped from Hong Kong to the U.S., according to the Commerce and Industry Department of Hong Kong.

The Emerson-Pilot merger is official. Emerson has completed purchase of the assets and business of Pilot Radio Corp., a subsidiary of the Jerrold Corp. Pilot Radio Inc., a newly formed corporate subsidiary of Emerson, will operate the business. New company officers are: Morton P. Rome, president; Sidney Brandt, executive vice president; A.A. Vogel, vice president; Raymond Herzog, secretary; Joseph Kattan, treasurer.

OKI now has fair-trade prices on its entire line, according to Joel Koenig, vice president of Chancellor Electronics. "All dealer advertising," he said, "must include the fair-trade minimum resale price in every ad for the respective models shown in the ad." Fair-trade prices announced are: \$299.90 for the 4-track solid-state model 555 stereo tape recorder; \$229.90 for the 4-track solid-state model 333 stereo tape recorder; \$139.90 for the 4-track monaural model 222; \$99.90 for the 2-track monaural model 111; and \$29.95 for the OKI Telephone 8-transistor radio.

Olympia is using a 94-degree picture tube for the first time in its new drop-in model, the Victoria (5C101). The set, a 23-inch b&w lowboy console, also incorporates a new solid-state chassis, according to Morton M. Schwartz, president of Olympic Sales Corp. Partial DC restoration is another feature of the new unit; the set carries an open list.

Zenith has won the National Alliance of Television and Electronics Service Assn.'s Friend of Independent Service award for the third consecutive year. The award, in part, reads, "for outstanding service in creating better customer relations."

Climate Control is the title of a new 12-page central and room air conditioning booklet produced by Edison Electric Institute, and available from electric power companies. In addition to detailing the advantages of air conditioning, the booklet includes a buyer's guide to help customers select a unit to suit their particular needs. Back cover of the brochure has been designed to allow for imprinting purposes.

APPLIANCE-TV

□□□□ **A new Norge dealer program** has been announced by John C. Wolfe, Norge sales vice president. The 4-point program includes: (1) a six-month financing floor plan for displayed appliances handled through B-W Acceptance Corp.; (2) fully illuminated, hardwood-finished, display units; (3) two-color, tabloid-size "Dollar-Stretcher" mailers describing the new appliance lines, and imprinted for the individual dealer; and (4) allowance for local advertising, along with assistance in developing the local advertising program for the dealer.

Norge also announced the introduction of two new refrigerators, a wringer washer, and two gas ranges. Its new 13 cu.ft. two-door refrigerator has automatic defrosting and a 111-lb. top-mounted freezer section. The other new refrigerator, a 9.9 cu.ft. unit with a bottom-mounted 4.1 cu.ft. freezer compartment, also features automatic defrosting. The wringer washer, a medium-price unit, has a 10-lb. capacity tub. Norge's two new gas ranges are available in both 30- and 36-inch widths. Both models have Norge's "balanced heat" oven.

□□□□ **Tappan will use outdoor ads** to augment its advertising campaign in the greater Los Angeles area, says Donald S. Sharp, Tappan sales vice president. Half of the painted billboards will depict built-in gas ranges; the others will show free-standing ranges, Wolfe reported.

□□□□ **A decision on color tv for Europe** probably will not come before next fall, McGraw-Hill World News in Vienna reports. A 35-nation conference in that city is currently trying to select a uniform color television system for both Eastern and Western Europe. Closing date for the conference is April 7.

The 200 engineer-delegates are considering three competing systems. However, in a surprise move, only two days before the opening session, Russia shifted its support from the U.S.'s system to that of France, although a group of Soviet technicians had earlier indicated a preference for the U.S. system. McGraw-Hill World News noted that the delegates termed this decision a purely political one. A final decision from the delegates probably will not come until next summer's conference in Oslo, or at the plenary conference in Lisbon next year.

□□□□ **New directions for Woolworth's:** the old five-and-dime image is fading fast as the company expands. According to Robert C. Kirkwood, Woolworth's chairman, 16 new Woolco department stores were opened last year and 26 more openings are planned for this year and early 1966. Kirkwood says the full-line Woolco department stores are doing a booming business "in excess of \$100 million per year." As an example of the move out of the nickel-and-dime category, Kirkwood cited the Hayward, Calif. store; during its first two weeks of operation, the store sold 24 television sets for cash. The company also has opened three Worth-Mart discount stores in Akron, Ohio, and plans to have 29 of these discount houses in operation by July 1. Kirkwood also indicated that Woolworth's is interested in mail order business, but added that no definite plans in that direction have been made.



M Week's Linda Timmel ponders recipe book for Tappan's microwave oven

New microwave oven: how Tappan hopes to lift sales to eye-level

"Growth is limited only by price which, like color tv, will be lowered as volume increases." That statement was made by a Tappan official almost nine years ago. The subject: the company's then new built-in microwave oven bearing a \$1,200 price tag.

At that time RCA, struggling to get color tv rolling, priced its leader at \$695; in mid-1956 RCA cut the retail price down to \$495.

Now color tv is making powerful sales strides and prices have dropped accordingly. But, though the past nine years have seen a few attempts to crawl, the home microwave oven has yet to take its first notable step in sales. Microwave may finally be about to test its sales legs through. Last week in Chicago, Tappan unveiled a free-standing, electric, eye-level range with an electronic oven on top; a lower conventional oven; and four cooking surface elements. Retail price: \$998.

Briefly, an electronic oven works this way: High frequency radio energy (microwaves) is broadcast by a magnetron into the oven cavity. This energy is reflected by metal, passes through substances such as

glass and plastic, and is absorbed by food. When the microwaves are absorbed by food, the reaction causes heat, which cooks the food. Cooking time is greatly reduced.

Retailers will get the range on a market-by-market basis. The kick-off will be made in the Chicago area by that master of super-sell, Sol Polk. For a few months, Polk's 13 stores will sell the unit on an exclusive basis. Whether this will be the policy, granting exclusive rights to a top retailer in his market, has not been established.

Tappan has trained over 200 Polk salesmen. Total Tappan promotion costs for about the first three months will come to \$75,000. In each of his stores, Polk will have a point-of-purchase display with the range. Backing up newspaper ads, Polk has set up "theatres" in four stores to demonstrate the unit to large groups. The p-o-p display will be available to all dealers on a co-op basis. Each display costs about \$70.

Dealer help from Tappan will include company home economists who will go to the new range owners' homes to demonstrate the range. As Ed A. Scott put it, "Our problem is that we are not selling an appliance, we are selling a concept. And the only way you can sell a new concept is not with words, but with demonstrations, by letting people see for themselves."

Tappan will offer a six-month parts and service warranty on the magnetron tube. Once the unit is on sale nationally, by 1966, the company will shoot for a minimum sale of 5,000 units.

On another front, General Electric this week will begin test-marketing its electronic oven range in San Francisco. The GE unit, which some industry sources say is difficult to purchase at retail, has been test-marketed in Detroit and Los Angeles for two years. As of this time, GE says it has no plans to go national with the range. The microwave unit is in the lower oven of GE's eye-level Americana. The microwave model has been retail priced at \$780-\$800.



Tappan's microwave oven range



**To
carve out
the
best part
of the
market**

Top suppliers get together with TIME. General Electric did. They wanted to tell the trend setters about their cordless, electric carving knife. So they advertised in TIME and sold out. Probably not pure cause and effect. But not pure coincidence either. As G.E.'s Housewares Division reports it, "TIME played a key role with the key people in getting our cordless knife sales off to a running start." TIME works because it reaches the lion's share of the newest mass market—the

college-educated, white-collar families who buy out of all proportion to their numbers. They account for only 17% of U.S. families but own 32% of all electric blenders, 33% of all electric knife sharpeners. And TIME reaches a bigger concentration of these families than any other magazine.

No wonder TIME is the big, new name in appliance marketing. Advertising to an audience like that gives you quite an edge.



EXCITE

in Merchandising Week!

MERCHANDISING WEEK



ON THE INSIDE

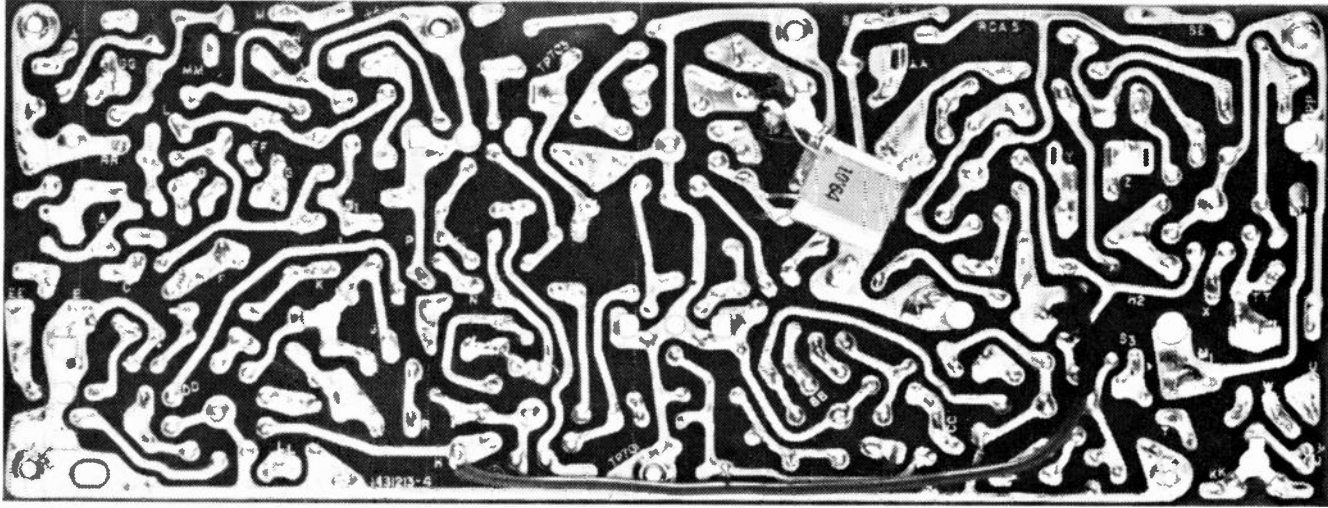
AT PRESSTIME

You don't *have* to have excitement to sell, but if you have it, you will. *How* to excite? One sure way... Merchandising Week. Excite through size, impact, frequency...in the *one* penetrating publication...Merchandising Week. Retail coverage that's targeted to erase waste. Stimulating editorial package. Monday-morning impact that excites all week long. Excite where? In *Merchandising Week!*

MERCHANDISING WEEK

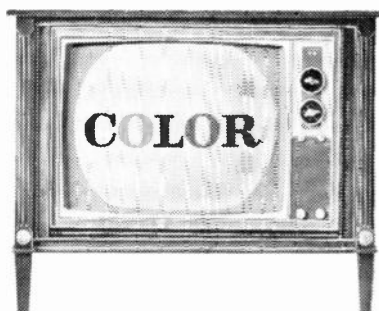
The Interpretive News Weekly

RCA Solid Copper Circuits



**replace
old-fashioned
"hand wiring"...for
easier servicing.**

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



Gaffers & Sattler 1965 appliances

Gaffers & Sattler is offering its 1965 kitchen appliance line in a builder's package: a one-source sales, service, and warranty plan for home builders. The package includes built-in gas and electric ovens and ranges, vent hoods, dishwashers, disposers, water heaters, furnaces, air conditioning systems, and evaporative coolers. A single warranty covers parts and service for every item for at least one year.

Among the new design features are patterned-glass oven windows and Swedish door handles. Automatic controls include Roast-O-Matic, a dial setting to control the degree of cooking of various types and

weights of meat, and a Meat A' Tendant that maintains a steady keep-warm temperature of 170 degrees at the end of the timed cooking cycle.

New oven burners of aluminized steel will preheat an oven to 400 degrees in seven or eight minutes. New door seals eliminate loss of oven heat. Oven racks are formed as part of the wall and may be removed for washing in a sink.

There are six built-in 20-inch oven models for both gas and electric use. All have separate chrome broilers and thermostatically controlled low setting for defrosting frozen foods, for plate warming, and for keeping food hot. Top-of-the-line gas and electric models feature a Tel-A-

Tronic signal center, with switches for each automatic cooking function, and lights to indicate when oven, broiler, and rotisserie are on, or at done or keep-warm levels. Top-of-the-line gas ovens have a Broil-A-Vator rack that lifts or lowers at a touch. Electric ovens have a variable heat broiler control. Both have 5-position 3-spit rotisserie.

Gas range tops have two types of burners: center simmer and hold-it; these are hinged to lift up and stay up for cleaning.

Electric range tops have four elements: a 2,600w super-speed, a 2,100w high-speed, and two 1,500w standard elements. Rheostat controls provide infinite head settings with a red burner-on signal light. Top gas and electric range tops feature the Thermal-Eye burner. Most ovens and tops are interchangeable.

Matching vent hoods have an extra-large squirrel-cage blower with a quiet 2-speed motor and convertible vertical or horizontal exhaust. Hoods come in 30-, 36-, and 42-inch widths.

A new impeller in the 1965 dishwasher liquefies semi-solids and eliminates the usual filters, screens, and strainers. An upper spray-arm and lower swing-arm flood the entire washing area. A 2-compartment detergent dispenser is electrically activated during the wash cycle. There are two models: one has two push-buttons; the other has six. Both have two washing cycles and four rinsing cycles, and both have final rinses at 180 degrees.

Ovens, ranges, vent hoods, and dishwashers are available in brushed chrome, coppertone, white, turquoise, pink, yellow, and sandalwood.

Vibration-free disposers feature unitized construction with a polystyrene outer casing, acoustical insulation, sound-proofing gaskets, 60-degree-angle self-sharpening shredding blades, and lifetime stainless-steel water seals. Gaffers & Sattler, 4851 S. Alameda St., Los Angeles, Calif. 90058.



LASTS UP TO 50% LONGER!
THAN OTHER CARBON-ZINC EQUIVALENTS

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9 VOLT
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Premium
9 VOLT
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BATTERY
UNION CARBIDE

98¢

UNION CARBIDE

EVEREADY

PREMIUM
9 VOLT
TRANSISTOR
BATTERY
No. 222

UNION CARBIDE

NEW "EVEREADY" TRANSISTOR BATTERY LASTS UP TO 50% LONGER

In a class by itself...this new "Eveready" Premium 9 Volt Transistor Battery lasts up to 50% longer than other carbon-zinc equivalents. Provides superior performance in all transistor applications... gives full, dependable power. It's the

most popular transistor type. Fits over 50 million transistor radios, tape recorders, toys. Attractive, new pre-packed counter display contains 12 blister packs. Order "Eveready" Premium Transistor Battery No. 222 BP. It's pre-priced at 98¢.

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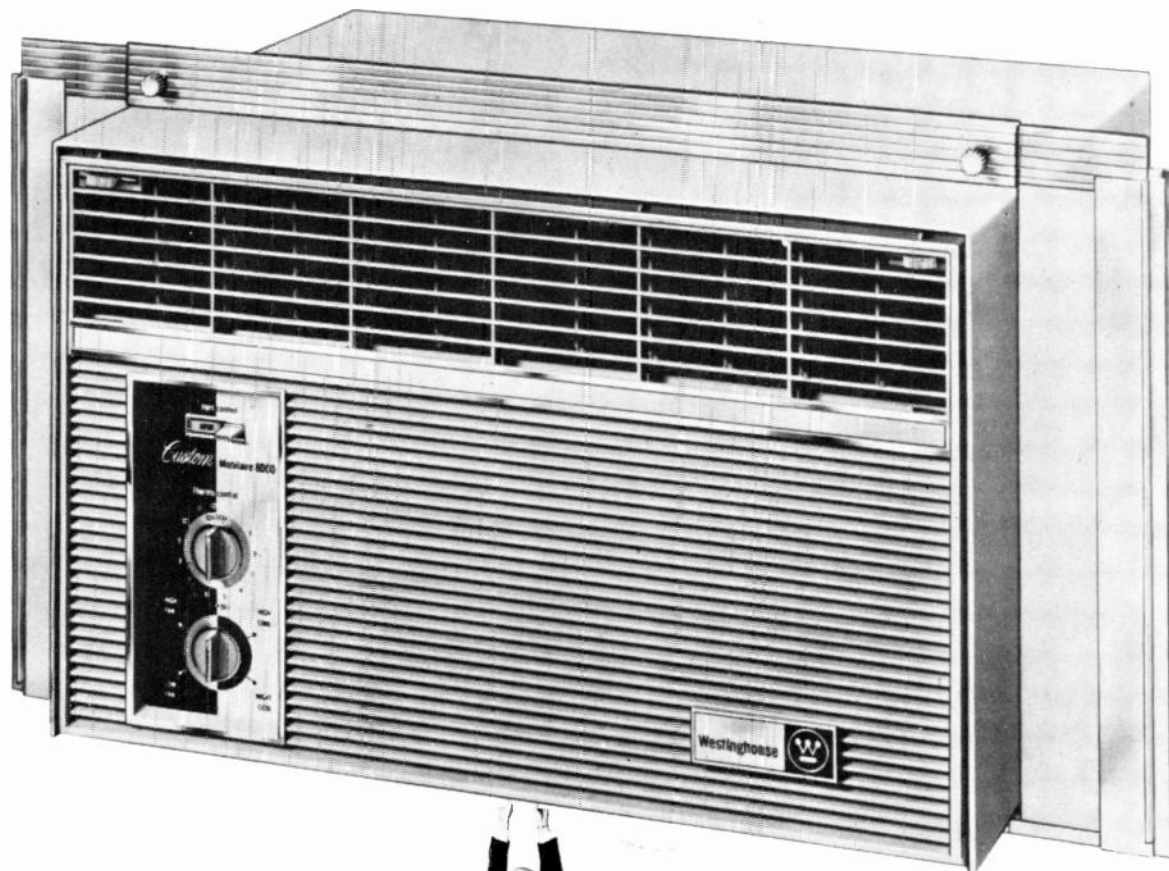


Enterprise 1965 range line

Phillips & Buttorff Corp., manufacturers of Enterprise gas and electric ranges, introduces its 1965 line. The new line is designated Modern-Flair for its newly designed back panel, which features a new clock face set in a rectangular picture frame. Range bodies have square corners and bevelled door panels; the units have raised cooking tops. The new ranges are porcelain—both inside and outside—and feature a one-piece wraparound oven.

Gas models have a cook-and-keep warm oven that automatically cuts back to a 170-degree keep-warm temperature. Electric models have automatic oven controls to turn oven on and off at pre-set times. Phillips & Buttorff Corp., Nashville, Tenn.

Nobody but Westinghouse offers a line of lightweight low-priced Room Air Conditioners with a 5-Year Replacement Guarantee.* Nobody else? Nobody.



"See how light this deluxe Mobilaire 5000 btu air conditioner is? It carries a 5-Year Replacement Guarantee, you know, and has automatic temperature control. Installs in a jiffy, too."



"Lift your sales with this powerful new compact 61-pound lightweight Custom Mobilaire 6000 btu air conditioner. It combines full-capacity, big cooling power with a small easy-to-handle size. Easily and quickly installs with its own built-in Quick-Mount Kit. Provides instant air conditioning in a 'take-me-home-tonight' package."

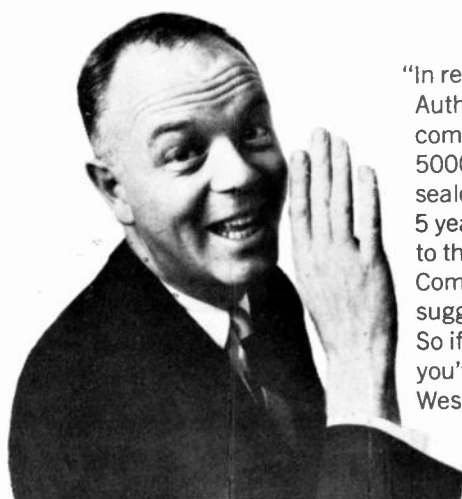
"What? 172 pounds? Well, I never...oops...Tee, hee, hee. I almost forgot to subtract 59 pounds for this lightweight Mobilaire 5000 btu air conditioner that I just picked up at my Westinghouse dealer's."



"Come on everybody, hop aboard"



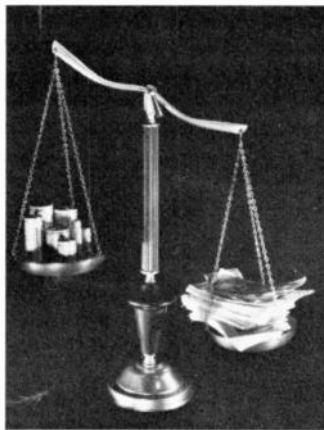
"In regard to that 5-Year Replacement Guarantee,* the Authorized dealer or service agent will replace with comparable model to original purchaser any Mobilaire 5000 and 6000 delivered to him on which the hermetically sealed refrigerating system becomes defective within 5 years due to workmanship or material. And in regard to the Westinghouse air conditioner line of Mobilaire® Compacts, you've got a great price story: units with suggested retail prices ranging 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'll see you at your Westinghouse distributors. OK?"



You can be sure if it's Westinghouse



Cordless power in the balance: Yesterday Today Tomorrow



Yesterday

The optimism of just two years ago led to visions of a world that may never be. In it, women buzzed about their cleaning with cordless upright vacuum cleaners and mixed, blended or opened cans in cordless kitchens.

Their husbands guided rechargeable-battery-powered mowers over the family lawn, or did their household mending tasks with rechargeable portable tools.

When both finished, they relaxed before a cordless tv set out on a patio lit by a cordless lamp, sipping drinks cooled by ice crushed in a cordless ice crusher.

Some of those products existed right then, but precious few consumers bought them. Many of the others existed only in dreams of battery and product manufacturers . . . dreams eagerly reported by reporters of both consumer and trade publications . . . including our own.

The reasons for the rosy optimism were simple enough. Nickel cadmium batteries had suddenly come into the limelight, almost from nowhere. They were still beset by technological problems, of course, but all new products have problems . . . and they had always been solved in the past.

A few voices talked about weight-power ratios, and the answer was that tomorrow's batteries would solve all that. But most of us refused to accept the simple truth: this case was different. Some of the problems did have solutions . . . and they have been found. Others, including the factors of weight and cost, simply have no ready answers. And some of the solutions found proved impractical for consumer products: too expensive.

Suddenly it has become apparent that the limits of the cordless horizon are very much in sight . . . and a great deal closer than was imagined when that world was younger and rosier. Today's world is better off for the knowledge of its limitations. It still is growing at a breathless pace . . . and producing profit-making products, rather than concentrating on dreams.

This article will explain the limits of the cordless horizon, will review the developments along the way, and define the extent of the field's growth.

The beginnings of cordless power

Dry cell power, of course, has been in common consumer use for many years, but it was not until rechargeable batteries began to be used that the word "cordless" took on its present meaning: internal power for a product that in the past was driven by a cord and alternating current.

The first rechargeable product marketed in the U.S., apparently was the flashlight, pictured at top, far right. It was made in France and brought to this market by Gulton Industries in 1955. An idea of how far technology has progressed since then can be gained from comparing it to the flashlight below it, a current Gulton product with a half-mile beam.

The first U. S.-made rechargeable product, according to Sonotone, was the two-cell, D-size battery pictured just to the right. Today's batteries designed for sale to consumers face the same marketing obstacle it encountered: price. Dry cells at 25¢ each and less are tough competition for rechargeable cells costing from \$8 a pair and up.

Out of these beginnings developed good thinking on when to design a product for use of cordless power, and when not to. These were the criteria that evolved:

Will portability help its use? It means nothing to make cordless a product that sits in one spot, usually by an outlet.

Will it be too heavy? The batteries to run an upright vac for 30 minutes would weigh five pounds or more. While that is not impossible for an upright, that much weight for a hand-held product would be bad.

Will it cost too much? Battery makers today insist that factor is more a barrier than weight or power. "The future of the cordless field is limited most sharply by dollars," one executive said.

A history of rechargeable batteries

The extent of the clamor over nickel cadmium batteries in the past few years tends to obscure the fact that they are sixty or more years old, dating back to Thomas Edison (a point that might some day be useful in a sales pitch).

Both nickel cadmium and nickel iron alkaline batteries appeared about 1900. Edison preferred the nickel iron type, while Junger, in Europe, worked with nickel cadmium. Both types were vented, requiring refilling, and little commercial use was made of either.

Germany, in the years just before World War II, was developing the so-called "sintered-plate" nickel cadmium cell, and Hitler ordered it used in the V-1 rocket guidance systems, even though it was still unreliable. (Information on these batteries was captured at the War's end, and became available from our government for just 25¢!)

Two types of sealed nickel cadmium cells

Early battery-powered products

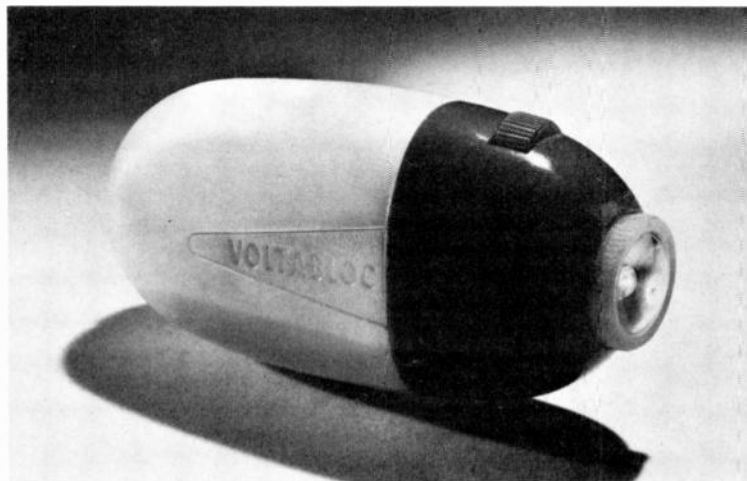
"The General Electrics, Remingtons, Sunbeams and others deserve credit for their efforts and courage," says one battery maker. He points out that these companies found products nickel cadmium batteries could operate successfully, then developed and marketed them. Millions of dollars were risked on the success of these products.

The earliest applications of nickel cadmium batteries paralleled the uses of dry cells: flashlights and similar products. To this day, the flashlight continues to be the leading seller, with several U. S. manufacturers in the market, and a number of imports being offered as well.

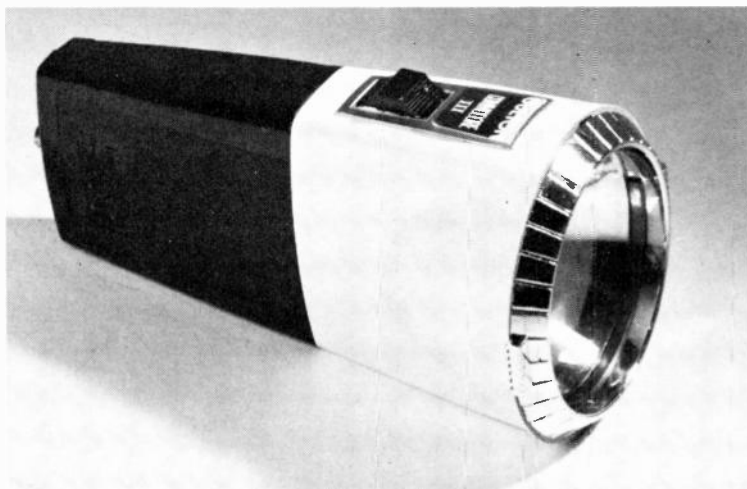
But by just two years ago, these products had joined the flashlight: shavers, toothbrushes, drills, hedge and grass trimmers, a mixer, an ice crusher, and a cigarette lighter. That is in the housewares field alone, of



At the top is the rechargeable Sonotone D-cell tube, introduced in 1958



This Voltabloc flashlight was imported in 1955 by Gulton



Today's Gulton flashlight boasts a half-mile beam

came into use here, the sintered-plate type which Sonotone began to produce in 1949, and the "pocket-type" which first was made here in 1946. In the latter, active materials are contained in flat or tubular pockets, giving it its name. The sintered plate battery gets its name from the sintering of fine nickel powder to a woven nickel wire screen for the positive and negative plates.

One early problem encountered by the battery makers was inability to withstand the internal gaseous pressures built up during recharging, resulting in rupture of the cell's steel "skin." This was an even more acute problem when recharging was speeded, and it was not until the so-called "third electrode" battery appeared a year ago that it was fully controlled. (This battery still is too expensive for use in consumer goods.)

Cell reversal was another problem. It took place because one cell in a series always was

the weakest, and that cell reversed its polarity when completely discharged. It soon became inactive, and the next weakest cell began the same cycle.

Recent innovations to control this include use of external diodes to prevent excessive discharge, by the introduction of a control device in place of one cell of the battery, or by internal construction improvements.

Unlike the third electrode, it appears that cell reversal protection can be built into batteries priced low enough for use in consumer products.

Nickel cadmium has not been the only battery area to be developed. Dry cells have been improved, roughly doubled in capacity, and a sealed, rechargeable lead/acid battery was introduced last year by Exide. It is said by its maker to offer roughly double the capacity of a similar nickel cadmium battery. The unit is too big and heavy for use in hand-

held appliances, unless they operate on a cord from a belt-holster for the battery, but may have good application on wheeled products, such as mowers.

Limited improvement in power output has been achieved in the past few years, most battery makers agree. One set the gain at from 10% to 15%. This contrasts sharply with the gains in reliability, solutions to operational problems, and increase in recharging speed and safeness.

Makers told MERCHANDISING WEEK that the power available from the nickel cadmium battery may be just about at its peak, and future improvements in products powered by them may depend more on improving motors and working parts than the batteries.

They cited one improvement to come soon, less friction drag in slicing knife blades, and this was confirmed by a major blade maker at the end of last week.

course. There also were radios, tv sets and tape recorders, all powered by rechargeable batteries.

Manufacturers could see a pattern in the evolution. All the products were in the 1-to-10-watt power range. All were luxuries because either non-power or cord versions of them were far cheaper.

Both the marketing experience and the production of them held lessons for the appliance field.

Sunbeam's mixer, says the battery makers, was a couple of years ahead of its time. The cost of its batteries was too high, and their performance too low. "Face it," said one battery maker, "The mixer itself was a good product. Our technology just wasn't up to powering it then."

One problem several makers pointed to was cell reversal. Cells used in a unit must

be carefully balanced, but they are never exactly alike. The weakest becomes completely exhausted, then reverses its electrical polarity. It resumes the right polarity when recharged, but repeating the reversal process damages it more and more until it stops functioning. Then the next weakest cell begins the cycle.

Battery makers feel this was a problem with the Sunbeam mixer, but say today's batteries will not have it.

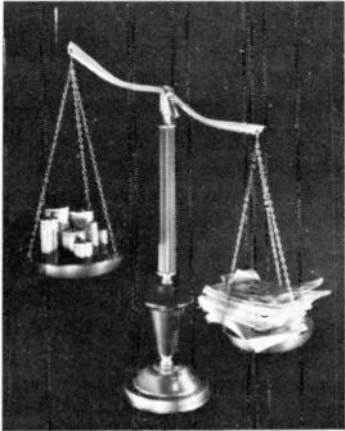
Most successful of the rechargeable products to date have been shavers and toothbrushes. They require less power, have had few problems, and have won good acceptance.

Tools were stymied by their high cost, although their performance seems not to have been a problem. One battery maker said his company estimated total sales to be in the "very low thousands" for the tools.

Cigarette lighters proved a limited success. They are costly, but found favor as gifts and as premiums. Some problems were encountered in the glowing coils, but these have been overcome. Entrance of competition for Gulton, both GE and Thermo-Ware, indicates manufacturers' confidence in the future for lighters.

Rival's ice crusher has had some technical problems, but the primary obstacle has been its cost. A similar cord model is about \$15 less, and that is a tough handicap.

Where extra cost is not too much, it has proved no handicap at all. Shaver sales indicate this clearly. But other factors also must be present. Eliminating the cord must have real meaning in the operation of the product, and its power requirement must be low enough to make it work just as well on battery power as on a cord.



Today

Today's mood among manufacturers and retailers of cordless products is one of realistic optimism. (The dream of an imminent world-without-cords has been relegated to the future.)

The vast array of battery-powered products available today offers a bit of sparkle and a dash of excitement that has consumers buying as well as marveling.

Though manufacturers may chafe under the yoke of power limitation, it is the most important consideration in determining what cordless items can be successfully marketed. Products used intermittently or on a short-time basis are ideally suited to cordless design.

However, products that require lengthy operation or heat through resistance, vacs or toasters for example, cannot function to the satisfaction of consumers without the use of unwieldy, expensive batteries and extensive recharging time. A battery for a vacuum cleaner, for instance, must charge for 36 hours to provide 25-35 minutes of operation, Shetland has found.

Battery-operated products have been particularly successful in fitting into the gift niche. The harried gift buyer who is in search of "something for the man (or woman) who has everything" quite often ends up purchasing a cordless wonder.

The products now on the market

Clocks

● *Cordless wall clocks* have emancipated the compromised esthetics of home decorators. Gone (to judge by the figures below) is the unsightly dangling cord or the extensive wall surgery necessary to hide it.

If any figures can be labeled "dramatic," surely those on the chart at the bottom of the page qualify. The figures are equally traumatic to any manufacturer engaged solely in the production of plug-in electric wall clocks.

One clock maker, whose sales are not on the charts below, reports his sales of battery-operated wall clocks jumped from 5% in 1962 to a whopping 78% (estimate) in 1965.

Cordless wall clocks are priced from \$3 to \$6 higher than similar electric models.

● A *cordless alarm clock* introduced by Westclox last January has drawn considerable attention from buyers and other clock manufacturers.

Westclox vp Robert Shaw adamantly defends his company's battery alarm against accusations of inaccuracy, pointing out that "after three months operation, [the clock] might have a total variation of one minute."

At least one competitor plans on bringing out a battery alarm this year, and other companies are busy exploring the possibility.

Simultaneous with Westclox's introduction of its no-cord alarm was Union Carbide's marketing of the first clock battery, specifically designed, says the company, for low-drain, low-amp. operation.

Personal Care

● *Shavers* operated by batteries were dismissed as a novelty item, of interest only to outdoorsmen, when first introduced. But estimates by manufacturers who have both plug-in and rechargeable shavers on the market indicate that rechargeable units will account for 35% of their sales this year.

Remington, Schick, and Sunbeam have rechargeable units for men. Norelco has a model which runs on four pen-light batteries. Remington and Sunbeam also make ladies' rechargeable shavers.

● *Toothbrushes* are the most successful rechargeable product available today. Since their introduction, extensive product improvement has enhanced their sales. GE has switched from contact to induction charging of its model. Other manufacturers are likely to follow suit.

There are now over two dozen brands on the market. The majority are operated by rechargeable batteries, the rest are either electric or disposable-battery run.

A boost to the entire industry was an endorsement of the GE rechargeable unit and the Squibb corded model by the American Dental Assn. The endorsement of other toothbrushes is imminent.

Recognition of the therapeutic value of both brushes by the ADA has undoubtedly been an aid to sales people in overcoming consumer reluctance to a new personal hygiene product.

A definite consumer reluctance to electric corded models is the fear of placing a wired object in the mouth. There is little justification for this fear, but, then, consumer buying habits can seldom be justified.

● *Manicure sets* are being made by at least six manufacturers. None of them are rechargeable. This item is unique because for a cordless product it is cheaper than its cord-operated counterpart. A selling point for the battery-operated units is the elimination of flexible shafts.

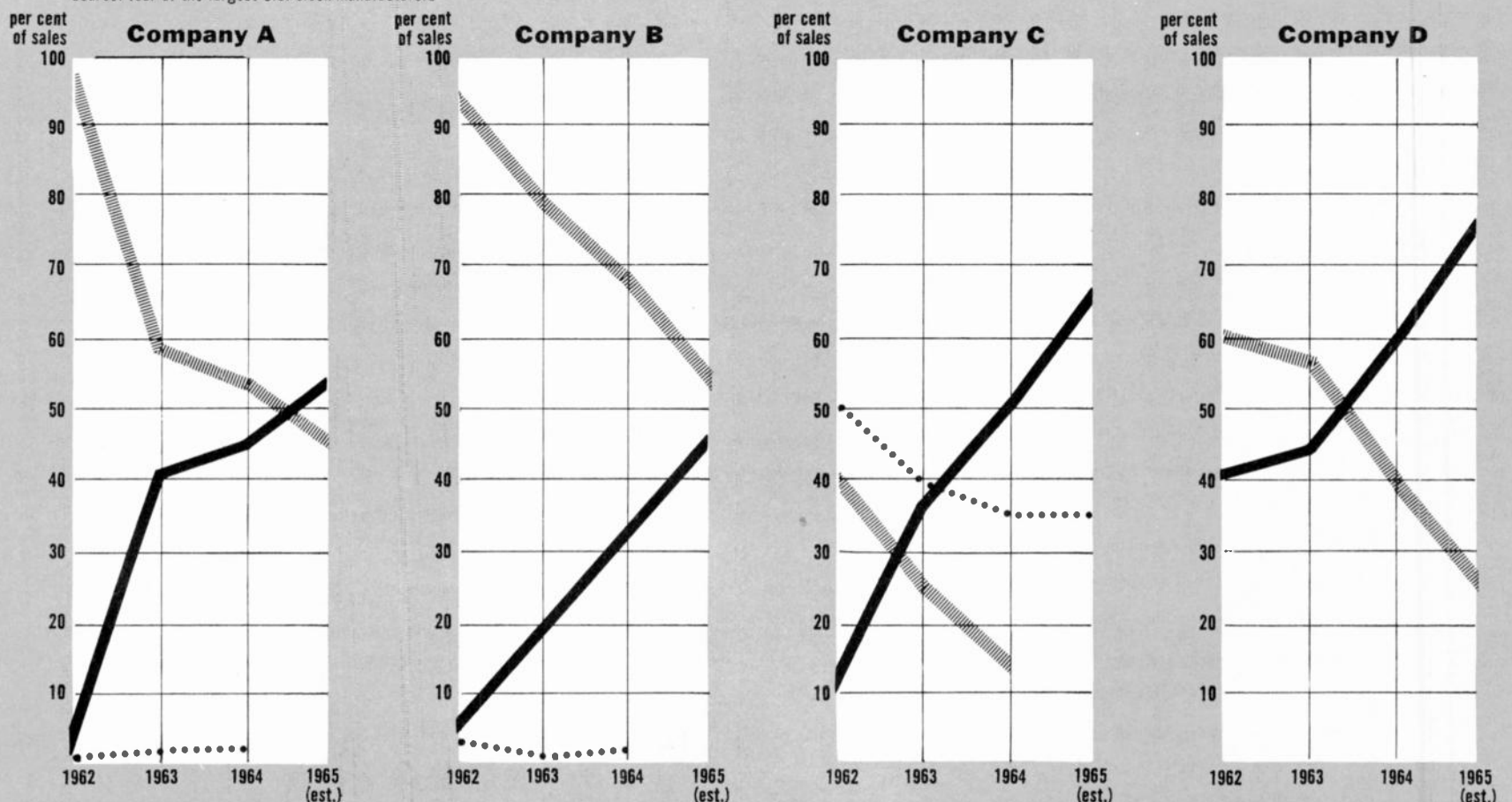
Westclox chose the battery-operated manicure set as its first non-time product, and the company reports excellent sales since introduction in January.

● *Shoe polishers* have had difficulty in meeting the requirement of sufficient power. Several brands are on the market, and others will soon appear, but customer dissatisfaction continues to plague retailers.

The lag in sales of shoe polishers also might be a result of misdirected advertising. Men have been the main target of shoe polisher ads, but there is a good case for pitching sales to housewives: they are the ones who are usually stuck with the chore of polishing the kids' well scuffed shoes.

THE RISING SALES OF CORDLESS ELECTRIC CLOCKS compared to sales of plug-in electric models and eight-day wind-up models

Source: four of the largest U.S. clock manufacturers



● *GE's clothes brush*, recently introduced, is an entirely new personal care cordless product. The company reports that it is too early for an analysis of brush sales.

Battery manufacturers indicate that at least one or two additional brands will appear this year.

Kitchen Accessories

● *Slicing knives* are the hottest item in cordless power today. The tremendous spurt in sales last Christmas has carried over into 1965 with no signs of slackening.

Troy, Merit, GE, and Endura have rechargeable units. The number of batteries ranges from three to six. Battery manufacturers say that the number of their energy cells used must be balanced by motor efficiency and blade design. Otherwise, the mere number of batteries is no guarantee that more batteries means more power.

A pitched battle is taking place between proponents of rechargeable knives and corded models. The latter claim a \$5-\$10 price advantage, and unending power. Advocates of rechargeable knives stress the portability of their product, particularly when a housewife must move quickly to assure correct meal timing.

Most of the major manufacturers are producing both types. Cordless models have not been available long enough to determine what share of the market they will ultimately capture.

● *Rival's ice crusher and Sunbeam's mixer* are two battery-powered products that have expanded the cordless-kitchen-accessory list, but have negligible sales volume compared to slicing knives.

The Vast Array

One year ago, Union Carbide published a list of 384 different portable power products. Since that time, countless more have been introduced or are now being designed.

Reaction to the wide range of battery-powered products evokes an equally wide range of opinion. Comments run the gamut from awe-inspired praise to polite laughter.

One woman called MERCHANDISING WEEK and asked if anyone knew of a manufacturer of battery-operated forks for turning spaghetti. We replied no, but asked if the company also made goggles.

Gulton sales manager Bill Rider related an excellent example of customer reaction to products powered by rechargeable batteries, and in competition with items already portable.

"The incident happened on a flight to the West Coast," Rider said. "A big-name lawyer was sitting next to me on the ride to L.A. He was on his way to a vacation in Palm Springs. As we were talking, I pulled out my company's then-experimental cigarette lighter. The guy wouldn't leave me alone, insisted on buying it. He said, 'Name your price.' He would have given anything to pull out that lighter at his country club in Palm Springs and, in effect say, 'I'm unique.'"

Besides its lighter, Gulton has had excellent sales with a rechargeable flashlight. Both products compete against merchandise just as portable, but hardly as unique.

Gulton's latest battery-powered product is a perpetual-charge fire alarm, which retails for \$6.95. A loud continuous alarm is set off when room temperature reaches 130 degrees.

Sonotone has developed socks heated by two F-size batteries. Indoor dwellers might laugh, but policemen, skiers, and anyone who works or plays outdoors will offer grateful thanks.

Epic has introduced a barbecue with a battery-operated spit. The spit, powered by one D-size cell, will turn roasts or fowl up to 12 pounds. The charcoal container pivots, keeping grease from falling into the fire. The entire unit folds up into a compact, lightweight package. List price on this European import is under \$25 with a full 40% margin to dealers.

Epic is also introducing a cordless shoe polisher, which, it claims, will be the most powerful on the market.

And product innovation is not the whole story. Merchandising aid is on the way.

The wide range of cordless battery-powered products

All of the products listed below and pictured at right are available to today's consumer. How many of them are you selling—or should you be selling—now?

Personal accessories

cigarette, cigar, and pipe lighters (rechargeable)
shavers (rechargeable)
key lights
watches
toothbrushes (rechargeable)
massagers
shoe polishers
manicure sets
heated mittens
heated socks
personal fans
electric hair brushes
back scratchers
bath brushes

Kitchen accessories

steak testers
slicing knives (rechargeable)
hand mixers (rechargeable)
flour sifters
scrubbing brushes

Outdoor equipment

rotisseries
rotating spits
Shish Kabob grills
fire makers
patio and garden lights (rechargeable)
shrub and grass shears (rechargeable)
hedge trimmers (rechargeable)
fishing lures
fishing reels
boat lights and flares
portable megaphones
walkie-talkies

Home and office equipment

pencil sharpeners
automatic letter openers
telephone amplifiers
typewriters (rechargeable)
adding machines (rechargeable)
dictating machines (rechargeable)

Home and office accessories

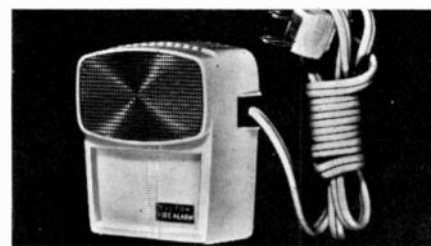
flashlights (rechargeable)
lanterns
automatic garment-bag lights
vacuum brushes
furniture polishers
upholstery shampoos
clocks and alarm clocks
table lamps
portable tools
pepper mills
burglar alarms
exit and entry alarms
barometers
table lighters

Bar accessories

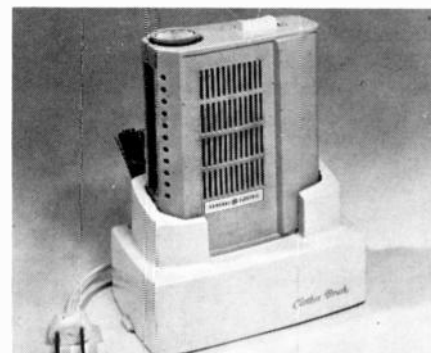
drink mixers
ice crushers
coasters

Entertainment and hobby items

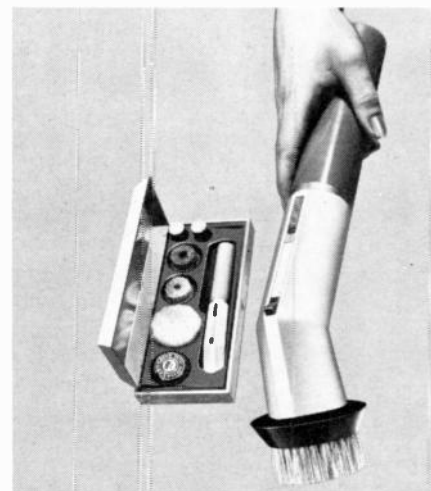
portable tv (rechargeable)
radios
phonographs
tape recorders
pianos
movie cameras
cameras and flashguns
The Do-Nothing Box



Fire alarm by Gulton Industries



GE's newly introduced clothes brush



EPIC's shoe polisher (soon available)



Battery-warmed socks by Northern



Lambert's lawn mower

Merchandising aids now available

Battery makers are working closely with housewares' manufacturers and retailers in a concentrated attack on new sales.

In a display billed as the "New World of Portable Power," over 50,000 spectators thronged to the United Carbide Building in New York City last year. This was a promotion of over 400 products, not batteries. And several of the items on display were powered by batteries made by Union Carbide's competitors.

Packaging by battery makers is an effective aid for cordless sales. Union Carbide has its rechargeable flashlight in a gift box that "can be converted into a jewelry box." Gulton is now using see-through molded plastic containers for its line of products.

Combination-set sales are another sales device used by Gulton. Its line of desk sets combine Gulton's rechargeable cigarette lighter with one of the following: lamp, cigarette box, ash tray, ball point pen and desk valet.

EPIC'S merchandising aids for its line of cordless products blast-off with the June Father's Day issue of *Esquire* (see below).

Esquire is inserting reply-cards in this issue to quickly handle readers' requests for the location of the nearest retailer of any product advertised in the magazine. EPIC expects this service to aid in promoting its line.

Copies of the ad will be available to dealers to use either as a backdrop for their stores' array of EPIC products or a mounted counter display.

Flip-cards on the battery-powered spit of EPIC's barbeque are an additional aid.

Skun-diving Daddys go overboard for our Epic Cordless Electric Toothbrush. It's waterproof, shockproof—so safe you could actually brush your teeth under water! Rechargeable and battery-operated models. Complete Family Dental Center includes 4 screw-in, non-slip brushes. And it's priced to keep you liquid.



give daddy a charge...

Sky-diving Daddys really swing when you give them our Epic Electric Shoeshiner. It's cordless with "plug-in" power you'll take a shine to. Performs brilliantly on 4 type "D" flashlight batteries. Permanent, custom-fitted shoeshine case includes power wand, 2 applicators, 2 brushes, buffer wheel with genuine lamb's wool "slip cover" buffers and 2 cans of polish. Accessories snap in, pop out automatically. Stunning Danish modern styling. And a down-to-earth price.



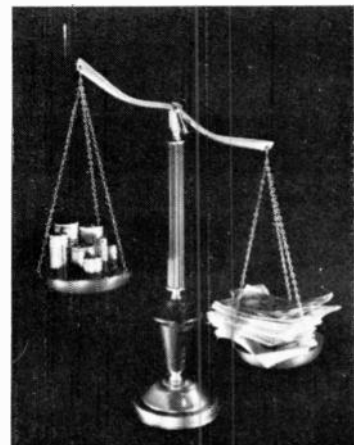
without an electric outlet.give...

EPIC CORDLESS

Outdoor Daddys who like their parties miles from the nearest electric outlet, spark to our portable Epic Roto-Bar-B-Q. Rotisserie motor operates up to 8 hours on a flashlight battery. Powerful enough to turn a 12-pound roast. Firebox is in upright position eliminating danger of spatter burns. Gravy drippings fall directly into easily removable steel pan. Tilt — and it's a charcoal grill! Now the firebox is under your cooking. Grill takes up to 8 large hamburgers, 12 hot dogs, 4 large steaks. Beautiful — in stainless steel or steel-and-enamel — and beautifully portable. Folds to the size of an attaché case. Daddy will love it... and its price.

Ekco Products Import Company, 230 Fifth Ave., New York, N.Y. A division of Ekco Products Company

EPIC
EPIC PRODUCTS PERFORM



Tomorrow

What can we expect from the batteries of tomorrow that cannot be done with those we have today? A great deal more in reliability and faster charging, but do not look for drastically improved power capability.

Cordless products of tomorrow

It is in the area of product that most of the rosy thinking in public occurs. "Cordless kitchens," blankets, vacs, floor polishers: all these have been predicted by top executives.

Which will come, and which will not? Let's first look at what will not.

Vacs, any introduced in the next year or so that are powered by batteries, will be of low power and short running time, almost everyone agrees. One battery maker said there would be a unit introduced within "a few weeks," but wouldn't identify the maker.

Makers who already have shown units and engineers of most leading battery-making companies doubted today's batteries could

The growth of merchandising aids

A large part of establishing cordless products will be selling the concept for the first time. This was true for toothbrushes and shavers, and will remain true for newer products as they appear. The existence of other successful cordless products makes the pioneering easier, but it still will be a job that must be done.

Fortunately, there are a lot of hands to do it. Battery makers, as well as manufacturers of products, are planning ways to help retailers sell cordless operation.

Union Carbide, for instance, is very active in the planning of the "Cordless Corner" section that Abraham & Strauss will open in Brooklyn late this month, and has worked with the maker of the store fixtures shown at the right—M & D Store Fixtures—in developing a comparatively inexpensive package to help retailers get better mileage from cordless displays.

A "cordless closet" is an approach being taken in the Gold Medallion homes program of the Edison Electric Institute. It will both store and recharge appliances powered by nickel cadmium batteries.

One of the housewives' gripes against rechargeable products is that they take up her needed electrical outlets while recharging. This is a step toward ending that problem because it would free outlets in the rest of the house for day-to-day use.

Finally, free mat services are being planned by some battery makers. Union Carbide's first rough on its program is shown at the right. It would offer a mat logo, and the individual products could be chosen to suit the store's program and needs.

Product manufacturers no doubt will provide the bulk of the merchandising aid. Displays, co-op ad funds and ad mats and consumer advertising campaigns will be their main weapons. These aids already have begun to appear, as detailed above.

Today's battery probably is equal or superior in reliability to the product it powers, but is frequently a victim of abuse or mistreatment through ignorance. As one manufacturer candidly remarked, "We're shooting for batteries that are idiot-proof." He estimated they were no more than a year or so away, and that guarantees of up to five years might be offered on them.

Recharging is an area where much research is under way, both on the battery itself and on the device used to recharge it. One maker felt too much research has been centered on the battery and too little on the recharger, but both will continue to get intensive study. Much faster charging and less danger of damage to the cells during the process will be achieved.

Cell reversal and other battery problems also are yielding to research. Different ways are being followed by different makers to solve cell reversal, and, unlike the third electrode, this improvement should be useable

on batteries in a variety of consumer products.

Power capability seems the one area that is least likely to yield to intensive research efforts. Manufacturers estimated no more than 25% improvement could be expected in the foreseeable future. Chopping 25% off the weight-for-power requirements given in the first section of this story certainly doesn't produce reasons for believing in cordless upright or canister vacs, rechargeable power mowers or full-power, full-function floor polisher-scrubbers.

How about other types of batteries now being researched? Silver cadmium cells already are being sold and used in some non-consumer products, and silver zinc and lithium nickel cells have been created and tried in laboratory experiments.

Nickel cadmium cells produce 15 to 20 watt-hours per pound of battery. Lithium nickel cells produce about 200 watt-hours per pound; silver zinc cells about 60-80 per pound and silver cadmium about 30 to 40 watt-hours per



The nickel cad battery at right is roughly comparable to the bigger alkaline cell

pound. While the other types offer greater power capacity, their costs are outrageous for consumer applications, and there is serious question about their longevity.

Dry cells also have been improved, and probably will be improved further. One maker pointed out they began with two amp-hour capacity, now commonly have double that, and should double it again, to eight amp-hours, in the not-too-distant-future.

power an effective upright or canister vacuum.

Blenders also seem beyond today's technology. A 175-watt unit today is at the low end of the power spectrum, and that is far beyond the capability of today's batteries.

Heat-using appliances, those which use resistance to create heat, including electric blankets, seem out for now. There is some argument about blankets, but the watt-hour requirements of those on the market today seem beyond anything today's batteries can produce, not to mention the extra cost.

Can openers would be tough to make, and pointless. They usually sit on kitchen counters near outlets where cords are not a problem.

Floor polishers powered by rechargeable batteries have been shown, but they are more expensive and less powerful than models with cords. Battery makers think better units will be on the market in a year or so, but may not perform as well as today's corded units.

Where will growth come in cordless products? Primarily among luxury-class items and those requiring less than 25 watts power.

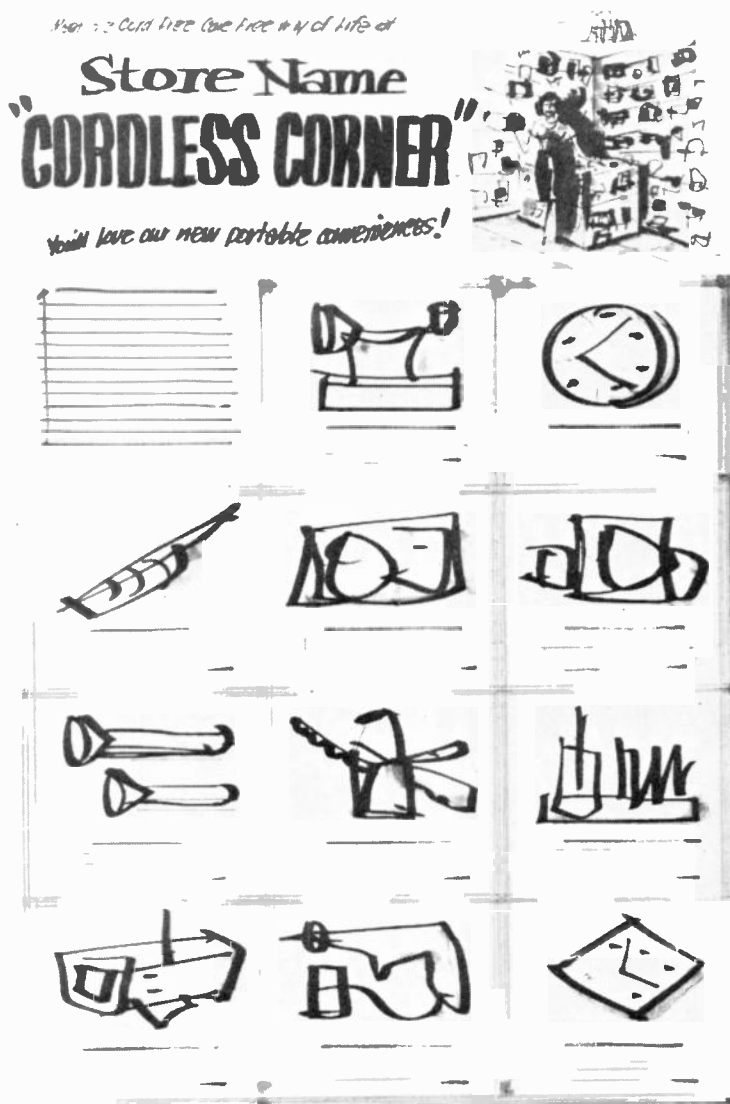
The slicing knife, for instance, definitely will experience rapid growth. GE's unit has won good acceptance, and Merit, Troy, Iona, and Endura have shown models.

Dominion will have a unit for the July Housewares Show, and Sunbeam is reported

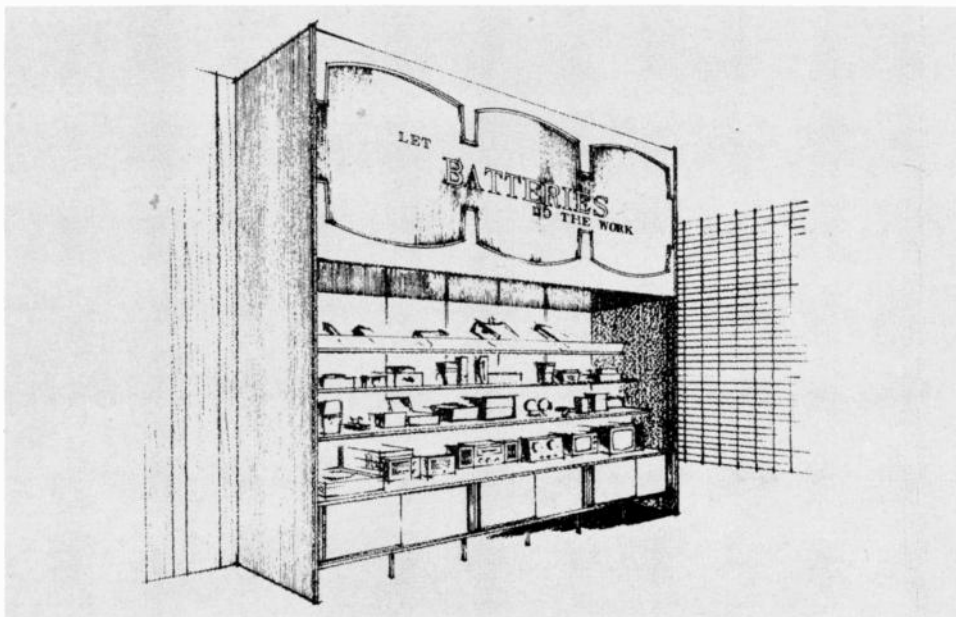
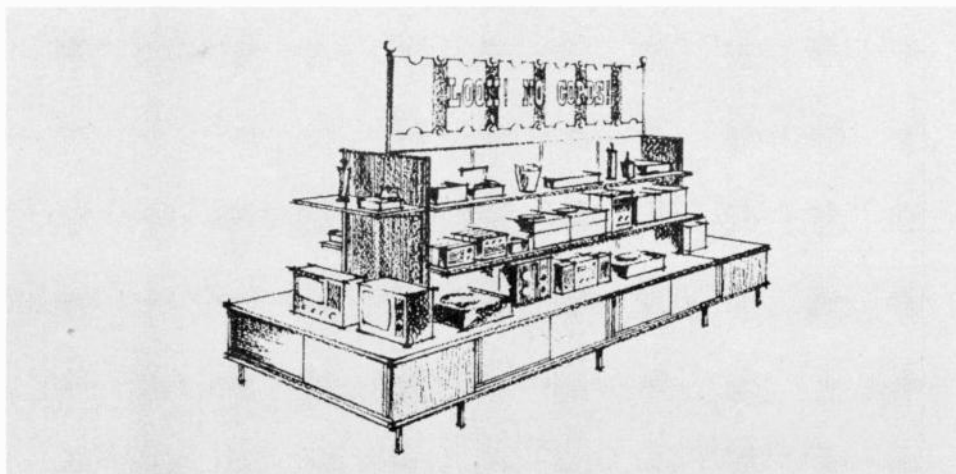
ready to enter the field with a cordless unit.

The mixer field also will see other makers joining the pioneer, Sunbeam. Other products include brushes (bath, clothes, pot-scrubbing and hair), and a window-washer is said to be ready for introduction this year.

Battery makers, however, point out that along with better batteries will come even more improvements in the motors and working parts of small appliances. In the past, manufacturers had 110 volts to overwhelm any task the motor was asked to do. Now efficiency is a key requirement, and makers will be able to put cordless power to wider use as they achieve more efficient operation.



This is the first rough of a proposed ad mat program



Store fixture units shown above are also being readied for retail use



Olympic portable stereo phonograph

The newest addition to Olympic's line of solid-state portable stereo phonographs is the Pratt, which is designated model SS303.

The new phono features an all-transistor dual-channel stereo amplifier, tilt-down, 4-speed automatic record-changer, and a turnover cart-

ridge with dual sapphire styli. The two speakers are mounted in detachable winged enclosures with 8-foot cords. The Pratt is available in a charcoal-and-white leatherette-covered carrying case. *Olympic Radio & Television Div. Lear Siegler, Inc., 34-01 38 Ave., Long Island City, New York.*

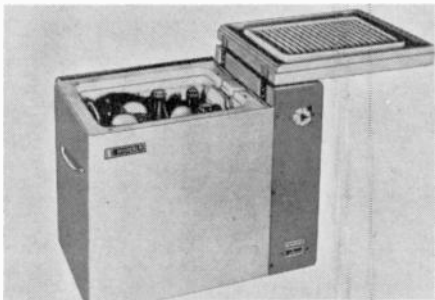
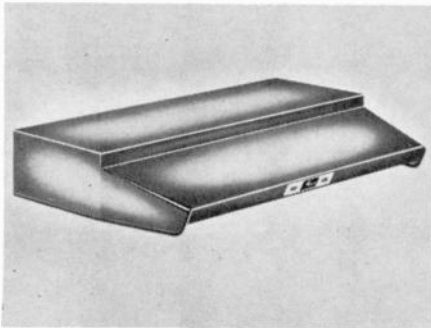
Fasco range hood

Fasco Industries unveils its new model 98 two-speed range hood. The new unit exhausts both horizontally and vertically.

Features are an 8-inch impeller, dome-type filter, push-button switches, built-in light, and a damper duct flange for easy installation. The new

hood is available in lengths of 30-, 36-, and 42-inches; finishes available are toned copper or stainless steel.

Suggested retail price: \$53, in toned copper finish, and \$70, for stainless steel finish. *Fasco Industries Inc., Rochester, N.Y.*



Norcold refrigerator-freezer

Norcold announces a new portable compressor refrigerator-freezer, model MRFT614. The dual-voltage unit operates on either 110v AC or 12v DC and features a DC cord equipped with a cigarette lighter plug. The unit is also equipped with an adjustable thermostat for control of a wide range of temperatures, according to refrigeration or freezing needs.

The manufacturer says that its electro-magnetic compressor will operate at a 30-degree angle, enabling one to use the product in mobile craft, such as boats and automobiles.

The unit will hold up to 25 lbs. of food. Weight is 44 lbs. Suggested retail price is \$129.95. *Norcold, Inc., 16200 S. Maple Ave., Gardena, Calif.*

This is the Sonotone S-113 rechargeable nickel-cadmium cell. It makes the electric shaver portable, the electric toothbrush portable, and the electric mixer portable.

And the S-113 is only one of the many different cells and batteries made by Sonotone. Which one fits your portable power needs?



For additional information about cells and batteries, write: Battery Division, Department 000-000, Sonotone Corporation, Elmsford, New York.



O'Keefe and Merritt disposer

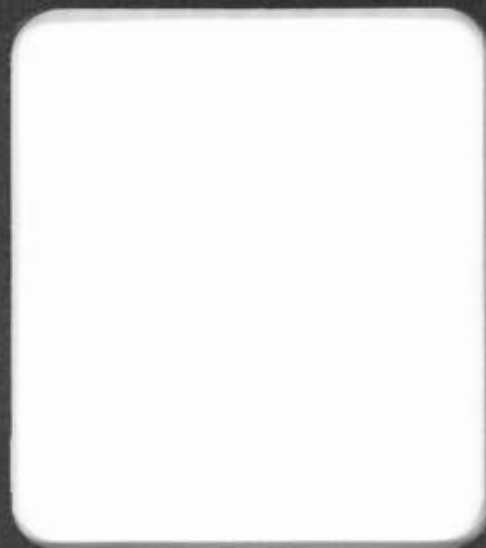
The new Dispos-O-Matic food waste disposer is encased in a fire-proof acoustical material and a polystyrene container to reduce sound and vibration. The unit also has self-sharpening blades that cut at a 60-degree angle to minimize clogging, and a stainless-steel water seal to prevent water leakage.

The disposer is available in two models, OM-45 and OM-55. *O'Keefe and Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Calif. 90023.*

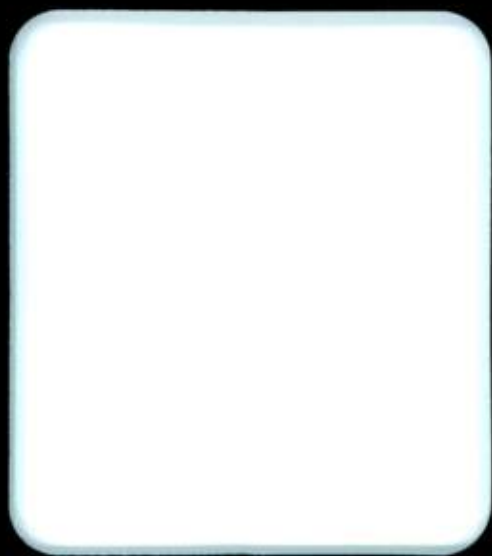


Wave-Lure antenna

Wave-Lure is an induction-type antenna for all radios. Unit is designed for easy installation; it filters and magnifies radio waves for loud-and-clear reception, to eliminate fading, and for reception in remote areas. It retails for \$17.50. *Cochran & Co., 7951 North Ave., Lemon Grove, Calif.*



***Here's the
sweetest
little traffic builder
that ever hit
the appliance
business!***



***A lifetime
Philco ice tray
filled
with famous
Whitman's
chocolates!
You can
offer it for
99¢ during the
Philco Carnival
of Cold!***

***Here's everything
you need
for a great
appliance
promotion!***

SWEETEST TRAFFIC BUILDER EVER!

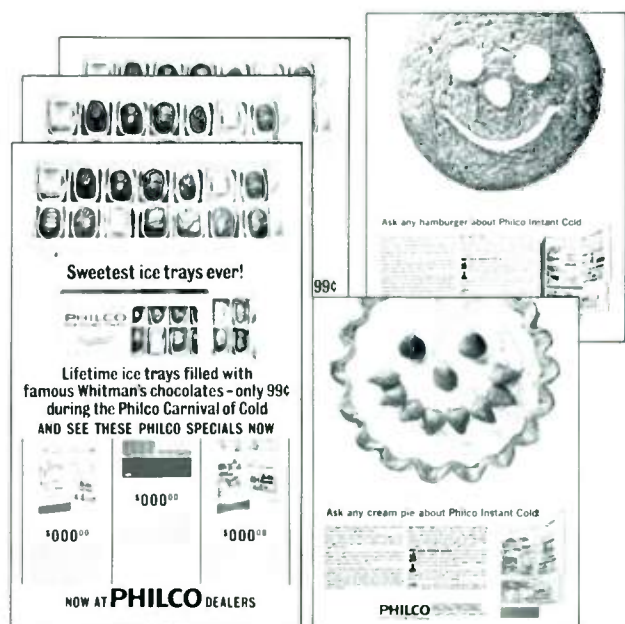
An ice tray filled with candy! Imagine what a traffic builder like this can do to make the Philco Carnival of Cold a success for you!

This is no ordinary ice tray. It's Philco's own Fast Freeze Tray, the easiest-emptying ice tray ever, guaranteed* for a lifetime! And Philco has filled it with Whitman's chocolates—14 pieces, almost a full half pound. It'll come to you factory-fresh from Whitman's nationwide network of refrigerated warehouses. And you can keep it fresh simply by storing it in a Philco Refrigerator!

**ADS IN 164 NEWSPAPERS!
ADS IN 7 TOP MAGAZINES!**

The Philco Carnival of Cold will be pre-sold by hard-hitting newspaper ads—many in color! And backing these up will be Philco's brand-new national campaign for appliances, with exciting full-color ads in *Life*, *Look*, *the Post*, *Better Homes and Gardens*, *Ladies' Home Journal*, *American Home* and *True Story*!

* Philco Corporation guarantees this ice-cube tray against breakage for the life of the refrigerator under normal usage. Should this tray prove to be defective, return it to Philco Corp. with 25¢ to cover handling and mailing and Philco will replace it.





PHILCO
ICE CUBE TRAY

WITH A SPECIAL ASSORTMENT OF

Whitman's
CHOCOLATES

7½ OZS. NET WT. CHOCOLATES - INGREDIENTS CHOCOLATE AND MILK (CONTINUED BELOW)

CHOCOLATE WITH EMULSIFIER ADDED, SUGAR, CORN SYRUP, EVAPORATED MILK, HARDENED VEGETABLE FATS, DESICCATED COCONUT, ALMOND PIECES, BRAZILS, MILK SOLIDS NON-FAT, COCOA, SORBITOL, MOLASSES, INVERT SUGAR, PECAN PIECES, ORANGE PUREE, LEMON PUREE, DAIRY BUTTER, SALT, CITRUS PECTIN, INVERTASE, DRIED EGG WHITES, COCOA BUTTER, CITRIC ACID, SODIUM ACETATE, BHA (FAT ANTIOXIDANT), NATURAL AND ARTIFICIAL FLAVORS, ARTIFICIAL COLORS.

We know you will enjoy these Whitman's Chocolates. The selection has been made from best liked pieces in the standard Whitman assortments which you will find on display at your favorite drug store, candy counter or wherever quality candy is sold.

WHITMAN DIVISION, FET MILK COMPANY, PHILADELPHIA, PA.

come in!

GET YOUR ASSORTMENT OF FAMOUS
Whitman's
CHOCOLATES
PLUS PHILCO FAST-FREEZE
ICE CUBE TRAY

COMPLETE DISPLAY PROGRAM!

You can assemble a complete traffic-stopping window for the Philco Carnival of Cold promotion because Philco gives you everything you need. Banners, posters, stand-up displays—they're all part of the Philco Carnival of Cold!

Special Offer!
34 in. ESKIMO DOLL
plus PHILCO FAST-FREEZE
ICE-CUBE TRAY
REFRIGERATORS

Special Offer!
PHILCO "CARNIVAL OF COLD" SPECIAL
Get your assortment of
Whitman's
CHOCOLATES
plus
PHILCO
FAST-FREEZE
Ice Cube TRAY
ONLY

Sensational Special Offer! While they last! Hurry get yours now!
DURING THE
PHILCO CARNIVAL OF COLD

SPECIAL ASSORTMENT OF
Whitman's CHOCOLATES
plus PHILCO FAST-FREEZE
ICE-CUBE TRAY

99¢

GREATEST ICE-CUBE TRAY YOU'VE EVER SEEN!

SMITH APPLIANCES
1510 - 44TH STREET, TAN 8VE
WESTOVER, PA.

SPECIAL CONSUMER MAILER!

Stir up extra Carnival of Cold excitement! Dramatic mailers will let your customers know all the exciting values they'll find at your store during the Philco Carnival of Cold!

EXCITING SALES CLOSER!

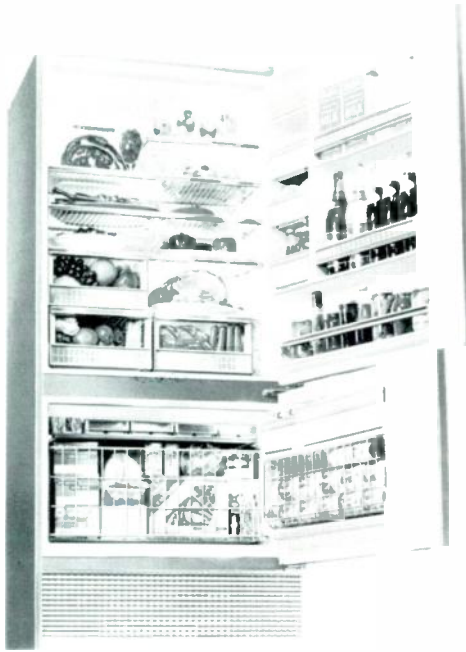
Here's a sales closer no family can resist! It's a plush Eskimo doll that stands a full 34 inches high. And you can offer it free with every Philco appliance you sell during the Carnival of Cold!



**Plus
these
value-packed
Philco
Appliances**

Here are the products that make the Philco Carnival of Cold a sure success.

Your customers get extra value — and you get full-margin profits!

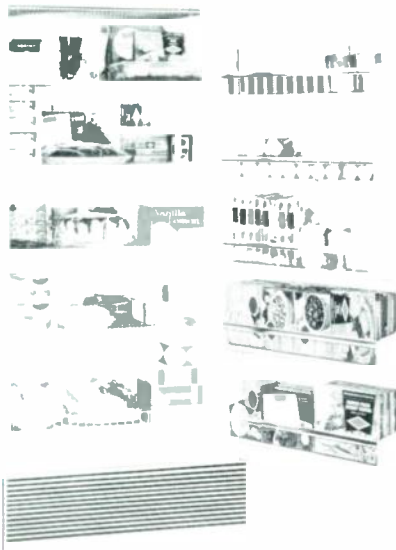


PHILCO REFRIGERATORS WITH INSTANT COLD

The reserve power of Philco Instant Cold keeps food fresh longer. Philco Refrigerators with Instant Cold chill food faster, maintain cold better, give more cold in less running time than six other leading brands!

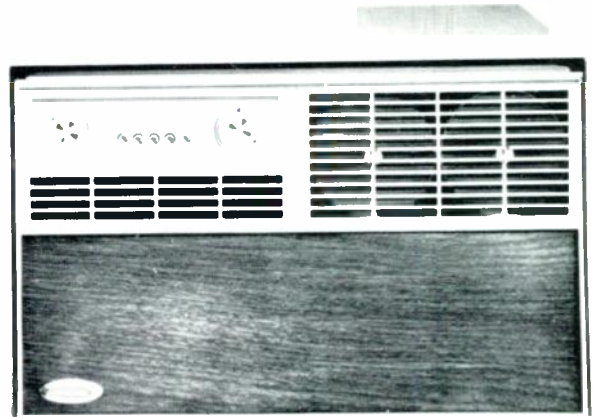
And Philco gives you all these sales-winning features:

- **PHILCO NO FROST.** Available in a wider choice of models than ever!
- **EXCLUSIVE POWER SAVER.** Can save up to \$15.76 a year in electricity. (Based on locale and national average power rates.)
- **THIN-WALL PHILCO THINSULATION.** More capacity in less space!
- **NEW FAST FREEZE ICE TRAYS.** Easiest-emptying ice trays ever!



PHILCO SPACE-SAVER FREEZERS

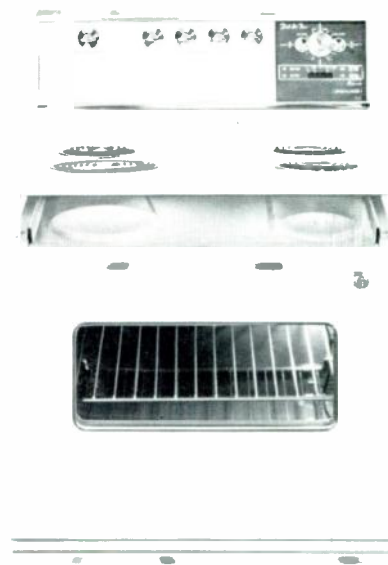
- **PHILCO SUPER POWER SYSTEM.** Freezes foods fast, economically!
- **AIR FLOW SHELVES.** Every shelf a fast-freezing shelf!
- **THIN-WALL PHILCO THINSULATION.** More space inside, less space outside!



PHILCO NOISELESS AIR CONDITIONERS

This year, the Philco line covers a wider range than ever!

- **NEW SPACE-MATE 5000.** Extra-quiet 5,000-BTU model gives you more to sell in this high-turnover size!
- **NEW HIGH-EFFICIENCY MODELS.** Big 11,400 and 12,800-BTU capacities. Big profits, too!
- **NEW MULTI-ROOM MODELS.** Up to 27,200 BTUs of power. Adaptable to duct operation—and remote control!
- **FAMOUS PHILCO NOISELESS MODELS.** The quiet cooling customers demand. Plus eye-catching Match-Mate styling. New night light, too!



PHILCO TILT-TOP RANGES

Philco's exclusive Tilt-Top makes these the world's easiest-to-clean electric ranges. Easiest to sell, too — because every Philco Range has Tilt-Top!

Philco's complete range line is packed with other exclusives, too:

- **EXCLUSIVE BROIL-UNDER-GLASS.** True smokeless broiling! (Optional with most models.)
- **EXCLUSIVE GALAXIE ADJUST-O-BROIL.** Raises or lowers the heating element, cuts down spatter.
- **QUICK-CHEF SPEED OVEN.** The second oven that saves cleaning time and cooking time!
- **DIAL-ANY-HEAT SURFACE UNITS.** For complete cooking flexibility!

Don't miss out on the Philco Carnival of Cold. Call your distributor today.

PHILCO
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER®

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	1965	1964	%
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.	February	101,562	87,531	+ 16.03
	2 Months	194,605	181,013	+ 7.51
dryers, clothes, gas	February	50,703	48,294	+ 4.99
	2 Months	103,162	97,626	+ 5.67
washers, auto. & semi-auto.	February	288,096	277,751	+ 3.72
	2 Months	555,645	530,129	+ 4.81
wringer & spinner	February	45,548	52,261	- 12.85
	2 Months	87,519	102,413	- 14.54
OTHER MAJOR APPLIANCES				
air conditioners, room	January	232,200	193,100	+ 20.25
dehumidifiers	January	6,000	6,900	- 13.04
dishwashers, portable	January	26,100	18,900	+ 38.10
dishwashers, under-counter, etc.	January	51,900	45,900	+ 13.07
disposers, food waste	January	87,400	90,700	- 3.64
freezers, chest	January	25,600	30,500	- 16.07
freezers, upright	January	44,500	45,800	- 2.84
ranges, elec., free-standing	January	97,800	89,200	+ 9.64
ranges, elec., built-in	January	53,400	55,200	- 3.26
ranges, gas, total	January	150,300**	156,000	- 3.65
refrigerators	January	344,100	286,700	+ 20.02
water heaters, elec. (storage)	January	76,300	79,400	- 3.90
water heaters, gas (storage)	January	210,000	252,600	- 16.86
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	January	206,348	180,076	+ 14.59
distributor sales	January	191,318	158,888	+ 20.41
phonos, mfrs. ship., console	January	126,716	118,764	+ 6.70
distributor sales	January	117,306	113,396	+ 3.45
radio production (ex. auto)	March 19	277,393	190,916	+ 45.30
	11 Weeks	2,728,058	1,998,920	+ 36.48
distributor sales	January	693,005	544,815	+ 27.20
b&w television production	March 19	165,105	155,116	+ 6.44
	11 Weeks	1,779,641	1,779,802	- .01
distributor sales	January	632,009	588,555	+ 7.38
color television production	January	127,757	88,977	+ 43.58

**January total includes 105,000 conventional free-standing ranges, 12,000 high oven models, 20,000 built-ins, and 13,300 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



MAXELL
DRY BATTERY

...for **GREATER SALES AND PROFITS**

- Profitable mark-up
- Long shelf life
- High Quality control
- Long-life dry cells
- Greater power and efficiency
- Nationally advertised

UM-1(H) 1.5V (SIZE: D)

006P 9V

UM-2A 1.5V (SIZE: C)

UM-3A 1.5V (SIZE: AA)

Distributor:
ARROW TRADING COMPANY
1133 BROADWAY
NEW YORK, N.Y. 10001
212 YUkon 9-2050

Write for brochures
HITACHI MAXELL, LTD.
501 FIFTH AVENUE
NEW YORK, N.Y. 10017

MAXELL

Fine appliances.
A great new guarantee.
And, Mother's Day.
Put them all together.
They spell profits.

GUARANTEED 5 YEARS

OUR NEW CORDLESS ELECTRIC KNIFE IS A BEAUTY



MAYBE A HAIR DRYER IS WHAT SHE'S BEEN WAITING FOR*



HOW ABOUT A BLENDER AND ICE CRUSHER ATTACHMENT?



OR, A PORTABLE AND STATIONARY MIXER?



HAS SHE BEEN DROPPING HINTS ABOUT A DRINK MIXER?



A HAND MIXER?



OR A CAN OPENER/KNIFE SHARPENER?



A KNIFE 'N SCISSORS SHARPENER?



HERE'S OUR SHOE POLISHER. FATHER'S DAY IS JUST AROUND THE CORNER



IONA QUALITY YOU CAN TRUST
THE IONA MANUFACTURING COMPANY, INC.
MANCHESTER, CONNECTICUT

*Standard 1 year guarantee applies
VALUE YOU CAN RECOGNIZE



Investment Opportunity

You have an investment in this boy. To protect this investment, you can join with other leading American businessmen in promoting the Treasury Department's Payroll Savings Plan for U. S. Savings Bonds. The Treasury's Plan works to build responsibility and diligence in citizens of all ages. It fosters the self-reliance and the concern for individual freedom, so necessary in the functioning of our democratic society.

Some day this self-reliance and freedom will take shape in the skills and knowledge needed for technological and industrial advances, for breakthroughs in science, for innovations along the production line

that will insure America's place in the world community and provide products for a competitive international market.

When you bring the Payroll Savings Plan into your plant—*when you encourage your employees to enroll*—you are lending a helping hand to every child striving to achieve his true potential. You are investing in the future power of America. In freedom itself.

Don't pass this investment opportunity by. Call your State Savings Bonds Director. Or write today to the Treasury Department, United States Savings Bonds Division, Washington, D. C., 20226.



In your plant...promote the PAYROLL SAVINGS PLAN for U.S. SAVINGS BONDS



The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with the Treasury Department and the Advertising Council.

This gift-buying season we're telling 41,813,000* adult women all about the new Hoover fry pan, upholstery shampooer, irons, shampoo-polishers, coffeepot, clothes washers, can openers, hair dryers, etc., etc.

*"And we thought
Hoover made nothing but
vacuum cleaners."*



Hoover—the name to start with, the name to stay with. For dealers as well as women. Write The Hoover Company, North Canton, Ohio. *Figures based



on the combined adult women audience for single issues of Ladies' Home Journal, Good Housekeeping, Family Circle, Redbook, and Bride's Magazine.

Powerful promotions from the utilities: yours for the asking

The utilities are pitching hard to help you sell appliances. Their first-quarter promotions this year will add punch to your own plans for pushing the 1965 lines. Sales incentives, extra ad funds, and special campaigns are yours for the asking. Check the list below for a utility in your area.

Arizona—ranges: continuing to April 30. Retailers registered as "Reddy Recommended Dealers" with Arizona Public Service Co., Phoenix, still have time to cash in on this promotion. Arizona Public Service will pay 40% of one newspaper ad per week and let you submit as many as 50 radio spots a week for the 40% radio fund. The company has dealer display kits available and will provide its Home Service Advisors for store and home demonstrations.

California—all appliances: through April 30. Sponsored by the Northern California Electrical Bureau and the Gas Appliance Society, both in San Francisco, this Shower of Free Appliances promotion features \$32,500 worth of new appliances and tv sets as prizes to 286 winners in the drawings. Pacific Gas & Electric Co. is sending out some 2.2 million entry blanks to its customers between March 26 and the end of April. Entries must be deposited at stores of participating dealers. Each local appliance dealer association affiliated with NCEB or GAS will conduct its own prize drawing on May 12.

Maryland—refrigerators: May 1 to June 30. The Baltimore Gas and Electric Co. is planning a two-pronged promotion: increased advertising allowances for dealers; a \$5 bonus on each refrigerator-freezer sold with a True Zero Degree freezer and automatic defrost in both sections. Up to \$300 per dealer is available in co-op newspaper funds during the campaign. Promotional advertising in all media is also planned.

Mississippi—electric appliances: through May 21. Mississippi Power & Light Co., Jackson, is sponsoring a Sweepstakes for appliance dealers and salesmen with a \$1,000 grand prize. For every electric range, permanently installed dishwasher, freezer, and no-frost refrigerator sold to any MP&L customer during the Flameless Future kitchen promotion through May 21, dealers' and salesmen's names are entered for the drawing. To help in the sale of electric ranges, MP&L is offering a \$15 wiring allowance to each buyer.

Missouri—ranges: April through May. Empire District Electric Co., Joplin, continues its Cooks Rings electric range campaign by offering your salesmen \$10 for each range sold on Empire lines. Customers will receive a free oven mitt with each range purchased. You will get a \$25

wiring allowance plus 25% cooperative ad fund during the campaign. Point-of-purchase material, ad mats, and more details are available.

New Jersey—ranges: April and May. The Jersey Central Power & Light Co. and the New Jersey Power & Light Co., both in Morristown, are continuing their electric range campaign to the end of May. Your salesmen will receive a \$10 bonus for each "new user" electric range purchase, plus points toward a New York theater party night. To qualify for the theater party—a June 9 performance of *Funny Girl* plus a re-

ception and dinner at a New York City hotel before the show—salesmen must earn 35 points for each set of theater tickets. The point system is based on 5 points for each "new user" range sale, 2½ points for each replacement range sale, and a maximum of 5 points for each Share-the-Cost demonstration held before May 1. JCP&L and NJP&L will give you a 25% co-op ad allowance during the campaign and have dealer promotional material available.

Texas—electric ranges: April through May. Central Power and Light Co., Corpus Christi, is offer-

ing a \$15 cash coupon for purchasers of electric ranges bought from franchised dealers and installed on CPL lines during the promotion. The utility also is giving a \$5 cash bonus to salesmen for every new electric range sold to a CPL customer using the \$15 cash coupon.

Wisconsin—air conditioners: May 1 to July 1. Northern States Power Co., Eau Claire, plans to mail \$20 cash coupons, good toward purchase of air conditioners, to its approximately 100,000 customers. The coupon applies to new air conditioner sales only.

CHEVY-VAN workpower

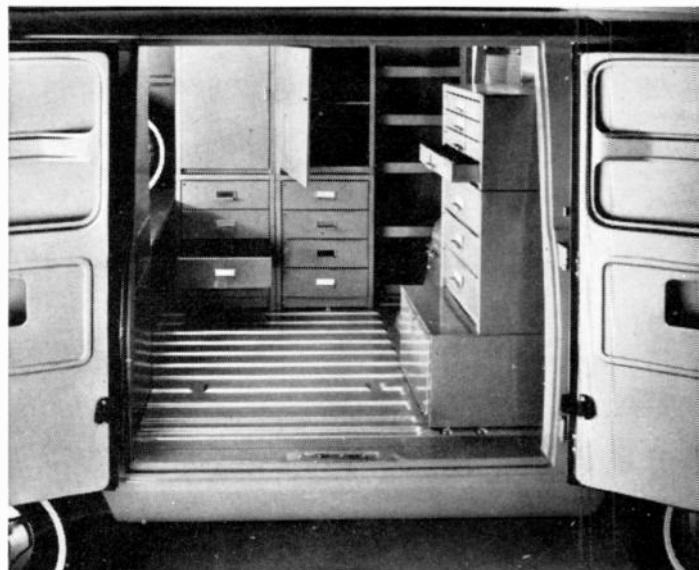


Order your Chevy-Van just the way you want it. With right-hand side doors, side or rear door windows—or 10 big windows for the 211-cu.-ft. cargo area. Order a 120- or 140-hp 6-cylinder engine up front.

Plumbing, heating and air-conditioning installation. Wide aisle provides easy access to large parts bins and tool drawers, space for transporting larger units.



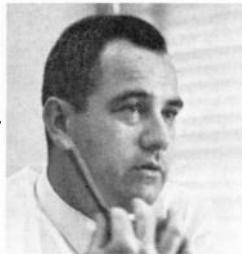
Appliance repair is one job for this efficient arrangement. Large bins are used for storage of completed units. Compartmented drawers keep stock of small parts organized.



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The story behind the story



by Wayne Smith SENIOR EDITOR—HOUSEWARES

In the cordless products field if we could single out a particular ill and say "This is the main problem," my candidate would be loose talk about the products that will become cordless "tomorrow."

I think the harm done creates a greater obstacle to cordless success than the high cost of nickel cadmium batteries or the limitations on the power they can deliver.

Take a couple of recent statements as examples. One said electric blanket manufacturers could produce a blanket powered by rechargeable batteries "any time they chose to."

Sure they could—powered by about 20 to 25 lbs. of nickel cad batteries at a cost of about \$7 per lb.

The arithmetic is simple enough. Nickel cad batteries produce 15-20 watt-hours per pound of weight. A twin-size blanket takes 130 watts. Figure only six-hour use, and that's 780 watt-hours. Experts figure you could cut that need in half through use of special thermal materials for insulation, but even at 390 watt-hours we are talking almost 20 pounds of batteries, or an extra \$140 cost without the thermal insulation.

Add in the cost for a full-size

blanket (175-190 watts) and the possibility that some customers still insist on eight hours sleep, and the project becomes even more expensive . . . and sillier.

The same statement made reference to a "cordless kitchen." That would include a blender, 200 watts minimum and a virtually stationary product; a can opener, a completely stationary product; a toaster, at 1100 watts; and . . . but why go on?

The same statement also referred to cordless vacuum cleaners and floor polishers, recalling that Hoover and Electrolux permitted display of

pilot models in New York City last year.

Today's upright and canister vacs average about 1 hp, or 745.7 watts of power. They run from 20 to 40 minutes once or twice a week, and for shorter periods at other times. Balance that against 15-20 watt-hours per pound of battery at about \$7 per pound cost.

The second statement, by an executive of a manufacturing concern, foresaw a future day when every product his company now produces would be available in a cordless version. Later in the same talk, he exempted hair dryers, which his company makes.

But he did not exempt either can openers or blenders, and I question whether his company intends to produce cordless versions in anything like a reasonably immediate future.

Two things are wrong with such statements, in my opinion. First, they mislead the consumer into thinking the electric housewares products offered to her today are "yesterday's" efforts, and into believing that perhaps she should wait for a cordless vac rather than replacing her worn-out model now.

We have problems enough in profitably selling what we have right now without subjecting the products to unfair comparisons with "tomorrow" versions that really exist only on drawing boards or in one-of-a-kind test models.

Second, it ignores a principal law of sales success: sell what you have, not what you might have some day. There are plenty of cordless products on the market today offering plenty of profit potential. From the retailer's point of view it would seem to make better sense to sell them, and it is a fact that none of the public rosy thinking has been done by retailers.

A different type of thinking has to be done about cordless products. Everything cannot be made cordless, and everything that can be should not be. For instance, a can opener works well on its 110 volts, and almost always sits in one place near an electric outlet. What do we add when we remove its cord?

This new thinking also includes looking at what we men might call "odd-ball" cordless products through the eyes of the housewife. For instance, I went home one night highly amused by the idea of a cordless flour sifter at \$5 list. My amusement ended suddenly when my wife asked just one question:

"Does it work?"

"Well, sure, I suppose so," I answered, "but \$5 . . . for a flour sifter . . . ?"

"Ever sift flour for home-made bread, or a cake? Or the powdered sugar for frosting?" she came back. And I suddenly developed a new point of view.

Some simple rules for judging a cordless product were suggested by battery makers, and I have found that they make sense.

First, does the product help make some job around the house easier?

Second, does making it cordless really improve its performance?

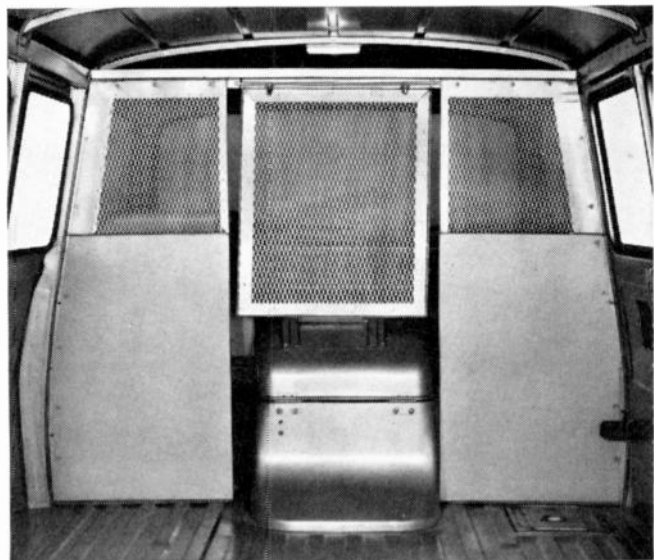
Third, will it really do well the job it is supposed to do?

If the answer is "yes" to all three, don't sneer at it. Just sell it and smile.

CAN BE ORDERED WITH SPECIAL EQUIPMENT ALREADY BUILT IN

Bins, cabinets, drawers, racks. Driver-cargo partitions. Cargo heater. Even body insulation and refrigeration. You name it. There's a special installation that's just right for your job. Efficient designs help you save time on the job, make more stops every day. Look at

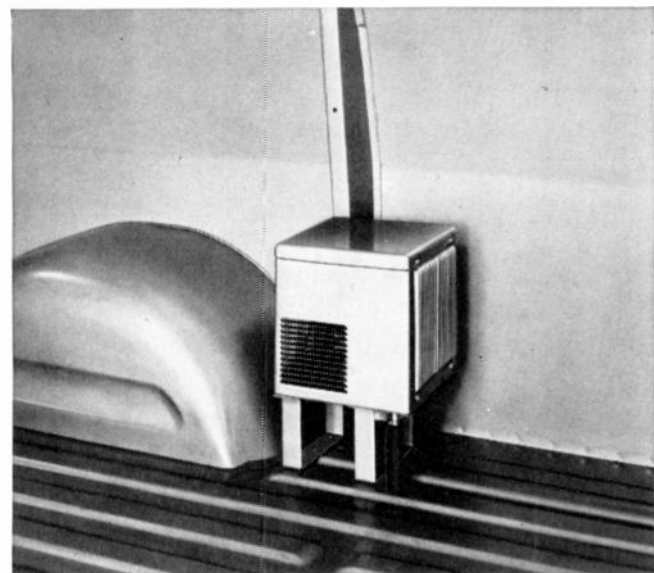
the installations shown here. They're just a few of those available. Tell your Chevy dealer the setup you need. It will be installed at the factory. And the day your Chevy-Van is delivered—put it right to work. . . . Chevrolet Division of General Motors, Detroit, Mich.



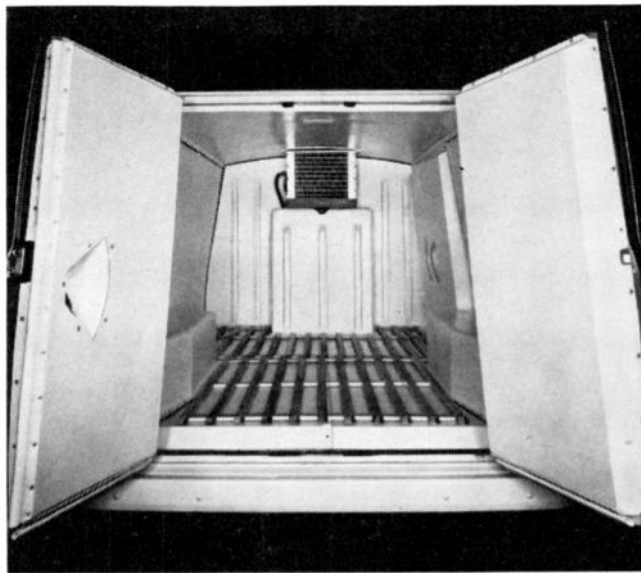
Partition between driver and cargo provides extra cargo security. Solid, wire mesh or combination partitions are available.



Route delivery and service installation. Plenty of space for large items, convenient bins and drawers for parts and tools.



Cargo area heater is often essential when Chevy-Van is used for mobile workshop. Keeps interior warm and comfortable.



Order a Chevy-Van with body insulation only or with full refrigeration system. A 110-volt stand-by unit is available.

THE LONG STRONG LINE



How Fedders plans to deal itself in with retailers

In a segment of the appliance industry where the stakes are sky-high, Fedders, a newcomer to the game, will play with a philosophy of dealing from the top.

Pacing back and forth in the company's Maspeth, New York, factory, energetic Harold Boxer, Fedders' new merchandising manager, spread his cards on a cloaked chest freezer. In a room surrounded by the line of Fedders refrigerators, freezers and laundry equipment, still concealed by white sheets, Boxer told **MERCHANDISING WEEK** how his company plans to force its hand into the re-

tail sales pot. He said that the company is shooting for a 5% to 7% share of the refrigeration market in the first 18 months.

For openers, the company introduced its line in the Philadelphia area (MW, 1 Mar, p.7) and gave dealers and rival manufacturers the first look at what Boxer terms Fedders "basic marketing philosophy" or in more pungent words, "a way of pricing." Here is how it works on refrigerators:

According to an orientation manual for Fedders sales representatives, which documents the retail costs of

rival makers, each "really new refrigerator involves an investment in engineering and tooling of close to \$350,000. To keep prices in line, this huge investment must be amortized over several years. The necessary amortization of tooling costs, which refrigerator manufacturers have built into their long-term pricing, has fallen far behind consumer demands and acts today as a millstone on refrigerator sales.

"To work out amortization as projected, most manufacturers are producing models that consumers no longer want." Therefore, Boxer says,

most manufacturers are "subsidizing the low end of the line by loading the top end of the line" and are not "working on true costs, as Sears does." Boxer says that because Sears does not have an amortization problem it "registers a tremendous share of its business in 15 cu.ft. and 16 cu.ft. sales."

In other words, Fedders has moved into the area where sales and higher prices abound and intends to do some maneuvering. The company has 12 refrigerators, 11 of which are in the 15-cu.-ft.-and-over category. (NEMA reports show that factory shipments of 14-cu.-ft.-and-larger refrigerators climbed to 48.7% of all 1964 sales.

Fedders' game is this. Because refrigerator manufacturers' low-end units are mercilessly low-balled at every level of the industry, these makers try to make up dwindling profit margins on top-of-the-line models. This, Fedders feels, is the industry Achilles heel which will enable Fedders to get into the sales picture, and, as Boxer succinctly put it, "to compete with Sears"—a task which other manufacturers are finding quite difficult to do. In the next breath, Boxer was quick to point out that Fedders was "not trying to strip dealer margins." He emphasized that the company's merchandising policy will be carried out with good profit margins for dealers because Fedders has no amortization problems.

Examples of the pricing policy can be seen in Fedders' analysis of competitive retail costs per cubic foot in refrigeration:

At its distributor showing at United Distributing Co., in Dallas, last week, the firm opened a few eyes with a \$359.95 suggested list price for its bottom-freezer, 18-cu.-ft., frost-free combo (model RBA182F) with the step-up, top-of-the-line model (RBA186F) crashing in at \$389.95. Sears' catalog lists a two-door, bottom-mount, 18.4 cu.ft. frost-free unit for \$469.95 (with automatic ice-cube maker). And in the metropolitan New York area, General Electric is fair-trading its 18.8 cu.ft. bottom-mount (model TCF19DA) for \$495.

Turning to the retail cost per cubic foot of NEMA net capacity, Fedders RBA182F comes to \$19.45. All other competitors at this refrigerator size, says Fedders, cost over \$20 per cubic foot, with Sears pegged at \$23.91 for its 18.4 cu.ft. model. According to Fedders, all units in its line have a lower retail cost per square foot of shelf area and NEMA net capacity than comparable competitors' units.

Retailers can next expect to see the line introduced in the middle of this month in either Memphis or Jacksonville, Fla. Next on the schedule is Fedders New York City distributor, L&P, which will show the line by the end of April. In addition, Fedders has opened its first factory branch in Cincinnati.

Talking about the future, Boxer said that Fedders is looking into the side-by-side refrigerator-freezer units. "We don't have one right now, but we think it is important and we are working on it." A breakfront refrigerator-freezer on the order of the GE's Americana is "further away," Boxer said, "we think we can bring the Americana-type down to a much lower price level."

If Sylvania product and policy are so good, why aren't Sylvania dealers rich?

Many are!

(ask any Sylvania dealer)



Or ask us. Sylvania Entertainment Products Division, Batavia, New York.

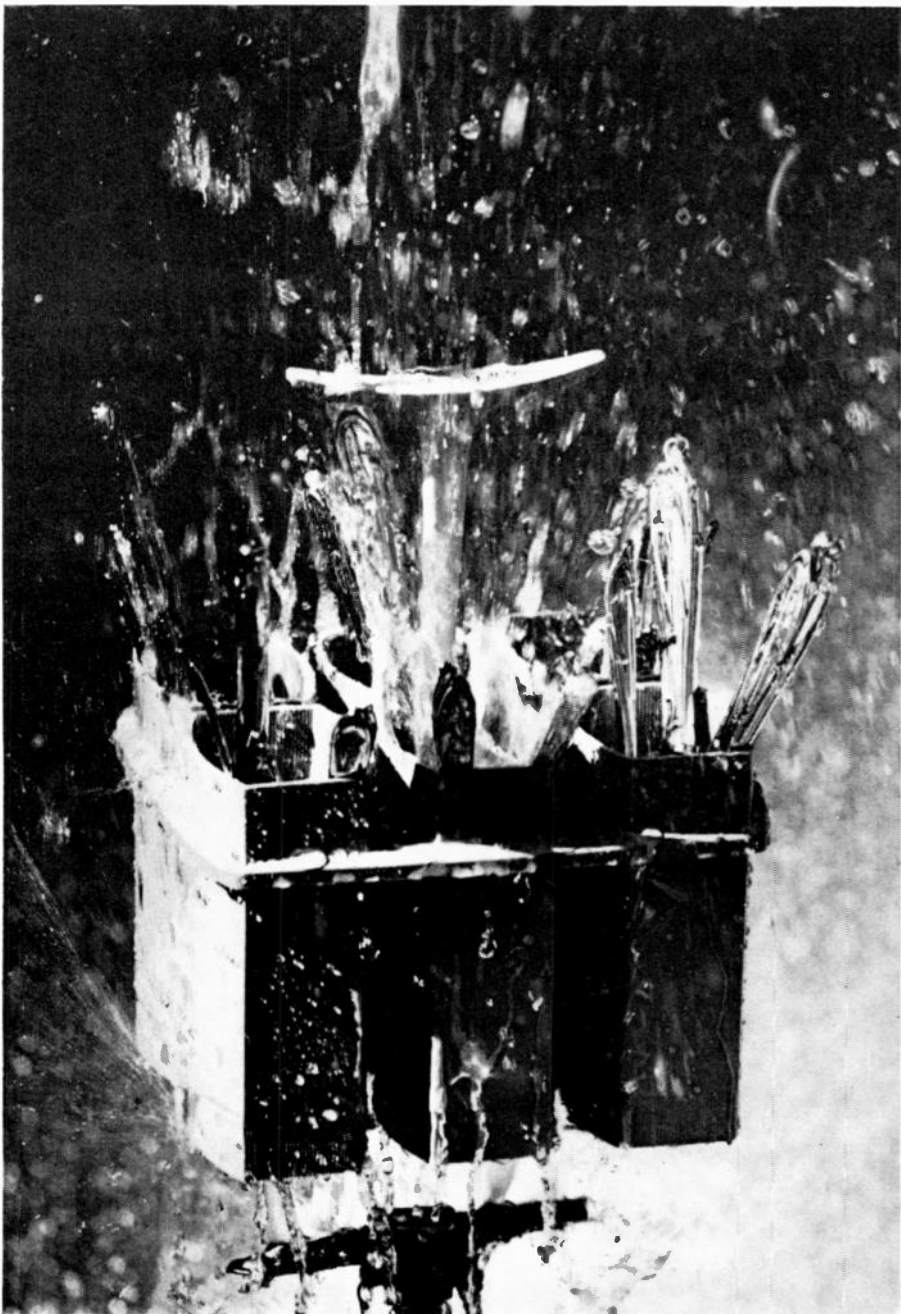
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Will it be OK or NG?

It looks like credit is our most important product. John Q. Citizen is being assaulted by tv commercials proclaiming the availability of 24-hour, around-the-clock credit. Do you wake up at two in the morning with a sudden passion for \$500? Just grope for the phone and dial the bank. They'll have it ready for you at 9 a.m. Woe be unto the appliance retailer who cannot supply quick credit. Mr. Citizen will seek and find someone else who can—be it credit jeweler or department store.

Through years of painful experience, I have learned a few lessons in

speeding credit ok's for appliance buyers which are pertinent to today's market . . .

1. Use more than one bank.

In our locale, it seems that certain members of the banking fraternity have an instinct for each other's jugular. Because of this, I have seen the following charade repeated time and again:

Joe Simoleon buys from me a three-way color combo for \$795. He is in an ungodly hurry for delivery. I phone his credit info into Twenty-ninth Federal Bank. Four hours later, the verdict is returned: "Simoleon N.G.—bad record on previous

account with Appliance Acceptance Corporation." Undaunted, I pick up the phone and call in Simoleon's info to the above A.A.C. Since I know that A.A.C. and Twenty-ninth Federal are battling fiercely for the consumer's I.O.U., I merely drop a hint to A.A.C. that Twenty-ninth is hovering in the wings. This is sufficient to produce from A.A.C. an ok on their own bad account.

2. Use more than one bank for credit, but do not favor a single bank with all your doubtful cases.

A few years ago, we were giving

all our credit to Farmers Industrial Bank. When Farmers snubbed some of the weaker ones, we brought Canalboat Credit Corp. into the picture as an alternative. We began to give Canalboat the business, in the figurative sense of the word. They got all the doubtful credit cases that Farmers did not want. In a valiant attempt to prove themselves worthy of our patronage, Canalboat approved every one of them. After a series of repossessions and skips, Canalboat dumped our business back into our laps. We were stranded at the mercy of Farmers again until we lined up another bank, which we kept by doling them out some of our good accounts.

3. Be on good terms with the bank's credit manager.

I became chummy with Randolph Watson of A.A.C. over the phone. When it developed we had a bond from our Army days—we had both cleaned the greaspit in the same mess hall—he could not do enough for me. Every deal I submitted, he ok'd. What matter if an applicant had held four jobs in the last three weeks—Randolph passed him. This went on until one fine day I phoned the bank and the voice of Randolph's successor advised that A.A.C. would not take any more credit from us for the time being. I later learned that, thanks to Randolph's brand of fellowship, his branch had set a record: it had the highest amount of delinquencies in the state.

4. If the customer's credit background looks shaky, line up a co-signer (or two) right away and have him sign several contracts from different banks.

I sold a portable tv to one Tony LaSalle for \$140. When I took his credit info, I learned that both Tony and his wife had been in the county only six months. I immediately broached the possibility of a co-signer. Tony assured me that he could produce a compatriot with A-1 credit. The next day, Tony came around to ruefully lament that his prospective co-signer had unfortunately departed for warmer climes. I suggested to Tony that he scout the bushes for another co-maker. He came back with a cute little lass named Chiquita Sanchez. She boasted four years of employment with an import house. I rubbed my hands in glee.

This was a mistake, for I had counted my chickens before their credit hatched. It seems that when Chiquita signed Tony's \$140 contract, she saw a \$500 stereo on my floor which she promptly fell for. She ordered it for herself on time payments. The next day, word came back from the bank: Chiquita's credit was good for a \$300 maximum. If she wanted the portable for Tony, ok—but the stereo for herself, N.G. Wrathfully Chiquita demanded back her signature on Tony's contract, declaring that if she could not get her set, Tony couldn't either.

I, of course, wound up empty-handed from the whole affair, reflecting it would have taken a connection with the International Monetary Fund to make this one ok.

The author of this column, who wishes to remain anonymous, is a retail appliance salesman. The opinions expressed are his own, not necessarily those of MERCHANDISING WEEK.

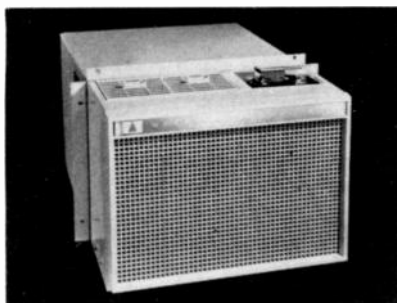
What style...and what a steal! Elegant...installs in seconds...and priced to beat all competition



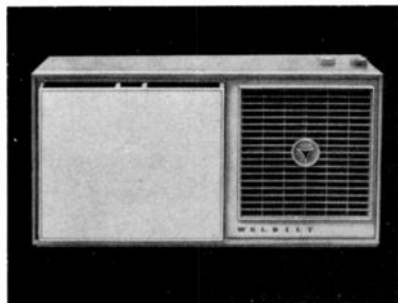
Most customers find the Welbilt Power Master's furniture styling, hush-quiet operation and self-installing Expand-O-Mount compelling enough reason to buy. But there are other customers—the comparison shoppers—who are sold only when they read the price tag. Feature for feature, B.T.U. for B.T.U., the Power Master is the best value for the dollar of any comparable unit on the market. And this holds true for every model in the series, from 6,000 to 18,500 B.T.U.

But we have a suggestion. Don't put a price tag on the Power Master. Let your customer compare it with any other make offering the same B.T.U. capacity. Then, ask them to guess the price. Mr., you've made a sale.

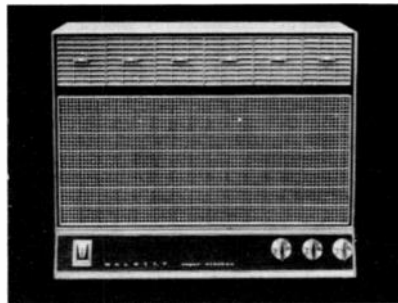
BOOST YOUR SALES WITH THE NEW WELBILT LINE—MODELS FOR EVERY NEED—FROM 4,300 TO 27,500 B.T.U.



MIGHTY MITE For casement windows. 5500 and 6000 B.T.U.



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LOOK AHEAD

TO THE BIG HALF OF THE HOUSEWARES YEAR

The 43rd NHMA National Housewares Exhibit, by every indication, will raise the curtain on the biggest six-months sales volume in history. Retail sales in 1965 are proceeding at a record-breaking pace, heading toward an estimated annual total of 10 billion dollars. Statistics show that more than half of that total will be transacted during the last half of the year.

For 27 years the NHMA Housewares Exhibits have helped set the pace for the Housewares Industry. Here is where housewares manufac-

turers show what is available; reveal what is planned; learn what is needed. Here is where housewares buyers come for a fresh appraisal, for an interchange of ideas, for an analysis of changing trends and conditions.

Here, in short, is the most important and most eagerly-awaited event on the housewares calendar. Plan to be a part of it—to look ahead, and move ahead, to the golden tomorrow that beckons the Housewares Industry.

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JULY 12-16, 1965

**MCCORMICK PLACE,
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New instant installation portable dishwashers in Copper Tones

Now you can offer a top-loading KitchenAid Classic VariCycle mobile dishwasher to blend with other appliances or kitchen decor. It's finished in beautiful, shaded Colonialtone. It's the only portable that's porcelain enamel inside and out for the lasting beauty that only porcelain provides.

Hooks to any sink. Features three push button cycles.

What else is so special about this shaded Copper Tone portable? Its wood grain finish work surface top. Its Automatic-Lift Top Rack—Automatic Power Cord Reel—Automatic Rinse Agent Injection. Its Indicator Light and full-width Guide Bar.



Want to trade her up to a front-loading portable in Copper Tone? Display the KitchenAid Superba VariCycle and Imperial DuaCycle convertible-portables. They feature a counter-thick maple cutting board top. Guide Bar. Build in easily when and if your customer remodels. No matter which KitchenAid she buys, she gets 4-Way Hydro Sweep wash. Flo-Thru drying. Big, versatile capacity. Superba model also features SaniCycle for extra health protection.

Your prospects are being pre-conditioned by our ads on Copper Tone portables in HOUSE BEAUTIFUL, BETTER HOMES & GARDENS, SUNSET, AMERICAN HOME and ELECTRICITY ON THE FARM.

Be ready to sell the best...

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Your customers will soon be demanding sets of AMF/STARBRITE low voltage Outdoor Lights. Advertising on this new outdoor lighting concept is appearing in consumer magazines, including "Better Homes and Gardens", "American Home" and "Sunset", as well as Sunday supplements of local newspapers. Retail prices for the complete sets start as low as \$49.95. Be prepared to satisfy your customers' requests for STARBRITE Outdoor Lights. There's a market potential of 50 million homes for outdoor lighting! These are the sets people will be demanding since they are newer, safer and much lower in cost and operation than conventional outdoor lighting systems. Stock up now! Contact your wholesaler or write direct for complete merchandising kit.



American Machine & Foundry Company, Wen-Mac Division
11500 Tinselman Avenue, Los Angeles, California 90064

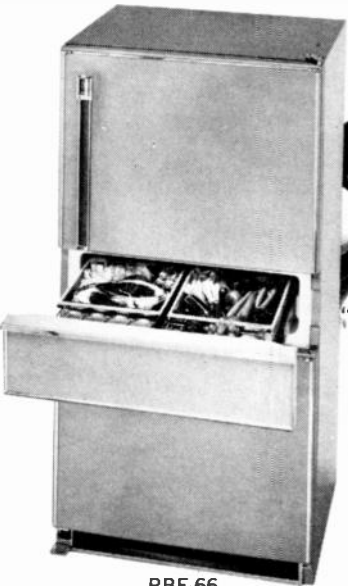
Imagine. A line of Westinghouse Frost-Free Refrigerators with handy slide-out Meat Markets.



"How do you do. My name is Herman. I'll be in television, magazine advertising and point-of-sale displays telling your customers about the exclusive Westinghouse 7-Day Meat Keeper. It's on 5 out of 6 new Westinghouse Frost-Free Refrigerators."

"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



RJF-46

"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

The slicing knife price game sets an industry on edge

Four first-quarter trends in slicing knife sales are clear:

—Sales momentum is continuing, even after the Yuletide swell.

—Prices are more and more precarious, with discounters beginning to slash them.

—Product improvement is continuing, with emphasis on cordless models.

—Inventories are rising to fill the empty shelves.

Sales momentum. The land-office trade in slicing knives last Christmas had dealers frantically searching for more and more stock, as knives proved an extremely popular gift item. Momentum slowed after Christmas, but knife sales have continued to run strong through the first quarter of 1965.

Retailers contacted by **MERCHANDISING WEEK** anticipate bolstered spring sales, particularly for Mother's Day.

Manufacturers are cautiously raising their sales predictions for 1965. Knife-makers interviewed at the Housewares Show in Chicago last January talked about 3.5 to 4 million knife sales in 1965. Though it might have seemed far-fetched then, a prediction of 4.5 to 5 million sales is now common speculation among housewares men.

One factor that could add impetus to knife sales would be the widespread consumer acceptance of slicing knives as more than a kitchen aid—not just an attractive gift.

Precarious prices. Though fall and its gridiron mania are months away, some of the discount giants are determined to play football with prices now. The inevitable price-cutting is under way.

The Hamilton Beach knife has been hardest hit by the price pinch. When May's department store opened a Manhattan outlet in New York City last month, it tagged the Hamilton Beach knife at under \$16. Metropolitan rivals, Alexander's and Korvette's, joined the fracas. Korvette's price-cut was also effective in its Chicago stores, where the knife is selling for \$15.88. A Sol Polk spokesman said his store may fol-

low suit. Alexander's, in New York, countered with a \$14.88 price, which is about a dime under cost.

The full effect of these retailer price cuts is not yet known. It could have a marked effect on other brands as well, since the Hamilton Beach knife is a sales leader. One New Jersey retailer lamented that price-cutting is unnecessary. Now, he said, the Hamilton Beach knife has been pegged at about \$16—a needlessly low figure.

The discount behemoths hardly need to slash prices to move slicing knives. Reports from all over the country show knives moving well at prices near list.

Product improvement. Robeson Cutlery reports that a new blade will soon hit the market. A tungsten-carbide process that is virtually friction-free will make possible the use of tungsten-carbide-tipped blades with battery-operated knives.

Blades have plagued manufacturers of both cord and rechargeable knives in the past. Technical problems harassed design, and inadequate blade production bogged down sales. Currently blade manufacturers report meeting commitments, but most are refusing new business until supplies build up.

Virtually all major knife manufacturers are either committed to a cordless model or are considering it. Dominion and Sunbeam will definitely have rechargeable knives at the July show. The real test of the market strength of cordless models will come when there is a representative sampling of the units on the market.

Inventories. Most retailers polled indicated no lack of stock. Some models are in short supply but these areas are rapidly being filled in. From manufacturers come these reports: Westinghouse has stepped up production; GE indicates that factory inventories are up of late; Merit nates a fall in demand.

GE's lead in offering a full line appears likely to be imitated by several other manufacturers. Marketing of a full line tends to confine price-cutting to leader models.

□□□□ **GE has severed ties** with a Chicago distributor, Hyland Electric Supply Co., effective last Wednesday. Hyland's business was said to be "in the millions." This leaves GE with five full-line distributors in Chicago: R. Cooper Jr., Englewood Electric; Cotter; Standard Electric; and General Electric Supply. Thirteen others distribute parts of the full line.

□□□□ **Shetland has extended** its polisher promotion until May 31. General sales manager Ray Finberg reported that many dealers had oversold on their ads, making this extension necessary. Also from Shetland: Speed Saks now have a new package; the price is unchanged.

□□□□ **A spring power tool promotion** has been launched by Wen Products. The program includes consumer ads, a co-op program, direct mail, and in-store promotional materials. A 10-day free trial on six Wen tools is being offered, and consumers who try the tools get a free 25-foot tape measure. There is a free metal display rack for participating dealers.

□□□□ **Lawn Boy has a spring promotion** called The Greatest Mow on Earth, built around a circus motif. A dealer promotion kit, including recorded radio and tv spot commercials, is available.

□□□□ **Two recent court actions:** DuPont has enjoined the makers of Cook Clean, an aerosol spray, from claiming their product provides Teflon coating. The injunction was issued in the U.S. District Court, Los Angeles.

Corning obtained a permanent injunction against Al's Bargain Center Knick Corp., forbidding the sale of Pyrex and Corning Ware products below fair-trade prices. The injunction was issued in the Supreme Court of New York, Steuben County.

□□□□ **The Independent Housewares Exhibit** (July 10-15) reports more than 800 exhibitors signed.

□□□□ **Correction:** GE's EC-8 can opener has a suggested retail price of \$16.98. The former suggested price, \$22.95, was incorrectly printed as the new price in the Mar. 29 issue of **MERCHANDISING WEEK**.

□□□□ **Annual reports:** Mirro's 1964 net sales rose 17% and profits skyrocketed 38% over 1963; the company reported that "Teflon-coated utensils led the tremendous upsurge in aluminumware sales." Cory also reported increased sales and earnings for its six-month period ending Feb. 28. Hamilton Cosco reports that earnings rose 4.1% and sales fell 4.4%, compared to the comparable period in 1963; for that company, "The acquisition of Cal-Dak Co. and Norcor Manufacturing Co. were the major events of 1964."

□□□□ **Key moves . . .** INGRAHAM appoints Harry G. Messinger district sales mgr for Delaware, Pennsylvania, Maryland, Virginia, West Virginia, District of Columbia, and Youngstown, Ohio . . . MIRRO ALUMINUM adds John Eidmann to the chain store sales staff in New York City, and assigns George L. Warner a general sales territory in Texas . . . John H. Gross joins HAMILTON BEACH as district sales mgr, Los Angeles area.

Free trips will be the stakes in NEMA's housewares promotion

Vacation trips all over the world will be the prizes offered as part of the 1965 fall housewares promotion of the National Electrical Manufacturers Assn. (NEMA).

Grand prize is an expense-paid vacation for two to any place in the world. Second prize is a trip for two to any place in Europe, and third prize is a trip for two to any spot in the U. S. Trips to Bermuda are also being offered. Other prizes to be awarded include electric housewares and cookbooks.

Other trips being planned to reward dealer participation in the campaign. Details will be announced later, but dealer participation through

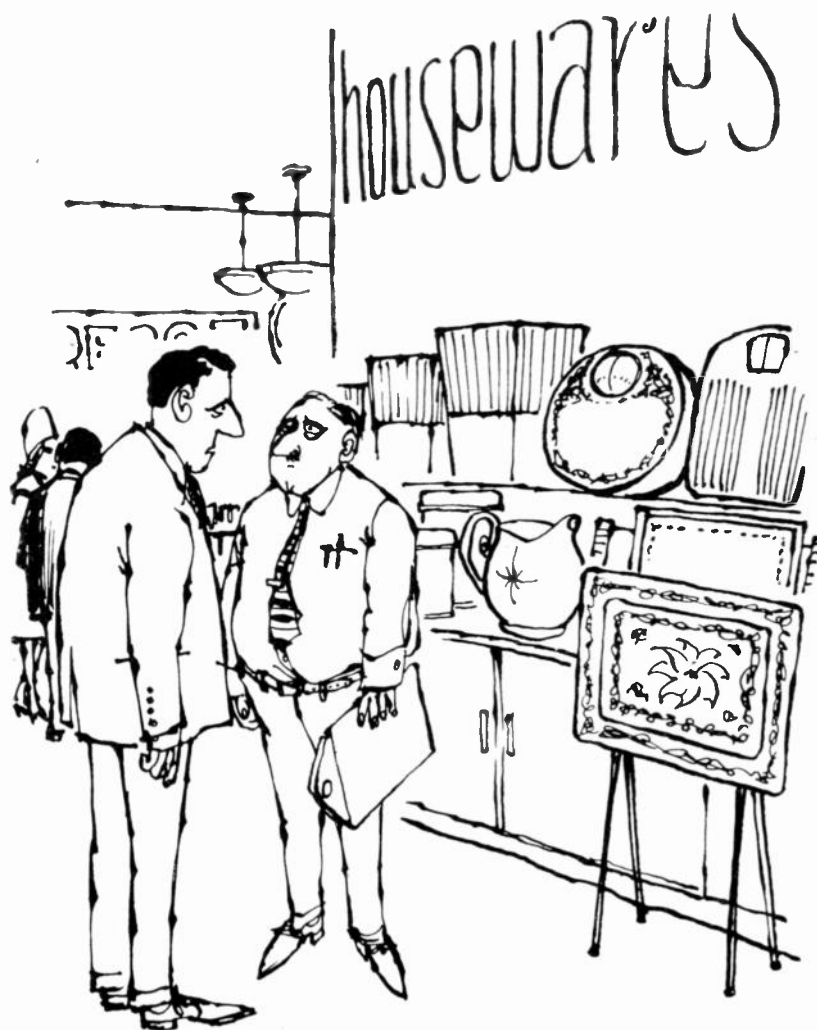
in-store displays, window displays, and consumer advertising will be the basis for competition.

Utility aid is being sought for this year's promotion. NEMA representatives will attend the June Edison Electric Institute (EEI) conference to explain the promotion and request EEI backing and aid.

Two consumer publications, *Holiday* and *Family Circle* are tying in with the event this year.

A dealer promotion kit is being prepared and will be distributed by NEMA members. Dealers will be able to obtain these kits directly from NEMA or from NEMA's agency.

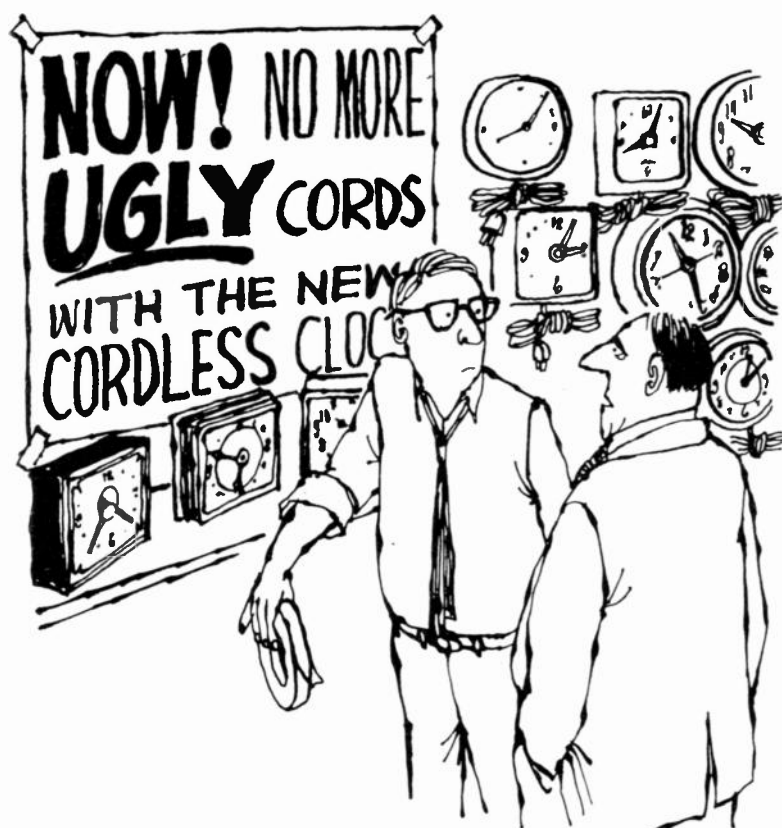
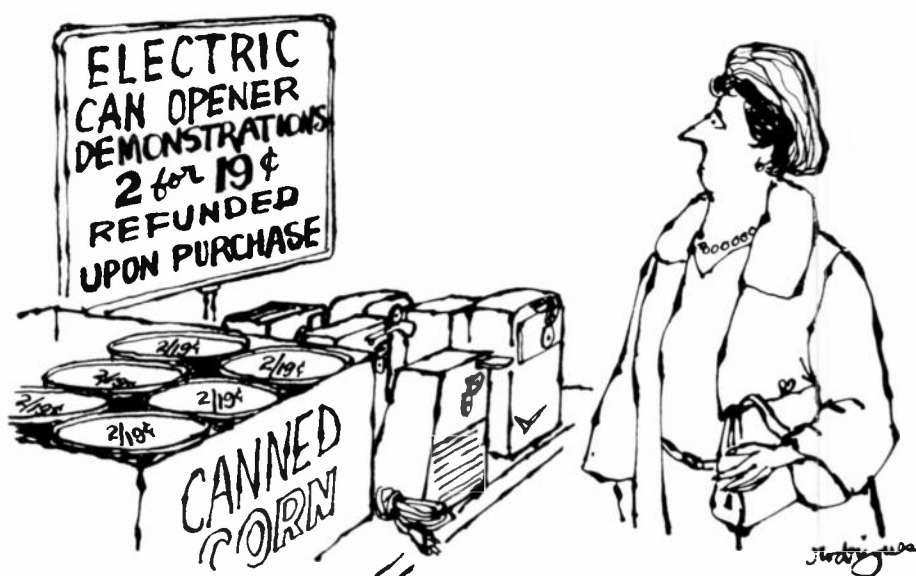
rodriguez looks at housewares



"...I'm sorry, Mr. Lyons, I just can't get my heart into a pitch for something without a cord attached to it."



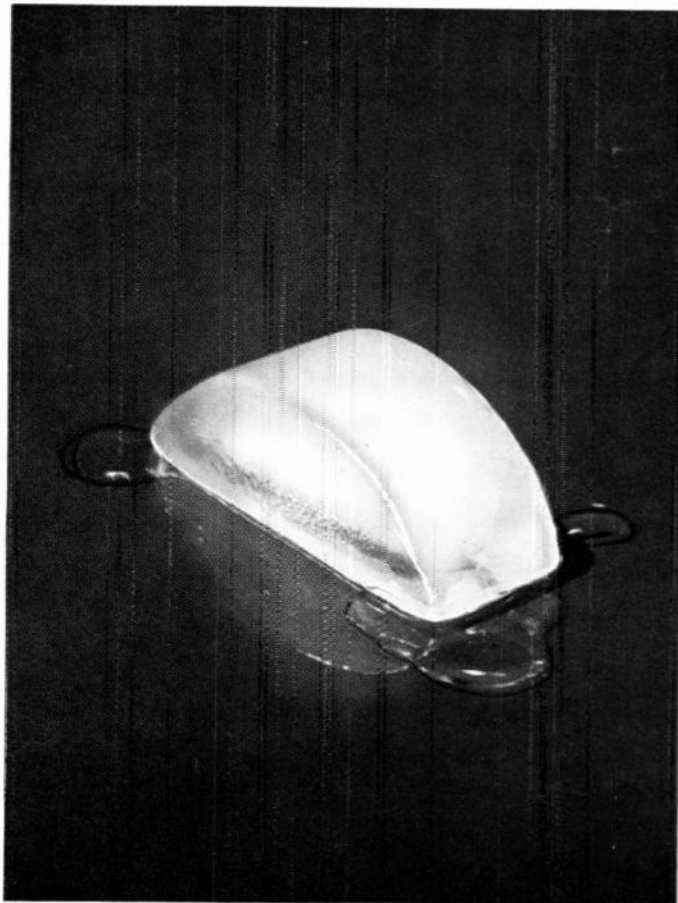
"Now that you mention it, madam, it does make an excellent electric letter opener..."



"...Did it ever occur to you that we sell a lot of clocks with ugly cords?"

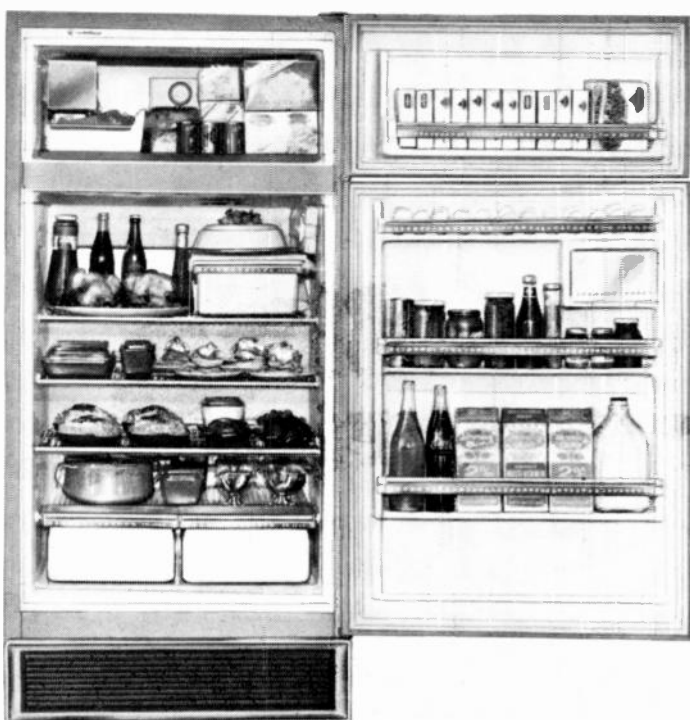


"...You and your promotional stunts... that guy from the motel is into us for \$14 worth of bags and it's been only 3 weeks."



Big difference? Yes! It's the greatest step-up sales feature in refrigeration today.

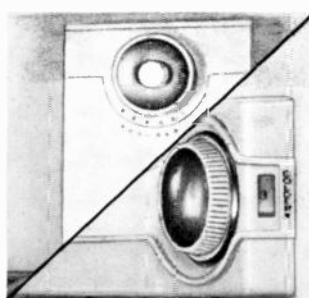
(And who's got it?)



Model EMT-14IM



IceMagic® automatic ice maker



Two adjustable cold controls

You do. You've got the IceMagic. You've got the greatest (yes!) ice-making convenience since the ice pick. You've got a marvel of continuous ice-cube production that can mesmerize shoppers out of hard cash—when you translate the extra dough into easy monthly payments. And the IceMagic is in the popular 14.2 cu. ft. RCA WHIRLPOOL refrigerator-freezer — plus added goodies like the No-Frost system in both freezer and refrigerator sections, dual controls, super-storage door, 105-lb. “zero-degree” freezer, bushel-size twin crispers, and much more, at a real, competitive price. What a selling story. What a step-up story. Been using it lately?



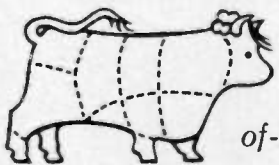
REFRIGERATOR-FREEZERS

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

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

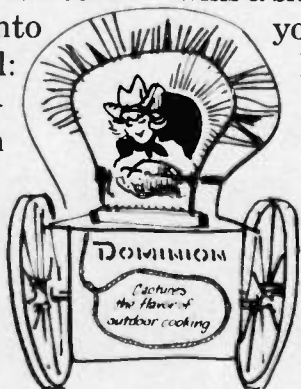


Last month it was lamps. Now look what we're giving away.



We're giving away choice beef in Dominion's fabulous *Side-of-Beef Sweepstakes* — an exciting spring promotion

that will stampede customers into your store! Big idea behind it all: Dominion's great Smokeless Rotisserie/Broiler, hottest new item on the scene. Hard-selling TV spots and jumbo newspaper ads will pre-sell it in *your local area*. And you can tie in! We'll provide this Chuckwagon selling display, a Sweepstakes counter card, ro-



tating Rotisserie/Broiler feature display and other sales aids. And we'll put your store name in our TV and newspaper ads.

Extra bonus! If one of your customers wins a side of beef, so do you! (And so does your distributor salesman.)

National advertising, too! Watch for full-page ads on the Dominion Smokeless Rotisserie/Broiler in *LADIES HOME JOURNAL* and *BRIDE & HOME*.

Your Dominion distributor has all the action. See him soon.

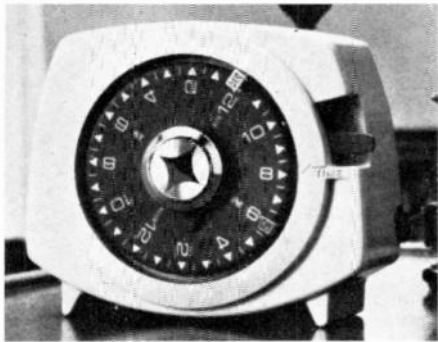
Dominion Electric Corporation, Mansfield, Ohio.



DOMINION SMOKELESS ROTIS-SERIE/BROILER captures the great flavor of outdoor cooking—with no smoke or spatter. Fair Trades at full profit for less than \$40.

You never know what **Dominion** *will do next!*





Intermatic automatic timer

Intermatic Time Controls introduces Time-All, an automatic timer that opens or closes an electrical circuit at specific times. It repeats its operation every 24 hours. The timer can be used to control appliances or can be set to control light switches for people away from home. It comes in 750w or 1,875w capacity and is available in champagne white, dove gray, or desert sand. *International Register Co., 4700 W. Montrose Ave., Chicago 41, Ill.*



Mirro cooky press

Dial-A-Cooky is the new cooky press from Mirro. A selector dial enables the user to choose one of four cooky designs.

The cooky press is made of stain-resistant anodized aluminum with coppertone accents. It is packaged in a full-color display carton, with three forming plates, recipes, and instructions. Suggested retail price is \$2.99. *Mirro Aluminum Co., Manitowoc, Wis. 54221.*



Dominion Teflon-coated skillet

Dominion is marketing a new electric automatic buffet skillet with DuPont Teflon finish. An 11-inch square model, it has a removable heat control; with control removed, the unit is completely immersible. Designated model 2259, the skillet has been added to the Imperial line, Dominion's non-fair-traded line.

Capacity of the new unit is 3½ quarts. The detachable heat control can be set for any temperature up to 420 degrees. A cooking temperature guide is mounted on one of the matched handles; this guide includes suggested cooking times. The unit has a one-year over-the-counter guarantee. It carries a suggested retail price of \$20.95. *Dominion Electric Corp., Mansfield, Ohio.*

Corning Menu-ette cookware

Corning Glass is offering new shapes and smaller sizes in its recently introduced Corning Ware Menu-ette dishes. Two round saucepans and one skillet have been designed for convenient stirring and to make efficient use of range-top heat, according to the manufacturer.

Corning Glass has selected capacities that it feels offers the greatest versatility for the mixing, cooking, freezing, storing, and serving of food. They are made of the same heat-proof Pyroceram brand glass-ceramic used in standard Corning Ware products. The new dishes also have the familiar Cornflower pattern.

A feature of the design of each of

the three pieces is an integral handle. A heat-resistant clear glass cover is available for each of the new dishes.

Prices for individual pieces, as well as for the whole set have been established by Corning. Individually, the 1-pint saucepan with cover will be priced at \$3.95. The 1½-pint saucepan and the 6½-inch skillet, each with cover, are priced at \$4.95. The complete set, again, including covers, is priced at \$12.95. All the prices are fair-traded where state laws permit, as is true of Corning Ware prices throughout the whole line.

Menu-ettes will be available at retail on or about April 10, Corning reports.



The Menu-ette sets are packed in a mailable carton. Each carton has a full-color display card as an attention-getter that can be used in counter displays. *Corning Glass Works, Corning, New York.*

*sell "one for
each room in
the house"*



**light, thrifty Olympic Personal Portable TV
offers multiple convenience, earns full profit!**

Why sell just one, when you can sell two or three, at Olympic's low promotable prices? Your customers will want these personal portables for bedrooms, playrooms, dens, breakfast rooms, kitchens, patios. Choice of 19", 16", and now this newest Olympic with 12" picture...only 8¾" deep, 13½" high, 14" wide! It offers big, big features in compact size: Aluminized picture tube, tinted

safety shield, 13,000-volt solid-state power supply, dual AGC, adjacent channel trap! Also 40" VHF telescopic antenna, foldaway UHF ring antenna, 6" oval speaker, and an earphone and jack for quiet listening! Choice of colors for every room...Golden Wheat and Brown, Sand and Brown, Ebony and White. Call your Olympic distributor...cash in now on these multi-sale personal portables!

*diagonal measure

ISI / Olympic



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

NARDA school: studying the service industry's future

All of the questions but one were answered by the 70 top servicemen who attended NARDA's School of Service Management, in Newington, Conn., last week. That unanswered question concerns the very future of the appliance service industry.

When questioned by **MERCHANDISING WEEK** the service manager membership of the National Appliance & Radio-TV Dealers Assn. mentioned five key problem areas that cloud the outlook for the future.

Rising maintenance costs are cutting deeply into the service oper-

ator's profit margin. Expensive test equipment is needed to service today's complex appliances. Roy Yeranko, Magnavox National Service Manager, estimated that "less than 10% of the dealers now have wideband oscilloscopes to service color tv."

The boom in color tv and solid-state consumer electronics is expected to continue; Yeranko pointed to an estimated 14% increase in sales for 1965, which will force dealers to buy expensive test equipment, to spend money on training, or to farm work out—at a loss.

Qualified service personnel—finding them and keeping them—is the concern of many dealers. Don Levenson, of Reichart Furniture Co., Wheeling, W.Va., said "until I can hire three more qualified technicians, I don't want even one more customer."

Many dealers are worried about the lack of trained men to service products that are becoming increasingly more complex. Jack Averouch, an Oceanside, N.Y. dealer, estimated between 10,000 and 25,000 new technicians should be trained yearly. Averouch feels the manpower short-

age can best be solved on the local level. In Averouch's area, dealer efforts have resulted in a three-year high school technical training course. But other dealers feel that more manufacturer training schools are the answer.

Customer relations may be the key area where independents can beat the service giants. Dick Cox, Whirlpool's marketing service area manager said: "You can't compete with the mass merchandiser on price, on better store location or on getting any better products. But you can compete with him on service—personalized service."

John Kelly, Easy service manager, thinks the good serviceman takes his cue from the doctor and develops an "appliance-side" manner.

The "white shirt" professional look, and other approaches to upgrading the industry were stressed by Frank Murphy, Murphy Electric Co., Bristol, Conn. Murphy urged dealers to sell the service concept to the customer and "let her know exactly what her service dollar buys."

High-powered competition from the service giants or from factory service operations continues to cut into the independent's operations. As one West Virginia dealer said, "RCA Service Co. is killing me because they are servicing Zenith and Motorola as well."

Magnavox's Yeranko said many dealers could learn a few pointers from "the big boys who sell and service the same customers over and over again." Many dealers admitted that they are having problems keeping customers after the manufacturer warranty expires. Some dealers, like Ray Stockhausen, Best Co., Pittsburgh, Pa., are using service contracts to tie customers to their store.

Stockhausen said service contracts provide the service department with steady income. "You can make money from service contracts," Stockhausen said, "because products just don't need as much repair today."

Improved technology and longer manufacturer warranties are problems that have not yet hit the industry with full impact. While the trend toward transistorized units, solid state electronics, and miniaturized circuitry continues, many dealers said their business has not been affected, because it may be another five years before the service department could become "just a warranty station."

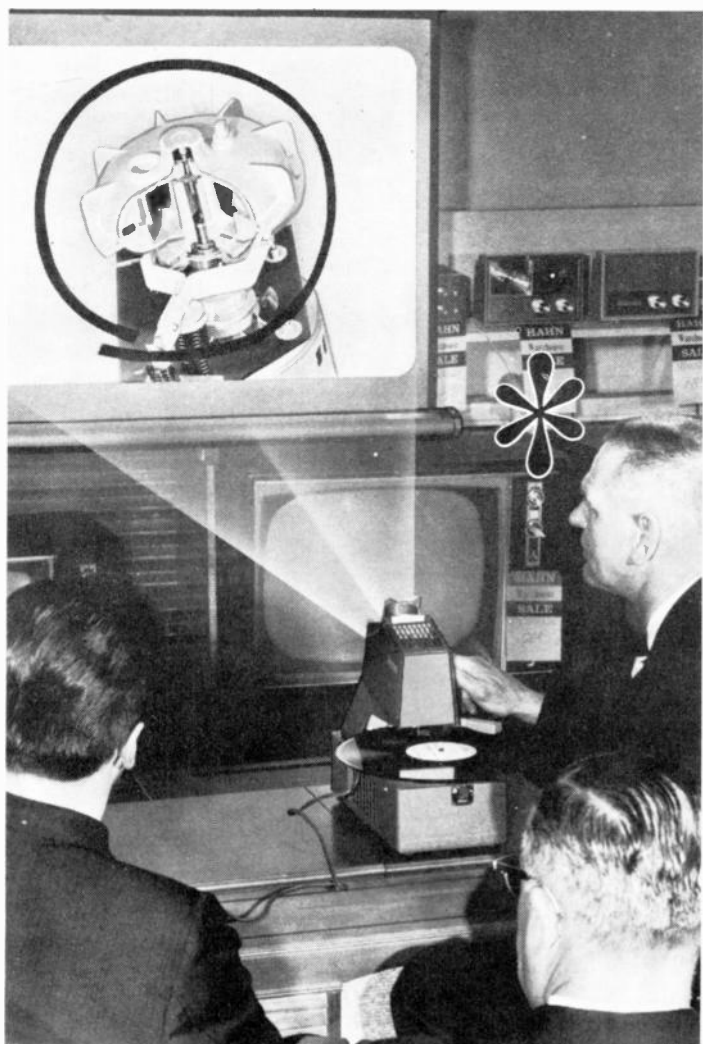
Chaffee's Department Store in Erie, Pa., figures they are beating the manufacturer in the warranty game. Angelo Cocco, Chaffee's service manager, said they have started offering five-year parts and labor warranties on some white goods.

"Our warranty is a great selling point," Cocco said. "Unit sales went from 650 to 1,100 in one year."

Many dealers, with an eye toward the future, are diversifying their operations. Some service-only firms may begin to take on sales; others may turn to department store service contracts as a source of business.

The future is in question for the service industry. What will happen to the service department when manufacturing costs are so reduced that it is cheaper for a customer to junk an appliance rather than repair it? Today, no one knows the answer.

You Profit More with SPEED QUEEN



Meet Charlie Mehrmann.* He's the Speed Queen District Manager in the Pittsburgh area (Allegheny County). Here he is shown doing sales training work in one of HAHN'S seven Pittsburgh stores. Charlie is a home laundry specialist in every phase of dealer service — advertising, promotions, merchandising, sales training, floor display, pricing, etc. It's all part of his BASIC RESPONSIBILITY as a District Manager to assist his Speed Queen accounts to profit more with the Speed Queen line. Read Buyer Sheffler's comments below.

"When the Speed Queen people advertise that they go all out to help their dealers make a profit, they are stating the truth . . . at least so far as we are concerned. District Manager Charles Mehrmann not only helps to train our salesmen, but he is on the ball in every way possible to make Speed Queen one of the most profitable appliance lines we carry. Speed Queen dependability doesn't necessarily sell itself; Mr. Mehrmann coaches our people as how to put it across on the sales floor . . . and close the sale. And that's what counts!"

Mort Sheffler
Buyer — Hahn Furniture Co. Pittsburgh



McGraw-Edison

SPEED QUEEN

a division of McGraw-Edison Co., Ripon, Wisconsin
FAMED FOR DEPENDABILITY

Are your suppliers

coaches or dashmen?

In track, it's the objective of the dashman to get to the tape first. And, preferably, to set a new record *for himself* in doing it.

Know any suppliers who act like sprinters?

We think you have a right to expect more.

As a retailer, you have a right to expect a supplier to do a lot more than just grab the order, snap out a "thanks" and run.

You have a right to expect help. You have a right to expect leadership...the kind of leadership that leads to good profits.

That's why, at Motorola, we do such a wide variety of things . . . and encourage our distributors to do such a wide variety of

things that might help you.

Probably our most important contribution is product design. Take Color TV, for example. Motorola was the first manufacturer to mass market rectangular picture Color TV in America. The remarkable benefits resulting from the rectangular picture tube are the kind that can produce top markups and good profits in your store.

We can't manufacture profits for you — but Motorola speaks for top retailer profits . . . leads with ideas that can produce profits . . . thinks you deserve profits.

For it takes profit for progress . . . profit to grow.

MOTOROLA

new leader in the lively art of electronics

This is the year no woman can resist you!

(that is if you're taking advantage of the tremendous
advertising support of the Kelvinator Originals)



Meet the new Kelvinator Originals

There are dozens of exciting Original refrigerators to choose from. And many matching or complementing ranges and dishwashers to complete the effect. Each is an authentic, handcrafted design to

set the theme for your one-of-a-kind kitchen or to match your family's interests in the den or recreation room.

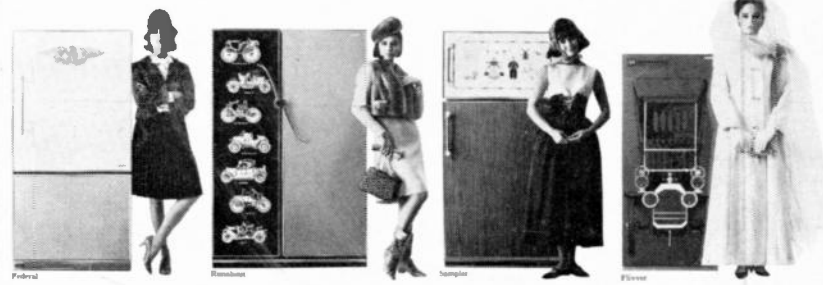
The rest of the Originals' beauty is the quality Kelvinator builds into every

refrigerator: the regular models in white, copper and colors as well as these exciting new Originals.

For example, the Kelvinator No-Frost system is so efficient it keeps your re-

frigerator and freezer free of frost at a lower operating cost than other manufacturers' frostless refrigerators.

Then exclusive Trimwall construction gives you far more storage room than



(Personalized refrigerators by American Motors)

older models in the same kitchen space. That means you can replace an old 8-cubic foot refrigerator with a new Trimwall Original that gives you 16 cubic feet of refrigerator and freezer capacity.

Now, look at the open Foodrama. It's Trimwall and it gives you 22 cubic feet of storage, including a 307-lb. freezer, in only 41 inches of floor space. That means you'll shop less often, prepare

better meals, save money by stocking up on "specials."

For our colorful booklet showing all the Originals, many beautiful room settings and a series of imaginative dec-

orating ideas, mail 25¢ to Kelvinator Division, American Motors Corporation, Box 19, Detroit 8, Michigan. Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances.

Ad appearing in Life, Look, Saturday Evening Post, Better Homes & Gardens, American Home, House Beautiful, House & Garden, Sunset, New Yorker, Key City Newspapers, Sunday Supplements

Be ready when full-color ad spectaculars attract the ladies to your store!

With 2- and 3-page color spectaculars, Kelvinator is launching the Originals with the biggest announcement campaign in its history! It starts in March and continues all through the big spring and summer selling months. With all of this advertising coming on top of the tremendous

publicity given the Originals, imagine the excitement and traffic it will create at retail. And all for the refrigerators with the best profit opportunity in the industry! You can be the host to this traffic in your area—if you act fast. Call your Kelvinator district manager now.

Kelvinator

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