

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 17/APRIL 26, 1965

## ON THE INSIDE

Scorecard for success for one retailer in a hotly competitive market is marked up by computer. It has made the difference between nailchewing and glowing profit pictures. Here is proof that electronic data processing is not for department stores only .....p.13  
Housewares news starts.....p.25

## AT PRESSTIME

The 12-inch race has television makers glancing anxiously over their shoulders to see who is stepping on their heels. RCA, last of the major tv manufacturers without a tinyvision model in its line, is scheduled to introduce a 12-inch set with a "unique design" next month at its line show. This follows a long period of looking down aloofly from its 16-inch heights. The rumor mills have ground so long and so fine on another yet-to-be-seen 12-incher, GE's color set, that it has come to be an accepted fact.

GE is said to be going with a three-gun shadowmask model that has started speculations growing on top of speculations. MERCHANDISING WEEK heard on the West Coast that GE is looking to bring it in at \$250 retail with a 20% gross margin for retailers. And on the East Coast, word was that the set had been offered to the hotel-motel market for \$225. But the big questions now are when, in what quantities, and at what price—for real. One inside dopester is talking of September for limited numbers—less than 5,000 units initially. Queried, GE seemed obviously tired of dealing with all the rumors.

continued on p.3

-GROSS PROFIT ANALYSIS--DEC. 31, 1964 PAGE 010

REF. NUMBER	SALES AMOUNT	COST AMOUNT	GROSS PROFIT	PCT.
25510	242.00	179.00	63.00	26.0
25560	274.00	197.00	77.00	28.1
25650	342.00	251.00	91.00	26.6
25710	210.00	139.00	71.00	33.8
25710	198.00	139.00	59.00	29.8
25720	248.00	180.00	68.00	27.4
	1,514.00	1,085.00	429.00	28.3 *
26510	56.00	36.00	20.00	35.7
	56.00	36.00	20.00	35.7 *
27010	105.00	78.00	27.00	25.7
	105.00	78.00	27.00	25.7 *
27055	101.00	57.00	44.00	43.5
	101.00	57.00	44.00	43.5 *
	13,280.00	9,575.00	3,705.00	27.8 **
27210	99.95	84.00	15.95	15.9
27210	105.00	84.00	21.00	20.0
27210	100.00	84.00	16.00	16.0
27210	98.00	84.00	14.00	14.2
27220	114.95	86.00	28.95	25.1
27220	110.00	86.00	24.00	21.8
27220	110.00	86.00	24.00	21.8
27220	115.00	86.00	29.00	25.2
27220	110.00	86.00	24.00	21.8
27220	114.95	86.00	28.95	25.1
27220	114.95	86.00	28.95	25.1
27220	110.00	86.00	24.00	21.8
27220	110.00	86.00	24.00	21.8
27220	112.00	86.00	26.00	23.2
27220	112.00	86.00	26.00	23.2
27290	130.00	108.00	22.00	16.9
27330	170.00	110.00	60.00	35.2
27370	158.00	110.00	48.00	30.3
27370	158.00	110.00	48.00	30.3
27370	158.00	110.00	48.00	30.3
27370	144.76	110.00	34.76	24.0
27450	138.00	96.00	42.00	30.4
27450	134.95	96.00	38.95	28.8
27460	135.00	96.00	39.00	28.8
27560	188.00	125.00	63.00	33.5
27575	220.00	154.00	66.00	30.0
27600	235.00	165.00	70.00	29.7
27605	238.00	160.00	78.00	32.7
27625	258.00	197.00	61.00	23.6





**After kids and Christmastime,  
what's left for the #1 line of portables?**

**"Mother," "Father," "happy birthday,"  
"congratulations," "best wishes," etc., etc., etc.**

All told, gifts are a multi-billion-dollar business. But why do G-E portables get such a big slice of the pie?

Look at the line. 12 models in all, ranging from a \$19.95\* portable for kids to the \$279.95\* Adventurer. Every one solid-state.

Look at the styling. Years ahead.

Look at the innovations. From flip-down decks in some models to a curved stereo screen in another to battery operation of yet another.

Look at the name: General Electric. A name that's trusted for quality, and for performance.

What's in it for you? Fast turnover every day of the year.

Audio Products Department, Decatur, Illinois

**GENERAL  ELECTRIC**

\*Manufacturer's suggested list. A bit higher West and South.

□□□□ **Is the demonstrator's badge on his suit**, the one at the cleaners? The National Better Business Bureau, which obtained assurances from vacuum cleaner producers that sales-specialist demonstrators would be identified on retail sales floors (MW, 15 Mar., p.17), is finding something to be desired in the policing of the agreement. Norman E. Gottlieb, NBBB vp and counsel, said he is not completely satisfied with support at the retail level. He added that local bureaus are working to obtain more widespread retail acceptance of identified demonstrators. Without retail support, the factory man can come up with many clever ways to avoid wearing the badge.

□□□□ **Home laundry shipments rose 5%** over 1964's record figures, during the first quarter of this year, reports the American Home Laundry Manufacturers' Assn. Total industry sales of automatic washers and dryers during March, 535,830 units, also set a record, up 9% from March a year ago. Automatic washers gained 7% over last March, and dryers were up 20%.

□□□□ **Another Japanese home video tape recorder.** Matsushita Electric Co. of Japan has produced a small, all-transistorized video tape recorder to be marketed before the end of the year for approximately \$555, reports McGraw-Hill World News in Tokyo. The company plans to sell the new VTR unit, along with a small tv camera and tv set, to make a complete set priced at around \$833. Matsushita says it will export the unit "in the near future," but export prices have not yet been set.

This instrument is the second of its kind to be marketed in Japan. A Sony VTR, unveiled last autumn, reportedly will be sold for \$550 by this May or June.

□□□□ **U. S. distributor for Wesgrove's VTR unit**, the much-touted, home-type video tape recorder will be Hal Cox of Hal Cox Custom Music in San Francisco. Cox is now organizing a distribution company to be called Wesgrove International, with offices in New York City and San Francisco.

□□□□ **Fedders will have a new promotion** this summer built around a just-announced 16,000 Btu room air conditioner designed to cash in on a growing demand for high capacity. Called "Challenge 16," the national ad campaign will coincide with the industry-wide "Why Simmer Through Summer" promotion. Fedders' push will be centered around the 16,000 Btu model 5D21E3, which will be advertised nationally with a \$247 price tag. Fedders claims that the unit will cool well when outside temperatures are as high as 115 degrees.

□□□□ **California gets a vet back** as Thomas F. Maschler rejoins the H. R. Basford Co., distributors for Zenith, Gibson and Easy. Maschler, former president of Perrin & Assoc. Inc., Chicago, steps in as vp and assistant to the president.

□□□□ **Last-ditch efforts for excise tax repeals** on television receivers, radios, phonos and phonograph components have been launched by the Electronic Industries Assn. The tax-cut bill, which is due to go

to the House Ways and Means Committee the week of May 10, is expected to be enacted by June 30. EIA is asking all segments of the industry to support the bill through letters, telegrams, and calls to members of Congress—until May 20 to members of the Ways and Means Committee and in June to the Senate Finance Committee and members of the Senate.

□□□□ **"We better do something fast,"** said W. D. Dance, vp of General Electric and general manager of Hotpoint, at NEMA's annual consumer products meeting last week in Hollywood, Fla. (see page 8). His comment focused fresh attention on the "opportunity" for a division reorganization put forth by Joseph F. Miller, executive vp of NEMA (MW, 12 Apr., p.8). Dance said that the board of NEMA's consumer products division "has hit bottom" and implored his audience "that it can't die." He emphasized Miller's point that the group must get top management to meetings so that industry problems can be worked out more effectively. "Collectively, we have the strength," said Dance, and "[the situation] will change. It has to."

□□□□ **Ignoring the interest of the retailer** and the consumer can lead to disaster, Harry Kane, vp and general manager of Westinghouse Appliance Sales and Service Co. told the NEMA convention last week. Kane's example: the washer-dryer combination. "Everybody thought it was a good idea except the housewife," he said. "As manufacturers, we must evaluate consumer requirements and select the most marketable—not the most manufacturable—products."

□□□□ **The FCC moved firmly but cautiously** last week to put curbs on the unbridled growth of community antenna television systems (CATV).

For two years, broadcasting has been in turmoil over CATV's explosive development. Broadcasters worried that CATV, taking signals without charge and then selling them, was offering painful competition. Most recently, it has begun to move into major cities—New York City, Philadelphia, Cleveland. FCC was alarmed that its notable experiment—more competition in tv broadcasting through UHF development—would go down the drain.

FCC now asserts without qualification that it has the authority to regulate some 1,300 cable CATV systems, which use no broadcast facilities and fit under none of FCC's traditional regulatory schemes.

FCC invited Congress to legislate authority if it sees fit, but left no doubt that it will take the authority whether or not Congress acts. The commission has opened a broad investigation into the impact of CATV on UHF and educational tv, with the promise of rules and regulations to come.

On some 320 microwave CATV systems, for which there is no question of FCC's jurisdiction, the commission made final a set of restrictions. Basically, a microwave CATV system will be required to broadcast local programming, but will be prevented from doing so within 15 days before or after a local station does.

The FCC proposes to extend this same restriction to cable systems. The idea: to prevent CATV from offering direct competition in programming to licensed tv broadcasting stations.



# Confessions of a magazine reader

by DAVID OGILVY

Author of "Confessions of an Advertising Man"

I READ 34 magazines every month. I like them all, but the one I admire most is Reader's Digest.

The editors of The Digest are in possession of a remarkable technique: they know how to present complicated subjects in a way that engages the reader.

This gives The Digest's editors great influence in the world. They put their influence to admirable use.

They are on the side of the angels. They are crusaders, and they carry their crusades, in 14 languages, to 75 million souls a month.

They crusade against cigarettes, which kill people. They crusade against billboards, which make the world hideous. They crusade against boxing, which turns men into vegetables. They crusade against pornography.

They crusade for integration, for the inter-faith movement, for the Public Defender system, for human freedom in all its forms.

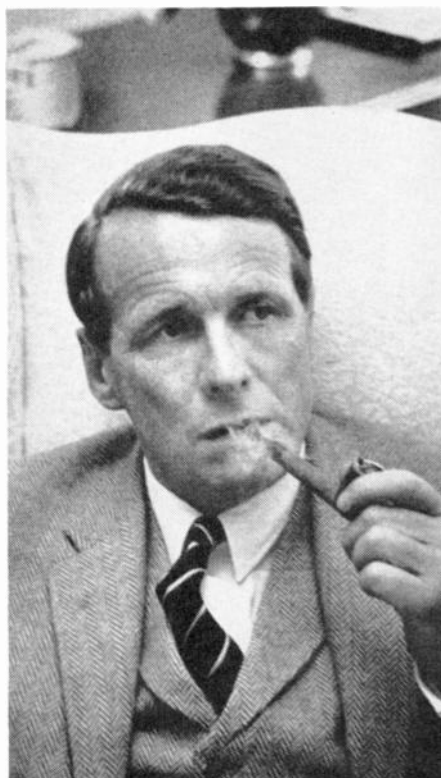
Good Pope John once told The Digest editors, "How comforting it will be for you, when you come to the close of your lives on earth, to be able to say to yourselves: *We have served the truth.*"

## No log-rolling, no back-scratching

Ten years ago The Digest opened its columns to advertising. This worried me. I was afraid that the editors would start pulling their punches in deference to advertisers and even give editorial support to advertisers—an obvious temptation to magazine editors. But this has not happened; The Digest has remained incorruptible. No log-rolling, no back-scratching.

The success of The Digest is deserved. It does not depend on prurience, voyeurism or cheap sensationalism. What The Digest editors offer their readers are ideas, education (practical and spiritual) and self-improvement.

The instinct of these editors is toward clarity of expression. The current issue,



as I write, includes articles on religion in schools, on the Congo, urban renewal, violence on television, Abraham Lincoln and safe driving. Each of these subjects is presented in a way which I can understand. If I did not read about them in The Digest, I wouldn't read about them anywhere. I wouldn't have time.

Some highbrows may look down their noses at The Digest, charging it with superficiality and over-simplification. There is a modicum of justice in this charge; you can learn more about the Congo if you read about it in *Foreign Affairs Quarterly*, and you can learn more about Abraham Lincoln if you read Carl Sandburg's books about him. But have you time?

## Never boring

I seldom read a highbrow magazine without wishing that a Digest editor had worked his will upon it. I would then find it more readable. The Digest articles are never long-winded, never obscure, never boring.

I also admire the editors' courage. They have the guts to open their readers' minds on delicate subjects. They grasp nettles. Like venereal disease, cancer, mental illness. They are not humorless prigs. Their sense of humor is uproarious. They make me laugh.

## Editorial technique

Their techniques fascinate me. First, the way they present the contents on the cover—a tantalizing menu which invites you to the feast inside. (I have never understood why all magazines don't do this.)

Second, the ingenious way they write the titles on their articles. They pique your curiosity—and they promise to satisfy it. For example:

*What Truckers Say About Your Driving*

Professional drivers sound off on the most common—and dangerous—faults of the amateur.

How could anybody resist reading an article with a title like that?

I earn my living as a copywriter in an advertising agency. It is a matter of life and death for me to get people to read my advertisements. I have discovered that more than half the battle is to write headlines which grab people's attention and force them to read the copy. I learned how to do this by studying headlines in The Digest.

The Digest editors do not start their articles in the front of the magazine and carry them over in the back. They carry you through their magazine without this maddening interruption, and I bless them for it.

## The battle for men's minds

You and I, gentle reader, live in the United States, and we think of The Reader's Digest as an American magazine. So it is—15 million Americans buy it every month. But it is also published in 20 other countries—10,500,000 copies a month. It is the most popular magazine in several countries abroad,

including all of the Spanish-speaking countries.

The international editions of The Digest carry more or less the same articles as the U.S. editions. The editors have discovered that subjects which are important to people in Iowa, California and New York are equally important to people in France, Tokyo and Rio.

Thus it comes about that Digest editors have a profound influence on people who are free to read what they want. This magazine exports the best in American life.

In my opinion, The Digest is doing as much as the U.S. Information Agency to win the battle for men's minds.

Credit where credit is due. I know nobody who deserves the gratitude of their fellow Americans more than DeWitt and Lila Acheson Wallace. The Digest is the lengthened shadow of these two great editors. Theirs are the names at the top of the masthead. It is the most formidable of all mastheads: no less than 208 men and women. Among them you will find some of the most distinguished journalists in the world. No other magazine is so richly endowed with professional competence.

Some magazines are dominated by the men who sell advertising space. In my experience, there has never been a good magazine which was not, like The Digest, dominated by its editors.

Long live The Reader's Digest!

*David Ogilvy*

"Reader's Digest asked me if I would comment on why I think so many people all over the world read it," Mr. Ogilvy says. "I agreed to try, because I regard The Digest as a major force for good in the world, and I wanted to say so. In return for my work the Digest will make a donation to Fettes, the Scottish school which gave me my education on a full scholarship."

**promote & profit with these**

# CORY<sup>®</sup>

## RED-BALL SPECIALS!



### 1 HOTTEST "PERC" VALUE IN THE INDUSTRY!

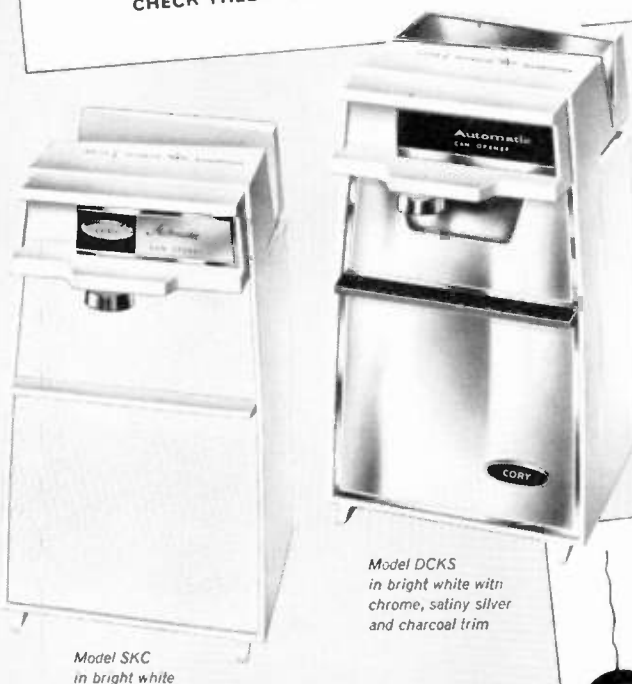
Popular Cory Royal Buffet Automatic Percolator, Model A20P, 6 to 20 cups . . . Designed for everyday use—for party use too! Has automatic flavor selector, coffee-ready light, cup markings on body and basket . . . Modern chrome styling with exclusive Cory "Flavor-Lok" top. Now available for full profit special promotion at only \$19.95.

### 2 NEW PROFIT-MAKING COMBINATION!

Cory Automatic Can Opener with world-famous Knife and Scissors Sharpener added!

Model SKC Standard model—fully automatic 3-way combination unit. Now available for special retail promotion at only \$14.95. Model DCKS Deluxe 3-way unit in chrome, black and white with step-up style and features for retail promotion at \$18.95.

CHECK THESE PROFIT-BUILDING, SALES BUILDING SPECIALS!



Model SKC  
in bright white

Model DCKS  
in bright white with  
chrome, satiny silver  
and charcoal trim

### 3 WOW! THE GIFT SPECIAL YOU'VE BEEN WAITING FOR!

A Limited Time Only offer—

Cory's famous Combination Knife and Scissors Sharpener—Model KSS . . . One of America's Best Known, Most Popular Appliances!

• With cord storage chamber • Automatic pressure switch • Guide clips

A "Red Hot" Gift Special for retail promotion at only \$9.95.



### 4 HOT WEATHER PROMOTION SPECIAL!

NOW AVAILABLE! New Cory Model ARD Automatic Electric Defroster with built-in Safety Humidistat.

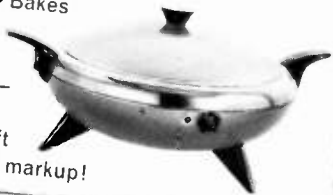
Ask about Cory Extra Profitunity—and Special Retail Advertising Program for introduction of this new model now!



### 5 GREAT GIFT FOR MOTHER'S DAY! USEFUL EVERY DAY!

Cory Automatic Electric "Party Chef" Casserole—Model DEC-2 • Bakes • Roasts • Fries • Stews • Braises

Practical for every day use—a big 4½ quart capacity. Now available for special gift promotion at \$19.95 . . . Full markup!



**GET SET NOW!**

CORY CORPORATION  
3200 West Peterson Avenue, Chicago, Illinois 60645

Attention: Sales Manager  
Please rush full details about Cory Red-Ball Promotion Specials.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

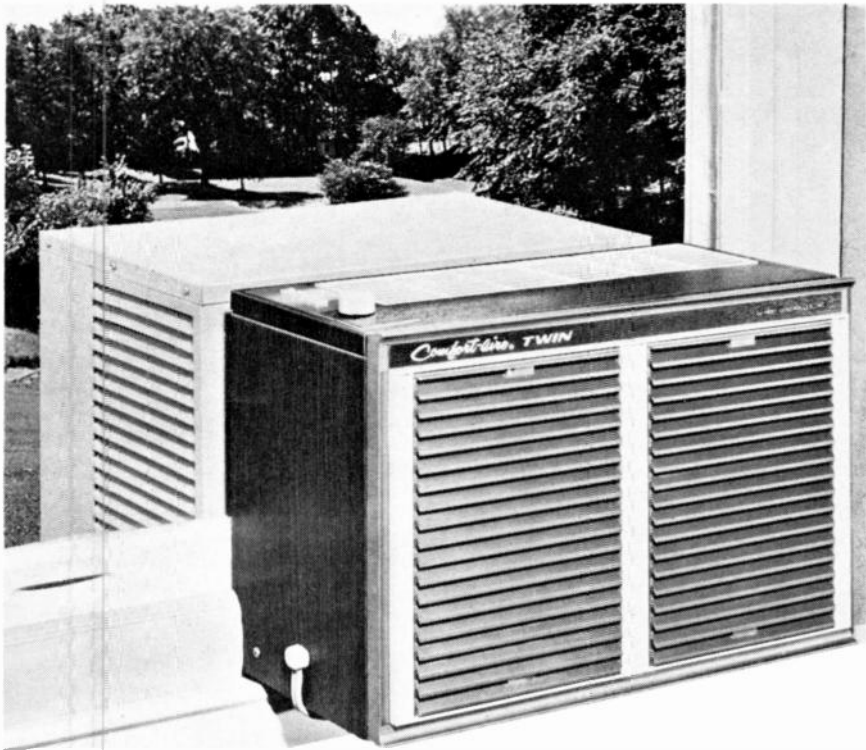
☐ Distributor

☐ Dealer

**CORY<sup>®</sup> CORPORATION** 3200 W. Peterson Chicago, Illinois 60645  
CORY CORP. (Canada) Ltd., Toronto, Ont.

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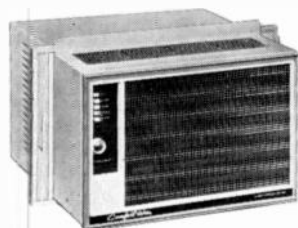




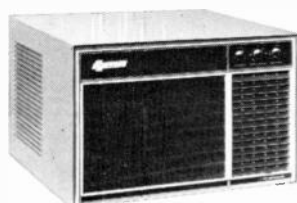
sell the *NEW* concept  
for living comfort . . .

## *Comfort-Aire*® **TWIN** ROOM AIR CONDITIONER

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



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



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



## HEAT CONTROLLER, INC.

JACKSON, MICHIGAN

The Quality Leader in Conditioning Air



## WASHINGTON

□□□□ **List of excise cuts to Congress by mid-May**— that is the best bet on when the Johnson Administration will send its closely concealed tax proposals to Congress. July 1 remains the date for the cuts to go into effect. The Administration's package of cuts will total \$1.75-billion in annual revenue, and reductions in tv and appliance excises still are considered likely to figure in the Administration's recommendations.

With Administration recommendations due on The Hill in mid-May, barely six weeks would remain for the legislation to run the hurdles of the House Ways and Means Committee, a House vote, the Senate Finance Committee, and a Senate vote. But the present Congress has shown no disposition to quibble over programs far more controversial than excise cuts, so there is little doubt that the July 1 effective date can be met.

The Administration's recommended \$1.75-billion cut is a rock-bottom figure. Congress is certain to push for more. In fact, the Administration is counting on House Ways and Means Chairman Wilbur D. Mills (D-Ark.) to maintain some restraint in the total amount cut. If Congress went all out, it could come up with a cut totaling some \$4.5-billion.

The Administration is quite serious about trying to keep the total cut within bounds. There would be genuine concern in the White House and the Treasury if Congress got out of control, and added much more than \$1-billion to Johnson's \$1.75-billion figure.

□□□□ **A fresh concern over inflation** is the new element that makes the Administration serious about keeping the size of the excise tax cuts in check. Government economists are worried that the stimulus to the economy from an over-sized excise cut might be just the straw to push the present boomy economy into a damaging round of price hikes. Analysts point to these factors: industry is operating as close to capacity as it has in years; business is steadily pushing up plant and equipment investment plans; and this means industry is optimistic about continued prosperity.

□□□□ **Consumer attitudes** indicate that business optimism is well-founded. The University of Michigan's Survey Research Center reports consumer optimism near a 10-year high, with plans to buy appliances and furniture rising. On top of this, the fattened Social Security measure nearly through Congress will pump an extra \$1.5-billion into consumer hands before the end of the year. New home construction, one of the economy's soft spots, is being rated a slight plus to the economy, instead of a drag, by government economists.

In the face of all these bullish signs, jitters over inflation now begin to figure strongly in Administration calculations. The picture today is the reverse of what it was at the beginning of this year, when there was widespread talk about the possibility of the economy faltering a bit in the second half. Consequently, President Johnson is far more eager than he was four months ago to have Congress stick pretty closely to his excise tax cut prescription. There will be less opportunity than was once expected for industries to get bigger cuts from Congress than those urged by the Administration.





Frigidaire's automatic self-cleaning-oven range in "before" and "after" poses

## Frigidaire unlatches the door on its self-cleaning-oven range

Frigidaire's Electri-clean oven has arrived (MW, 19 Apr., p.1.) The self-cleaning oven incorporated in two 30-inch free-standing ranges—the top-of-the-line Custom Imperial and the medium-priced Deluxe model—is now being introduced to dealers across the country.

The principle used in the self-cleaning oven is heat, heat so intense (900 degrees) that it decomposes caked grease and soil, leaving only a small amount of loose ash in the oven.

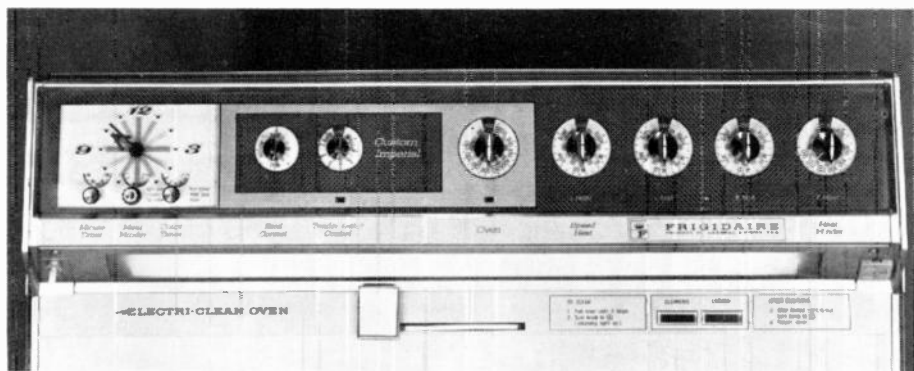
The Frigidaire unit has a lever that latches the door. Then a knob is turned to start the process—signalled by a red "cleaning" light on the panel. When the oven temperature rises above the conventional broiling heat, the oven door locks itself, and, according to the company, a second red "locked" light flashes on the control panel. After approximately two hours of intense heat, the oven shuts down automatically and then cools for an hour. After the "locked" light goes off, the knob

is turned to the cooking position, and the oven door can be opened. The models operate on 230 volt current. The oven also features an automatic air-cleaning device that consumes smoke or fumes. This air cleaner is located inside the vent, below the right rear surface cooking unit.

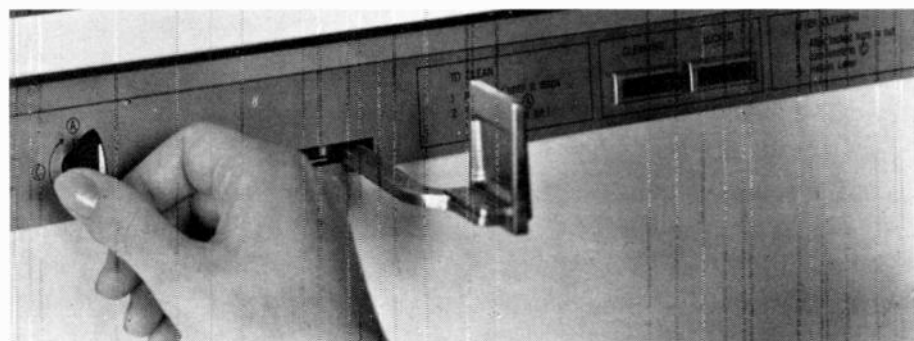
According to Frigidaire, extra insulation and a built-in fan, which circulates room air between the range's inner and outer walls, prevent excessive heat build-up on the range's exterior surface. The company says that a housewife may use all but the right rear surface cooking unit while the oven is being cleaned.

The surface unit drip bowls of the range are finished in the same type of heat-resistant porcelain enamel as the oven interior, so they too can be cleaned in the oven during the operation.

The two ranges with self-cleaning ovens are available in copper, turquoise, yellow and white.



Controls for Frigidaire's self-cleaning oven set below regular controls



Two-step operation: housewife pulls oven-locking lever forward, turns dial

□□□□ **U.S. Steel's air conditioner promotion** next month gets another boost through a newspaper service now being offered. The steel corporation is distributing advertising and editorial materials to approximately 1,700 daily and 2,500 weekly papers to supplement special sections on room air conditioning.

□□□□ **Concertone has boosted two retail prices:** model 801A tape recorder is now \$499.95, and the model 802A recorder is now \$429.95. Dealer net prices will be increased correspondingly, effective May 1. Concertone's annual report shows that more than 5,000 of the two units, with a dollar volume of more than \$1.25-million, were sold in 1964.

□□□□ **V-M is talking price** with its new compact stereo portable phono (model 327) and solid-state tuner amplifier (model 1484). The phono, which is only 12 inches deep, has an open list and can retail for under \$70. It includes two separate speakers and an amplifier-changer unit. The tuner-amplifier, a solid-state AM-FM stereo tuner and a 150w amplifier, will retail for \$219.95.

□□□□ **Norelco's new tape recorder accessories**—designed for its 1965 tape recorders—include carrying case, headsets, a special-purpose microphone, remote controls, and telephone pick-up coils.

□□□□ **Penney's new mid-summer catalog** (prices effective until Aug. 16) lists an 11-inch Penncrest portable tv with antenna and carrying handle for an eye-opening \$88. A 16-inch portable tv is priced at \$108 and a 19-incher goes for \$138. The new book shows four solid-state portable phonos, ranging in price from \$42.95 to \$134.95. In portable radios, five units are listed—from a \$6.88 six-transistor set to a \$49.50 three-band set with 12 transistors. The catalog has three tape recorders, including one unit for \$99 that listed in the 1965 Spring Catalog for \$139.50. This set plays both monaural and stereo tapes, has two 6-inch speakers and three tape speeds. A Penncrest Talkie-Walkie is priced at \$29.50.

□□□□ **Color saturation in the major markets** is increasing rapidly, according to an A. C. Nielsen Co. Station Index report. In March, 13% of the viewing homes in San Diego had color sets, as compared with 9% in November, 1964. Other figures for March (with November's percentage in parentheses) are: Atlanta and St. Louis 5% (4%); Boston 6% (3%); Cincinnati 10% (9%); Dallas-Ft. Worth 6% (4%); Detroit and New Orleans 7% (5%); Los Angeles 11% (9%); New York 6% (5%); Philadelphia and Denver 8% (6%); and San Francisco 9% (7%).

□□□□ **Home laundry sales in 1964** showed the greatest increase—30% over 1963—in Hawaii, reports the American Home Laundry Manufacturers' Assn. (AHLMA). In a state-by-state survey, AHLMA found that in 26 states more than one family in 10 purchased new home laundry appliances. The record national total of distributor sales announced by AHLMA for all home laundry equipment in 1964 was 5,632,000—a 10% increase over 1963.



□□□□ **Two firms with 19-inch color tv sets** have just appeared within days of each other in Japan. Haya-kawa Electric Co. of Japan unveiled a shadow-mask type color television receiver, priced at \$550; Toyko Shibaura Electric Co. introduced a 19-inch color receiver with a 90-degree deflection color tube, but has not yet quoted a price, says McGraw-Hill World News in Tokyo. Meanwhile, Sony has scheduled a new 19-inch chromatron-type color tv unit, to sell at around \$527, for early this summer.

□□□□ **A new 28-inch wide GE refrigerator**—designed especially for small kitchen areas—has been introduced. The two-door, no-frost has nearly 12 cu.ft. capacity, and stands 61 inches high. The refrigerator-freezer will be fair-traded in the New York City area for \$259.95.

□□□□ **Ampex is enlarging its tape recorder plant** in Elk Grove, Ill. The 50,000 sq.ft. expansion will double the corporation's production capacity for consumer tape recorders.

□□□□ **Agitator washers versus tumbler models:** No contest! says Westinghouse marketing manager, Charles J. Vondran. "When we came out with a top-loading washer last spring," he says, "many people in the industry predicted that the tumbler business would suffer. Yet today our tumbler sales are better than they were in 1964 before the agitator was added." Sales of tumbler washers are running at a rate of about 150% ahead of the 1965 objective for the first quarter, and Vondran described agitator sales as "very satisfactory."

□□□□ **Zenith's new 5-band table radio**, the Explorer, will retail for \$99.95. The set, Zenith says, has a special sensitivity control for tuning-in both distant, weak signals and nearby, strong-signal stations. Other special features include three slide switches: a "receive-standby" switch; an automatic "noise limiter" for eliminating severe static; and a "beat frequency oscillator" switch for listening to Morse Code transmissions.

□□□□ **A special Hamilton promotion** offers for the first time Coppertone units in its middle-of-the-line 300-series of washers and dryers. The WA315C washer lists for under \$220, the DS305C gas dryer sells for under \$200, and the DE305C electric dryer for under \$180.

□□□□ **"Russia is hell-bent to have tv by 1967**, the 50th anniversary of its revolution," says Dr. George H. Brown, research and engineering vice president at RCA. Brown reports that, during a recent trip he made to the USSR, Soviet engineers indicated that they were being pushed hard to meet this deadline.

□□□□ **An all-time earnings record** has been announced by May Department Stores Co.: \$41,090,000 net earnings in fiscal 1964, \$10,657,000 more than the previous record of \$30,433,000 earned in 1963. This was an increase of 35%, the highest one-year gain in profits in the company's history.

## NEMA calls in the specialists for annual industry check-up

More than rosy reports and healthy forecasts came out of the annual meeting of the Consumer Products Division of NEMA in Hollywood, Fla., last week. Billy S. Yates, president of the National Appliance & Radio-TV Dealers Assn. (NARDA), in a speech prepared for the closing session, called for a doctor for the independent retailer, and questioned the bedside manner of the manufacturers.

"The facts and figures I bring you do not point to a long life for the average independent," began Yates in his speech entitled "The Death of the Independent Retailer, Never."

"The death of the independent dealer will never be a suicide nor will it ever come about without a heck of a struggle," Yates said, "but I cannot say that he will not be killed, either accidentally or premeditatedly."

Three possible causes of death of the independent were cited by Yates. Discriminatory pricing might be one, Yates told the manufacturers. "In the major appliance field," Yates said, "I know a small trailer manufacturer that can buy a middle-of-the-line, name-brand refrigerator for 25% less than my carload price. I also know that many of the appliances sold to the builders have a way of getting back into the retail market. A man cannot survive with his competition buying the same goods for 15% to 25% less than he pays."

Reckless franchising was the second possible cause of death singled out by Yates. "It was reliably reported to our Chicago office," he told the appliance builders, "that one major manufacturer franchised six dealers for his line, all within four blocks of each other. We certainly can't tell you to whom to sell your goods, and we don't want to, but if these practices continue, you could wake up one morning and find your entire sales organization controlled by giants as big as you, over whom you would have absolutely no control."

Overproduction, and subsequent profit-cutting, Yates said, could be a third possible cause of the death of the independent.

Preventive medicine is being taken by some independents, however, Yates pointed out. "More and more dealers are realizing that there is strength in union. Many, in order to gain the generous volume discounts that some manufacturers offer, are joining together in buying co-ops. Also, many successful independent appliance retailers are diversifying. Some have found the diversification to be so successful that they have dropped appliances and are now specializing in other goods. I'd call that a case of curing the illness and killing the patient."

NARDA's traffic builders were another cure which Yates prescribed for the independents. Obviously ready for potshots on this topic, Yates asserted, "We regret that some people in our industry thought that the purpose of this program was to undermine the price structure of the appliance market. Nothing could be further from the true purpose of the

program. Through the traffic builder programs and through the NARDA nationwide credit card program, we hope to build traffic and combat the discriminatory pricing that threatens us today."

Healthy forecasts for the appliance industry were also made at the meeting. Donald C. Cook, president of American Power Co., predicted, in a speech prepared for the session, that electric appliance sales would triple by 1980. Cook said that in 1964 the electric appliance industry sold about 4.2-million electric ranges, water heaters and dryers, but that in 1980 there is the possibility of selling some 15 million of these units, as well as large numbers of other appliances.

Another rosy report came from J. E. Mungenast, market development specialist for GE, in his speech prepared for the meeting. "It doesn't cost a lot to investigate solid-state for your appliance of tomorrow," Mungenast told the audience of manufacturers. "Can you afford not to?"

What about costs? "Semiconductors have been and continue to be one of technology's greatest bargains," Mungenast said. "Constantly increasing production yields and fierce competition mean price declines that make an Oriental bazaar look tame. Holding back until the price is right is automatic insurance that some more perceptive competitor is at least two years ahead of you." The most significant up-and-coming innovation in solid-state, Mungenast says, is in appliance sensing and control.

NEMA-EEI plans for the future should encompass more than promotions, John L. Sullivan, sales manager of Boston Edison Co., said in a speech prepared for the session. The two organizations should work together, he said, to (1) assist directly in the marketing of new or innovated appliances; (2) assist in obtaining better profit margins for manufacturers, distributors, and dealers; (3) enforce NEMA appliance standards and specs; (4) provide consumer educational media to foster acceptance of new appliances; (5) inform utilities of new appliances and innovations; (6) assist the dealer by offering courses on business problems; (7) provide more accurate consumer motivation and installation surveys.

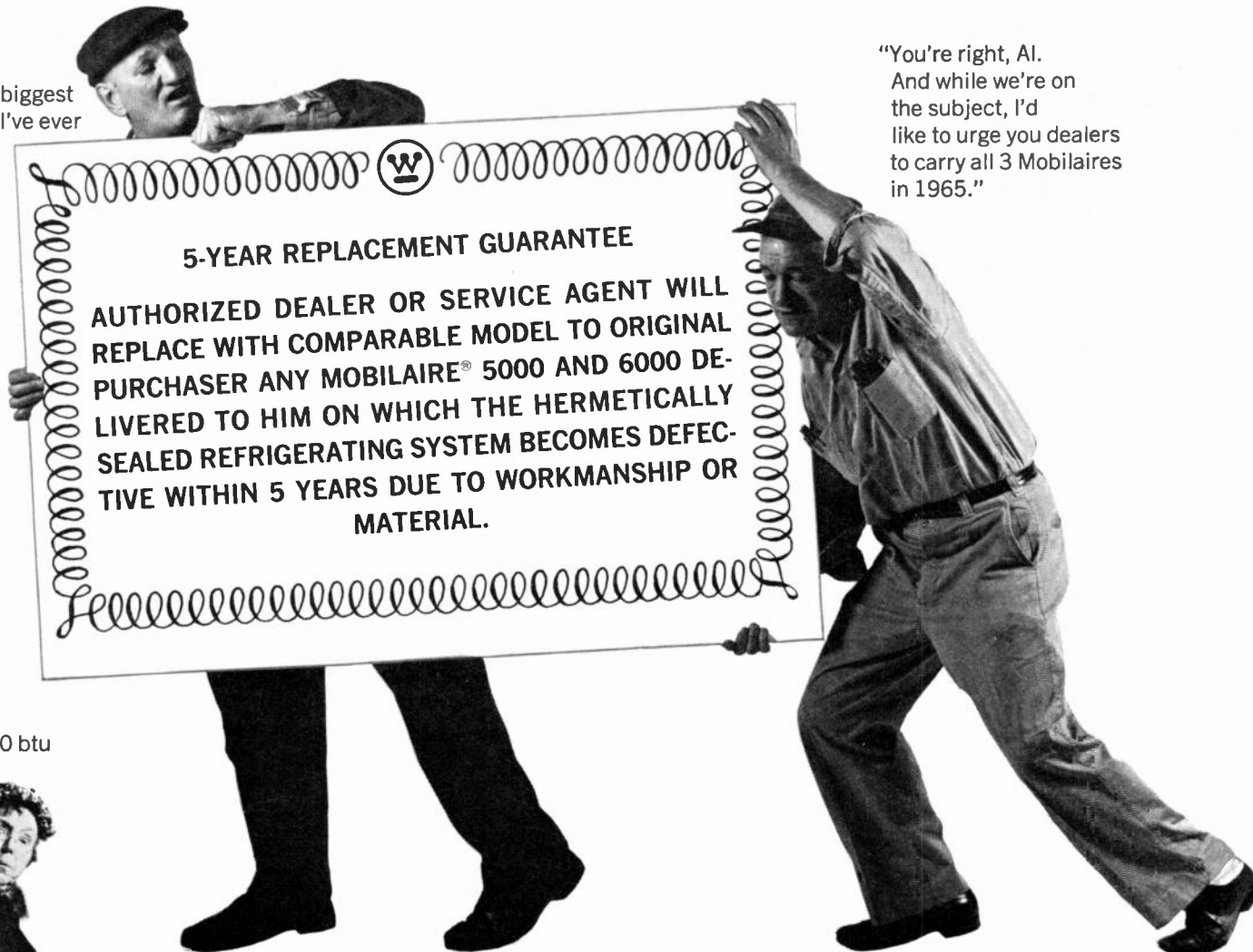
U.S. Steel's manager of consumer industry marketing, Harold O. Drossethes, assured the NEMA delegates of the steel corporation's high stakes in the appliance industry, as he outlined its appliance promotions scheduled for this year in his speech prepared for the meeting. "All common economic indicators point up continued opportunity for appliance sales," he said. "But an opportunity is no guarantee."

In 1965, Drossethes said, U.S. Steel will do its best to combat what he terms the "low-price syndrome." "This is a disease," he said. "Even the serum of stated consumer desires seems to have little effect against the inroads of the dealer's preconceived notions about low-priced merchandise."



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

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



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

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



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



"Come on everybody, hop aboard."



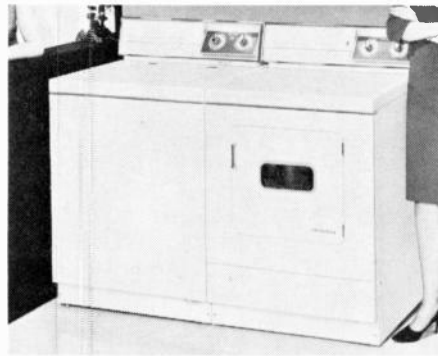
"We Westinghouse Dealers have a great sales story in these new compact room air conditioners—not to mention this Deluxe Mobilaire 5000 with automatic temperature control. They don't need any special wiring like a lot of others do. They've got the same cooling power as competitive low-priced units weighing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



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



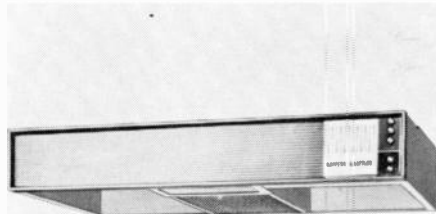




Hamilton clothes dryer

Hamilton announces its new "Holiday" dryer, which it claims has a greater drying capacity due to its larger drum size and 2-fan air-flow system. Only 27¼ inches wide, it has

a large D-shape loading area, a 180-degree swinging door, a lint collector, interior floodlight, and illuminated temperature and timer controls for position selection. *Hamilton Manufacturing Co., Two Rivers, Wis. 54241.*



#### Gaffers & Sattler vent hoods

The square modern cut is the look of a new line of vent hoods introduced by Gaffers & Sattler. The new line is made up of five models; three of them are styled with the traditional curving front.

The Monterey model (left) is equipped with an extra-large squirrel cage blower, 2-speed motor, and permanent snap-out grease filter. The discharge vent can be converted from vertical to horizontal exhaust when the unit is installed. The Monterey is offered in three sizes: 30, 36, and 42 inches. The new unit is available in five colors. *Gaffers & Sattler, 4851 S. Alameda St., Los Angeles, Calif.*



Pearce-Simpson two-way radio

Pearce-Simpson introduces its new IBC301 30w AM industrial/business band two-way radio. It may be installed as a complete unit or the self-contained remote-control head may be installed independently in its own mounting cradle.

The new model has an all-transistor power supply and solid-state receiver for low power drain (.6 amps). Included also are illuminated function indicators, adjustable squelch and pre-set noise limiter, and muting switch.

The following optional accessories are available: AC power supply, cabinet assembly and hardware for the remote control head, and telephone-type hand set with automatic switch-type cradle. The remote cradle transfers the audio from the main speaker to the hand set.

Frequencies are individually allocated by the FCC for business-industrial use. Price is \$329.90, with DC power supply. *Pearce-Simpson Inc., P.O. Box 308, Riverside Station, Miami, Fla. 33135.*



Modern Maid range units

Modern Maid range top model ET-336SG combines four electric elements and a grill. The range top is 36 inches wide, has a hardwood cutting-board, Teflon-coated griddle, and 1800w Perma-Coil plug-in element. The manufacturer says that for a charcoal effect, the grill comes equipped with ceramic coals in a chrome wire basket.

Models ETU-30 and GTU-30 have four cooking elements. Both models have lift-up tops. Snap-on pilots are included in model GTU-3C. Thermal-eye burner and Backrail are optional extras on both models. All of the range tops are designed to drop into cutouts above drawer space.

Modern Maid model GO-37DG built-in oven offers interchangeable glass oven doors in black or colors. *Tennessee Stove Works, Chattanooga, Tenn.*

# A phonograph is known by the changer it keeps

A phonograph is known as dependable, when its changer is BSR. This famous changer simply will not jam or stall. BSR has been lab-tested through more than a million consecutive perfect cycles... torture-tested by hundreds of the world's leading hi-fi phonograph manufacturers... and use-tested by scores of millions of customers!

A phonograph is known as more profitable, when it uses this world-favorite changer. The makers of America's great phonographs choose BSR to keep customers happy, keep sets sold, keep dealers' profits intact. And major American dealers report BSR the most trouble-free of changers, in operation and in hi-fi performance!

A phonograph is known as a best seller, when it features BSR. Year after year, BSR has been the featured changer of best-selling phonographs around the world. In England, where fine hi-fi was born, 3 out of 4 changers sold are BSR! Why not specify BSR in the hi-fi you sell... for top sales, for sure dependability, and for profits you'll keep.



**DEPENDABLE BSR**



BETTER SOUND REPRODUCTION  
PRECISION-CRAFTED IN GREAT BRITAIN  
BY BSR LIMITED—DISTRIBUTED IN U.S. BY  
**BSR (USA) LIMITED**  
COLLEGE POINT 56, L. I., NEW YORK  
IN CANADA: MUSIMART LTD., 970 McEACHRAN AVENUE, MONTREAL 8



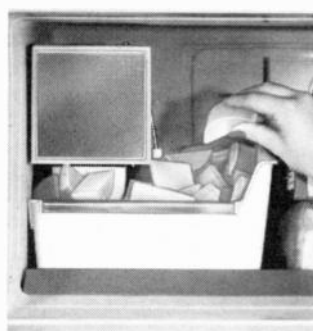


**Big difference? Yes! It's the greatest step-up sales feature in refrigeration today.**

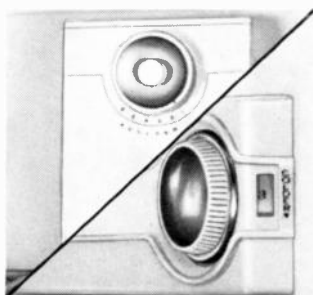
(And who's got it?)



**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.

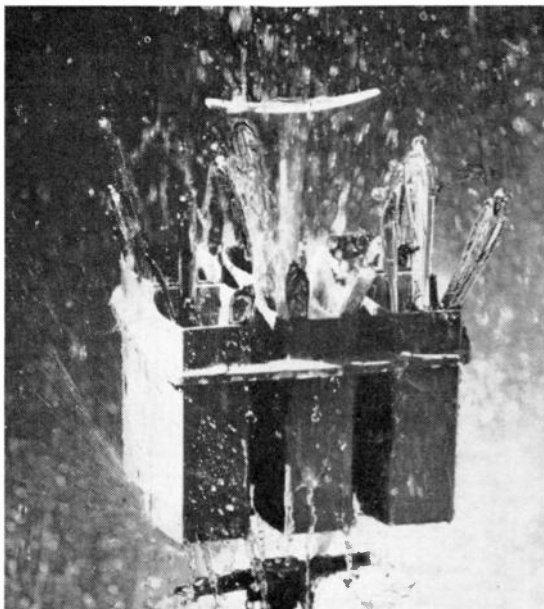
Trademarks and RCA used by authority of trademark owner, Radio Corporation of America.



# Quick, now. What are the first six things that pop into your head when somebody mentions Louisville, Kentucky?



Churchill Downs



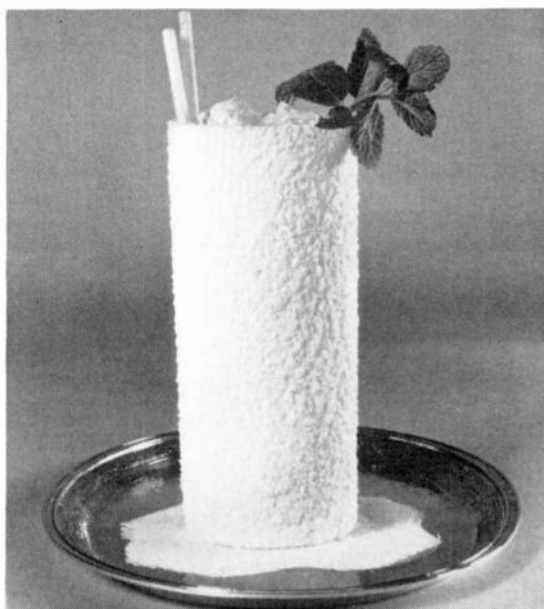
New G-E Silver Shower\*



Kentucky Colonel



New G-E Stainless Disposall® Warranty\*\*



Mint Julep



New G-E Twin Rack\*\*\*

Model shown SM500A

(If you got them all right, you have a happy profit opportunity as a General Electric Dealer. If you didn't, take it philosophically. After all, you'll have another chance this year.)

Year after year, G. E.'s Dishwasher and Disposall Department is first with the features women want:

**\*Like our new Silver Shower** — the plus washing action for silverware — now in our top-of-the-line portable, convertible and built-in dishwashers.

**\*\*Like the Lifetime Warranty** on our new line of *Stainless Disposall* units. The four illustrated water-contact parts in these new Disposall® units are so corrosion-resistant, they should last for the life of the disposer.

**\*\*\*Like our new Twin Rack** for glassware, cups and saucers. *Both* racks lift up with the lid, leave the interior of the Mobile Maid® Dishwasher completely accessible as shown above. General Electric Dishwasher and Disposall Dept., Appliance Park, Louisville, Ky.

GENERAL  ELECTRIC



SALES AMOUNT	COST AMOUNT	GROSS PROFIT	PCT.
242.00	179.00	63.00	26.0
274.00	197.00	77.00	28.1
342.00	251.00	91.00	
139.00	139.00		

## or How electronic data processing nursed Certified TV from sickness to health

Two years ago, Certified TV & Appliance Co. in Norfolk, Va. was a sick operation. Like many independent appliance stores, Certified had too much inventory, too little capital, too few stock turns, too little profit.

Unlike most appliance stores, however, Certified took some strong medicine in the form of electronic data processing, and is now in blooming good health. Some evidence of the cure: inventory has been cut in half; stock turns about five times a year; average gross profit of each sale is 28%; and, for the first nine months of the current fiscal year, Certified is making a 5.7% net profit before taxes.

**What was wrong.** "We were selling a lot, but not making any profit," says Zeke Landres about the operation two years ago.

Landres and his partner Harry Polay started Certified in Norfolk 14 years ago. They compete with Sears, Price's, GEX (a closed-door discount house), Penney's, and a host of small dealers.

They have had as many as four stores, now have two, one with 7,500 sq.ft. of selling space, the other with 4,000 sq.ft. The major lines are Frigidaire, Whirlpool, Gibson, GE (brown goods), RCA Victor, and Zenith. They also sell some Curtis Mathes, Easy, Emerson, Eureka, Hardwick, Hoover, Philco (tv), and Webcor. With five people selling, the two stores gross about \$1 million a year.

Two years ago, they had more lines and twice the inventory they have now. "We were handling numerous lines," says Landres, "but we didn't know what we were making on individual lines. We didn't know what we were selling, what we were making on a sale, or how much of each model was moving."

**What they did** was develop a system with Virginia Data Center in Norfolk. "It started as inventory control," says Landres. "We wanted some system that would tell us what we moved and how much we made on each individual item. Basically, we wanted to answer two questions: do we have to sell every brand we're carrying now? And, do we handle too much inventory?"

The answers, of course, were no to the first, and yes to the second question. But more important, after four or five months of using data processing, Landres and Polay could see which models moved well, and which brands moved better than others. They then closed out the merchandise that was not moving.

"We then took the over-all expense sheets

to cut expenses while we increased our gross margins. We'd been getting 22% to 24% margin, and we decided to go for 27%—figuring a drop in volume. When it didn't drop as much as we expected, we decided to try for 28%—again figuring volume would drop, but it hasn't."

**What it has meant.** Shortly after each month ends—often within five working days—Polay and Landres have a master inventory list and a gross profit analysis. The inventory list shows what has been sold in the month and what is on hand. The gross profit analysis reports each of the month's sales, the percentage profit on the sale, the percentage profit on the category of merchandise within a line (b&w tv, color tv, dryers, etc.), and the percentage profit on a manufacturer's entire line.

The list and analysis enable Landres and Polay to spot quickly a particular model or category of merchandise that is moving well

—or not moving at all. They can compare the profitability of, say, washers to refrigerators, GE color tv to Curtis Mathes color tv, the entire RCA Victor line to the entire Zenith line.

Electronic data processing also resulted in Landres and Polay taking a long hard look at everything in Certified's operation. Having information is not everything. They began to train their salesmen better, and everyone began to make sales he might have let slip by in former, free-wheeling days. They reconsidered the service operation, and cut expenses there. They hired an office manager who, among other duties, prepares several monthly reports so Landres and Polay can keep track of expenses.

The service Certified buys is not expensive; it costs about \$50 a month. Landres agrees data processing may not be a cure-all, but it can be good medicine.

CERTIFIED TV & APPLIANCE CO., INC.		PURCHASE ORDER	
6000 Va. Beach Blvd. • Phone 497-1021		002419	
NORFOLK, VIRGINIA		SHOW THIS NUMBER ON YOUR INVOICE AND PACKAGE	
To: <b>GE</b>		DATE: <b>OCT 29 1964</b>	
Please Enter Our Order For The Following:		SHIP VIA	
QTY.	DESCRIPTION	PRICE	AMOUNT
1	RC 7230 N/C		
10	RC 8571 240.		
2	RC 8579 250		
3	RC 7535 244.95		
2	RC 7531 230.95		
4	RC 7430 195.95		
2	RC 7431 202.95		
1	RC 7441 428.95		
Charge To		Approved By: <b>Bill</b>	
119-1			

**a**

A. Here, and on the following pages is a step-by-step explanation of the forms Certified uses to control inventory and analyze monthly sales and expenses. Most of this information was given to MERCHANDISING WEEK by Walter

Kleeblatt, the chain's office manager. The first step is the prosaic Purchase Order, a copy of which is kept in Certified's accounting department where it is checked against the supplier's invoice.

by Wallis E. Wood



## 06650

[illegible]

LOCATION \_\_\_\_\_

BRAND \_\_\_\_\_

MODEL \_\_\_\_\_ SER. \_\_\_\_\_

IN DATE \_\_\_\_\_ OUT DATE \_\_\_\_\_

INVOICE No. \_\_\_\_\_ TRUST No. \_\_\_\_\_

CUSTOMER'S  
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Nº 1065**

**FILE COPY**

**B.** The receiving department fills out a Receiving Record for every shipment that comes in. The accounting department uses this record to check merchandise received against merchandise ordered.

**C. When merchandise arrives, the receiving**

department fills out a five-part Stock Tag. The location, at the top, is changed as the piece is moved from store to store. The invoice number is the manufacturer's number, as is the trust number. One part is kept on file; one part is used as an inventory record; a location copy goes with the truck driver

when he has to move the piece from the warehouse to a store; a release copy goes with the driver when he picks up the piece to deliver it to the customer; and a merchandise copy is attached to the piece itself. The file copy, location copy, and release copy stay with the Inventory Card (D. below).

[illegible]

**D.** When it receives Stock Tags, the accounting department fills out an Inventory Card that is maintained for every model carried. Here, the invoice number is the manufacturer's invoice; T.R. number is the trust number. The serial number is from the merchandise. These cards and the Stock Tags filed with them, let the chain know how many pieces of

a particular model have been bought, how many have been sold, and where the remaining pieces are located.

E. At the same time, the department completes an IBM Card that is sent to the data processing center. Here, the Dept. No. is a code for the manufacturer (25 is Frigidaire, 27 is GE tv, 37 is RCA, etc.). Part No. is the

manufacturer's model number (AG223, FPI-14TJ, etc.). Class is a code for a specific type of product (12 is color tv, 18 is dryers, etc.). A reference number, explained below, goes into the description blank. The machine automatically checks department, class, and reference numbers against each other and throws out cards that do not jibe.

025	FRIGIDAIRE						
025	15	REFRIGERATORS					
		D 12 - 64	23100	2	3	143.00	429.00
		D - 12J	23103	-	4	151.00	604.00
		D-14-64	23115	-	2	156.00	312.00
		FCDM 14 - 64	23150	-		235.00	.00
		FCDM - 14J	23151	1	4	255.00	1,020.00
		FDS - 13T2	23170	1	7	175.00	1,225.00
		FPD - 12TJ	23185	-	8	220.00	1,760.00
		FPD - 14TJ	23200	1	13	250.00	3,250.00
		FPD - 16B - 64	23210	2	4	299.00	1,196.00
		FPDS 14T2	23220	2		211.00	.00
		FPDS 14T3	23230	-	1	206.00	206.00
		FPI - 14TJ	23290	-		310.00	.00
		FPI - 16B - 64	23300	-	1	400.00	400.00
		FPI 19B 64	23315	-	2	495.00	990.00
		FPI - 19BJ	23316	-	1	495.00	495.00
		PFDS 13T 2	23350	-	1	225.00	225.00

F. At left is a small part of the Monthly Inventory List. Reading from left to right, the columns are: manufacturer (025, Frigidaire), class of product (18, dryers), model numbers, reference numbers, amount sold during the month, amount on hand, average cost per unit, and total value of the units on hand.

Because the machine does not handle the letters and digits of manufacturer model numbers, Certified assigns every model a reference number, which the machine can handle. For example, all Frigidaire dryers, model DC164, have reference number 24205; all Zenith b&w tv sets, model K3341, have reference number 49150. The accounting department assigns these reference numbers.

When Certified has paid two different prices for an item, the machine will automatically average the price in the unit-price column. The machine also computes a total inventory value at the end of the list.

Both additions to inventory (reported by IBM Cards, above) and subtractions from inventory (reported by Gross Profit Analysis sheets, below) are tallied automatically by the machine.

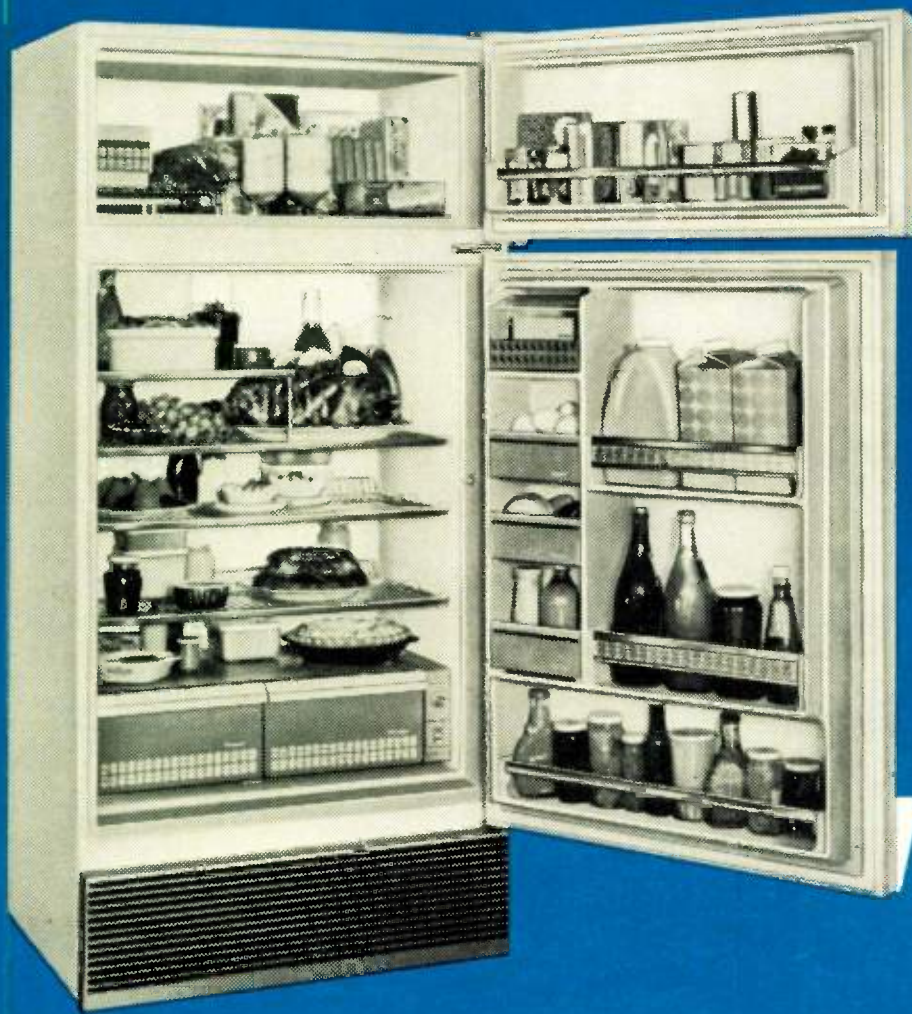






# Look what you get in Philco's new Carnival of Cold promotion!

## The three hottest buys in big-capacity refrigerators!



You've never had values like this in the all-important big-capacity category. But now you do—just in time for the Philco Carnival of Cold!

Your customer wants the most capacity for her money? Sell her the one on the left, the new Philco 16RD54. It has a huge 16.1 cubic feet of space inside, including a 125-pound freezer—yet it fits in just 30 inches of width. And it has Philco's exclusive Power Saver that can save up to \$15.76 a year in electric bills.\*

Your customer hates defrosting—but can't afford the top of the line? Sell her the one in the middle, the new Philco 14RD56. It has Philco's No Frost system for both the refrigerator section and the freezer section and a generous 13.7 cubic feet of space—yet it's priced right alongside regular models.

Your customer wants everything? Then she wants the one on the right, the new Philco 16RM58. It has 15.3 cubic feet of storage, a huge 163-pound refrigerator and freezer. And it has Philco's exclusive Power Saver, plus Instant Cold reserve power to keep food fresh longer.

\*Based on locale and national average power rates.

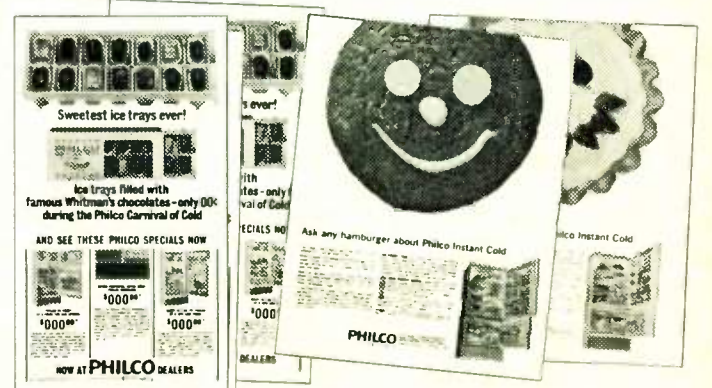


**Every Philco refrigerator is NEMA-certified**

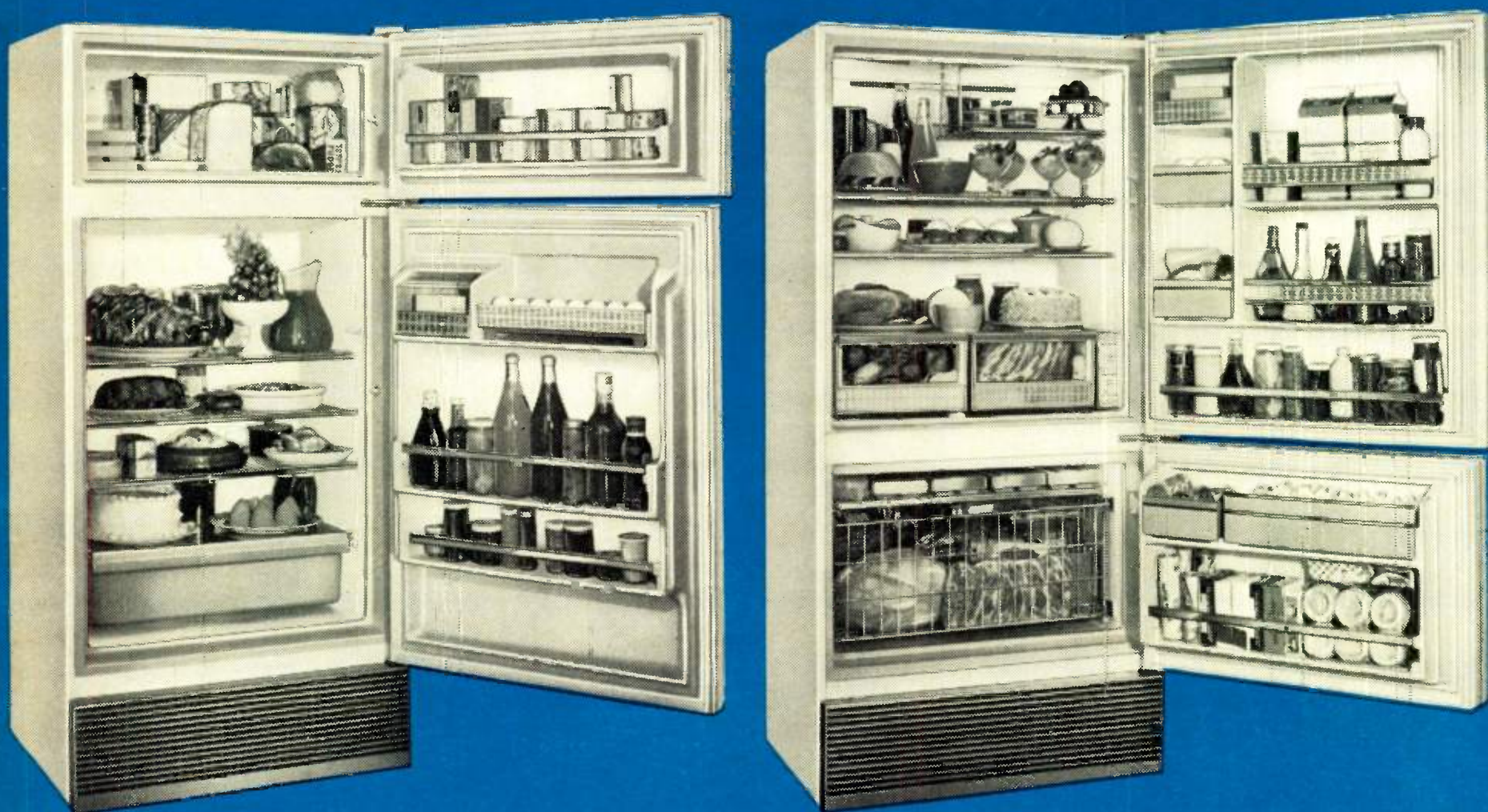
This is a facsimile of the NEMA seal. When the actual seal is affixed to a refrigerator, it signifies that the net refrigerated volume and square feet of shelf area published are certified accurate by the National Electrical Manufacturers Association.

### EVERYTHING YOU NEED FOR A GREAT PROMOTION!

Ads in 162 newspapers and 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*, *Saturday Evening Post*, *Better Homes & Gardens*, *Ladies' Home Journal*, *American Home* and *True Story*!







Complete display program! Banners, posters, stand-up displays, the complete ingredients for a traffic-stopping window — they're all part of the Philco Carnival of Cold!

Special Consumer Mailers! Colorful eight-page tabloids to tell your customers about all the exciting values at your store during the Carnival of Cold!

Exciting sales closer! A plush Eskimo doll that stands a full 34 inches high. You can offer it free with every Philco appliance you sell!



## PLUS THE SWEETEST LITTLE TRAFFIC BUILDER EVER!

A special Philco ice tray filled with Whitman's chocolates! Imagine what a traffic builder like this can do 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 14 pieces of delicious Whitman's chocolates — 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!



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

# PHILCO

A SUBSIDIARY OF Ford Motor Company

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



MONTH OF	MDSE and SERVICE	%	SERVICE ONLY
NET SALES (MDSE & SERVICE)			
NET SALES ( MDSE ONLY )			
NET SALES ( SERVICE ONLY )			
COST OF GOODS SOLD (MDSE & SERVICE)			
COST OF GOODS SOLD ( MDSE ONLY )			
COST OF GOODS SOLD ( SERVICE ONLY )			
GROSS MARGIN (MDSE & SERVICE)			
GROSS MARGIN ( MDSE ONLY )			
GROSS MARGIN ( SERVICE ONLY )			
OPERATING COST:			
751 Salaries — Officers			
754 Salaries — OFFICE			
703 COMMISSION			
701 SALESMEN			
755 Drivers (Delivery Payroll)			
705 ADVERTISING			
707 Sales Parts			
760 Parts — Salaries			
763 AUTO — TRUCKS			
766 Bank Charges			
776 Depreciation			
788 Uniforms			
789 PHONE, POWER, LIGHTS, HEAT			
790 INSURANCE			
791 GROUP INSURANCE			
792 Officers Life Insurance			
795 Retirement			
797 INTEREST			
802 Legal — Accounting			
807 STORE — MISC.			
810 Office Supplies — Expenses			
819 POSTAGE			
823 RENT			
828 Repairs — Maintenance			
840 Licenses — Taxes			
842 Payroll Taxes			
857 Travel — Entertainment			
706 Bad Debts			
654 Storage — Freight			
655 Installation			
656 Merchandise Repair			
779 DUES — SUBSCRIPTIONS			
730 Parts Expense			
771 Contributions			
TOTAL OPERATING EXPENSES			
NET OPERATING PROFIT or (LOSS)			
OTHER INCOME:			
881 INTEREST			
874 DELIVERY			
882 Miscellaneous			
884 DISCOUNT EARNED			
521 PARTS — T.V.			
526 PARTS — W.G.			
TOTAL OTHER INCOME			
TOTAL PROFIT or (LOSS)			
OTHER CHARGES:			
720 Warranty Charges			
ADJUSTMENTS			
TOTAL OTHER CHARGES			
TOTAL PROFIT or (LOSS) for the MONTH			
ACCUMULATION PREVIOUS MONTH			
TOTAL PROFIT or (LOSS) for the YEAR			

K. Every month the accounting department prepares a Profit and Loss Sheet for the whole operation, using both their own figures and those from data processing.

L. The accounting department also prepares a monthly Operating Statistics sheet that compares this year's performance to last year's.

With the monthly profit and loss and operating statistics sheets, Landres and Polay can immediately spot and correct any expense that gets out of line. They know where they have been and can intelligently plan where they want to go.

Data processing was only one of several factors that helped put Certified back on its feet. It may be the most important factor. Certainly, Landres believes in data processing for the independent appliance dealer, and is eager to help others learn from his experience. He points out that the information is fast, accurate, and inexpensive. "Even if you paid four times what we're paying," he says, "it would be less than what you pay a bookkeeper." The trouble with many dealers is that they feel "Well, business is not so good, but it's going to get better." Landres believes that unless the independents use every management tool available, business may not get better at all. His own experience is proof that the intelligent use of a tool helps a business to get better, much better indeed.

k

#### OPERATING STATISTICS

for the month of \_\_\_\_\_ 19\_\_

	LAST YEAR		CURRENT YEAR	
	CURRENT MONTH	Year to DATE	CURRENT MONTH	Year to DATE
<b>SALES INCOME:</b>				
SALES - Virginia Beach Blvd.				
SALES - Little Creek Road				
SALES - Recon				
SALES - No. 2 Store				
SALES - No. 3 Store				
TOTAL SALES:				
<b>SERVICE INCOME:</b>				
T V - Labor				
T V - Warranty - Certified				
T V - Warranty - Factory				
T V - Warranty - No. 3 Store				
T V - Warranty -				
1. TOTAL TV LABOR INCOME				
W G - Labor				
W G - Warranty - Certified				
W G - Warranty - Factory				
W G - Warranty - No. 3 Store				
W G - Warranty				
2. TOTAL WG LABOR INCOME				
3. RECONDITIONING INCOME				
TOTAL SERVICE INCOME (1, 2, 3)				
<b>SERVICE DEPARTMENT SALARIES:</b>				
T V - Repair Salaries				
W G - Repair Salaries				
TOTAL DIRECT SALARIES				
SERVICE MANAGER				
Parts Dept. Salaries				
Total Service Dept. Salaries				
<b>PARTS:</b>				
T V Parts - SALES				
T V Parts - PURCHASES				
W G Parts - SALES				
W G Parts - PURCHASES				



# MERCHANDISING WEEK

VOL. 97 NO. 17

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**JAPAN:** Nobuyuki Sato, 1, Kotohiracho, Shiba, Minato-Ku, Tokyo, Japan.

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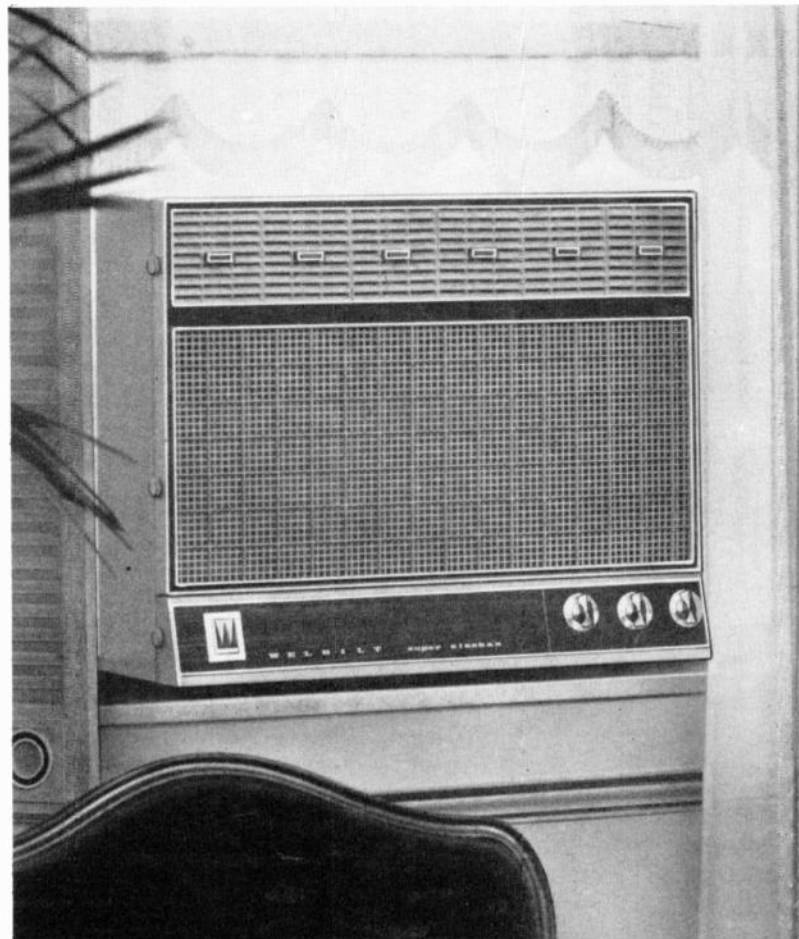
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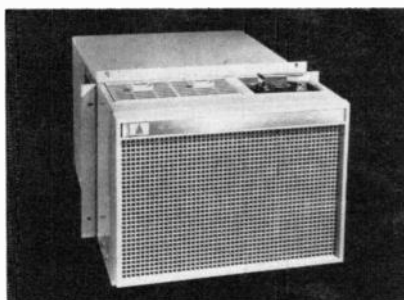


The Super Alaskan packs all the power you need for the large room and multi-room installations that are an important share of your air conditioner sales. 23,500 and 27,500 B.T.U. cool large rooms, stores and offices quickly, quietly and efficiently.

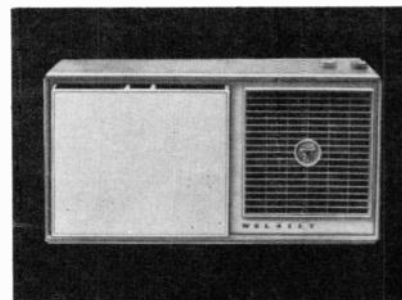
The styling packs a wallop too. Gone is the bulky "machine." In its place, your customers find a decorator designed furniture look that makes itself at home in the most elegant surroundings. But the biggest punch by far is the spectacular price.

The Super Alaskan gives your customer more cooling for his dollar than any other model on the market today... and that's a claim we can prove. Just give us a call and we'll let you have the facts. But please sit down when we tell you... we don't want to bowl you over.

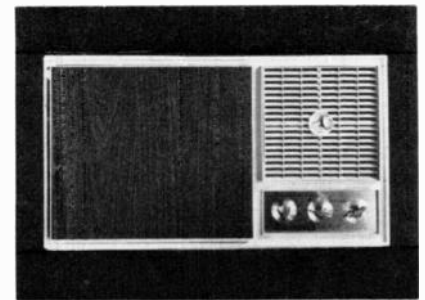
BOOST YOUR SALES WITH THE NEW WELBILT LINE—MODELS FOR EVERY NEED—FROM 4,300 TO 27,500 B.T.U.



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



**HUSH MASTER.** With self-installing Expand-O-Mount. 4300 and 6000 B.T.U.



**POWER MASTER** With self-installing Expand-O-Mount. 6000 to 18,500 B.T.U.

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# Welbilt

Corporation

Maspeth, New York, EV 6-4300  
Outside the United States—Welbilt International Corporation  
475 Fifth Avenue, New York, New York 10017



# rodriguez looks at— television



"... A console, yes — but, how could you get a hernia delivering a consolette, Frank?"



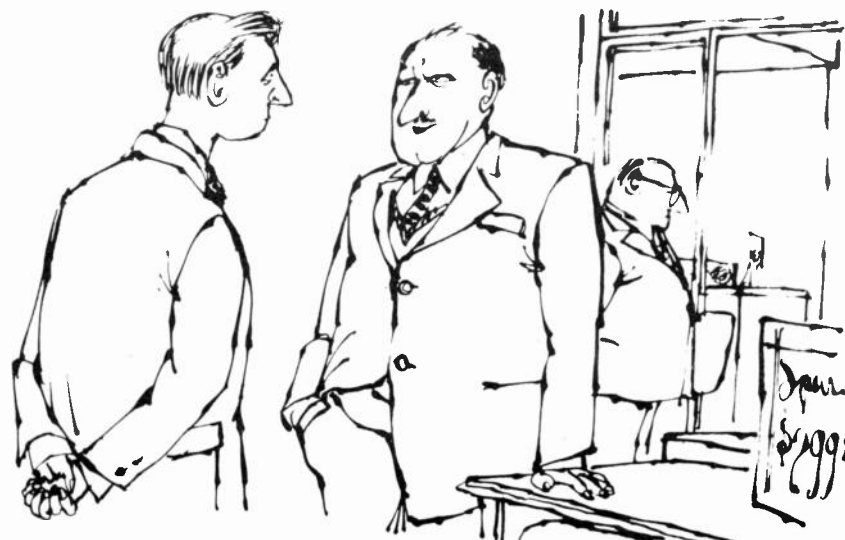
"I wouldn't stand there, Ross — we're saving that for a possible drop-in ..."



"What am I doing? I'm unloading that dog that's been on the floor for two years, that's what I'm doing!"



"... Nothing on 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 45, 46, 47, 48, 49, 50, 51 ..."



"... How can I remember all those technical specifications? Easy — I've been rattling off the same tv specs ever since 1956."



# Mother's Day: are retail promotions worth the effort?

Earlier this year there was some feeling among retailers of housewares, appliances, and consumer electronics that Mother's Day was one holiday that could be ignored. These retailers defied anyone to say that last-minute shopping, which is normally done the Saturday before Mother's Day, provides any measurable increase in appliance and electronics sales or even in sales of small electrics. They felt that promoting appliances or housewares for mother is a waste of advertising money because Mother's Day (the date is May 9 this year) is becoming strictly a candy-and-flowers event.

This negative feeling, coupled with

a late Easter and a fast-approaching June bridal season, threatened to push Mother's Day right off this year's promotional calendar. Because there are so many spring holidays, and because retailers are forced to pick and choose which holidays will get their advertising dollar, many retailers are now trying to figure out whether Mother's Day is worth a promotional push.

Is Mother's Day still an important merchandising event for housewares, consumer electronics, and appliances? Which products will be sales-makers? How should Mother's Day be promoted? These questions are still plaguing many retailers, even though

Mother's Day is only two weeks away.

To find out just how much time, money, and effort will be devoted to this Mother's Day—and why—MERCHANDISING WEEK talked with housewares, consumer electronics, and appliance retailers and department store buyers in 14 representative markets.

Most retailers felt that Mother's Day sales of housewares and appliances are not only good, but getting better each year. Others were not so optimistic.

To find out who these retailers are, what markets they serve, and what products they expect to move, turn the page.

**What products to promote for Mother's Day**  
(suggestions from representative retailers in 14 markets)

	Atlanta	Chicago	Cleveland	Dallas	Detroit	Los Angeles	San Francisco	Wash., D.C.	Minneapolis	Philadelphia	Fargo	Denver	Miami	New York
<b>PERSONAL CARE</b>														
Hair Dryers	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓
Electric Shavers								✓						✓
Electric Manicure Sets		✓					✓			✓				
Hand-Held Massagers													✓	
<b>KITCHEN ACCESSORIES</b>														
Toasters	✓	✓					✓		✓	✓				
Electric Serving Trays		✓						✓						
Electric Broilers		✓												✓
Blenders		✓	✓					✓		✓		✓	✓	
Open-Hearth Rotisseries													✓	
Electric Knives		✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓
Electric Can Openers		✓	✓	✓			✓	✓				✓		✓
Cordless Electric Knives													✓	
<b>COOKWARE</b>														
Corning Ware				✓							✓			
Teflon-Coated Items		✓		✓		✓			✓		✓			
Other Dinner Ware				✓							✓			
Electric Frypans			✓					✓	✓					
Electric Coffeemakers		✓		✓					✓					
<b>OTHER HOUSEWARES</b>														
Irons		✓	✓				✓		✓	✓				✓
Floor Polishers													✓	
Electric Scissors											✓			
<b>MAJOR APPLIANCES</b>														
Freezers								✓						
Home Laundry						✓			✓		✓			
Ranges												✓	✓	
Dishwashers				✓	✓	✓		✓	✓				✓	✓
<b>HOME ELECTRONICS</b>														
Color Television						✓		✓						
Clock Radios	✓											✓		

About this table—Fifty housewares, major appliance, and consumer electronics retailers were asked what products they will promote and what products they expect to move for Mother's Day. The expected leaders are: hair dryers, personal care; elec-

tric knives, kitchen accessories; dishwashers, major appliances; irons; other housewares; and Teflon-coated cookware.

Most consumer electronics and major appliance retailers do not predict tremendous sales of high-ticket items

like color tv and dishwashers, even though they will promote them. For these retailers, Mother's Day promotions are just advertising pegs or tie-ins with manufacturer advertising—not predictions of what merchandise will move.

MR. APPLIANCE  
DEALER



Boost  
Your Profits  
with the real  
profit line of

NEW HOME  
SEWING MACHINES



MODEL 670 — Deluxe Aluminum Head

Every prospect that comes into your store for your regular line of appliances is a prospect for a New Home Sewing Machine. Why not take advantage of these potential sales by selling a quality line of Sewing Machines . . . New Home.



MODEL 556 — Automatic Zig-Zag Model

The sewing machine business is BIG . . . over 2,000,000 sold each year. So, get your share by stocking and selling the easy-to-demonstrate NEW HOME LINE.



MODEL 170 — Budget Model

Write today for dealership details. DON'T WAIT! We will have our authorized distributor for your area contact you with details so that you can start making a full profit on the sale of New Home Sewing Machines.

SINCE  
1860

THE  
NEW HOME  
SEWING  
MACHINE CO.

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



# Mother's Day *continued*

## Here's how retailers see it

Using Motherhood to sell housewares and appliances may be a little hackneyed, as many retailers quickly admit. But four out of every seven retailers with whom MERCHANDISING WEEK talked are convinced that it still works.

A gift-giving season is how Pat Felker, of Allen's Dept. Store, in Philadelphia, Pa., describes Mother's Day. Allen's carries GE, Proctor, and Toastmaster. "One thing that has helped us is the location of our gift department right next to the housewares," Felker said. "We sell a lot

of housewares to people who come in to buy gifts."

Macy's, in New York City, also achieves a "gift" image according to assistant housewares buyer, Mark Levy. Levy said Macy's carries most of the major brands, plus Macy's own brand. "We're a gifty-type operation and have the small housewares that appeal for Mother's Day," Levy said.

Sears, according to word from its Atlanta, Ga., operations, foresees an increase in Mother's Day sales. Carroll Padgett, sales promotion manager, said: "In addition to children giving mothers presents, grandchil-

dren remember grandmothers, husbands give to wives, and many an aunt gets a gift on Mother's Day."

A second Christmas is what two Dallas, Tex., retailers call Mother's Day. Both O. D. McMullin, housewares manager for Leonard's Dept. Store, and Cliff Groom, owner of Groom Bros. Hardware & Appliances, said they promote Mother's Day extensively. Groom, who carries Oster, Sunbeam, and GE, among others, feels Mother's Day is a better business booster than Father's Day. "Of course, we do more promoting for Mother's Day," Groom admitted, "but ole Dad does just a little more buying than Mom does."

Manufacturer advertising for Mother's Day is what Carson Pirie Scott,

in Chicago, hopes will help sell housewares. The Chicago Department store giant carries all major brands plus its own "semi-private" AMC label. Housewares Buyer Don Erickson said that, in 1964, housewares sales were up 10% for the first week in May and up 22% for the second.

"We have never gone after Mother's Day because we don't feel people give appliances," Erickson said. "We're hoping that national advertising will help us make our sales quota for this year."

Many retailers are not so optimistic about Mother's Day sales. Almost 40% of the retailers that MERCHANDISING WEEK questioned said sales have declined over the past few years.

A replacement market is how Ernest Van Hook, of Dulfer's in San Francisco, sees the small electrics field. Van Hook said that Dulfer's combines its small electrics lines of Sunbeam, GE, Toastmaster, and Farberware with gift items.

"Teacups and vases move best for us on Mother's Day," Van Hook said. "We might catch the younger crowd for appliances and small electrics, but most mothers are older and they already have these things."

A one-day affair is how three Miami, Fla., retailers view Mother's Day. Ray Mufson, major appliance manager for Jefferson Stores, said the chain did run heavy pre-Mother's Day ads, but had little success.

Herbert Span, home furnishing manager for Burdine's Dept. Store, in Miami, said that, after last year's efforts, electric housewares will be eliminated from the store's Mother's Day promotion. Max Brown, advertising manager for Jordan Marsh, expressed what he feels is the general opinion about Mother's Day in Miami:

"Normally, the gifts are cosmetics or apparel. Mother's Day has never been a big thing here in Miami—nothing like the promotion you find up North."

Too many promotions running at the same time have hurt Mother's Day sales according to Ed Adams, owner of Adams Appliance Center, in Detroit, Mich. Adams, who carries GE exclusively in the majors and almost exclusively in housewares, believes that one good promotion a year is better than a dozen little ones. He said:

"Mother's Day is just another promotional gimmick, and it doesn't mean a thing in terms of appliance sales or traffic. I don't think even the manufacturer ads help—they just make dealers feel good."

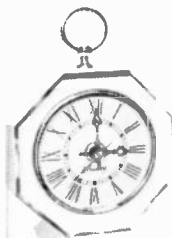
Mother's Day sales of housewares and appliances may be declining, but one housewares buyer can see a good reason why Mother's Day promotions will not become obsolete. Richard Edenberg, Herbst Dept. Stores in Fargo, N.D., said that Herbst will promote Sunbeam, Dominion, and West Bend small electrics because the promotion still has a lot of appeal for the male members of the family.

"It's much easier for the husband to buy a frypan, for instance, than to purchase a slip for his wife," Edenberg said.

## How to promote M-Day

Retailers may disagree on the importance of Mother's Day as a merchandising event. But no one, from the giant to the small independent, is going to ignore Mother. Some retailers, like the four who outlined their plans to MERCHANDISING WEEK,

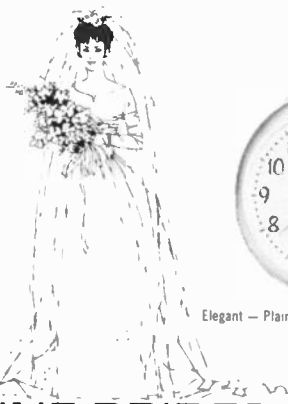
## One Profit Line SESSIONS Three Profit Opportunities:



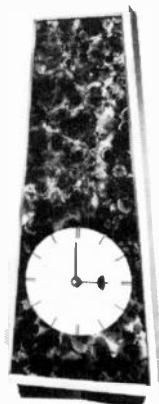
Octaglo — White or Brown, Lighted Dial \$10.95



Showcase — Plain Dial \$6.98; Lighted Dial \$8.98



Elegant — Plain Dial \$6.98; Lighted Dial \$9.98



Renaissance — Electric, Gold \$18.95; Battery, Gold \$22.95

## JUNE BRIDES



Winthrop — Mahogany or Cinnamon \$14.95



Eyre — Plain Dial \$5.98; Lighted Dial \$8.98



Briarcliff — Mahogany \$12.95



Gloucester — Electric \$34.95; Battery \$38.95

## MOTHER'S AND FATHER'S DAY



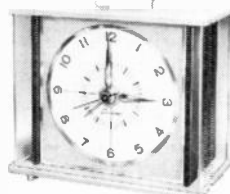
Shelton — Mahogany or Cinnamon \$9.98



Octagon — White or Brown; Plain Dial \$8.98



Friendly — White, Plain Dial \$5.98



Showcase — Lite'n Doze \$9.98

## GRADUATION

## Profit Protection for You!

SESSIONS policy of selective distribution protects your profits through orderly marketing and through an exclusive line for wholesaler-to-dealer distribution.

SESSIONS retail prices are "go" prices and we back this up in print . . . our national advertising carries firm retail list prices. This means no 50% off fictitious list prices . . . No price cutting . . . No discounting!

That's why the big profits in clocks are in Sessions!

SESSIONS shorter line of decorator-harmonized clocks means faster turnover without inventory worry. Sessions has eliminated wholesaler stock obsolescence problems with a unique policy . . . that keeps retailer inventories current too!

SESSIONS offers the industry's best consumer guarantee . . . yours too! Remember, only a Sessions clock is guaranteed accurate or instantly replaced. It's a one-year over-the-counter-where-

purchased guarantee. For the exciting story of Sessions New Profit Program, contact your Sessions distributor or call Dallas H. Edwards, Director of Marketing.

Isn't It Time  
You Looked Into

## SESSIONS

THE SESSIONS CLOCK COMPANY  
FORESTVILLE, COGN.  
(203) 582-7401

SESSIONS  
Timeproof  
CLOCKS

The Only Clocks  
GUARANTEED  
ACCURATE  
OR INSTANTLY  
REPLACED



are going all out for Mother's Day sales.

**Washington, D.C.** "Color for Mother" will headline a Mother's Day promotion by George's Radio and TV. Owner Mike Felderman will run ads emphasizing the growing number of color programs and pointing out that "Mother deserves color tv." Felderman also plans to push dishwashers, freezers, and small electrics, like ladies' shavers and hair dryers.

**Miami, Fort Lauderdale.** All seven Hopkins-Smith stores are using a "Hey Pa! Love Ma!" slogan for their portable dishwasher and range, hair dryer, cordless knife, and floor polisher promotion. Elton Ewing, purchasing chief for the Florida GE giant, said that full page newspaper ads started running April 25, and that window displays will be put up this week. Ewing said all five "Mother's Day products" will be demonstrated continuously for the next two weeks.

**Huntington Park, Calif.** Housewares for mother will be promoted "indirectly" by the B. L. Russell Co., according to Albert Rhodes, manager. Rhodes said 7,000 folders were mailed inviting customers to Russell's "Special Mother's Day Sale" on the Thursday, Friday, and Saturday evenings before Mother's Day, and all day Sunday.

"The folder features tv sets, dishwashers, and dryers because we've found we can't get customers in by featuring just housewares," Rhodes explained.

Customers, besides having a chance to win a tv, will have a chance to look over the housewares, Rhodes said. "We're featuring a combined electric knife and electric range demonstration."

**Denver, Colo.** "The Wonderful World of Leisure" will be the pitch for Mother's Day at Fred Schmidt Appliance-TV. Roy Jansen, sales manager, said newspaper ads and radio and tv spots will start one week before Mother's Day and will feature gift and luxury items—electric carving knives, hair dryers, clock-radios, and self-cleaning ovens.

### What will move and why

"To be hot, a product either has to be new and different or have a hot price," said Ed Stewart, of Lit Brothers, trying to explain what kind of product moves for Mother's Day.

Obviously, all retailers do not agree with Stewart, because the chart on page 21 lists 26 different Mother's Day possibilities. None of these products can be called new. Some may be priced to move, but probably not all will be cut.

Here are the trends shaping up for Mother's Day.

**Hair dryers.** Even though many buyers, like Ewing of Hopkins-Smith, say that hair dryers have faded in the last 18 months, the hair dryer will be pushed hard. Jack Grossberger, Housewares Buyer for Rosenblum's Inc., in Cleveland, Ohio, said hair dryers were its best sellers last year. "I plan to push hair dryers again," Grossberger said, "this time in a fitted vanity case."

Two Minneapolis dealers feel that hair dryers are a safe bet for this Mother's Day. Phil Settergren, of Settergren's Hardware, plans to promote the Dominion dryer; and Fred Garrison, housewares buyer, said Powers Dept. Store will push Schick.

**Electric knives.** Jack Levy, of Argus Appliance in New York City,

thinks that knives will be a big item because they are still a novelty. Other dealers, like Tom Murphy of W. A. Green's Dept. Store in Dallas, are planning to repeat past electric knife demonstrations.

"We're going to try to do the same sort of job we did at Christmas with the Hamilton-Beach knife," Murphy said. "We're pushing it because it's a real ticket item."

**Teflon-coated cookware.** According to many dealers, Teflon-coated ware is just about the hottest item around. Sears, in Los Angeles, plans a big cooking demonstration prior to Mother's Day. Leonard's Dept. Store, in Dallas, will start its demonstrations this week.

Getting enough Teflon-coated cook-

ware to meet the demand is the only problem a Fargo, N.D., buyer foresees. Edenborg of Herbst, said: "We're hitting Teflon hard. Trouble is, we can't get enough of it. We have a month's backlog right now."

**Steam-spray irons.** Many dealers, like Macy's in New York City and Lit Brothers in Philadelphia, have noticed a recent increase in iron sales.

Only Polk Brothers in Chicago has a reason for the run on irons. Irv Feuerstadt, housewares manager for Polk's, explained that many women are using irons which are six or seven years old according to information received from women customers.

"We plan to capitalize on this and

push the idea of buying Mother a new steam-spray iron," Feuerstadt said.

**The importance** that housewares and appliance retailers place on Mother's Day depends on the product mix of their stores. For example, the white goods retailer, who does not carry electrics or gift items, should consider Mother's Day just a peg for his weekly ad—if he runs one—because he cannot use Christmas, or fire sales, or anniversaries every week. Or as Robert Alin, of Scheel's Hardware in Fargo, N.D. said:

If you carry the type of merchandise that is in demand, promote it—because the potential for Mother's Day is growing.

—Margaret Edin

## new size new toughness new Dodge

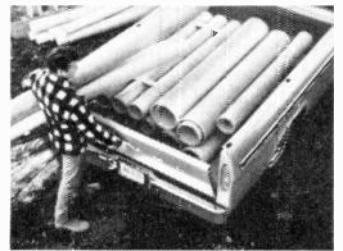
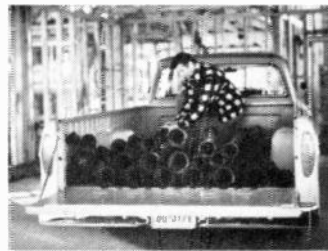
## old low price

Pipe fittings or potatoes, this **new** 128" wheelbase Dodge D100 Swept-line can take it. It has **new** double-wall construction. When heavy-handed Henry tosses in the pipe fittings, Dodge Truck toughness takes

it—easily. Check the rear axle. Inside, it has a **new** heavier flanged shaft with **new** tapered roller bearings—the toughest axle design in the business. What does it get you? Toughness to go up that hill, with

a heavy payload, more times than you ever could in the past. But like the rest of us, Henry's human, too, and that handsome **new** interior styling is a delight to his heart. And don't forget to look at that **new**

center-latch tailgate. One hand opens it. Slam, it's closed. Fast. Tough. Dodge. The only thing **old** is the low price. Still right down with Ford and Chevy. Dodge Truck toughness does not cost any more. Why settle for less?



## Dodge Builds Tough Trucks

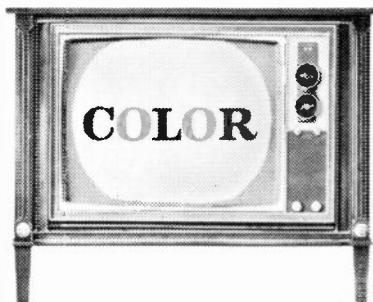
DODGE DIVISION



CHRYSLER  
MOTORS CORPORATION



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

 $Tmk(s)^{-1}$ 

24



## Hamilton Beach gambles, but will success spoil?

Hamilton Beach, riding high thanks to a hole in the handle, is finding itself with a tiger by the tail. By holding on tight, the firm hopes to ride out the price cutting which has set in on its popular slicing knife in recent weeks.

**The price footballing**, although probably inevitable, has come at a bad time, when Hamilton Beach must sell retailers on the merits of its new merchandising program—saturation television advertising but no dealer co-op money.

Taking co-op money away from a retailer is like revoking a wife's allowance.

**To ease dealer concern**, Hamilton Beach set out to sell retailers on the advantages of saturation television advertising in their markets, dangling dealer tag-lines as an extra incentive. Demonstrators provided an additional lure. Two-man factory teams have embarked on an intensive nationwide dealer-aid program.

Trade sources point out that Hamilton Beach, in dropping co-op money, may have thrown away a trump card useful in holding down low-ball prices, at least keeping them out of the newspaper by establishing minimum co-op ad prices.

The "going price" on the Hamilton Beach knife dropped below cost in some markets. In New York, for example, it fell to about \$15.

Asked for comment on the price-footballing, E. P. Reavey, Hamilton Beach marketing director, told MERCHANDISING WEEK: "We haven't ex-

perienced any lack of sales. There seems to be a lot of one-day footballing. The effect is dangerous if kept up for any length of time."

Despite the pricing complications which have reared up, Hamilton Beach maintains it has no plans to fair-trade its products. It dropped its price-protected Bel-Air line early this year when it changed its marketing policies.

Trade sources point out that price footballing on the electric knife was almost inevitable, with the Hamilton Beach knife a major target because of its easy identification, the hole in the handle. Lack of supply probably kept the price-cutting from coming sooner.

**HB's new marketing program** is a gamble in several ways, even without the price-cutting complications.

The firm is relying on pre-selling the customer to such an extent that she goes into a retail store and demands a Hamilton Beach product. The firm also is gambling by putting most of its promotional effort behind fewer products, having pared its line to concentrate on the area of its greatest strength—food-preparation products.

Hamilton Beach maintains the program will pay off for itself and retailers. The firm now claims the best-selling slicing knife.

At the July Housewares Show, Hamilton Beach will introduce a handful of new products, sticking close to the food-preparation category.

## Sunbeam deals for growth, aims for \$300 million sales

Sunbeam Corp., aiming for sales leadership in the housewares field, is seeking to boost product areas where a competitor is strong and also reinforce areas where Sunbeam itself has already made good gains. The target, although still several years away, is annual sales of \$300 million.

**Sunbeam's spring promotion push** points up the direction it is taking: lots of deals on irons for a bigger share of the market now dominated by its No.1 competitor, General Electric; increased emphasis on the floor-care field, where Sunbeam became a marketing factor for the first time last year; and an accelerated merchandising program for clocks, an area where the company has scored some impressive gains, including selling a million more units in 1964 than in 1963.

And deals are not the whole story. Sunbeam also is introducing three new products: a new canister vacuum cleaner, model 668, 1¾ hp, under \$70 retail; two new clocks, Rustic Time in kitchen colonial style for under \$9 retail, and a "low-cost" alarm, a new version of the Design model with both Wink-Awake repeat and lighted dial, for under \$4 retail.

**Clock deals galore:** one free with four on A104 Rustic Time, Slumberwood alarm, B1030 or B1030X, and

Preferred alarm; also, one free B105 Flight alarm with any six decorator models; introductory pricing on new Design model; limited quantity special on B001 Petite alarm for an under-\$3 retail at full margin; and continuation of demonstrator special on B104 Vermont wall clock and Twirl and Sell clock display offer to dealers.

**Iron deals:** free boats, billiard tables and high-end barbecues for dealers through Sept.1. Free boat or billiard table goes with purchase of 192 assorted SS3, SSA, S6, and S22 irons; barbecue free with 60 assorted models. Dealers can pick up the premiums by adding cash or earning credits on smaller orders. Also, a free display deal.

**Coffemaker deals:** AP11A perc free with 12 assorted models and free AP40 with 12 assorted party percs; both deals limit number of certain models that can be selected. Retailers can also buy either model at half price with purchase of six. Expires Sept.1.

Sunbeam also is continuing free shish-kabobber with Carousel rotisserie through June.

**Floor-care deals:** floor-care display deals, A and B, offered in January, continued through June; also continued, Stor-or-Tour bag premium offer.

□□□□ **Drug Corner**—Name-brand electric housewares producers are making strong bids for the growing drug store business, especially in light of the pending sale of Universal-Landers, Frary & Clark to General Electric Co. Although GE has said it will continue the Universal-Handy Hannah name, which Landers reserved for the drug trade, other name-brand producers see an opportunity to move in as GE reorganizes the Landers complex. Sunbeam's prestige Vista line, riding on consignment appeal, already is making inroads with the drug chains.

□□□□ **GE faces another reorganization.** The GE housewares division, which centralized marketing functions last year, may have to move back to some degree of decentralization with the purchase of the Landers, Frary & Clark electric housewares business. GE reportedly will use Landers for private-label work as well as retaining the Universal name for a promotional line. Although this undoubtedly will require some decentralization, marketing of the Universal line is expected to be set up along merchandising functions rather than product lines.

□□□□ **Coated with success**—Teflon non-stick finishes will be branching out—more electric housewares, cookware pieces, gadgets. Production is up on current coated items, enabling manufacturers to add Teflon to other products. Big expansion will begin in last half when DuPont increases its advertising budget, largely tv, by 50%. The market goal: 60 million Teflon-coated units sold this year.

□□□□ **Flatware pattern up to President:** The U. S. Tariff Commission has told President Johnson the domestic flatware industry is not likely to suffer much if restrictions against Japanese imports of stainless steel flatware are removed. The commission's report is the second under a new procedure whereby it gives the President an opinion about what might happen and then leaves any action to his discretion. The President has yet to act on the first recommendation several months ago pertaining to watches.

□□□□ **New deals, products**—Seth Thomas is offering a free display with purchase of seven Diamond Cut series clocks . . . Lewyt has added a new canister vac (No. 2393) at under \$40 retail. Shipment will begin in May . . . Corning has introduced two Pyrex serving pitchers (\$1.59 retail for quart-size, \$1.98 for 1½-quart) and a clog-free salt and pepper shaker set (98 cents retail).

□□□□ **Key moves** . . . GE promotes Edward J. Quinlan Jr. to regional sales mgr for the housewares division in Dallas. Succeeding Quinlan as sales planner at division headquarters in Bridgeport, Conn., is J. Ralph Garbutt Jr. . . . HAMILTON BEACH names Homi K. R. Mehta to the newly created position of merchandisers mgr . . . WEST BEND appoints G. Burton Stanford sales rep for Alabama . . . Terry Allen Messner joins GALE PRODUCTS as sales promotion mgr . . . William G. Curott is elected director of FASCO . . . VANDERBILT PRODUCTS names Sid Rubin sales and administration mgr . . . RIVAL elects Leonard W. Staples a director.



□□□□ **Supermarket dropouts** from the trading stamp school may spell more direct housewares competition for other retailers. Premium industry sources point out that many supermarkets discontinuing trading stamps have stepped up the use of housewares in cash register tape promotions, running them over a series of weeks to lure the customer back even without stamps.

In-and-out limited-time promotions, built around housewares at sharp pricing, also are being stepped up by the stampless supermarkets. Supermarkets are said to be planning increased use of Teflon-coated cookware in these promotions.

□□□□ **Regina Corp. plans** a market-by-market retail introduction on its lightweight upright vacuum cleaner beginning next month. Earl Seitz, vice-president for marketing, said national distribution should be completed by early July. Regina showed the lightweight upright, to retail under \$50, at the January Housewares Show despite second-quarter delivery plans. Regina also is planning a spring promotion on its Elektrikbroom line, centering attention on its Rug Pile Dial. A five-week television advertising campaign will be run in major markets. For the July housewares show, Regina expects to have one new product available, in the home care field. Seitz indicated Regina is not limiting its definition of home care to the indoors.

□□□□ **Electrolux and Hoover** posted record first-quarter earnings, both up approximately 20%. Hoover net earnings on domestic operations for the first quarter totaled \$2,229,477 compared to \$1,843,316 in 1964, a 21% increase. Sales figures were not released. Electrolux earnings increased 21.1% on a sales rise of 8.1% for the quarter. Net income amounted to \$2,207,619 compared to \$1,823,189 in the first quarter of 1964.

□□□□ **More earnings:** Hamilton Cosco sales reached \$7,803,545, a gain of 28.4% over the first quarter a year ago. Clarence O. Hamilton, president, attributed the increase principally to two acquisitions made last December: the Cal-Dak Co. and Norcor Mfg. Co. . . . Ekco's preliminary report shows earnings up approximately 30% over the same quarter last year. Arthur Keating, chairman, said Prestige Group Ltd. (70%-owned English subsidiary) keeps breaking its own records.

□□□□ **The home sauna bath moves East** as Nord-Craft Inc., Minneapolis, expands the marketing of its sauna bath, the Finette, at \$595 suggested retail. The firm, which has been producing commercial sauna baths for seven years, is offering the Finette to eastern retail outlets . . . The Finette features a mahogany-finish exterior and an insulated, cedar interior. Installation consists of plugging in the heater to any household outlet. The 1,500-watt heater comes equipped with a thermostat and special imported white stones. The room measures 6 feet 5 inches by 42 inches by 28 inches. A number of retailers around the country are going after the sauna business. Macy's New York, a newer convert, is displaying an Am-Finn home unit in its housewares basement at \$679.50 retail.

## The high stakes in premiums: how often do retailers win?

The close ties between the housewares and premium industries undoubtedly will grow stronger at the National Premium Show in Chicago this week. For housewares retailers, that is both good and bad news. For housewares manufacturers, it is all good.

Premiums are being cast increasingly in both sales-building and sales-stealing roles for housewares retailers. Housewares manufacturers are relying more on premium offers to help retailers move merchandise, while, at the same time, stepping up efforts to sell their products to other premium users.

**The stakes** run high in the premium business, an over-all growing one despite some troubles plaguing the trading stamp segment. The National Premium Sales Executives, sponsor of the Chicago show, which runs through Thursday at McCormick Place, points out that merchandise moved as premiums may approach \$3 billion in retail value this year.

The chunk for housewares manufacturers is big. Estimates of the housewares-hardware industry's share of the premium business run upward to 50%, or \$1.5-billion, although in some quarters this is believed to be on the high side.

If anything, the housewares industry will strengthen its importance to the premium trade this week, with Teflon-coated cookware and electric slicing knives sure bets as show favorites. Housewares retailers can expect their two hottest items to turn up increasingly in premium promotions.

**Teflon-coated cookware** already is a popular premium offer, and consumers may obtain, for example, a non-stick cookie sheet for \$2 plus the label from a jar of molasses. This offer currently is being advertised in women's service magazines.

Increased production will enable Teflon-coated cookware manufacturers to go after more of these big—and highly profitable—self-liquidating promotions popular with producers in the food processing field.

**The electric slicing knife** also will be more readily available for premium users because of increased production. By the time the New York Premium Show opened last fall, electric housewares manufacturers generally had taken their slicing knives off the premium market because of inability to meet retail demands. Now the slicing knife, again, is up for grabs by premium users.

There is a brighter side of the premium picture for housewares retailers, even when it comes to the slicing knife. Retailers can expect one or more of the major slicing knife producers—General Electric Co. is a good bet—to seek a premium deal for its knife, perhaps with one of the major canned meat packagers.

General Electric's housewares division has been one of the biggest users of premiums among housewares and electric housewares manufacturers. GE currently is offering a consumer premium on its entire line, a group of reproductions of American documents free with the

purchase of any GE housewares product. Also, as previously reported, GE is offering an 8-piece table linen set with any coffeemaker.

A number of other housewares manufacturers are relying more heavily on premiums to boost sales for retailers. These offers generally have been highly successful for both retailers and manufacturers.

Retailers also get an indirect benefit from premium offers of houseware products—from the advertising exposure. There is little doubt that retailers have picked up some sales, for example, from exposure of housewares products to the consumer through stamp plan catalogs. How many sales are gained through this exposure compared to how many are lost through redemptions, however, remains highly debatable.

**At the Premium Show** this week, competition among manufacturers to land a major self-liquidating premium deal is expected to be sharper than ever. Unit volume and ad exposure, are the major incentives.

However, a number of housewares manufacturers are finding their sales to the stamp-plan firms down, or the growth rate slowed down. Supermarket dropouts have hurt the stamp plans. A larger assortment of merchandise in the catalogs also has meant that the business is being spread among more manufacturers.

Smaller housewares firms especially have much to be gained from landing a major premium deal. Often a smaller manufacturer could not afford to buy the national advertising exposure he will receive when one of his products is picked by a giant such as General Foods to promote as a premium.

The unmeasurable advertising benefits to be derived by the premium seller also helps drive down the price the premium users pay.

Most premium offers, however, are no big bargain for the consumer. In most cases, the price the consumer pays in a self-liquidating promotion comes close to the "going price" at retail, trade sources point out. In the stamp plan field, the retailer fares even better, because book value of redeemable merchandise is figured on a list-price rather than on a "going price" basis.

**Retailers** undoubtedly could do a better job in pointing out to the consumer the list pricing in the stamp catalogs. There are indications, nevertheless, that the consumer is getting the word. The sales growth of electric housewares in the stamp plan field has slowed down. In part, this is being blamed on stamp savers passing up an electric housewares item which can be obtained below list in favor of products not widely discounted.

Trade sources also point out that retailers should do more in setting up their own premium deals, offering sharp pricing, for example, on an alarm clock (a premium favorite) with the purchase of a high-end, profitable item. Everyone likes to feel he is getting a bargain, a not-so-secret reason why the premium industry, despite its problems, is going strong.





**SUPER  
DISCOUNT**

**WE UNDERSELL  
EVERYBODY!**

**NO REASONABLE  
OFFER REFUSED**



**Tired of pushing  
refrigerators that  
don't move?**

**Roll out a Hotpoint  
on wheels (and cash  
in on the biggest sales  
increase in the business)**

You don't have to offer the shirt off your back to sell refrigerators. Just show customers how easy it is to clean behind a Hotpoint refrigerator on wheels. Then tell them that only Hotpoint offers wheels at no extra cost. And here are still more great Hotpoint sales-makers: No-Frost, swing-out vegetable crisper, temperature-controlled butter keeper, slide-out porcelain meat pan, new step-shelf for flexible storage. Every week millions of people are seeing Hotpoint refrigerators on wheels via The Tonight Show, NBC-TV. Ads in Life and Look, too. Wheels are selling Hotpoint refrigerators at a record clip for our dealers—they can do the same for you. Call your Hotpoint representative today.

**Hotpoint**

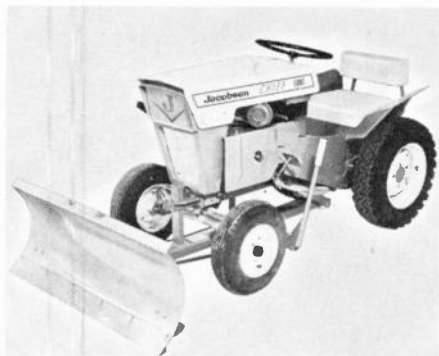
*first with the features women want most*



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

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**Jacobsen garden tractor-dozer**

The new Trip-Blade Dozer is the latest addition to Jacobsen's line of garden tractors. The blade is mounted under the center of the tractor and is designed to trip forward when

striking a large stationary object and then return to normal position after clearing the obstacle.

A lever at the driver's seat adjusts the horizontal blade position to right or left of center. The tilt of the blade is also adjustable for a variety of jobs, such as grading, plowing, or snow removal. *Jacobsen Manufacturing Co., 1721 Packard Ave., Racine, Wis.*

**BeautyWare bathroom stands**

The new BeautyWare fold-away dryer and towel stand has a flip-top feature: The topmost drying rack, rather than being rigid, is hinged on one side to flip over backwards so

that it can be suspended over the tub. Chrome-finished, the unit folds for storage; it retails for \$16.98.

A new twin pole unit just introduced consists basically of two cabinets and two shelves mounted between spiralled-chrome tension poles. Modular in design, the shelves or cabinets may be secured at any height with an unlimited combination of arrangements, the manufacturer says. Extra cabinets and shelves may be added. The cabinets have corrugated sliding doors that roll up. The shelves are tapered. Doors and shelf borders are in pink, black, blue, white, green, gold, or deep pink. Retail price is \$21.98. *Lincoln Metal Products Corp., 225 42nd St., Brooklyn, N.Y.*



**MERCHANDISING WEEK**

OFFICE OF THE PUBLISHER

April 26, 1965

Dear Mr. Retailer:

Who is pre-selling for you?

And how hard?

As our industry moves into what promises to be another banner year in its continued growth, we have decided to expand our editorial coverage to include the vital area of consumer advertising.

Our first report will appear in the May 31st issue of **MERCHANDISING WEEK** and will focus on Consumer Electronics. The analysis will cover consumer magazines, newspapers, network and spot TV...manufacturer by manufacturer, product by product. The period of time will include 1958, 1963 and 1964.

Looking ahead: We will focus on Major Appliances in the June 14th issue. In the issue of July 19th the focus will be on Small Appliances. And finally on December 6th we will update you on consumer advertising in all three categories for the first six months of this year.

Cordially,

*Dale R. Bauer*  
Dale R. Bauer



**Merit portable mixer**

Merit's new Lady Vanity portable mixer is equipped with a 3-speed Dyna-Torque motor, two triple-chrome-plated beaters, and an automatic beater-ejector. Model M3 features a heel rest and black-and-white plastic housing; it is offered with a one-year replacement guarantee.

The mixer operates on 130w and weighs two lbs. Scheduled for June 15 delivery, the mixer lists at \$9.95. *Merit Enterprises Inc., 577 Workman Ave., Brooklyn, N.Y.*



**Mirro percolator, ice-cube tray**

Mirro introduces a new version of the 10-cup Mirro-Matic electric percolator. The completely automatic unit keeps coffee at drinking temperature after it has been made.

It is equipped with a dual 650-33w element and cord. The model is available in polished aluminum with a white handle, and is guaranteed for one year. Retail price is \$9.88.

Also announced is Mirro's new 18-section anodized aluminum Quick-Release ice-cube tray. The model has one lever for the release of cubes. Retail price is \$1.99 in the East and \$2.19 in the West. *Mirro Aluminum Co., Manitowoc, Wis. 54221.*



# GE's study: clues for improving your service department

"From 1947 to 1957, service for GE appliances just got out of hand. Calls rose by 70%; labor costs increased 39%. All in all, GE's service costs increased 326% during those 10 years . . . and, when we looked, we couldn't find one satisfied customer."

The speaker is E.A. Anthony, product services consultant for General Electric, who addressed a Service Management Council of the Construction Industry Manufacturers Assn. earlier this month. His explanation of how GE solved its service problems and what GE learned about customer relations could well apply to your service organization.

The problem was how to measure accurately customer opinion of GE service. Anthony said that GE, like other manufacturers, periodically mails cards to their customers asking them to rate GE service. The returns indicated 98% satisfaction.

"The truth is that people don't want to tell you the most important thing," Anthony said. "Sometimes the mere fact that you pay some attention to a customer by asking him a question will make him say he likes you."

A service study of customer reactions to home repairs of major appliances was the first step that GE took. Anthony said that GE's service organizations in Ohio, Indiana, and New York City were thoroughly analyzed to determine costs and quality of service. From the data collected, customer reactions were measured on five points—urgency, speed, technical competence, availability, and price. Anthony explained:

**"Urgency"**—When the customer calls about a repair, he expects to talk to a man in authority who shows a sense of urgency about getting the repairs done.

**"Speed"**—This isn't how long it takes a GE man to walk into the house. It's how long it takes to get the appliance working.

**"Availability"**—We used to train our service managers never to promise a customer that we'd be at his home at a specific time. The study taught us to ask the customer what time he would like us to come, and be there when we said we would.

**"Technical competence"**—That's not how good we think we are; it's how good the customer thinks we are. We've all run into the serviceman who doesn't bring the right part with him. Or the dumbbell who rings the doorbell once and then drives off before the housewife can get to the door."

**"Price"**—This is something that we don't need to discuss because we have all heard enough about it."

**Customers' ratings** of service on these five points allowed GE to set up four customer categories. Anthony said that GE, like everyone else, is interested in selling a second, third, and fourth appliance—so it is important which group a customer belongs to. He outlined the groups as: dynamic satisfaction, "great GE boosters;" passive satisfaction, "maybe he'll buy GE again, maybe he won't;" passive dissatisfaction, "a mildly disappointed customer," and active dissatisfaction.

"The actively dissatisfied customer is the guy who devotes his life to telling the world what a bum outfit GE is," Anthony said. "At one time, the report said that 20% of our cus-

tomers would never buy a GE product again."

**Classifying service calls** was the next step. Anthony explained that service calls fall into three categories: Priority-One, the emergency; Priority-Two, important but not an emergency; and Priority-Three, fix it when you can. Anthony said that now the customer, not GE, decides what priority the service call should have.

"You probably wouldn't consider a broken tv set an emergency," Anthony said. "But tell that to a housewife with five kids crying down her

neck because they can't watch Bozo while she fixes dinner for her old man. Brother, that's an emergency!"

Anthony said that incoming service calls fall into 30-50-20 proportions with 30% in Priority-One. From these percentages, Anthony said that GE developed figures that revealed how soon servicemen must *complete* a job to maintain a certain level of customer satisfaction.

"If we fix a Priority-One job within three hours, the customer has 'dynamic satisfaction.' If we fix it within six hours, he has 'passive satisfaction.' But if we don't get to it

by the time the sun sets, he's become our worst enemy," Anthony said.

**What conclusions** did GE draw from their service study? Number one, according to Anthony, is that customer satisfaction with service can be equated directly to GE's advertising costs and even to GE's share of the market.

"The higher our customer satisfaction, the lower our ad costs and the bigger our market share will be," Anthony said. "And when GE impresses a customer by completing a repair sooner than he expects, we've really sold him on GE."

## He does it for fun; you can do it for profit.

[Demonstrate Blackstone's exclusive Gyro-Balance]



Selling is child's play, when you have a demonstration feature as dramatic as Gyro-Balance . . . the first real product exclusive in automatic washers to come along in years.

**Go ahead: put a heavy phone book into the tub...** start the spin and prove to your prospect that Gyro-Balance positively stops washday thump, "walk", vibration and premature shut-off. That's a convincer that she'll pay to get.

**And she can only get it from you,** because Blackstone protects your profits with a territory plan your Blackstone representative will work out with you. Along with a pinpoint promotion plan that'll make you Blackstone headquarters in your neighborhood.

**And speaking of child's play,** kids can be your best Blackstone salesmen. We've got a 98¢ gyroscope top you can sell Mom for just 19¢, when she comes in to see your "live" Blackstone demonstration. Want to see this little traffic-builder? Just drop us a line on your letterhead.

Why toy around with other lines when you could be selling profit-protected Blackstones with stainless steel tubs? Write, wire or phone and start keeping those profits you've earned.

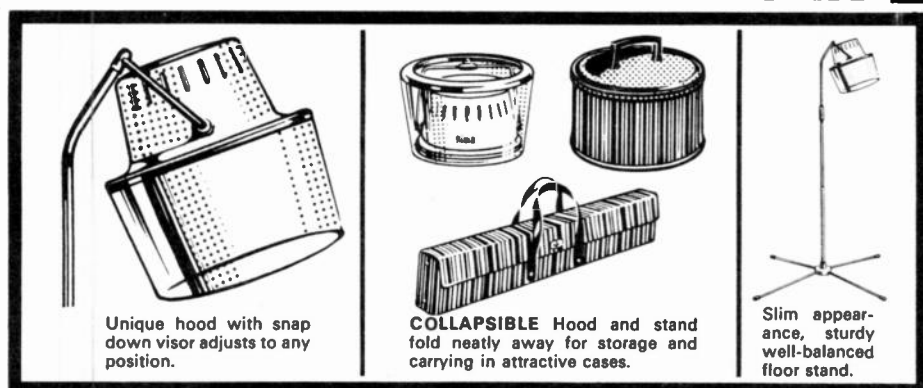


**BLACKSTONE CORPORATION**

1111 Allen Street • Jamestown, New York



# HERE'S BRITAIN'S FASTEST SELLING HOME HAIR DRYER



## WOULD YOU LIKE THE U.S. AGENCY RIGHTS?

This is the hair dryer that's rocketed to the top of the popularity poll in the homes of Britain and Europe. A glance at the unique fold-away hood and stand, and its trim lines will soon tell you why. And if you'd like to take advantage of its obvious profit-making potential on the American market, write and tell us how you'd *handle* it. We think it will *sell* itself! Write to:

**RIMA ELECTRIC LTD. 283 EALING ROAD, WEMBLEY, MIDDX., ENGLAND**



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automatic washer...and a  
line with Something Extra  
in profit opportunities

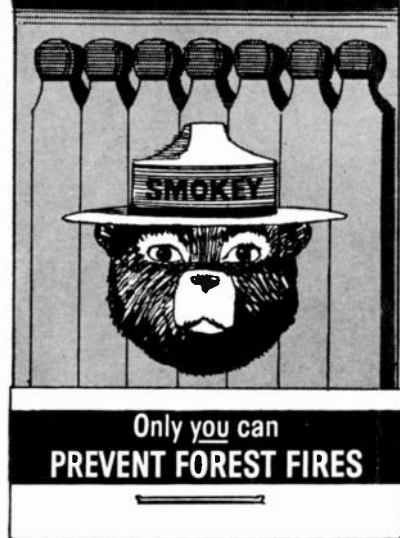
Available now...profitable territories for the new CENTREX Woman's Friend Automatic Washer...the outstanding automatic with "something extra" in operational features and profit potential. Also a new matching dryer, plus full line of wringer washers. A real profit package... Something Extra to sell. From CENTREX, makers of Woman's Friend quality washers since 1901. Write now... or call collect for information.

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FOR  
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## PLEASE!



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## 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	% change
<b>FLOOR CARE PRODUCTS</b>				
floor polishers	February	103,290	93,987	+ 9.90
	2 Months	201,442	179,083	+ 12.49
vacuum cleaners	February	416,659	365,031	+ 14.14
	2 Months	794,514	689,759	+ 15.19
<b>HOME LAUNDRY</b>				
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
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	February	325,200	247,300	+ 31.50
	2 Months	557,400	440,400	+ 26.57
dehumidifiers	February	15,700	15,300	+ 2.61
	2 Months	21,700	22,200	- 2.25
dishwashers, portable	February	26,500	19,700	+ 34.52
	2 Months	52,600	38,600	+ 36.27
dishwashers, under-counter, etc.	February	60,600	51,400	+ 17.90
	2 Months	112,500	97,300	+ 15.62
disposers, food waste	February	99,700	97,500	+ 2.26
	2 Months	187,100	188,200	- .58
freezers, chest	February	33,100	32,700	+ 1.22
	2 Months	58,700	63,200	- 7.12
freezers, upright	February	47,000	50,400	- 6.75
	2 Months	91,500	96,200	- 4.89
ranges, elec., free-standing	February	107,700	100,500	+ 7.16
	2 Months	205,500	189,700	+ 8.33
ranges, elec., built-in	February	64,200	65,300	- 1.68
	2 Months	117,600	120,500	- 2.41
ranges, gas, total	February	168,800**	165,700	+ 1.87
	2 Months	319,100	321,700	- .81
refrigerators	February	349,100	338,400	+ 3.16
	2 Months	693,200	625,100	+ 10.89
water heaters, elec. (storage)	February	82,800	83,200	- .48
	2 Months	159,100	162,600	- 2.15
water heaters, gas (storage)	February	230,100	241,100	- 4.56
	2 Months	440,100	493,700	- 10.86
<b>CONSUMER ELECTRONICS</b>				
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)	April 9	250,454	173,748	+ 44.15
	14 Weeks	3,486,665	2,505,192	+ 39.18
distributor sales	January	693,005	544,815	+ 27.20
b&w television production	April 9	148,084	180,550	- 17.98
	14 Weeks	2,241,369	2,254,722	- 5.92
distributor sales	January	632,009	588,555	+ 7.38
color television production	January	127,757	88,977	+ 43.58

\*\*February total includes 117,700 conventional free-standing ranges, 16,200 high-oven models, 21,500 built-ins, and 13,400 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



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Why gamble...when you don't have to? In the appliance-consumer electronic-housewares field only Merchandising Week delivers both mass merchandisers and key independents. You reach the whole market...not just a portion of it.

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The Interpretative News Weekly

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WHAT MAKES MAYTAG DEPENDABLE



## No amateur boxing

A shipping crate won't indicate the quality of the product inside. But it certainly should protect whatever is inside.

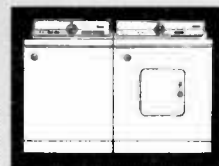
We have our own facility for testing carton strength and durability. This facility and testing lab is certified by the National Safe Transit Committee.

One of our more vigorous tests is a simulated 1,000 mile ride in a rail car. Another is an impact test equal to a rail car running into a stationary car at 10 miles per hour.

Rides like this and other tests are designed to make sure every Maytag is delivered without a scratch.

One more reason why Maytag dependability is based on fact, not fancy. The Maytag Company, Newton, Iowa 50208.

# MAYTAG



*the dependable automatics*