

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 23/JUNE 7, 1965



## ON THE INSIDE □

### ◀ □ □ □ What catches her eye?

Will your advertisement stop the housewife's grazing eye as she browses through the morning paper? Here are some ideas that should wake her up to what you are promoting this summer...p.13  
Impact of Excise Tax cuts.....p.3  
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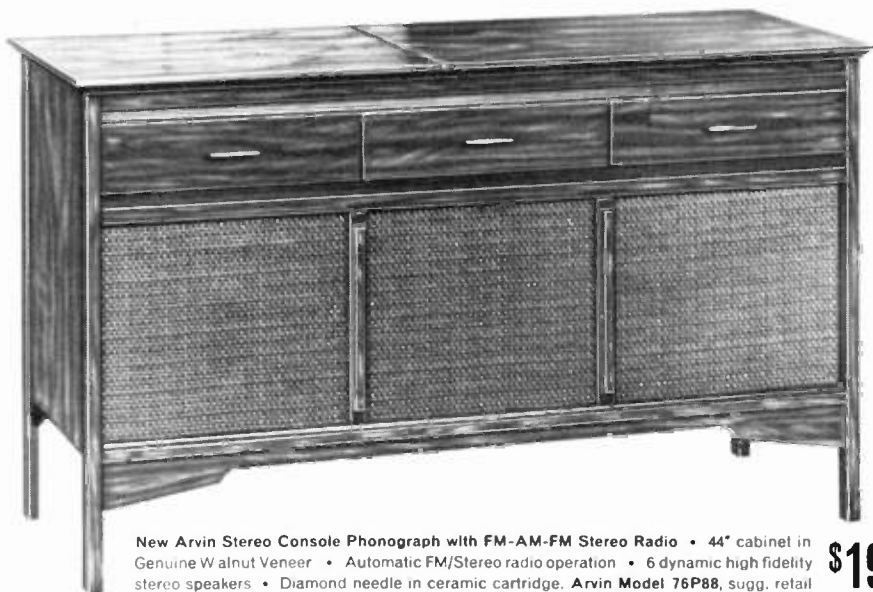
## AT PRESSTIME □

□ □ □ □ GE is on the move in the housewares industry. On top of the ruckus being kicked up over its new Universal line and marketing plans (MW, 31 May, p.25), General Electric is reported close to entering the power tool field. If power tools come, can power mowers be far behind? GE previously has conceded that it is looking into both the power tool and the power mower markets, maintaining, however, that it would wait until it could offer something different, rather than just another line. GE, at the weekend, declined comment on both the power tool and power mower reports.

Among electric housewares manufacturers, Sunbeam Corp. has been the leader in developing a garden goods line. Canadian General Electric now produces power mowers. A number of electric housewares manufacturers now produce power tools, Toastmaster being the latest entry. None of the moves—Universal, power tools, and power mowers—come as a big surprise to the industry, but taken together, so close together, they add up to a major GE effort to solidify its leadership in the housewares field, a position that has been whittled away in recent years. *continued on p.3*



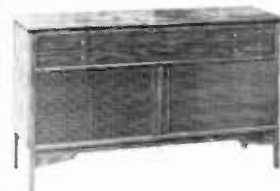
# Arvin helps you get a bigger share of STEREO'S BIG UNDER \$200 MARKET



New Arvin Stereo Console Phonograph with FM-AM-FM Stereo Radio • 44" cabinet in Genuine Walnut Veneer • Automatic FM/Stereo radio operation • 6 dynamic high fidelity stereo speakers • Diamond needle in ceramic cartridge. Arvin Model 76P88, sugg. retail **\$199.95**

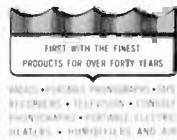
You're on top in the big volume "under \$200" stereo market with Arvin. Three new 1965 Arvin consoles give you a big edge over competition. Each is a quality instrument that sets a new standard of value in its price class. The distinctively designed *solid wood cabinets, finished in genuine walnut veneer* incorporate stereo phonograph plus FM/AM/FM Stereo Radio. Quality components are matched for brilliant high fidelity stereo. Plus-features make it easier than ever to "step up" your prospects.

Contact your nearest Arvin distributor now . . . ask to see and hear the complete Arvin stereo console line including Solid State models . . . the same consoles your customers see nationally advertised in Life, Time, Newsweek and Sports Illustrated.



Arvin Stereo Console Phonograph. Solid Wood 44" Cabinet in Genuine Walnut Veneer. FM-AM radio • 4 speakers. Model 76P68, sugg. retail **\$169.95**

Arvin Stereo Console Phonograph. Solid Wood 40" Cabinet in Genuine Walnut Veneer. AM radio 4-speaker system. Model 76P48, sugg. retail **\$139.95**



**Arvin MIGHTY MITE 9 TRANSISTOR FM/AM PORTABLE**

- Telescoping FM Whip Antenna
- Smooth Indirect Slide Rule Tuning

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

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

9 TRANSISTOR FM AM "PERSONAL" PORTABLE  
Arvin Model 65R79, Black. Sugg. retail **\$29.95**



**Arvin 16" ALL-CHANNEL PORTABLE TELEVISION WITH "ROLL-ABOUT" STAND**

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

DEAL INCLUDES: Arvin 16" All-channel Portable TV • "Roll-about" TV Stand.

Arvin Model 65K38-PK

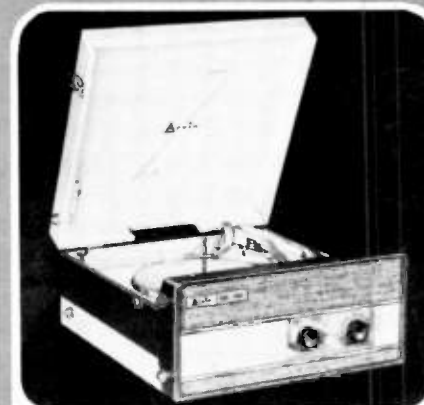
Sale priced to retail at **\$128.88**

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

DEAL INCLUDES: Arvin 12" All-Channel Portable TV (Model 65K28) • "Roll-about" TV Stand.

Arvin Model 65K28-PK

Sale priced to retail at **\$108.88**

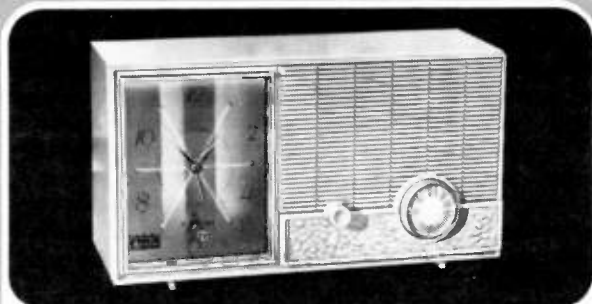


**Arvin FOUR-SPEED AUTOMATIC PHONOGRAPH WITH FIVE-TUBE RADIO IN NEW SLIM LINE CABINET**

- Complete amplifier shuts off after last record
- 45 RPM spindle included.

This compactly styled combination features the performance of much higher priced sets. Automatic VM 4-speed changer. 9" turntable with rubber mat. Dual sapphire needles. 5" front-facing speaker. "Copper-photo" radio circuit. 7" high, 16" wide, 17" deep.

Model 73P16, Mint Green & Ivory  
Sugg. retail **\$59.95**

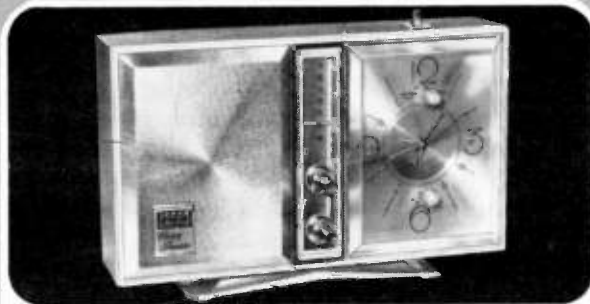


**Arvin AUTOMATIC CLOCK RADIO**

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

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

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



**Arvin DELUXE SOLID STATE FULL FEATURE CLOCK RADIO**

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

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

Arvin Model 55R58, Walnut Wood-Grain Finish

Sugg. retail **\$39.95**



□□□□ **Magnavox is flirting with 23-inch color tv again** and this time it is expected to pay off in sets. Magnavox almost went with 23-inch color tv last year—the company showed a set at the Music Show—but then backed off. Before the summer is over, 10 companies will be using 23s: Motorola, Admiral, Packard Bell, Hoffman, Philco, Westinghouse, Muntz, Setchell Carlson, Curtis Mathes, and Magnavox.

□□□□ **Air conditioner sales are humming.** According to the National Electrical Manufacturers Assn. (NEMA), manufacturer shipments for the first four months of 1965 shot to 1,428,900, an increase of 30.6% over the 1,094,300 shipped in the same period in 1964. April, 1965, shipments increased 48.9%, as 428,500 units were shipped compared to 287,700 in April, 1964.

□□□□ **A new pricing complication in housewares** faced manufacturers at the weekend. Alcoa led off with a round of price hikes on finished aluminum mill goods. Cookware and other housewares producers were studying the situation, evaluating their higher aluminum costs on a product-by-product basis. Eventual price increases of housewares products in which aluminum is used are likely, but general price increases in time for the July housewares shows appear unlikely. The price increases in aluminum come on top of the pricing complications caused by the pending cut in federal excise taxes on electric housewares.

□□□□ **Zenith slashed color tv prices** for its new 1966 line. Opening at \$349.95 with a 21-inch table model, the new color line includes 11 units in the \$500-and-under price bracket. Zenith's new prices exclude the

federal excise tax and reflect reductions the proposed tax repeal would make possible. The company's previous low b&w price of \$119.95 has been dropped to under \$100 for a 12-inch portable. For the first time, Zenith's Space Command remote control feature will be available for under \$200—a 20% price reduction—on a 19-inch set. A full-feature all-transistor radio will be marketed for \$12.95. Other new sets: 12-inch all-transistor battery-operated portable tv at \$199.95, 21-inch portables (\$179.95-\$249.95), 23-inch tables (\$179.95-\$269.95), consoles start at \$219.95.

□□□□ **A National Union-Emerson Radio tie** is in the works. National Union Electric Co., of Stamford, Conn., which is the parent firm of Eureka-Williams, has agreed to purchase up to 51% of the outstanding stock of Emerson Radio. Emerson Radio president Ben Abrams, whose family owns 740,000 Emerson shares, said all but 100,000 shares will be sold to National Union. The Abrams block will provide more than half the stock needed for a controlling interest.

National Union is offering to pay Emerson stockholders \$18 per share. C. Russell Feldman, president and chairman of National Union, said his firm is seeking to broaden its interest in the consumer home goods field (MW, 3 May, p.47). He added that no changes are planned in the management or marketing policies of Emerson, but he did not rule out eventual merger of Eureka-Williams, vacuum cleaner manufacturer, with the operation.

□□□□ **Sunbeam plans three new plants** and Chicago factory addition, as sales for the first two months of fiscal year 1965 run 15% ahead of the 1964 pace.

## Tax cuts on deck, but industry batting prices out now

The industry rode off in a dozen different directions last week as it waited for Congress to pass the excise tax bill. And it was clear as the hectic week drew to a close that another, equally hectic, was about to begin. Here is the situation:

**Speed in Congress:** The only rivalry between the Senate and the House over President Johnson's excise tax cuts seems to be over speed of handling. The House rushed the \$4.8 billion measure through last week and now the Senate is working on a "special delivery" basis.

Treasury Secretary Henry H. Fowler will testify before Senator Harry Byrd's (D-Va.) Finance Committee tomorrow. The committee will not spend time on other witnesses, but will go straight into closed sessions—probably on Wednesday—to consider the bill point-by-point. It might complete the job in one sitting.

The Internal Revenue Service (IRS) at the same time is working on procedures for refunding excise taxes on merchandise on the floor or in the pipeline when the cuts take effect on July 1.

IRS already has laid out guidelines for refunds on air conditioners. In order to claim a refund, a manufac-

turer will have to prove he has passed a refund on to the consumer by cash or check. Merely cutting the retail price or giving the consumer credit will not do. Nothing in the IRS guidelines, however, prohibits dealers from stressing the tax cut in advertisements and, last week, plenty were doing just that.

**Price cutting at retail,** some of it based on freshly inflated list prices, is running rampant throughout the country. Although Sears Roebuck has issued no official policy, it has given local stores free rein, and the results can be seen from coast to coast. The basic Sears message on air conditioners, majors, and home electronics: "We're reducing prices! These new low prices include reductions proposed in the new federal excise tax law." Other firms preferred to be more vague.

Montgomery Ward, in an ad in Kansas City newspapers, said: "Today's prices include Federal Excise Tax, but on all purchases made between now and July, Wards will refund or credit the amount of excise tax reduction which may be enacted by the federal government on the following items: air conditioners, refrigerators, freezers, dryers, ranges,

stereos, television sets. When the law is enacted, just bring your sales check to Wards for full credit."

**Refund or credit?** Ward's wording in the ad cited above points up a problem on air conditioner rebates. The IRS has specifically stated that reimbursement to consumers on air conditioners must come in the form of separate payment (cash or check) and cannot be passed on by a price reduction.

Many retailers were treading carefully around this IRS ruling, but quite a few were obviously violating the law by offering price cuts instead of refunds.

**Manufacturers were maneuvering** on the price front as retailers blasted away at the excise tax merchandising peg. Some manufacturers are sitting tight, waiting for the passage of the bill, while others have decided to "merchandise." One thing is certain: manufacturers are concerned over the effect of retailers shouting about excise tax reductions to customers.

Some manufacturers have already decided to absorb the differential in prices between now and July 1 (see p.7 for Kelvinator and Magnavox) and there are strong indications that others will follow this path. At press-

time, here is what is percolating in the industry:

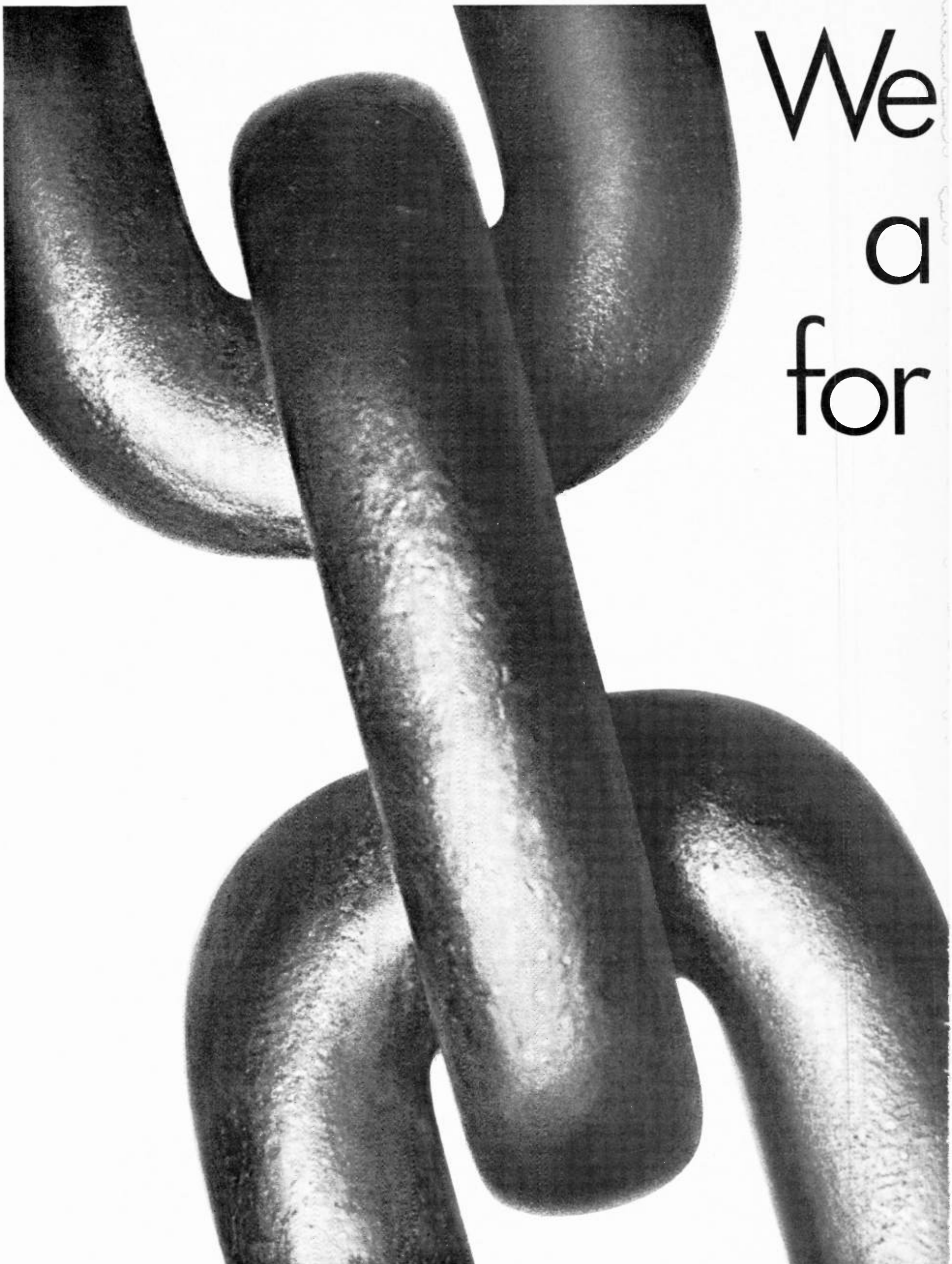
Whirlpool, through its 10 factory-owned branches, was offering dealers its full line of major appliances with the excise tax differential taken out of dealer cost—thereby leaving the merchandising up to the individual retailer.

Whirlpool expected some of its 63 independents to follow suit, but its largest independent, Bruno, in New York City, had no intention of taking money out of its pocket to cut prices to the dealer.

In consumer electronics, the problem is intensified by the timing of new line introductions. Zenith (see above) and Packard Bell (p.8) announced post-excise prices on their lines. Others, like RCA and Admiral, who showed lines with excises included, are discussing revisions behind closed doors. Magnavox whacked excises off its line a month early, reducing lists anywhere from 4% to 13% on leaders and absorbing most of the taxes.

Companies who still face line introductions—for example, Philco, Motorola, Sylvania—were still juggling plans, but leaned toward announcing post-cut prices.





We  
a  
for

# 've forged strong franchise the right kind of dealer.

We began our rebuilding program two years ago. With a dedicated, retail-oriented management team (recruited from just about every major company in the industry). And with backing by a billion-dollar parent company — General Telephone & Electronics.

Today Sylvania is a stable force and refreshing addition for the farsighted dealer. The dealer who enjoys selling. Who appreciates quality in a product. Who wants profit not just volume.

For him, the Sylvania franchise is a long-term proposition. Based on an uncompromising principle: *product starts the profit; policy determines the extent.*

That's why Sylvania offers value and depth throughout a line that's more than competitive with any leading manufacturer.

That's why Sylvania maintains a policy of table-top

pricing, full margins at every level, elbowroom, and straightforward advertising.

At Sylvania, we live by our word. We enjoy serving our customers and helping them increase their business. Finding ways to improve our service occupies most of our time.

Together, product and policy make Sylvania the *High-Yield Profit Line* in the industry. The line that fits in with a demand line and a promotion line — to give maximum sales mix and profits.

Since we started this program, more and more of the right kind of dealers have found a place for our *High-Yield Profit Line* in their sales mix.

We can always use more good strong links in our chain.

Write Bob Theis, President, Sylvania Entertainment Products Corp., Batavia, N. Y.


**SYLVANIA**  
SUBSIDIARY OF  
GENERAL TELEPHONE & ELECTRONICS **GTE**





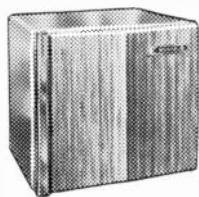
**The Leader in Compacts is**  
**NORCOLD**  
**In Engineering, Quality, Design and Value!**

THE COMPLETE LINE . . . THE QUALITY LINE . . . THE PROFIT LINE  
 FULL LINE INVENTORY . . . ALL SHIPMENTS MADE IMMEDIATELY!



**MODEL E-200**

**PROMOTIONAL LEADER**



AVAILABLE IN WHITE OR WALNUT WOOD GRAIN FINISH

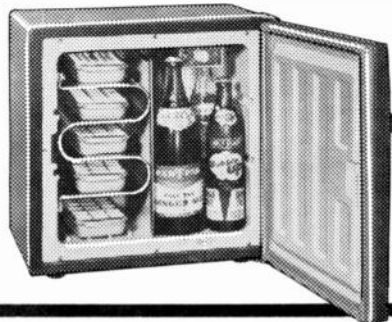
The Norcold model that is most responsible for creating the fantastic new compact refrigerator market. Dealers across the nation are claiming it as the greatest volume sales and profit producer in many years. Feature for feature, price for price, it has no competition. Small enough to fit any limited space yet has huge storage capacity and freezes ice cubes in a jiffy. Very low current consumption. Only 42 lbs. light and just 18"x20"x17".

CAN BE PROMOTED AS LOW AS

**\$69<sup>95</sup>** RETAIL

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

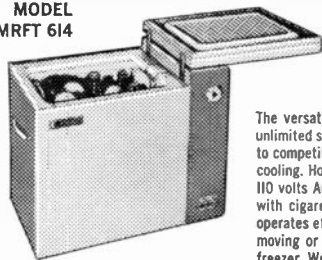
SIMULATED WALNUT WOOD GRAIN FINISH . . . RETAIL 10.00 ADDITIONAL



**MODEL E-150 . . . THE ICY-MITE ICE CUBES GALORE PLUS REFRIGERATION TOO.**

Simulated Walnut wood grain finish. Compact size plus quality and value has made the "Icy-Mite" a sure-fire sales winner with hotels, motels, offices etc. . . or wherever "room service" hospitality is required. Makes ice cubes in a jiffy. Generous storage area holds 2 full quart and 3 half quart bottles plus 5 ice cube trays. Only 16 3/4"x16 1/2"x15 1/4".

**MODEL MRFT 614**



**12 VOLT DC—110 VOLT AC COMPRESSOR PORTABLE REFRIGERATOR-FREEZER**

The versatility and flexibility of this new Norcold portable refrigerator/freezer offers unlimited sales opportunities. Its electro-magnetic compressor operation is vastly superior to competitive absorption type models . . . "pulls down" many times faster for speedier cooling. Holds up to 25 lbs. of food and beverages. Operates with amazing efficiency on 110 volts AC or 12 volts DC . . . from a car's cigarette lighter outlet. (DC cord equipped with cigarette lighter plug). Maintains 0° to 45° F in outside temperatures of 110 F., operates efficiently in positions up to 30° of level, keeps constant temperature standing, moving or rolling. Simple twist of the dial instantly changes unit from refrigerator to freezer. Weighs only 44 lbs.



**MODEL DE-250 DUAL VOLTAGE COMBINATION 12 VOLTS DC—110 VOLTS AC**

The ultimate compact that operates at the flip of a switch either on regular house current or battery operation. Gives unlimited opportunities for sales. Loaded with features that include huge refrigerator freezer storage space.

Check These Norcold Features!



Patented Electromagnetic Compressor



Key Door Lock and 2 Keys



Ice Cubes in a Jiffy



Full Range 5 Position Thermostat



Full 5 Year Warranty



**MODEL E-500 UNDER COUNTER COMPACT WITH FULL CROSS TOP FREEZER**

Lowest investment cost. 5' capacity (approx.), full range thermostat, automatic push-button defrost, interior light, storage door, meat keeper, veg. tray, magnetic door gasket, porcelain lined, foamed insulation, 5 year warranty.

**NORCOLD, INC.**

Subsidiary of the Stolle Corp.

16200 South Maple Avenue, Dept. E 7, Gardena, California • PH: FAculry I-9300, area code 213  
 Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

## WASHINGTON

□□□□ A House Commerce subcommittee is moving in to referee the battle between the Federal Communications Commission (FCC), community antenna television systems (CATV), and tv broadcasters. In hearings last week, CATV spokesmen charged that the FCC laid down its rules to protect conventional broadcasters on the basis of "inadequate inquiry." They added that the FCC's "too-hasty determinations" may defeat the commission's purpose by: (1) forcing CATVs to originate programs and sell advertising; (2) giving conventional broadcasters a wedge to control CATV.

FCC Chairman E. William Henry said the FCC had no quarrel with "the goal of" the CATV bill introduced by Representative Oren Harris (D-Ark.), but he stuck to the FCC's decisions.

The National Assn. of Broadcasters (NAB) supports the FCC's rulings that CATV systems must carry the programming of local stations, and that they must not duplicate programs for 15 days before and 15 days after the local broadcasters carry them.

CATV, meanwhile, keeps growing. United Utilities Inc., of Kansas City, announced last week that it is forming a subsidiary to provide CATV service throughout a 500-city system. Industry observers say the entry of the third largest telephone system into CATV demonstrates a growing trend.

□□□□ The Federal Trade Commission's (FTC) attack on restrictions that franchise operators place on their dealers came to a sudden halt last week. Solicitor General Archibald Cox refused to appeal the FTC's test case to the U.S. Supreme Court.

Two years ago, Cox declined to support the FTC's legal challenge of the geographical limits that Snap-On Tools Co. had set for its dealers. This time he nixed a similar case against Sandura Co., a smaller producer of floor coverings. In both cases, appeals courts had disagreed with the way the FTC had looked at the facts of the case and Cox said there were not adequate grounds for an appeal by the commission.

All of this puts FTC in a squeeze play. It has read the Supreme Court landmark decision in the 1963 White Motor case (which refused to condemn territorial limits out of hand) as a mandate to develop a detailed analysis of economic effect when it brings up similar cases. But such cases are hard to appeal; FTC's two strikes probably put it out of the game.

The Justice Department, however, has not yet retired from the consideration of franchising. Officials there hope the Supreme Court will be on their side next fall, when it looks at a case involving General Motors' attempts to keep its cars away from discounters.

□□□□ Consumer education for the poor is the newest target for Esther Peterson, President Johnson's special assistant for consumer affairs. A 37-member panel reported to Mrs. Peterson last week that "because of lack of education, skill, and bargain stores in low income neighborhoods," the poor may pay higher prices than middle-income groups.

Recommendations included: consumer education aimed at reducing poverty, to be offered to the poor under federal, state, and local programs; further research; and strengthening government programs "to deal more effectively with . . . fraud and deception."



## Pricing takes a new turn as refund plans hit retail

Pricing—in the face of pending excise tax cuts—took an extraordinary turn last week, in both major appliances and consumer electronics, as manufacturers jumped the gun on excise tax relief.

**Kelvinator**, in a letter to retailers, set in motion a refund plan on its full line of major appliances. Through June 30, Kelvinator will absorb excises on majors although the government has pledged retroactive tax relief only for manufacturers of air conditioners.

Here is how the plan works. Retailers have forms on which they will indicate the appliance model number and the amount of excise tax refund; the dealer will give the consumer an on-the-spot refund in check or cash. The retailer and the customer sign the form, which is then sent by the retailer to his district manager or zone distributor for credit to his account. If the retailer wants a cash refund, the branch forwards the form to Kelvinator headquarters for a factory refund, which is sent directly to the retailer.

The Kelvinator cuts on appliances—excises are now 5% on majors—range from a low of \$2.80 to \$18.90 on a Foodarama. In air conditioners, the 10% cut ranges from \$6 to \$21.75 for the top model in the line. Cuts are figured on the price of the product from the manufacturer to distributor—not on the retail price.

To back up the program, Kelvina-

tor has shipped promotion kits to distributors for retailers. These kits contain banners and hang tags stressing the "buy and save" theme; they stress the fact that Kelvinator will absorb the price differential on its appliances.

**Magnavox** also has a plan. The company will absorb *almost* the entire expense of removing the tax from June 1—a full month ahead of the slated cut—while dealers use the new, lower July 1 price schedule, which reflects the upcoming tax cut.

When the dealer sells a unit, the customer will sign a certificate, which the dealer will send to Magnavox. The company will refund to the dealer an "amount equal to the excise tax," to restore his margin.

The \$399.90 21-inch color tv model, for example, now goes for \$379.90 and carries a \$23.15 dealer refund. Other examples: the \$550 color model, which now lists at \$525, carries a \$29.84 refund; the \$750 color model now selling at \$695, carries a \$38.15 refund; the \$99.90 12-inch b&w portable now at \$95, has a \$5.21 refund.

Prices on 19-inch models are down \$10 at list, now start at \$13.90. Cuts are deeper in 23s: a \$215 consolette now goes for \$198.50; a \$229.50 unit now carries a \$215 price; and a \$239.50 model comes in at \$225. Although all refunds do not match cuts, Magnavox anticipates this situation will "balance out" over its range of products.

□□□□ **Philco** has created three divisions to handle the consumer market. Robert O. Fickes, president and chief executive officer of Philco, gave these reasons: "The establishment of three separate divisions in the consumer products area will give us greater flexibility to deal with changing product and marketing patterns in this highly competitive field." The three new divisions and their heads are: Consumer Electronics Div., Armin E. Allen, vice president and general manager; Consumer Appliance Div., Harold F. Diegel, vice president and general manager; Sales and Distribution Div., Carl E. Lantz, vice president and general manager.

□□□□ **GE** heat pumps invade the North again after a three-year lapse. In 1962, problems with heating in colder parts of the country had caused GE to take its Weathertron units out of the market. GE held the line in the South, while making intensive studies that have resulted in an extensively remodeled "high reliability" Weathertron. New plans for distribution include a "certified dealer program," designed to maintain a high level of installation, and guaranteeing two annual inspections. Present heat pump users will be approached with a replacement program. GE is looking for dealers with well established service organizations to handle the modified Weathertrons.

□□□□ **Magnavox** lost one of its oldest accounts, Halle Bros. Co., of Cleveland, on June 1. Cleveland's leading department store, Halle's was the fifth store in the country to receive a Magnavox franchise, and was a Magnavox dealer since 1935. Spokesmen from the two companies will only say that the parting of ways was due to a disagreement of "certain merchandising concepts."

□□□□ **Olympic** moves for May: new Models of the Month include a 4-speed portable phonograph and an AM radio. The phono (model MRP-17) features a changer that can intermix 10- and 12-inch records of the same speed; the 5-tube radio has a built-in antenna.

□□□□ **Six scholarships** for women appliance executives to the Institute of Management for Appliance Dealers will again be offered by *McCall's* magazine. The institute will be conducted by American University, in Washington, D.C., from Aug. 8 through Aug. 13. Each scholarship will apply \$350 against tuition and travel expenses to the week-long institute, which has been jointly sponsored for the past 11 years by American University and the National Appliance Radio-TV Dealers Assn. (NARDA). *McCall's* has asked appliance manufacturers to nominate outstanding women in appliance merchandising. The six winners will be selected in mid-July.

□□□□ **The Westinghouse** vote for the future has in part been cast in the form of a new and advanced product development department headed by Douglas D. Danforth. "This new organization," Danforth said, "will probably be the source of new Westinghouse products of the late 1960s. However, we have every expectation of seeing some contributions from the laboratory within the next year or 18 months."

## EIA-NARDA add more 'show' to the upcoming Music Show

There will be a show-within-the-show at the Music Show this year. In an effort to draw more dealers and distributors to Chicago for the upcoming Music Show, from June 27 through July 2, the Electronics Industries Assn. (EIA) has joined with the National Appliance & Radio-TV Dealers Assn. (NARDA) in baiting the hook with a banquet-show and a bevy of business sessions.

**The EIA-NARDA role** in the Show, which is set for the Conrad Hilton Hotel, has business sessions slated for June 28 and 29, and winds up with a banquet and show on the evening of June 29.

Both morning business sessions begin at 8 a.m. with a free continental breakfast.

**Here is the program** and the cast of characters:

Monday, June 28:

"Tomorrow's Market and You," an analysis of present and future markets for electronic home entertainment products; Caster Pennock and Seth Dennis, of *Time* magazine.

"There's Profit at the Top of the Line," or, how to step up profits by taking advantage of today's quality explosion; B.S. Durant, president of RCA Sales Corp.

"Dealer-Distributor Relations—a Two-Way Street," is designed to give some constructive suggestions for maximum cooperation at the whole-sale-retail level; Morris Schwab, D &

H Distributing Co., of Harrisburg, Pennsylvania.

"Building Your Retail Store Image," by Earl Lifshay, HFI.

"Franchising—Its Privileges and Responsibilities," looking at it from the manufacturer's and retailer's viewpoint: S.R. (Ted) Herkes, president of Motorola Consumer Products Inc., and Peter Vrontikis, of Vrontikis Bros., Salt Lake City.

Tuesday, June 29:

"Playing the Role of the Specialist Profitably," by both retailer and a manufacturer; Stuart Greenley of Flint, Mich., and George Fezell, sales vice president of the Magnavox Consumer Products Div.

"Home Electronics and Musical Instruments—a Profitable Product Mix," a first-hand account by Tanner Chrisler of the Aoelian Co., in St. Louis.

"Service Departments Can Be Profitable," if you adhere to some of the tips provided by Carrol McMullin, of Devau TV & Appliance, Toledo, Ohio.

"How to Plan Profitable Dealer Promotions," by Marc Parsons, public relations vice president of Philco Corp.

"Create Profits by Creative Advertising," designed around using manufacturer's advertising tools for maximum retail effect; by Dorothy Demmy, of the Kenyon & Eckhardt Advertising Agency, Chicago.



# APPLIANCE-TV

□□□□ **Fall sales will be up an average of 3½%** according to the home furnishings and major appliances group of the National Retail Merchants Assn. (NRMA). Color tv sales are expected to rise 10% while all consumer electronics will average a 4% sales gain. Major appliance sales are expected to increase 3%. Full details of the NRMA survey will be released tomorrow at NRMA's 11th Annual Home Furnishings Conference in the Biltmore Hotel in New York City.

□□□□ **Prices on Electrohome's new color tv line** for U. S. distribution have just been set—and they reflect the expected 10% cut in excise taxes. The Canadian company said, "Prices of the 1966 line show a cut as close to 10% as possible." The cut has been completely passed along to the consumer, according to Electrohome. The prices for consoles: 21-inch Cambridge, \$549; 25-inch Brighton, \$699.50; 25-inch Talisman, \$750; 25-inch Frontenac, \$895; 25-inch Salem, \$895; 25-inch Lisbon, \$895. Prices for three-way color combos: \$1,195 for the Calcutta; \$1,295 for the Canton; then \$1,595 for the Bonaventure, the Nantucket, and the Barcelona.

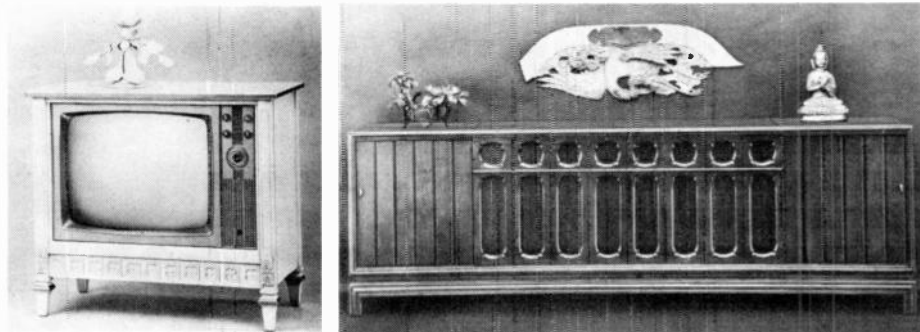
□□□□ **Two of the major pay-tv companies—RKO General and Subscription Tv Inc.—**are now ready for real action. Subscription Tv Inc., which was forced out of operation in California last November when a ban on pay-tv was approved by the Golden State voters, is re-grouping its forces now that the ban has been ruled unconstitutional (MW, 24 May, p.1). If plans discussed by the company when it left California in November are followed, the 6,000 viewers in Los Angeles and San Francisco who signed up for the service should be receiving programs soon. However, the embattled company is still waiting to see if the Superior Court's decision will be appealed.

RKO General, which, with Zenith Corp., has been operating a pay-tv system in Hartford, Conn., for the past two and a half years, recently won approval from the Federal Communications Commission for a three-year extension of the service. Heartened by this success, the company is now waiting for FCC approval to expand to other communities. Meanwhile, Subscription Tv Inc. is referring to the RKO-Zenith case as a basis for resisting any further attempts to block its operation.

□□□□ **The Emerson and DuMont line shows** are set for June 16-17 at the New York Hilton Hotel.

□□□□ **Speed Queen's June sales campaign** has been labeled Appreciation Month as a tribute to Reg P. James, the company's retiring sales vice president. Reg P. James Appreciation Certificates will be awarded to outstanding company salesmen.

□□□□ **A clothes dryer sales training manual** has been prepared by Edison Electric Institute. The manual is designed to assist electric utility companies and retail appliance dealers in the training of sales personnel. Sample copies may be ordered from the Sales Division, Edison Electric Institute, 750 Third Ave., New York, N. Y.—10017.



Packard Bell style: \$699 23-inch color and \$850 Far East look in stereo

## Packard Bell rolls with tax, hits with 23- and 25-inch color

Packard Bell cleared the decks of tax confusion last week by introducing its new line with July 1 pricing. In an orderly marketing move, the company listed separately all excises on its 1966 lineup, which includes its first 23- and 25-inch color tv models, and places a heavy accent on big fine-furniture stereo.

**Packard Bell's new prices** show what can happen when the excise taxes are removed. The 19-inch leader comes in at \$129.95 (down \$10); 23-inch tables open at \$179.95 (down \$10); and color tv opens at \$379.95 (down \$20).

The first of six 23-inch color tv sets enters the line at \$599.95 in a swivel-base console. The first of five 25-inch color tv models start at \$750 and step up to \$895. At \$1,295, Packard Bell is offering a 25-inch three-way combination in three flavors.

The manufacturer also is taking full advantage of the mobility that automatic degaussing has brought to color tv, and is showing three new bases for its color line: a swivel

base, and roll-about bases in metal and wood.

**Packard Bell's big plays** in its stereo console line are big wattages and a new "Far East" look; the line kicks off at \$249.95. The entire line now comes with solid-state amplifiers and tuners, and features a minimum of 150 watts of power.

Packard Bell goes to 300 watts at the high end of its stereo line; its new Trade Wind model, with Far East styling, is \$850. This unit features an all-wood front appearance, utilizing vertical adjustable louvers for channeling the direction of the sound. Packard Bell is also continuing the Spanish look it introduced last year, offering it with refinements in the stereo console, 25-inch color, and color combination lines.

The company also is pushing its long low look in stereo. Consoles start at 60 inches and go to 72-inch cabinetry. Packard Bell also is using stereo tape jacks in every stereo model this year; previously, only a few models had this feature.

## Symphonic adds new selections to 1966 phonograph program

Symphonic has written at least one significantly new piece and several variations on industry themes into its 1966 phonograph line. In the portable repertoire, model 3PN304 is the first monaural unit Symphonic has offered that operates on both AC or batteries. List price (Federal Excise Tax included) is \$59.95.

In components, Symphonic is placing a heavy stress on the names—Garrard changers and Pickering Magnetic cartridges—associated with the sophisticated audiophile.

Piece de resistance in the 1966 console line is an offer of 90-day in-home service on all models. This announcement falls significantly close on the heels of *Consumers Reports'* recent blast (MW, 17 May, p.7) at console servicing.

**The portable line** kicks off at \$17.95, with an immediate step-up to \$19.95 for a fully transistorized monaural unit, model 1PN103. Automatics start at \$39.95, with model 3PN301. Stereo comes in at \$59.95 with two portables; model B4PN401, with swing-out detachable speakers; and the drop-down model 4PN403. The portables top out at \$169.95 for model 4PS423, which has FM-AM multiplex radio, drop-down Garrard changer, and leather-grain finishes.

**Portable component systems** range upward from \$129.95, for model

4PN501, to \$199.95, for model 4PN505, which will get you a 40w dual-channel solid-state amplifier, Garrard 3000 changer with over-sized balanced turntable, Pickering Magnetic cartridge, and a variety of controls to delight the dial-twisting set.

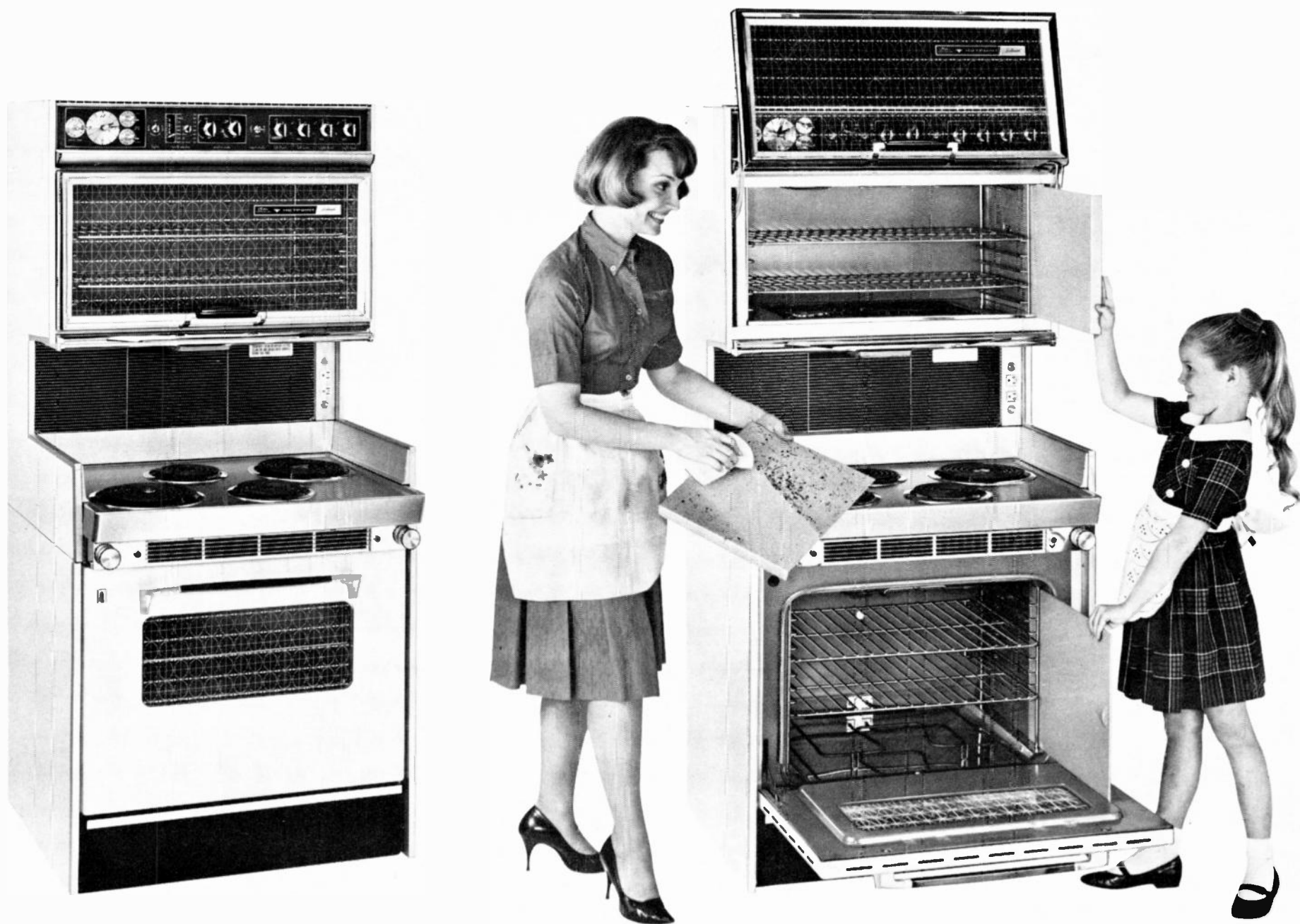
**Modular component systems** start at \$99.95 for model 4KN601, with Garrard turntable, amplifier, and two speakers; then take two giant steps to \$269.95 for model 4KS607, a 4-piece audio stereo system with multiplex FM and FM-AM radio.

**Consoles** bottom out at \$99.95 for model 4CN707. At the \$199.95 level, with model 4CS717, FM multiplex joins the act. A walnut model with all stops pulled out puts the top of this year's price steps, at \$429.95.



New Symphonic system, \$269.95





**What makes Hotpoint's  
new Hi-Low range  
so easy to sell?**

**It's so easy to clean.  
Both ovens have  
Teflon<sup>®</sup>-coated walls**

We've overcome the biggest objection to 2-oven ranges—extra cleanup! In fact, this new Hotpoint Hi-Low is far easier to clean than most single oven models. Teflon-coated oven walls in both ovens are removable. You wipe them off at the range, or wash them in the sink with soap and water. No scraping or scouring needed. Millions of people will read about the Hi-Low range in our ads in Life and Look magazines this month...and see it in commercials on The Tonight Show, NBC-TV, all year. And you get 6 new models to sell in the new Hi-Low line. So call your Hotpoint Representative today for all the facts on this new profit-maker.

**Hotpoint**

*first with the features women want most*



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

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





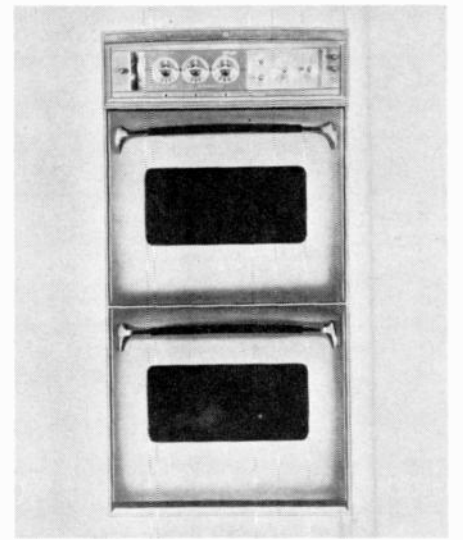
#### Kold Wave portable air conditioners

Kold Wave's portable water-cooled air conditioner line has been extended to seven models, with the addition of a new 9,400 Btu unit. The new unit has been designated the K-9. K-9 has a beige furniture-styled cabinet that includes adjustable air discharge louvers. The cabinet is 28 inches high, 19 inches wide, and 19 inches deep. A specially designed hose kit in 20 ft. or 40 ft. lengths is available as optional equipment for do-it-yourself installation. The K-9 carries a 5-year warranty that covers the entire unit for one year, and the refrigeration system for an additional four years.

Like all Kold Wave units, K-9 fea-

tures automatic condensate water disposal, automatic water valve, internally spring-mounted compressor, high-velocity fan, reusable aluminum filter, concealed thermostat, push-button controls, and ball-bearing casters. The Kold Wave units—models K-13DH, K-19DH, and K-25DH—feature reverse cycle heating and cooling that is controlled by a two-way thermostat. All of the units are insulated with Fiberglas.

The seven units, with their Btu cooling capacities are: model K-9, 9,400 Btu; K-13D, K-13DH, 12,500 Btu; K-19D, K-19DH, 19,100 Btu; and K-25D, D-25DH, 27,000 Btu. *Kold Wave Div. of Heat Exchangers Inc., 1749 W. Carroll Ave., Chicago, Ill. 60612.*



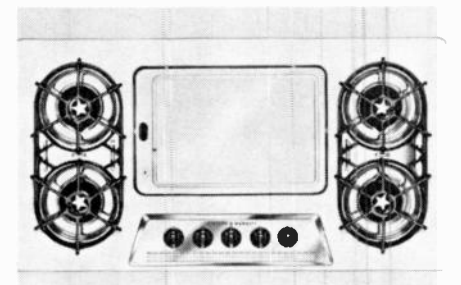
#### Waste King Universal's new oven line

Waste King Universal this month introduced a new gas and electric oven line with re-designed exterior styling. The new curved-line look is dubbed the Sculptured Touch; it is a departure, the company says, from "the boxy look common to all ovens."

Both the gas and electric lines, says Waste King, have the largest oven that will fit in a standard 24-inch cabinet. The gas line includes models with oven-sized broilers, or with special broiler compartments; the electric line is available in both single- and double-oven models.

A new feature of the gas oven is an infra-red broiler. Single and triple-spit rotisseries are provided in many models, and rotisseries kits are also available from the company. The top-of-the-line oven features a special broiler rack which can be placed in 23 different positions.

The electric line is available in full double-oven models (above), with one full and one pastry-sized oven, or with a single oven. Broiling and baking may be done in the upper and lower ovens at the same time. *Waste King Corp., 3300 E. 50th St., Los Angeles, Calif., 90058*



#### O'Keefe & Merritt gas range top

A five-burner 42-inch gas range top is introduced by O'Keefe & Merritt. An aluminum griddle converts to the fifth burner on the new unit, which is designated model 14-5405. A built-in heat indicator and side vents are features of the griddle.

The new model is 22 inches by 42 inches, and is available in copper-tone, white, yellow, turquoise, and lusterloy. *O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Calif. 90023*

#### Midland electronics catalog

Midland International issues a catalog of electronic products and equipment. The 88-page illustrated catalog describes more than 512 items, including transceivers, tape recorders, transistor radios, and speakers. It is available free to manufacturers' reps, distributors, and jobbers. *Midland International, 1519-21 Atlantic St., No. Kansas City, Mo. 64116*

# 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







## Here is a memorable magazine

by Fairfax M. Cone  
Chairman of the Executive Committee  
Foote, Cone & Belding

**I**T IS 12 days since I put down the galley proofs of *Reader's Digest* for May. These had been given to me so that I might be familiar with the contents of the latest issue as I contemplated writing this statement.

There was no question about my familiarity with *The Digest*, generally, or my regard for it. Not only have I been an admiring reader since the magazine's earliest days; I was once instrumental in adapting a number of its "Dramas in Real Life" for radio.

Last night I was thinking about *The Digest* in another way—not merely as a source of enjoyment, nor purely as a stimulating force. For the first time I was trying to analyze its extraordinary appeal. But not for long.

For a remarkable thing happened.

As I jotted down the subjects of the articles that I had read almost two weeks earlier, I suddenly was aware that I remembered each one clearly, and that I probably shall remember some of them always.

One is the heart-rending, heart-warming story of George Washington Carver, a sickly son of slave parents whose bootstrap rise from the crushing effects of an abject youth is an American epic. What a story to read about a Negro in the tumult of the news from Alabama!

Impressive to me for quite another reason is a May *Digest* article ex-

amining a basic American institution in need of drastic overhaul: our "horse-and-buggy" state legislatures. The members of most of these legislatures are wretchedly underpaid and understaffed. Their only expert assistance comes from lobbyists for special interests, and their failure to cope with the increasingly pressing social needs of the times has virtually invited the federal government to step in.

### The world around us

There is a striking account also of the smoldering fires in Indonesia that may not much longer be obscured by the flames in Vietnam. There is a first-person account of the dreadful life in Castro's Cuban prisons and a calm analysis of the revolt of the separatist groups in French Canada.

In still another report from abroad, Russia's testing of the profit system is explored—and we learn the surprising results.

There is even a guided tour of Cornwall, that crusty corner of Great Britain where the good King Arthur is believed by the Cornish to have had his court at Camelot.

As usual, the range in *The Digest* is immense. And what fun!

### Having a wonderful time

I wonder how many city dwellers know—unless, like myself, they read *The Digest*—that chipmunks live in

burrows that contain several rooms, including a nursery and a toilet room, and that these seemingly tireless tiny creatures both hibernate and estivate? Who, for that matter, knows that to estivate is to sleep through much of the summer, or that chipmunks eat while they sleep?

Marc Connelly recalls Robert Benchley's pixie dealings with his bank. When endorsing checks Benchley would add gay little messages like "Banker's Trust, I love you," or "Having a wonderful time. Wish you were here."

### From gentle to cataclysmic

So it goes, from gentle humor, and lively humor, to such dramatic human experiences as the cataclysmic overflowing of a dam in Italy, in which the deluge claimed an entire village in one swift moment. From "Why Get Married?" to the story of an American pilot shot down in the South Pacific in World War II and how he found a meaningful way to repay the friendly island people who hid him and nursed him and saved his life.

And on and on. Interestingly.

### To make matters clear

The obvious primary purpose of *Reader's Digest* is to inform. That the magazine does this in such a constantly engaging manner is a reflection of the genius of its editors. They

know the importance of writing for people much as they would talk to them, simply and directly, and with the basic idea of making matters as clear as possible.

A reader finds this remarkable clarity of expression throughout *The Digest*: in the material that is condensed from other publications; and also in *Digest* "originals," which generally account for more than half of all *The Digest*'s editorial content.

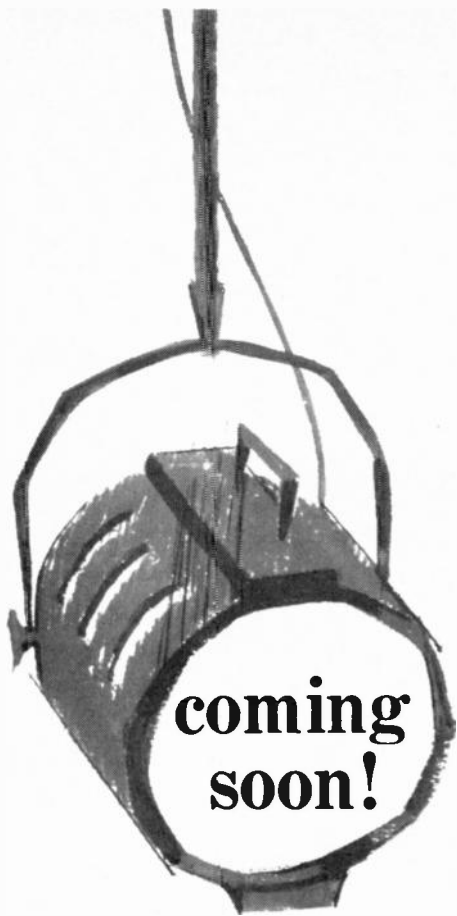
### The mark on one's memory

The singular contribution of this magazine, at least to me, however, is that it leaves its mark on one's memory, page after page. To miss a single issue of *Reader's Digest* is to miss a great deal of rewarding reading. It is not surprising to me that throughout the free world more people read this magazine than any other that has ever existed.

*Laing*

Foote, Cone & Belding is one of America's largest advertising agencies, with offices in five U.S. cities and in ten foreign countries. Mr. Cone has been Chairman of the American Association of Advertising Agencies and of the Advertising Council. He is a Trustee of the University of Chicago, to which *Reader's Digest* is making a donation in return for his analysis, above.





# SPOTLIGHT SALE

on RCA WHIRLPOOL Appliances  
(It's got everything!)

## ...and only RCA WHIRLPOOL dealers get in on the hoop-la!!!

Terrific product values backed by big, exciting 1/2-page, full-color ads in local Sunday Comics sections • Dominant, retail-slanted ROP ads in local newspapers • Hard-hitting, colorful, 8-page newspaper insert and/or mailer for your customers • Tie-in Radio and TV spots with segment for your dealer tag • Co-op art elements and ad mats for your own tie-in advertising • Instore

materials to make your store Spotlight Sale headquarters • Grab the phone and buzz your RCA WHIRLPOOL distributor for the complete, unabridged, profit-pumping story now. **It's easier to sell an RCA WHIRLPOOL than sell against it!**



H O M E   A P P L I A N C E S

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

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



**RICH'S**  
ATLANTA BORN - ATLANTA GROWN - ATLANTA BLENDED

tremendous values, wide assortments

**G-E kitchen work saver sale**

G-E sets the pace in kitchen beauty, convenience and automatic help with a wide assortment of economical time and work-saving appliances . . . even better buys now during Rich's great sale! Filled with a wealth of must-wanted features, they leave you extra time for family, friends and outdoor living. Take your choice, use the South's most liberal credit—take up to 2 years to pay!

picture window oven electric range in 30" 4 door size

**24 HOUR HOUSEKEEPING SHOPS**

**90 DAYS SAME AS CASH**  
Takes 3 Minutes (or Less!) to Open Your Account! No "Red Tape"

But That's Not All! You Get More For Your Money in Many Ways...When You Buy Here

NO CASH NEEDED TO SAVE MONEY!  
Big Price Reductions!  
Huge 2-Door PHILCO REFRIGERATOR and FREEZER

2-Speed Bargain Buys!  
Automatic Washers  
Deluxe 1963 **Whirlpool**

**JORDAN MARSH COMPANY**

YOU GET **MORE** THAN LOW PRICES AT JORDAN'S!  
YOU GET . . . DEPENDABILITY! CONVENIENCE! SERVICE! ASSORTMENTS! EASY CREDIT TERMS!

**GENERAL ELECTRIC**

**GE APPLIANCE CENTERS**

OPEN TONIGHT TO 9 P.M.

**SAVE UP TO \$100**

**E.O.M.**

END-OF-MONTH SAVINGS ON GE QUALITY APPLIANCES! TV! AND STEREO!

**TELEVISIONS** **WASHERS - DRYERS** **REFRIGERATORS**

**home centers**

**ODDS and ENDS Sale**

Exciting Savings! Floor Samples! Closeouts! Prior Year Models! Slightly-Damaged Pieces! Brand-New Appliances, TV in Factory Cartons!

No Down Payment! Pay Nothing Till August!

**FREIGHT DAMAGED** **1964 CLOSEOUTS** **FLOOR SAMPLES!**

Value? Yes! Dependability? Of Course! Good Service? It's Part of Every Sale! You get all this and more when you choose these Homemaking Helpers!

**UP-TO-DATE APPLIANCES**

**G-E SPECIAL!**  
A Deluxe 11.7 cu. ft. Combination with **FROST-GUARD**

No frost forms in the refrigerator! No frost forms in the food freezer!

See our wide selection of new G-E Refrigerators and Freezers

**RICH'S**  
ATLANTA BORN - ATLANTA GROWN - ATLANTA BLENDED

**the South's biggest, most complete air conditioner center opens Monday!**

buy now—here's why:

• selections of America's best-known brands are greater: Frigidaire, A/C and General Electric  
• factory trained salesmen will help you compare your needs, choose the unit to fit your floor plan  
• your air conditioner will be ready when you need it, expertly installed and adjusted  
• installation can be scheduled at your convenience to avoid the hot-weather hot weather rush

And Rich's can offer so many extras with every purchase: • convenient financing • dependable service you can count on • free delivery within 100 miles • a complete party of customer appreciation. No one is complete until you are completely satisfied . . . • 100% credit plan . . . and prices no less or lower than any at Atlanta!

## Ad tactics to help summer promotions



What kind of a retail advertisement will stop the housewife's grazing eye as she browses through the morning paper? One with a snappy headline? Low prices? High style? White space? Full of products? There is no final answer, but here are some ideas:

Have you ever been stuck for a headline? Here are seven headlines that may inspire you:

1. The Good Housekeeping Shops announced "90 days same as cash" in Detroit, and went on to say, "Rock bottom low prices to save you money! Special trade-in allowances make our prices still lower! Free 24-hour delivery when requested! Free Service contracts to protect your investment! No money down, and you get immediate delivery. Up to 3 years to pay, Detroit's easiest credit! Satisfaction guaranteed."

2. Rich's, the Atlanta department store, advertised ranges, refrigerators, and dishwashers in a GE Kitchen Work Saver Sale: "GE sets the pace in kitchen beauty, convenience and automatic help with a wide assortment of economical time and work-saving appliances . . . even better buys now during Rich's great sale! Filled with a wealth of most-wanted features, they leave you extra time for family, friends and outdoor living. Take your choice, use the South's most liberal credit—take up to 2 years to pay!"

3. Jordan Marsh, the Boston department store, points out that "you get more than low prices; you get dependability, convenience, service, assortment, and easy credit."

4. At the end of the month, the GE Appliance Centers ran an End-of-Month Sale.

5. In Akron, the Home Centers had an Odds and Ends Sale. They say in their ad, "Over a period of time, a giant sales organization such as Home Centers accumulates a great many odds and ends. It's our policy to clear our warehouse and all our stores at regular intervals by marking this merchandise down to cost . . . slightly above cost . . . even below cost for quick sale! It's your opportunity to save as never before if you shop early and get here before the rest of the bargain hunters."

6. & 7. And while the Baltimore Gas and Electric Co. promoted Up-To-Date Appliances, Rich's advertised its air conditioning center.

by Wallis E. Wood



## Ad tactics *continued*



Here are some complete ads that range from highbrow to lowbrow, but which are all effective.

8. Dayton's, the Minneapolis department store, used an entire page to show the actual size of a GE portable tv. Lake Minnetonka is a resort lake not far from Minneapolis, and the store points out that a battery pack, a boat battery, or a car battery will operate the set.

9. The Dalmo ad, which ran in the *Washington Post*, quotes Service Manager, Carl Williams, on the Frigidaire washer. The quote stresses the simplicity of the machine and concludes, "Wow! What do we do for work!" Dalmo adds, "As a matter of fact, we may have to find other work for our salesmen, too. This washer is so good, it sells itself." Dalmo also says that the customer can have the washer for \$1.89 a week.

10. Smith's, in Portland, Oregon, held a three-day Appliance Fair that featured demonstrations. "See it work!" said Smith's, and promoted products—like the self-cleaning oven and automatic ice maker—that could be demonstrated dramatically.

11. Donaldson's, in Minneapolis,

gives 15 reasons to buy Hotpoint washer (and seven reasons to buy a matching dryer). Price, incidentally, is reason number 14, and reason number 15 is "No Down Payment! Up to 24 months to pay. First year service free."

12. SOS-TV & Appliance in El Paso, Tex., had a 1964-model close-out that used a lucky number promotion. "You may already have been selected as a lucky license number winner!" the store said. "Just come by any of the three SOS-TV stores and check your license plate number against our huge Lucky License Plate List. If your license number is listed you are already a winner and the prize is yours!"

While price is important in all these ads (except, possibly, the Dayton's tv ad), price is not the most important element in any of them. What is important is that they demand the reader's interest: see if you've won, see it work, see it play without wires. And they make a convincing story: 15 reasons, the service manager's job is threatened. Here are three interesting ads. Harrington's in San Diego ran this ad

**Dayton's**

Play TV in the middle of Lake Minnetonka... miles away from electricity?

**Sure... tune in G-E's play-anywhere TV**

This television TV puts its picture right in the middle of the lake, miles away from all shore power! How? By operating off a rechargeable battery pack. Come tomorrow and preview this TV, just power your favorite shows by the boat battery. And you can even operate General Electric's mighty 17" wonder by your car battery... installed with much less in a battery pack that plugs into your car's cigarette lighter receptacle. No down payment on TV, \$49.95 a month on 12%, 12 mos. Delivery pack, cash, charger, battery, \$4.95.

**15 REASONS**

1. Operates 17" color screen TV with 17" screen.
2. Operates 17" color screen TV with 17" screen.
3. Operates 17" color screen TV with 17" screen.
4. Operates 17" color screen TV with 17" screen.
5. Operates 17" color screen TV with 17" screen.
6. Operates 17" color screen TV with 17" screen.
7. Operates 17" color screen TV with 17" screen.
8. Operates 17" color screen TV with 17" screen.
9. Operates 17" color screen TV with 17" screen.
10. Operates 17" color screen TV with 17" screen.
11. Operates 17" color screen TV with 17" screen.
12. Operates 17" color screen TV with 17" screen.
13. Operates 17" color screen TV with 17" screen.
14. Operates 17" color screen TV with 17" screen.
15. Operates 17" color screen TV with 17" screen.

10

**SMITH'S Home Furnishings**

**1965 APPLIANCE FAIR**

**LOWEST PRICE EVER**

**Westinghouse**

**Amana**

**Thor**

**See it work!**

**SMITH'S Home Furnishings - 30th and S.E. DIVISION**

11

**15 REASONS**

this 1965 **Hotpoint** 2-speed 15 lb. washer is your best buy

**\$199.95**

**15 REASONS**

1. Operates 17" color screen TV with 17" screen.
2. Operates 17" color screen TV with 17" screen.
3. Operates 17" color screen TV with 17" screen.
4. Operates 17" color screen TV with 17" screen.
5. Operates 17" color screen TV with 17" screen.
6. Operates 17" color screen TV with 17" screen.
7. Operates 17" color screen TV with 17" screen.
8. Operates 17" color screen TV with 17" screen.
9. Operates 17" color screen TV with 17" screen.
10. Operates 17" color screen TV with 17" screen.
11. Operates 17" color screen TV with 17" screen.
12. Operates 17" color screen TV with 17" screen.
13. Operates 17" color screen TV with 17" screen.
14. Operates 17" color screen TV with 17" screen.
15. Operates 17" color screen TV with 17" screen.

**DONALDSON'S**



12

# LUCKY TEXAS NUMBER SALE

## 1964 MODEL CLOSEOUT

Only a limited number of left appliances and TVs remain — some nearly sold. We must closeout or some feature of last year's model! Try to see us early, all of our lot stock is sold and general all our prices include full 50¢ delivery and in perfect mechanical condition and in perfect mechanical condition and in perfect mechanical condition. Come in any of the three LUCKY stores and check our feature price number against the list at head of LUCKY Texas Plans. YOU MAY HAVE ALREADY WON A PRIZE! TRAVEL AT WHIMPER OF DELICIOUS!

**Westinghouse**  
REFRIGERATOR  
14" 1/2  
\$143  
\$268  
\$410



14" 1/2  
14" 1/2  
14" 1/2

**ZENITH**  
21" COLOR TV  
\$388  
\$498



21" COLOR TV  
21" COLOR TV

**ZENITH STEREO PHONO**  
\$218  
\$498



STEREO PHONO  
STEREO PHONO

**MAYTAG**  
FINAL 34" CLOSURE SALE  
SAVE NOW 25%  
MAYTAG  
AUTOMATIC WASHER  
\$176  
\$298



34" CLOSURE SALE  
AUTOMATIC WASHER

**Westinghouse**  
REFRIGERATOR  
14" 1/2  
\$188  
\$255  
\$228



14" 1/2  
14" 1/2  
14" 1/2

**ZENITH 19"**  
PORTABLE TV  
\$138  
\$208  
\$118



19" PORTABLE TV  
19" PORTABLE TV

**HOOVER**  
MODEL IN CLOSURE CLEANING  
\$46  
\$81  
\$18



MODEL IN CLOSURE CLEANING  
MODEL IN CLOSURE CLEANING

**MAYTAG**  
WRINGER WASHER  
\$98  
\$158  
\$98



WRINGER WASHER  
WRINGER WASHER

**Westinghouse 19"**  
PORTABLE TV  
\$138  
\$128  
\$258  
\$248



19" PORTABLE TV  
19" PORTABLE TV

**You May Already Have Been Selected As a LUCKY LICENSE NO. WINNER!**  
**YOU MAY HAVE ALREADY WON A COLOR TV**  
or a refrigerator, or a washer, or a freezer, or a dryer, or a console TV, or a stereo, or a range.  
Just come by any of the three SOS-TV stores and check your license plate number against our Lucky Texas License Plate List. If your license number is listed you are already a winner and the prize is yours!

**NO PURCHASE NECESSARY**  
JUST CHECK IN AND CHECK YOUR LICENSE NUMBER!  
All Appliances and TVs sold • SOS carry a 1 year guarantee on all parts and labor!

**CURTIS-MATHES**  
32" CONSOLE TV  
\$158  
\$168  
\$158



32" CONSOLE TV  
32" CONSOLE TV

**Whirlpool**  
WASHER  
\$188  
\$288  
\$128



WASHER  
WASHER

**\$1.00 DOWN \$1.96 A WEEK**



SOS-TV  
RED HOT VALUES

**RCA VICTOR**  
21" COLOR TV  
\$388  
\$238  
\$198  
\$218  
\$129



21" COLOR TV  
21" COLOR TV

**Whirlpool**  
FREEZER  
\$148  
\$248  
\$148



FREEZER  
FREEZER

**ZENITH**  
REFRIGERATOR  
14" 1/2  
\$143  
\$208  
\$108



14" 1/2  
14" 1/2  
14" 1/2

**SOS-TV**  
RED HOT VALUES  
CLARINET  
\$39  
\$59  
\$34  
\$98



CLARINET  
CLARINET

**RCA VICTOR**  
21" COLOR TV  
\$388  
\$238  
\$198  
\$218  
\$129



21" COLOR TV  
21" COLOR TV

# SOS-TV & APPLIANCE

1930 E. TANDILL  
8432 DYER ST.  
7010 ALAMEDA

before Mother's Day, but there is no reason why it cannot be used the year around. It ran six columns by about 20 inches.

**13. "Dad! Do you drive to work? (Instead of walking, that is)"** is asked in the head. **"Why not . . . do the dishes for mom after dinner? OR buy her a GE dishwasher because** 1. dishwashers, like automobiles, are a modern necessity. 2. Dishwashers sanitize the dishes with much hotter water and protect the family's health. 3. Less handling of the dishes cuts down on breakage. 4. Dishwashers save time that can be spent with the family. 5. [in heavy letters] And best of ALL . . . it keeps you from being a dishwasher." Ostensibly addressed to men, there are not many women who could easily ignore a message like this.

**14.** The Super Giant ad ran six columns by about 14 inches in the *Washington Post*. It makes a logical pitch: "See summer's best tv specials and all the ball games in cool comfort!" and promotes a 4,000 Btu air conditioner and an 11-inch portable tv—"Your choice, \$99.95." The ad ran in March and pointed out "No money down! No payment till June. Pay just \$9.30 for 12 months or buy 1 of each for only \$10.04 monthly."

**15.** Kelly and Cohen's ad ran in two colors on a full page. The ad ran in January and advertised "no payment till March." At the bottom of the box "Take 2 for \$269" it says "No Money Down—\$9.83 monthly." Among the examples is this: "Choose a handsome 6-speaker all Wood Console Stereo with AM-FM Radio . . . Then you get your choice of a Freezer, an automatic Washer, Dryer, Range or TV set. Take 2 for \$269."

The chain explains, "We clear out our entire inventory and offer extra savings with this 2 for 1 sale. Mr. Kelly and Mr. Cohen take manufacturers' promotional funds and special markdowns to bring you this thrilling event . . . This is that time of year! Today we let you buy one appliance and then we GIVE you a second one from your choice of a large selection of Appliances, TV and Stereo . . . You take two for the one low price of \$269! Many, Many Models Specially Priced for This Sale!" No brand names are given in the examples, but customers are urged to "Choose from Admiral, Philco, Hotpoint, Sunray, RCA Whirlpool, Motorola, Easy, etc."

While sophisticated shoppers are no doubt aware that Kelly and Cohen are not giving away something for nothing, one suspects that even sophisticated shoppers were stopped by a 2-for-1 appliance sale.

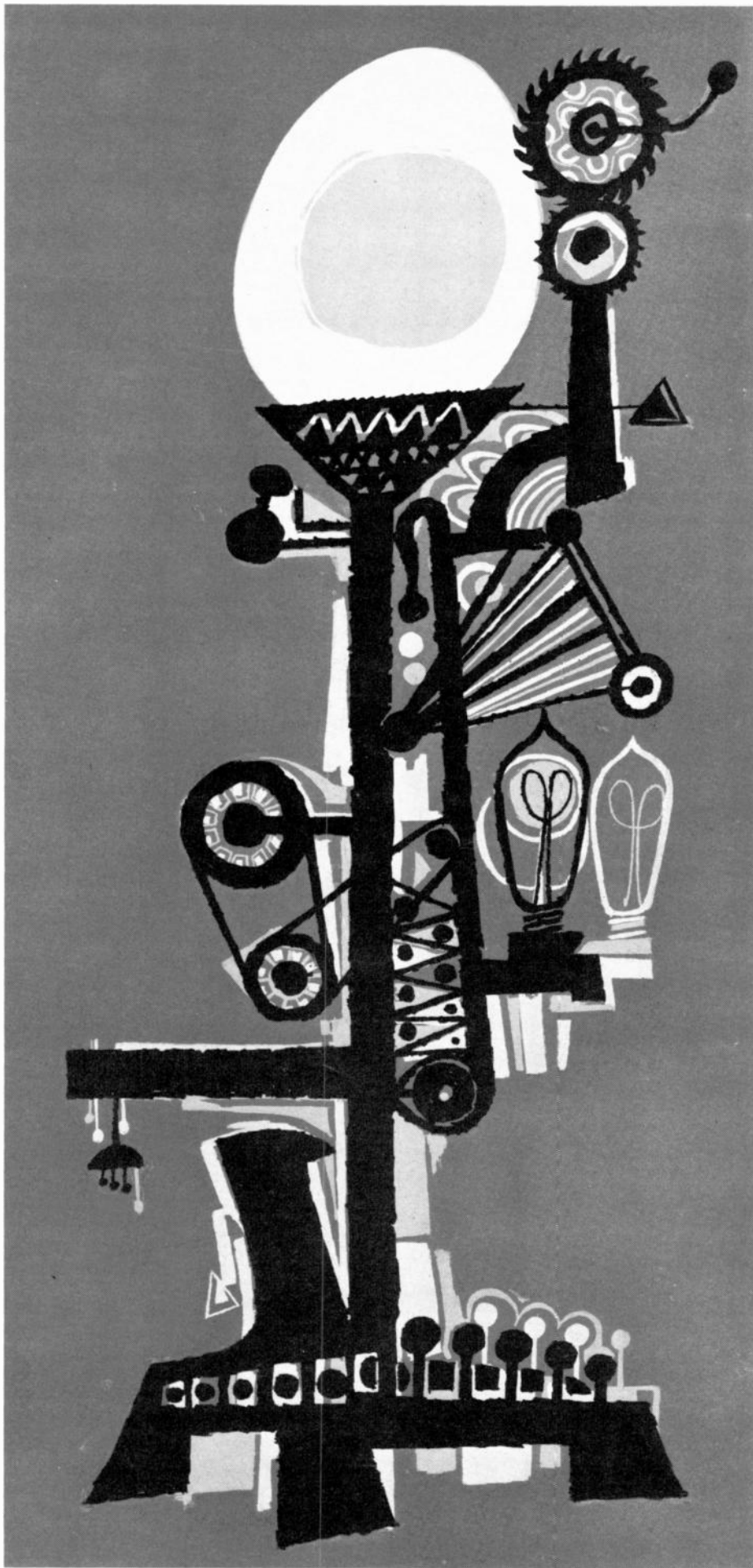
The Super Giant and Kelly and Cohen ads are interesting because they promote the idea of buying two appliances at once. While it is logical to promote a washer and a dryer as a package, isn't it also logical to promote a range and an air conditioner as a package? (Give mom a new range and a cool kitchen to work in!) A dishwasher and a television set? (Mom will have time to watch now that she doesn't have dishes to wash!)

13

14

15





## ever see one of these?\*

Neither have we . . . but if somebody invents one it will first appear at the Housewares Shows in Chicago . . . and in the BIG ONE, Merchandising Week.

For maximum attention and action, wise manufacturers will put their money in Merchandising Week's three Show issues. Why? Because Merchandising Week does double duty . . . It's the publication that reaches both mass merchandisers and all the worthwhile independent retailers . . . at the Shows and at home. Merchandising Week is the quickest and best medium to get your product or complete line story to all the important buying influences across the country.

**PRE-SHOW ISSUE: JULY 5.** Ad Reservation Date: June 21  
**AT-THE-SHOW ISSUE: JULY 12.** Ad Reservation Date: June 28  
**POST-SHOW ISSUE: JULY 19.** Ad Reservation Date: July 5

\* It's an Electric Egg Peeler, of course!

### MERCHANDISING WEEK

The Interpretative News Weekly  
 A McGraw-Hill Publication, ABC-ABP

## 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	April	92,539	102,594	- 9.80
	4 Months	423,434	395,829	+ 6.97
vacuum cleaners	April	397,806	383,808	+ 3.65
	4 Months	1,687,498	1,494,094	+ 12.94
<b>HOME LAUNDRY</b>				
dryers, clothes, elec.	April	61,025	55,380	+ 10.19
	4 Months	355,013	314,599	+ 12.85
dryers, clothes, gas	April	30,856	34,809	- 11.36
	4 Months	181,812	175,284	+ 3.72
washers, auto. & semi-auto.	April	252,841	249,918	+ 1.17
	4 Months	1,148,661	1,095,323	+ 4.87
wringer & spinner	April	45,154	49,276	- 8.37
	4 Months	184,684	208,438	- 11.40
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	March	443,000	366,200	+ 20.97
	3 Months	1,000,400	806,600	+ 24.03
dehumidifiers	April	31,900	23,400	+ 36.32
	4 Months	74,500	67,900	+ 9.72
dishwashers, portable	April	33,300	21,900	+ 52.05
	4 Months	126,600	91,300	+ 38.66
dishwashers, under-counter, etc.	April	63,600	59,600	+ 6.71
	4 Months	255,000	216,900	+ 17.57
disposers, food waste	April	92,100	108,800	- 15.35
	4 Months	411,500	423,800	- 2.90
freezers, chest	April	32,300	34,100	- 5.28
	4 Months	123,700	138,500	- 10.69
freezers, upright	April	55,700	57,700	- 3.47
	4 Months	206,900	216,200	- 4.30
ranges, elec., free-standing	April	101,000	91,400	+ 10.50
	4 Months	433,900	397,200	+ 9.24
ranges, elec., built-in	April	60,700	66,000	- 8.03
	4 Months	256,400	264,500	- 3.06
ranges, gas, total	April	179,300**	193,500	- 7.34
	4 Months	704,200	712,600	- 1.18
refrigerators	April	371,300	356,500	+ 4.15
	4 Months	1,486,000	1,379,000	+ 7.76
water heaters, elec. (storage)	April	93,500	93,700	- .21
	4 Months	353,300	349,500	+ 1.09
water heaters, gas (storage)	April	210,380	242,210	- 13.14
	4 Months	877,350	984,860	- 10.92
<b>CONSUMER ELECTRONICS</b>				
phonos, mfrs. ship., port.-table	February	241,870	160,782	+ 50.43
	2 Months	448,218	340,858	+ 31.50
distributor sales	February	272,533	164,220	+ 65.96
	2 Months	463,851	323,108	+ 43.56
phonos, mfrs. ship., console	February	130,917	111,895	+ 17.00
	2 Months	257,633	230,659	+ 11.69
distributor sales	February	112,979	116,920	- 3.37
	2 Months	230,285	230,316	- .01
radio production (ex. auto)	May 21	244,020	178,643	+ 36.60
	20 Weeks	4,962,610	3,579,787	+ 38.63
distributor sales	February	892,017	664,671	+ 34.20
	2 Months	1,585,022	1,209,486	+ 31.05
b&w television production	May 21	148,271	127,612	+ 16.19
	20 Weeks	3,095,023	3,054,135	+ 1.34
distributor sales	February	609,538	644,062	- 5.36
	2 Months	1,241,547	1,232,617	+ .72
color television production	February	169,523	90,850	+ 86.60
	2 Months	297,280	179,827	+ 65.31

\*\*April total includes 121,100 conventional free-standing ranges, 17,700 high-oven models, 23,100 built-ins and 17,400 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



# ***Thank you, Admiral Dealers and Salesmen...***

***For the confidence you've shown in all  
the new Admiral quality products...***

as proved by your tremendous reaction at Admiral Distributor May Open Houses. You came, you saw, you concurred in our belief that this is the most outstanding, most sales-feature-loaded line of both electronics and appliances in Admiral history!

***For your continued enthusiasm for  
Admiral quality products on the sales floor...***

as shown by the fact that Admiral sales are way, way up above the same period in 1964. For a report on some distributor comments on the new Admiral lines, take a look at the next two pages. And again, thanks for your help! ►



# ***Admiral®***

## ***Distributor Open***

### ***successful ever, break***



***Ed Dryden***

*Admiral Distributor, Los Angeles*

"Open House sales up 42%, new 15" and 17" Happy Medium Portable TV's very popular with dealers, also Duplex 19, new Color TV in all tube sizes, solid-state stereo line."



***Art Andrews***

*Admiral Distributor, Indianapolis*

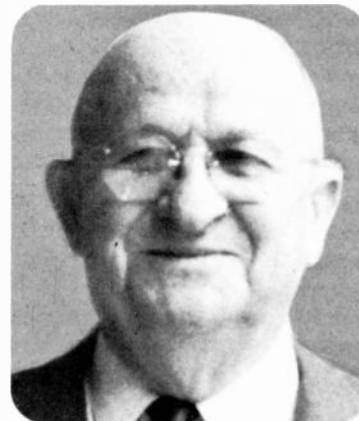
"Open House sales up 30%. Credit Admiral exclusive models and features, new Color TV and big ad support for this increase."



***Sam Schwartzstein***

*Admiral Distributor, Newark*

"We're up 40%, most successful Admiral Open House in history. Dealers sold on new styling, Admiral exclusives, national advertising."



***A. B. Corington***

*Admiral Distributor, San Antonio*

"My sales up 61.4% over last year's Open House. Duplex 19 and full portable TV line have really gone over big."



***Martin Manin***

*Admiral Distributor, Philadelphia*

"Open House sales up 60%, big demand for Admiral big-screen B&W TV values, Color TV with Tilt-Out Control Center, new FM/AM radio beauties."



***Charles Martin***

*Admiral Distributor, Atlanta*

"Three days Open House, sales up 25.6%. Great reaction to all-transistor stereo line, new exclusive products, top quality, big new advertising."

# ***Sell the exclusives...***



# Houses most all sales records!



**George Onthank**

*Admiral Distributor, Des Moines*

"Open House huge success, sales up 100% over '64. Big national advertising program, new merchandising tools helped boost sales!"



**Jack Kirby**

*Admiral Distributor, Butte, Mont.*

"Open House sales up 56.7%. Demand for Duplex, portable phono and stereo lines is tremendous. A great year!"



**Dick Hartley**

*Admiral Distributor, Gettysburg, Pa.*

"Open House sales up 150%! Why? Admiral established leadership, Color TV Tilt-Out Control Center exclusive, all 3 Color TV tube sizes, great ad support!"



**Ben Albert**

*Admiral Distributor, Providence*

"Open House sales up 38%. New 360-watt solid-state stereo a great profit builder. So is line. So is new national ad campaign!"



**Vic Croft**

*Admiral Distributor, Chicago*

"Open House sales up 45%, best dealer attendance ever. The many Admiral exclusives, advertising support, merchandising, all tops!"



**Jerry Dockendorf**

*Admiral Distributor, Minneapolis*

"Up here, Open House sales are up 100%, dealers enthusiastic over all the Admiral exclusives, new products, new advertising."

# sell **Admiral**®

 MARK OF QUALITY THROUGHOUT THE WORLD



# Every month Family Circle tells 7,500,000\* homemakers how to play house.



All illustrations reprinted from Family Circle.

## Where's your appliance ad?

Playing house is a serious business. To the homemaker. To you. And to Family Circle. That's why Family Circle is the only one of the four leading women's service magazines that has no fiction, no exposés, no nonsense. Family Circle is strictly home service, strictly business. Take household equipment, for example. Last

year Family Circle devoted a greater percentage of its editorial content to household equipment than any of the other leading women's magazines. No wonder 7,500,000 homemakers a month look into Family Circle for tips on how to apply themselves. No wonder more and more appliance advertisers are looking into Family Circle, too.

**Family Circle. A magazine only a homemaker could love.**

\*Some circulation guarantees to play around with: McCall's 8,400,000; Family Circle 7,500,000; Ladies' Home Journal 6,500,000; Good Housekeeping 5,250,000.



## Four tire-and-rubber giants roll further into housewares

The big four among tire-and-rubber manufacturers — Firestone, Goodyear, B. F. Goodrich, and General Tire—are increasing their housewares sales pitches.

The stepped-up emphasis on housewares is being built around seasonal promotions, upgraded catalog merchandising, and expanded lines; it has a two-fold aim: boosting volume in housewares, and pulling traffic for their bread-and-butter automotive-oriented products.

**More central buying** by the big four has sharpened retail pricing for their factory-owned outlets and independent franchised stores. Large-volume housewares purchasing often leads to chain-wide traffic-building; an example is General Tire's recent loss-leader special on a Regal Ware Teflon-coated cookware set at \$11.85 (MW, 24 May, p.3).

Retail outlets of the big four increasingly are being backed by co-op newspaper advertising, tv spots with dealer tags, and direct mail circulars and catalogs, on a nationwide basis.

Even small franchised independents, many of them gas stations, are beefing up their merchandise selections. Lawn mowers, fans, and outdoor furniture are typical of the products that have been added to the lines of small outlets of the big four manufacturers.

Although the sale of home goods by tire-and-rubber chains is not new, housewares and appliance retailers—particularly in suburban and rural areas are finding more and more of the products they sell also being sold at a nearby tire store or local gas station.

**Firestone is the pioneer** in housewares sales through automotive retail outlets. "We're in this business with both feet," said merchandising manager Jim Faunce. Firestone has 850 company-owned stores and 60,000 franchised dealers; 10,000 to 15,000 of these carry "home and auto" supplies.

With more than 12,000 items stocked (almost all are centrally purchased), Firestone generally is not adding to its home goods line. Twice a year, the lines—ranging from soft goods to appliances—are reviewed.

Seasonal products play a big part in Firestone's merchandising scheme; direct mail is used to advertise these specials. For example, one recent spring promotion featured a 20-inch roll-about fan for \$19.95.

Each year, Firestone mails millions of catalogs to consumers' homes, according to a company spokesman. In addition, co-op newspaper advertising and tv spots back up the sales push.

Catalog order desks provide 24-hour delivery on all but a few of Firestone's home goods. The company has installed an IBM system to expedite orders, and has 11 warehouses around the country to insure quick delivery through adequate supply.

Firestone's best sellers in housewares are irons, toasters, mixers, and coffeemakers. Power mowers also account for a large volume of trade.

**Goodyear is emphasizing** basic housewares and hardware products in its home merchandising departments. Promotions focus on small specialty items: flashlights, lighters, and scale models. Goodyear uses co-op ads to feature traffic builders; ads are primarily intended to draw tire customers.

"We have a hell of a line of small housewares," said a Goodyear spokesman. Sales in the company's home merchandising department have doubled in the last 15 years; electric housewares have followed this over-all sales curve.

Although store managers do some local purchasing, central buying is heavily relied on.

The Goodyear consumer catalog has an extensive selection of housewares, major appliances, and consumer electronics. The company is emphasizing the value of catalog sales to its retail outlets.

**B. F. Goodrich is upgrading** and expanding its home goods lines. It has 500 factory-owned stores and 20,000 franchised dealers. The company uses central buying; it markets a full selection of brand-name electric housewares as well as Moto Mower power mowers, Kelvinator major appliances, and Motorola consumer electronics, among others.

The addition of Eureka floor care products to the Goodrich housewares line was recently announced by William B. Flora, general manager of retail sales for Goodrich. Flora said the decision to step up activity in floor care products was based on the continuing increase in floor care sales during the last four years.

**General Tire is limiting** its home goods sales activity. Merchandising manager Bob Reeves told MERCHANDISING WEEK that his company does not plan to match its competitors' extensive selections of non-automotive products.

Reeves cited the heavy competition—from established discounters and from other retailers now entering home goods marketing—as one reason for the company's cautious approach. Another reason is the space limitation in General Tire's stores.

But, at the same time, the tire company is moving aggressively toward seasonal items and traffic-building promotions. Any quality housewares product for which there is a good consumer market could be incorporated into General Tire's sales program, Reeves said.

In April, General Tire stores featured garden hose, sprinklers, and fertilizer. In May, golf balls and Teflon-coated Regal Ware cookware were pushed; that promotion is still in progress.

During the summer, merchandising emphasis will be switched from products to automotive services to accommodate vacationers, Reeves reported.

A survey of the Regal Ware promotion by the D'Arcy advertising agency in 16 major markets showed excellent response. In light of this, Reeves commented, General Tire will expand its sales programs for Teflon-coated products.

□□□□ **Slicing knife prices are tumbling** as General Electric Co. has met competitive pressures by lowering suggested retail prices on four models. The GE price cuts announced last week give the firm a new starting price of \$18.98 on its EK-4 model. Hamilton Beach, which has been giving GE a run for its money in the knife field, previously had dropped in a new low-priced knife with an \$18.95 suggested retail price. Sunbeam's low-end model, with an "under-\$20" retail price, is expected to offer strong competition to the GE and Hamilton Beach low-end models.

□□□□ **Even more price cuts are expected** on knives as other manufacturers adjust their prices accordingly to remain competitive. It is expected that pricing will be forced further down on promotional models, which have been retailing for less than the GE and Hamilton Beach low-end knives. GE's price cut on model EK-4 amounts to \$4, dropping the retail price to \$18.98. Model EK-1 has been reduced by \$3, to \$24.98; model EK-2 is down \$4, to \$32.98; and the EK-5 cordless is cut by \$1, to \$38.98. General Electric's executive gift model, EK-6, will not be cut in price; it retails at \$60.

□□□□ **GE's long-awaited move to Teflon coatings** will finally come at the July housewares shows. GE has confirmed trade reports that it is preparing a line of electric housewares with non-stick coatings. GE had test-marketed a Teflon-coated frypan about three years ago in the Boston area, but the product never made the GE line, because, at that time, the non-stick boom turned into a bust. That, of course, was before DuPont established its quality-control program, and poured huge sums into television promotion to spur the Teflon revival. GE also has confirmed trade reports that it will introduce its first salon-type hair dryer at the July shows.

□□□□ **Teflon-coated items from Sunbeam** and other firms are planned for July introduction, according to trade reports. Dominion Electric Corp. was the first electric housewares manufacturer to offer a full-line of Teflon-coated electrics at the January shows. Trade sources are especially confident that non-stick griddle/waffle irons will make good sales gains this fall. So far, most of the volume sales in non-stick electrics has come from frypans. Son-Chief Electric has been a leader so far in the Teflon waffle-griddle field. (For more on Teflon in the cookware field, see p.22.)

□□□□ **Lisk-Savory Corp. soon will sell** its enameled cookware division, United States Stamping Co., of Moundsville, W. Va., according to reliable trade sources. Lyndon Wilson, Lisk-Savory vice president, confirmed that his company is negotiating to sell the division, but denied that negotiations were in the final stages. Wilson also confirmed that Irwin Brater, of Brater Merchandising Inc., of New York City, represented one of five firms that is seeking the enameled cookware operation. Trade reports indicated that negotiations between Lisk-Savory and Brater were close to being complete at the weekend. In New York City, Brater was reported out of town and unavailable for comment.



# HOUSEWARES

□□□□ **Alcoa is sticking with Duranel**, although officials concede that consumer acceptance of the aluminum-stainless steel bonding process for cookware has been disappointing. Frederick J. Close, executive vice president of the Aluminum Company of America, told MERCHANDISING WEEK that Alcoa is now working on lowering production costs on Duranel, hoping to get the cost down to a point where the Duranel cookware will be more competitive at retail with stainless steel cookware. Close was one of the four Alcoa executives participating in an Alcoa/McGraw-Hill Publications Luncheon, in New York City, last week.

□□□□ **DuPont's Teflon is being blamed**, along with high pricing, for the disappointing sales acceptance of Duranel cookware. Alcoa officials noted that the Duranel process made its debut at about the same time that DuPont poured huge sums of money into the comeback for Teflon-coated cookware. Alcoa's Wear-Ever subsidiary, the major supporter of Duranel, meanwhile has been successful in riding the Teflon-coated cookware bandwagon.

□□□□ **Increased supermarket interest in Teflon-coated cookware** (MW, 26 Apr. p.26) was confirmed at the American Research Merchandising Institute convention, last week, in Bal Harbour, Fla. Teflon-coated cookware, to the surprise of no one, turned out to be the favorite of the rack jobbers for limited-time in-and-out promotions for their supermarket clientele. Other housewares retailers can expect Teflon-coated cookware to be offered in several ways in these promotions: one piece at a time, at sharp pricing, with a specified minimum purchase—for example, \$5; and in outright set promotions, at about \$11, for 9- or 11-piece sets, with tape register receipts.

□□□□ **Supermarkets also eye glass-ceramic ware** for in-and-out promotions and cash register tie-ins this fall. Anchor Hocking's glass-ceramic line has made good showings in some supermarket promotions so far and should make further inroads this fall. Anchor Hocking's glass-ceramic cookware line retails at \$1 or more per piece below the fair-trade pricing of Corning Ware's Pyroceram-brand glass-ceramic cookware line.

□□□□ **Look for Corning to counter Teflon-coated cookware** with more emphasis on the material benefits of its Pyroceram-brand glass-ceramic cookware. When the Corning Ware line was first introduced, the company's advertising stressed the material more than at present. Corning recently has put much of its ad emphasis behind the freezer-to-stove-to-table advantage of its Pyroceram cookware, rather than the other material benefits. Corning's advertising approach is still being formulated by a new agency, Carl Ally Inc., but insiders expect to see a Corning counterattack on Teflon coatings. A Corning spokesman said there was no company plans to coat Corning Ware, and thus join the Teflon movement.

□□□□ **A new portable electric typewriter** from Brother International will hit the market late this year. Pricing has not been set, but the Japanese import is expected to retail below comparable U.S. models.

## More electrics are going the door-to-door credit route

The house-to-house installment industry is showing renewed interest in electric housewares. Their interest is pointed up by the June market of the National Assn. of House-to-House Installment Companies (NAHHIC), which is currently running in New York City.

**Exhibiting for the first time** at a June show are two more electric housewares manufacturers: Riviera Appliance Corp. and Aristo Manufacturing Co. Schick Electric Inc. has returned to the show after an absence of several years, and Shetland Inc. for the first time is offering a private-label canister vac for the door-to-door credit market.

The June market opened Sunday at the New York Trade Show Building and will run through Tuesday. This is the first time the June market has been held in New York City. Traditionally, only the January market is held in New York City.

**This is the largest June show** to date: 134 manufacturers and suppliers to the house-to-house credit field are represented at the show, and a broader array of products is being shown this year. The January show is traditionally a hard goods show, while the June market, in the past, focused principally on soft goods lines for fall and toys for the Christmas season.

The door-to-door credit firms generally have improved their sales of electric housewares in the last year or so. For several years, the industry soft-pedalled electric products because of the stiff competition from discounters.

Private labels are credited, to a large extent, with luring the door-to-door installment firms back into the electric housewares field. Many manufacturers have developed special lines, packaging, and programs for the industry, thus enabling

NAHHIC members to get the three-times markup they need.

Electric housewares also have become more important to the industry as NAHHIC members have opened retail outlets. Some members have been foregoing their usual three-times markup in order to use electrics as traffic builders and as account openers.

The entry of Shetland, with its production of a private-label vac for the door-to-door market, also points up the membership's increased interest in the floor care field. Lower manufacturer pricing on vacuum cleaners has better enabled the industry to get its three-times markup and still keep the price of the units under \$100.

Edward L. Sard, executive director of NAHHIC, pointed out that association members came to the June market with one of the best spring selling seasons in years behind them. Sard said April sales ran ahead of sales last April, despite the heavy income tax payments that faced many Americans because of the "under-withholding" of taxes in 1964. He noted, however, that collections were not up to the April sales pace, possibly a reflection of the income tax situation.

Along with the renewed interest in electric housewares, NAHHIC members also are moving more heavily into the major appliance, consumer electronics, and furniture fields; this is especially true of those members operating retail outlets as well as door-to-door routes. Golden Shield Corp. has been a leader in developing a line for consumer electronics and electric housewares private-label products for NAHHIC members. Marquette Corp. has opened an East Coast warehouse to service members with its private-label Royal Imperial major appliance line.



Brother brings in a new line, adds models to two others

Brother International is introducing a new line of portable hair dryers under the simplicity label, and also is adding to the Brother sewing machine and typewriter lines.

**The new hair dryer line** ranges in price from \$9.98 to \$24.95; it is the first in a series of electric housewares that Brother plans to import.

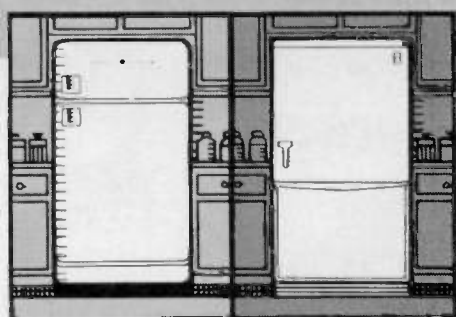
**On top of the typewriter line** is the 905 Deluxe model (shown above), which lists for \$129.95. Designed for home or office use, the 905 has a carrying case that converts to an attache case. The typewriter has a 13-inch carriage, rapid-advance lever,



and five space settings. There are four portables in the Brother line, which starts at \$49.95.

**A new automatic sewing machine**, model 611 (above) has an assortment of insertable cams for fancy stitching to add versatility to its straight stitching operations. The new model has a light directly over the needle and has a seven-speed foot control; suggested retail price is \$99.98. Two other sewing machines—the low one at \$44.98—also are being introduced. A record instruction album is included with purchase of a new model.





GE Model NH-10  
(1948-52) 10 cu. ft.

GE "Spacemaker  
19" Model TCF 19CA  
18.8 cu. ft.

## It does...in this urethane insulated General Electric "SPACEMAKER 19"

You don't need calculus to solve this equation. The "differential" here is urethane insulation.

Urethane practically lets you offer your customer a 2-for-1 deal! The new 1965 GE "Spacemaker 19", an 18.8 cu. ft. refrigerator-freezer, holds about twice as much food, yet fits in the same kitchen space as her old-fashioned (vintage 1948-52) 10 cu. ft. refrigerator.

And what a luxurious appliance this GE "Spacemaker 19" is! Designed for the family that likes lots of fresh and frozen foods on hand, its roll-out freezer ends awkward bending and groping, its swing-out shelves are sturdy and wide enough to accommodate large platters.

The "Spacemaker 19" is only 67" high, 33 $\frac{3}{4}$ " wide, 26 $\frac{1}{2}$ " deep. But there's almost twice as much room inside because doubly efficient urethane foam needs to be only half as thick as old-fashioned insulation. It makes GE thin-wall construction possible.

For additional product information, write General Electric, Household Refrigerator Dept., Louisville, Ky. For point-of-sale literature on urethane insulation, write Allied Chemical.



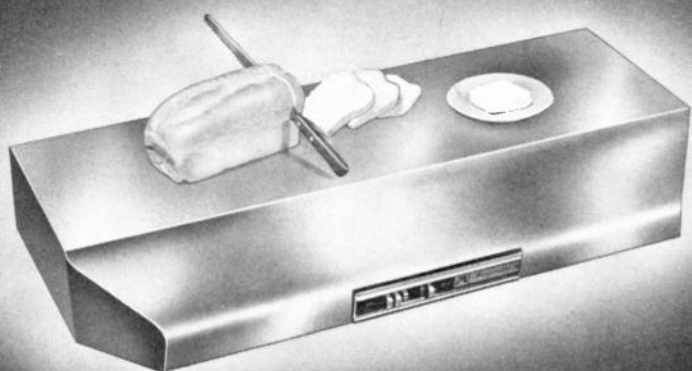
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and leaders in the chemistry and commerce of urethane applications.



## WHAT MAKES *Rangemaster* THE BREAD 'n BUTTER LINE?



### THESE ESTABLISHED PROFIT-MAKING FACTS!

**TRADE ACCEPTANCE**—Over 1,250,000 hoods of the style shown above have been installed by builders because they are trouble-free and cost less to install than any other hood.

**UNEQUALED QUALITY**—Look at any Rangemaster hood . . . listen to it . . . feel it . . . and you immediately recognize the quality craftsmanship.

**LESS INVENTORY**—You inventory the fast-moving models only. We ship within three days from receipt of order one or 100 of any unusual size or finish you may need.

**HUNGRY** for better service and higher profits? Write for full details and prices on this fast-moving Bread 'n Butter line or ask any Rangemaster distributor.

AUBREY MANUFACTURING, INC., UNION, ILLINOIS

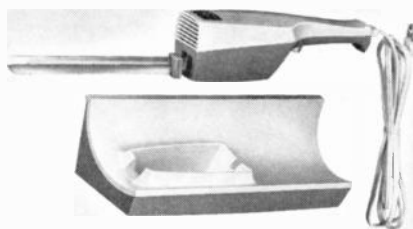
*Rangemaster*

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OF CUSTOMER  
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HOODS  
FANS  
VENTILATORS



## HOUSEWARES



### Presto adds knife and Teflon coatings

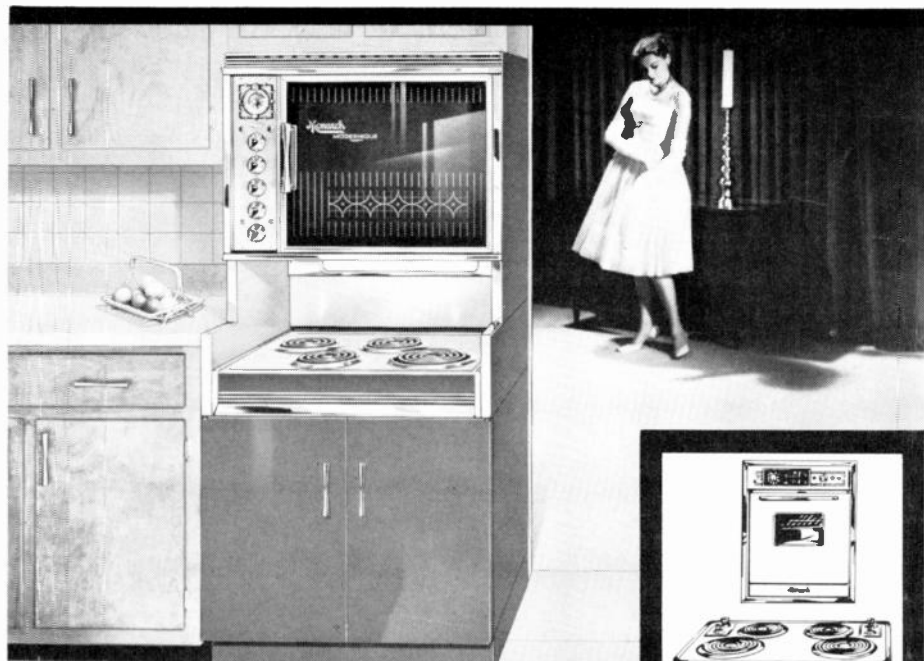
Presto enters the electric knife field with two models, premieres a combination deep-fryer Dutch-oven and two electric pressure cookers featuring non-stick Teflon cooking surfaces, and adds two automatic cordless toothbrushes.

The Presto Deluxe electric carving knife features a storage case that holds the handle, blades, and cord. The case may be wall mounted. The slim grip handle fits the hand easily; a slight pressure on the trigger switch, located under the handle, starts the action. Blades are of surgical stainless steel with hand-honed scalloped cutting edges, and are detachable for cleaning. The handle is resistant to grease, odor, and heat. The unit comes with an 8-ft. detachable cord. The Deluxe model retails for \$24.95, the regular model for \$21.95.

The 4- and 6-qt. electric pressure cookers and the combination deep-fryer/Dutch-oven feature Teflon coat-

ings that prevent food from sticking or burning; cooking can be done without butter, oil, or fat. Automatically controlled heat is provided by the Control Master—a plug-in heat-control probe available for an additional \$7.50. The combination deep fryer has casserole-type handles and is buffet-styled in chrome. Complete with vented cover and fry basket, it retails for \$19.95. The pressure cookers retail for \$26.95 and \$34.45, respectively.

The compact cordless automatic toothbrush has a lightweight battery-operated handle that is designed to fit the hand. When not in use, the handle rests in a plug receptacle base that recharges it. The unit comes complete with four nylon-bristle brushes. The base has a 6-ft. self-storing cord and may be mounted on a wall bracket. The home model retails for \$14.95; home and travel model for \$17.95. *National Presto Industries Inc., Eau Claire, Wis.*



## MOST COMPLETE LINE OF PATENTED HI-OVEN • BUILT-IN • SLIP-IN • FREE STANDING RANGES and all featuring "STA-KLEAN" OVENS with TCB

Ask any woman what she thinks of oven cleaning, and you immediately realize why the Monarch "STA-KLEAN" Built-In Ovens with TCB . . . (a new method of broiling with controlled radiant rays), go over so big. No Smoke . . . No Spatter . . . No Stain. Prove it with a simple demonstration. Pork roast or hamburgers, it's the same — clean oven, less meat shrinkage, juicier, mouth-watering taste. Other features include — window, mirror or solid oven doors — rotisserie — removable oven sides — infinite control surface units. Remember — "STA-KLEAN" OVENS are standard on all Monarch Electric Ranges! HIGH-OVEN, SLIP-IN, AND BUILT-IN RANGES also available in gas.

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Send for information NOW on  
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. . . Electric or Gas — same height as standard kitchen cabinet — install flush to wood or metal cabinets for "Built-In" look.

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**DUNFEE SAVINGS  
& LEASE**

8113 Troost, Kansas City, Mo.



### Schick cordless shaver

A new model of the Schick cordless electric shaver is introduced by Schick Electric. The new model includes a power adaptor, which recharges the energy cells in the shaver, and which also permits cord shaving directly from a 110v-120v AC outlet.

The shaver features Power Lite, which indicates when the shaver needs to be recharged; it glows while the shaver is fully charged, and begins to dim as the charge runs out.

The lightweight unit is easy to handle. A washable stainless-steel shaving head, comfort control adjustment, and sideburn trimmers are other features. Soft black pads in the case cushion the unit. Packaged in a soft travel case, the Schick Cordless retails for under \$30. *Schick Electric Inc., 216 Greenfield Rd., Lancaster, Pa.*



# MERCHANDISING WEEK

VOL. 97 NO. 23

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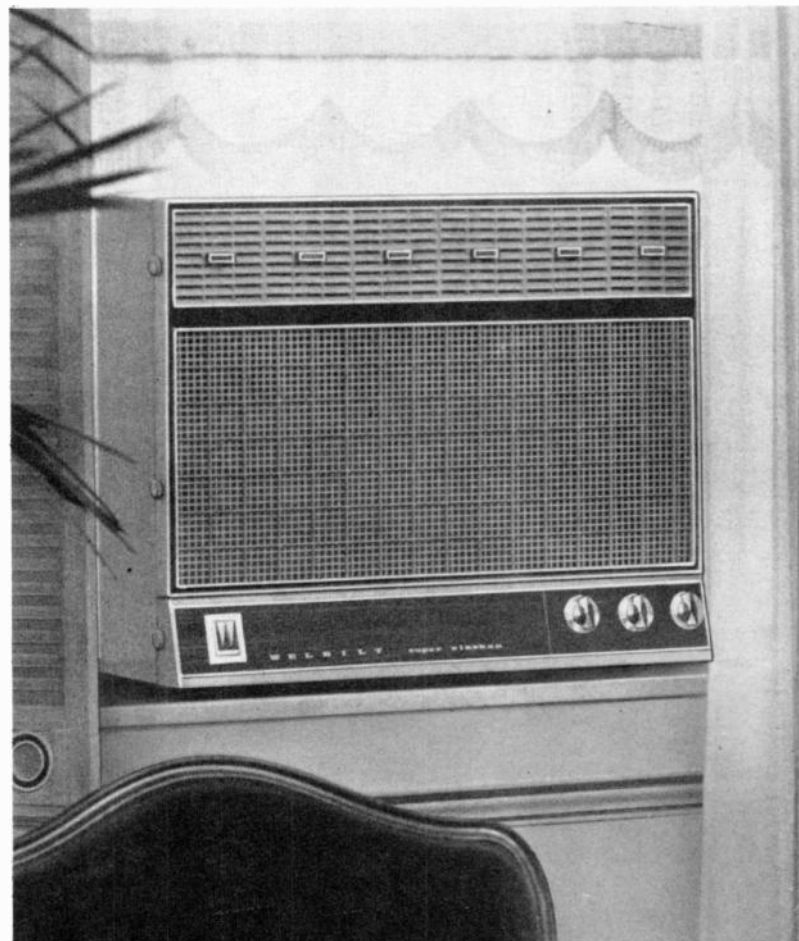
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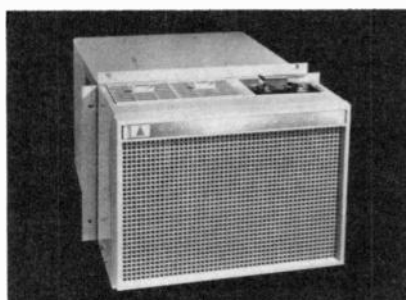


The Super Alaskan packs all the power you  
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27,500 B.T.U. cool large rooms, stores and  
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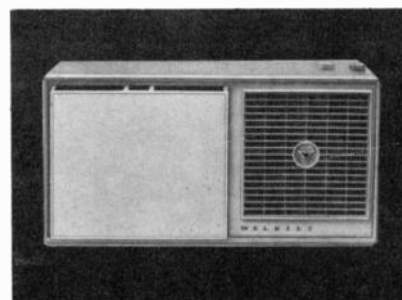
The styling packs a wallop too. Gone is  
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elegant surroundings. But the biggest  
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The Super Alaskan gives your customer  
more cooling for his dollar than any other  
model on the market today... and that's  
a claim we can prove. Just give us a call and  
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down when we tell you... we don't want to  
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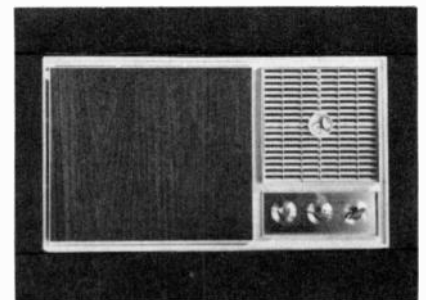
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**HUSH MASTER.** With self-installing  
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**POWER MASTER** With self-  
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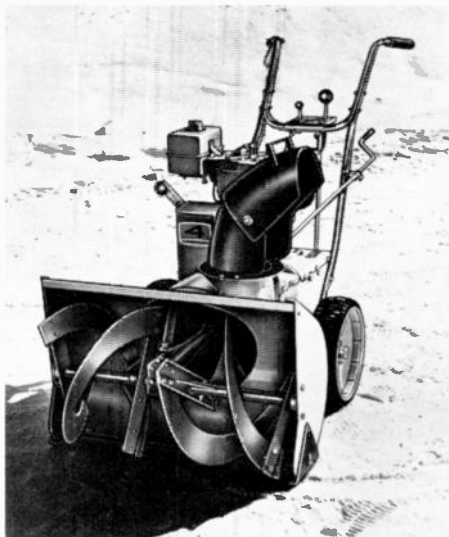


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Corporation

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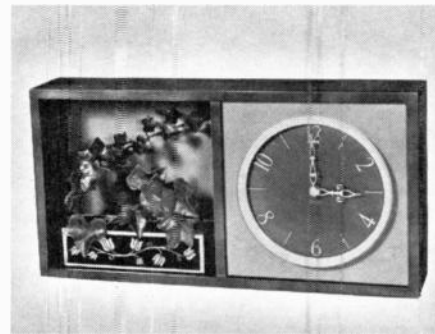
#### Homko snow blowers

Homko announces its new 1966 line of AMF-Homko snow blowers featuring a new two-stage 26-inch unit No. 1360 Husky (left). The 4-hp. two-stage self-propelled snow blower clears a 26-inch wide path on ground gravel, cinder, or paved walks and drives. Its deep-bite auger pulls snow in, and an impeller throws it out through a 16-inch-diameter chute; the chute throws snow right, left, or forward, and piles it from 3 ft. to 30 ft. away. The fully winterized engine, with blower unit cutout, starts easily on the coldest days. It has a fingertip control panel, and non-stalling orbit disc power drive with four speeds: forward, neutral, and re-

verse. No. 1360 Husky retails for \$269.95.

No. 1361 Polar Bear is a 6-hp. unit with drift breaker that chops up drifts; it has a winterized engine with recoil rope starter as well as the features of the Husky; suggested retail price is \$349.50.

No. 5351.04 Snow Mule is a 3-hp., self-propelled unit that clears an 18-inch path over any type walk. It has weatherproof B&S engine with heat retaining compartment cover for easy starting, trouble-free chain drive, and fingertip clutch that may be disengaged for manual operation; the throttle adjusts engine speed, the rotor breaks up ice-packed snow. Retailers for \$179.95. AMF Western Tool Inc., Des Moines, Iowa.



#### Sessions decorator clocks

Five new decorator clocks with emphasis on elegance and versatility are being introduced by Sessions.

Designed to harmonize with a variety of decorating styles—including Empire, Danish, Early American, Contemporary, and Mediterranean—they include clocks to hang or stand in rooms, halls, corridors, or patios. All are available in electric or cordless battery-operated models, and can be used in almost any location.

Omni-Dial (above) is a combination clock and handy shelf. The entire dial rotates so that clock can be wall-mounted in any one of four different vertical or horizontal positions. It also features a removable panel that can be wallpaper covered or replaced with a panel colored to suit individual taste; Omni-Dial electric retails for \$21.95.

Reflections is a clock-mirror combination for a period or modern room setting, the electric retails for \$22.95. The Camelot is a shield-shaped unit, faced with a richly grained dial embossed with a golden eagle, the electric model retails for \$21.95.

The Harvest has a harvest theme carved around the dial; it has an octagon-shaped golden wood case, with deep-bronze tortoise shell face highlighted by a golden dial; Harvest electric retails for \$28.95.

Golden Renaissance fits into contemporary or Italian settings; the electric retails for \$18.95. Cordless versions are \$6 extra. The Sessions Clock Co., Forestville, Conn.



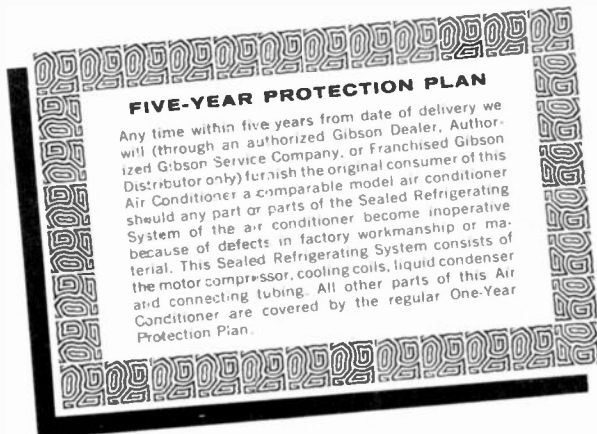
#### Grayline shelf and spice rack

A new space saver, designated Helper Shelf No. 235, is offered by Grayline Housewares. Cans may be stored below and on top of the rack, thus providing more efficient storage for canned goods. Each shelf is 5¼ inches wide, 5¼ inches high, and 10¾ inches long; each is vinyl-cushion coated. Retail price for the unit is \$1.

Also announced is a compact sliding spice rack that will hold eight spices. Designed to fit any shelf, No. 507 rack retails for 98¢. The rack measures 7½ inches long when not extended; when pulled out it is 11¾ inches long, four inches wide and 1½ inches high. Grayline Housewares, Elgin, Ill.



**BECAUSE *Gibson* MEANS INSTANT SELL...PLUS INSTANT SERVICE**



**If it fails inside of 5 years, Gibson will replace it!**

Yes, the new five year customer protection plan on the hot-selling Gibson D-Series "Slumbermaster" model lets Gibson dealers say, "Take it home... sleep cool tonight and every night for five years. If the sealed refrigeration system ever fails, we give you a new air conditioner at no cost." No questions, no quibbling, and right now.

Isn't this a great way to build solid confidence?

Isn't it another very good reason for you to be a Gibson dealer?

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CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN



## Sunbeam's snow thrower line: new low-end price, high-end model

Sunbeam Corp. has introduced its 1965-66 snow thrower line, to which it has added three major new features:

—a lower starting price on its promotional unit.

—A Teflon-coated chute on its new high-end model.

—headlights on three of the seven models in the line.

**The new low starting price** on the promotional model has been pegged at "under \$75," compared to an under-\$100 figure in the 1964-65 line. The new high-end model, with Teflon-coated chute, is priced at \$149.95 "full-margin retail."

Two additional models have been added to the five units in last year's line to make up the new seven-model line. Headlights are now offered on two of the models carried over from

last year's line. Four of the seven models are 16 inches wide; three units—including both new models—are 18 inches wide.

**The new top-of-line model, SD-18,** features an automobile-type headlight that can be operated independently of the motor switch. The 180-degree swivel chute is coated with DuPont's Teflon to prevent the clogging or sticking of snow. There are nine height positions, which can be selected by using a fingertip adjustment. Model SD-18, finished in green, will retail at \$149.95.

A headlight also has been added to the holdover DSL-18, which will retail at \$139.95. This unit does not have Teflon coating on the chute, and features a standard, rather than a deluxe, light.

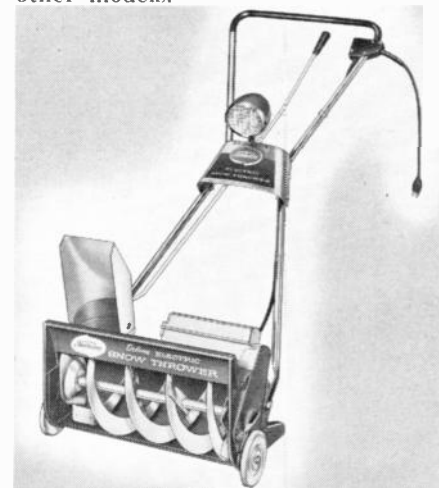
**The other new model, D-18,** carries

a \$134.95 retail price; it has the same chute, handle, and height adjustment as the DSL-18, but does not have the light.

The third model with a headlight is the DSL, a carry-over unit with a \$129.95 suggested retail price. It offers the same features as the DSL-18, but on a light 16-inch unit. It has a T-type handle.

**Rounding out the line** are three carry-over 16-inch models: DSA, at \$119.95 retail, with many of the same features as the DSL, but without the light or the T-type handle; the SNE, at \$104.95 retail, with a T-type handle, flip-over chute, and two wheel-height positions; and the promotional model, LSC, with a manually adjust flip-over chute and two wheel-height positions. The promotional unit does not include the

100-ft. three-wire extension cord as standard equipment, as do all the other models.



Sunbeam's high-end snow thrower

## Father's Day 1965: a housewares holiday

There are nearly 45 million fathers in the United States. They offer housewares retailers a sales opportunity—even, perhaps, an obligation—to see that as many fathers as possible do not receive neckties as gifts on June 20.

More housewares retailers will be seeking a bigger share of the Father's Day gift market this year for several major reasons:

**Mother was disappointing,** this year—at least to some retailers. Although Mother's Day gift sales generally were good for most retailers, the volume failed to come up to the expectations of many buyers. A good increase in Father's Day sales would more than make up for any disap-

pointment with Mother's Day returns.

**More products to promote** is another major reason. Besides shavers, power tools, barbecue equipment, and garden goods, many of the newer electric housewares products—such as slicing knives, shoe polishers, and cordless cigarette lighters—are especially suitable for the male gift market.

**More national advertising support** provides a third reason for going after the male gift market. Since major housewares producers, especially electric housewares manufacturers, have brought out more items suitable for the male market, they have stepped up their advertising

budgets for Father's Day promotions.

Retail advertising plans for Father's Day generally—at least for larger retailers—will center around an assortment approach. These retailers will attempt to point up the growing number of housewares-hardware products suitable for Father's Day gifts, as well as present themselves as headquarters for a wide selection of gift possibilities.

**Other promotional tactics** planned include:

**Bartender father**—to feature bar goods: blenders, ice crushers, siphons, ice buckets, and even novelties.

**Traveling father**—to boost sales of

cordless electric shavers, cordless travel toothbrushes, travel alarms, and cordless cigarette lighters.

**Handyman father**—to offer a wide range of products, including power tools, barbecue equipment, floor polishers-scrubbers, and hand-auto vacs.

In going after the important shaver business, retailers generally will be playing up deluxe features, aiming for the replacement market, as well as getting away from the low-end price-footbaling. Special emphasis will be given to cordless electric shavers, trimmers, and stainless-steel shaving heads.

**The over-all outlook:** good sales gains, despite strong competition from the men's furnishings field.

## UTILITY PROMOTIONS

As the long hot summer approaches, utilities throughout the country are offering new and exciting promotions to help you sell major appliances. Their efforts are keyed to the products that move best at this time of year; there is no obligation on your part—just an opportunity to get more volume and added profits. Here are some of the programs, including cash bonuses, customer incentives, and cooperative advertising programs, now being offered. Check this list for the utility in your area, or contact your local utility representative for aids and tie-ins designed to help you sell.

**California-Oregon—air conditioners:** present through June. The Cal-Ore Electrical League, Medford, Ore., is offering a \$30 buyer's bonus allowance, which is applicable to residential or light commercial installations (except motels) with 7,000 Btu minimum rated units. You will receive from the utility a \$15 bonus for each certified sale, plus the following co-op advertising allowance: \$.30 per inch for newspaper spots that use the League emblem as declaration of sponsorship; \$.30 per radio spot; and 15% of tv spots that are devoted entirely to air conditioner promotion. Window banners and dealer display material are available through League offices.

**Connecticut-refrigerators:** present through June 18; air conditioners and dehumidifiers; present through

June 19. You still have time to cash in on the dual promotion that the Connecticut Light & Power Co. is running this month. The utility's newspaper and radio spots will continue throughout the campaign and you are eligible for a 25% co-op advertising allowance. The deadline for air conditioner and dehumidifier ads is July 11, while all refrigerator ads are still eligible for the utility's co-op ad fund until July 31.

**Illinois—refrigerators:** present through June. The Central Illinois Public Service Co., Springfield, will offer dealers free promotional kits and give them a chance to tie in with its advertising for the no-frost refrigerator and freezer promotion. Check the local offices of the utility for additional information.

**Maryland—refrigerators, freezers, air conditioners, dehumidifiers:** present through July 31. The Potomac Edison Co., Frederick, continues its "Convenience Galore with the Cool-4" promotion with newspaper ads inviting customers to visit dealer stores for a demonstration of a no-frost refrigerator, freezer, air conditioner, or dehumidifier. Customers attending the demonstration in your store have a chance to win a \$30 frozen food offer, and the salesman making the demonstration is eligible to win an Elgin watch. Salesmen are also eligible to win a \$50 savings in a drawing that will be held by Potomac Edison. All customer coupons

must be countersigned with the salesman's name to become eligible for the customer and salesman awards. Additional details on the promotion are available at Potomac Edison offices.

**Missouri—refrigerators:** present through July; air conditioners and dehumidifiers: June through July. The Empire District Electric Co., Joplin, will continue its double promotions through the month of July. The no-frost refrigerator and freezer promotion, which started in May, offers you a 25% co-op ad allowance for all radio, newspaper, and tv spots devoted to promoting no-frost appliances. Empire District will supply the "Food Freezin' Facts" booklet to you as a customer give-away. All customers purchasing a no-frost appliance during the campaign will receive a set of kitchen towels from Empire District when your sales reports are turned in.

Empire District also will give you a 25% co-op ad allowance for the air conditioner-dehumidifier promotion, which starts this week. Dealer display material for both promotions and additional information are available at all Empire District offices.

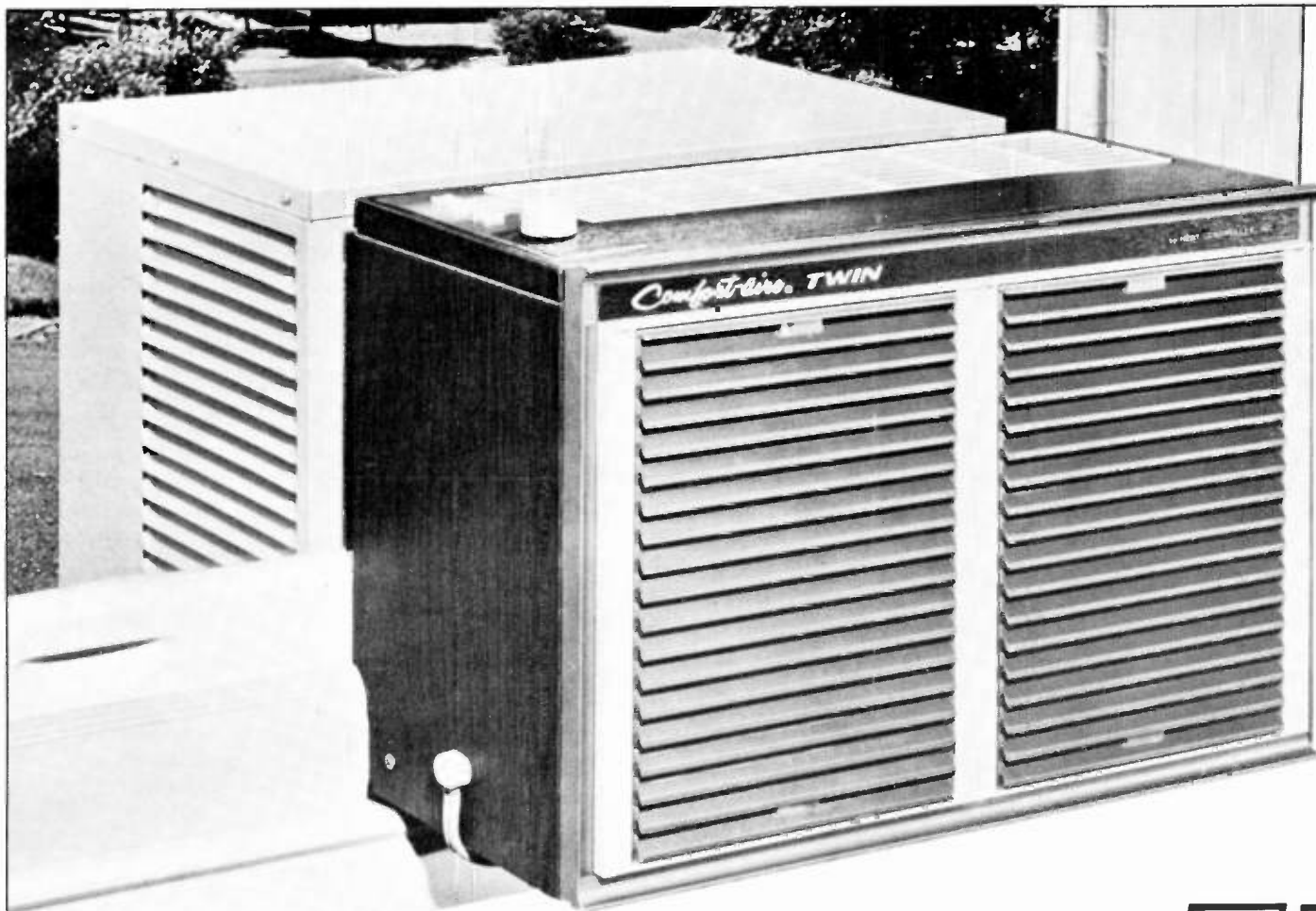
**New Jersey—refrigerators, freezers:** present through July 31. The Public Service Electric and Gas Co., Newark, is pinning its refrigerator-freezer promotion on its "A supermarket in your kitchen" theme. Public Service will give all participating

dealers a 25% co-op advertising allowance for ads placed in prescribed newspapers. In addition, customers who purchase a utility-approved no-frost refrigerator-freezer or freezer during the campaign will be eligible for a \$20 frozen food certificate. If dealers decide to offer and advertise the food coupon to their customers, Public Service will pay \$15 toward the certificate; dealers will be asked to pay the remaining \$5. Ad mats, promotional material, and additional information are also available at Public Service offices.

**Oklahoma—ranges:** present through June; no-frost refrigerators and freezers: June through July. The Public Service Co. of Oklahoma, Tulsa, continues its range promotion through next month by offering your customers a \$20 cash dividend on electric range purchases. A customer incentive of free "normal" installation on the ranges is also being offered by the utility. Check Public Service offices for dealer promotion display material and for information on the range installation incentive.

**Wisconsin—refrigerators:** June 15 to July 15. The Northern States Power Co., Eau Claire, will start its refrigerator-freezer promotion this month by offering you a \$15 cash bonus for each no-frost refrigerator or freezer sold. Additional details and dealer materials are available from the utility's offices.



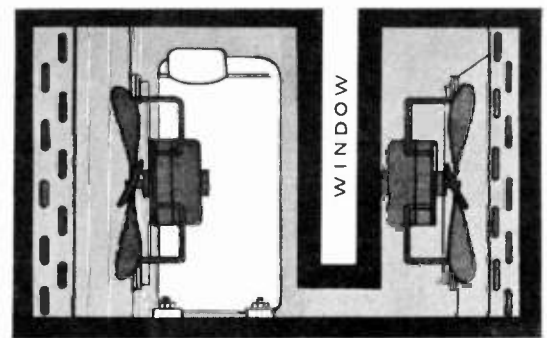


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NEW  
concept  
for  
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# *the... Comfort-Aire®* **TWIN** ROOM AIR CONDITIONER

## WHISPERING QUIET BY THE MOST ADVANCED ROOM AIR CONDITIONER ON THE MARKET —

The closed, locked window becomes a sound and weather barrier — locking heat and noise out — sealing cool quiet comfort in. The TWIN is so quiet because two motors and fans divide the work. **INSTANT INSTALLATION** — No mounting kit required, the closed window becomes the mounting kit — All aluminum cabinets — Interior portion vinyl clad in Walnut Wood tone. **BIG PERFORMANCE** — Available in three capacity ratings — Full range thermostat and push button controls.



Compressor system outside your window — outside your hearing.

Inside all you hear is the whisper of the 2-speed circulation fan.

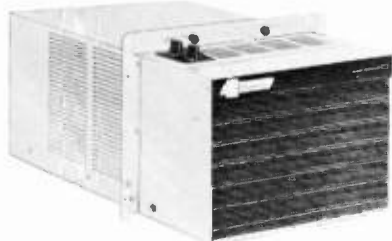
**DUAL-AIRE SERIES** — Four completely new models with all aluminum cabinets, Dual Fans for quieter operation — ADAPT-A-EASE pre-mounted sliding panels — Full Range thermostat and push button controls.



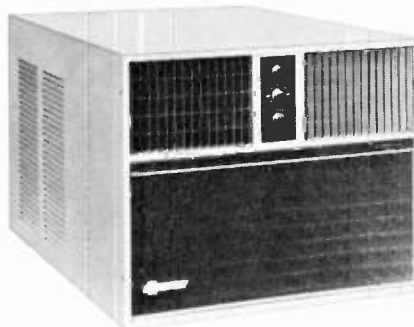
**POWER-AIRE SERIES** — Five versatile models from 10,000 BTU/HR on 115 V service to 22,000 BTU/HR with 230/208 dual voltage compressors — Slide-out chassis — Four-way Direction Aire grille — Full range thermostats and 2-speed fans for custom comfort.



**A PERFECT PAIR** — A Casement window and a Comfort-Aire Full 6000 BTU yet just 14½ inches wide and 10¾ inches high! Full range thermostat — Two-speed fan — 3-position Direction Aire control.



**THE COOLING GIANT** — Powerful enough to cool meeting rooms, offices, shops or a whole average size home — Two-speed direction air grilles — Slide-out chassis for ease of installation.



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THE QUALITY LEADER IN CONDITIONING AIR

