

MERCHANDISING WEEK

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ON THE INSIDE □

◁ □ □ □ **Media spotlight** on major appliances: how much money do manufacturers spend, and where do they put it to help you sell their major appliance lines? Check the authoritative analysis (second of an exclusive series) offered in this issue to find out the answer**p.13**
Excise cuts: an editorial.....**p.11**

AT PRESSTIME □

□ □ □ □ **Up-for-sale signs** are posted throughout the housewares industry, an expanding one with growing pains. There has been a rash of recent or pending acquisitions, and still more are expected to come. "Everybody's buying everybody else," one manufacturer told MERCHANDISING WEEK, in commenting on these moves so far: GE buying Universal (the biggest deal by far), a syndicate reportedly headed by Harvey Brightman and Morton Springer dealing for Riviera Appliance, National Union/Eureka-Williams' new tie with Emerson Radio, Irwin Brater seeking U.S. Stamping, Shavex (Charles Levin) buying Pride Products, and Ronson acquiring Fleck Broiler assets. Even the manufacturer commenting that "everybody's buying everybody" conceded his firm is up for sale—at the right price. Reasons behind the rash of acquisitions: well-heeled holding companies bidding for an entry into the booming housewares market; smaller housewares firms seeking capital to expand their lines and marketing programs; and larger housewares producers choosing the acquisition route, often the quickest and the easiest way to expand their lines. *continued on p.3*



Our complete line around 40 years ago.



Part of our line for 1966.

New 25, 23, 21 inch color TV; new 300-watt solid state stereo; new color TV combinations and black & white TV; superb new 1966 models. Take a good look at 40 years of leadership. Take a good look at Packard Bell. At the Music Show!

Packard Bell | 

Some exclusive area dealer franchises still available. Write Paul Bryant, Packard Bell Sales Corp., 12333 W. Olympic Blvd., Los Angeles 90064.

□□□□ **NARDA retailers' net profit climbed 19%** and sales were 11.1% in 1964, compared to 1963, according to an initial tabulation of the National Appliance & Radio-TV Dealers Assn. cost-of-doing-business survey. Still on the downgrade, however, was the ratio of aggregate costs of goods sold to total net sales. The aggregate includes merchandise, service parts, as well as servicemen's wages, and these rose to a new high of 73.82%, dropping the total gross margin to a new low of 26.18%. This contrasts with a 1963 gross of 26.86%, and 28.06% in 1962.

On the other hand, NARDA dealers reported that operating costs dropped to a new low of 24.43% of net sales, representing a further decline from the 25.45% recorded in 1963. And despite lower gross margins, net operating profit from the sales of goods and services by NARDA retailers reached a seven-year high of 1.75%. Adding other income—rents, finance charges, etc.—the final after-tax income figure for 1964 reached 2.40% on net sales.

Tv set sales chalked up 26.8% of all appliance-radio-tv sales for NARDA members in 1964, compared to 26.6% in 1963. Refrigerators racked up 17.4% of sales, while washers came in third, with 13.1% of sales. NARDA now reports that 88% of its members are in the merchandise-plus-service category. The survey, however, noted that income from service charges slipped from 13.4% of sales in 1963 to 12.2%.

□□□□ **Sylvania will get into tinyvision** with a 12-inch transistorized portable tv this Christmas. The unpriced unit, which will work off a line cord, will probably hit in the \$139-\$149 area.

□□□□ **Kelvinator will drop prices on Originals.** In announcing that it will absorb excises on majors (MW, 7 Jun., p.7), the company reported that it also will include its much talked about line of Originals in the refund plan. Price reductions range from a low of \$10, for the \$350 retail undercounter refrigerator, to \$28, on the Foodarama, which retails at \$950-\$1,000.

□□□□ **RCA's new pricing schedule**, which takes effect when excise taxes are eliminated, includes a 21-inch color tv leader for \$349.95 (MW, 10 May, p.1). Immediately after the excises are removed, RCA will make refunds on inventories instead of waiting for government-processed rebates. At the weekend, RCA was mailing out inventory forms to dealers to implement the program.

The revised prices do not follow a constant percentage, RCA said. The company has fully utilized the tax relief, while maintaining important price points. Key new color tv prices: 21-inch table leader, \$349.95 (down \$30); first all-wood cabinet consolettes, \$479.95 (down \$50); 21-inch combos, \$650 (down \$50); 25-inch leaders, \$650 (down \$50); 25-inch leader combos, \$799 (down \$100). New b&w prices: 19-inch leader, \$129.95 (down \$10); 21-inch portables, \$169.95 (down \$10); 23-inch tables, \$169.95 (down \$10). Other new prices: phonos—portable leader, \$18.88; leader AM-FM stereo console, \$229.95 (down \$20). Radio—8-transistor leader, \$11.98 (down 97 cents); lead FM-AM portables, \$27.95 (down \$3); leader clock, \$15.88 (down \$1.07); leader tube table, \$11.98 (down 97 cents).

□□□□ **Prices on Zenith's 25-inch color tv line** for 1966 start at \$625—down from \$699.95—and run to \$850. Prices are based on the impending excise tax elimination. Zenith has three 25-inch combinations—two at \$950, and one on open list. The 21-inch color console line starts at \$449.95, for a model in hardwood solids. Last year, Zenith offered a metal-cabinet model in this price slot. The company also announced its new \$12.95 radio was the lead AM table model—not a transistor unit. The leader transistor portable is \$16.50.

□□□□ **Sony's \$995 video tape recorder** for the home will hit the U.S. market this August. The compact unit comes complete with a 9-inch tv monitor; it can record both b&w and color programs, but can play back only in b&w. Operation is similar to audio tape recorders.

Excise taxes: the cut could come this week

The long-awaited excise tax reductions on radios, tv sets, and a long list of appliances could become effective later this week, but maybe not until next week—still ahead of the originally scheduled July 1 deadline.

The Administration is willing to go along with an earlier effective date, Treasury Secretary Henry H. Fowler told the Senate Finance Committee last week. All the Administration asks, Fowler said, is that the bill take effect no sooner than one day after President Johnson signs it. How soon it comes will depend on the extent of debate in the Senate and in the joint House-Senate committee that will produce the final version of the bill.

An effective date that follows by one day the President's signing of the bill into law, Fowler said, would allow distributors and retailers time

to take inventories of taxed items on the evening of the day the bill is signed. Such a provision for accounting is necessary to accommodate those distributors and retailers eligible for refunds on inventories from manufacturers.

Refunds to purchasers of automobiles and air conditioners are to be retroactive to May 15—the day the President announced the major details of his excise tax recommendations.

The advanced effective date comes—at least in part—as a result of the lobbying of the television industry and of home-town merchants that has been directed at such powerful Finance Committee members as Senator Russell B. Long (D-La.) and Senate minority leader Everett M. Dirksen (R-Ill.). As an example, both senators cited telephone calls and personal visits from businessmen who complained that sales of color tv sets

had dropped 75% below expectations, and who further reported that products are being backed up in manufacturer-to-retailer pipelines as consumers wait for lower prices expected to follow excise tax eliminations.

Senator Long reported receiving telephone calls from Louisiana and New York that indicated, to him, that "We've got a buyers' strike going on right now."

States could re-impose excises that are being reduced or eliminated by the federal government, Fowler said; they might do this for their own benefit. But mostly, he suggested, states tend to favor across-the-board general sales taxes, rather than selective excise taxes, which the federal government has used.

The Internal Revenue Service (IRS) last week made slight modifications in the record-keeping requirements for manufacturers that claim

refunds under the retroactive tax cuts; IRS left intact, however, its key requirement that the reimbursement must be passed to the consumer—either in cash or check.

The latest IRS changes are:

On air conditioners and auto trailers, the manufacturer is not required to keep a record of the serial number of the item involved; the stock number or model number is sufficient. Under the original IRS guidelines issued on May 28, serial numbers were required.

The manufacturer, in addition, will not be required to keep a record of the dealer's sales slip number, if the manufacturer makes the refund payment directly to the consumer, rather than through a third party—be it distributor or retailer. Nor will an invoice number be required in cases where the dealer does not use numbered invoices.

EXCITE

in Merchandising Week!

MERCHANDISING WEEK



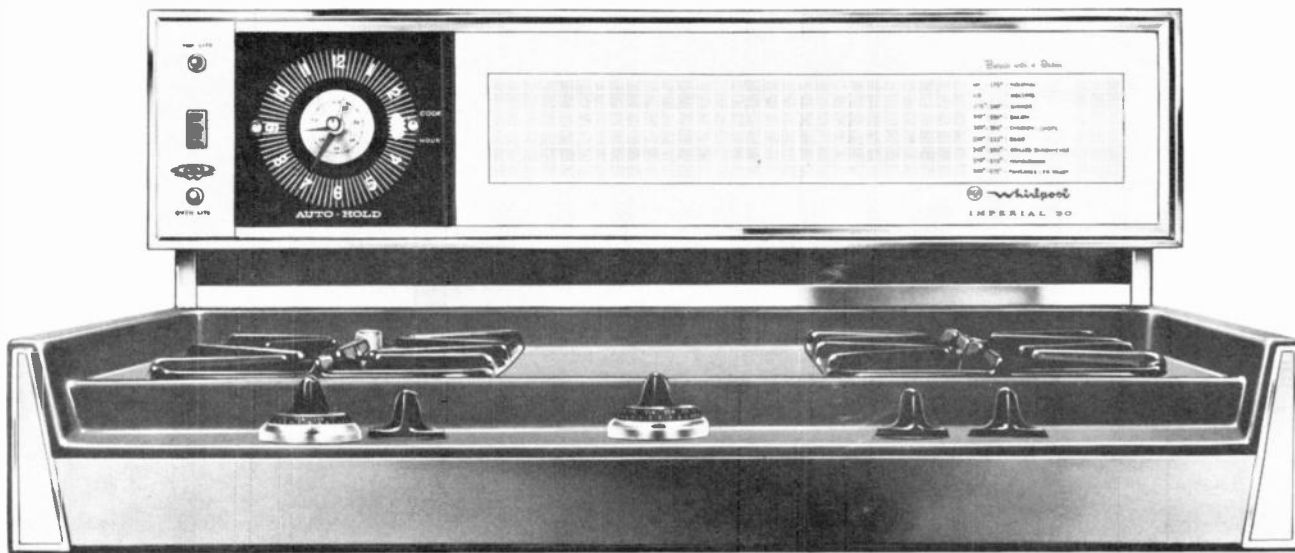
ON THE INSIDE

AT PRESSTIME

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

MERCHANDISING WEEK

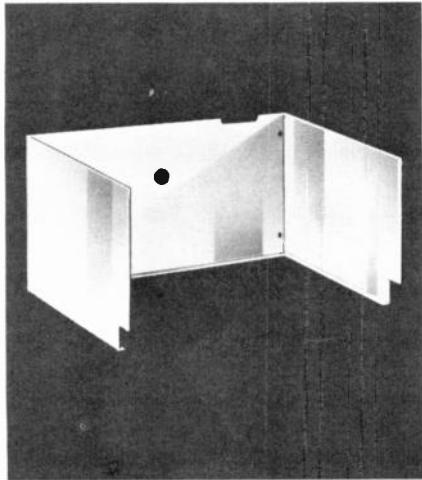
The Interpretive News Weekly



Imperial 30" Model RNG395

now a gas range with faster ways to clean

Up and down the exciting, new 1966 gas range line there are **more** easy-clean, quick-clean features . . . engineered and styled to sell **more** new RCA WHIRLPOOL gas ranges.



New disposable oven liner a boon to the ladies . . . slips in or out in a jiffy. Highly polished, strong, lightweight aluminum . . . can be washed over and over right at the sink. Or, when excessively soiled, it can be replaced for about \$2.00. Optional on all Connoisseurs* and all 30-inch free-standing models. Talk it up!

Unique Spillguard* top traps spills. Attractive, gently raised, rounded edge around cooktop adds touch of elegance, serves practical purpose. Talk it up!



Chrome aeration pans add handsome sparkle to the cooktop . . . wipe clean in no time. Oven racks, rack guides and oven door are quickly removable for easy cleaning, too. Talk it up!



Slide-out drip trays slip out for fast cleanup, save time and work. From top to bottom, the word is easy-does-it cleaning! Talk it up!

Last word in cookability, too. New **Hold-A-Matic*** oven control starts, stops oven automatically . . . holds foods at serving heat. New **Lo-Temp** oven control . . . set it as low as 140°.

Burner-with-a-Brain** makes pots and pans automatic . . . helps prevent boilovers, burning. Plus **built-in look** . . . sleek, **recessed cooktop** . . . and more, more, more! Talk them up!

*Tmk. **A.G.A. Mark



Imperial 36" Model RNG695



Connoisseur Model RNG9750

TOTAL VALUE IN EVERY '66 MODEL



GAS RANGES

It's easier to sell a new 1966 RCA WHIRLPOOL than sell against it! See the line at your local distributor!

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

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BIG FAMILIES= BIG VOLUME BUYING!

73% of PARENTS' MAGAZINE families have 4,5,6
or more persons... 1st among all magazines listed! *

Reaches 1 of every 8 U.S. women in homes with youngest child under 6!

67.4% of PARENTS' MAGAZINE'S women-readers
are mothers 18-34... 1st among all magazines listed! *

* MAGAZINES COMPARED: Good Housekeeping, Ladies' Home Journal, McCall's,
American Home, Better Homes & Gardens, Family Circle, Woman's Day, Reader's Digest,
Redbook, Life, Look, Saturday Evening Post, Parents' Magazine

**In the
past five years,
Parents' Magazine
families bought**

3,348,175

Major Home Appliances

995,850

Automatic Washers

582,525

Automatic Clothes Dryers

1,008,400

Homes

*and spent more than
\$623,695,000
for Rugs and Furniture*

CALCULATIONS BASED ON
STARCH CONSUMER MAGAZINE REPORT

Concentrate your
advertising dollars in
your biggest home
products market ...
in

**PARENTS'
MAGAZINE**



2,000,000 Circulation ABC Guaranteed



*This Seal inspires confidence,
builds sales!*

Young mothers (18-34) in large families buy the most home appliances!

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WASHINGTON

□□□□ **A boost for independent tv stations**—especially young UHF channels—could be the result of two inquiries just launched by the Federal Communications Commission (FCC).

The FCC has proposed a rule that would require tv networks to try "in good faith" to place programs on independent stations serving the same markets as network affiliates if the affiliates turn down the programs. And secondly, the FCC has started an inquiry aimed at laying down standards for making network programming available to small stations operating in the dim fringes of the signals of big-city network affiliates.

Either action, if carried out, would strengthen the position of independents and of UHF stations, in which the FCC has shown consistent interest. An economist's report to the FCC on community antenna television systems earlier this year said a key competitive disadvantage of the independents is a lack of quality programming.

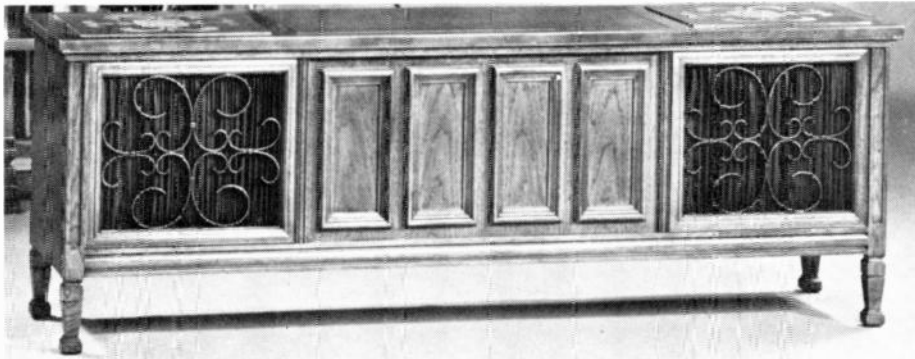
□□□□ **House hearings on FCC rules for CATV** (community antenna television) operations wound up without achieving any consensus. All sides were heard: broadcast industry representatives warned that unrestricted spread of CATV could undermine the free-tv system; CATV spokesmen said this fear is exaggerated and that the FCC's proposals are unnecessarily harsh and based on inadequate study.

Commerce Committee Chairman Oren Harris (D-Ark.) again made it clear that he wishes CATVs, free-tvers, and the FCC would reach an agreement among themselves. The longer the dispute goes unresolved, he said, the worse it gets. As for his bill to give the FCC regulatory power over CATV after Congress has laid down basic broadcasting policy, Harris said, "Either the FCC is going to do it itself on what it claims to be its own authority and suffer a long lawsuit, or Congress is going to do it."

Meantime, the FCC turned down a request that it slow down its actions on CATV.

□□□□ **The Federal Trade Commission wants money** from Congress to create this fall an office to improve federal-state cooperation in enforcing antitrust, deceptive-practice, and consumer-protection laws. The new office, under the commission's general counsel, would refer cases to the states where there is only minimal interstate involvement and would help states to set up deceptive-practice offices. Another possibility that arose in a meeting between Federal Trade Chairman Paul Rand Dixon and New York State Attorney General Louis J. Lefkowitz is that the office could serve as a national clearing house for information on deceptive trade practices.

□□□□ **To help big cities help small businesses** Eugene P. Foley said that his agency, the Small Business Administration (SBA), is "encouraging" large cities to form community development corporations. The SBA can lend them up to \$8 for every \$2 raised locally to provide capital for small businesses. Foley said that more than 600 such loans have been made and have proved successful in small cities, but the big cities are just beginning to notice the program. The SBA is looking into the feasibility of such a program, Foley added.



Sylvania's 1966 Classic line features Spanish-styled stereo unit

Sylvania lowers tv prices, boosts stereo console tags

Sylvania matched its high-end fine-furniture look with high-end pricing last week, kicking off its new console phono line at a remarkable \$279.50 and running all the way to \$1,795 for a model with an Ampex tape deck. As an added touch of quality, Sylvania is making use of air-suspension speaker systems throughout the completely transistorized line.

Pricing in tv was equally extraordinary as the company took full advantage of the impending 10% excise tax elimination to establish some impressive values. Samples: 19-inch color tv kicks off at \$369.50; 21-inch color starts at \$349.50; 25-inch color consoles begin at \$599.50. The 19-inch b&w portable leader comes in at \$119.50, and there is a new transistorized 19-inch table model at \$179.50. All prices in the new line depend, of course, on removal of the excise tax.

Highlights of the 1966 line:

The lead 19-inch color set comes with Sylvania's own rare-earth picture tube in a plastic and metal cabinet; it has a carrying handle, and weighs in at 67 lbs. Three step-up models—at \$399.50, \$409.50, and \$419.50—have the same features, including the 24,000v chassis, but come in wood-grained cabinets. Throughout its entire color tv line, Sylvania is using automatic degaussers.

The 21-inch color tv line kicks off with a carry-over table model in a black metal cabinet priced at \$349.50—down from last year's \$398.70. Consoles in vinyl-clad cabinets open at \$379.50; hardboard consoles start at \$409.50. Veneers and selected solids enter the color line at \$449.50.

The 25-inch console leader, a carry-over model starting at \$599.50, establishes an industry low. In all, Sylvania is offering 11 new 25-inch color consoles, including four full-door models at \$819.50.

Sylvania's 18-model b&w tv line kicks off at \$119.50 for a 19-inch hold-over portable, and runs to \$269.50 for a 23-inch Halovision console. The company's 23-inch table models start at \$169.50; 23-inch consoles open at \$199.50.

Sylvania's new transistorized 19-inch table model comes in two finishes and features a 17,000v chassis. The manufacturer has dropped b&w combinations from the 1966 line.

The AM-FM stereo console line is made up of 26 models; it features fresh styling and new prices. The new leader Cotillion series of 40w units ranges from \$279.50 to \$359.50; last year's leader series, with excise taxes, opened at \$258.70. The Criterion line of 70w units runs from \$369.50 to \$469.50. The Classic Collection of 130w units starts at \$499.50 and goes to \$650. The high-end 1966 Maestro series has been expanded to five models, and now runs from \$825 to \$1,150; units in this series reach 320 watts of peak power, and feature Dual changers. In the other console stereo units, Sylvania is using Garrard changers.

Styling, of course, gets the big play in Sylvania's new console lineup. The entire line comes in veneers and hardwood solids; styles range from Contemporary to Mediterranean. And, in two high-end models, Sylvania will offer tape (Ampex decks) in its console line for the first time.

In the portable phono line, there is a redesigned exponent 4/40 priced at \$189.50, and Sylvania has added Exponent models 4/30 and 4/20, both with 35w systems. Sylvania is also offering a solid-state component module with AM-FM stereo, and 130 watts of power. The price, without speakers, is \$359.50. The speakers per pair will range in price from \$99.50 to \$129.50.

New radios from Sylvania are: AM-FM transistor portable models, ranging in price from \$25.95 for a 9-transistor model TR-80 to 11-transistor TR-66, with a \$51.95 price tag. There are four new AM-FM radios, featuring vernier tuning and AFC, that start at \$45.95 for model BT-1, and top off with model BT-4, a solid walnut and veneer unit for \$79.95. AM-FM clock-radios go for \$59.95 and \$61.95. AM clock radios start at \$18.95, for model AK-45. Model AK-46 has a suggested price of \$25.95.

□□□□ **The muscle behind Philco's 1966 line** of tv sets, radios, and phonos (see story p.18) is a \$4.7 million national advertising campaign. According to a company spokesman, color tv will be pushed hardest in the ads. Full-color pages have been scheduled to run in *Life*, *Saturday Evening Post*, *Look*, *Reader's Digest*, and *TV Guide*.

For its 1966 stereo console merchandising program, Philco has purchased 10,000 European oil paintings, to be featured in permanent in-store stereo phono displays. Along with the paintings, Philco is offering dealers fixtures, which include carpeting and indirect lighting, to create displays with a living room atmosphere; a five-album record collection also will be available through Philco distributors.

Dealers will be able to offer the paintings for sale, and Philco anticipates that they will serve as traffic-builders. As a portable phono premium, Philco has designed a stand that can be used as an end table; the stand includes a radio, and also can house a portable phonograph. To promote low-end radio sales, Philco will offer low-priced radio six-packs at retail.

□□□□ **An "expose" of discounting**, *The Great Discount Delusion*, will hit the bookstands July 12. Published by McKay, the new book will examine discounters' tactics in detail, citing specific violations of business ethics and the law. According to *Publishers' Weekly*, it is "Sure of good news coverage and sales."

□□□□ **Creating a status symbol** for major appliances is how the appliance industry can recapture its decreasing share of consumer dollars, said J. Mack Tenney, general sales manager for the Kelvinator Division of American Motors Corp. Tenney said that the appliance industry's share of the consumer's dollar spent for goods and services has slipped from 2.5 cents in 1956 to 1.7 cents in 1964. Tenney's talk before the National Retail Merchants 11th Annual Home Furnishings Conference stressed how Kelvinator, with the introduction of its high-style Originals, was trying to encourage early replacement and high-end sales by making appliance purchasing an exciting event in the homemaker's life.

□□□□ **Unitary air conditioner shipments soared 23%** during the first quarter of this year compared with the same period in 1964, says the Air-Conditioning and Refrigeration Institute. Shipments by U.S. manufacturers for the first quarter totaled 181,803 units. The greatest gain was in the under-16,500 Btu category, which jumped 117%. But the largest number of units shipped (52,600) was in the 33,000-41,999 Btu group, the institute reported.

□□□□ **Larger and larger refrigerators** are being shipped by manufacturers. According to first quarter reports tabulated by the National Electrical Manufacturers Assn., units in the 14-cu.-ft.-and-over categories racked up 51.4% of the total, with the 14-cu.-ft. category accounting for 30.7% of shipments. The 12-cu.-ft. category chalked up 24.8% of sales in the first three months of 1965, while 10-cu.-ft.-and-under units totaled 12.7% of the 1,114,700 units shipped by the industry.



Solid-state 19-inch b&w tv, \$179.50



Solid-state portable phono, \$159.50

Frigidaire shows new laundry line, new ice-maker refrigerator

Frigidaire's 1966 line of laundry equipment is highlighted by the company's first electronic drying control and by a simplified drive system for its dryers. The new line consists of eight automatic washers, nine electric dryers, and seven gas dryers. In addition, Frigidaire has introduced its first refrigerator-freezer with an automatic ice-maker—a 16-cu.ft. no-frost model.

The new dryers feature a dryness control—a cone-shaped sensor that protrudes from the back wall of the dryer drum. This control senses the degree of moisture in the wash. When the wash attains the exact degree of dryness selected by the user via a selector button on the control panel, the dryer automatically shuts off. There are three settings on the control—damp, normal, or extra dry. The electronic dryness control comes on five Custom Imperial dryers.

In addition, all of the new dryers use a single-belt drive system, which replaces the two-belt system used on conventional dryers. The single-belt system eliminates the need for a separate drum pulley and belt attachment by using the drum itself as a pulley.

The new dryers also can now be vented through the bottom. Previously,

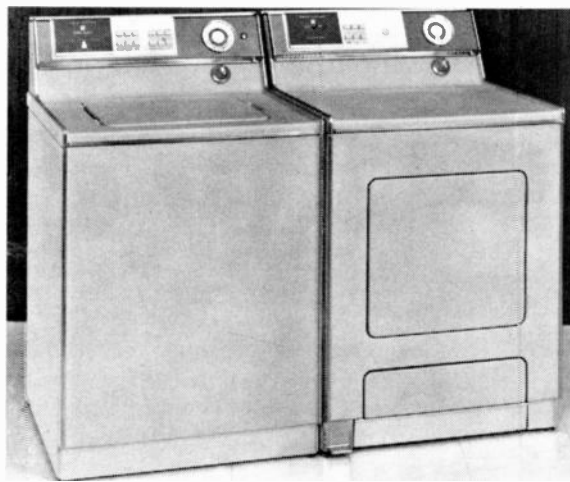
venting was offered only through the back and sides of the units.

Frigidaire also is using new lighter-colored dryer drums of porcelain enamel, which make it easy for the user to see small dark items in the wash. In addition, all 1966 dryers include a removable lint screen on the inner door panel and have a cycle for wash-and-wear items.

The new washers feature four spin speeds and seven cycles at the top of the line. These top-of-the-line models, in addition to the usual variety of colors, are available in a new flavor: honey beige. (Note in the photo of the laundry pair that the new color coordination extends up through the backsplash on the units.)

Frigidaire has not elected to play the capacity game; all its washers have 12-lb. capacities, solid tubs, and feature vertical agitation—a system in which water overflows the tub rim, instead of draining through the wash. There is a separate water-level control on most models, which makes it possible to use less wash and rinse water for small loads.

Prices on the new laundry line remain comparable to like models in last year's line. However, where new features—such as the electronic sen-



Frigidaire 1966 high-end laundry pair (left), and ice-maker refrigerator



sor—have been added, the price has been adjusted upward, Frigidaire reports.

The ice-maker refrigerator-freezer, a 16-cu.ft., no-frost, bottom-freezer unit (model FPI-16BAJ) is expected to be the forerunner of the 1966 Frigidaire refrigerator line, which will be unveiled in October. This unit (see photo top right), which will be in limited supply in the immediate future, incorporates an automatic ice-maker that operates on a conveyor-belt system; it can produce as much

as 7 lbs. of ice cubes every 24 hours, and can store a supply of 243 cubes in a removable bin, according to the company. The new ice-maker has a double control to guard against overflow or undesired release of cubes.

The conveyor in the belt system is made of polyethylene and has three rows of three molds into which water flows to form cubes. As the filled molds move forward, zero-zone freezer air is directed down and over the conveyor to achieve an accelerated freezing rate.

Electrohome spikes its 1966 line with a new solid-state portable

For 1966, Electrohome has lengthened its color tv line from seven to 10 models—and has lengthened its stride by introducing an all-new, all-transistorized, 11-inch b&w portable television set.

The color tv line opens at \$795 with a 25-inch console in a walnut-finished cabinet. Five consoles and five three-way combinations, all 25-inches, are included in the line. The consoles range up to \$895 in price; the combos run from \$1,195 to \$1,595. Electrohome, a Canadian manufacturer, says its 1966 prices were set in anticipation of the expected excise tax elimination in the U.S.

The new 11-inch b&w portable set is priced at \$169.95. Claimed to be the first "tiny television" set to be completely designed and developed in Canada, the 15-lb. solid-state set operates on battery or AC current. A

deluxe model in an ebony or cranberry red plastic case will sell for \$189.95.

The 1966 black-and-white tv line also includes six 19-inch portables, nine 23-inch consoles, and two 23-inch combinations.

The 19-inch portables begin at \$169.95, for a model with a brown metal cabinet. At \$189.95, a portable is available in walnut, teak, or rosewood vinyl. Top of the line is a \$219.95 set.

In b&w combinations, Electrohome has two models. The Contemporary-styled set, with four speakers, lists for \$499.50; a Traditional set in walnut or mahogany, with 25w amplifier, will retail for \$599.

The b&w console line opens at \$229.95, with a Contemporary-styled unit. Also available at \$229.95 are 23-inch consoles in Early American,

Italian Provincial, and Traditional styling. At the top of the console line are two sets at \$319.50: a Modern-styled unit in walnut or oiled teak, with one 5-by-7-inch dual-cone speaker and a French Provincial set in walnut, mahogany, fruitwood, burgundy fruitwood, or antique white, with one 5-by-7-inch speaker and one 4-inch speaker.

The 19 new stereo phonos are all equipped with AM-FM stereo radios. This line of console phonographs opens at \$229.50, for a Traditional-styled model with solid-state 20w amplifier; the set is available in walnut or oiled teak. At \$498.50, a 50w amplifier comes in a Modern-styled set, that is available in walnut or oiled teak. At \$795, a Spanish Provincial unit has a solid-state 125w amplifier and six speakers; the AM-FM stereo radio automatically selects FM



Deluxe 11-inch portable for \$189.95

or FM stereo. At the top of the line is a Traditional-styled console in walnut or fruitwood with 250w amplifier and six speakers; the price of the unit is \$1,695.

Delmonico eyes U.S. majors market with more imports, hot prices

With a large hunk of the imported home electronics market already bagged, Delmonico International is intensifying efforts to carve out a chunk of the major appliance business for itself.

Last year (MW, 19 Oct. 64, p.33), the importer began to expand its Delmonico-label line of compact refrigerators, which are made by Ignis of Italy. Now Delmonico is lifting its sales sights and bringing in larger refrigerator sizes. The target: sales of 75,000 units in the next 12 months—with a 12.2-cu.-ft. two-door unit expected to account for one-third of this projected figure.

Sales via hot pricing and direct distribution—these are the ways Delmonico expects to break into the major appliance market. And the com-

pany, which uses these same tactics so successfully in consumer electronics, has some promotionally popping prices. With seven models in the line already, the new models, with suggested list prices, are: a 24-inch-wide, two-door, top-mount refrigerator-freezer (12.2 cu.ft.), for \$179.95; a 19-inch-wide two-door refrigerator-freezer (9.4 cu.ft.), for \$159.95; a single-door refrigerator (10.7 cu.ft.), for \$149.95; a matching freezer unit, for \$159.95.

In its compact line, Delmonico has a 4.6-cu.ft. refrigerator pegged at \$89.95, a matching freezer for \$99.95, a 2.3-cu.ft. refrigerator and a 1.9-cu.ft. freezer, each for \$79.95. The new units will come in a variety of Formica finishes; at present, the company is offering five flavors.

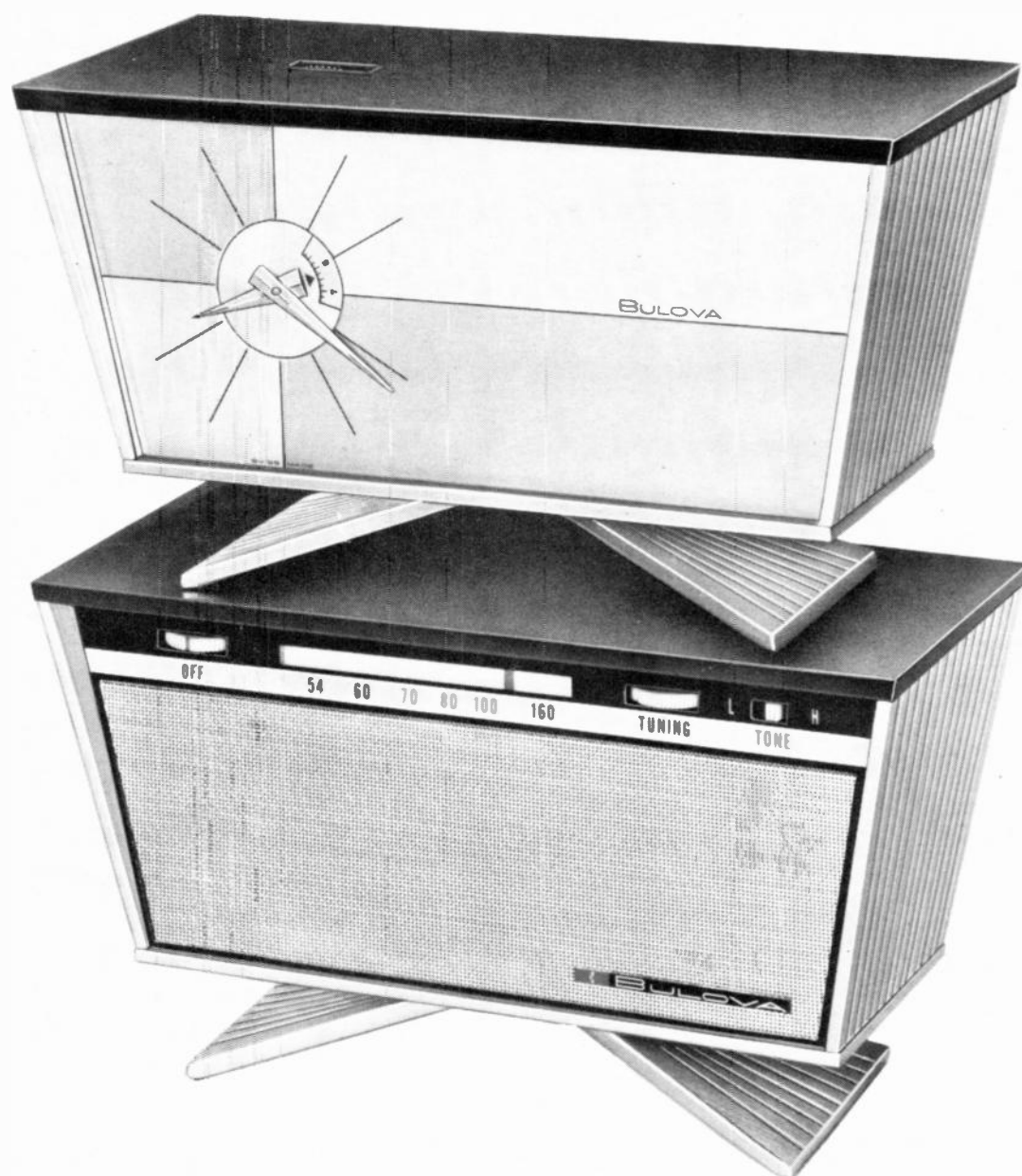
Dealer margins are healthy on the promotional list prices, according to trade reports. As one New York area dealer, who has seen the line, recently said: "Why should we go below their suggested list price; it is still lower than all the fair-traded lines we sell now. But if we have to meet a price, we can go lower and still make a profit."

All units, with one exception, have porcelain enamel interiors and use foam insulation. The smaller refrigerators and freezers will be available in the next 60 days, the two-door models by October, according to Herbert Kabat, executive vice president at Delmonico. The company also is considering a four-model line of chest freezers (4-cu.ft. to 13-cu.ft. capacities), and it may go into the

automatic washer business with a top-loader within the next 60 days.

Private labeling for Sears, AMC, Western Auto, and perhaps others will help Delmonico move toward its sales goal. Sears is expected to test-market in Atlanta shortly, with the 2.3-cu.ft. refrigerator.

For its part, Ignis, a company that claims to be the number one refrigerator manufacturer in the European Common Market—it makes 1 million refrigerators a year, plus ranges, freezers, washers—has a deal in the works with Atlas Chemical to establish a foam insulation plant in Italy. Ignis is even willing to consider setting up a refrigerator plant in the U.S. sometime in the future, according to Giovanni Borghi, president of Ignis.



(Two-faced!)

The revolutionary new Bulova "Radio-Clock" is swivel mounted. One face is a beautiful precision jeweled clock...the other a rich-sounding 8-transistor radio. It's also cordless. And it's just one item in the new Bulova radio/phonograph line.

The new Bulova cordless, swivel "Radio-Clock" is so far ahead of its time, there's absolutely nothing else like it on the market *anywhere*.

Not only does it have the advanced features your customers want—it has the styling, too! Every Bulova radio and phonograph does. Because every set is designed with the same elegance and continental styling that have made Bulova watches world-famous.

And Bulova radios and phonographs have what *you* want. Competitive prices. Full mark-

up. One full year guarantee. Plus the best protection your store's reputation for quality can get. That's because, under the Bulova Constructive Distribution Policy, we sell *only* to a select group of quality merchants.

Arrange now to have a Bulova representative call on you and give full details on our complete radio/phonograph program. Phone us collect at LT 1-0400 (Area Code 212). Or mail the handy coupon today!

BULOVA RADIOS AND PHONOGRAPHS

© 1965 Bulova Watch Company, Inc.

**Bulova Watch Company, Inc.
Radio/Phonograph Division
630 Fifth Avenue, New York, N. Y. 10020**

I am interested in learning more about the complete Bulova radio/phonograph program.

- ☐ Please have a representative call on me as soon as possible.
☐ Please send me the full-color Bulova radio/phono brochure.

Name

Position

Store

Address

City State Zip Code

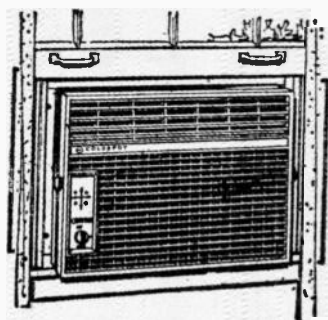
Excise tax cut advertising— How are retailers handling an explosive issue?

Marketplace by marketplace, as Excise Tax cut time draws nearer, retailers are taking advantage of the impending price drops. Here are some of the various ways in which they are jumping the gun—or simply getting caught in the morass of confusion attending the Congressional race to push the bill through. Here is how the confusion can be magnified.

Underlying the ads shown on this page is a basic fear of a buyers' strike. As one retailer places an ad intended to circumvent the threat by offering immediate cuts, others groan over the added publicity given the upcoming tax cancellation.

And there are other areas of concern in the minds of retailers. Many are asking whether the ads that are running are giving the consumer a realistic understanding of the effects the bill will ultimately have at the retail level, when manufacturer taxes have been passed down the line.

5000* BTU Coldspot Air Conditioner



*Advertised BTU capacities are rated and certified by National Electric Manufacturers Ass'n. Standard CN-1.

Easy to Install

Low Cost Comfort **\$118**

Easy to move from room to room. Economical to operate. Has 2 speeds, thermostat and filter. Zinc-clad cabinet is rust-resistant, long wearing.

Phone or Mail Coupon Below for FREE Air Conditioning Survey of your Home or Business.

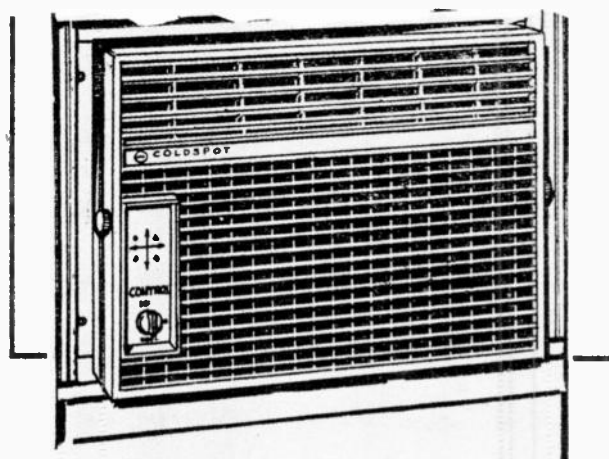
5 weeks plus tax cut equals \$7 boost?

That appears to be the case when you contrast these two ads that ran in the *Philadelphia Bulletin*. On April 13, Sears advertised this 5,000 Btu Coldspot room air conditioner at \$118 (above). Nothing in the ad gave any indication that this was other than the normal Sears price for the unit. In the same paper, on May 20, Sears headlined refunds to take advantage of the approaching Excise Tax repeal (upper right). Among the units cited in the ad was what appeared to be the same unit (right). Detailing the effect of the price reductions, Sears gives a "Regular Low Price" of \$139 for this model. With the 10% refund, the end result is a net price of \$125.10. Is this an increase over the April 13 figure?

You Can Count on Us... Quality Costs No More at Sears

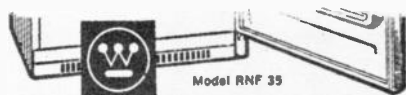
THANK YOU MR. PRESIDENT! WE'RE REDUCING PRICES NOW!

You Can Count On Us... Buy Your Air Conditioner Today... Take Advantage Of Sears Low Prices And Receive Your Refund* In July 1965



5000 BTU Air Conditioners

- Quiet, lightweight model installs quickly, easily **Regular Low Price 139.00**
 - Air-circulation control **Your Refund Redeemable In July 13.90**
 - Cabinet is rust-resistant **Your Net Price 125.10**
- No Trade-In Required



Westinghouse MOBILAIRE® 5000 ROOM AIR CONDITIONER

• Uses only 7.5 amps, 115 volts • One person can install in minutes with Zip Kit Included • High and Night Cool, 2-Speed Fan, Directional Louvers • Zinc-coated Chassis, Aluminum Cover

\$119.95*

CARRY IT HOME! Weighs Only 59 lbs.
Pay Only \$1.30 a Week



Price, price, who's got the price?

Consumers may well have asked themselves that when they contrasted these two ads that appeared in the June 1 issue of the *New York Daily News*. Westinghouse's New York distributor (above) advertises this unit at \$119.95, listing, among other outlets where it is available, the Friendly Frost stores. Just 4 pages later Friendly Frost (right) comes in offering the same model at \$112.96, having meanwhile knocked off the Federal Excise Tax. The Internal Revenue Service has ruled, incidentally, in favor of refunds rather than price cuts.

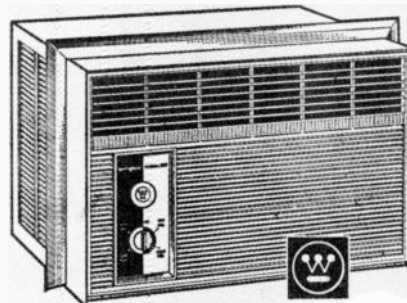
NEW!

Westinghouse Mobilaire 5000 Room Air Conditioner!

FRIENDLY FROST REDUCES PRICES
RIGHT NOW TO SAVE YOU
THE FEDERAL EXCISE TAX
ON WESTINGHOUSE AIR CONDITIONERS

There's no need to wait any longer. You can buy your Westinghouse Air Conditioner NOW at Friendly Frost and have the Federal Excise Tax deducted from the sale price!

- EXCLUSIVE 5-YEAR REPLACEMENT GUARANTEE — the only one of its kind in the industry.
- WEIGHS ONLY 59 LBS. — Carry it home and install it yourself in minutes with new "Zip Kit" (included).
- QUICK INSTALLATION — Installation is fast and easy. Unit operates on 115 volts, 7.5 amps.
- SINGLE DIAL CONTROL — Settings for High-Cool, Night-Cool, High-Fan, Low-Fan. Air Directional Louvers direct air for comfortable wall-to-wall cooling.
- CIRCULATES air quietly and efficiently. FILTERS, DEHUMIDIFIES, 2-SPEED FAN, PERMANENT WASHABLE FILTER



'119.95
Less F.E.T. 6.99

YOU \$
PAY **112.96**

5-YEAR
REPLACEMENT
GUARANTEE
WITH FULL
5-YEAR
Replacement
GUARANTEE

at Rich's!

yes... there's no need to wait for the repeal of the federal excise tax! Rich's has reduced the price of every refrigerator, freezer, dryer, dishwasher, radio, stereo, and television by as much as the tax...on many items the reductions are much larger than the excise tax!

How are retailers using tax cuts?

Atlanta's Rich's booms the cuts promotionally with the theme, "Yes, there's no need to wait for the repeal of the Federal Excise Tax. Bottom of the ad details the prices product-by-product. Stress is placed on the fact that, on many items, Rich's has reduced the price even beyond the effect of the Excise Tax cancellation.

Davega, in the *New York Daily News* of May 28, turns the Excise Tax Cuts into a Decoration Day sale device. The result is a double impact of savings piled on top of savings. Use of the Excise Tax refund certificate as a visual element in the ad pounds the point home even further, making Davega's guarantee a reality in the mind of the reader.

DECORATION DAY Sale! ... 3 DAYS FRI., SAT. & MON. OPEN MONDAY, MEMORIAL DAY from 10 A.M. to 7 P.M.

DAVEGA GUARANTEES YOUR EXCISE TAX REFUND BUY NOW AND SAVE AS NEVER BEFORE

DAVEGA'S EXCISE TAX CERTIFICATE

SALES TICKET # _____
DATE OF SALE _____
NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____

A REFUND OF MY EXCISE TAX PAID ON ABOVE SALE WILL BE USED IN THE EVENT THE EXCISE TAX IS REPEALED OR ELIMINATED BY PENDING FEDERAL LEGISLATION. REFUNDABLE IN CASH 30 DAYS AFTER SALE.

NOTICE! IF YOU INTEND TO BUY AN AIR CONDITIONER THIS YEAR, YOU OWE IT TO YOURSELF TO BUY NOW DURING THIS HISTORY MAKING SALE! THE SALE IS FANTASTIC... PRICES SLASHED TO THE POINT WHERE THEY ARE IMPOSSIBLE TO RESIST!

From boon to boondoggle in one easy tax cut

With unprecedented speed, Congress is rushing through a bill that could shower benefits on retailers and manufacturers across the country.

And, with equal speed, retailers and manufacturers across the country are short-sightedly doing their best to undo the good the excise tax cuts should offer.

Not all, or even a majority, of retailers and manufacturers. But enough, and of sufficient importance, to count.

Three prime devices have already emerged to demonstrate how not to use an excise tax cut.

The 10% Myth is what we will call the first device. It makes a fine promotional explosion with a deadly fallout of consumer confusion and price footbaling. And any retailer or manufacturer, large or small, can use it. All he has to do is to start advertising 10% reductions in excise taxes levied on the manufacturer.

The fact is that any such cut carried down to the retail level may only result in a 6% reduction, and, in any case, applies only to certain products.

The object of the excise tax cut bill was to help business by stimulating sales. It was not to destroy the industry's price and profit structure.

The 10% Myth is just as mythical as the Unicorn—but a lot more dangerous. Dangerous because consumers are being told that all excise tax cuts will be passed down to them as a straight percentage, not a mere reduction in price. And they will demand this percentage cut from everyone on everything.

The difference has to come out of someone's pocket. It does not take long to figure whose it will be.

The second device is a bit of psychological warfare designed to create pressure where pressure is no longer needed by stimulating consumer support for excise tax cuts. It, too, has a powerful fallout that could go a long way toward creating a consumer buying strike.

How do you use this one?

For a good demonstration, you might read the "Authorized Dealer Newsletter" of the Institute of High Fidelity, Inc. In its June issue, this bulletin says of the tax cuts: "Keep explaining to [your] customers that failure to pass this legislation will result in increased cost of high fidelity components not already taxed. Keep pointing out that passage will mean lower prices for components that are already taxed."

Commendable, though unneeded, as additional consumer pressure might be at this time, this seems to us to be buying it at an exceptionally high price. The assumption would seem to be that the consumer is utterly incapable of reaching the conclusion that he would be better off if he just postponed the purchase he came in to make until after July 1.

A third potential problem lies, again, in advertising. At best, the two Sears ads at the top of the opposite page could result in a misunderstanding. It appears that the price of this air conditioner is actually higher after the tax cut than it was before.

Sears is a dominant force in the industry. As such, it is particularly conspicuous. When Sears makes a move, people notice—even such a notable person as Lyndon B. Johnson, the man behind the upcoming tax cuts. And the repercussions, were he to misinterpret such price shifts, are not pleasant to contemplate.

Few of us are unaware that Lyndon Johnson does not like to be crossed. The President's plan was to stimulate sales by lowering prices. In pushing for the excise tax cuts, he has acted as a good friend to retailing. If he feels his hand has been bitten, will he be tempted to play the friend again?

The question comes down to this: Will this industry, faced with a golden opportunity, use it only to establish one more landmark in a history of self-destructive practices? The answer lies in your hands.

—The Editors



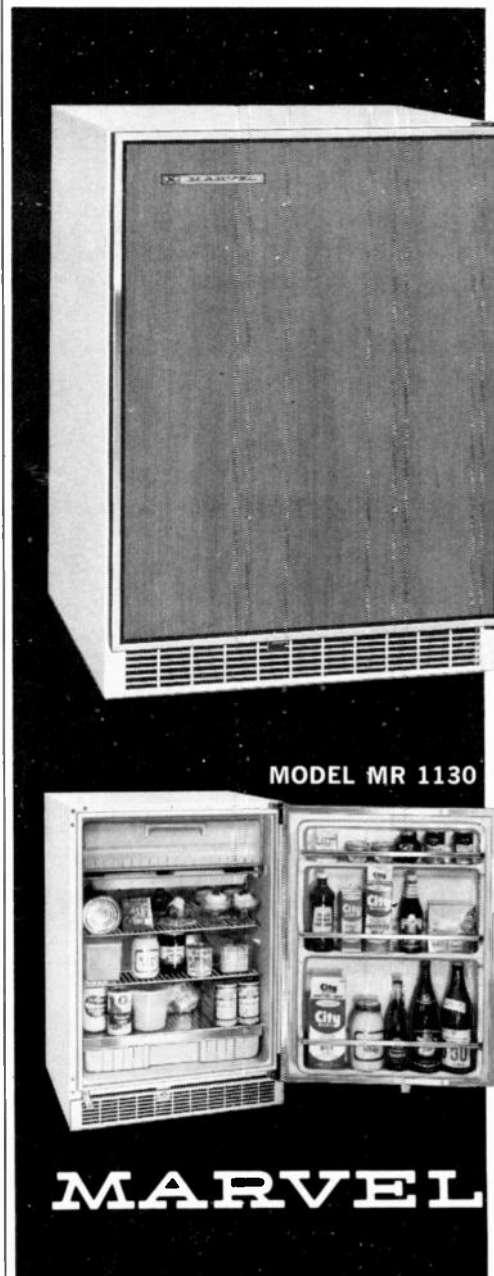
August 1st... you'll be ready to make taped music at 7½ ips just as obsolete!

You can profit by selling fine fidelity recording at 3¾ ips. SCOTCH® Brand "Dynarange" Series Tape is on the way.

NEW "DYNARANGE" TAPE AVAILABLE AUGUST 1ST

Magnetic Products Division **3M** COMPANY

"SCOTCH" IS A REG. TM OF 3M CO., ST. PAUL, MINN. 55119. ©1965, 3M CO.



FANCY DOORS? Old stuff to MARVEL!

Owners decorate doors instantly any time...with anything!*

* Any material at all, up to ¼" thick, will fit Marvel's unique vinyl-lock door panel to form a smart new door design. Wallpaper, cork, photographs, leather, vinyl—they're all yours to help sell Marvel! Let us show you. And look... this new Marvel 6.7 cu. ft. unit has the largest possible capacity for under-counter installation plus reversible doors and adjustable shelves. Matching Model MR-1129 freezer has 200 lb. frozen food capacity. Dimensions 34½" H. x 24" W. x 21⅞" D.

For information, write Marvel Industries, Inc., Sturgis, Michigan

MARVEL INDUSTRIES, INC.

Sturgis, Michigan / Branch Plant: Franklin, Ky.
Sales Office, Sturgis, Michigan



8 full-color Reader's Digest pages to Hudson's prime retail trade area



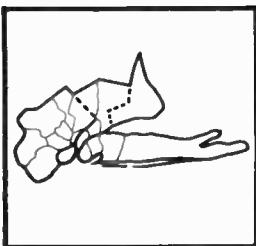
Hudson's has found an important new approach to retail advertising. This leading merchandiser is using the power and influence of the country's No. 1 magazine to strengthen its franchise in the Detroit market and move "white goods." Hudson's detachable buying guide promoting "top values" in home laundry equipment went to 25.5% of the house-

holds in the Detroit market and surrounding areas in May. Importantly, this retail advertising concentrates on Hudson's charge customers in higher economic brackets. This exciting new way to build lasting stature, while making immediate sales, can be employed by stores in other areas, too. Call your Digest representative for full details.

and what a way to sell New York, Los Angeles and Chicago.

#1 NEW YORK

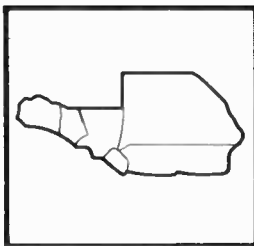
CIRCULATION: 1,210,000



Digest paid circulation in this 18-county area far exceeds the number of homes delivered by the average evening network tv show. It also exceeds combined daily or Sunday circulation of the Times and Herald Tribune and combined circulation of the Journal-American and World-Telegram. The Digest delivers 310,000 more copies here than the second general magazine and at lower cost.

#2 LOS ANGELES

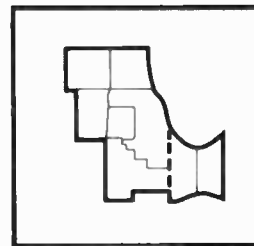
CIRCULATION: 785,000



The Digest's 6-county, regional circulation is far larger than the number of homes delivered by the average evening network tv show. The Digest's circulation is also larger than the circulation of the leading daily newspaper in each and every county. The other big general magazines require purchase of no less than 35 counties, at a cost of \$3 to \$4 more per thousand copies delivered.

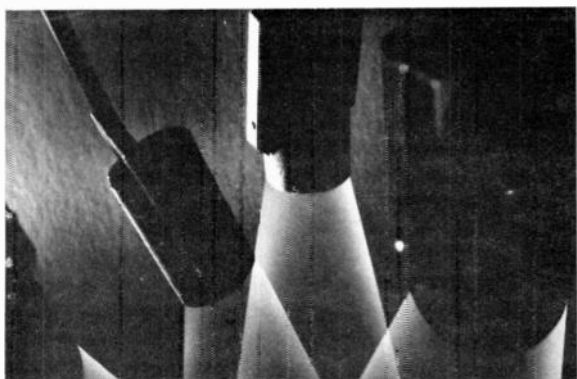
#3 CHICAGO

CIRCULATION: 450,000



In this 8-county area, The Digest's circulation far exceeds the number of homes reached by the average evening network television show. Also, in 6 of the 8 counties, The Digest's circulation exceeds that of the powerful Chicago Tribune. The other general magazines require purchase of 66 or more counties yet they cannot deliver as much circulation as Reader's Digest delivers in 8.

PEOPLE HAVE FAITH IN READER'S DIGEST



Media spotlight on major appliances



What the figures mean

In the May 31st issue of *MERCHANDISING WEEK*, the editors presented the consumer electronics part of an exclusive analysis of how hard goods manufacturers spend their advertising dollars. On the following pages, our media spotlight focuses on major appliances—on how brand-name manufacturers “push” their merchandise through distribution channels to retailers via trade advertising, and on how they “pull” the public toward these retailers via national consumer advertising.

Once again, let me remind you that the figures do not necessarily speak for themselves; they are an indication of the wide variety of methods marketing executives employ to solve the multiplicity of problems connected with getting white goods to market and in consumers’ hands. The right combination of “push-pull” techniques for one marketer may be completely wrong for another maker. Relative or equal success may be achieved with seemingly opposite marketing philosophies.

Consider some of the reasons for this diversity—that many products are relatively young and lack a distinct and mature replacement market; that the resultant consumer confusion is compounded by the large numbers of manufacturers in the hard goods field.

This consumer vacillation on brand preference and the proper replacement time puts the manufacturer in a dilemma: how can he best spend his money so as to cover the consumer in an effective manner and also keep channels of distribution adequately informed.

Moreover, keep in mind that the competition from Sears, America’s most efficient marketing machine, is increased because Sears does not labor with the problem of getting merchandise to the retail floor. National-brand manufacturers must spend a great deal of money in this promotional phase of their business. In addition, manufacturers must pursue the consumer—with and for the retailer—while maintaining a price structure competitive with Sears.

So, view these figures as a relative gauge, and only that. They are intended to emphasize the many successful marketing philosophies pursued by hard goods manufacturers today.

—Dale Bauer

How they were compiled

Consumer advertising figures were compiled for *MERCHANDISING WEEK* by W.H. Mullen, a long-time expert who formerly gathered advertising statistics for *Printers Ink* magazine. Mullen used the following standard measuring and reporting services as sources.

Newspapers—Bureau of Advertising, American Newspaper Publishers’ Assn., (Compiled by *Media Records*, as projections of data derived from their market-by-market reports. These figures are estimates.)

Magazines—Publishers Information Bureau.

Network tv—Leading National Advertisers-Broadcast Advertisers Reports, Inc.

Spot tv—Television Bureau of Advertising—N. C. Rorabaugh Co.

There is a listing for every brand of major appliances on which \$25,000 or more was spent for advertising in any of the four consumer media in 1964, 1963, and 1958. Other expenditures for advertising by that company in the same years are included down to the \$10,000 level.

All time and space costs are gross, computed at one-time rates. No allowance is made for agency, cash or frequency discounts, or for preparation costs on print media, talent or production costs on broadcast media.

Advertising in Sunday newspaper sections or supplements is included in the newspaper totals; dealer or distributor campaigns on spot tv were not included.

Where it was indicated that a program or campaign was devoted to two or more products (ranges and refrigerators, for example) the cost was divided equally between them.

The specific products covered are:

Refrigeration—including freezers

Laundry—washers, dryers, combos

Ranges—electric and gas

Dishwashers

Air conditioners

Disposers

Kitchens—complete installations

General promotion includes multi-product advertising, institutional advertising on a company’s major appliance line, contests, publication advertising of tv programs. General institutional advertising of such companies as General Electric, with a large variety of products, is not included.

Parent companies listed are those of the current owners of the particular brand name.

Trade advertising figures were compiled by *MERCHANDISING WEEK*. The standard measuring and reporting services used were:

Trade publications (including *MERCHANDISING WEEK*, *Home Furnishings Daily*, and *Mart*)

Publishers Information Bureau
Standard Rate & Data Service, Inc.
Media Information Bureau, Inc.

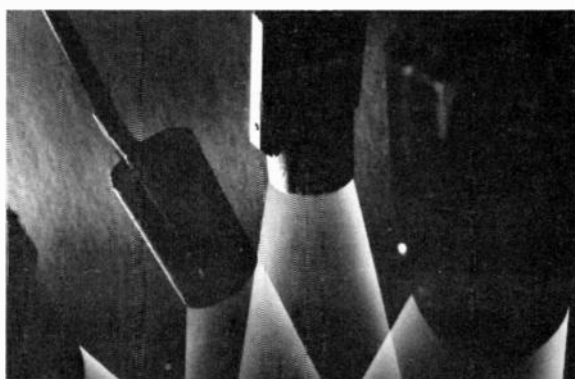
Trade advertising expenditures are listed for the same major appliance brands included in the list of consumer media expenditures.

Product breakdowns are included when available. In the case of multi-product and/or full line manufacturers, only the major appliance products are listed. The figures for many of the smaller companies are totals; breakdowns are not available.

All space costs are gross, computed at one-time rates. No allowance is made for agency, cash or frequency discounts, or for preparation or mechanical reproduction costs.

The same product categories and companies are used as in the consumer advertising figures.

photo by Joe Ruskin
paper sculptures by Joan Bacchus



Media spotlight on major appliances

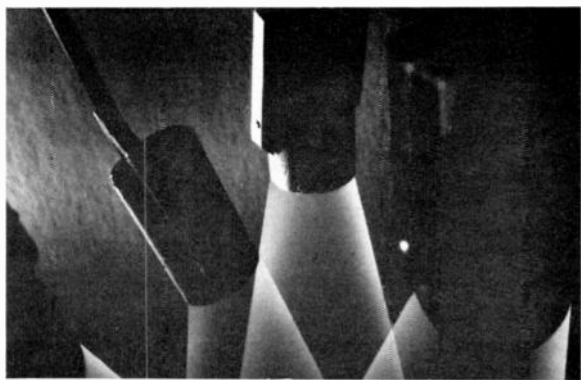


Company	Product	Media	Est. Dollars 1964	1963	Spent 1958
Admiral Corp.	refrigeration	newspapers	24,600	—	15,400
		magazines	754,300	250,100	—
		total	778,900	250,100	15,400
	ranges	newspapers	—	—	15,400
		magazines	—	41,500	25,100
		total	—	41,500	40,500
	air conditioning	newspapers	—	—	10,300
		magazines	95,400	38,100	—
		total	95,400	38,100	10,300
	general promo	newspapers	22,700	—	26,900
		magazines	—	174,000	156,500
		total	22,700	174,000	183,400
Amana Refrigeration Inc.	refrigeration	newspapers	—	76,000	—
		magazines	163,500	33,900	150,800
		network tv	—	110,800	236,300
	air conditioning	newspapers	—	16,000	—
		magazines	—	—	26,400
		total	—	16,000	26,400
	general promo	magazines	—	216,500	—
		network tv	—	—	13,900
		total	—	216,500	13,900
	total consumer media	total newspapers	—	92,000	—
		total magazines	163,500	250,400	177,200
		total network tv	—	110,800	250,200
American Motors Corp.-Kelvinator Div.	refrigeration	newspapers	215,000	276,000	123,200
		magazines	731,300	339,600	122,100
		total	946,300	615,600	245,300
	laundry	newspapers	341,400	313,300	—
		magazines	400,100	372,600	146,400
		total	741,500	685,900	146,400
	ranges	newspapers	—	27,500	—
		magazines	79,900	35,200	—
		total	79,900	62,700	—
	air conditioning	newspapers	10,300	—	—
	general promo	newspapers	72,200	67,300	—
		magazines	33,900	171,000	—
		total	106,100	238,300	—
	total consumer media	total newspapers	638,900	684,100	123,200
		total magazines	1,245,200	918,400	268,500
		total consumer media	1,884,100	1,602,500	391,700
	total trade	total trade	64,400	68,400	92,300

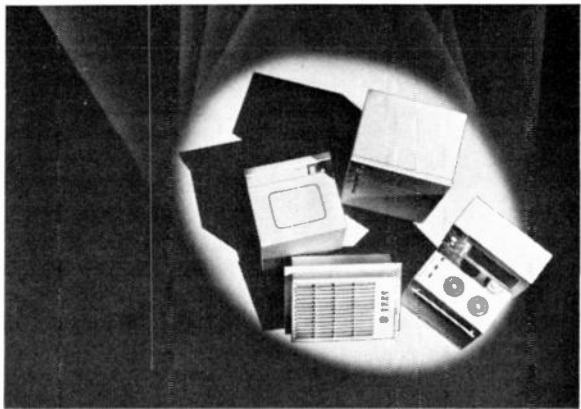
Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
Blackstone Corp.	laundry	magazines total trade	29,900 8,700	— 6,600	— 17,100
Borg Warner Corp.	Norge refrigeration	newspapers	73,700	—	73,700
		network tv	—	30,200	—
		total	73,700	30,200	73,700
	Norge laundry	newspapers	43,300	373,400	149,300
		magazines	314,800	415,700	408,600
		network tv	—	56,600	—
	York air conditioning	total	358,100	845,700	557,900
		newspapers	181,800	63,900	71,100
		magazines	—	118,400	79,100
	total	181,800	182,300	150,200	
	general promo	newspapers	15,700	—	13,200
		magazines	41,800	—	—
		spot tv	27,500	25,400	417,100
Carrier Air Con- ditioning Div.	total	85,000	25,400	430,300	
	total newspapers	314,500	437,300	307,300	
	total magazines	356,600	534,100	487,700	
	total network tv	—	86,800	—	
	total spot tv	27,500	25,400	417,100	
	total consumer media	698,600	1,083,600	1,212,100	
	total trade	73,400	87,700	73,900	
Caloric Corp.	ranges	newspapers	137,900	28,800	—
		magazines	—	32,700	—
		total consumer media	137,900	61,500	—
Carrier Corp. — Carrier Air Con- ditioning Div.	air conditioning	total trade	20,100	26,700	38,300
		newspapers	243,500	229,800	458,800
		magazines	—	70,600	—
Chambers Corp.	kitchens	total consumer media	243,500	300,400	458,800
		total trade	21,100	22,700	16,700
		newspapers	85,700	139,900	202,200
Chrysler Corp. — Airtemp Div.	air conditioning	magazines	—	—	51,400
		total consumer media	85,700	139,900	253,600
		total trade	25,500	23,400	1,800
Ebco Mfg. Co.	air conditioning	magazines	—	—	18,700
		total trade	5,300	4,000	—
Emerson Radio Inc.	air conditioning	magazines	—	11,300	24,800
		newspapers	158,100	—	10,700
		total consumer media	158,100	11,300	35,500
Fedders Corp.	air conditioning	total trade	8,100	9,700	7,000
		newspapers	118,900	158,000	288,800
		magazines	177,900	—	142,200
Ford Motor Corp. — Philco Corp.	refrigeration	total consumer media	296,800	158,000	431,000
		total trade	15,800	34,300	34,500
		newspapers	—	218,900	438,000
Ford Motor Corp. — Philco Corp.	laundry	magazines	592,300	208,600	158,200
		total	592,300	427,500	596,200
		newspapers	—	213,900	230,100
	ranges	magazines	35,700	—	159,500
		network tv	—	40,400	—
		total	35,700	254,300	389,600
	air conditioning	magazines	78,500	—	—
		newspapers	—	14,200	25,500
		magazines	48,000	—	52,200
	general promo	total	48,000	14,200	77,700
		newspapers	—	210,500	112,800
		magazines	189,500	—	330,400
	Ford Motor Corp. — Philco Corp.	general promo	spot tv	—	—
total			189,500	210,500	455,600
total newspapers			—	657,500	806,400
total consumer media		total magazines	944,000	208,600	700,300
		total network tv	—	40,400	—
		total spot tv	—	—	12,400
total trade		944,000	906,500	1,519,100	
total trade	149,000	97,900	57,100		

Company	Product	Media	Est. Dollars Spent		
			1964	1963	1958
Friedrich Refrigeration Inc.	air conditioning	spot tv	29,700	—	—
General Electric Co.	refrigeration	newspapers	347,800	538,900	972,200
		magazines	1,077,200	801,900	1,175,700
		network tv	334,500	461,800	—
		total	1,759,500	1,802,600	2,147,900
	laundry	newspapers	227,200	250,200	975,500
		magazines	1,145,800	1,008,700	996,500
		spot tv	—	—	17,200
		total	1,373,000	1,258,900	1,989,200
	ranges	newspapers	121,900	182,000	162,600
		magazines	1,039,600	908,200	442,900
		total	1,161,500	1,090,200	605,500
	dishwashers	newspapers	52,400	91,100	189,900
		magazines	575,700	407,000	142,000
		total	628,100	498,100	331,900
	air conditioning	newspapers	130,200	145,900	171,000
		magazines	243,800	473,100	416,600
		network tv	163,800	188,100	—
		total	537,800	807,100	587,600
	disposers	newspapers	—	—	10,400
	kitchens	newspapers	—	—	15,300
		magazines	—	—	155,100
		total	—	—	170,400
	general promo	newspapers	1,131,100	1,409,000	1,605,900
		magazines	1,225,500	1,199,300	89,200
		network tv	35,200	—	—
		spot tv	154,800	231,600	321,700
		total	2,546,600	2,839,900	2,016,800
		total newspapers	2,010,600	2,617,100	4,102,800
		total magazines	5,307,600	4,798,200	3,418,000
		total network tv	533,500	649,900	—
		total spot tv	154,800	231,600	338,900
		total consumer media	8,006,500	8,296,800	7,859,700
		total trade	122,300	148,300	82,900
General Electric Co., Hotpoint Div.	refrigeration	newspapers	48,600	108,700	192,300
		magazines	203,100	91,300	347,100
		network tv	319,300	235,600	—
		total	571,000	435,600	539,400
	laundry	newspapers	28,000	72,600	73,800
		magazines	31,500	—	152,800
		network tv	245,500	160,500	—
		total	305,000	233,100	226,600
	ranges	newspapers	28,400	58,100	135,700
		magazines	239,600	407,100	259,500
		network tv	180,900	349,800	—
		total	448,900	815,000	395,200
	dishwashers	newspapers	42,200	14,100	77,400
		magazines	162,800	65,400	91,200
		network tv	51,500	53,500	—
		total	256,500	133,000	168,600
	general promo	newspapers	49,200	59,100	337,500
		magazines	—	—	120,400
		network tv	29,200	27,000	—
		spot tv	—	31,700	26,000
		total	78,400	117,800	483,900
		total newspapers	196,400	312,600	816,700
		total magazines	637,000	563,800	971,000
		total network tv	826,400	826,400	—
		total spot tv	—	31,700	26,000
		total consumer media	1,659,800	1,734,500	1,813,700
		total trade	107,000	195,100	232,000
General Electric Co. and Hotpoint		total newspapers	2,207,000	2,929,700	4,919,500
		total magazines	5,944,600	5,362,000	4,389,000
		total network tv	1,359,900	1,476,300	—
		total spot tv	154,800	263,300	364,900
		total consumer media	9,666,300	10,031,300	9,673,400
		total trade	229,300	343,500	314,900

Company	Product	Media	Est. Dollars Spent		
			1964	1963	1958
General Motors Corp. — Frigidaire Div.	refrigeration	newspapers	410,900	18,100	230,900
		magazines	1,362,200	1,409,400	610,700
		network tv	671,400	1,454,800	—
		total	2,444,800	2,882,300	841,600
	laundry	newspapers	351,400	—	275,300
		magazines	792,200	660,900	568,000
		network tv	793,600	644,900	—
		total	1,937,200	1,305,800	843,300
	ranges	magazines	733,300	452,000	262,200
		network tv	335,200	418,900	—
		total	1,068,500	870,900	262,200
	dishwashers	newspapers	121,100	—	—
		magazines	379,700	247,600	103,200
		network tv	55,500	83,700	—
		total	556,300	331,300	103,200
	air conditioning	magazines	—	—	68,400
	kitchens	magazines	35,500	—	—
	general promo	newspapers	282,700	53,100	143,000
		magazines	—	451,700	155,800
		spot tv	400,700	458,400	118,700
		total	683,400	963,200	417,500
		total newspapers	1,166,100	71,200	649,200
		total magazines	3,303,200	3,221,600	1,768,300
		total network tv	1,855,700	2,602,300	—
		total spot tv	400,700	458,400	118,700
		total consumer media	6,725,700	6,353,500	2,536,200
		total trade	39,200	37,500	50,000
Hamilton Mfg. Co.	laundry	newspapers	—	71,300	82,100
		magazines	120,300	—	122,300
		total consumer media	120,300	71,300	204,400
		total trade	31,400	40,700	40,300
Hardwick Stove Co.	ranges	magazines	—	—	52,500
		total trade	2,100	3,000	—
Hobart Mfg. Co., KitchenAid Home Dishwasher Div.	dishwashers	newspapers	199,100	170,200	65,200
		magazines	401,200	400,800	384,200
		total consumer media	600,300	571,000	449,400
		total trade	27,800	28,100	3,600
Hoover Co.	laundry	magazines	39,900	—	—
		*general promo	158,600	38,100	—
		*total magazines	198,500	38,100	—
		*total trade	31,100	41,400	25,100
		*includes housewares			
Hupp Corp.	**Easy laundry	newspapers	33,900	—	115,000
		magazines	—	—	52,100
		total	33,900	—	167,100
		**division of the Murray Corp. in 1958			
	Gibson refrigeration	newspapers	39,600	26,900	12,200
	Gibson air conditioning	newspapers	56,900	53,400	—
	general promo	magazines	—	108,300	—
		network tv	257,300	—	—
In-Sink-Erator Mfg. Corp.		total	257,300	108,300	—
		total newspapers	130,400	80,300	127,200
		total magazines	—	108,300	52,100
		total network tv	257,300	—	—
		total consumer media	387,700	188,600	179,300
		total trade	64,000	69,100	55,700
	disposers	newspapers	35,300	—	—
		magazines	34,400	62,000	20,900
		spot tv	—	37,800	—
		total consumer media	69,700	99,800	20,900
Maytag Co.	laundry	newspapers	38,100	42,900	628,700
		magazines	1,074,800	1,019,500	527,100
		network tv	—	71,600	—
		total consumer media	1,112,900	1,134,000	1,155,800
		total trade	43,600	42,100	46,400



Media spotlight on major appliances



Company	Product	Media	Est. Dollars Spent 1964 1963 1958
McGraw-Edison Co.	Speed Queen laundry	newspapers	184,800
		magazines	136,400
		total	321,200
		newspapers	106,300
		magazines	105,100
Albion air conditioning	air conditioning	newspapers	38,900
		total newspapers	223,700
		total magazines	136,400
		total consumer media	360,100
		total trade	28,300
Mullins Mfg. Corp., Youngstown Kitchens Div.	kitchens	magazines	—
		total trade	1,500
		total trade	84,900
Norris-Thermador Corp., Thermador Div.	ranges	magazines	80,900
		magazines	13,400
		total magazines	111,400
		total trade	—
		total trade	70,100
Republic Corp., Gaffers & Sattler sub.	ranges	spot tv	—
		spot tv	—
		total trade	357,500
Revco Inc.	refrigeration	magazines	—
		magazines	—
George D. Roper Sales Corp.	ranges	newspapers	107,500
		magazines	—
		total consumer media	107,500
		total trade	19,800
		total trade	44,800

Company	Product	Media	Est. Dollars Spent 1964 1963 1958
Tappan Co.	ranges	newspapers	10,600
		magazines	101,100
		network tv	234,700
		total	346,400
		total	306,400
	O'Keefe & Merritt ranges	newspapers	34,800
		magazines	20,300
		total	55,100
	dishwashers	magazines	—
		magazines	25,200
	general promo	magazines	192,500
		network tv	12,400
		total	204,900
	total newspapers	total newspapers	45,400
		total magazines	313,900
		total network tv	247,100
		total consumer media	606,400
		total trade	12,000
Westinghouse Elec. Corp.	refrigeration	newspapers	59,600
		magazines	858,700
		network tv	938,100
		total	1,856,400
		total	567,100
	laundry	newspapers	423,300
		magazines	508,800
		network tv	566,500*
		total	1,498,600
		total	924,700
	ranges	newspapers	26,500
		magazines	173,600
		network tv	355,200
		total	555,300
		total	172,000
	dishwashers	newspapers	—
		magazines	—
		network tv	172,200
		total	172,200
		total	66,800
	air conditioning	newspapers	65,100
		magazines	202,300
		network tv	—
		spot tv	—
		total	267,400
	general promo	newspapers	111,000
		magazines	200,500
		network tv	531,300
		spot tv	—
		total	842,800
	total newspapers	total newspapers	685,500
		total magazines	1,943,900
		total network tv	2,563,300
		total spot tv	—
		total consumer media	5,192,700
Whirlpool Corp.	refrigeration	newspapers	667,700
		magazines	364,500
		network tv	—
		total	1,032,200
		total	1,069,700
	laundry	newspapers	924,200
		magazines	624,400
		network tv	—
		total	1,548,600
		total	1,386,500
	ranges	newspapers	121,700
		magazines	—
		network tv	—
		total	121,700
		total	226,900
	dishwashers	newspapers	113,400
		magazines	—
		network tv	—
		total	113,400
		total	303,000
	air conditioning	newspapers	251,100
		magazines	—
		network tv	—
		total	251,100
		total	29,400
	kitchens	magazines	—
		magazines	—
		network tv	—
		spot tv	—
		total	845,800
	general promo	newspapers	274,000
		magazines	430,300
		network tv	—
		spot tv	141,500
		total	845,800
	total newspapers	total newspapers	2,352,100
		total magazines	1,419,200
		total network tv	—
		total spot tv	141,500
		total consumer media	3,912,800
Grand Totals, all major brands	Estimated Dollars Spent	1964	8,776,900
		1963	7,845,800
		1958	10,968,100
		Percentage change 1963-1964	+11.9
		Percentage change 1958-1964	-28.5
	Percentage distribution by media	1964	25.2%
		1963	26.0%
		1958	40.1%
		Percentage change 1963-1964	+14.2
		Percentage change 1958-1964	+42.2
	Newspapers	1964	54.5
		1963	54.8
		1958	42.5
		Percentage change 1963-1964	+29.5
		Percentage change 1958-1964	+42.0
	Magazines	1964	18.1
		1963	16.0
		1958	12.5
		Percentage change 1963-1964	-21.1
		Percentage change 1958-1964	-29.0
	Network tv	1964	2.2
		1963	3.2
		1958	4.9
		Percentage change 1963-1964	+15.0
		Percentage change 1958-1964	+10.4
	Spot tv	1964	100.0
		1963	100.0
		1958	100.0
		Percentage change 1963-1964	+19.2
		Percentage change 1958-1964	+19.2



A GE first: tape console comes without a phonograph; the price is \$449.95

Tape recorders get the big play in GE's new console phono line

General Electric's flirtation with tape recorders blossomed into romance in the company's new console phono-graph lineup.

The new trend-setting unit—a tape console without a phonograph—goes to market for \$449.95; instead of a phono, it offers a 4-track stereo tape recorder and a 40w (peak power) AM-FM stereo amplifier and tuner. With this unit, GE is tossing in at no extra cost a pair of 7-inch automatic threading reels, 1,200 feet of tape, and two microphones with stands for the 3-speed transistorized tape recorder.

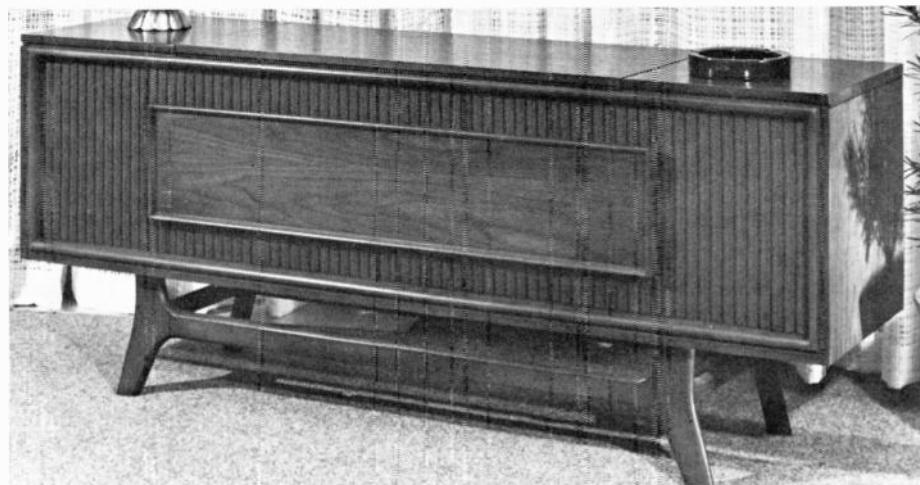
The new unit is part of GE's expanded line of tape consoles—six models now, up from only two last year. The four standard consoles in the tape series, priced from \$449.95, to \$869.95, come with phonographs. The sixth unit is GE's matched module series.

GE's reorganized console line has been grouped by style categories instead of by price brackets. Each of

the three basic furniture lines—contemporary, American, and continental—contain merchandise tagged with a range of prices—from \$289.95 to \$699.95. GE also is offering a Decorator group, suitable for wall mounting, priced from \$269.95 to \$339.95.

The line kicks off with a \$129.95 carry-over phono-only console; AM-FM stereo tuner merchandise starts at \$199.95. With finishes and tuner options, GE is offering nine models below \$269.95, the starting point in the new Decorator series. Prices for new freestanding consoles open at \$289.95.

GE has a wattage story, too, this year, pushing 226 watts of peak power (113 watts EIA rating) in its high-end consoles. The entire line uses solid-state amplifiers; the tuners are transistorized, too. On top-of-the-line models, the company also is using visual tuning meters for AM and FM, as well as 6-speaker systems that include exponential horns.

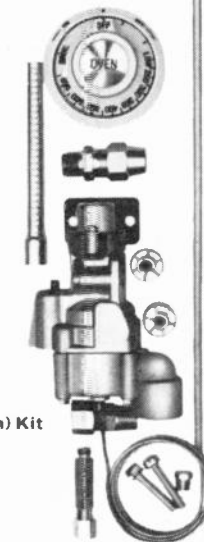


GE's contemporary look: 60w console in walnut veneer goes for \$99.95

USE THESE TWO GAS AND ELECTRIC COOKING KITS FOR THOUSANDS OF APPLICATIONS!



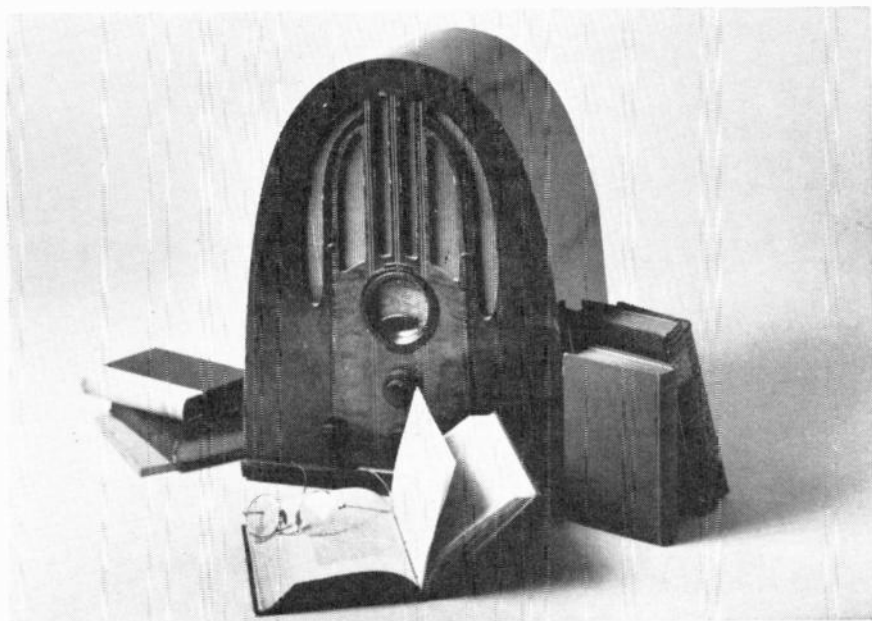
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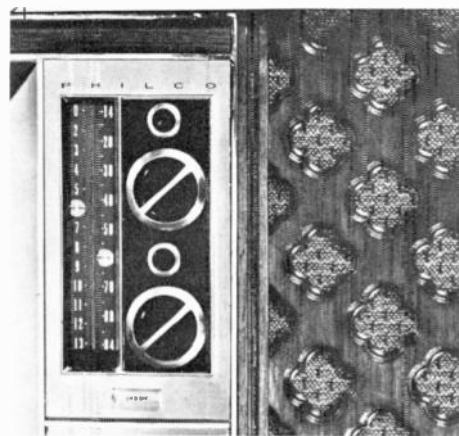
NEW "DYNARANGE" TAPE AVAILABLE AUGUST 1ST

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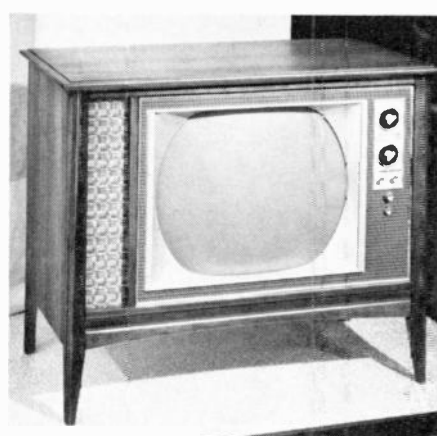
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The 1966 look from Philco: 25-inch color set (left) and slide-rule dial



New 19-inch b&w set for \$189.95



New 21-inch color tv at \$539.95.

Philco for 1966: longer color tv line, no b&w combos

Bearing down hard on color tv, Philco has added seven more color sets and two color tube sizes—19- and 25-inch—to its line for 1966. And, "in favor of an expanded offering of color tv models," Philco has dropped all b&w combos from the company roster, slashing its b&w line to 36 models—28 less than last year.

A color portable leads the line of 27 color tv models. The 19-inch set, model 5300WA, uses a Philco-built tube, and incorporates Philco's new solid-state signal system. The transistorized components include an Automatic Picture Pilot, a 3-stage high-gain IF amplifier, and the UHF and VHF tuners. The 75-lb. portable carries an open list and should be available in September.

The excise tax has been dropped from all of Philco's 1966 prices. A 21-inch color lead-off table model with

metal cabinet has a suggested retail price of \$369.95. Veneers and hardwood solids first appear in the 21-inch color tv line at \$509.95. Top-of-the-line is a 21-inch Early American combo at \$895. The six 25-inch color consoles range in price from \$675 to \$850; two 25-inch combinations are priced at \$1,150 and \$1,195. All eight 25-inchers feature the new solid-state signal system.

The shorter b&w tv line still includes a wide range of models: 20 portables, four table models, and 12 consoles.

The b&w portable line is highlighted by three 12-inch tv sets for under \$100, a 9-inch battery-operated unit for \$149.95, a 16-inch set for \$119.95, a 19-inch leader model for \$129.95, and another 19-inch portable with the new solid-state signal system for \$159.95. The leader

23-inch b&w table model with metal cabinet retails for \$169.95. The 12 consoles, all 23-inch models, range in price from \$189.95 to \$249.95.

Of Philco's 63 b&w and color tv models for 1966, 19 use solid-state devices in the signal system. These hybrid sets are sure signs of a gradual transition toward total transistorization.

Total transistorization has hit the entire nine-model Philco portable phono line, with the exception of a single leader model. Seven of the new portables are stereo. Prices range from \$36.95 to \$164.95.

Pushing a new all-wood look, Philco has introduced a 27-model console phonograph line for 1966. The new line includes three phono-only consoles, the balance being stereo AM-FM stereo radio and phonograph models. The line begins with a phono-

only model, No. 1708MB, at \$139.95, in a contemporary design. The radio-phono combinations begin with a contemporary model, No. 1714MB, at \$189.95. The prices range up to \$575 for 12-speaker units in Mediterranean, Italian Provincial, or Early American styling.

Philco's radio line spotlights a \$13.95 AM clock-radio. The four-model miniature line opens at \$8.95 for a 6-transistor AM model. Personal portables begin at \$15.95, and range up to \$44.95 for a 10-transistor 3-speaker set. In AM clock-radios, the prices range from the \$13.95 leader to a top all-transistor unit at \$34.95. The FM-AM clock-radios begin at \$39.95 and top at \$69.95; AM table radios begin at \$12.95 and step up to \$24.95. AM-FM table models come in at \$26.95. Full-size portables start at \$29.95.

Japan's exports: tv sets head for the million mark

Television sets could soon become Japan's major bread-and-butter export. Although transistor radios still hold the lead, tv sets are moving up fast in the important dollar volume category, according to McGraw-Hill World News in Tokyo.

By the end of April this year, Japan had already shipped 2,385,669 transistor radios, worth roughly \$18

million, to the U.S. During the same period, Japan exported nearly \$15 million in tv sets to the U.S.

Japanese tv set exports to the U.S. for the first four months of this year ran 63.79% ahead of the same four-month period in 1964. Total tv set exports to the U.S. this year stood at 272,338 at the end of April. Last year, television set exports did not

reach the 272,000 sets level until July.

If Japan continues to export television sets to the U.S. at its present pace, the one million mark should be passed for the first time before the year is over. Last year, Japan shipped a total of 770,255 tv sets to the U.S.

Average radio prices on the sets shipped to the U.S. during the first four months of 1965 fell to \$6.79—

down from \$7.58 last year. At the same time, the average price on television sets exported was up over the comparable four-month period in 1964.

Transistor radio imports to the U.S. from Okinawa, Taiwan, and Hong Kong continue to increase, as the average prices on these units drop further below the Japanese level.

Japanese exports to the U.S.*

	date	UNITS		% chge	DOLLARS		% chge
		1965	1964		1965	1964	
Transistor radios**	April	756,835	—	—	5,941,244	—	—
	4 Months	2,385,669	—	—	18,136,199	—	—
Chassis/kit. fr. rad.	April	6,664	—	—	71,563	—	—
	4 Months	195,619	—	—	135,321	—	—
Toy fr. radios	April	47,674	64,805	-26.43	59,250	54,166	+9.39
	4 Months	180,604	156,214	+15.61	239,617	193,160	+24.05
Total tr. radios***	April	820,014	738,954	+10.97	6,212,832	5,521,463	+12.52
	4 Months	2,792,505	2,444,595	+14.23	18,964,589	18,521,164	+2.39
Tube radios	April	80,223	—	—	762,488	—	—
	4 Months	309,948	—	—	2,787,678	—	—
Chassis/kit tube rad.	April	7,072	—	—	92,527	—	—
	4 Months	45,007	—	—	513,301	—	—
Total tube radios	April	87,295	102,534	-14.86	855,015	844,886	+1.20
	4 Months	354,955	327,688	+8.32	3,300,979	2,964,052	+11.37
Television	April	66,089	50,049	+32.05	3,658,511	2,777,616	+31.71
	4 Months	272,338	166,270	+63.79	14,774,040	8,930,903	+65.43
Radio-phonos	April	13,817	6,090	+126.88	432,766	196,224	+120.55
	4 Months	51,655	26,317	+96.28	1,522,464	694,635	+119.17
Tape recorders	April	210,202	256,488	-18.05	2,904,179	2,955,127	-1.72
	4 Months	775,677	885,809	-12.43	10,446,145	10,287,462	+1.54
Transceivers	April	169,833	45,032	+277.14	1,456,288	531,452	+174.02
	4 Months	500,022	129,484	+286.17	4,951,106	1,708,003	+189.88

*Source: McGraw-Hill's Tokyo News Bureau

**Three or more transistors

***Includes transistor car radios

U.S. imports from Japan***

Transistor radios	April	730,930	594,244	+23.00	5,151,168	4,182,997	+23.15
	4 Months	2,494,060	2,268,343	+9.95	17,710,390	16,029,296	+10.49
Radios, other	April	99,479	144,759	-31.28	1,135,672	777,947	+45.98
	4 Months	434,313	386,240	+12.45	3,945,408	2,772,214	+42.32
Radio-phonos	April	16,364	3,746	+336.84	573,581	70,030	+719.05
	4 Months	39,540	15,913	+148.48	1,325,545	358,291	+269.96
Television	April	60,047	32,814	+82.99	3,563,538	1,729,312	+106.07
	4 Months	278,107	136,325	+104.00	15,111,452	6,780,163	+122.88
Tape recorders	April	232,327	245,642	-5.42	3,713,747	3,300,919	+12.51
	4 Months	825,493	848,445	-2.71	12,945,707	10,971,682	+17.99

U.S. imports from Hong Kong***

Transistor radios	April	201,479	88,028	+128.88	628,082	334,689	+87.66
	4 Months	794,157	294,075	+170.05	2,464,562	1,095,100	+125.05

U.S. imports from Okinawa***

Transistor radios	April	44,276	29,540	+49.88	154,478	112,806	+36.94
	4 Months	173,824	115,834	+50.06	586,239	438,413	+33.72

U.S. imports from Taiwan***

Transistor radios	April	30,700	29,016	+5.80	78,157	103,546	-24.52
	4 Months	94,688	60,896	+55.49	239,561	200,332	+19.58

****Source: U.S. Customs

LOOK AHEAD

TO THE BIG HALF OF THE HOUSEWARES YEAR

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

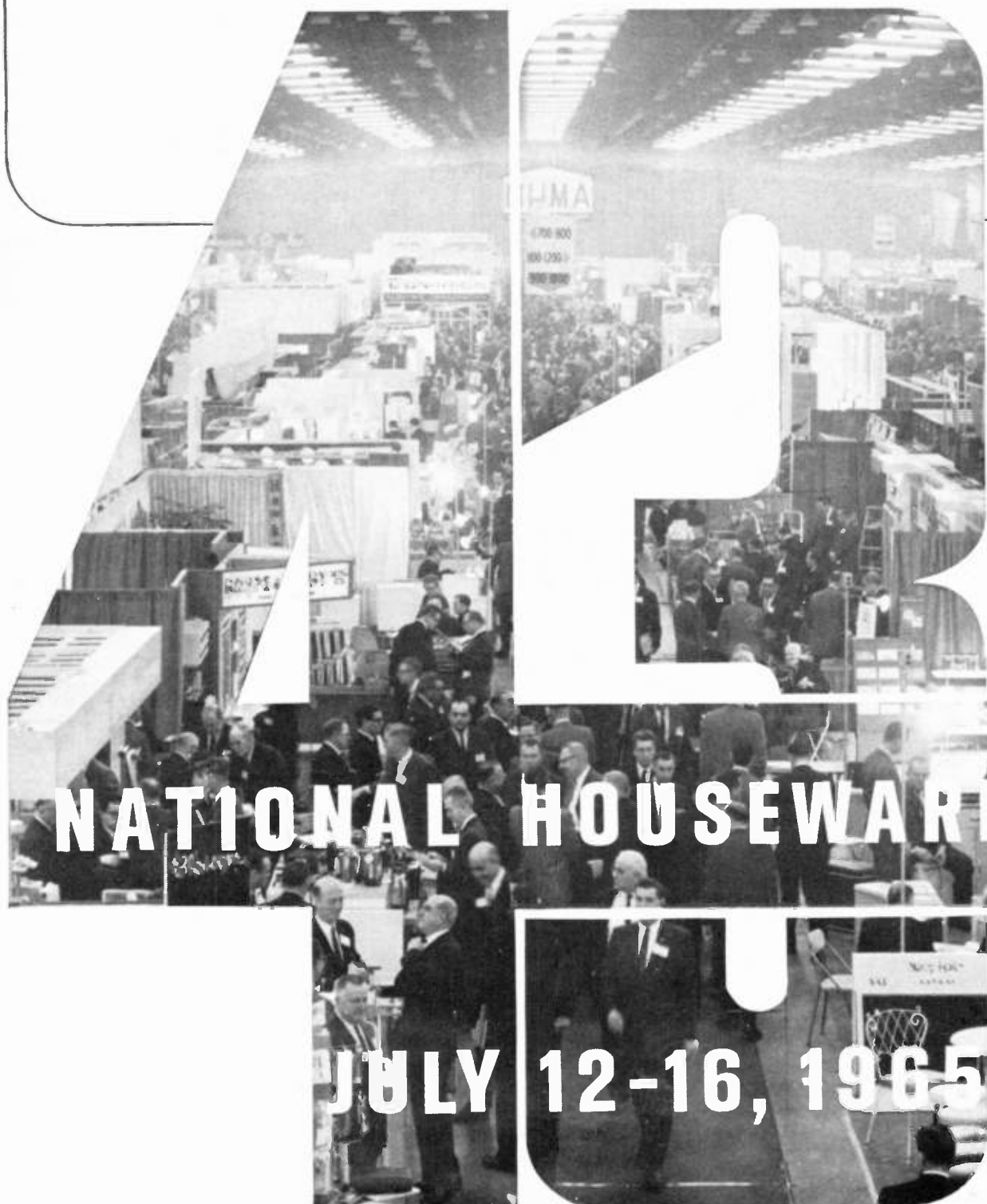
For 27 years the NHMA Housewares Exhibits have helped set the pace for the Housewares Industry. Here is where housewares manufac-

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

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

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NATIONAL HOUSEWARES EXHIBIT

JULY 12-16, 1965

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CHICAGO**



Fridgette/National washer-spin dryer

Fridgette/National introduces a new line of compact washer-spin dryers.

No.WS-HT5/25 features a Speed-Spin Thermo-Action element, which allows the complete drying of a 5-lb. load in about 30 minutes. No.WS5/25 washes and spin dries a 5-lb. load in about 15 minutes.

Both units are mobile and require no fixed plumbing; they may be attached to the faucet of any sink. They are 25 inches wide by 16 inches deep, and are designed for use in apartments, summer homes, motels, and trailers.

The washer and spin dryer operate simultaneously: while one load is being spin-dried, a second load

may be washed. A safety feature automatically shuts off the motor of the spin dryer when the lid is opened. Both models operate on 110v and carry a one-year warranty. No.WS-HT5/25 retails at under \$160; No.WS5/25 retails at under \$140. *Fridgette/National, 5745 W. North Ave., Chicago 39, Ill.*



Penguin refrigerator

The Penguin refrigerated cabinet No. 1800 (photo left), recently introduced by Springer-Penguin, is available in hand-rubbed walnut or mahogany finish. The complete exterior cabinet—front, back, top, and serving section—use the same genuine hardwoods.

The top and interior serving sections are processed against cigarette burns, alcohol, and juices. The compressor-operated refrigerator plugs into standard AC outlet. Polyurethane foam in-place insulation assures constant temperature. Refrigerated area capacity is 3½ cu.ft.

Interior features include a one-piece plastic liner with sanitary corners; automatic self-defrost, four full-size ice trays, and a magnetic door closure. Pulls are finished in antique brass. Base has adjustable height glides. Overall dimensions: 41 by 42¾ by 10¾ inches. *Springer-Penguin Inc., Brookdale Pl., Mt. Vernon, N.Y. 10550.*



Norcold dual-voltage refrigerator

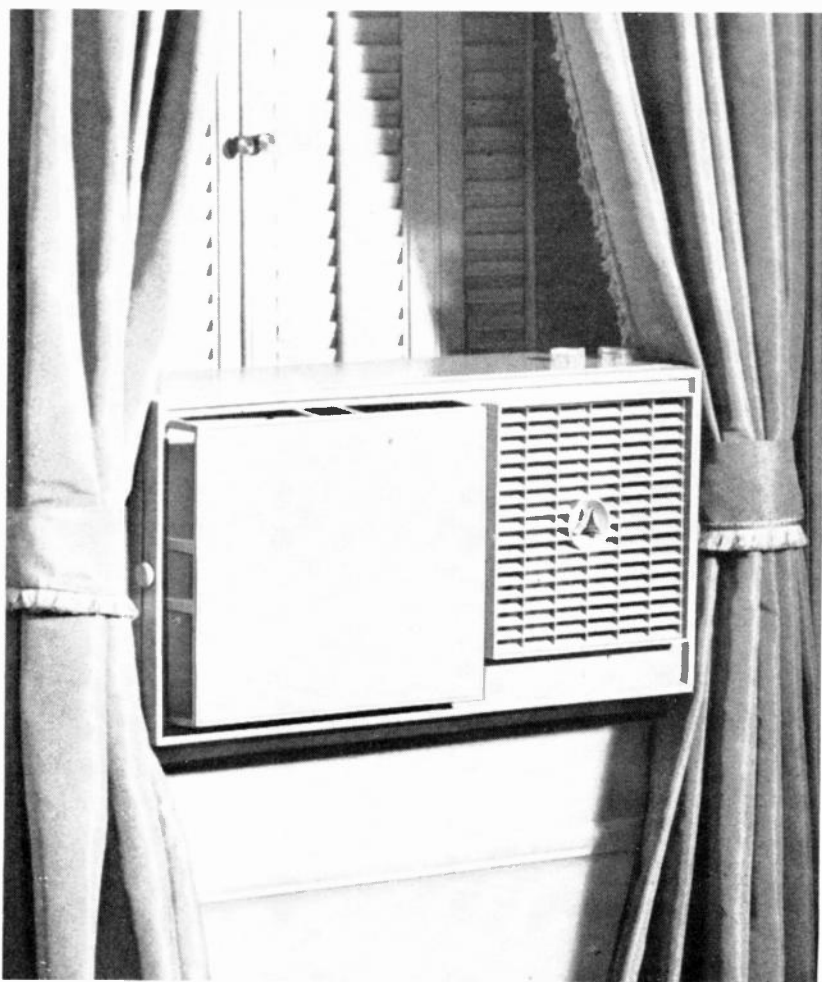
Opening new markets for refrigerators, this dual-voltage compact compressor refrigerator for boat owners and campers will be introduced this month by Norcold.

No. DE-250 refrigerator operates on 12v direct, or 110-115v AC. Can be converted from one power supply to the other by simply flipping a switch. It can be installed as a built-in, and has a capacity of more than two cu.ft., with storage space for large and small bottles and food items. The freezer section holds ice cubes and frozen foods.

Unlike absorption refrigerators, No. DE-250 operates efficiently even when not in a level condition. Comes in a simulated walnut-grain finish only, with drip-tray and wire shelves. Carries a five-year warranty on compressor and a one-year warranty on other parts. The suggested retail price is \$149.95. *Norcold Inc., 16200 S. Maple Ave., Gardena, Calif.*

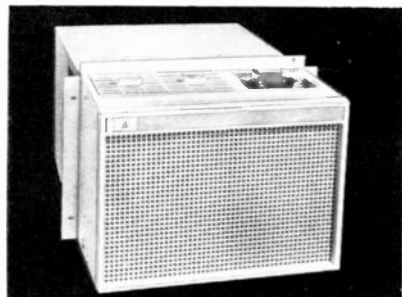
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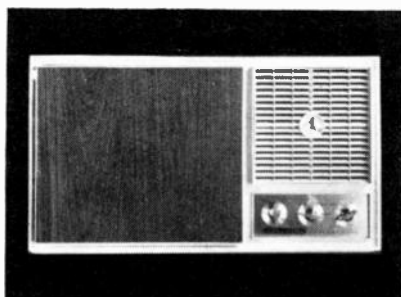


I'm the Welbilt Hush Master. No other budget priced air conditioner offers my decorator design and luxury features. The richly embossed front panel, the smart sand dune beige color, the gleaming gold accents take me out of the bottom of the line class. I'm a unit your customer will be proud to show off, not have to hide. As for performance, I flood the room with 4,300 or 6,000 B.T.U.s of cooling, with the merest whisper of sound...install in just seconds, simply by setting in the window and opening the weather tight Expand-O-Mount. Let your customers compare the Hush Master with any other model offering the same BTU capacity. Then, ask them to guess the price. Mr., we've made a sale.

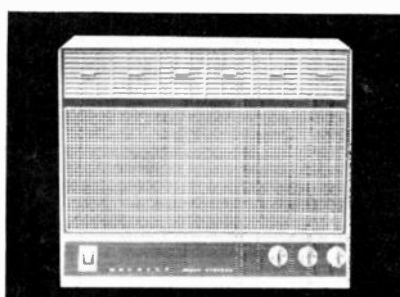
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RCA Whirlpool Model EMT 171, left, offers a certified 16.7 cu. ft. of storage space with 27.6 sq. ft. of shelf space. The top-side freezer holds 137 lbs. of frozen food. Model EMB 191, right, has 18.5 cu. ft. capacity, 30.8 sq. ft. shelf space and the



bottom freezer holds 183 lbs. Occupying only 32"x26-3/16" floor space, both hug flush to the wall, with no protruding coils. For information write Whirlpool Corporation, Benton Harbor, Mich.

freezer ↑...freezer ↓

these urethane-insulated
 **Whirlpool** Refrigerator-Freezers
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 in only 32" x 26" floor space!

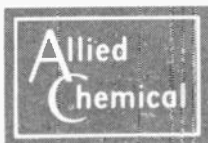
RCA Whirlpool appliances are products of Whirlpool Corporation, Benton Harbor, Mich. Trade-marks  and RCA used by authority of trademark owner, Radio Corporation of America.

Whirlpool Corporation and NEMA certify the capacities and shelf areas of these handsome combinations . . . 18.5 cu. ft. in one, 16.7 cu. ft. in the other. Both are substantially greater than the refrigerator you could fit into the same kitchen space just a few years ago.

Urethane insulation makes the difference. A sturdy rigid foam that adds extra structural strength to the cabinet, foamed-in-place urethane is twice as efficient as the next best insulator. So it permits the thinner wall construction now found in all the best low-temperature appliances. With less space wasted on insulation, inside cubage and dimensions grow tremendously while outside dimensions remain the same.

And urethane insulation maintains its peak efficiency for many years because it doesn't mat or settle down, doesn't leave gaps to let heat enter.

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.



Muntz 23-inch color tv

A second series of 23-inch rectangular-tube color tv sets is announced by Muntz.

This new group features lowboy styling in Early American and French Provincial decor. The cabinets are of natural hardwoods, with maple and fruitwood veneers. Each set is equipped with a 26,000v power transformer chassis, automatic degaussing, memory tuner, pilot light, solid copper circuitry and simple dual operating controls. Rare earth phosphors are used on all picture tubes to insure brighter picture colors. Manufacturer's suggested list: \$495. Muntz TV Inc., 1020 Noel Ave., Wheeling, Illinois.

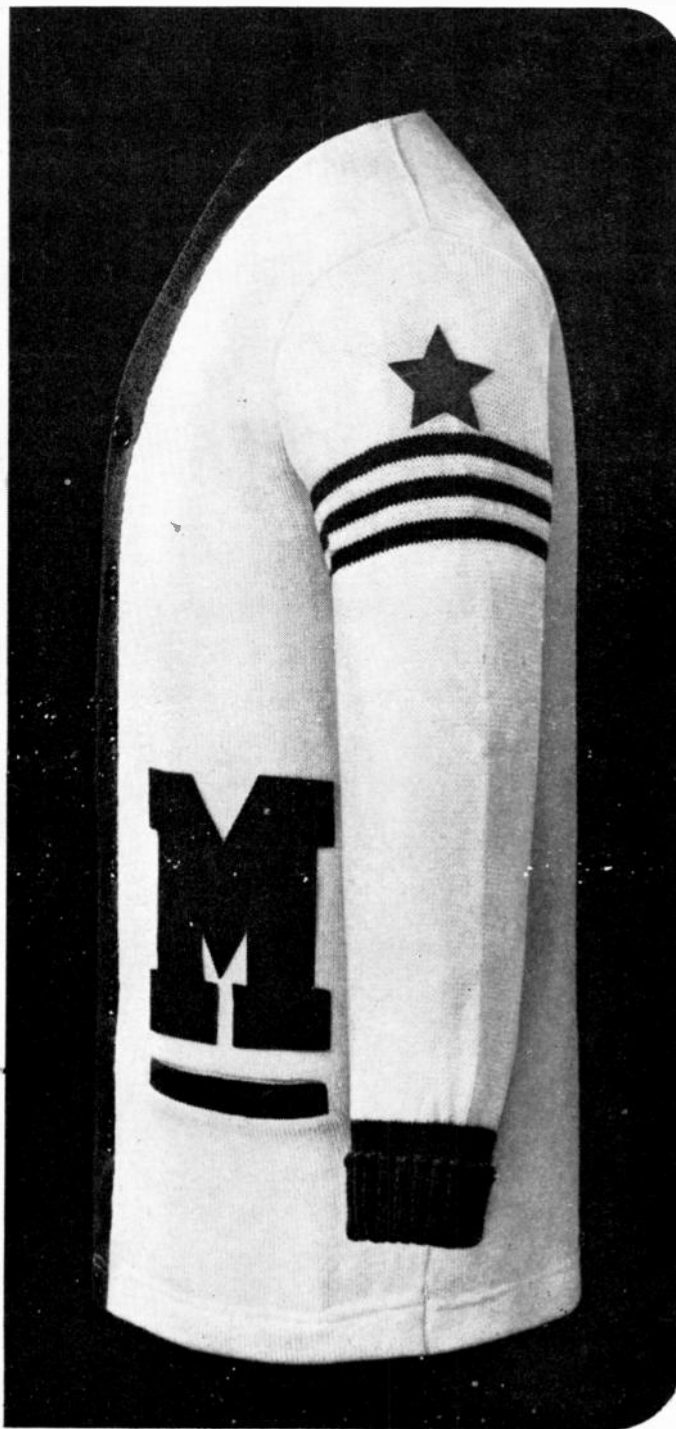


Chambers slide-in range

New from Chambers is its 30-inch Slip-In Range, which features a removable oven door with or without full-view glass panel; it also has a lift-up top for easy cleaning and an electric clock with a timer.

According to the manufacturer, the new unit is designed especially for kitchens where space is at a minimum. The unit measures 30 inches wide, 36 inches high, 24 inches deep.

The new unit is available in two deluxe finishes and five decorator porcelain colors. Top model is finished in Chambers' Satin Chrome. Suggested retail price is \$226. Chambers Corp., Box 177, Cleburne, Texas 76031

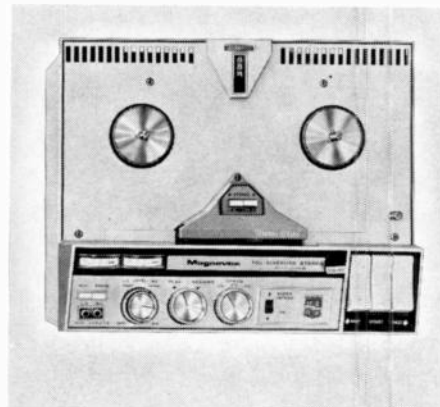


Magnavox stereo hi-fi radio-phonos

Magnavox announces the introduction of six new Astro-Sonic stereo hi-fi radio-phonos. Three units, priced at \$398.50, include fully transistorized 30w stereo amplifier and solid-state stereo FM/FM-AM radio. The Madrid, a 40w Astro-Sonic stereo radio-phono (above) is priced at \$459.50. It features Micromatic record player with 1/10-oz. tracking pressure diamond-sapphire stylus with 10-year warranty, solid-state FM-AM radio with stereo FM, tuning meter, FM stereocast indicator, fly-wheel tuning, tuned RF stage on FM and AM, step bass and treble controls, solid-state 40w stereo amplifier, 3-position speaker selector, terminals for remote speakers, auxiliary tape input, record storage.

Cabinet styles and finishes: Danish Modern in natural walnut, French Provincial in distressed cherry, three Mediterranean models in light pecan, and Danish Modern in natural walnut. Prices range to \$595.

Magnavox is also showing its Imperial series tape deck drop-in tape recorder, model 1KA201, featuring speed control, play-record control, 2-level control, 3 speeds, pushbutton operation, two microphone input jacks, two level meters, superimpose switch, 7-inch reels, pause control switch, four tracks, stereo and monaural record and playback, digital counter, microphone and radio record controls, and fast wind-rewind controls. Magnavox Co., 270 Park Ave., New York, N.Y.



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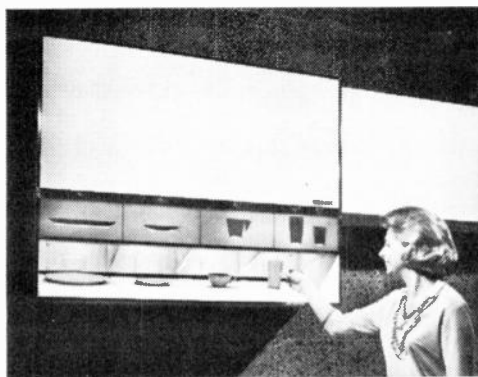
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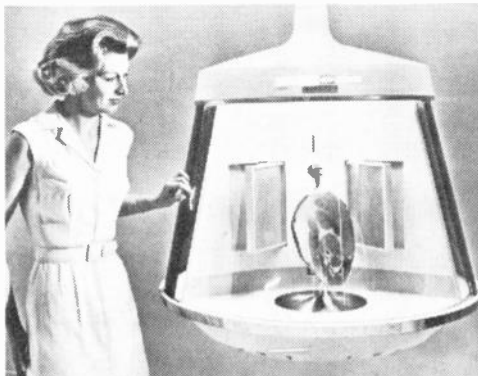
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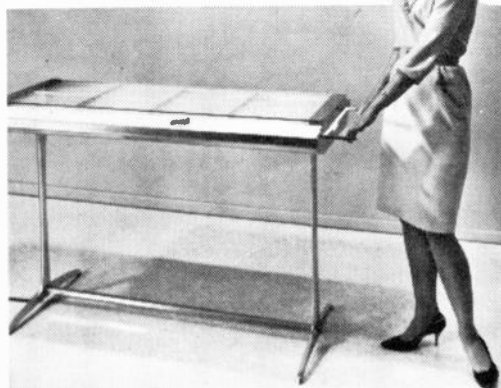


THIS FANTASTIC NORGE DISHMAKER actually makes plates, cups and saucers "to order" for every meal. Push a button and it molds attractive dinnerware from sheet plastic heated by Gas burners.



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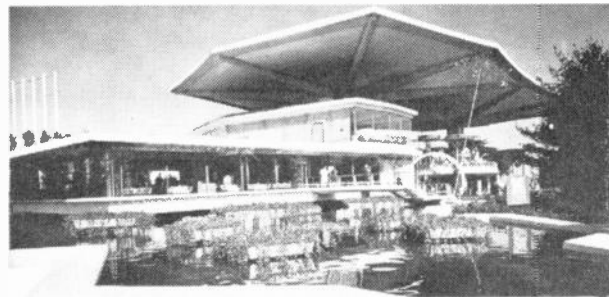
YOUR FUTURE GAS RANGE by Norge will be slim-lined and easy-to-manuever. Move it anywhere, indoors or out. Cook-top is flat, translucent, super-efficient.



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Ronson ad poses a question; shaver manufacturers answer

One of the ads in Ronson's current consumer campaign shows a man looking into a mirror, examining the stubble on his face. The copy says: "He's going to shave with his Ronson." Then it asks: "Isn't that kind of hard to do with a cigarette lighter?"

That ad points out to the consumer that Ronson makes many products besides lighters. For the housewares industry, it points out a growing trend toward diversification. It further points up the fact that many manufacturers who now produce shavers are moving into broader roles in the housewares industry at a rapidly accelerating pace.

Ronson faces a double challenge because its name is associated so closely with cigarette lighters. It must build an image as a shaver manufacturer, and also as an electric housewares manufacturer. For the first time, Ronson is moving into the cooking appliance field with the recent purchase of the assets of Fleck Corp., a producer of broilers.

Of the Big Six shaver manufacturers, Schick Electric Inc.—under its former president Robert F. Draper, who now heads Sunbeam's Oster subsidiary—first made the plunge into electric housewares. Schick was followed by Ronson, Norelco, and, most recently, by Charles Levin & Co., makers of Charlescraft and Shavex products. Among the Big Six, Remington has

stuck the closest to the shaver field. The other major producer, Sunbeam Corp., already has achieved what the other five are seeking.

Success in diversification for shaver manufacturers generally has come with products that fall into the health and beauty field.

Charlescraft Corp., a subsidiary of Charles Levin & Co., plans to stick close to the health and beauty field in its expansion plans. Recently introduced products from Charlescraft have been: a hair dryer, a cordless toothbrush, a high-intensity sunlamp, and a cool-mist vaporizer. Charles Levin, president of Charlescraft, said the firm will add a Shavex cordless shaver within the next year.

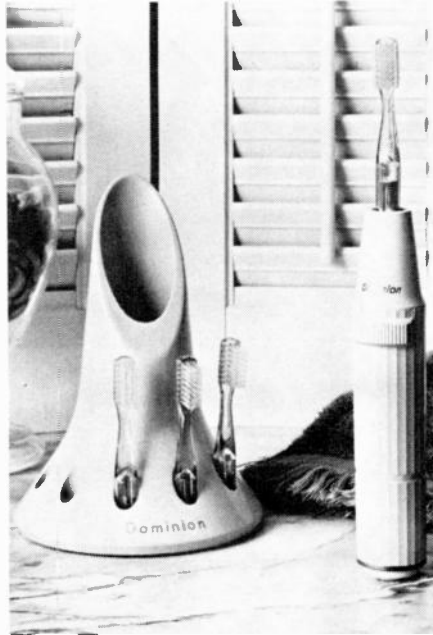
Schick Electric—with two new financial supporters, Eversharp Inc. and Technicolor Corp., joining Revlon Inc. as major stockholders—is expected to step up its diversification in the area of electric housewares. North American Philips (Norelco) has been expanding its electric housewares line, already having moved into a stronger position in the consumer electronics field. Ronson's purchase of Fleck indicates that the firm is far from discouraged with its housewares efforts, despite the poor showing of its original Can-Do opener-sharpener-mixer. Charlescraft's new housewares products add further evidence of the trend toward diversification.



Dominion's new cordless knife



New manicure has lightweight handle



New Imperial cordless toothbrush

Dominion gets 10 new products ready for July shows

Dominion Electric Corp. of Mansfield, Ohio, is introducing a new cordless slicing knife, a power manicure, and a new cordless toothbrush among its 10 new products planned for July showing. The rechargeable knife features new styling and a Sure-Lok safety switch; it will retail for about \$39. The power manicure features a power handle that is lightweight, because the transformer has been moved to the outlet end of the plug; it will retail at about \$19. The new toothbrush is an Imperial line model, to retail at under \$16.

Other new products include three hair dryers: a fast-drying portable with tapestry styling, No. 1840, at about \$22; a hatbox model, No. 1837, at about \$17; and an Imperial promotional model, No. 1826, at under \$15. Three new irons also are being offered: a new version of the See 'N Spray iron, No. 1092, at about \$24; a new steam iron, No. 1097, at about \$15; and an Imperial steam iron, No. 1095, at under \$14. A Teflon-coated Roast 'N Fryer skillet, model 2261, also is being introduced, and will retail at about \$24.

□□□□ **Sunbeam will fair-trade snow throwers** beginning with its 1965-66 line now being introduced (MW, 7 Jun., p.27). Retailers will be required to sign fair-trade agreements in states where laws permit. Six of the seven models in the new line will be fair-traded. The promotional model will not. The fair-trade prices are the same as the "full-margin retail" prices previously announced for the six models. The Sunbeam move marks a return to fair-trade for the firm, which has been using consignment on its Vista electric housewares line to protect pricing. Presumably, if fair-trading proves successful on the snow throwers, other lines—particularly power mowers—eventually may be fair-traded.

□□□□ **Watch the clock producers** as they move to diversify their product offerings. First the shaver "specialists" diversified, followed by the vacuum cleaner manufacturers. The clock-timer field appears to be next. Examples: Westclox' power manicure, Time-All's outdoor lighting, Session's birth-control timing device.

□□□□ **Sessions Clock Co. picked perfect timing** for previewing its new birth-control timing device (MW, 31 May, p.25) in New York City this week. The preview precedes the American Medical Assn. convention in the city and follows the U.S. Supreme Court decision striking down an anti-birth control law in Session's home state of Connecticut.

□□□□ **Time-All's new outdoor lights** will be sold in two kits priced at \$79.95 (with timer control) and \$69.95 suggested retail. First reports that the Inter-matic Time-All Division, International Register Co., of Chicago, would enter the new field appeared in these pages two weeks ago (MW, 31 May, p.25). Each kit will contain six lamp housings with sealed-beam floodlights, ground stakes, mounting brackets, 100 feet of outdoor cable, an indoor-outdoor transformer, and colored lenses for changing the lighting effect. The step-down transformer plugs into any standard 110v household outlet and reduces the current to a 12v level for safety in use even around water. The timing device is built into the transformer case in the more expensive kit.

□□□□ **The deep-heat massager will star** in Chicago at the housewares shows. Several additional firms are reported ready to enter the field, including some name-brand electric housewares producers. The deep-heat massager, like the 24-hour timer, has been gaining in volume and attracting much interest.

□□□□ **Stetson's Melamine line** for the July Housewares Show will continue to carry the Melmac trademark of American Cyanamid Co., according to company president Philip R. Stetson. Allied Chemical, competitor of American Cyanamid in selling Melamine resins, recently acquired Stetson Corp.

□□□□ **GE sees a 90-day head start**, at best, on its new Teflon-coated iron (for details on GE's new line, see p.8). A spokesman said GE expects to see competitors quickly coat the soleplate of an iron for showing next month in Chicago.

HOUSEWARES

□□□□ **Lower hair dryer pricing from GE** is on tap for the fall selling season. General Electric has reduced retail prices on two models by \$5 and \$8, and is bringing out a new portable at \$16.98—a price the company dubs an “outstanding consumer value.” GE has cut the suggested retail price on its HD-7 Medalion hair dryer from \$34.95 to \$29.98, and on its model HD-2A from \$29.95 to \$21.98.

GE also is changing retail prices on two clocks. The lighted-dial Sparkle (model 7281K) has been reduced from \$8.98 list to \$6.98, and the cordless Freedom clock (model 2076) has been increased from \$27.95 list to \$29.98. Also cut, from \$9.98 to \$7.98, is a scone set sold with its Stardom clock.

A reduction from \$21.95 to \$20.98 on the C-126 skillet rounds out the GE price changes for the second half. GE previously announced lower prices on slicing knives (MW, 7 Jun., p.21). (For a report on GE's new housewares entries for fall selling, see p.28.)

□□□□ **Toothbrush pricing is on the downswing**, judging from trade reports and from previews of new rechargeable models planned for July introduction. General Electric, for example, is for the first time offering a rechargeable toothbrush at under \$19.98; this new model will carry a \$16.98 suggested retail price. Dominion Electric Corp. also is adding a promotional toothbrush, to its Imperial line; it will retail for an under-\$16 list. Additional name-brand models with under-\$16 lists are expected.

Competition among manufacturers has increased along with the rapid growth of the market for electric toothbrushes. Sunbeam Corp., in particular, has come up fast. And DuPont caused some pricing problems for rechargeables when it became the first nationally known company with an under-\$10 toothbrush that operates on regular flashlight batteries.

Now that the \$20-list rechargeable toothbrush regularly retails for \$12 or less, the question facing the industry is: at what retail price will the \$16-list rechargeable be selling this fall?

□□□□ **GE's fall marketing program** is being built around the biggest advertising budget in the history of the company's housewares division. For consumers, there will be two refund offers, three premium deals, and a bonus offer.

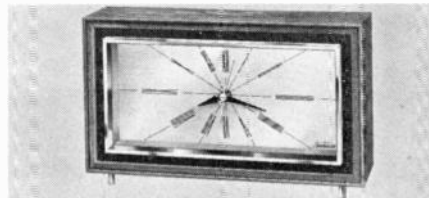
Consumers who buy the MV-1 vacuum cleaner during August and September will get \$2 back, and during September and October consumers who buy a king- or queen-size electric blanket will get \$5 back along with a \$15 certificate redeemable on purchases of Englander super-size mattresses.

Starting in September, a free Clairol hair beauty kit will come packed with HD-2AS and HD-7S hair dryers. Slicing knives during September will be sold with a free stainless steel serving fork. Purchase of a GE wall clock before Oct. 1 will allow a consumer to choose one of three reproductions of famous paintings.

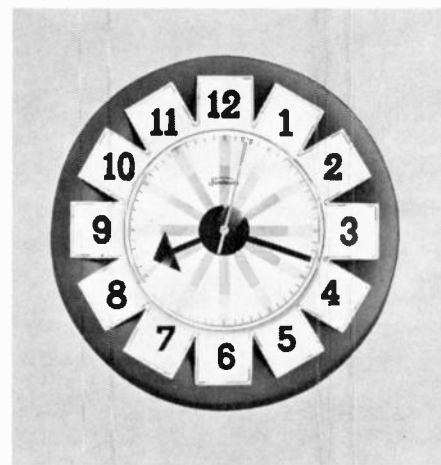
For retailers, eight new displays are available. For retail salespeople, there will be incentive programs on GE's travel toothbrush, its wall clocks, and its shoe polishers. And, there will be a limited-quantity price special on the P-31 coffeemaker at a suggested retail tag of \$12.98.



One of the four new Touch Alarms



The Avant occasional alarm, \$24.95



The Lazy Susan kitchen clock, \$4.98

Sunbeam's new clocks: The Touch Alarms are up front

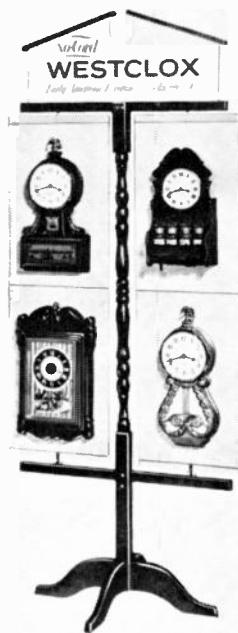
Sunbeam Corp. is introducing 11 new clocks—six alarms, three kitchen clocks, and two decorative wall models. Four of the six alarms make up the new Touch Alarm series, which includes bell-tone models for the first time from Sunbeam. The Touch Alarms feature a front finger-touch alarm control, and are priced from \$8.98 to \$12.98 full-margin retail. The two other new alarms are: the Avant, model B110, with a solid walnut case (shown); and the Boudoir, model B107, styled in the shape of a perfume vial, at \$12.95 retail.

The three new kitchen wall models

are: Lazy Susan (shown); cordless Glitter, model AC107, with a gold-flecked tile frame, at \$9.98; and Country Squire, model A108, with pendulum, at \$14.95. Among the new decorative wall clocks are the Sunburst Starwood (cordless model AC-529) and the Impressionist (model AC515); both clocks will retail at \$24.95.

In conjunction with its new clocks, Sunbeam is offering seven display units, a clock decor book entitled *Sands of Time* for use as a retail mailer, and two drop-ship assortments, each composed of 12 clocks.

Westclox display designed to move Early American line



Westclox Division of General Time Corp. is offering a free Colonial-style display unit with the purchase of a 12-model assortment of its new Early American No-Cord decorative wall clocks (MW, 24 May, p.26). Assortment No. 59006 consists of two each of the six clocks that make up the line; each model retails at \$19.95. The display features revolving panels; it measures 32 inches wide, 75 inches high, and 24 inches deep.

Five of the six new clocks come in cases of polystyrene that are antique-finished. One of the clocks, the Spice Chest model, has a wood case finished in cherry.

The other clock models are: Cranbrook, featuring an acorn ornament; Connecticut Banjo, with scenes of sailing ships; Sturbridge, with a 10-sided face; Boston Lyre; and Patriot, which is octagon-shaped.

KEY MOVES

Westinghouse—Harvey G. Dickson assumes the new position of mgr of specialty markets; Dickson will be based in Chicago, and will direct catalog, premium, and incentive sales.

Hamilton Beach—Robert F. Ford is named mgr of its central region, with headquarters in New York City: H.B. Caporal joins the company as district sales mgr for the New York metropolitan area.

Ronson—William B. Gassaway is appointed vp-marketing of U.S. electric appliances; Gassaway was formerly general sales mgr for Hamilton Beach.

Troy—Noah Shaw joins the company as director of sales.

Eureka Williams—Louis F. Viggiano, former sales mgr for Vornado, is now New York regional sales mgr.

RCA Whirlpool—Boyd Corp. will distribute RCA Whirlpool vacs in Cam-

bridge, Mass., Providence, R.I., and in Maine.

Hamilton Cosco—William S. Bogulas is appointed international sales mgr; the appointment coincides with the company's plans to expand sales efforts in Latin America; Mrs. Lydia Cherniakova is appointed to Hamilton Cosco's newly created position of color coordinator and stylist.

Lawn Boy—Jack Kiland is named district sales mgr, upper Midwest.

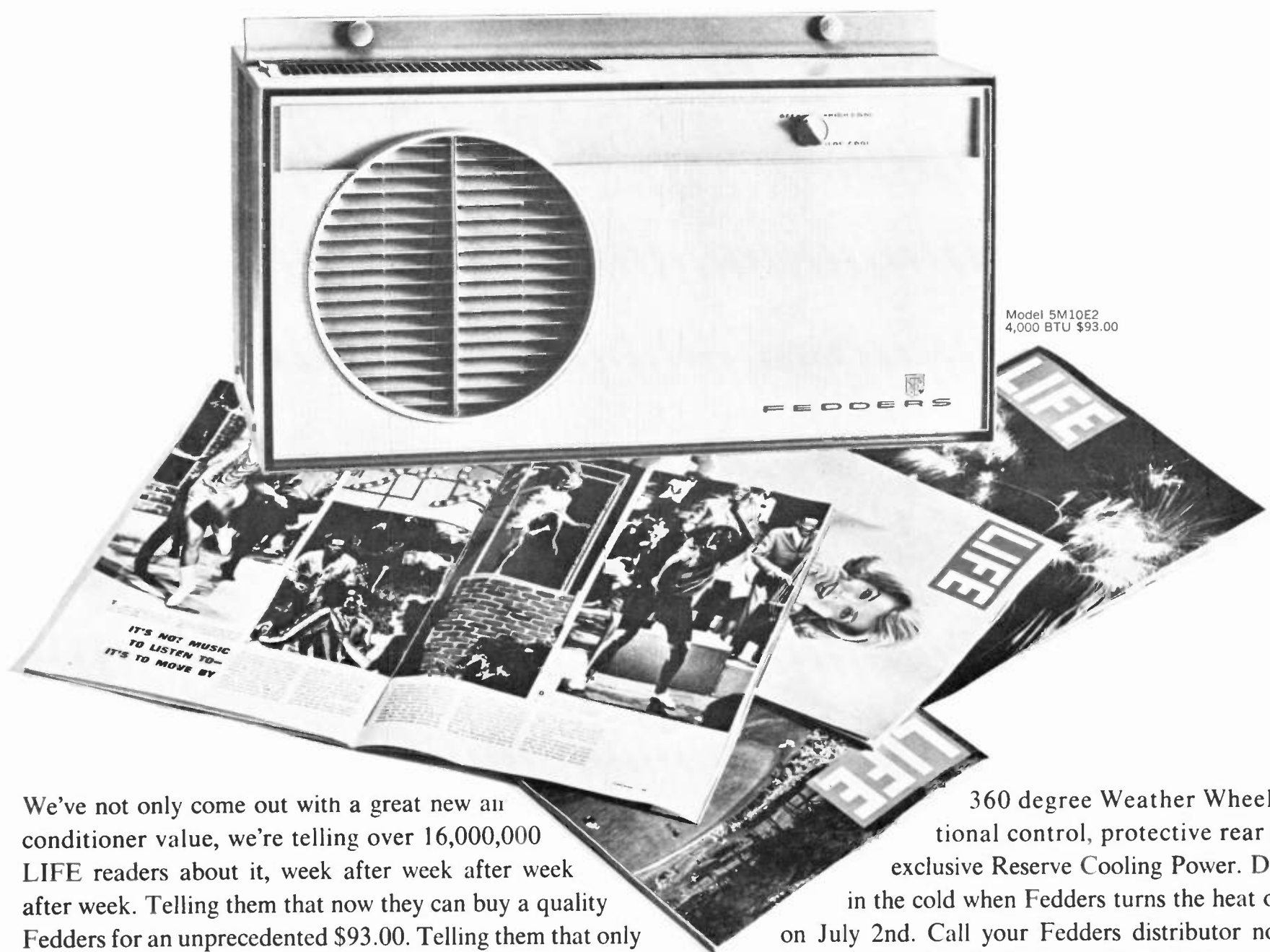
Ekco—Thomas P. O'Donnell joins the company as mgr of market planning.

Roto-Broil—Ralph Calamar is named marketing vp.

Casco—Robert R. Renner is appointed vp and treasurer; Frank L. Robbins is appointed vp in charge of engineering and manufacturing.

Imperial Knife—C. Read McLean assumes the new post of director of marketing for tableware.

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Model 5M10E2
4,000 BTU \$93.00

We've not only come out with a great new air conditioner value, we're telling over 16,000,000 LIFE readers about it, week after week after week. Telling them that now they can buy a quality Fedders for an unprecedented \$93.00. Telling them that only Fedders at this price offers all these features: 2-speed motor,

360 degree Weather Wheel air directional control, protective rear grille, and exclusive Reserve Cooling Power. Don't be left in the cold when Fedders turns the heat on in LIFE on July 2nd. Call your Fedders distributor now for full details. And be sure to ask about your Portable Money Maker Kit.

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World's largest selling air conditioner



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You can profit by selling fine fidelity recording at 3½ ips. SCOTCH® Brand "Dynarange" Series Tape is on the way.

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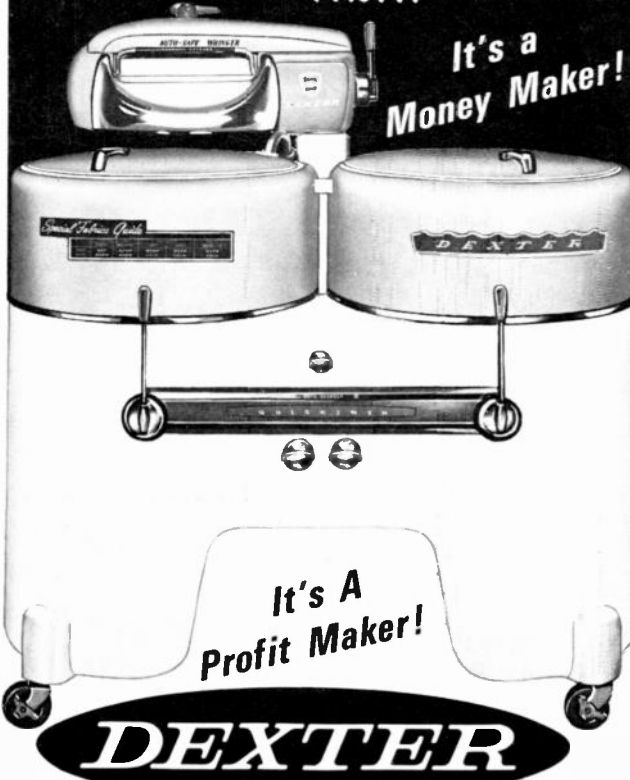
Magnetic Products Division 3M COMPANY

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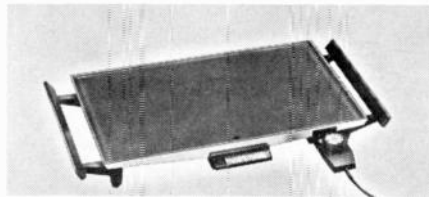
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FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa

HOUSEWARES



GE's new Teflon-coated griddle



Innovation: the non-stick soleplate



GE's first salon-type hair dryer

GE plays for Teflon strength, coats an iron, five other items

General Electric Co., although late in joining the Teflon revival, is one-upping its competitors by applying the non-stick surface to its product stronghold—the iron. The Teflon-coated soleplate of GE's iron highlights six new non-stick products being introduced at the July housewares shows.

In addition to the new Teflon line-up, GE also is adding 28 clocks—including an automatic 24-hour timer for the first time; it also is offering new hair dryers, including GE's first salon-type model.

GE's Teflon-coated iron, designated model F81T, is similar to its current model F81. The new model will carry a \$20.98 suggested retail price, making it the highest in the GE line. Gray-colored Teflon is used.

The Teflon-coated soleplate, GE claims, prevents starch and lint from building up, prevents corrosion, provides easy cleaning, and prevents rough snags from forming on the soleplate surface. DuPont Teflon has long been used on ironing board covers, and Tri-Point Industries has marketed a Teflon-coated attachment for iron soleplates.

A second new iron from GE is a manual spray version of its "power" spray models. The new iron, model F82, has a suggested retail price of \$17.98. It permits spraying at any fabric setting, rather than just at wash-and-wear settings, as provided on the "power" spray models.

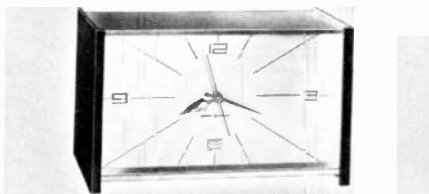
Biscuit-brown Teflon coatings are used on three of GE's four new skillets, on an automatic griddle and a grill/waffle-baker combination. The

new Teflon-coated frypans are: 12-inch high-dome model C126T, suggested retail \$23.98; 12-inch buffet-styled C-127T, \$26.98; and 11-inch high-dome buffet C115-T, at \$24.98. The fourth skillet, an 11-inch high-dome model C-116, retails at \$18.98. The Teflon-coated griddle, model EG-1T, has a suggested retail price of \$32.98; the grill-waffle combination, model G44T, retails at \$27.98.

The 24-hour timer, model 8110, carries a suggested retail price of \$12.98; it is styled in beige and dark brown. Of the 28 new clocks, eight are alarms, eight are occasional and special clocks, and 12 are kitchen and wall models. Ten models are battery-operated.

The new salon-type hair dryer, the Classic HD-50, has a suggested retail price of \$34.98. Styled in beige and off-white, it is designed to fold for portability. The dryer features 4-position heat control. A new portable hair dryer, La Parisienne HD-10, features an "instant-heat" unit, four heat settings, and a rigid carrying case with a tapestry panel of a French street scene; suggested retail is \$26.98. A promotional hair dryer, model HD-11, at \$16.98, comes in a rigid white plastic storage case in simulated leather. It also features four-position heat selections.

A new toothbrush, the 5106, at \$16.98 suggested retail, rounds out the new product offerings. It is priced at \$3 less than other models in the GE line. Model 5106 comes with two toothbrushes, power handle, recharger base and is styled in mint blue.



The new \$55 Consolair clock



GE's first 24-hour automatic timer



GE's under-\$20 Seasons wall clock




**even one
bug on the line
bugs us!**

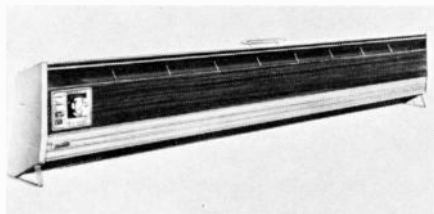
One thing we can't stand is bugs. At some plants it may take a V.P. and authorization in quadruplicate to stop production dead to get some bugs out. But not here at Whirlpool. We've got over 1788 quality control checks on refrigerators. 1700 on freezers. 2000 on washers. Even 40 on a range clock control. And so on. But . . . when a Whirlpool line supervisor does spot a problem, he waits for no man. He bangs that red STOP button and starts corrective action fast. And we at Whirlpool sleep like babies because we're shipping our RCA WHIRLPOOL distributors and dealers the very best

appliances men and machines can build. They benefit and their customers benefit. So, if you're as hot about bugs as we are, give one of our distributors a call. No obligation. It'd be a sort of mutual admiration society meeting.



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Markel heaters

Markel announces three new series of heaters.

A deluxe portable automatic base-board Heetaire (above) with slim styling and wood-grain finish, features a twin-core sheathed element with nearly 300 sq. in. finned radiating surfaces, guaranteed for five years. This element is bonded for silence and sealed for safety. Its de-

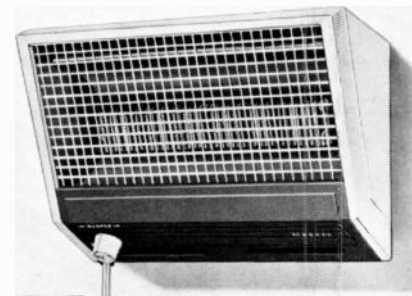
sign eliminates contraction and expansion of metal.

A built-in thermostat automatically controls the heater temperature. Double baffling maintains a low surface temperature. Model No. 15T is a three-heat unit with push-button controls. The top button produces 500w for small rooms; the second button produces 1000w for medium rooms; the third button produces 1500w for large rooms. The last button shuts the unit off. There are no moving parts. Models 12T and 14T are single-heat units with the same styling as No. 15T; No. 12T is a 1000w unit and 14T is a 1500w unit; both have automatic thermostat control. All fit snugly to room base-board; weight is 22 lbs.

Wall-Tach portable electric heater (right) is automatic, with built-in mounting device, which unfolds spacing arms to locate heaters at the proper distance from wall and ceiling, then folds back into unit. It mounts high on walls for bathroom, office, or workshop, where supplemental heat is required. Finished in beige and mahogany baked enamel, the No. 400T has a 750w element.

Fan-Glo heaters are available in four models. Features an option of separate control for switching on first radiant heat or fan-forced, or both. No. 197T, a 1320w unit, and No. 198T, a 1650w unit, are automatic Heetaires with thermostat control and separate on-off switch. No. 195 and No. 196 are manual three-heat

Heetaires. Two switches give choice of radiant heat, fan-forced, or both. A quiet fan draws in cold air from floor level and circulates it around elements. *Markel Electric Products Inc., 145 Seneca St., Buffalo, New York. 14203.*



This is the control
...that sells the sizzle
...that sells the steak
...that sells the range



Robertshaw's UA FLAME MASTER for automatic oven control—one of the best sizzle-sellers in the business.

The best salesman is still the one who sells the sizzle instead of the steak. And it's the special features, like Robertshaw's UA FLAME MASTER, that sells one range over any other. The UA FLAME MASTER furnishes all the fundamental features of Blue Star gas ranges AND Continuous Flame Smokeless Broiling. It gives any range one more plus feature that adds up to more sales. The magic of the gas flame consumes the smoke with the oven door closed, and places a flame-seasoned, golden brown steak on the table. With Robertshaw's new family series of Universal Controls, you offer customers all the advantages of convenient, modern, automatic cooking. Sell the control . . . sell the sizzle . . . and you'll sell the range.

New Stanton Division, Youngwood, Pa. • Lux Time Division, Waterbury, Conn. • Canadian Affiliates, Toronto, Canada

Robertshaw 



Krestline kitchen canisters

Speko Products is now shipping its walnut-trim Krestline canister sets. The firm showed mock-ups of the units at the January housewares shows, but only recently began production.

The Bin-Kanister Cabinet no. 609W (above) is styled in modern lines with K-shaped sides. The large-capacity bins tilt forward and remain balanced open for one-hand use. Available in chrome, brushed copper, or brushed stainless steel, the units have fronts fitted with walnut handles and with labels. Capacities are: 6 lbs. of sugar, 5 lbs. of flour, 2 lbs. of coffee, 150 tea bags or 2 lbs. of tea. Suggested list price is \$26.98.

The Kombo no. 212W (below), features four canister sections, plus a large space for bakery goods with ventilated rack, and also has a new built-in breadboard inside the bakery door. It has K-shaped sides and comes in chrome, copper, or brushed stainless steel, and has walnut handles. The canister section has capacities of no. 609W; the bakery section holds two bread loaves, and other goods. It retails from \$19.98 to \$24.98, according to finish.

Other units include a four-way paper dispenser with a spice shelf and an "ultra-compact" Bin-Kanister Cabinet, 9 1/4 inches wide, with the same capacity as no. 609W. Prices for the line range from \$12.98 to \$35.98. *Speko Products Inc., 1702 N. Milwaukee Ave., Chicago, Ill. 60647.*



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
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FLOOR CARE PRODUCTS

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

HOME LAUNDRY

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

OTHER MAJOR APPLIANCES

air conditioners, room	April	428,500	287,700	+ 48.94
	4 Months	1,428,900	1,094,300	+ 30.58
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

CONSUMER ELECTRONICS

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 28	237,782	171,519	+ 38.63
	21 Weeks	5,216,025	3,751,306	+ 39.05
distributor sales	February	892,017	664,671	+ 34.20
	2 Months	1,585,022	1,209,486	+ 31.05
b&w television production	May 28	156,686	127,536	+ 22.86
	21 Weeks	3,242,257	3,181,671	+ 1.90
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.



August 1st . . . you'll be ready to make taped music at 7½ ips just as obsolete!

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Arvin Solid State AM Table Radio with Full Feature Clock. AC Powered. **Arvin Model 56R38.** Suggested retail \$31.95

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