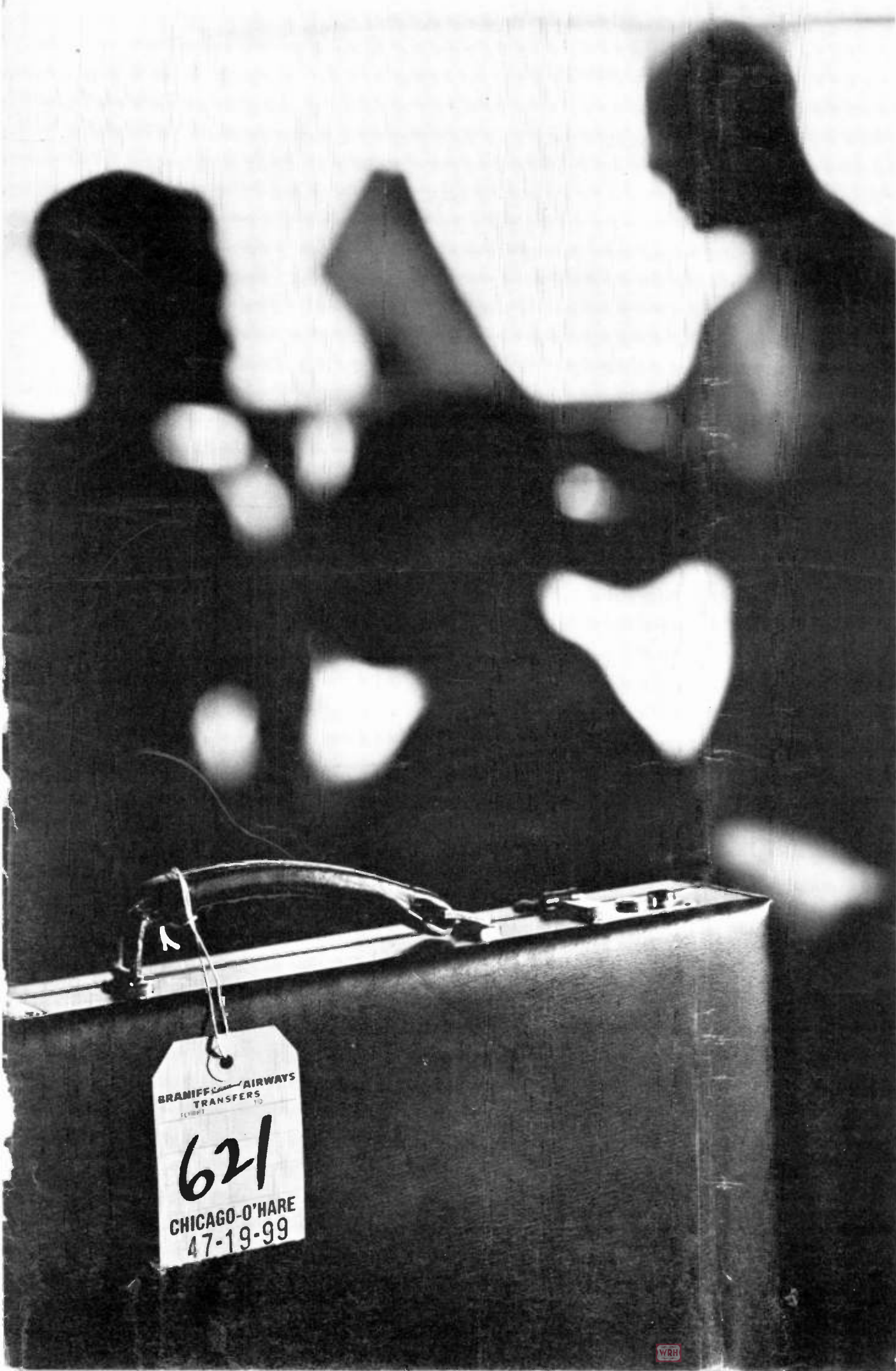


MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 27/JULY 5, 1965



ON THE INSIDE □

◀ □ □ □ Going to Chicago for the housewares shows next week? If you are, this report belongs in your briefcase; if not, read it anyway for a comprehensive analysis of the housewares industry at the half-way mark.....p.26
□ □ □ □ As for the Music Show, which ended last week, a detailed on-the-spot report begins.....p.3

AT PRESSTIME □

□ □ □ □ A new appliance era is about to begin—if GE's new low-cost silicon rectifier turns out to be the mighty mite the company says it is.

According to GE, the latest version of SCR—a solid-state super-switch and “cousin to the transistor”—will allow market introduction of a host of consumer products using this little worker by the end of the year. GE believes it has licked the price problem that has held up the application of SCR to consumer products; if indeed it has, GE may be holding the key to a significant money-saver, both at the manufacturer and retail levels.

In 1957, the ancestors of this latest SCR sold to manufacturers for \$300 apiece. Now, GE says, it can sell the plastic-encapsulated unit to manufacturers for as little as from 35 to 50 cents—depending on the voltage grade and quantity ordered. This would be about one-half the price of similar units now on the market. Prices for engineering samples, which GE can deliver within 60 days, range from \$1.05 for the 30v device, to \$1.50 for the 200v unit. GE said it was possible that some manufacturers could be showing products incorporating the new device by the fall.

continued on p.3

HOME ENTERTAINMENT PRODUCTS



1 CENT SALE

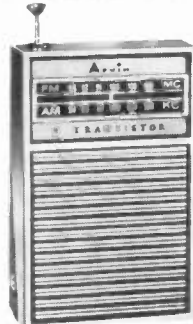
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Arvin brings you a great new way to make more money. Just One Cent can bring you a profit of up to \$94.95. That's right! When you buy 11 radios, phonos or tape recorders of any one of the models shown on this page, you get a 12th for just One Cent. You also cash in with full mark-up on the 11 sets you buy at regular price plus full profit on your bonus unit. Don't miss out on this Home Entertainment Profit First. Check with your Arvin Distributor before this limited offer expires.

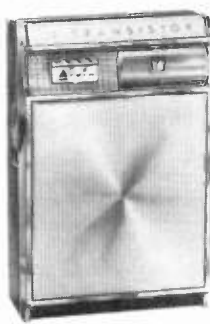
ORDER 11 OF ANY OF THESE TRANSISTOR RADIOS . . . GET THE 12th FOR ONE CENT!



Arvin 9 Transistor FM/AM Personal Portable. Arvin Model 65R79, Black. Complete with earphone and batteries.
Suggested retail \$26.95



Arvin 9 Transistor FM/AM Pocket Portable. Arvin Model 65R69, Black. Incl. battery, earphone and carrying case.
Suggested retail \$24.95



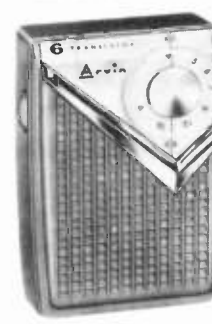
Arvin 10 Transistor Pocket Portable. Arvin Model 66R39, Black. Complete with earphone, battery and carrying case.
Suggested retail \$14.95



Arvin 8 Transistor Pocket Portable. Arvin Model 66R29, Black. Complete with battery, earphone and carrying case.
Suggested retail \$11.95

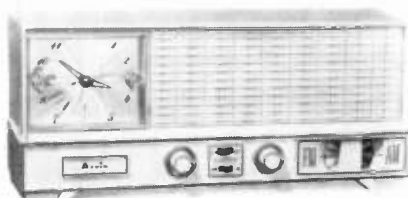


Arvin 7 Transistor Pocket Portable. Arvin Model 65R03, Red. Complete with battery, earphone and carrying case.
Suggested retail \$9.50



Arvin 6 Transistor Pocket Portable. Arvin Model 67R09, Black. Complete with battery, earphone and carrying case.
Suggested retail \$8.50

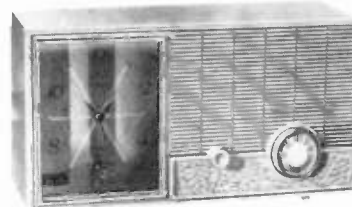
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Arvin FM/AM Full Feature Clock Radio. Arvin Model 46R07, Off White.
Suggested retail \$36.95



Arvin FM/AM Radio in High Styled Cabinet. Arvin Model 36R07, Off White.
Suggested retail \$26.95



Arvin 5 Tube Clock Radio with Wake-to-Music. Arvin Model 55R07, Off White.
Suggested retail \$15.95



Arvin Special Value Radio with 5 low-temperature tubes. Arvin Model 12R27, White.
Suggested retail \$12.95

ORDER 11 OF ANY ONE OF THESE PHONOS OR TAPE RECORDERS . . . GET THE 12th FOR ONE CENT!



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Suggested retail \$94.95



Arvin Portable Radio/Phonograph. Arvin Model 45P68, Tan and White.
Suggested retail \$29.95



Arvin 4-Speed Portable Phonograph. Arvin Model 45P49, Charcoal and White.
Suggested retail \$21.95



Arvin Transistor Tape Recorder. Arvin Model 85L08, Two-Tone Beige.
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Lower tinyvision prices	p.7	Dual distribution	p.10
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The dollar volume gap	p.3	First look at Hoffman	p.10
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Music Show hits new high notes in confidence and style

The tone of last week's NAMM Music Show was toney. That was the only word to describe the assembled offerings in the exhibition rooms at the vast Conrad Hilton Hotel.

And the audience smacked its lips. By Wednesday night when the action began to die out, a total of 17,857 had registered to inspect the units that will fight this year's marketing battles. This was up from 13,983 last year. And 5,341 billed themselves as buyers, 201 more than showed up in 1964.

Style, not price, was the name of the game this year. Not to say that people had forgotten to check where the decimal points fell, but they were quite consciously buying for a buying public that has a high-end glint in its eyes.

Translating this mood into numbers, EIA president Harper Q. North predicted that the electronics industry's consumer products sales will

climb 13% this year, setting, at \$3.35-billion, a new record and far outstripping growth in other areas of electronics.

Business going into June for the industry was moving at a good clip. B&w tv, strongly bolstered by big tinyvision business, was running about 1% ahead of 1964's pace. Dealer purchases of color were up more than 80%. Radio was up 40% and the phonograph business was up, too, although console sales were showing signs of lagging at the distributor level.

What the figures do not show is what almost everyone agrees on: the industry had a soft June. The culprit: confusion over the excise tax. "But that's understandable," said Motorola's knowledgeable S. R. Herkes. "The big question now is will we pick up what we've lost?"

The outlook at the show was definitely bullish. The excise tax elimi-

nation built new confidence into industry predictions for a big fall season. Said Ross Siragusa Jr. of Admiral: "The fall is going to build." Pointed out William Davidson, general manager of GE's television department: "For the first time in 15 years our industry will compete more equitably with other industries for the consumer dollar."

"I couldn't be any more bullish on second half business," said Robert J. Theis of Sylvania.

The question of prices: Executives were largely pleased with the industry's price situation at mid-year. "The Music Show is a style show not a price show," said Packard Bell's Kenneth Johnson. "There is equipment here that will add pride of ownership to the Great Society." Added Motorola's Herkes: "The pricing is the most stable I've seen in a long time."

But despite this confidence, some

executives had lingering doubts: Was it all too good to last? Explained one veteran: "Sure, some guys are established now at \$129.95 for 19-inch portables. But some of this is just testing. This is a numbers game and a few will be looking for their numbers pretty soon."

"This could be only the lull before a third quarter storm."

Radio prices: The price slide on imports subsided somewhat at the Music Show, although Chicago retailers often mimicked wholesale prices during the Show. For example: Goldblatt's full-page ad in a Chicago newspaper last week showed a gift-packed 6-transistor model for only \$3.75 and a horizontal FM-AM transistor portable for \$12.88. Allied Radio Corp. advertised its own 9-transistor FM-AM set the same day for \$9.99.

Leader prices on 6-transistor sets
continued on p.7

PRESSTIME *continued from p.1*

Typical applications include: portable electric appliances, such as sewing machines, coffeemakers, mixers. The SCR has applications for cordless appliances also, where it can be mounted in the handle. Hybrid controls in major appliances—surface unit controls on ranges, refined or extended automatic heat controls on dryers, and automatic controls on air conditioners—are other applications.

It can also be used in phonographs and tape recorders to control speed. Several phonograph manufacturers are seriously looking at it now, said GE officials. In addition, it could be used in remote controls for tv.

Dr. L. C. Maier Jr., general manager of GE's semiconductor products dept., forecast that half a million electric appliances will use some semi-conductors in the 1970s. He also predicted a market potential of 150 million units by 1970.

□□□□ **Japanese tv poured westward** in the first five months of the year at a rate that made last year look like small potatoes indeed. A total of 341,531 sets were shipped to the U.S., an increase of 60.5%. May alone saw 69,193 sail, up 48.8% over 1964. In dollars the increase during the first five months was 59.5%, showing only a slight decline in average price. The five month total for radio exports from Japan was 3,619,317, up 11.3%, but dollars were down .84%.

□□□□ **Hong Kong upped shipments too**, topping the million mark in radio exports to the U.S. during the

first five months, and representing a climb of 64.7% over 1964. Average five month price was down to \$3.38 from \$4.04 last year.

□□□□ **Prices on first Hong Kong FM-AM hit** in the U.S. at \$10-\$11 wholesale. The 10-transistor portables are built by Wireless Electronics.

□□□□ **A \$549.95 color combination** has been shown by Olympic. The unit has a 21-inch color tube, AM-FM radio, and stereo phonograph in it. The unit's owner can play the tv, radio, and phonograph simultaneously in different rooms.

□□□□ **NARDA's traffic-builders** now include floor and table lamps. There are six models which are to sell for \$10 to \$22.

□□□□ **Room air conditioners shipments** jumped 26.9% in the first five months of the year, compared with same period last year according to the National Electrical Manufacturers Assn.

May shipments of 433,500 units pushed the cumulative total to a heady 1,862,400, against 1,467,000 for the first five months of 1964. May's total is 16% ahead of the 373,000 units recorded for May, 1964.

□□□□ **EIA and NEMA merger** seems closer. The two trade groups will set up a joint committee to study ways of reducing costs in mutual areas; both view "... ultimate merger as a desirable goal."

IF YOUR BUSINESS CURVE LOOKED LIKE THIS, YOU'D BE IN TROUBLE...



WE LIKE IT!

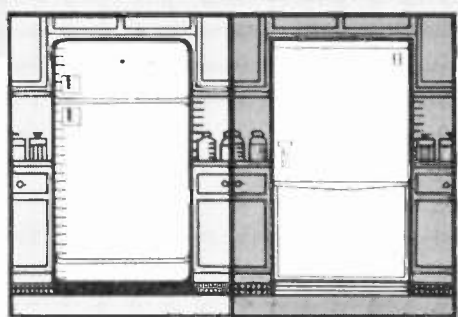
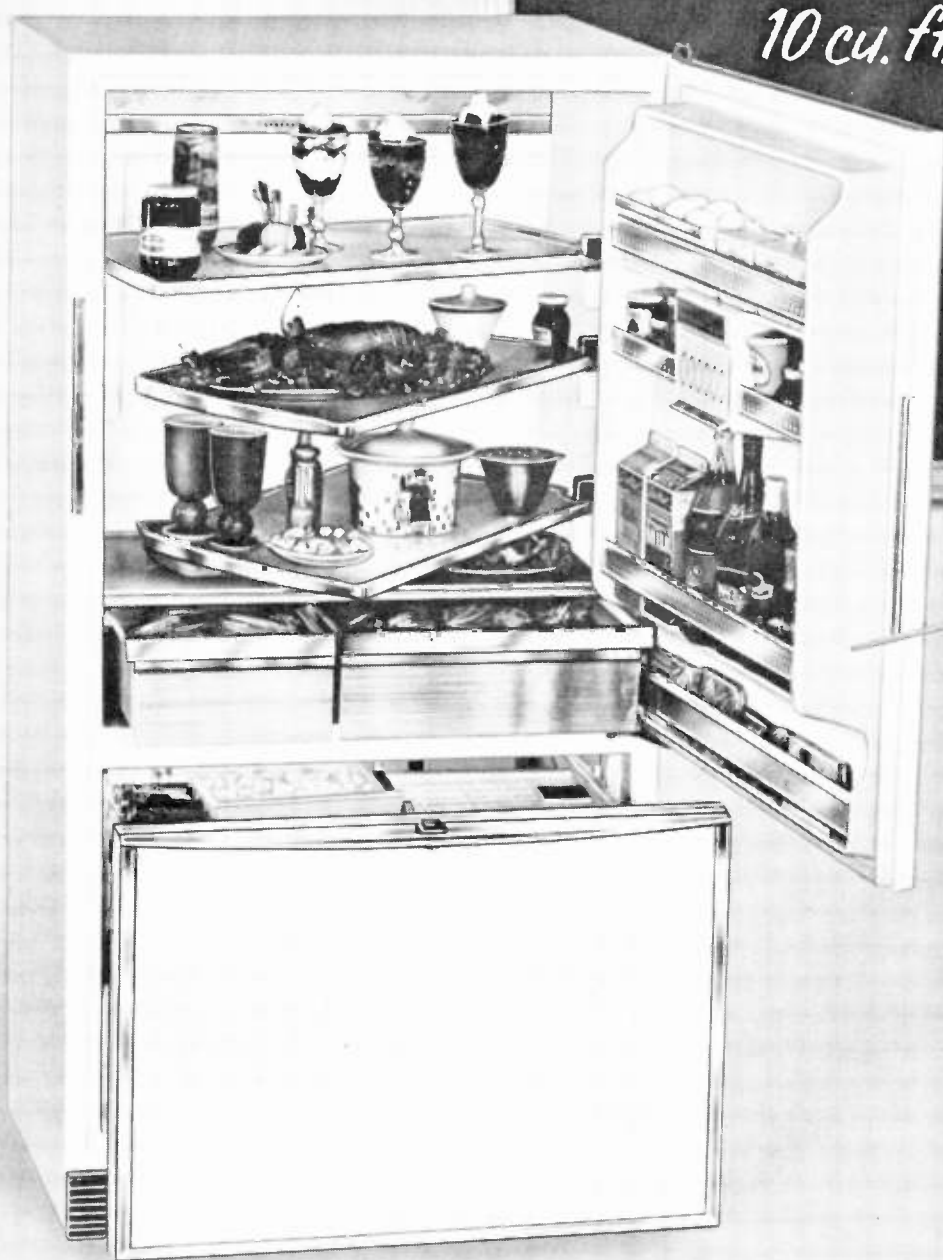
Merchandising Week is read thoroughly, cover-to-cover. No skimming or skipping or "cherry-picking" a page here an item there. Mills Shepard, the trade publication readership specialist, reports an intensely interested readership from front page right through to the back cover.

As we said, we like it and you should too. This is the kind of reader attention your advertising deserves.

The chart? It represents front of publication to back cover readership scores of $\frac{1}{4}$ page and larger advertisements in the February 15, 1965 issue. Your **Merchandising Week** representative will be delighted to give you the complete readership story. Just ask him.

The New Math

$$10 \text{ cu. ft.} = 18.8 \text{ cu. ft.}$$



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

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

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

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

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

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

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

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



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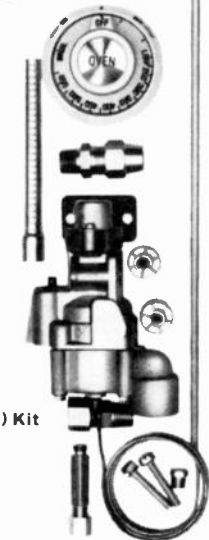
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Heart Attack
Stroke
High Blood Pressure
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Give Heart Fund



WASHINGTON

□□□□ **The FTC will start publicizing agreements** reached with businesses to halt alleged violations, such as deceptive advertising and price discrimination. Until now, these quasi-informal "assurances of discontinuance" have been kept secret.

Putting the agreements on the record will wipe out the present tendency to settle rather than contest Federal Trade Commission (FTC) actions. The result may be an increase in formal complaints. But to soften the blow, the FTC has changed the name of the process to "assurances of voluntary compliance"—underlining the fact that the businessman does not admit breaking any law. The FTC also says the on-the-record approach will give businessmen a better definition of just what the agency considers a violation.

□□□□ **State taxation on interstate business** is a maze into which Congress is threading its way cautiously. A House subcommittee suggests that the federal government take over the job of administering, but not collecting, state taxes imposed on out-of-state businesses. Legislative proposals are expected this month.

Last week's report of the special subcommittee, chaired by Representative Edwin E. Willis (D-La.), focuses largely on the "use tax"—interstate equivalent of sales taxes—imposed in 38 states. Under the laws, the out-of-state-based seller has to collect the tax and remit it to the state. But it is often up to the seller to determine whether the tax applies in particular localities. And complex rules governing whether a purchaser is subject to the tax vary from state to state. The result is an administrative headache and a high degree of non-compliance, the subcommittee believes.

Proposals hinted at include: guidelines for jurisdiction over out-of-state companies, uniform rules for liability, and a "centralized administration" to enforce interstate taxation.

□□□□ **The NAB vs. CATVs:** The National Assn. of Broadcasters (NAB) board, has turned back a proposal for even tighter Federal Communications Commission (FCC) restrictions on community antenna tvs.

Under the proposal, NAB would have asked the FCC to rule out CATVs in any city where three tv stations are operating and a UHF application is pending—unless the CATV operator could prove his business would not hurt the UHF station. The proposal was accepted 4 to 3 by the NAB's television board, but rejected by the joint tv and radio boards.

□□□□ **The private sorting of bulk mail** may not be enacted for quite a while. Postmaster General John A. Gronouski's order that second- and third-class mailers adapt their operations to the Zip-code system would be balked for three years under a bill approved last week by a House subcommittee. Gronouski believes the bill would throw his whole program out of line and will try to kill it.

Gronouski had ordered tentatively that bulk second and third class mailers abide by Zip in sorting their mail by Jan. 1, 1967. The bill approved by Representative Arnold Olsen's (D-Mont.) subcommittee, would set a new deadline of Jan. 1, 1970. The Post Office hopes to substitute a compromise, an escape hatch for mailers who find it impossible to Zip by 1967.



Price trends in radio, tinyvision

continued from p.3

at the Show basically started around \$3.60, although key accounts could find merchandise selling below that mark. The Show's low-ball six came in right under \$3—but along with that price came doubts about delivery.

Prices on imported FM-AM sets started under \$12. But here again, there was one importer with a low-ball price just under \$10.

Radio sales for U. S. manufacturers were excellent even in the face of these prices. Not only were U.S. set makers more competitive because of excise tax elimination—(mighty GE, for example, now opens its line with a six at \$7.95)—but they were convinced that they were taking a share of the market away from importers.

The talk of the show in radio, however, was the Zenith-ITT joint venture into Hong Kong. Under the arrangement, in which Zenith has a substantial minority partnership, the companies will turn out transistor radio chassis for shipment to the U.S. "We will do no final assembly there," a Zenith spokesman said, "we hope to be in production by the end of the year."

Tinyvision grows and grows. Prices were down, but more companies than ever before were willing to think big about small screen sets (14 inches and under) at the Show.

Prices on transistorized portables started as low as \$119.95 for a 9-inch Delmonico unit. Sony, pioneer

in small screen tv, waded into the fray with a 5-inch model at \$129.95. The smallest transistorized sets offered for sale at the Show were the 4-inch models of Sony and Delmonico, but Standard Radio Corp. trotted out its 3-inch model again this year to test dealer reaction.

Breaking the \$100 barrier. The days of excitement about a \$100 tv set may be over. Action on tiny tube sets was hot and heavy as company after company plunged into the market with sets priced under \$100. Sharp Electronics and Commodore led the parade with 12-inch sets at \$79.95. And some of the biggest U.S. manufacturers (e.g., GE and Admiral) are already at \$89.95.

The strength of the small screen business this year is incontestable. Without small screen sales, the industry's b&w business, through early June, would actually be running about 8% behind last year's pace. But with small screen sets added to the mix, b&w business is actually staying just ahead of 1964's sales.

Here is a rundown of prices on tinyvision at the Music Show. All 4-through 9-inch sets listed are transistorized and work off line cord or batteries.

4-inch tv: Delmonico listed its self-contained 4½-inch unit at \$129.95. Sony's self-contained 4-inch set is \$219.95; the same unit, without a rechargeable battery, is \$179.95.

5-inch tv: Sony's Micro TV, with clip-on battery pack is \$129.95; the

battery pack alone is \$22.95.

6-inch tv: Sharp's receiver is listed at \$139.95; price of the battery pack is \$19.95.

9-inch tv: Delmonico's \$119.95 set, with a \$29.95 battery pack, leads with the lowest price. Arvin's unit with clip-on battery pack is \$139.95; two battery packs are offered: one at \$19.95, the other at \$54.95. Panasonic has two units, at \$139.95 and \$149.95; batteries are \$39.95. GE's 9-incher is \$149.95; battery pack is \$29.95. Shibaden Corp. has a unit at \$149.95; battery is \$25. Sony's set carries a \$159.95 list price; its battery pack is \$22.95.

11-inch tv: In battery/line cord units, Aiwa showed a model for September delivery listing at \$129.95, with battery for \$39.95. Dominion Electrohome's new transistor unit is \$169.50, with a step-up model at \$189.50; Electrohome's battery pack is \$49.95.

In tube units, Aiwa showed an \$89.95 unit. GE's combination, with clock and AM radio, is \$139.95; GE's color tv set is \$249.95.

12-inch tv: In battery/line cord transistor units, both Panasonic and Hitachi offered sets at \$159.95; battery packs are about \$35 and \$40, respectively. Zenith's new unit with clip-on battery lists at \$199.95; battery pack is \$49.95.

In tube models, Commodore and Sharp led the pricing with units at \$79.95. Sharp's step-up model is \$99.95, its deluxe unit is \$104.95.



Imported color: Sharp will offer this 19-inch Japanese-built color set for \$399.95 in a wood cabinet.

Delmonico, Olympic, and GE all showed sets at \$89.95. GE has a step-up model at \$99.95. Magnavox has a \$95 unit, then steps up to \$99; Magnavox also showed a combination, with an AM-FM/clock unit at about \$130. Motorola comes in at \$99.95, with a step-up model priced at \$109.95. Westinghouse begins at \$99.95, with an Instant-On set at \$119.95. Arvin showed a \$99.95 unit. Panasonic's units are \$99.95 and \$109.95. Zenith's sets are \$99 and \$119. Channel Master showed a unit for \$109.95. RCA's new transistor set is \$124.95.

13-inch tv: Admiral's Playmate lists at \$89.95.

—Donald S. Rubin, Robert K. Moffett

For more Show news, turn the page ➡

APPLIANCE-TV

□□□□ **Caloric is stepping on the gas.** At a national sales meeting last week the company, squelching rumors that it would market a line of electric ranges, set up a new retail franchise program, launched a sales training program for retail salesmen, formed a new sales marketing subsidiary, announced a new three-year guarantee on all its gas ranges, and revealed plans for the largest ad and promotion campaign in the 75 year history of the firm.

Key elements of the new dealer franchise program, which is now in effect, are the assurance of adequate profit margins, a liberal co-op ad funding program, a basic 10-model product line, a regularly scheduled series of local promotions to build traffic, and an ad formula which concentrates on local newspapers.

The sales training program comes in two packages: one covers the new product line, while the second is designed to tell the story of the company's Ultra-Ray infra-red broiler. Both packages include in-store promotion materials.

In keeping with the new all-out campaign, the company has formed the Caloric Sales Corp., a new sales and marketing subsidiary, which will be organized into two major divisions—marketing and distribution, and advertising and promotion.

A key element in the new ad budget is the Caloric

"merchandising center," which includes a display fixture, an in-store sign, a franchised-dealer plaque, banners, etc. The merchandising center will be offered to dealers who accept the new franchise set-up.

□□□□ **Magic Chef and Hardwick have cut prices** on gas ranges by the full amount of excise tax. To celebrate the excise removal, Hardwick Stove Co. is offering 5,000 gas ranges at \$159 in two models. The 30- and 36-inch ranges feature fluorescent-lighted back-panel, clock-timer, oven window and light, and a polished cast aluminum griddle.

□□□□ **Excise, excise, who's got the excise?** In Washington, Mrs. Esther Peterson, President Johnson's special assistant for consumer affairs, reports that her office had been receiving letters from consumers, even before the bill was signed, asking how they could be sure the tax cut was being passed on. She said she could not discuss specifics yet, because the tax cut is "too new," but added: "We are watching very carefully."

□□□□ **The Maytag Encyclopedia of Home Laundry** is now available on paperback racks for 50 cents. The 192-page book, published by Popular Library, also contains 27 illustrations.



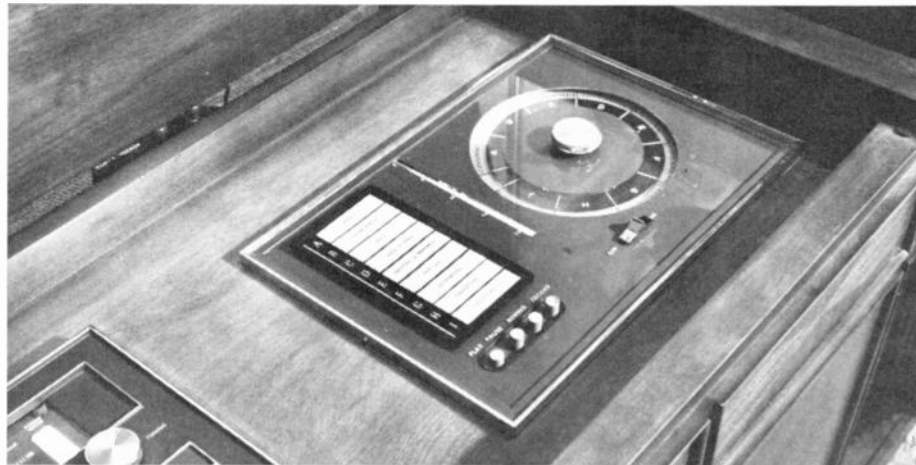
Putting the Music Show on the record

□□□□ **Excitement over VTR soared to new heights** at the Music Show as crowds clustered around the demonstrations of three manufacturers there: Sony, Ampex, and Matsushita. Eleven models were shown, but only Ampex had a unit that reproduces color. Sony expects to begin delivery to select stores in August or September. Ampex, according to its president, William E. Roberts, will deliver its six models in November to 10 markets. Roberts estimates industry VTR sales will exceed \$100 million a year, roughly in a year or two. Matsushita will not be ready to deliver two of its sets for about a year, but is prepared to deliver its \$12,000 unit now. Prices start at \$995 for Sony's TCV-2010, which includes a b&w receiver. Ampex model 6100, without receiver, is \$1,095. Matsushita sets an approximate price of \$1,000 for a unit with a b&w receiver. Two more machines can be expected in the \$250-\$500 range from U.S. manufacturers, according to Marvin Camras, senior scientist of Illinois Institute of Technology; ITT has now licensed two unnamed U.S. makers to produce an ITT-developed home video tape recorder.

□□□□ **Some order to the tape business** should come from meetings EIA is holding. Last week, in Chicago, a Magnetic Tape Equipment Sub-division of the Consumer Products Div. of EIA was formed. The sub-division, which will not accept importers as members, will encourage the 30-odd U.S. tape equipment manufacturers to join, contribute statistics, and establish engineering standards.

□□□□ **The year of the FCC was predicted** by the Consumer Products Div. of Electronic Industries Assn. (EIA) at its annual meeting last week in Chicago. The FCC is proposing legislation that would closely regulate the amount of radiation an electronic instrument produces. EIA's board opposes this in principle, while the Consumer Products Div. wants the proposal explored completely before it goes to the Hill as suggested legislation. Orphie Bridges, the division's outgoing chairman, said that the proposal "could mean testing procedures that would be expensive and push the consumer's cost way up."

□□□□ **Webcor is shooting for the OEM market** with a line of record changers to compete with BSR, VM, Garrard, and others. The changers can have any or all of these features: all speeds, all sizes, replay of the last record (the size of which is set by a dial), repeat replays (the number of replays set by a dial), automatic tone arm lock, a light that indicates when the last record is playing, remote control, plug-in heads, counter-balanced arm, and a 10-inch drive turntable. Webcor will probably market its own portable phonographs—both monaural and stereo—this fall; the unit will use one of the new changers (which is 4½ inches high) and be in an attache case. The company is dropping in two tape recorders, a monaural unit for \$79.95 and a stereo unit for \$199.95.



Testing: To get dealer reaction, GE showed a Music Library system at the Show. The Library (controls shown above) offers 27 hours of re-

cording time on an 81-channel tape drum inside the phono console. Controls allow quick dialing of selections anywhere on the drum.

Playing back the tape trends: there are new markets to record

Tape recorders are coming of age. Though they may be the adolescents in the consumer electronics family of products, they are nevertheless growing up fast. This could clearly be seen in several pronounced trends at the Music Show last week. And the trends were underscored at the booths of more than 90 manufacturers where tape recorders were being exhibited.

The \$100-and-under tape recorder is a key unit in the marketplace. And teenagers are probably the principal source of sales for those units. The nation's young adults admittedly have plenty of cash to spend—enough to warrant the entry of nearly every non-domestic tape recorder manufacturer into this market, and enough to entice a giant like GE into the fray for a share of under-\$100 tape recorder sales. And RCA, too, wants in; at its Music Show exhibit, RCA displayed a sign proclaiming: "Now, wait 'til August to see RCA Victor tape recorders, world's most complete, popularly priced line of tape recorders."

Non-domestic manufacturers, long in the tape recorder market, have contended that U.S. manufacturers pose no serious threat—in quantity or quality—to their share of the market. Notwithstanding, U.S. companies have jumped in swinging both fists, preparing to knock over as big a chunk of the market as they can.

Beyond the teenage market, and bolstering the sales of \$100-and-under tape recorders, is the market made up of businessmen, professional men, and college students. In addition, said A. D. Burke, of Westinghouse, "There are many new markets in this price category that are virtually untapped." Burke projected that domestic manufacturers alone will sell 225,000 units in the \$100-and-under category in 1965.

The range of prices for most under-\$100 units is between \$39.95 and \$89.95. And the low-end models generally do not fall into that class of units that are considered toys. Standard features—which formerly were found only on more expensive machines—include capstan drive, VU meters, two tape speeds, and tape footage indicators.

Among the units in the \$100-and-under category are cartridge tape

recorders from a few manufacturers, including Hitachi, Westinghouse, and Aiwa. Several others, such as Standard Radio Corp. and Crown, plan to have them later this year. Lack of standards—both for cartridges and for tape widths—will undoubtedly slow the growth of cartridge recorders in this price range, just as it has those models in the higher price brackets.

More cartridge recorder models are appearing in the new lines. In the under-\$100 category, there are hand-held units; other models—such as stereo cartridge tape recorders and car tape players—come in higher up in the line. Wollensak is still pushing its exclusive stereo cartridge system. Later this summer, Rheem is introducing an endless-loop type cartridge for \$8.95 that is compatible with any reel-to-reel recorder. The cartridge, manufactured by Akai, a Japanese firm, will not be pre-recorded.

Some companies, such as Sony and Uher-Martel, are waiting—for various reasons—before adding cartridge tape recorders to their lines. Others will be coming in soon with them; Standard Radio Corp., for example, probably will have a unit in August or September for about \$60.

Stereo for \$200 and under is probably the second most important key—after the under-\$100 units—to the tape recorder market today. Here, again, tape recorder manufacturers have zeroed in on a mass market, bringing in more models than ever before under \$200. Prices start at \$139; Sony and OKI have units at this price.

Big features on units in the \$200-and-under category are: two VU meters, separable speakers for truer stereo sound, and three or four tape speeds. Some high-end manufacturers are dropping closer to the \$200 price level; Ampex, for one, has a model in its 800 series for \$269.

Tape decks signal demand by consumers for tape recorders; nearly every major console manufacturer has introduced a tape deck. GE, which had two units with tape decks in 1964, now has six models with tape decks. Motorola, Zenith, Sylvania, and Magnavox also have them now, and Admiral is expected to join them soon with a unit of its own.

—Stephen N. Anderson

Dealers at the Show: unsure about excises, confident about color

"I think that with the excise tax cut you'll need a 7% to 8% increase in business to stay even, and 15% or more to come out ahead," said C. W. Conn, of Conn's, in Beaumont, Texas.

Dealers were talking about the excise tax cut, color television, and the effect of the excise tax cut on color television at last week's Music Show, in Chicago.

The music seemed sweet, for the most part. Dealer registration was up from 1964; by the evening of the second day, 4,055 buyers had registered. By the same time in 1964, only 3,661 had registered.

Now that the tax cut is here, dealers are struggling to follow the rebate instructions that their suppliers have given them. Not all companies have been on top of the situation. Earl T. (Duke) Holst, of Brac's, in Des Moines, Iowa, said, however, that Magnavox was well in control of the situation. "They even had point-of-purchase material printed up and in the store before the cut was signed." Richard Donaldson, of Puff's, in Petosky, Mich., said that

while RCA required the inventory information by July 28, General Electric gave him until August 1.

That they may lose money as a result of the tax cut is something some dealers at the show were just realizing. As one man pointed out, "Suppose you get 28% on a \$200 item. Now with the tax cut, the item comes down 6% or 7%. Now you're making 28% on a \$186-\$188 item. The percentage is the same, but you're not making as many dollars."

When this situation was pointed out to an independent manufacturers' rep, he blurted, "I never thought of that." This man said, however, that margins are generally better this year than last, and he added that he thought dealers would be hurt by the tax cut.

"I don't think we'll be hurt," said Donaldson. "Possibly there will be less dollars in a unit, but we'll make it up in volume."

Elmer Karl, of Karl's Radio & TV, in Gregory, S.D., echoed him and added, "The excise tax cut has helped us; it gave us something to advertise."

Dealers agreed that there was no great surge in sales right after the President signed the bill into law. They also agreed that this fall should be the greatest fall ever for color tv sales. They do not agree on the effect the tax cut will have on color, nor on the possibility of a set shortage.

Peter Vrontikis, of Vrontikis Brothers, in Salt Lake City, said "There is no big spurt now, but this fall there will be big sales. I don't anticipate any problems on getting color sets. We're selling about four rectangular tube sets for every one round tube set."

One dealer said that he does not expect to lose money, because customers will step themselves up to better merchandise. "Look at it this way," he said, "A customer who has \$400 to spend is going to spend \$400. She'll step up to a unit that used to cost \$459 instead of stepping down to the \$379 unit that cost \$399."

Holst does not agree. "I don't think people are going to buy better units," he said. He feels that people will try to save money by buying the now-cheaper unit.

A color shortage this fall was mentioned by several dealers. Donaldson said that thus far his orders have been filled, but that he expects a shortage by mid-fall. Conn said, "Color is going to go this fall, and there's been some trouble with set availability already."

Sam Boyd, of Bailey-Wagner, in Springfield, Mass., suggested that the pricing on rectangular merchandise will hold down the demand for these sets, and that the 21-inch round tube sets are now in the under-\$500 range.

But if the excise tax helps anything, it should help the sales of big-ticket merchandise. A 7% reduction on a \$1,200 combination is a significant figure, and dealers generally seemed bullish about their ability to sell these units. But Holst summed up: "I have mixed feelings about the tax cut. On the one hand, I'm glad the taxes are off, because now we can compete with things like boats and furs, but on the other hand, I think we're going to suffer because the tax is gone, and we'll need more volume to make it up."

—Wallis E. Wood

Post-excise-tax tv pricing—where the steps fall after the drop

Full-line makers in Chicago were using these leader prices

	b&w				color				
	Tinyvision	19-inch	23-inch tables	23-inch consoles	21-inch	21-inch consoles (hardboard)	21-inch consoles (veneers, solids)	23-inch	25-inch
Admiral	\$ 89.95	\$119.95	\$159.95	\$179.95	\$349.95	\$409.95	\$459.95	\$519.95	\$750.00
Electrohome	189.00	169.00	-----	249.50	569.00	-----	569.00	-----	699.50
General Electric	89.95	129.95	179.95*	189.95	369.95	429.00	499.00	-----	700.00
Magnavox	95.00	129.90	159.90	198.50	379.90	379.90	498.00	625.00	695.00
Motorola	99.95	129.95	169.95	199.95	-----	-----	-----	479.95	699.95
Olympic	89.95	119.95	169.95	179.95	379.95	379.95	-----	479.95	775.00†
Packard-Bell	-----	129.95	179.95	224.00	379.95	389.00	439.95	599.50	750.00
Philco	99.95	129.95	169.95	189.95	369.95	-----	509.95	-----	675.00
RCA	114.95	129.95	169.95	199.95	349.95	399.95	439.95	-----	650.00
Sylvania	-----	119.50	169.50	199.50	349.50	409.50	469.50	-----	599.50
Westinghouse	99.95	129.95	179.95	199.95	359.95	449.95	499.95	625.00	695.00
Zenith	99.95	129.95	179.95	219.95	349.95	449.95	479.95	-----	625.00

* includes stand

† three-way combination

More on the Show ➡



Putting the Music Show on the record

The first peek at Hoffman's new product lineup

Big ticket, fine furniture, price protection, and nothing but rectangular color sets are the essential ingredients of Hoffman's merchandising program for its re-entry into the tv business.

The company showed its new equipment for the first time at the Music Show last week as a prelude to a series of dealer meetings on the West Coast. (The schedule: July 11-14, Los Angeles; July 18-19, San Francisco; July 25-26, Portland; July 29-30, Seattle.)

Hoffman showed 23- and 25-inch color consoles and combinations, and six AM-FM stereo phonograph con-

soles—all in genuine furniture. The 23-inch line kicks off at \$599.95; the 25-inch line starts at \$725. The six-model stereo phono line opens at \$400. Hoffman is using Garrard changers and solid-state amplifiers, tuners, and cartridges throughout the phono line. In its top four models, the company has air suspension speaker systems. Hoffman's power ratings peak at 300 watts.

Promising August delivery, Hoffman will initially move market-by-market into the 14 Western states. By January, the company may be ready to one-step its way into other areas.



Hoffman's Ray Cox (left) and Chuck Nash check out pricing on the new line

NARDA gets the word from the FTC on the legality of builder sales

NARDA's board of directors heard some bad news last week. After more than a year of delay, the Federal Trade Commission (FTC) has decided that there is nothing illegal in a manufacturer selling to builders. Furthermore, it is legal for distributors and parts jobbers to sell to consumers.

This was one of the subjects discussed at the semi-annual meeting of the National Appliance & Radio-TV Dealers Assn. (NARDA) last week-end in Chicago.

On April 26, the FTC advised Jules Steinberg, NARDA's executive vice president, of its views concerning builder sales. Two days later, Rep. James Roosevelt introduced a bill concerning dual distribution into

the House, while Senator Russell Long introduced the companion bill into the Senate. Hearings on these should begin this fall.

Where does this leave NARDA, which has been struggling with the builder sales problem for some time? "We have assurances from the FTC," said Steinberg, "that they recognize the problem and will do what they can to stop the diversion of appliances." The FTC has pointed out that where a builder sells to consumers, or where a distributor sells to consumers—and the manufacturer also sells to retailers (as well as to builders or distributors)—there may be price discrimination, which is prohibited by the Robinson-Patman Act. In such a case, the FTC might be able to act.

NARDA, therefore, is going to try to gather—from all appliance dealers—evidence that can be used to prove such discrimination. The board of directors has voted to encourage legislation outlawing dual distribution and to have NARDA police the industry as best it can.

Poor television programming was another subject discussed at the board meeting. "The board feels that the poor quality of television programs is inhibiting the sales and service of television sets," said Steinberg.

NARDA argues that set owners are not watching tv as much as they would if there were better programs on the air; that, therefore, sets do not require service as often as they

would if they were played more; and that there is no incentive to buy a new set.

Steinberg emphasized that NARDA has no intention of saying which programs are good and which are bad. "But the broadcast industry has a false picture of consumer preferences," he said. And, based on this false picture—which comes from the method of rating programs—broadcasters are scheduling poor programs, which people do not watch.

NARDA will ask the Electronics Industries Association and the National Association of Broadcasters to meet jointly to work out some better testing methods—or to prove once and for all that the present method is accurate.

Music Show sessions: how to catch the customer

"There Isn't Room for Amateurs" could have been the sub-title of the EIA-NARDA Planning for Profit sessions at the Music Show.

Speaker after speaker hammered home the same message: the home electronics retailer today is dealing with sophisticated and cautious customers; only the highest professionalism in merchandising will sell the modern consumer.

A profile of today's consumer was outlined at the opening session by Casper Pennock and Seth Dennis of *Time* magazine. The picture emerges of commodity-hungry customers, better educated, more affluent than ever before. In discussing "Tomorrow's Market and You," Pennock and Dennis stressed the changing character of the consumer, and the retailer's need to meet the challenge.

"The quality market holds the greatest potential," seconded B.S. (Buz) Durant, president of the RCA Sales Corp. "Price has become secondary; you can now sell more than basic utility." How? Durant thinks proper sales training—education—is the greatest factor. Be able to answer the customer's questions.

Statistics to prove that good sales training makes the difference were offered by Morris Schwab of D&H

Distributing Co., of Harrisburg, Pa. D&H held a series of Dealer Progress Panels to give its dealers a chance to exchange ideas on business operation and product information. The result: 28 out of the 40 participating merchants showed sales increases in 1964 over 1963—more than twice the increase of non-participating dealers.

The great debate on franchising fell to S.R. (Ted) Herkes, vice president of Motorola Inc., and Peter Vrontikis of Vrontikis Bros., of Salt Lake City. "A franchise is of little value until the dealer starts to hold up his end of the deal," opened Herkes. In his no-nonsense speech, Herkes allowed that the retailer was "king of the hill," but that his performance would have to indicate a more responsible attitude toward franchising before it became a working reality. Vrontikis countered with a request for more planning, profit, and protection from the manufacturer. "The industry is too intent on building a cheaper mousetrap," Vrontikis charged.

"The heart has been cut out of the b&w business by the small screen," Vrontikis said, "And now the company is showing a small-screen \$250 color set before we have even

scratched the primary color market." Vrontikis also asked for a protected climate—a chance to compete in the builder market on a fair basis and a more discretionary approach to franchising. As for profits, Vrontikis said, "Where there's a demonstrable difference, the customer will pay the difference."

The question of how many lines to carry was discussed by dealer Stuart Greenley, of Flint, Mich., and George Fezell, sales vice president of the Magnavox Consumer Products Div. Fezell's position was that the dealer should carry a limited number of lines—but all good lines. Greenley, who says he carries a number of lines, concentrates on service and sales training rather than line specialization. He has 35 people in his sales department ("not a lip service department"), and he says that complaints are handled "like a four-alarm fire."

To compete with the giants, Greenley said, retailers must become members of a co-op buying group; manufacturers must pay more attention to these buying groups.

The independents' real strength lies in mobility and adaptability ("more personal attention to the customers"), and in service and sales techniques,

said Tanner Chrisler, of the Aeolian Co., St. Louis.

"Pray for more complexities," Chrisler went on. "And thank God for all those service calls." In other words, he sees knowledgeable, educated salesmanship and personalized service are the keys to success for independents.

"The great merchandising ideas of this century have been largely sales promotion ideas," said Marc Parsons, public relations vice president of Philco Corp. "The independent retailer has two alternatives: one, he can match national chains in every price move; or, two, he can offset price appeal with strong promotions that will convert price shoppers into top-of-the-line buyers."

Video tape recorders have turned retail advertising upside-down, according to Dorothy Demmy of Kenyon & Eckhardt Advertising Agency in her speech, "Create Profits by Creative Advertising." She feels the video tape vendor will become a dynamic merchandising tool for demonstrations. As for traditional advertising, Mrs. Demmy thinks too many stores simply plan their ads to look like Sears' ads. "Sears must appreciate it," she commented drily.

—Bruce Pfau



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Things like real selling room. A retail price that delivers a margin that makes sense. Prepaid shipping to the store. Effective advertising allowances. Regularly scheduled local promotions. And believe us, there's more.

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"I don't care if you are one of their franchised dealers!"



"Are you kidding? I bring you 1200 miles to the Music Show, and you tell me you're tone deaf..."



"...Look, Mac, don't force that timer knob — you'll snap it; I told you that last year!"



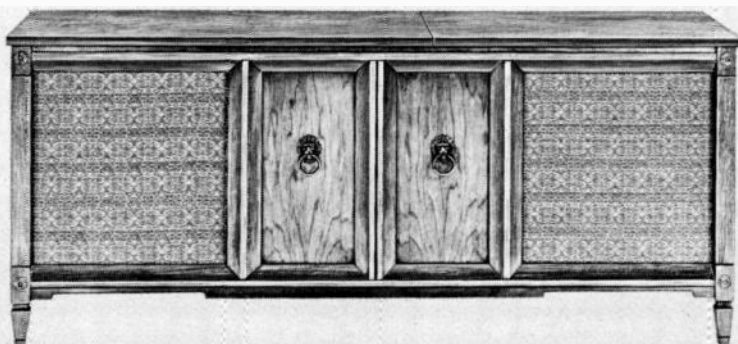
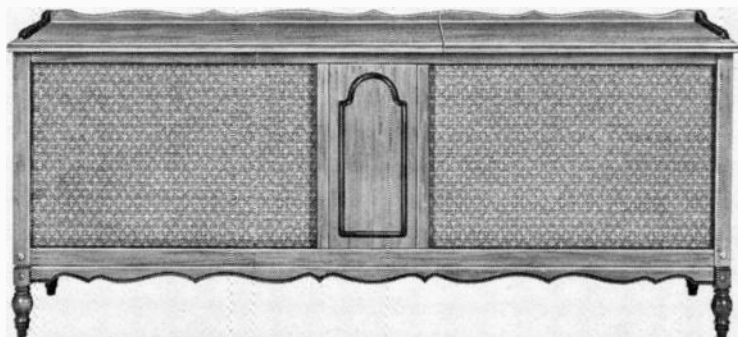
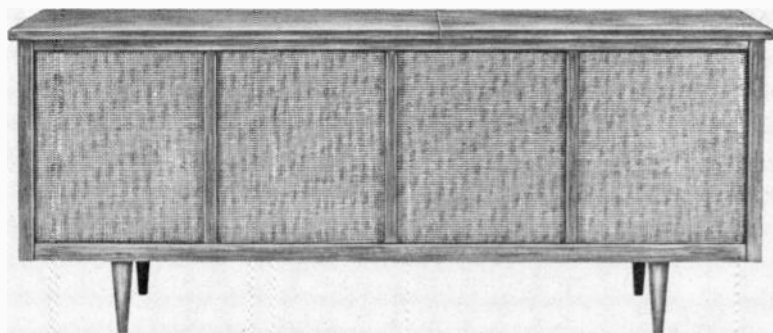
"...It's Alex at the Music Show. There's a stereo console demonstrator with a torn speaker cone — will we take it for 40% off?"



"I'd appreciate a little more detailed report on the Music Show other than a curt 'more transistorized than last year'."

PHILCO STEREO LINE GIVES TOP VALUE AT ALL PRICE LEVELS

***1966 Philco Stereo gives dealers extra profit potential,
gives customers built-in extra value.***



There's value throughout the 1966 Philco line, in every price category, in every detail. Value better than anything the competition can offer.

Here are three outstanding values in the new Philco Stereo line.

Philco value at \$189.95*. Here's the Philco 1714 console, complete AM/FM/FM Stereo tuner in a long, low, all-wood cabinet that's a full 59 inches wide. Pencil-thin Floating-Touch Tone Arm can't scratch records. Balanced sound system has four speakers.

Philco value at \$229.95*. Philco's 1718 series is a great buy in all-solid-state stereo. Contains a deluxe four-speed changer with new Floating-Touch Tone Arm. AM/FM/FM Stereo tuner with AFC. An all-wood cabinet measures a full five feet wide. Available in Contemporary, Early American or Danish Modern designs.

Philco value at \$289.95*. Philco's 1722 series combines solid-state components and the beautiful look of fine furniture in a big stereo value. The all-wood cabinet is a full 60 inches wide. Big six-speaker sound. Deluxe push-button instrumentation. Available in Contemporary or Mediterranean designs.

What about the rest of the line? You'll find outstanding value every bit as great as these throughout the 1966 Philco Stereo line.

*Manufacturer's suggested retail price

Maytag moving to air its laundry in one-line outlets?

In this day of specialists, Maytag, a long-time specialist in the field of home laundry manufacturing, is attempting to put its own brand on single-line retailing.

Quietly, in various cities across the country, Maytag's regional managers have been working with retailers to set up independently owned Maytag Home Laundry Centers. There is no concerted national program now, but if the initial undertaking is successful, it probably will be extended to national proportions in January, 1966.

Maytag Home Laundry Centers have opened or are about to open in Canton and Cleveland, Ohio; Kansas City, Mo.; Milwaukee, Wis.; and Richmond, Va.

But the area of concentrated effort is the West Coast, where, under the direction and guidance of Maytag West Coast Co., stores carrying the full Maytag line—and no other appliances—have been opened in Honolulu, Hawaii, and San Francisco. In addition, it is reported that the Laundry Centers in existing or new retail locations, are planned for Concord, Long Beach, Los Angeles, Ontario, San Jose, and San Mateo—all in California.

A hint of the company's plans seeped out of the lively National Appliance & Radio-TV Dealers Assn. (NARDA) meeting in January. The hot topic, as all the industry knows, was the resurgence of one-line retailing.

The verbal battle reached peak intensity as manufacturers, industry pundits, and retailers argued this merchandising concept, one which has been around for a long time, but is currently undergoing a spirited renaissance.

At that time, Claire G. Ely, marketing vice president of Maytag, told his NARDA listeners, "So long as the retailer involved [in one-line outlets] retains his basic freedom of action and independence, I think it could be a most profitable direction. Certainly this concept will not replace the multitude of different types of retail outlets in the appliance business, but it could provide a profitable new direction for certain dealers in certain markets, while at the same time exerting an uplifting effect on that whole market in many instances. Done right, it could be an asset to everyone, and I look for the trend to continue."

Maytag's West Coast program is outlined in a specially prepared guidebook now available in the company's

West Coast offices. The booklet contains the major elements of the Total Planning Concept of the Maytag Home Laundry Center Program. Stressed are store appearance, layout, and decor—with particular emphasis on the Maytag name and sales and service.

Store signs include the dealers' names in smaller letters above a larger Maytag sign. Here is what the section labeled "Exterior Identification," says: "In developing the exterior appearance and identification of a Maytag Home Laundry Center, care has been taken to avoid the use of too many varieties of materials and letter styles to maintain simplicity and dignity of design and maximize ease of recognition."

Bruce Lamb, assistant to the president of Maytag West Coast, speaking for the West Coast operation, said: "This is an opportunity to channel a store's entire merchandising efforts in one particular field, for one particular brand. The brochure provides the identical program to each dealer, and he may be identified as such-and-such Maytag Co., in the store name and on the sign." Lamb said that there is no cost to Maytag, because the dealer must pay for signs, etc.

Maytag's absence of cost-sharing, however, has caused one dealer to back out of the pilot program begun a few years ago.

Jim Bethanis, of MSI Appliances in Los Angeles, is still a Maytag dealer, but no longer participates in the Laundry Center idea. In August, 1963, he set up the project for Maytag and established four stores in the area. He even envisioned an international operation then, and was ready to go full steam on it. Within a year, however, he had drawn back.

Bethanis now has three stores. He says he did not get enough cooperation from Maytag. "They want the dealer to do this, but they are not willing to compensate the dealer in any way, shape or form. The idea sells the dealer, and I have nothing against the idea," Bethanis says he fostered the idea.

"We might eventually go back into the program," he said, "if they would set up a dual-distributor system—one for Laundry Centers and one for regular dealers." This way, according to Bethanis, the Laundry Centers could compete with the local furniture store, for example, which uses laundry equipment as a loss leader or, at any rate, as a lower-priced item.

Maytag's absence of cost-sharing, however, has caused one dealer to back out of the pilot program begun a few years ago.

"The idea is basically sound, but the merchants, to make it work, have got to be better set up by Maytag," Bethanis concludes.

A good example of what the company is trying to do is the Bay Area Maytag Home Laundry Center, in San Francisco. Owned by a serviceman turned salesman, John Bouchoukian, the store opened in May after an abrupt about-face. For 3½ years as Central Factory Service, Bouchoukian had handled all Kelvinator and Maytag appliances—and anything else his customers asked for.

About three months ago, Bouchoukian's imagination was caught by a program outlined in a Maytag Home Laundry Specialists guidebook, and after discussion with Maytag Regional Manager, John P. Mitchel, he agreed to try the special program with Maytag West Coast.

With \$2,500 of his own money, and by working 120 hours a week with two friends, Bouchoukian converted his 1,500 sq.ft. display area from a dingy, cluttered, and rundown store in a third-rate neighborhood to a sparkling showcase, approximating as closely as possible the artist's vision in the Maytag brochure.

The results have been quite gratifying for Bouchoukian. The store grossed \$20,000 in its first month of operation with 75% of the sales in the middle and top of the line, ranging in price from \$270 to \$339. In this first 30-day period, Bouchoukian's sales volume almost equalled his yearly Maytag volume before the change.

Mitchel said this specialization has several advantages: it eliminates the customer confusion created by a multiplicity of products on a dealer's floor; the salesman does not hesitate to oversell one brand for the fear that a customer will show interest in another; knowledge of his specialty is a big plus for the laundry products salesman.

Before the opening of the new store, one-column teaser ads were run in the San Francisco papers, telling of the store, but giving no location. Full five-column ads advertised the store on its opening day, and the store has maintained continuity since then with weekly ads (see example on this page). Customers are drawn from all over the Bay Area, more than 75% from outside the store's neighborhood.

Remodeling of the store included light mahogany paneling, floor tile, glitter acoustical ceiling blocks, and

While they last!

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2. FREE DELIVERY!
3. FREE NORMAL INSTALLATION!

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6 great washers...with different features but all with the same famous Maytag dependability



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OPEN MONDAY THRU FRIDAY 9 A.M. to 9 P.M.; SAT. 'til 6
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MAYTAG HOME LAUNDRY CENTER

2824 - 24th Street, Near Bryant, San Francisco Valencia 4-8695

Maytag Home Laundry Center Ad

planters to brighten the delapidated interior, cover the grease-spattered surfaces of the one-time bakery. Bouchoukian now displays 50 to 55 Maytag models and colors on his floor—even coin-operated machines.

In the center of the store, a washer and dryer are hooked up for live demonstrations. As part of the psychology to create sales for high end merchandise, Bouchoukian demonstrates a middle-of-the-line (DE-502) electronic controlled dryer with a plexiglass cabinet, and a top-of-the-line (A-702) washer with a cut-away front.

The center also sells used washers and dryers, and they account for about 15%-20% of the sales income. The center promises repair service within 24 hours after a phone call.

Bouchoukian already foresees great potential for identical second and third stores in San Francisco.

—Martin R. Miller, Sandra Swift, Ron Lovell

Kelvinator's 1966 laundry line takes on the Original look

The custom-styled look of Kelvinator Originals has rubbed off on the company's 1966 home laundry line. A new wood-tone backguard, "to take advantage of the tremendous popularity of natural wood finishes in home decoration," is used on all washers and dryers in the new line.

The backguards have a natural grained American Walnut design that varies according to model.

The 1966 laundry line includes five basic automatic washer models with four matching electric or gas dryers. This year, the dryers have been designed to match various washer models, which enables dealers to promote

middle-of-the-line dryers with top-of-the-line washers.

An "agitated soak" cycle has been added for the first time to all but the budget-priced washer. This cycle consists of four-minute agitation of badly soiled clothes, followed by a five-minute soak and automatic spin to extract the water.

Another new washing feature is an extra rinse setting which allows re-rinsing of clothes at the end of a regular washing cycle.

Three of the five automatic washer models have automatic dispensers for bleach or rinse additives. Most of the washer models have a selection

of load settings, water temperatures and speeds.

An "automatic termination" feature is included on two of the four new dryers. These automatic termination dryers enable the user to dry each load according to fabric, without determining how much time should be allowed for the load. Clothes are dried to order, and the dryer stops automatically, regardless of load size. An automatic signal indicates when the load is ready for removal.

All the Kelvinator dryers have a fluffing cycle to air garments without heat. Two top-of-the-line models have four separate temperature settings.



1966 Kelvinator washer and dryer

DETONATE
DETONATE
DETONATE

in Merchandising Week!

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

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GENERAL ELECTRIC HAS IT!

NOW...THESE 5 FAMOUS PRODUCTS HAVE



TWO GREAT NAMES—TEFLON* AND GENERAL ELECTRIC—make an unbeatable selling combination. Consumers know they can depend on General Electric to produce the highest quality in no-stick, no-scour Teflon*-coated products. And they're right! Every skillet, griddle and grill has DuPont-approved thicknesses of Teflon* for maximum effectiveness and durability. Plus all the other quality, convenience, and dependability features which give General Electric the best-selling name in housewares. Don't miss a sale . . . stock and display these five sure-sellers now!

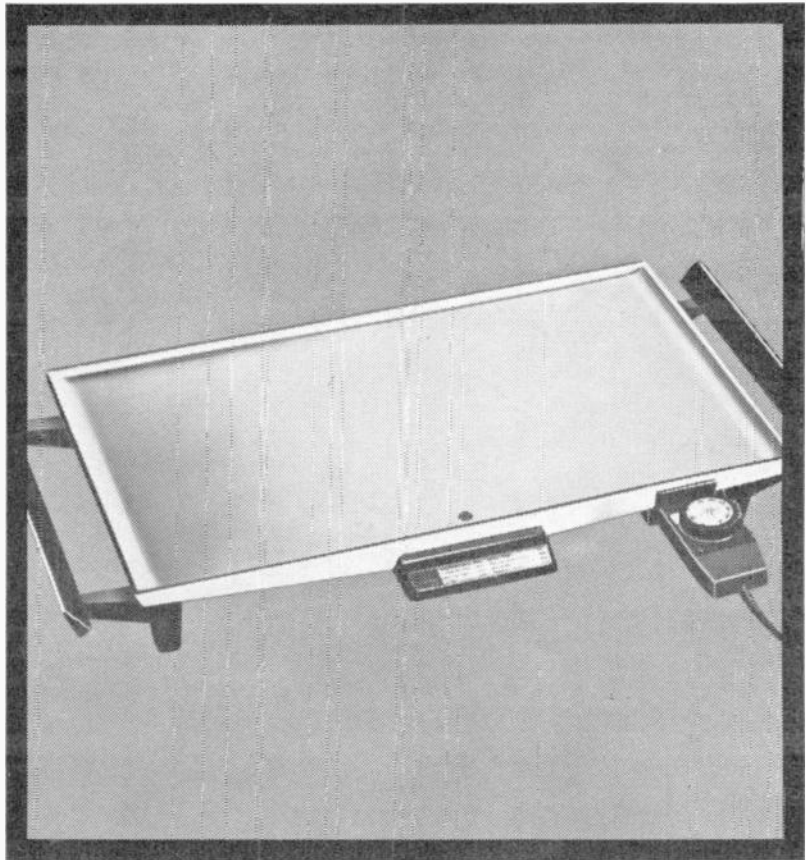


New! Teflon*-Coated High Dome Buffet Skillet, Model C-127T gives new versatility to non-stick skillet cooking. Bakes, stews, fries for two or a crowd. Cooks and serves right at the table. High dome lid of this 12" skillet permits perfect cooking of roasts and chickens. Helper handles for easy carrying and space-saving storage. Three-position tilt-top lid with adjustable steam vents. Handy cooking chart. Completely immersible for easy, no-scour cleaning. \$26.25**

GENERAL ELECTRIC TEFLON* COATING!

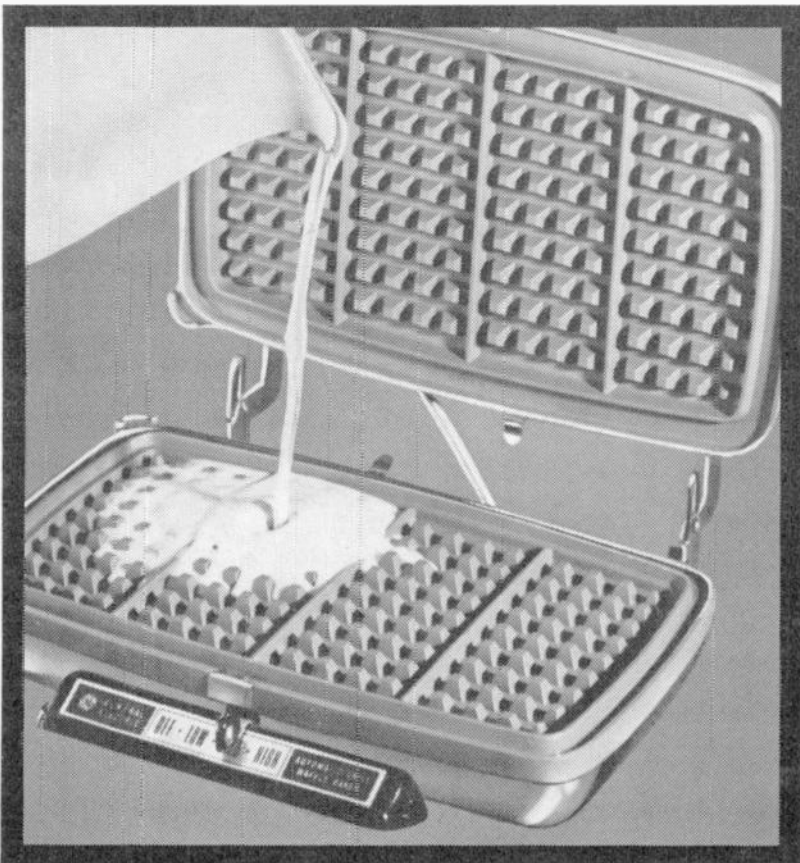


New! Teflon*-Coated High Dome Buffet Skillet, Model C-115T. An 11-inch skillet has all the deluxe features and versatility of its slightly larger counterpart, the C-127T. Double-vented lid fits into helper handles when food is being stirred or seasoned. Buffet styling for cooking and serving. Cooking guide and detachable cordset. Can be immersed completely, never needs scouring. \$24.25**



New! Teflon*-Coated Automatic Griddle, Model EG-1T. Large size cooks up a big batch of pancakes without crowding. Ideal for bacon and eggs, hors d'oeuvres for a party. Can hold a full pound of bacon or 15 hamburgers. Beautiful styling and wide handles make it a dream to carry from kitchen to buffet or table. Removable grease reservoir. Immersible. \$31.98**

*DuPont's TM for TFE Finish.



New! Teflon*-Coated Grill and Waffle Baker, Model G-44T grills, fries, bakes waffles, too. This consistent year 'round seller not only has specially designed hinges and easy-open grid clips, but also Teflon* on both sides of the reversible grids! Toasts sandwiches, fries bacon and eggs. Makes golden brown pancakes and waffles. Automatic signal light. Great for the gift market. \$26.98**



New! Teflon*-Coated Automatic Skillet, Model C-126T can really heat up your skillet sales. Gives controlled cooking plus the convenience of Teflon* at a price to suit almost every pocketbook. Handy cooking guide on stick handle. Double-vented high dome lid for big-capacity cooking. Detachable control, completely immersible. Cleans quickly, perfectly. \$23.25**

**Manufacturer's suggested retail price.

GENERAL ELECTRIC HAS IT!

**THE
LATEST...**

**IN PORTABLE
PROFESSIONAL
HAIR DRYERS**

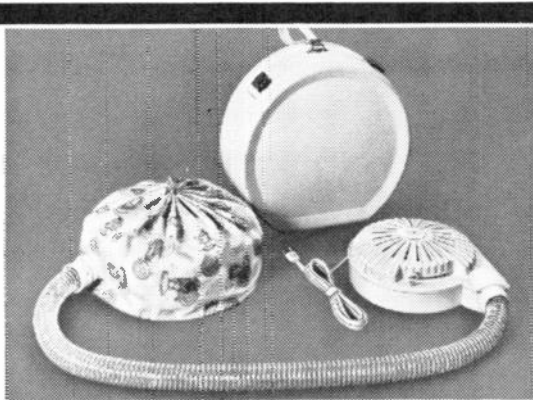


NEW "CLASSIC" MODEL HD-50 DOME HAIR DRYER... designed to direct and circulate even flow of air over, under and through entire hairdo. Gives professional results...with fast, simultaneous drying of all areas. Has broad, stable base... dial control for four drying speeds. Truly portable...two latches instantly lock dome and base into compact, self-contained hatbox-size carrying unit. \$34.98**

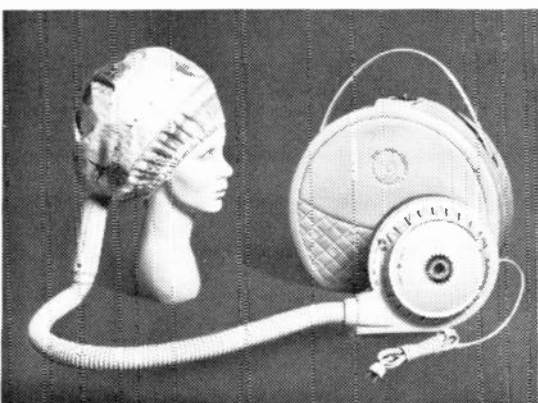
...AND LOOK AT THIS HAIR DRYER NEWS!



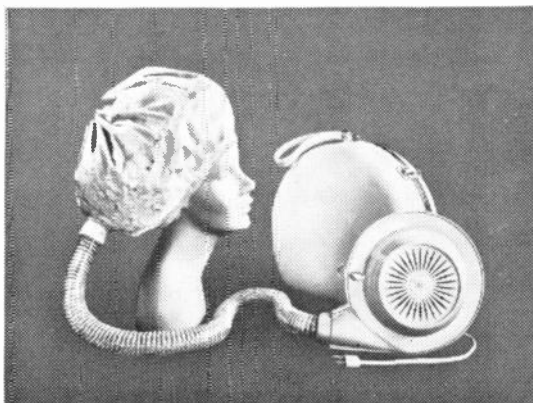
NEW "LA PARISIENNE" HAIR DRYER, Model HD-10, with exclusive General Electric Instant Heat unit. Large bouffant bonnet in gay sketch pattern design—with "stand away" ring to assure even air circulation. Adjustable waist and shoulder strap... smart hatbox carry case in tawny beige with colorful "Paris in Spring" scene. \$26.98**



NEW POPULAR-PRICE "CUSTOM" HAIR DRYER, Model HD-11...featuring a competitive price plus famous General Electric dependability and quality features. Its large bouffant bonnet has the gay sketch pattern of HD-10... with "stand away" ring, "reach-in" top and 4 speed settings. Handsome off-white carrying case. \$16.98**



NEW LOW PRICE! Medallion HD-7 Hair Dryer with Heat unit. Large Sally Victor bouffant bonnet, 4 heat selections, reach-in top, nail dryer, smart carry case. Now \$29.98**

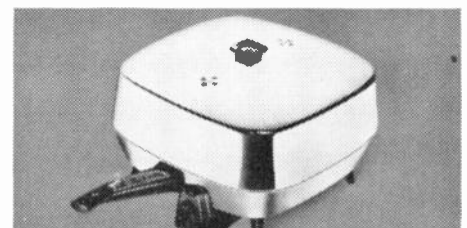


\$7.97 OFF on the fast-selling HD-2A General Electric Hair Dryer! 72-jet air stream for fast drying...spot curling attachment...high-fashion carry case. Now \$21.98**

**TWO NEW
PROMOTIONAL
PRODUCTS!**

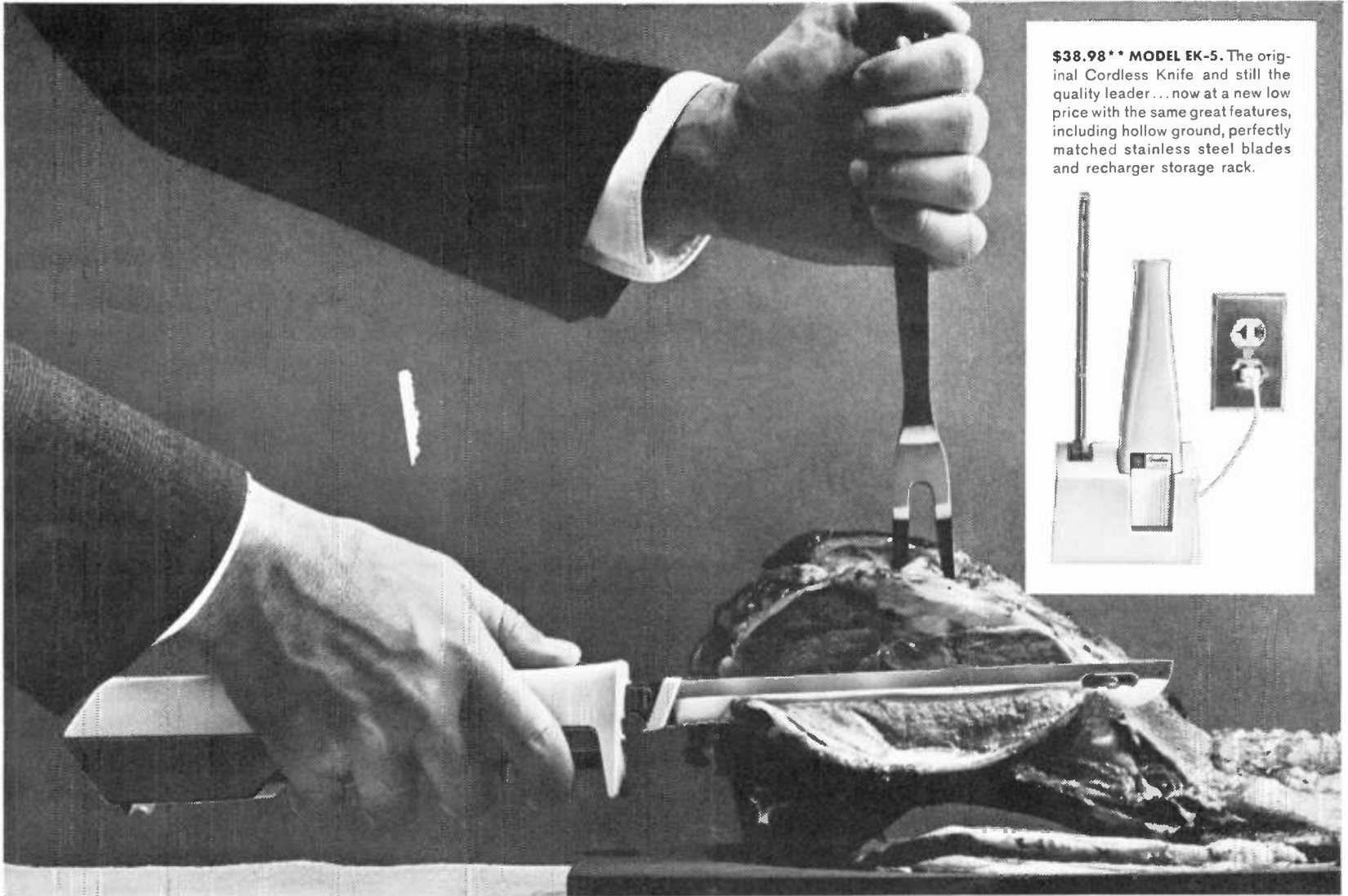


NEW POPULAR-PRICE TOOTHBRUSH, Model 5106...featuring the General Electric Toothbrush that's clinically proved safe and effective to clean teeth and refresh gums, in a competitively priced cordless design. Complete with recharger rack and two brushes. And wait until you see the packaging! \$16.98**



NEW PROMOTIONAL SKILLET, Model C-116... popular high dome design that does everything from frying eggs to roasting chicken. Has two steam vents...cooking chart on handle. Immersible. \$18.25**

BIG NEWS IN KNIVES!



\$38.98 MODEL EK-5.** The original Cordless Knife and still the quality leader... now at a new low price with the same great features, including hollow ground, perfectly matched stainless steel blades and recharger storage rack.



WE JUST SLICED PRICES!

EK-4—\$18.98

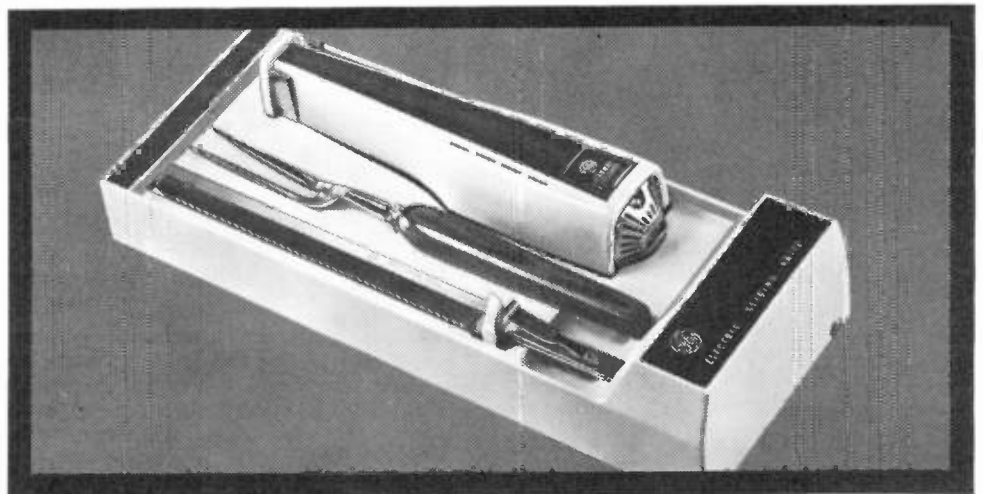
EK-1—\$24.98

EK-2—\$32.98

EK-5—\$38.98

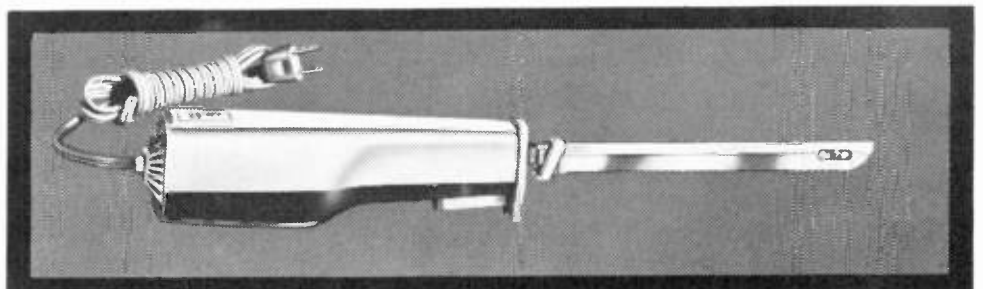


\$24.98—MODEL EK-1!** A \$2.97 price reduction on this popular cord knife will make it a bigger seller than ever. Features two reciprocating stainless steel blades with tungsten carbide cutting edges. Handy storage rack included.



\$32.98—MODEL EK-2 . . . A \$3.97 SAVING!** Reduced from \$36.95, this Deluxe General Electric Slicing Knife with removable cordset comes in handy storage rack complete with a beautiful wood handle carving fork—all in a handsome gift carton.

**Manufacturer's suggested retail price.



\$18.98—MODEL EK-4 . . . A \$3.97 SAVING!** Reduced from \$22.95, this Custom Electric Slicing Knife offers a terrific value. Here's all the fine quality and dependability assured by the General Electric name, including perfectly matched, reciprocating stainless steel blades which snap out for easy cleaning...8-foot attached cordset...plus a "bring 'em in" price tag.

3 NEW IRONS!



MODEL F-82 SPRAY, STEAM AND DRY IRON

...featuring manual push-button Spray at all temperature settings, both dry and steam ironing. Fabric dial. Water Window. \$17.50**

NOW AVAILABLE WITH WHITE HANDLES...

MODEL F-70W...Custom Steam and Dry Iron—steam presses, irons all fabrics perfectly. \$14.50**

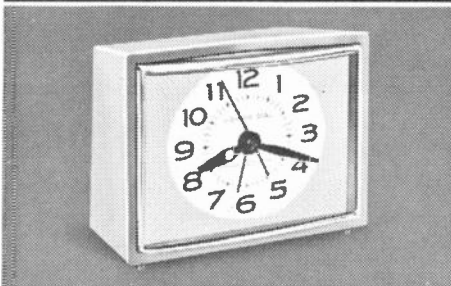
MODEL F-54W...with 3 wash and wear settings to iron without fear of scorching, marring. \$11.50**

7 NEW DEALS

Seven sure-fire ways to build volume. See your General Electric distributor now for his special deals on:

- PORTABLE APPLIANCES
- HEATERS
- FLOOR CARE PRODUCTS
- VACUUM CLEANER BAGS
- ALL DECORATOR CLOCKS
- CLOCKS 7271-K, 7311, 7268-K, 2110, 2142-K
- CHILDREN'S REPLACEMENT TOOTHBRUSHES

FOR LIMITED TIME—2 SPECIALS!

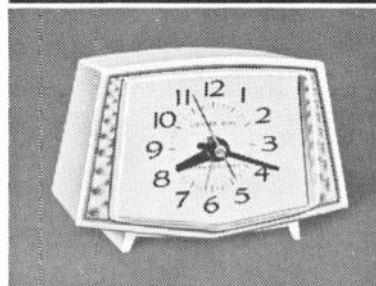


POPULAR NOVEL-ETTE ALARM, Model 7299-K, now priced to ring up even faster sales. Miniature styling. Lighted dial. Call your distributor now for his low, low price!

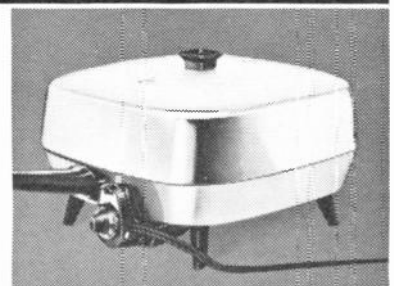


CUSTOM COFFEEMAKER, Model P-31...with brew selector and "keep hot" feature. Don't miss this special...only \$12.50**

PRICE REDUCTIONS!



WAS \$8.98*...NOW \$6.98!** Elegant Sparkle Alarm, Model 7281-K...in tapered, sandalwood-color case with golden-color side panels. Lighted dial.

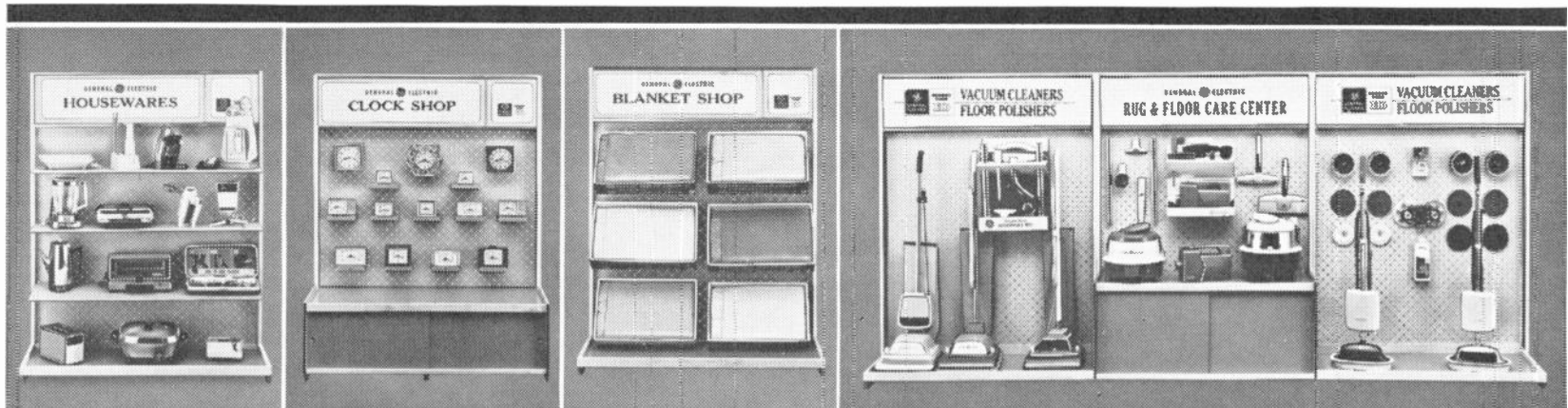


NEW LOW PRICE! Model C-126 High Dome Skillet...with tilt-down leg to drain fat easily. Stick handle with temp. guide. Immersible. Now \$20.25**

**Manufacturer's suggested retail price

NEW FULL-LINE MODULAR FLOOR DISPLAYS!

(HOUSEWARES SHOP...CLOCK SHOP...BLANKET SHOP...AND FLOOR CARE SHOP)



Ever hoped you could show a full line of products on one fixture? Or just wanted a real sound unit for one group of products? Here's your answer in a handsome multiple-unit display comprising 6 coordinated sections you can show singly, or in combinations of any number of units. Each section is handsome, sturdy wood with limed-oak finish and turquoise starburst pegboard backing, only 18" wide, 4' long, and 5'6" high.

HOUSEWARES SHOP—3 adjustable shelves give appliances the clean, uncluttered pick-me-up-and-look-at-me effect you need to present products effectively.

CLOCK SHOP—Display alarm, kitchen, or decorator models. Peg-it shelves hold cords neatly out of sight. Plus a big base cabinet for the back-up stock you'll need.

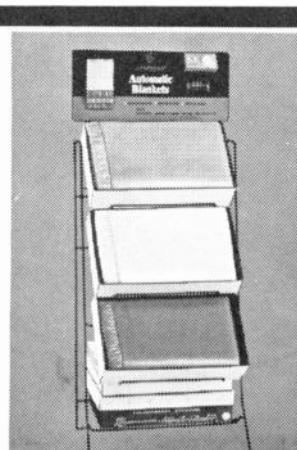
BLANKET SHOP—Shows and sells six blankets. Complete with generous bound swatches so your customer can see the full color selection and feel the quality.

FLOOR CARE SHOP—The tremendous success of this unit has made it the model for the whole family of fixtures. Shows a full line or any combination of floor care models.

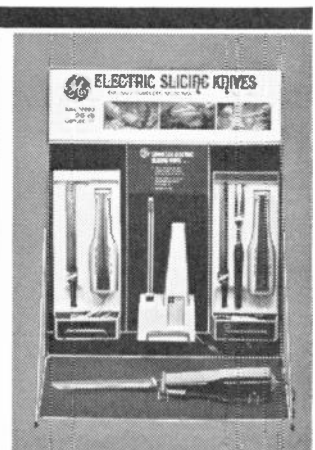
...PLUS SPECIAL PRODUCT DISPLAYS!



New Toothbrush Display! Less than one sq. ft. of space! Shows both models, plus toothbrush pack with A.D.A. Council statement and replacement brushes.



New Blanket Display! Just 24" wide by 18" deep. Actual control mounted on header...plus a full set of hand swatches. Displays three blankets, stores two.

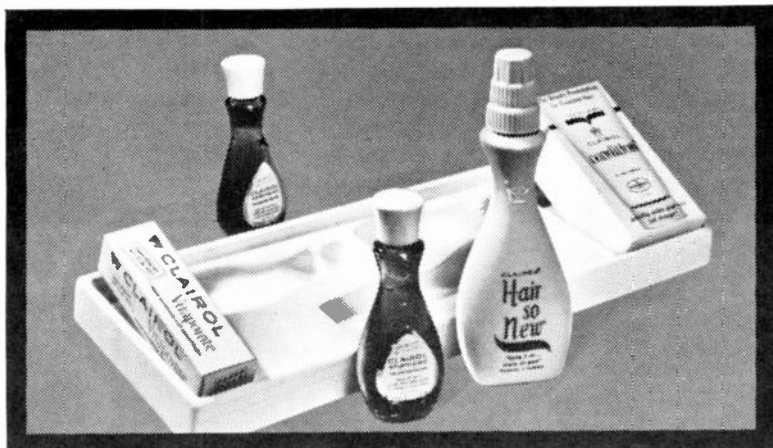


New Knife Display! Puts four different models on the counter top—Cordless EK-5 in its recharger storage rack...plus cord models EK-1, EK-2, and EK-4.

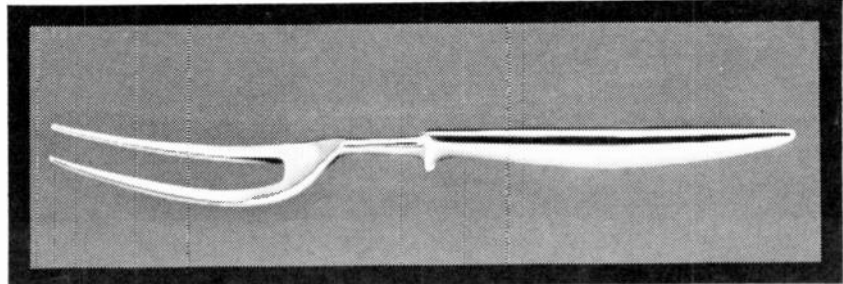
GENERAL ELECTRIC HAS IT!

5 CONSUMER BONUS PROMOTIONS

Every promotion gives consumers what they want... gives you all you need to speed up sales. There's no premium inventory for you to carry. So, feature every promotion up front where it counts... in windows, on counters, on shelves. Each one will be nationally advertised in big full pages. Call your General Electric Distributor for the details, then promote them all. They'll build traffic—and sell, sell, sell!



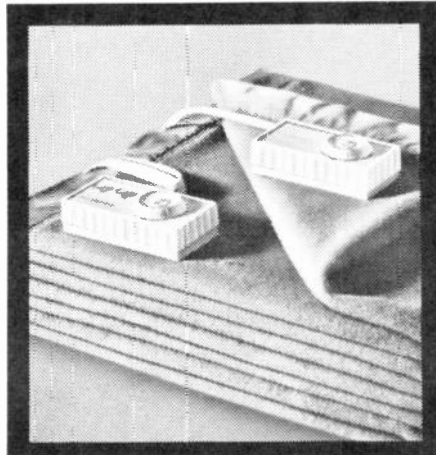
FREE BEAUTY BONUS with the Medallion (Model HD-7S) or the Deluxe (Model HD-2AS) Hair Dryers only. (Not available on other models.) A valuable tray of Clairol Hair Beautifiers is packed in the specially marked cartons. Includes two shampoos, Vitapointe®, Condition®, and Hair So New®. Check your distributor for free listing in your local edition of TV Guide!



HERE'S JUST THE START OF WHAT'S COMING ON KNIVES... a handsome 12-inch stainless steel carving fork **FREE** with purchase of any General Electric knife. Your customer makes her purchase, sends the cover of her Use and Care Book to General Electric. We send the gift direct to her. It's a fabulous offer... and it'll be advertised with full pages in Time, Life and Holiday!



DECORATIVE WALL CLOCKS AND FREE "OLD MASTER" PRINTS ON CANVAS make a timely promotion... with particular appeal to your many decorator-conscious customers. Six top-selling General Electric Decorator Wall Clocks will be featured in Look Magazine. 18" x 22", exact color reproductions of famous paintings are offered to purchasers of any decorator clock — and General Electric mails them directly to your customers!



"SLEEP LIKE A KING OR QUEEN—AND SAVE!" We mail your customers \$5.00 for buying a "King" or "Queen" Sleep-Guard® blanket... plus a \$15.00 certificate toward purchase of an Englander King or Queen mattress. There'll be heavy advertising—with ours in Life, Sunset, House & Garden and Englander's in House Beautiful and Woman's Day.



FALL CLEANING SPECIAL! A \$2.00 refund will be sent by General Electric direct to your customers who purchase MV-1 Portable Vacuum Cleaners, then mail in Use and Care book cover by midnight Sept. 30, 1965. Promotion will be advertised nationally with full pages in Redbook and Saturday Evening Post.

ALL THIS...plus the industry's most powerful advertising campaign to show your customers that...

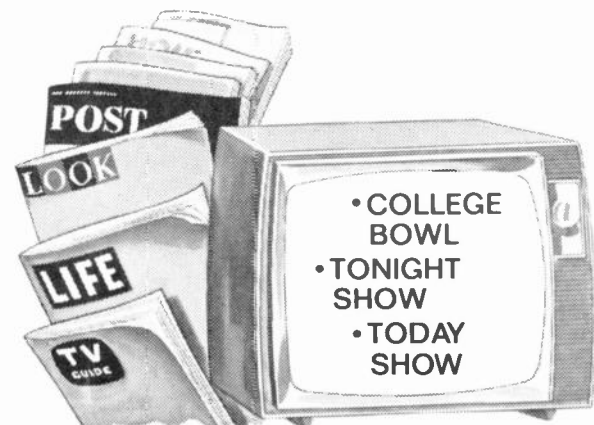
It's the greatest advertising coverage in the industry! Day in and day out, your customers will hear from General Electric on such shows as "College Bowl"... the popular "Today" and "Tonight" shows... and again this year, there'll be General Electric's great Christmas spectacular, "The Story of Rudolph, the Red-Nosed Reindeer." And during the entire period, there'll be a continuing stream of full-page ads in Life, Look, Saturday Evening Post, TV Guide, and nearly every other major magazine in the country. Wherever you are, General Electric saturates your market!

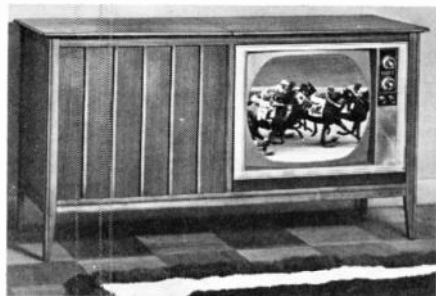
General Electric Company, Housewares Division, Bridgeport, Connecticut

GENERAL ELECTRIC HAS IT!

Progress Is Our Most Important Product

GENERAL  ELECTRIC





Zenith expands 1966 tv line with new b&w and color sets

Introducing a new low-priced table color television model for \$349.95 and a total of eleven different color sets under \$500, Zenith announces its 1966 tv line.

In the color line there are seven-

teen new 21-inch sets—many in fine furniture styles with cabinets of genuine veneers combined with selected hardwood solids. A Contemporary-styled console with wood cabinet lists at \$449.95. Table sets range in

price from \$349.95 to \$369.95, consoles from \$449.95 to \$629.95; and a Rosemont combination (shown) lists at \$750.

The 21-inch receivers include four table models, 12 consoles in popular furniture stylings, and a Contemporary Modern color tv-stereo-radio console combination. Three of these sets—the Kempton table model, and the Westmorland and Vincennes low-boys—are equipped with the Zenith Space Command "600" system of remote VHF-tv tuning. Outstanding are the Vernon, model 5424, a 21-inch Italian Provincial console; the Seine, model 5427, a French Provincial set with simulated doors; and the Rosemont, model 7050, a Contemporary Modern three-way combination.

The broadened Royal Premier series starting at \$625, includes twelve 25-inch rectangular screen sets. All the consoles feature slim cabinet styling and have up to three speakers. The three console combinations have eight speakers, plus bass and treble controls. Four are Space Command-equipped, and five have a VHF spotlight panel and an illuminated UHF slide rule dial. Prices range up to \$850 for the Florentine, an Italian Provincial console with double folding doors. The Dorchester and Princeton combinations have suggested prices of \$950. The Emperor combination carries an open list.

All the 1966 color sets have the new Sunshine picture tube, which, the company says, is extra bright due to Zenith's own formula of rare earth metal phosphor dotting the surface of the tv screen and a darkened safety glass, sealed or bonded to the face of the tube, that transmits more light. Predominating the consoles is the elegant look of simulated doors, some the tambour type. Hue and color level controls located near the channel selectors have either a new fan-dial or slide rule indicator, which makes it possible to dial for best flesh tones. Also featured is the automatic Color Clarifier. The sets in the line are equipped with Zenith's hand-crafted color chassis with no printed circuits.

Major moves in the b&w portable tv line are the introduction of a hand-crafted all-transistor 12-inch portable set priced under \$100, and the introduction of a 19-inch portable with Space Command "300" remote control for VHF at \$199.95. The widened line of portables includes twenty different models in one of four screen sizes—12 inches, 16 inches, 19 inches, and 21 inches.

Pacesetter of the portables is the Royal, model 1290 (shown), Zenith's first all-transistor portable tv with a battery pack that slips onto the bottom of the set, becoming an integral part of the receiver when in use. It operates on the 12v dc system of a boat or auto, or on 120v ac current. The Royal incorporates the Zenith Sunshine picture tube and a new solid-state 82-channel tuning system with a slide-rule tuning dial for VHF and UHF. Optional accessories include a rechargeable battery pack and recharger in a self-contained case, a light shield for use when operating in sunlight, and an installation harness for mounting the set on a boat or elsewhere.

The new four-model 21-inch portable Award series uses a new flat-faced 114-degree picture tube. Retail prices range from \$179.95 for the Austin to \$249.95 for the Drake with Space Command "300" remote control.

Other portable models in the 20-model line include two 21-inch personal size sets and two 16-inch portables in the Companion Series. The 10 new 19-inch portables in the Slim Line and Skyline series have 17,500v or 19,000v picture power. Specially featured is a 19-inch Decorator Convertible set, the Acapulco, with a timer which can turn off the set within 10 hours or turn it on up to 13 hours after setting the control. Portable prices start at \$99.95 and go to \$249.95 for the Acapulco.

The five new 23-inch table models are the Winslow, Armitage, Barlow, Cameron and Fulton. Four have a dipole antenna. The sets range in price from \$179.95 to \$269.95. Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill.

Tune in on SESSIONS Sales Shattering Fall Promotion

Line up with the biggest sports promotion in clock history! Over 100 big prizes given away every week of the football season in Sessions

\$50,000 CONSUMER CONTEST
SPECIAL STORE PRIZES, TOO!

TIE-IN EARLY FOR STADIUM-SIZE TRAFFIC

Your store listed FREE for eight consecutive weeks in Sessions full page ads in TV Guide.



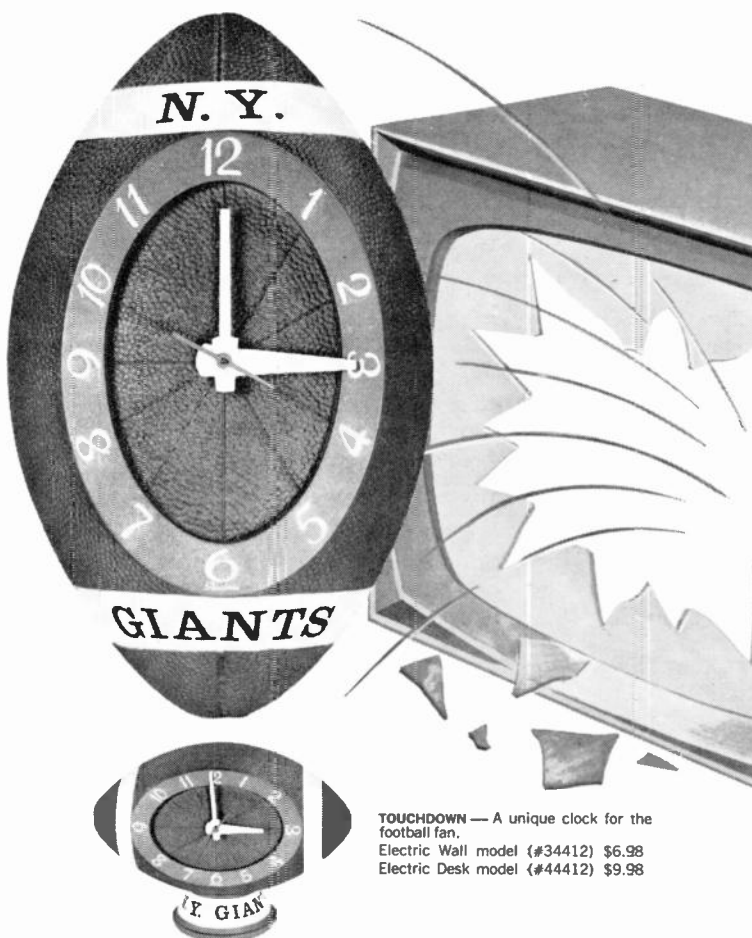
Kick off the season with these new, styled-to-sell Sessions clocks. Designed with originality, they combine beauty with utility... clocks to hang, stand, mix and match. They're profitable-for-you additions to Sessions line of decorator, alarm and kitchen models.

See us at booths 959 and 961 at the Housewares Show for complete details on this unique sports promotion.

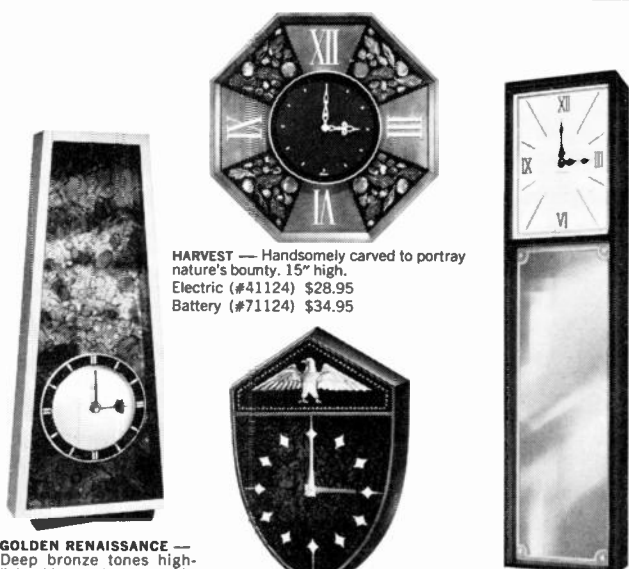
Make your store a Sessions Contest Headquarters... you get eight weeks free listing in TV Guide, point-of-sale material and full promotional support. Don't miss our special Football Quiz film at the show... it's just for you.



Sessions introduces "The Lady" — a new clock with a special feature for women. This revolutionary aid to modern family planning makes every married woman a potential customer. \$19.95



TOUCHDOWN — A unique clock for the football fan.
Electric Wall model (#34412) \$6.98
Electric Desk model (#44412) \$9.98



HARVEST — Handsomely carved to portray nature's bounty. 15" high.
Electric (#41124) \$28.95
Battery (#71124) \$34.95

GOLDEN RENAISSANCE — Deep bronze tones highlighted by a golden dial. 22" high.
Electric (#48858) \$18.95
Battery (#78858) \$24.95

CAMELOT — A golden eagle complementing a richly grained dial. 18" high.
Electric (#41323) \$21.95
Battery (#71323) \$27.95

REFLECTIONS — Stunning tell-at-a-glance clock/mirror unit. Hangs or stands. 28" high.
Electric (#41228) \$22.95
Battery (#71228) \$28.95



OMNI-DIAL — Entire dial rotates, giving six combinations of clock & shelf. 19" high.
Electric (#41024) \$21.95
Battery (#71024) \$27.95

Isn't it Time
You Tuned in to
SESSIONS

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



Tele-Tone stereo hi-fi phono

Tele-Tone announces a new solid-state stereo hi-fi phono, model 30, plus sixty-one other new units.

The models consist of 14 stereo automatic portables, six stereo component modular systems, 20 monaural portables, seven radio-phono portables, and six stereo consolettes. New amplifiers as well as radios and clock radios complete the list of new units in the line.

Model 30 (shown) is powered by a 75w total IHFM standard music output. Its amplifier consists of 12 transistors, two silicone full wave rectifiers, a heavy duty power transformer and two drive transformers. It has a frequency response of 30 to 15,000 cycles and is equipped with four audio controls: variable bass, treble, loudness and balance.

The two hi-fi air suspension speakers and the two equal and separate stereo amplifiers have four stages of amplification each: two pre-amplifier stages, a transformer coupled driver stage, and a push-pull power output stage.

The new component unit features a Garrard 3000 four-speed automatic changer with a dynamically balanced tone arm, and Pickering magnetic cartridge with diamond stylus.

The unit is housed in a separate oiled walnut cabinet base and two matching walnut shelf speaker enclosures. The suggested retail price is \$200. *Tele-Tone Co. Inc., Mt. Vernon, N.Y.*



Fleetwood stereo phono consoles

Unveiled by Fleetwood are eight new furniture styled stereo consoles. Mediterranean, Spanish and French Provincial models 4134, 4132, 4138, and 4133 all feature solid-state 280w peak music output and incorporate an AM-FM-Multiplex tuner and a Deluxe Duel 1009 stereo changer. The sound system has two 12-inch bass woofers, two 6-inch mid-range speakers, and four 3½-inch tweeters. All models are equipped for an Ampex stereo tape deck.

The Montrealer, model 4501 (shown), features a matched AM-FM tuner with built-in Multiplex, a 40w peak music power dual channel amplifier, a Garrard AT-5 changer, two 8-inch woofers, and two 3½-inch tweeters. It is available in Scandinavian walnut or mahogany.

Other units include model 4401 with 40w peak power and Garrard AT-5 changer, model 4301 with 50w peak power and Garrard AT-60 changer, and model 4201 with 100w peak power and Garrard Type "A" changer. *Canadian Fleetwood Corp., 609 Fifth Ave., New York, N.Y.*



Craig Tape-Twins

Craig Panorama is introducing a special Tape-Twins promotion by pairing Craig TR-404 compact transistorized tape recorders for the "voice letter" market and packaging two each of its TR-404 Electronic Notebooks in Tape-Twins cartons.

The pocket size all-transistor re-

corders have a 30 minute recording time capacity on a double track and are furnished with batteries and microphones. Weight is 1½ lbs. each. *Craig Panorama Inc., 3412 S. La Cienega Blvd., Los Angeles, Calif. 90016.*



General Electric radio-phono-viewer

A new Show 'N Tell radio-phono-viewer, a combination radio and basic phono-slide-film-viewer, is added to General Electric's line of children's educational and entertainment items.

The Triple-Treat viewer, model A610 (shown), a step-up from the basic Show 'N Tell phono-viewer, adds the third dimension of a six-transistor radio. Available in charcoal or gray mist, the unit will be marketed in the fall at a suggested retail price of \$34.95.

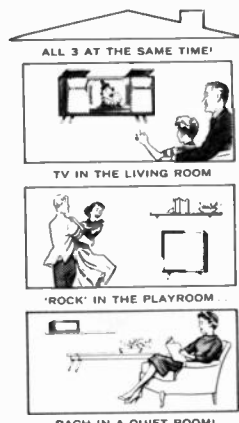
The basic models A600 and A601 will be continued in the line at \$29.95. *General Electric Co., Consumer Electronics Div., Electronics Park, Syracuse, N.Y.*



MODEL CK351: 3-AT-ONCE COLOR STEREOCENTER



OLYMPIC 3-AT-ONCE COLOR COMBO



Sell this exclusive Olympic Houseful-of-fun: Color TV, hi-fi, radio...all in one, and all at once! 21" Color TV*...4-speed Stereo Phonograph...AM/FM Radio...Multi-Sonic speaker system, "Color On" signal light! Add remote speakers for sales-clinching action demos! *To retail profitably at*

\$549⁹⁵ °DIAG. MEAS.

See the Olympic line of "3-at-Once" combo profit makers...21", 23", 25" Color, or B/W TV*...decorator styled cabinets!
THE MUSIC SHOW • CONRAD HILTON HOTEL CHICAGO • JUNE 27 THROUGH JULY 1

ISI/Olympic

LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY 1, N.Y.

For more facts, use Request Card and circle No. 213

MERCHANDISING WEEK

VOL. 97 NO. 27

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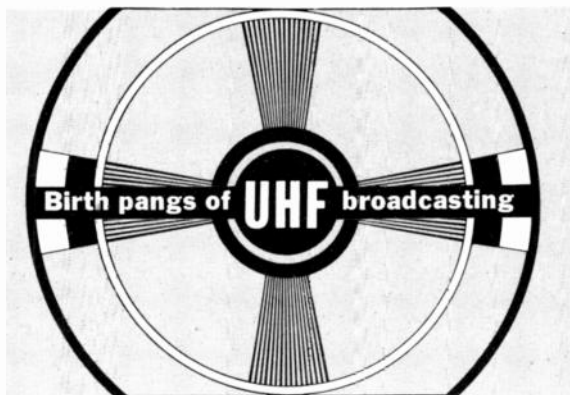


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We're keeping her wild over TEFLON*

Austin UHF breaks tv monopoly



The second article in **MERCHANDISING WEEK's** definitive series on **UHF** stations covers the Austin, Tex., market. While Austin's new UHF station has been in operation only a few months, customers' demands are causing drastic shifts in tv set and conversion equipment sales.

A choice, not an echo, is what UHF means to Austin television viewers. While weak, unpolished echoes—like older-than-old movies or talentless talent shows—of standard network programming are unfortunately the best UHF has to offer in many markets, Austin's UHF station, Channel 42, KHFI-TV, is giving viewers a real choice.

Before last February, when Chan-

nel 42 started broadcast operations, Austin made national headlines for being "the biggest city in the United States with only one television station." Austin's single commercial tv voice was Channel 7, KTBC-TV, owned and operated by the family of President Lyndon B. Johnson.

The cry of monopoly about Channel 7's 12-year reign was certainly not unfair. Until 1962, Austin viewers could choose between watching Channel 7 or not watching television. Then in September, 1962, a non-commercial educational station, KLRN-TV, Channel 9, began broadcast operations, and, in the spring of 1963, a community antenna television system, Capital Cable of Austin (then called TV Cable of Austin) was granted a franchise by the city.

Viewers then had a choice: watching Channel 9's educational-instructional-cultural fare for free—or paying \$4.95 a month for cable service that allowed them to receive four San Antonio stations, Austin's stations, and one station each from Temple and Waco.

An ideal market for retail sales of converters and antennas would appear to be what faced tv equipment distributors early this year. Each of the 200,000-plus tv set owners in Austin was a potential customer for either the standard conversion equipment or a new tv set—if they wanted to receive Channel 42.

Pre-broadcast promotion by Channel 42, according to Dan Love, station manager, included spot announcements on the station's AM and FM radio outlets, plus extensive newspaper and billboard advertising. Love said:

"We worked very closely with local dealers in trying to get converter and antenna sales on a cooperative basis, with KHFI underwriting 50% of the advertising costs."

Converters were hot items, during the first two months of Channel 42's operations. According to Mrs. Hargis, owner of Hargis-Austin Inc., a Setchell Carlson distributor that also handles some conversion equipment, most retailers hardly had to lift a finger or to advertise tv sets and conversion equipment because Austin viewers were so anxious to receive Channel 42. Mrs. Hargis said:

"We didn't do any special newspaper advertising or big promotions. In the first two months, we sold about 4,000 converters through this outlet."

Today's sales picture for converters is not bright. Even though the City of Austin Electric Department estimates that only 35% of tv sets are now equipped to receive UHF, Mrs. Hargis explained that most people are buying new color sets instead of converters.

"Color tv sales have gone sky high," Mrs. Hargis said. "We almost can't keep enough color sets in stock. Since Channel 42 is broadcasting about 23 hours in color each week, everyone wants color sets."

Channel 42's programming is nothing new or startling—except to the Austin market. Love explained that the Johnson station, Channel 7, is affiliated with all three national networks but has its strongest ties with CBS. Thus, Channel 7, through its longstanding monopoly, gets first pick of all network programming.

Because Channel 42 does not have a primary network affiliation, Love said, the 16-hour broadcast day is filled with second-class network programming. "Channel 7 naturally

continued on p.32

Wild... Housewives will be in a frenzy for TEFLON through exposure to our stepped-up fall TV schedule. Boosted 50% over springtime levels, it adds new prime-time night shows to an increased number of our reliable daytime spots.

Wilder... Adding to the intrigue will be the new TEFLON coated items you can sell: coffee makers, pizza pans, glass bakeware, waffle makers—plus a bevy of kitchen and household gadgets. Look for them at the July Housewares Show. Each bears the reg-

istered Du Pont Quality Certification Mark†—focal point of more than 1,000,000,000 advertising messages this year and proof that the product passes continuous Du Pont inspection. Be sure of satisfied repeat customers—sell non-stick housewares with the Du Pont Quality Seal.

Wildest... FREE for you at the first booth you find occupied by a Du Pont licensee...a chef's hat, like the one worn by our wild model, for your next outdoor barbecue. In the hat: our promotional schedule

—reason why, this fall, housewives will be going wild...over Du Pont TEFLON.

*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.

†This registered Certification Mark can only be displayed on the products of licensees when they apply TEFLON finish in accordance with approved standards subject to continuous Du Pont surveillance.



Better Things for Better Living...through Chemistry





Housewares buyers will go to Chicago this coming weekend with their tickets stamped "buyer's market." On these two pages you will find out why.

For this pre-show analysis of the state of the housewares industry, **MERCHANDISING WEEK** interviewed key buyers and distributors, as well as manufacturers to find out how they size up this year's July housewares shows, and to get a glimpse of what is to come in this year's big second half—the half that will make or break the predictions that 1965 will go down in history as housewares' first \$10 billion year at retail.

In short, this is a report you will find valuable whether or not you are going to the shows. And if you are going, pack it in your briefcase before you leave—you will find it to be a handy guide through the maze of pricing, products, and programs on display at McCormick Place and Navy Pier next week.

by Ed Dubbs

Art: Joan Bacchus. Cover: Joe Ruskin.

Buyers at the housewares shows expect to hold a stronger than usual upper hand in dealing with manufacturers. They see manufacturers coming under increased competitive pressures to move merchandise and to gain retail floor space, a situation brought on largely by product proliferation in the housewares field.

Sharp pricing on electric housewares appears certain. Competition among manufacturers is expected to be especially keen on slicing knives, leading to some lively price cutting on promotional models. Everyone's trying to cut in on the knife market, a hot one.

Offsetting the price-cutting, at least to a certain extent, will be a stronger-than-ever trend among manufacturers to style up their lines, providing retailers with better opportunities to step up the customer—away from the highly price-competitive promotional models.

To many distributors and retailers, nevertheless, downward pricing pressure will set the stage for the mid-year housewares shows opening this coming weekend. The Independent Housewares-Mass Merchandise Show starts Saturday, July 10, at Navy Pier, where it moved for the first time last January. The bigger McCormick Place event, the National Housewares Exhibit, sponsored by the National Housewares Manufacturers Assn. (NHMA) will open Monday, July 12. Traffic at the Independent show is expected to be brisk this coming weekend but taper off, as usual, after the NHMA exhibit opens. The Independent Show runs through Thursday, and the NHMA show through noon Friday.

Besides hot pricing on knives, buyers expect to see downward pricing pressures also spilling over into a number of other products. In part, lower pricing on electric housewares has resulted from the removal of the manufacturer's federal excise tax. Most manufacturers have passed along the savings. However, the price cutting expected to develop at the shows will result largely from increased competitive pressures among manufacturers.

Pricing confusion is sure to result. Buyers will be kept busy unraveling the complicated pricing situation—trying to figure out how much the lower prices result from excise tax repeal and how much from plain price cutting. Further complicating the pricing situation will be the efforts of a minority of manufacturers to absorb the savings from the excise tax repeal.

Teflon-coated cookware and electrics—the other hot product category along with slicing knives—also is expected to come under increased price pressures. Here, too, more manufacturers are bidding for a bigger piece of the Teflon-coated sales bonanza. Shortages on Teflon-coated goods and slicing knives can no longer be counted on to help, even a little, to preserve price stability.

A buying mood should result from the sharp prices that now appear to be almost inevitable at the shows. Although the spring selling season generally has been good, it has failed to live up to the expectations of many retailers and distributors. Garden goods have been hurt by a dry spring and some water shortages in the East, for instance. The electric housewares business has been good but not spectacular, except for knives. Teflon has been the magic sales word for housewares.

There also seems to be growing retailer and distributor concern over how much of a buying mood the consumer will be in this fall. However, most trade sources interviewed remain optimistic, despite some recent worries about the nation's economy reflected in Wall Street.

Lower pricing should turn the trick to get retailers and distributors in a buying mood. Some hot weather also has come along to help

ease the fan inventories for Eastern retailers and distributors, putting them in a bit more jolly mood.

Besides sharp pricing, buyers can expect good dating, extending almost up to Christmas; plenty of co-op money to go around; the usual special-price deals, including drop-shipment versions; and increased manufacturer advertising support for this fall—not the least of which is wider use of television to promote the industry's products and put consumers in a buying mood.

If the pre-show predictions of a price-oriented show are correct, as many sources interviewed believe, this development will amount to almost a complete about-face to what many of these same sources were expecting several months ago. Then it looked as if pricing might well be on the upswing in the housewares industry. The repeal of the excise tax, at that time, remained only a possibility. Pricing on raw materials used by the industry—polyethylene, wood, aluminum, copper and steel—clearly was on the upswing.

Increased manufacturing costs not withstanding, the housewares industry, especially electric housewares, remains a highly competitive one. Even the removal of one of the biggest names in the field—Universal, by Landers, Frary & Clark—appears only to have encouraged other manufacturers to make a strong bid for Landers' business, while the new owner, General Electric Co., is putting together a new Universal-by-GE line.

Closing out of Universal products manufactured under the old J. B. Williams ownership also is seen adding to the pricing pressures—in a second way. Other electric housewares manufacturers do not want to lose volume on their promotional lines to retailers who might be attracted by Universal closeout goods. The closing out of the Universal line—and how much pricing pressure it will exert on other lines at retail this summer and fall—also remains a major concern to retailers trying to improve their profit picture in electric housewares.

The industry's worst enemy, however, remains product proliferation—or elongation of lines—as everybody tries to be everything to everybody. For distributors and retailers, the slicing knife provides a perfect case in point for their complaints. Few major housewares manufacturers have resisted the temptation to jump into the knife market, and it's getting pretty crowded.

"Everybody's got a knife, including some who shouldn't or should know better," one distributor commented. "It's the hair dryer story all over," another distributor pointed out.

The barrage of knives—cordless and plug-in versions to worry about, to boot—will rival the hair dryer in the number of models available at the top of the hair dryer's sales performance. But no bust appears in sight. In fact, the knife boom may reach as high as 8 million units this year, according to some more optimistic estimates. More conservative predictions see 5 or 6 million units being sold at retail this year, most in the second half.

The knife line to watch, according to retailers and distributors interviewed, belongs to Sunbeam Corp. Although late in entering the knife field, Sunbeam is expected to give General Electric and Hamilton Beach a run for the money this Christmas selling season.

Hamilton Beach apparently has seen the warning signs; it has dropped in a lower-priced promotional unit at an under-\$19 list. General Electric followed suit by reducing



prices on its knife line, remaining competitive. A GE knife was advertised as low as \$12.44 in New York City a few weeks ago, and trade sources see this low price as an omen of things to come.

"If the customer can buy a GE knife for \$12.44," one buyer said, "Who's going to buy a secondary brand?" The pricing pressures on knives, then, appears to be clearly on the promotional firms in the field. "Some people are going to be forced out," one buyer said.

A cordless vs. plug-in battle also appears to be shaping up in knives this fall. A number of cordless units is expected to be advertised at below \$20, putting price pressure on the promotional plug-in models. Some buyers see the promotional manufacturers doing their best job this fall with cordless models in the \$18 price area, rather than with low-end plug-in models at a lower retail price, even below \$10. Some industry insiders see cordless models gaining upward to one-third of all knife sales during the big second half.

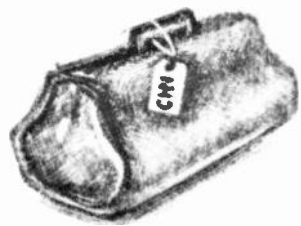
More cordless product interest will result, in part, from the increased number of cordless knives to be shown. Other new cordless products also are planned, including newer entrants in the field. Cy Miller Associates will introduce a cordless portable vacuum cleaner and a vibrator-massager among five new cordless items.

Another magic word at the shows remains "Teflon," and the non-stick coatings will be all over McCormick Place as never before. Just about every imaginable place for a non-stick surface has been claimed, including GE's use of a Teflon coating on the slopeplate of an iron. GE is expected to have some rivals in this area, too.

"The perfect product," mused one distributor, "might be a Teflon-coated slicing knife."

Some industry observers expect to see a decline in the retail price differential between regular and non-stick merchandise that is similar except for the Teflon coating. This could bring the industry even further pricing complications, forcing down the retail pricing on competing goods that are not coated with Teflon. In the Teflon-coated cookware field, Anchor Hocking, with its Mira-Clean glass bakeware line, will be showing pieces which can be retailed below \$2.

Other electric housewares, besides knives, also are expected to come under increased price pressures, especially the promotional numbers. These include hair dryers, toothbrushes, blenders, clocks, lightweight vacs and polishers, and a wide range of other basic electrics such as hand mixers, irons, and toasters.



The salon-type hair dryer, which has given the hair dryer category some renewed vigor, will be coming in at a lower price. First-time entrants with

hard-top hair dryers include the industry's two giants, General Electric and Sunbeam.

Quick-drying portable hair dryers also will be finding a lower price level. Sunbeam is introducing a purse-shaped model with a \$14.95 "full-margin" retail price. GE's portable hair dryer line now starts at \$16.98 list.

The under-\$16-list toothbrushes also will make their debut at the housewares shows. Presto is bidding for a bigger share of the growing toothbrush business with a compact bathroom model at a \$14.95 list. GE will show a rechargeable model at \$16.98, marking the first time a GE toothbrush has carried a list below \$19.98. Dominion also will be at the new price level, with an Imperial model sporting

new styling. Sunbeam, which has come up fast in the toothbrush field, is expected to remain competitive. As for the housewares industry's rechargeable toothbrushes, DuPont has been causing some pricing concern with its unit operating off flashlight batteries and retailing as low as \$6. DuPont will exhibit its toothbrushes at the housewares shows for the first time.

The up-and-coming blender seems certain to attract increased buyer interest at the shows. Sunbeam will exhibit a new line of blenders, a line designed to make the company a factor in this product area for the first time. Hamilton Beach, in accordance with its line cutback in January to products associated with food preparation, also will be seeking a bigger share of the blender business—a market now dominated by the two specialists—Waring Products and Sunbeam's Oster subsidiary. Waring, aware of the increased competition, will show a new line of promotional blenders at the shows.

In the clock field, Sunbeam also has emerged as the major new factor, but now appears on a trade-up bent in alarms after having battled with GE for the lowest price on a low-end alarm. Pricing, however, is expected to remain sharp on promotional alarms, as well as spill over into the kitchen and even decorative cordless fields. Westclox is offering sharp pricing on a new Early American line of decorator cordless clocks.

Sessions' family-planning clock is sure to gain a lot of show attention, as well as its share of jokes. At the show, GE also will be returning to the automatic, 24-hour timer field, giving this product a big sales boost. In some areas, the diversifying clock products appear to be in a whimsical mood—as evidenced by Sessions' football-shaped clock and Westclox' Wee Winkies alarm line for the nursery.



The floor-care picture will find lightweight vacs, promotional polishers and low-end canisters as highly price competitive as ever, despite a strong trade-up trend at retail. Many floor-care

producers will use the July shows to fill in their lines or to adapt to changes that competitors made earlier this year. The January shows proved a major one for new product introductions and innovations in the floor-care field. Bissell, which has found itself a hot item in the manual floor-care field—its Dry Rug Cleaner—can expect to find increased competition in the manual rug-cleaning area.

Imported electric housewares also will make a bigger splash at the July shows as Braun Electric shows a half dozen new items and as Clarion steps up its marketing of the Hitachi line in the U.S. To a number of buyers, the best thing the imported lines have going for them is "fresh" styling. In fact, watch American promotional electric housewares manufacturers copy some of it, buyers predict.

In the fashion categories of the housewares industry, particularly bath-shop and so-called "gift housewares," manufacturers appear to be taking to the woods in increasing numbers. Early American still provides the strongest fashion trend. The Wicker Look, however, is growing in bath-shop merchandise, and Mediterranean styling appears to be on the way.

Plastic housewares producers are taking a three-dimensional look at their lines. For example, buyers will see a plastic laundry basket with the look of wicker. A number of manufacturers have accelerated their efforts to style up their plastic lines, removing some of the pricing pressure from their merchandise. Pricing on better-quality plastic housewares is expected to be up slightly at the show, reflect-

ing price increases on polyethylene resins. However, promotional items, especially the pail-pan products, are expected to remain highly price competitive. In the pail field, other manufacturers are moving to the caddy approach, that is, to combination pails and caddies for carrying cleaning supplies.

The up-styling of lines will help offset, to a certain extent, the price-cutting. Manufacturers are expanding their efforts to trade up their lines—usually through better styling. While promotional units are expected to be more price competitive, retailers will have more deluxe items on which to trade up the consumer—and improve their profit pictures.

Sunbeam has up-styled a number of its electric housewares products, including its frypan and toaster lines. Even Hamilton Beach has built a trade-up line of slicing knives, using deluxe trays for the higher-ticket models. Several blender lines also have been styled up while going more promotional at the low end.

More white trims will be seen around McCormick Place on electric housewares products. Presto has been one of the leaders in playing up white trims, and other manufacturers are joining the white movement. Buyers generally report an increasing number of women willing to spend an extra \$1 for a white handle.

The retail profit picture this fall, several distributors stressed, may well depend on how successful retailers are in trading customers up and away from the promotional units.

Price cutting—for the most part—is being isolated in the housewares field to promotional units that are designed to be kicked around. Buyers can easily spot where the pricing action will be and decide whether to join the price-footballing in an effort to remain competitive, or to push the profit-lines.

Knives pose a special problem for buyers trying to put together a profitable-as-possible assortment for the fall. How many models should he carry? How many promotional units, and what brands? How many trade-up models, and what brands? How many cordless units compared to plug-in models? What lines—if any—will be freer from price-footballing?

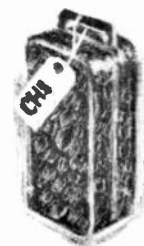
Department store buyers, especially, will be shopping the show to find one or two new knife lines on which they can make a reasonable markup. They expect little trouble in finding promotional winners.

Buyers, in discussing profit, said they do not necessarily view the more promotional pricing on electric housewares as a setback in their efforts to improve profits. Much of the lower pricing, it was pointed out, need not bring a lower markup along with the lower sales ticket. Also, the lower pricing is seen spurring some product categories to higher over-all dollar volume. Several buyers particularly mentioned lower pricing on hair dryers as helpful.

However, other buyers and distributors criticized manufacturers for stepping up the price-competitiveness in the housewares field. One distributor accused manufacturers of being too occupied with trying to stir up consumer buying interest and not concerned enough with the welfare of their distributors and retailers.

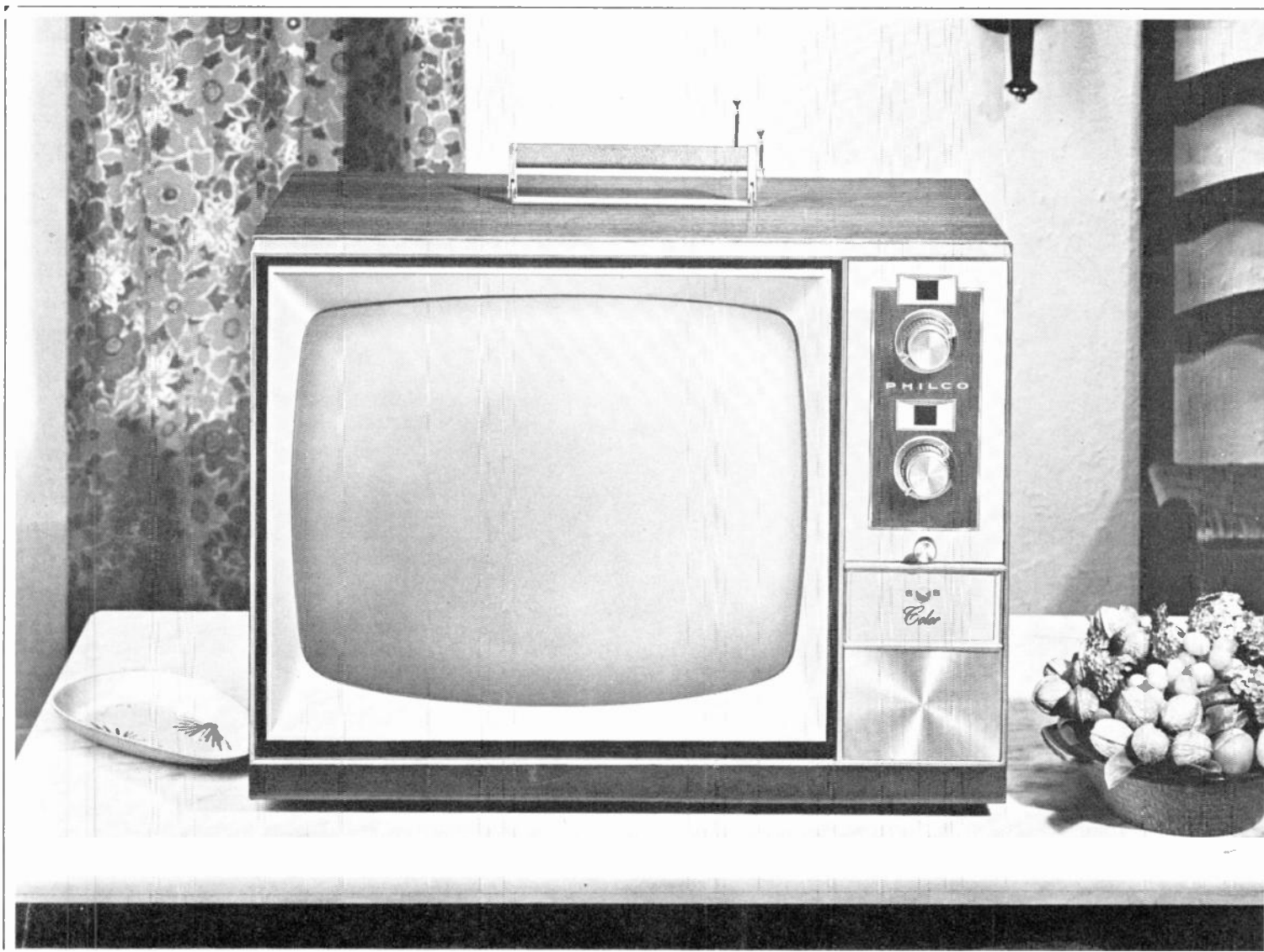
Manufacturers have prepared record advertising budgets for the fall selling season, and much of the money, or at least more of it, will be going into national and concentrated-spot television. Even many smaller manufacturers appear headed for wider use of television—a highly successful media for the housewares industry largely because it has so many products that need good visual demonstration.

Consumers will be stirred this fall—and so will pricing—judging from the pre-show looks into manufacturers' fall promotional plans.



THE TRANSISTOR REVOLUTION COMES TO COLOR TV

***Solid-State Circuits Plus Philco Cool Chassis
Bring New Reliability to Color for 1966***



Portable 19" Color Is Here!

Philco has it — the true plug-in-and-play color tv you and your customers have been waiting for! It has a built-in telescoping antenna and automatic de-gaussing, so it plays almost anywhere.

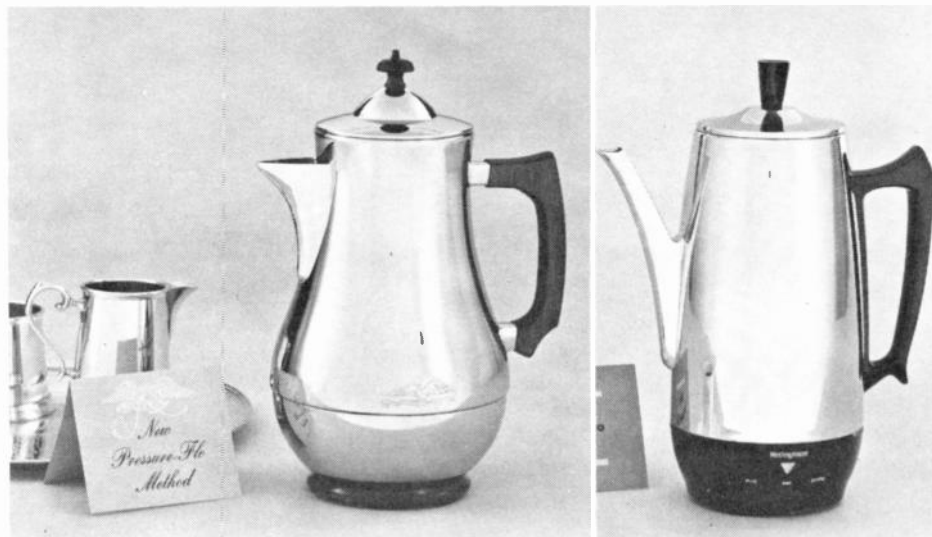
And that's not even half the story.

Brightest color ever

There's a brand-new, Philco-built 19-inch* color picture tube that gets the brightest color picture on the market. For in-store demonstrations — where color has to look its best — this is now the set to use.

Even more news: neat, trim, compact styling that means color tv can fit where it never could before. And, most important of all, Philco's new, extra-reliable transistorized color tv chassis!

*Overall diagonal measurement.



Pressure-Flo percs: Early American (left) and promotional version

Westinghouse unwraps new line: new percs prove prize package

Westinghouse Electric Corp. has brewed up some external as well as internal design changes for its new Pressure-Flo coffeemaker line (MW, 28 June, p.81). The top-of-the-line model features Early American styling—an Eagle motif, plus a handle and lid crown of walnut.

One of three new coffeemakers, the Early American model HP90, is finished in chrome on copper inside and outside, and carries a \$38.95 suggested retail price. The leader model in the Pressure-Flo line, built around a new brewing process, is the HP75, with black handle, at \$18.95 suggested retail. The other new model, the HP85, at \$28.95 suggested retail, features a four-position control that permits reheating the coffee without boiling.

The new brewing method in the Pressure-Flo line, explains Robert Gundaker, Westinghouse's portable appliance marketing manager, results from a special basket that is sealed on the top and locks firmly in place on the bottom. As hot water is pumped into the basket, hitting the top, it is forced down through the coffee and out through holes in the lower sides of the basket. The process, Westinghouse stresses, took three years to develop and results in a richer, fuller brew.

The Pressure-Flo coffeemakers mark Westinghouse's latest effort to beef up its electric housewares line. At the housewares shows in Chicago next week, Westinghouse also will be exhibiting new hair dryers and portable heaters, as well as a new electric slicing knife and a new two-slice toaster. In addition, the company has reduced prices on its earlier knives in an effort to remain competitive.

Heading the new heater line is Custom model AH35, with a new swept-back grill look that is designed to increase the radius of heat projection. The radiant heater features an automatic thermostat, and the unit can be tilted up to 26 degrees and locked in position. Available in 1320 or 1650 watts, the heater is suggested to retail at \$28.95.

Other new heaters: Premier model AH27, a fan-forced radiant model at 1650w, with an extra-long polished aluminum reflector, for \$23.95 suggested retail; Supreme model AH19, a 1320w counterpart to AH27 at \$21.95 retail; Deluxe AH06, also a fan-forced radiant heater, with an automatic thermostat and swept-

back grill, at 1320w, for \$15.45; and the AH01, a 1320w radiant heater with swept-back grill and tip-over safety switch for \$12.45 retail.

Four models have been retained from last year's line: the oscillating AH45 at \$42.95 suggested retail; the AH41 Cozy Glow Custom at \$35.95; and two baseboard units, AH50 at \$28.95, and the AH60 at \$37.95.

Westinghouse's new hair dryers have been built around one unit, available with or without a hat-box case. Both are called the Fashionaire, and the suggested retail prices are \$14.45 and \$17.95.

The hat-box Fashionaire model HZ04 features a red bonnet and a matching brocade-like hat box case. The dryer unit is finished in ivory while the air hose is clear, flexible plastic. A nail dryer is incorporated into the unit, and a single dial control offers four heat selections. The lower-priced version, model HZ02, contains the same features as the HZ04, including a queen-size bonnet, but in blue instead of red. Westinghouse's \$14.45-list hair dryer falls in line with moves formerly made by competitors.

The new slicing knife, the HKN-3, is housed in a gift-type storage case with hinged lid. Other features of the knife, which is suggested to retail at \$31.95, include a contoured handle, a safety switch, and a blade ejector. Westinghouse's new toaster, HT18, features wide wells, white side panels, and a budget suggested retail price of \$14.95.

Lower pricing on current knives includes an \$18.95 lead-off for the HKN-1 model, formerly \$22.95. The HKN-2 has been reduced from \$28.95 to \$25.95 suggested retail.

A refund plan for dealers and distributors to protect stocks on merchandise from which the manufacturers' Federal excise tax has been removed was also announced by Westinghouse last week.

Reduced prices also were announced on two Westinghouse canister vacuum cleaners in its Custom Poweraire line. Model VC25, a deluxe model with a seven-piece attachment set, now carries a \$39.95 suggested retail price, reduced from \$44.95. Model VC15, with a six-piece attachment set, can now be retailed under \$25.95, making it a new promotional leader. Westinghouse also will introduce a new 1 hp canister vac, the Stratovac, to retail for \$49.95 with 7-piece attachment set.

□□□□ Roto-Broil's second "easy-grip" knife (featuring open-handle construction) is set for debut at the housewares shows, despite the filing of a law suit by Hamilton Beach. In that suit, Roto-Broil is charged with infringing on a Hamilton Beach patent for its "hole-in-the-handle" knife.

Roto-Broil president Albert Klinghoffer said his firm would go ahead and show a cordless version (at \$34.95 list) of its previously announced electric "easy-grip" knife. Hamilton Beach, meanwhile, had no comment on whether the firm plans similar legal action against additional manufacturers that are selling open-handle electric slicing knives.

□□□□ Roto-Broil will show a high-intensity lamp in Chicago next week. Suggested retail price on the imported lamp is \$6.95. (For a report on high-intensity lamps, see p.32).

□□□□ Watch Allied Chemical and Stetson move to play a greater role in the housewares industry. Allied, through its newly acquired melamine dinnerware molder, is expected to branch out into other plastic housewares products. Allied and Stetson held a joint press preview in New York City last week to show Stetson's traded-up melamine dinnerware.

Allied's Frank M. Norton, president of the firm's plastics division, gave some frank answers to reporters' questions: Allied, he said, had been dissatisfied with the growth of the melamine dinnerware industry, in which the firm had a big stake as a major resin producer; Allied expects to lose resin sales to other molders now that it also is a molder; and most of Allied's financial support for melamine will go to Stetson rather than the Melamine Council, which may ease out of the picture. There are reports that the Society of Plastics Industries may step up the work of its Melamine Guild as an industry-wide group.

□□□□ The housewares acquisitions roll on. Three additions: Nu-Rod's Meteor Division purchased several product lines from Shane Engineering, including Shane's refrigerator defrosters; Allis-Chalmers agreed to acquire Simplicity Manufacturing Co., a garden goods producer; and Esquire Inc., the magazine publisher, purchased Hadco Aluminum Products, a maker of metal fixtures that are used on indoor and outdoor lighting equipment.

□□□□ Court Action: Singer was hit last week with three more anti-trust suits. White Consolidated Industries is seeking \$13,068,000; Morse Electro Products, \$2,572,500; Morse Industries, \$4,391,100. Two months ago (MW, 5 Apr, p.3), Brother International filed a \$14 million suit. All of the claims stem from a U.S. Supreme Court decision in 1963 that found Singer in violation of the Sherman Anti-Trust Act. The four suits charge Singer with restraint of trade.

□□□□ Sears pushes health-beauty appliances in its newly issued summer catalog. Reflecting the growing importance of personal care items, the Sears book devotes almost an equal number of pages to personal care items (hair dryers, etc.) as it does to basic electric housewares (toasters, etc.).

□□□□ **Sessions' fertility clock is a winner**, the clock manufacturer is discovering. Hammacher Schlemmer, housewares speciality department store on Manhattan's plush East Side, reportedly sold more than 100 units the day following the store's introduction of the clock in a Sunday newspaper ad. Now the department stores—including Macy's and Abraham & Straus in New York City—are getting into the act, but reportedly couldn't get enough merchandise to run ads last week.

A source close to Sessions indicated that he was surprised at the number of men purchasing the clock at Hammacher Schlemmer. Besides the good initial sales, Sessions has been gaining a lot of free publicity on the model, including at least one upcoming cartoon reportedly planned by a men's magazine. Come January, Sessions is expected to have some company in the family-planning clock field.

□□□□ **New York City is minus one GE distributor** as the result of a decision by Joseph Kurzon Inc. to call it quits in electric housewares and concentrate on its electrical supply business. Kurzon was particularly known in the New York City market for its close ties with Macy's New York. Trade sources doubt that GE will name another independent distributor to replace Kurzon. General Electric Supply Co. has served Macy's New York to a certain extent in the past.

Meanwhile, there's a considerable chunk of wholesale business up for grabs with Kurzon's passing. The firm handled a number of major lines. Lafayette Electric is seen having an inside track in picking up much of the Macy business, particularly for Sunbeam and Westinghouse, among other lines. However, nobody's talking at present. Kurzon, trade sources pointed out, worked on a cost-plus basis in servicing key department stores, finally discovering the whole thing unprofitable. Kurzon reportedly even gift-wrapped for Macy's at Christmastime.

□□□□ **The sales increase record for vacs** was broken as May volume fell 2.43% below the May 1964 level. It marked the first time in nine months that vacuum cleaner sales had failed to top the year-earlier level. The Vacuum Cleaner Manufacturers Assn. reported that 329,615 units were sold in May, compared to 337,812 during the corresponding 1964 month. Sales of polishers also were off in May, totaling 84,004 units—a 10.77% decrease from the 94,143 units sold in May 1964.

Five-month figures for both categories, however, remained ahead of last year's pace. Vacuum cleaner sales reached 2,026,222 units for the first five months—up 10.61% from the 1964 level. Polisher sales during the same period this year totaled 498,107—up 1.66% from the 489,972 units during the first five months of 1964.

□□□□ **GE will court teenage girls and sportsmen** this fall in two new additions to its promotion program. GE's housewares division will sponsor a new NBC-TV show, Sportsman's Holiday. Lovable Co., maker of foundation garments, will tie in with GE hair dryers in a back-to-school contest to be run by Lovable dealers on the firm's Graduate product line. The teenagers will win GE hair dryers.

Dollar value of imported shavers:
the trend is up as cheapies fade

Shavers imported into the United States during the first four months of this year are running 40.6% behind the units brought in during the corresponding period last year. However, the dollar value of the shavers imported so far this year is running only 1.5% off last year's pace for the four-month period.

Two major reasons are being cited by industry sources for what adds up to higher pricing on fewer imported shavers: (1) manufacturers who market imported shavers in this country are bringing in better-quality and more deluxe units, and (2) the cheap imports are being excluded by the rough competition.

"Cheap electric shavers gradually are dropping from the field since they cannot withstand the chaotic electric shaver market [in this country]," explains Albert H. Goldman, advertising director for Shavex Corp., Chicago (formerly Charles Levin & Co.). Shavex markets a price-maintained line of shavers in this country, as well as providing Sears with private-label merchandise.

The Netherlands provides the largest number of shavers imported by the U.S. North American Philips (Norelco) imports its shavers from that country. During the first four months of 1965, a total of 298,816 shavers were imported from The Netherlands, according to Customs

Bureau figures. This compares with 541,321 units in the corresponding four-month period last year. However, the dollar value of the shavers this year—\$1,028,544—was less than \$50,000 below that recorded during the first four months of last year.

A country-of-origin breakdown of other shavers imported in the first four months this year follows: United Kingdom, 13,641 units—up from 7,277 units in the four-month 1964 period; West Germany, 3,115 units—down from 45,197 in 1964 period; Austria, 2,050—up from 1,000; Switzerland, 30,664—up from 25,389; Japan, 12,060—no comparison available for the 1964 period; France, 12,000—up from 5,120; and Canada, 3,040—no comparison available.

The four-month total of shaver imports to the United States from all countries came to 375,386—a decrease of 40.6% from the four-month period last year, when 631,952 units were imported. Dollar value this year came to \$1,313,930—down 1.5% from the \$1,333,708 value for the four months last year.

The latest month's figures—April—ran even more off the pace. Units came to 104,359—down 70.9% from the 358,986 units imported in April, 1964. Dollar volume totaled \$354,921 in April—down 25.6% from \$477,009 in April, 1964.

Where and when buying groups
will meet in Chicago next week

This coming weekend and the following Wednesday will be busy days for department store buyers who will be attending meetings scheduled by their New York City-based central or resident buying offices. Manufacturers will be making their usual special presentations before these

chains. Buyers from member stores will discuss pricing, products, and programs for the fall selling season. A list of the meetings follows (all will be held in McCormick Place, except for Biddle Purchasing, which will hold open house July 12-16 at 300 West Adams St., Chicago):

Office	Date	Time	McCormick Pl. Location
Allied Purchasing	Wed., July 14	9 a.m.	Room 7
Arkwright	Wed., July 14	9 a.m.	Room 3
Associated Dry Goods	Wed., July 14 Sat., July 10	Noon 9 a.m.	Room 8 Room 8
Associated Merchandise Corp.	Sat., July 10 Sun., July 11	9 a.m. 9 a.m.	Room 11 Room 11
Atlas Buying Corp.	Wed., July 14	9 a.m.	Room 5
Felix Lilienthal	Wed., July 14	9 a.m.	Room 6
Frederick Atkins	Sat., July 10	8:45 a.m.	Room 4
Gimbels Central Buying	Sun., July 11 Wed., July 14	1:30 p.m. 2 p.m.	Room 9 Room 9
Independent Retail Syndicatē	Wed., July 14	8 a.m.	Room 2
Interstate Dept. Stores	Thurs., July 15	9 a.m.	Room 8
Kirby, Block & Co.	Wed., July 14	9:30 a.m.	Room D
Macy Corporate Buying	Sat., July 10 Wed., July 14	9:30 a.m. 1 p.m.	Room 14 Room 14
May Co.	Sat., July 10 Sun., July 11 Wed., July 14	9 a.m. 9 a.m. 9 a.m.	Room 1 Room 1 Room 1
McGreevey, Werring & Howell	Wed., July 14	9:30 a.m.	Room 10
Mercantile Stores	Sat., July 10 Sun., July 11 Thurs., July 15	Noon 9 a.m. 5 p.m.	Room 3 Room 3 Room 3
Merchants Buying Syndicate	Thurs., July 15	9 a.m.	Ban. Rm.
Mutual Buying Syndicate	Sat., July 10 Wed., July 14	12:30 p.m. 8:30 a.m.	Room 12 Room 12
Progressive Buying Assocs.	Thurs., July 15	8:45 a.m.	Room 6



Hamilton Cosco Stylaire products

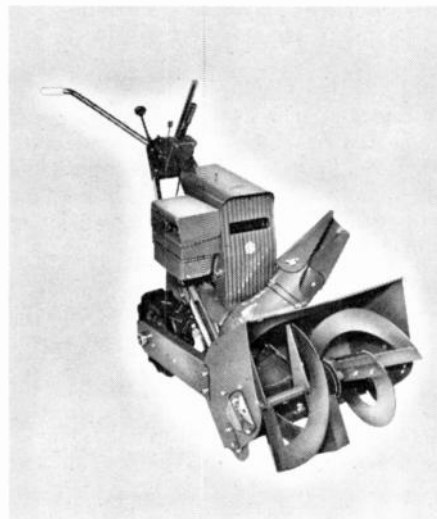
Hamilton Cosco's Household Products Division adds a new ironing caddy, a laundry cart, and a laundry sorter to its line of home laundry goods. Also introduced are two revolving stools.

Constructed of rust-resistant tubular steel, the ironing caddy will hold 24 garments of fifty pounds and folds up for storage. The Standard model, listed at \$3.95, is stationary, while the Deluxe, listed at \$4.95, has 4 swivel casters.

Like the ironing caddy, both the laundry cart and the sorter (shown) are constructed of tubular steel and fold up. The laundry cart has a slip-on container, available in blue-trimmed white cotton or blue and white vinyl. Suggested retail price of the Standard model is \$4.95; that of the larger Deluxe is \$5.95.

The sorter is composed of a container, also available in cotton or vinyl, that is divided into three labeled pockets. Suggested retail prices are \$7.95 for the Standard and \$8.95 for the Deluxe.

Both new Danish-inspired stools have contour-cut backrests and revolving seats. Model S is all hardwood, while model P is equipped with a foam cushioned seat. Model P is available with color-matched upholstered back or with a lacquer-finished back and ranch brown seat. Both models are available in 24-inch or 30-inch heights. Suggested retail price is \$14.95. *Hamilton Cosco Inc., Household Products Div., Columbus, Ind.*



Viking Sno-Blower

New to Berbro's Viking Line of snow blowers is the two-stage model 360. According to Berbro, this new unit can remove up to one ton of snow a minute with its 4 hp. engine. Other units in the line are the 6 hp. model 400 and the 3 hp. model 150. Suggested prices are: model 360, \$259.95; model 400, \$359.95; model 150, \$229.95. *Berbro Mfg. Co. Inc., 156 Fifth Ave., N.Y., N.Y.*



Remington shavers

Three new men's electric shavers are introduced by the Remington Electric Shaver Division of Sperry Rand: the Lektronic V, the cordless Lektronic IV, and the Remington 66 cord shaver.

All three shaver heads contain six rows of angle-honed steel cutters, 348 cutting edges, 756 whisker guiding slots, and adjustable roller combs. They also incorporate Remington's new Reciprocal Cutter shaving action which reduces vibration.

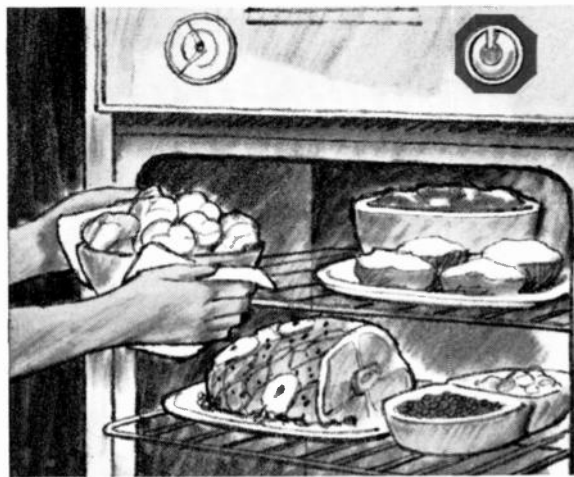
Lektronic V, the top-of-the-line shaver, has a new power console that permits the setting of a dial for any of the three universal voltage ranges. The new shaver is designed for

straight-edge sideburn trimming and can be used with or without a cord. Remington's new impact-resistant material, Armour/Shield, encases the shaver. Lektronic V's travel case contains an unbreakable mirror, and two electric cords, in addition to the shaver and power console. Suggested price is \$44.95.

The cordless Lektronic IV operates on rechargeable energy cells and features the Armour/Shield housing. It comes with a carrying case; a plug-in transformer for cord use is optional. Its suggested retail price is \$38.95. Suggested retail price for the Remington 66, including travel case, is \$31.50. *Remington Electric Shaver Division, Sperry Rand Corp., Bridgeport, Conn.*



This is the control
...that cooks the meat
...that holds the heat
... that sells the range



Robertshaw's UH Auto-Magic FLAME MASTER cooks and holds food at ideal serving temperatures for minutes . . . or for hours, but won't let it overcook or dry-out.

Whether you'd be selling peanuts, automobiles, houses . . . or ranges, it's the extra services and custom features that sell the job. And it's special features, like Robertshaw's Auto-Magic FLAME MASTER, that sells one range over any other. Robertshaw's Auto-Magic FLAME MASTER control gives the customer an *oven-with-a-mind*—the ultimate in automatic, truly functional cooking. Cooking begins immediately, automatically holds at the end of the cooking cycle . . . for minutes . . . or for hours. Last minute delays are no problem. Meals stay warm, tasty—ready to serve, when the hostess is ready to serve them. ■ Robertshaw's new family series of Universal Controls give your customers all the advantages of automatic cooking. From the *oven-with-a-mind* to the *burner-with-a-brain*, sell the "cooks" as well as the "looks" and you'll sell the range.

Robertshaw 

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

High-intensity lamps are turning housewares retailers on

The high-intensity lamps, the hot-item of the lighting industry, are selling best outside of lamp specialty stores and lamp departments. Housewares retailers, taking a cue, are cutting themselves in on the big volume—and the big profits.

"We don't really sell them as a lamp—except at the lamp shop. We sell them as a desk accessory, as a travel aid, as almost any kind of accessory," said a manufacturer at the New York Lamp Show last week.

Some of the manufacturers, including major producer Tensor, will have their lamps on display at the

housewares shows in Chicago next week. Tensor, which made its first trade show pitch to housewares retailers at Navy Pier last January, will be at the bigger McCormick Place show next week.

High-intensity lamps have caught on with the buying public as a happy solution in providing strong light for one person without affecting anyone nearby.

Originally designed for commercial use, high-intensity lamps perform as the name implies—they deliver intense candlepower via a transformer that converts 115-volt house

current to 12 volts. The light is relatively glare-free, the lamp small, and the light confined rather than diffused.

Over 35 lines are on the market. Two of them, Tensor and Lampette, account for approximately 85% of all sales, according to trade estimates. Both lines are fair-traded.

Accounting for roughly 50% of high intensity lamp sales, Tensor sold "half a million" units in 1964, according to Martin Gindoff, executive vice president. Sales to date this year are "substantially ahead," he said.

Tensor's line has five models in

nine colors and three finishes. In addition, Tensor has set up an independent subsidiary, called Di-ax, to counter low-priced competition. Di-ax's \$5 to \$10 (retail list) line is not fair-traded.

This fall, Tensor will push back-to-school and Christmas sales, sticking with its advertising theme of "give this homely little lamp a home."

Arch competitor Lampette has attacked Tensor's mechanical look with a two-model line that "reflects your good taste." A heavy advertising campaign features a seductive siren who purrs, "Lampette, you turn me on." Lampette has several accessories, including a desk set, a magnetic base, a converter for automobile use, to beef up the line. The two best sellers are the E-4 at \$14.95, and the E-6 at \$19.95.

One distributor, who handles both major lines, confided, with his accounts, that Lampette is far out-selling Tensor in high-end units.

Westinghouse and Levitron Mfg. Co. have developed a high-intensity lamp that has no transformer and subsequently no need for low voltage bulbs.

Another manufacturer, Control-Lite, has introduced a rheostat control on its model. The \$19.95 lamp will be ready for delivery next month. It is distributed by Star Case Co. in New York.

Arvin PORTABLE AUTOMATIC ELECTRIC HEATERS style setters • sales getters

INSTANT RIBBON ELEMENTS • MODERN, LOW SILHOUETTE • LATEST AUTOMATIC FEATURES



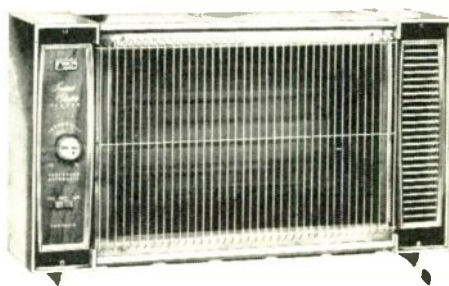
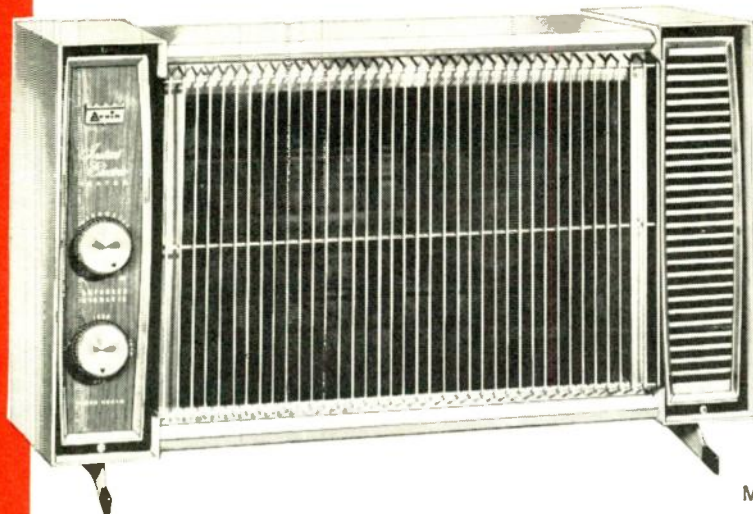
NEW DESIGN ARVIN TWO-HEAT AUTOMATIC HEATER

2 instant heats (1650 or 1320 watts) plus fan-forced circulation • Automatic thermostat control • "Safe-Guard" tip-over safety control • Separate positive "off" control • Wide-angle chrome-plated reflector • Closely spaced, polished grille • Metallic fawn beige finish. Model 34H12 sugg. retail \$28.95

NEW STYLING ARVIN THREE-HEAT AUTOMATIC HEATER

3 instant heats (1000, 1320 and 1650 watts) plus fan-forced warmth • Automatic temperature control with positive "off" feature • "Safe-Guard" tip-over safety control • Instant ribbon elements • Separate positive "off" switch • Wide-angle brass plated reflector • High-temperature, baked on, ivory finish.

Model 34H13—sugg. retail \$31.95



NEW ARVIN AUTOMATIC HEATERS

Instant radiant heat plus gentle fan-forced circulation • Automatic temperature thermostat • "Safe-Guard" tip-over safety control • Instant ribbon elements • Wide-angle polished reflector • New, long, low styling with deluxe control panel • Steel case finished in metallic fawn beige

Model 34H10, 1320 watts

Model 34H11, 1650 watts—sugg. retail \$18.95



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Consumer Products Division, Dept. E-9, Columbus, Indiana

Austin's UHF

continued from p.25

selects the top 20 network shows whenever possible," he said.

Being number two in an established tv market does put a new station behind the gun when it comes to advertising revenue. Even though Channel 42, according to the American Research Bureau's report, had 42% of the viewing market in April, its ad rates are about one-third the cost of Channel 7's rates. For example, a prime-time hour on Channel 7 costs \$625 while the same hour on Channel 42 costs \$192.

"Time will solve all problems" for UHF in Austin has become the theme song of Channel 42 officials. Even though the station is still running in the red, Love predicts a glowing and growing future for the new "U." According to Love, competition from Capital Cable, with its 7,000 subscribers, or from the educational station, is not a factor.

"Our major problems," Love said, "are second choice in network programming, a 12-year head-start by the competition (Channel 7), and the built-in handicap of UHF reception."

Love predicted that Channel 42's network programming problem will be solved within the year when the station affiliates with either NBC or ABC. UHF reception is constantly being expanded, he said, as people trade-in old sets for all-channel models. As for Channel 7's head start, Love commented that time—plus strong local personalities for the station's own locally produced news shows—will solve this problem.

Ask anyone in Austin about UHF and they will tell you that Channel 42 has "made quite an impact." And nine times out of 10 they will add: "You know, we were a one-tv-station town before."

HOW'S BUSINESS?

Retail sales, based on dealers' flash reports to power companies are tabulated below. These figures represent retail activity for a significant portion of the U.S. buying public. The figures in black bold type tell you, in percentage points, how sales of 10 major appliances fared in April, 1965, as compared to April, 1964.

The figures in light type tell the same story for the first four months of 1965. **Highlights:** To start out the second quarter, total appliance sales were up 5% over April, 1964, while total sales for the year to date tallied a 5% gain over the same four months last year. Color tv sales continued

their spectacular climb showing an 88% gain for the month and a 74% rise for the year. Other sales leaders included air conditioners, up 21% over April, 1964, and up 6% for the year; and dishwashers, up 19% and 12% respectively. Only discouraging note was in freezer sales, down 14%, and 2% for the year to date.

% chg: Apr. 1965 vs. Apr. 1964 % chg: 4 mos. '65 vs. 4 mos. '64	Refrig- erators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish- washers	Room Air Condi- tioners	B&W TV	Color TV
IN THE EAST										
New York State Elec. & Gas Assoc.	+21	+15	+15	+ 3	- 8	+ 2	+ 21	+110	*	*
	+15	+14	-10	+ 11	+ 6	+15	+ 25	+ 11	*	*
Jersey Central Power & Light	+ 2	-19	+73	+ 6	- 2	- 3	+ 23	+ 23	+ 6	+ 55
	+ 6	+13	+ 6	+ 7	+ 6	+13	+ 15	+ 34	+ 5	+ 54
New Jersey Power & Light	+37	- 7	+43	+ 10	+32	+ 5	+ 33	+ 31	+34	+ 54
	+28	+ 4	+12	+ 25	+31	+21	+ 39	+ 28	+23	+ 99
Metropolitan Edison	NC	-12	- 9	- 3	+ 9	+ 8	+ 23	- 4	+ 6	*
	+ 1	-11	+ 3	+ 24	+12	+ 8	+ 11	+ 12	+ 5	*
Pennsylvania Electric Co.	NC	+ 1	-20	+111	NC	+13	+ 47	+ 57	+ 6	*
	+ 6	+ 7	+ 4	+ 43	+12	+17	+ 25	+ 90	+14	*
West Penn Power	-11	-28	+ 1	- 5	-17	-21	+ 28	- 8	-15	*
	+ 2	-13	+ 3	+ 19	- 2	- 9	+ 17	+ 41	NC	*
IN THE MIDWEST										
Dayton Power & Light**	-22	-21	-30	NC	-12	- 4	- 33	+150	-47	+ 52
	-11	- 1	- 7	+ 21	-12	-32	+ 11	+223	-13	+ 72
Central Illinois Public Service	- 9	- 5	- 2	+ 33	NC	+26	+ 51	+225	+21	*
	- 1	- 6	- 3	+ 8	- 2	+15	+ 35	+176	+16	*
Kansas Gas & Electric	NC	+ 4	+12	+ 32	- 4	+ 4	+ 28	+ 26	*	*
	+ 6	+ 6	+ 8	+ 17	+ 3	+18	+ 21	+ 23	*	*
Kansas Power & Light	+ 5	-15	+25	+ 10	- 7	- 1	*	+ 35	- 3	*
	+ 3	- 5	- 9	+ 81	- 5	+16	*	+ 11	- 4	*
American Elec. Power System	*	*	+17	+ 30	*	+18	*	*	*	*
	*	*	+21	+ 31	*	+24	*	*	*	*
Nebraska-Iowa Electric Council	- 1	-22	- 9	- 9	+13	- 5	+100	- 38	+10	+ 95
	+ 5	-17	-10	- 30	+ 1	- 1	+ 32	+ 35	+14	+138
IN THE SOUTH										
Chattanooga Electric Power Bd.	+21	+ 3	+ 8	+ 11	+24	+12	- 6	+172	+10	*
	+27	-18	+22	+ 14	+29	+41	+ 3	+138	+ 2	*
Nashville Electric Service	+ 4	-16	+18	+ 4	*	+ 8	*	*	*	*
	+27	-12	+27	+ 8	*	+14	*	*	*	*
Florida Power Corp.	+ 1	+ 7	- 6	- 5	+ 1	+21	+ 9	+ 7	+20	*
	+ 9	+23	+ 3	- 5	+ 7	+ 9	+ 7	NC	+12	*
Florida Power & Light	+ 9	- 9	+21	- 1	+ 3	+ 5	- 5	+ 32	+10	+ 93
	+ 3	+13	+14	+ 4	+ 2	+12	+ 4	+ 25	- 9	+ 36
Tampa Electric Co.	-10	+ 7	-44	- 22	+19	- 7	+ 23	+ 1	+28	*
	+ 2	+ 3	-27	- 10	+ 6	- 7	- 12	- 15	+28	*
IN THE SOUTHWEST										
Dallas Power & Light	+ 9	-37	-29	+1350	-15	+21	+ 19	- 34	+56	+192
	- 3	-21	-26	- 22	- 2	+13	- 2	+ 1	- 4	+176
El Paso Electric Company	+28	+27	+ 4	+ 56	*	+38	+ 68	- 29	+58	*
	+20	+10	- 6	+ 10	*	+30	+ 18	- 29	+ 1	*
Southwestern Public Service	-45	-45	-27	+ 4	-31	-43	- 42	+ 14	-40	*
	-37	-31	-29	- 34	- 9	- 8	- 27	+ 16	-17	*
New Orleans Public Service	+18	NC	+11	*	+21	+32	- 3	+ 34	+19	+655
	+24	+30	+ 9	*	+22	+27	+ 11	- 25	+24	+341
Southwestern Electric Power	+19	-19	+10	+ 185	+10	+64	+ 62	+ 37	- 7	+ 84
	+16	-13	+ 4	+ 57	+ 5	+31	+ 40	+ 6	+ 1	+ 59
IN THE WEST										
Idaho Power Company	-36	-14	- 6	- 7	-11	-10	- 16	*	*	*
	- 8	- 3	+ 2	- 2	- 3	- 3	+ 18	*	*	*
Pacific Gas & Electric	- 8	-17	- 9	- 22	- 6	+ 8	+ 28	- 3	-10	+ 68
	- 5	NC	- 9	- 10	+ 1	+ 9	+ 13	+ 14	- 5	+ 66
Sacramento Municipal Utility Dist.	+ 3	-15	-30	- 60	-10	- 4	+ 79	- 3	-18	+ 46
	+ 5	-17	-33	- 48	- 7	- 3	+ 36	- 7	-13	+ 27
IN THE NATION										
% chg: Apr. 1965 vs. Apr. 1964	NC	-14	NC	+ 5	+ 3	+ 4	+ 19	+ 21	+ 2	+ 88
% chg: 4 mos. '65 vs. 4 mos. '64	+ 2	- 2	NC	+ 5	+ 3	+11	+ 12	+ 6	NC	+ 74

NC—No change. *—Not available. **—Percentages for April reflect city of Dayton only.



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EXCLUSIVE
from
ROBERTS
TAPE
RECORDERS

Cross Field plays the new LP Stereo Speed of Tomorrow 1 7/8 ips. It helps you sell the full Roberts line.

Fair traded for FULL PROFIT.

Roberts
Tape
Recorders
from
\$169⁹⁵



ROBERTS
a division of Rheem Manufacturing,
an international company
with 75 plants around the world.



Is the discounter's grass greener?

Freddie works for an independent appliance retailer. For the past five years, I have heard him grousing about how slow business is, how wonderful it would be to work in one of those king-size discount houses downtown with gobs of traffic to sell to.

One day, gushing with excitement, he announces that he has arranged to try out in such a place on his day off.

"That way," he tells me, "I can get a taste of real volume selling. The grass sure looks green in those pastures!"

I observe that lots of things look better at a distance, but he brushes me off.

Approximately a week later, I encounter Freddie again back at the old stand.

"How did your discount venture fare?" I ask. "Plan to make a career of it?"

"Never," he barks, "never again."

"Why?" I rejoin.

"Why?" he fairly screams at me. "I will give you a blow-by-blow description—from the receiving end:

"It began the moment the doors opened. The tv department seemed

to fill with customers immediately. My enthusiasm was at fever pitch. Then I got my first harbinger of what the day held.

"A tweedy egghead immediately engaged my attention by waving furiously with his Meerschaum. He was out to debate with someone on the respective merits of printed vs. handwired circuits.

"Now I am as up on my product information as the next man, and, to make a sale, I am prepared to argue with equal vigor on either side of the question. But I must admit that I am overmatched with

a Doctor of Physical Science, as this character seemed to be.

"After 10 minutes, I am frantically squirming to get loose, for the floor is crowded and this is not making me any money.

"I finally pull the cork and ask him how soon he needs the set. This seems to stun him, and he turns away, muttering something about finding someone to answer all his questions.

"Slipping away, I find myself cornered by a group of fiftyish matrons on a shopping safari. They have marked me as their next victim.

"They want a Luxor portable tv, but they are not sure of which model. After several jaunts to the ever-present catalogs, I pinpoint the object of their hunt.

"Well ladies," I advise, pointing to the shelf, 'we happen to have your model right here.' My announcement seems to cause consternation.

"What is the price?" The head dowager inquires.

"I tell them. The group huddles, whispering energetically. The head woman emerges from the council and beckons to me.

"That set appears awfully big," she says, 'how large is it?'

"19 inches," I reply.

"Can you show it to us in 16?" she rebuts.

"I don't have the 16 on display," I chirp. 'It looks like the 19 only smaller.'

"The ladies reconvene. Again the spokeswoman steps forth:

"We want to see the 16-inch set," she announces sweetly. 'Just give us the address of the Luxor display room. We'll go over and look at the set. Of course, we'll have to shop your price after that. Don't worry. If you're lowest, we'll be back.'

"By this time I am numb. My only worry is to make a sale.

"A slim young man grabs my sleeve. He is garbed in a derby, narrow lapels, tight trousers, and whatever else the grey-flannel crowd affects these days. He is looking for prices on an Eastwind tv to build in to the playroom of his new \$50,000 split level.

"I patiently escort him through the Eastwind catalog looking for front-control jobs—while he takes down models and prices.

"Just then, a passerby distracts me by asking do we carry salamander food. When I turn around, I find my young friend is calmly jotting down figures from a book behind the counter marked "For Salesman Only"—my cost book. I slam it shut on his fingers, take my coat, and go."

"Quite an ordeal, Freddie," I remark.

"It's only the half of it," he says. "Here, when we tell people an item's fair-traded, they understand and pay the price if they are sold on it. There, they want to fight you because the sign over the door says 'Discount House.'

"I wouldn't go back without a law degree!"

About the author—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily those held by MERCHANDISING WEEK.



It's SMART

to sell
DELUXE



ELECTRICS

Full Profit on Top Volume

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

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

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

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

M-0472
10-CUP CHROME PERCOLATOR
\$14.95 Fair Traded

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

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



M-0471-50
11" FRY PAN
\$19.95 Fair Traded



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



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



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



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



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

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

THE NEW YORK TIMES, TUESDAY, JUNE 25, 1965

ABRAHAM & STRAUS



A&S SHOWS YOU 40 WAYS TO SAVE WATER



*STOP...THINK AND SAVE...YOU CAN SAVE AT LEAST 25 GALLONS A DAY

A&S shows how to save water (buy housewares)

With New Yorkers' attention focused on the city's water shortage, Abraham & Straus used this full-page ad to show customers "40 ways

to save water." Many of the products shown are housewares, including an electric shaver, waterless cookware, dishpans, and pitchers.

KEY MOVES

Hamilton Beach—Charles B. Price is named to the newly created position of merchandising mgr. Two district sales mgrs have changed areas: Al Tyler moves from Atlanta to the St. Louis area, and Harold V. Clark moves from Des Moines to the Detroit area. Two district sales reps are also named: Richard L. Verch in Atlanta, and Thomas V. Bryne in Des Moines.

Aluminum Specialty Co.—John W. Torrison is elected chairman of the board and chief executive officer, and Merlin H. Birk is elected president.

Standard Products—Michael T. Powers is appointed sales vice president.

Iona—Gerald F. O'Rourke, sales mgr, is elected to the board of directors. O'Rourke announced the following new distributor appointments: I. Alberts Sons, Boston; Jernigan Hardware, Augusta, Ga.; Paris Dunlop Hardware, Gainesville, Ga.; Sparks-Giles Hardware, Danville, Va.; Warehouse Electric Supply, Butler, Pa.; Hinsville Electric, Troy, N.Y.; Bill-

meyer's, Pocatello, Ida.; Miller Machinery & Supply, Miami; Globe Import & Export, Columbus.

Regina—Mel Boldt Associates is retained as consultant for new product development.

Courtney-Lindley—Two former executives of Speedway Mfg. Co., William B. Courtney and Thomas M. Lindley, have formed their own manufacturer's rep firm, in Hillside, Ill.

Revere Copper & Brass—Richard C. Wright is named general sales mgr for utensils. Wright was at one time with Revere's Rome Mfg. division.

Berkay Industries—Two sales reps for the Insta-Brewer coffeemaker are named: Cohen & Perrino Associates, Havertown, Pa., for Maryland, Virginia, Washington, D.C., and eastern Pa.; and G.&W. Sales, Chicago, for northern Illinois.

Ekco—Themio "Pete" Plakos is appointed national sales mgr, and Martin Feinberg field sales mgr.

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
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.	May	55,906	43,758	+ 27.76
	5 Months	410,919	358,357	+ 14.67
dryers, clothes, gas	May	27,427	27,868	- 1.58
	5 Months	209,239	203,152	+ 3.00
washers, auto. & semi-auto.	May	261,889	246,442	+ 6.27
	5 Months	1,410,550	1,341,765	+ 5.13
wringer & spinner	May	53,123	54,349	- 2.26
	5 Months	237,807	262,787	- 9.51
OTHER MAJOR APPLIANCES				
air conditioners, room	April	428,500	287,700	+ 48.94
	4 Months	1,428,900	1,094,300	+ 30.58
dehumidifiers	May	43,500	41,700	+ 4.32
	5 Months	118,000	109,600	+ 7.66
dishwashers, portable	May	26,500	26,400	+ .38
	5 Months	153,100	117,700	+ 30.08
dishwashers, under-counter, etc.	May	60,100	53,800	+ 11.71
	5 Months	315,100	270,700	+ 16.40
disposers, food waste	May	101,000	88,500	+ 14.12
	5 Months	512,500	512,300	+ .04
freezers, chest	May	38,600	35,600	+ 8.43
	5 Months	162,300	174,100	- 6.78
freezers, upright	May	48,900	47,400	+ 3.16
	5 Months	255,800	263,600	- 2.96
ranges, elec., free-standing	May	87,000	88,500	- 1.69
	5 Months	520,900	485,700	+ 7.25
ranges, elec., built-in	May	57,100	64,900	- 12.02
	5 Months	313,500	329,400	- 4.83
ranges, gas, total	April	179,300**	193,500	- 7.34
	4 Months	704,200	712,600	- 1.18
refrigerators	May	392,400	388,900	+ .90
	5 Months	1,878,400	1,767,900	+ 6.25
water heaters, elec. (storage)	May	87,400	72,000	+ 21.39
	5 Months	440,700	421,500	+ 4.56
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	March	270,492	165,535	+ 63.40
	3 Months	718,710	506,393	+ 41.93
distributor sales	March	239,209	179,204	+ 33.48
	3 Months	703,060	502,312	+ 39.96
phonos, mfrs. ship., console	March	128,298	129,751	- 1.12
	3 Months	385,931	360,410	+ 7.08
distributor sales	March	136,264	144,880	- 5.95
	3 Months	366,549	375,196	- 2.30
radio production (ex. auto)	June 18	277,641	251,985	+ 10.18
	24 Weeks	5,982,806	4,371,956	+ 36.85
distributor sales	March	1,056,047	769,425	+ 37.25
	3 Months	2,641,069	1,978,911	+ 33.46
b&w television production	June 18	145,828	163,011	- 10.54
	24 Weeks	3,674,379	3,604,123	+ 1.95
distributor sales	March	662,775	687,746	- 3.63
	3 Months	1,904,302	1,920,363	- .84
color television production	March	205,577	106,400	+ 93.21
	3 Months	502,857	286,227	+ 75.68

**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.



"Look, I can adjust all six snap-in half shelves in seconds. Arrange them to hold things that would never fit in my old refrigerator. Clever Westinghouse—making the only 18 cu. ft. Slim Wall refrigerator with a giant freezer up top—Frost Free too, plus a 7-day Meat Keeper."

New Westinghouse adjustable half shelves arrange 46 ways.

"Land sakes...I can put this big watermelon right into that new adjustable shelf refrigerator without a bit of fuss. Those new half shelves certainly are sturdy rascals, aren't they?"



"I sure like the way those new adjustable half shelves move from position to position in seconds. And all that extra usable inside space—great! About time someone came up with a refrigerator that the wife and I can arrange to suit ourshelves."



"I've gone over every inch of this 18 cu. ft. Slim Wall—and it's magnificent. With these new half shelves, it's elementary to fit in tall bottles, 30-lb. turkeys, 12-gallon punchbowls, and 10-layer cakes. Here's a clue for you dealers. Make tracks now to your Westinghouse distributor and stock up on these new Slim Walls with adjustable half shelves. (Comes in a bottom mount freezer too! Model RDF-85.)"

"Come on, everybody, hop aboard."



You can be sure if it's Westinghouse

