

# MERCHANDISING WEEK

★ EDITED BY THE HOME GOODS RETAILER/A MCGRAW HILL PUBLICATION/50 CENTS/VOL. 97 NO. 28/JULY 12, 1965

HAWKES TV SERV & SLS  
10 HARDY RD  
WESTBROOK MAINE 04091

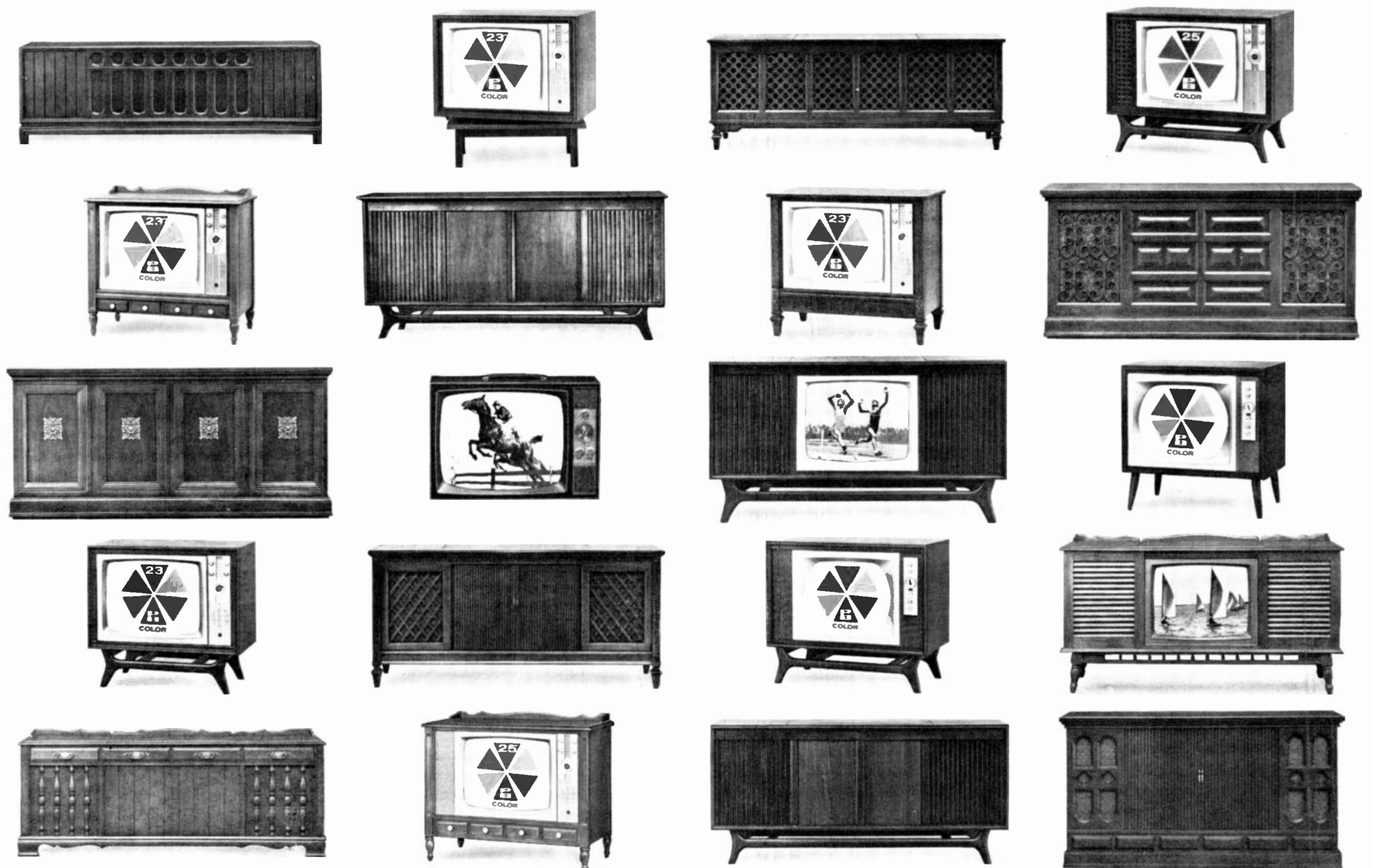
9-60

NHMA NATIONAL HOUSEWARES EXHIBIT  
HOUSEWARES SHOWCASE  
Your guide to the action  
in Chicago this week  
PRESS JULY 1965





Our complete line around 40 years ago.



Part of our line for 1966.

New 25, 23, 21 inch color TV; new 300-watt solid state stereo; new color TV combinations and black & white TV; superb new 1966 models. Take a good look at 40 years of leadership. Take a good look at Packard Bell. ★ Some exclusive area dealer franchises are still available. Write Paul Bryant, Packard Bell Sales Corp., 12333 W. Olympic Blvd., Los Angeles 90064.

**Packard Bell** | 





Norelco's all-everything transistorized radio has FM-AM, marine, and shortwave bands, and offers the greatest frequency coverage of any portable on the market, according to the company. The price: \$249.95.

## but the glowing prospects for a record year linger on



RCA's show-stopper: a modular unit offering transistor tv, radio, stereo tape, and phonograph in a jazzy-looking building-block ensemble. Speakers are extra.

VM's automatic stereo phono, shown by M. B. Cain, plays six hours per charge on built-in nickel cadmium batteries. It can be recharged while playing. Price (post-excise) is \$149.95; sign shows earlier pricing.

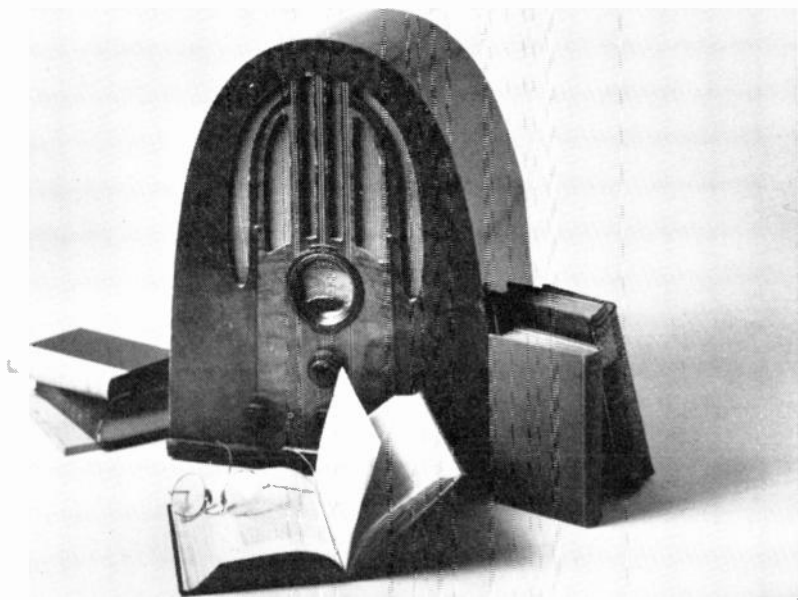


Westinghouse is trying something new in its console phono interiors. Instead of going with the wood look inside, it is using fabric to line the interior in six models. Fabric models start around \$300, run to \$500.



The Magnavox Imperial phono line, featuring remote control, is now carried by 750 dealers; 80% of Magnavox phono volume in 1964 was done over \$300, according to president Frank Freimann.





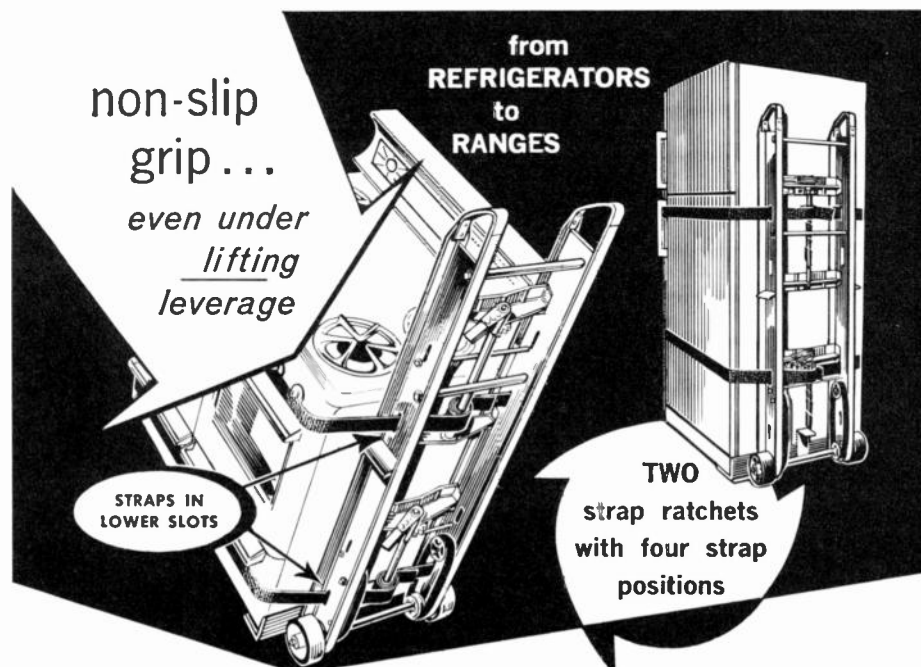
## August 1st... you'll be ready to make taped music at 7½ ips just as obsolete!

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

NEW "DYNARANGE" TAPE AVAILABLE AUGUST 1ST

**Magnetic Products Division** **3M** COMPANY

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



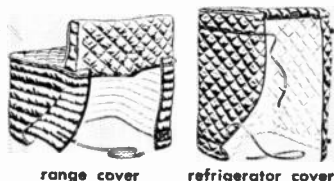
## NEW YEATS model 14

You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

**NEW FINGER TIP RATCHET RELEASE**  
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

### "Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



**YEATS** APPLIANCE DOLLY  
SALES COMPANY  
1304 W. Fond du Lac Ave.  
Milwaukee, Wisc.

## APPLIANCE-TV

# Japanese tape recorder exports: fewer units but more dollars

The Japanese are evidently pushing the high end in their tape recorder exports to the U.S. Although the number of tape units shipped in May fell 16.31% below the level of May, 1964, the dollar value climbed 9.05%. This is a change from the situation in April, when both the number of units and the dollar volume of tape recorder exports were well behind last year's levels.

For the five-month period ending in May, Japan exported nearly one million tape recorders—worth approximately \$13.5 million—to the U.S. Although the total number of units shipped was down 13.32% from the same period last year, the dollar volume was up 3.29%.

Transistor radios continue to lead the dollar-volume parade, even though the May dollar volume of sets exported was down 9.95% from the same month in 1964. This loss is reflected in the falling average price of the transistor radios exported from Japan. In May of this

year, the average price was \$7.17; in May, 1964, it was \$8.16.

Television sets exported from Japan to the U.S. in the first five months of 1965—a total of 341,531 units—brought nearly \$19 million to the Japanese. Dollar volume of tv exports, unlike that of transistor radios, has risen in 1965—nearly 60% ahead of 1964 for the first five months.

Transceiver exports from Japan to the U.S. continue to climb spectacularly: 562,575 units and \$4,562,500 ahead of 1964 for the first five months of this year.

Comparing average prices of transistor radios from Japan with those from Okinawa, Hong Kong, and Taiwan gives a good indication of why Japanese radios are presently that nation's slowest growing export to the U.S. The average price of transistor radios imported from Japan in May was \$7.19; from Hong Kong, it was \$3.04; from Okinawa, \$3.30; and from Taiwan, a low \$2.49.

## Japanese exports to the U.S.\*

	date	UNITS			DOLLARS		
		1965	1964	% chge	1965	1964	% chge
Transistor radios**	May	714,711	.....	.....	5,626,877	.....	.....
	5 Months	3,100,380	.....	.....	23,763,076	.....	.....
Chassis/kit. tr. rad.	May	15,622	.....	.....	109,702	.....	.....
	5 Months	211,241	.....	.....	245,023	.....	.....
Tot. tr. radios	May	88,848	39,984	+122.21	75,125	86,155	— 12.80
	5 Months	269,452	196,198	+ 37.34	314,742	279,315	+ 12.68
Total tr. radios***	May	826,812	807,206	+ 2.43	5,931,792	6,587,327	— 9.95
	5 Months	3,619,317	3,251,801	+ 11.30	24,896,381	25,108,491	— .84
Tube radios	May	100,435	.....	.....	859,027	.....	.....
	5 Months	410,383	.....	.....	3,646,705	.....	.....
Chassis/kit tube rad.	May	7,940	.....	.....	84,144	.....	.....
	5 Months	52,947	.....	.....	597,445	.....	.....
Total tube radios	May	108,375	100,541	+ 7.79	943,171	899,922	+ 4.81
	5 Months	463,330	428,229	+ 8.20	4,244,150	3,863,974	+ 9.84
Television	May	69,193	46,486	+ 48.85	3,997,447	2,838,533	+ 40.83
	5 Months	341,531	212,756	+ 60.53	18,771,487	11,769,436	+ 59.49
Radio-phonos	May	20,619	6,141	+235.76	420,516	106,404	+295.21
	5 Months	72,274	32,458	+122.67	1,942,980	801,039	+142.56
Tape recorders	May	219,570	262,369	— 16.31	3,389,612	3,108,196	+ 9.05
	5 Months	995,247	1,148,178	— 13.32	13,835,757	13,395,658	+ 3.29
Transceivers	May	237,704	45,667	+420.52	1,854,502	535,177	+246.52
	5 Months	737,726	175,151	+321.19	6,805,608	2,243,180	+203.39

\*Source: McGraw-Hill's Tokyo News Bureau

\*\*Three or more transistors

\*\*\*Includes transistor car radios

## U.S. imports from Japan\*\*\*

Transistor radios	May	600,581	542,160	+ 10.78	4,319,440	4,084,252	+ 5.76
	5 Months	3,094,641	2,810,503	+ 10.11	22,029,830	20,113,548	+ 9.53
Radios, other	May	95,719	103,520	— 7.54	1,087,270	765,531	+ 42.03
	5 Months	530,032	489,760	+ 8.22	5,032,678	3,537,745	+ 42.26
Radio-phonos	May	11,306	3,929	+187.76	361,667	73,864	+289.64
	5 Months	50,846	19,842	+156.25	1,687,212	432,155	+290.42
Television	May	66,332	34,984	+ 89.61	3,612,271	1,944,590	+ 85.76
	5 Months	344,439	171,309	+101.06	18,723,723	8,724,753	+114.60
Tape recorders	May	198,708	244,383	— 18.69	3,448,039	2,955,209	+ 16.68
	5 Months	1,024,201	1,092,828	— 6.28	16,393,746	13,926,891	+ 17.71

## U.S. imports from Hong Kong\*\*\*

Transistor radios	May	267,973	95,745	+179.88	814,718	348,346	+133.88
	5 Months	1,062,130	389,820	+172.47	3,279,280	1,443,446	+127.18

## U.S. imports from Okinawa\*\*\*

Transistor radios	May	40,816	55,156	— 26.00	134,624	184,547	— 27.05
	5 Months	214,640	170,990	+ 25.53	720,863	622,960	+ 15.72

## U.S. imports from Taiwan\*\*\*

Transistor radios	May	31,285	39,268	— 20.33	77,976	111,277	— 29.93
	5 Months	125,973	100,164	+ 25.77	317,537	311,609	+ 1.90

\*\*\*\*Source: U.S. Customs



# 3 ways to beat your biggest washer competitor

## 1. Sell Hotpoint's porcelain bonus

Only Hotpoint washers have an all-porcelain finish—outside and in—that's included *at no extra cost!* So be sure your customers know they're getting more for their money from you and Hotpoint.



## 2. Feature Hotpoint's 16-lb. capacity

Nothing appeals to a woman like getting her work done fast. So tell your customers how Hotpoint handles bigger wash loads. Loads from 2 lbs. to 16 lbs. come clean with ease. Your toughest competitor can't match that.

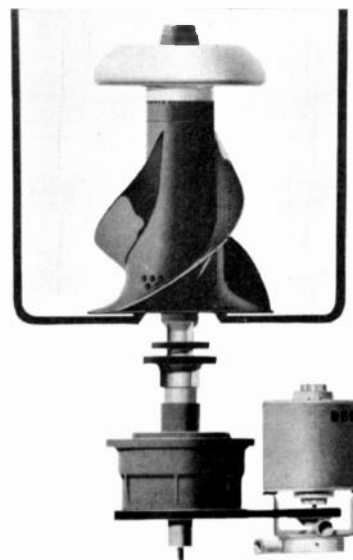


## 3. Promote Hotpoint's extra "muscle"

Hotpoint's big  $\frac{1}{2}$  h.p. motor (most others are  $\frac{1}{3}$ ) and commercial size transmission put extra muscle in our machines. Help them handle 16-lb. loads readily, yet clean 2-lb. loads without special attachments.

● Hotpoint gives you more things that mean more to women. On dryers, for instance, only Hotpoint has this 5-year replacement warranty combination: the standard one-year warranty covering parts and labor, *plus* an additional 4-year parts warranty on the motor and other critical, hard-working parts.\* What's more, Hotpoint primes the pump night and day with NBC-TV's The Tonight Show and The Today Show. 86 million viewers in all! So stir up more washer sales. Contact your Hotpoint Representative now.

\*Blower, Blower Clamp, Thermostat, Drive Motor, Centrifugal Switch, Dryer Drum and Electrical Heat Coil.



# Hotpoint

*first with the features women want most*



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

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Zenith 1966 phono and radio line

Highlights of Zenith's 1966 line of phonos and hi-fi stereo record players include the introduction of two new AM-FM stereo FM solid-state

radio tuners and a console stereo phono line starting at \$139.95. In addition, the line features expanded use of a solid-state system, price reductions up to \$100, and a new battery-powered outdoor monophonic phono at \$69.95.

Of the 48-model phono line, thirty units have a solid-state system of audio amplification; 12 others have solid-state tuner amplifiers.

New in the line is the Sibelius, model MNT2670 (shown), a console hi-fi stereo record player with Zenith's first Custom 4-track stereo tape recorder and a solid-state AM-FM-stereo FM radio and amplifier. The Sibelius is one of 4 console instruments that has two 15-inch woofer speakers with two exponential horns

and four triaxially mounted 3½-inch tweeters. Others are the Lind, model MN2670 (\$725), the Rosini, model MN2675 (\$775), and the Debussy, model MN2685 (\$825). These instruments, plus 30 other stereo consoles, combinations and portables, have a new low mass Micro-Touch 2G tone arm.

Also introduced is the bandshell-designed Minstrel, model NP15 (shown), a transistorized portable table mono phono that uses a solid-state amplifier and operates on a pack of six "D" cell batteries or standard AC. Its retail price is \$69.95.

In its 1966 radio line, with 13 new radio models, Zenith introduces its first all-transistor FM-AM table

model and a new Royal 500 personal portable. Also announced is a price reduction of up to 27% on its multi-band transistor radios. The Royal 3000 Trans-Oceanic, 9-band transistor FM-AM-bandspread shortwave portable radio is now \$199.95, including batteries.

Leading the FM radio line is an FM-only table set at \$29.95 and an FM-AM table model at \$39.95. The new transistorized AC-operated FM-AM Astoria, model N890, has AFC and a 4-inch deep cabinet. A specially designed circuitry and an added RF stage are features of the Royal 500, an 8-transistor personal portable. The set, complete with a deluxe carrying case, earphone attachment and batteries in a gift box, has a retail price of \$29.95. Optional is an external AC power converter.

The alarm clock-radios and AC table radios feature a solid metal chassis, molded cabinet backs, raised station numerals, and, in some sets, a shadow-box cabinet design. Prices range from \$29.95 to \$74.95 for FM table radios, and from \$17.95 to \$59.95 for clock-radios. *Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill.*

## What is the "built-in maid?"



**SHE'S THE  
SYMBOL OF  
PROCTOR-SILEX  
QUALITY FEATURES!**



### **built-in! patented thermostat**

Set it and forget it — automatically insures exact shade of toast every time!

### **built-in! faster heating elements**

Speed up toasting time. Provide more evenly textured toast, too.

### **built-in! extra high rise**

Now small slices and muffins rise to height that's easy-to-reach.

**built-in! 1-year free replacement guarantee.** If for any reason due to defect in workmanship or material a Proctor-Silex toaster in normal use does not perform satisfactorily, it will be replaced. (Cord and shipping damage excluded.)



TV advertising coast-to-coast is built in, too. Largest in Proctor-Silex history. Featuring toasters, irons and ironing tables — all by

**PROCTOR-SILEX® WITH THE "BUILT-IN MAID!"**

BE SURE TO SEE PROCTOR-SILEX BOOTHS 138 TO 152 CHICAGO HOUSEWARES SHOW



Emerson 1966 tape recorders

Emerson's 1966 line of tape recorders consists of seven models, five monaural and two stereo. Prices start at \$59.95 for model MM525, a self-powered transistor unit with two-speed capstan drive, remote control on the microphone and a built-in accessory storage compartment, and step up to \$229.95. The top-of-the-line model SS544 (shown) is a four-speed AC, professional monostereo record player with dual 5w all-transistor amplifiers, illuminated VU meters, Simul-Track and two 5- by 7-inch hi-fi speakers.

The five models between the leader and the top-of-the-line are all AC-operated, solid-state, 4-speed monaural and stereo tape recorders, and incorporate, in various combinations, such features as the single knob function control, dynamic microphones, and modern-designed high-impact cabinets. *Emerson Radio Inc., 680 Fifth Ave., New York, N.Y.*



# MERCHANDISING PROGRAMS GIVE PHILCO STEREO SALES EDGE

***Original oil paintings, top recording stars, new Philco Stereo display geared to spur stereo sales***



Philco is backing up its 1966 line of quality stereos with some of the most exciting and unusual traffic-building merchandising ideas the industry has ever seen.

#### **Original oil paintings**

Philco brings you a beautiful collection of original oil paintings by European artists. Display and promote these eye-appealing paintings in your store to create additional traffic, attract the top stereo prospects — and turn shoppers into customers. Expect an enthusiastic sales reaction to these paintings—and to 1966 Philco Stereos.

#### **Five-record albums**

And Philco has lined up the top Columbia Records stars in five separate albums. Barbra Streisand, Robert Goulet, Steve Lawrence and Eydie Gormé — plus dozens more! Here's a stereo library to help you sell Philco Stereo. This unique rec-

ord collection is designed for those people who appreciate the finest in music. People who want the finest in stereo sound and style. They're your customers—Philco Stereo customers.

#### **Lavish new display**

Philco's brand-new display for the 1966 stereo line gives Philco Stereo the "at-home" setting it deserves. Here's a striking, room-like setting that will make your job easier, because it will be easy for your customers to visualize just how beautiful Philco Stereo will look in their own homes. A carpeted, elevated platform adds to the "at-home" décor. A wood-framed background with textured panels accents Philco's fine-furniture craftsmanship. An illuminated, carved-wood overhead is framed to give it a rich, elegant furniture look. Here's the perfect setting for 1966 Philco Stereo.



# Every month Family Circle gives 7,500,000\* homemakers an outlet.



All illustrations reprinted from Family Circle.

## Where's your appliance ad?

What's Family Circle got that the other three leading women's magazines don't have? A greater percentage of married women readers. A greater percentage of women readers between 18 and 49. A greater percentage of women readers in households with children. A greater percentage of women readers in households with incomes of \$8,000 or more. And if that's not enough for you, last year Family Circle devoted a greater percentage of

its editorial content to household equipment than any of the other leading women's magazines. What don't we have? We have no fiction, no exposés, no nonsense. (Family Circle is all service. All business.) And we have no subscriptions. (Family Circle readers have to go out to buy it. Yet so many women buy Family Circle that we have the largest single-copy circulation of any magazine in the world.) Shouldn't you buy Family Circle, too?

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

\*The applicable circulation guarantees: McCall's 8,400,000; Family Circle 7,500,000; Ladies' Home Journal 6,500,000; Good Housekeeping 5,250,000.





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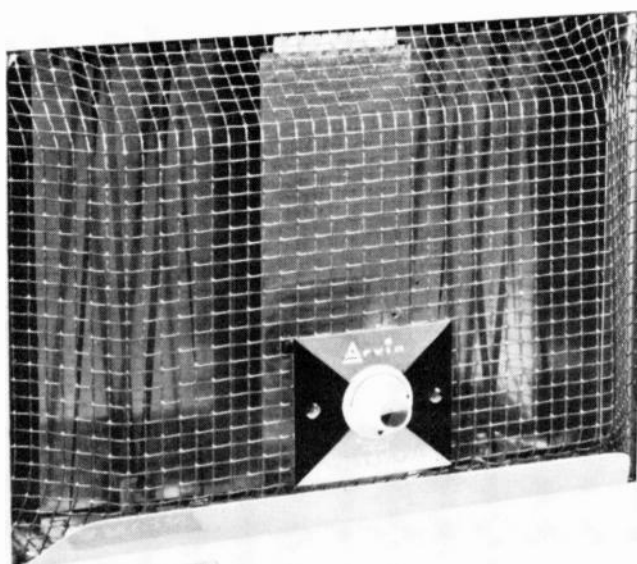
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Big heater features, small heater price—full mark up! It's the kind of value you expect from Arvin, the leader, to keep *your* heater volume big and profitable. Compare features, compare price! Features, like *fan forced instant ribbon heat* that warms an entire room with its 4505 BTU output at 50 cubic feet per minute, chromium alloy element for quick heat, automatic thermostat 30° to 120°, twin polished reflectors, tamper-proof mesh grille, no-mar rubber feet, safety tip-over switch, fan motor oiled for life, no TV interference, sturdy case and cool fold-down handle.

**Model 32H25—1320 Watts, 120 Volts, AC**  
Finished in Antique White Baked-on enamel

Sugg. retail  
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**Model 16H20—1320 Watts, 120 Volts, AC**  
Finished in Light Beige Baked-on-enamel

Sugg. retail  
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ARVIN '65 . . . the most profitable heater line you can carry!

NEW PERMANENT CHICAGO SHOWROOM:  
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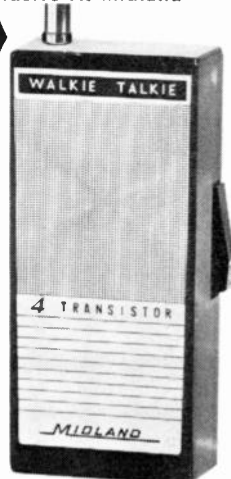


Midland International... today the largest single U.S. source of quality electronic products from throughout the world, tested and selected at both the origin and at our domestic facilities by Midland engineers. Full, domestic service and parts protection on all units.

**13-110 Solid State Exclusive At Midland**  
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More sold than any other 100 MW unit. Features you'd expect at twice the price! Two channel, 10 transistor, 16-oz., full 100 mw hand-held walkie-talkie. Push-pull audio amplifier, push-to-talk switch, noise limiter control, 49" telescoping antenna, and rugged metal cabinet. Up to 7 mile range. No license required. Complete with Channel 7 plug-in crystals, leather carrying case, and private earphone. Powered by 8 penlite batteries or 110-volts AC by using optional AC adaptor. Could retail with full margin for only \$37.95 each.

**13-105 Solid State Exclusive At Midland**

**The leader with the most performance.** 4 transistor, 8-oz. crystal-controlled walkie-talkie. 80 mw—up to one mile range. Full 2 1/4" speaker - microphone. Fingertip push-to-talk switch, variable volume control, 11-section telescoping antenna. No license needed. Complete with carrying case, standard 9 V. battery and plug-in Channel 14 crystal... could retail with full margin for only \$13.95 each.



**13-133 Solid State Exclusive At Midland**

10 times the power of ordinary, hand-held units. Unmatched performance. Professional full 1-watt, 13 transistor, dual channel, 36-oz., compact walkie-talkie. Sell on sight features: Push-pull audio output, AVC, variable squelch control, 62" telescoping antenna, automatic noise limiter, tuned RF stage, and durable metal cabinet. Up to 15 mile range. 3 power options: 8 penlites, 8 "D" cells, or 110-volts AC. Meets FCC requirements. Complete with Channel 7 plug-in crystals, external antenna, microphone, AC jack, leather carrying case, and private earphone... could retail with full margin for only \$89.95 each.

Now offered with revolutionary Shoulder-Talk® (optional) for hands-free, 2-way communication at small additional cost. 13-233.

**13-111.** 11 transistor, 27-oz., 100 mw, hand-held walkie-talkie with built-in AM radio for listening pleasure, that does both jobs efficiently. Push-to-talk switch, AM radio with slide rule vernier tuning, AVC, noise limiting circuit, 57" telescoping antenna, and high-impact styrene cabinet. Powered by 8 penlites or 110-volts AC. Up to 5 miles communication range. No license needed. Complete with leather carrying case, Channel 7 plug-in crystals, and private earphone... could retail with full margin for only \$42.95 each.

**13-108.** 9 transistor, 18-oz., 100 mw, pocket walkie-talkie. Up to 5 mile range. Push-to-talk switch, 52" telescoping antenna, and metal cabinet. Uses 7 penlites. No license required. Complete with plug-in Channel 11 crystals, leather carrying case and private earphone... could retail with full margin for only \$29.95 each.

"Try One & See, Full Guarantee": Order a pair. If not fully satisfied return freight collect with full refund.

Write for 88 page catalog of 512 electronic products

**MIDLAND INTERNATIONAL**

CORPORATION

the world of quality in electronic products

1519-21 ATLANTIC STREET NORTH KANSAS CITY, MISSOURI

BOOTHS 1484 THRU 1486, NAVY PIER

## Fight them all

**Heart Attack  
Stroke  
High Blood Pressure  
Rheumatic Fever**

## Give Heart Fund



## APPLIANCE-TV

### Aldens fall-winter catalog still has excises, promises cuts

"Good News for All America" shouts an insert in Aldens' 1965 fall and winter catalog. But the news may not be good for everyone. It may not be good for Aldens' competitors, for example.

"Federal Excise Taxes Cut. Aldens Lowers Prices!" says the insert. The prices printed in the catalog (and quoted below) do not show the tax cut, but Aldens will refund the difference between printed prices and new prices—that is, for products on which excise taxes were cut.

**Compact refrigerators** run a short way, from \$79.95 (a 2.4-cu.-ft. Delmonico unit) to \$99.95 (a 4.2-cu.-ft. Delmonico unit). The fall-winter catalog also offers matching freezers for matching prices.

**A Hotpoint automatic washer** (model LW-570) with two speeds and a 15-lb. capacity, has a \$209.95 price tag. A matching electric dryer (LB-575) is \$169.95; the gas model (LS-570) is \$189.95.

Aldens also is offering three wringer washers, which range from \$79.95 to \$184.95 (an Easy unit). One Hotpoint dishwasher, a portable unit that holds 15 table settings, sells for \$189.95.

**Television sets** range from \$89.95 (a 12-inch Sharp portable) to \$369.95 (a Delmonico home theater with 23-inch b&w tv, AM-FM radio, stereo phono, and built-in bar). Steps along the way include: \$99.95, for an 11-inch GE portable; \$109.95, for a 16-

inch Emerson portable; \$149.88, for a 19-inch Motorola portable; \$169.95, for a 19-inch Emerson unit with built-in radio; \$184.50, for a 23-inch Delmonico console; \$199.95, for a 23-inch Emerson console; and \$219.95 for a 23-inch Motorola console. No color tv sets are offered in this catalog.

**Tape recorders** start at \$19.44 for a fully accessorized unit that comes with 10 rolls of free tape, and end at \$188 for a Delmonico stereo unit. Among 14 units shown are a Webcor Viscount III monaural unit (\$149.95), a Westinghouse 2-speed unit (\$79.95), and Norelco's Continental 101 (\$99.95).

**Radios** start with a 7-transistor model at \$6.99 and run to a GE AM-FM transistorized clock that is listed for \$57.77.

Also shown among the Realtone, Ross Peerless, and Jubilee units are two GE AM-FM portables: an 11-transistor unit for \$28.88, and a 15-transistor unit for \$48.88. There is a Peerless table radio for \$9.95; clock-radios start at \$16.95.

**Stereo consoles** that are not identified by brand run as high as \$429 (stereo phono, AM-FM-stereo, in butternut), and as low as \$79.95 (phono only, in walnut-finish hard-board).

There are seven portable phonographs, ranging from \$19.44 for a GE 4-speed unit, to \$89.95 for a GE 4-speed stereo unit.

### Bentley—son of Ravenswood—enters the posh console arena

The face, the styling, the sound—it all added up to Ravenswood reborn. There was the face of Ravenswood—irrepressible Leon Knize. There was the high-styled furniture, this time in Widdicomb cabinetry. And the rear-firing speakers of the 12 consoles were unmistakably Ravenswood. And again: distribution limited.

But the name was Bentley Audio Corp., and the money was Symphonic's. And, as Leon Knize put it at the Music Show, there was one other thing to distinguish it from Ravenswood's venture: "This time it will work."

**Point-of-sale planning** is what Knize believes will make the difference. In his planning, Knize says he started with the salesman-consumer relationship, trying to eliminate what he feels is the key problem: consumer confusion. He believes the sheer volume of information the salesman spouts out in trying to cover the full line overwhelms the prospect. And he points out, "There is no sense in having your price leader shoot down the rest of your line."

**The Bentley approach** to sales is described step-by-step by Knize. The prospective couple enters the store. After a bit of browsing, the Widdicomb touch catches their eyes and draws them to a Bentley.

The waiting salesman moves in at this point with, "Like it? It sounds good, too." He slides open a real drawer that contains the control panel, wordlessly demonstrating one

feature, and turns on the set. Then he lets them know the price. Lowest retail price in the line, without options, is \$495. Ready for the next question, the salesman is unruffled when asked about components. Knize feels that the salesman, not knowing what the customer wants, usually lacks confidence here. With a Bentley, he answers, "What would you like?" He opens the console's center doors, shows the large record storage space, then pulls out the spec sheet for the particular model he is selling.

He explains the buyer can take the unit with standard components, or vary the mix with a group of step-up alternatives. There are four alternate changers, two cartridges, a tuner, and two speakers. As the prospect indicates his choices, the salesman marks them down on the sheet in a column with the cost for each. Finally, he totals up the full price. Should the prospect want to think it over, he also takes name, address, and options on a ticket that he tears off the spec sheet, explaining that the customer need only call in and the order can be processed.

**The assembly problem** is not the dealer's worry. The models are factory-assembled with two week's delivery. Custom finishes are also available, and take six weeks.

"We sell like the car people," says Knize. "What body do you want? What finish? And so on." The reaction of one old Ravenswood dealer: "I want to get my head back in that trough."



From REMINGTON who sells more and knows more about cordless, self-charging appliances than anyone else in the business...

## The most advanced electric knife ever made...it's cordless!



Complete with hardwood, self-storing cutting surface to protect meat platters and counters.



# The 1966 REMINGTON Automatic Knife

The cordless one...the light one...

the one with the elegant, brushed-chrome handle.

## CORDLESS PORTABILITY

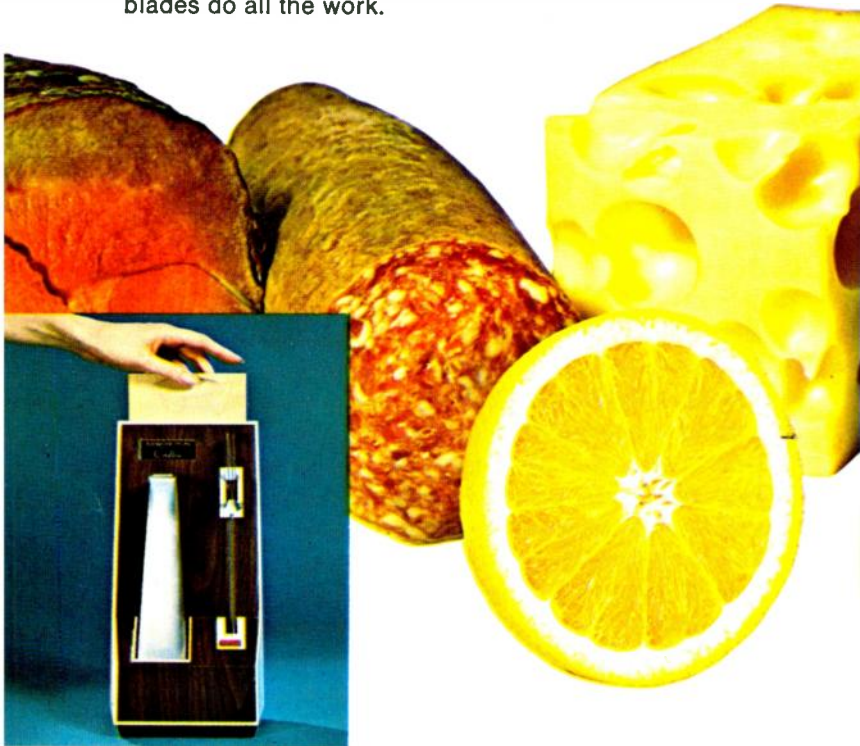
In the dining room or kitchen. For cookouts, patio parties and outdoor dining! Forget about power-supply outlets or replacing batteries. The cordless REMINGTON Electric Knife is powered by energy cells that are automatically recharged when knife is in its charging console. Charging console cannot overcharge energy cells.

## DINING ROOM ELEGANCE

The *cordless* REMINGTON is the only electric knife that has the unique brushed-chrome handle. It's the one electric knife that "belongs" with table settings of your finest china and silver. No cord to get in the way.

## KITCHEN VERSATILITY

Ideal for every slicing and carving job. Carves turkey, roasts, ham, leg of lamb. Slices cold cuts, ice cream, bread, cheese—even "soft" foods like ripe tomatoes, angel food cake. Now you can carve like a professional; there is never any sawing or shredding—the double-action stainless-steel blades do all the work.



Charging console for wall or counter with self-storing cutting board. Red light shows when charger is "on."



Grease-guards prevent dripping.

Slim, graceful handle fits hand comfortably.

Cutlery quality blades—162 cutting edges.

Lightweight...trimmest, most perfectly balanced electric knife made.

Positive-lock blade holder.

Starting button has U.L.-approved safety lock.

**LOOK!  
NO CORD!**

**REMINGTON**  
ELECTRIC SHAVER • SPERRY RAND CORPORATION  
BRIDGEPORT, CONNECTICUT





**The Housewares Showcase is your pass** to an emphatically important second half, the industry's big one. On the special Showcase pages that follow, MERCHANDISING WEEK editors take an interpretative approach in highlighting new product introductions and spotting merchandising trends that are developing in the industry. MW's Rodrigues adds a special light touch with his cartoons, which often are telling as well as humorous.

As befitting the July shows, the Showcase pages lead off with a special look at the automatic slicing knife and then the Teflon-coated product categories, which are gaining major buyer attention at the shows.

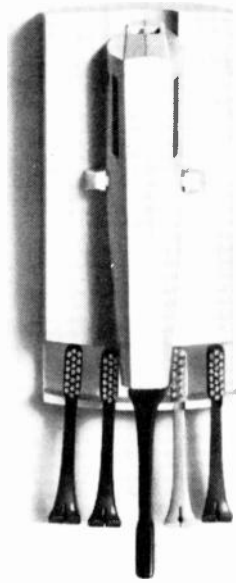
When the last order has been written in Chicago this week, how will the July shows be rated? Probably as shows that turned to sharp pricing to get buyers into a buying mood, particularly on electric housewares. Also, as shows where elongation of lines reached new heights.

Although the industry suffers from growing pains, the outlook for the fall remains generally bright—and, by no means, dull. On the following pages—a closer look at what is in sight.

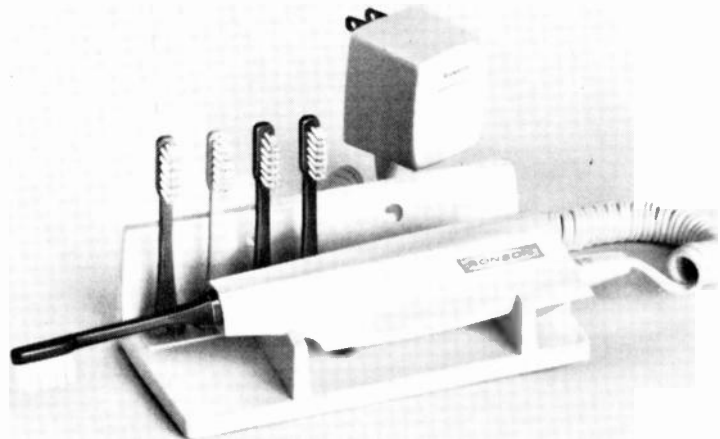


# If it's from Ronson, More excitement! More

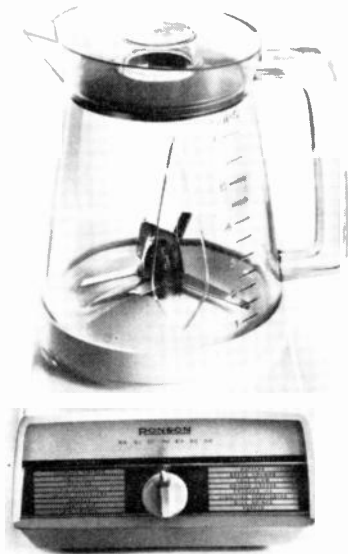
Look what Ronson has for you! Four great new products.



**NEW RONSON BATTERY POWERED TOOTHBRUSH.**  
Runs on 4 standard batteries. Use it anywhere. No electric outlet needed. Lightweight and easy to use because batteries are in case, not in handle. Retail \$13.50.



**NEW RONSON ELECTRIC TOOTHBRUSH.**  
Runs on reduced house current through Ronson's exclusive Safety-Coupler. Same great sales-making features as the Deluxe Ronson Toothbrush. Retail \$16.95.



**NEW RONSON 2-SPEED CARAFE BLENDER.**  
Popular priced blender with great Ronson features. Self-feeding wide base. Longer blades take whole fruits and vegetables. 48 ounce decanter-shaped carafe doubles as serving piece. Crushes ice cubes without attachments. Retail \$39.95.



**NEW RONSON "260" ELECTRIC SHAVER.**  
32 Stainless Steel Micro-Honed Blades! "Super-Trim" sideburn and mustache clipper. Automatic power cleaning. Replaceable cutting system. Unbreakable Lexan body. Retail \$19.95.

## Remember, Ronson does a lot

NHMA SHOW, Booths 934, 936 and 938



# you're getting more! sales! More value!

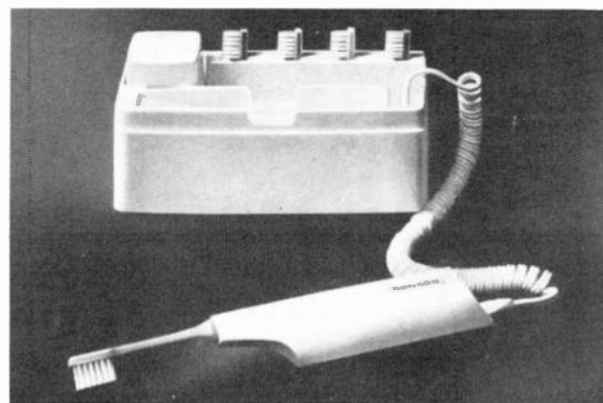
Plus an already solidly selling Ronson line of personal and home appliances!



RONSON "400" ELECTRIC SHAVER. 36 Micro-Honed Blades and Micro-Thin Screen give fast, smooth, comfortable shaves. "Super-Trim" sideburn and mustache clipper, and unbreakable Lexan body. Retail \$24.95.



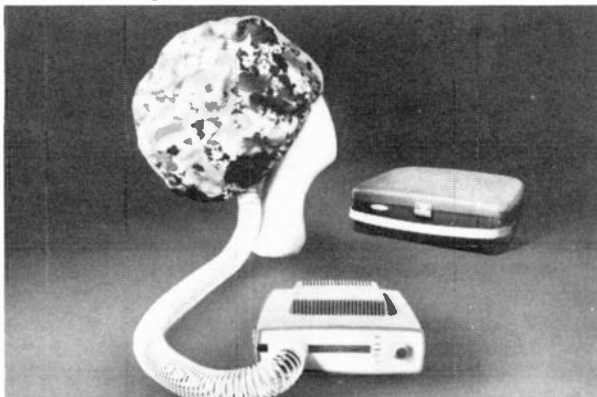
RONSON CARESS LADIES ELECTRIC SHAVER. Largest, thinnest shaving screen for close, fast comfortable shaving. Contoured "Trimette" for under-arms. Roll-top shield protects delicate skin. Gold brocade travel purse. Retail \$19.95.



RONSON DELUXE ELECTRIC TOOTHBRUSH. Runs on standard batteries or house current reduced to just 5 volts with exclusive Safety-Coupler. Precisely engineered to combine contoured bristles with proper speed for maximum comfort and efficiency. Retail \$18.95.



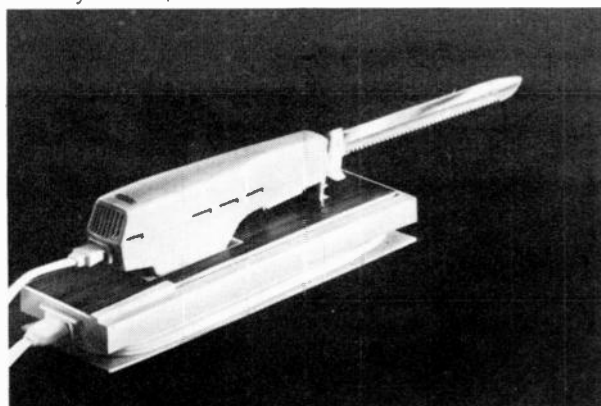
RONSON ROTO-SHINE "MAGNETIC" ELECTRIC SHOE POLISHER. Only electric shoe polisher that picks up attachments magnetically, ejects them at the touch of a button. Applies polish, brushes, buffs. Wood Chest—Retail \$24.95 or Compact Travel Caddy. Retail \$18.50.



RONSON ESCORT PORTABLE HAIR DRYER. 40 oz. light. Fast and quiet. Long cord. Four heat ranges. Fitted case, extra-large hood, brush and comb attachments. Retail \$24.95. Also in chic "Hatbox". Retail \$19.95.



RONSON 5 SPEED BLENDER. Blends, whips, pulverizes, chops, grates, mixes. Only blender with self-feeding wide base 1 1/2 quart container and longer blades to take whole fruits and vegetables. Easy to clean. Retail \$49.95.



RONSON CARVE 'N' SLICE ELECTRIC KNIFE. Carves, slices, shreds quickly, easily and quietly. Slim balanced grip. Lightweight wall rack with built-in extension cord may be used as knife stand at dinner table. Retail \$27.95. Also without wall rack. Retail \$21.50.



RONSON CAN-DO ELECTRIC CAN OPENER. Portable. Versatile. Opens any size, any shape can. Mixes drinks, whips food, mashes potatoes, sharpens knives. Comes complete with attachments and handy wall rack. Retail \$21.50.

## more than light cigarettes

**RONSON**  
— automatically better®

All Ronson retail prices shown here are suggested only.

Ronson Corp., 1 Ronson Road, Woodbridge, New Jersey



Westinghouse says hello  
to the most beautiful '66  
you ever heard.





**1. Deluxe AM Clock Radio.** This low silhouette Premiere design combines an instant playing, full range transistor radio with an illuminated clock dial. The clock's glow is adjustable. A 60 minute slumber control shuts the radio off automatically. A special light tells you the alarm is set. Wake to music or, if necessary, a more insistent buzz. Gather up strength with a 7 minute nap at a click of the special doze button. In charcoal brown (Model 225XL5) and goldentone (Model 226XL5).

**2. Portable Transistor Phonograph.** Plays any size record in all 4 speeds. And shuts itself off after the last record. The smart shock-proof case can be stored upright. And you won't have any trouble hearing it. Volume is full range and there's a powerful deck mounted speaker. In charcoal black (Model 130AC). Also available as Model 135AC, antique gold, which operates on batteries for complete portability or AC line.

**3. Personal AM/FM Transistor Portable.** 9 transistor power plays either AM or FM almost anywhere. Recessed vernier tuning and volume control keep it on the station with sound just right. It has push-button band selection.

Telescope antenna. Complete with leather carrying case, 4 penlight batteries, and an earphone for private use. In white (Model 919PN9GP).

**4. Deluxe AM Table Radio.** Its Premiere design case, with hidden cord storage, is at home on tables near outlets or not... convertible from AC plug-in to battery operation with 6 "D" batteries. Tuning is sensitive. The top mounted Alnico speaker puts the sound where you really hear it. And a special control varies the illumination of the night light. In beige (Model 220XP6) and jade blue (Model 221XP6).

**5. Deluxe AM/FM Table Radio.** The Premier design cabinet holds a 6" by 4" oval speaker, top mounted so the sound gets out full and rich. There's an automatic FM frequency control to lock in stations plus a heavy duty transformer that packs a lot of pull. It's all transistorized. And a special control varies the illumination of the built-in night light. In charcoal black (Model 230XN8) and beige (Model 231XN8).

**6. Deluxe 8 Transistor Monaural Tape Recorder.** Records at 3¾ or 7½ inches per second. Plays thru twin speakers, side mounted in an acoustically designed

wooden enclosure with push button controls and calibrated volume. There's a sound level meter for clear professional results. And a footage meter tells you where you were when you left off. Complete with a mike in its storage compartment, 400 feet of tape, and two reels. In olive gray (Model 31R1).

**7. Transistor Portable Radio.** 8 transistors. Works on 4 "D" batteries or household current (AC only). Just pull out the 6 foot power cord from the stowaway compartment. It has slide rule tuning and a special tone control. An earphone connection allows for private listening. The handsome textured case has a full length handle. In charcoal and white (Model 953XP8).

**8. Portable Transistor Tape Recorder** with snap-off handle. Push button operation at 1½ or 3¾ inches per second. The capstan drive insures constant recording speed. Self contained, it operates on 4 low cost "D" batteries or on a line connected power converter. With its slim design it's easily concealed. And you can operate it by remote control thru the special switch on the mike. Complete with 200 feet of magnetic tape on two 3¾" reels. In beige and white (Model 32R1).

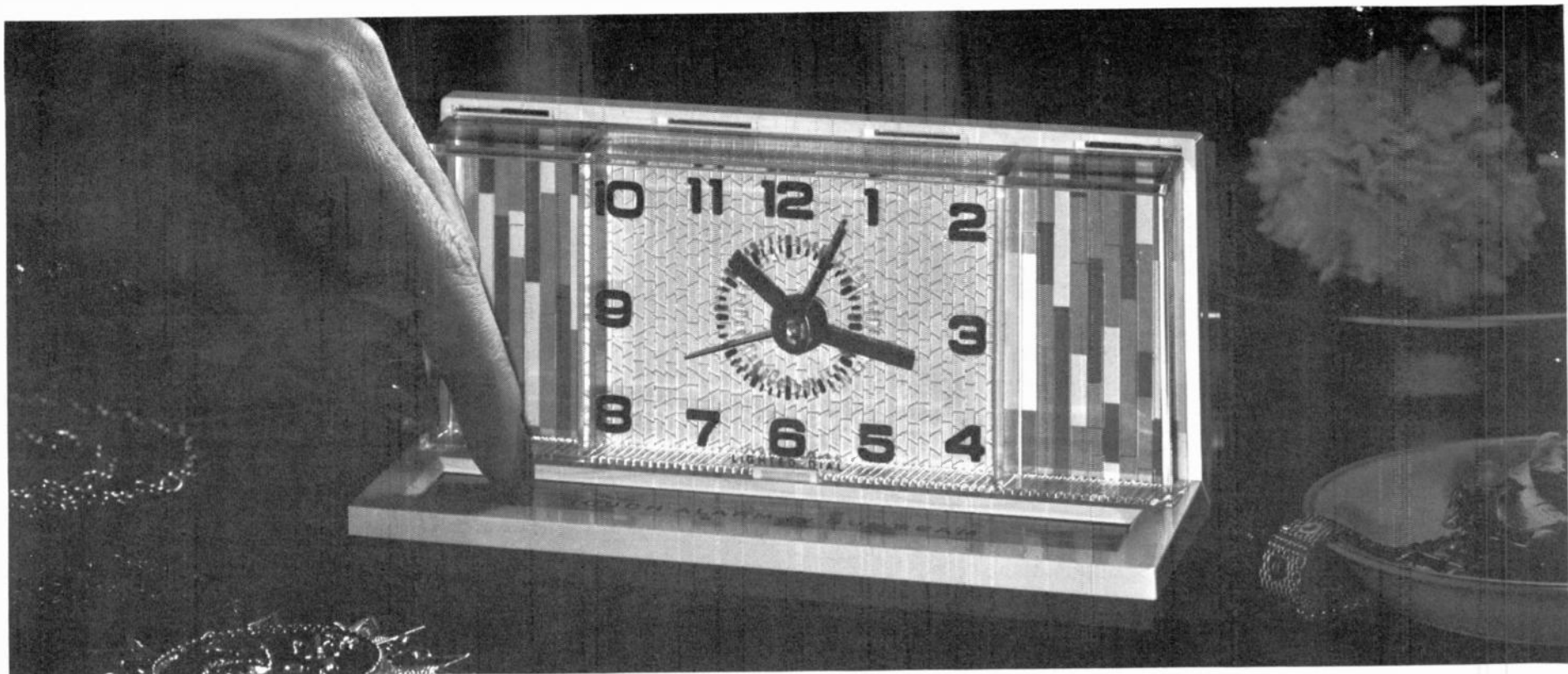


You can be sure if its Westinghouse

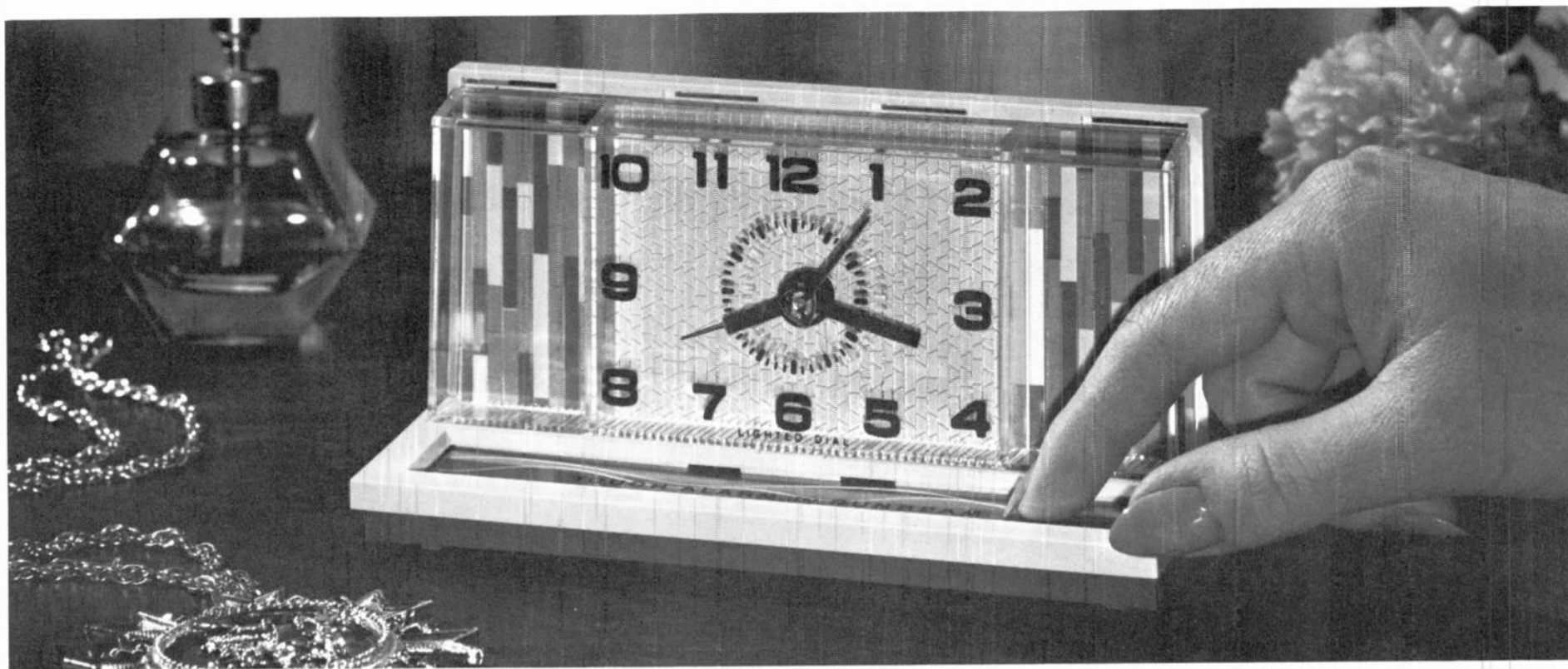


See them all at the Houseware Show: McCormick Place, Chicago, July 12-15. Booth 883-895. Do call your Westinghouse Distributor now.





Touch to set it—



Model B109BX

Touch to stop it!

## NEW SUNBEAM "TOUCH ALARM" CLOCKS

The exclusive "Touch Alarm" bar on the new Sunbeam Bell Time electric clock puts control right at your finger tips!

A touch and it's set—and a red indicator pops up to remind you.

Another touch when the gently chiming bell sounds in the morning, and it's off.

Another Sunbeam winner pre-tested by consumer panels! Four models available, with bell or standard alarm, in regular or lighted dial. Priced from \$8.98 to \$12.95, full margin retail.

Biggest alarm clock news of the year, and only Sunbeam has it! So we're sounding off! This Fall Sunbeam clocks get 168 network television demonstrations on all three networks.

Check this outstanding program line-up: "Let's Make A Deal," "Concentration," "Art Linkletter's House Party," "Price Is Right," "Truth or Consequences," "What's This Song?," "P.D.Q.," and the "Rebus Show."

With all this going for you, shouldn't *you* be aboard? Call your Sunbeam representative today!

*Style sets the pace...Sunbeam sets the style!*



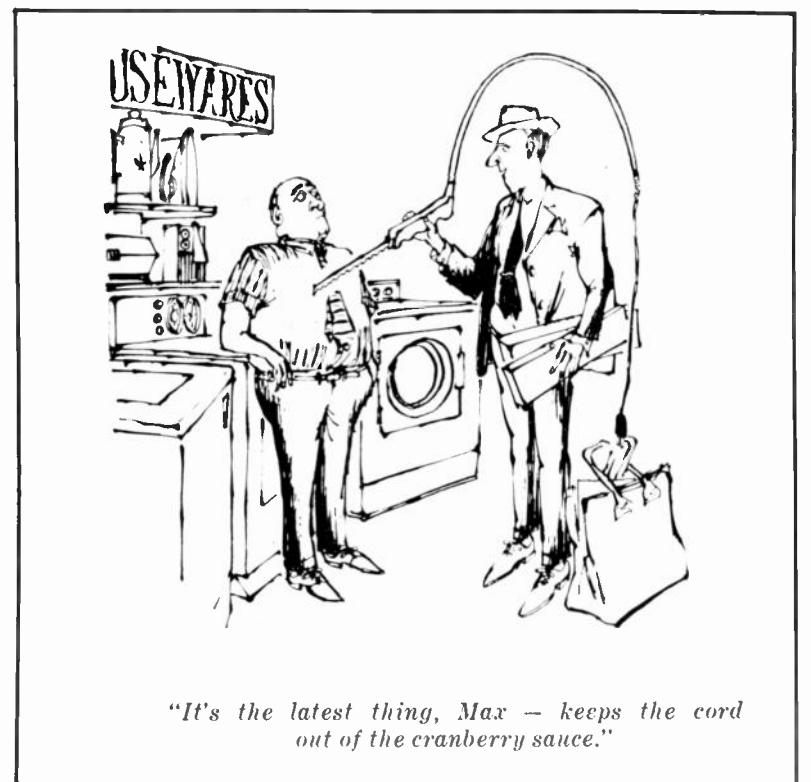
**SUNBEAM  
CORPORATION**

CHICAGO, ILLINOIS 60650

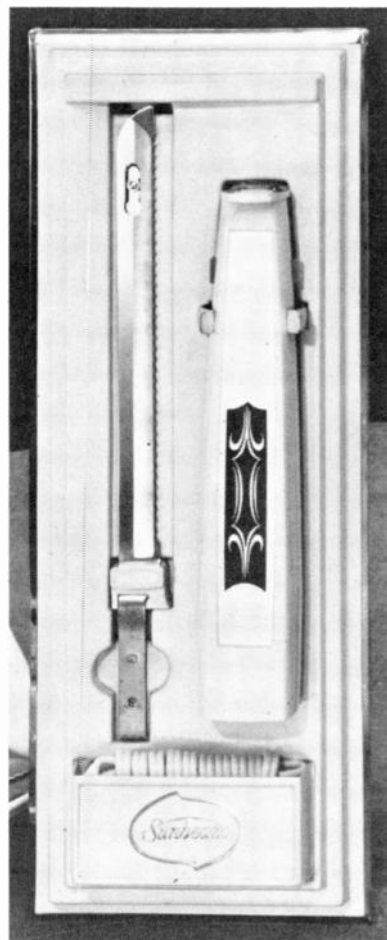
© 1965

® SUNBEAM, TM BELL TIME, TOUCH ALARM





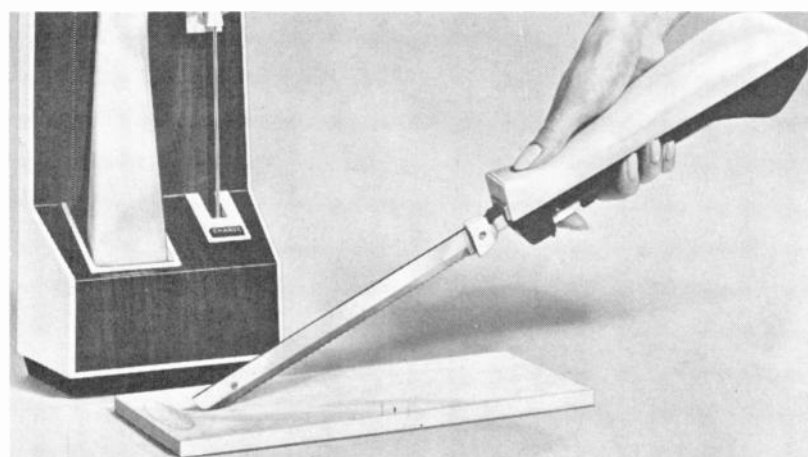
## Slicing Knives: where the action is



Sunbeam is the line to watch. The company is aiming to outsell GE and Hamilton Beach.



Rival is pushing the new trim shape of its knives—in both the cordless and plug-in versions.



Remington Rand, branching out into electric housewares, is offering a deluxe cordless knife powered by three rechargeable cells.

Pick your shape and price on slicing knives... The choice is wide, for cordless or plug-ins... New name brands and secondary brands... Hamilton Beach's hole... or three other open handles... Sunbeam's "tip that trims"... Shetland's "safest knife in the house"... Promotional prices... or trade-ups.

Sunbeam is clearly the line to watch. Backed by a big advertising campaign, the Sunbeam knife will rival Hamilton Beach and General Electric for the top sales honors this Christmas.

True to the industry's hot-item nature, more and more manufacturers are rushing into the knife field, which is getting crowded as well as hot.

Even Remington Rand chose the cordless slicing knife to mark its debut outside the shaver market and into electric housewares.

Most manufacturers are offering *both* cordless and plug-in types, although some are sticking with either electric or cordless slicing knives.

Retail sales of knives may approach 8 million units this year, according to some optimistic insiders. That would rival the hair dryer at the top of its popularity. More conservative estimates put the figure at 5 to 6 million units.

Slicing up a share of the market will prove the problem for manufacturers bidding for retail exposure of their lines. This is especially true of newer entrants.

Manufacturers also are concerned over building consumer identification for their knives, as evidenced by the hole, the tip, and safety angles.

Housewares buyers easily could get bogged down for much of this week just shopping out the pricing situation on knives at the shows—not to mention programs, guarantees, and performance.

Coming up with the right assortment for the fall selling season will be no easy trick, even for buyers who have been through all this before—on hair dryers, for example.

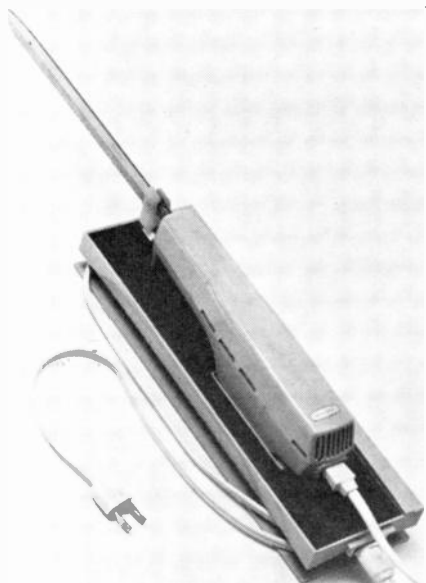
Where will retail pricing bottom-out this fall? Already a GE knife has been advertised for \$12.44, in New York City. A cordless knife has been priced as low as \$18. They are omens of pricing complications to come.

Manufacturers will fight the knife battle on television this fall—with stepped up schedules for both daytime and nighttime network and local spots. Major name brands are seen spending upward to \$1 million.

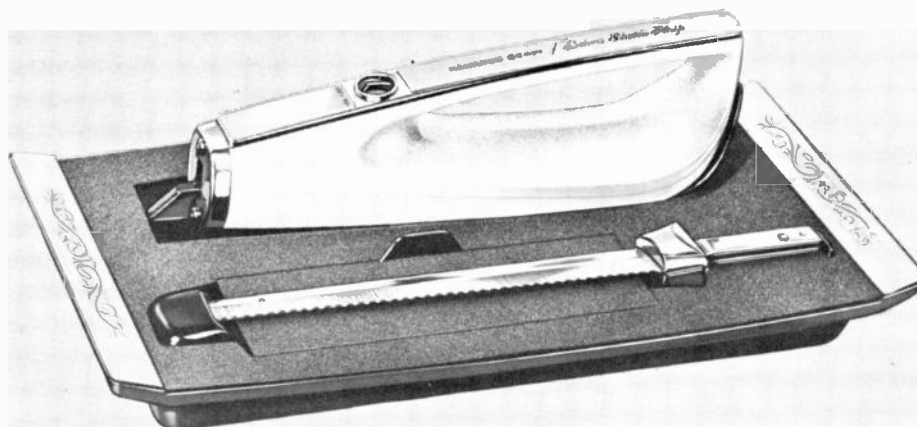
Retailers, on the other hand, will fight the knife battle with comparison shoppers, with models on which there is expected to be limited price cutting, and with private labels.



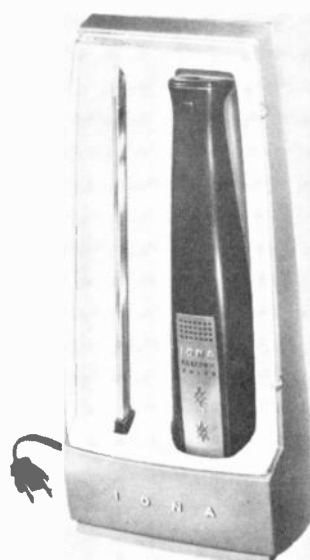
# Slicing Knives continued



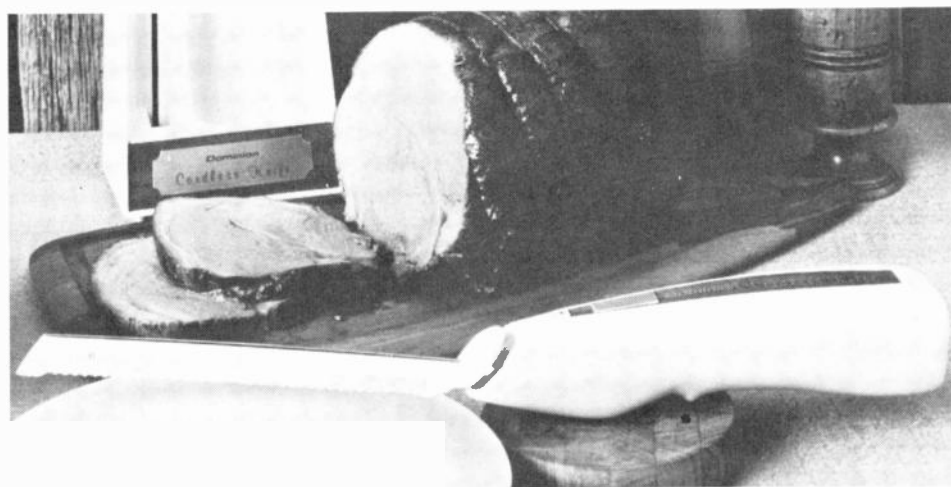
Ronson's new knife is available in two packages. Both feature blades that have been hollow-ground on both sides.



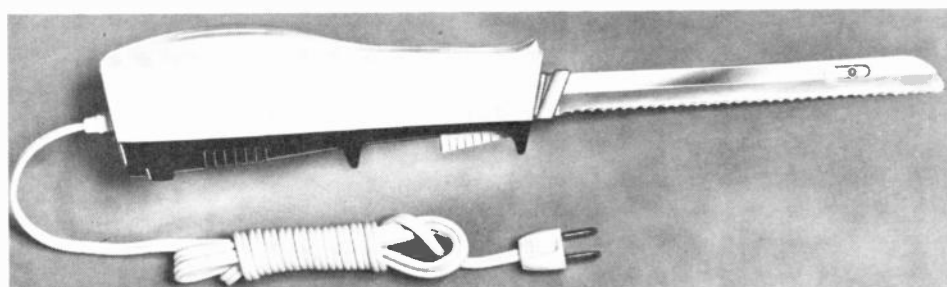
Hamilton Beach is offering a trade-up line of electric knives for the first time. The new high-end numbers feature deluxe trays.



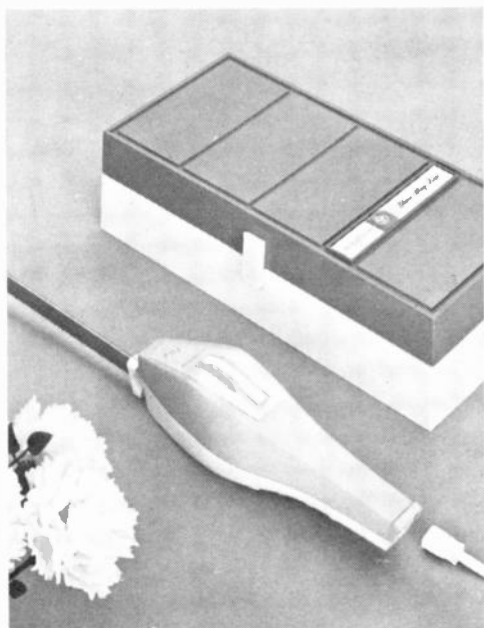
Iona has redesigned a lightweight cordless knife for this week's shows. The company also is showing new plug-ins.



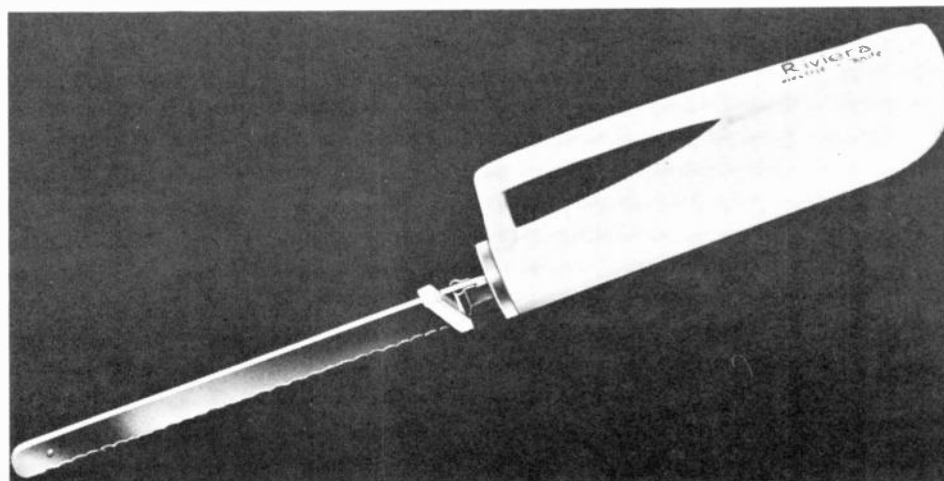
Dominion Electric is showing a new shape in a cordless knife. This unit features a Sure-Lok safety switch and will retail for about \$39.



Therm-O-Ware is offering this new promotional knife, model EK-500, which can be retailed for under \$15. Two other units come with serving forks.



Westinghouse is featuring a deluxe case for its new HKN-3 electric knife. Prices have been lowered on earlier models.



Riviera Appliance is one of three firms that are showing new open-handle knives at the shows this week. The others: Roto-Broil and Shetland.





# ENTER THE FABULOUS OCTOBER “HOLIDAY OF A LIFETIME” SWEEPSTAKES

Sponsored by the Electric Housewares Section of **NEMA**

MORE THAN 15,000,000 PRIMARY READERS WILL SEE THE SPECIAL “HOLIDAY OF A LIFETIME” SWEEPSTAKES STORY THAT WILL BUILD EXTRA ELECTRIC HOUSEWARES TRAFFIC FOR YOU!

in the OCTOBER ISSUE of



and the OCTOBER ISSUE of

## HOLIDAY

### DEALER PRIZES:

What's in it for You...and Your Customers?  
...PLENTY!

1. “Holiday of a Lifetime” anywhere in the world for two!
2. “Holiday of a Lifetime” anywhere in Europe for two!
3. “Holiday of a Lifetime” anywhere in the United States\* for two!
4. 5 “Holidays of a Lifetime” for two in Bermuda at the famous Castle Harbour Hotel, Golf and Beach Club! \*\*

\*Except Alaska or Hawaii

\*\*From New York



ALL TRIPS BY PAN AM JET!  
Travelers Cheques by Bank of America

SEE YOUR DISTRIBUTOR  
OR THE FOLLOWING COOPERATING MANUFACTURERS:

ARVIN • BERKO • CORY • ELECTROMODE • FASCO • GENERAL ELECTRIC • HUNTER • KITCHEN-AID  
KNAPP-MONARCH • MARKEL • MIRRO • OSTER • PROCTOR-SILEX • RONSON • SUNBEAM • WEST BEND • WESTINGHOUSE

ELECTRIC HOUSEWARES SECTION, CONSUMER PRODUCTS DIVISION, NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION, 155 East 44th Street, New York 17, N.Y.

This is the selling punch you wanted! . . . in the two magazines that can help you sell best! HOLIDAY is the top magazine of gracious home living . . . and FAMILY CIRCLE is the leading service magazine for homemakers. Together they will sell the newest in electric housewares plus the spectacular “HOLIDAY OF A LIFETIME” Sweepstakes . . . designed to bring customers into your store!

As a participating dealer you are eligible for any one of the eight fabulous trips. Your customers are eligible for duplicate trips plus one hundred prizes of electric housewares.

Entry blanks must be detached from the October issues of the magazines, brought to your store for your signature or stamp. The customer then mails the entry blank in himself.

Join in! Take advantage of the tremendous, concentrated national advertising program of NEMA Electric Housewares Section members by identifying your store as a participant in your area.



Display the official emblem and theme. Ask your distributor and NEMA manufacturer for your dealer kit and promotion materials.

**Remember...**

**OCTOBER IS  
SWEEPSTAKES MONTH!**



# HAMILTON BEACH

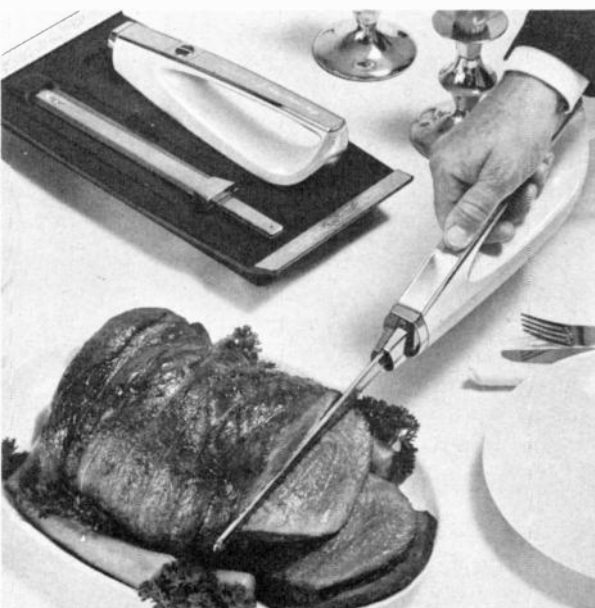
**"The one with  
the hole in the handle"**



**...already in front of all competition,  
it now moves years ahead!**

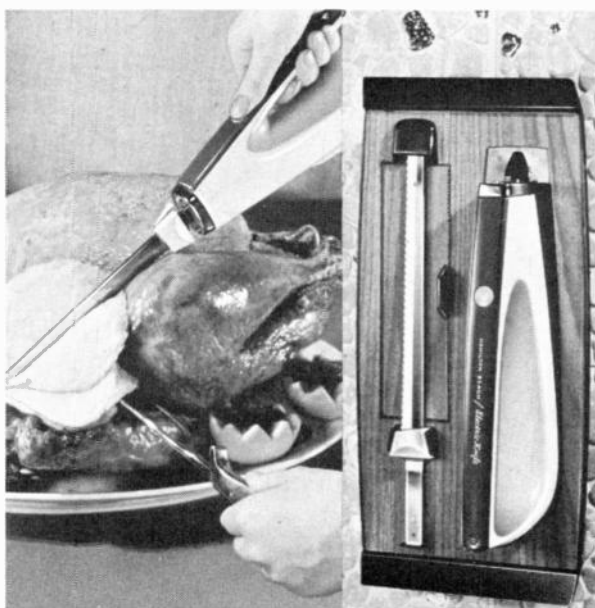
## No.1, The New Deluxe Ensemble

...boasts a luxurious textured handle, trimmed with brushed aluminum insert and chrome food guard. New safety-lock button locks in "off" position. Deluxe metal-trimmed, hang-up storage tray is lined with stain-resistant red velvet. Truly a prestige gift. Suggested retail \$34.95



## No.2, The Custom Ensemble

...stores handsomely in a black hang-up tray trimmed in rich wood grain. As with the De Luxe Ensemble, Custom tray has hideaway cord compartment. Blades on all models are highest quality stainless steel, the serrated edges precision honed for lasting keenness. Suggested retail, \$27.95.



## No.3, The New Utility Knife

...an economy entry in the market for volume sales. Budget priced, it retains all the features that made "the one with the hole in the handle" an industry sensation. Balanced grip. Spring-return on-off control. Flat, table-rest base. Concealed blade release button. Suggested retail, \$18.95.



Guarantee provides free repair and parts excepting only blades, tray, cord set, and damage due to misuse—when returned to one of our authorized service stations listed on product guarantee certificate packed with each appliance.



**HAMILTON  
BEACH®**

Racine, Wisconsin



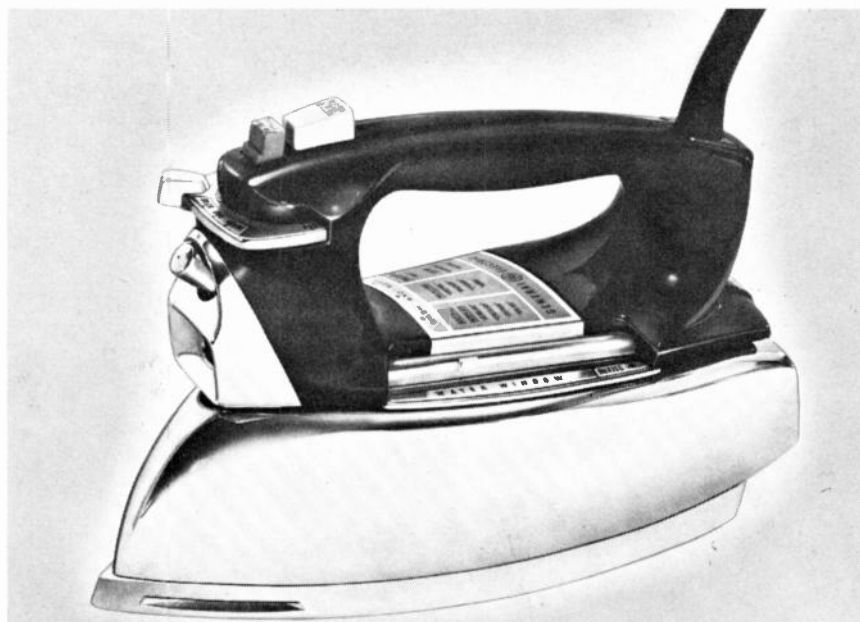
Quality products for over 162 years





*"How about this for a pitch — 'There's nothing like getting a good night's sleep on some sheets smoothed with a Teflon-coated iron and waking up to the aroma of coffee brewing in a Teflon-lined percolator.'?"*

## Teflon Coatings: electrics join cookware



General Electric has started a fad by coating the soleplate of an iron with DuPont's Teflon. GE enters the Teflon-coating market at this show.



Sunbeam is showing additional items coated with non-stick Teflon, including this new square shape in a waffle baker and grill.

T-e-f-l-o-n coatings are taking on a wider sales magic at the July shows . . . DuPont's non-stick coatings are branching out . . . More electric housewares, especially, are going non-stick . . . Cookware producers also are busy adding the coating to additional pieces . . . and coming up with additional colors.

General Electric, the big holdout up to now, is showing a Teflon-coated soleplate on an iron, part of a new Teflon line. The insides of coffeemakers are being bathed in Teflon by more firms, with Mirro and Regal, among others, following the Son-Chief lead. The same is true for broiler trays. And other irons, in addition to GE's, are sure to be available with Teflon-coated soleplates this fall.

Dominion Electric—at the January shows—became the first manufacturer to offer a complete, coordinated line of electrics with Teflon coatings. This time around, the firm has plenty of company.

Among basic cookware producers, even Ekco Housewares Co. is going away from its long-time association with stainless steel cookware to get into the Teflon-aluminum bonanza.

More cast-iron cookware also is getting into the act, as well as glass bakeware—from Anchor-Hocking. Lynch-Jamentz will show a Teflon-coated roasting rack.

DuPont is offering a host of new colors for its non-stick coating—from relish green, to clover honey, to butterscotch.

Other non-stick processes also are available at the show for the first time, including Descoware's Descoflon on a new line of enameled cast iron cookware. It is a British process.

The cookware industry is predicting a \$500 million sales year at retail, up 15% to 20% over 1964, largely on the strength of Teflon coatings.

Teflon coatings also should boost sales of basic electric housewares. Electric frypans already have been given a sales revival. Teflon inside coffeemakers is seen as appealing to consumers.

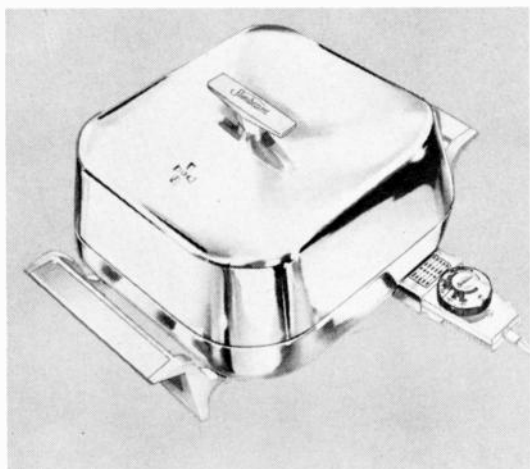
DuPont will be pouring record sums into television and other national advertising this fall to support manufacturers and retailers.

The DuPont money, the entry of GE, and a bigger commitment to Teflon coatings by other major housewares manufacturers should help spur Teflon-coated products to even greater sales heights this fall.

In another cookware development at the show, Club Aluminum is offering a new cookware accessory—the Thermo-Caddy, at \$1.50 retail. Made of expanded polystyrene, the caddy fits over the firm's Coronet cookware line to insulate foods up to 12 hours.



# Teflon Coatings continued



Teflon coatings are only part of the Sunbeam story: frypans sport new handles.



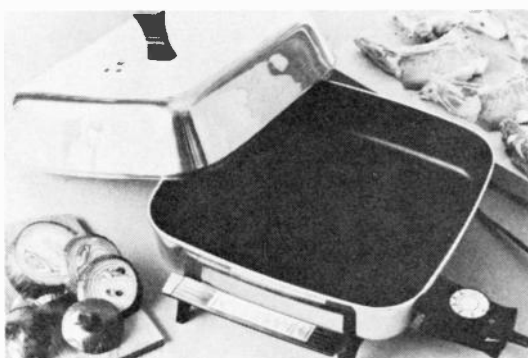
Mirro Aluminum, which got a headstart in Teflon-coated cookware, is expanding its non-stick electrics line, which includes this buffet skillet.



GE's first Teflon-coated products include this buffet skillet at \$24.98 list.



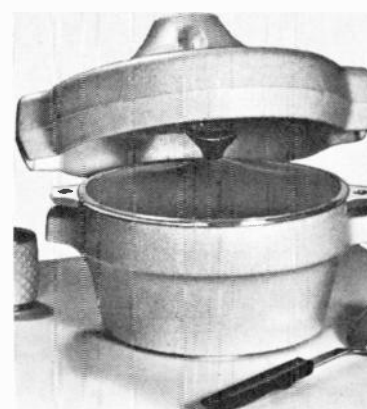
Mirro is taking Teflon to the table. This 2-qt. aluminum casserole with brass-colored rack features a cocoa-colored Teflon coating.



Dominion's buffet frypan with high-dome lid expands its Teflon-coated line.



This Bradley Rogers unit proves the point that Teflon-coated trays are showing up more often now in toaster-broilers.



Club Aluminum is offering an insulated cover accessory for its Coronet cookware line.



Son-Chief is shipping this perc coated with Teflon. Other firms also are ready.



Aluminum Specialty's Chilton line features this cookware set, which can be sold for under \$15—one of the new Teflon-coated sets at the shows.



**Westinghouse has invented a new way to make coffee. The secret's in the "pressure-flo"® basket that's like nothing you've ever seen before.**



Come to the unique Westinghouse double-decker booth. That's where you get the inside story on the world's newest idea in coffeemakers. There's never been one like this before. With an exclusive "pressure-flo" basket that locks coffee grounds in—forces more flavor out. And while you're there, let



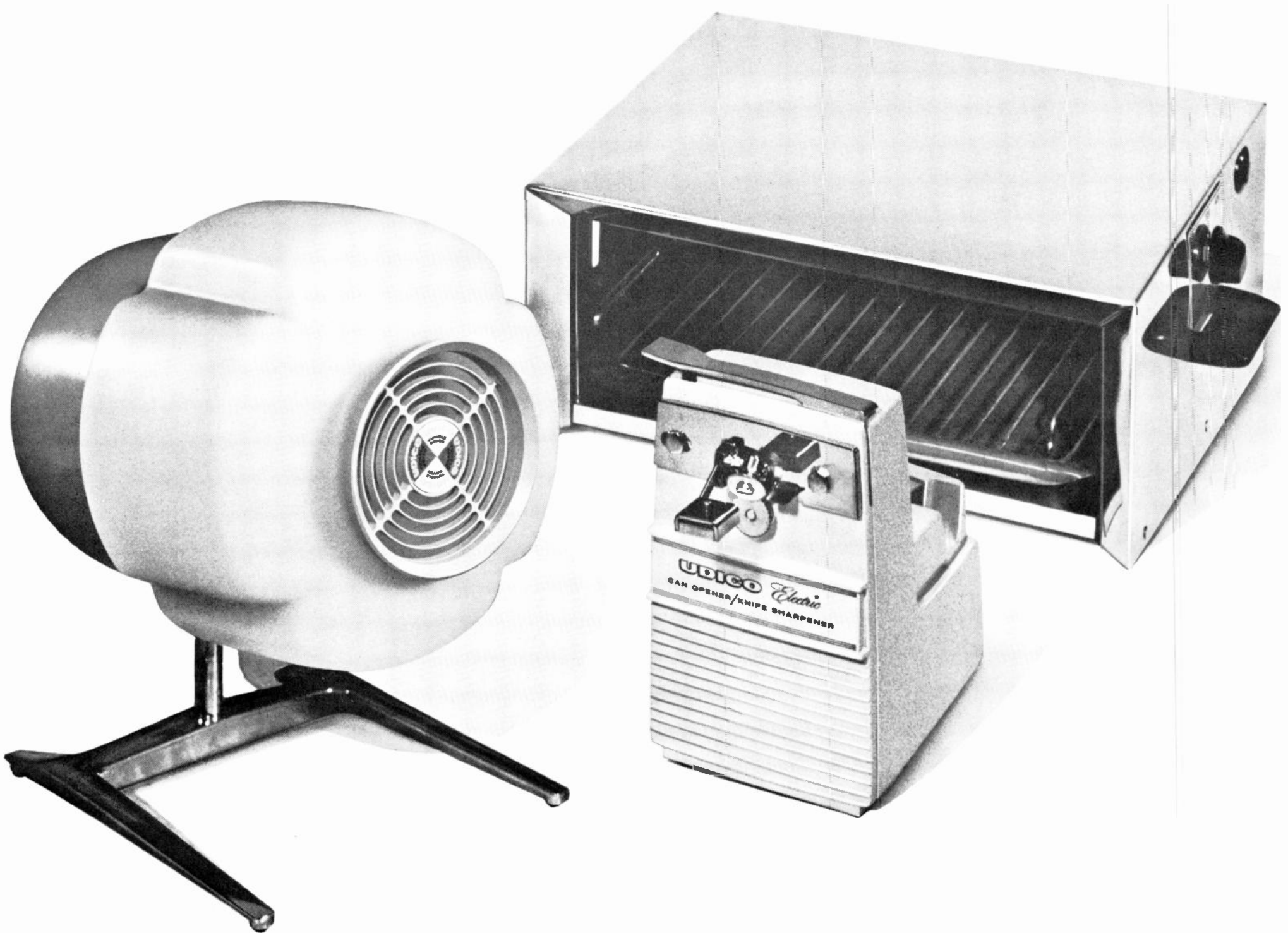
Mr. Manuel Lopez, international authority on coffee tasting, show you how great coffee should taste. Also, while you're there, see all the other products with Westinghouse exclusives.

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





# COME WHERE THE



## NEW!

Portable electric clothes dryer.  
A completely new electric appliance. PD-11.

## SPECIAL!

Ask about our Show Specials on MC-185  
and OD-7 can opener/knife sharpeners.

## TEFLON!

Udico/Broilmaster broilers have new  
Teflon trays. B-100T and B-5000T.



# NEW IDEAS ARE!

## UDICO®

Udico Electric Company, Los Angeles, Calif. 90015

*N.H.M.A. McCormick Place, Booths 1572-74-76*



### DESIGN!

Automatic continuous timer, handsome enough to be at home anywhere. AT-1.

### MUSCLE!

Sturdy die-cast metal housing gives this ice crusher the muscle to do the job. IC-102.

### CHROME!

New all metal can opener/knife sharpener has rich chrome front. D-400.





*"I've got the weekend off with pay — the old man offered it to any salesman who could describe the difference between a blender and a mixer..."*

## Basic Electrics: blenders whip up interest



Oster has re-styled its high-end, eight-speed Osterizer Liquefier-blender; this unit will retail for under \$63.

Blenders take the spotlight among basic electric housewares... More promotional models are on tap... including a new Waring line... Deluxe trade-up units also are more plentiful... Sunbeam takes big plunge into field... More television advertising support promised for fall.

Broiler rotisseries remain hot among the basics... Look for more Teflon-coated trays... more open-style broiler-rotisseries.

Coffeemakers also are getting a bigger play this time around... thanks to Teflon coatings inside... and to Westinghouse's Pressure-Flo innovation.

Other basic electric lines have been up-styled... from toasters, to irons, to can openers... More white trims being shown... new shapes... compactness.

Can openers have been re-styled by a number of makers... Dazey is back in the fold... The former Landers unit will feature a new ice crusher.

The guarantee is the thing... over-the-counter replacement or five-year guarantee... even the 10-year replacement guarantee on some parts.

The two-line approach grows... Udico prepares a department store lineup... others seek to isolate pricing to promotional numbers, as well as seek to provide more trade-up models.

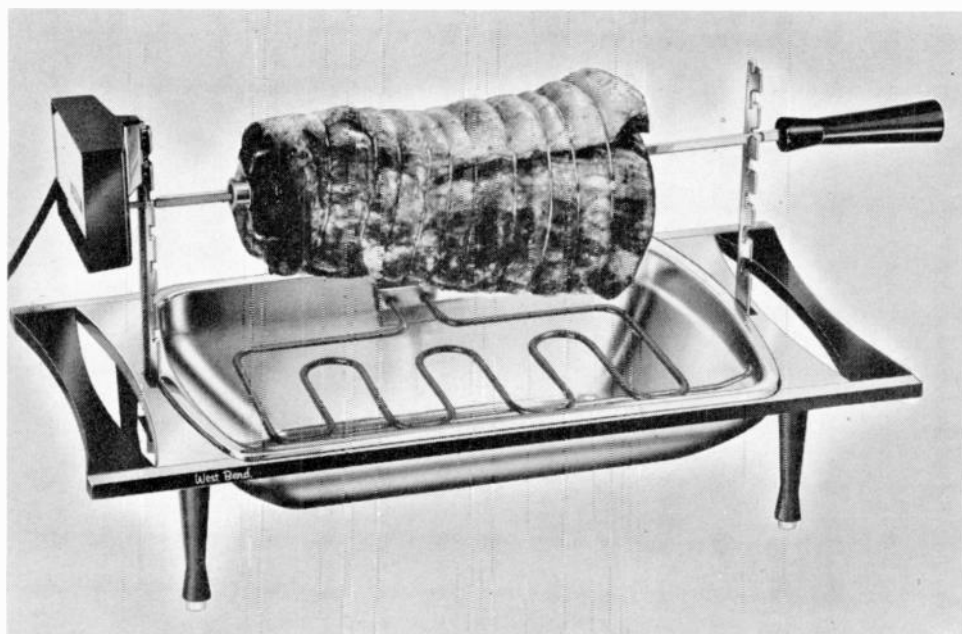


Sunbeam Corp., Oster's parent, is bidding to become big in blenders with three new models, including this promotional unit.

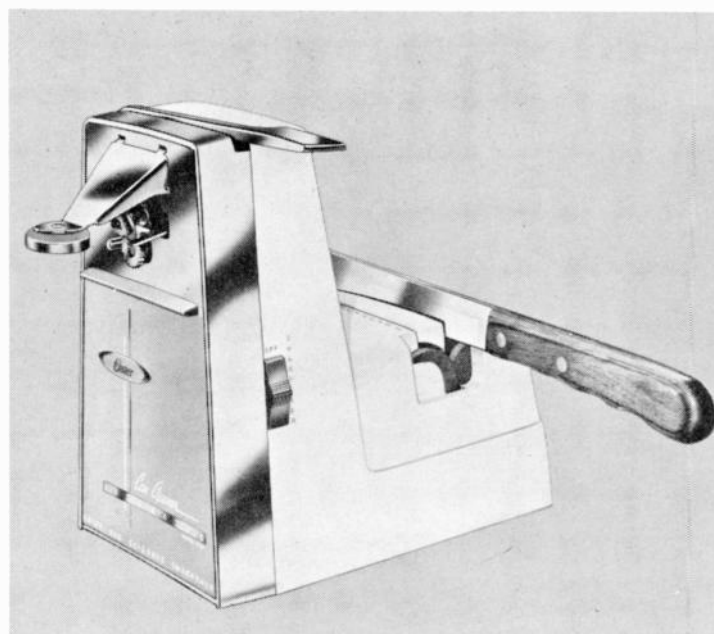


Ronson Corp., which just recently entered the blender market, is showing this new standard model at an under-\$40 retail.

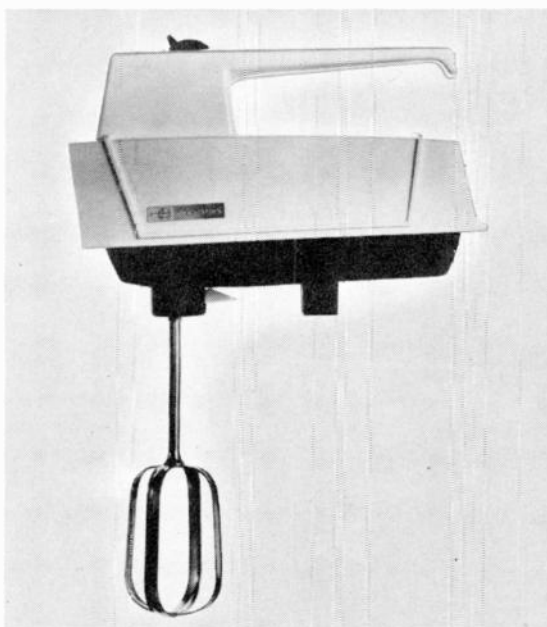




West Bend is entering the open-style broiler-rotisserie field with a low-silhouette model to retail under \$45. Without rotisserie, it is under \$30.



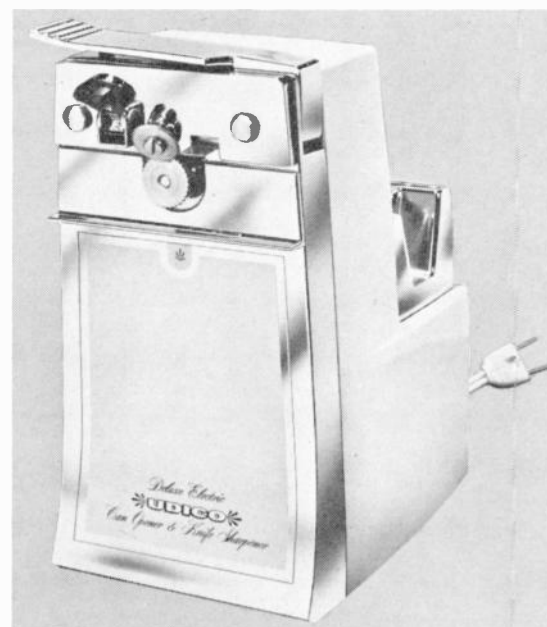
Oster has re-styled its line of can-opener/knife sharpeners, adding model 534-11 (shown) at under \$30.



Electrix has a new mixer with beaters that clip on bottom when not in use. Also: a personal fan and a shoe polisher.



Dazey Products Co. has an ice crusher for under \$20 retail. Also: can openers, one combined with a knife sharpener.



Udico is offering the D-400 opener-sharpener at \$19.95 list as part of its new department store line of electrics.



Proctor Silex has added two toasters to its Mary Proctor line, including this two-slice model at \$14.95 retail.



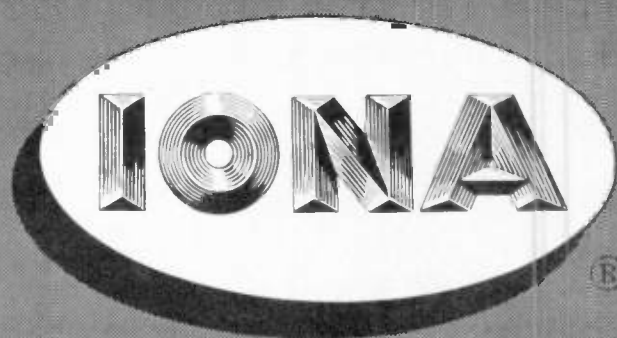
Design House, of Chicago, is marketing a flip-over broiler-oven; it carries an \$18.75 suggested retail price.



West Bend has a bright red party perc that is insulated to maintain serving temperature. It will retail for under \$20.

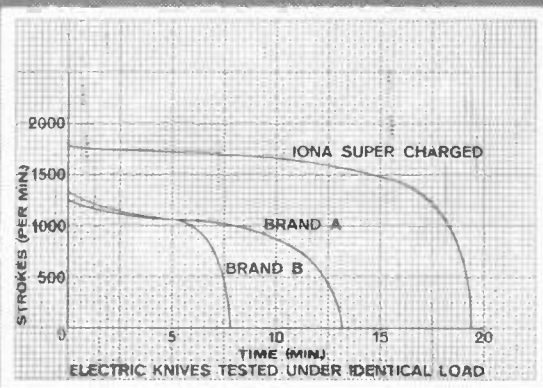
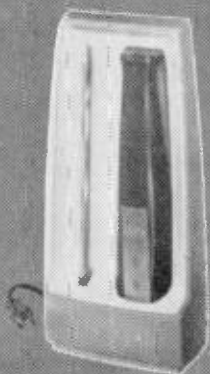


# TWO GREAT NEW KNIVES FROM



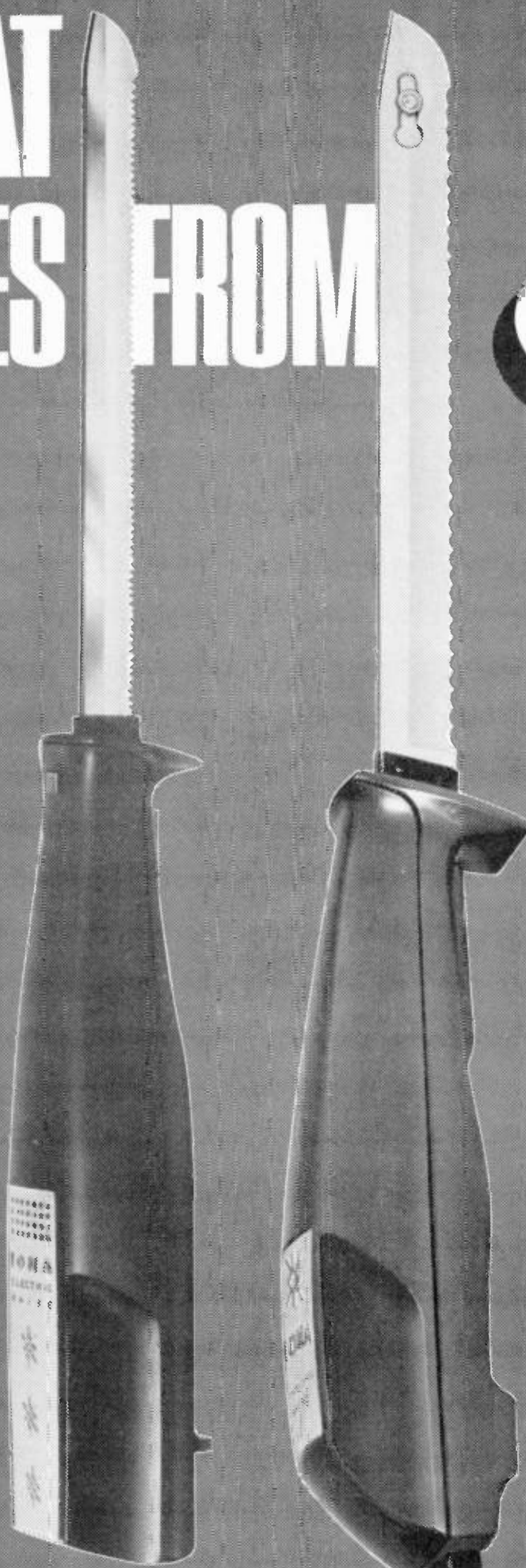
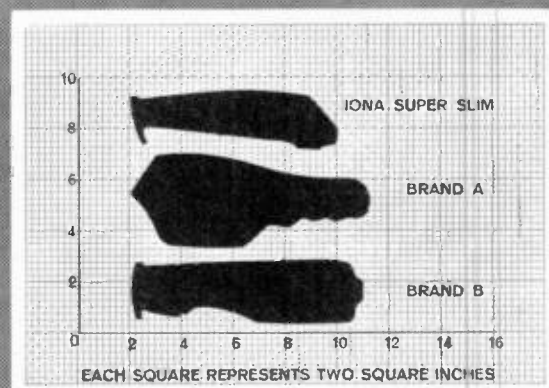
## ***SUPER CHARGED*** CORDLESS ELECTRIC KNIFE

More power...  
more carving  
time between  
charges than  
any other  
cordless  
electric knife



## ***SUPER SLIM*** CORD ELECTRIC KNIFE

Slimmer...  
more compact...  
lighter...  
easier to hold  
than any  
other electric  
knife



EKC-1

EK-5



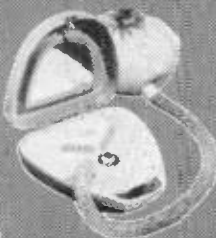
Guarantee covers cost of parts and repair service for 5 years when returned to Iona Factory or Authorized Service Station. Cord, blades, batteries and damage due to misuse are excepted.



BLENTERS & ICE CRUSHER ATTACHMENTS



DRINK MIXERS



HAIR DRYERS (Standard 1 year guarantee applies)



PORTABLE MIXERS



SHOE POLISHERS



CAN OPENER / KNIFE SHARPENERS



KNIFE & SCISSORS SHARPENERS



PORTABLE & STATIONARY MIXERS

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

SEE US AT BOOTH 1225 — 1231  
NHMA SHOW



# Pick a price. Pick a profit.

## Northern full-line merchandising lets you make the most of your electric blanket sales.

Need a powerful traffic-building blanket? Choose the Wayne.

Want more profit per sale? Select the Riviera. Regal in quality . . . a king's ransom in profits.

That's Northern's full-line concept. More to choose from. More to sell. From low end to high.

Every Northern blanket offers: (1) Fully automatic controls—to keep temperatures right all night, (2) exclusive *sanifresh* bindings, and (3) the trusted Good Housekeeping stamp of approval.

All Northern blankets are backed by full-color ads in popular women's magazines, and arrive at the point of sale with clear, self-selling packaging.

Pick your price. Pick your profit.

Pick up your phone . . . right away . . . let your distributor know you're interested in full-line merchandising.



**Northern RIVIERA**—A plush, carriage-trade blanket of 100% Acrilan\*—the finest available, an ideal gift item. 5 year guarantee.\*\*  
Suggested Retail from \$27.95



**Northern DE LUXE**—A fine quality blanket of soft, durable, 100% acrylic. 2 year guarantee.\*\*  
Suggested Retail from \$25.95



**NORTHERN**—Good price; better features; best profits for you. 70% rayon, 30% acrylic. 2 year guarantee.\*\*  
Suggested Retail from \$15.95

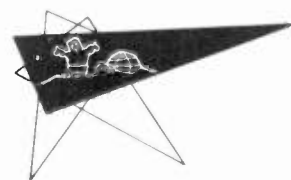


**Northern CRESTWOOD**—Value-packed with top features for top profits. 70% rayon, 30% acrylic. 2 year guarantee.\*\*  
Suggested Retail from \$15.95



**Northern WAYNE**—Unmatched where price and traffic-building opportunities come first. Good features, 80% rayon, 20% cotton. 2 year guarantee.\*\*  
Suggested Retail from \$14.95

The new direction is Northern



**NORTHERN  
ELECTRIC COMPANY**

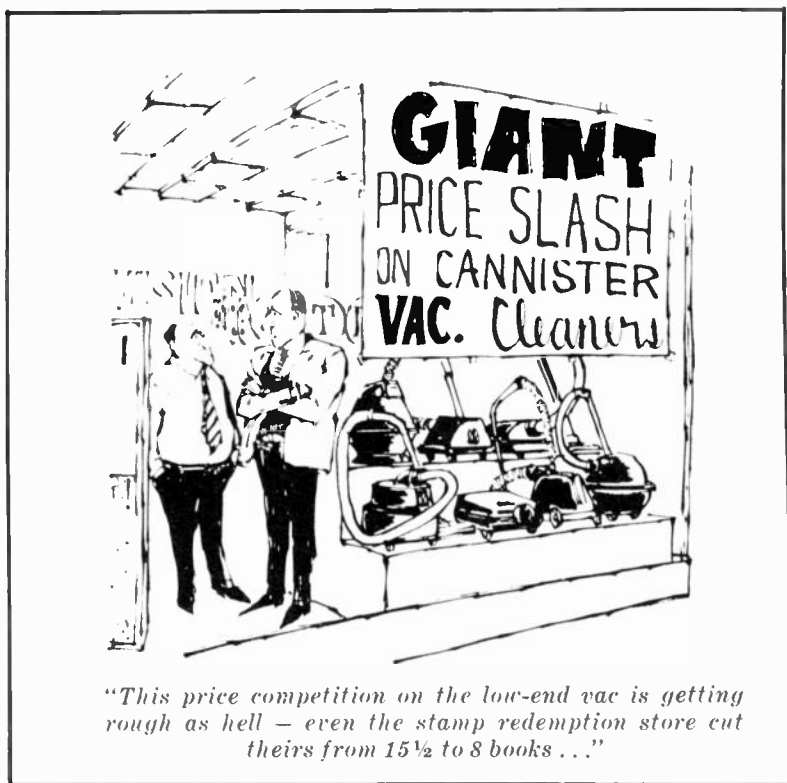
5224 North Kedzie Avenue, Chicago, Illinois 60625  
In Canada: George W. Endress Co. Ltd.,  
Brantford, Ontario  
New York Office: 1412 Broadway, New York 10018

**contact your Northern distributor today.**



\*TM Chemstrand Acrylic Fiber  
\*\*If blanket fails during guarantee period due to defect in manufacture, it will be repaired or replaced at manufacturer's option.





## Floor Care: filling in for the fall cleanup

The cordless vacuum cleaner . . . full-size . . . has become a reality, but the model everyone has been talking about won't be at the shows —Sear's Whirlpool-made upright vac at \$159.95.

Small cordless hand vacs will be available from some new sources, including Cy Miller Associates.

But the major producers are going slow on jumping into the cordless field.

For major producers, the July shows are used mainly for filling in their vacuum cleaner lines and for making some styling changes. The big splash came in January.

Shetland has restyled its floor polisher line, offering an extended guarantee.

There should be plenty of good deals available on floor care products to offset the limited supply of new electric equipment. There also will be a number of new products in the manual floor care field.

The floor care picture at retail continues to be bright and should remain so during the big fall housecleaning season.

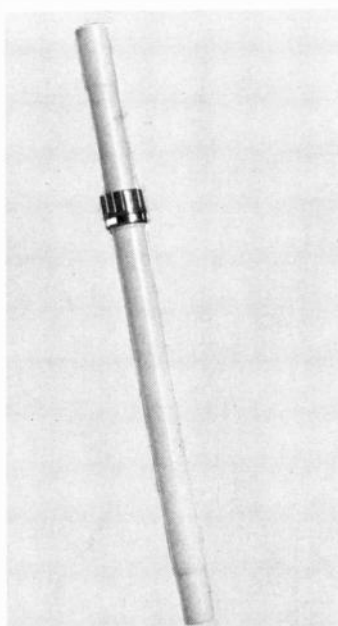
Sharp pricing is expected to continue—if not accelerate—on low-end lightweight vacs and polishers, and on promotional canisters at \$25 and under. However, a strong trade-up trend again should help retailers improve their profit picture on floor care products.



Eureka-Williams is offering 10 vacuum cleaners with its Cordaway cord reel. The Cordaway was first used on the Empress, which was introduced in January. Eureka's cord-reel models start at \$37.95 suggested retail.



Sunbeam is dropping-in a 1½ hp Supreme canister at \$49.95 suggested retail. The firm also is showing two new shampoo-polishers at \$34.95 and \$39.95, further beefing up its home care division's product line.



Troy has an extension wand to convert its portable vac for floor-and-above use.



Carbona Products has a twin-roller manual rug shampooer to retail under \$3.





*Two hot promoters  
from McCall's*

## **FOR CHRISTMAS: PROMOTE RECIPES FROM McCALL'S TO SELL ELECTRIC HOUSEWARES FROM McCALL'S!**

Make recipes the key to Christmas traffic for gift electrics. Use McCall's Electric Housewares Recipes booklet. In 16 colorful pages, it features 40 gift items with 36 recipes created especially for them—all scaled down from the actual pages of McCall's. It will help your demonstration selling all year long. Packaged this year for promoting Christmas gift traffic.

Your McCall's promoter is available now. Put it in your sales plans and be ready for gift-giving holidays.

The full package includes booklets PLUS this new collateral material: 20" x 30" blowup posters for window and in-store displays to help create traffic for the booklets and your department; AND easel counter cards for displaying 25 booklets at point of demonstration.

And there's a new edition of an old favorite—McCall's Waltz Through Washday booklet. Last year over 2,000 dealers in 35 markets used it in demonstration selling.

Your best customers—the 20,910,000 women who read McCall's—think, talk, and buy the products that McCall's features. Use McCall's promotion tools and you'll know what we mean when we say, *product excitement begins in McCall's and ends in sales!*

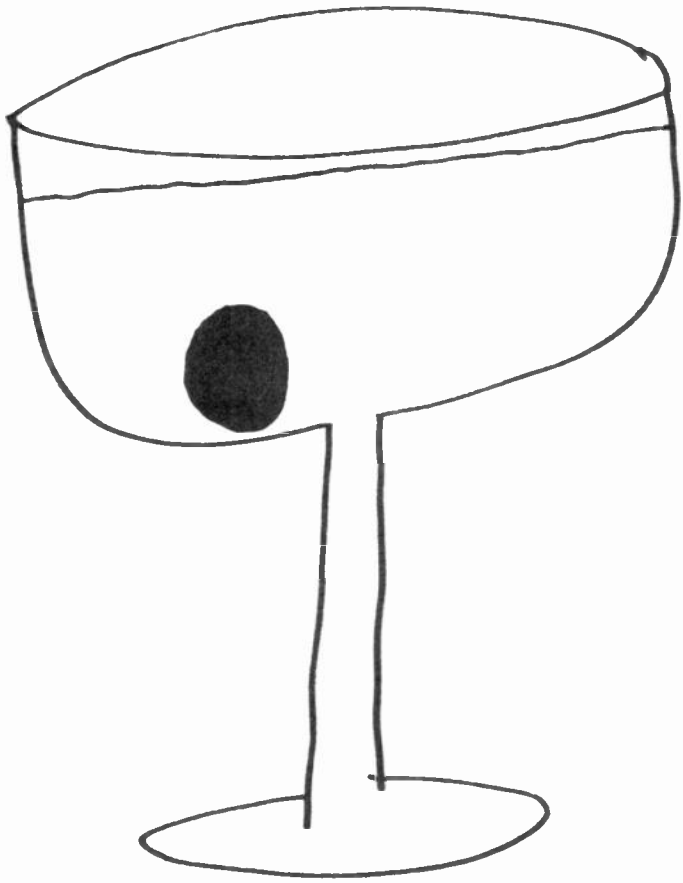
Order this special promotion material now. Contact Jim Cassidy, Appliance Promotion Manager, McCall's 230 Park Avenue, New York 10017. The new phone number is 983-8644 (area code 212).

**McCALL'S**  
*First Magazine for Women*

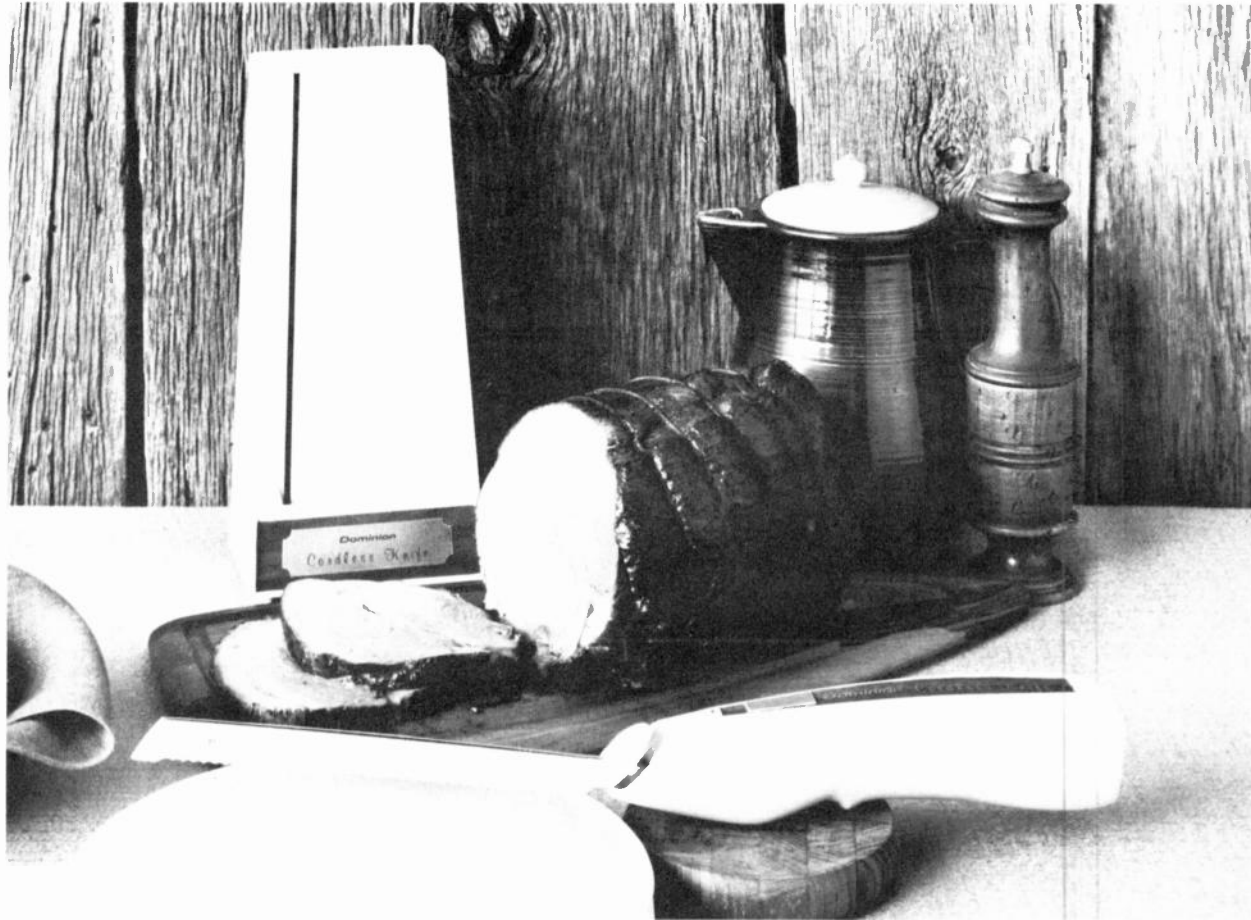


# What will Dominion do next?

You just never know, do you? For example, look at these great new appliances we'll introduce in Chicago (Booths 984-991). And take a peek at three ideas for the future—still on our designers' drawing board!



**Cordless electric Martini.** Recharges you automatically. No dangerous shock hazard. (You won't see this in our booth because we're still working on it.)



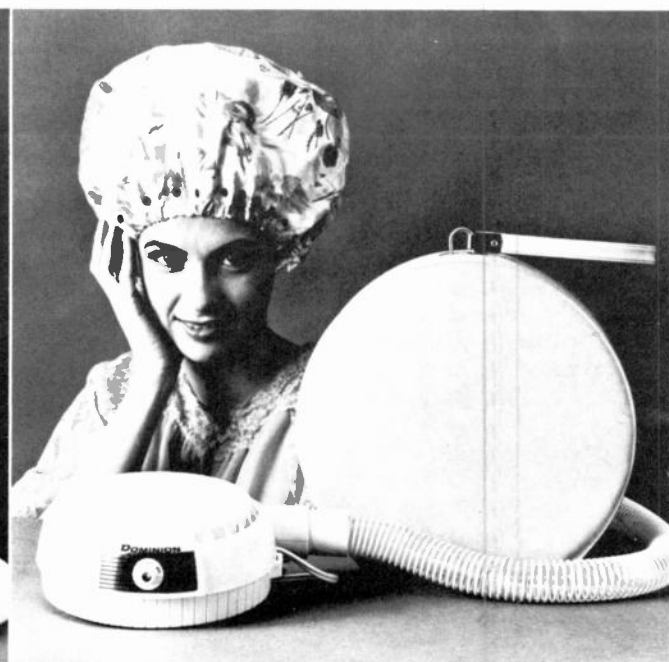
**New Dominion Cordless Slicing Knife.** Does a cordless knife have to look like a log? This one says no. Dominion puts rechargeable power in a beautiful package that's perfectly balanced for effortless slicing. Blades are bottom-mounted so you can slice clear through without tilting. Safety? A Sure-Lok safety switch and blade release locks motor in off position as it unlocks blades for removal. Model 2820. And don't forget, this is only one model in Dominion's complete knife line.



**New Dominion Hair Dryers.** The swinging fabric this year is textured tapestry. So we put textured tapestry on the high-style luggage case, the fast-drying bonnet, and on the handsome hair dryer itself. It also features infinite heat, separate nail drying vent, fast-drying bonnet. Model 1840

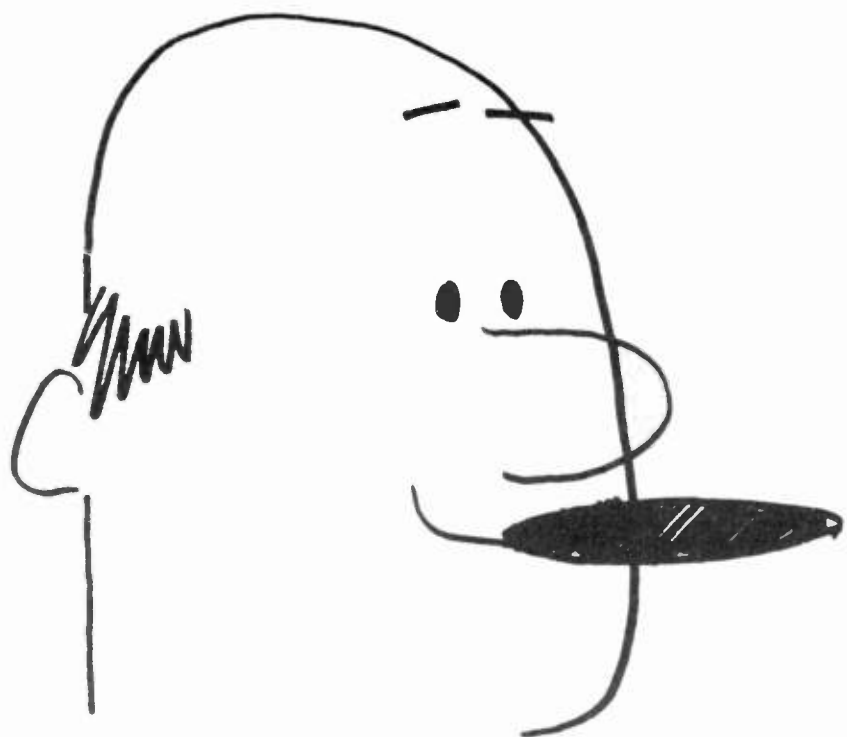


**Another winner in a magnificent case with the costly look of textured vinyl.** This Dominion Portable Hair Dryer has infinite heat control, roomy fast-drying bonnet. Model 1837

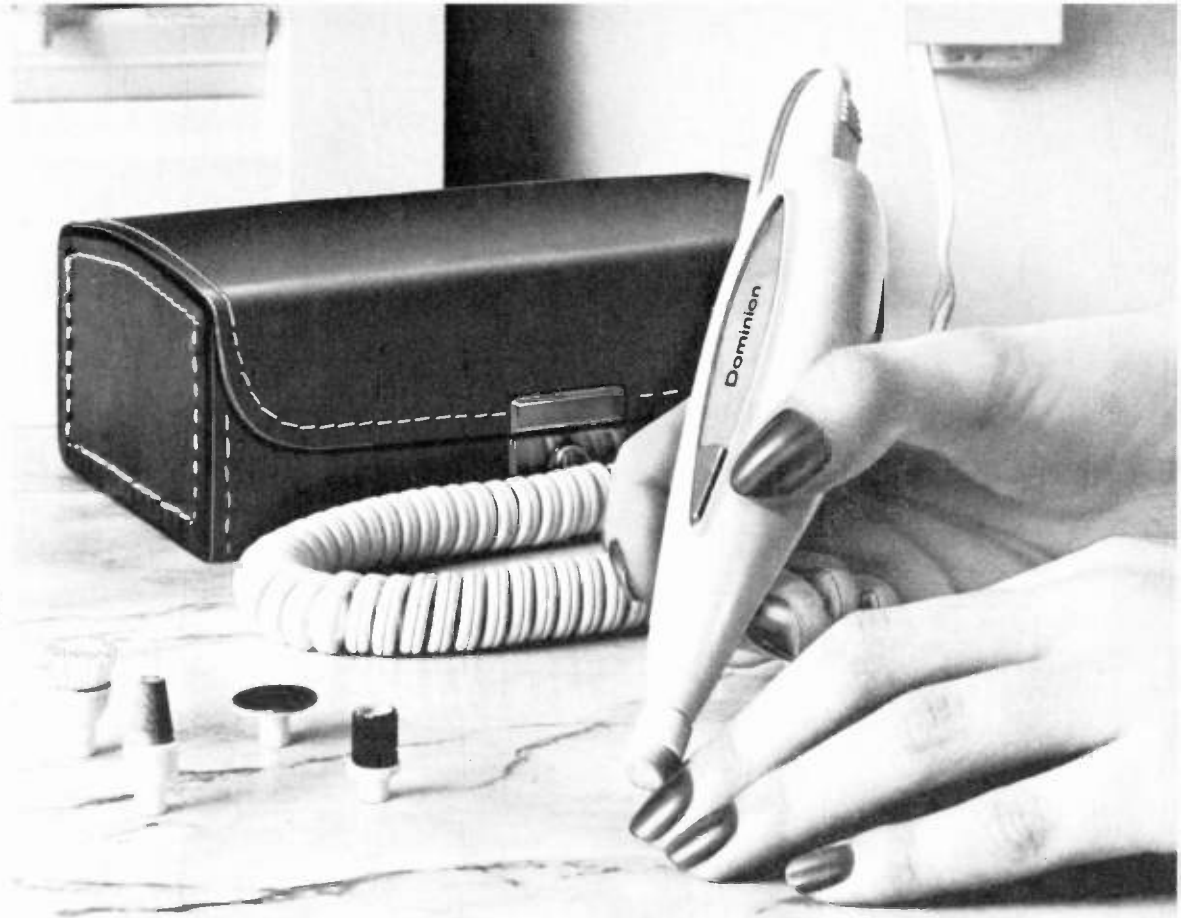


**Our new Imperial Model 1826 Portable Hair Dryer** comes on like Vogue magazine in an exquisite powder blue case. Like all Dominions, it's whisper-quiet, super-fast. We'd print the price, but you wouldn't believe it. Model 1826

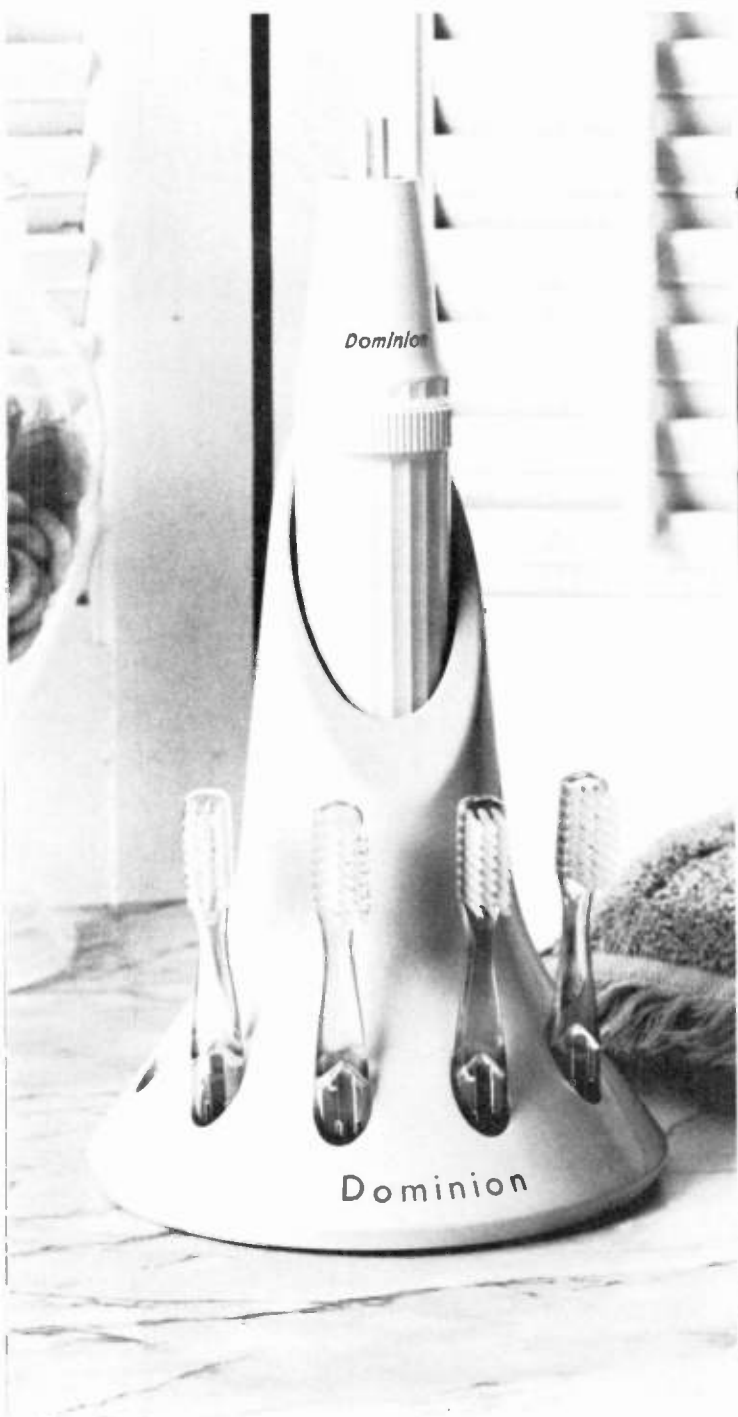




**Cordless Electric Buyer.** This amazing model walks right up and orders ten gross of everything. (You can help us perfect it.)



**New Dominion Personal Portable Manicure Set.** Completely new concept in manicuring that eliminates the old-fashioned flexible cable. Dominion puts beauty at her fingertips with a slim, trim power handle on a 10-foot coiled cord that stays out of the way. Luxurious, plush-lined leatherette case holds everything beautifully, including 5-piece manicure set. Model 2605



**New Dominion Cordless Rechargeable Electric Toothbrush** is a handsome tower of cleaning power! Compact sculptured recharger base stands on counter or mounts on wall, stores up to six brushes (four included). And Dominion cleans teeth, massages gums better with 4-way brushing action. Imperial Model 2716



**Completely New Dominion Automatic Steam and Dry Iron** whisks away wrinkles with a blanket of steam. Single lever control dials precise temperature. Fills right from the tap. Two models: Model 1087 with decorator white handle. And Imperial Model 1095 with ebony black handle.



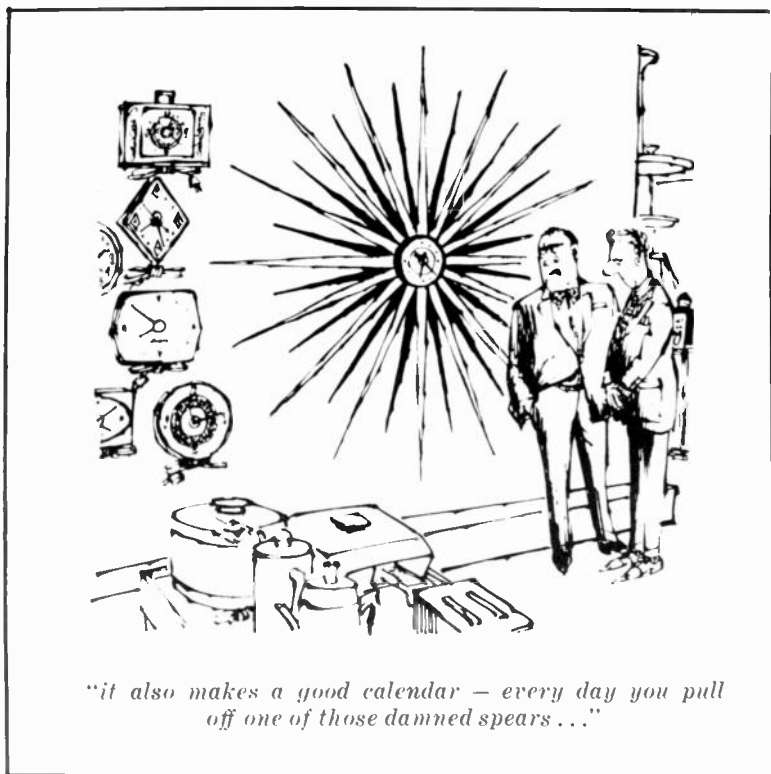
**Teflon-coated Buffet 11" Skillet** is just one member of Dominion's All-Star Teflon team, including Buffet Grill, Sandwich Toaster/Waffle Iron, 12" Roast 'n Fryer, Waffle Iron and Griddle. Get on the Teflon profit handwagon with the industry's most complete line —Dominion! Model 2261



**Automatic Electric Pussy-cat.** Still just an engineer's dream. But who knows what Dominion will do next?

**DOMINION**  
ELECTRIC CORPORATION  
Mansfield, Ohio





## Clocks: producers are moving up and out

The one clock sure to attract a lot of attention . . . and comments . . . belongs to Sessions —its family-planning clock. It marks a new marketing area for the clock industry, and, come January, there may be other birth-control variations on the market.

Other big news will be the come-on of the cordless wall clock . . . a trade-up trend in alarms at Sunbeam, a welcome price relief . . . and Westclox' whimsical approach to designing a line of oversized alarms to amuse the nursery crowd.

Plenty of pricing competition is expected to continue on low-end alarms, as was the case in the first half. However, there will be more trade-up models around, with Sunbeam offering bell tones for the first time in its new Touch Alarm series.

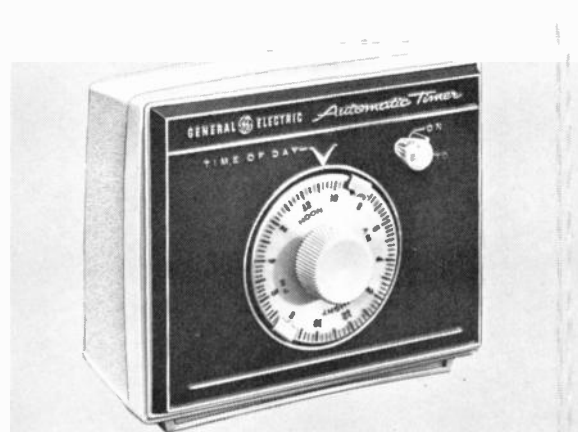
Decorative cordless wall clocks will abound, and at some lower price points. Novelty clocks also will get a bigger play, judging from pre-show reports. Sessions' football-shaped clock is scheduled to be a winner in the novelty field.

Timers will get a big boost from the entry of General Electric into the field.

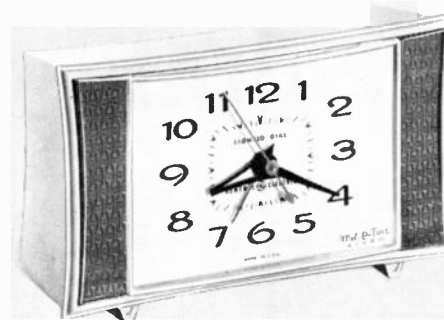
The clock industry clearly is looking for new areas in the home to conquer as well as new product areas to explore in the clock-timer field.



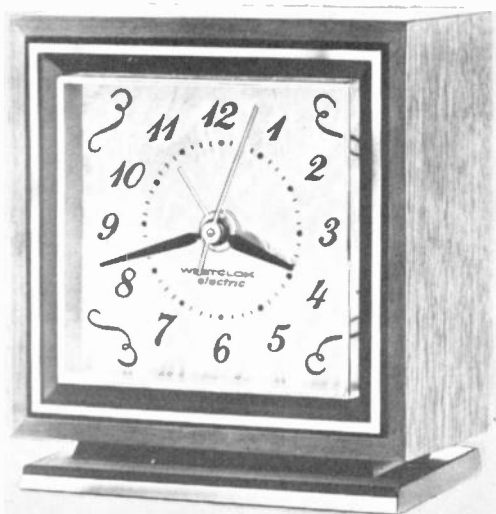
Sessions boasts the talk-of-the-show clock with its fertility alarm, The Lady. Never has a clock received so much advance publicity.



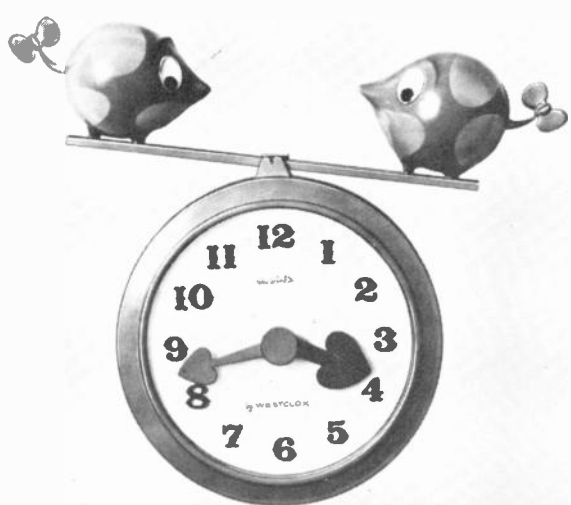
General Electric will give the 24-hour automatic timer a boost this fall by re-entering the field; model lists for \$12.95.



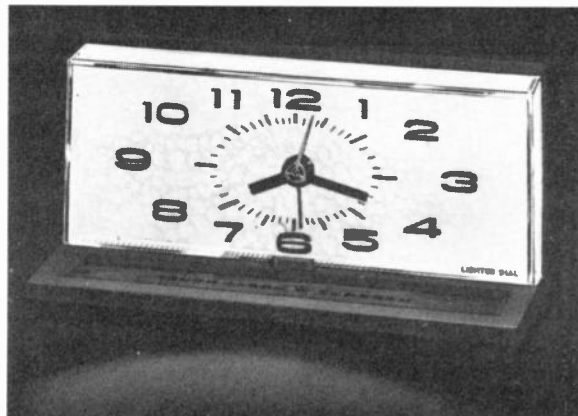
General Electric is adding a new design to its Mell-O-Tone alarm line with Fanfare models, this one, with lighted dial, at \$9.98 list.



Westclox is introducing a host of new clocks, including this occasional alarm, Woodcrest, encased in walnut, at \$8.98 retail.



Westclox has taken a whimsical approach to its new nursery alarm line, Wee Winkies. The oversized alarms retail under \$10.



Sunbeam is trading up its alarm clock line by offering its first bell-tone models in a new Touch Alarm line with a \$12.95 top retail.





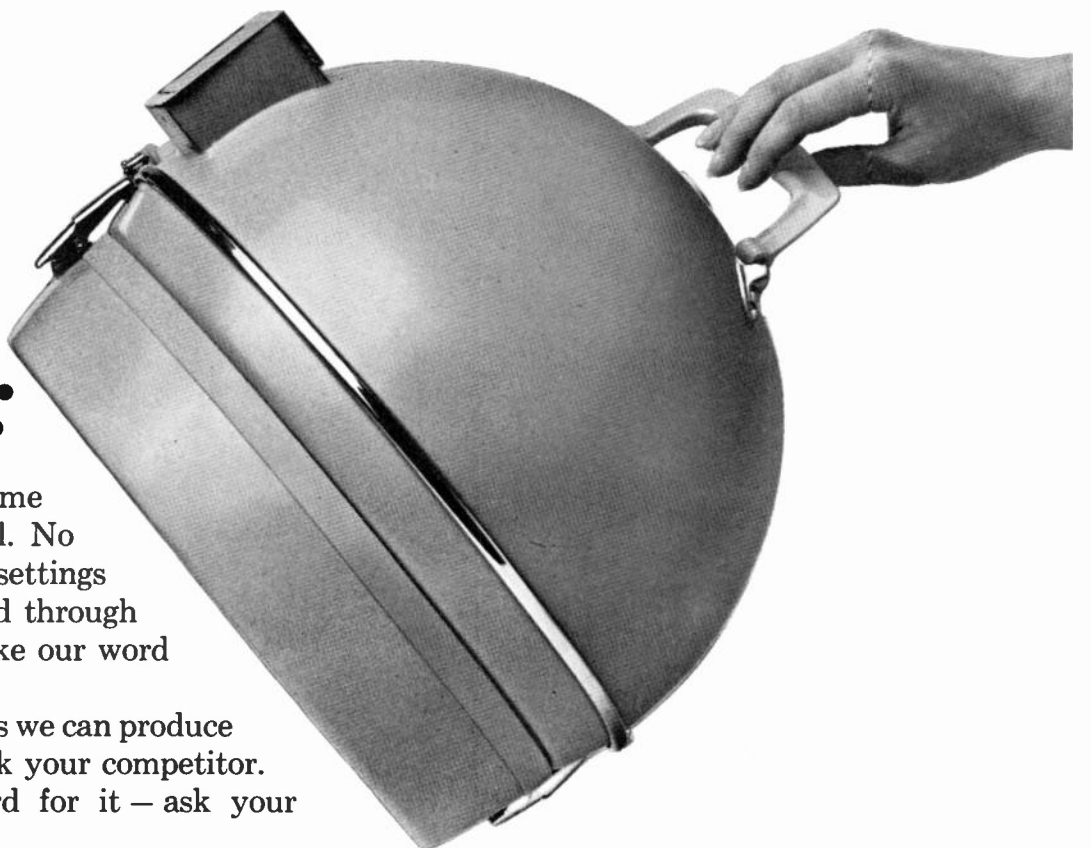
*Pssst!  
Wanna buy a  
money-making  
machine?*

*Cold facts  
on the #1  
sales-sizzler:*

Schick Consolette is the greatest home hairdryer since the sun. It's professional. No larger than a hat box. Four temperature settings provide four drying speeds. Air is cleaned through a re-usable, washable filter. But don't take our word for it — ask your wife.

Women are buying Consolettes as fast as we can produce them. But don't take our word for it — ask your competitor. It's profitable. But don't take our word for it — ask your accountant.

Call your distributor now and stock up on Consolettes. They're going fast. Take *our* word for it.



**Schick Consolette**





## Personal Care: glamour for everyone



Sunbeam has designed a promotional hair dryer to look much like a woman's purse. Called the Flair, the hair dryer carries a \$14.95 "full-margin" suggested retail price, sure to liven up the promotional field.

Personal-care electric housewares are taking on more glamour at the July shows this week...and some lower pricing, too.

The two biggest categories—hair dryers and toothbrushes—will see promotional numbers starting at the lowest prices ever.

DuPont will be showing its battery-operated toothbrush at the show for the first time, and Braun Electric is entering the personal care field in this country.

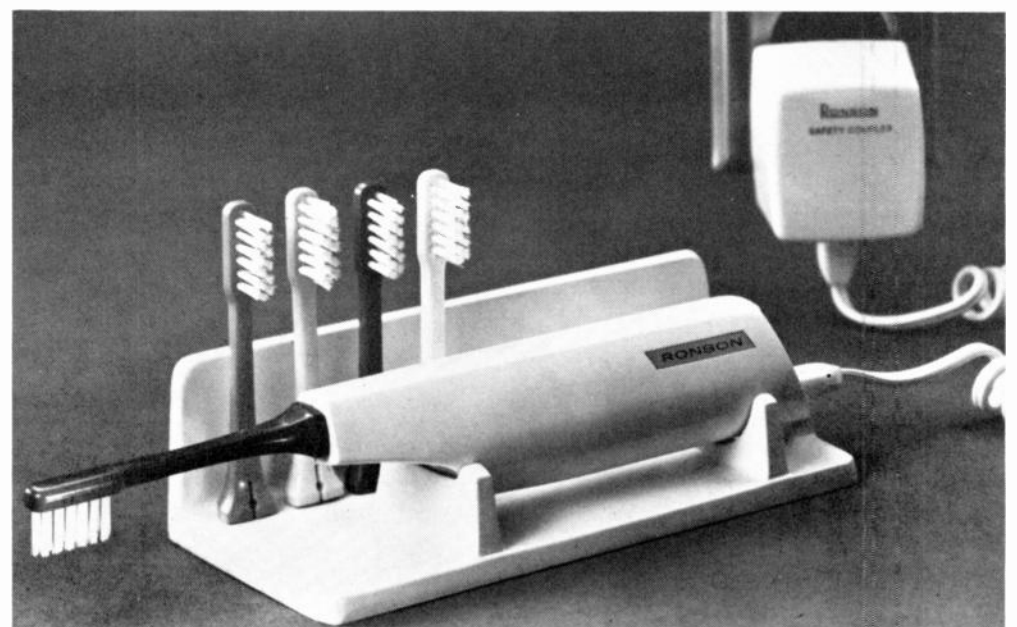
A new group of toothbrushes carrying list prices of \$16 and under will debut at the show, lowering the starting prices on toothbrushes at retail this fall.

Ronson, stepping up its personal care line, is offering two new toothbrushes and a compact shoe polisher.

In hair dryers, the two leaders in the industry, General Electric and Sunbeam, will be offering professional-type hard-top models for the first time. Sunbeam also is entering the shoe polisher field at the McCormick Place show this week.

Deep-heat massagers are sure to gain increased attention at the show, as well as a variety of other health appliances. Oster is showing a new massager unit.

Shaver manufacturers also are coming up with new models to spur sales during the big selling season this fall.



Ronson Corp. is introducing two promotional-priced toothbrushes—this Safety-Coupler model, which reduces house current to 5 volts, at \$16.95 suggested retail, and a flash-light-battery model at \$13.50 list.

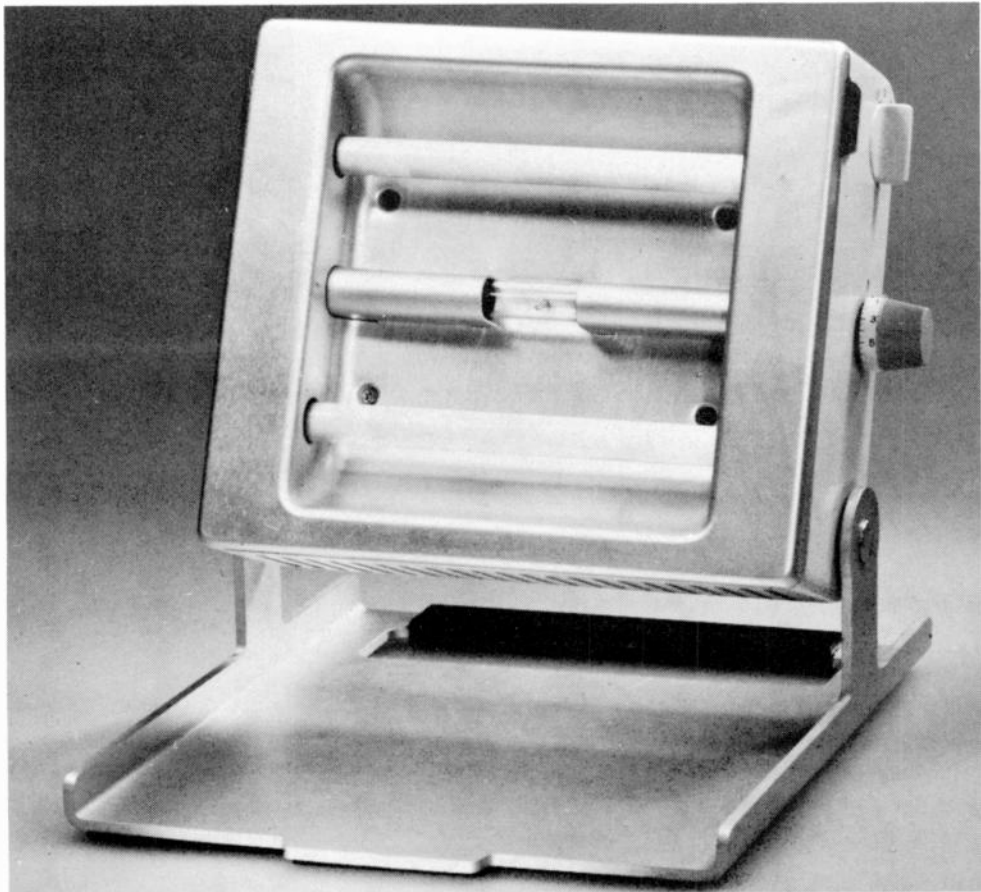




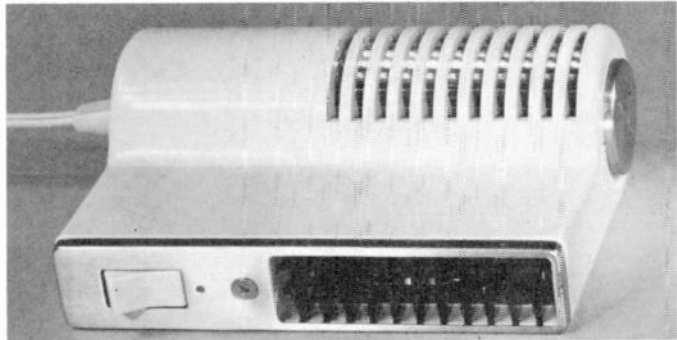
Dominion Electric is offering a power manicure set featuring a lightweight handle. The transformer has been moved from handle to plug end of cord.



Ronson also is introducing a lower-price version of its Roto-Shine shoe polisher, to retail at \$18.50. It comes in a brown leatherette travel-storage case.



Braun Electric of America enters the personal care field with its West German imports. This is a compact, folding sunlamp that also provides infra-red heat. The high retail price tag will approach \$80.



Braun also is showing three hand-held heaters and hair dryers, all similar in appearance and beginning at \$19.95 list. One model is a 110v-220v unit.



Oster is offering a new infra-red massager—a new selling star in the health appliance field. Suggested retail is \$12.95. It is housed in tan-colored plastic.



# EXCITE

in Merchandising Week!

**MERCHANDISING**  
**WEEK**



ON THE INSIDE

AT PRESSTIME

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

***MERCHANDISING***  
***WEEK***

The Interpretive News Weekly



# Now there's a portable tape recorder, with capstan drive, for less than \$40 with a name your customers know. General Electric.



Frankly, we at G.E. are a bit late getting into the portable tape business.

Not that it takes years to design and build a good machine. A good tape recorder that:

1. Is easy as 1-2-3 to operate.
2. That's tough as nails so you can pick up and record anywhere without worry.

3. That has constant-speed capstan drive so music sounds like music, not like a Manhattan traffic jam.
4. That plays in either a vertical or horizontal position.
5. That has a tape-spill preventer. Plus double braking.
6. That features a remote mike switch.
7. That gets fidelity sound from a big

2" x 4" speaker.

8. That is dependable. Easy so far.

But to make a compact, good-looking recorder with all those features and make it so it sells at less than \$40 retail — that's what took us so long. Take a look. Take a listen. That's all it takes to see that this new G-E was

worth waiting for.

Your customers will agree when they see *Life* ads urging them to record the times of their lives with this new G-E portable tape recorder. Get ready now to sell the dependable one — General Electric.

Radio Receiver Department, Utica, New York

**GENERAL  ELECTRIC**





**NEW!** Beautiful furniture styling.



**NEW!** Magnetic front-fill panel.



Imperial Tempered-Aire

Imperial

Deluxe

Compact

**NEW!** 4 profit-making models with capacities from 4.5 to 16 gallons a day, covering the complete humidifier market.



**NEW!** Non-corrosive, direct-drive, motor-pump assembly.

# You're assured of complete customer satisfaction with these all-new Thomas A. Edison Humidifiers.

*Two trusted names stand behind them!*



You can sell the new Thomas A. Edison Humidifiers with confidence. *Good Housekeeping* has investigated them thoroughly and granted the entire line their famous Guaranty. This symbol of dependability and satisfaction will appear on every 1966 model, giving you terrific selling power right at the point of sale. How did Thomas A. Edison Humidifiers earn this backing? Note the simple, rugged construction. The direct drive pump with no flexible couplings. And everything water contacts is completely corrosion-resistant! There's lots more to sell, and lots more to help you sell, including fall and winter

advertising to approximately 20,000,000 highly responsive readers of *Good Housekeeping*. So take our word for it: you can sell Thomas A. Edison Humidifiers with confidence.

**Thomas A Edison® HUMIDIFIERS**  
ALBION DIVISION, MCGRAW-EDISON COMPANY, ALBION, MICHIGAN





*"... a humidifier makes it like a jungle, a dehumidifier makes it like a desert ... a humidifier makes it like a jungle, a dehumidifier makes it like a desert ... a humidifier makes it like a jungle, a ....."*

## Heaters and Humidifiers: styled to go anywhere



Ebco's new Oasis humidifier features a "humidrum" that rotates slowly through a 10-gallon-capacity reservoir to pick up water on an absorbent sleeve.

The upcoming winter season should go down as the year of the humidifier in the housewares industry...at the shows this week, there are plenty of new models designed to make the prediction come true.

Humidifiers have a new look...both inside and out... Better furniture styling outside... improved trouble-free, installation-free design inside.

And Cory Corp. is bidding to make the humidifier a year-round appliance for the home...to filter and circulate air in the spring...to use as a fan in the summer...a heater in the fall...not to mention its regular use as a humidifier in the winter.

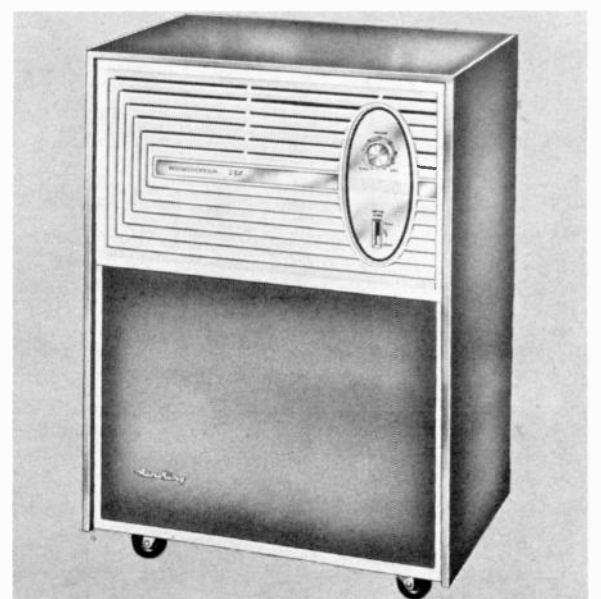
Among the interior design improvements, Oasis (Ebco) is playing up its "rotating humidrum," and West Bend is offering its "water wheel" moisturizing action.

Decorator styling also is more widely available in the heater field. And manufacturers in this field, too, are moving to offer a heater for every conceivable use...from walls to desk tops.

Berns Air King has applied the sculptured styling it used on fans this season to its new high-end Carribean heater. Other lines also are styled up; even the baseboard models are taking on more style for this week's shows.



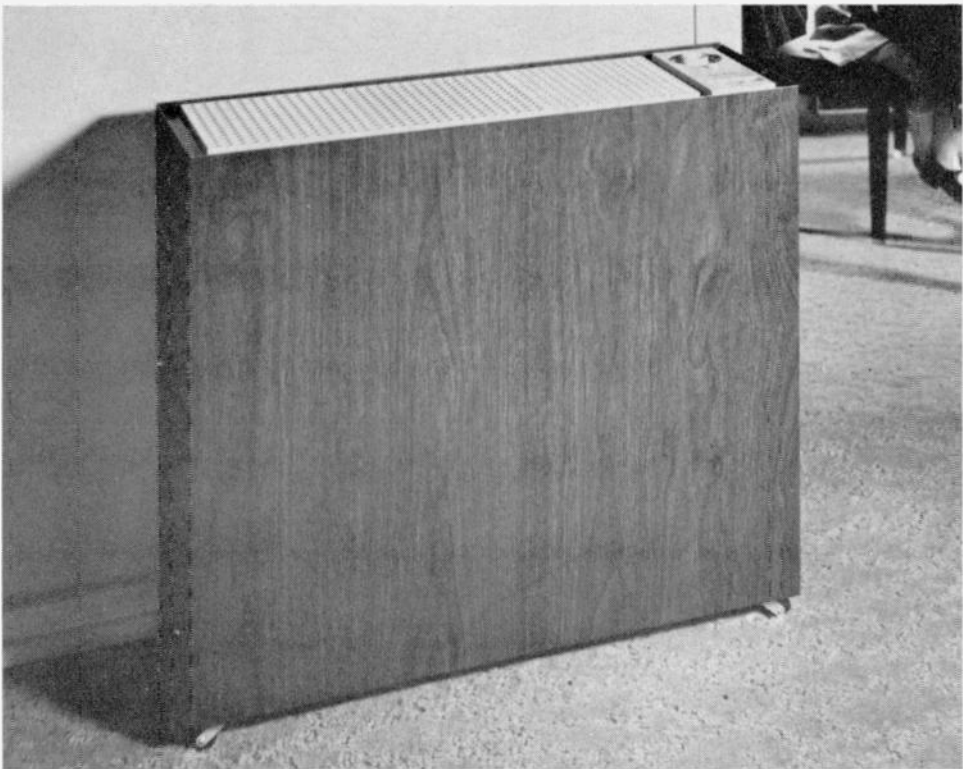
Cory Corp. is offering a new deluxe humidifier that will be promoted as a four-season appliance. The Fresh'nd-Aire model carries an \$89.95 list.



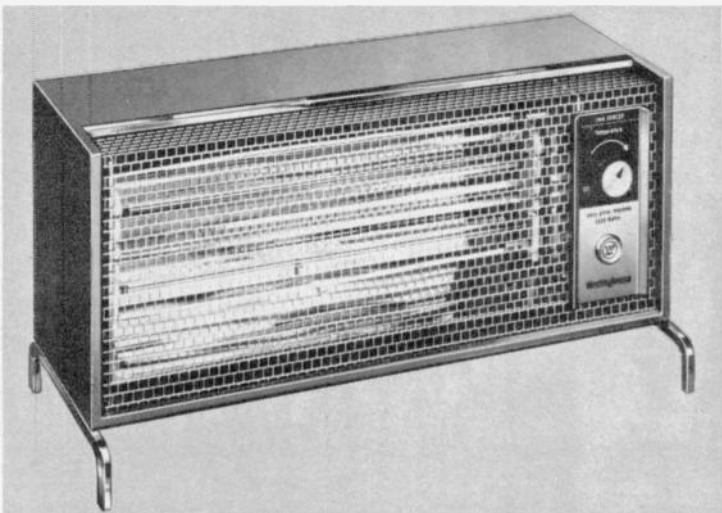
Berns Air King has restyled its console humidifiers, including this economy model. Line features new water reservoirs.



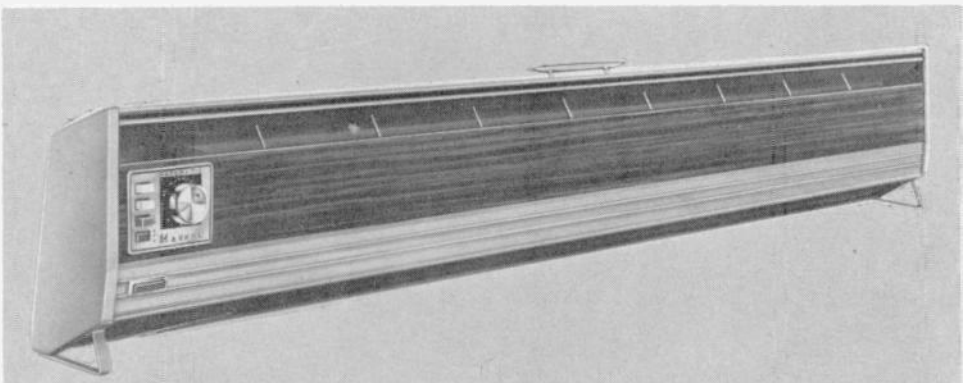
# Heaters and Humidifiers continued



West Bend's new humidifier, at \$69.95 list, features a new "water wheel" moisturizing action and trim styling. It is model 4000.



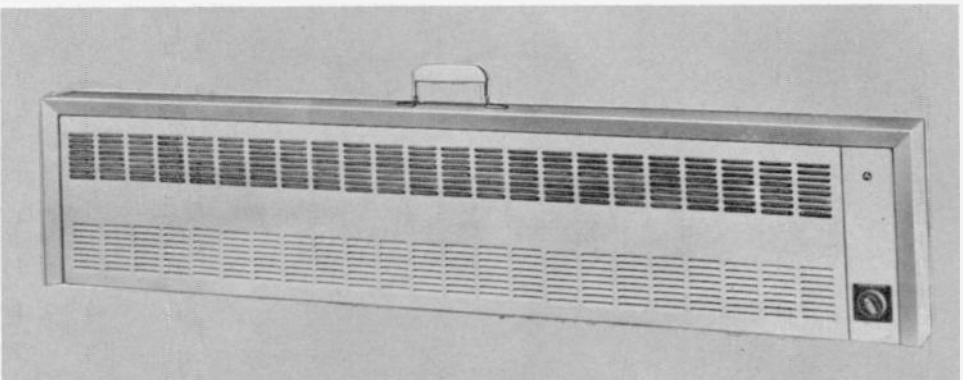
Westinghouse's new radiant heaters feature swept-back grills that increase the radius of heat projection.



Markel's new high-end baseboard, heater model 15-T, offers three heat selections and a twin-coil element. It is suggested to retail at \$49.95.



Berns Air King's heater line is topped by this 3-heat, fan-forced model with a sculptured silhouette.



Spartan Electric Radiator is showing a 6-foot baseboard heater with a new stainless steel sheath heating element. About \$70 retail.



Hunter Division, Robbins & Myers, is offering this fan-forced, baseboard-styled heater at \$39.95 suggested retail.



International Oil Burner is offering a new promotional model in its hot-water, electric baseboard heater line. It will retail for under \$75.



# Fast-growing FM is getting a boost with 13 new ones from G.E.

## Isn't that music to your ears?

FM is the hottest thing in radio. You know it.

Industry FM sales at retail are up a whopping 57%\* over last year. That proves it.

You haven't seen anything yet. Because here's G.E. with 13 new FM's that are going to make the FM radio market show growth like you've never seen growth before.

Because where G.E. goes, customers follow. People buy almost twice as many G-E radios as any other make.

They're going to buy these. Look at them. Beautiful new table models, new clocks, new multibands, even an exciting new miniature portable.

The most complete line of FM's in the business. All priced right. All General Electric.

Can you beat it? There are exciting new AM models, too. See your G-E radio distributor for the facts, or see them all at the Housewares Show.

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC



\*Audits and Surveys Company, Inc. March-April '65 versus March-April '64.



# Gift Housewares

Gift housewares manufacturers are taking to the woods in increasing numbers at this show. The wood approach is branching out far beyond what is generally considered to be the woodenware product category. Still-strong customer preference

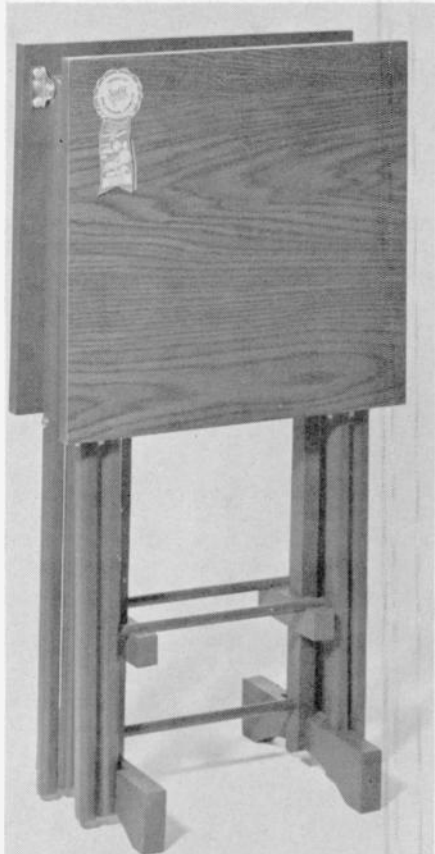
for Early American styling is credited for the wood revival in housewares. Housewares buyers shopping the shows for gift merchandise for Christmas selling also will be seeing a number of new bar-goods lines, including more use of wood here, too.



Leipzig & Lippe Inc. is introducing this condiment set among a number of new wooden serving accessories. Finished in maple on pine, it lists for \$6.75.



Leipzig & Lippe also is adding to its bar-goods line, including this Early American styled ice bucket with wood exterior at \$9 list.



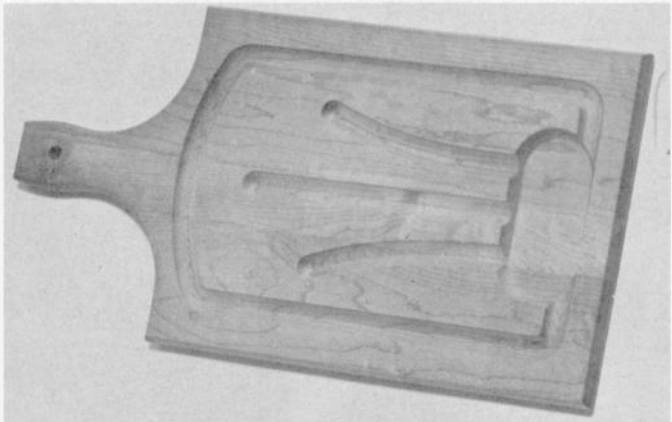
Fanta is offering two folding tables with laminated tops, plus carrier, at \$9.95 retail.



Barkay Industries has trade-up models of its Insta-Brewer coffeemaker, including this silver-plated version at \$19.95 retail.



George S. Thompson Corp. is showing four new table caddies, including this one for condiments at \$4.95 retail. All of the units feature a walnut finish.



Artsam has prepared an entire line of hardwood carving boards for electric knives at \$3 to \$4.50 retail.



Langner is showing a new stainless steel cocktail shaker to retail at \$3.95 in a gift package.



# FAST



FASTER DRYING . . . *MUCH* FASTER DRYING . . . is one of three\* powerfully persuasive sales-clinchers going for you in the new Holiday by Hamilton. Many reasons for Holiday's high-speed performance: *Two* fans instead of one. Greater BTU input. *More* warm air distributed *more* evenly. Better tumbling action that reduces wrinkling. No hot spots. No damp ones. No scorching or baking. *Total* drying performance . . . swiftly, safely. Which is what a dryer's for.

\*The other two? (1) *Extra large capacity* . . . so large that the Holiday *will* dry any size load that an automatic washer can wash! (2) A slimmer, trimmer cabinet . . . only 27¼" wide. Fits where others won't. Matches washers in size . . . *beautifully, exactly!*



**HOLIDAY...THE NEW, FAST-DRYING DRYER BY**

# Hamilton

Hamilton Manufacturing Company, General Offices, Two Rivers, Wisconsin, Factories at Two Rivers, Wisc. and Kosciusko, Mississippi

HAMILTON — THE FULL-LINE LAUNDRY LINE OF HERITAGE AND HOLIDAY  
DRYERS, AUTOMATIC WASHERS, WRINGER WASHERS



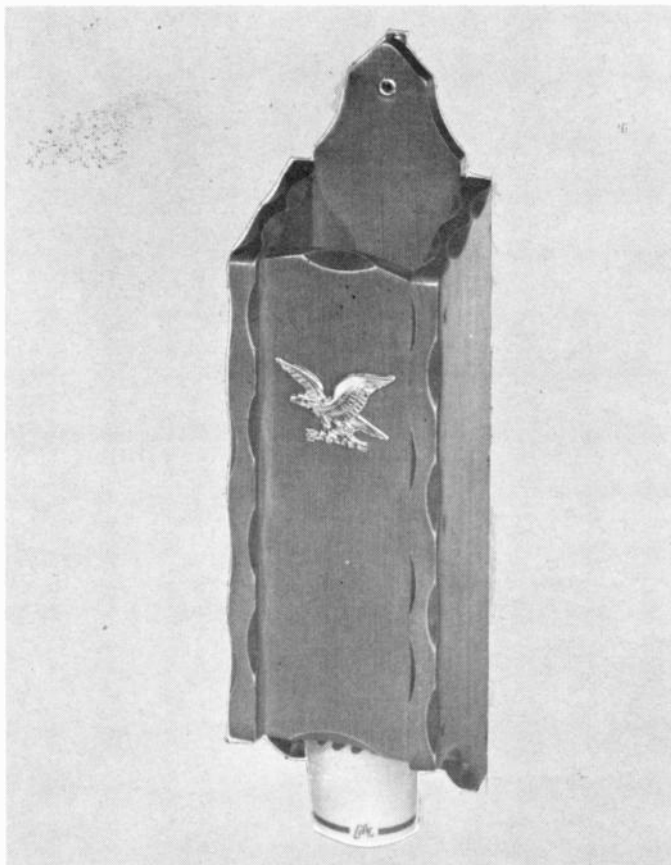
# Bath Shop

Straw is coming on big in the bath shop . . . taking some of the edge off the wood look, which remains plentiful. For either Mediterranean or Early American design, buyers have plenty of lines from which to choose.

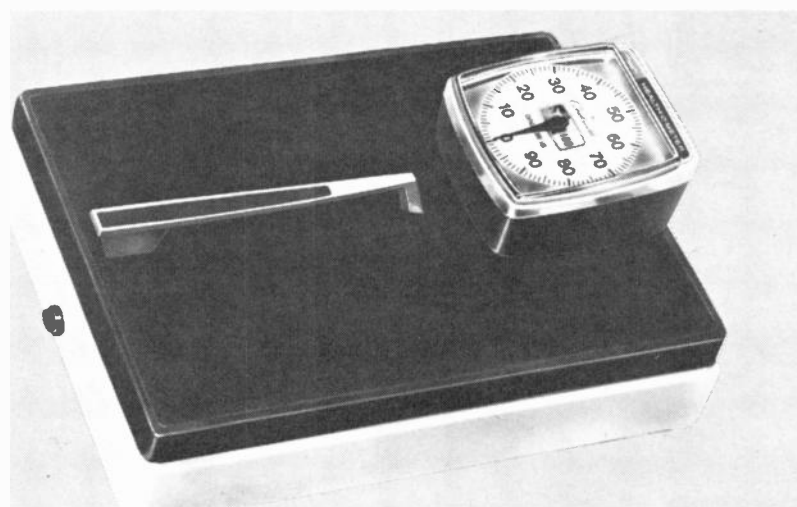
The trade-up trend is continuing

in bath shop merchandise—at the retail level and among manufacturers exhibiting at the shows.

Plastic bath ensembles shape up as one of the hits of the show with the textured look and more molded-in designs.



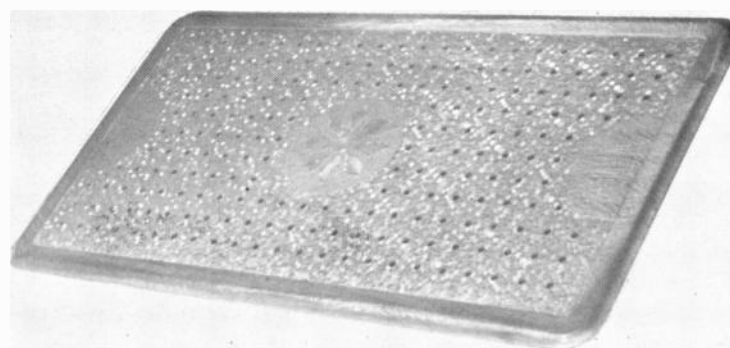
Leipzig & Lippe is expanding its Early American line for the bath shop, including this paper cup dispenser that carries a \$4 list price.



Continental Scale, Chicago, is introducing three "doctor's type" bath scales. Model 134, shown, will retail for \$29.95.



Dorothy Dean, Milwaukee, is offering a bath cover ensemble, Regency, featuring Schiffli embroidery on Orlon pile fabric.



Harte & Co. has expanded its Wataseal all-vinyl bathtub mat line with a smaller size and an eleventh color, metallic gold.



Burlington Basket Co. has a vinyl covered hamper at \$14.98 retail.



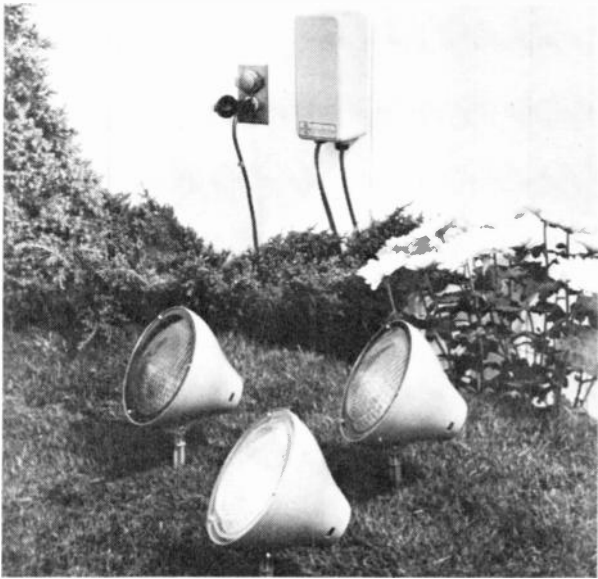
# Outdoor Lighting

Outdoor lighting looms as a big new product area for electrical supply distributors and hardware and garden goods retailers. There are three examples below of what is new at the housewares shows in Chicago. Retailers see the outdoor lighting

kits as good sellers this Christmas as well as for year-round use in exterior lighting "everyone can afford." In addition to a pitch on lighting the outside of the home and grounds for beauty, retailers also have a home-safety angle working for them.



Time-All Division, International Register, enters the low-voltage outdoor lighting field with two 6-lamp kits.



AMF's Wen-Mac Division is offering a new starting price, \$49.95 for a 3-light set, in its Starbrite line of low-voltage outdoor lights.



Ramic Products is introducing an outdoor light switch that automatically turns on the light at dusk and off at dawn.

# Flatware and Cutlery

Some people still carve manually; not everybody has an electric knife. But the electric slicing knife has brought a shortage in new cutlery sets at the shows. Buyers, however, will be seeing plenty of new stainless steel flatware

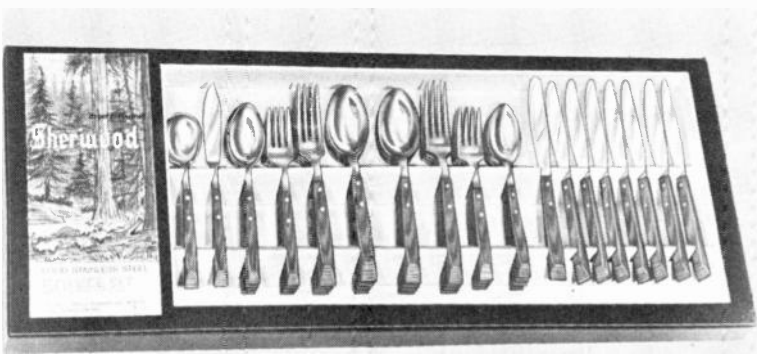
patterns, now that the domestic industry is healthy again after its bout with Japanese imports. Kitchen tools are being adapted for the booming Teflon-coated cookware market, making for nice add-on sales potential at retail.



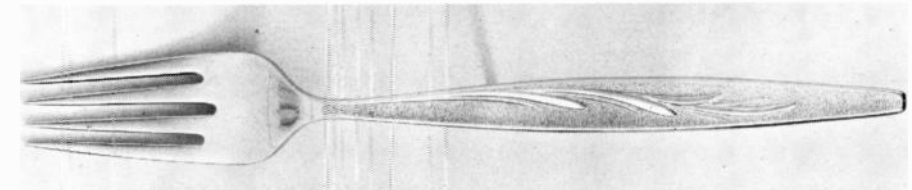
Lifetime Cutlery is showing a 10-piece Fleur D'Or cutlery set with decorated handles at \$6.95 suggested retail.



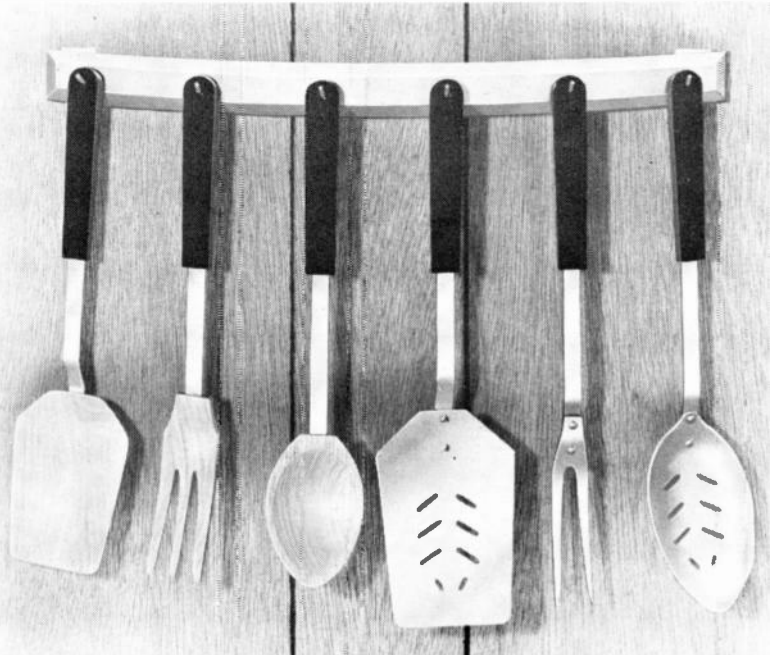
Charles D. Briddell is offering this six-piece steak knife set with satin textured handles, at \$24.95 retail.



Regent-Sheffield is showing a 50-piece deluxe Sherwood stainless steel flatware set that retails for \$29.95. A new 7-piece Sherwood kitchen tool set is being offered at \$7.95 retail.



International Silver is offering a Sea Island pattern in its 1847 Rogers Bros. stainless steel line. A 25-piece set retails for \$19.95.



Ace Manufacturing has designed this kitchen tool set for Teflon-coated cookware. Three tools have wood ends.



# Plastic Housewares

Textured is the word for the new plastic housewares offerings at the shows this week. Fesco has prepared a full line of products featuring the textured look.

Molded-in designs also are more

plentiful as manufacturers trade up their lines—and retail pricing.

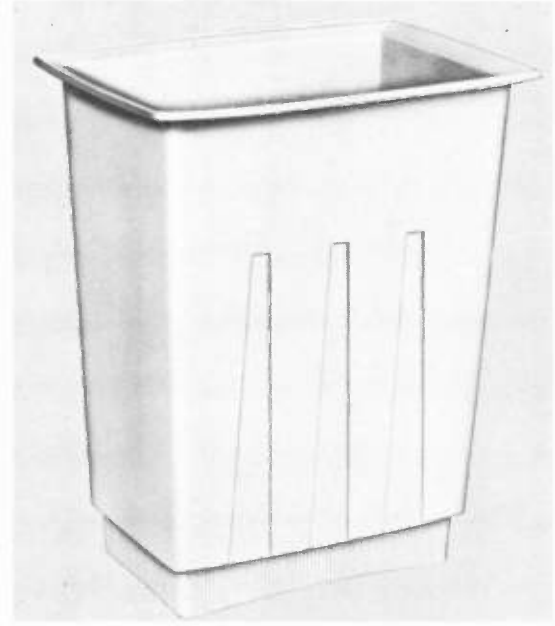
Another trend being accelerated at this summer's shows: increased practicality, with more buckets serving also as caddies, for example.



Republic Molding Corp. is offering this Piggy-Back Kaddy Pail in its Polly-Flex line. It will retail for \$2.98.



Delta Plastics Corp. is featuring a wicker look on two new laundry baskets. Both are retail-priced at \$1.98.



Superior Products (Globe Rubber) is showing a new Rubber Ware line of plastic housewares, including waste baskets.

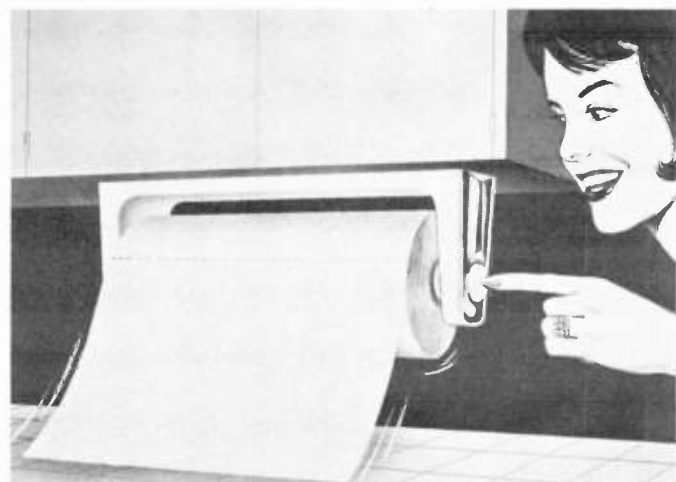
# Pantryware

More wood . . . and even straw . . . is being used for the new pantryware lines being shown at the housewares shows in Chicago this week.

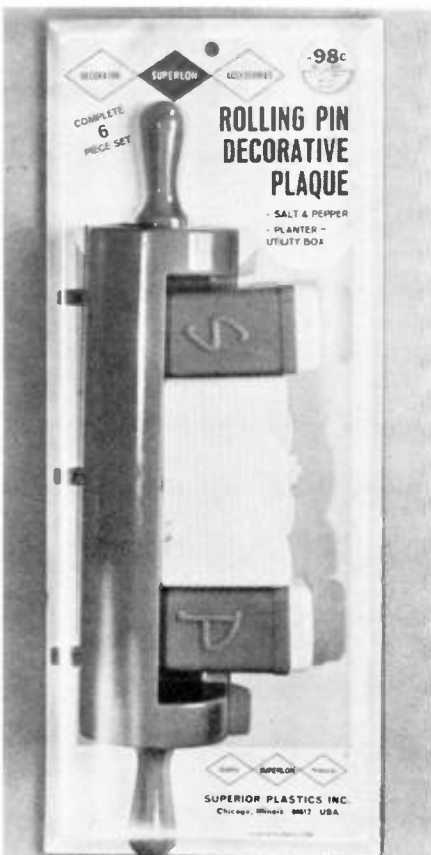
Speko Products is showing production models of its new walnut trimmed canister sets, having pre-

viewed mock-ups in January. Other manufacturers also are going in for more wood this season.

Woodpecker Products is going to the Mediterranean look in the kitchen with a canister set featuring colored straw exteriors, plastic interiors.



Mirra Cote Industries is showing a battery-operated Towel-O-Matic paper towel dispenser at \$7.95 retail. The towels unroll at the press of a button.



Superior Plastics, Chicago, is offering a series of plastic wall plaques that double as storage units, all retailing below \$1.



Woodpecker Products is using a straw exterior on its new plastic-line canister set, which is available in a choice of four colors.



Continental Can has metal pantryware in "spice tones" decor in its Decoware line.



First 5 Months, '65, Vacuum Cleaner Sales

# INDUSTRY UP 11%

# SUNBEAM UP 51%

## WHY?

**Consumer Value:** Women love an honest - to - gosh value. And Sunbeam has it. Sunbeam quality, 1¼ horsepower . . . and at less than \$42.00.\*

**Consumer Satisfaction:** This Sunbeam best seller delivers trouble free service. This means satisfied customers.

**Consumer Confidence:** Women buy Sunbeam Floor Care Products because they own other Sunbeam appliances. Millions know, trust and depend on Sunbeam quality.

**Sensible Step-Ups:** Sunbeam's step-up selling features make sense to your customers — 1¼, 1½, 1¾ horsepower step-ups, plus other values in canister cleaner models. Value packed lightweight vacs, too.

**Consumer Advertising:** We pre-sell your customers with powerful Sunbeam advertising.

That's why Sunbeam is the fastest growing name in floor care. Our vacuum cleaner *consumer* sales are up 51% for the first five months of 1965 vs 11% for the industry as reported by VCMA.

*Better stock the hot line!*



*The Fastest Growing Name in Floor Care*

\*Full Margin Retail

SUNBEAM CORPORATION—CHICAGO, ILLINOIS 60650  
© S.C. © SUNBEAM



# Do your Christmas stocking a little late this year.



It's easy to get carried away with it all, and fill up your Christmas stocking at the Housewares Show.

Don't. At least, not until you've checked with Hoover.

For now there are 38 reasons why Hoover fits into your Christmas stocking plans.

To be specific, the Hoover Electric Shoe Polisher, Hoover Hair Dryers,

Hoover Coffeepot, Hoover Toasters, Hoover Stainless Steel Fry Pan, Hoover Can Opener/Knife Sharpener, Hoover Stainless Steel Steam/Dry Irons, Hoover Electric Upholstery Shampooer, Hoover Floor Washer-Dryer, Hoover Shampoo-Polishers, the Hoover Dial-A-Matic and full line of Upright Vacuum Cleaners, Hoover Canisters and Portable Vacuum Cleaners, the Hoover

Lark featherweight vacuum cleaner, as well as the Hoover compact Spin-Drying Washer.

And if you think that's all, you've got another think coming. After all, 11 of the 38 products in the Hoover line are totally new since last year. And there's a better-than-even chance Hoover will have a surprise or two ready for market in time for Christmas.

So check with your Hoover Supervisor before you finish your Christmas stock shopping.

Or stop by and visit with Hoover at Room 11-114A in the Merchandise Mart.

It's the best way we know to make sure your cash register plays Jingle Bells this Christmas.





## HOUSEWARES



### Dormeyer shows new blenders, hair dryers

Dormeyer division of Webcor, Inc., is introducing two new blenders, a compact hand mixer, a Teflon-coated frypan, and three new hair dryers—including a salon-type model. Pricing throughout the line has been adjusted downward, generally by \$1 or \$2 at list, on products that formerly carried a manufacturer's federal excise tax.

Dormeyer's new blenders include a three-speed, push-button, model BL-3-WH, at \$47.95 suggested retail price. Three-speed model BL-4-WH, with rotary switch, carries a \$42.95 list. Both Blend-Well blenders feature removable blade assemblies and unbreakable 48-oz. containers.

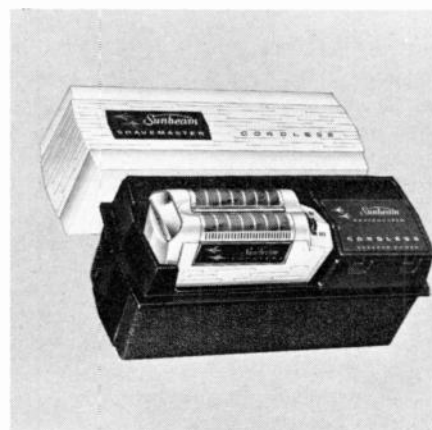
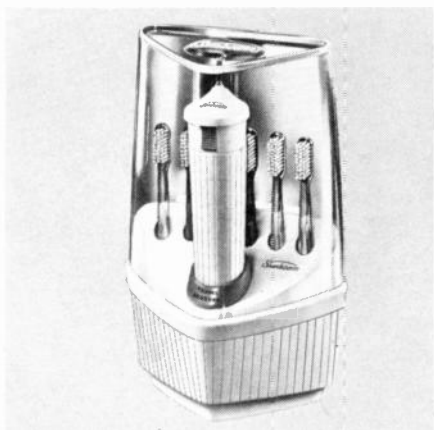
The new hand mixer, the Continental HM-8-WH, offers three speeds, oversized beaters, push-button ejectors, and a choice of colors. It carries a \$12.95 list.

The Teflon-coated frypan is avail-

able in two versions: model SK-11-BU, with high-dome cover at \$30.95 suggested retail; and model SK-9-BU, with regular cover, at \$27.95. Both are 12-inch models and are immersible.

The salon-type hair dryer, model HD-11, features a remote-control heat unit with five positions (including "off"). The dryer is styled in turquoise and ivory. A special compartment with a 9-inch hinged lid is provided for storing accessories.

A new low-priced hair dryer, model HD-9, carries a \$14.95 suggested retail price. It comes in a round, molded case, and is styled in turquoise. It has a three-way switch control. A second new portable hair dryer, model HD-10, comes in a slim-lined vanity case, styled in blue and white. It is suggested to retail at \$28.95. Webcor-Dormeyer, 700 N. Kingsbury St., Chicago, Ill. 60610.



### Sunbeam re-styles toothbrushes and shavers

Sunbeam is re-styling its electric toothbrush line with its two new models, CT-7 and CT-8, replacing models CT-2, CT-4, and CT-6. Sunbeam is also introducing the Sunbeam Shavemaster 777 and its cordless battery-operated twin; model 888.

Both new toothbrushes will retain Sunbeam's brushing action, an up-and-down motion at 1,800 spm. The power handle of each will have a new completely smooth molded top. Rechargeable nickel-cadmium cells power both models, both are equipped with charging stands that operate on 110-120v AC only and can be wall-mounted. No. CT-7, in turquoise and white, comes with four brushes, but has room to store six upright. Retail price is \$19.95. No. CT-8, with six brushes, has a deluxe travel charger unit that detaches from the

base. It comes in beige and white, and retails for \$21.95.

The Shavemasters are of double-head design. Each double head holds a bank of three surgical-steel blades that oscillate in an arc that is 60% smaller in radius than that of its single-head model. The two-head action causes the triple blades to strike whiskers twice on each stroke. One head shaves most of the whiskers and sets up the remainder for the second head. Both have an improved version of the barber-type sideburn trimmer. No. 777 sells for less than \$30; No. 888 for less than \$39.

Other features include a stainless-steel shaving head, flip-top latch for easy cleaning, on-off switch, and a gift-travel case. Charger and recharger for No. 888 works on 110-120v AC. Sunbeam Corp., 5600 Roosevelt Rd., Chicago, Ill. 60650.



### THESE ESTABLISHED PROFIT-MAKING FACTS!

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

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

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

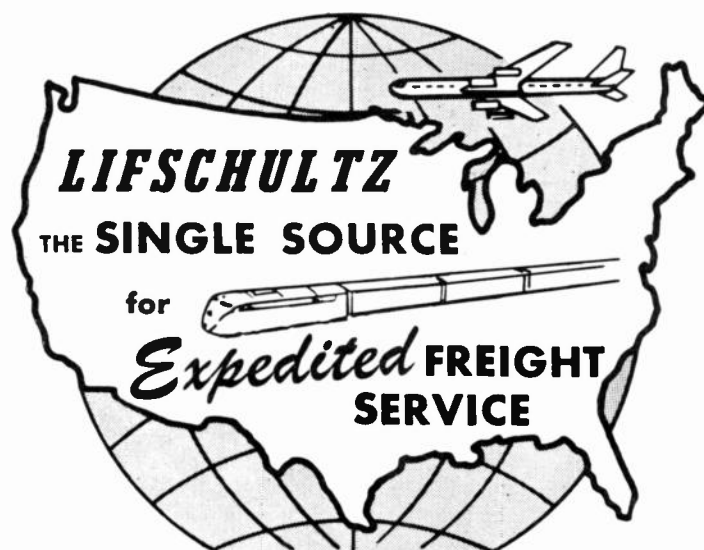
**HUNGRY** for better service and higher profits? Write for full details and prices on this fast-moving Bread 'n Butter line or ask any Rangemaster distributor.

AUBREY MANUFACTURING, INC., UNION, ILLINOIS

*Rangemaster*

YOUR ASSURANCE  
OF CUSTOMER  
SATISFACTION

HOODS  
FANS  
VENTILATORS



GENERAL OFFICE: 28 N. FRANKLIN ST., CHICAGO, ILLINOIS 60606

### LIFSCHULTZ FAST FREIGHT

Fastest between the Middle West and Both Coasts

### ARROW-LIFSCHULTZ FREIGHT FORWARDERS

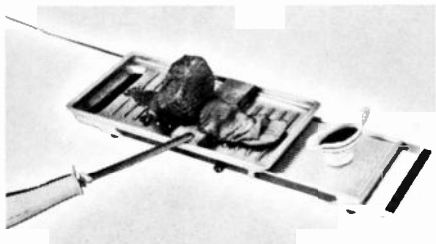
FASTEST COAST-TO-COAST

### TRANS-AIR SYSTEM

Domestic and International Air Freight Forwarders

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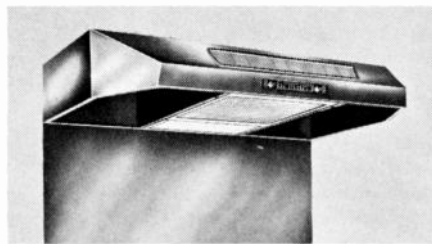


**Hotray Hot-Slice carving board**

This new accessory, the Hot-Slice carving board for the Hotray food warmer, is designed to keep meat warm while cutting. Made of cast aluminum, it fits the Elite, Gourmet or Fiesta Hotray models.

A feature is the "blade saver," a solid maple block which locks in position anywhere along the board and

protects the knife blade from direct contact with metal. Juices flow along the inclined surface of the board to a well where they are kept warm for basting. The board can be immersed in water for cleaning. Size is 9 by 18 inches, and its price is \$9.95. *Salton Inc., 519 E. 72nd St., New York 21, N.Y.*

**Nautilus no-duct range hood**

Nautilus Industries introduces a special promotional package this week at the Housewares Show: model D-4-KSP, a no-duct range hood with a coordinated back-splash plate and wall mounting bracket. The air filtering system has been reversed in the hood by bringing the fan, a double aluminum mesh grease trap, and an activated charcoal filter, to the front and by moving the built-in light to the rear. The back incandescent light is protected with a glareless plastic shield. Its corners have been mitered to allow cabinet doors to swing all the way open. A two-pushbutton control, located on the front panel, operates the fan and light.

The model is available in 30-inch or 36-inch widths and in white or blended coppertone. The retail price is \$35.99. *Nautilus Industries Inc., Freeland, Pa.*

**Lady Vanity small appliances**

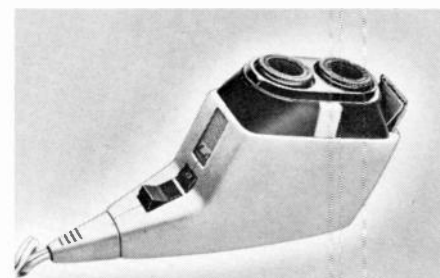
The latest lines of Lady Vanity small electric appliances, including cookware, electric knives, mixers, coffee-makers, ice cream freezers, table-top buffet ranges, refrigerator-freezer defrosters, and portable air dryers, are displayed by Merit Enterprises at the NHMA Show in Chicago.

Added to the electric knife line are two new models. The EK-5 is a cordless knife supplied with a storage rack that automatically recharges batteries. List price is \$34.95. Model EK-6, with a detachable 8-foot cord and a storage rack for drawer or wall placement, has a list price of \$16.95. Other models are shown in several package combinations, one with matching fork.

Electric skillets, deep fryers, and other cookware are highlighted by the new Teflon-coated, buffet-style, high-dome electric skillet, model SKT-96. The multi-purpose no-scour, no-stick skillet, for table-top preparation and serving, has a list price of \$19.95, including a nylon spatula.

Featured among the electric mixers is the new portable model M3. Its price is \$9.95.

An extensive line of portable Lady Vanity hair dryers includes the new Vanity hair dryer, model HD33. The unit incorporates a hair dryer, three-way adjustable mirrors, and three drawers for grooming aids in a self-contained carrying case. List price is \$19.95. *Merit Enterprises, Div. of Atlas Corp., 577 Wortman Ave., Brooklyn 8, N.Y.*

**Norelco electric shaver head**

Norelco announces a newly developed microgroove shaving head—used in the new Speedshaver 30—which allows the rotary action blades to come closer to the skin. According to the manufacturer, the new head is 18% thinner than other heads, and thus gives an 18% closer shave. *Norelco, 100 E. 42nd Street, New York, N.Y.*

**Radiant Heat warming devices**

Several new heaters are introduced by Radiant Heat Mfg. Co. at this week's housewares shows. Windo Warma is the name of a new device that prevents drafts from windows and glass doors from cooling off a room. Also new is Melt-O-Tread, a plastic waterproof blanket that melts ice and snow from steps and walks outdoors. Also on display at the Radiant Heat booth is a combination sweater-stocking dryer and bath-towel warmer. In addition, there is Thermorest, a new automobile seat warmer. *Radiant Heat Mfg. Co., 2205 Winthrop St., Winthrop, Mass. 02152.*

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7 red-hot  
"door busters"?

Dormeyer's  
got 'em!

**DELUXE "MIX-WELL" MIXER**

Model SM-6-WH-2

- Mixer grinder
- 2 opal glass bowls
- Detachable mixer head for portable use

\$45<sup>95</sup> Suggested List

**TEFLON-COATED BUFFET-SKILLET**

Model SK-11-BU

- Regular Cover
- Teflon Coated
- 12" Square Capacity
- Immersible for easy cleaning

\$30<sup>95</sup> Suggested List

**AUTOMATIC CORDLESS TOOTHBRUSH**

Model DB-1

- Built-in rechargeable battery
- 1000 hour rated motor performance
- 4 nylon bristle color-tinted toothbrushes
- Ball bearing operated moving mechanism

\$16<sup>95</sup> Suggested List

**DORMEYER "DORMEY" PORTABLE MIXER**

Model HM-7-WH

- Light, easy to handle. Use anywhere
- Delivers 3 full-power speeds
- Rests on heel for easy draining

\$11<sup>95</sup> Suggested List

**"ELECTRICARVER" SLICING KNIFE**

Model EK-1

- Slices meats, fish, poultry, cheese, bread, cakes—thick or thin

\$26<sup>95</sup> Suggested List

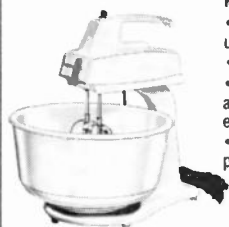
- Reciprocating stainless steel blades with serrated stay-sharp cutting edges

**TABLE MODEL ELECTRIC CAN OPENER**

Model CO-2-WH

- Cuts clean, smooth edges
- Fast, easy operation
- Magnetic lid holder
- Counter top model

Suggested List \$15<sup>95</sup>

**HAND-STAND MIXER**

Model SM-21-WH-2

- Light, easy to handle, use anywhere
- 3 full-power speeds
- Beater releases automatically for easy cleaning
- Head detaches for portable use

\$19<sup>95</sup> Suggested List

See Dormeyer "Door Busters" at Space No. 557-559-561-563

**Dormeyer**

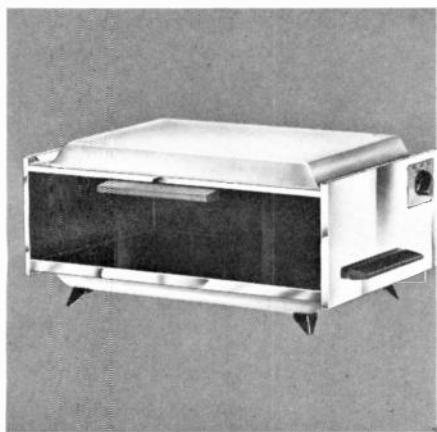
Dormeyer Division • Webcor Sales Co.  
700 N. Kingsbury • Chicago, Illinois 60610





#### Beacon heating pads

Added to Beacon's line of heating pads are four new models: H-17, H-70, H-80, and H-90. The first three models are equipped with a control for three fixed heats; model H-80's control is illuminated. Model H-90 has a multi-heat switch and night light. All four pads are completely waterproof to permit use with wet dressings. A washable, removable cover is included with model H-17; two covers come with model H-90. The units carry the following guarantees: model H-17, two years; model H-70, three years; model H-80, four years; model H-90, five years. *Beacon Mfg. Co., 180 Madison Ave., N.Y., N.Y. 10016.*



#### Kitchen Genie broilers

Kitchen Genie, a new line of broilers, oven-broilers, and oven-broiler-rotisseries, is introduced by the Geiger-James Industries. The units feature all-tubular-sheathed heating elements and a porcelainized metal finish, in addition to gray tinted glass oven doors, plastic legs, and walnut handles. Heat is regulated by a 6-position thermo control. Prices for the new line range from \$14.95 to \$29.95. *Geiger-James Industries, 30581 Stephenson Hwy., Madison Heights, Mich.*

#### Metro polisher-buffers

Metropolitan Vacuum Cleaner is introducing an electric polisher-buffer for car and home use. The retail price is pegged at \$20. It will be marketed under the Metro name. The company also is showing a new 12-volt auto polisher designed for the automotive trade.

An improved version of the firm's hand vacuum cleaner also is being offered. Retaining the "Goodyear by Metropolitan" name, the all-metal hand vac, model VE-L2, features a longer body, greater dirt capacity, a new handle and a new method of trapping dirt. It replaces the VE-2, but will keep the same \$9.95 suggested retail price. The optional attachment kit is being retained.

*Metropolitan Vacuum Cleaner Co. Inc., 4143 Third Ave., New York, N.Y. 10457.*



#### Northern promotional blankets

A new promotional line of electric blankets of 100% acrylic fiber—including single color and reversible color models in twin, double and king sizes—is offered by Northern Electric.

The blankets have new saucer-type dial controls, equipped with bedside hangers and a night light, and an automatically adjustable thermostat to compensate for changes in room temperature.

The deep-napped fabric is said to be mothproof and to resist matting, pilling and shredding. The company says it is non-allergenic, and machine washable. Convertible corners allow flat or snap-around use.

The four models—twin size, double size with single control, double size with dual controls, and king size with dual controls—are available in pink, beige, green or blue. The Starlite Deluxe models are packed in a gift-storage box of blue, white, and gold.

Also offered are two-tone reversible models which combine pink with red, light blue with dark blue, and yellow with gold. The three models available are the twin size, double size with single control, and 80-inch double size with dual controls.

All seven models in the new promotional line carry Northern's 5-year guarantee.

*Northern Electric Co., 5224 N. Kedzie Ave., Chicago, Ill. 60625.*



## See it NOW at the Show!

A fresh, NEW idea for fast, easy clothes drying...

# Arvin

PORTABLE-AUTOMATIC

# CLOTHES DRYER\*

Most convenient way yet to dry your clothes...

From Arvin comes a revolutionary innovation in clothes drying... portable clothes drying. Now quickly dry wash 'n wear shirts, undergarments, washable dresses and many other clothes right in your own bath, bedroom, kitchen or any room in the house! Just hang the garments in the bag, set the timer and forget it! Automatically shuts off. You can take your Arvin Portable Clothes Dryer with you on trips to help you avoid those annoying laundry emergencies. Everything comes out fluffy and fresh with fewer wrinkles—not bunched, twisted or tangled.

Arvin Portable Automatic Clothes Dryer  
with timer to shut unit off automatically  
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Also available:  
Arvin Portable Clothes Dryer with manual heat control.  
Model 65H37, Off White Baked Enamel.  
Sugg. retail \$3395

Dries 2 wet men's shirts in just one hour!



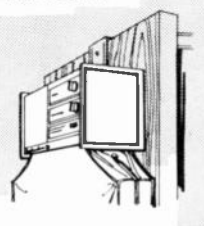
Fan gently moves warm air throughout bag at 130° maximum temperature.

Perfect for uniforms and undergarments!



Bag measures 54" long x 23" wide x 8½" deep. Holds full sized clothes, slacks, blouses, sweaters or what-have-you.

Conveniently hangs right in your own bathroom!



Rugged mounting bracket and attractive plastic trim on edges prevent marring walls and doors.



Excellent travel companion!

Entire bag folds into control unit cabinet. Cabinet measures 12½" x 10" x 9". Weighs only 11 pounds. Convenient handle for easy portability.

For complete information, write wire or call

# Arvin®

ARVIN INDUSTRIES, INC.  
CONSUMER PRODUCTS DIVISION, DEPT. E-9 • COLUMBUS, INDIANA

\*PATENTS PENDING

See us at the National Housewares Show Booths 1757-1771



# The Leader in Compacts is NORCOLD

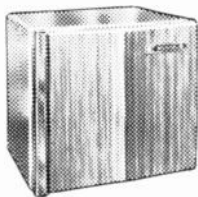
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FULL LINE INVENTORY . . . ALL SHIPMENTS MADE IMMEDIATELY!



MODEL E-200

**PROMOTIONAL LEADER**



AVAILABLE IN WHITE OR WALNUT WOOD GRAIN FINISH

Can be promoted profitably for only

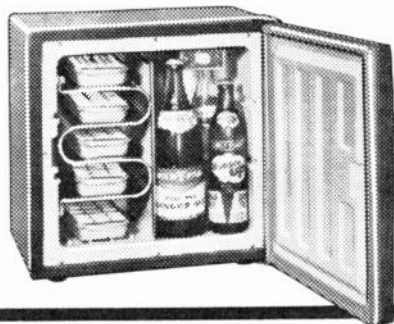
The Norcold model that is most responsible for creating the fantastic new compact refrigerator market. Dealers across the nation are claiming it as the greatest volume sales and profit producer in many many years. Feature for feature, price for price, it has no competition. Small enough to fit any limited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

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

RETAIL

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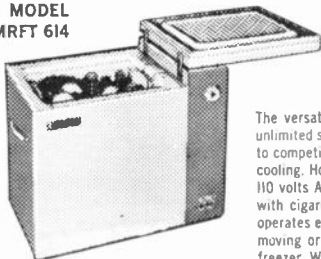
SIMULATED WALNUT WOOD GRAIN FINISH . . . RETAIL 10.00 ADDITIONAL



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

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

MODEL MRFT 614



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

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



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

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

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No. 1 Compact Line  
HOUSEWARES  
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MODEL E-500  
UNDER COUNTER COMPACT  
WITH FULL CROSS TOP FREEZER

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

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## HOUSEWARES



### New Corning Electromatics feature all-white styling

A new all-white line of Corning Ware Electromatics is being introduced by Corning Glass; it includes 10-cup and 6-cup percolators, a 10-inch skillet, a new Dutch oven/skillet combination, and a 16-inch immersible platter. The all-white line is designed to blend with any decor, and to match Corning Ware servers and Centura tableware. The line is guaranteed against breakage from extreme temperatures and for one year replacement of faulty mechanical parts.

The Dutch oven/skillet combination includes one heating base, 4-qt. Dutch oven, 10-inch skillet, and a cover to fit both dishes. The pieces are available with the blue cornflower decoration, as well as in the

new all-white styling. Both skillet and Dutch oven can be used as serving dishes and tureens. The skillet or Dutch oven automatically grill, fry, stew, braise, or boil food. The unit is made of Pyroceram glass-ceramic.

New decorations have also been introduced for mixing bowls and carafes, and four new casseroles have been added as gift items. The Rainbow Stripe bowls feature horizontal colored stripes in 1 1/2 pt., 1 1/2 qt., and 2 1/2 qt. sizes. Early American decorations have been applied to a 3-piece bake-serve-and-store set, and to a 3-piece casserole set. A 12-inch plate in white only has been added to the Centura tableware line. Corning Glass Works, Corning, N.Y.

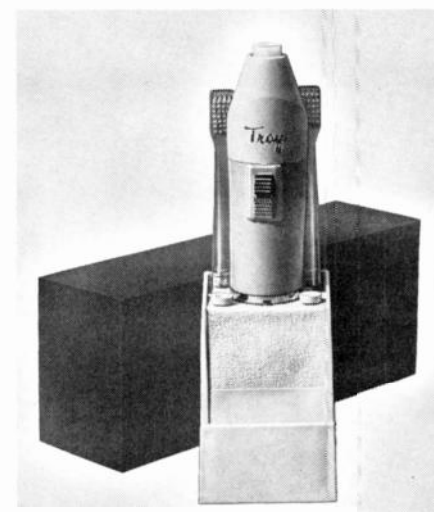
### Troy shows its new electric housewares

Visitors at the current Housewares Show will be able to view Troy's new Home and Travel Dental Kit, its new compact hair dryer, and its new automatic can opener.

Complete with power handle and recharger, the new electric toothbrush, model DBHT, may be stored in a leatherette traveling case when not in use. The unit, including nylon-bristle toothbrushes, will retail for under \$15.

Also shown for the first time is a portable hair dryer, model 115. Features of the compact Home-and-Travel dryer are a 4-position drying control, a bouffant bonnet designed to fit over jumbo-sized rollers, a nail-drying vent, and a shoulder strap.

Another addition to Troy's line of electric housewares is a wood-toned automatic electric can opener, model KS150WW. The multi-purpose unit includes an automatic knife sharpener and bottle-opener combination, plus a high-speed steel tool cutter; the cutter is designed to eliminate



possible decrease in cutting efficiency caused by solidification of substances on the cutting surfaces, says Troy. Suggested retail price for both the hair dryer and can opener is under \$15 each. Troy Industries Inc., 135 Marblehead Rd., Tuckahoe, N.Y.

### Titan adds new heaters at both ends of its line

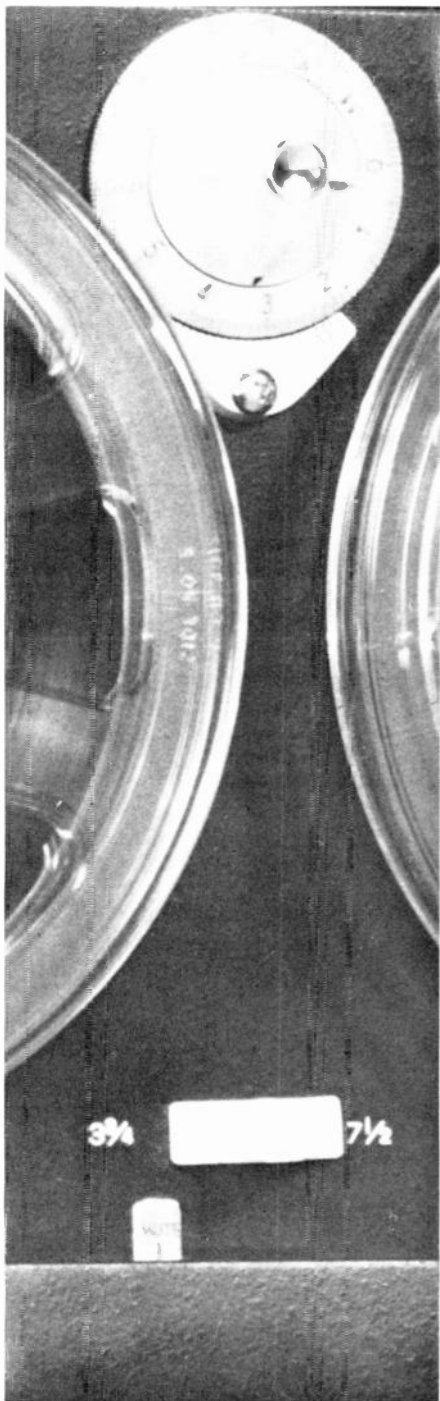
Two heaters, the Titan II and model R400, are new additions to Titan's line of portable heaters.

At the low end is Titan II (shown), a compact portable electric heater, only 6 1/2 inches deep; the unit weighs 4 1/2 lbs. Titan II incorporates heavy duty convection heating elements, a full-size motor and fan, an automatic thermostat, and a 1,250w element. Designated model 112, it has a suggested retail price of \$12.95.

At the high end, Titan has developed a new 220v high-watt heater: model R400. It has neither motor, fan nor ceramic chimneys. The unit circulates 3 to 4 times more warmed air than the conventional stack heaters, according to the manufacturer, and is equipped with an automatic thermostat. Retail price is \$44.95. Titan Sales Corp., 701 Seneca St., Buffalo, N.Y. 14210.







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## HOUSEWARES

### Therm-o-ware polisher and knife

Therm-o-ware introduces a new electric shoe and furniture polisher, an electric knife, and a Teflon-coated high-dome skillet at the Housewares Show.

The 2-speed multi-purpose polisher, model P200, can be used for shining shoes, polishing furniture, and buffing cars. It incorporates the Auto-Magic ejector to prevent handling of buffers and brushes, and is equipped with a hand strap. Included with the unit are two lambswool bonnets, two applicator brushes, and two cans of shoe polish. Weight is 3 3/4 lbs.; suggested retail price is \$12.88 or under.

The new electric carving and slicing knife, model EK500, features double, reciprocating, stainless-steel blades, micro-action switch with safety guard, safety finger-guard grips, and a detachable long-line cord. Included in the suggested retail price of \$14.98 is a stainless-steel fork.

Incorporated in the non-stick, non-scour, immersible skillet, model 711-BDNT, is an automatic probe control. Suggested retail price is \$18.88 or under. *Therm-o-ware Electric Corp., 1250 Rockaway Ave., Brooklyn 36, N.Y.*



### MarshAllan folding table

New from MarshAllan Products is a two-tier folding table at \$1.99 retail. The table, which folds easily for storage, is 26 inches high, and has two 16- by 22-inch shelves and brass tubular legs. *MarshAllan Products Inc., 1971 West 85th St., Cleveland, Ohio 44102.*

### Inland ice cube tray display

A self-contained display for Presto Magic Touch ice cube trays is offered by Inland Mfg. Div. of General Motors. The self-service dump display holds 48 colorful polyethylene-packaged Presto trays. *Ice Service Center, Inland Mfg. Div., General Motors Corp., Box 1050, Dayton, Ohio 45401.*

### House of Fiske shower treads

House of Fiske introduces Bath-Gard nonskid tub and shower treads. Decorated in a floral pattern, Bath-Gard sets have a suggested retail price of \$4.95. *The Brearley Co., Rockford, Ill.*



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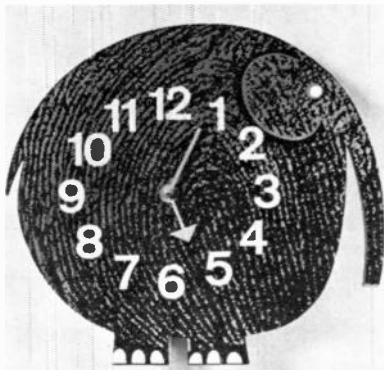
SCOTCH® IS A REG. TM OF 3M CO. ST. PAUL, MINN. 55114 © 1965 3M CO.

**One Gift Works Many Wonders**



**GIVE THE UNITED WAY**





**Miller children's clocks**

A bright collection of Zoo-Timer clock faces, whimsically designed in six animal shapes by George Nelson, have simplified numerals to help young clock watchers tell time.

The menagerie includes Rowena the Ram in grey, Tallulah the Toucan in cerise, Samantha the Swallow in tangerine, Fernando the Fish in turquoise, Elihu the Elephant in magenta (shown), and Oman the Owl in blue.

They are available with electric cord for \$9.95 or battery movement at \$17.95. *Howard Miller Clock Co., Zeeland, Mich.*



**Precision lawn sweeper**

Model XS-24 Super Chief lawn sweeper has a one-piece lift-out type vinyl basket with a 5½-bushel capacity. It has one-piece wheels, heavy duty self-lubricating bearings, four 24-inch bassine fiber bristles, and 10-inch semi-pneumatic tires; price: \$29.95. *Precision Products Inc., 2415 S. Grand Ave. E., Springfield, Ill.*

**New cookware showings**

Teflon-coated steel wire roast rack with Lock'N Lift handles is being exhibited by Lynch-Jamentz at the Housewares Show this week. Model 202T carries suggested retail price of under \$5. *Lynch-Jamentz Co., 1109 N. Virgil Ave., Los Angeles, Calif. 90029.*

A plastic, dome-covered, see-thru, ready-mix pan is being shown by *Chicago Metallic Mfg. Co., Box 396, Lake Zurich, Ill. 60047.*

Hirco is showing the Little Dough Girl Breadmaker, model 222, which can hold three loaves of bread and large batches of cookies or popcorn. The new cookware item has a suggested retail price of \$18.95. Also from Hirco is a new tart cutter, model 451, which is useful in making prune or apricot tarts. *Hirco Mfg. Co., 932-34 W. Roscoe, Chicago, Ill. 60657.*

From Krane at the Housewares Show this week is Americana ironware, a ceramic-coated line of cast iron cookware. It is the only American-made cookware of this type, according to the manufacturer. *Krane Mfg. Co., Div. of Northwestern Bottle Co., 3144 N. Broadway, St. Louis, Mo. 63160.*

**New Lenoxware dinnerware patterns**

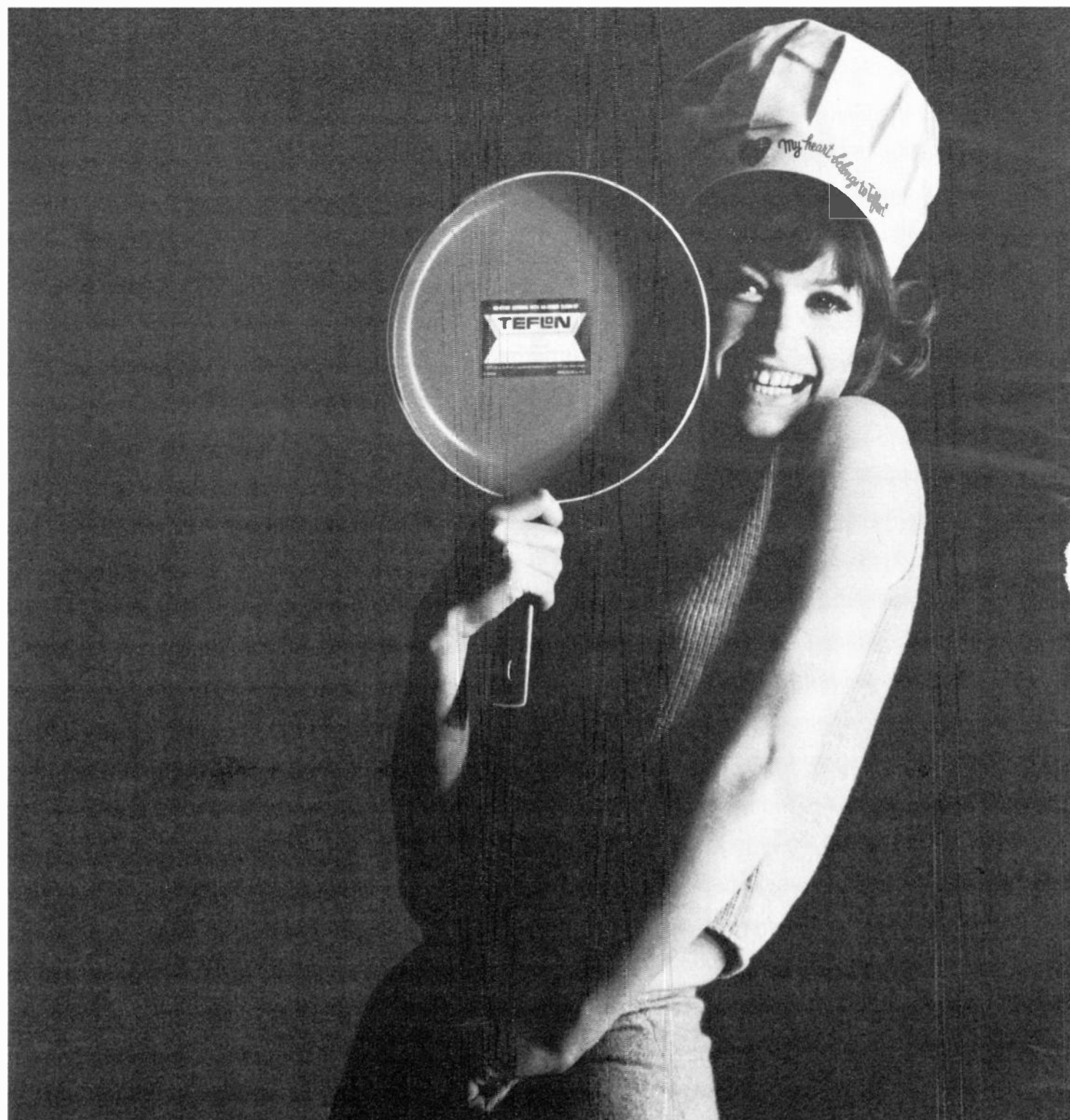
Four new melamine dinnerware patterns are announced by Lenoxware for the fall selling season. The new patterns are: Daybreak, with blue accessories; Miniver Rose, with pink accessories; Aspen, with turquoise accessories; and Snow Flower, with brown accessories.

All of the sets are promotionally priced: they will be available in the 45-piece service for eight—with a special 5-piece bonus offer of gravy-sauce boat, butter dish and cover, and salt and pepper shakers. Ad mats and other merchandising materials will be available for retailers. *Lenox Plastics Div., 4417 Oleatha Ave., St. Louis, Mo. 63116.*



**Durham serving carts**

Among Durham's new line of products are two Serv-Carts, designated models 1316 and 1317. Model 1316 has a chrome frame and a bronze-colored shelf. Model 1317 has a brass frame and a walnut-grain-colored shelf. Both of these new models have lift-off trays, built-in electrical outlets, and 3-inch swivel casters. The carts are 29½ inches high, and have an over-all length of 28 inches. Both units have 10-inch clearances for the top shelves, and 13-inch clearances for the bottom shelves. Each service cart has tapered and raised tray edges to prevent spilling. *Durham Mfg., div. of the Randall Co., 5000 Spring Grove Ave., Cincinnati, Ohio.*



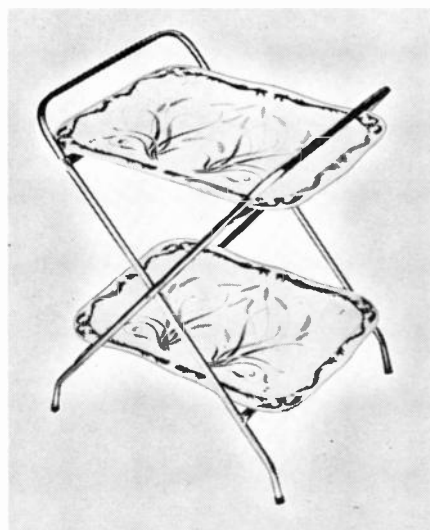
**We're keeping her wild over TEFLON\***





#### Lambert lawnsweepers

The new lawnsweeper shown at left is one of 14 new "quick fit" lawnsweepers now being exhibited by Lambert at the Housewares Show. According to Lambert, its lawnsweepers can be assembled in 60 seconds, without tools; parts slip into one another for a tight fit. Among the new models are hand-propelled and motorized units, as well as those that hook to the back of a garden tractor or riding mower. Prime feature of the units is a Hite-Selector, which permits a choice of 12 different distances between the sweeping brushes and ground. It enables the user to sweep lawn, patio, or driveway. *Lambert Inc., Dayton, Ohio.*



#### Re-ly-on corner table

Re-ly-on's new two-tier corner table, the Duchess is a 27- by 12-inch model that retails for \$3.99. Three models have brass-plated frames, which are available with white (86W), black (86-B), or bronzetone (86BZ) shelves. *Re-ly-on Metal Products, 238 Eagle St., Brooklyn, N.Y.*



#### Ram hedge trimmer

New to Ram's line of power tools is the Fury hedge trimmer, model F-6. With its 14-inch beveled blade of tempered steel, the tool trims shrubs and hedges at 1,800 cutting strokes per minute. The Fury features a 180-degree adjustable top handle, slide switch, and 115V, AC, air-cooled motor. *Ram Tool Corp., Chicago, Ill. 60612.*

#### Samsonite folding chair

Samsonite features new styling in its new 1600 series folding chair, which it is introducing at the Housewares Show. The seat and back of the chair are padded and upholstered with Samsontex Vinyl in six decorator colors. Featuring a concave contoured seat, the 1600 series chair has a tubular steel Y-type frame. It retails at \$8.95. *Samsonite Corp., Furniture Div., 1050 South Broadway, Denver, Colo. 80217.*

#### FabuLite lamp lighter

FabuLite introduces a new lamp lighter, model 5151, which automatically turns lights on at dusk and off at dawn. The device is housed in light-weight beige plastic, and has a suggested retail price of \$8.98. *FabuLite Electric Inc., 39 Williamson Ave., Fallsington, Pa. 19058.*

#### Amber-Glo permanent candles

Amber-Glo has two sizes of lighter-fluid-burning candles. The 12-inch candles retail for \$3 a pair; the 15-inch pair is \$4. Five-way candle holders retail for \$3 a pair. The candles come in white and nine colors: ivory, yellow, gold, silver, pink, tangerine, red, green, and aqua. *Eastern Seaboard Plastics, Inc., 217 Astor St., Newark, N.J.*

#### Dynamic battery charger

Dynamic Instrument is offering an automatic version of its Plug 'N Charge charger for dry-cell batteries. Designed to require no timing and to prevent overcharging, the high-impact styrene unit is styled in mahogany and beige colors. It will retail under \$10. A battery tester is included. *Dynamic Instrument Corp., 115 E. Bathpage Rd., Plainview, N.Y.*

**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.



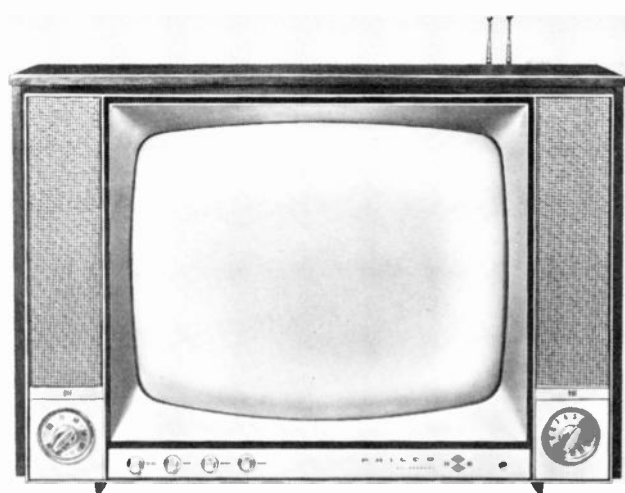
Better Things for Better Living...through Chemistry



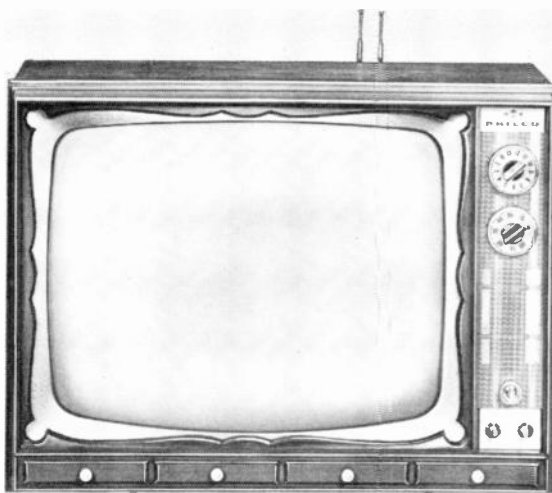


# THE TRANSISTOR REVOLUTION COMES TO BIG-SCREEN TV

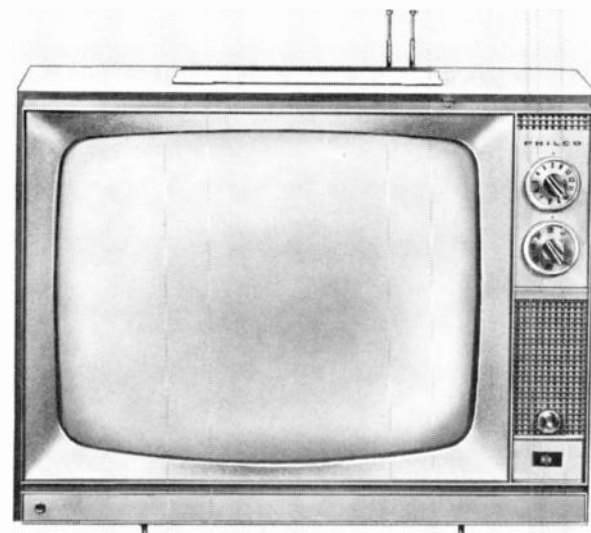
***New Philco Cool Chassis II Adds Selling Impact of Solid State to Black-and-White TV, Gives Philco Dealers Sales-Winning Exclusive***



**IMPERIA**



**WOODSTOCK**



**STRATUS**

## **New B & W Models Feature Cool Chassis II**

Philco Cool Chassis II brings the reliability of solid-state circuits to big-screen black-and-white tv. Philco has replaced conventional tubes with reliable transistors and diodes throughout the signal-re-

ceiving system. Now the most critical parts of a television set can be virtually trouble-free!

Cool Chassis II is available in three outstanding series of 1966 Philco TV. The new Philco Imperia,

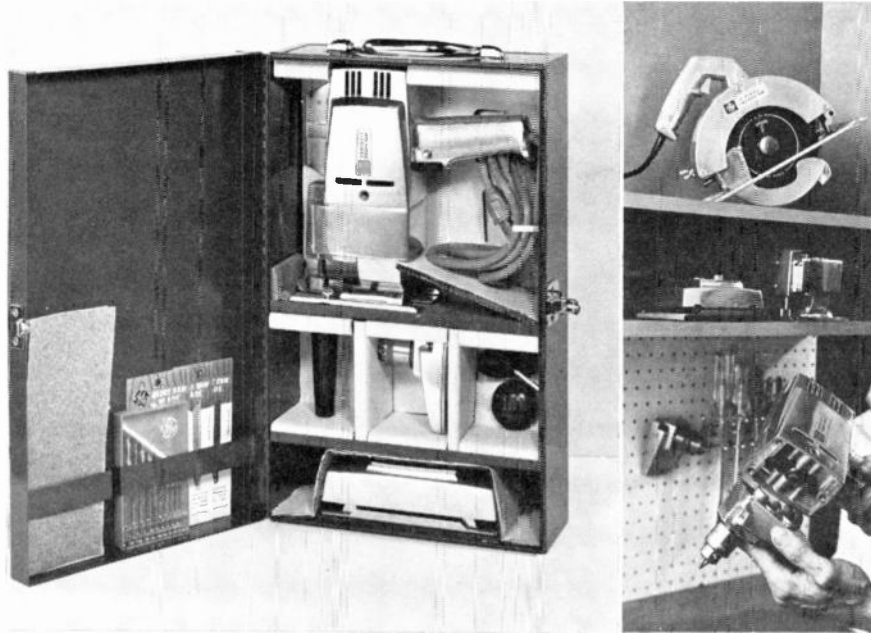
a dramatic series of dual-speaker portables and compacts. The Philco Woodstock, a series of compacts with a distinctive fine-furniture look. And the new Philco Stratus, a series of portables with the clean,

modern look that's so important to most portable-television sales.

They all have new, transistorized Philco Cool Chassis II, the most advanced 19-inch\* television chassis ever built!

\*Overall diagonal measurement.





GE's new 4-in-1 power tool kit—one motor for four tools

## GE comes up with a new concept for a power play in power tools

General Electric Co. has unveiled its new power tool line with a new power tool concept that is sure to attract attention on its own. Furthermore, GE is adding interest by marketing the new line—on a direct-sell basis—through its newly created Universal sales organization, even though the line carries only the GE label. GE diversification into power tools has been an “open secret” in the trade for some time (MW, 7 Jun, p.1).

The new concept in power tools is the use of a single power unit that attaches to any of four interchangeable tool heads— $\frac{1}{4}$ -inch drill,  $\frac{3}{8}$ -inch drill, sabre saw, and orbital sander. The power unit may be purchased with any one of the four tool heads in an \$18.98 to \$27.98 suggested retail price range. The tool heads also are offered separately in a \$6.98 to \$13.98 price range. A 7-inch circular saw, with its own self-contained motor, rounds out the new line.

In discussing marketing plans for the power tool line, GE last week would confirm only that the power tools would carry minimum advertising prices, below which GE will not provide co-op funds for retailers. GE long has used minimum co-op pricing on its electric housewares products as a means of keeping low-ball pricing out of ads—or, at least, of keeping itself from subsidizing price cutting.

A GE spokesman parried all other questions concerning the marketing of the power tool line or the Universal-by-GE electric housewares line, which will follow. The unanswered questions concerned additional price-protection methods, as well as minimum order requirements for direct-sell merchandise. Trade sources point out that minimum co-op pricing, plus direct-sell control, in themselves, might be enough to protect prices on products to be offered through the Universal sales organization.

In what may be a test for the Universal sales approach, the power tool line is the first group of new products to be sold on a direct-sell basis by the Universal organization. GE has been offering Universal close-out goods on a direct-sell basis since acquiring the electric housewares business of Landers, Frary & Clark from J.B. Williams Co.

A high-profit approach seems to be the basis for marketing action on the new GE power line. Certainly, GE is not after the low-end market. This is pointed up by pricing on the  $\frac{1}{4}$ -inch drill, for example. The suggested retail price for the power unit and  $\frac{1}{4}$ -inch drill head is \$18.98. Even if a lower minimum co-op price becomes the “going” retail price, the drill undoubtedly still would fall well above the \$9.98 popular price for a promotional  $\frac{1}{4}$ -inch drill. GE describes its power tool line as falling into the “medium price class.”

Other suggested retail prices are:  $\frac{3}{8}$ -inch drill—\$23.98 complete, \$9.98 for tool head only; sabre saw—\$27.98 complete, \$13.98 for head; orbital sander—\$27.98 complete, \$13.98 for head. The circular saw, with its own motor, carries a \$37.98 suggested retail price.

A power tool kit containing the power unit, the four tool heads, and accessories is being offered at \$54.98 suggested retail.

GE's power unit features die-cast aluminum housing with textured grip, a three-wire cord set,  $\frac{1}{4}$ -hp GE motor, and is rated at 3 amps at 120 volts. The drill heads come with Jacobs geared chucks. The  $\frac{1}{4}$ -inch drill offers a no-load speed of 1,800 rpm while the  $\frac{3}{8}$ -inch drill has a no-load speed of 900 rpm. The sabre saw provides 3,300 strokes per minute, while the orbital sander provides 4,000 orbits per minute. The self-contained circular saw features a series-type motor rated at 9 amps at 115 volts. All of the tools are industrially listed by Underwriters' Laboratories.

GE's new concept for power tools—one basic motor unit serving several products—will be watched closely by the housewares-hardware trade. In the past, this concept generally has been regarded as a failure when applied to electric housewares. One major reason is that the consumer already may own one or two of the items.

In selling power tools through the Universal organization, GE undoubtedly was influenced, in part, by the nature of the products—they are actually GE's first hardware line. GE's marketing-distribution setup, of course, has been oriented toward electric housewares.

□□□□ **Sony/Superscope's drive for more sales**—via the camera-store route—will be powered by a new distributor, Ehrenreich Photo-Optical Industries Inc. Ehrenreich, which Superscope says is one of the largest distributors of photographic equipment in the U.S., will place Sony tape recorders in camera stores in 20 Eastern states, including the New York City metro area, but not including Florida.

□□□□ **Du Mont's new 1966 line** includes five 25-inch color tv consoles, all priced at \$675, and eight 21-inch color consoles, ranging in price from \$460 to \$530. Three home entertainment centers with 21-inch color tv are priced from \$795 to \$895; all four 25-inch color home entertainment centers carry \$1,050 tags. These color combos include 30w solid-state amplifiers and Garrard AT60 record changers. Du Mont's b&w tv line opens at \$99.95 with an 11-inch personal portable. A 16-inch portable is priced at \$119.95. Three 19-inch portable units range in price from \$149.95 to \$169.95. Two 23-inch table models are tagged at \$189.95 and \$229.95; other 23-inch b&w sets, consolettes and consoles, are priced from \$199.95 to \$229.95. Du Mont's seven stereo FM-AM radio-phono consoles range in price from \$379.50 to \$625.

□□□□ **Westinghouse has doubled its warranty**—from one to two years—on all parts in its automatic washers and dryers—effective June 24, 1965. Warranty on the transmissions will continue to be five years. The company also announced that the American Gas Assn. has approved Westinghouse gas dryers (models DGF/DGU-10TW and -80TW) for use in mobile homes—the first gas dryers to receive such approval.

□□□□ **Telefunken is edging into tv**—especially color—to provide a cushion against an anticipated leveling off in high-end stereo sales, as well as to offer dealers a fuller line. In addition to three 19-inch b&w units at \$159.95, \$169, and \$179, the company has four color models. Starter is a 21-inch consolette at \$389.95. This is followed by three 21-inch consoles at \$550 and capped off by a 25-inch rectangular model at \$750. American Elite marketing manager, Charles N. Bock, anticipates no trouble with allocations; he has only 1,000 dealers. Regarding complaints about color margins, Bock says, “They’ve just got to wake up to the facts.” The break in the stereo surge, he feels, could come as early as this fall.

□□□□ **Hitachi is adding two new tape recorders** to its 1966 line. Model TRQ200, its first cartridge tape recorder, is a solid-state, capstan-drive, 2.2-lb. portable that operates from six penlight batteries or with AC adapter; tape speed is 15/16 ips. Cartridge for the unit contains 2-track tape with up to two hours of playing time. TRQ200 has a suggested retail price of \$69.95. Model TRQ330, featuring automatic volume control, is a 4½-lb., two-speed, capstan-drive, all-transistor unit; suggested list price is \$49.95.

□□□□ **Ross's transistor tape recorder**—the Ross-corder 1000—features three speeds, automatic shut-off, and recording level meter. It retails for under \$100.



# HOUSEWARES

□□□□ **Floor care producers will step up tv spots** this fall, joining the housewares industry's love affair with television. Regina Corp. will use network television for the first time to promote its lightweight upright vacuum cleaner introduced in January. One-minute spots have been scheduled on seven programs on all three networks. As a show special, Shetland Co. is offering dealers tag lines on tv spots to be thrown in 114 cities this fall.

□□□□ **Shetland is touching all guarantee bases.** The firm is offering two- and three-year warranties on its floor polisher line. It is offering a 10-year warranty on a new blender. A new slicing knife carries a one-year, over-the-counter, replacement warranty. For the most part, manufacturers have either sided with the extended warranty or with over-the-counter replacement, rather than offer both.

Other firms also are promoting their new guarantees at the shows this week. Rival recently decided to offer a five-year guarantee on its electric housewares products, and Empire Brushes is offering a one-year "repair or replacement" warranty on seven of its cordless electric products.

□□□□ **Norelco's newest housewares product** is a desk-type portable heater to retail under \$40. Dubbed the Twin Turbo Fan Heater, the unit offers two fan speeds and 10-position thermostat control in an 825w-1,350w range.

All of the major shaver manufacturers are offering new products in their lines; Remington Rand, for example, which is diversifying into housewares, is showing its first cordless knife at the shows (MW, 28 Jun, p.3). Schick Electric is offering a new home-and-travel toothbrush at under \$20 retail. It comes with six brushes. The firm also will show a new cordless ladies shaver that also works off house current; it will carry a \$29.95 suggested retail price.

□□□□ **How many batteries are needed in a knife?** Five, four, or three? Buyers are facing this question at the housewares shows this week. While major producers generally have favored five rechargeable nickel-cadmium batteries for their cordless knives, Endura Appliance broke the battery barrier in January with a three-cell model. Now Remington Rand is adding support to the three-battery lineup with its new cordless knife. Like the Endura model, Remington Rand's knife uses a Teflon gearing system for high-efficiency operation. Remington claims it was the first firm to market a cordless rechargeable device in the U.S.—a rechargeable flashlight in 1956. It introduced its first cordless shaver in 1960.

□□□□ **The Teflon-coated iron soleplate looks hot,** and Son-Chief Electric is claiming to be the second firm to receive DuPont's seal of approval on a non-stick soleplate. GE, innovator of the non-stick iron soleplate, was the first. The Son-Chief iron will retail at under \$15. Other producers also are anticipating DuPont approval of their irons.

Son-Chief also got an early jump in Teflon-coated percolators, another product area where the non-stick rush is on.

## National Housewares Exhibit adds an international touch

Buyers will be hunting for good deals—especially close-outs—on imported products at the housewares shows this week. There is nothing unusual about that. But U.S. housewares manufacturers will not be sitting idly by; they will be courting the overseas market as never before. In fact, the National Housewares Manufacturers Assn. (NHMA) has worked hard to create an international flavor for its National Housewares Exhibit, which opens today at Chicago's McCormick Place.

European visitors to the 43rd NHMA exhibit will include buyers, merchandisers, and store presidents. This is the first time that top European retailers have embarked on an organized trip to the U.S. to get an over-all view of U.S. housewares industry production. This trip is the second part of the NHMA's reciprocal program, Housewares Operation Europe—1965, and it results directly from NHMA's recent 57-member trade mission to Germany, France, Italy, and England.

"These first visitors," explains Dolph Zapfel, manager director of NHMA, "will be the forerunners of other groups from Europe who will attend future NHMA housewares shows in increasing numbers, as they see for themselves the growth potential of a continuing exchange between the American and European housewares industries."

Special identifying badges have been prepared for the European visitors, who have been invited for a three-week stay. They will be guests of honor at a reception Wednesday evening hosted by the NHMA board of directors.

"Selling the Overseas Markets" will be the theme of a panel discussion also planned by the NHMA. It is scheduled for Wednesday, July 14, at 4 p.m. in the Little Theatre of McCormick Place. NHMA members and representatives of foreign consulates in Chicago also have been invited to attend. Stanley M. Ford, president of the appliance division of Proctor-Silex Corp. and president of NHMA, will serve as moderator. Ford will discuss the findings of the NHMA Trade Mission, the subject of a booklet recently published by the association.

Case studies of international business will be presented by Peter Hughes, vice president and general manager of Ekco Americas Co.; Stan Hanssen, president of Hanson Scale Co.; Richard Oberly, president of Sunbeam International; and Fred R. Meyer, treasurer of Aladdin Industries Inc. In addition, representatives of international banking interests and the U.S. Department of Commerce are scheduled to partici-

pate. A question-and-answer period is planned.

The NHMA currently is polling its members to determine interest in participating in a joint exhibition of European and American housewares at the International Household Goods and Hardware Fair in Cologne, Germany, from March 3 to 6 next year.

Traditionally, the Independent Housewares-Mass Merchandisers Show, which is running at Navy Pier, has enjoyed more of an international flavor than the larger McCormick Place event. Through the years, the Independent show has been the site of importer exhibits. However, even this is changing. More imported lines have found their way into the NHMA show, especially since the lower level of McCormick Place was opened several years ago.

A total of 1,151 exhibitors will be represented at the NHMA show, making it the biggest summer exhibit in the organization's history. The NHMA estimates that some 250,000 new or improved products will be shown. McCormick Place's full 500,000 sq. ft. of exhibit space has been booked. Advance registration indicates a total attendance of 50,000 persons.

Buyer courtesy bus service to McCormick Place again will be provided by the NHMA from downtown and South side hotels and motels. Buses will run at 10-minute intervals from 7:30 to 10 a.m., and from 3:30 p.m. as long as needed for return trips. In addition, Continental Air Transport Co. will provide bus transportation directly from the main entrance of McCormick Place to O'Hare Airport beginning Tuesday. Buses will leave every half hour from 2 to 5:30 p.m., except Friday, when trips are scheduled for 12:30, 1:00 and 1:30 p.m. Fare is \$2.

The Independent Show, which moved from the Morrison Hotel to Navy Pier in January, also is boasting its biggest July show. More than 1,000 exhibitors are showing, including 100 new ones. The Independent Show also will provide complimentary bus transportation as well as free breakfast from 8:30 to 10 a.m. today, Tuesday and Wednesday. Buses will leave the hotels at 10-minute intervals from 8:00 to 10 a.m. daily and return at the close of each day.

The Independent Show has announced plans for a Southern Market offshoot of its Chicago show to be held next year in Miami Beach. The new show, scheduled for Feb. 17-20, will be held at the Miami Beach convention hall. It is designed to attract buyers from the southern section of the U.S., as well as from Central and South America.

### KEY MOVES

**GE**—John T. Loechner is appointed product planning mgr for the Ashboro, N.C., and Cleveland, O., plants; Loechner is based at division headquarters in Bridgeport, Conn. Richard T. Hurley is appointed sales planner for the housewares div, with headquarters in Bridgeport.

**Northern Electric**—Four vps are elected at Northern and its subsidiaries: Richard E. McBride, C. W. Todd, William A. Crews, and Daniel Thompson.

**Society of the Plastics Industry**—Lester E. Gigax is elected director of the housewares division.





## define growth please

Annual sales of 23 billion dollars within fifteen years compared with the current rate of 13 billion are predicted for household appliances and consumer electronics.

### That's Growth!

But, it won't just magically materialize. Marketing and merchandising skill must set the pace. The art of communications must be the motivator. To get people to act, they must be informed and inspired.

In the appliance-consumer electronics housewares business, retailers and distributors read and rely first on

## **MERCHANDISING** **WEEK**

The Interpretive News Weekly  
A McGraw-Hill Publication

# The Sensational Hit of the Music Show The Westinghouse Jet Set



See it at your Westinghouse Distributor's Open House this week.

Get the details of the exciting advertising plans—local ads, displays, sales aids and national TV and print ads.

Learn about the terrific traffic-producing merchandising programs.

Watch for your invitation.

Go—see the Jet Set this week.

You can be sure if it's Westinghouse





# How to mix business with pleasure in Chicago this week

The more than 50,000 persons visiting Chicago this week for the housewares shows will find a wide choice of entertainment and sports events to occupy their evenings, which often will be mixed with business and pleasure. MERCHANDISING WEEK has compiled a list of major entertainment events in Chicago this week:

## Night Club entertainment

*Mister Kelly's*—Shecky Greene, comedian; Monica Maris, vocalist.

*London House*—Lionel Hampton and his band, jazz.

*Palmer House*, Empire Room—

Phyllis Diller, comedienne.

*Sherman House*, College Inn—  
July 12-13: Stu Allen, comedian, and Catherine Emma, vocalist.

July 14-18: Sonny Mars, comedian, and Marion Colby, vocalist.

## Pop Concerts

*Arie Crown Theater*—

July 12-14: Johnny Mathis and the Young Americans, vocalists, with Woody Allen, comedian.

July 15-17: Rock-'n-roll show with Chad & Jeremy, the Searchers, The Kingsmen, and the Zombies.

July 18: Frank Sinatra.

## Broadway Road Companies

"Barefoot in the Park"—Blackstone Theater.

"This Was Burlesque"—Studebaker Theater.

## Sports

*Baseball* at Comiskey Park—

July 15, 16 and 17: Los Angeles vs. Chicago White Sox.

July 18: Kansas City Athletics vs. Chicago White Sox.

*Racing*—Thoroughbred racing daily except Sunday, Arlington Park.

*Harness racing*—Nightly at 8:30 except Sunday at Sportsman's Park.

## Reviews

*Second City*—"Off the Road," a satirical review.

*Allerton Hotel*, Tip Top Room—"Hands Around in Love."

## Theater-Restaurant

Kungsholm Theater puppet opera in a performance of "Madame Butterfly."

## Music

*Grant Park*, free open-air concerts at 8 p.m., Julius Rudel conducting a Mozart festival—

July 14: Concerto in G, Sinfonia Concertante, and Symphony No. 41.

July 16: Symphony Nos. 32 and 40.

July 17 and 18: Marriage of Figaro, in English.

*Ravinia* in suburban Chicago—

July 13: S. Ehrling conducting Brahms, Mendelssohn, and Stravinsky.

July 14: a folk-music concert with the Village Stompers and Josh White.

July 15: Seiji Ozawa conducting, Elizabeth Schwarzkopf, soloist, in works by Mozart, R. Strauss, Hindemith, and Tchaikovsky.

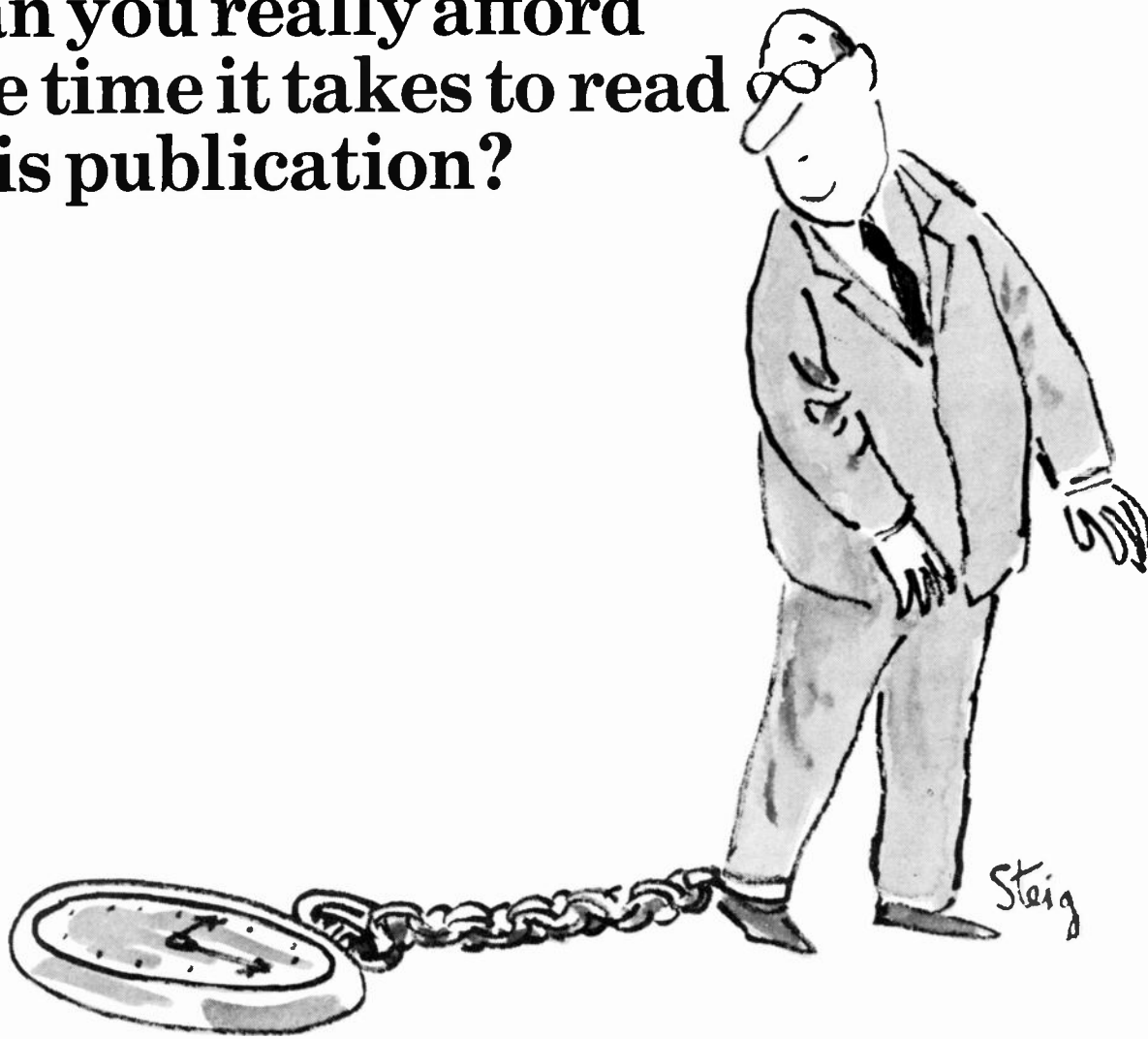
July 16: The Village Stompers and Josh White.

July 17: W. Boskoesky conducting, Elizabeth Schwarzkopf, soloist, in a program of Franz Lehar, R. Heuberger, F. Von Suppe, K. M. Ziehrer, J. Strauss, and Carl Zeller.

July 18: Ozawa conducting, Chicago Symphony chorus, Divertissement for Chamber Orchestra by Ibert, and Carmina Burana by Orff.

## To Company Presidents:

Can you really afford  
the time it takes to read  
this publication?



## You really can't afford not to, can you?

We don't know where you're reading this publication: In your office; in your home; in a hotel room; or in transit. But we do know that wherever you are, every minute of your time is valuable. And every minute you spend with us has to pay off.

That's why we work so hard, not to waste your time but to save your time, by giving you every important piece of news and information you need—as fast as it happens, exactly as it happened, and what's likely to happen as a result.

When you open our publication, we know you mean business. So do we.

MERCHANDISING WEEK

## WANTED:

# DISTRIBUTORS AND AGENTS

for the New Centrex automatic washer... and a line with Something Extra in profit opportunities

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

CENTREX CORPORATION  
Findlay, Ohio 45840  
Phone: (419) 423-1213



FOR  
**CENTREX**



## Meetings in Chicago during Show week

Here is a handy list of meetings of manufacturers, buying groups and trade associations. Room numbers refer to McCormick Place.

### Monday, July 12

**Son-Chief Electrics Inc.**, breakfast at 7 a.m., Room 5.  
**American Research Merchandising Inst.** luncheon at 11 a.m., Room C.  
**Magnolia Products Inc.**, luncheon at 11 a.m., Room B.  
**Turner Corp.**, luncheon at 11:45 a.m., Room 2.  
**NHMA exhibitors**, dinner at 6:30 p.m., at the Palmer House.

### Tuesday, July 13

**Norris-Thermador Corp.**, breakfast at 8 a.m., Room A.  
**Westclox** breakfast at 8 a.m., Room D.  
**Magnolia Products Inc.**, luncheon at 11 a.m., Room B.  
**Proctor-Silex Corp.**, luncheon at noon, Banquet Room.

### Wednesday, July 14

**S.E. Housewares Club**, breakfast at 8 a.m., Banquet Room.  
**Independent Retail Synd.**, buying meeting at 8 a.m., Room 2.  
**Mutual Buying Synd.**, buying meeting at 8:30 a.m., Room 12.  
**Allied Purchasing**, buying meeting at 9 a.m., Room 7.  
**Arkwright**, buying meeting at 9 a.m., Room 3.  
**Atlas, Buying Corp.**, buying meeting at 9 a.m., Room 5.  
**Felix Lilienthal**, buying meeting at 9 a.m., Room 6.  
**May Co.**, buying meeting at 9 a.m., Room 1.  
**Kirby, Block & Co.**, buying meeting at 9:30 a.m., Room D.  
**McGreevey, Werring & Howell**, buying meeting at 9:30 a.m., Room 10.  
**American Research Merchandising Inst.**, luncheon at 11 a.m., Room C.  
**Magnolia Products Inc.**, luncheon at 11 a.m., Room B.  
**Housewares Club of Michigan**, luncheon at 11:45 a.m., Banquet Room.  
**Associated Dry Goods**, buying meeting at noon, Room 8.  
**Macy Corporate Buying**, buying meeting at 1 p.m., Room 14.  
**Gimbels Central Buying**, buying meeting at 2 p.m., Room 9.  
**NEMA members**, conference at 4 p.m., Room D.  
**NHMA invitational discussion** at 4 p.m., Little Theater.

### Thursday, July 15

**S.E. Housewares Club**, breakfast at 8 a.m., Banquet Room.  
**NEMA Engineering Committee**, at 8 a.m., the Sherman House.  
**Metal Cookware**, breakfast at 8 a.m., Room C.  
**Progressive Buying Assoc.**, buying meeting at 8:45 a.m., Room 6.  
**Interstate Dept. Stores**, buying meeting at 9 a.m., Room 8.  
**Merchants Buying Synd.**, buying meeting at 9 a.m., Banquet Room.  
**Mercantile Stores**, buying meeting at 5 p.m., Room 3.

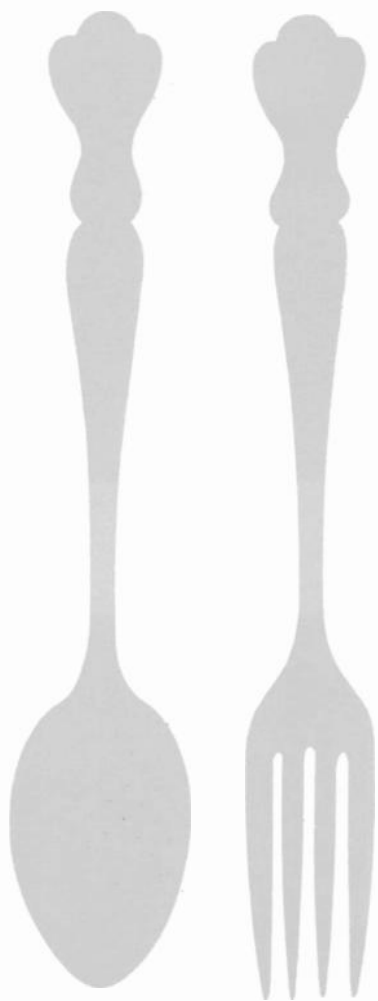
### — EMPLOYMENT —

#### LINE OR LINES WANTED

Our sales organization covers every State and the entire Western World. We have plenty of know-how, plenty of cash and plenty of contacts, including Sears, Spiegel's, S & H, Western Auto, Penney, and at least 500 lesser accounts. Write RA6866, Merchandising Week, 645 N. Michigan Ave., Chicago, Ill. 60611.

## Whose ad is this: appliance-tv dealer or hardware retailer?

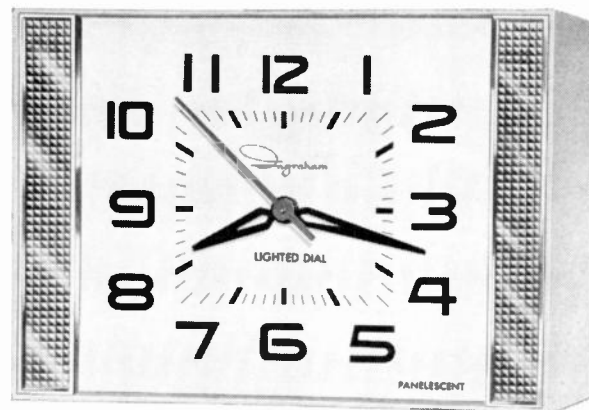
The neighborhood housewares-hardware retailer is cutting in on the business of the nearby appliance-tv dealer. This retail development is pointed up by the two-page spread (left) now running in *Look* magazine. The ad was placed by Cotter & Co. for its 1,700 dealer-members. Along with a variety of housewares-hardware products, GE and Arvin consumer electronics products are shown. The co-op also offers a line of private-label major appliances.



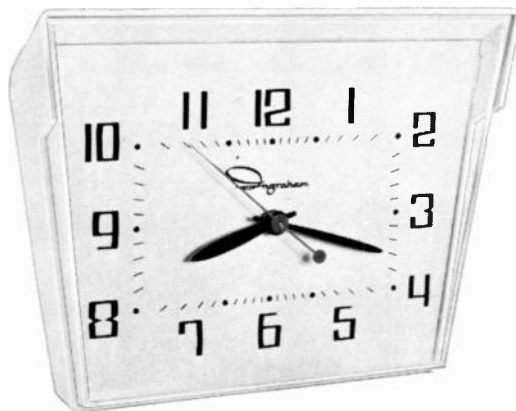
CAMEO—at \$4.98 retail.



NEW! HOLLAND—Pennsylvania Dutch plate clock at \$7.98 retail.



CRISP—lighted dial at \$7.98 retail; plain dial at \$5.98 retail.



NEW! KEYSTONE at \$3.98 retail.



## RECIPE FOR BETTER-LOOKING KITCHENS...

*Ingraham*

### ELECTRIC WALL CLOCKS

You'll be cooking with "PROFIT" with the Ingraham line of Electric Kitchen Wall Clocks. Ingredients? They include Crisp, one of the lowest priced lighted dials on the market... Keystone, popular-priced and modern. Holland, available in both electric and jeweled battery movement... Cameo, color-styled in popular turquoise or white. Write for the Ingraham full line catalog, or special catalogs on Ingraham's jeweled-movement battery-operated Decorator Clocks, and Ingraham's Men's and Ladies' Wrist Watches. The Ingraham Company, Box No. 505, Bristol, Conn.



# MAD

in Merchandising Week!

## MERCHANDISING WEEK



ON THE INSIDE

AT PRESSTIME

Show-me merchandisers want the full facts. Not piece-meal or in part, but in fully, easily understood detail. Expand your product, program or promotion story in Merchandising Week. Tell it big, boldly, often. Expansively but not expensively. Merchandising Week — most powerful, most penetrating. Quickest and broadest. Balanced retail coverage, *blanket* coverage. Expand where? In *Merchandising Week!*

## MERCHANDISING WEEK

The Interpretive News Weekly

A MCGRAW-HILL PUBLICATION ABC-ABP 330 WEST 42ND STREET, NEW YORK 10036



# INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 18 key products. New figures this week in bold-face type.

	date	1965	1964	% change
<b>FLOOR CARE PRODUCTS</b>				
floor polishers	May	84,004	94,143	- 10.77
	5 Months	498,107	489,972	+ 1.66
vacuum cleaners	May	329,615	337,812	- 2.43
	5 Months	2,026,222	1,831,906	+ 10.61
<b>HOME LAUNDRY</b>				
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
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	May	433,500	373,300	+ 16.13
	5 Months	1,862,400	1,467,600	+ 26.90
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
<b>CONSUMER ELECTRONICS</b>				
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 25	254,368	219,748	+ 15.75
	25 Weeks	6,234,712	4,591,704	+ 35.78
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 25	151,703	157,871	- 3.91
	25 Weeks	3,826,082	3,761,994	+ 1.70
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, VDMA, GAMA, EIA.



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

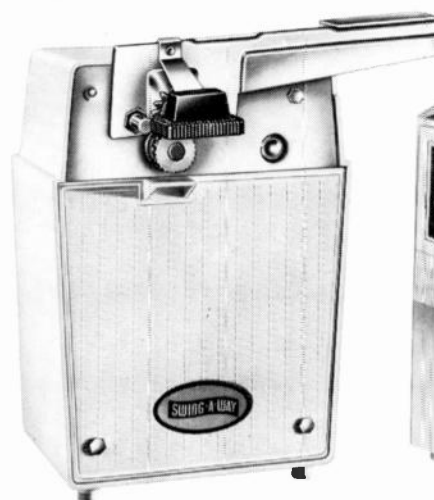
You can profit by selling fine fidelity recording at 3¾ ips. SCOTCH® Brand "Dynarange" Series Tape is on the way.

**NEW "DYNARANGE" TAPE AVAILABLE AUGUST 1ST**

**Magnetic Products Division** **3M** COMPANY

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**No. 4000 Electric Can Opener**



**No. 5000 Electric Ice Crusher**

**SWING-A-WAY**

SWING-A-WAY MANUFACTURING CO., 4100 Beck Ave., St. Louis, Mo. 63116 In Canada: Utility Housewares, Toronto, Ont.





# SOLID STATE STEREO PHONOS

*the Style Setting, Solid Profit Line*



ARVIN SOLID STATE STEREO PHONOGRAPH in all WOOD cabinet covered in distinctive walnut wood-grain vinyl. Arvin Model 66P58, sugg. retail \$84.95

Today the buy word in portable phonos is SOLID STATE, and Arvin lets you capitalize on the extra sales appeal of instant-play, cooler operation and slim-line cabinet design with a complete line of Solid State stereo phonographs. More solid listening pleasure is packed into every set. Rich, wide-angle stereo sound through as many as six speakers. More complete stereo control with separate bass, treble, balance and volume knobs. New drop-down automatic changers equipped with large, rubber-covered turntables and "Velvet Touch" tone arms for faithful stereo reproduction. Plenty of eye appeal, too, with a wide choice of cabinet colors and textures to please every taste. The \$64.95 to \$139.95 price range is designed to make your selling job easier, bringing you stereo step-up features all the way up the line. See and hear them soon . . . you're in for a solid profit surprise!

CHECK THE COMPLETE LINE OF **Arvin** SOLID STATE STEREO PORTABLE PHONOS



Arvin SOLID STATE STEREO PHONO with twin speaker enclosures. Arvin Model 66P38, Brown. Sugg. retail \$64.95



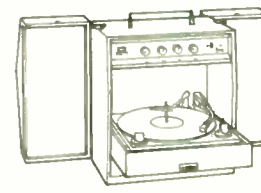
Arvin SOLID STATE STEREO PHONO with detachable twin speaker cabinets. Arvin Model 66P45, Blue & Gray. Sugg. retail \$74.95



Arvin SOLID STATE STEREO PHONO with four stereo speakers. Arvin Model 66P68, Char-brown. Sugg. retail \$94.95



Arvin SOLID STATE COMPONENT-STYLE STEREO PHONO. Arvin Model 66P79, Black with Genuine Walnut Wood Trim. Sugg. retail \$119.95

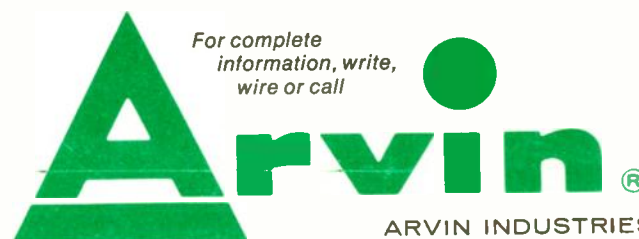


Arvin SOLID STATE STEREO PHONO with six stereo speakers. Arvin Model 65P89, Charcoal. Sugg. retail \$139.95

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Space 1477, The Merchandise Mart  
**See Us at the  
National Housewares Show,  
Booths 1757-1771**



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