

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 29/JULY 19, 1965

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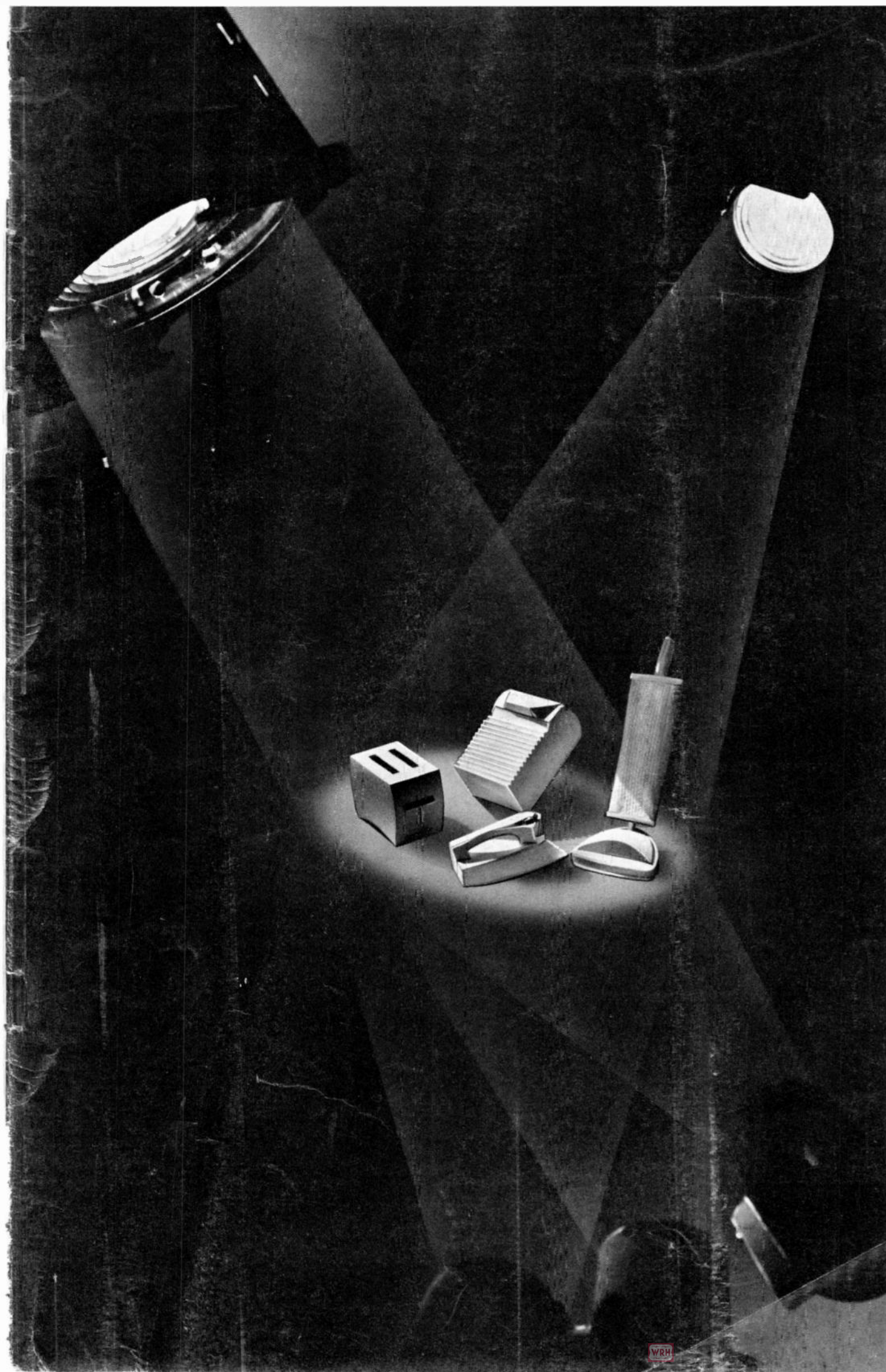
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AT PRESSTIME □

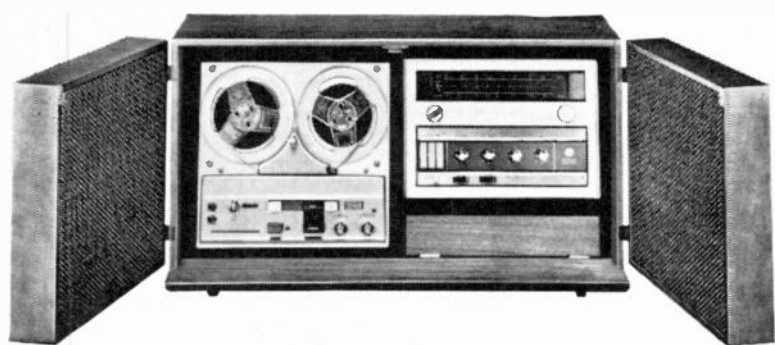
□ □ □ □ Housewares go compact in size, light in weight, and sleek in design. New product design innovations at the Housewares Show point up the direction in design that lies ahead. This is especially true as the industry moves further into the world of cordless electric products. Manufacturers no longer are saddled with the belief that a product must look heavy-duty in order to win over the consumer's confidence.

Some praiseworthy examples seen in Chicago last week were: Dominion Electric Corp. put the transformer of its power manicure at the end of the cord, rather than in the unit's handle, which lightened the weight; Hamilton Beach placed the transformer of its Convertible (cordless and house current) knife in the storage case, instead of in the handle enabling the firm to keep the "hole in the handle," as well as to reduce the weight; Ronson Corp. joined DuPont in placing the flashlight batteries for its toothbrush in the storage case, instead of the handle; Ronson also uses a transformer at the end of the cord of its electric toothbrush that converts house current to 5 volts; and, in heaters, Norelco joined Hanovia and Braun

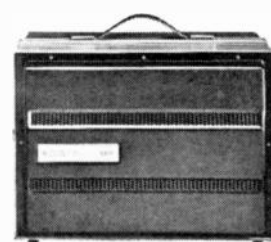
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THE GREAT ENTERTAINERS ARE HERE!



GREAT NEW SOUND AND STYLE FOR STEREO



1

New: Continental Styling. The elegant Spanish Provincial Sutton in a hand-crafted pecan veneer cabinet. Solid-State amplifier and FM Stereo tuner. 226 watts peak music power (113 watts EIA music power), super woofers, super tweeters, and 1000 cycle horns front mounted in acoustically lined, enclosed speaker chambers. (RC-7836BPN.)

2

New: Custom Tape Decorator. Provides concert-hall realism plus fine furniture styling. Solid-State 4-track, 3-speed stereo recorder, two dynamic microphones, easy selection controls. Solid-State amplifier with 40 watts peak music power (20 watts EIA music power), two swing-out speakers. (TC-5261BWD.)

3

New: Stereo Mustang. Jet-styled compact portable for the young crowd. Twin 5 1/4" speakers, remarkable sound. Plays with speakers attached or extended. 4-speed automatic changer. Hi-impact case has sleek chrome touches, separate 45 RPM spindle. (Model RP-2321BN), \$69.95.* Also a monaural model (RP-1836), \$49.95.*

4

New: Portable Components. The first fine high-style components that really pack up and go. Deluxe changer, turntable, tone arm. Solid-State Stereo amplifier. Each speaker component contains one eight-inch and one three-inch Dynapower speaker. Superbly priced at \$139.95* (RP-2346WD).

*Manufacturer's suggested retail price. Slightly higher West and South.

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois

Electric of America in the compact trend—a trend that is still young, but one that industry observers are sure will go over big.

□□□□ **Only the key accounts showed up in Chicago** last week for the Housewares Show. Exhibitors particularly noticed a dropoff in attendance among buyers for medium-sized outlets and independent dealers. Distributor attendance also appeared to be off, in the opinion of many exhibitors. Although there were exhibitor complaints about the slow traffic, some manufacturers pointed out that the leisurely pace of the Show enabled them to spend more time working out programs with key accounts, and that their own and distributor salesmen will be calling on the smaller accounts anyhow.

□□□□ **NHMA figures show buyer attendance up for the Housewares Show**, although most exhibitors feel differently. The NHMA indicated that 9,958 buyers had registered through last Thursday compared with a total registration of 9,366 for last summer's show. Here's where the rub comes in: The NHMA figure includes all buyers registering in advance, whether or not they actually make it to Chicago or not.

□□□□ **Where were the housewares at Navy Pier?** That is what buyers shopping the Independent Show wondered in Chicago last week as the exhibit, more than ever, had a novelty flavor. However, the Navy Pier still proved attractive to buyers who handle transistor radios, trim-a-tree goods and high-intensity lamps.

□□□□ **Hamilton is offering a two-year warranty on its automatic washer and dryer parts.**

□□□□ **Tappan's first portable dishwashers** have hit the market. The Reversa-Jet portable versions come in two models—deluxe 6575 and standard 6535.

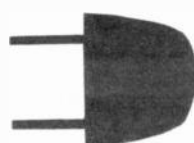
□□□□ **Westinghouse has new retail deals for the home electronics business**, including: six month free floor plan with any \$1,000 order billed and shipped by September 1, and 90 day free floor plan for orders shipped after September 1; a 25-unit package of stereo recordings for retailers to offer purchasers of stereo units, plus ad mats to announce the offer; one free P-8000 12-inch portable set with purchase of any fifteen 12-inch portables between July 18 and August 31; one 19-inch portable display and 12 bases with purchase of twelve 19-inch portable sets at the July open house; a Jet Set display and eight bases with the purchase of eight 19-inch Jet Set units, including model P-3090; a package of 25 stereo recordings for every stereo unit purchased; a stereo display with the purchase of one model M-1870, M-1871, or M-1873, and any two other stereo units between July 18 and August 31.

□□□□ **Extensions of the excise tax due date**—August 2—will automatically be granted by the Internal Revenue Service (IRS) to most makers and retailers affected by the June excise cuts. Purpose of the move is to relieve layout of cash for tax payments that will probably be covered by excise tax credits.

□□□□ **GE picks a head for Universal**—J. J. Slattery has been named manager of marketing and distribution for the Universal operation. Slattery, who moves from manager of customer brand marketing for GE's Hotpoint Division in Chicago, will report directly to Willard H. Sahloff, GE vp and general manager of the Housewares Division and will be located at company headquarters in Bridgeport, Conn. Prior to joining GE in 1952 as manager of marketing household refrigeration in Louisville, Slattery was with Montgomery Ward, Bamberg-er's, John Wanamaker's and Macy's.



J. J. Slattery



DIRECT LINE FROM THE HOUSEWARES SHOWS

Best buy at the housewares shows—co-op money

Housewares buyers bargained for "fringe benefits"—especially more co-op ad money—which they wanted as much, if not more, than low pricing at the Housewares Show in Chicago last week. Although department store buyers always have wanted co-op money built into the price they pay for their goods, manufacturers conceded they were under more pressure—and from more buyers, including those with discount reputations—for additional co-op ad money. When necessary, buyers seemed willing to forego a low price in order to get the co-op funds they sought. It was not always necessary.

What it all boils down to is that price cutting in the housewares industry has become a very subtle operation. Instead of actually cutting price below what is listed on printed

cost sheets, manufacturers were, in many cases, piling on extra advertising money. This does not mean there was a lack of buyers seeking the lowest possible price, particularly on promotional numbers, such as low-end slicing knives. But however the buyer chose to play the pricing game, it still boiled down to price cutting.

Co-op money was easy to come by. In a growing number of cases, manufacturers built show specials around co-op money rather than traditional pricing deals. This was especially true of dealer taglines on television spots. In many cases, the lure of getting a tagline on a tv spot proved more attractive to buyers than the baker's dozen deals. In other booths at McCormick Place, the co-op bargaining was strictly a matter of back-room maneuvering.

Why all the emphasis on co-op? There are a number of good reasons. For one, some buyers are convinced they can get a better deal by seeking additional co-op allotments rather than lower prices. "When a manufacturer looks at a low price," one buyer pointed out, "He sees profits going out of his pocket. When he looks at a big co-op sum he sees advertising benefits."

A second reason: Most of the department store buyers were seeking advertising funds for their fall and Christmas catalogs and flyers. One manufacturer complained, "It's getting so that more and more you have to buy your way into a department store."

One manufacturer complained that his competitors were "buying their way" into department stores with

the lure of unrealistic co-op ad allotments. Another producer said he is convinced that some of his key accounts are pocketing part of the co-op money his firm provides. Distributors particularly were accused by manufacturers—and even some buyers—of pocketing some of the co-op money they accrue from manufacturers, instead of passing it along to retailers.

One manufacturer told of an experience in the acquisition of another firm, a producer of broilers. The manufacturer felt he was obtaining the broiler producer for a good price—until he found out how much co-operative advertising money the broiler manufacturer had previously committed to department stores, and never paid.

For more show news, turn to p.33



Urethane insulation
and
Westinghouse
imagination
make the best use
of inner space
in this 18.1 cu. ft.
Slim-Wall
Refrigerator-Freezer!



There are 46 different ways to arrange the extra space urethane insulation builds into this roomy refrigerator-freezer.

Six sturdy, snap-in half shelves move from position to position easily . . . in seconds. The bulkiest items can be stored without wasting space. Tall bottles, 30-pound turkeys, 12-gallon punchbowls, water-melons, wedding cakes, milk jugs, tossed salads. All fit in beautifully.

The big 18.1 cu. ft. Westinghouse fits in the same kitchen space as a 11.4 cu. ft. model, vintage-1953!

In the new Westinghouse Slim-Wall construction, two inches of foamed-in-place urethane insulation does the work of 3 1/4" of old-fashioned insulation . . . adding almost 7 cu. ft. additional storage space inside without increasing outside dimensions. Westinghouse says urethane insulation cuts operating costs as well.

In addition to urethane insulation and adjustable shelves, the Westinghouse Model RJF-85 (illustrated) has other modern conveniences women want. It's completely frost-free, has 7-day Meat Keeper and 156 lb. freezer. Also available, Model RDF-85 with roll-out bottom freezer, 18.0 cu. ft. capacity. For complete information on both models, write Westinghouse Appliance Sales and Service Company, 3 Gateway Center, Pittsburgh, Pa. 15230.

For point-of-sale literature on urethane insulation, write Allied Chemical.



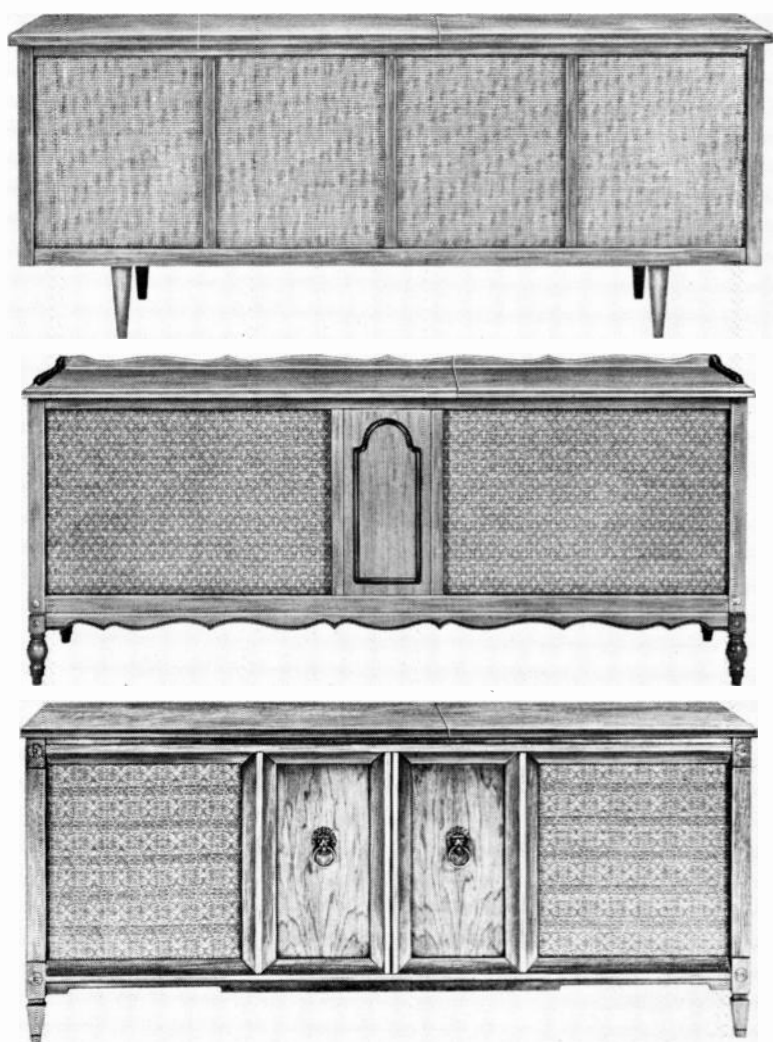
**NATIONAL ANILINE
DIVISION**

40 Rector Street, New York 10006

. . . producers of all basic urethane chemicals . . . NACCONATE®
Diisocyanates, ACTOL® Polyethers and GENETRON® Blowing Agents . . .
and leaders in the chemistry and commerce of urethane applications.

PHILCO STEREO LINE GIVES TOP VALUE AT ALL PRICE LEVELS

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



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

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

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

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

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

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

*Manufacturer's suggested retail price

Where to find
young mothers
who do

16,800,000
WASH LOADS
EVERY WEEK!



Families with children mean dirty laundry. Mountains of it. And it takes a whale of a lot of washers and dryers to keep up. Look at the Parents' Magazine market:

PARENTS' MAGAZINE READER-FAMILIES LAST YEAR BOUGHT

230,000 **144,000**

AUTOMATIC WASHERS

AUTOMATIC DRYERS

1965 Starch Consumer Magazine Report

That's more than the readers of any other magazine among the 61 magazines surveyed, including all the women's service magazines, Life, Look and the Saturday Evening Post.

It makes sense—and SALES—to advertise to the young mothers (18 to 34*) who need washers and dryers most—and buy the most!

* 66.3% of Parents' Magazine readers are young mothers 18 to 34, leading all women's, shelter, store, general monthly and weekly magazines! (1965 Starch Consumer Magazine Report)

Parents' MAGAZINE

52 Vanderbilt Avenue, New York, N. Y. 10017

CHICAGO • ATLANTA • BOSTON • LOS ANGELES • SAN FRANCISCO

REACHES YOUNG MOTHERS IN HOMES WITH NEARLY 8 MILLION CHILDREN

This Seal
UPS sales!



WASHINGTON

□ □ □ □ The FCC's decision on loudness of commercials is that radio and tv listeners have a valid complaint. Some commercials are, indeed, too loud. In a long, technically oriented policy statement, the Federal Communications Commission (FCC) last week passed on to broadcasters the burden of responsibility for ending the "substantial problem" of "objectionably loud commercials."

After a two-and-a-half-year study, the FCC has set the following guidelines: (1) "Avoid" machine-gun sales pitches "delivered in a loud, rapid and strident manner;" (2) establish tighter control-room procedures to prevent electronic techniques used in both broadcasting and recording from combining to boom volume; (3) if necessary, turn down the volume of commercials and other matter—even below present FCC minimum modulation levels—to tone down "objectionable loudness;" (4) watch volume levels carefully to avoid sharp contrasts that occur when a commercial interrupts a program.

The Commission did admit that excessive loudness is, at least partly, in the ear of the beholder and cannot be measured electronically. And the FCC found no evidence that large numbers of broadcasters deliberately boost the volume for sponsors.

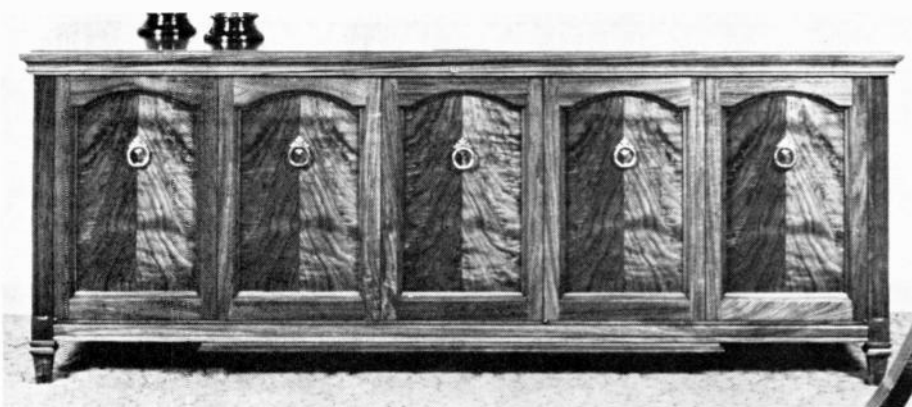
□ □ □ □ CATV operators' dispute with the FCC and broadcasters—and other industry concerns—is being examined at the annual convention of the National Community Antenna Assn. this week in Denver. Headline speakers are Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who has been trying to achieve an out-of-court settlement, and former FCC Commissioner Frederick W. Ford, now president of the 630-member association.

But don't expect any changes in CATV's opposition to the FCC's jurisdiction and its rule that programs of local stations cannot be duplicated for 15 days before or after broadcast. CATV operators feel they went as far as they could go in offering to bar simultaneous duplication, one industry source says.

□ □ □ □ Senator Paul Douglas' "truth in lending" bill is back in the hopper—for the fourth time in four successive Congresses.

The bill, briefly, would require lenders to give borrowers a dollars-and-cents statement of a total finance charge, and a statement of the interest rate "expressed in terms of a true annual rate on the outstanding unpaid balance." Currently, many short-term consumer lenders state the interest charge in terms of a monthly rate, which sounds low but can add up to a rate of 20% or more, Douglas (D-Ill.) says.

□ □ □ □ Automatic Radio Mfg. Co. was denied a federal court injunction against what it charged were Ford Motor Co.'s attempts to prevent independent car radio makers from selling radios to Ford dealers. Automatic said Ford designed the dashboard of 1965 cars to make radio installation more difficult for dealers. Automatic also claimed Ford subjected dealers to economic pressure to buy factory-installed radios. The district court for Massachusetts rejected both contentions and dismissed the case.



Hoffman stereo: 72-inch cabinet, AM-FM stereo, Garrard changer, \$675 list

Hoffman's new deal: profit for everyone—or no deal

"I was worried that it might be another Edsel," said the retailer. But after a look at the new Hoffman line of color tv and console stereo, his fears evaporated. And this dealer's reaction was typical of the favorable response Hoffman's new deal generated.

Success at the company's Los Angeles show, in fact, exceeded expectations. By midweek over 50 of the 175 dealers Hoffman initially wants were signed up. (90 of the 175 dealers will be operating in California.)

Hoffman's deal: The company is being choosy in franchising dealers, going through an elaborate screening process before signing anyone. There is a credit review. Store location and appearance is checked, and all retailers must agree to fair-trade practices.

The company is offering a 90-day free floor plan, banners, signs and brochures. To sweeten the deal a bit more, Hoffman will tie in its newspaper advertising free of charge with the first three dealers who sign up in an area. This is worth about \$3,000. Hoffman itself plans to advertise in the Western editions of *Life* and *Sunset*.

Hoffman's philosophy as it re-enters the tv market was summed up by its Western regional sales manager, J.C. (Chuck) Nash: "If we can't contribute to a dealer's profit, there is no reason for us to exist."

The 19-model line now includes 23-inch color starting at \$599.95 and 25-inch color beginning at \$725. The price range on stereo runs from \$399.95 to \$699.95. Hoffman also is offering a special "limited edition" series selling for \$1,205. These models will be sold through separate dealers who will tie in with decorators. Decorators will get a commission for bringing in customers. Hoffman also will reproduce any style for this series.



Limited-edition color console: \$1,295

Imported radio prices are down, but the end may be in sight

The low price on a 6-transistor radio was around \$2.95 at last week's Independent Housewares-Mass Merchandise Exhibit on Chicago's Navy Pier. Prices for AM-FM portables started around \$9.25.

"Those prices are bait," said one shopper. "The way it works is this: you can buy only 50 pieces of the 6-transistor radio, and you have to buy an assortment of other stuff. The importer loses—what?—maybe \$25 on the 6s and makes it up on the other stuff, and the buyer thinks he's got a real deal."

"You know what the difference is between this show and other shows?" asked Realtone's Saul Ashkenazi. "This show, the price pressure isn't from the buyer, it's from the importers."

"The real price-breaking stuff is coming from Taiwan," said Norman Elster, at Kaysons International (Raleigh and Plata radios). "An AM-FM radio at \$9 is a dump. The

trouble is, if you have an inventory, you have to get close to this price. Of course, if you don't have an inventory, you can forget it."

If \$2.95 is a bait price on which the importer loses money, what is a good price? "Prices are actually pretty stable since the excise tax cut," said one importer. "A 6-transistor radio from Hong Kong should cost the dealer around \$3.75; from Japan, around \$4.70. An 8-transistor should go for around \$5.95, and a 10 for around \$6.95. AM-FM prices should start around \$12.95."

While there were plenty of buyers looking for promotionally priced merchandise, exhibitors agreed buyers were going for better-quality radios.

Perhaps as a result of this, there seemed to be fewer gypsies on Navy Pier than ever before. "The gypsies are finding it harder than ever to get a handful of orders and then run to Japan or Hong Kong to get them filled," said Lloyd's.

□ □ □ □ **Sylvania's latest color tv expansion**—a 158,000 sq. ft. addition to its 322,000 sq.ft. plant in Ottawa, Ohio—will help boost the company's 1966 color tube output 100% over 1965, according to Merle W. Kremer, senior vp. Revamping of the plant, currently geared to production of black-and-white tv picture tubes, will begin immediately. When completed early next year, the Ottawa color facility will be "the largest single investment that Sylvania has ever made in the color television area," Kremer said.

□ □ □ □ **Sears' biggest newspaper ad year** in 40 years of retailing calls for an \$80 million budget in 1965, according to George H. Struthers, merchandising vp. Last year's expenditure of \$76,350,900 bought 341.9 million lines of ad space in 989 daily and weekly newspapers and topped the 1963 outlay of \$65,166,000 by 17.1%. Because Sears Roebuck's total media expense in 1964 was \$108,362,900, that \$76 million accounted for a hefty 70.4% of the total. Ads in circulars, magazines, radio, tv, etc. took care of the rest.

□ □ □ □ **Demand for low-capacity air conditioners** has caused Philco to dip into its 1966 air conditioner line a bit early. The company has introduced a 5,000 Btu unit, the 5AC3A at \$139.95, and a 6,800 Btu model, the 7AC1A at \$179.95. James Black, air conditioning sales manager for Philco, predicted that 1965 would see industry sales topping 3 million units with a 39% increase for Philco. In addition, Philco noted that its first excise tax rebate checks to customers have been mailed.

□ □ □ □ **A new target for Ampex** is the medium-priced tape recorder market, and it is firing away with two high-powered features: automatic threading and reversing, and bi-directional playback, usually found on higher priced units. Automatic threading and reversing is on the 1100 series, which starts at \$399. Bi-directional playback is on the 890, which sells for \$369. Ampex also now offers four new speaker systems ranging in price from \$29.95 to \$320 a pair. In tape, Ampex moved toward slow speed, 1 7/8 ips, pre-recorded tapes that provide six hours of music for \$24.95.

□ □ □ □ **Emerson has established a finance program** for its dealers through an agreement with General Acceptance Corp., of Allentown, Pa. The nationwide dealer-inventory financing program is administered in conjunction with the Emerson distributor organization.

□ □ □ □ **Arvin, another growing tv contender**, is now in every major segment of the b&w market. Is this expansion? Not really, contends Harold Seigle, vp for consumer products. Company thinking is that the b&w market is becoming so much like the radio business that it is merely a matter of covering all bases—not any attempt to compete with full-line makers.

□ □ □ □ **Correction:** the stereo console phonograph pictured in MERCHANDISING WEEK's Music Showcase (28 June, bottom p.43) should have been captioned as H. H. Scott's Copley Mediterranean unit, which has a suggested retail price of \$1,495.

□□□□ **Philco will double color tv set production capacity** by mid-September via an increased work week (48 hours) and additional color tv facilities in its Philadelphia plant scheduled to open this month. This should, according to the company, push output up 200% over 1964. Work will begin on 25-inch color; 19-inch and 23-inch color models will follow. The company has also added a second shift to radio and hi-fi cabinet assembly operations in Watsonstown, Pa., and will schedule overtime on Aug. 23 following the annual vacation period. This is expected to increase cabinet production by 35% at Watsonstown. With the cabinet production increase and Philadelphia plant increase, hi-fi volume will increase 50%.

Philco also had a successful Puerto Rico sales convention. Dollar volume exceeded its 1964 World's Fair convention by 250%, making it the most successful dealer convention since 1955, according to the company. Armin E. Allen, vp and general manager of the consumer electronics division, said that Philco received more than 15 individual orders exceeding \$200,000 (wholesale) and several orders exceeding \$500,000. He said that sales goals were met in one month rather than the targeted three. Sales hits of the convention were the oil-paintings merchandising program for hi-fi, and color tv model 5466, a console in walnut veneer.

□□□□ **A second front for White Front Stores** is in the cards for the discount chain, which currently operates 17 outlets throughout California. In the next few years, White Front, a division of Interstate Dept. Stores Inc., expects to cross state borders, according to Harry Epstein, vp and general manager for the chain, and "some day soon we hope to be operating up and down the entire West Coast." Long before that, by the end of the year, White Front will open four new 150,000 sq.ft. stores in California. White Front, which operates at an 18% to 20% mark-up, expects 1966 sales to hit around \$225 million.

□□□□ **Ford auto dealers will peddle a Philco tv set** in a car-adapted version this summer. But the 9-inch, transistorized receiver, with 12-volt DC cord for cigarette lighter hook-up or a 110-volt AC cord for home viewing, will carry two different price tags, depending on where you buy it. Ford's suggested retail is \$169.95, while Philco asks \$149.95 for the same model without DC cord. Even so, Ford is pushing the set, which includes built-in antennas and speaker and separate earphones, for both car and home-and-office use. Available options include a separate car antenna for improved fringe-area reception (\$19.95), a seat bracket for recommended back seat viewing (\$12.95), and a portable battery pack (\$29.95). Auto tv sets are illegal in Kentucky without a permit and banned in Rhode Island. In 30 other states they are relegated to the back seat. The remaining 18 ignore them legislatively.

□□□□ **Delmonico displayed a video tape recorder** at Chicago's Navy Pier last week. The machine, an industrial model made by Nippon Victor Co. in Japan (one of Delmonico's major suppliers), was for display only, not for sale, and Delmonico would not quote a price for the unit.

Excise tax pot: retailers boil as Congressman keeps stirring

As retailers around the nation simmered, Rep. Charles Vanik (D-O.) pressed on last week in his campaign to make sure that excise tax cuts were passed along to the consumer.

He asked the Department of Commerce to compile specifications of 1966 models affected by last month's tax cut. He told Commerce Secretary John T. Connor that he wants the specifications to determine whether price changes reflect actual improvements or merely an absorption of the tax reduction.

Vanik has concentrated his fire thus far on retailers; he predicted in a House speech that more than a third of this year's tax benefits would never reach the consumer.

Retail reaction was angry. Retailers complained that Vanik's price survey, conducted by his staff over a 60-day period before and after the tax cuts took effect, was made too soon.

"The Congressman's statement verifies that every excise tax that was put on at the retail level has been removed," said Robert H. Levi, president of the Hecht Co. and of the American Retail Federation.

To set new prices for items that carried complicated manufacturers' excise taxes, Levi said, retailers "had to go back to thousands of manufacturers on literally hundreds of thousands of items."

"At the time the Congressman was shopping, the new price lists were just coming across my desk. We were just changing our prices . . .

if he wanted to shop the stores today, he would find these prices had been reduced."

Criticism of Vanik's "methods of doing business" came from a spokesman for Halle Bros. in Cleveland, Ohio, one of the stores shopped by the Congressman's staff. "For instance," said Ralph Pendery, executive vp of Halle, "the first 10 items on his list are washers . . . there was no excise on washers."

Pendery pointed out that (1) prices were reduced in his store beginning June 23; (2) by the end of that week almost all merchandise had been reticketed; and (3) "in 80% of the cases, the reduction was more than the excise taxes."

Vanik's office reported that although about 12,000 letters have been received from consumers since excise cuts became news, responses from retailers to his House speech have been slow coming in. Most of those he has received followed the pattern set by the Bakersfield (Calif.) Radio, TV and Appliance Dealers Assn. which told Vanik flatly that his information was wrong.

Another price survey: Vanik plans to start another price check within the next two weeks. In the meantime, he reports he is encouraged by some of the talks he has had with retailers and manufacturers.

One large retailer reportedly plans a new run of ads, possibly this week, listing before-and-after prices. Several others have indicated they are considering similar ads.

Spiegel's new catalog sports hot prices in tv and majors

Even though Spiegel's fall-winter 1965 mail-order catalog was printed before the excise-tax cut, the prices are competitive. And, as a special insert in the catalog notes, Spiegel customers will get even a better price break because the company promises to refund the full amount of the cut on all applicable orders. Here's a sampling of pre-cut prices:

Television. There are 11 portable b&w sets, starting at \$89.95 with a 12-inch Hitachi. GE has one 12-inch, \$99.95; one 16-inch, \$119.95; four 19-inch sets at \$139.95, \$149.95, \$169.95, and, with a clock, at \$179.95. Emerson has two models, a 16-inch, \$129.95 and a 19-inch, \$129.95. Admiral has a remote-control 19-incher at \$179.95.

There are two Olympic three-way combinations, with 23-inch b&w tv and AM-FM multiplex, at \$339.95 and \$389.95.

In color television, there are two 21-inch GE models, at \$369.95 and \$469.95.

Phonographs. The 12-unit portable line ranges from a \$16.95 single-play to a \$189.95 GE solid-state stereo. Solid-state enters at \$18.95, in a GE single play model. Stereo starts at \$49.95.

The five-model, solid-state stereo console line starts at \$89.95, for a

5-watt phono-only, and tops off at \$349.95, for a 40-watt unit with AM-FM stereo in a wood cabinet with walnut veneer finish.

Radios. Transistor portables start at \$7.95, for an 8-transistor set, and top out at \$99.88 for a five band GE unit. AM-FM starts at \$19.97 with a Lloyd's model.

There are four AM radios: \$9.95, \$12.88, \$13.94, and \$18.88. Also, four AM-FM table models without clocks: \$25.94, \$34.88, 38.88, and \$48.88.

Tape recorders. The 14-model line ranges from \$16.95 to \$329.50.

Compact refrigerators. The three-model line starts at \$89.94 for a 2 cu.ft. model. Two models are matched with freezers. (1) A 3 cu.ft. refrigerator and freezer, each \$99.88; (2) A 5.2 cu.ft. refrigerator with 4 cu. ft. freezer, at \$149.94 apiece. Both sets are available in brown or white.

Washers. There are three wringer washers, all Norge models. Prices: \$84.94, \$109.94 and \$139.94.

The three-model automatic washer line includes a 10-lb.-capacity Norge for \$179.94, a 15-lb.-capacity Norge at \$199.94, and a 15 lb. capacity GE for \$288.88. Matching dryers are priced at \$139.94 for a Norge electric, \$159.94 for gas; \$174.95 for Norge electric, \$194.95 for gas; and \$179.94 for GE electric, \$199.94 for gas.

Who but TOASTMASTER®

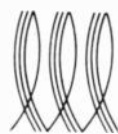
hides a humidifier
in a handsome end table?



End Table Console
Model 5106
Walnut Vinyl Cabinet



Sliding top puts control
center at your fingertips.



Nobody! Only Toastmaster has the know-how to put so much sell-appeal into the exploding humidifier market for you! Here's proof. Dramatic new Toastmaster design combines a big-capacity humidifier with smart furniture styling. Styled like an end table, this humidifier has two sliding top panels. One of the panels slides back to reveal the control center and allows the humidified air to be draftlessly diffused upward. The other sliding panel conceals a 10 gallon, rust-proof tank for easy filling of unit. Unit automatically humidifies up to 2650 sq. ft. with "washed clean" air . . . even re-heats humidified air, if desired.

Like all Toastmaster console models it features five position humidistat that *automatically* controls the exclusive "waterfall" action, and draftless air diffusion for perfect humidification. Washable filters, rustproof tanks, highest quality wood-grained vinyl coated cabinets and easy rolling ball casters.

Be sure to see the most complete, best-looking line of humidifiers on the market today.

TOASTMASTER®

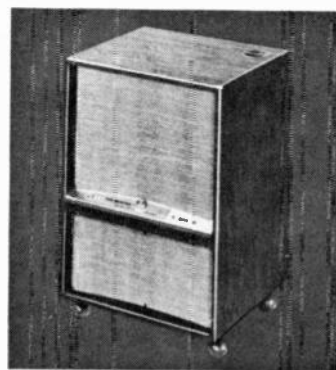
McGraw-Edison

... where one good thing leads to another ...



TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS
• WAFFLE IRONS • HAIR DRYERS • IRONS • MIXERS • BLENDERS
• CAN OPENERS • HAIR CLIPPERS • VIBRATORS • SHOE
POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

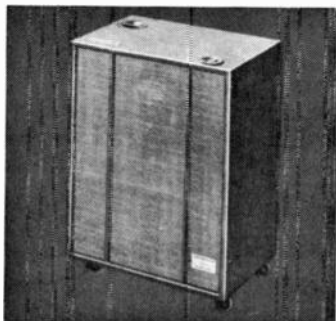
Toastmaster Division • McGraw-Edison Company • Elgin, Illinois



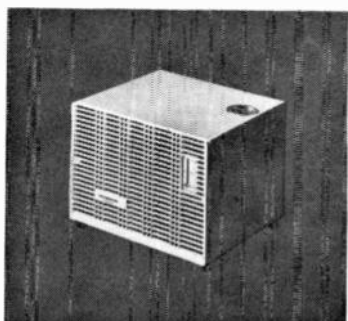
Custom Console—Model 5102. Fully automatic. Draftlessly humidifies up to 2500 sq. ft. with push-button ease. Exclusive re-heat element. Walnut vinyl cabinet. Ball casters.



NEW! Traditional Console—Model 5114. Blends beautifully with colonial and traditional interiors. Automatically, draftlessly humidifies up to 2350 sq. ft. Maple vinyl cabinet.



Slim Line Console—Model 5112. Operates automatically to draftlessly humidify up to 2000 sq. ft.; 8 gallon tank is easy to fill from top or rear. Walnut grain vinyl cabinet.



Compact Table Unit—Model 5122-1. For apartments or small homes. Draftlessly humidifies 1000 sq. ft. On/off plunger switch operates "waterfall" action. Top fill. Tan cabinet.

NOW "FLAME SET" REPLACEMENT KITS!

They're hot from Uni-Line...the hottest line in gas replacement controls! And they've got **universality**...— versatile and universal applications for all types of ranges that need a burner with a reliable Robertshaw brain!



- Most popular with your customers!
- Easy to install!
- No call-backs!
- Fast service on your orders!
- Top or rear outlet models!

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CONTROLS

See your Uni-Line wholesaler, or write:
ROBERTSHAW CONTROLS COMPANY, Uni-Line Division
16072 Gothard St., Huntington Beach, Calif. 92647

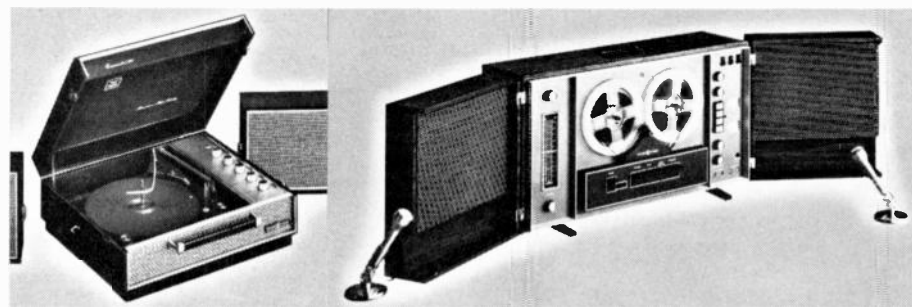
Fight them all

Heart Attack
Stroke
High Blood Pressure
Rheumatic Fever

Give Heart Fund



APPLIANCE-TV



V-M introduces new phonos and tape recorders

Voice of Music has added sixteen new stereo hi-fi console phonos to its line. AM-FM-stereo tuners are built-in or available in all but one model. All have V-M Stere-O-Matic four-speed automatic record changers and feature new certified hardwood cabinetry. Top-of-the-line models are equipped with a built-in three-speed, four-track stereo tape recorder or V-M's pre-wired Add-A-Recorder for separate installation on the same deck.

There is a wide variety of styles among the new models. Mediterranean walnut veneer and carved lattice-work grilles are used for models 1083 and 983 (shown). Both are equipped with a 150w solid-state amplifier, and have suggested retail prices of \$775 and \$575 respectively. The Contemporary models 982 and 1082 are of walnut veneer with rattan grilles, while model 1061 is Italian Provincial with Honduras mahogany veneer. Other Contemporary consoles with walnut veneers include models 963, 1063, 947, 819, and 919.

Among the Early American units are models 822 and 922 in maple, and model 946 in cherry. Other styles in the line are Danish Modern with walnut veneer (models 823 and 923) and Colonial in maple with spindle legs (model 820). Prices for the new consoles range from \$129.95 to \$775.

Solid-state rechargeable power sup-

ply, providing at least six hours of playing time, highlights V-M's portable phono line. Leading the line are the Voyager, model 370, and the solid-state Commander, model 381 (shown), both with 50w peak power. There is a wide variety of units in the line, from the deluxe model 368, with dual speaker systems, to the compact model 327, which measures 9½ inches from front to back. Two swing-down changer models 362 and 331 with detachable speaker enclosures and three monaural units round out the line. Prices range from \$75 to \$169.95 for the Commander.

At the top of the tape recorder line is model 754 (shown), a solid-state, 3-speed stereo unit with an AM-FM-stereo tuner. Included in the unit are a full complement of controls, Add-A-Track, provision for off-the-air recording from its own tuner, input and output jacks and its own speakers. The compact Charger, model 760, is a solid-state, two-speed tape recorder incorporating its own built-in rechargeable power supply. The book-sized unit recharges on house current or 12v auto current.

The complete line includes three stereos that operate vertically or horizontally and five monaurals. Suggested retail prices range from \$89.95 to \$419.95.

Top contender in V-M's line of components is an all-transistor AM-FM-stereo receiver, model 1484, with 150w peak power. Stere-O-Matic changers are offered in deluxe and standard versions. Two of the line's three speaker systems retain V-M's compact power-sealed feature. *The Voice of Music, 305 Territorial Rd., Benton Harbor, Mich. 49023.*



Norelco introduces worldwide radio

The addition of a deluxe AM-FM, marine, shortwave portable radio is announced by Norelco. It offers the listener extended frequency coverage on AM, FM, aircraft, marine, and shortwave ranges.

Additional features of the new model L638 (shown) are afc, Azimuth ring rotating pedestal base for professional navigation use, etched world map and time dial. Station selection is simplified with finger dial tuning for all bands and controls on either side of the radio.

The new radio is also equipped with battery condition meter, phono tape, input and external speaker jacks, and a built-in earphone that automatically retracts when not in use.

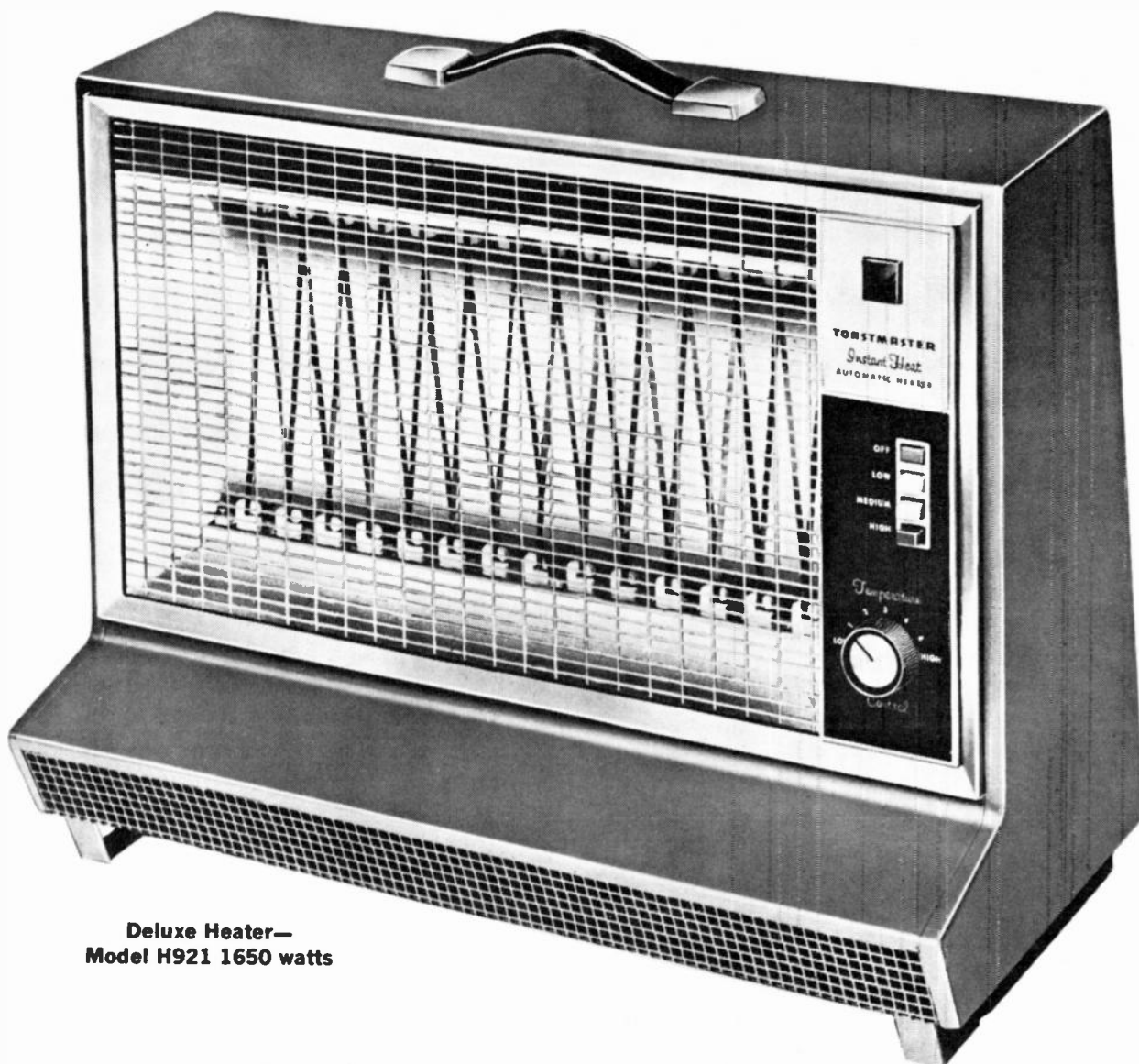
Also new to Norelco's radio line are two compact transistor radios. Model L332 is an AM-FM portable with selected dial tuning for AM and FM bands, and afc. The radio can be connected to a car antenna and has an earphone connection. Model L442 is an AM-FM, aircraft receiver which comes equipped with



two antennas, one for FM reception and another for AM and aircraft ranges.

Rounding out the line are nine additional models, including all types from portables to a deluxe stereo table radio. *North American Phillips Co. Inc., 100 E. 42nd St., New York, N.Y. 10017.*

Who but TOASTMASTER® has the name people want most in INSTANT HEAT Heaters?



**Deluxe Heater—
Model H921 1650 watts**



Nobody! After all, Toastmaster pioneered Instant Heat, introduced it in 1957, and hooked up a hot line to consumers that has made Toastmaster the demand line ever since!

Today, Toastmaster heaters offer a style, size and capacity for any type room in a price range to fit any budget. And when it comes to features, the quality touch of Toastmaster makes your selling job easier. The deluxe heater above, for example, combines push button heat selector with automatic 7-position thermostat control and whisper-quiet fan to quickly circulate warm air throughout the room. On most Toastmaster heaters, heating element and fan work automatically to maintain a pre-selected temperature. And customers see at a glance that the furniture-inspired design fits in anywhere. All Toastmaster Portable Heaters also feature a tip-over safety switch to automatically shut unit off if it is upset, tilted or picked up; closely spaced finger-proof grills specially designed to protect children; cabinets and handles always stay cool.

This season, heat up your heater sales with the leader. See your Toastmaster distributor. Or, write to us directly.

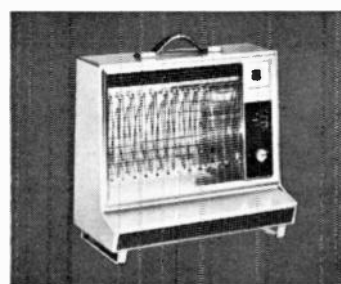
TOASTMASTER®

... where one good thing leads to another ...

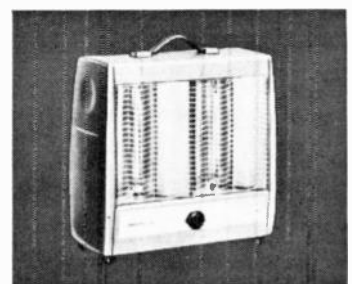


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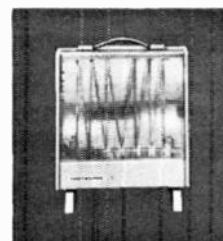
Deluxe Heater—Model H916. Has two push-button heat selector plus on/off button. Automatic 7-position thermostat combines radiant with fan-forced heat. 1500 watts.



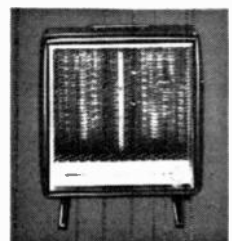
Custom Heater—Model 9A2. Has two Instant Heat heating elements. Automatic thermostat. Available in 1650 or 1320 watts. Combines radiant with fan-forced heat.



Compact Heater, Model 9B1. World's largest selling heater! Thermostat control. Radiant plus fan-forced heat. 1320 watts.



Radiant Heater, Model H902. Value-packed radiant heater dependably delivers big performance at a low price. 1320 watts.

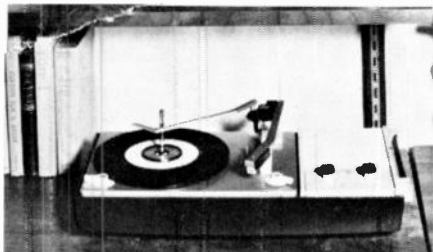


Heavy Duty Heater—Model H940. Big-job heater, 4000 watts, 220 volts. Automatic 7-position thermostat. Radiant and fan-forced heat.



Baseboard Heater—Model B931. Deluxe 3 ft. unit with 7-position thermostat. Signal light.

Model B921. Compact 2 ft. unit (not shown).



Westinghouse introduces consumer electronics for 1966

Fifteen slim automatic portable phonos with a "custom component" look, seven tape recorders and five solid-state table radios are announced by Westinghouse for 1966.

Solid-state phonos 135AC and 130AC, which will be available after

Sept. 1, feature an automatic, four-speed changer in a low-silhouette cabinet. The cabinet, which has a removable top, measures 5¼ inches high, 18½ inches long and 9½ inches deep. Model 135AC operates on six D batteries or household ac current.

In antique gold it retails for about \$60. Model 130AC (shown) in shadow black retails for about \$45. A 45 rpm spindle is included in the prices.

Ten models in the portable phono line feature solid-state devices; eight have pull-down automatic changers that fold away; and seven have acoustically designed wood cabinets. The eight monaural phonos in the 1966 line are expected to retail from about \$20 to \$60; the seven stereo units from about \$65 to \$190. The firm will again offer a three-piece furniture stereo hi-fi phono in genuine walnut veneer. Including an all-transistor chassis with 20w peak and detachable speaker cabinets, it will retail for about \$230. Deluxe stereo components are also included in the

new line: an FM-AM stereo tuner amplifier with dual speaker enclosures will retail for less than \$220, and a custom four-speed automatic turntable is priced to retail at less than \$80.

Included in the 1966 line of seven tape recorders are two new solid-state recorders with capstan drive that provides constant-speed operation. The eight-transistor, two-speed capstan drive tape recorder, model 31R1, which operates at 3¾ or 7½ ips, has a wide range of deluxe features including twin side speakers, calibrated volume control, recording level meter, tape footage markers, and acoustically designed wood cabinet with textured vinyl finish. Complete with 400 feet of magnetic tape on seven-inch reels, it will retail for less than \$90. The six-transistor, two-speed capstan drive recorder 32R1 (shown) with new low-silhouette cabinet is only three inches high, 10½ inches wide and 9½ inches deep. The unit operates on four D batteries or ac current at either 17½ or 3¾ ips. Complete with 200 feet of magnetic tape on 3¾ inch reels, it will retail for about \$60.

Personal portable recorder 27R1 operates up to 75 hours on two C and four AA batteries. A start-stop switch is built into the miniature microphone. It will sell for less than \$30, complete with batteries, earphone and 150 feet of magnetic tape. Additional recorders in the line: a gift-packed all-transistor portable, model 28R1, at about \$40; a Message Center tape recorder, model 30R1, for about \$40; a miniature-size cartridge tape recorder, model 29R1, for about \$70; and a vertical design stereo hi-fi tape recorder, model 26RS1, to retail at approximately \$229.

A new group of solid-state table radios, the Premier series, have long low silhouettes, lighted slide-rule dials, top-mounted speakers and instant sound. The AM clock radio, model 225XL5, which will sell for less than \$45, has an Alarm-Lite, a visual indicator that tells when alarm is set. The 4½-inch-high clock radio also has a wake-to-music and/or buzzer alarm, push-button doze control, and a 60-minute slumber control that turns the radio off automatically. An eight-transistor FM-AM clock radio, model 235XLN8, has afc and tone control. It is expected to sell for less than \$70.

Also in the 1966 line are 19 new table and clock radios including the recently introduced Space Maker series; nine portable transistor radios; and a complete line of citizen band two-way communicators. *Westinghouse Electric Corp., Metuchen, N.J.*

Sonotone speakers and cartridge

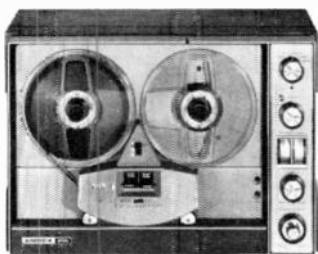
Sonotone's speaker enclosure and audiophile cartridge line, new at the NAMM Show, includes five models. New speaker enclosure models are the RM-0.5, RM-1, RM-2, and a kit, RM-1K.

The Velocitone Mark IV is Sonotone's new high-compliance audiophile ceramic cartridge.

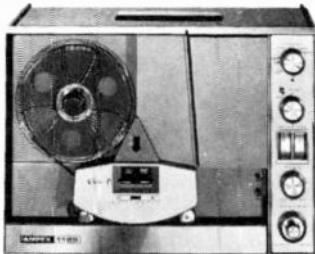
Sonomaster compact speakers measure from 10½ by 7½ by 7 inches deep to 19 by 11¼ by 8½ inches deep, and weigh from eight to 22 lbs. All the new speakers are finished in hand-rubbed oiled walnut veneer. *Sonotone Corp., Elmsford, New York. 10523.*

Better features...better pricing...AND...Ampex quality!

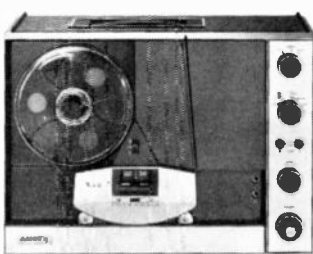
for 1966, Ampex offers a new line of moneymakers



800 SERIES—Lowest priced Ampex ever... the 800 series! Portable, furniture-finish and deck-only versions, with dual capstan drive, solid state circuits, VU meters and slide-on speakers... priced under \$300! Also the 890 with fingertip reverse!



1100 SERIES—New! Ampex 1100 series with automatic threading, auto reversing, VU meters, solid state PLUS exclusive dual capstan drive and die-cast aluminum construction. Deck-only, portable and furniture models available, in the profitable \$350-450 range!



2000 SERIES—Held over by popular demand... our 2000 series, with the automatic features of the 1100 series plus advanced tube circuitry! Also held over: our popular 1070 model, to be featured in future promotions. Ampex gives you more to sell!



And now, Ampex offers a full line of quality speakers like the 3010 series shown here: 3 way systems in fine furniture cabinets, and priced incredibly low at \$149. Others as low as \$29.95 a pair!

plus... a whole new way to sell them!

An expandable modular Audio Center that produces \$400-500 in profits in less than 6 square feet of space... fully stocked with Ampex...the line your customers are already sold on.

Start with a single module; expand as space allows. Demonstrate tape recorders through matching speakers or headsets. Sell stereotapes with the same sets; save the cost of listening booths! Sell microphones, blank tapes, accessories, too. Every profit opportunity in tape is built in.

The Ampex Audio Center can be the most profitable space in your store. See your Ampex man or write for information.



tape recorders / speakers / microphones / headsets / blank tape / accessories / stereotapes

AMPEX CORPORATION, 2201 LANDMEIER ROAD, ELK GROVE VILLAGE, ILLINOIS 60007

ask anyone who knows

AMPEX

There's big money for you in G.E.'s new Spacemaker 16



(With every exclusive feature of the big Spacemaker 19)

Your sales have led the big ticket field with G.E.'s 18.8-cu. ft. Spacemaker. But the mass market is where the big money is. And now that you can offer customers a Spacemaker in the popular 16-cu. ft. size, your high-profit sales will soar.

Here's why: between 1948 and 1952, hundreds of thousands of 8-cu. ft. refrigerators were sold. The families who own them have grown; they need bigger refrigerators right now. And this new Spacemaker 16 fits into that same floor

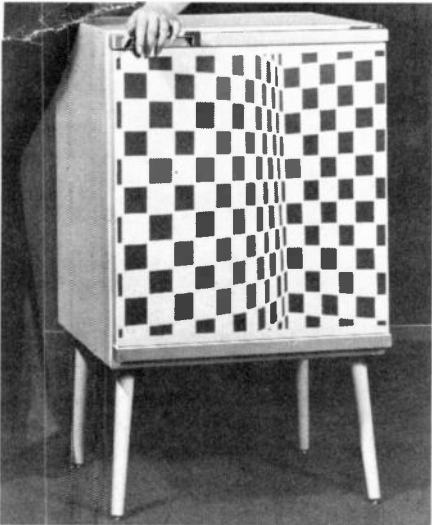
space as the old 8—slides right under 15-inch cabinets. And just about doubles food capacity.

Spacemaker 16 outclasses the field: gives you more to demonstrate, more to sell. It's loaded with exclusive G-E top-end features: the huge Roll-Out Freezer, the automatic Self-Filling Ice

Tray, solid Swing-Out Shelves, convertible meat pan. The works! And there's no defrosting top or bottom. Frost just never forms.

Now with four Spacemakers (2 each in 16- and 19-cu. ft. sizes) in both deluxe and custom models, you'll own the top-end market. And you'll give your customers what they're looking for. More capacity. More exclusive G-E features. Plus the General Electric quality that's known, respected and wanted by millions.

GENERAL  ELECTRIC



Astral refrigerators

Two new decorator refrigerators, the OP and the Westwynde, are announced by Morphy-Richards. Both models incorporate the V-type absorption cooling unit, and feature a freezer compartment with an 8-lb. capacity and a shelf area of 4½ sq. ft. Available in dual voltage combinations, the units operate on AC and DC, and can also be equipped for LP gas. Following the Kelvinator and Amana design trend, Astral offers the OP (shown) in maroon on white. The Westwynde is available in either yellow, blue, or black on white. Suggested retail price for each model is \$189.95. *Morphy-Richards Inc., P.O. Box 10, Northvale, N.J.*



Masterwork 1966 line

Columbia Records presents 24 Masterwork models of phonos, packaged components, portable radios and tape recorders as its 1966 line.

Solid-state amplifiers are a feature of all the phonos, including the low-

end model M-1901 priced at \$18.95. In addition, the portable phonos, beginning with model M-1902, which retails at \$28.50, feature full-transformer power with solid copper printed circuits.

At the top of the phono line is model M-1916 (shown) with a 30w output. Price is \$185. A component-type unit with hand-wired circuit, it includes a Garrard M-50 changer and Pickering magnetic cartridge—all housed in a grey or white Samsonite luggage case. Other new phonos are: M-1904 at \$37.95; M-1905 at \$47.50; M-1906 at \$57.50; M-1907 at \$75; and M-1908 at \$95.

The radio-phono consoles include five new models, ranging in price from \$219.95 to \$350. All these consoles feature solid-state tuners and amplifiers. Model 5105, at \$219.95, features an FM stereo indicator, AM-FM stereo radio, and four speakers. It is encased in a 48-inch walnut cabinet. Featuring a Garrard changer, model M-5107 at \$279.95 has six speakers in a 60-inch oiled walnut cabinet. Models 5110, 5112 and 5114 feature Garrard changers, Pickering magnetic cartridges, tuning meter, fly-wheel tuning and tilt-out control center with a 21-transistor chassis plus 13 diodes. Three of the consoles have Contemporary hardwood cabinets and range in price from \$219.95 to \$339.50; Early American and Mediterranean models are \$350.

A packaged component system, no. 4595, has been introduced to retail at \$150. It has a solid-state amplifier, four speakers, and hardwood enclosures for the components. Others are M-4600 at \$215 and M-4650 at \$299.50.

Four transistor portable radio receivers, featuring leatherette cases, may be operated either on batteries or AC current. M-2850 at \$22.95 is a personal size 8-transistor AM receiver, while the M-2852, also retailing at \$22.95, is a pocket size 9-transistor radio with earphones. Three AM-FM transistor portables are also included in the line. M-2854 lists at \$37.95, M-2856 at \$44.95, and M-2858 at \$79.95.

A two-speed solid-state tape recorder with dynamic microphone, model 790, plays 7-inch reels. Housed in a wood cabinet with tape footage counter, level meter and tone control, the unit has output, external speaker and auxiliary input jacks. It retails at \$79.95. Model 800, featuring three speeds, retails at \$99.95. Featuring detachable speakers, model 810 stereo tape recorder retails at \$275. *Columbia Records, Masterwork Div., 51 W. 52nd St., N.Y. 10019.*

Goodwin portable refrigerator

A new portable refrigerator is introduced by Goodwin of California. It provides 5.8 cu. ft. of storage space, while looking like a piece of furniture.

The Goodwin Executive portable unit features adjustable stainless steel racks for accommodation of tall bottles, a freezing compartment with two ice cube trays, and is equipped with Bassick ball bearing casters with ball swivels.

Highlight of the new model is its textured-walnut finish, making it suitable for use in office, den or recreation room. The unit measures 44 inches wide, 21 inches deep, and 30½ inches high. *Goodwin of California Inc., 1075 Second St., Berkeley, Calif. 94710.*

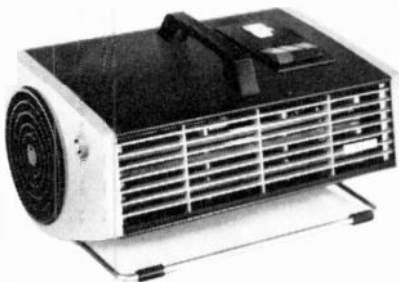
Norelco Sales Recipe:

First take table and stand models of the Norelco Professional Home Hair Dryer

The Norelco Professional Home Dryer brings beauty salon drying to the home. Coil heats air, fan circulates it—gently, evenly, quietly. No hot air hoses. No whistling air holes. No hot spots, no wet spots. This Norelco Home Hair Dryer is truly professional. Fast. Quiet. Comfortable. No need for nets or ear pads. Large, roomy hood. Infinite heat settings. UL approved. 115 volts AC. Table and fold-away floor-stand models.



Add the rapid heating of the miniature Norelco Fan Heater



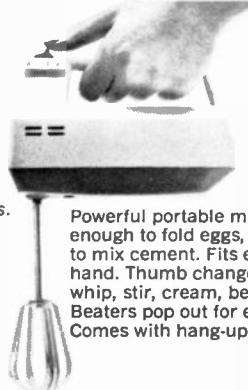
Smaller than a bread box (about 10" x 7" x 5") yet powerful enough to heat even large rooms. Two heat levels: high (1350 watts) and low (825 watts). Two fan speeds. Remarkably quiet. Compact. Light—less than 6 pounds. Portable. Ten-position thermostat. 9¼-foot cord. Nothing like it on the market. 110 volts AC. UL approved.

Blend in the Norelco Beauty Sachet—A shaver plus



Individual attachments shave legs and underarms, manicure nails, massage creams and lotions into skin, stimulate skin and scalp. All in an attractive zippered case. Sell it as a shaver or as a shaver plus.

Stir well with the Norelco Mixstir™



Powerful portable mixer—gentle enough to fold eggs, strong enough to mix cement. Fits easily in the hand. Thumb changes speeds to whip, stir, cream, beat, fold, blend. Beaters pop out for easy cleaning. Comes with hang-up wall bracket.

Garnish with a slice of the Norelco Sharpie™



Sharpens knives, scissors, tools electrically. No fear of damaging cutting edge. Sharpens even the dulllest, even the biggest blades. Lasts for years. UL approved. 115 volts AC/DC.

Makes thousands of sales.

Norelco®/Bright new world of appliances

North American Philips Company, Inc., 100 East 42nd Street, New York, New York 10017


Other products: Electric Housewares, Hearing Aids, Radios, Tape Recorders, Dictating Machines, Electronic Educational Kits, Medical X-ray Equipment, Electronic Tubes and Devices.

McCall's gives more editorial support to the Electric Housewares Industry than any other magazine

McCall's is way out in front in both lines and pages. Ample proof why McCall's is the best place to reach women, today's key purchasers of electric housewares. In McCall's you reach 20,910,000 women, *only* women; 1,800,000 *more* than in Life, 2,800,000 *more* than in Look. And in Look or Life you pay an average 45% premium* for male readers you don't really need. The biggest plug you can give your product is to advertise to women in the first place...

McCall's

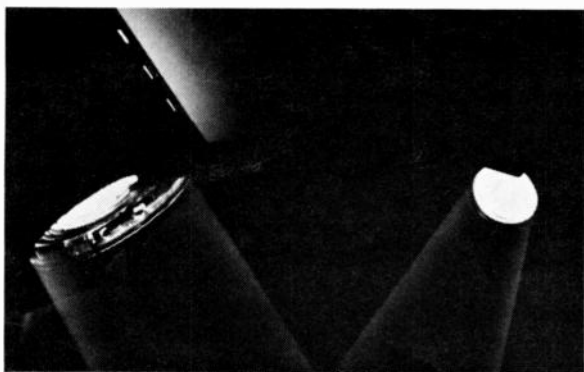
First magazine for women



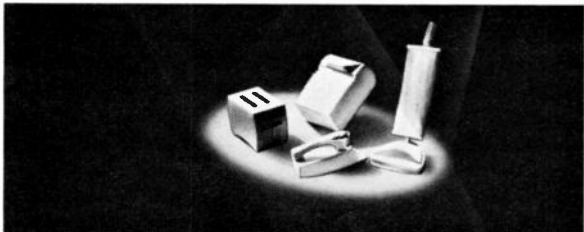
Magazine	Editorial Lines	Editorial Pages
McCall's	9,925	14.6
Good Housekeeping	4,492	10.5
Better Homes and Gardens	4,140	6.6
American Home	2,921	4.3
Look	970	1.4
Journal	765	1.1
Reader's Digest	364	2.0
Life	—	—
Post	—	—
Time	—	—

Source: Lloyd Hall, Electric Housewares (Category 1115) full year 1964

*Life, Look average four-color CPM, total female audience aged 10 and over, is 45% greater than McCall's CPM. (Source: latest announced rates and 1964 Politz Magazine Study.)



Media spotlight



on Housewares



cover photo by Joe Ruskin
paper sculptures by Joan Bacchus

What the figures mean

Twice this year we have cast the spotlight on how manufacturers have been spending their advertising dollars in various media: the focus was on consumer electronics in our May 31st issue, on major appliances in the June 14th issue.

Now, on the following pages, MERCHANDISING WEEK's exclusive media spotlight turns to housewares products, most of which are small electric appliances.

It is interesting to note that, in 1964, expenditures for national advertising of housewares in consumer media amounted to only 2.3% of the retail value of all housewares sold. In 1963, the figure was 2.11%, and 1.96% in 1958. As for trade advertising expenditures, 0.5% looks fairly constant for all three years.

Performing the same kind of analysis on consumer-media expenditures for major appliances, we found 1% holding steady since 1958. The figures for consumer electronics: .91% in 1958, .84% in 1963 and 1% in 1964. For all three product categories, total dollars spent in consumer media have increased by \$32,695,600 since 1958 to \$94,435,200 in 1964.

Associate Editor Ed Dubbs points out that there is a marked tendency toward multi-product housewares advertising in all media, which shows up in the following listing under the "general promotion" category; in several cases, large expenditures appear under this category rather than under specific product categories, where you would normally expect to find more advertising-dollar support.

As we have said in the past, use these figures with caution. Success in advertising does not necessarily relate directly to the quantity of money spent. In housewares, particularly, which seems to be a business oriented to "major markets," national advertising is a tricky business.

—Dale Bauer

How they were compiled

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

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

Magazines—Publishers Information Bureau.

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

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

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

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

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

General promotion includes multi-product advertising, institutional advertising on a company's housewares contests, publication advertising of tv programs. General institutional advertising of such companies as General Electric and Sunbeam, with a large variety of products, is not included.

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

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

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

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

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

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

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

Grand Totals, all major brands

Estimated Dollars Spent

	1964	1963	1958
Newspapers	1,449,100	2,332,200	1,886,800
Magazines	11,665,800	9,270,100	6,656,900
Network TV	11,835,600	12,075,300	7,118,800
Spot TV	4,368,700	4,380,100	1,494,000
Total Consumer Media	29,319,200	28,057,700	17,156,500
Total Trade	724,500	586,000	488,200

Percent of change

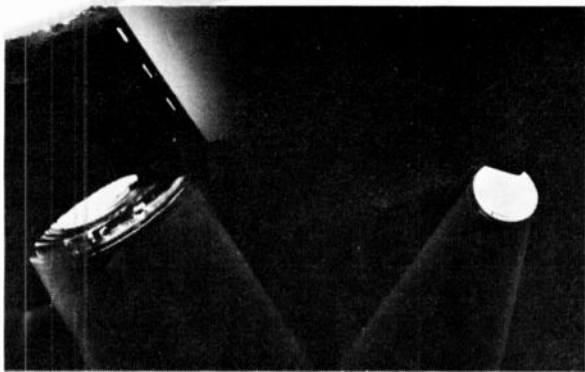
	1963-1964	1958-1964
Newspapers	-37.9%	+ 23.2%
Magazines	+25.8	+ 75.2
Network TV	- 2.0	+ 66.3
Spot TV	- 0.3	+192.4
Total Consumer Media	+ 4.5	+ 70.9
Total Trade	+23.6	+ 48.4

Distribution by Media

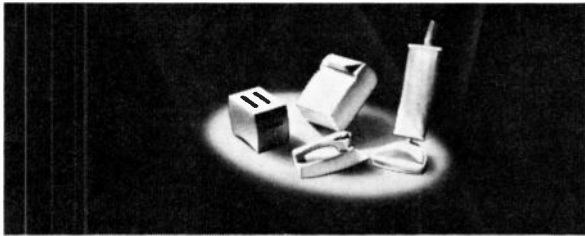
	1964	1963	1958
Newspapers	4.9%	8.3%	11.0%
Magazines	39.8%	33.1%	38.8%
Network TV	40.4%	43.0%	41.5%
Spot TV	14.9%	15.6%	8.7%
Total Consumer Media	100.0%	100.0%	100.0%

Company	Product	Media	Est. Dollars 1964	1963	Spent 1958
Aluminum Co. of America	Wear-Ever	magazines total trade	18,100 6,800	139,800 13,100	— 22,000
Arvin Industries Inc.	Arvin heaters	magazines total trade	— 15,500	— 13,600	85,000 24,200
Bissell, Inc.	electric carpet sweeper	spot tv	—	—	30,200
	Shampoo Master	spot tv total spot tv total trade	210,400 210,400 —	— — 3,600	40,300 70,500 4,200
Corning Glass Works	Cercor broiler-grill	magazines	67,900	—	—
	Corning Ware coffeemaker	magazines	41,800	—	—
	Corning Ware Electromatic Percolator	magazines	18,100	56,700	—
	Corning Ware Electromatic Platter	magazines	16,000	—	—
	Corning Ware Electromatic Skillet	magazines	23,900	18,300	—
	Corning Ware saucepan	magazines	—	12,500	—
	Other Corning Ware Electromatic products	magazines total magazines total trade	66,000 233,700 1,000	93,600 181,100 400	— — —
Dominion Electric Corp.	general promo	magazines network tv total consumer media total trade	56,800 228,800 285,600 36,400	— 407,000 407,000 44,300	— — — 6,500
Dormeyer div., Webcor Sales Co.	general promo	magazines network tv total consumer media total trade	— 73,900 73,900 45,700	— 47,300 47,300 27,300	29,300 — 29,300 23,800
Dremel Mfg. Co.	shoe polisher	magazines total trade	21,400 1,000	24,700 —	— —

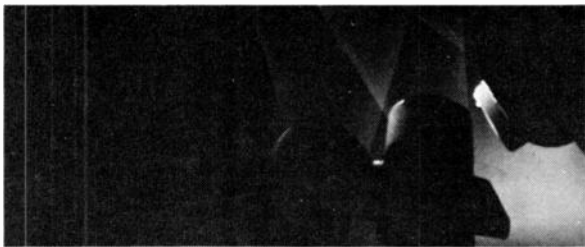
Company	Product	Media	Est. Dollars 1964	1963	Spent 1958
Eureka-Williams Co., div. of National Union Electric Corp.	vacuum cleaners	magazines network tv total consumer media total trade	— 440,900 440,900 33,700	91,100 402,000 493,100 26,800	— — — 13,800
S. W. Farber, Inc.	Farberware broiler-rotisserie	newspapers	—	92,200	—
	Farberware coffeemaker	newspapers	—	19,000	—
	Farberware frypan	newspapers	—	19,000	—
	other Farberware housewares	newspapers total newspapers	— —	17,700 147,900	— —
General Electric Co.	baby food warmer	magazines	27,600	15,800	—
	blankets	magazines	170,000	—	157,800
	can openers	newspapers magazines network tv	13,000 73,300 47,400	— 23,100 62,500	13,000 — —
	clocks	newspapers magazines network tv	— 70,900 79,400	106,100 107,500	131,800 85,100
	coffeemakers	newspapers network tv	— 42,800	46,700 74,600	16,200 —
	fans	newspapers	—	—	16,000
	frypans	newspapers	20,300	—	—
	hair dryers	magazines network tv	96,100 77,600	— 78,900	— —
	irons	newspapers magazines network tv	59,200 44,700 265,400	24,900 48,200 184,800	22,500 133,500 180,400
	mixers	newspapers network tv	— 56,600	— 105,700	24,300 166,200
	sauce pan	network tv	—	—	85,300
	shoe polishers	magazines	41,800	—	—
	slicing knives	newspapers magazines network tv	19,900 136,800 187,800	11,400 90,100 60,600	— — —
	sun lamps	magazines network tv	51,000 —	— —	22,000 26,600
	toasters	newspapers magazines	20,400 24,800	87,400 —	— 76,500
	Toast-R-Oven	newspapers magazines network tv	— — —	38,700 23,100 93,500	37,200 170,500 41,200
	toothbrushes	newspapers magazines network tv spot tv	— 232,900 515,100 168,000	110,400 136,400 189,400 —	— — — —
	shampoo-polishers	newspapers magazines	— 72,200	47,600 —	— —
	vacuum cleaners	newspapers magazines network tv	45,300 321,800 194,700	45,400 — 210,000	180,100 172,700 —
	vaporizers	magazines	—	—	17,400
	general promo	newspapers magazines network tv total newspapers total magazines total network tv total spot tv total consumer media total trade	— 1,600,600 362,000 178,100 3,102,100 1,828,800 168,000 5,277,000 125,000	514,700 2,297,300 172,700 847,300 2,634,000 920,200 — 4,401,500 73,400	— 831,600 — 80,900 1,236,600 792,200 — 2,109,700 59,500



Media spotlight



on Housewares

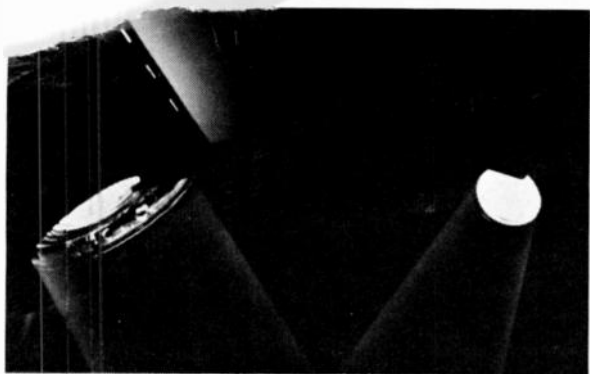


Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
General Time Corp.	Seth Thomas clocks	newspapers	13,000	—	—
		magazines	—	—	20,100
	Westclox clocks	magazines	328,500	209,000	315,400
		network tv	581,800	308,900	61,500
		total newspapers	13,000	—	—
		total magazines	328,500	209,000	335,500
		total network tv	581,800	308,900	61,500
		total consumer media	923,300	517,900	397,000
Hamilton Beach, Scovill Mfg. Co.	blenders	newspapers	—	—	14,500
		magazines	94,000	134,400	—
	food converter	magazines	—	24,500	—
		newspapers	—	—	14,500
	Gourmet Center	magazines	20,000	—	—
		newspapers	151,600	—	—
	slicing knives	magazines	12,300	—	—
		spot tv (see general promo)	—	—	—
	Mixette	newspapers	—	—	14,400
		magazines	—	12,000	—
	toasters	newspapers	—	—	14,300
		newspapers	—	—	81,500
	vacuum cleaners	magazines	—	50,800	—
		newspapers	—	—	132,000
	general promo	magazines	—	93,200	138,100
		spot tv	469,500	—	—
		total newspapers	151,600	—	271,200
		total magazines	126,300	314,900	138,100
		total spot tv	469,500	—	—
		total consumer media	747,400	314,900	409,300
		total trade	27,700	19,200	23,200
Hankscraft Co.	health appliances	magazines	—	—	25,900
Hobart Mfg. Co.	KitchenAid coffee grinder	magazines	21,300	32,600	—
		magazines	25,400	11,800	—
	KitchenAid food mixers	total magazines	46,700	44,400	—
		total trade	6,700	6,100	7,800

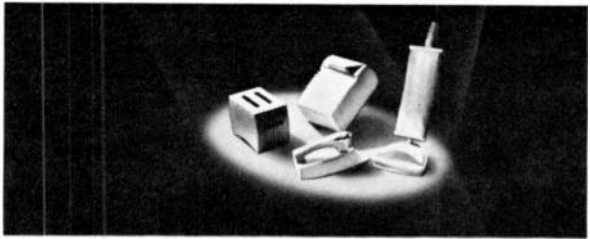
Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
Hoover Co.	vacuum cleaners	newspapers	—	—	273,500
		magazines	261,600	583,800	184,900
		network tv	—	—	393,200
		spot tv	—	271,600	—
	irons	network tv	—	—	11,300
		magazines	158,600	38,100	—
	general promo	total newspapers	—	—	273,500
		total magazines	420,200	621,900	184,900
		total network tv	—	—	393,200
		total spot tv	—	271,600	—
		total consumer media	420,200	893,500	851,600
		total trade	31,100	41,400	25,100
Iona Mfg. Co., Inc.	blenders	magazines	21,000	—	—
	hair dryers	magazines	39,400	—	—
	general promo	magazines	70,800	80,400	—
		total magazines	131,200	80,400	—
		total trade	8,600	6,700	5,900
Knapp-Monarch Co.	can opener-knife sharpeners	magazines	19,600	10,900	—
		magazines	20,400	—	—
	Redi-Oven	magazines	17,200	—	—
	Nesco roasters	magazines	10,000	—	—
		magazines	16,000	—	—
	Nesco rotisserie-oven	magazines	16,000	—	—
		magazines	—	—	22,400
	general promo	magazines	—	—	22,400
		total magazines	83,200	10,900	22,400
		total trade	2,100	3,600	2,600
Landers, Frary & Clark (Universal)	frypans	magazines	—	—	60,500
		newspapers	—	—	16,000
	coffeemakers	magazines	—	—	424,700
		network tv	123,000	197,200	—
	blankets	magazines	—	—	17,100
		network tv	139,200	449,700	—
	hair dryers	newspapers	—	—	19,600
		newspapers	13,300	182,000	—
	shavers	magazines	156,000	53,200	131,900
		network tv	152,100	1,104,900	—
	general promo	spot tv	—	—	37,800
		total newspapers	13,300	182,000	35,600
Mirro Aluminum Co.	Mirro frypans	magazines	—	—	99,600
		magazines	—	—	69,300
	Mirro coffeemakers	magazines	—	—	69,300
		magazines	133,800	106,100	14,200
	other Mirro housewares	magazines	133,800	106,100	14,200
		total magazines	133,800	106,100	183,100
		total trade	7,600	6,900	1,000
National Presto Industries, Inc.	coffeemakers	magazines	80,800	118,000	18,600
		newspapers	—	—	82,000
	frypans	magazines	48,900	61,700	—
		magazines	72,300	157,200	—
	irons	magazines	69,400	—	—
		magazines	83,900	85,300	—
	mixers	magazines	—	—	116,900
		magazines	—	—	82,000
	toothbrushes	magazines	—	—	135,500
		magazines	355,300	422,200	217,500
	general promo	total consumer media	355,300	422,200	217,500
		total trade	—	1,100	15,300

Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
North American Philips Co.	Lady Norelco hair dryers	magazines	75,400	—	—
		magazines	50,500	37,400	15,200
	Lady Norelco shavers	network tv	209,900	106,100	12,700
		newspapers	261,700	483,700	250,000
	Norelco shavers	magazines	707,400	640,400	850,700
		network tv	1,193,000	1,206,000	828,000
		spot tv	842,600	676,800	48,400
	general promo	newspapers	142,500	—	—
		magazines	300,700	42,400	—
		total newspapers	404,200	483,700	250,000
Northern Electric Co.	blankets	magazines	33,000	26,400	—
		total trade	—	2,900	4,200
	Squibb Broxodent toothbrush	magazines	467,400	—	—
		spot tv	55,000	—	—
		total consumer media	522,400	—	—
	Osterizer blender	newspapers	—	—	21,700
		magazines	14,100	—	—
		network tv	97,400	120,400	—
	hair dryer	magazines	—	—	16,600
		newspapers	—	—	21,700
John Oster Mfg. Co., sub. of Sunbeam Corp.	knife & scissors sharpener	newspapers	—	—	21,700
		newspapers	13,000	—	—
	general promo	magazines	—	20,000	108,100
		total newspapers	13,000	—	43,400
		total magazines	14,100	20,000	124,700
		total network tv	97,400	120,400	—
	total consumer media	total trade	124,500	140,400	168,100
		total trade	—	—	24,100
Proctor-Silex Corp.	Mary Proctor irons	network tv	—	86,400	—
		newspapers	—	—	43,100
	Mary Proctor toasters	network tv	—	82,200	—
		spot tv	125,000	73,800	—
	Silex coffee-makers	magazines	—	16,600	—
		spot tv	1,038,500	544,400	450,100
	general promo	total newspapers	—	—	43,100
		total magazines	—	16,600	—
		total network tv	—	168,600	—
		total spot tv	1,163,500	618,200	450,100
Regal Ware, Inc.	Regal coffeemakers	magazines	16,900	—	—
		total trade	3,600	2,500	1,800
	Electrikbroom	magazines	175,800	208,300	—
		magazines	43,000	—	331,100
	vacuum cleaners	spot tv	—	208,300	—
		magazines	33,900	—	—
	general promo	total magazines	252,700	208,300	331,100
		total spot tv	—	208,300	—
		total consumer media	252,700	416,600	331,100
		total trade	37,000	30,500	15,700
Revere Copper & Brass, Inc., Rome Mfg. Co. Div.	Revere frypan and coffeemaker	magazines	29,100	—	—
		total trade	3,200	—	—
	can opener sharpeners	magazines	38,100	14,700	—
		magazines	14,400	12,000	—
	food slicers	magazines	14,400	12,000	—
		magazines	25,700	17,800	—
	general promo	total magazines	78,200	44,500	—
		total trade	17,000	15,200	5,700
Rival Mfg. Co.	can opener sharpeners	magazines	38,100	14,700	—
		magazines	14,400	12,000	—
	food slicers	magazines	14,400	12,000	—
		magazines	25,700	17,800	—
	general promo	total magazines	78,200	44,500	—
		total trade	17,000	15,200	5,700

Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
Ronson Corp.	blender	magazines	19,100	—	—
		magazines	—	34,000	—
	can opener	magazines	—	34,000	—
		magazines	24,700	26,400	35,300
	hair dryers	network tv	—	—	25,000
		newspapers	174,200	—	—
	shavers	magazines	180,700	138,000	90,100
		network tv	—	—	194,500
	shoe polisher	network tv	—	—	20,700
		newspapers	70,600	—	—
Roto Broil Corp., Samson United of New York	toothbrush	magazines	40,700	179,100	—
		newspapers	154,000	—	—
	general promo	magazines	141,900	—	—
		network tv	—	—	27,600
		spot tv	34,100	753,400	—
		total newspapers	398,800	—	—
		total magazines	407,100	377,500	125,400
		total network tv	—	—	267,800
	total consumer media	total spot tv	34,100	753,400	—
		total trade	840,000	1,130,900	393,200
Salton, Inc.	Hotray	magazines	45,300	77,100	—
		total trade	4,200	4,900	1,000
	Schick, Inc.	magazines	182,500	192,600	—
		network tv	24,600	144,000	—
	furniture polisher	magazines	—	20,000	—
		magazines	144,600	54,100	210,900
	Lady Schick shavers	network tv	—	—	566,300
		newspapers	—	135,200	—
	Schick shavers	magazines	443,500	246,700	337,000
		network tv	68,200	425,600	1,069,300
Sessions Clock Co.	clocks	spot tv	160,800	224,700	744,600
		total newspapers	—	135,200	—
		total magazines	740,600	513,400	547,900
		total network tv	92,800	569,600	1,635,600
	total consumer media	total spot tv	160,800	224,700	744,600
		total trade	994,200	1,442,900	2,928,100
		total trade	14,400	6,900	2,600
		magazines	76,600	62,400	—
		total trade	5,900	14,100	1,000
		magazines	36,300	—	—
Shavex Corp. (Charles Levin)	shaver	magazines	36,300	—	—
		spot tv	—	—	56,700
	Shetland Co. Inc.	total trade	6,400	15,600	14,000
		floor polisher	—	—	—
	Sperry Rand Corp.	newspapers	—	84,500	10,800
		magazines	2,013,200	1,084,600	499,100
	Remington shavers	network tv	1,220,900	1,249,100	1,275,600
		spot tv	400,700	1,387,400	85,900
	Remington Lady's shavers	magazines	386,100	530,500	134,300
		network tv	412,000	328,000	412,100
Sperti Inc.	Schatz clocks	magazines	—	—	23,000
		total newspapers	—	84,500	10,800
		total magazines	2,399,300	1,615,100	656,400
		total network tv	1,632,900	1,577,100	1,687,700
	total consumer media	total spot tv	400,700	1,387,400	85,900
		total trade	4,432,900	4,664,100	2,440,800
		total trade	1,200	1,000	1,400
		newspapers	—	—	33,000
	sun lamp	newspapers	—	—	—
		newspapers	—	—	—



Media spotlight



on Housewares

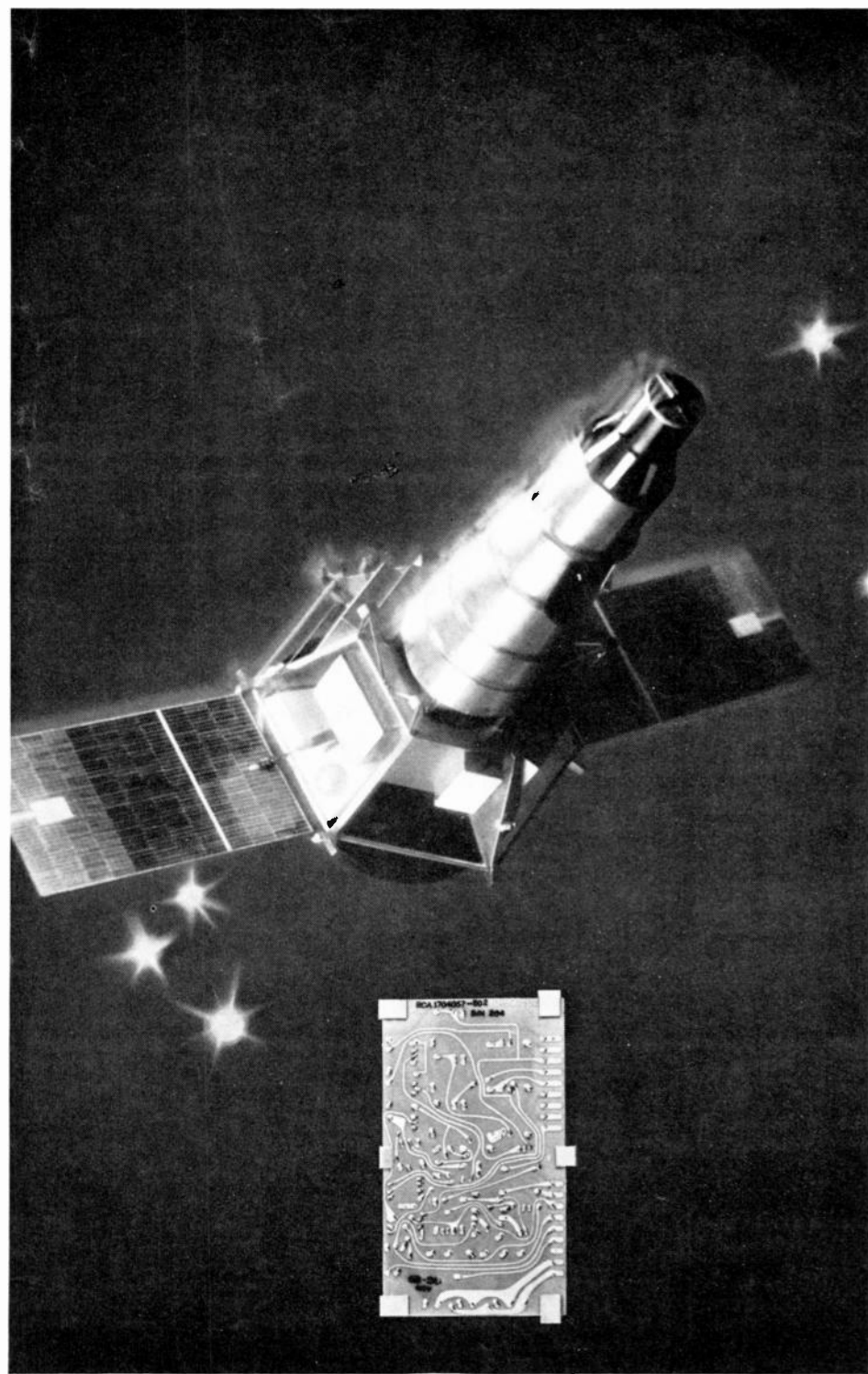
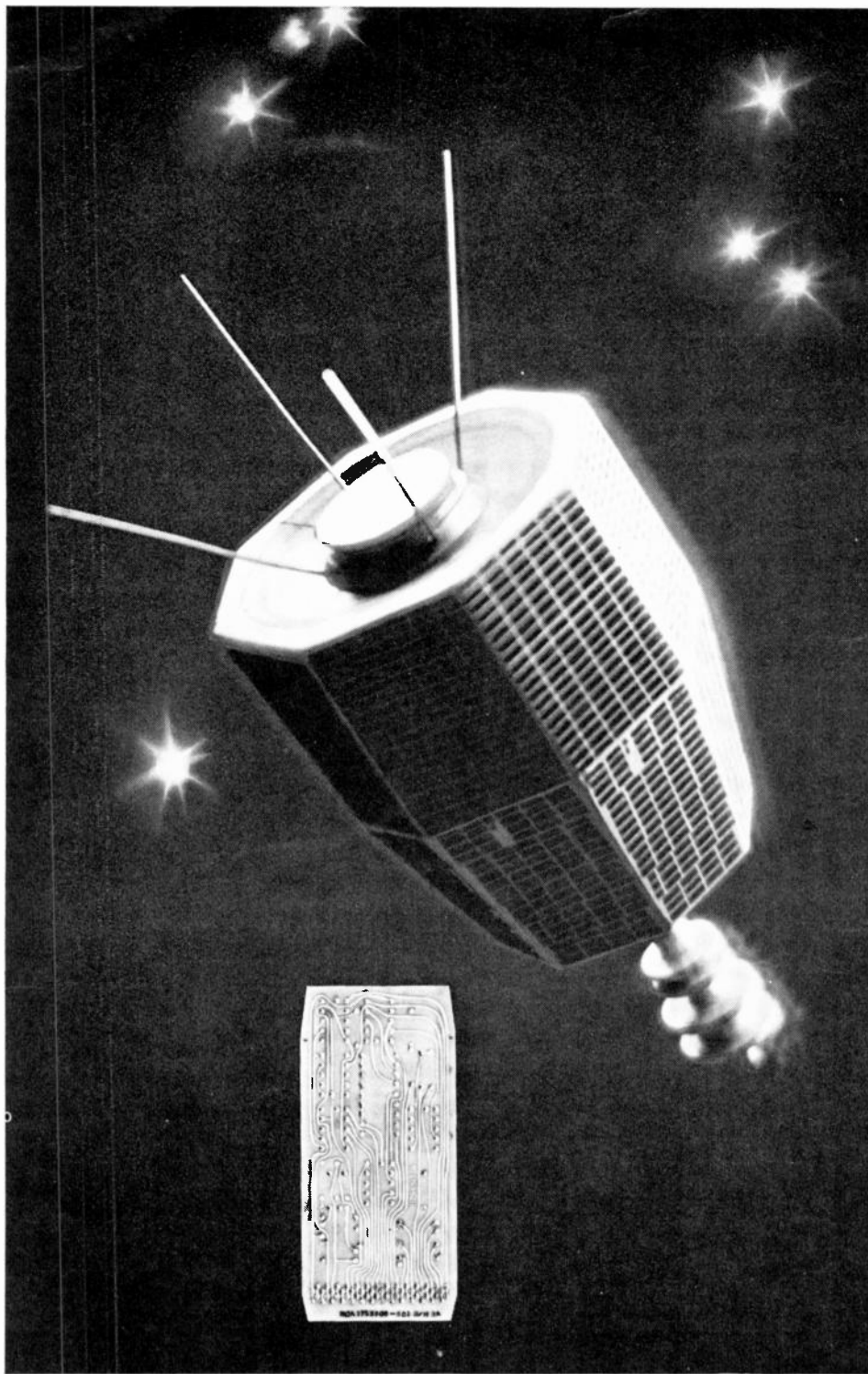


Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
Standard Kollsman Industries	Casco irons	magazines total trade	— 1,000	18,900 1,500	— —
Sunbeam Corp.	can opener-sharpener	network tv	75,100	70,100	—
	clocks	newspapers	—	—	38,500
	cooker & deep fryer	network tv	18,800	48,200	—
	frypans	newspapers network tv	36,000 179,100	— 120,300	38,900 200,000
	irons	newspapers network tv	— 121,700	18,700 207,500	24,800 —
	Mixmaster	newspapers magazines network tv	34,500 — 169,700	— 42,500 139,800	18,700 — 50,200
	coffeemakers	network tv	57,500	54,000	24,400
	Lady Sunbeam hair dryers	newspapers magazines network tv	34,800 — 208,700	17,800 39,100 435,200	— — 69,400
	Lady Sunbeam shavers	newspapers network tv	— 674,800	— 601,100	28,000 104,900
	roisserie-broiler	magazines network tv	14,600 436,500	— 227,800	— —
	Shavemaster	newspapers network tv spot tv	13,700 1,575,800 406,300	— 1,502,500 107,000	26,200 321,200 —
	toasters	magazines network tv	— 57,500	42,500 54,000	— 24,500
	toothbrush	magazines network tv spot tv	11,000 1,160,800 88,200	10,300 381,100 23,800	— — —
	vacuum cleaners	magazines network tv	— —	— —	87,700 19,200
	general promo	newspapers network tv spot tv	— — 260,800	— 15,700 90,900	270,300 174,300 —
		total newspapers total magazines total network tv total spot tv total consumer media total trade	119,000 25,600 4,736,000 755,300 5,635,900 36,700	36,500 134,400 3,857,300 221,700 4,249,900 18,900	445,400 87,700 988,100 — 1,521,200 9,000

Company	Product	Media	Est. 1964	Dollars 1963	Spent 1958
Toastmaster div., McGraw-Edison Co.	broiler-ovenette	newspapers	—	19,100	—
	coffeemakers	newspapers magazines	— —	18,500 20,500	17,700 —
	frypans	newspapers magazines	— —	22,600 27,800	— 99,300
	hair dryers	newspapers	—	38,300	—
	heaters	newspapers	—	29,500	—
	irons	magazines	—	—	27,300
	mixer	newspapers	—	11,500	—
	toasters	newspapers magazines	71,800 20,500	121,600 36,100	17,700 118,800
	general promo	newspapers magazines spot tv	— 328,100 73,600	80,800 137,900 —	— 92,800 —
		total newspapers total magazines total spot tv total consumer media total trade	71,800 348,600 73,600 494,000 31,100	341,900 222,300 — 564,200 30,700	63,400 238,200 — 301,600 32,300
Waring Products Co.	Blenders	magazines total trade	— 17,000	— —	57,100 12,000
West Bend Co.	Buffet Chef	magazines	—	26,300	—
	coffeemaker	magazines	78,200	122,400	39,900
	toaster-broiler	magazines	—	19,600	—
	general promo	newspapers magazines spot tv	— 57,200 —	73,200 111,000 18,000	— 65,300 —
		total newspapers total magazines total spot tv total consumer media total trade	— 135,400 — 135,400 13,800	73,200 279,300 18,000 370,500 16,200	— 105,200 — 105,200 10,200
Westinghouse Electric Corp., Portable Appl. Div.	broiler-frypan	newspapers magazines network tv	34,900 101,600 140,600	— — 190,100	— 104,500 46,400
	coffeemakers	magazines	—	—	19,700
	fans	newspapers	—	—	12,000
	hair dryers	network tv	—	179,900	—
	irons	newspapers magazines network tv	21,800 110,700 82,400	— — 149,200	— 31,600 141,700
	mixers	magazines	—	—	19,700
	roisserie-oven	magazines network tv	— —	— —	31,600 23,900
	toothbrushes	network tv	85,500	82,200	—
	vacuum cleaners	newspapers magazines network tv	12,800 — —	— — —	— 38,500 75,100
	general promo	newspapers magazines network tv	— — 196,600	— — 31,600	177,900 160,700 164,900
		total newspapers total magazines total network tv total consumer media total trade	69,500 212,300 305,100 586,900 44,800	— — 633,000 633,000 27,500	189,900 406,300 452,000 1,048,200 12,000
Whirlpool Corp. (Oreck Corp.)	vacuum cleaners	newspapers magazines total consumer media	16,800 — 16,800	— — —	64,600 100,500 165,100



**nce
upon a time
everyone
“hand wired”
TV sets
until...**



**... until a better way was found.
Now the unsurpassed reliability of solid RCA circuitry is**

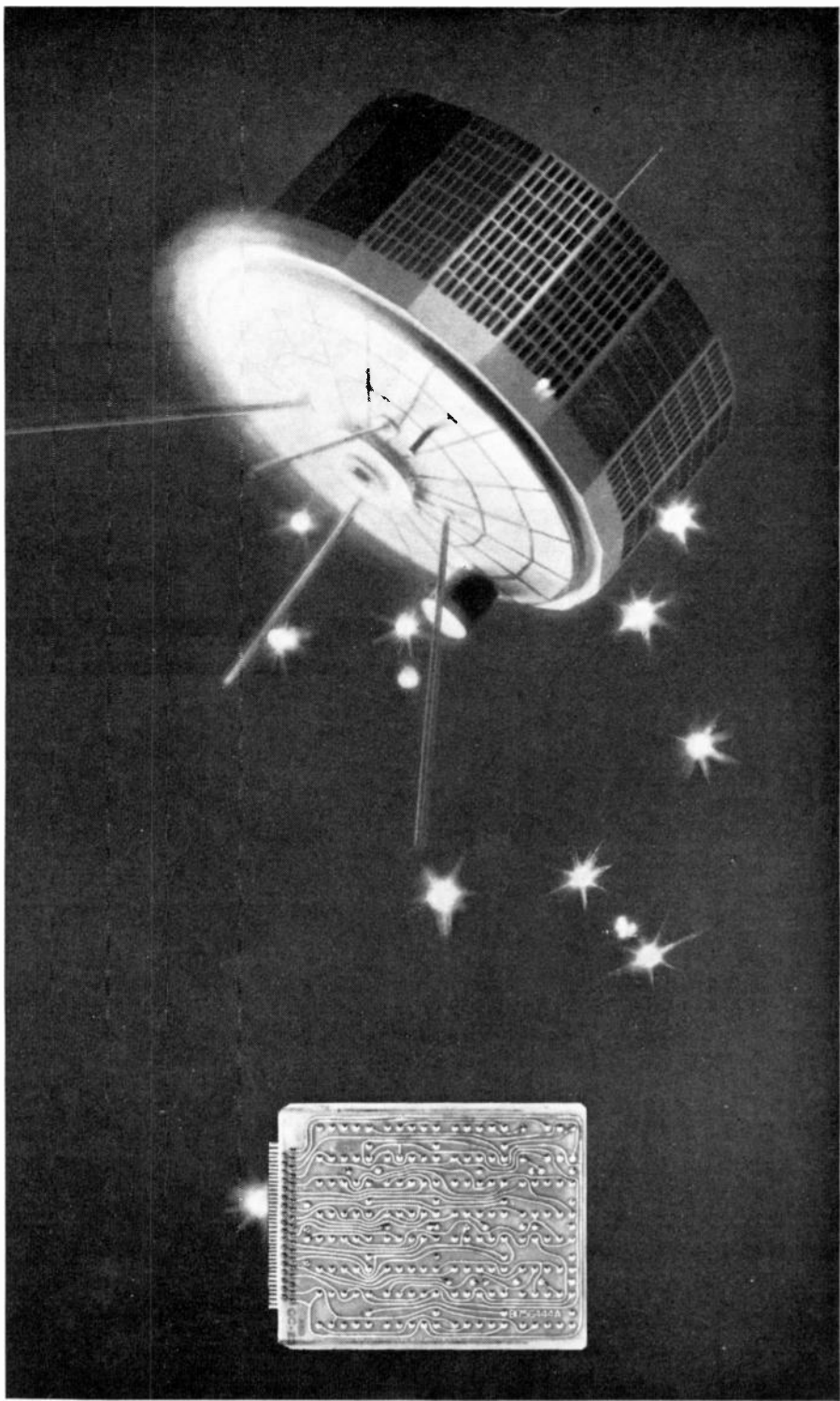


The Most Trusted Name in Electronics

Trmk(s)®



"HIS MASTER'S VOICE"



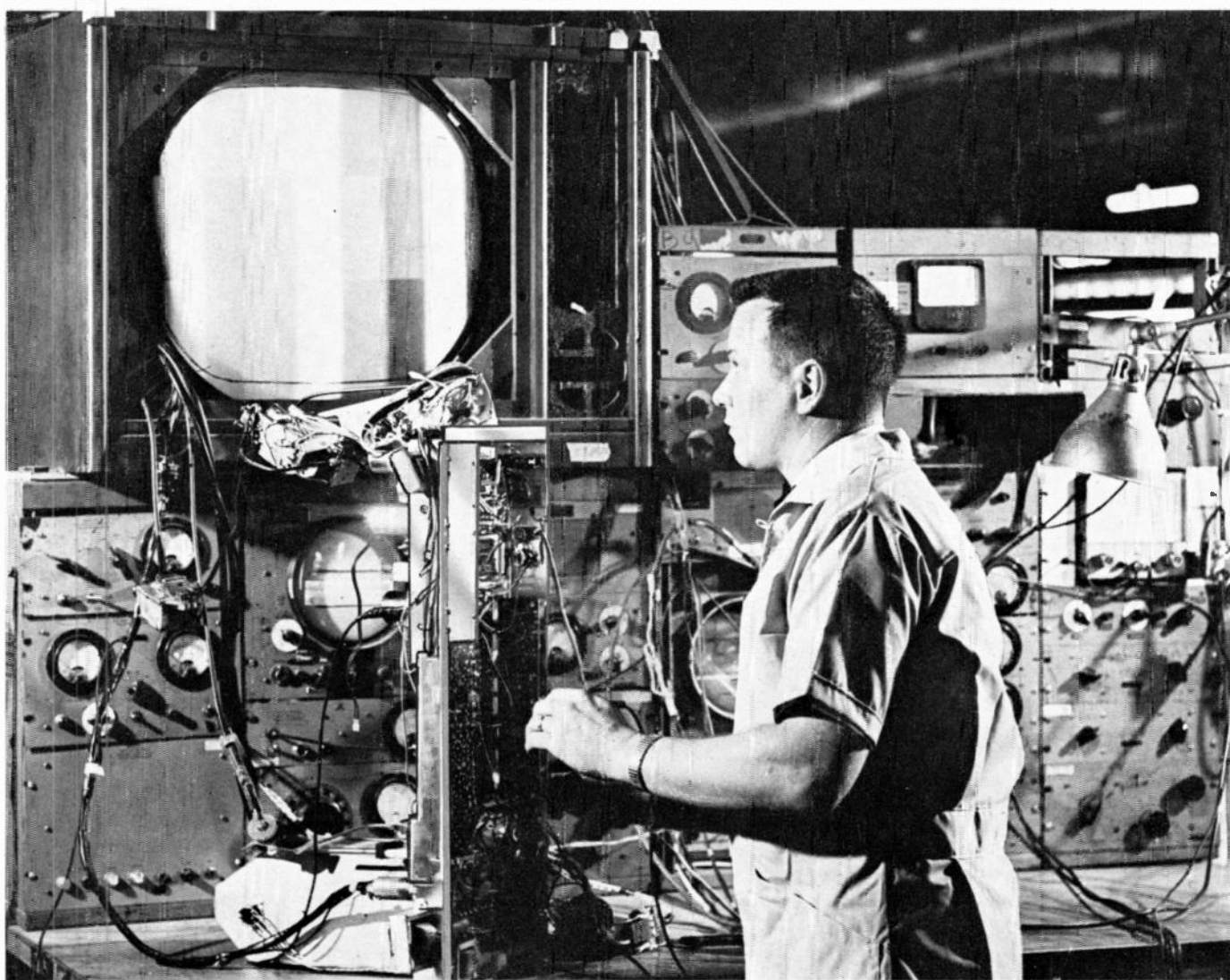
in America's space program . . .

and in RCA Victor Color TV

RCA SOLID COPPER CIRCUITS:

- **are the latest advance over old-fashioned "hand wiring"**
- **eliminate "hand wiring" in over 200 possible trouble spots**
- **won't come loose, won't short circuit, won't go haywire**
- **deliver the most true-to-life Color ever—from RCA Victor**

PHILCO COLOR TUBE PRODUCTION ASSURES COLOR AVAILABILITY



Philco Now A Major Color Tube Producer

Color cathode-ray tubes are in round-the-clock production at Philco CRT plant. This is your assurance that Philco will be able to deliver color sets on schedule, because Philco does not have to depend entirely on allocations of tubes from other manufacturers.

And Philco Color TV is backed by more than two decades of color tv experience. Philco builds all its own color tv chassis and cabinets. Philco Color TV incorporates all the latest technological advances, including Philco-patented color circuitry and CRT improvements patented by Philco.

In this vital color tv year, color sets are too important to your profit picture to take any chances. It'll pay you to rely on Philco Color TV, because it's built by Philco and backed by Philco's long experience with color.

THE GREAT DISCOUNT DELUSION

by Walter Henry Nelson
David McKay Co. Inc.
237 pages; \$4.50

How the bad guys are beating the good guys

Walter Henry Nelson has written a poor book on an important subject. *The Great Discount Delusion* attempts to rip the lid off discount retailing and show discounters exploiting consumers, corrupting manufacturers, destroying brand names, and killing competitors. Nelson is much too biased, however, and long before the end of the book most readers will have concluded, "No one can be this bad."

The book argues that discounters are driving their small competitors out of business by selling at prices no one else can match, and then, after eliminating prices, raising prices. The author also contends that some products are sold at a loss (like appliances, records, and books) while others are used to make up those losses.

Nelson explains bait-and-switch, nail-down and spiff. "Spiff" turns out to be a dirty word: "And if [salesmen] switch you to another product, this kind of discounter [the kind who runs bait ads] rewards them with a 'spiff'—a special bonus." He points out a price tag does not necessarily tell the truth about a mark-down or a discount, and, because a discount store may be made up of lessees, the customer may have no idea whom she is dealing with when she shops.

Nelson describes cherry-picking and argues this will eventually mean the end of products that cannot be moved in volume. He says the growth of discount chains is growth toward retail monopoly. He asserts that discounters hinder new products development: "Anyone who tries to launch a new product today quickly learns that almost no one wishes to take a chance any more on something that is not established. Conventional merchants find they can't afford to take the chance; most discounters won't take it as a matter of policy." Furthermore, discounters corrupt established products: "When a particular discounter has killed off much of the conventional market for a product and has succeeded in capturing a manufacturer, he tends to keep asking for even lower prices, and often for artificially high list prices as well." One way manufacturers meet these demands, says Nelson, is to cut costs by cutting quality.

Nelson concludes with a descrip-

tion of the American shopper (highly mobile, not loyal to any single store, doing considerable impulse buying), and with some advice to consumers on how to shop in a discount store: "Don't think you can outsmart the professionals; be careful in buying soft goods; refuse to be switched; add up the extras, etc."

The basic faults of this book are:

(1) Nelson is writing, presumably, for consumers—the general public. He wants to expose discounters, and, at the same time, he wants to help retailers. Sometimes he sounds as if he is writing as a consumer, sometimes as if he is writing as a retailer. The book suffers because of this.

(2) The book is full of fuzzy thinking and sweeping, unsupported generalizations. For example: "Resist the human animal's automatic tendency to believe what is printed on tags and signs." Which human animal?

"None of the material in these pages is new—except to the consumer," Nelson writes in his first chapter. One wonders how new the material will be to consumers; *Redbook* magazine carried an article this past April that covered much the same ground as Nelson—though not in such crushing detail.

The book is based mainly on Congressional hearings, *The Discount Merchandiser*, E.B. Weiss, and *Home Furnishings Daily*. The original material Nelson brings to the book is largely anecdotal: "My wife and I shopped [at an upstate N.Y. discount house] one Saturday afternoon during the summer of 1964, to see what its policy of 'extra discounts' might mean and to find out what merchandise was being offered. What we learned from this visit helped clarify the word game some discounters practice."

The material is not new, and Nelson does not bring any fresh insights to it. Indeed, he seems to have some trouble understanding it. Is Sears, for example, a good guy or a bad guy? Nelson does not seem sure. He is against retail monopoly (and most appliance retailers I know are more afraid of Sears than, say, E.J. Korvette), but he approvingly quotes Sears' definition of prices:

"List price. This is the value the manufacturer or retailer puts upon

the product. It's easy to abuse. Too often, they put a high list price on the product so it can be marked down to look like a bargain. *Nationally advertised price*. This is the price the manufacturer puts in his advertising. Sometimes it's fairly arrived at, sometimes it's inflated. How can you tell? You can't . . ." And so on, ad nauseam.

Nelson never proves his basic premise. Do discounters operate on lower margins across the board? Or do they sell some products at a loss and make up the loss with exorbitant margins on other products? You know, and I know, and Nelson knows that all too often the latter is the case, but he never proves it. The book fails because he does not.

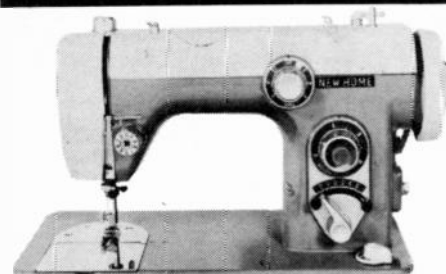
Independent appliance retailers are likely to read this book with approval because Nelson dresses them in the white suit of righteousness: "In the olden days of retailing, a man who elected to open up a shop chose to go into public service . . . the minute he opened his door for business he found himself saddled with a public responsibility. It went far beyond giving good value at a fair price . . . he was expected to play a significant role in his own community . . . he learned he had a cultural role to play."

On the other hand, Nelson depicts discounters as rapacious businessmen and despoilers of quality merchandise, people who will eventually bring about the downfall of the free-enterprise system. If "some doctrinaire Communist in Moscow" should read this book, Nelson writes, "he'd cheer at Representative Pelly's statistics and at his reference to Tacoma, Washington, as a 'virtual [retail] graveyard.'"

The world is not so simple. Not all discounters are bad and not all independents are good. Indeed, who is a "discounter" these days?

The problems Nelson struggles with are far more complex than his book shows. Even sympathetic readers (and I am one of them) are likely to be repelled rather than convinced by his arguments. This is unfortunate because a good book that educates consumers would be welcomed by honest retailers everywhere. *The Great Discount Delusion* is not this book. —Wallis E. Wood

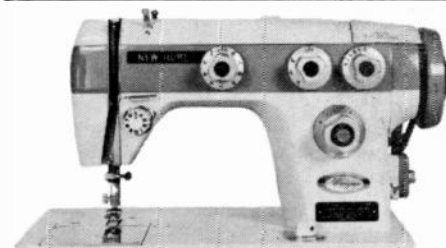
LOOKING FOR EXTRA PROFITS?



MODEL 670 — Deluxe Aluminum Head

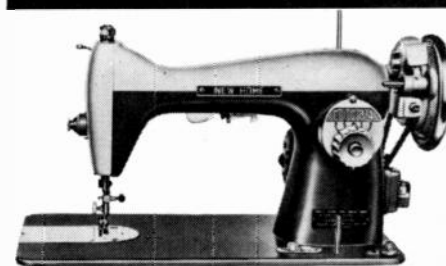
New Home Sewing Machines
Offer You A PROFIT
MAKING OPPORTUNITY.

If you need to make extra profits
now . . . then you will want to
consider selling New Home Sewing
Machines.



MODEL 556 — Automatic Zig-Zag Model

We are looking for a limited number
of appliance dealers that can take
our quality line and convert it into
a profit making proposition. Every
prospect that comes into your store
for your regular line of appliances
is a prospect for a New Home
Sewing Machine.



MODEL 170 — Budget Model

Why not take advantage of these
potential sales by selling New
Home. No experience is necessary
... our simple instructions when
our distributor sets you up will en-
able you to do the job. Write today
for dealership information. Our
authorized distributor for your area
will be in touch with you.



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NEW HOME
SEWING MACHINE
COMPANY

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KEY MOVES

Speed Queen—Reg. P. James, vp-sales retires; James has headed the Speed Queen sales organization since January, 1948. He is succeeded as vp-sales by Harry Swan.

Sylvania—Donald A. Ross is appointed national market development mgr for special discounts. Chas. H. Goris is named to the post of marketing administrator.

Westinghouse—Four appointments are announced by the Appliances Sales & Service Co. R. W. Sanford is

named sales mgr for refrigerators and freezers; John D. Kelly is new national mgr of customer service; Paul L. Bishop is district mgr of the Boston distributorship; Chicago district mgr is William H. Pierson.

Kelvinator—Two new mgrs are appointed. Edward T. Reed heads the Philadelphia zone; Paul J. Sicotte heads the Pittsburgh district.

Graybar—E. P. Jones is vp-operations and a member of the executive committee, succeeding vp R. D.

Paine, who retires effective Aug. 1. Replacing Paine on the board of directors is E. E. Leavy, Pacific district mgr. Succeeding Paine as a voting trustee is W. B. Whaley.

Sears—Two new executive positions in the merchandising division are announced. Chas. W. Harper succeeds Harold J. Stelzer as head of the sewing machines, vacuum cleaners, and floor polishers buying dept., succeeding Sidney L. Boyar, who has been named the new general mgr of the factory division.

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 goldtone (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, 100 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



Mid-summer utility promotions: incentives to help you sell

While the long, hot summer months continue, utilities throughout the nation are offering new and exciting promotions to help you sell your 1965 lines of major appliances. Their efforts are not only keyed to the products that move best at this time of year, but also to giving you some fresh ideas and pointers on how you can make your cash register ring with sales during the summer months. Here are some of the programs now being offered. The promotions include cash bonuses for your salesmen, customer incentives and gifts, and co-op advertising allowances. Check this list for the utility in your area, or contact your local utility representative for aids and incentives to help you sell.

Tennessee—ranges, air conditioners: present through August 28. The Nashville Electric Service, Nashville, will send promotional material and bill stuffers to its 141,000 customers featuring the "Cooks Rings" electric range campaign. NES's newspaper, radio, billboard, and bus card advertising will feature electric ranges with a tie-in mention of the home air conditioning promotion. Check utility officials for additional information and dealer tie-in possibilities.

California—refrigerators, freezers: continuing through August. The Northern California Electrical Bureau, San Francisco, in conjunction with the Pacific Gas & Electric Co. is booming ahead on their "No Frost—No Defrost" refrigerator-freezer promotion. PG&E is mailing bill inserts to over 2 million customers, and has scheduled newspaper, radio, and television advertising throughout the two month campaign. Through PG&E's efforts, the July regional editions of *Sunset* and *McCall's* will carry full-page ads covering the campaign that feature "No Frost." NCEB will supply participating dealers with window posters, display cards, and promotional kits. NCEB also plans to offer you a special dealer incentive plan. Check NCEB for details on the dealer incentive program.

Arizona—refrigerators, freezers: present through August 31. The Arizona Public Service Co., Phoenix, is offering all "Reddy Recommended Dealers," except those dealers in the metropolitan Phoenix area, a batch of aids to help sell "No Frost" refrigerators, refrigerator-freezer combinations, regular freezers, and "No Frost" freezers. To cash in on this promotion, you must pay a \$10.00 participation fee. As a traffic incentive, customers who register in a participating dealer's store will get a chance to win four New York cut steaks in the APS weekly drawing.

As a buy-now incentive, APS is offering your customers a \$20.00 frozen food certificate when they purchase a "No Frost" refrigerator-freezer combination or freezer. (Dealers will be charged \$10.00 for the frozen food certificate on each "approved" model refrigerator-freezer sale and \$15.00 per certificate on each "non-approved" sale.) Each salesman making his quota of five sales will be given a gift from APS. The utility is giving its usual 40% co-op advertising allowance for all dealer-placed newspaper, radio, and

television spots. Check APS for dealer display material and additional campaign details.

Ohio—air conditioners, dishwashers: The air conditioner promotion ends July 23; the dishwasher campaign will continue through August. The Cincinnati Gas & Electric Co., in cooperation with the Cincinnati Enquirer, wraps up their annual "heating and cooling" air conditioner promotion this Friday, July 23. For dealers who missed his promotion, it is time to start planning for CG&E's dishwasher promotion, August 2 through August 27. While the promotion features dishwashers, other kitchen helpers—disposals, incinerators, and water heaters—will also be promoted during the campaign. The promotion will be sponsored by CG&E and the Cincinnati Post & Times-Star. Check CG&E sales counselors now for details on the "table setting" contest, dealer display material, and advertising allowances for the dishwasher promotion.

Connecticut—refrigerators, freezers: present through July 31. You still have time to cash in on the refrigeration promotion sponsored by the Connecticut Light & Power Co., Berlin. CL&P will give you a 25% co-op advertising allowance and special cash premiums on all "No Frost" refrigerator-freezer and "No Frost" freezer sales. Your salesmen will get \$5.00 each for the first two to five models sold, \$7.50 each for the next six to 10 models sold, and \$10.00 each for the last eleven to 15 models sold. (No cash awards will be given for sales of under two units or over 15 units.) Check CL&P for additional contest details and dealer aids.

New Jersey—water heaters: continuing through August 31. The Jersey Central Power & Light Co. and New Jersey Power & Light Co., Morristown, is offering you a 50% co-op newspaper ad allowance during their water heater campaign. JCP&L-NJP&L will give you \$20.00 for each "new user" sale and \$5.00 for each "replacement" sale. You can get additional information on the water heater promotion and dealer display material by contacting utility officials.

Minnesota—freezers: continuing through August 16. The Otter Tail Power Co., Fergus Falls, is offering your customers a Hamilton Beach electric slicing knife when they purchase a new or used "new load" electric freezer (10 cu. ft. capacity or larger qualifies) or any combination refrigerator-freezer that is frost-free in both compartments. In addition, the utility will be running extensive newspaper and radio promotions throughout the campaign. Check Otter Tail representatives for customer certificates and dealer display aids.

Oklahoma—clothes dryers: August through October. The Public Service Company of Oklahoma, Tulsa, will start its three-month "All Electric Laundry" promotion next month. PSC will give you a 33⅓% co-op newspaper advertising allowance, and will give your customers a \$20.00 cash certificate when they purchase a clothes dryer. The customer cash incentive for all water heater purchases is \$25.00. PSC has dealer display material and advertising mats available for all participating dealers.

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort®

OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2 FAMOUS ROLLER BEARING CRAWLER TREAD!

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE
TODAY

For Full Details And
Descriptive Literature

STEVENS APPLIANCE
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APPLIANCE TRUCKS

MODEL MRT
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Magnesium Strong!

MODEL SRT
Rugged, All-Steel
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SOLD ON A MONEY-BACK GUARANTEE!

Planning to change your address?

Please use this form to indicate your address change. We can best serve you if you can notify us at least one month in advance of your change. Attach the address label from your most recent issue of *Merchandising Week* in the space provided.

attach present label here

(Please print your new address below)

name & position

company

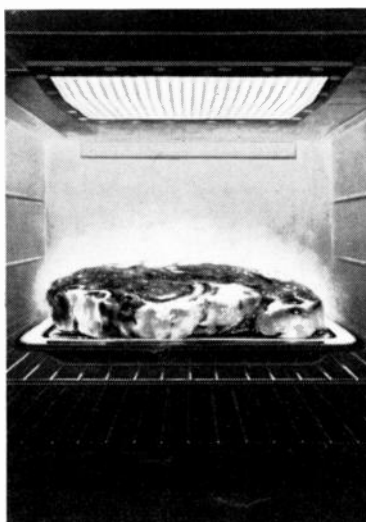
type of business (if retail, please indicate type of store)

street

city

state

zip



**This salesman*
believes in
good, clean cooking.
We believe
in filthy lucre.
Together
we can make you
a spotless
old philanthropist or
a dirty, rich old man.**

We've got the right "line" and the right deal—for the *right* dealer.

Who is he? First of all, he's a guy who believes he's in business to make money—*lots* of money. He wants to feature a quality, competitive line—one with top features to sell—one that gives him a genuine fair return for his efforts.

We go that far and a couple of miles beyond. For instance: real selling room . . . margins that make sense . . . pre-paid freight to your door . . . effective advertising allowances . . . regular local promotions . . . and on and on.

If you're biting at the bit to make more profits from cooking appliances, let's talk. It would be our pleasure to grow rich and old together.

TO: Mr. Roy Klein, President, Caloric Sales Corp., Wyncote, Pa. 19095
Dear Roy: *Nobody* could have a story that good. But I'll gamble 15 minutes with the phones off to let you prove it.

NAME _____

FIRM _____ TEL _____

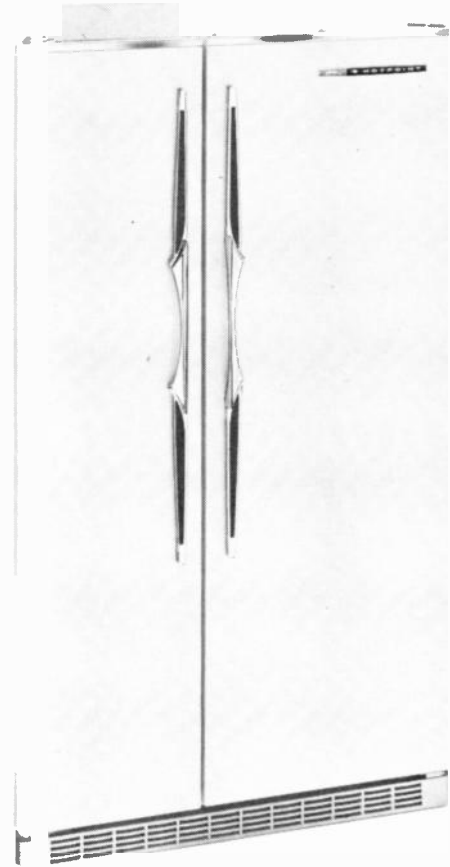
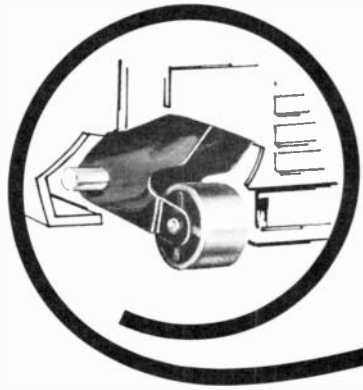
STREET _____

CITY _____ STATE _____ ZIP CODE _____

* Caloric's Exclusive Ultra-Ray® Broiler

Caloric®
CALORIC SALES CORPORATION, TOPTON, PA.

This new Hotpoint "21" rolls out on wheels



and it's sized to sell

(just 35³/₄" wide,
only 65¹/₂" high—
20.8 cu. ft. big!)



No other side-by-side measures up to this new Hotpoint "21". It's easier to sell because it holds so much, yet still comes *under* the critical 36" wide mark. Fits practically every kitchen. And it rolls out on wheels for easy cleaning in back. The big vertical freezer section has 6 shelves, plus 7 in the door for neat, convenient storage. The refrigerator has 3 sliding shelves (1 adjustable), 2 deep door-shelves, plus lots of other luxury features. Specifics: refrigerator is 12.88 cu. ft....freezer is 7.87 cu. ft. And both refrigerator *and* freezer defrost themselves. Isn't that about everything your customers could ask for? So sell 'em the Hotpoint "21" money-maker. Call your Hotpoint Representative today.

Hotpoint

first with the features women want most



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

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

MERCHANDISING WEEK

VOL. 97 NO. 29

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DIRECT LINE

FROM THE
HOUSEWARES SHOWS

The housewares industry plugs in for the big fall selling season:

retailers face the cross currents of sharp pricing and price protection

The housewares industry, more than ever, is operating off two major currents—actually cross currents—as it approaches the big fall selling season. The underlying current works off price protection. But the major current still operates off competitive pricing. Last week, at the Chicago housewares shows, both currents generated even more voltage.

Retailers will be switching from one current to the other this fall in order to come up with the merchandising program that best suits their needs. Like manufacturers, retailers have found they must play both sides of the street—both industry currents.

Price footbaling is sure to increase considerably this fall, especially in electric housewares. Buyers will not be surprised, for example, if they see a promotional slicing knife put out at a loss-leader price of \$5.95. After all, one must generate traffic.

Chances of making a buck are brighter, however, in electric housewares, as additional manufacturers promise price protection in one form or another, and as other producers add to their price-protected lines. And there is more fair-trade, more selective distribution, more dealer and distributor franchising, and more direct sell—all right along with more price cutting and more competition among retailers.

The spoils will go to the best jugglers—to those retailers who are best able to combine a price-competitive image with a most-profitable-possible assortment. Retailers, much more than ever before, now have the lines on which they can make a decent profit; manufacturers have filled the void.

Buyers worked hard in Chicago last week to come up with the “right” program for this fall. They especially sought promotional advertising funds, most particularly for demonstrators, because they know . . .

The retail sales force holds the key to putting across buyer efforts to further improve their profits. Buyers talked of consumers being in a trade-up mood, and of the need to transform that mood into a profitable reality on the sales floor. Self-service is not the answer to improved profits, and this explains the great growth in the number of demonstrators working retail stores within the last several years. It also explains why many manufacturers have designed packaging and point-of-sale material aimed at doing a better selling job—in case there is no salesclerk around.

New price-protection entrants in electric housewares include: Oster, testing its Imperial line; Hamilton Beach, fair-trading a deluxe electric knife, and undoubtedly its new Convertible cordless and plug-in combination knife (see p.35); Puritron—like Hamilton Beach, a division of Scovill—offering a Heritage line with copper styling; Udico, shipping a new department store line; and even General Electric, using selective distribution for its new Universal operation.

Westinghouse played up its Royal Lady line for the first time at the Show, bringing the line out of the shadows and into the limelight. The franchised line now numbers 17 items, seven of which were new for this Show.

The most competitive pricing showed up, as expected, among automatic slicing knives. The price cutting in that product area resulted primarily because of increased competition

among the more than 30 manufacturers now producing slicing knives.

Other products, too, were under the pressure of competitive pricing, including hair dryers, toothbrushes, toaster-broilers, and portable and lightweight vacs.

Even Teflon pricing seems to be heating up. As one distributor commented, “Someone’s bound to put that GE iron [with the Teflon-coated soleplate] out at some ridiculous price.”

There were plenty of new products introduced at the Show—in addition to the mixture of new price-protection programs and price-cutting activity.

New products that caught buyers’ eyes, as cited to MERCHANDISING WEEK, included: Mirra-Cote’s battery-operated towel rack for kitchen or bath; Robeson-Rochester’s electric corn-popper with glass popping bowl that doubles as a server; Electrix’ and Epic’s high-intensity lamps, among a number of new models shown by manufacturers; Combined Industry’s bathroom self-pole, for its use of color; Graff Enterprises’ bathroom cover ensembles, for its use of simulated fur; Trak’s and Kitchen Genie’s new broiler lines.

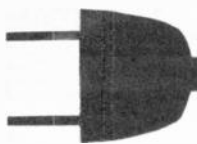
Also, Braun of America’s expanded line of imported electrics from West Germany; GE’s new power tool line, as well as its iron with Teflon-coated soleplate; Sunbeam’s shoe polisher, blenders, and salon-type hair dryer; Oster’s and Dormeyer’s remote-control salon-type hair dryers; Hanovia’s high-end sun-lamps; Woodpecker Product’s straw-covered kitchen and bath containers; Time-All’s and AMF Wen-Mac’s low-voltage outdoor lighting.

There was more that buyers liked among the new items: Dominion’s power manicure and “tower-shaped” toothbrush; Ronson’s two-speed blender; Westinghouse’s Pressure-Flo coffeemakers; Shavex’ sunlamp; Pearl-Wick’s new butterfly-shaped scales; Fesco’s three-dimensional plastic bath ensemble; Irvinware’s packaging on its gift housewares line; Selfix’ “plastic pegboard,” which features a self-sticking surface for wall mounting; West Bend’s sculptured open-style broiler-rotisserie; Farberware’s new small-size Open-Hearth rotisserie; Sessions’ fertility clock and its football-shaped clock; Westclox’ Wee Winkies nursery alarm line; Waring’s drink mixer; and the buyers had words of praise for almost every humidifier manufacturer for styling and performance improvements.

Buyers also singled out a number of new slicing knives at the Show: Sunbeam’s line; Robeson’s Early American-styled line; Hamilton Beach’s Convertible; Troy’s transformer accessory, which converts a cordless knife to use on house current; Presto’s styling; and Rival’s and Dominion’s new cordless models.

Going into the fall selling season, retailers have a lot going for them: more price protection, more styled-up lines; plenty of new items to feature; hot-selling slicing knives and Teflon-coateds; stepped-up manufacturer advertising budgets, particularly for network and local tv spots; additional co-op advertising money; promises of demonstrators from fall housewares carnivals through the Christmas season; and, most importantly, an opportunity for the retailer—if he plays his cards right—to take home some extra winnings this year.

—Ed Dubbs



Teflon-coated electrics: big demand may bring shortages

The same thing that happened to Teflon-coated cookware last fall may plague Teflon-coated electric housewares this year—shortages of goods, or, at least slow deliveries from manufacturers. Electric housewares buyers at the Show expressed concern that they may not be able to get enough merchandise for the big fall and Christmas selling season. Some manufacturers, too, conceded there could be a problem.

Meanwhile, in Teflon-coated cookware and bakeware, shortages are a thing of the past. In fact, there is some evidence that supply may be exceeding demand, bringing on a softening of prices at retail.

In electric housewares, however, there is buyer and manufacturer belief that the industry is underestimating the sales potential of this area this fall. "This is especially true," points out Don Fitzgerald, president of Son-Chief Electric, "for the new items such as irons, percs, and waffle-irons, rather than skillets."

Other makers of electrics, including Dominion Electric Corp., see little trouble ahead. "We don't anticipate any fall Teflon delivery problems, because we have begun stockpiling for increased demand," says Dominion's Howard Bosh.

Buyer interest in Teflon-coated electrics centered on the two newest Teflon introductions: the iron and the perc.

The Teflon-coated iron soleplate was by far the most exciting item in Teflon, according to buyers. The GE unit was mentioned most often, although one other manufacturer, Son-Chief, also showed an iron. "I'm most impressed with GE's iron," exclaimed Arnold Myers, of Globe Discount City. "For our five stores, I don't think GE will be able to make enough."

The Teflon-coated perc did not receive nearly the enthusiasm of the iron. A great deal of speculation existed as to the value of a coated perc—not only among buyers, but also among a number of producers who had considered adding Teflon to their percs; even one manufacturer showing a Teflon-coated perc was not convinced of the need for the coating.

"I don't know what the consumers reaction will be to the Teflon-coated perc," said Coast-To-Coast's F. Archie Burgett, "and whether or not the Teflon will absorb the coffee oils."

Four firms showed percs at the show: Mirro Aluminum, Robeson Cutlery, Regal Ware, and Son-Chief. Son-Chief, showing the only perc with a Teflon-coated well, stressed the

well is located where rancid coffee oils and stains build up the most.

Doubts about the need for Teflon-coated percs do not seem to be keeping retailers from buying them. Teflon is such a magic word today that retailers feel customers will lap up everything with Teflon on it.

Frypans will still be the leader with the big share of the Teflon pie, both in electrics and top-of-range fields, according to buyers and manufacturers interviewed.

DuPont estimates that by this fall, 70% of the frypans sold—or about 6.5 million units, will be coated with Teflon.

Waffle-irons/griddles are beginning to show up from additional manufacturers, and are seen by many buyers as a sleeper item that will be hot this fall.

Cookware continues to do well. So well, in fact, that two of the three biggest names associated with stainless-steel cookware—Revere Copper & Brass and Ekco—have joined the Teflon craze not only by adding Teflon to their lines, but also by adding aluminum lines coated with Teflon.

Bakeware will be second only to

frypans in cookware sales this fall, say buyers. The muffin tin is expected to be a particularly hot seller.

In glass bakeware, Anchor Hocking and Jeanette Glass have remained the only two firms with Teflon coatings. However, a third face showed up from the metal makers, Wayne Ware, with a ceramic line of ovenware made by Anchor Hocking.

Pricing has held firm in electric Teflon-coated items, with the exception of excise tax reductions. And there seems to be little expectation among industry sources of any price footballing for some time. "We don't believe prices on Teflon electrics will get clobbered," says Dominion's Bosh. "We haven't seen any trend in this direction."

Cookware is a different story. Not only have some of the giant cookware makers, like Regal Ware, reduced prices, but also during the last six months, retailers have begun footballing Teflon-coated items—mainly frypans, but even sets. "In cookware, prices have begun to soften," one buyer said, "and I don't see anything that can reverse this situation. It boils down to this: supply is now greater than demand."

New in the field, but not with Teflon, is Descoware's enameled cast-iron cookware with Descoflon, a European process. Tufam, Inc. also offers a non-stick surface.

—Linda Timmel



Housewares makers see high profits overseas, plot invasion

"Sunbeam made 25% of its sales and 29% of its profits outside the U.S. last year." With this statement, Richard Oberly, president of Sunbeam International, was pointing up the tremendous potential of overseas selling in his speech at the NHMA Show session entitled "Selling Overseas Markets."

"Exporting is more and more becoming to be thought of as an orthodox activity by the average American businessman," noted Stanley M. Ford, president of the National Housewares Manufacturers Assn. (NHMA). However, Ford said, De-

partment of Commerce figures still show that only 4,500 consumer goods manufacturers—or less than 1½% of all U.S. consumer goods producers, including housewares makers—are selling anything overseas.

"We sold housewares in Japan," reported Peter Hughes, vice president of Ekco Americas Co., "which is something like selling refrigerators in Alaska." And at least one U.S. retailer sees an opportunity in the overseas market. Sol Polk, of Polk Bros., in Chicago, commented at the meeting that he is "very interested" in the possibility of ex-

panding his type operation to Europe through cooperation with a European partner.

The difficulties of exporting were enumerated by Richard Oberly, of Sunbeam International. Among these he listed the differences in electric safety and voltage requirements in various European countries and the growing competition of European manufacturers. Eastern bloc competition is also a growing threat, Oberly said.

Foreign marketing information is readily available, reported both Edgar Aronson of the First National

Bank of Chicago, and Anthony Buchar, Chicago field office director of the U.S. Department of Commerce. Aronson ticked off the services a bank can offer—socio-economic information, industry data, customer profiles, special export financing, and contacts—which, as one member of the audience noted, points up the tremendous complexity of exporting. However, Buchar urged the audience not to be frightened by the "mystique" surrounding overseas selling. He, too, urged interested companies to take advantage of market research facilities available.

Product styling: color me anything, but don't change my shape

The consumer, according to most buyers, is drooling over the "different" products, the "high-style" merchandise—one more evidence of the so-called "Cultural Revolution" sweeping the country. But if the July Housewares Show was any indication, few electric housewares manufacturers have yet received the word, with the possible exception of humidifier manufacturers (see p.35).

The trend seems to be to climb on board the accepted styling trend—not to introduce anything that might constitute sticking one's neck out. In looking for what is accepted as "high style" in style circles, only Braun Electric of America had anything to raise an eyebrow over. Really,

Braun, is bringing the U.S. no more than accepted European styling.

Not to say that everything sold in Europe should serve as an example. Europe can turn out "schlock" with the best of them. And the U.S. has a virtual monopoly on new product innovation. But high-end products from abroad feature styling utterly unmatched here. Most major American electric housewares manufacturers have adopted a wait-and-see attitude on styling, letting others assume the risks.

The picture is an interesting one. Take the old doctrine: you can sell 100,000 of anything. Take a burgeoning market for consumer products; take a market with tastes obviously

moving up. Put them all together and you have a high-styled product with a big ticket. But no one, in a seller's market, seems interested.

The result of all the factors taken together? Standard black Bakelite continues to give way to white or colored plastic, pursuing a trend of several years' duration. In line after line, handles on blenders have assumed a pristine purity. In other cases, where white has become old hat, color is beginning to move in—almost on the basis of finding something different just to be different.

In floor care equipment, particularly, it seems to have become a question of what one is going to do with color. Manufacturers are

saddled with two choices: go along with the majority and offer anything, so long as it comes in two tones; and offer a lot of different flavors—one for each of four or five different types of retail outlets.

The general rule seems to be: "color is safe; shape is dangerous." White trim creeps in here and there, but the shape is always the same.

Sad thought of the day: GE showed a spectacular assortment of Scandinavian modern products from subsidiaries in Europe. To sell here? No, to honor foreign visitors at the Show. Alongside the assortment was a stock American group of products to be exported to Europe. Play it safe.

—Robert K. Moffett

103 ways to make a killing in the slicing knife game

How many brand-name slicing knives are there on the market? More than 100—exactly 103 by MERCHANDISING WEEK's count at the housewares shows. That adds up to Product Proliferation—with capital P's.

The retail problem this fall will be to make a buck on slicing knives—not an easy task. However, buyers do have some tricks they plan to use to make the knife picture profitable.

By this fall, 32 manufacturers will be shipping automatic slicing knives; the word "automatic" is replacing "electric," since more cordless rechargeable versions are available from more sources. Last year, some five or six manufacturers sliced up most of the knife business. This fall, sales are expected to at least double last year's volume.

Manufacturers are jockeying to hold onto their business or to make inroads into the market, in light of the increased competition. Producers are using all the tricks in the book: sharp pricing, reflected in lower lists; new styling and features; volume discounts; co-op money galore; demonstrators; big tv ad budgets; and, in some cases, even promises of price protection.

Examples of the competition pressuring manufacturers were easily noticeable at the Show. Hamilton Beach, for example, called a hastily scheduled press conference at mid-week to unveil its first cordless knife—to be shipped this fall. The Hamilton Beach booth appeared much quieter this time around, compared to January, when buyers crowded into the company's space. There is little doubt that the new knife was put into play by Hamilton

Beach to liven things up a bit.

Sharp prices on promotional knives were quoted to volume buyers by secondary-brand manufacturers. The pricing pressure clearly was on them. The printed price sheets generally showed the lowest-priced knife at about \$7.75 dealer cost. But in gross lots or better, the same knife could be purchased for at least \$1 below the printed figures.

Lower name-brand pricing put the pressure on the promotional firms; GE sliced pricing on its line, and the going retail price on its leader model appears to be settling at about \$12.44. A GE knife the consumer can buy for \$12.44 may be much more attractive than a promotional secondary-brand model at under \$10—at least in the eyes of many buyers. Hamilton Beach, Sunbeam, and others are expected to be down there with GE. And slicing knives did not carry a manufacturers' federal excise tax.

Promotional cordless knives appear headed for a going price of \$18 at retail. To a great extent, the promotional cordless models are blamed for putting the pricing pressure on name-brand, plug-in, leader models, forcing down pricing all around.

Buyers are worried about profits, and many are clearly pessimistic. One New York department store buyer, satisfied—if not pleased—with the 18% markup he made on

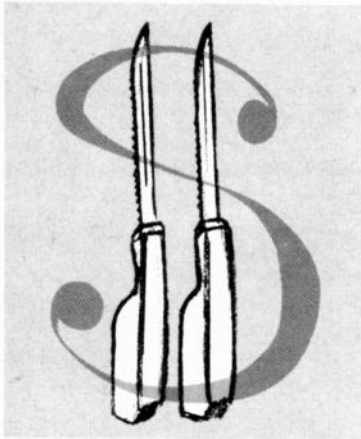
the GE line last Christmas, said he doubts he will hit anywhere near that markup this year.

The profit answer clearly lies in trading up the consumer—advertising low pricing, but then stepping up the customer once he or she gets into the store. To many buyers, the slicing knife lends itself well to trade-up selling; they believe that the slicing knife appeals to higher-income families, which are easier to trade up.

For trade-up selling, retailers will have a number of knives available on which there will be limited price competition, and some which will be price-protected. Hamilton Beach, for example, is fair-trading its \$29.95 model, and probably will fair-trade its new cordless unit at about \$50. Other producers also are promising price protection.

With some 100 brand-name knives available—not to mention expanded private-label lines—five competing retailers conceivably could each stock 20 knives, and still not carry the same model. Of course, that will not happen, since some lines must be carried to meet consumer demand.

The new Hamilton Beach knife operates either off its four batteries, or from house current, in case the user forgets to recharge it. The 115v AC current is stepped down and converted to 5v DC. Hamilton Beach hinted that a lower-priced version may be available by January. Troy Indus-



tries also is using a transformer approach for its cordless knives, marketing a separate unit that may be purchased to operate the cordless knives off house current.

Shopping the Show for knives proved time-consuming, as well as perplexing, for buyers. In the table below, you will find 103 reasons why.

Source	models	pkgs.
Aluminum Housewares	1*	1
Bersted (Fostoria)	1	1
Cory	1	1
Dominion Electric	2*	3
Dormeyer	1	1
Dry Harbor	1	2
Electrix	1	2
Endura	1*	4
Fleetwood Appliances	1	1
General Electric	2*	4
Hamilton Beach	2*	4
Imperial Knife	1	3
Iona	4*	6
Knapp-Monarch	1*	1
Manning-Bowman	1	1
Merit Enterprise	2*	5
Presto	1	2
Remington (Sperry Rand)	1*	1
Rival-Magic Hostess	3*	8
Riviera Appliance	3*	10
Robeson-Rochester	1	3
Ronson	1	2
Roto-Broil	3*	8
Shetland	1	2
Sperti	1	1
Sunbeam	2*	4
Swing-A-Way	1	1
Therm-O-Ware	2	6
Troy	2*	7
Universal (closeout)	1	3
Van Wyck (Sunmade)	1	1
Westinghouse	1	4
Totals	48	103

*includes cordless models

Heater and humidifier manufacturers court retailers with style

Buyers of heaters and humidifiers at last week's Housewares Show might well have been at a fashion show. The accent was on styling: a furniture look in humidifiers, and a slim-line look in heaters.

Numerous early-buy specials and dating programs were offered for both products, but particularly by humidifier manufacturers. Sunbeam, for example, has announced a redating policy on humidifiers: distributor inventory as of next March can be redated to Dec. 10, 1966.

Heater sales should rise slightly, reflecting the increased use of styled-up models by middle-income consumers as a supplement to central-heating systems. And every indication points to a quickening of the steady growth that has marked humidifier sales during past years. Manufacturers are claiming that this will be the boom year for humidifier sales.

Price cutting, often the bane of the housewares industry, has not yet affected humidifier sales. At present, retailers are sticking close to suggested list prices, thereby earning a plump 30% (average) markup. Staying at list on humidifiers has been no problem: saturation of the market is still low, and these big-ticket

appliances do not lend themselves to quick-sale promotions.

One major problem—education of salespeople and the buying public on the value of humidifiers—is abating. "We're over the hump on that," said one manufacturer.

Buyers want quality—the step-up models in heaters and humidifiers. Heater buyers at the Show favored unobtrusive design and instant fan-forced heat. Portable baseboard heaters provoked mixed reactions: Cory and Titan say baseboards account for a large share of their sales, Lasko and the Bersted division of McGraw-Edison report "fair" sales reaction to baseboards.

International Oil Burner Co., which manufactures portable as well as permanent baseboard heaters, has experienced steady sales gains on its line of "hot water heat" portables, according to a company spokesman. Compact desk-top heaters are expected to make more inroads into the market this fall. Norelco entered the compact field for the Show, joining Hanovia and Braun.

Westinghouse has added five new models to its line of Slim-Trim heaters in a strong bid to increase its share of market. Berns Air King has added three units.

Humidifier buyers want styling to match furniture, draft-free ventilation, and quiet operation. One Midwest buyer for a prominent catalog house said, "We are looking for units that will humidify an entire house, and do it quietly. We prefer the wheel-type models," he added.

Water with a high mineral content has created problems with some humidifiers. Gordon Zeller, of Ellisons Department Store, in Minot, N.D., reported "the model we carried last year suffered from corroded pumps and clogged filters. I'm interested in a humidifier with a cheap easily changeable filter, no water pump, no noise, and large casters."

Hoses for water filling are often included with humidifiers, though the length is seldom more than six or eight feet. Toastmaster, an exception, includes a 20-foot hose.

Midwest retailers are the leaders in regional sales of humidifiers in the U.S. More consumer education is needed in the Eastern states, some of which have the same amount of severe cold, dry winter weather as the Central states.

Midwestern retailers are leaders in regional sales of humidifiers in the U.S. Manufacturers believe more

consumer education is needed in the northeastern part of the country.

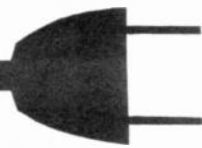
Eaton Mfg. Co. is backing up its Mystic Air humidifier line with a prolific merchandising aids package; in addition to paid local advertising, ad mats, and liberal co-op funds, Eaton is supplying retailers with reprints of doctors' appraisals and of articles on how to sell humidifiers.

Cory's Fresh'nd-air division introduced a 4-Season humidifier. Designed for year-round use, the automatic unit (water is filled via plumbing) has a heating element and a separately controlled fan; list price is \$89.95. Albion division of McGraw-Edison has added a heating element to its top-of-the-line model. List price is \$79.95.

Considerable buyer attention was captured by the new styling of two other units: an Oasis cabinet model, with a suggested list price around \$70; and by Toastmaster's end-table console, with a list price of \$109.95.

Berns Air King has beefed up its line with two promotional models and is fair-trading the others at \$10 below suggested list price. "You've got to have step-ups and you better have a complete line," said Berns vice president Bill Rosen.

—Robert C. Rowe



Personal care: buyers see a healthy beautiful future

Health and beauty housewares are a big beautiful business—all the way from hair dryers, through automatic toothbrushes and power manicure sets, to deep-heat massagers and whirlpool baths. And the health-beauty category is growing even more glamorous, as manufacturers expand their lines and buyers begin thinking increasingly in terms of a health and beauty shop and the products that can be displayed in it.

The hottest product in health and beauty at the Show was the salon-type hair dryer. GE and Sunbeam showed their first entries in this field; both new units have a suggested retail price of \$34.95. Oster and Dormeyer are showing new units with remote controls. Dormeyer's carries a \$42.95 suggested list. Oster's model will retail for less than \$38; the same unit, without remote controls, is "less than \$35."

"I think the salon-type hair dryer is going to be the biggest sales-producer among health and beauty products this fall," said a buyer for a five-store discount chain.

"Hard-top dryers will probably account for 30% to 35% of dryer

unit sales this year, and 50% of the dollars," said another buyer. "We're cutting back on our low-end bonnet dryers," he added. "There just isn't enough money in them."

"Why the interest in the salon-type dryers? 'It's a little like the transistor radio,'" said a drugstore buyer who also buys traffic electronics. "People bought a cheap 6-transistor model, got used to it, and wore it out. Now they want something better. Women who've had bonnet-type hair dryers now want something better."

How do manufacturers who now market salon-type dryers regard the entry of GE, Sunbeam, and other companies? "We think their advertising will build interest for the product in general," said Schick Electric. Schick thinks it has a good thing in its units, and has added two more salon-type models to its line.

Brother International is going to enter the hair dryer field, and Son-Chief is going to drop out.

Automatic toothbrushes are becoming smaller, more stylish, and more obviously safe in appearance. Ronson is adding a lower-priced trans-

former model that reduces the current in the user's hand down to a non-shocking five volts. A new Sunbeam unit has a detachable charger for travel. "There is a growing market for travel units," said one buyer. "A man who gets used to an electric toothbrush at home likes to have one on the road."

The DuPont automatic toothbrush was shown by Van Wyck International for the first time at McCormick Place. Retailing for \$9.95, the unit runs off four standard flashlight batteries that are in the rack. Why is DuPont making automatic toothbrushes? Said a Van Wyck spokesman, "There is a lot of plastic in this unit. And DuPont makes a lot of regular toothbrushes..."

Electric manicure sets drew buyer interest. A new Dominion unit has a small, light power handle, which the woman holds and into which the nail tools are snapped. The unit lists for \$18.95. A new Sunbeam set has a flexible power cable driven by a motor that is in a stationary circular base. Sunbeam says that when it suggests a price, it will be under \$23.

Commenting on power manicure

sets, one buyer said critically, "The trouble with them is they cost too much. A woman who wants one can get it for just a few bucks more in a high-end hair dryer."

"Massagers?" That's one product we're going to give greater space to," said a Texas buyer. Massagers are a bread-and-butter business, and buyers commented favorably on the Songrand "beauty bar" program. Infra-red heat with a massage seems to be the trend with new units from Oster, Songrand, and others. Pollenex has been a leader in the massager field.

Hanovia, Sperti, Shavex, and Braun sun lamps received some interest. The Braun unit was priced out at \$49.95, lower than previous indications. Buyers particularly like the combination of infra-red heat and ultra-violet light.

Boulevard Electronics and Songrand both showed whirlpool baths with suggested retail prices of \$249 and \$179.95 respectively. In the Boulevard, a woman in a bathing suit sat in a tub. Buyers were fascinated by her, not as fascinated by the product. —Wallis E. Wood

Clocks go offbeat as sales keep ticking along

"We wouldn't know where to put it," the buyer said. He pushed his way through the crowd surrounding Sessions' show-stopping fertility clock, named The Lady, and made off down the aisle with a look of puzzlement, still chewing on the problem.

He may not have known where the off-beat timing device belonged, but Sessions obviously did—right in the middle of its booth, surrounded by clippings indicating the free publicity The Lady already has attracted. Sessions marketing manager Dallas H. Edwards claimed sales were "fantastic;" as others at the Show saw it, however, The Lady's sales were secondary in importance; the big thing was the traffic The Lady pulled—which more than paid its way. Another manufacturer, though he expressed concern over the intimate

nature of the clock, wistfully conceded that misgivings or not, he might climb on board, too.

If The Lady had nothing else going for it at the Show, it was different, and buyer after buyer expressed the desire for "something different." They had ample chance to find it in McCormick Place. Among the offbeat offerings: Westelox showed its Wee Winkie line of decorator clocks designed as gifts for the up-to-five-year-old market. While marketing vice president R.L. Shaw granted the toddlers are not much at telling time, he believes the new models should cut deeply into the silver spoon gift market.

Also cited by buyers in the "something different" class was Haddon's Polk-a-lay-lee, a somewhat Orientalized and elongated version of a

ukulele with a cordless clock in the sound box. Haddon, emerging from the catalog field, is building a national rep organization.

The search for the exotic was only a reflection of the intense interest buyers were showing in decorator wall clocks; here, they all agreed, is where the profits lie in today's booming market.

And the market is booming, both manufacturers and buyers agreed, with every prospect of 1965 establishing a new all-time sales record. GE, with an unquestioned share of market that gives its words authority, is looking for a 10% growth in industry unit sales this year.

Pricing, too, had a fat sassy look, almost all agreed. Consumers, according to GE, were trading up, raising the average retail price for all

types of clocks from \$7 to \$8. Buyers were in universal agreement, citing the \$10 area as the volume price for decorator models, \$20 for cordless clocks.



Center of attention: The Lady

Floor care products ride the consumer trade-up trend

Floor care buyers at the Housewares Show last week agreed on one point: prices were surprisingly stable. As the trade-up trend in floor care products continues to grow, retailers seemed to be shopping features, rather than price.

Shopping the exhibits, it was clear that most of the manufacturers are riding—and riding well—with the lines introduced last January. They affirmed this year's sales pace has been excellent. And, although industry sales have been climbing steadily for the past several years, none foresees any letdown in demand. As an additional boost to sales, television spots for floor care products are now scheduled by several more companies (MW, 12 Jul., p.68), with Eureka be-

ing the latest entry into this area.

The low-end canister models are still very much in evidence, but retailers and manufacturers alike refer to increased trade-up buying at retail. Two bellwether high-end models introduced in January—Westinghouse's \$99.95 Converto-Vac and Eureka's \$129.95 Empress—are reportedly selling well above the original sales projections of the two companies. Eureka says it has had to increase production of the Empress, and Westinghouse claims the Converto-Vac is selling "very satisfactorily."

At the same time, another indication of the market comes from Westinghouse. In January, that company admitted it hoped the Converto-Vac

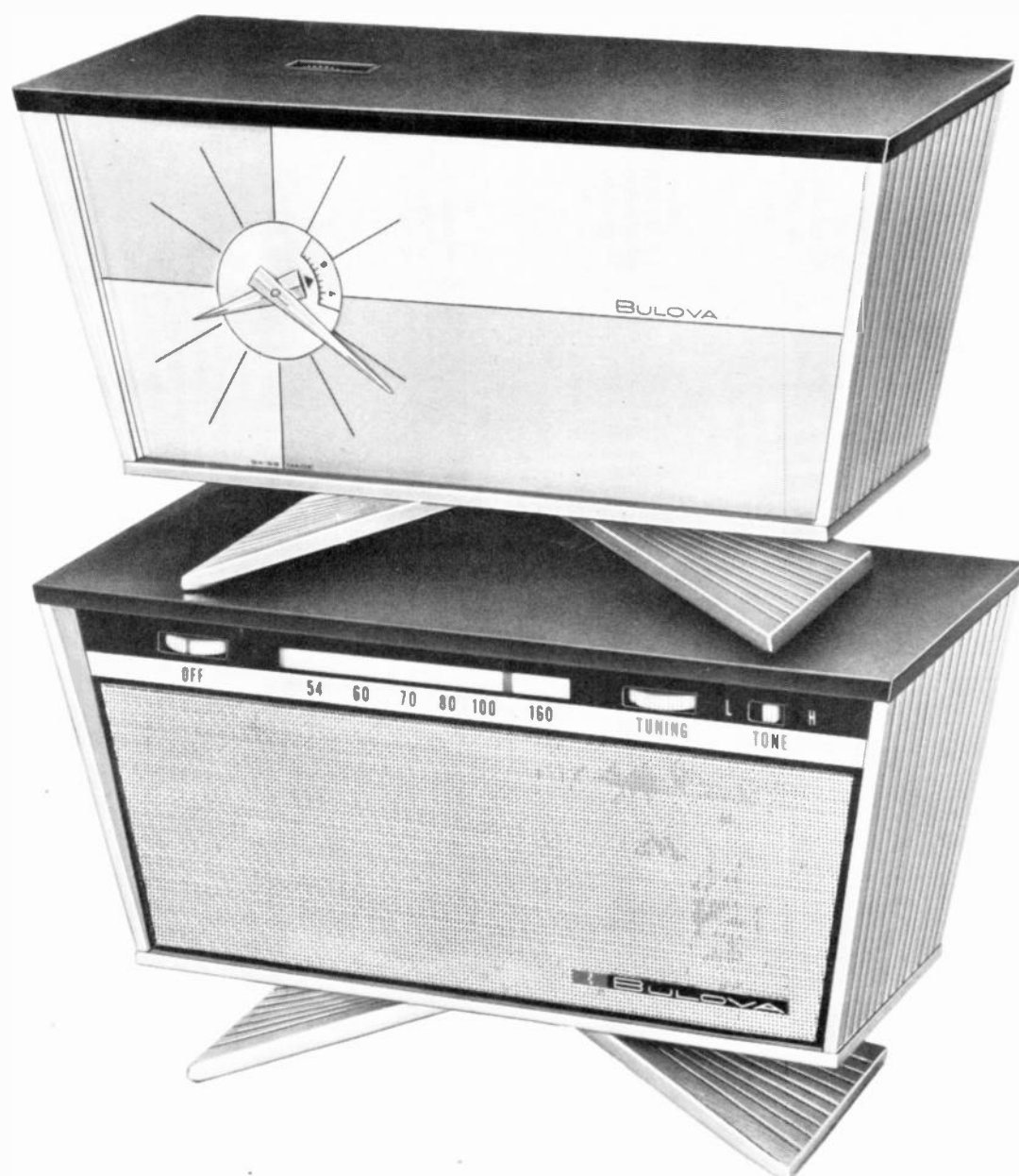
was an answer to nose-diving canister prices; last week, it cut the price on two of its canisters. Model VC25, which retailed for \$44.95 in January, has been cut to \$39.95; the \$29.95 VC15 promotional canister has been moved to open list.

Portable vacs took a back shelf at some booths at the Show, but some companies—notably GE—were spotlighting their models. "Men are the main buyers of portable vacs," one retailer commented. "If a man and wife come into the store, it's always the man who buys a portable to use in his workshop or in the garage on his car. It's the women who buy the high-end models."

Lightweight vacs also are benefiting the trade-up trend. Eureka's \$25

unit reportedly is outselling its \$19 model, and Regina also is getting its best volume among deluxe models. However, promotional emphasis is expected to continue to focus on the under-\$20 models.

Shampooer-polisher sales are up slightly. Sunbeam has moved the foam-dispenser outlet to the outside-front on its two new shampooers (\$34.95 and \$39.95), as it makes the perennial pitch that shampooers are one of the industry's biggest sleepers—and bound to boom soon. Shetland's restyled shampooer-polisher line opens at \$19.95, and ranges all the way up to \$89.95. Most manufacturers agreed that the low-end models are selling best, but with a trade-up trend working here, too.



(Two-faced!)

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

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

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

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

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

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

BULOVA RADIOS AND PHONOGRAPHS

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

- ☐ Please have a representative call on me as soon as possible.
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Getting attention is great...*keeping* it is even greater because this business thrives and strives the year 'round. Sustain interest...maintain momentum...tell your story big, bold and *often* in *Merchandising Week*. Most powerful. Most penetrating. Zeroed-in retail coverage that picks the bone clean. Monday-morning impact again and again, week after week. Sustain where? In *Merchandising Week*!

MERCHANDISING WEEK

The Interpretive News Weekly

INDUSTRY TRENDS

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

	date	1965	1964	% change
FLOOR CARE PRODUCTS				
floor polishers	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
HOME LAUNDRY				
dryers, clothes, elec.	May	55,906	43,758	+ 27.76
	5 Months	410,919	358,357	+ 14.67
dryers, clothes, gas	May	27,427	27,868	- 1.58
	5 Months	209,239	203,152	+ 3.00
washers, auto. & semi-auto.	May	261,889	246,442	+ 6.27
	5 Months	1,410,550	1,341,765	+ 5.13
wringer & spinner	May	53,123	54,349	- 2.26
	5 Months	237,807	262,787	- 9.51
OTHER MAJOR APPLIANCES				
air conditioners, room	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

CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	March	270,492	165,535	+ 63.40
	3 Months	718,710	506,393	+ 41.93
distributor sales	March	239,209	179,204	+ 33.48
	3 Months	703,060	502,312	+ 39.96
phonos, mfrs. ship., console	March	128,298	129,751	- 1.12
	3 Months	385,931	360,410	+ 7.08
distributor sales	March	136,264	144,880	- 5.95
	3 Months	366,549	375,196	- 2.30
radio production (ex. auto)	July 2	301,770	187,487	+ 60.96
	26 Weeks	6,536,482	4,779,191	+ 36.77
distributor sales	March	1,056,047	769,425	+ 37.25
	3 Months	2,641,069	1,978,911	+ 33.46
b&w television production	July 2	143,002	131,462	+ 8.78
	26 Weeks	3,969,084	3,893,456	+ 1.94
distributor sales	March	662,775	687,746	- 3.63
	3 Months	1,904,302	1,920,363	- .84
color television production	March	205,577	106,400	+ 93.21
	3 Months	502,857	286,227	+ 75.68

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

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



WHAT MAKES MAYTAG DEPENDABLE



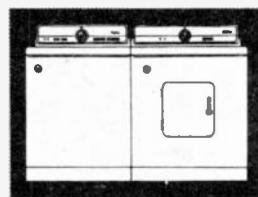
40-year-old parts

The men in our parts department might have to dig down a little, but if asked they could probably replace every single part in a 1922 (Model 80) Maytag, of which thousands are still in use.

Keeping a good parts inventory is an important part of any appliance manufacturer's business. But when you have to keep a parts inventory that goes back 40 years, that says quite a lot about the way you build your product in the first place.

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

MAYTAG



the dependable automatics