

MERCHANDISING WEEK

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ON THE INSIDE □

◀ □ □ □ **Downtown's comeback:** The first in a series on the retailer's stake in taking action to revitalize downtown business areas in cities across the nation. The first stop: Louisville, Ky., where merchants first generated a master plan (and the scale model shown here), and are now making it a reality.....p.10

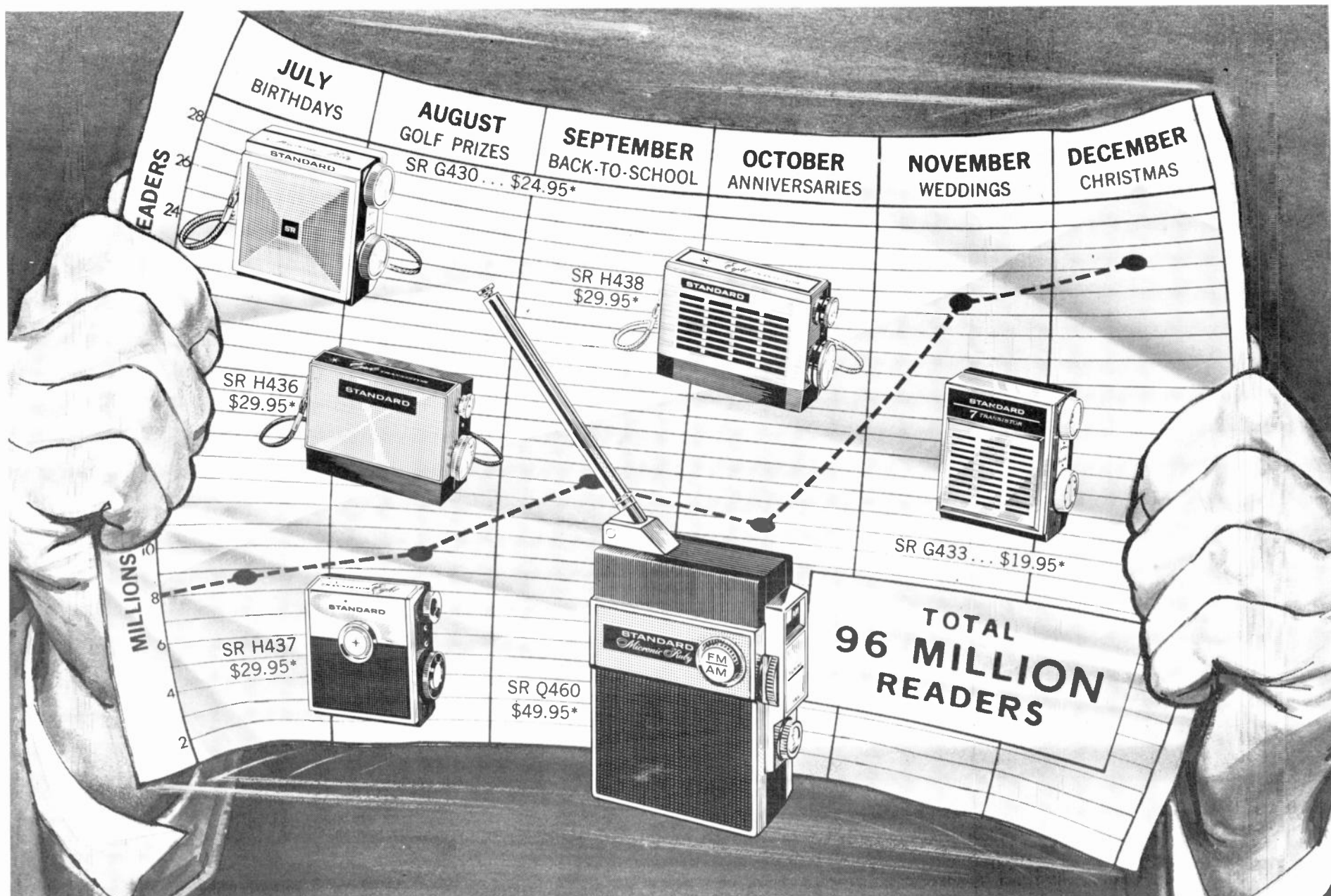
AT PRESSTIME □

□ □ □ □ **Pro football in color:** CBS continues to enrich its color tv schedule. The latest addition to its already impressive color lineup: coast-to-coast broadcasts of four National Football League games, including the championship next Jan. 2. First game scheduled for color is the Thanksgiving Day contest between the Baltimore Colts and the Detroit Lions. The other games: NFL Playoff Bowl on Jan. 9, and the NFL Pro Bowl All-Star game on Jan. 16.

□ □ □ □ **A 27-inch P-7 range** will be introduced next January by General Electric. Meanwhile, the company is hammering away at the replacement market with its 24-inch P-7 self-cleaning oven.

GE is hitting hard with a direct-mail campaign, in conjunction with full retail displays and consumer advertising—all aimed at the replacement market. "Today there are almost 6 million built-in ovens in use," a GE spokesman said, "of which 1,521,000 are over eight years of age and ready for replacement."

□ □ □ □ **Tape cartridge standards** have been set by three leading West German home electronics manufacturers with an eye
continued on p.3



STR-R-R-R-ETCH

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NOTE

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Retail
Prices**

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on the world market, reports McGraw-Hill World News from Bonn. Grundig, Telefunken, and Blaupunkt have agreed to use two cartridge sizes—both designed by Grundig. The accord aims at greatly enlarging the international program exchange and, to some extent, on concentrating competitive strength against other cartridge manufacturers. Grundig already indicates strong interest on the part of other European, American, and Japanese manufacturers for the two types—DC (double cassette) 90 and DC 120, which have 90 and 120 minutes of playing time, respectively. The Germans, who are currently turning out 2- and 4-track tapes, regard 4-track as a maximum system.

□□□□ **MW's expanded research facilities** will be headed by Murray M. Benson, newly appointed Director of Research. Prior to joining MERCHANDISING WEEK, Benson has been active in consumer and industrial research for the past 15 years, covering field interviewing, new product development, and market analysis. Most recently he was project director and business manager with Strategic Marketing Co.

□□□□ **Marquette is in consumer electronics**, selling a two-piece stereo unit and a stereo-tv combination door-to-door. Base price for the stereo Marque 400 is \$299. The Marque 600 combo has a base of \$399. These prices can be stepped up through a variety of options.

The 600 is the 400, with the option of a 19-inch b&w tv set. The units are offered in a choice of wood finishes. The tv screen on the 600 is back-to-back with the stereo console. The unit can be swung around on a pivot base, facing either the console or the tv screen into the room. Marquette has moved into Minneapolis, Seattle, Portland, Boston, Dallas, and Fort Worth.

□□□□ **Sony's color set** is finally making its way into the living room—that is, in a few Tokyo living rooms—reports McGraw-Hill World News. Customers in Osaka will have to wait another month or two before they can purchase Sony's 19-inch color set. And potential customers in New York and Chicago can plan on waiting a much longer time for this receiver. Obstacles to truly wide distribution remain: production is low and a \$550 retail price in Japan effectively bars export. Big bottleneck is still the 3-gun Chromatron tube.



On sale: Sony's Chromatron color set

Echoes of the excise tax cut: a chance for hearings

The House Ways and Means Committee may call a new round of excise tax hearings to determine how much of last month's tax cut is being reflected in lower retail prices.

Committee chairman Wilbur D. Mills (D-Ark.) said last week that such a progress report session is "possible." But Mills said he had not yet had a chance to look personally into pricing since the tax reductions. He said he had not decided whether or not hearings should be called—and if so, when they should be called.

Rep. Charles A. Vanik (D-Ohio), a Ways and Means Committee member who has been looking into pricing (MW, 12 July, p.3), clearly would

like to take part in such hearings.

Vanik admits that the price surveys made by his staff in Washington and at his home base in Cleveland have been "limited in scope." But in releasing a new list of Washington prices last week, Vanik continued to "note with dismay" items on which he said the tax cut was not reaching the consumer.

"There has been definite improvement as indicated by our third study in [appliance] retailing outlets in Washington," Vanik said. "We are pleased with [these stores'] progress."

"However, when looking over the sheets of results," he added, "it is not too difficult to see that on certain

major appliances and home entertainment units, prices do not satisfactorily reflect the excise tax reductions due to the consumer."

Vanik said that if the retail prices are accurate reflections, some manufacturers have not yet passed on excise reductions.

Under orders from the White House, President Johnson's Council of Economic Advisors (CEA) is conducting a nationwide study to gauge how the tax cut is being passed on. But the Council's report is not expected for two months or more.

Vanik last week asked CEA Chairman Gardner Ackley to release figures gathered by the Bureau of La-

bor Statistics "as soon as possible."

"I am still gravely concerned that the excise tax reductions are not being passed on in all quarters to the American consumer," the Congressman said in a letter to Ackley.

The Labor Department's consumer price index, to be released this week, will reflect the retroactive tax cuts for air conditioners and autos, but will not throw any light on post-tax pricing for other articles.

The index for June is based on surveys taken before June 22—when the tax reductions went into effect. Any excise-based price breaks will not show up until August, when the July index is released.

Experts examine the economy: good health to continue

The nation's pulse-takers, after making their semi-annual probe of the economy, have issued a positive report. The University of Michigan's Survey Research Center and a group of top business leaders agree that business has been fine during the first half of the year; and, though business may slow a bit in the second half, the experts maintain that the current term of good economic health will have a long life.

"Optimism has spread during the past year," says the research center in its latest quarterly report on consumer attitudes and buying intentions. "The opinion that this is a good time to buy predominates."

However, the researchers did find

that while consumers are viewing their economic welfare and long-term business prospects more and more favorably, expectations regarding the short-term outlook have become somewhat more cautious. "Buying intentions for major household goods and automobiles have fallen below the June 1964 level," the research center reports. But the researchers whitewash this trend by saying, "Given both favorable income prospects and optimistic attitudes, one probably should not attach too much weight to the decline in buying plans."

"Business has been surging ahead of last year by a comfortable margin," reports Austin T. Cushman, board chairman of Sears Roebuck.

The margin is nearly 8% larger than most retailers, including myself, had anticipated last fall for the first half of 1965."

For the second half of the year, however, Cushman sees a slight slowdown in the rate of growth. "While I am definitely optimistic about the chances for further gains in retail sales during the second half of 1965," he says, "I believe it would be realistic to expect some slowing up in the rate of advance, particularly in the next few months. In terms of percentages of increase over the last half of 1964, my guess is that retail sales as a whole will record a 4½% gain in the last six months of 1965."

"In considering retail prospects for

the second half," Cushman says, "one should bear in mind that the combination of the excise tax cuts and increases in social security payments this fall will provide a good underpinning to consumer spending. The impact, however, is not likely to be as dramatic as that associated with the income tax cut last year."

Appliance sales and production in 1965 will surpass the 1964 level, forecasts Robert P. Gwinn, president of Sunbeam Corp. "But the rate of further expansion is likely to be lower than we have enjoyed since 1963," he adds. "For the appliance industry as a whole, the rate of expansion in 1965 relative to 1964 is likely to be about 6%."

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Model 13T04

TV viewable area: 11"-60 sq. in. / 16"-125 sq. in. / 19"-172 sq. in. / 23"-282 sq. in.

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The Name That's Meant Business for 50 Years
Today, more than ever—Better Style, Performance and Value



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Tremendous Variety — 17 different models — wide choice of styles, colors and finishes for all customers ■ **More Promotable Models** — The lowest priced 19 and 23 inch remote control sets, an 11 inch Price Leader and “Exclusive Feature” Models — all surefire sales-getters ■ **Bigger Dollar Margins** — Every model priced for bigger profit mark-ups ■ **Sales Assurance** — Rigid specifications, the finest components, Emerson’s exacting manufacturing controls, and the industry’s most exhaustive performance/shipping/home-use tests result in **The quality to profit with.**

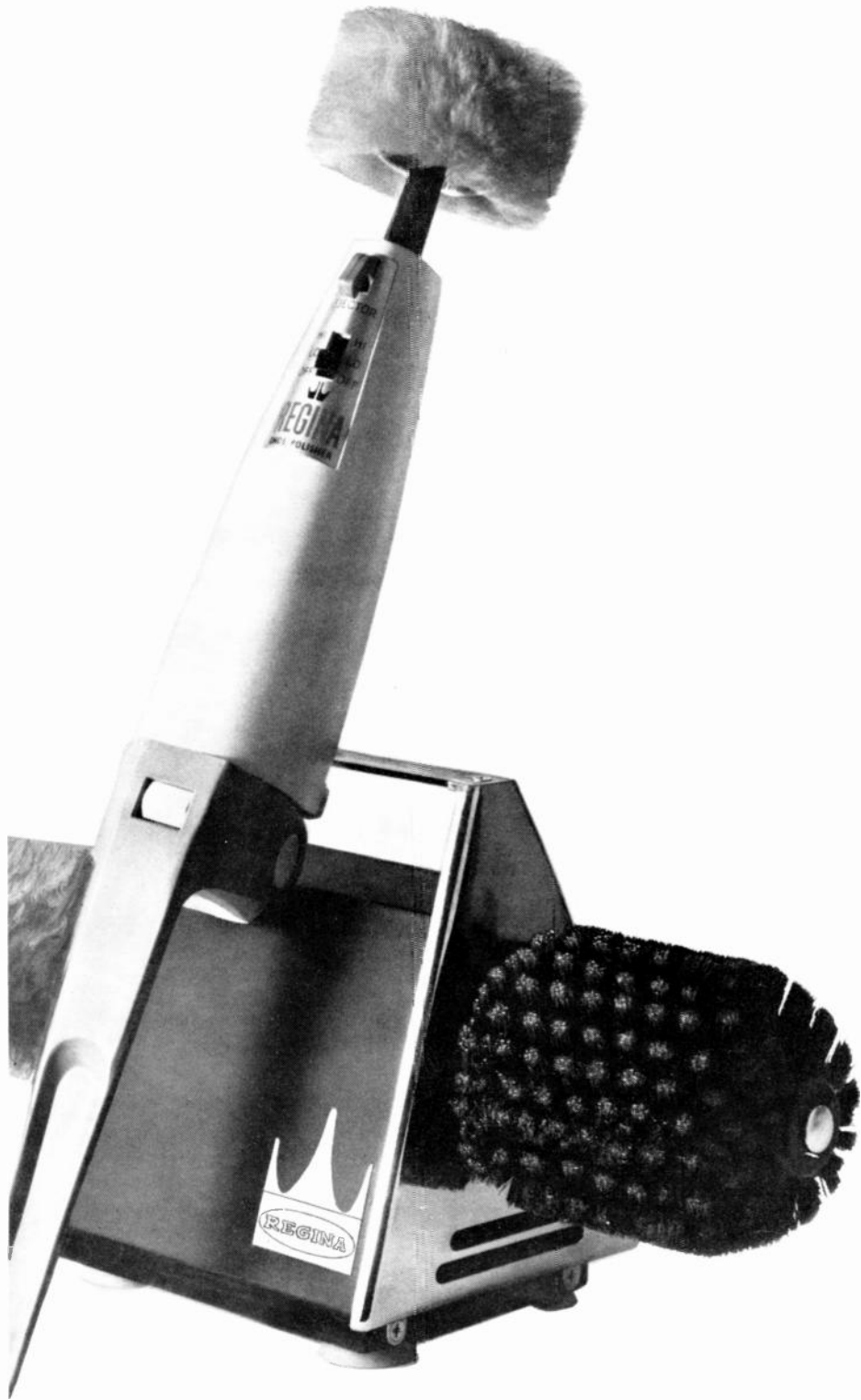
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REGINA 

WASHINGTON

□ □ □ □ **Newest threat to CATV:** the telephone companies. While the community antenna television (CATV) industry is switching channels to focus on this threat, the dispute with broadcasters and the Federal Communications Commission (FCC) is still a major concern, said president Frederick W. Ford of the National Community Television Assn. (NCTA) last week in Denver. Another worry is proposed omnibus copyright legislation that would make CATV systems pay copyright fees for programs they take off the air. But of more pressing importance is the entry of telephone companies into CATV operations.

Ford said it has appeared "for some time as though the telephone industry in the U.S. had determined to use its vast economic power and the strategic position of its poles in the public domain to take over the community antenna television business." The NCTA board of directors ordered a staff inquiry into the telephone industry's plans.

Bell System and other telephone companies have filed tariffs in more than 20 states "to provide virtually the entire physical plant for CATV systems at public utility prices," the board commented in a policy statement. "Many owners and prospective system owners view this development as outright entry into the CATV business by the telephone industry and assert that this, together with the telephone companies' ability to restrict or prohibit use of utility poles [for carrying CATV lines] . . . could sound the death knell to future CATV development outside the control of the telephone companies."

□ □ □ □ **Representative Oren Harris predicted** "important changes in attitude on the part of broadcasters as well as the FCC." The chairman of the House Committee stated his firm belief "that both broadcasters and the commission are becoming aware that the economic philosophy of continuing scarcity should not be imposed on the American scene." And Harris (D-Ark.) again challenged "all segments of the industry to work together towards [a national television policy] . . . and to do their utmost to end the bickering and dissension which now prevail."

□ □ □ □ **The Justice Dept. appears to be softening** its attitude toward geographical and other restrictions placed by some manufacturers on franchised dealers. In the two years since the Supreme Court said it wanted to see more cases before putting a flat antitrust ban on such franchise restrictions, lower courts have upheld manufacturers' contentions that some limits are essential. The Federal Trade Commission, with two test case losses, has pretty well taken itself out of the field. And now the new head of the Justice Dept. Antitrust Division, Donald F. Turner, says his staff is drawing guidelines for territorial and customer limitations.

□ □ □ □ **A greater crackdown on consumer deception** and unfair competitive practices was urged by FCC Chairman Paul Rand Dixon when he exhorted his staff to show an "increased sense of urgent purpose and determination" in dealing with these problems. Prime target in a national campaign to correct abuses would be false and misleading advertising.

E. B. Weiss on private labels: the pressure is on name brands

"Meet the new pre-sold national brand," writes E.B. Weiss, "The private label."

Weiss, probably best known to appliance retailers for his views on "the death of the independent retailer," is a vice president and director of special merchandising service at the Doyle Dane Bernbach advertising agency. He has just released a new study on private labels that should interest retailers, wholesalers, and manufacturers.

"The private label is on the march," Weiss wrote in 1959. "The battle of the brands is now joined. This is a marketing battle between manufacturers' pre-sold brands and the pre-sold brands of wholesalers and retailers."

That was in 1959. Today, Weiss marshals evidence to show his prediction is coming true. And while Weiss is interested in all marketing—from food to underwear—he has important things to say to the appliance industry.

What is a private label? Weiss says "the term 'private label' actually defies definition," and, as a matter of fact, "can no longer be distinguished from any other type of pre-sold label."

As an example of what he means, Weiss points out that Sears either owns outright, or has controlling interest in, or participates financially in, the suppliers whose lines account for about 40% of Sears' \$6 billion volume.

"Are the Sears labels used for these merchandise lines *private* labels—or *manufacturers'* labels?" Weiss asks, and adds parenthetically, "They are clearly pre-sold labels because Sears is one of the largest advertisers in the nation."

Weiss argues persuasively that when a chain like Sears, Ward, or Penney puts its name on a product, (and gives it space in the catalog, space on the retail floor, and space in the company ads), the product is pre-sold. This pre-sold brand competes with the nationally advertised manufacturer's pre-sold brand. Indeed, Weiss contends there are some private-label products that receive more advertising than the manufacturer's brands. Weiss also feels that the traditional unadvertised, unknown, private-label products are going to shrink in importance as the manufacturers' and the retailers' (or wholesalers') pre-sold brands struggle for domination.

The future is none too secure for manufacturers' brands. Weiss quotes an RCA Whirlpool executive as say-

ing, "We supply many and varied services to our RCA Whirlpool distributors and dealers which we do not supply to Sears. They supply their own. Quite naturally, we must charge for these services. They include such items as national and local advertising, display materials, literature, sales training, field warehousing, credit facilities, and various others which are factors in the pricing formulas of most manufacturers of national brand appliances."

Here, in a nutshell, is why "giant retailers believe they may some day achieve a larger volume on their own brands than the volume done by manufacturers' brands," says Weiss. "Giant retailers insist that they themselves can supply the many and varied services referred to by the RCA Whirlpool executive, at a lower total cost than can the manufacturer, and they contend that they can—and do—pass these savings on to the shopping public."

What can be done to meet this new kind of private label competition? There is not much individual retailers or wholesalers can do. Unless something drastic happens (like war or government action), the giant chains are going to grow stronger and small stores are going to grow weaker. Weiss does have suggestions for manufacturers:

"Manufacturers may find it wise to conclude that we are finally coming into a true brand era—an era in which the lion's share of total volume will be done on known and advertised brands. The fundamental issue in the new battle of the brands is whether the manufacturers' known brands will dominate—or whether the distributors' controlled brands will climb to the top of the totem pole."

"All costs involved in marketing manufacturers' brands will have to be rechecked. The manufacturer's brand may not indefinitely be able to bear a higher price tag than the identical item made under a distributor-controlled label."

Weiss concludes by saying "fundamentally, no matter what manufacturers may do, our giant retailers are determined to expand their own brand programs. It is for each manufacturer to determine that he will not suffer from this goal of our giant retailers—and to redouble his total efforts to this end." One hopes manufacturers can work with retailers to find solutions to the private label competition—a solution that will cause neither to suffer.

—Wallis E. Wood

□ □ □ □ **One million Lear tape cartridges** will be purchased this week by International Tape Cartridge Co. (ITC), of New York City. ITC plans to release 500 pre-recorded selections on the Lear cartridges in August, then release 50 selections per month from then on. The cartridges will use a new tape developed for ITC by Tape Master Inc., of Anaheim, Calif.; they will play 30 minutes of tape and will retail at \$5.95. ITC president Larry Finley said the cartridges will be sold to automotive and home electronics distributors.

□ □ □ □ **Martel's cartridge tape player** will be marketed in the East, after 1½ years of concentration on West Coast sales. In September, both the \$159.50 stereo car unit and the \$119.50 home unit will be marketed through more than a dozen Eastern distributors under the SJB label. George Rose, national sales manager of Martel, says the unit also will be sold under 10 private labels, and that the car unit will be optional equipment for one major auto manufacturer by the end of 1965. Rose reported 50,000 units already have been sold to distributors; he anticipates total sales of one-half million units this year.

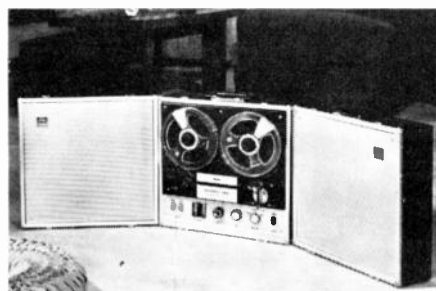
□ □ □ □ **Japanese radios from Puerto Rico:** Matsushita Electric of Japan (Panasonic) is currently negotiating with Puerto Rican authorities for a plant there, reports McGraw-Hill World News from Tokyo. The major attractions: (1) Matsushita would not be subject to U.S. tariffs, or to quotas imposed by U.S. on foreign products; (2) the Puerto Rican wage scale is lower than the scale anywhere on the U.S. mainland; (3) there would be savings on shipping larger home entertainment products (e.g., tv and stereo phonos). Matsushita does not have specific plans yet, and it has not applied to the Japanese government for permission it would need to operate overseas. Last year, Matsushita's total exports amounted to \$79 million; about a third of this total was shipped to the U.S.

□ □ □ □ **A call for help** came from the presidents of Japan's five top electronics firms last week, reports McGraw-Hill World News from Tokyo. In the hope that stepped-up production of color tv sets for both domestic and foreign markets could recharge Japan's failing economy, the manufacturers asked Prime Minister Eisaku Sato to help obtain a waiver on the commodity tax, which now stands at 7.1% of retail price for color tv sets, but is due to jump to 10.3% in April, 1967. The delegation included Toshio Doko, president of Toshiba (Tokyo Shibaura Electric Co. Ltd.); Kenichiro Komai, president of Hitachi Ltd.; Masaru Ibuka, president of Sony Corp.; Kenzo Okubo, president of Mitsubishi Electric Corp.; Toshio Iue, president of Sanyo Electric; and Masao Tsuchiya, managing director of the Electronic Industries Assn. of Japan.

□ □ □ □ **Phonograph records spun a sales record** in 1964, as manufacturers' sales soared to an all-time high of \$275,530,000, reports the Record Industry Assn. of America. Sales in 1964 were up 9.2% over the 1963 figure of \$252,220,000. A big 76% of the 1964 total came on sales of long-playing record albums. Of that 76%, stereo albums accounted for 45% of sales; and 54% of all stereo albums sold were classical albums.

New Toshiba tape recorder is tailored for U.S. market

Toshiba has designed a semi-professional stereo tape recorder with solid-state circuits for the U. S. market and will begin selling it here as soon as an importer has been selected, reports McGraw-Hill World News from Tokyo. The 2-channel, 4-track, vertical recorder features an OTL output circuit and tone quality compensator; it sells for \$202.78 in Japan.



APPLIANCE-TV

□□□□ **Symphonic** has been tempted into trying the cartridge tape player market this fall. It will introduce two Tele-Pro units for home use—a monaural unit at about \$100 and a stereo unit at about \$150—both under the Symphonic label. Tele-Pro will provide the decks; Symphonic will provide the electronics and cases. Symphonic senior vice president Joel Zimmer said, “We don’t want to tool up until we are sure the Fidelipac cartridge is the one the recording companies are going to use.” Initial distribution will be on the West Coast.

□□□□ **Singer** will buy no more **Magnavox** merchandise now that it has terminated the two-year test program in 10 major markets. Singer is currently deciding what to do with all its experience in selling home electronic products while it sells off the remaining Magnavox inventory. Singer regards its test as a success and is currently discussing a private-label contract with Magnavox.

□□□□ **The tempo for the Waltz** is picking up, as the industry-wide home laundry promotion approaches the starting line. *Life* magazine will run a full-page ad in conjunction with the Waltz Through Washday promotion which will appear in alternate regions of the U.S. and Canada in the magazine’s Oct. 1 and Oct. 8 issues. A point-of-sale display featuring the ad will be sent by *Life* to approximately 5,000 dealers. *McCall’s* will support the promotion with extensive home laundry editorial coverage in its October issue. Procter and Gamble will again make plastic laundry measuring cups—inscribed with the Waltz symbol and theme—which will be available to Local Action Committees for support of local programs. Procter and Gamble will also include heavy Waltz promotion in its network tv advertising, as well as its trade and consumer magazine ads.

□□□□ **Zenith** excise tax refund checks worth \$2 million are on their way to dealers and distributors. The checks cover the first group of approximately 50,000 claims Zenith expects to be filed under its accelerated refund program. The company has set aside \$12 million to cover floor stock refunds.

□□□□ **How to use lighting in merchandising** is the subject of Edison Electric Institute’s new 12-page booklet entitled “Lighting Profiles for Profit.” The illustrated booklet shows retailers how to use light in window displays, signs, and interiors to attract customers to the store.

□□□□ **3M** is spinning out a slow-speed tape for the consumer market that will be available next month. Dynarange, a low-noise recording tape that can play at 3¾ ips, was developed for professional use, and until now, has been marketed in 3M’s professional category. Price range for 7-inch reels of Dynarange tape is from \$4.40 to \$7.35. Five-inch reels range in price from \$2.80 to \$4.25. All Wollensak cartridges come equipped with this new tape.

□□□□ **Price on Sony’s 5-inch transistor tv set** is \$129.95; clip-on battery pack costs another \$29.95.

Color tinyvision competition: Yaou set heading for U.S. in '66

General Electric will not be alone in small screen color tv next year. A 9-inch color portable built by Yaou Electric of Japan—most likely for a major U. S. set maker—is slated to hit the American market next May or June, reports McGraw-Hill World News from Tokyo.

And the price will be competitive with GE’s upcoming 11-inch set for \$249.95, according to Yaou.

The Yaou “colornetron” set will be sold under a U. S. brand name, because the company feels it does not have the necessary distribution or service network in the U. S.

The big question now is not how to sell the set, but who will sell it. Yaou reports an increasing number of inquiries from American companies eager to handle the set in the U. S., as well as from French and German firms.

Yaou plans to sign an agreement with an American company by this fall. The Japanese firm is already building 9-inch b&w transistor sets for Philco and Montgomery Ward.

The new one-gun unit uses what

Yaou describes as an improved version of the Lawrence tube. The set Yaou first revealed (MW, 11 May '64, p.3) used 47 transistors and weighed slightly more than 18 lbs. Yaou’s tube uses a line sequential system instead of the familiar shadowmask and dot arrangement.

And now: Pocketvision

A working television set no larger than a pack of king-sized cigarettes has been assembled by the Westinghouse molecular electronics div.

The set’s screen size is not large—picture an animated postage stamp. Only discrete components in the 1½-by 3-by 4-inch unit: silicon controlled rectifiers for electrostatic deflection in the picture tube. Although there is no channel selector on the set, it can be pre-tuned for any VHF or UHF channel. The power source is outside the set. Why did Westinghouse build the 18-cubic-inch set? To demonstrate the use of thin-film integrated circuits, the company said. Westinghouse has no plans to market the unit.

Gibson ‘action window display’ puts show biz in a show window

How do you put more show into a show window? Gibson Refrigerator Sales Corp. has done it with an “action window display”—a pantomime routine in a store window that presents the features of Gibson’s latest refrigerator and air conditioner to passersby on the street. The initial market test was conducted in the One Market St. window of Lit Bros. Department Store, in Philadelphia.

The action display is “a new version of an old idea,” says George Hendrickson, Gibson’s key accounts and sales manager and director of sales training. “We believe that putting action in the window, stopping street traffic, will generate interest in Gibson products and bring people into the stores.”

The display was a success in Philadelphia, Hendrickson reported. “The program at Lit’s went fine. Traffic was excellent and movement of merchandise good. We are now evaluating it.”

A six-minute pantomime routine was performed by a professional actress, to the accompaniment of music; it was presented every 30 minutes, with the exception of a two-hour break in the afternoon.

To publicize the display, Lit’s posted 170 signs in its main and branch stores. During the six-day promotion, Lit’s offered customers one of 16 gifts (each about \$10 value) with the purchase of a Gibson refrigerator, and also ran a special sale on three refrigerators. Models 9316 and 8615 were reduced from \$299.95 to \$289.95; model 8413 was reduced from \$249.95 to \$229.95.

The display could go national, but Gibson is reserving judgment on the future of the program. No further market tests are planned during the

summer; any decision on a national program of displays will probably come at the time of Gibson’s line introductions, in San Juan, P.R., in September. “At that time,” Hendrickson said, “we will have a clearer picture of the direction we want to go.”

Cost of the display to retailers has not yet been determined. Hendrickson did say, however, that if the program is adopted, “It will be available through the local distributor, and he will make his own arrangements.” He added that a retailer must have a “suitable window” to participate in the program. If adopted nationally, displays will probably be limited to one major store in each of the top 30 markets.



Gibson's window display in action

Tom Chippendale picked
the finish for our new
OASIS Portable Humidifier



NEW WALNUT FINISH OASIS PORTABLE HUMIDIFIER

More customer appeal . . . more sales for you

Walnut was Thomas Chippendale's favorite wood for his famous furniture. And Tom sold a great many chairs.

So we enclosed our portable humidifier in a decorator-styled walnut finish cabinet which blends with any furnishings in any room in the house.

Many people know they need a humidifier but have resisted buying one because—let's face it—it looks like a metal box. The new high-styled OASIS is the answer.

And what's under this OASIS walnut grain finish? A whisper-quiet electric motor that powers a whisper-quiet fan and a large-capacity Humi-drum which restores comfortable humidity and moisture to winter-dried-out air in the house. A 10-gallon water tank is easily refilled when

automatic signal light warns that a refill is due.

An OASIS Portable Home Humidifier is easy to install . . . because there is no installation! Simply fill the water tank . . . roll it to any room in the house . . . plug it into an electrical outlet . . . and enjoy properly humidified, easy-to-breathe air.

PLAN A PROMOTION NOW on OASIS Portable Home Humidifiers. We'll help . . . with a traffic-stopping P.O.P. display . . . plenty of full-color selling literature that tells all the exclusive features of OASIS Portable Home Humidifiers.

FOR MORE WINTER SALES choose OASIS, the nationally advertised name that means "water at work" for comfort and convenience. For full information on product, promotion, and prices send the coupon today.

OASIS[®] A PRODUCT OF **EBCO**

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COLUMBUS, OHIO 43213
Please send me information and prices on the new OASIS Humidifier.

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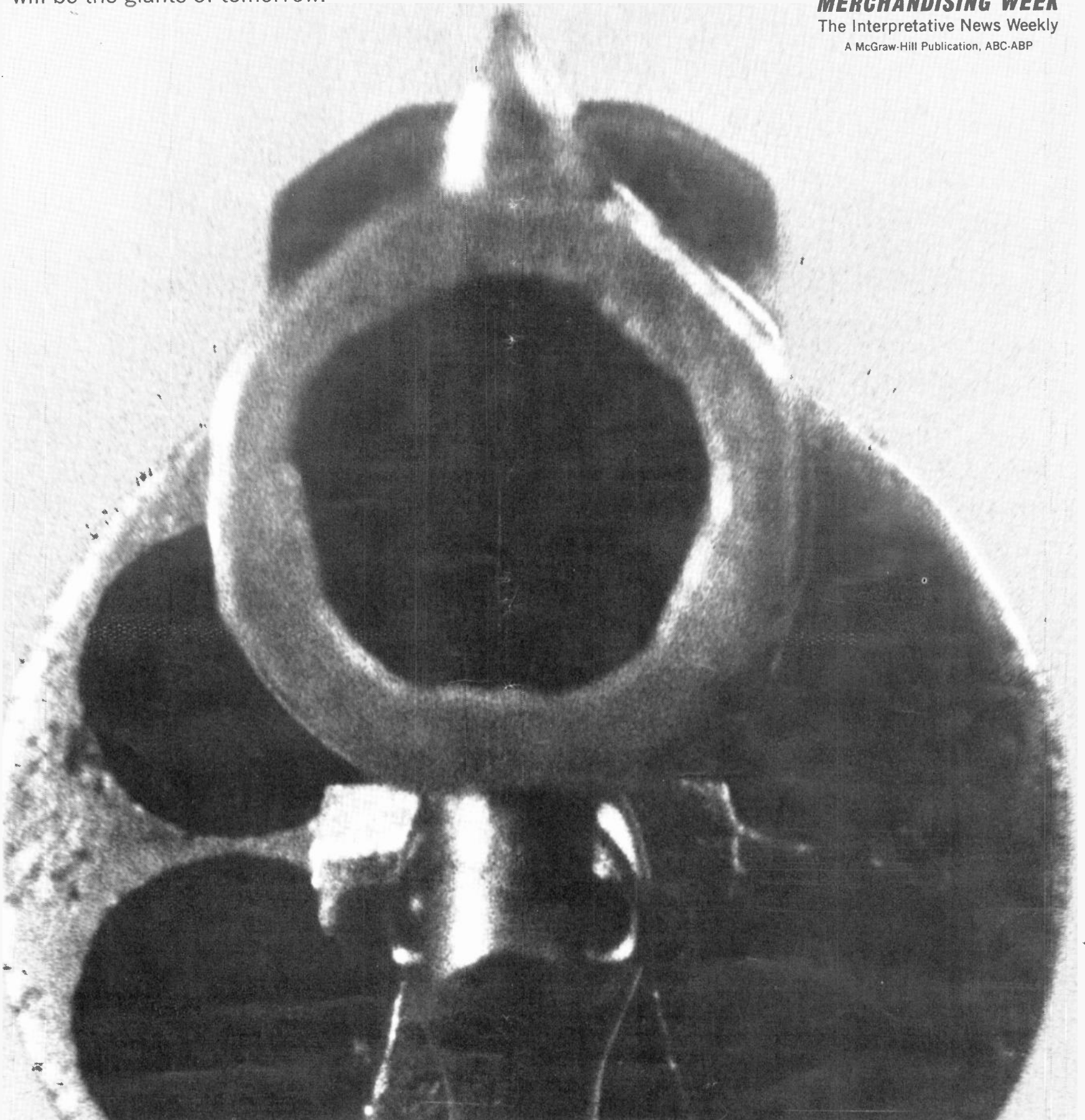
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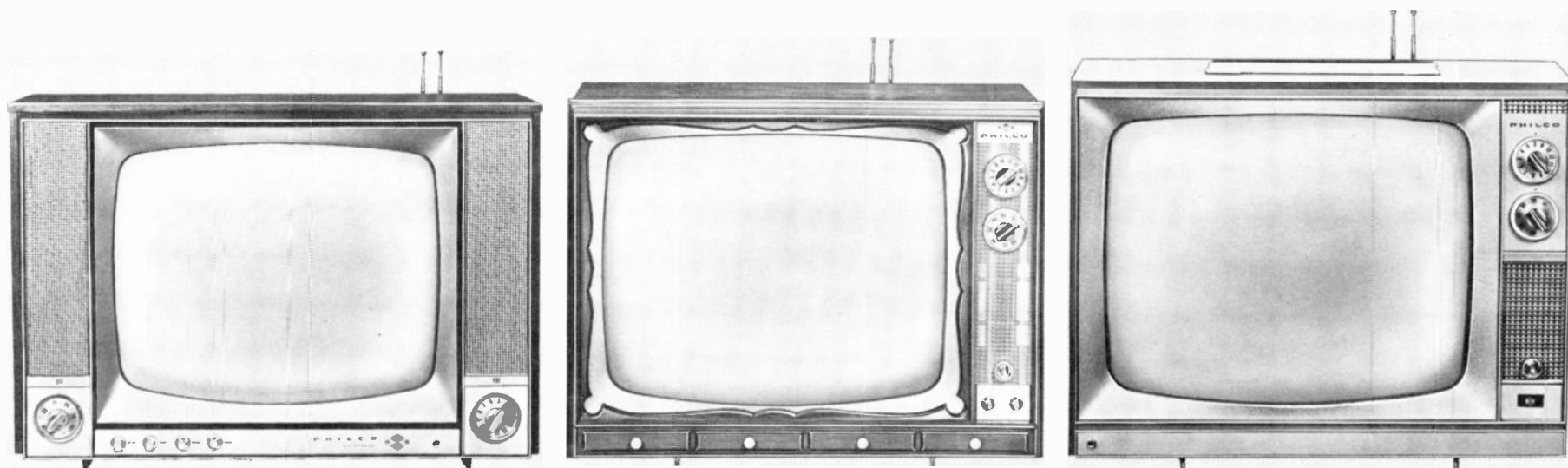
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THE TRANSISTOR REVOLUTION COMES TO BIG-SCREEN TV

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



IMPERIA

WOODSTOCK

STRATUS

New B & W Models Feature Cool Chassis II

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

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

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

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

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

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

*Overall diagonal measurement.



Robert K. Moffett,
MERCHANDISING WEEK's managing editor,
inaugurates a new series on...

DOWNTOWN'S COMEBACK

The balance has shifted. At long last, retailers around the nation are coming to realize that the rush to the suburbs is no longer the solution to all their problems. The fact is, according to Sears' Southwest territorial vp Charles Meyers, "Many retailers have diluted their market today with more branches than they should have."

So where do they go next? There can be only one answer: back where they came from—downtown. And, all over the country, towns and cities are reflecting this new interest, are changing, and are becoming better retailing environments through change.

In part, this change is the result of a growing wave of disgust with the slums that have invaded our cities. This has been the stimulus for the massive federal urban renewal projects. But there are other influences at work too. There are good solid business reasons for a downtown revival.

One of these was recently revealed by Allied Stores Corp. President Theodore Schlesinger. Addressing the annual meeting of the International Council of Shopping Centers, Schlesinger said that the economics of a department store's participation in a shopping center development is very definitely linked with its ability to continue to function in a healthy fashion in its downtown location.

The time is right to move

If the nationwide trend is any indication, the downtown retailer today has everything going for him. The drain of dollars to the outskirts is tapering off, and the momentum of the reverse flow should increase.

But the pattern is uneven. Money is coming back downtown—when people do something about bringing it there by providing an attraction for consumers. While, eventually, influences other than local action improve the downtown community, retailers in communities adopting a sit-and-wait attitude will not notice the difference for years to come.

It is a case of knowing the cavalry is on the way but wondering whether you can hold out until it gets there.

The fact is, you have a stake in your downtown if you have a store there, and you can do something about improving your investment. You can do something to hurry the cavalry along. There are a number of routes toward a better downtown. There are a number of roles you, as a retailer, can play. And there are a number of reasons you should be playing a role.

How you fit in the picture

First, you want to see an improvement in business as soon as possible. If you see no indication of action in your community in the foreseeable future, then it is simply good business sense to do something about it, to act as

a prime mover in gathering other people with similar interests to get the ball rolling.

And, if your community is considering urban renewal, it is vital to you that the planners be made aware of the interest of the retailing community; they must plan with a view to merchandising as well as to housing.

Why should they listen to *you*? Because you have some powerful arguments going for you—you and the whole business community. The state of your business is translatable into tax dollars. Here are some examples of what a strengthened downtown can mean to a community in revenue, revenue largely attributable to increased business.

New construction in reviving downtown Minneapolis has boosted current tax returns from 1961's \$90,000 to \$1.1 million, and they are still climbing.

The redevelopment of New Haven, Conn., has resulted in an increase in tax receipts of \$450,000 annually. It is estimated that when current construction is completed, this will jump to \$800,000. When the entire New Haven project is completed, estimated returns will have climbed by \$1.5 million.

In Norfolk, Va., redevelopment efforts by private enterprise, representing only 30% of the total effort in the city, pay 250% of the taxes originally assessed on the entire area undergoing change.

So you are talking big money. And money, remember, tends to flow more than one way. Redevelopment means new office buildings, new apartment houses—new prospects for you.

The techniques of growth

The revival of downtown is being handled in a variety of ways around the country. In some cases local government, with the assistance of federal funds, is handling the job virtually on its own. In other cities, private enterprise is running the show. In many cities there is a combined effort. But the key fact is that in city after city something is being done to reverse the pattern of the past decade. And right in the middle of most of these efforts you will find interested downtown retailers at work.

In this and subsequent issues, MERCHANDISING WEEK will give you a look at how different cities are tackling the problem of how to give their downtown areas a new lease on life. Our object: to show what this can mean to you, why you should be participating in what is going on, and how you can go about taking part.

As we have said, there are federal funds available to communities interested in urban renewal. The federal program has been attacked in some quarters as a threat to local government. Critics contend it is run by decree from Washington.

Inasmuch as these funds could make a real difference in the effectiveness of an urban re-

newal program in many communities, it is vital that this charge be examined.

Taking sharp exception to the critics, the *Journal of Housing*, published by the National Assn. of Housing and Redevelopment Officials, points out that urban renewal cannot start anywhere unless:

"(a) a state legislature has first adopted an enabling law to give cities the governmental power for urban renewal—and 48 states have;

"(b) an elected city council has first organized an operating local renewal agency—and some 800 cities have;

"(c) the same city council has first approved the project—and some 1,600 projects have been so approved;

"(d) the local government has first authorized local public expenditures, to supplement federal funds—and more than 1 billion dollars in local funds have been so approved to back the program; and

"(e) local citizens are participating in the urban renewal process, as required by law—and citizens everywhere are so doing."

These are the criteria a community must meet before it can obtain federal funds. But there are other routes, and an ardent foe of the federal urban renewal efforts, the Chamber of Commerce of the United States, is quick to point them out.

The Chamber cites the case of Grand Junction, Colo., where a four-block shopping park has recently been completed as part of a 24-block modernization project financed completely by local merchants through bond issues. Estimated total cost: \$569,000.

Peoria, Ill., is another Chamber example. On an announcement by Sears, Roebuck that it would move to the suburbs, 20 business leaders got together to spark a program that has held Sears, resulted in the construction of a new county courthouse and, according to the Chamber, attracted new business and other new construction. Local taxpayers were charged \$4.5 million for the new courthouse. The Chamber believes that higher taxable values from the other new construction may offset this in the long run.

Minneapolis, Minn., took yet another route to revitalize its downtown. In 1961, Don Knutson, a redeveloper, bid \$5.9 million for the job of fixing up 17½ blocks, 40% of the city's downtown area. To date, some 60% of the master plan has been accomplished.

The current behind you

There is no question that the tide is rising, that downtown retailing is taking on a new look. Dallas, Tex., is getting its first new downtown department store in 30 years, built by Federated Department Stores. In New Haven, Conn., and Sacramento, Calif., Macy's is building new downtown stores. In Syracuse, N.Y., Associated Dry Goods is investing \$9 million in a new store, and Allied has doubled



. . . the retailer's stake in it

the size of its existing store in the same area. Both Kresge and Woolco are actively scouting downtown sites around the country.

The effects are being felt even in the nation's largest city. Manhattan's 14th St., after hitting the skids 11 years ago when Ohrbach's moved to 34th St., has suddenly found itself buoyed up by a resurgence that has doubled rents over the past two years.

A key factor in this turn-around is the recently opened J. W. Mays store at Broadway and 14th. After Mays announced its plans to build, F. W. Woolworth, which had closed two 14th St. stores in the 1950s, reversed its ground and said that it will re-occupy one of its old stands.

In Philadelphia, Pa., the old Snellenberg Department Store is getting a face lifting that has paved the way for redevelopment of the east central city area. The building, vacant since February, 1963, is being remodeled at a cost of \$2,552,000. Sections of the old store are being leased to specialty shops and other business concerns. Eight out of a possible 12 leases have already been grabbed up for occupancy next spring. The main building, to be known as Girard Square, will have an underground concourse which will connect with a concourse on the drawing boards of the City Planning Commission. Confidence in the future of downtown Philadelphia is indicated by the 10- to 20-year leases on the retail store sites.

The small-town revival

But big cities have no monopoly on downtown's comeback, and some of the most imaginative projects to attract business are to be found in relatively small towns such as Rosemount, Minn., and Morristown, Tenn.

In the middle of Rosemount is a unique retailing complex known as Ken-Rose Shopping Center, the brain child of a farmer named Ken Nelson. Nelson's idea has attracted 16 new retail establishments to downtown Rosemount. Basically, what Nelson has done is to put the whole shebang under one roof. The three-level structure contains a supermarket, hardware store, furniture store, gift and craft shop, snack bar, bakery, music store, dress shop, offices for doctors, dentists and lawyers, and so on. The completely air-conditioned complex has a center courtyard and benches for the weary shopper surrounding a fountain. There is even a pool hall.

Says Ken Nelson, "There are a lot of little towns whose business streets are filled with vacant store fronts, aging, weathered buildings. The old-time general store and variety stores, the greasy spoon cafes, the cluttered, lack-lustre stores with no imagination are disappearing—and nothing is taking their places. If you put up something like this—and inside downtown—you'd be bringing in an entirely new concept in merchandising—

and really give crossroads America a transfusion."

In Morristown, downtown property owners and retailers decided to pool their forces in a counterattack on the shopping centers. Though the city has its own federally financed urban renewal project underway, it was felt something more was needed. When they had put their heads together, the result was an eye-stopper.

By the end of the year, Morristown will have second-story sidewalks electrically heated to prevent icing in winter. The cost to the merchants and property owners will be \$139,000.

Morristown is only one of a number of towns in East Tennessee caught up in a fever of downtown redevelopment. And it is providing fresh fuel for a chain reaction that had its start in Knoxville with a three-stage renewal plan.

In Knoxville, too, merchants came with their own added fillip to the city plan. At their own expense retailers tore down old buildings behind their stores and built a wide, flower-and-shrub-decorated sidewalk over an alley. An escalator from a parking lot carries consumers up to the remodeled backs of the stores with new entrances and display windows.

The new-look at retail

What lies behind this mass of activity? Why are retailers across the nation getting involved in something—city planning—that has traditionally been completely divorced from their business?

Sears' Charles Meyers cites highway development and the growth of rapid transit as one of the causes of the urban revolution. He predicts the automobile, the same tool that made the shopping center possible, will now work for the downtown merchant too. One of the causes of the decline of downtown was inaccessibility. Thruways are rapidly eliminating this problem. In many cities it is now as easy for the housewife to reach the wide variety downtown offers as to get to a shopping center.

Meyers also points out that overexpansion in the suburbs has resulted in retailers reducing the distance between branches from 20 to three miles. The suburbs simply have no room left for the expanding retailer.

Another cause of the reversal is the growth of the high-rise apartment building. Living downtown is getting to be "in" again. At least there is no stigma attached to it, no implication that you are automatically living in a slum.

Again, this is a case of suburbia exhausting itself. The great rush to the suburbs in the 1950s automatically resulted in rising land values. Things have reached a point where it has become difficult for young marrieds to scrape up the necessary capital to buy a home right off. And, for that matter, if downtown

offers them a good variety of diversions, why should they?

Bear that question in mind. It is figuring in the planning of more than one urban redeveloper. For urban redevelopment from the standpoint of the retailer means a lot more than simply dressing up Main Street. It automatically implies making downtown a place people want to go.

It is not enough merely to reply on people who come downtown with the fixed intention of buying. People must be attracted downtown to be exposed to what the retailer has to offer.

One of the causes for the revival of New York's 14th St. is undeniably the growth of luxury apartments in the neighborhood. Suddenly a new mass of consumers were handy, not coming in from out of town, but living right around the corner.

Retailers are getting on the bandwagon because they have come to recognize that taking part in the refurbishing of downtown is no more foreign to their businesses than advertising. It is simply a new tool for bringing consumers to their doors.

By now the idea cannot even be classified as new and revolutionary. There are already too many retailers involved around the country. There have already been too many successes.

The real revolution is in a changed pattern of thinking. Suddenly it is not the tycoon, the millionaire who is acting as patron of the arts; it is the man with the shop around the corner. And why not? It is no secret that this country is going through a cultural revolution, that people everywhere are more interested in, more aware of the arts. These are the same people who are your customers. Your involvement is inevitable.

The opportunities in urban redevelopment are too great for you, as a retailer, to ignore. The scope of urban redevelopment is so great that you will, once involved, find yourself concerned with not just the arts, but your whole community. You cannot help but be. These are hard, practical facts; not visionary conjecture.

For a case in point, and a look at how it can be done, see the Louisville story on the next page. It is the first in a series.

Should you, yourself, be interested in urban renewal for your city there is a national organization active in this field, the Urban Redevelopment Division of The Action Council for Better Cities, 1025 Connecticut Ave., N.W. Washington, D.C. 20036.

No. 1 of a series

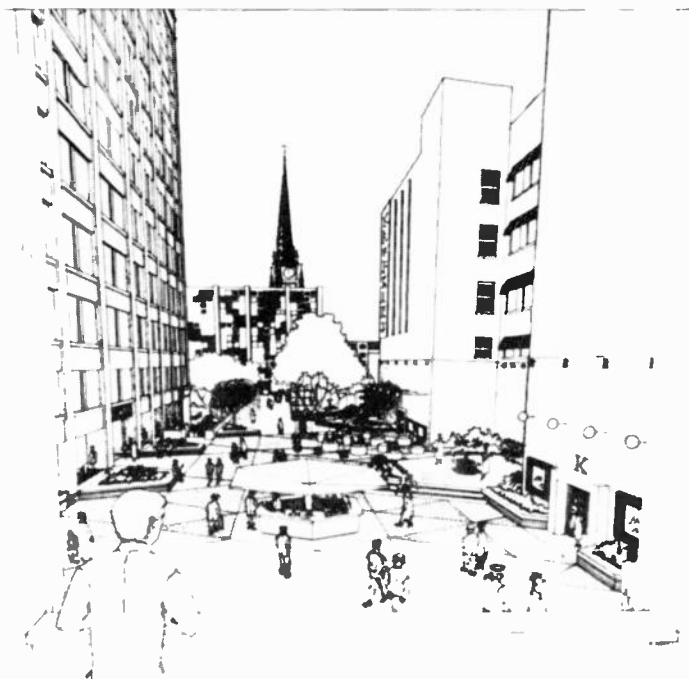
Louisville ➡



DOWNTOWN'S COMEBACK

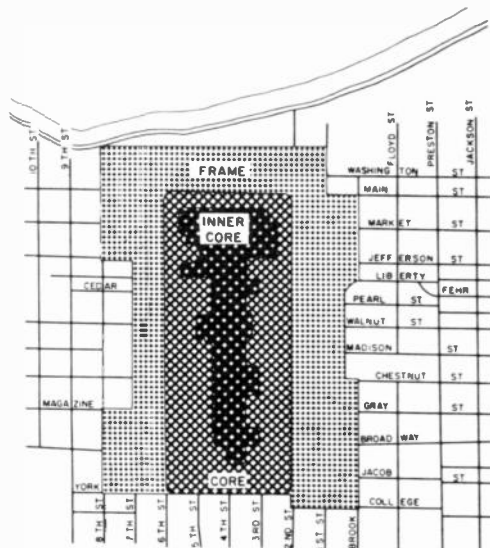
LOUISVILLE:

*Where merchants
buried the hatchet
to plan for the future*



"The biggest store is often the most apathetic. Without them you're dead. You must have the cooperation of all." These are the words of a retailer, Elliot V. Kronish, general manager of H.P. Selman Inc., and president of the Retail Merchants Assn. (RMA) of Louisville, Ky. His subject: the joint efforts of Louisville retailers to turn their downtown into a shoppers' paradise.

Kronish and the other leaders in the Louisville attack on urban blight do have this cooperation. Every retailer, from Sears and Ward's down to the smallest independent, has joined to turn the tide of slipping sales—and of suburban competition. It is paying off big dividends now, and promises to pay even more handsomely as the imaginative long-range program moves into yet higher gears.



Focus for Louisville's comeback plan

It is hard to say exactly when the program had its start, but 1950 is as good a date as any to pick. That was the year the Retail Merchants Assn. merged with three other organizations within the local Chamber of Commerce.

An outgrowth of this move was the formation of the Downtown Committee of the Louisville Chamber of Commerce—a group of property owners, banks, merchants, and other businessmen intimately concerned with the decline of the heart of the city. This group, under the leadership of Mark Ethridge, former publisher of the *Louisville Courier-Journal*, recognized the problem and determined to do something about it.

The answer, they believed, lay in the formation of a specialized organization to study

Louisville's problem, and then come up with a plan that would lead the city's center back to prosperity.

The result was Louisville Central Area, Inc., (LCA) a private, voluntary, non-profit organization financed by subscriber pledges. In its first year, LCA had 163 subscribers, including most of the members of the Downtown Committee. Membership dues, in the case of retailers, are scaled to gross receipts.

LCA's first three years were spent in planning. In 1962, it entered the action phase of its program. It is indicative of the enthusiasm with which its plans were received that, in 1963, the RMA withdrew from the Chamber of Commerce; RMA felt that the Chamber's interests were too broad, and that downtown businessmen would do best to devote all their efforts to supporting LCA. In that first year, RMA provided \$12,000 toward the work of the LCA.

Now, virtually all efforts of the Retail Merchants Assn. are intimately tied to the LCA plan, and are concerned with focusing Louisville's attention on its downtown through a year-long promotional campaign for retailers. And virtually all RMA members are also LCA members.

Target area for LCA's work is approximately three square miles, or 290 blocks, extending roughly from the Ohio River to Kentucky St., and from Shelby St. to 15th St.—an area with a population of some three-quarters of a million persons.

The planning phase obviously needed a planner before anything could get under way. To serve as the first executive director, LCA's founders picked Philip E. Geissal, a man who had distinguished himself in downtown redevelopment work as chief planning engineer of the City Plan Commission of Kansas City, Mo.

From among his Kansas City colleagues and other city planners around the country, Geissal assembled a staff. This group immediately launched into an "in-depth" study to accumulate the basic data that would enable it to diagnose Louisville's illness.

Starting point was a block-by-block analysis of existing land and building-space uses—which is essential as the basis of any redevelopment plan. There were also studies of shopper habits, attitudes of businessmen and property owners, incentives to attract new capital, and traffic flow.

But at no time did the planners allow themselves to think only in terms of tearing down and starting over. Among the initial studies was a detailed inventory of buildings of architectural and historical significance in the

downtown area, with a view to safeguarding and preserving these landmarks.

Results were quick in coming. In its second year, 1960-61, LCA was already involved in traffic planning, doing liaison work with the city's Department of Traffic Engineering and merchants associations to test two-way traffic on two principal downtown arteries. The group also help the local transit company plan bus rerouting.

LCA acted as co-sponsor for a three-day series of seminars on the problems of downtown Louisville with business groups actively participating. These sessions were conducted under the leadership of the well-known Dr. Ernest Dichter, of the Institute for Motivational Research Inc.

And LCA offered an hors d'oeuvre to stimulate Louisville's appetite for the meal to come. At Guthrie Green, in the heart of the shopping district, the organization set up a demonstration pedestrian mall that attracted national attention. And a sample plan also was offered for beautifying downtown parking lots through landscaping.

End of the spadework came in 1962-63, when LCA published its massive *Design for Downtown*, a book outlining its plan for the city. And, that year, the city's three downtown urban renewal projects, which LCA had helped plan as part of *Design for Downtown*, got moving in earnest.

This has been a prime part of the LCA plan for redevelopment. Merely by having a plan, LCA is in a position of strength, acting as a coordinating agency for the many organizations concerned with improving the city. And each time it exerts influence over another organization, bringing its efforts within the scope of the overall LCA plan, it gains additional strength.

Other fragments of the plan began to take shape. As an aid to downtown property owners and retailers showing an increased interest in beautification, LCA offered the services of its consulting architect, Lawrence Melillo, to advise on facade improvement. Again, in the area of beautification, LCA fought for the preservation of two historic downtown residences—the Ben Smith house and the Ford mansion—which were threatened by urban renewal. In 1965, the Ben Smith house provided LCA with one of its few defects; the building was torn down to make way for a Howard Johnson motel and restaurant.

But in 1962-63, there were quite a few victories to crow over. LCA led the way to the purchase and refurbishing of the old river steamer *Belle of Louisville*, now a tourist attraction for cruises, and in the restoration of

the historic Brown Theater, now an active cultural center.

LCA acted as liaison in providing better convention facilities for the city, at a cost of \$1.9 million. And a downtown cultural and hospitality center was opened.

The basic step—the planning—was obviously over now and LCA underwent a change in executive directors that reflected its readiness to move into action. City planner Geissal gave way to ex-Courier-Journal newsman J. Douglas Nunn.

The diagnosis and the prescription were Geissal's. Their implementation would be in the hands of Nunn, a man experienced in communicating ideas. It is time to look at what Geissal and his co-workers found, what Nunn is working to accomplish.

Design for Downtown was preceded by an earlier book, *Space Use and the Downtown Economy*, which was the outgrowth of the initial studies. In the first book, Louisville had learned that while sales in the rest of the metropolitan area had increased 43% between 1954 and 1960, dollar volume for retail sales in the central business district had remained static. Shopper goods sales had dropped 2%, while increasing 66% in the remainder of the metropolitan area.

Nevertheless, prospects looked good. It was believed that by 1970 shopper-goods sales in the central business area would climb from around \$133 million to between \$166 million and \$180 million.

On the surface, everything seemed to be going for the city. Within the metropolitan area, the non-farm population had shot up, with a corresponding sharp increase in income, and all odds were that these trends would continue. But this healthy picture of the economic outlook for downtown was modified the second one looked at where the growth had taken place.

While the population of metropolitan Louisville had grown 25.7% between 1950 and 1960, the central sector had shrunk by 13.6%. And, if you narrowed this down to the eight central tracts in the core of the city, the loss in population was 35.8%.

But beneath the surface downtown's sickness was reflected in studies on space and space use. Of the more than 27 million sq. ft. of usable floor space in the central business district, over 2 million sq. ft., or 8.6%, was vacant. Over 51% of the buildings were built prior to 1900.

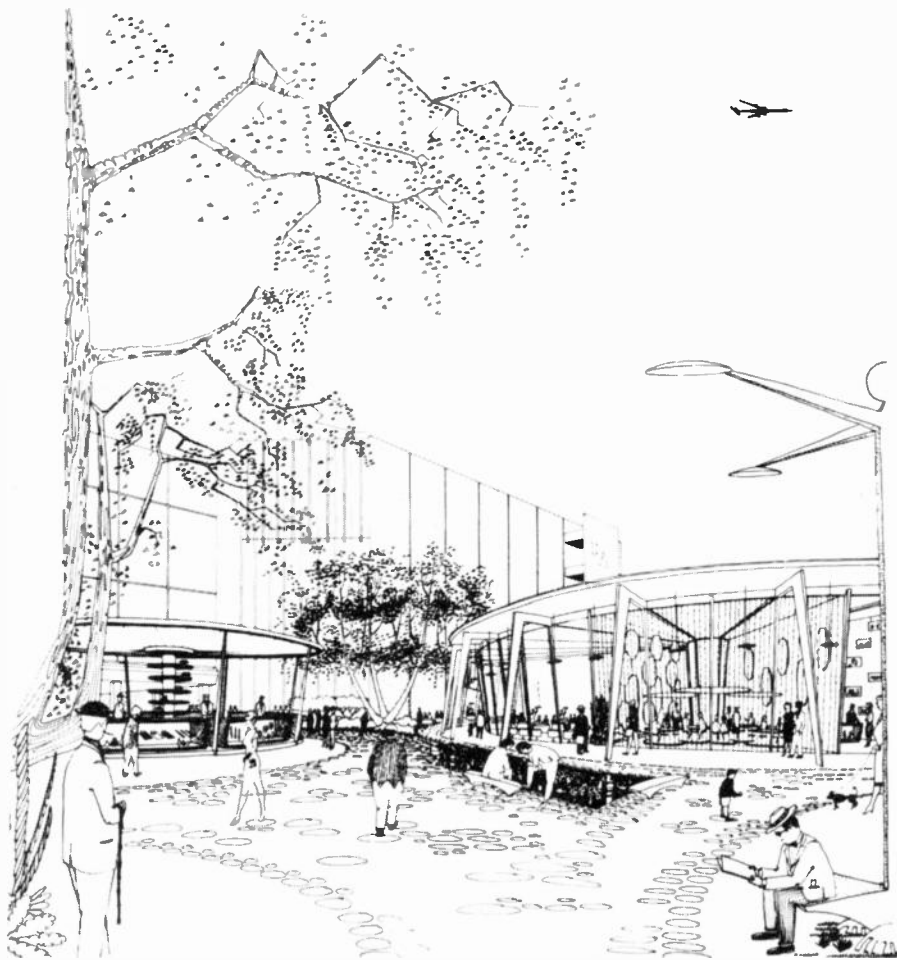
The largest single category of users was retailers, accounting for 22% of the floor space. And 65% of these were shopper-goods stores, including more than 60 furniture and appliance stores. In addition, all these retailers were tightly packed together.

Once outside the city's center, the economic picture changed. In the outlying areas of the city, 18 shopping centers had opened their doors between 1954 and 1960, in addition to a mass of individual stores.

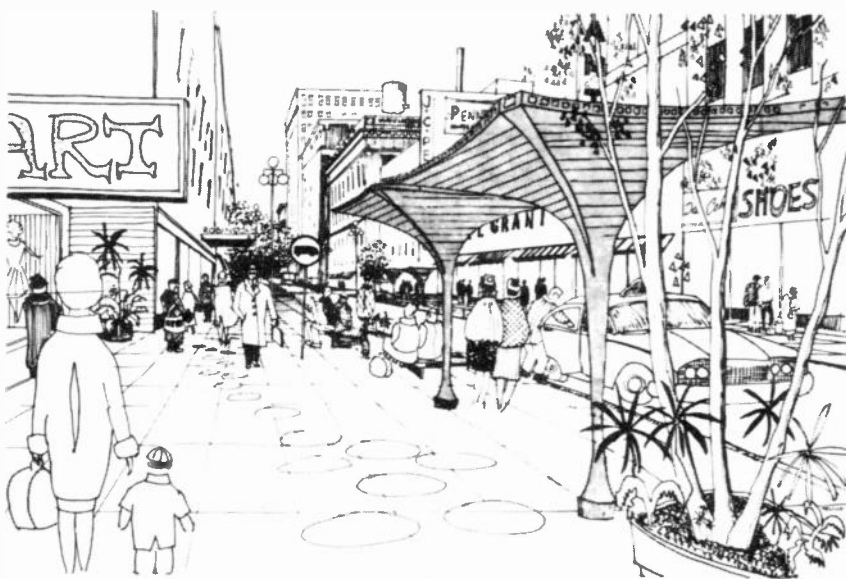
It was found that while downtown's sales to consumers from the surrounding Louisville metropolitan area had increased, this gain was more than offset by the growth of the businesses on the edge of the city, and by the loss of population downtown. Hand-in-hand with the exodus of population, entertainment facilities, which might have attracted people from out of town had followed their customers to suburbia.

A note of optimism ended the report. Outside pressures were already making themselves felt and the tide was turning. A multi-million dollar apartment/cultural development on the waterfront and a projected new Federal building offered the hope of increased shopper traffic. And new high-rise apartments were under construction. But there was no feeling of complacency—no feeling that these developments eliminated the need for definite action.

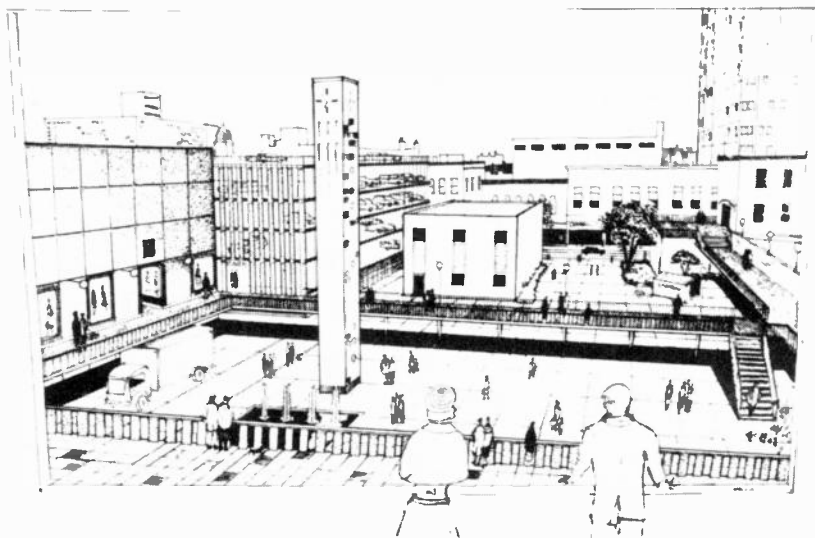
The report stated, "There is no way of measuring in advance the stimulus these developments will give to improvement of existing buildings, or to other new construction in the immediate vicinity, but unquestionably it will be substantial. Thus, the way has been pointed to other new developments, which, in turn, will serve as anchors for revitalization.



Theater Place, a continuation of LCA efforts that started with the purchase of the Brown Theater, is designed to give the city a Little Broadway.



In the heart of the shopping district, store-packed 4th St. is slated for a revamping that will turn it into a Mecca for strolling buyers.



Market Square, once largely a dreary parking lot, is planned for development into a modern plaza with second-story pedestrian walks. ➡



DOWNTOWN'S COMEBACK

continued

Optimism already is making its impact in downtown Louisville."

The diagnosis was even more detailed in *Design for Downtown*, and the prognosis was excellent. The patient would not only thrive, but was coming back fighting.

Basically, the plan consisted of a number of proposals, all carefully interlinked. First, obviously, people must be brought downtown. The answer was a series of radial routes—



The reborn Belle of Louisville races again

expressways—that would feed shopper traffic from all over the metropolitan area into an inner loop that circled the central business district. This would relieve traffic congestion on downtown streets and make the shopping area more accessible.

Automobile traffic was not enough, however. The plan envisaged additional public transit facilities—to serve downtown, and to reach out into the suburbs.

Downtown traffic patterns, in the plan, are drastically revised to speed movement—not through, but within—the central business district. Shopper plazas will ease movement from store to store, as will overhead pedestrian-

ways on the second-story level. This would also add more retail space in existing buildings. In addition, improved facilities for trucks servicing and delivering downtown are envisioned. Careful planning has been devoted to parking space for automobiles.

Great attention has been given to the beautification of the downtown area, including the restoration of old buildings "to their original beauty and usefulness."

Hospitality centers for the comfort of shoppers—one of which has already been completed—are included in the plan. These will offer shopping information, places to sit, a branch library, and rest rooms. They will be convenient to buses. And the plan includes outdoor cafes and areas to be used for art displays, flower shows, and music and fashion shows, as well as fountains and statuary.

The final results can be seen in the illustrations on the preceding pages. On p. 12, the illustration shows how existing buildings have been interwoven with new installations to make an attractive shoppers' mall. Theater Place, shown at the top of p.13, is but one of several cultural facilities included in the plan with a view to attracting people back to downtown, making it the vital seat of the community it once was—before the suburban migration.

One of the more dramatic facets of the plan is the alteration of 4th St., a main artery in the shopping district, shown in the middle illustration on p.13. The planners had three objectives: (1) to improve public transit; (2) to serve the pedestrian, who is the shopper; and (3) to make the street more beautiful and comfortable.

The result is that this presently busy street will be reserved for pedestrians, buses, and taxicabs. Because the street will bear less traffic, sidewalks will be widened, and trees, shrubs, flowers, and places to rest will be added.

Bold, imaginative, but at all times solidly practical—that is the Louisville plan. But unlike so many other good ideas, this one gives every appearance of becoming reality.

And the retailers who did so much to get the plan under way are sticking with it, working hard through a year-round promotion of downtown, to make sure people know what is going on, and what downtown has to offer.

Retail promotions entered a new phase on Jan. 1, 1964, by becoming a joint program of the Retail Merchants Assn. and Louisville Central Area Inc. The promotional calendar for this year is shown at the bottom of this page.

An interesting facet that Elliot Kronish points out: Just to keep the momentum of the concerted effort going, everyone pitches in on every promotion. Men's stores have windows for Mother's Day, which is a particularly strong sales day for women's stores, and vice versa. During last year's Festival of the Arts, every retailer—large and small—had a work of art displayed in his window.

Is it paying off? For the retailer, the answer is a most emphatic "yes." Downtown retailers reported increases in sales last year ranging from 5% to 25%, with the high end going to the smaller stores. At Christmas, when the RMA pulled out all stops in its promotional efforts, sales increases ranged from 5.5% to 46%, and again, it was the smaller retailers who derived the greatest gains.

In some senses, LCA was quick to point out, the figures were not always exactly comparable, since the stores may have moved to new locations. But—and this is worth bearing in mind—they had all remained downtown. But then, no one ever said that new buildings and new store fronts were not a factor in attracting new business downtown.

—by Robert K. Moffett
—cover photo courtesy The Courier-Journal, Louisville, Ky.

RETAIL MERCHANTS ASSOCIATION - PROMOTION PROGRAM - 1965

1965		JANUARY					1965	
S	M	T	W	T	F	S		
					1	2		
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		
31								

JANUARY

Jan. 15-16 DOWNTOWN CLEARANCE DAYS
(Fri. - Sat.) (Newspaper and radio advertising support)

1965		FEBRUARY						1965	
S	M	T	W	T	F	S			
	1	2	3	4	5	6			
7	8	9	10	11	12	13			
14	15	16	17	18	19	20			
21	22	23	24	25	26	27			
28									

FEBRUARY

Feb. 19-20 DOWNTOWN LOUISVILLE DAYS
(Fri. - Sat.) (Newspaper and radio advertising support)

1965		MARCH					1965
S	M	T	W	T	F	S	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

MARCH

March 29 SPRING FESTIVAL
- April 3 (Mon. - Sat.) (Newspaper and radio advertising support)

1965		APRIL					1965
S	M	T	W	T	F	S	
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

APRIL

April 7-9 SALUTE TO TEACHERS
(Wed. - Fri.) (Retailers welcome to K E A convention)

April 25 MEN'S SPRING FASHION SECTION
(Sun.) (ROP Advertising supplement to the Sunday Courier)

1965		MAY					1965	
S	M	T	W	T	F	S		
						1		
2	3	4	5	6	7	8		
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30	31							

MAY

May 2-8 MOTHER'S DAY PROMOTION
(Sun. - Sat.) (Newspaper and radio advertising support)

1965		JUNE						1965	
S	M	T	W	T	F	S			
		1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30						

JUNE

June 13-19 FATHER'S DAY PROMOTION
(Sun. - Sat.) (Newspaper and radio advertising support)

JULY

July 23-24 DOWNTOWN CLEARANCE DAYS
(Fri. - Sat.) (Newspaper and radio advertising support)

1965		JULY					1965	
S	M	T	W	T	F	S		
				1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		

AUGUST

Aug. 13-14 DOWNTOWN LOUISVILLE DAYS
(Fri. - Sat.) (Newspaper and radio advertising support)

Aug. 23-28 BACK TO SCHOOL DAYS
(Mon. - Fri.) (Newspaper and radio advertising support)

Tentative

1965		AUGUST					1965	
S	M	T	W	T	F	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31						

SEPTEMBER

Sept. 19-25 DOWNTOWN SALUTES THE ARTS
(Sun. - Sat.)

Sept. 24 SALUTE TO ARTS SHOW
(Fri.) (Convention Center)

1965		SEPTEMBER							1965	
S	M	T	W	T	F	S				
				1	2	3	4			
5	6	7	8	9	10	11				
12	13	14	15	16	17	18				
19	20	21	22	23	24	25				
26	27	28	29	30						

OCTOBER

October 10-17 HOME FURNISHINGS FESTIVAL
(Sun. - Sun.) (Convention Center)

1965		OCTOBER							1965	
S	M	T	W	T	F	S				
					1	2				
3	4	5	6	7	8	9				
10	11	12	13	14	15	16				
17	18	19	20	21	22	23				
24	25	26	27	28	29	30				
31										

NOVEMBER

November 26 - December 25 MAGIC OF CHRISTMAS DOWNTOWN

Nov. 26 Annual Christmas Parade and Light Up
(Fri.) Night Downtown

1965		NOVEMBER					1965
S	M	T	W	T	F	S	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

DECEMBER

November 26 - December 25 MAGIC OF CHRISTMAS DOWNTOWN

1965		DECEMBER					1965	
S	M	T	W	T	F	S		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			



How to reach the big movers

When you move as much as TIME readers do (53% moved in the last five years), you leave a lot of major appliances behind.

Happily for anyone selling appliances, TIME readers can afford to buy new ones when they get to where they're moving.

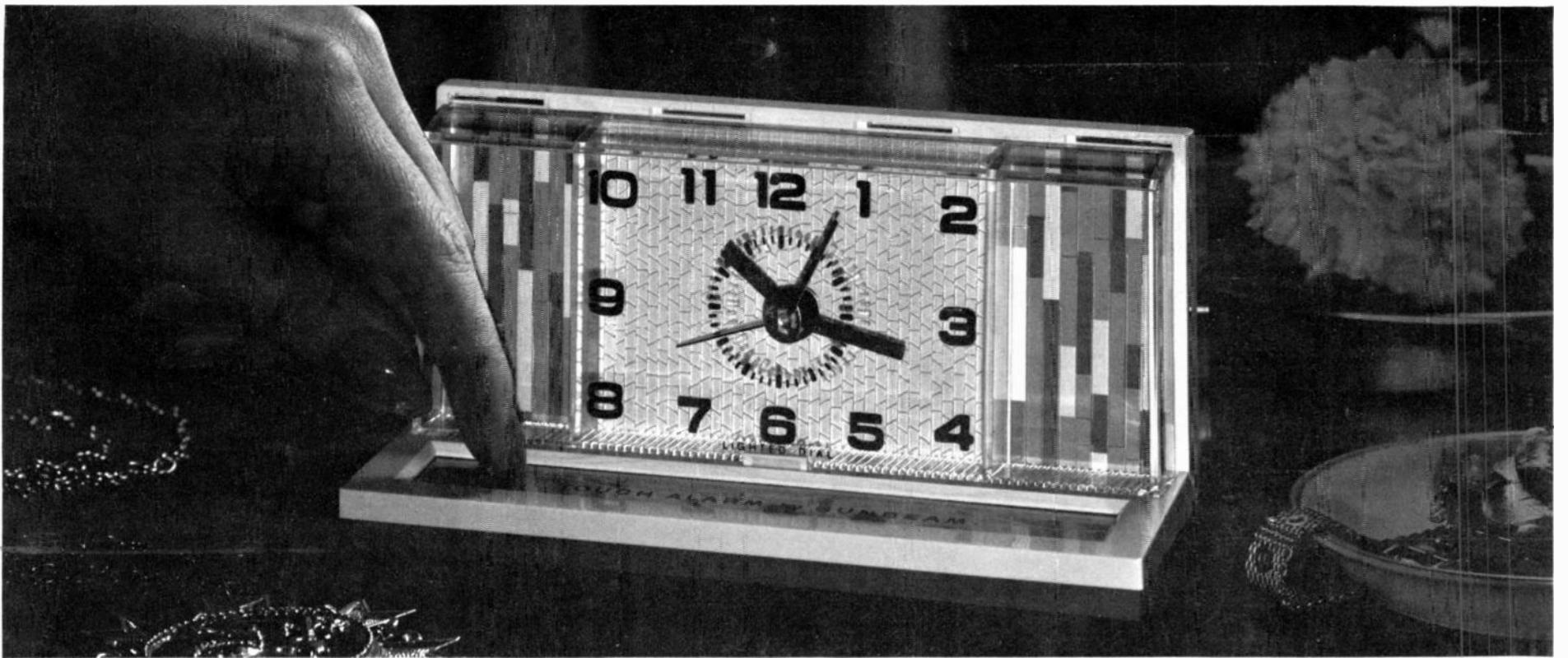
Each week TIME reaches 5½ million readers with

family incomes of \$10,000 or more a year. A giant share of the new mass market of upper income and college-educated families that buy out of all proportion to their number.

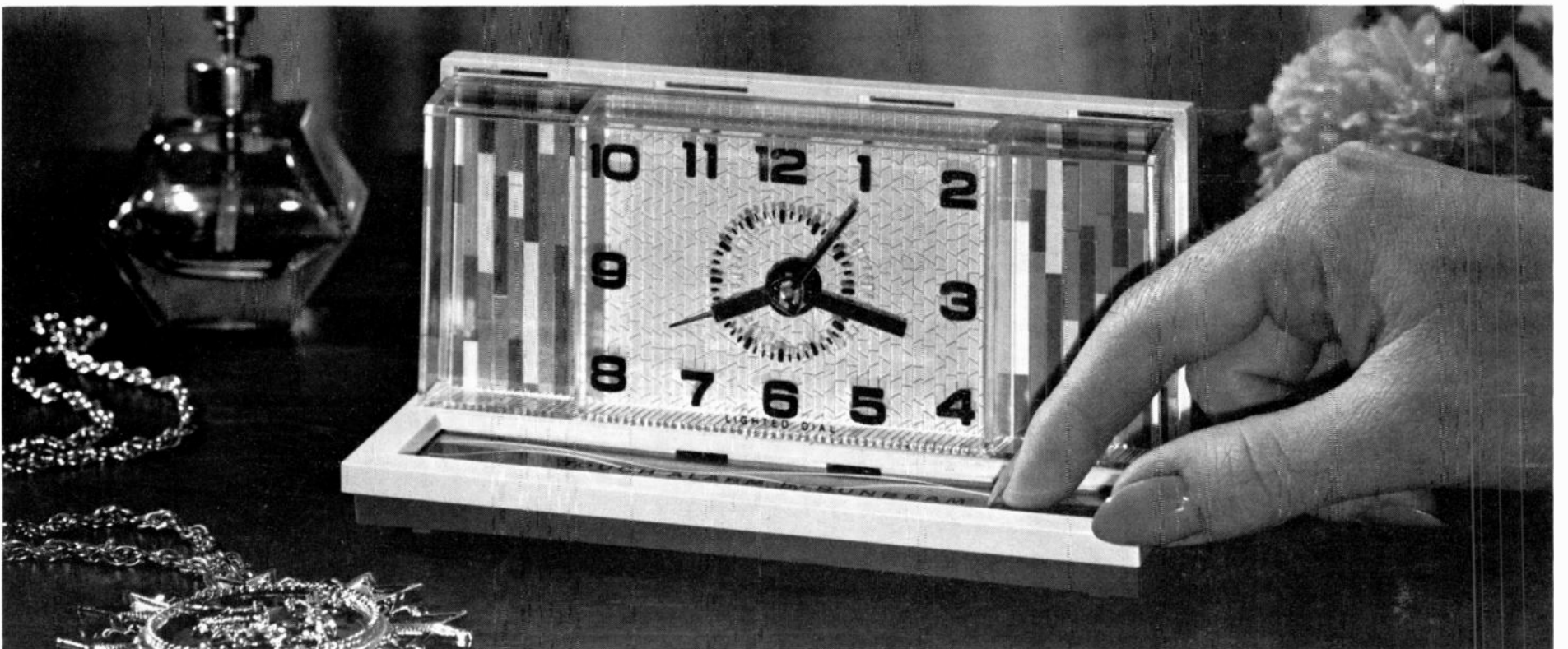
That's what makes TIME the big new name in appliance marketing.

We move the big movers.

Audience Data © 1965, W. R. Simmons & Associates Research, Inc.



Touch to set it—



Model B109BX

Touch to stop it!

NEW SUNBEAM "TOUCH ALARM" CLOCKS

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

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

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

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

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

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

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

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



**SUNBEAM
CORPORATION**

CHICAGO, ILLINOIS 60650

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® SUNBEAM, TM BELL TIME, TOUCH ALARM

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□ □ □ □ **Low-voltage outdoor lighting looks hot** for the Christmas season, according to buyers. In many cases, low-voltage lighting is being picked up by the electric housewares buyer, rather than the lawn and gardens goods buyer. Retailers will be advertising Time-All and AMF Wen-Mac kits for under \$50, but will be hoping to trade up consumers to deluxe sets with more lights and built-in timers. Some buyers see this product as the bright new sales star for the suburban market.

□ □ □ □ **The man chosen by GE to head Universal—**J.J. Slattery (MW, 19 Jul., p.3)—was instrumental in closing the big private-label deal between GE's Hotpoint div. and J.C. Penney. In moving Slattery from the Hotpoint div. to the housewares div., Willard H. Sahloff, GE vice president and general manager of the housewares div., was largely influenced by Slattery's strong background in retailing. Slattery, in fact, fits well into the Sahloff mold; both started as buyers, and both worked for Montgomery Ward and Bamberger's. The Universal operation has been set up on a direct-sell basis, and GE wanted a man to head who could “talk the retailer's language.”

□ □ □ □ **Schick is changing presidents again** with J.J. Culberg reportedly about ready to step down. Schick Electric, which is based in Lancaster, Pa., has been hampered in recent years by lack of sustained leadership. A new president of Schick would become the fourth man in about four years to hold the job. “They have had good men, but they never stayed around very long,” one trade source commented. Culberg was unavailable for comment last week. He reportedly will become president of a Chicago-based firm outside the electric housewares industry. Schick's new president is expected to be hand-picked by Eversharp Inc., which recently bought out Revlon Inc.'s interest in Schick Electric.

□ □ □ □ **Two Gantz brothers are on their own**, and have formed Gant Brushes Inc. in direct competition with Empire Brushes, which was founded by their late father and is now run by other members of the family. Fred Gantz is president of the new firm; Emanuel Gantz is chairman. In addition to household brushes, the firm will also make cordless electric products.

□ □ □ □ **Regina is stepping up overseas licensing** of manufacturers. Most recent licensee is Maplast Inc., which will make Regina products in Argentina, which it will sell in Argentina, Chile, Paraguay, and Uruguay. Previous Regina agreements cover six countries, and more pacts are in the works.

DUNFEE

LEASE PURCHASE FINANCING

Puts Cash In Your Pocket

Newest Thing In Finance—

Lease purchase contracting has been growing every year—NOW it is available for consumer customer purchases. Collection procedures on rental lease installments are much more successful than with note and mortgage financing. Actually opens the door to many lost credit sales.

Immediate Cash Advance—

You (the dealer) get between 80% and 100% cash advance with the balance put into recourse reserve. When your reserve reaches 100% of the guaranteed outstanding balances you receive surplus cash paid monthly. You receive a weekly report on any delinquent account.

Here's How Dunfee Works For You—

Dunfee Savings & Lease has combined the standard recourse reserve notes and mortgage financing with lease financing. It is the leasing function that minimizes losses and allows you to sell higher credit risk customers more profitably. We do not deal in homes, improvements or autos.

No Interest or Handling Charge—

Rental payments are set at whatever the customer wants. You add whatever finance rate you wish to the selling price, divide that by the length of the lease and you have the monthly rental installment. For \$1 at the end of the contract your customer may purchase our merchandise.

Here's How The Plan Works—

Dunfee Savings & Lease will discount the lease equivalent to 9% per annum add on and purchase the property from you. By your adding 2% per month to your cash sale price, when discounted at our actual rate, your 80% cash advance is approximately the same in dollars as your cash sale price. All contracts are processed in the Kansas City office and your check is forwarded to you usually within the week.

You Approve Customer's Credit—

Dunfee Savings & Lease buys deals that you approve. Our approval is not necessary. We verify delivery and satisfaction on initial contracts, thereafter we just spot check your contracts. Your checks are forwarded to you within a few days.

Only Dunfee Savings & Lease Offers You This Profit Making Service.

Lease Purchase financing is our only business. To our knowledge, no other company handles consumer goods with dealer approved lease contracts. Only Dunfee has the leasing experience to offer such a high dealer profit-making opportunity. A Dunfee Lease Purchase contract actually opens the door to normally lost credit business volume.

Write today for a customer
Lease Purchase Finance Contract.

DUNFEE SAVINGS & LEASE

8113 Troost, Kansas City, Mo.

KEY MOVES

Admiral—Robert A. Fall is named product planning mgr for appliances; Gerald H. Scott, Jr. is appointed field sales training mgr for the corporation; Dale K. Prouty is appointed traffic mgr; Jack M. Daly is appointed regional sales mgr, covering distributors in Jackson, Miss., Little Rock, Ark., Memphis, Tenn., and Shreveport, La. Admiral Corp.-Metropolitan Div. Inc. appoints seven sales mgrs: Paul Bassin for the entire New York City metropolitan area and much of New England; William J. Davies for Connecticut and Western Massachusetts; Edward Lerner for New Jersey; Bernard Kaiser for the New York metropolitan area; Julius Raff for chain stores in New Jersey; Bernard Garfinkel for chain stores in New York; Walter Pomerantz is promoted to sales mgr for department stores.

Andrea Radio—Peter J. Morahan is appointed to the new post of general mgr-commercial sales for the corp.

Arlan's Department Stores—Erling Balstad is appointed merchandise mgr of consumer electronics and traffic appliances.

Coppes Inc.—Eldon H. Hatfield is appointed district sales mgr for Coppes Napanee custom-built hardwood kitchens in Chicago, Wisconsin, Minnesota, North Dakota, South Dakota, and northern Illinois.

Craig Electronics—James Rowan is appointed sales mgr for car radios and sound systems.

Fedders—Anthony Agovino is promoted to assistant to the executive vp; Sam Muscarnera is named mgr of industrial relations in the Edison div.

General Electric—George P. Welch is named mgr of advertising for the distribution sales operation of GE's major appliance div.; A.E. Fleming is appointed mgr of the new regional headquarters of the apparatus and supplies distributing dept. of The GE Electric Supply Co., in Salt Lake City; J. Max Stucki is appointed Salt Lake City district mgr.

General Instrument Corp.—Edgar Messing is named group vp of the Entertainment Electronics Products Group; Frederick Shuh is promoted to vp and general mgr of F.W. Sickles Div.; Ernest A. Thomas is promoted to vp and general mgr of General Instrument of Canada Ltd.

Heat Controller—James E. Cohen joins the corporation as sales mgr for central and commercial air conditioners.

Hoffman Electronics Corp.—Wallace Powell is named mgr-Eastern region, and John Charles Nash is named mgr-Western region, both for the consumer products div.; Ken Ko is appointed the division's director of design.

Hotpoint—Robert F. Davis is appointed mgr-marketing for the refrigeration dept.; John F. McDaniel is named mgr-customer brand marketing; McDaniel succeeds James J. Slattery, who is named mgr-Universal marketing and distribution operation of GE's housewares div.

Jerrold Electronics—Sanford Berlin is named mgr-distributor sales div.

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 9	229,407	151,837	+ 51.09
	27 Weeks	6,765,889	4,931,028	+ 37.21
distributor sales	April	745,221	600,301	+ 24.14
	4 Months	3,386,300	2,579,212	+ 31.29
b&w television production	July 9	101,745	88,834	+ 14.53
	27 Weeks	4,070,829	3,982,290	+ 2.22
distributor sales	April	524,418	513,058	+ 2.21
	4 Months	2,428,720	2,433,421	— .19
color television production	April	179,321	92,318	+ 94.25
	4 Months	682,178	378,545	+ 80.21

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

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□ □ □ □ **The variable-speed appliance race is on.** Latest entrant: Black & Decker, with new ¼-inch and ⅜-inch drills that have built-in geared rheostat control switches to provide the operator with the exact speed required for drilling into a variety of materials. The new drills will carry \$26.88 and \$31.88 suggested retail prices.

Variable-speed controls will be turning up increasingly on housewares, hardware, and appliances in the coming months. One reason is GE's development of a low-cost silicon rectifier (MW, 12 Jul., p.3). The new Black & Decker drills use silicon rectifiers.

□ □ □ □ **Low-voltage outdoor lighting looks hot** for the Christmas season, according to buyers. In many cases, low-voltage lighting is being picked up by the electric housewares buyer, rather than the lawn and gardens goods buyer. Retailers will be advertising Time-All and AMF Wen-Mac kits for under \$50, but will be hoping to trade up consumers to deluxe sets with more lights and built-in timers. Some buyers see this product as the bright new sales star for the suburban market.

□ □ □ □ **The man chosen by GE to head Universal—**J.J. Slattery (MW, 19 Jul., p.3)—was instrumental in closing the big private-label deal between GE's Hotpoint div. and J.C. Penney. In moving Slattery from the Hotpoint div. to the housewares div., Willard H. Sahloff, GE vice president and general manager of the housewares div., was largely influenced by Slattery's strong background in retailing. Slattery, in fact, fits well into the Sahloff mold; both started as buyers, and both worked for Montgomery Ward and Bamberger's. The Universal operation has been set up on a direct-sell basis, and GE wanted a man to head who could “talk the retailer's language.”

□ □ □ □ **Schick is changing presidents again** with J.J. Culberg reportedly about ready to step down. Schick Electric, which is based in Lancaster, Pa., has been hampered in recent years by lack of sustained leadership. A new president of Schick would become the fourth man in about four years to hold the job. “They have had good men, but they never stayed around very long,” one trade source commented. Culberg was unavailable for comment last week. He reportedly will become president of a Chicago-based firm outside the electric housewares industry. Schick's new president is expected to be hand-picked by Eversharp Inc., which recently bought out Revlon Inc.'s interest in Schick Electric.

□ □ □ □ **Two Gantz brothers are on their own**, and have formed Gant Brushes Inc. in direct competition with Empire Brushes, which was founded by their late father and is now run by other members of the family. Fred Gantz is president of the new firm; Emanuel Gantz is chairman. In addition to household brushes, the firm will also make cordless electric products.

□ □ □ □ **Regina is stepping up overseas licensing** of manufacturers. Most recent licensee is Maplast Inc., which will make Regina products in Argentina, which it will sell in Argentina, Chile, Paraguay, and Uruguay. Previous Regina agreements cover six countries, and more pacts are in the works.

HOUSEWARES

□□□□ **Will built-in housewares boom?** Some retailers who offer kitchen-planning services believe a sales spurt is in sight. And a number of electric housewares manufacturers, such as Cory Corp., always have gone after this market. Now, more firms are entering the field. For example, Caloric Corp., known chiefly as an appliance manufacturer, is offering a complete line of built-in caddies for kitchen wraps, tissues, telephones, and accessories. These items carry list prices from \$12.95 to \$21.95, and are being marketed through Caloric's housewares division. Puritron, too, is planning a series of built-in units, the first of which is the Working Wall; it is designed to serve as a wall storage unit, complete with electric outlets, for electric housewares. The Working Wall lists for \$89.95.

□□□□ **Who is making cordless knives for whom?** "All of the cordless knives look and work alike," said one housewares buyer and pundit, after spending considerable time at the Housewares Show shopping automatic slicing knives. Endura Appliance reportedly is making cordless knives for Knapp-Monarch and for the Remington division of Sperry-Rand. From Knapp-Monarch, Endura reportedly hopes to pick up the small-town accounts; at present, its main marketing strength lies in metropolitan areas. From Remington, Endura picks up prestige sales. All three producers declined to discuss officially their reported manufacturing ties.

□□□□ **The first rechargeable knife from Japan** is being marketed by Aluminum Housewares Co., of St. Louis. The cordless knife, called the Lectro-Slice, carries a suggested retail price of \$29.95. Japanese slicing knives, until now, have been low-end units that operate off flashlight batteries.

□□□□ **Tufram has given buyers a sneak preview** of a range-mounted, non-stick grill. Designed to fit over two range burners, the unit is expected to retail for about \$15. Not yet in production, the grill will not be available to retailers until next January at the earliest, said vice-president Robert B. Hammond. Tufram offers a non-stick process in competition with DuPont's Teflon finish.

□□□□ **Men purchase 55% of all blenders** sold at retail, reports Ronson's William B. Gassaway. This also explains why Ronson will be playing up the ice-crushing feature on its new two-speed blender (MW, 12 July, p.34). The blender market, which has seen good growth in the last year or so, is expected to rise to even greater sales heights this fall and Christmas. Housewares buyers saw a lot to like in blenders while at the Chicago Shows.

□□□□ **The MCMA has picked up new strength**, by signing up three new members. Joining the Metal Cookware Manufacturers Assn. (MCMA) are Ekco, Norris-Thermador, and Metal Wares. Membership now totals 21. The MCMA has been hampered through the years by lack of total industry participation, and especially by its close ties to aluminum, rather than other cookware metals. The new members should help solve MCMA's problems.

A second look at Teflon: how far can the industry go?

The craze for Teflon-coated products has the housewares industry caught up in its momentum. So well has DuPont created a consumer desire for its non-stick finish, that "Teflon" has become a magic word—and manufacturers, too, may be getting carried away.

"If you take two identical items, one with Teflon and one without Teflon, the customer will take the Teflon-coated item every time—until the price difference becomes exorbitant," according to one retailer.

DuPont has done such a good job in generating excitement about Teflon that now everybody wants to get into the act—to cash in on the Teflon magic. Manufacturers in the cookware and electric housewares businesses have added new lines and broadened established lines of standard Teflon-coated items.

New applications of Teflon have appeared in the last several months. In electric housewares, the Teflon-coated percolator and the iron with the Teflon-coated soleplate have generated the most excitement. In kitchen utensils, Teflon applications include a hand mixer by Maynard, an ice tray by Hardie, and a melon baller by Progressus. Wayne Ware introduced a Teflon-coated dog dish at the Housewares Show.

What next? New applications seem to be limited only by the imagination—and there are some pretty active imaginations working in this area. One industry source quipped: "Next January, you'll see a Teflon-coated salesman, too."

Droves of manufacturers, in not even remotely related fields, are reaching for threads to tie themselves to Teflon in some way. The only requirement for participation seems to be that one use the word "Teflon" in one's sales pitch.

Some of the wildest applications have come in the Teflon utensil accessory field. Several brush manufacturers at the recent Housewares Show claimed they had brushes especially designed for use on Teflon-coated utensils. This would be fine, except that the same brushes were in their lines before the advent of Teflon. A nylon sponge made for use on Teflon-coated items was shown by Nylong Corp. The pitch: it does not scratch—but since when did nylon sponges scratch?

The clincher in unusual applications of Teflon is the return of the Teflon shoe insert, about as thick as a piece of paper, for \$1.98 a pair. When applied to the shoe directly under the ball of the foot, it is supposed to eliminate friction. The manufacturer is Hardie Enterprises, who

also came up with the Teflon-coated ice tray. The shoe insert first was introduced when non-stick coatings boomed, but then burst—prior to DuPont's quality acceptance program.

Even though retailers are buying Teflon almost faster than it can be applied to the items, they have not lost sight of real utility in Teflon application. For example, one buyer at the Housewares Show, when queried as to what he found new in Teflon, retorted, "A lot of things that don't need it."

Despite the pros and cons over current applications of Teflon, the predictions for fall and Christmas Teflon sales are fantastic. Manufacturers and retailers alike are eagerly looking forward to fat cash registers during the second half. And, as long as this situation exists, more and more firms will be reaching for ties to Teflon.

The big question, of course, is: At what point will the American housewife decide she has had enough of the Teflon craze? Because when she does, there will be a lot of burnt fingers, especially among those manufacturers with marginal entries.

And while still more companies are clamoring to get on the Teflon bandwagon, virtually all of the firms who now have a major commitment to Teflon—including DuPont—are actively experimenting to find new methods of applying Teflon that will increase its durability and will permit new applications.

"The next evolution in Teflon," said an industry spokesman, "should be a new process of coating, which would give it a longer life."

West Bend, which is one of the many electric housewares manufacturers experimenting with new techniques, is working on its own new method for applying Teflon—one which would permit coating on items not coatable under present techniques. What those items are is anyone's guess.

Another new process being tested by a leading cookware manufacturer was developed by a firm outside the industry, as a result of industrial applications. This new method, which is basically a coating process, is claimed to be 100 times more durable than the DuPont-approved process, without any loss of non-stick properties, and at a comparable production cost.

When could this process hit the market? "Technically, this new process can be applied to utensils for introduction this January," according to a spokesman for the cookware firm. —Linda Timmel

KEY MOVES

Remington—Robert E. Morrill is named to the position of director of sales for Sperry-Rand's shaver-type-writer div.

Central Queens—Fred Biren is named housewares general mgr of the New York City distributor, succeeding George Weintraub, who is working on over-all company diversification;

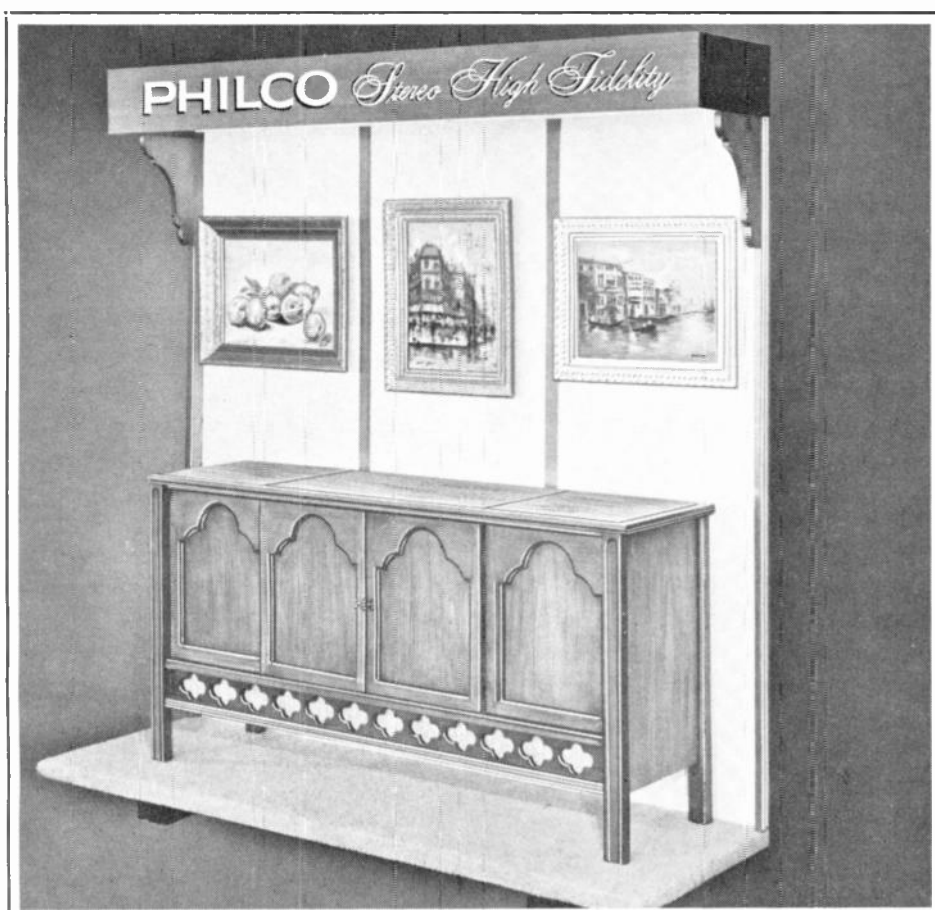
Irving Applebaum continues as housewares sales mgr.

Mirro—Frank J. Timberlake is appointed to the general sales and marketing area at the company's Manitowoc, Wis., headquarters.

GE—Edwin C. Pease is named public relations director for housewares.

MERCHANDISING PROGRAMS GIVE PHILCO STEREO SALES EDGE

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



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

Original oil paintings

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

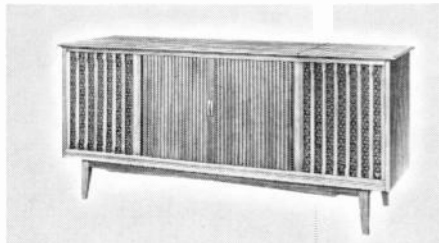
Five-record albums

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

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

Lavish new display

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



Olympic tv-radio-phono combos

Leading Olympic's color tv line of 19 models is a 21-inch color tv-AM-FM radio-stereo phono combination, model CK351, with a suggested retail price of \$549.95. In the line are 13 new models and six continuing models including: four 21-inch consoles, four 23-inch consoles, four 21-inch combos, two 23-inch combos and five

25-inch combos. All combination models are equipped with a 3-at-once control for simultaneous operations of tv, radio, and phono in different rooms. In addition to featuring a color-on indicator light, which informs the viewer when a color broadcast is on in case he is watching black and white, all 23- and 25-inch models have 25,000v picture power and a color control dial. Other features are an automatic color purifier, age, and automatic interference rejector.

Decorator hardwood styling highlights the 25-inch combos. The model shown is Danish walnut. Four of the 25-inch models have doors, while two of the 23-inch consoles have genuine wood tambour doors.

All models in Olympic's color line are available at open list, except for those in mahogany. Their suggested retail prices are as follows: \$369.95 for model CC326, a 21-inch console; \$489.95 for model CC3337, a 23-inch console; and \$795 for model CK3354, a 23-inch combo.

To their black and white tv line, Olympic has added new 23-inch tv-radio-phono combinations with the 3-at-once control and three new larger versions of their 23-inch open-face lowboy console. The line includes five consoles, seven combinations, two table models, and five portables. All prices are open list. *Olympic Radio & Television Div., Lear Siegler Inc., 34-01 38th Ave., Long Island City, N.Y.*



Bogen FM stereo set

A new solid-state 40w FM stereo receiver, model RT4000, is announced. Featuring flywheel tuning and 40db stereo separation, the new unit has an FM section with a sensitivity of 2.5 microvolts IHF, and with an audio frequency response of plus or minus 1db from 15cps to 30,000cps. Simplified controls on a brushed gold front panel consist of selector, mode, output, monitor and afc switches, as well as a loudness control with power switch, and balance, bass, treble and tuning controls. Phono, tape head, tape monitor or auxiliary inputs may be used. Outputs include speakers, tape or headphones.

Highlighted is the stereo minder indicator, a device that switches automatically from mono to stereo when the station broadcasts in stereo and indicates the change visually. The new model also has a built-in FM line cord antenna. The unit's suggested retail price is \$279.95. Optional is a walnut, vinyl-clad metal enclosure for \$14.95, or a walnut wood enclosure for \$29.95. *Bogen Communications Div., Lear Siegler Inc., Paramus, N.J.*

To Company Presidents:

Is there a young man in your company you're willing to bet will wind up in a top management spot?



We're willing to bet he reads this publication regularly.

If he's caught your eye, we have no doubt that he's also caught your habit of reading our publication regularly.

He gives us his time, for the same reasons you do: To find out what the competition's planning; to get an objective pipeline to what your customers are saying; and, occasionally, to discover what you're thinking.

Anything that's going on in our industry is reported on these pages. Accurately, objectively, completely. That's why we've become an essential tool for the industry leaders of today — and required reading for anyone hoping to be in your shoes tomorrow.



Roberts tape recorder line

Seven new tape recorders in a 1966 line of 16 models are introduced by Rheem Roberts. Prices range from \$169.95 to \$800. Among the new models are model 6000S (shown), a Cross Field battery-operated stereo portable with mike, rechargeable battery, battery charger, AC adapter and double amplifiers for stereo playback. Retail price is \$359.95.

Also in the line is a new version of Cross Field 770 featuring Sound-With-Sound. The stereo unit has 4 speeds including the new LP speed of 17 1/2 ips, electronically switched hysteresis synchronous motor, two VU meters, and a four-digit push-button reset index counter. \$449.95 is its retail price.

The stereo record-play model 1651 with two winged speakers, monitor switch for speakers, and Sound-With-Sound is another addition to the line. Scheduled for early fall introduction will be Roberts' first entry into compact recorders. Model 1510 will feature the Cross Field concept in a pocket portable, and will be designed to retail for \$79.95. *Roberts Electronics, Div. of Rheem Mfg. Co., 5922 Bowcroft St., Los Angeles, Calif. 90016.*



Coppes kitchen cabinet finishes

Champetra Palias, a new series of three antique enamel finishes for Coppes Napanee kitchens, is introduced by Coppes.

The three new shades are Antique Claire, Antique Bleu, and Antique Avocado, to be applied as base coats to the Country Door design. White porcelain pulls are used with Bleu, Avocado, or solid brass with Claire finishes.

The deeper shades of Bleu and Avocado have specially toned perimeters for a framed look. Cabinet drawers are in the basic Antique color and do not have perimeter treatment.

Coppes Inc., Napanee, Ind.



Wedgewood gas range

The new Futura gas range with two ovens and two broilers is offered by Wedgewood. Highlight of the unit is Select-o-Matic control which converts the upper oven into a broiler. It enables the user to adjust burner height without opening the oven door. As a baking oven, with the burner at its lowest position, the oven can be operated by manual control or by the programmatic cooking clock. Other features of the 30-inch wide range include three center simmer burners, lighted cook top, low temp oven control in both ovens, outlets, and adjustable leg levelers. Wedgewood-Holly Appliance Co., 8530 Hays St., Culver City, Calif.

Gaffers & Sattler gas range

Gaffers & Sattler has added two 30-inch gas ranges to its new Elegante eye-level line. The new models have the same double-oven cooking features as the three 37-inch gas ranges introduced in April. Styling features include smoked glass oven windows, Swedish door handles, a spun gold clock face, and brushed chrome range tops and backguards.

Each range has two independently timed ovens operated from one control panel. The deluxe model is equipped with a new control, Meal A'Tendant, which maintains a temperature of 170 degrees to keep food warm at the end of timed cooking cycle. The other model is equipped with a signal timer clock. The upper eye-level oven is 22 inches wide and has removable racks and chrome liners. The lower oven and broiler are 24 inches wide.

Range tops lift off for cleaning and have four hold-it burners. Other features include fluorescent range top light, and individual oven lights. The models are available in white and copper or yellow on special order. Gaffers & Sattler, 4851 S. Alameda St., Los Angeles, Calif. 90058.



Roper redesigned cooktops

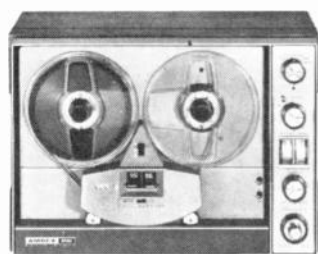
The redesigned line of Roper cooktops features a die-cast aluminum bezel framing the controls. The 36-inch deluxe model (shown) has an interchangeable griddle-grill with cover, a Tem-Trol burner, indicator lights for all controls, and lift-up top for cleaning. Both 30- and 36-inch models are available in white, coppertone, chrome, turquoise, or yellow. Geo. D. Roper Sales Corp., 2207 W. Station St., Kankakee, Ill. 60901.

Crestmark dealer display

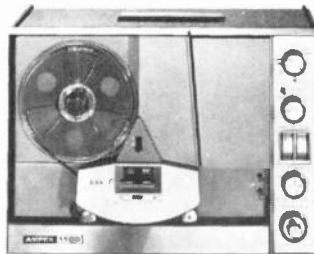
Showcasing Crestmark's solid-state component systems is a new dealer display unit consisting of four wood shelves on chrome frames, a silk screen background and a masonite back. The display holds four component systems or 16 component pieces. Crestmark Electronics Inc., Div. of Vanity Fair Electronics Corp., 170 Michael Drive, Syosset, New York.

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

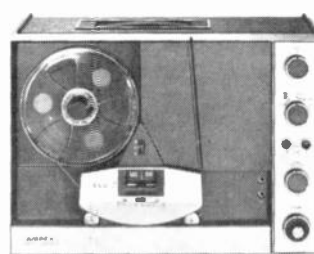
for 1966, Ampex offers a new line of moneymakers



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!



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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.

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Rental payments are set at whatever the customer wants. You add whatever finance rate you wish to the selling price, divide that by the length of the lease and you have the monthly rental installment. For \$1 at the end of the contract your customer may purchase our merchandise.

Here's How The Plan Works—

Dunfee Savings & Lease will discount the lease equivalent to 9% per annum add on and purchase the property from you. By your adding 2% per month to your cash sale price, when discounted at our actual rate, your 80% cash advance is approximately the same in dollars as your cash sale price. All contracts are processed in the Kansas City office and your check is forwarded to you usually within the week.

You Approve Customer's Credit—

Dunfee Savings & Lease buys deals that you approve. Our approval is not necessary. We verify delivery and satisfaction on initial contracts, thereafter we just spot check your contracts. Your checks are forwarded to you within a few days.

Only Dunfee Savings & Lease Offers You This Profit Making Service.

Lease Purchase financing is our only business. To our knowledge, no other company handles consumer goods with dealer approved lease contracts. Only Dunfee has the leasing experience to offer such a high dealer profit-making opportunity. A Dunfee Lease Purchase contract actually opens the door to normally lost credit business volume.

Write today for a customer
Lease Purchase Finance Contract.

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8113 Troost, Kansas City, Mo.

KEY MOVES

Admiral—Robert A. Fall is named product planning mgr for appliances; Gerald H. Scott, Jr. is appointed field sales training mgr for the corporation; Dale K. Prouty is appointed traffic mgr; Jack M. Daly is appointed regional sales mgr, covering distributors in Jackson, Miss., Little Rock, Ark., Memphis, Tenn., and Shreveport, La. Admiral Corp.-Metropolitan Div. Inc. appoints seven sales mgrs: Paul Bassin for the entire New York City metropolitan area and much of New England; William J. Davies for Connecticut and Western Massachusetts; Edward Lerner for New Jersey; Bernard Kaiser for the New York metropolitan area; Julius Raff for chain stores in New Jersey; Bernard Garfinkel for chain stores in New York; Walter Pomerantz is promoted to sales mgr for department stores.

Andrea Radio—Peter J. Morahan is appointed to the new post of general mgr-commercial sales for the corp.

Arlan's Department Stores—Erling Balstad is appointed merchandise mgr of consumer electronics and traffic appliances.

Coppes Inc.—Eldon H. Hatfield is appointed district sales mgr for Coppes Napanee custom-built hardwood kitchens in Chicago, Wisconsin, Minnesota, North Dakota, South Dakota, and northern Illinois.

Craig Electronics—James Rowan is appointed sales mgr for car radios and sound systems.

Fedders—Anthony Agovino is promoted to assistant to the executive vp; Sam Muscarnera is named mgr of industrial relations in the Edison div.

General Electric—George P. Welch is named mgr of advertising for the distribution sales operation of GE's major appliance div.; A.E. Fleming is appointed mgr of the new regional headquarters of the apparatus and supplies distributing dept. of The GE Electric Supply Co., in Salt Lake City; J. Max Stucki is appointed Salt Lake City district mgr.

General Instrument Corp.—Edgar Messing is named group vp of the Entertainment Electronics Products Group; Frederick Shuh is promoted to vp and general mgr of F.W. Sickles Div.; Ernest A. Thomas is promoted to vp and general mgr of General Instrument of Canada Ltd.

Heat Controller—James E. Cohen joins the corporation as sales mgr for central and commercial air conditioners.

Hoffman Electronics Corp.—Wallace Powell is named mgr-Eastern region, and John Charles Nash is named mgr-Western region, both for the consumer products div.; Ken Ko is appointed the division's director of design.

Hotpoint—Robert F. Davis is appointed mgr-marketing for the refrigeration dept.; John F. McDaniel is named mgr-customer brand marketing; McDaniel succeeds James J. Slattery, who is named mgr-Universal marketing and distribution operation of GE's housewares div.

Jerrold Electronics—Sanford Berlin is named mgr-distributor sales div.

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 9	229,407	151,837	+ 51.09
	27 Weeks	6,765,889	4,931,028	+ 37.21
distributor sales	April	745,221	600,301	+ 24.14
	4 Months	3,386,300	2,579,212	+ 31.29
b&w television production	July 9	101,745	88,834	+ 14.53
	27 Weeks	4,070,829	3,982,290	+ 2.22
distributor sales	April	524,418	513,058	+ 2.21
	4 Months	2,428,720	2,433,421	— .19
color television production	April	179,321	92,318	+ 94.25
	4 Months	682,178	378,545	+ 80.21

**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.

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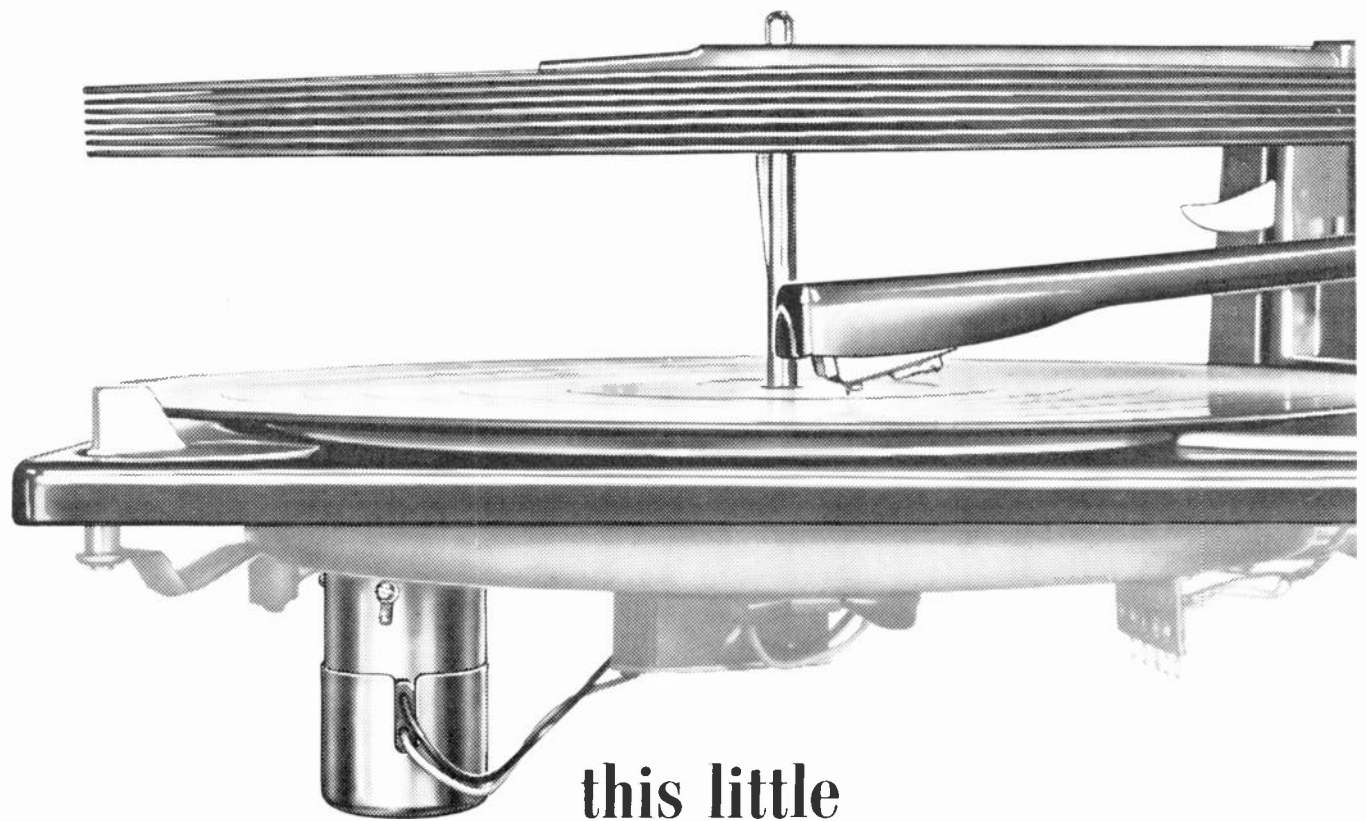
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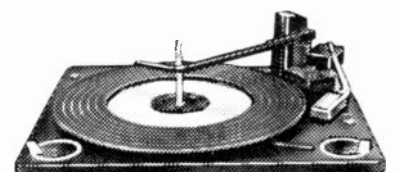
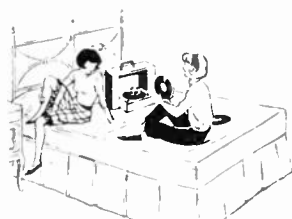
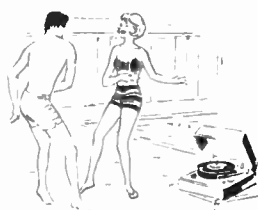
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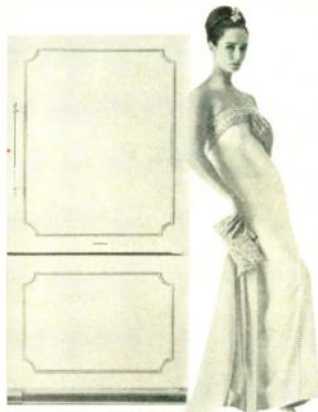


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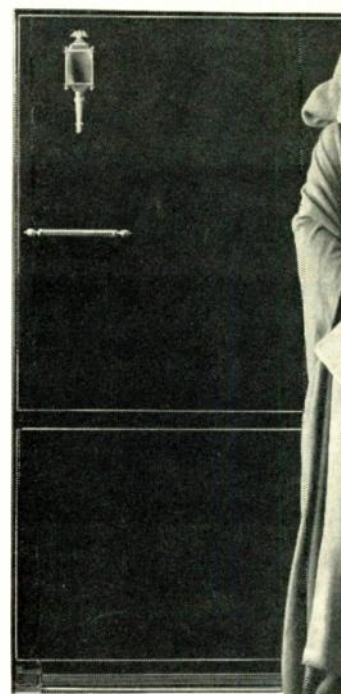
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Creativity Award presented to Kelvinator! For only the second time in its history, the *Mart Magazine* Dealer Advisory Board has presented a "Creativity Award" to an appliance manufacturer. Samuel M. Boyd (left), president of Bailey Wagner, Inc., Springfield, Mass., and chairman of the dealer advisory board award committee, presented it to John C. Secrest, vice president and general manager of Kelvinator Division, for the company's introduction of Originals.