

MERCHANDISING WEEK

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◀ □ □ □ **Young America** is the fastest growing segment of the population, and it spends big, too. Today's teenagers, brides, and young marrieds are rocking the marketplace with a new beat. But the consumer electronics and appliance industry seems to be out of step. Here's why, and what can be done about it....p.13

AT PRESSTIME □

□ □ □ □ **A new microwave oven** will be shown to the press by Litton Industries, on Aug. 17, in Chicago, and on Aug. 18, in New York City. Litton, which supplies the tube for Tappan's \$998 microwave oven unit, says it will not compete with Tappan, because its new oven—which the company is touting as the smallest, most powerful, least expensive yet developed—is not aimed at the retail market. "It is essentially a commercial-type oven," a Litton spokesman said.

□ □ □ □ **Color tv sets in use** in the U.S. hit 3.6 million on July 1—up 26% from the estimated totals last January—according to NBC. The network—and by association, its parent company, RCA—predicts that 5 million color sets will be in use by the end of this year. If the NBC forecast holds, color sales will double in the second half of 1965. In the first six months of this year, the network estimates 740,000 color sets moved into American homes. In the second half, NBC is counting on another 1.4 million color sets being sold, bringing the year's grand total to 2.14 million units.

The 3.6 million color sets now in use represent an increase of 1.57 million—a 77% gain—over the number of color sets in use a year

continued on p.3



Our complete line around 40 years ago.



Part of our line for 1966.

New 25, 23, 21 inch color TV; new 300-watt solid state stereo; new color TV combinations and black & white TV; superb new 1966 models. Take a good look at 40 years of leadership. Take a good look at Packard Bell. ★ Some exclusive area dealer franchises are still available. Write Paul Bryant, Packard Bell Sales Corp., 12333 W. Olympic Blvd., Los Angeles 9006

Packard Bell | 

ago. The addition of 740,000 color sets into circulation in the first half of 1965 represents an increase of more than 80% over the 410,000 gain in the first half of last year.

□ □ □ □ **Zenith's cheapest remote-control color set**—model 6728W, a 21-inch contemporary lowboy for \$549.95—heads the parade of drop-ins for the fall season. With what the company describes as a “\$5 million plus” ad and merchandising program set for this fall, Zenith has added units to its tv, radio, and stereo lines. In color tv, Zenith now has eleven 21-inch consoles priced between \$439.95 and \$549.95, including the new remote-control unit and a new French Provincial model (No. 5440H). Zenith also added to its 25-inch color tv line: a Danish Modern remote-control set (No. 9341W), at \$825, and French Provincial units (No. 8345H) at \$725, or in antique white (No. 8345X) at \$745, and an Early American unit (No. 8342M) priced at \$725.

Other drop-ins: 8-transistor radios at \$19.95 (Royal 640), and \$24.95 (Royal 645). Price does not include batteries. In portable stereo, Zenith is offering a tilt-down changer model with solid-state amplifier at \$89.95. Early this fall, Zenith will introduce a personal FM-AM portable radio. In portable stereo, the company dropped in a tilt-down changer model with solid-state amplifier for \$89.95.

□ □ □ □ **Whirlpool has sold its experimental store**, which it opened last February, in Tampa, Fla. The RCA Whirlpool Sales and Display Store was operated by a staff of Whirlpool employees for six months as a test-tube experiment in retail management, a spokesman said. Findings from the experiment are still being sifted.

□ □ □ □ **An increase in the minimum wage** to \$1.75 an hour and extension of its coverage to 6.1 million more workers has been approved by a House Labor Subcommittee—and favorable action by the full committee is expected, perhaps this week. The bill would bring under

the law an additional 800,000 retail stores (including chain stores) which are now exempt from the law because they do less than \$1 million gross volume a year. There may be major changes in the bill as it works its way through Congress, but it appears that an increase in the minimum wage has been given a powerful shove toward final enactment—possibly before Congress goes home this fall.

□ □ □ □ **An option to expand pay tv** to five major metropolitan areas has been awarded to RKO General Phonovision by Zenith Corp., a pioneer in pay tv systems. RKO, in cooperation with Zenith, has operated a pay tv station in Hartford, Conn. for three years, and has now signed an agreement with Zenith that will enable it to use the system in New York City; New Haven, Conn.; Philadelphia; Washington, D.C.; and San Francisco. Expansion to these cities still hinges on Federal Communications Commission approval, and, Zenith says, final results of the Hartford experiment.

□ □ □ □ **Japanese tv exports to the U.S.** for the first six months of 1965 totaled 436,134 units, reports McGraw-Hill World News from Tokyo. Average price per unit was \$55.30, total value \$24,118,323. This is a 71% increase in units and a 68% increase in dollars over the comparable 1964 period.

□ □ □ □ **Audio Spectrum's first cartridge tape unit**—a monaural tape player for car installation—will enter the market on Aug. 16. It will carry a retail price of \$69.50. Initial distribution will be through 150 retailers in the Hartford-New Haven, Conn. area.

Audio Spectrum's consumer ad campaign includes: a full-page ad, with dealers' names and addresses, in regional issues of *Life*, and local tv spots designed to educate consumers on the operation of endless-loop cartridges and, particularly, the Audio Spectrum machine. Total advertising costs will be \$30,000.

Plans call for a similar program for the monaural unit in the Dallas-Fort Worth, Tex. area, as well as introduction of a stereo car tape player.

Excise tax cut probe: who's passing the buck along

A Congressional campaign to pressure retailers and manufacturers into passing along this year's excise tax cuts crested this week in the closed conference room of the House Ways & Means Committee.

Representatives of industry groups who had testified before the committee when the tax cut was being considered were “invited” back for an informal off-the-record discussion of how they and their members were doing in passing the benefits along to consumers.

They appeared to have convinced committee members present—including Rep. Charles A. Vanik (D-Ohio), who has made excise taxes his own special project—that they were doing pretty well, and that the forces of competition would tend to bring laggards into line.

Chairman Wilbur D. Mills (D-

Ark.) set the off-the-record ground rules and declined comment after the hour-and-a-half session. Following Mills' lead, other members of the committee kept silent, too, as to the exact nature of the proceedings.

But it was understood Vanik and the others were satisfied with the meeting and felt they had accomplished a key purpose in dramatizing Congressional concern to the industry groups. On the other hand, industry sources were pleased with the friendly tenor and felt they had made a good case.

Represented at the meeting were six trade associations, including the American Retail Federation, Electronic Industries Assn., and the Institute of Appliance Manufacturers. The Athletic Goods Manufacturers Assn. was invited, but submitted only a letter—stating that the ex-

cise cut was being absorbed on many items of sporting equipment because of cost increases.

The only company represented individually was IBM, which has come under fire for failing to pass on the excise tax cut on typewriters and business machines—including machines sold to Congress.

The industry groups came armed with price lists, statements from member companies, and trade-press stories to back up their contention that—especially in the high-volume, competitive, radio-tv and appliance fields—the tax cut was bringing lower retail prices.

On some items, the committee was told, prices were being cut by even more than the tax cut for sales reasons. And one retail spokesman reportedly said his company was simply cutting off orders from manu-

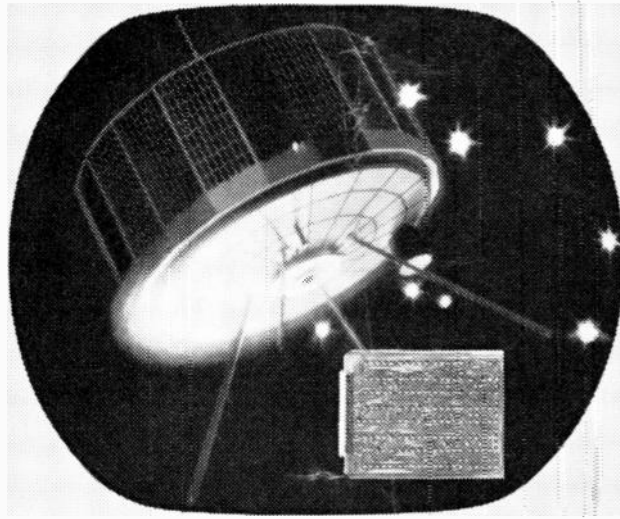
facturers that were not reflecting the tax cut in their prices.

Committee members were impressed with the experience of Columbia Records, which at first announced it was not reducing its prices, and then a few days later decided it had to go along with the rest of the industry.

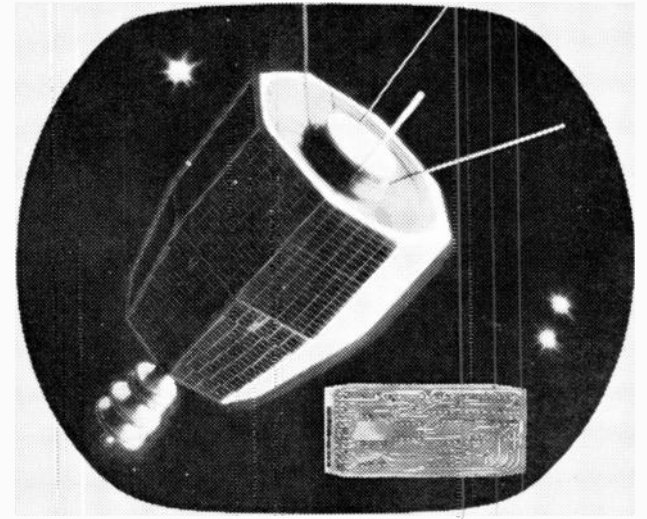
“The meeting was a good thing to have,” said one source. “No one there was on the defensive. Everyone was in a very positive frame of mind.”

No repeat performance of the session is in sight now, but Vanik plans to keep up his fire on prices that do not seem to have dropped since the tax cut became effective, on June 22. And he is gearing up to do a similar job on those products that will be affected by the next round of excise tax cuts, which will take effect on Jan. 1, 1966.

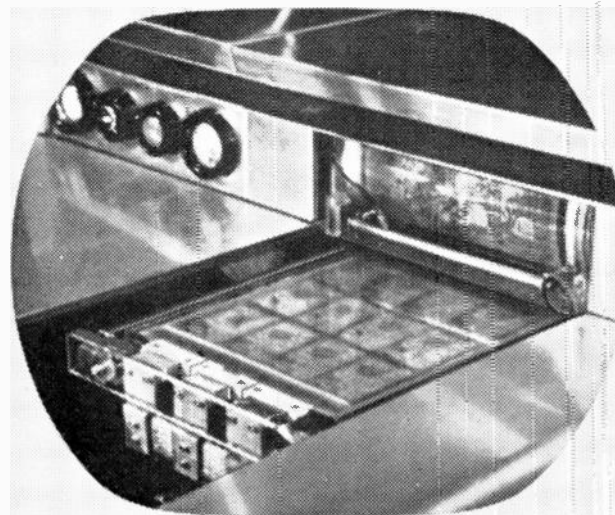
Why RCA Solid make RCA Victor the



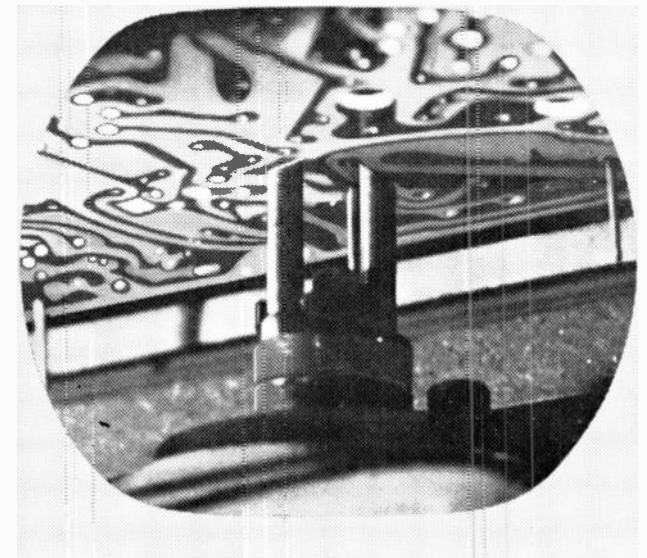
1. Tiros weather satellites rely on solid RCA circuits.



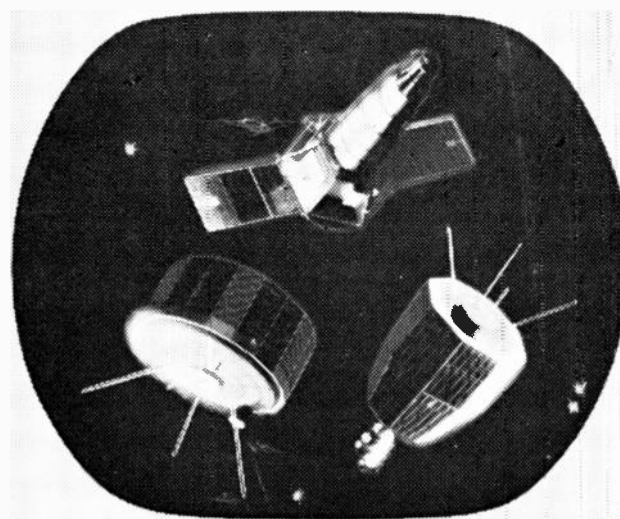
2. Relay world-wide TV depends on solid RCA circuits.



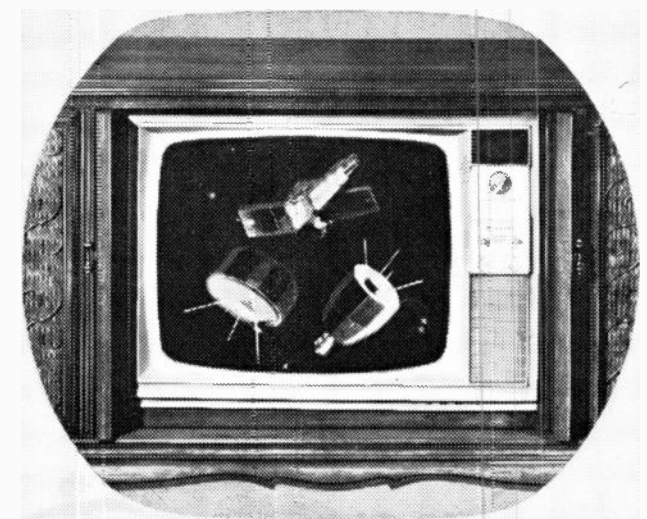
5. They're exact—solid.



6. They're accurate—solid.



9. Solid RCA Circuits are in America's space program



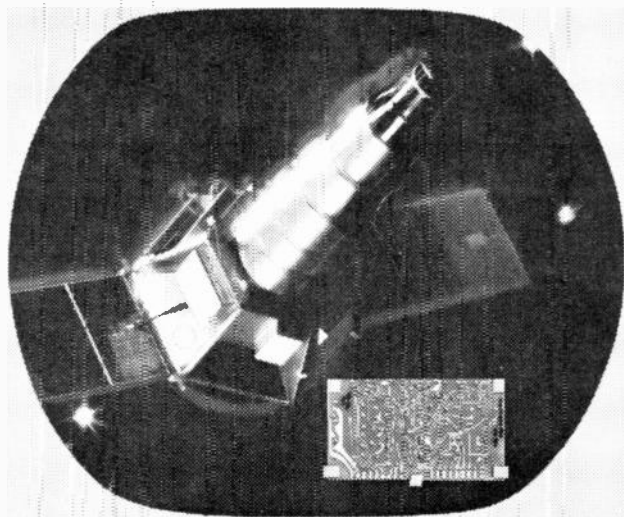
10. and Solid Copper Circuits



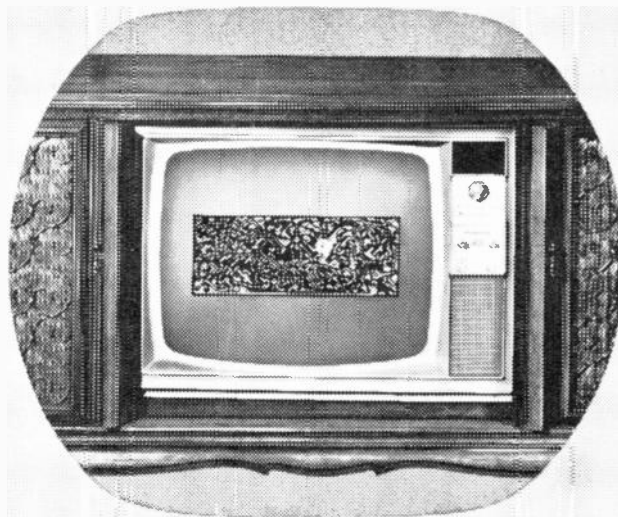
See the RCA Victor Solid Copper Circuit story in full on Walt Disney's "Wonderful World of Color," Sundays, NBC-TV Network.

Copper Circuits

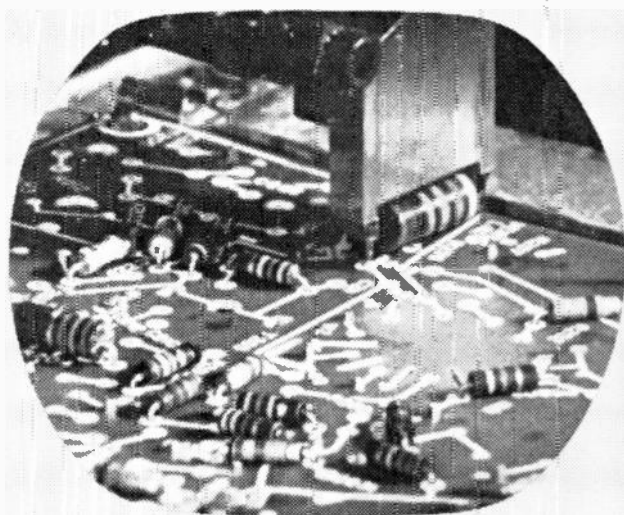
most dependable Color TV



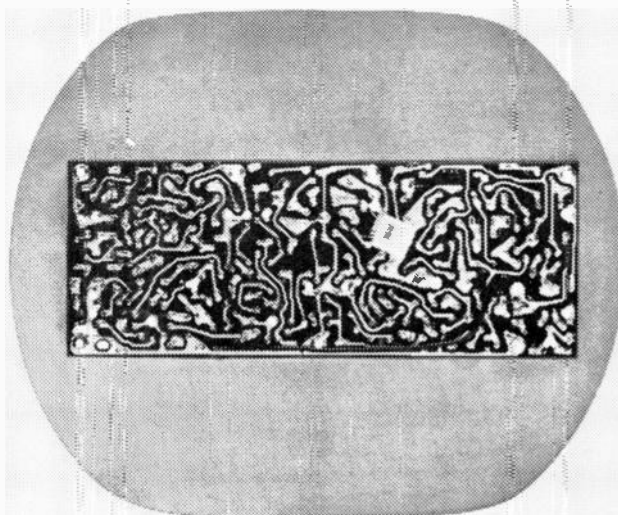
3. Ranger moonshots use solid RCA circuits.



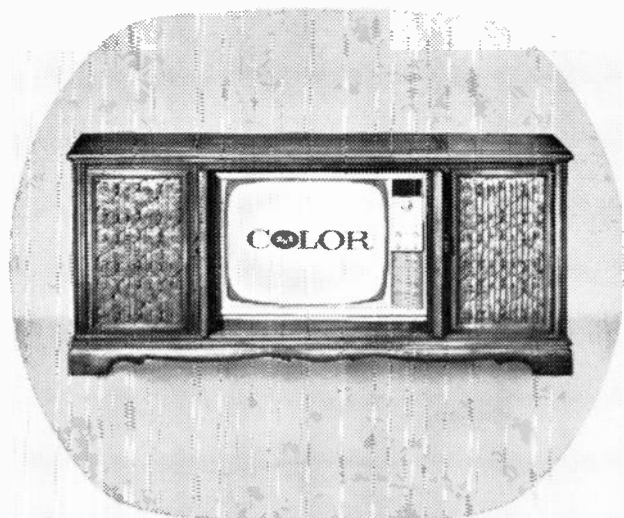
4. And every RCA Victor Color TV has RCA Solid Copper Circuits... the circuits made with space age precision.



7. They're reliable—solid.



8. They're dependable RCA Solid Copper Circuits—the space-age advance over old-fashioned hand wiring.



11. make RCA Victor the most dependable Color TV.



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Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



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(Please print your new address below)

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company

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

street

city

state

zip

WASHINGTON

□ □ □ □ **CATVers and broadcasters may be warming up** to each other after six months of icy relationships. The first significant indication of a thaw occurred when National Assn. of Broadcasters (NAB) officials sat down informally with CATV spokesmen at last month's convention of the National Community Television Assn. (NCTA). Now there appears to be movement toward a resumption of formal negotiations to seek agreement of guidelines for regulation. This is exactly what Rep. Oren Harris (D-Ark.), out-going chairman of the Commerce Committee, has urged.

NAB and NCTA were within a whisker of agreement earlier this year. Subcommittees from both groups laid out a plan under which CATVers would pledge not to duplicate the programs of broadcast stations simultaneously. But the NAB board of directors supported a longer protection period—15 days before and after broadcast of the program involved. The Federal Communications Commission (FCC) has written the 15-day policy into its CATV rules, but CATVers still oppose it.

Harris feels the commission did not have authority to regulate CATV operations. He wants legislation to spell out the CATV regulatory guidelines and establish a national television policy. But he believes agreement between the disputing broadcasters and CATVers has to come first.

Other points of contention between the two opponents concern copyrights. CATVers feel threatened by copyright proposals that could make them pay for the programs they pick up. But up to now the duplication rules have been the main roadblock.

□ □ □ □ **A September steel strike is a possibility** that cannot be overlooked. Most government officials agree that a Sept. 1 strike is a very real threat, but there is still much hope of averting one.

Possibility of a strike arose when the United Steelworkers Union (USW) voted to reopen contract talks Aug. 1, gaining the right to strike 30 days later. Since last spring, the industry has been operating under an interim agreement hammered out largely because the USW was locked in its leadership fight as the strike deadline approached. The companies and the union are not terribly far apart now on what the total wage package should be. The interim pact provided 11.5 cents. The USW recently has been pressing for closer to 18 cents. The government would like to see a settlement for about 13 cents—an amount below the 3.2% guideline set by the Council of Economic Advisers.

If a strike is called the government is virtually certain to invoke the Taft-Hartley injunction law, because of the Viet-nam situation.

□ □ □ □ **Installment credit mounted again in June**, but at a somewhat slower rate, the Federal Reserve Board reports. Total consumer installment credit stood at about \$62.8 billion at the end of the month. Seasonally adjusted, the increase amounted to \$602 million, compared with \$670 million in May and an average \$661 million for the first six months. Credit for such goods as appliances, furniture, apparel, and general merchandise climbed \$130 million—seasonally adjusted—to a total of \$15.4 billion. Repayments were up about \$100 million, the largest rise since February.

The cost of doing business: some signs of improvement

As the 11th annual NARDA Institute of Management for appliance-tv dealers swings into high gear in Washington, D. C., dealers are pondering the implications of the association's 19th annual cost of doing business survey.

The survey reports sales were up 11.1% over 1963 for those members of the National Appliance & Radio-TV Dealers Assn. who reported comparative sales figures, but the cost of goods sold rose to 73.82% of net sales in 1964—a six-year high.

NARDA said the survey, which covered 1964, drew a record number of returns—though the exact size of the sample was not disclosed. Most of the dealers (88%) sell merchandise and service, and these firms accounted for 82% of the reported dollar volume. Firms that sell merchandise only accounted for 18% of the dollar volume.

The best selling products were, as usual, tv sets (with color tv's share of the dollar sales coming up strong), refrigerators, washers, ranges, and other consumer electronics (see NARDA's table below). Washers, interestingly enough, while maintaining their place in the ranking, have lost percentage points every year since 1958.

Average unit sales values were figured on several products, although the survey emphasized that the basic data were not definitive. Nevertheless, a minority group of NARDA dealers did report these average sales figures: the average refrigerator sale, \$296; the average freezer sale, \$256; average washer sale, \$224; electric range sale, \$220; gas range sale, \$197; b&w tv sale, \$183; color tv sale, \$559; air conditioner sale, \$243, and the average dishwasher sale was \$216.

The trade-in ratios were generally stable. For example, 58% of refrigerator sales were accompanied by a trade-in, the same as 1963; 56% of the washer sales came with a trade-in; 53% of the range sales (up from 49%); 47% of the tv sales; 20% of the dryer sales; 16% of the freezer

sales (up from 10%); and 9% of the air conditioner sales.

About a third of the NARDA dealers who participated in the 1964 survey reported carrying merchandise other than appliances, radios, or television sets. These lines accounted for 13% of the total merchandise sales volume. NARDA added together the total sales volume of these lines and then broke down the sales by product. In other words, furniture sales accounted for 55.63% of the total non-appliance sales reported by NARDA dealers; musical instruments accounted for 18.95%, hardware for 8.88%; heating and electrical supplies for 6.48%, and "other" for the rest.

Sales per square foot rose sharply in 1964. In 1961, 1962, and 1963 the dealers reported sales per square foot of \$86. The 1964 figure to \$101—not far from the historic \$104 high set in 1952 and 1959.

Gross margins were down because of the increases in the cost of goods sold. However, dealers managed to bring several operating costs down; specifically: salesmen's remuneration; "other taxes" (excluding income tax) and licenses; advertising-promotion-publicity; office supplies-storage-postage; and dues-donations-collection expense.

"On the strength of the drop in operating costs," says the report, "the 1964 net operating profit ratio attained a six-year high of 1.75% on net sales, compared to 1.41% in 1963."

Since "other income" rose from 2.62% to 2.89%, total income rose to a six-year high of 4.64%, and the after-tax profit ratio was also a six-year high of 2.4% of sales.

Specialty service firm profits were up even higher, NARDA reports. "Total net profit before taxes in 1964 was 5.89% of sales, while in 1963 this same profit figure was 3.81%." Service companies are doing well because, although operating costs are up, gross margins are also up. 1964's gross margin was 42.33%; 1963's was 37.35%.

Marconi will go direct to dealers, replacing the rep set-up the company has been using in the U.S. With its U.S. subsidiary, Radio Elcom Corp., of Cohoes, N.Y., Marconi tested four markets to determine where it could best fit into the U.S. marketplace. As a result, a 14-model, solid-state, stereo console line priced between \$300 and \$799.95, was decided upon.

"This was a last resort. We would have had it easier by using reps, but we tried that and found it didn't work for us," said N. Adrian Fallow, national sales manager of Radio Elcom.

Presently, Radio Elcom has 10 trading areas in the Middle Atlantic states and "in excess of 250 independent retailers." During the next eight weeks, it will be recruiting more retailers through 15 by-invitation-only shows. Radio Elcom is offering dealers co-op advertising, free floor planning, promotional kits, minimum pricing, 40% profit margin, and exclusive market areas.

New warranties for Pilot color tv theatres are: a two-year warranty on the 25-inch color tube, and a one-year warranty on all other color tv parts. The units continue to carry a 90-day service warranty.

Penney plans to distribute more catalogs, its recent expansion announcements indicate. Hot on the heels of last week's dedication of a new multi-million-dollar printing plant (MW, 2 Aug., p.7) comes word that the company will add nearly 2 million sq. ft.—at a cost of \$5 million—to its catalog distribution center in Milwaukee. The Milwaukee catalog center serves customers in 12 Midwestern and Eastern states. And still more expansion is promised: "Additional catalog distribution centers will be established during the next few years with the goal of attaining a nationwide catalog service by the early 1970's," says Donald V. Seibert, Penney's director of catalog sales and operations.

Thermador has a new sales brochure that outlines and illustrates the features on its complete line of built-in dishwashers. The six-page booklet is available free of charge from Thermador, 5119 District Blvd., Los Angeles, Calif. 90022.

Admiral will fly 3,000 dealers to Rio during the next month as the windup of its giant 1965 sales incentive program. The 7-day all-expense trips to Rio de Janeiro were awarded to dealers on the basis of their purchases of Admiral products between Jan. 1 and Apr. 30 this year. Thirty-six jet flights will be made in the giant airlift; the first will leave on Aug. 23, the last will return Sept. 23.

FCC gave the go-ahead to cross ownership of tv stations and Community Antenna Television systems. In a recent 5 to 2 decision, the Federal Communications Commission held that the present danger of abuse was not great enough to warrant a flat ban. During the past year, at least six applications for cross ownership were pigeonholed. FCC's decision will probably trigger an avalanche of applications from individual stations, chains, and at least one major network.

What each product added to 1964's total sales dollar

	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954	1953
B&w tv sets	13.6	17.9	—	—	—	—	—	—	—	—	—	—
Color tv sets	13.2	8.7	—	—	—	—	—	—	—	—	—	—
Total tv sets	26.8	26.6	30.4	27.0	21.8	24.8	25.7	21.8	—	—	—	—
Refrigerators	17.4	19.3	15.7	14.2	16.6	15.6	12.8	13.8	15.1	17.9	17.9	16.7
Washers	13.1	13.7	13.5	13.5	14.4	14.8	14.2	—	—	—	—	—
Electric ranges	7.5	7.6	5.2	6.4	7.2	6.2	4.7	5.7	6.3	5.1	4.9	4.9
Gas ranges	1.9	2.0	2.2	2.0	2.9	2.1	2.9	2.4	2.2	1.9	3.4	3.4
Total ranges	9.4	9.6	7.4	8.4	10.1	8.3	7.6	8.1	8.5	7.0	8.3	8.3
Radios, Hi-Fi, Record Players	7.5	8.6	13.1	12.6	10.1	11.9	10.8	11.9	—	—	—	—
Air Conditioners	7.1	5.0	3.7	3.5	5.9	4.5	8.9	4.8	2.7	2.0	3.7	2.5
Electric dryers	3.6	3.6	3.3	4.0	3.4	3.8	3.4	—	—	—	—	—
Gas dryers	1.2	1.1	0.8	0.8	0.7	1.0	1.3	—	—	—	—	—
Total dryers	4.8	4.7	4.1	4.8	4.1	4.8	4.7	6.2	5.7	4.4	3.3	2.9
Cabts.-sinks-disposers	1.3	1.2	—	—	—	—	—	—	—	—	—	—
Dishwashers	3.5	2.6	—	—	—	—	—	—	—	—	—	—
Total kitchen equip.	4.8	3.8	2.9	4.5	4.5	4.0	3.1	3.7	3.9	2.5	2.6	4.3
Freezers	3.1	3.1	2.9	3.8	5.5	3.3	3.2	3.6	5.2	7.9	3.6	2.8
Vacuum cleaners	1.3	1.0	0.9	0.9	0.8	0.8	0.9	1.6	1.6	1.1	1.1	1.1
All portable appliances	2.2	2.1	2.4	3.7	2.1	2.7	2.2	2.6	4.7	3.7	5.5	3.6
Other major appliances	2.5	2.5	2.0	2.3	2.0	2.3	2.9	2.7	3.6	6.1	4.8	3.8
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

□ □ □ □ **The Japanese are in a profit squeeze** as domestic demand for the Made-in-Japan tv sets is dropping rapidly, reports McGraw-Hill World News in Tokyo. Monthly production is hovering at just over 300,000 sets—as compared with 400,000 all through 1964—while overhead costs remain fixed. Although exports to the U.S. are running far ahead of last year, the profit on sets exported generally is lower than for sets sold in Japan. And the relatively inexpensive sets dropped in by U.S. manufacturers also have driven prices—and profits—down. The transistor tv category is the only one in which production is steadily rising—but not spectacularly. Even with the rising volume of transistor sets in production, costs are not dropping in accordance with expectations for two reasons. The transistor sets have to pay part of the penalty for the increased per-unit overhead costs because of lower total production; the cost of transistors and other special components have not fallen as rapidly as was anticipated. One manufacturer says he might do better by buying Texas Instrument or other American transistors for some of the functions in which non-radio type transistors are required.

□ □ □ □ **Ampex is promoting its 2000 series** of stereo tape recorders by offering consumers 12 prerecorded stereo tapes and two blank reels of tape—a \$100 value at retail—with the purchase of any one of the three models in the series. The series starts at \$469, and features self-threading and electronic reversing.

□ □ □ □ **May Co. is opening six new stores** within the next three months, reports president Morton D. May. Three of the new branches—in Washington, D.C., Los Angeles, and Pittsburgh—were opened last week. Two other new outlets will be in Akron, and the sixth new store will be in Cleveland. These new stores will bring to 65 the number of department stores the May Co. operates in 11 metropolitan areas. May said the company will open six or seven more new branches in 1966—two in Southern California and the others in St. Louis, Denver, Pittsburgh, and Akron. “We should have 85 to 90 stores in operation by 1970,” May said. May predicts that sales for the last six months of this year will be 5% over the second half of 1964.

□ □ □ □ **More Waltz Through Washday tie-ins** have been announced by the American Home Laundry Manufacturers’ Assn. (AHLMA). The Calgon Corp. has confirmed plans to incorporate the Waltz theme into its national magazine and tv advertising. The Florida Power Corp., of St. Petersburg, will promote the Waltz in its electric dryer campaign scheduled for October and November. Florida Power will offer dealers and sales personnel cash bonuses as Waltz campaign sales incentives, and customers who purchase a new electric dryer during the campaign will be awarded automatic electric coffee percolators. The National Cotton Council has made available to Local Action Committees a cotton wardrobe adaptable to a Waltz fashion show featuring home launderable garments. The Water Conditioning Foundation has sent Waltz portfolios to its members; for re-direction to a potential 7,000 dealers.

The distribution dilemma: Motorola sees a way out

“One of the largest independent retailers in this country recently confided in me that the private label will dominate the market within two years. I question his timing, but I don’t question it will eventually come to pass, *if*, and again I emphasize *if* . . . we do not compensate in some way or other for the economic advantage private-label retailers currently enjoy.”

It was in a speech before the Texas Electronic Assn. that S. R. Herkes, president of Motorola Consumer Products Inc. exploded his bombshell warning last week.

What can the brand name manufacturer and the independent retailer do to halt the trend? The first thing they had better do, urged Herkes, is face facts. And the facts are that manufacturers, wholesalers, and retailers have caught themselves in the trap of suicidal competition, as a result of their misguided emphasis on the good buy and the low price.

The big chain-sell service, they don’t sell price, he pointed out. All the time, effort, and money the manufacturer spends on romancing the dealers, Sears and Ward’s contribute toward selling the consumer.

“Anyone assuming these retailing giants have an operating advantage from the standpoint of being low-cost operations, is likely somewhat misinformed. Actually, their gross profit requirements could be greater in bulk of the discounts we offer our distributors,” Herkes said. It is not the high distribution costs associated with the system that cause the current dilemma, but the tremendous waste of time, effort, and money.

The manufacturer’s role, he said, is selling product, not price. It is all very well to organize co-op buying groups, as some independent retailers suggest, in order to buy and sell at more competitive prices. This is a technique farmers used as far back as the Thirties, and it is fine as long as “your suppliers are left healthy enough . . . but, if my appraisal of Sears . . . has any merit, their success must be attributed to the way they sell, not the way they buy.”

One way to boost sales is through better engineering and better products. This, holds Herkes, is the one factor that has given manufacturers their slight—and precarious—lead. But it takes money to develop better products, and as long as there is a lack of cooperation between dealers, wholesalers, and manufacturers, the partnership necessary to realize profits is destroyed.

“How can you build better merchandise and stay in business when the trend is toward lower and lower prices?” asked Herkes.

“Direct selling by manufacturers to dealers,” and “the use of branch distributors by manufacturers” were two other important trends Herkes touched on in his speech. But he discounted the advantages of the first because of the large sales forces and additional expenditures for warehousing and central organization necessary to make a direct-sell program “truly national in scope.” And he discounted the second because of the need for close supervision and for the large initial cash investment, which holds little promise for adequate returns.

Cherry-picking a tape line: Belcor picks three for volume

Between them, Mel Koenig and Si Mazoff represent a remarkable amount of tape recorder sales history, running back to 1947 and the Webcor wire machine.

Koenig was a partner at Webcor’s largest independent distributor, All-State. And Mazoff logged time as sales manager at All-State, at Sylvania, and as assistant national sales manager for tape recorders at Emerson Radio.

Now, both are putting their time and experience to work for themselves in a business they know best: tape recorders, portable phonographs, and transistor radios. Koenig serves as president of their company, Belcor Corp.; Mazoff is vp.

The tape recorder line they have put out represents a thinking man’s choice. With their own vast marketing knowledge, Koenig and Mazoff did their own cherry-picking, selecting three models to hit key price points in the volume end of the business. “Anything else would be a variation on the basic theme,” Mazoff said.

The Belcor line—all machines are made in Japan, and come in black-

and-gold, have an on-off pilot light and capstan drive—kicks off with a monaural unit with a 5-inch reel. The compact two-speed machine (1 $\frac{7}{8}$ and 3 $\frac{3}{4}$ ips) has a record-level indicator, a fast forward and a fast rewind.

The step-up model, which is a full-feature two-speed (3 $\frac{3}{4}$, 7 $\frac{1}{2}$ ips) mono unit, has a digital counter, full VU meter, two speakers, separate volume and tone controls, fast forward, and fast rewind.

Top-of-the-line unit is a 4-track stereo unit with complete playback and record features, separate volume and tone controls for each channel, digital counter, two VU meters, and split lid with two speakers.

The prices: \$69.95, \$99.95, and \$179.95 for the stereo model, but these units can and are being merchandised profitably for less.

Acceptance of the line: By their own account, Belcor swings with key accounts in the tough New York market; Abraham & Straus, E. J. Korvette, Gertz, Alexander’s and Stern’s, an impressive array of heavy hitters. What Belcor is looking for now: distributors outside New York.

Magazine with a Mission

by Leo Burnett

Chairman, Leo Burnett Company, Inc.



PHYSICALLY, Reader's Digest comes as close as anything I know to Instant Reading

—easy to pick up, easy to carry, easy to plunge right into, easy to absorb, but awfully hard to stop reading once you have started—something like eating popcorn.

And, I warn you, it's habit forming.

It's impressive that The Digest goes to 16 million families in the U.S. and that it is published in 14 languages, including Chinese, circulating in every free nation, reaching 75 million people every month.

However, I can't quite get these figures through my head.

Just to please me

I prefer to believe that DeWitt and Lila Wallace get up this fine little magazine for me—and me alone.

All month long they and their colleagues screen articles, put them through the chamois and scour the world for stories—just to please me.

They type it all up, walk over to a little printer in Pleasantville they know and watch him ink up the press. When they are through they have one copy—and they mail it to me.

To perceive my Reader's Digest in any other terms seems ridiculous. For The Digest addresses itself to my secret aspirations. It admonishes my singular weaknesses. It tickles my very special funny bone.

Even back in the early Twenties when The Digest was published in a neighbor's barn in Pleasantville, it apparently had a purpose beyond that of condensing articles from a wide variety of sources and reprinting them in a handy-size pamphlet.

Born with a mission

Significantly, I think, the lead article in the first issue (February, 1922) was titled, "How to Keep Young Mentally," describing the philosophy of Alexander Graham Bell.

So you might say the mission of The Digest at the outset was "How to get more out of life."

Over the years it seems to me that one great overriding purpose has emerged,

namely, dedication to the proposition that

—collective solutions to problems start with individual human beings and individual efforts.

—that one-manpower or one-woman-power is the strongest force on earth.

Part and parcel of this is a rededication to grit, gumption, decency and good solid horse sense.

Although a crusader of the first order, it does not ride on a white charger or carry a spear.

It does not preach, but helps me come to my own conclusions.

Not for low-brows

The Digest is not merely a "nice" magazine, which writes only about "nice" subjects. It can be tough as hell, and often is.

There are probably many savants who look down their scholarly noses at it. But to anyone who believes that The Digest is for the simple-minded or the low-brows, I recommend another look. Apparently there are no subjects too knotty or abstruse for its editors to tackle, from the most advanced technology to foreign affairs. They only make it seem easy.

The only disparagement of The Digest I have ever heard is from the wag who warned that an avid reader of it might "know too little about too much," and you can't help wondering what two constant readers might say to each other.

Back from the printers

Well, DeWitt and Lila Wallace have just been over to the printers and have sent me proofs of the July issue.

Exposing myself to the danger of knowing too little about too many things, I found it interesting to learn that the black rhinoceros, a leftover from the prehistoric age, is the world's most valuable animal and faces extinction because of the ignorant notion that a ground-up rhino horn is a powerful aphrodisiac

—that in the laboratory we are on the verge of creating an actual living cell.

—that it is easy to drown with a life preserver unless you have exactly the right kind and know how to use it.

—that discount houses don't always offer the best bargains.

—that scientists have uncovered some basic clues to the mystery of cancer.

I was fascinated by the story of Jeane Dixon, the famous seeress in Washington, D. C., who predicted the assassination of President Kennedy; and by the story of Rudolf Nureyev, the incredible Russian dancer who escaped from his Soviet guards in Paris in 1961.

I was properly admonished by the article entitled, "The Vanishing American Father" and I was glad to be brought up-to-date on the pros and cons of the so-called "Air Force" low carbohydrate diet.

I was inspired by the winning fight of Jockey Johnny Longden against arthritis.

I cringed when I read "Save the English Language," but was relieved to learn that the Pentagon and the Treasury Department share with us advertising people some of the blame for the corruption of our mother tongue.

The conscience of advertising

In the article entitled, "Smokey the Bear and His Friends" I was proud to have the story of the public service contributions of The Advertising Council told so thoroughly and interestingly.

I was moved by the need for a spiritual renaissance as expressed in the philosophy of Albert Schweitzer; and my convictions were bolstered by the story entitled "Let's Not Kid the Kids," exposing the fallacy of running away from aggressors, a policy preached at "teach-ins" by many leading university professors.

I found the usual abundance of nuts and raisins in such regular features as "Toward a More Picturesque Speech," "Quotable Quotes," and "Laughter, the Best Medicine."

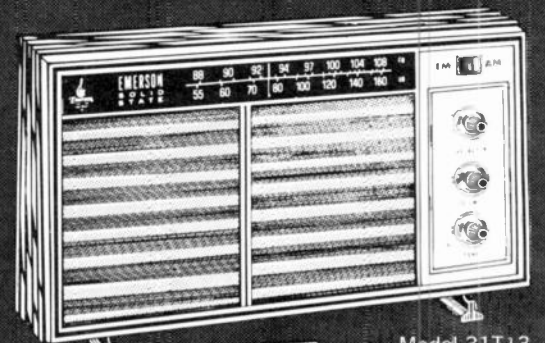
If you too are a regular reader of The Digest, I urge that you should steer clear of me, because I am almost sure to tell you something interesting I have just read in the last issue.

Leo Burnett

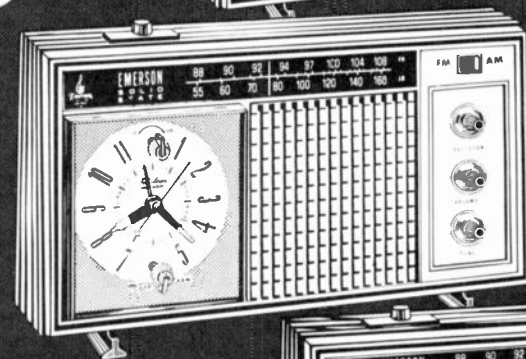
Thirty years ago in Chicago, Leo Burnett and seven associates formed the Leo Burnett Company and set out a bowl of red apples on a table in the reception room. Today the advertising agency is listed among the ten largest in the world, has more than 1,000 employees and maintains offices in Chicago, New York, Hollywood, Toronto, Montreal and London.

Among Mr. Burnett's many extracurricular activities are the Mayor's Committee for the Economic and Cultural Development of Chicago and The Advertising Council, of which he is a director and a past chairman. At his suggestion, Reader's Digest is making a donation to The Advertising Council in return for his analysis of The Digest's editorial content.

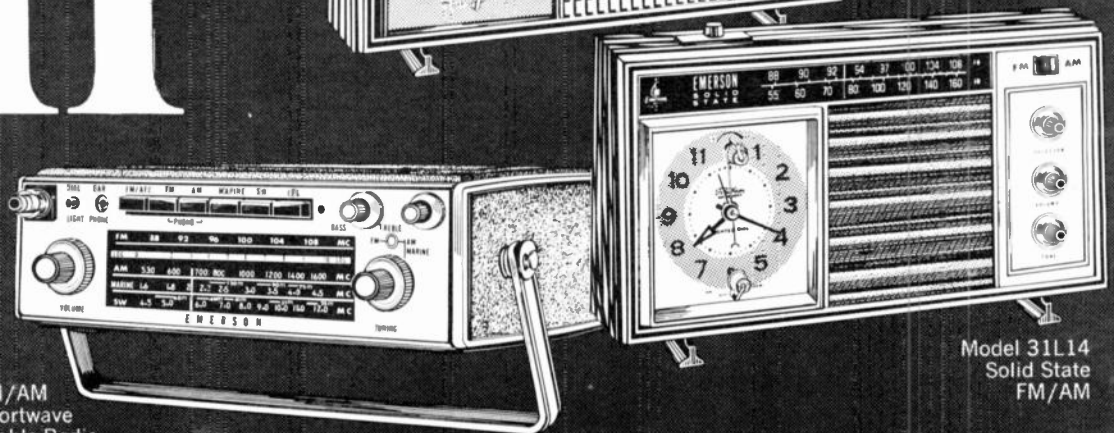
the radios to profit with



Model 31T13
Solid State
FM/AM



Model 31L13
Solid State
FM/AM



Model 31L14
Solid State
FM/AM

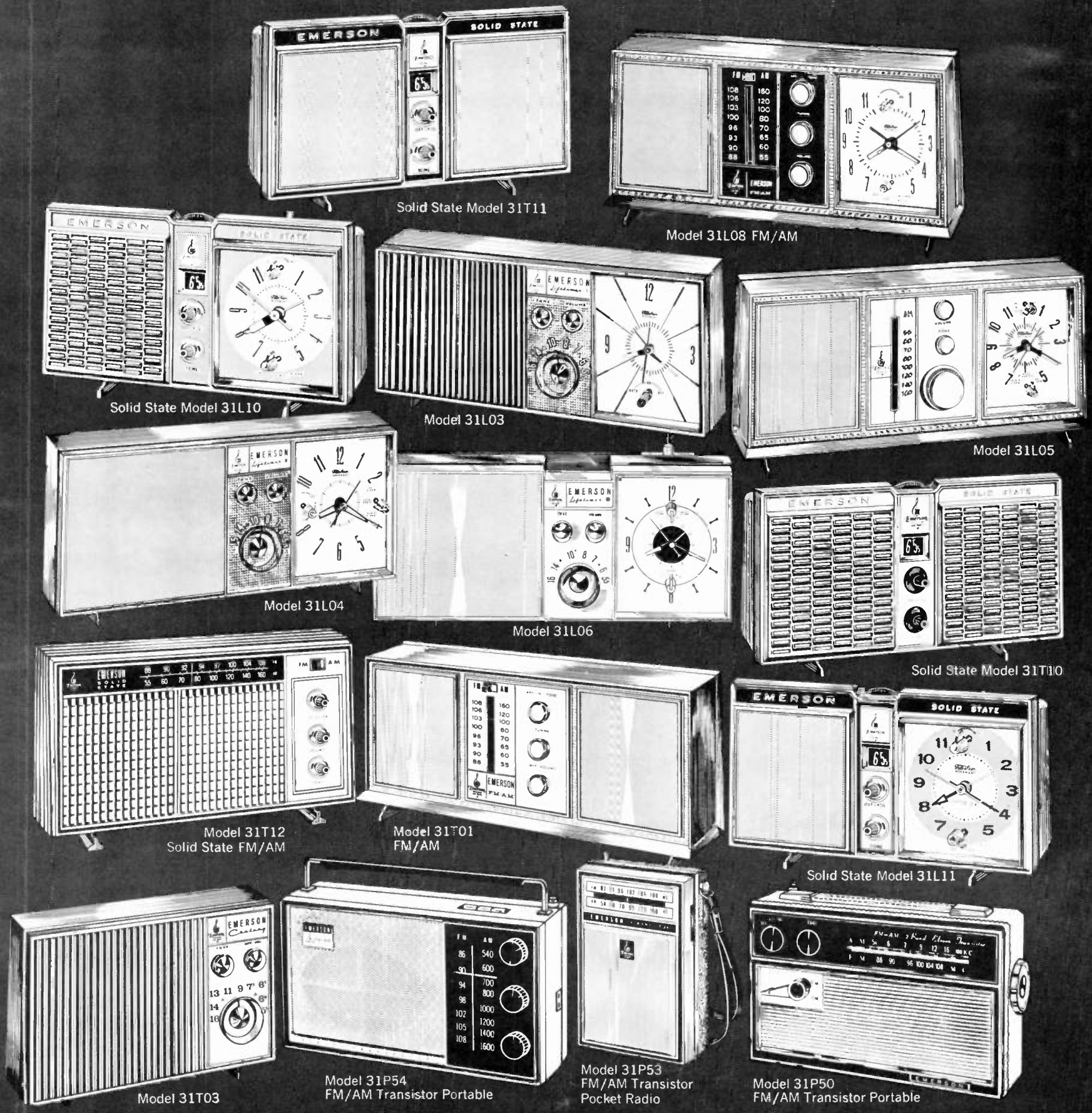
Model 31P51
12-transistor FM/AM
Marine/Auto Shortwave
Multi-Band Portable Radio

The Emerson Golden Anniversary Line

More Variety—The new 1966 Solid State Emerson line is complete in every category—including FM/AM, Stereo Multiplex and Multi-band—26 different models, the broadest choice of styles and colors—a radio for every customer! ■ **More-for-the-Money Features**—Model after model with the most advanced radio engineering including Solid State circuitry for long-life performance and reliability ■ “Quick-On” sound ■ twin speakers ■ variable tone control ■ Sleep-Switch timer ■ illuminated clock faces ■ Sleep-Doze button ■ automated appliance outlet ■ smart, compact Slim-Line molded cabinets in decorator colors and new wood finishes ■ Up-front values that can be seen and heard!

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

NEW! SOLID STATE FM/AM AND AM CLOCKS, TABLES & PORTABLES



Gives You The Quality To Profit With!

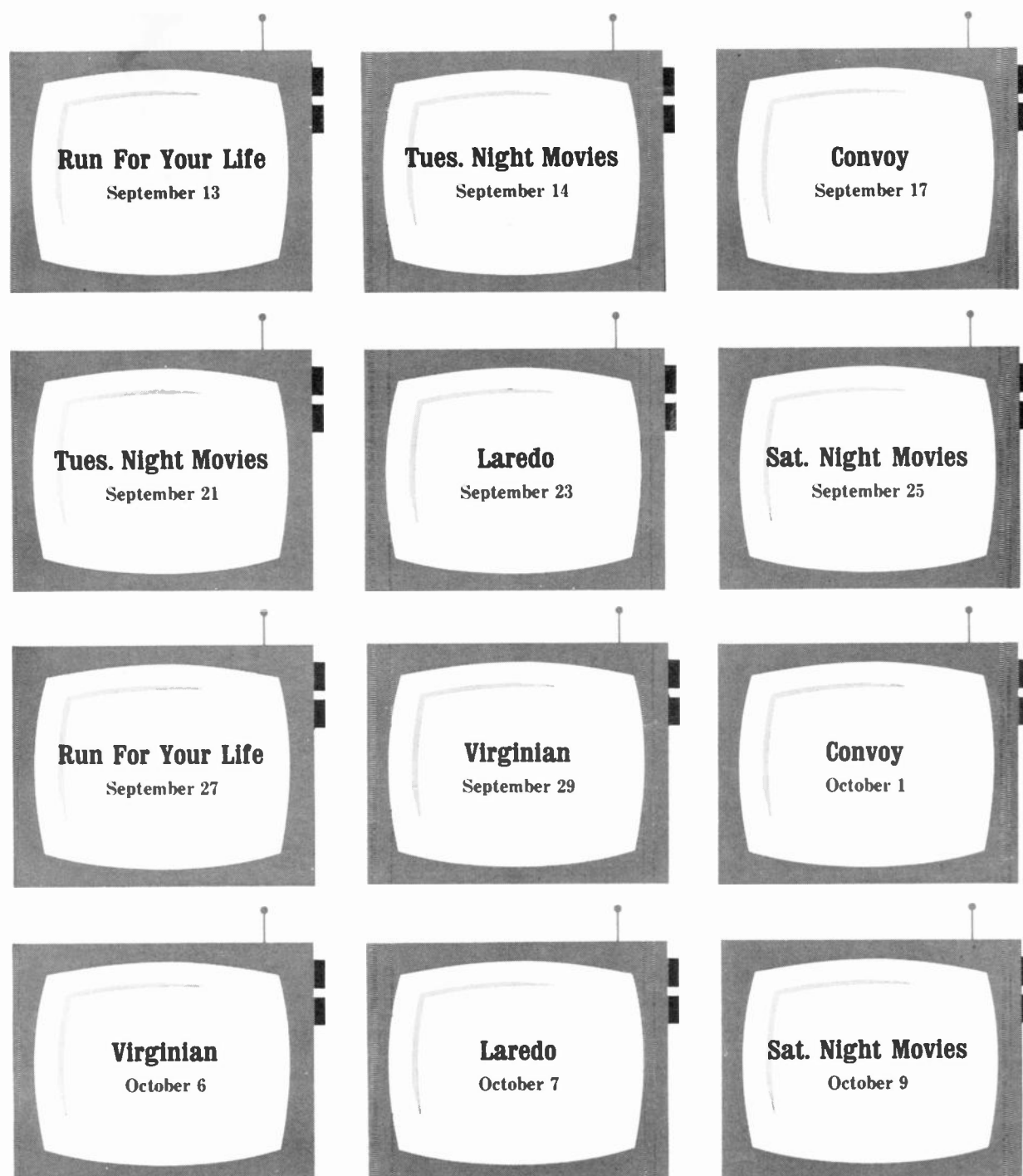
More Volume, Faster Turnover—Emerson-priced for easy selling with sensible step-ups to make radio a key source of volume for your store ■ **More Profit Dollars**—because substantial dealer profit margins are built into every model ■ **More Sales Assurance**—with the name that made radio big business in the first place ■ Rigid specifications, 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.**

BACKED BY POWERFUL LOCAL AND NATIONAL ADVERTISING / MERCHANDISING SUPPORT IN **LOOK** MAGAZINE AND OTHER MASS MEDIA



Emerson—America's Best Buy!

680 FIFTH AVENUE, NEW YORK 10019



Here's the Fall full-color network TV spot schedule that's got profits written all over it for you!

Got a red pencil? Use it! Put a big circle around Monday, September 13, on your calendar. That's the big kick-off date when RCA WHIRLPOOL appliances will be advertised nationally in full color this fall — 12 super-selling network spots concentrated for maximum sales power in just 4 weeks. That means, to get in on the action, **you've** got to plan now! Prepare special newspaper advertising. Special merchandising. Special promotions. Special TV spot adjacencies of your own. Ask your local TV station to suggest **how** and **where** you can use chain breaks, 20's, 30's and minutes to exploit the terrific national RCA WHIRLPOOL appliance advertising on TV. Remember: This solid gold

profit opportunity is **on top of** heavy RCA WHIRLPOOL appliance advertising in national magazines, daily newspapers and the Sunday Comics. Call your RCA WHIRLPOOL distributor for details on this network TV spot schedule!



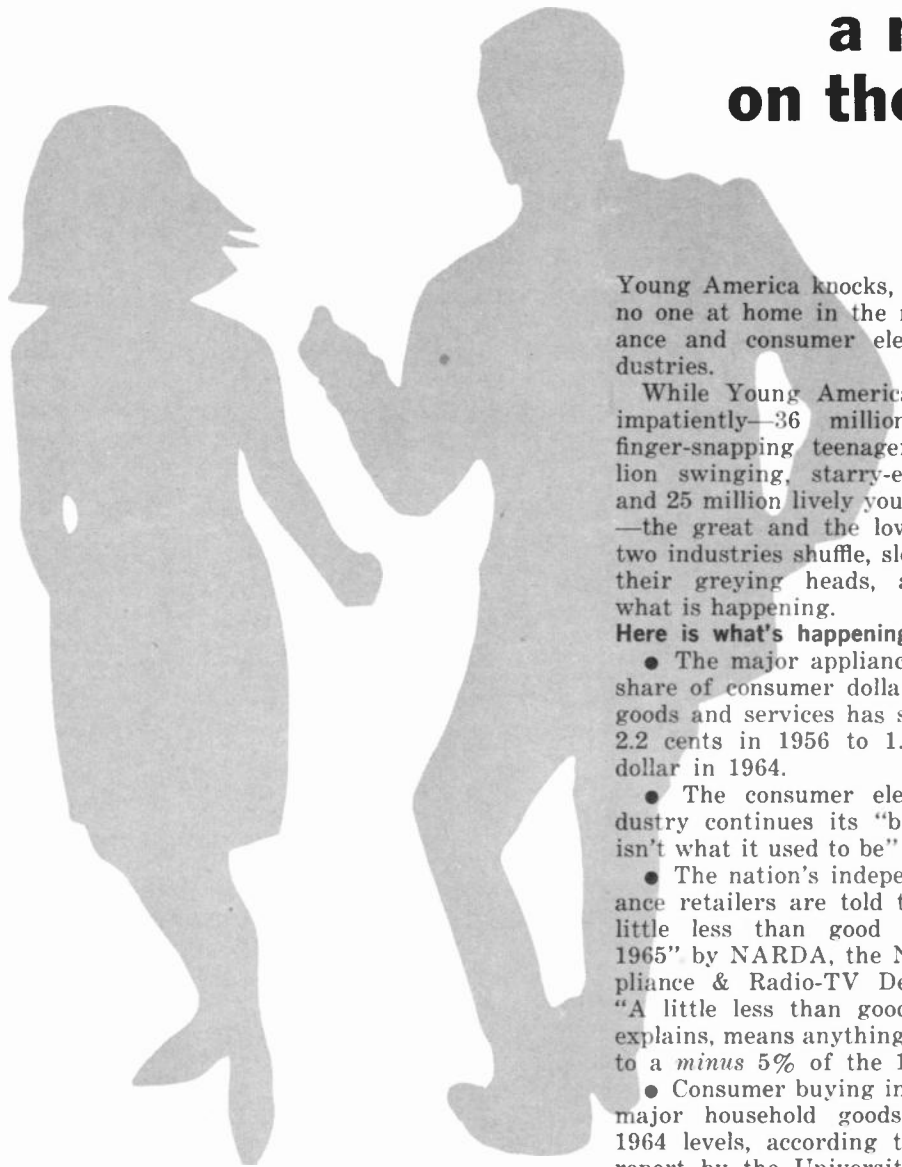
HOME APPLIANCES

It's easier to sell an RCA WHIRLPOOL than to sell against it!

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

Trademarks  and RCA used by authority of trademark owner, Radio Corporation of America.

The Young America market: a need for fresh ideas on the new retail frontier



Young America knocks, but there is no one at home in the major appliance and consumer electronics industries.

While Young America stands by impatiently—36 million frugging, finger-snapping teenagers; 1.4 million swinging, starry-eyed brides; and 25 million lively young marrieds—the great and the lowly of these two industries shuffle, slowly scratch their greying heads, and wonder what is happening.

Here is what's happening:

- The major appliance industry's share of consumer dollars spent for goods and services has slipped from 2.2 cents in 1956 to 1.7 cents per dollar in 1964.

- The consumer electronics industry continues its "business just isn't what it used to be" refrain.

- The nation's independent appliance retailers are told to expect "a little less than good business in 1965" by NARDA, the National Appliance & Radio-TV Dealers Assn. "A little less than good," NARDA explains, means anything from a plus to a minus 5% of the 1964 level.

- Consumer buying intentions for major household goods are below 1964 levels, according to the latest report by the University of Michigan's Institute of Social Research. The report suggests consumer interest may have shifted from buying major household goods to other things—vacations, education, furniture.

The key fact—"shift of consumer interest"—is the one the major appliance and consumer electronics industries should look at—and look at again. Of course, leaders in both of these fiercely competitive industries realize they are not battling each other for that all-important share of the consumer dollar. They are competing with other consumer industries.

But, what most of these leaders fail to realize is that, in today's marketplace, consumer electronics and appliance manufacturers, distributors and retailers are not even competitive with other industries. They are not a competitive threat because most of them are outside the mainstream of thinking, designing, merchandising, and selling for Young America.

Look at Young America. No matter how you divide the numbers, you cannot change one fact: there are more of them than any other age group. Over the next 15 years, Young America—ages 15 through 34—will continue to be the fastest-growing segment of our population.

Young America—the teenager, the college student, the bride, the young family—controls a lot of money and influences the spending of even more. This go-go generation of consumers reject its parents' shopping habits and brand loyalties at a very early age. They want quality products, seek out smart and sophisticated styling, insist on expert service, and are willing to pay the asking price. Yet, the consumer electronics and appliance industry still drags its feet.

At the manufacturer level, the lack of concrete information on Young America is appalling. Few manufacturers are conducting formal research to define Young America's buying habits, styling preferences, or suggested product innovations. The attitude that "today's generation is no different from yesterday's" is apparent in the dull, lifeless advertising and ho-hum retail promotions that are cranked out year after year.

At the retail level, especially among independent appliance retailers, the youth market is rejected even more strongly. Many appliance dealers believe more than four teenagers in a store at once means trouble. Others refuse to promote for the bridal market because, "They always buy low-end." And still others refuse to offer credit because, "young marrieds never pay their bills."

While members of this industry sit, blaming each other because business is lousy or counting on the replacement market to see them through, other industries have picked up the ball and are running.

For example, furniture designers have gone into the marketplace, asked Young America for suggestions, and then incorporated these desires into new product designs. Furniture promotion people have moved smartly into home economics classrooms with armloads of decorating information and are everywhere setting up home decorating clinics for Young America. Promotion campaigns exude life, zest, and youth. Furniture stores, suddenly are lively and exciting. And scores of alert retailers are offering special "young homemaker" credit plans.

The furniture industry is learning how profitable it is to appeal to and work with Young America. Not only does it gain attention and establish brand and store loyalties among teenagers—the customers of tomorrow—it creates interest and stimulates buying among their parents. Surround yourself and your products with the sweet smell of youth . . . and business booms among all age groups.

Youth—thinking and feeling young—is today's most exciting, number-one status symbol. Youth—in sheer numbers—is today's largest market. Young America—not just the replacement market—is your key to sales today and tomorrow. And the manufacturer or retailer who opens the door first and has the most to offer is going to grab the profits.

On the following pages, **MERCHANDISING WEEK** examines Young America in depth. The market is analyzed, the needs and wants of today's youth pin-pointed. The manufacturers and retailers who are working to capture this volatile market frankly discuss their problems and successes. Also, there are suggestions to help *you* capture this market, the market that will shape your profit-and-loss for the next several years.

by Margaret Edin

Population growth: projected increase by age groups									
	1965	1970	% change '65-'70	1975	% change '70-'75	1980	% change '75-'80	population increase 1965-1980	amount % change
under 10 years	41,662,000	45,268,000	+ 9%	51,329,000	+13%	57,884,000	+13%	16,222,000	+39%
10-19 years	35,865,000	39,410,000	+10	41,841,000	+ 6	45,429,000	+ 9	9,564,000	+27
20-29 years	24,942,000	30,899,000	+24	36,311,000	+18	39,819,000	+10	14,877,000	+60
30-39 years	23,058,000	22,504,000	- 2	25,333,000	+13	31,211,000	+23	8,153,000	+35
40-49 years	23,942,000	24,156,000	+ 1	22,725,000	- 6	22,211,000	- 2	(1,731,000)	- 7 decline
50-59 years	19,754,000	21,167,000	+ 7	22,426,000	+ 6	22,640,000	+ 1	2,886,000	+15
60 years & over	25,908,000	28,025,000	+ 8	30,450,000	+ 9	32,863,000	+ 8	6,955,000	+27
all ages	195,129,000	211,430,000	+ 8	230,415,000	+ 9	252,056,000	+ 9	56,927,000	+29

Source: Dept. of Commerce, Bureau of the Census. Because of rounding to the nearest thousand, sum of breakdowns may differ slightly from totals.

Personal tv set ownership among teen-age girls

	1965
	28%
1963	22%
1960	15%

(Seventeen; Home Furnishings Survey)

Average cost of products owned by teenage girls*

Portable transistor radios	\$ 27.28
Clock radios	24.81
Monaural phonographs	71.71
Stereo phonographs	133.00

*1963 survey by Seventeen magazine

Percentage of young adults* who buy top-of-the-line models

Electric refrigerators	45.3%
Automatic washers	61.7%
Black-and-white television	58.9%

*Families whose youngest child is under 10 or whose head is under 40. Source: Redbook magazine

Young America: the big, fast-paced,

Expected growth of the 15-34 age group

1980	78.5 mill.
1975	70.7 mill.
1970	61.3 mill.
1965	53.0 mill.
% chge. '75-'80	+11%
% chge. '70-'75	+15%
% chge. '65-'70	+16%
total increase 1965-1980	amount: 25.5 million
	% chg.: +48%

Source: Dept. of Commerce, Bureau of the Census.

Young America, in terms of its numbers and in the degree of its influence, is the most important force in our economy today. What Young America does, thinks, eats, wears, and buys affects every facet of industry.

Young America is the primary sales market for the major appliance and consumer electronics industries. How you handle the teenager, the bride, and the young married today will affect your sales for years to come.

Who is Young America? What and how does Young America buy? What does Young America expect to have in its first homes? To help you separate youth-market fact from fiction, MERCHANDISING WEEK checked government statistics and financial surveys. To give you an indication of Young America's attitudes, four magazines—serving the different segments of this vital, young market—were contacted:

Seventeen, the teenager from 13 to 19; *Modern Bride*, the average-age-20 first bride; *Bride & Home*, the young marrieds and their first home; and *Redbook*, the 18 to 34 market. Young America's profile looks like this:

Young America has grow power. Dominating the retail scene for the next 15 years will be the 15-34 age group, MERCHANDISING WEEK's definition of Young America. This ac-

tion-packed group will grow 48% by 1980, as the chart at left shows.

To understand what Young America's growth means, it is necessary to look at its volatile components—teenager, bride, young married—and to compare their growth with the rest of the population. The chart above illustrating population growth by 10-year age groups gives both the manufacturer and retailer some points to consider.

The traditional heavy-spenders of our economy, the 40-to-49 year olds, will decline by 7% by 1980. This age group forms a big part of the major appliance industry's replacement market. On the other hand, the 20-to-29 group, the age of first marriages and new family formations, will mushroom. This group, the primary market for large-ticket major appliance and consumer electronics purchases, will increase 60% by 1980.

Increases in population segments mean little unless correlated with actual dollars spent. To estimate Young America's dollar value, look first at this market's low-end—the teenager.

Where the spending spree starts. Statistics show teenage spending as \$11 billion today and indicate the total figure will hit the \$21-billion mark by 1970. That all too familiar "Gee, everybody else has one" phrase will probably account for

another \$50 billion in purchases this year.

The teenager is a big customer for radios, phonographs, tv sets, and tape recorders. And the teenager's interest in these four products is growing.

Personal tv set ownership among teenage girls has almost doubled in the past five years—from 15% in 1960 to 28% in 1965—according to *Seventeen*'s 1965 Home Furnishings survey. The survey also shows the teenage girl's interest in tape recorders is steadily climbing. In 1960, 500,000 teenage girls said they had tape recorders in their homes; in 1963, the total climbed to 644,000; and today, the figure has reached 1,250,000.

The teenage market is a gift market. *Seventeen*'s 1963 survey reported that 96.5% of all teenage girls owned radios and seven out of 10 owned portable phonographs. Nine times out of 10, these two items were gifts. *Seventeen* noted that the girls specified type—portable or clock radio, stereo or monaural phonograph—but only one out of five girls told their parents what brand they wanted.

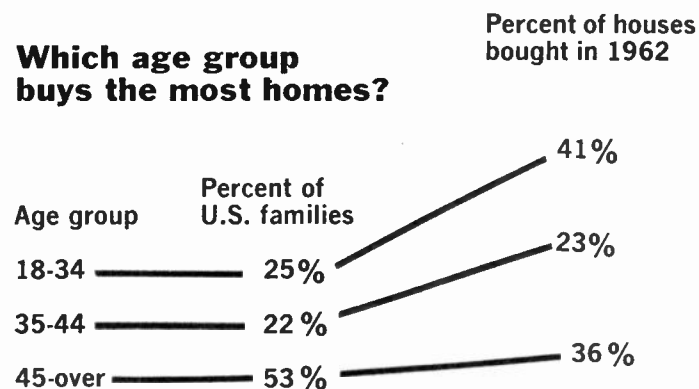
Young America goes first class. The average teenager, young bride, or young married does not buy low end, as the two charts above illustrate (Average Cost of Products Owned by Teenage Girls; Percentage

The projected growth of marriages

1964	1,720,000	
1965	1,790,000	
1966	1,825,000	Total increase=22%
1967	1,910,000	
1968	2,000,000	
1969	2,050,000	
1970	2,110,000	

Source: 1964, U.S. Department of Health, Education and Welfare; 1965-1970, Modern Bride Research Projections based on Public Health Service Data, Department of Health, Education and Welfare.

Which age group buys the most homes?



Source: 1963 Survey of Consumer Finances, prepared by the Survey Research Center of the University of Michigan, as interpreted by Redbook magazine.

What products engaged girls* want in their first home

	Expect to have in first home**	Not expect to have	No answer
Television			
console	32%	47%	21%
portable	68	25	7
combo	11	60	29
color	11	62	27
b&w	71	13	16
Phonograph			
console	26%	54%	20%
portable	45	34	21
combo	12	60	28
stereo	68	20	12
monaural	20	51	29
Radio set			
console	29%	49%	22%
portable	63	21	16
clock	80	9	11
combo	21	49	30
Tape recorder	25%	70%	5%
Room air conditioner	42%	54%	4%
Dishwasher	26	70	4
Refrigerator	78	15	7
Freezer	28	63	9
R-F combo	57	33	10
Range	92	4	4
Washer	62	33	5
Dryer	45	50	5
W-D combo	14	61	25

*Random sample of engaged girls at University of Maryland. **Expect to get either before or after marriage. Source: Bride & Home Buying Survey conducted by the Hearst Magazine Marketing Division, 1965.

free-wheeling market has come of age

of Young Adults Who Buy Top-of-the-Line).

The teenage buyer, many times because ol' dad is still footing the bill, is practically price unconscious. Even when financing their own purchases, today's teenagers look for quality and style before they worry about cost.

Young marrieds are even more quality conscious than their younger brothers and sisters. Surveys show that a newly married couple, when faced with the decision of buying one piece of better quality or several pieces of less quality, overwhelmingly select the single quality piece.

Installment debt is a way of life among the young married set. Because they are confident their incomes will rise, have unexpected medical expenses covered by insurance, and can rely upon social security to provide money for the "greying years," Young America prefers to make major household purchases on a pay-as-you-go basis—even though they do have cash available.

The marriage bug bites. While the median age for all first marriages—20.4 for females and 22.8 for males—has remained relatively the same for the past decade, the number of young people reaching these ages is increasing annually. The marriage rate per thousand, 8.5 in 1962 as compared to 9.0 in 1965, is also grow-

ing. An increasing marriage rate coupled with the vast numbers reaching what is accepted as marriage age, means that an already large, free-spending bridal market is going to get even bigger. The number of marriages per year will increase 22% by 1970, as the chart above shows.

The transition between giggling teenager and sophisticated young married is lightning quick. *Seventeen's* bridal survey lists 18 as the first most popular marriage age, followed by 19. The survey also points out these teen marriages mean mid-teen engagements—a median age of 16.9 years.

The expanding bridal market—a market that is heavily teen-oriented—can no longer be ignored by the major appliance and consumer electronics industries. In 1964, the average bride, helped by her family and friends, spent almost \$3,000 to equip her first home, according to a *Modern Bride* survey. To capitalize on the bridal market, you must know where the bride will make her home—apartment or house—and which, if any, appliances will be supplied.

Young America buys homes. One of the most repeated myths in the major appliance industry is that newly married couples move in with their parents or move into apartments already supplied with major appliances. Admittedly, the area of housing starts lacks detailed analysis by

age groups. However, the following trends indicate that young marrieds are potential major-appliance customers.

—The number of newlyweds moving in with their parents decreased 21% according to the 1960 Census Report.

—The 18-to-34 age group, representing only one out of four families, bought 41% of the homes purchased in 1962 according to *Redbook's* Home Buying Survey (chart above).

—Future housing starts, according to the First National City Bank of New York, will "tend to give emphasis to apartments through 1970 and to single-family dwellings after that time because of the large influx of young people into the housing market."

Big expectations. Tomorrow's young homemaker, the engaged girl, has some very definite ideas on what she expects to have in her first home, as the far-right chart illustrates. While the Hearst Corp. survey indicates only what the engaged girl would like, it provides some pretty heady thoughts for the alert manufacturer and sharp retailer:

—Over two-thirds of the girls expect to have a portable tv set. And, as the figures seem to indicate, some of the girls envision their first home as a two-tv-set home.

—Over two-thirds see a stereo

phonograph—in most cases, a portable—in their living rooms.

—Three out of five expect to have both a clock radio and a portable radio in their homes.

—In the major appliances, the big four—range, refrigerator, washer, and dryer—top the girl's list. However, it is interesting that 57% of the girls expect to see a refrigerator-freezer in their kitchens while only 14% expect a washer-dryer combination in the laundry room.

A new breed of customer. Young America's independent thinking, its quickness to accept product innovations, and its desire for smart styling is a challenge. To capture the attention of this tradition-breaking, pace-setting generation requires a coordinated industry effort—an effort that zeros in on today's teenagers as the starting point.

While it may be hard to define and exhausting to do business with, the teenage market is your key to the rest of Young America. Lester A. Burcham, president of F. W. Woolworth Co., said:

"The best time to win customer loyalty is when customers are still in their teens. Experience shows that, once they get to like us, they'll keep coming back as men and women."

On the following page, manufacturers and retailers discuss plans for Young America.



What manufacturers are doing to sell Young America

There is one way to shake a major appliance or consumer electronics manufacturer. Slip up behind him and shout . . . "YOUTH MARKET."

Manufacturers know Young America—starting with the teenager—is important. But the appliance industry has been so busy worrying about replacement sales and the consumer electronics industry so busy pushing

color tv, that Young America has been neglected at the manufacturer level. And today, only a few companies are trying to remedy this neglect.

Philco grabs the lead. Philco president Robert O. Fickes has sounded the Young America Alert for his company. Fickes said:

"This is a market with a young

face, a young outlook. It is a sophisticated market . . . it knows and wants quality, realizes the importance of reliability, and it is ready to pay for all of these product features. The manufacturer's responsibility is to develop products that are shaped to the demands of these sophisticated buyers."

Philco estimates that the under-25 market alone accounted for 9.5% of the company's total black-and-white tv sales and 12.6% of its phonograph sales in 1964. With these facts in mind, Philco is keying portions of its lines to youth.

Philco's giant step forward is an extensive market research product. A New York City research firm is analyzing the tastes and wants of Young America, and Philco hopes to learn what size tv screen Young America prefers, and what colors.

RCA hits the go-go generation from another angle. Part of RCA's newest retail promotion is the ad at the left. For RCA, the ad is a first: "We are trying to appeal to this young market by showing young, active people in our retail ads."

Jack Sauter, vice president of product planning and development for RCA, says future plans do not include a specifically segmented line for teenagers. Sauter said:

"We don't build for teenage fad alone. There is less profit for all concerned and the product is impossible to liquidate when the fad goes."

RCA, according to Sauter, is not doing depth market research on Young America, but it keeps its eye closely on the young market. And RCA's watchful eye tells it the 20-to-25 set will soon grab up AM-FM portable radios like hot cakes.

Price guides GE's bid. General Electric's Consumer Electronics Division has come up with some figures that seem to say that Young America—especially teenage Young America—will pay \$50 and no more for most radios, phonographs, and tape recorders. Along with a \$50 retail top, GE sees a trend to compactness and portability, plus quality.

GE's new portable phonograph, retailing for under \$40.00, is its latest offering to Young America. The phonograph is 30% smaller than the first model GE put out but has the same performance quality.

GE sees the youth market as difficult to measure: "Many of the items are gift items. It's hard to

draw lines around age groups—this may be the reason we have not specifically cut out the under-25 group."

At Westinghouse, "a subtle catering" is the term used to describe its approach to the youth market. For major appliances, Westinghouse says this means "a clean crisp design and a family resemblance throughout the line . . . and no more borax."

Westinghouse feels that newlyweds buy low-end major appliances and so is bringing out low-end products for the young couples. One example is its low-end washer featuring a "diaper cycle."

Smart styling, Westinghouse says, is the key to Young America's buying in consumer electronics. Westinghouse's most recent attempt to design young is its Jet Set black-screen tv set. Westinghouse says: "A lot of research plus some extensive interviewing in the marketplace took place before we hit the production lines full steam on this."

GE goes to school. General Electric's Major Appliances Division, trying to solve the knotty problem of how to get the GE name before teenage America (soon-to-become young-married America) plans to take a closer look at its school program. E. K. Stehle, general manager, Distribution Sales Operation, says:

"Recently, our Distribution Sales Operation has set up a separate section to see that the school plan is continually updated and to study other ways in which we can communicate with this important segment of the total market."

At Kelvinator, youth is an attitude, not an age. William E. Reddig, director of styling for the Kelvinator Division, American Motors Corp., says the youth market is a conditioning factor on Kelvinator's thinking but it does not design specifically for the young marrieds. Reddig says:

"It's hard to define who's young and who isn't. Look at color—it appeals to all ages and is a big factor in major appliance sales today. Color is about 30% to 40% of our production, with 80% coppertone."

Most manufacturers admit they have barely scratched the surface of designing and marketing for Young America. As for helping the retailer sell to Young America, one manufacturer said:

"The sharp cats at the retail level are making it anyway—even without help from us."

RCA VICTOR

"the pick of the portables" *for the ACTION CROWD!*

BIG VALUE
IN
BIG-SCREEN PORTABLE TV

More People Use
RCA VICTOR Than
Any Other Television
Black and White
or Color

Excellent air-change portable TV performance
Features super powerful 20,000 volt Sportabout
chassis tinted RCA Pan-O-Ply picture tube and
One-set VHF line tuning Static-free Golden
Throat tone from high efficiency 5" oval
speaker

\$000.00

Be a
two TV family...
it's twice the fun!

RCA VICTOR SPORTABOUT TV

features

RCA SOLID COPPER CIRCUITS

RCA Solid Copper Circuits replace old-fashioned "hand wiring" . . . for greater dependability, better TV performance, fewer service headaches. Every copper circuit is an exact replica of the original master design. Scientifically controlled techniques assure uniformity of connections and placement of critical parts, eliminating the quality variations caused by hand assembly. Servicing individual parts is fast, simple and precise.

**TUNE PORTABLE TV
FROM ANYWHERE
IN THE ROOM**

More People Use
RCA VICTOR Than
Any Other Television
Black and White
or Color

"Wireless Wizard"
Remote Control

The ultimate in tuning convenience plus
outstanding 4 channel TV performance
is yours with this big-screen portable
by RCA Victor. Features high efficiency 5"
oval speaker, one-set VHF line tuning
tinted RCA Pan-O-Ply picture tube

\$000.00

**DELUXE New Vista
SPORTABOUT**

More People Use
RCA VICTOR Than
Any Other Television
Black and White
or Color

The TEAMMAN
New Vista chassis
20,000 volt New Vista Sportabout chassis and
super powerful New Vista VHF and UHF tuners
combine to provide unequalled portable TV re-
ception. The TEAMMAN includes 5" oval
speaker tinted RCA Pan-O-Ply picture tube
One-set VHF line tuning

\$000.00

**FINEST New Vista
SPORTABOUT TV
EVER BUILT**

More People Use
RCA VICTOR Than
Any Other Television
Black and White
or Color

Unequalled portable TV performance from
super powerful 20,000 volt New Vista chassis
and 4 channel New Vista VHF and UHF tuners
Earphone jack for private listening earphone
optional extra Golden Throat FM tone
tinted RCA Pan-O-Ply picture tube

\$000.00

"Pockette" Full of FM-AM Radio Pleasure!

RCA VICTOR
FM-AM TRANSISTOR RADIO

Lowest priced RCA Victor FM-AM trans-
istor portable features earphone for
totally private listening. Amazing 9 trans-
istor station pulling power. High effi-
ciency speaker. Complete with earphone
batteries and carrying case

\$00.00

Record and Play the Easy Way!

RCA VICTOR
Instantape
TAPE CARTRIDGE RECORDER

The easy way to record and play! Records
up to 2 hours high fidelity music. 4 hours
normal speed or 4 track cartridge. Erase
proof interlocks. 2 recording playback
speeds. 1/2 inch speaker.
Model No. TR-100

\$00.00

THE MOST TRUSTED NAME IN ELECTRONICS

HUNTINGTON'S

YOUR NAME HERE

17 million women
will see it in the September
issue of McCall's

21 million radio listeners
will hear about it during September

International Nickel's promotion on Nickel Stainless Steel for home laundry equipment

Be ready to take advantage of this
national advertising—to sell your customers
up to a quality product.

Here's why:

Women will be looking for and demanding
stainless steel for washer tubs and dryer
drums—it won't corrode, pit, chip...assures
them a brighter, cleaner wash every time.



17 million women will be reached by this



When the washer tub is nickel stainless steel,

These top-quality models—including washers, a dryer, and combination washer-dryer—are available now with nickel stainless steel tubs and drums.



Blackstone Washer



Speed Queen Washer



Speed Queen Dryer



Easy Washer



Easy Combination Washer-Dryer



Hamilton Washer

advertisement in the September McCall's



your laundry is fresh, sweet, sanitary.



Hoover Compact Washer

No chance of chipped spots to trap dirt. No hairline cracks to harbor germs. No corroded places to stain clothes. Washer tubs and dryer drums made of nickel stainless steel stay as smooth, bright and sanitary as your fine stainless steel cookware. Nickel helps to keep it that way by adding extra corrosion resistance. Nickel's contribution is quality.

© 1965

International Nickel

New York, N. Y. 10005



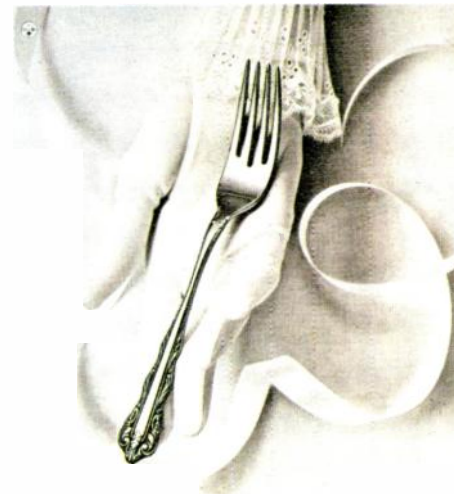
NICKEL STAINLESS STEEL

Won't corrode
pit chip.
Stays cleaner

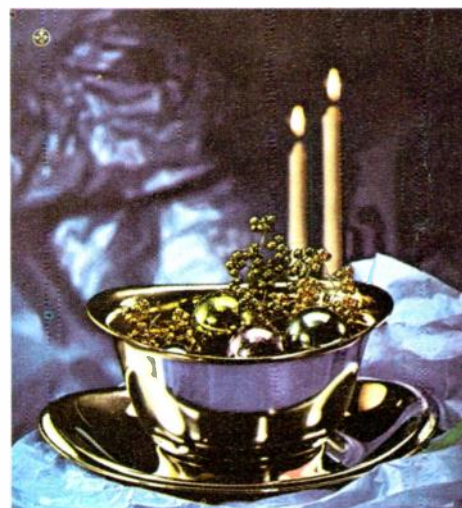


Nickel
its contribution is
QUALITY

And don't forget these other nationally advertised stainless steel products.

[illegible]

Nickel stainless steel. See how elegant it looks.
Touch it, savor its smoothness, feel its satiny ring weight. The best stainless steel-
tableware contains nickel for enduring elegance. Nickel's contribution is quality.
It's the art of Nickel.



Give the gleam of nickel stainless steel. Its heirloom beauty ripens with the years, needs so little care. Add a touch of modern elegance to someone's home at Christmas time. The best gifts are nickel stainless steel.

International Nickel, New York, N.Y. 10005



Know something about brides? They want nickel stainless steel. For its gleaming elegance. For its long life. For its ease of cleaning. Remember the best cookware is nickel stainless steel.

Your customers won't.

They've seen nickel stainless steel appliances, casual furniture, sinks, flatware, holloware, and cookware advertised in Life, McCall's, Ladies' Home Journal, and heard about them on radio. They know how good they look, how easily they clean, and how long nickel stainless steel products last. Chances are they'll ask for them. Be sure you have them when they do.

NICKEL STAINLESS STEEL

Won't corrode,
pit, chip.
Stays cleaner.



Nickel ..
its contribution is
QUALITY

The International Nickel Company, Inc., 67 Wall Street, New York, N. Y. 10005
Nickel...its contribution is Quality

Young America's credit problem: what successful retailers do about it



"Sure, we think the youth market is important, but we haven't done anything to reach it yet. When you promote for the young married set, you have to face the problem of credit—they just don't have the money."

These words came from a very successful appliance dealer whose two stores serve a large eastern city

BARR'S
DEPENDABILITY SINCE 1853

Open a Barr's
"Teenage Account"
while you are still in school!

and one of its suburbs. His thoughts pin-point a question that plagues many retailers: Can you risk offering credit to teenagers and young marrieds?

When a retailer aims for the youth market, he must be prepared to handle the thorny question of credit. Credit and promoting for Young America go hand-in-hand. Here are a few solutions:

Easy teenage credit has been a way of life at Barr's Jewelers, a 12-unit Delaware Valley chain, for 20 years. While fine jewelry accounts for 75% to 80% of the business, owner Joseph Barr feels that he has a big stake in radio, tv, tape recorder, and phonograph sales to Delaware Valley teenagers. Barr said his teenage credit plan was started because once a teenager establishes credit at a store he forms a lifetime buying habit at that store.

Barr's teenager credit accounts have a top limit of from \$25.00 to

\$50.00, and personal credit cards are issued to the teenagers. For boys, the credit age is usually 18, while the girls are extended credit at age 16. "Payments are no problem," Barr said, "but I do find young ladies a little more dependable than boys."

Charge accounts (see ad at left) are promoted in high school newspapers and in store window displays. Barr's ads, along with promoting teenage credit, always "romance" the teenager. "Our ads never push price alone," Barr explained, "we show the teenager how to use the product—like a radio at a beach party."

Transistor radios are hot items for the teenage market, and Barr's does a lot of promotional work for transistor sales. "Because the full-line appliance stores and the department stores steer away from the transistor, the field is wide open for guys like us," Barr said. "Sure, the \$1 or \$2 profit is small—but it's still a profit."

The secret of teenage credit, according to Sam Boyd, Bailey-Wagner Inc., Springfield, Mass., is to get the teenager started on the right foot. Boyd, whose three-store chain works closely with high school home economics and merchandising classes, promotes heavily for the teenage and young-bride markets.

Teenage accounts at Bailey-Wagner have no fixed limit by age or amount of credit. "We have a couple of news boys who can't be more than 11 or 12 who have established credit here," Boyd said. "One of them bought a \$10.00 transistor, the other a miniature battery-operated car for \$99.95."

When a teenager wants to open an account, the Bailey-Wagner credit manager interviews him and explains the importance of establishing good credit. "Our credit manager also tells the kids about the importance in budgeting correctly," Boyd explained. "We feel that, with rare exceptions, teenagers pay off perfectly."

Teenage credit problems can be solved with cooperation on both sides is the feeling of another Spring-

field, Mass., retailer. Lou Del Padre, of Del Padre's Supply, explained:

"We've had very little trouble with young people's payments. When there is a problem, we call them up and explain what it will do to their credit rating if they don't make the payments. And, if the youngster is having problems, we'll try to work out a smaller payment plan."

Del Padre's, primarily a music store but having separate major appliance and consumer electronics departments, works hard to get the young market. Del Padre offers package promotions, such as hi-fi components or inexpensive tv and pianos, to young marrieds. For the teenager, Del Padre's has a large record department plus a huge pre-recorded tape library.

"Our place has become a haven for young people—not the mobs, but the young people who want to buy," said Del Padre.

Record albums bring teenagers into your store and used appliances draw the young married set, according to Pete Vrontikis, Vrontikis Bros., Salt Lake City, Utah. Vrontikis, wrapping up his first try for the teenage market, said:

"We bought a complete selection of \$4.95 name-brand albums and promoted them for 99 cents each. In 10 days, we sold about 1,500 albums and brought 1,000 youngsters into the store. These youngsters are the people who will be talking stereo and tv in the future."

Vrontikis offers the young marrieds good credit terms, liberal lay-away plans, and as much time to pay for purchases as they need. Vrontikis plans to repeat the used-appliance "newlywed" special that he started last year.

"Prices were ridiculously low—a reconditioned stove or refrigerator for \$19.95—but we sold about \$10,000 in used merchandise," Vrontikis said.

A way to beat Sears to the young market has been found by Broyles Electric Inc., Marion, Ind. It has developed a store image called "Frieda Play." Broyles' president, John K. Mooney, said his store wanted an

image that would appeal to young people—especially to young women.

"We know we can't meet the ad budgets of stores like Sears, so we started 'Frieda,'" Mooney said. "'Frieda' symbolizes two things. Her name suggests that our merchandise gives you more free time to play, and her flapper dress suggests dependability because we have been here since 1919."

Mooney keeps tabs on prospective brides in his area by watching the paper for engagement announcements. The bride-to-be receives an invitation from Broyles to come into the store and pick up a free cookbook.

To draw the teenage set, Mooney recently added a line of Honda motor bikes. "These bikes are like a magnet for the youngster between 16 and 20," Mooney said. "These people will be tomorrow's newlyweds, and the bikes are one way to get them into Broyles today."

Using teenagers to get parents into your store is an old gimmick, but it still works, according to Hiram P. Brey, of John E. Kieffer & Sons, Lansdale, Pa. Local Boy Scout troupes provide the drawing card for Kieffer's annual Watermelon Promotion and Sale.

Last year Kieffer's bought 10 tons of watermelons and organized contests—relays and tug-of-war games—for the Scouts. The winning Scouts received prizes, everyone ate watermelon, and Kieffer's, according to Brey, tallied \$5,900 in sales to the parents.

And sometimes it backfires. Joseph Rudnik, of Sunset Appliances, Queens, N.Y., last year offered 150 free tickets to a Beatles concert with purchases of major appliances. But so many teenagers begged him for tickets that he sold 100 at cost and only 50 went to parents who bought appliances.

Young America, and what a retailer does to reach these lively young people, varies from community to community. Here's how five big independents rate the youth market in their areas.

What five independent retailers say about selling to Young America

"The Youth market is a big factor in our business today. These kids get married in their teens, have a baby right away, and start looking for a house. Sure, these kids are candidates for major appliances. You can't afford to cherry pick customers by age."—Charlie Shultz, Prince Range Co. Inc., Newark, N.J.

"Teenagers are all people, and we serve the individual. So we're out to serve them. Someday these teenagers will get married and then they'll spend a lot of money setting up a home."—Sol Polk, Polk Bros. Inc., Chicago, Ill.

"It's becoming a more important part of our market each year. Young marrieds are especially strong in the used-appliance department."—Pete Vrontikis, Vrontikis Bros., Salt Lake City, Utah.

"We supply home economics classes in high schools with appliances plus give the kids sales pointers and show them how to use the appliance. We consider the young market very important and think its importance will increase considerably in the next five years."—Sam Boyd, Bailey-Wagner, Inc., Springfield, Mass.

"We cater to them, make them feel at home, and offer liberal credit terms. We know the young marrieds' income is small, but when their incomes increase—we want to have a good image with them. We're not under any illusion that this young married thing is a bonanza, because that's not where the dollar lies. We hate to lead them down the glory road because, if you get these young people in debt over their heads, you spoil everything you ever tried to do."—Harry Price, Price's Inc., Norfolk, Va.



Macy's approach to Young America, and a plan to coordinate a department store's efforts

To ask how a store—any store—goes about the problem of capturing the youth market and presenting a youthful image is like trying to solve the old chicken and egg riddle. Yet, Macy's of New York, in an amazingly short period of time and with no visible effort, not only has become a store with strong appeal for young New Yorkers but it also exudes a vibrant, young atmosphere that appeals to all age and income brackets.

What has gone on behind the scenes at the 10 units in Macy's New York complex since President

David L. Yunich first issued his "Think Young" edict is well worth looking at. The action all started in Yunich's flagship store, the Herald Square unit in Manhattan, over two years ago.

Macy's "Young Modern" section was set up at that time, an eight-room display of coordinated bedroom furniture aimed at the teenage market. Even though the furniture buyers admit they were feeling their way in the dark, the section did extremely well. And, last February, the section was scheduled to be up-

dated and expanded. This time, Macy's decided to go directly to teenagers to find out what they wanted.

Macy's, like most department stores, had a ready source of teen talent right in the store—the 25-girl teen fashion board. Prior to this time, these girls were used primarily in the teen clothing departments for ideas on color, styles, and trends or to help with the fashion, beauty, and home decorating clinics.

These 25 girls met many times with Macy's furniture designers and decorators and were very vocal about their likes, dislikes, and requirements. The results are now past history in Macy's 12-room Young America section. And, the girls' suggestions for product improvements—such as larger beds, and trundle beds that rise to standard heights—now appear in Macy's own-brand designs and are selling very well.

Phase-two of Macy's march into the Young America furniture market has just begun. Called "Young Forward House," this new section features four model apartments designed for the young city dweller, ages 20 to 40. Again, the young set's suggestions have been incorporated into Macy's own-brand furniture. And each time, the pioneer effort spread from Herald Square to the suburban stores.

Macy's firmly believes that capturing the youth market is a two-way street. First, to get the teen into your store requires ingenuity. Macy's uses a variety of clinics, everything from home decorating to skate boarding, to bridge—all designed to educate and entertain the teenager.

And, after you have the teenager coming into your store, you start learning from them. Today's teenager can provide a wealth of ideas on product innovations, advertising and merchandising. As one Macy official said: "Believe me, if you're smart you don't ignore what the teenagers have to say. You start incorporating their ideas into your store—and you are on your way."

Yunich has already expanded his think-young plans from the teen clothing department into the furniture department. While Macy's youth movement has not yet touched the major appliance or home electronics departments of the world's largest department store, there is no reason to think Yunich will stop short.

Coordination between selling departments is now the biggest problem facing Macy's. For example, right now there is no possible way

for a bride-to-be to enter Macy's and—in one stop—register her china, silver and glassware patterns—plus her preferences in housewares. Yunich is well aware of these deficiencies and has appointed a top-level coordinating board that includes all department managers plus buyers who have been successful with the teenage market.

A department coordinating plan, resembling the "New Homemaker Center" plan on the next page, could well be the outcome of Macy's meetings.

The New Homemaker Center idea, originated by Mrs. Alexandra Potts, assistant to the publisher, *Modern Bride* magazine, presents department stores with an ideal way to capitalize on today's trend to one-stop, one-store shopping. Here is how Mrs. Potts sees the plan:

After the prospective bride has selected her wedding accessories in the bridal shop and registered her gift preferences in the gift registry, she goes to the New Homemaker Center. Mrs. Potts suggests establishing a complete reference library of decorative and technical information in the center. In short, the customer should be able to see all the information she will need to make an intelligent buying decision.

The bride is then registered and her complete decorating, home planning, budgeting and financing plans outlined. The center's director helps the bride to draw up a buying schedule for all merchandise to be purchased, lists planned prices, and recommends the order for buying the various products.

A special registration card is given to the bride, plus a complete listing of where to find the departments that she has planned to visit. Mrs. Potts notes that this card helps to alert all sales people that "this woman is ready to buy."

Step number two is a visit to the credit department. Mrs. Potts says that all financial arrangements plus credit and repayment plans should be completely outlined. And, step three is visiting the departments.

The advantages of the New Homemaker plan are many. The customer is almost pre-sold before she sets foot on the selling floor. The store has a customer whose initial investment, according to Mrs. Potts, totals \$3,000. And this customer is tied to your store through credit.

"Brides are the heart of today's market," Mrs. Potts says, and you "can't afford to ignore the bride today and hope she'll come running to your store tomorrow."

A new social class sits for its portrait: the Teen-Ager

Unless you've been exploring Mars or the center of the earth, you are surely aware that the kids growing up today are unlike any other generation before them. They are Teen-Agers. With their own mores, attitudes, laws, appetites, language. There are more and more of them every year. And soon there will be more of them than anybody else.

Esquire Magazine has done a study...in depth...of this new generation; a whole issue from cover to cartoons. For adults, of course. A fascinating picture of a culture-within-our-culture. Teen-Age opinions on God, grown-ups, education, death, themselves. Teen-Age hair-dos (male and female or how not to tell the sexes apart). Teen-Age music, language, reading, eating. The Teen-Ager and the Car, the Teen-Ager and travel (they invade the world each summer). Colloquies between Teen-Agers and their celebrated parents, like Jayne Mansfield and Ogden Reid. What Teen-Agers spend their money on. What well-dressed Teen-Agers ought to wear (and sometimes do). Adults who influence Teen-Agers (and make money in the process: agents, editors, manufacturers). Beach party movies (lots of pretty girls). Even nostalgia for our generation: a Frank Sinatra Club still going strong, an article by Benny Goodman's daughter on the day the King of Swing met the Beatles. And more...a whole year's worth of work by Esquire's editors.

Esquire is the magazine for men. But this is one issue that every woman whose child will be, is, or has been a Teen-Ager will also want to see. And marvel at.

While today's Teen-Agers are unique, they have one thing in common with past generations. Macy's. They used to shop here with mama in tow. Now they come with their peers. (You ought to see our Junior department dressing rooms with a gaggle of girls in each.) They come to Macy's because they realize we're aware of them as Teen-Agers. That we try to do things just for them. Like model rooms on our Furniture Floor planned for their way of living. Like skateboard demonstrations, beauty clinics, fashion shows...and, of course, the fashions they have made their own. No wonder they consider Macy's, in their lingo, real boss. And we return the compliment.

There's a lot of other stuff in Esquire's special Teen-Ager issue, too. Like this: "Be you're Paula's young man. I'm Daddy O."

Their hair has and here

Their teenage parents up & go-go who influence them

What they wear and don't wear

What they eat no variations on a theme of hamburger

They don't talk like that any more

A different power & glamour Frank Sinatra

The usual and others among the sophisticated modern guitar

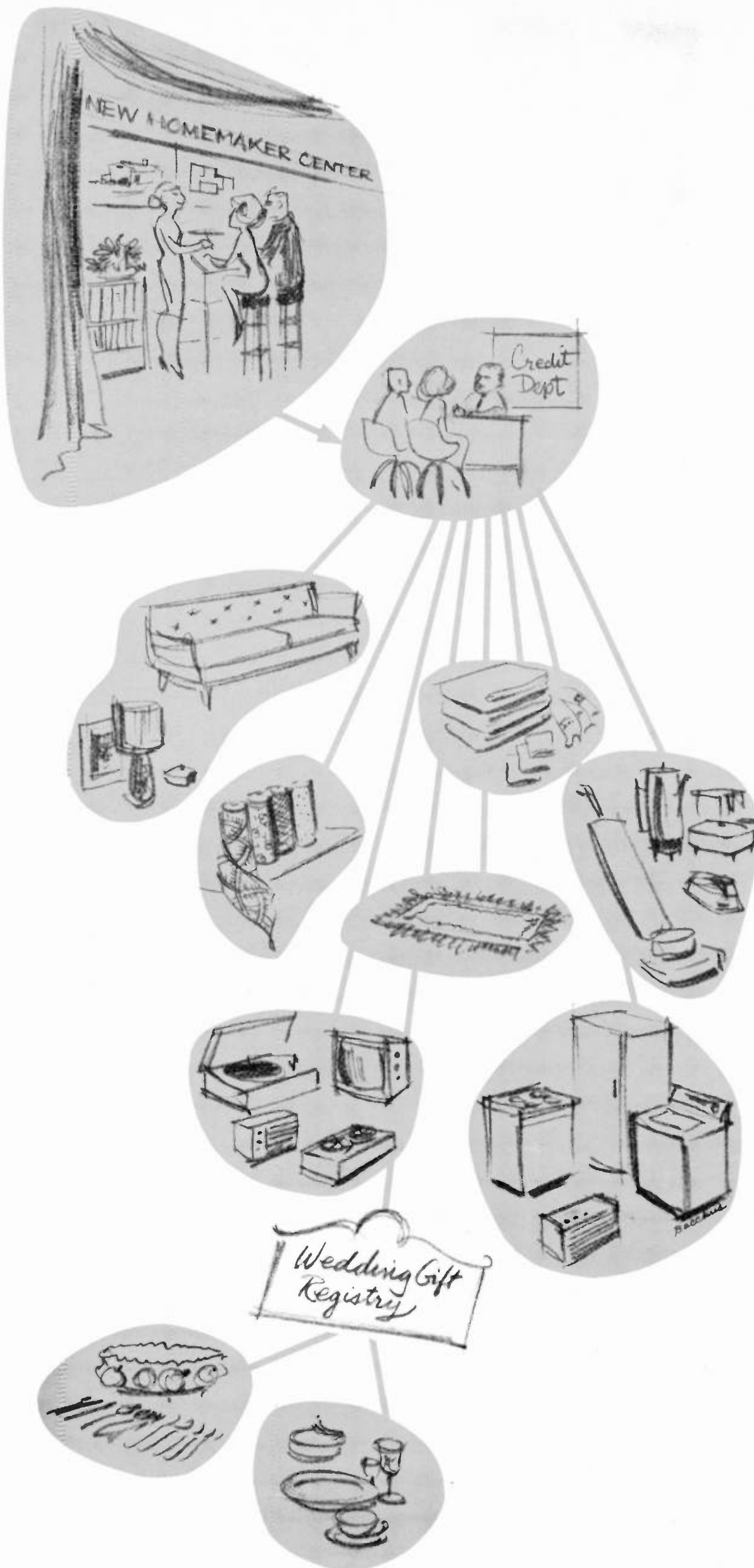
Macy's THE WORLD'S LARGEST STORE

MACY'S... AND ALL PARENTS... THANK ESQUIRE FOR ITS THESIS ON TEEN-AGERS

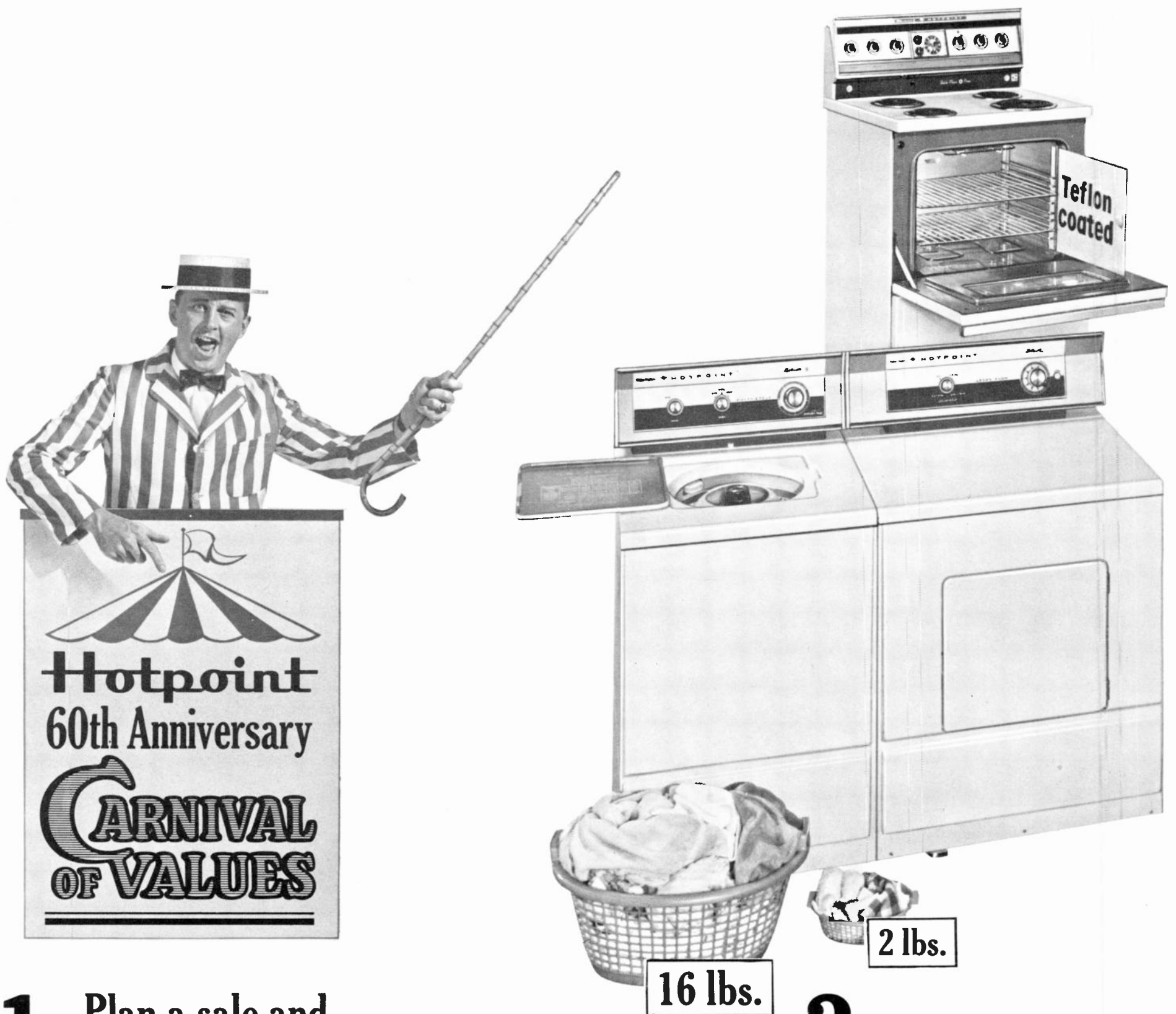
8 ways independent retailers can lure Young America

The independent appliance dealer starts behind the gun in the race to capture Young America's dollars and loyalties. The department store, because it carries soft goods, is bound to catch the teenager's eye first. But the sharp dealer can pinpoint his merchandising attempts and come out on top. Here are some pointers on selling to Young America.

1. **Advertising.** Surveys show that radio is the best way to reach teenage America. Newspapers rank second for the 18-year old, while tv is important to the 13-year old. Your ad should be part of the patter of the local disc jockey—every town has one—who has captured the teen set's ears. Do not forget the high school newspaper. Let one of the budding journalists write a column using your store as home base—part gossip, and a mention of what you are featuring in consumer electronics.
2. **Salesmen's Attitudes.** Young America is a generation of browsers. The first store they entered was probably a supermarket. Don't bug them while they are looking. Tell your salesmen to start product pitches with a quality line and forget the "this will last you a lifetime" pitch. Young America isn't interested.
3. **Store Displays.** Young America wants to see how your products will look in its homes. Show them. Set up one complete kitchen and use some imagination. Time is very important to this fast-moving set. Your point-of-purchase material should stress the time-saving aspects.
4. **Clinics.** Young America wants to be educated and entertained. A natural for you is a cooking clinic. Get an instructor for the classes who "swings"—she has to communicate with the young set. Remember, today's young bride, even though she still burns water, wants to learn all about gourmet cooking and attractive meal display.
5. **Band Together.** To get the bridal market, band together with the other independents in your area. Tell the bride-to-be where she can buy her wedding gown, how she can plan her wedding, and where she can buy the appliances she needs for her first home. Remember, brides get married every month of the year. A one-time June promotion is not enough.
6. **Credit.** If you offer credit, promote it with a "new homemaker" slant. Make sure your salesmen know the credit facts and give a polished presentation.
7. **High Schools.** Work with the home economics teacher. Invite a class to decorate an area of your store. Keep it on display as a traffic builder—their friends and families will want to see the display.
8. **Repeat.** Promoting for Young America and building a young, alive image for your store takes more than one promotion. It takes coordination and continuing effort.



How to outsell your hard-sell



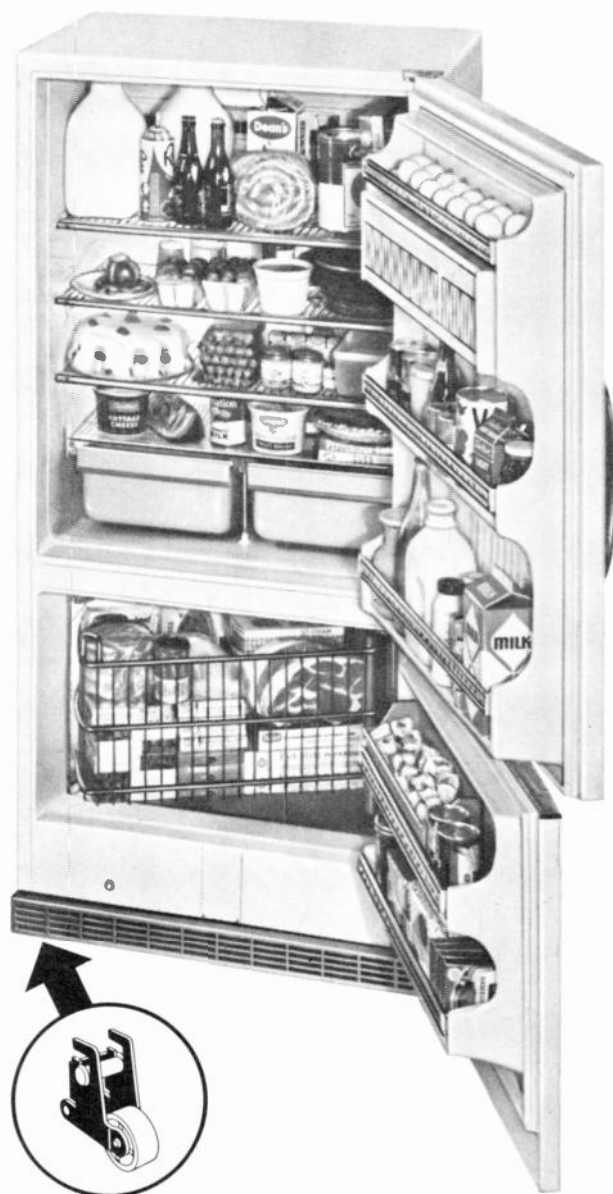
1. Plan a sale and make it a dandy

Hotpoint's 60th Anniversary gives you a good strong reason to convince customers you've got a great sales event going—a real Carnival of Values. And the prices back up the promise of big value.

2. Push the features

With Hotpoint, you can offer customers sales-making features that your "big-time" competitors simply don't have. Hotpoint washers handle 2 to 16-lb. loads, without extra attachments . . . offer porcelain finish, outside and in, at no extra cost. Hotpoint dryers have an exclusive 5-year

competitors this fall:



others can't offer

replacement warranty*. . . ranges have removable, Teflon®-coated oven walls . . . refrigerators roll out on wheels. All fine appliances, with unique features that don't cost extra. And the low sale prices make them irresistible.

*Blower, blower clamp, thermostat, drive motor, centrifugal switch, dryer drum and electrical heat coil.

3. Promote the whole deal in magazines, on TV

A big barrage of Carnival of Value advertising will be hitting your prospects soon. 76,000,000 readers of Life and Look, 36,000,000 viewers of The Tonight Show NBC-TV, and 30,000,000 Today Show followers—will be getting the money-saving messages over the entire sale period. We've also prepared a special promotion kit just so you can get full benefit from this big advertising push. Make sure you're riding the crest of the Hotpoint sales boom—call your Hotpoint representative today.

Hotpoint

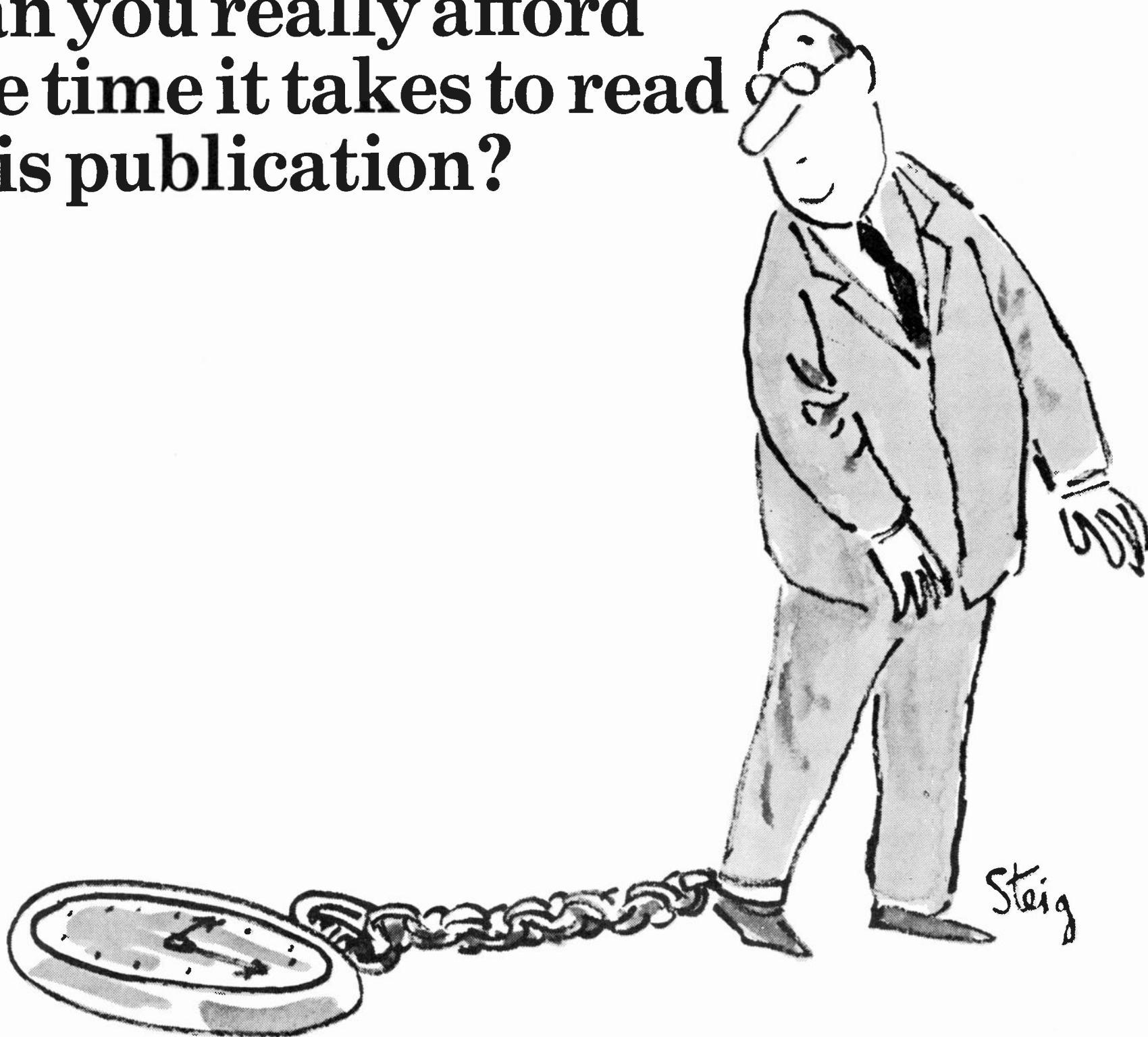


See Hotpoint appliances sold this week on The Tonight Show, NBC-TV, starring Johnny Carson

first with the features women want most A Division of General Electric Company • Chicago, Illinois 60644

To Company Presidents:

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



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

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MERCHANDISING WEEK

MERCHANDISING WEEK

VOL. 97 NO. 32

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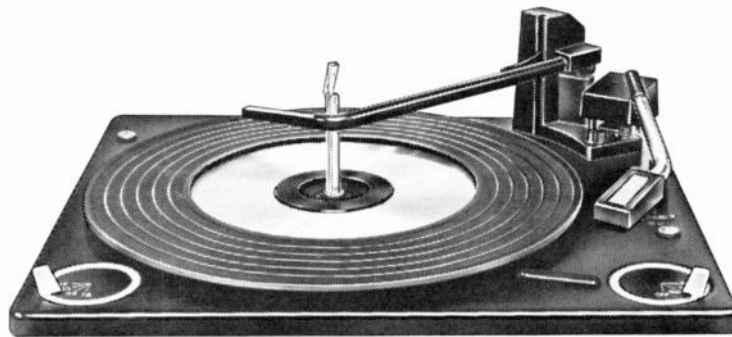
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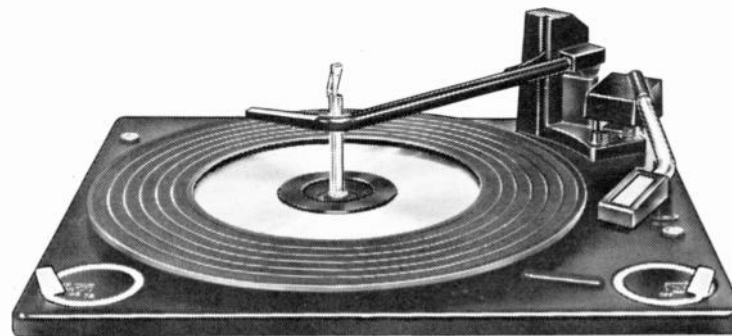
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This is the exclusive BSR powerhouse that's sending cordless phonograph sales into orbit! Opens new sky-high profit volume to dealers...by opening all outdoors and all indoors to carefree, cordfree record changer play! It's the *only* battery-powered changer motor* with BSR's famous jam-proof dependability. Its tiny built-in governor maintains constant speeds, for full fidelity at 16, 33, 45 and 78 rpm! And BSR's automatic shut-off adds hours to battery life! Look for BSR 4-speed changers with new battery-powered motors in the *top-selling* new cordless portables!

** works on AC house current too, with detachable cord if desired*

dependable



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□□□□ **A Christmas craze over cordless gadgets** is the prediction made for the coming season by exhibitors and buyers at the National Notion & Novelty Show, in New York City, last week. Many of the battery-operated items are being sold by housewares as well as notions departments. Most of the items work off flashlight batteries; admittedly, they are more in the novelty area than the household appliance field, and they generally sell for under \$5. They are popular as stocking-stuffers, according to buyers.

One of the hottest of the newer battery-operated numbers is the Mood Lamp, for indoor or outdoor use. "It's especially nice for the bedroom," one exhibitor said. The item retails at under \$1, and is available from a number of sources, including H.J. Ashe Co. and Equality Plastics Inc. Equality also is offering a battery-operated drink mixer, which looks like any cocktail shaker, but has a power swivel. Macy's is now featuring the drink mixer in its Herald Square housewares basement, where it retails at under \$3.

Most of these gadgets are imports from Japan; they range from cordless back-scratcher to shoe polishers.

□□□□ **Air conditioner covers are a sleeper item**—a growing sales area for a number of notions and housewares departments, as well as appliance dealers. Several buyers attending the National Notion & Novelty Show last week said they planned to set up promotions of vinyl covers for air conditioners this fall; they believe the sales of covers have not kept pace with the great growth in home air conditioner sales in recent years. Most of the garment bag and closet accessories manufacturers—including Bogene and Triangle—offer air conditioner covers to retail at under \$5.

□□□□ **FTC rule: be "automatically" specific**, when it comes to advertising sewing machines. The Federal Trade Commission has ruled that describing sewing machines as "automatic" or with "automatic zig-zag" is misleading. However, under the new regulation, the word "automatic" can be used when it describes a specific function or attachment—for example, as in "automatic zig-zag attachment" or "winds bobbin automatically."

□□□□ **Pigskin promotions are being lined up** for the fall selling season. Among them: Skil is building a power tool promotion around five tool kits, each featuring a well-known professional sports star. Skil will co-sponsor the CBS Saturday afternoon *Countdown to Kickoff* program to precede Sunday afternoon NFL games. Norelco is offering consumers a 124-page pro football handbook for \$1.

□□□□ **Coordinated closets and bathrooms** are in store for American housewives. Increasingly, manufacturers of closet accessories are being influenced by the colors and designs of towel producers, much in the same manner as manufacturers of bath shop accessories, who have coordinated their products with the latest in towel designs and colors. Paisleys traditionally have been popular on neckties; now they are turning up increasingly on garment bags and other closet accessories, as well as on bath items. No one has yet introduced closet accessories in simulated fur.

Shaver business is buzzing, producers report at mid-year

The major shaver companies seem to have ridden out the siege of the stainless-steel razor blade. At the National Jewelry Trade Show, in New York City last week, the shaver companies pointed with pride to soaring sales—and stepped up their pitch for ladies' shavers, cordless models, and, bowing to the trend, stainless-steel shaving heads.

Although footballed shaver prices have frightened some jewelry stores away from shaver lines, reportedly there is a growing movement back into the fold; the returning jewelry accounts, company spokesmen report, are attracted by soaring shaver sales.

Sunbeam, for example, says that sales for the first half of this year are ahead of the 1964 pace by 30% to 35% in ladies' shavers and by 20% or more in men's models. Norelco reports that its shaver sales in general are up nearly 35%, although it admits that sales of ladies' shavers represent a smaller proportion of this growth.

No company is saying so, but the tremendous publicity of stainless-steel safety razor blades a few years ago hurt the electric shaver business. But now, the shaver business evidently is bouncing back—and no small part of this recovery is due to the new features the shaver people are promoting.

The acceptance of stainless steel by the consumer has not been ignored by the electric shaver industry. Shaver companies quickly jumped on the bandwagon, and at least half are now emphasizing the stainless-steel cutting blades in their products. And a spokesman for Schick, which uses stainless steel, predicted that within a year most of the major companies will be touting stainless-steel cutting blades.

With the market reportedly at only 48% to 50% saturation (in men's models—much less in ladies'), the companies are looking for ways of convincing the consumers that electric shavers do the job—and do it well:

Remington is putting heavy emphasis on its Lektronic V, promoting it as "the world's first shaving system." This deluxe packaged shaver operates either with cord or as a cordless unit. The case includes a "power console," with which any voltage may be dialed (it operates or recharges on 110-250v, 50 or 60 cycles ac); making it adaptable for foreign travel.

Ronson, which has been promoting its shavers in a highly imaginative advertising campaign, is hitting hard on its sideburn trimmer feature. In addition, Ronson notes—with large type—that its shavers "feature new stainless-steel blades." Ronson has no cordless models.

Sunbeam, in the market with new Double Action head on its high-end shavers, will promote them as "shaving you twice with a single stroke." Its new Model 888 Cordless unit, packaged in a travel case with a built-in reserve power feature, will be shipped in late August or early September. The shavers have stainless-steel blades, and incorporate a trimmer.

Norelco claims to have the lowest prices, *self-contained* cordless shavers on the market in its models 15C and 20C, which run on penlight batteries. Norelco, producer of the much-publicized "floating head" shavers, says reputable testing laboratories found that the shaving heads on its products are 18% thinner than those on any other shavers. This, Norelco claims, means 18% closer shaves. (A Ronson spokesman at the show called the Ronson Micro-Thin shaving screen the thinnest in the industry.) Included on Norelco's top-of-the-line Speedshaver 30 are a "pop-up trimmer" and an adapter switch for 110v-220v and ac-dc for world travel.

Schick is pushing its cordless shaver—with a Power Light to indicate when a recharge is needed—as the lightest in the industry. Schick's Super Speed II features what it calls Slide Rule Comfort Control, which, the company says, sets up the beard for a better shave.

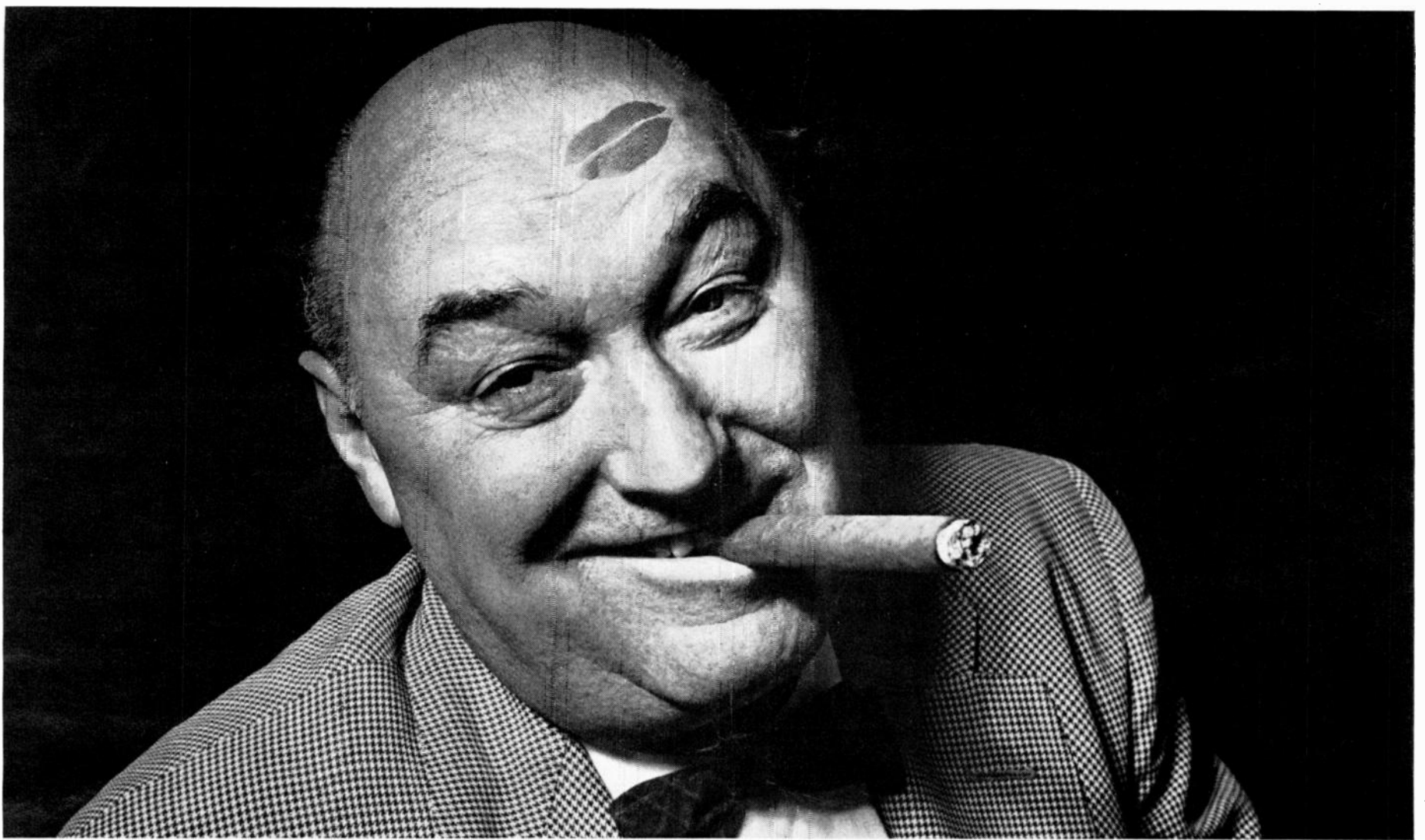
Shavex which did not display at the Jewelry Show—probably because its major outlets are department stores—is offering a free toiletry bag with its shaver and emphasizes a full-year money-back guarantee in its display advertising. When the Shavex is lifted, the automatic on-off switch turns the unit on.

A new line at the show called Golden Shield by Schick, is aimed at credit retailers. Golden Shield is phasing out its Sunbeam-supplied models, and will offer three new units by Schick: a \$29.95 men's model, a \$19.95 ladies' model, and a \$39.95 cordless model. At these prices, Golden Shield says, dealers will be able to have a healthy 40% mark-up.

In ladies' shavers, the accent is on high-styled packaging, accessories, and—as with the men's models—cordless units. Norelco, for example, in its Beauty Sachet 25LS, has accessories which "shave legs and underarms . . . manicure and buff nails . . . massage face and scalp . . . stimulates tense muscles and tired feet . . . erase calluses." Ronson's ladies' shaver, which it claims has the largest shaving head of any ladies' shaver, comes in an attractive purse-type package. The Lady Sunbeam, a cordless unit, features a built-in light. The Lady Shavex models also come in purse-like packages. Schick's ladies' shavers—including a cordless model—have a special brush feature which, the company says, provide 15% closer shaving action. Oster, a Sunbeam subsidiary, is also marketing a ladies' shaver, and it is expected that Oster may soon enter the men's shaver field.

Many of the shaver companies have branched into the grooming aids business, too. A Sunbeam spokesman at the show explained that one of the main points of resistance to electric shavers has been the consumers' belief that a "wet" shave is better than a "dry" shave. Accordingly, Sunbeam and several of the other companies, now are marketing a pre-shave "wet" lotion for use with shavers.

—Bruce Pfau



We admit it: we like pushy dealers

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We're downright old-fashioned about this matter of dealer profits. For instance, we start by putting margins that make sense into our retail prices. We give you plenty of selling room. We even pay the freight right to your door.

And what do we want you to do? Nothing more than to stay your lovable, pushy self. With Caloric that's all it takes to sell more ranges than you've ever sold before.

There's a whole lot more to the Caloric story that makes equally pleasant listening. Say the word and one of our pushy salesmen will barge in on you.

TO: Mr. Roy Klein, President, Caloric Sales Corp., Wyncote, Pa. 19095
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NAME _____

FIRM _____ TEL. _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Caloric®
CALORIC SALES CORPORATION, TOPTON, PA.

HOUSEWARES

□□□□ **The trade-up trend in power tools** is picking up momentum in new lines being prepared for the National Hardware Show, next month in New York City. Part of the reason is the growing use of variable-speed controls on power tools; another is an attempt to put some profit back into the business through an emphasis on quality.

Rockwell has added five new portable tools to its Green Line, including two variable-speed drills, a two-speed ¼-inch drill, two-speed jigsaw and 7½-inch circular saw. Prices range from \$19.88 to \$39.88.

Black & Decker, which recently introduced two variable-speed drills, is adding a dual-action sander to its line at a \$31.88 introductory price. It provides the operator with both orbital or straight-line patterns in one sander.

Skil, meanwhile, is offering a fall special on its variable-speed, ¼-inch, Trigger Speed Control drill; it is packaging 12 accessories with the unit in a kit for the price of the drill alone—\$29.95.

□□□□ **A bright outlook for home light dimmers** is luring housewares retailers deeper into this product area—and, perhaps, additional manufacturing, too. The new low-cost silicon rectifier is expected to provide a sales boost to home-type dimmers. Even the wall-mounted units are becoming easier to install—now only a screwdriver is needed. Lutron Electronics has begun packaging its dimmer on a self-service display card; the unit lists for \$14.95.

On a related product, the photocontrol timer, Paragon Electric Co. (AMF) has reduced the list prices of its unit from \$19.95 to \$14.95.

□□□□ **Macy's sports a new Corning Ware center** in its Herald Square basement in New York City. The Corning name is played up to such an extent that the section looks like a leased department, which, of course, it is not. Macy's does such a big job with the fair-traded line that Corning Ware items sold in the department store are specially coded to guard against Macy's being forced to accept returns and make exchanges on Corning Ware purchased elsewhere.

□□□□ **New England's housewares "dean,"** Joe Milhender, will celebrate his 50th anniversary in business on Sept. 1. Milhender, who heads Milhender Distributors, has been collecting many honors of late, including a testimonial in the Congressional Record, placed there by Rep. John W. McCormack (D-Mass.). Milhender will hold a dealer show on Sept. 18-19, at Boston's War Memorial Auditorium.

□□□□ **Key moves . . .** Brian J. Abdella is named vp for marketing for WESTCLOX consumer products, succeeding Robert L. Shaw, who is joining Brunswick Corp.; Ronald E. Weaver is named vp for marketing by SETH THOMAS; both Westclox and Seth Thomas are divisions of General Time Corp., and both men formerly held key sales jobs within their respective divisions . . . Robert M. Kripp joins WIDE-LITE CORP. as mgr. of low-voltage products . . . CORNING GLASS WORKS names Robert B. Chamberlin as advertising mgr and D. Henry Giberson as mgr of product development for its housewares department.

How the portable typewriter is becoming a portable appliance

"Every week the portable typewriter becomes more of a portable appliance," said a spokesman for a typewriter manufacturer. He summed up well what is happening in the once-staid typewriter industry.

In more ways than one, the portable typewriter is a portable appliance:

In selling price, the portable typewriter is generating good retail volume at about \$49—certainly well in the portable appliance pricing area.

In drawing traffic, portable appliances are pulling customers into stores with the best of the traffic appliances.

In competitive pricing, the portable typewriter is being kicked around as much as any electric housewares product.

In retail exposure, the portable typewriter increasingly is being merchandised with electric housewares—especially by the mass merchandisers, including such large chains as Korvette and Two Guys (Vornado).

In home usage, portable typewriters are even finding a place in the kitchen, as today's modern homemaker sets up a "pantry office" to run the household efficiently.

And in gift purchases, the portable typewriter also is holding its own with electric housewares products.

Some portables even have cords. Electric portable typewriters are gaining a larger share of the portable market; Smith Corona now dominates the electric portable field, but other firms are being lured into the field. "A portable electric at about \$100 should be a hot item," one manufacturer said.

Increasingly, typewriter manufacturers are courting housewares retailers and appliance dealers. And Royal Typewriter has been one of the more vigorous firms in pursuing this portion of the retail market. Remington Div. of Sperry Rand has integrated its shaver and typewriter sales forces; the combined force is also marketing the firm's first true electric housewares product: a cordless slicing knife.

Smith-Corona also is bidding for a place in the housewares-appliance market along with a variety of importers, such as Brother International, which exhibits at the Independent Housewares Show, in Chicago. Today most of the typewriter manufacturers, in a strict sense, are importers. Only Smith-Corona can boast a U.S.-produced line, although Royal does make some of its high-end numbers in this country. In the typewriter field, Underwood-Olivetti has stuck closest to the typewriter store and the stationery department.

Most of the typewriter firms exhibited at the National Jewelry Trade Show in New York City last week. Smith-Corona was represented through Golden Shield Corp., which markets Golden-Shield by Smith-Corona typewriter line through credit jewelry outlets.

Royal also makes a special model for the credit jewelers to help remove them from the competitive pricing of the portable typewriter field. A. Cohen & Sons Corp., a New York City-based jewelry distributor, was promoting a package deal on a Royal Eldorado typewriter, which the dealer could offer with a desk lamp and a metal desk at \$79.95 retail, or \$1.50 a week.

At the Jewelry Show, however, typewriter exhibitors seemed more interested in talking about what housewares-appliance dealers are doing with typewriters; some indicated that the great sales potential for the typewriter industry rests in this area.

"You know Alexander's has just started carrying portable typewriters in its housewares departments, after testing them in the Paramus [N. J.] store," a manufacturer said.

"It's not unusual to walk into an appliance dealer's store and see a portable typewriter sitting on top of a washer," another commented. "Give me the housewares department any day over the first-floor stationery department [for portable sales]," still another manufacturer commented.

Jewelers see sales gold in bath shop merchandise

The nation's jewelers are eyeing the bath shop as an ideal extension of the housewares gift business. They see entrance into bath shop merchandise as a natural extension of their current vanity business, particularly of the deluxe comb-and-brush sets they now offer; and, through the years, many jewelers have had good results with bathroom scales.

The high-profit potential of bath shop merchandise is luring many jewelers into the market, buyers indicated when interviewed last week at the National Jewelry Trade Show, in New York City. Several independent retailers contrasted the average 40% markup on bath shop goods with the 20% to 30% they

normally make on electric housewares.

Several other jewelers also pointed out that, more and more, bath shop merchandise has become associated with gift-giving, and it generally falls in the under-\$15 retail price range they like for gift items.

Housewares best-sellers, for many jewelers, are the same as those for any other retailer of housewares products: slicing knives in electrics, and Teflon-coated items in cookware and electrics. Teflon-coated cookware sets at \$19.95 have proved especially popular among the credit jewelers as account-openers. Hair dryers, especially hardtop models, are expected to do better this Christmas than last year.

HOUSEWARES

AMF announces new line of Homko garden equipment

AMF Western Tool introduces its 1966 line of AMF/HOMKO lawn mowers and garden equipment with two new mower additions.

Mow-Trac 26, the new rider model, is a 26-inch 5 hp mower with a 4-cycle engine. The new model 1262, with orbit disc power drive in four speeds and wide pneumatic rear tires, can pull lawn sweeper, roller or cart. The cutting height for mowing is adjustable to four positions. The mower can also be converted to a snow plow with an accessory snow blade. It retails at approximately \$369.95.

The self-propelled rotary model, the Diplomat (shown at right), is a lightweight 22-inch 3½ hp mower. Designed after monorail principles, its housing is held in quadramatic suspension, which makes possible instant one-hand cutting height adjustment, according to AMF. The new unit also features front wheel gear drive, a stainless steel Flexor Blade, and a storage pocket for accessory hand gardening tools. Retail price is approximately \$129.95.



Included in the complete 1966 line are three other rotary mowers, two reels and three riders, three tillers and an edger-trimmer. AMF Western Tools Inc., 3811 McDonald Ave., Des Moines, Iowa. 50302.

Broan extends line of bathroom ceiling and wall fans

Broan Manufacturing Co. announces four new models in their 660 series of bathroom ceiling and wall fans.

According to Broan, the three new side discharge fans are easy to install, with use of four nails, and require no patching of plaster or dry-wall after installation. In installation, the side discharge models use a 3-inch round duct. The new models are: model 666-80CFM Blower with a four-pole motor and a 5¾-inch squirrel cage blower, model 665-60-CFM Blower with a two-pole motor, and model 664-50CFM, a six-inch fan. Each fan has a 10¼-inch square satin finish aluminum grille and steel housing.

The fourth new unit, model 672-60CFM, is a vertical discharge bathroom fan. Its 6½- by 9-inch housing extends above joists for direct discharge into attic space and connects to a 6-inch round duct.

All four fans have plug-in motor assemblies and five year guarantees. The housing can be packaged six to



a carton and can be ordered in advance of the motor assemblies and grilles. Broan Mfg. Co., Hartford, Wisconsin.

Variable speed drills enter Black & Decker's new line

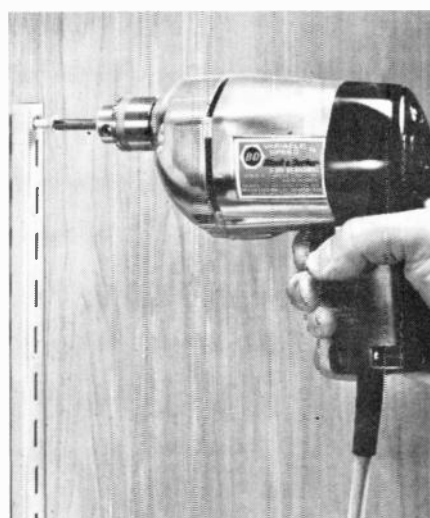
Two new variable speed drills, a ¼-inch and a ⅜-inch model, are added to Black & Decker's line of power tools (MW, 26 Jul., p17).

A built-in geared rheostat control switch regulates the exact speed required for drilling into a variety of materials. Speed is controlled by finger pressure on the trigger. The low speed of the new unit eliminates the need for center punch points and allows mixing paint, says Black & Decker.

Speed varies from 0 to 2250 rpm for the ¼-inch drill, model U-205, while the speed ranges from 0 to 1000 rpm for the ⅜-inch unit, model U-225.

Principal parts of the speed control switch are the rheostat, a control element geared to trigger movement; SCR, a hermetically sealed silicon-controlled rectifier which keeps dust and moisture out of the switch; and heat sink, a heat dissipater for cooler switch operation.

Model U-205 features a 2.4 amp universal motor, while model U-225



has a 2/5 amp motor. The ¼-inch drill has a non-metallic handle, trigger switch, and a 3-prong plug. Its weight is three pounds; retail price is \$26.88. The ⅜-inch unit weighs 3½ pounds and retails for \$31.88. Black & Decker Mfg. Co., Towson, Md. 21204.



Better Things for Better Living
... through Chemistry

Why is she
seeing
three times
more spots
in:

Cincinnati
Little Rock
South Bend
Tulsa
Stockton-Sacramento?



In these cities
—between July and
December, 1965

—Du Pont's new advertising
test will increase TV spots
to three times the recently
expanded national level for
TEFLON* finished cookware.

Three times more reason
for retailers to increase
inventory . . . increase sales.

The sales boom for TEFLON
finished products is just
beginning. What next?
Watch Du Pont and see!

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

COMING . . . AUGUST 30TH ISSUE

A COMPLETE MERCHANDISING
WEEK PROFILE OF NEMA'S
FALL HOUSEWARES PROMOTION

Advertising closing date: August 20th



Tappan portable dishwashers

Tappan extends their dishwasher line with two portable versions of their Reversa-Jet built-in units—the deluxe model 6575 (shown left) and the standard model 6535. (MW, 19 Jul., p.3.)

The front-loading portables feature a recirculating water pump capable of pumping 50 gallons of water per minute, according to the manufacturer. With self-adjusting door cams, the new units are said by Tappan to be leak-proof.

Other features include a removable double screen strainer for food particles, a dispenser that automatically adds detergent in solution, and a silverware basket with a special

cage cover for holding in small light objects.

The standard unit has three cycle selections and an optional rinse injector, while the deluxe model offers seven cycle selections and is equipped with an automatic rinse injector.

Model 6575, with two Reversa-Jet arms, is able to wash up to 18 table settings; capacity of model 6535, with one Reversa-Jet arm, is 14 table settings.

Both models are available in white only with a sequin Formica top, and each have four casters. To give the appearance of a built-in to both portables, an optional wood-trim kit is offered.

Tappan Co., 250 Wayne St., Mansfield, Ohio.



Scott 1966 stereo console line

H. H. Scott is showing new cabinet styling in three console models of their 1966 stereo line—one in each price series.

The addition to the Berkeley series is dubbed the Mediterranean, in hand-rubbed oak. Price range of the low-end Berkeley series is from \$695 to \$795. The Italian Provincial in distressed fruitwood is the new entry in Scott's intermediate-priced Exeter series, which ranges from \$945 to \$995. At the top of the line, ranging from \$1245 to \$1595, the Copley series feature a new model of distressed walnut also in the Mediterranean styling (shown above). Price is \$1495.

Designed to be a complete home entertainment center, the consoles provide optional tv, electronic organ, and electric guitar hook-ups. Provision has also been made for the connection of anticipated developments, such as stereo tv and the audio portion of a video tape recorder. All units in the three series have space for a tape recorder.

Featured in the consoles are air-suspension speakers and the Iso-mount, a new suspension system incorporating a two-stage mechanical filter. By shielding the speaker vibrations from the turntable, the Iso-mount obtains two extra octaves of bass response, according to the manufacturer.

Also new for 1966 is Scott's Stereo Compact (shown below), with a transistor amplifier, record changer, and two hi-fi systems in matching walnut cabinets. A transistorized Scott FM stereo tuner is optional. Retail price of the Compact is \$229.95. H. H. Scott Inc., 11 Powder Mill Rd., Maynard, Mass.



STYLED BY WIDE-AWAKE DESIGNERS . . .

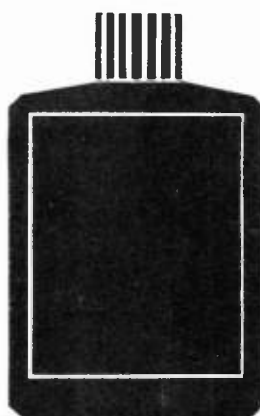
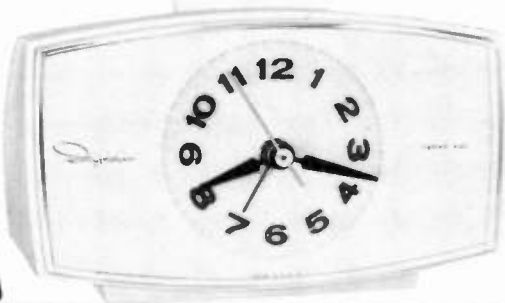
Ingraham

ELECTRIC ALARMS

. . . have a bedside manner that will make money for you: **Earl**, America's best clock buy with lighted dial, "Add-A-Nap" feature and case available in choice of 3 decorator colors—**Par**, compact for overcrowded night stand—**Duchess**, with lighted dial or lighted dial and "Add-A-Nap" repeater alarm—**Princess**, popularity leader with tapered ivory case and flared crystal. Write for full-line catalog, or special catalogs on Ingraham's jeweled-movement battery-operated Decorator Clocks, and Ingraham's Men's and Ladies' Wrist Watches. The Ingraham Company, Box No. 506, Bristol, Connecticut.



NEW! EARL
with lighted dial and "Add-A-Nap" feature at \$7.98 retail.



NEW! PAR
non-luminous at \$3.98 retail; luminous at \$4.50 retail.



PRINCESS
non-luminous at \$4.50 retail; luminous at \$4.98 retail; "Add-A-Nap," non-luminous at \$4.98 retail.



DUCHESS
lighted dial at \$5.98 retail; lighted dial and repeater alarm at \$6.98 retail.



EMPLOYMENT OPPORTUNITIES

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Export Appliance Specialist—Foreign and domestic wholesale and retail sales. Phone and personal contacts. Administrative details. Fluent Spanish and German. 14 years comprehensive export experience. Willing to relocate. PW-7242, Merchandising Week.



THIS IS CROSS FIELD! EXCLUSIVE from ROBERTS TAPE RECORDERS

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

Fair traded for **FULL PROFIT.**

Roberts
Tape
Recorders
from

\$169⁹⁵



ROBERTS

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

APPLIANCE-TV



Broadcaster radio

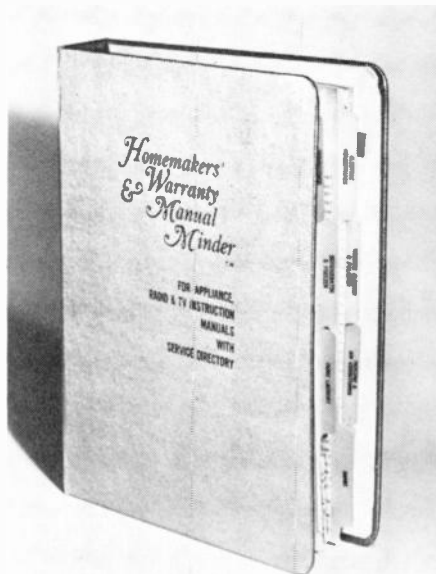
A unique radio which is a replica of an actual broadcasting microphone is offered by Mailord Products.

The replica of a broadcasting microphone and base actually houses a large speaker to give tone and performance heretofore not possible in miniature radios, according to the company.

The new unit contains eight transistors, and is equipped with parts which are all standard. In addition the radio operates on ordinary batteries.

Postpaid, the price of the new unit is \$29.95.

Mailord Products, 33 Groce Rd.,
Lyman, S.C. 29365.



Bram ring binder

A new merchandising device, the Homemakers' Warranty and Manual Minder, is a specially designed ring binder for use by consumers. In it the consumer can keep handy for quick reference all appliances, radio and tv instruction manuals. The binder is 7 by 10 inches in size and is equipped with eight guides covering all appliance and home electronic categories.

It is designed so that the instruction manuals, punched with three holes, can be inserted behind the corresponding index guide.

On the reverse side of each index guide there is a warranty register form on which the homemaker can enter all the essential information about each appliance purchased. The manual can serve both as a tool for the retailer, manufacturer, distributor, and utility companies, and as a gift or premium for customers when making a major purchase. Retail price is \$2.98. Single copy price to the trade is \$1.50. Bram Associates Inc., P.O. Box 23, Great Neck, N.Y. 11024.



Better Things for Better Living
... through Chemistry

*She's seeing
double the
spots
(and much more†)
in:*

*Cleveland
Portland, Me.
Madison
Louisville
Harrisburg-
Lancaster-York*

From July through December, 1965, Du Pont's advertising test will increase TV spots for TEFLON* coated cookware in these cities to double the recently expanded national level.

† In addition, there will be a regular schedule of full-page ads in local Sunday Supplements and regional issues of:

McCall's
Ladies' Home Journal
Good Housekeeping
Family Circle
Better Homes & Gardens
American Home
Parents' Redbook

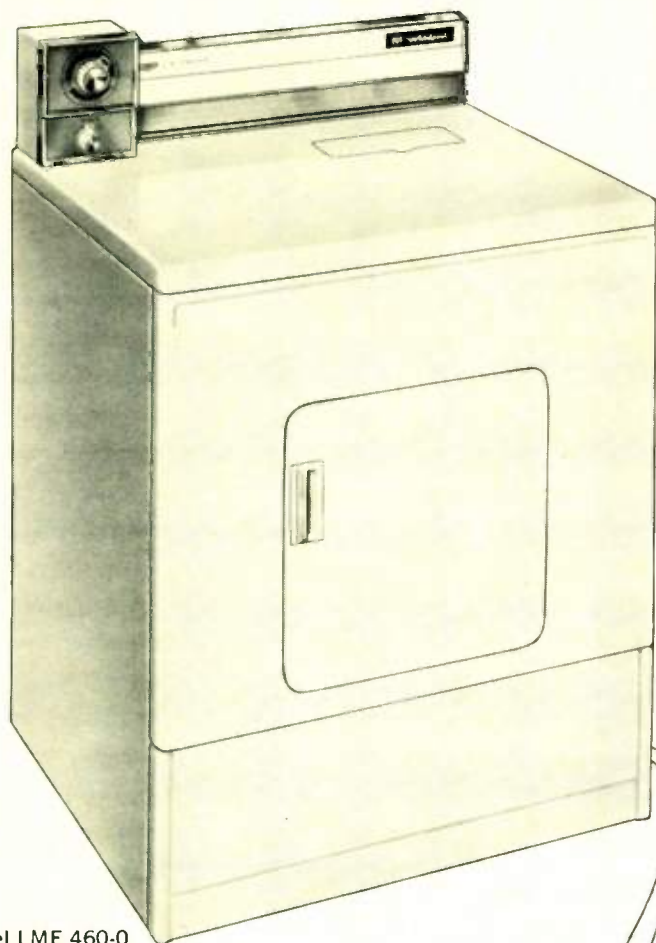
Extra inventory will lead to extra sales.

The sales boom for TEFLON finished products is just beginning. What next? Watch Du Pont and see!

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



COMING . . . SEPTEMBER 13TH ISSUE
A MERCHANDISING WEEK
FEATURE ON HOME
ELECTRONICS CHRISTMAS
SELLING PLUS COMPLETE
COLOR TV SPECIFICATIONS
Advertising closing date: September 3rd



Model LME 460-0

**Who ever heard of
an RCA WHIRLPOOL
automatic dryer with
4 cycles and 3 heats
nationally priced at**

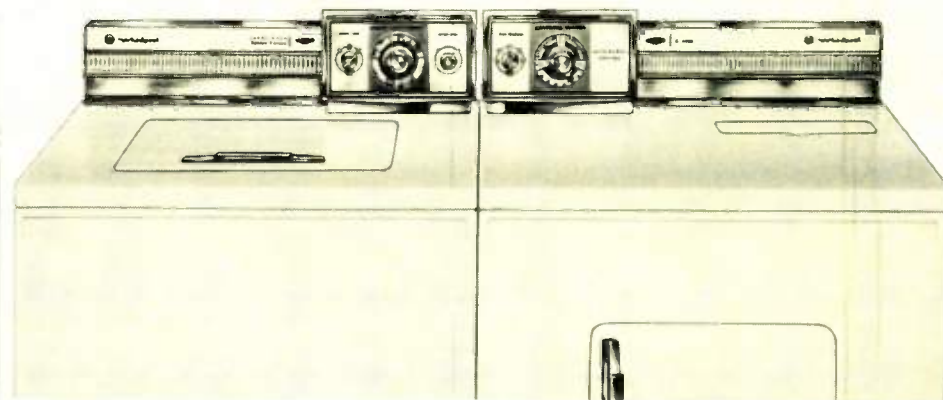


You just did!

This Model LME 460-0 RCA WHIRLPOOL automatic dryer always was a great value . . . and now at only \$128.88 it's unbeatable. It comes complete with 4 cycles to dry any fabric just right . . . 3 heat selections . . . DAMP DRY setting . . . built-in lint screen . . . lots more. And matching washer is available at a terrific price, too. How's that for a profit-making deal for you?

But that's not all! You can now step up to bigger profits with the *lowest priced* RCA WHIRLPOOL automatic washer with MAGIC CLEAN® filter and SUPER WASH . . . the *lowest priced* automatic dryer with MOISTURE MINDER® control and 5 heat selections. Don't tarry! Get your RCA WHIRLPOOL distributor on the phone right now.

***It's easier to sell an
RCA WHIRLPOOL than sell against it!***



Model LPA 560-0

Model LPE/I 560-0-1



Whirlpool

HOME APPLIANCES

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

Trademarks and RCA used by authority of trademark owner, Radio Corporation of America.

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	June	83,579	86,012	- 2.83
	6 Months	581,686	575,984	+ .99
vacuum cleaners	June	367,916	335,166	+ 9.77
	6 Months	2,394,138	2,167,072	+ 10.48
HOME LAUNDRY				
dryers, clothes, elec.	June	73,603	59,565	+ 23.57
	6 Months	484,522	417,922	+ 15.94
dryers, clothes, gas	June	35,379	30,981	+ 14.20
	6 Months	244,618	234,133	+ 4.48
washers, auto. & semi-auto.	June	331,672	284,540	+ 16.56
	6 Months	1,742,222	1,626,305	+ 7.13
wringer & spinner	June	57,066	61,283	- 6.88
	6 Months	294,873	324,070	- 9.01
OTHER MAJOR APPLIANCES				
air conditioners, room	May	433,500	373,300	+ 16.13
	5 Months	1,862,400	1,467,600	+ 26.90
dehumidifiers	June	38,300	26,100	+ 46.74
	6 Months	156,300	135,700	+ 15.18
dishwashers, portable	June	19,600	19,100	+ 2.62
	6 Months	172,700	136,800	+ 26.24
dishwashers, under-counter, etc.	June	71,000	63,600	+ 11.64
	6 Months	386,100	334,300	+ 15.50
disposers, food waste	June	115,500	111,000	+ 4.05
	6 Months	628,000	623,300	+ .75
freezers, chest	June	42,100	46,200	- 8.87
	6 Months	204,400	220,300	- 7.22
freezers, upright	June	65,100	70,200	- 7.26
	6 Months	320,900	333,800	- 3.86
ranges, elec., free-standing	June	104,600	89,100	+ 17.40
	6 Months	625,500	574,800	+ 8.82
ranges, elec., built-in	June	71,700	74,600	- 3.89
	6 Months	385,200	404,000	- 4.65
ranges, gas, total	May	172,600*	171,100	+ .88
	5 Months	877,700	883,700	- .68
refrigerators	June	458,292	439,300	+ 4.32
	6 Months	2,336,600	2,207,200	+ 5.86
water heaters, elec. (storage)	June	95,900	84,800	+ 13.09
	6 Months	536,600	506,300	+ 5.98
water heaters, gas (storage)	June	206,990	218,280	- 5.17
	6 Months	1,286,380	1,406,030	- 8.51
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	May	175,114	132,959	+ 31.71
	5 Months	1,105,477	736,448	+ 50.11
distributor sales	May	138,662	136,669	+ 1.46
	5 Months	1,036,681	771,839	+ 34.31
phonos, mfrs. ship., console	May	62,099	70,936	- 12.46
	5 Months	516,285	503,792	+ 2.48
distributor sales	May	51,152	70,682	- 27.63
	5 Months	499,617	532,309	- 6.14
radio production (ex. auto)	July 23	289,860	269,163	+ 7.69
	29 Weeks	7,312,450	5,332,100	+ 37.14
distributor sales	April	745,221	600,301	+ 24.14
	4 Months	3,386,300	2,579,212	+ 31.29
b&w television production	July 23	116,864	119,805	- 2.45
	29 Weeks	4,276,600	4,180,718	+ 2.29
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

*May total includes 117,300 conventional free-standing ranges, 15,000 high-oven models, 24,500 built-ins, and 15,800 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



Better Things for Better Living
... through Chemistry

*She's seeing
double the
spots before
her eyes
in:*

*Atlanta
Evansville
Albuquerque
Seattle
Des Moines*



In these five cities—between July and December, 1965—Du Pont's advertising test will increase TV spots to double the recently expanded national level for TEFLON* finished cookware.

Alert retailers will spot the opportunity . . . increase inventory, increase sales.

The sales boom for TEFLON finished products is just beginning. What next? Watch Du Pont and see!

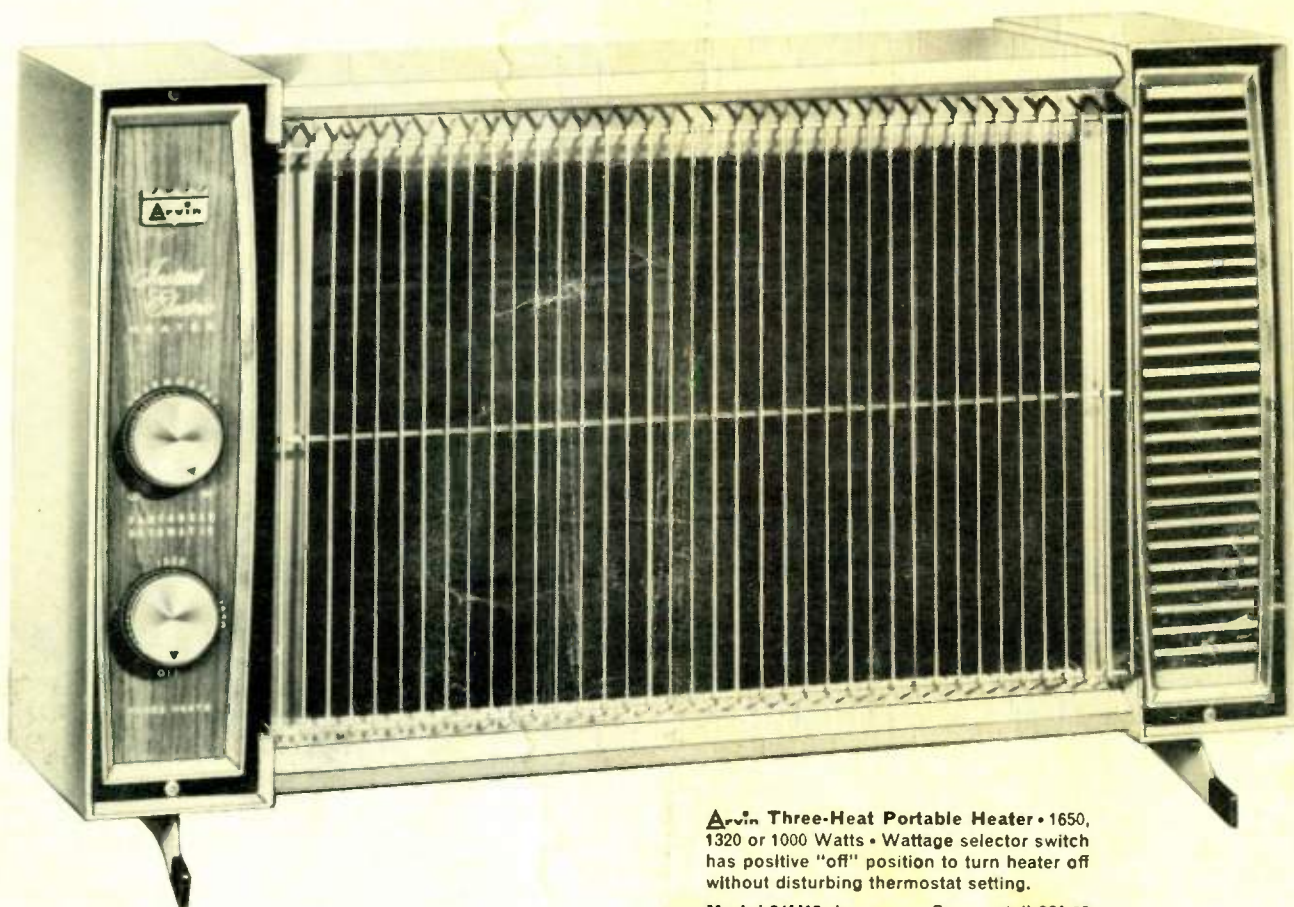
*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.

COMING . . . SEPTEMBER 27TH ISSUE
**AN EXCLUSIVE MERCHANDISING
WEEK FEATURE ON
DISHWASHER MERCHANDISING
AND PROMOTION**
Advertising closing date: September 17th

Arvin heater experience brings you

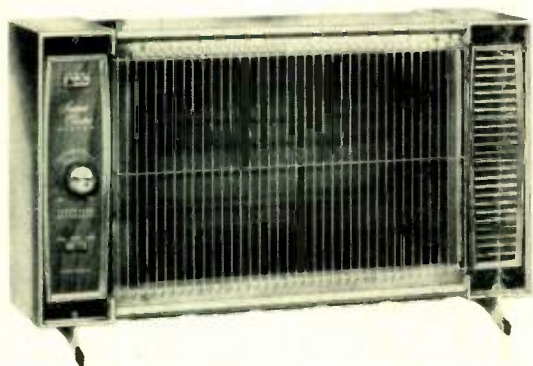
PORTABLE ELECTRIC HEATERS

Quality-designed to look better...Quality-built to heat better



Arvin Three-Heat Portable Heater • 1650, 1320 or 1000 Watts • Wattage selector switch has positive "off" position to turn heater off without disturbing thermostat setting.

Model 34H13, Ivory. Sugg. retail \$31.95



Arvin Two-Heat Portable Heater • 1650 or 1320 Watts • Positive "off" position on wattage selector switch permits heater to be turned off without disturbing thermostat setting.

Model 34H12, Metallic Fawn Beige

Sugg. retail \$28.95



Arvin Portable Heater

Model 34H10, 1320 Watts, Metallic Fawn Beige

Sugg. retail \$18.95

Model 34H11, 1650 Watts, Metallic Fawn Beige Sugg. retail \$18.95

Count on Arvin heater engineering experience to bring you the looks and performance that sell portable electric heat! Continuous research and development work builds more sales appeal into every Arvin heater.

New Arvin fan-forced, automatic units feature modern, streamlined styling, accented by handsome wood-grain control panels to catch the shoppers' buying eye. Advanced Arvin portable heat comfort features keep them sold! Here are just a few: instant ribbon heating elements; fan-forced circulation; automatic thermostat; positive "off" position; and "Safe-Guard" tip-over safety control. Both heater and element are tipped slightly to effectively project heat into the "comfort zone."

For maximum heater profits, sell the line with most experience, ARVIN—backed by powerful national advertising.



RADIOS • PORTABLE PHONOGRAPHS • TAPE RECORDERS • TELEVISION • CONSOLE PHONOGRAPHS • PORTABLE ELECTRIC HEATERS • HUMIDIFIERS AND AIR CLEANERS • IRONING TABLES • FURNITURE

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Consumer Products Div., Dept. E-9, Columbus, Ind.