

AT PRESSTIME

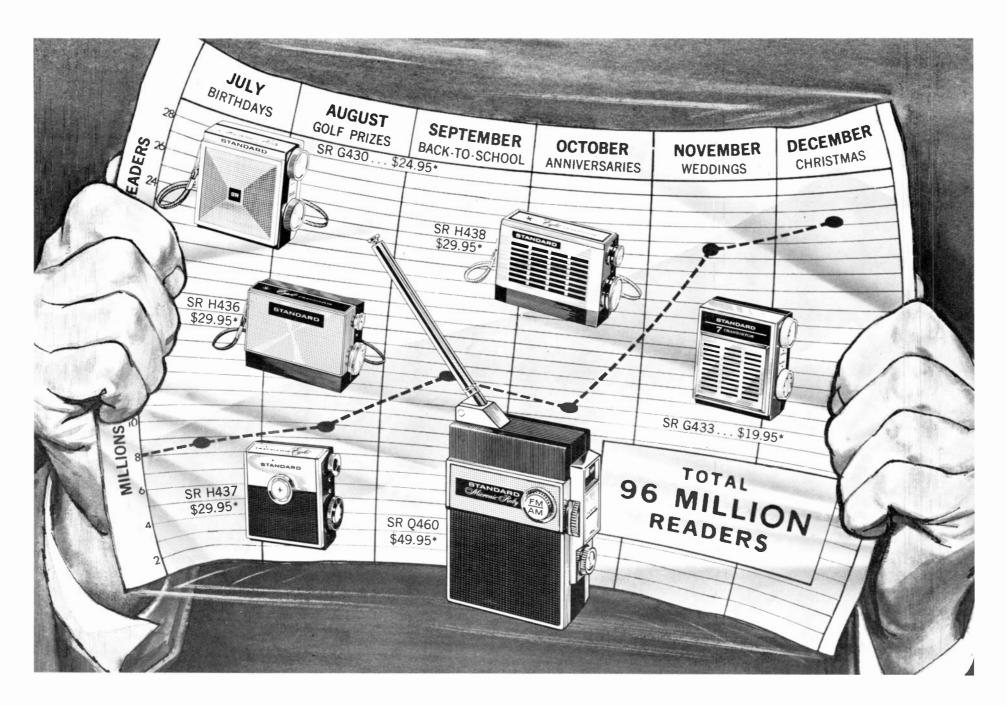
□□□ **New size b&w tv set** from Admiral will be a 9-inch vacuum tube portable with a suggested list price of \$79.95, MERCHANDISING WEEK learned at presstime.

The new set uses the eighth b&w tube size in the Admiral line, which already makes all the odd-numbered stops between 11 and 23.

Admiral is also about to introduce the smallest version of its Duplex refrigerator-freezer. The company currently produces three sizes: 35³/₄, 41, and 48 inches.

□□□ **NARDA** is urging its membership to fight the House Labor Committee's vote favoring extension of wage hour provisions to include retail establishments doing an annual volume of \$250,000 per year; at present, the Fair Labor Standards Act covers those establishments doing \$1 million or more per year.

In a telegram dated Aug. 17, Billy Yates, owner of General Appliance and Furniture Co., of Dyersburg, Tenn., and president of the National Appliance & Radio-TV Dealers Assn., said, "I know that you join those of us who have been following this matter carefully in condemning the move, which will either bite deeply continued on p.3



STR-R-R-R-ETCH YOUR GIFT SEASON



2

In many different models, these precision-engineered, jewel-like microminiatures are admirably suited to the 4,000 weddings that take place every day, the 15 million birthdays every month, the anniversaries, graduations, holidays and celebrations that occur all during the year.

National magazines carrying STANDARD[®] advertising will be seen by 96 million-readers, helping you to stretch out your selling season for gifts. An annual total of \$16.6 billion is spent by the American consumer for presents. A big enough profit-pool for you to dip into?

Here's your new slogan to customers: "You can give a Micronic Ruby to anyone, any time!"

(How to succeed in the *gift* business without really trying: just switch on a Micronic Ruby and put it in your customer's palm. It sells itself!)

Electronic years ahead!



All STANDARD products are sold at the same price everywhere ... under written warranty from

STANDARD RADIO CORP. Deliveries from warehouse stocks on both Coasts

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into our profits by compelling us to raise minimum salaries, or to eliminate certain personnel which enables us to provide services, making us a bit more competitive with mass merchandisers."

Yates called on NARDA members to ". . . tell him [the local Congressman] that your back is already bending under the burden of federal control and that unless it is the intention of Congress to make it impossible for an independent merchant to survive— requirements for coverage under the Fair Labor Standards Act must be kept at the \$1 million level."

Retailers will have time to lobby against the bill, which would eventually raise the Federal minimum hourly wage to \$1.75 and increase the number of employees covered by it. Committee Chairman Adam Clayton Powell (D-N.Y.) is trying to bring the bill to the House floor during this session, but he faces some strong opposition, reports McGraw-Hill News from Washington. Even if Powell does succeed, Senate action would not come until next year.

 \Box \Box \Box **Air conditioner shipments increased 19.9%** in the first half of 1965, compared to the same period in 1964, according to the National Electrical Manufacturers Assn. (NEMA). Factory shipments for June, however, were down 8.4% from the same month in 1964. (For NEMA's figures, see p.42).

□□□□Schick Electric plans no marketing changes at this time, in the view of its new chief executive officer, Chester Gifford. Specifically, Schick Electric does not plan any change in its use of housewares distributors, a company spokesman said. It was under Gifford's former reign as Schick's top executive, from 1958 to 1960, that the company eliminated distributors and went on a direct-sell basis. Robert Draper, while serving as president of the Lancaster, Pa., firm, reinstated distributors when Schick branched out into electric housewares. Draper is now president of Oster.

□ □ □ □ **Nautilus Industries will pay \$10** in cash to every kitchen planning dealer who installs the company's new no-duct oven hood in a kitchen display.

□□□□Corning's new fall ad campaign will place more emphasis not only on food preparation, but also on the food itself. "Don't just sell the saucepan—sell the sauce, too" is the basic theme of the new campaign; the new program was developed by Corning's new agency, Carl Ally, for Corning Ware's Electromatics as well as its cookware line. Corning also will use 10- and 20second tv commercials in 30 top markets, four to six times a week, for nine weeks this fall.

 \Box \Box \Box Admiral distributors will be offered GC Electronics replacement parts, antennas, and accessories, and the EICO test equipment line. Admiral said the two new lines will "enable our distributors to offer a universal line of replacement parts for all brands of major electronic products and to continue the expansion of our service departments."

□ □ □ □ Westclox will use a Gift Time theme for its Christmas merchandising program, scheduled for kick off on "time-change" weekend—Oct. 30-31. Westclox will introduce a new gift line of antique styled clocks and several new gift assortments for the promotion, which will run through December.

□ □ □ □ Sony has moved its New York warehouse to 37-15 61st St., in Woodside, Queens. The new facilities —twice as large as the old quarters—will handle home video tape recorders as well as radios and tv.

□ □ □ □ **The first retail ad for GE's Portacolor** tv set appeared in the Dallas, Tex., *Times-Herald* on Aug.8. Run by Sanger-Harris department stores, the ad ballyhooed the "first public showing" of GE's 11-inch color set, retailing for \$249.95. Sanger-Harris, according to GE, is not taking orders, but merely taking names of interested customers. When the sets arrive, Sanger-Harris plans to call customers on a first-signed, firstserved basis. While the ad—which was run in conjunction with the opening of Sanger-Harris' new downtown store—hints at early fall full production and delivery, GE said no definite delivery date has been set.

Excise tax checkup: what the feds found at retail

In a flash report issued last week by the White House, the appliance-tv industry got an almost clean bill of health on its pass-along of the June federal excise tax cuts. But that report will not end government scrutiny.

A second study of pass-alongs by retailers will be released in a month or so by Washington; it will cover items such as radio and phonographs, which were not included in the first report.

The first report on selected products—which was compiled on the basis of a survey by the Bureau of Labor Statistics in mid-July—showed that most appliance-tv retailers passed along all or part of the excise tax reductions.

All manufacturers of tv sets, air conditioners, refrigerators, freezers, and ranges passed the excise cuts on to distributors and retailers, the Council of Economic Advisors reported to President Johnson.

Pass-along of cuts at retail were not always equal to the amount of tax reduction. Here is what the study showed:

Air conditioners: 75% of the retailers passed on the entire cut, and 5% passed on only part of it. In big cities, 80% of the retailers passed along the entire reduction, while only 75% did in small cities.

Refrigerator-freezers: 55% of all retailers passed along the entire amount of the tax cut and this percentage held true in both large and small communities.

Ranges: only half the retailers across the nation passed along the entire amount of the cut.

Television sets: 65% of retailers passed along the complete cut; but 75% of small city retailers did so, compared to 60% of big city retailers.

Many retailers who had not passed along the tax cut said they were waiting for refunds and new manufacturer list prices before dropping their own prices.

A special pass-along problem was raised by manufacturers of phonograph records, who were among those not passing the excise tax cut along to distributors. Instead price increases of 5% to 6% were reported on phono records.

President Johnson requested Secretary of the Treasury Henry H. Fowler to go after these manufacturers "to keep faith with the hope of the Administration and Congress" that the tax cuts would be passed on.

Enforcement of pass-alongs is difficult; no enforcement procedure has been established. Manufacturers, distributors, and retailers are free to price merchandise as their competitive situation permits. But the major beneficiaries of the tax cut including appliance-tv industry representatives—gave Congress assurances that the reductions would result in lower prices to consumers.

The survey of pricing was carried out by Bureau of Labor Statistics field workers across the country who visited stores and reported the prices they found. Their normal monthly routine was expanded to cover additional outlets and items necessary to get the special excise tax cut report. Several hundred stores were checked.

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Hot item

The hottest prospect for a new dryer is the owner of an automatic washer. After all, some people like the idea of letting machines do all the work.

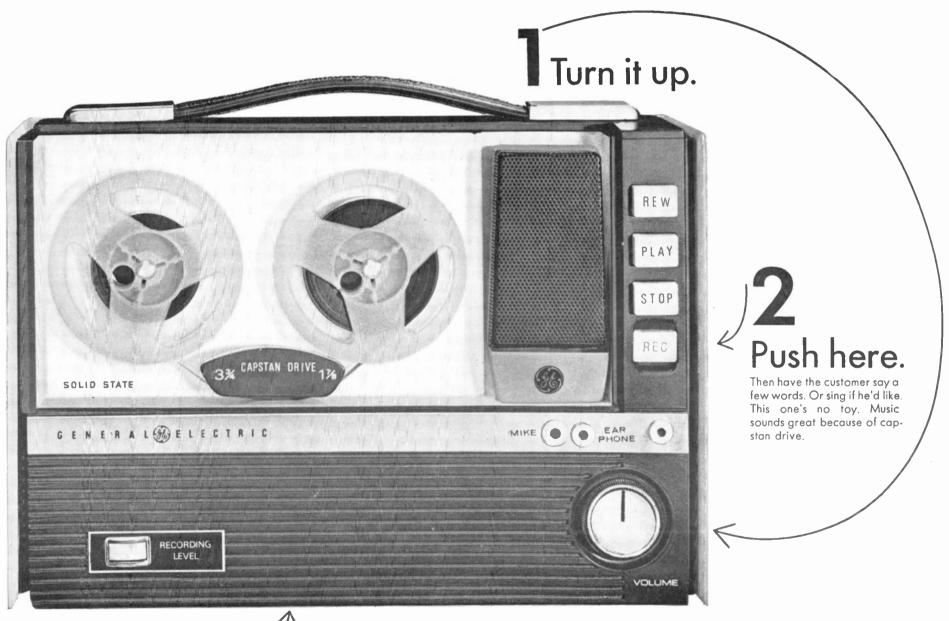
You'll find 5,000,000 of them in TIME-reading house holds. And last year alone, 351,000 of them bought a separate dryer.

With potential and payoff like that, it's easy to understand why TIME is becoming a bright new name in appliance marketing.

The selective market is the newest mass market. Don't miss it. Get into it in a *big* way with the biggest of the selectives. TIME.

@ 1964, W.R. Simmons & Associates Research, Inc.

G.E. reveals insidiously effective method for selling this new \$39.95 portable tape recorder.





doesn't like to hear himself talk? One thing sure, there's not a portable tape recorder anywhere near this price that makes him sound so much like himself. And this one's simple, dependable and really durable, too. Sold? Sold!)

GENERAL 🛞 ELECTRIC



takes a whale of a lot of washers and dryers to keep up. Look at the Parents' Magazine market:

Parents' Magazine reader-families last year bought

144,000

AUTÓMATIC

DRYERS



That's more than the readers of any other magazine among the 61 surveyed by the 1965 Starch Consumer Magazine Report.

It makes sense-and SALES-for you to advertise to the young mothers (18 to 34*) who need washers and dryers most -and buy the most! *66.3% of Parents' Magazine readers are young mothers 18 to 34,

leading all women's, shelter, store, general monthly and weekly magazines! (1965 Starch Consumer Magazine Report)



Reaches young mothers in homes with over 71/2 million children

WASHINGTON NEWS

□ □ □ □ Unemployment benefits and costs to employers will rise if Congress goes through with a basic overhaul of the unemployment compensation system sought by the Administration. The proposal would set federal standards extending the life of benefits to a year and assuring workers of at least half their normal wages up to a maximum of two-thirds the average state wage. Coverage would be extended to about 5 million more workers.

To pay for the increased benefits, the taxable wage base would be raised from \$3,000 to \$6,600, the tax rate would be hiked, and some money would be drawn from general revenues. Employers in high-wage states would pay higher payroll taxes. Employers in lowbenefit states would be hit by enforced raising of benefits.

Tax costs to employers would rise about 50%, from \$3.1 billion today to \$4.6 billion under the proposed standards, according to Labor Department estimates. Employers being brought under the program for the first time would have to pay about \$500 million in new state and federal taxes. Opponents-including business groups and some state unemployment benefit agencies—contend the Labor Department is drastically underestimating.

The House Ways & Means Committee is collecting testimony from more than 100 witnesses this month.

□ □ □ □ A rift between CATVers and broadcasters has receded again. The possibility of a truce and renewed contacts had arisen after National Assn. of Broadcasters (NAB) officials had cordial, informal chats with community antenna television system (CATV) leaders at last month's Denver convention of the National Community Television Assn. But neither side was willing to give enough ground.

CATV operators still contend they cannot live with the Federal Communications Commission's (FCC) ground rule barring duplication of programs to be carried by local tv stations for 15 days before and after broadcast. They apparently are banking on the House Commerce Committee to approve a bill limiting the FCC's authority.

The NAB is expected to continue its hard-line position. General counsel Douglas A. Anello testified at house hearings on proposed copyright legislation last week that CATVers should be made to pay fees for material they pick up. "We no longer talk of CATV in its traditional role of a supplement to free broadcasting, but as a substitute for it," Anello said. "Hence, we fail to see the logic of any principle that would require broadcasters to pay performance rights but would exempt [others] who perform a similar function."

 \Box \Box \Box \Box Systematic reciprocal dealing is a violation of the Sherman Antitrust Act, a federal court has decided in an opinion that could serve as precedent for further government attacks. In a case involving General Dynamics Corp., a New York judge held that sales agreements between reciprocal traders were in restraint of trade. Although his opinion fell short of condemning all business back-scratching, he left no doubts that in his view an active reciprocity campaign was against the law.

THIS

SEAL

Share of market: Who's turning up the volume

Chain-store* sales of tv, radio, and electrics: 1964 vs. 1963

	Unit	Volume	Dollar Ve	olume	Avg.	Price
	1964	1963	1964	1963	1964	1963
Television	21,260	17,020	\$1,913,400 \$1	,621,800	\$90.00	\$95.29
Tr. Radios	123,000	119,059	1,476,000 1,	,428,708	12.00	12.00
Table Radios	31,040	28,279	310,400	280,279	10.00	9.91
Vacs	10,870	11,250	760,900	787,000	70.00	69.96
Coffeemakers	42,200	36,010	760,900	540,150	18.03	15.00
Irons	77,800	68,886	770,800	680,886	9.91	9.88
Hair Dryers	100,680	104,272	805,240	834,176	8.00	8.00

*Based on a survey of four chains published by Chain Store Age., Aug., '65

What many retailers have long felt intuitively, an Electronics Industries Assn. (EIA) report has confirmed: Catalog houses account for a larger share of tv sales than ever before.

In a survey broken down by types of retail outlets, the EIA survey shows the "all other" category, which includes the catalog house giants, did 13% of the total black-andwhite tv set unit sales in 1964. In 1961, their share was only 9.97%of total industry sales. It is also clear that, from 1961 to 1964, the catalog houses and other types of retail outlets have gained more of the tv business than any other kind of merchandiser.

The appliance store is still first in tv set sales by a wide margin, racking up 46.95% of total industry sales in 1964. Department stores ran second with 21.82% of b&w set sales. The story is somewhat different

in the radio business, however. Here, department stores have emerged as the most important sales force, accounting for 27% of the domestic business last year. The "all other" category of retail outlets—which in this case does not include the catalog houses—finished second last year with 26.55% of the market. Appliance stores were third with 23.44% of the market.

Another look at the sales pattern was furnished by *Chain Store Age* magazine, which studied four variety chains—W.T. Grant, J.J. Newberry, G.C. Murphy, and Ben Franklin stores, representing a total of 4,600 stores—to determine their total unit sales and dollar volume. The table at left tells the story.

How small tape recorders can mean big sales for retailers

"The market for small tape recorders has been largely ignored by the average retailer," says Donald Hassler, marketing manager of Concord Electronics, a Los Angeles tape recorder distributor. "Maybe this is because the entire tape recorder market is ignored by retailers." Here is what they can do about it.

"Proper displays usually are the key to success," says Hassler. He thinks high-end machines are best sold when put on the counter where customers can "turn buttons and tweek reels in the old grocery store technique." Less expensive models should also be within the customer's reach. To prevent stealing, Hassler suggests chaining the units in place. **Proper demonstrations** are impor-

tant. "Just saying 'testing 1, 2, 3, 4' is not enough," says Hassler. "If there are no demonstration tapes available, the dealer should make one. You've got to demonstrate the real quality sounds these units will have."

Concord will introduce its F20 Sound Camera this fall. To aid in promoting this unit and three others at the low end of its line—the F85, 320, and 330, all in the \$50-\$130 range—Concord is offering retailers a counter display. Retailers who buy 12 units get the display free, those buying fewer will have to pay 50% of the cost.

Proper explanation of a tape recorder's many uses also is important. "People don't realize the widespread uses of a small recorder," says Hassler, "That's why we call ours a Sound Camera—it is as easy to use as a motion picture camera. I think it could have the impact of the Kodak Brownie. It's as simple to operate."

In its own campaign, Concord will emphasize the many uses of smaller units, such as language study, classroom recording, correspondence.

Retailers are not developing promotions to take advantage of lowend tape possibilities. Because of this, "the smaller stores are missing business," says Hassler. He thinks such promotions are important, not only because they sell products, but also because "you create a market for better products at a later date."

The FTC vs. Federated: what it means to department store mergers

The Federal Trade Commission (FTC) is drawing the line on department store mergers in hopes of stemming what it thinks is a dangerous trend toward large national chains, which are being forged from formerly independent outlets.

The first step was taken two weeks ago (MW, 16 Aug., p.8) when Federated Department Stores agreed that, during the next five years, it would not acquire any department store without the FTC's prior consent. Expected next is a similar agreement with Allied Stores Inc. At least four other chains-The May Co., R. H. Macy & Co., Associated Dry Goods Corp., and City Stores Co.-have been put on notice that future store acquisitions would be viewed with suspicion. And the FTC may already have some past mergers of these firms under behind-thescenes scrutiny.

There is an interesting contrast between the FTC and Justice Department approaches to retail trade mergers. Justice is interested in mergers between companies that compete in the same market. The FTC is most interested in restricting the growth of national chains although there are reports that the FTC will make Allied disgorge a newly acquired string of San Antonio stores because they had competed directly with Joske's Division of Allied Stores.

The establishment of guidelines could result from the FTC's activity.

These might embody a more or less formal code covering department store mergers and probably barring the larger chains from seeking the merger route to expansion. The FTC has already indicated that further acquisitions by national dairy chains would almost automatically attract antitrust complaints, and the commission probably is also on the way to drafting similar guides for food store chains.

The FTC's interest in department store mergers is quite new. But the field is no doubt a fertile one in which the agency can try its hand at guiding merger activity into channels it thinks will, in the long run, best maintain competition. For department stores, as well as other retail fields, the FTC wants to avoid "the replacement of independent local firms by national department store companies."

The growth of Federated is a prime example of the replacement pattern, according to FTC lawyers. By the FTC's count, Federated has more than doubled its sales volume in the past ten years—to more than \$1.2 billion—with a major share of the increase coming from mergers. By far the largest boost came last year when it acquired Bullock's Inc., the West Coast chain whose 24 stores had sales totaling \$196 million in the preceding year.

The acquisition of Bullock's triggered FTC action, and though the FTC's formal complaint charged violation of the Clayton Antitrust Act, the commission is not trying to undo the merger. The complaint was dropped after Federated agreed that it would seek the FTC's permission before acquiring any general merchandise store for five years. In effect, this means Federated is now out of the merger market.

The future of merger activity, rather than the past, is the primary concern of the antitrusters. This is emphasized by the fact that Federated has been allowed to keep Bullock's. Obviously, the FTC is reading statistics on concentration in the department store industry as a prediction of things that may come if it does not act.

According to FTC figures, the five largest companies increased their share of department store sales from 38% to 41% between 1954 and 1961. During the same period, the top ten rose from 50% to 56% of the market and the 20 largest from 57% to 66%.

Behind these figures are some obvious changes within the department store industry. Family-owned stores, which have management succession problems, sell out as the best means of solving these problems; traditional department stores, which face competition from discounters and shifting shopping patterns, become financially weak and sell out before they go under; downtown stores, which need money to expand in the suburbs where their regular customers have moved, associate with a larger company that has capital. The impact of mergers on competition is formulated by the FTC in its complaint against Federated:

For the larger companies, mergers have become a substitute for internal expansion into new markets and have thus eliminated both "potential competition" and the "restraining influence" of such threatened entry. A national chain that replaces a local firm also tends "to discipline the market behavior" of smaller competitors who are reluctant to challenge a company many times their size. And mergers tend to "bring about a deterioration of the vigor of competition among those national department store companies which face one another in several markets."

"On the buying side," the FTC continues, "suppliers have tended to favor such national companies, because of their power as large buyers, with preferences and advantages over other purchasers." In fact, the FTC's docket is filled with Robinson-Patman Act cases charging some of the national chains have secured special prices from manufacturers.

Commission lawyers do not really think they can stop local firms from selling out—and will not try to. But they think they can prevent the industry giants from making the purchases. By the FTC's count, the six top firms have made 45 acquisitions since 1951, and the FTC will be watching the merger plans of these firms in the future.

APPLIANCE-TV NEWS

 \Box \Box \Box **NBC** news will break in color this fall. On Nov. 15, the color-conscious network will begin daily colorcasts of *The Huntley-Brinkley Report* and Saturday colorcasts of *The Scherer-MacNeil Report*. NBC will also be colorcasting *The Sunday Broadcast*, perhaps as early as Sept. 19.

With this latest step in the tri-network campaign to make the 1965-1966 tv season the most colorful ever, NBC ups its percentage of color programming to 84% of all its broadcast time—nearly double the hours of color programming it produced during the past television season.

CBS already has climbed aboard the color bandwagon with announcements that special news reports, sporting events, prime-time specials, and more than half of its regular evening programming will be colorcast—under the ever-present CBS eye, which also has been redesigned in color (MW, 16 Aug., p.1).

Completing the picture, ABC has earmarked 40% of its prime-time hours for color programming—a sizeable gain over last season's 12%.

□□□□Zayre is celebrating new store openings with a 10-day grand opening sale. Three new units opened in the Chicago area last Thursday. Rock-bottom sale prices are featured, including: a 21-inch Admiral color tv set with free delivery, for \$288; a two-door, 14cu.-ft., no-frost Whirlpool refrigerator-freezer, for \$218; a Norge family-size automatic washer with three wash-rinse cycles, for \$129; and a 23-inch Motorola console tv for \$158. Zayre now has nine stores in the Chicago area.

□ □ □ □ **Hong Kong nearly doubled its exports** of transistor radios to the U.S. in the first six months of 1965, compared to the first half of 1964, according to the Commerce and Industry Department of Hong Kong. During the first six months of 1965, 86% more transistor radios were shipped to the U.S. than were sent during the 1964 period. At an average price of \$3.35 per set, the 1,570,157 sets shipped to the U.S. through June of this year cost \$.66-per-set less than the units shipped to this country during the comparable sixmonth period in-1964.

□□□□**Carrier will lend a helping hand** to its dealerdistributor organization in 1966 with a home office support program. Featured are such streamlined innovations as an automated forecast-ordering and inventory-control program. The program will rely on three factors: telegraphic communications between factory and distributor to inform the factory where inventory is needed, and to tell the distributor where stock is located; a computer to process the information and keep records; and field warehouses to hold buffer stocks of distributor products.

To help the distributor and dealer even more, carrier has revised marketing procedures to emphasize local marketing. Periodically, each distributor will report on the local plans he has adapted from basic company policy. National and local co-op advertising will get more fuel, too—but with tighter controls. More intensive market research will feed the distributor information he needs to know; and Carrier also will expand its sales and technical training programs.

Litton looks at the market for its new microwave oven

There could be a new name in the appliances business. "Litton Industries is currently involved in acquisition talks with companies in the consumer appliance market. These companies are of substantial size and have well-known trade names that would add a lot of weight to saleability of microwave ovens," according to Robert I. Bruder, vice president of the Atherton Division of Litton.

Going beyond press conferences and press releases heralding the fact that Litton's two-year-old Atherton Division had introduced a new compact microwave oven for commercial applications, Bruder said that if Litton were to buy such a consumer appliance company or companies, the soonest it could have a consumer unit on the market would be in a year.

Behind Litton's latest move in the infant microwave market is its desire to break into the consumer market. The company is looking to the future—when sales of commercial microwave ovens are well in hand.

Amplifying Litton's plans, Dr. Norman H. Moore, vice president of Atherton said, "we want our unit to be widely used domestically and we do not intend to start from scratch by developing new trade channels. Our unit will be marketed through established trade channels—obtained by acquisition of companies now in the consumer appliance market."

All signs point to eventual domestic marketing of Litton's new unit. The oven-215% inches wide, 147/8 inches high, and 211/2 inches deep is ideal for table-top or undercounter use, according to Dr. Moore, costs about one-third less than other microwave ovens on the market, operates on conventional 110v current so it can be plugged into any outlet and, most importantly, was designed with 24-inch home countertops in mind. Dr. Moore predicted that for a mass domestic market, the retail price would have to be under \$400 and that the price would not descend to that low for the next few years. However, if the company brought out a domestic version, the current commercial unit price of between \$695 and \$850-depending upon the size of the order-could be reduced greatly, because the consumer version would not require heavy duty construction, Bruder says.

In addition, Litton has been preparing a microwave oven cookbook —for the homemaker.

Other features of the Litton 500, according to the company, are a smaller and more powerful air-cooled magnetron tube, which permitted the elimination of half the components required in previous ovens.

The newest look in color tv

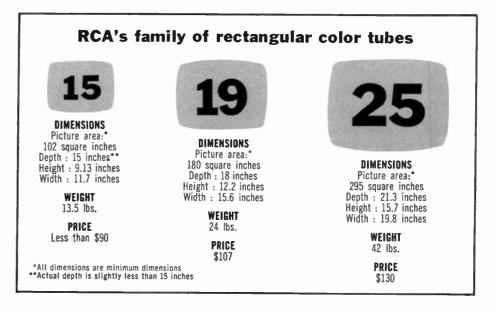
Color tv's brightest new star—the RCA 15-inch picture tube—has completed a week of critical examinations with flying colors. What made the show all the more impressive was the fact that RCA held the demonstrations without the 15-inch tube.

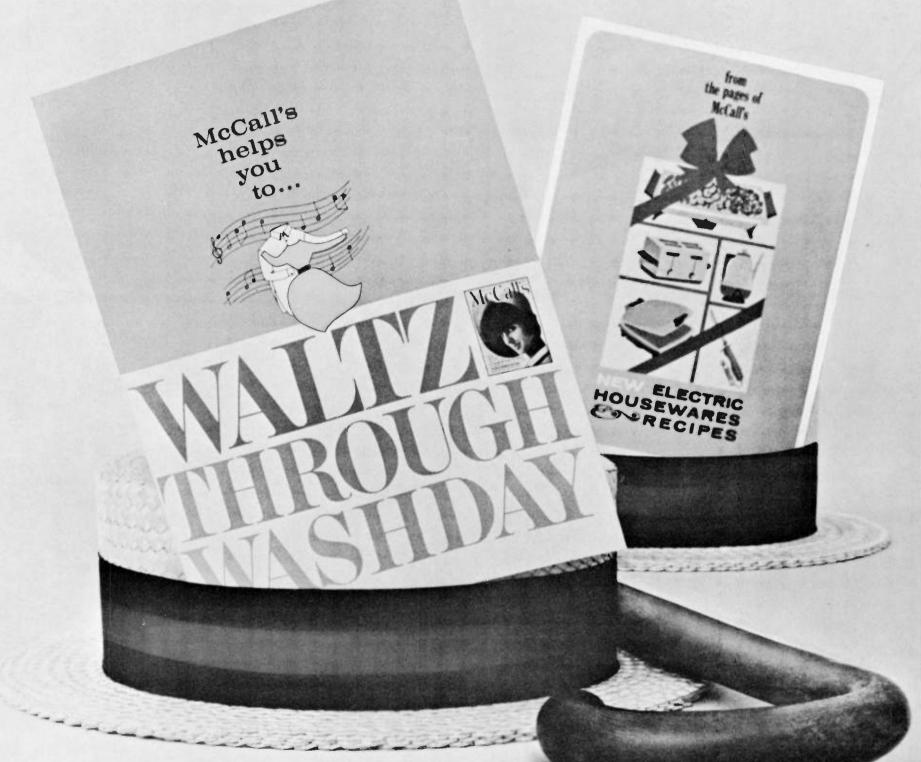
What RCA showed was only a simuiated version of the projected 15inch set—using a 14-inch b&w tube, the shadowmask from a 25-inch color tube, and a modified 16-inch b&w cabinet. But this seeming hodgepodge produced an impressive color picture and led one industry veteran to observe that this was the first time he had ever seen a tube operating before it was invented. (RCA will not receive even so basic a component as the glass bulb for the 15 until later this fall.) **The 15-inch tube** will be RCA's brightest: 90% brighter than the 19 and 130% brighter than the 25.

The competitive aspects of the new set are as unmistakable as RCA's determination to hold its lead in color tv. Compare these basic cabinet measurements (in inches) between GE's upcoming 11-inch portable and the RCA 15:

	Depth	V	Width	He	ight
GE	$16\frac{1}{2}$		17	11	3/4
RCA	15		18	15	5
RCA	believes	its	tube	offers	the
			00		1

maximum picture—102 square inches vs. 60 for GE—for cost and weight. The GE set weighs slightly less than 25 lbs.; RCA's will weigh under 40 lbs. GE's set is priced at \$249.95; the best guess places RCA's set at about \$300 when it hits next spring.





Two hot promoters from McCall's

PUT McCALL'S IN YOUR PLANS TO PROMOTE WALTZ TRAFFIC!

Let's Waltz again in 1965! Here's a new edition of an old favorite—McCall's Waltz Through Washday booklet. Last year over 2,000 dealers in 35 markets used it in demonstration selling. This new reprint of color pages from the Alma award-winning laundry editorial columns of McCall's, is backed this year with new traffic pulling power for the point of sale: $20'' \times 30''$ four-color posters for windows and in-store displays to help create traffic for the booklets and your department. And refillable easel counter cards for displaying 25 booklets at point of demonstration.

Your Waltz promoter will be available in early September. Put it in your Waltz sales plans now.

McCall's has also prepared an Electric Housewares Recipe

booklet designed to pull traffic to gift electrics with its own point of sale materials. This Christmas, promote recipes from McCall's to sell Electric Housewares from McCall's.

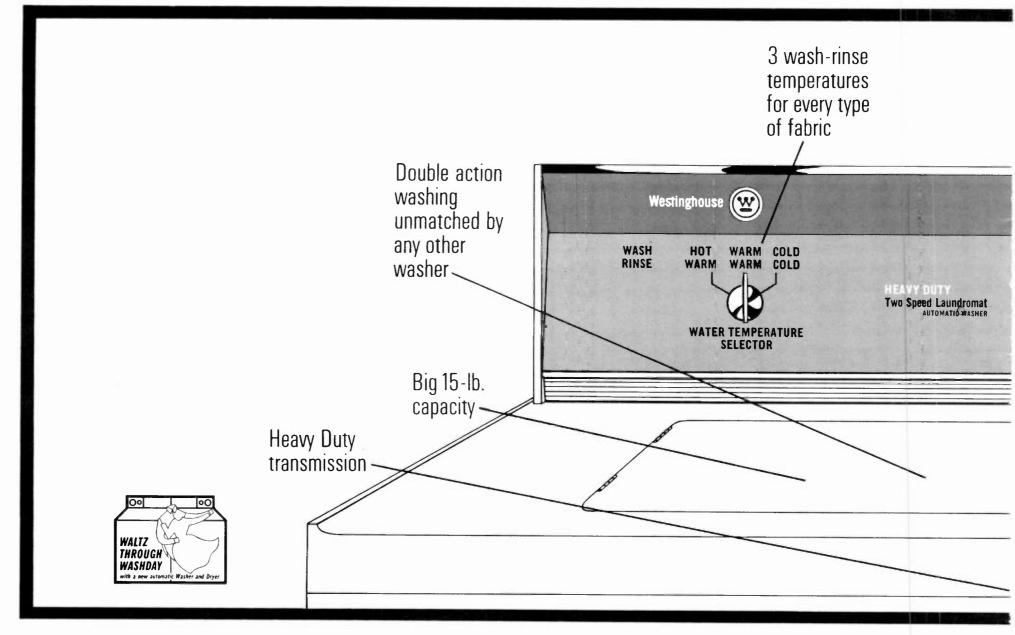
Your best customers—the 20,910,000 women who read McCall's—think, talk, and buy the products that McCall's features. Use McCall's promotion tools and you'll know what we mean when we say product excitement begins in McCall's and ends in sales!

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

WRH

Westinghouse offers the line with new 2-year

And adds this Heavy Duty-15 washer with



Complete top-loading Heavy Duty laundry line

-	
	-
LAF 200 -	Top-of-the-line h 6 fully auto-

matic programs, pre-wash setting, automatic bleach and fabric sof-

tener dispensers

-	2

tener dispensers

AF 590-4 temp selections, 2 spe lections, 5-position saver, automatic selections, automatic bleach and fabric sof-

softener dispenser

erature	LAF 700—4-cycle
ed se-	trol, timer conti
water	position automatic
fabric	saver

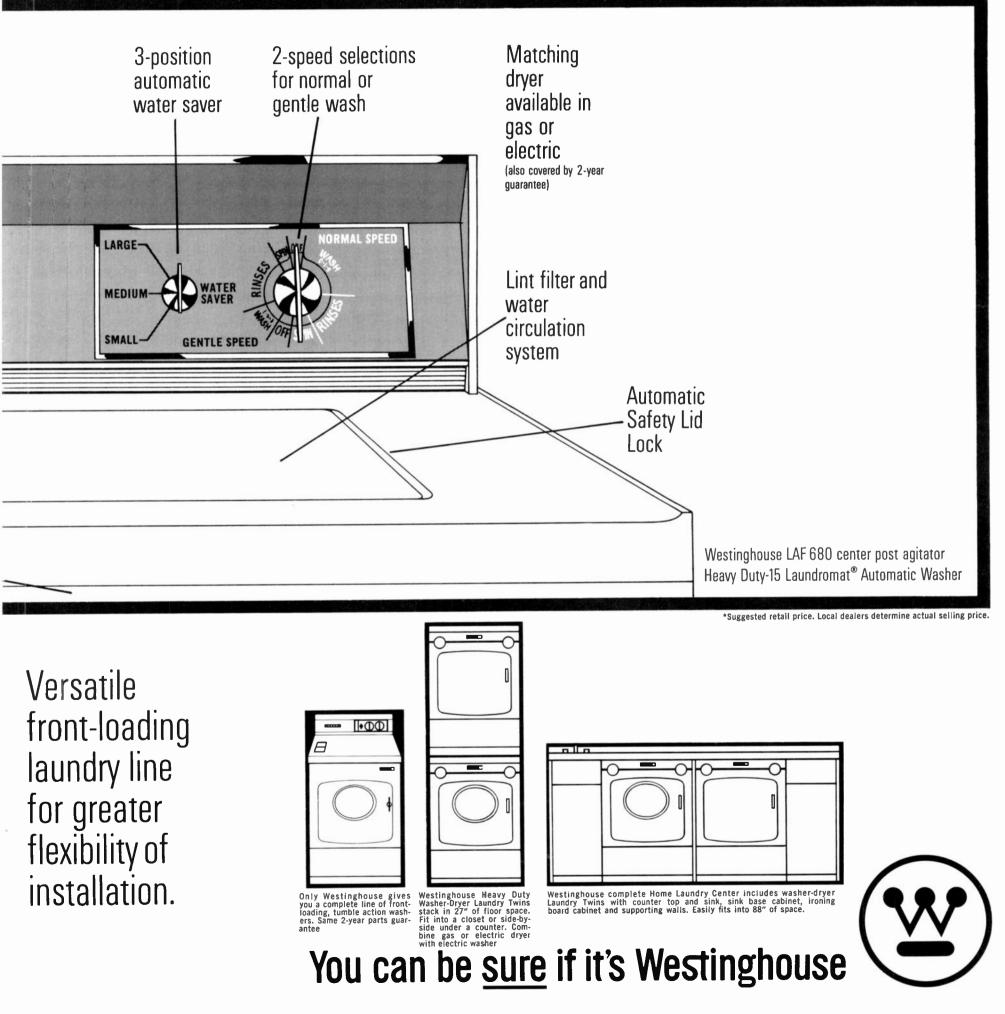
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ycle con-	LAF 750-economy mode
ontrol, 3- atic water	with 2-cycle control, 2 wash-rinse temperature

wash-rinse temperature selectors, big 12-lb. ca pacity

WESTINGHOUSE **2-YEAR PARTS GUARANTEE** Dryer must be installed and serviced b Dryer must be installed and serviced by a festinghouse dealer or service agency whit or replace, at its option, operational par under normal and proper use. (Guarant apply to electric bulbs, porcelain enamel exterior finish of the appliance.) First ye ished by authorized dealer or distributor, ar labor not included. There is also a 5-ye antee on washer transmission and tub driv iert to the same conditions. parts, subject to the same M

world's most complete laundry parts guarantee.

top-of-line features to sell as low as $$199\frac{95}{\text{trade-in.}}$



WALTZ-65: now is the time to get in step

Look at the help you will have

In addition to the Action Guide, ad mats, an offer of the national "Waltz" theme song, mailings and other materials, and a special tiein sales-tool package have been prepared.

Besides all the local utility, distributor, newspaper, national trade association, and national consumer magazine support via advertising and incentives, there is also the individual company help that will evolve under the over-all umbrella. The various companies within AHLMA will be offering special models, special promotions, and special incentives for the big push.

U.S. Steel, a founding partner in the conception of the drive, will intensify its national program and concentrate local effort in several major markets. The company also has organized special merchandising teams to put some "emphasis" on certain of these markets.

The emphasis-markets include Atlanta, Boston, Chicago, Cleveland, Denver, Houston, Kansas City, Los Angeles, Milwaukee, Minneapolis, Philadelphia, Pittsburgh, St. Louis, San Francisco, and San Jose.

U.S. Steel also will again deliver a newspaper-supplement service to editors across the country. A new feature added to the service this year is an eight-page fold-and-slit "Short Course in Automatic Washer and Dryer Buymanship" booket. It can be printed as pages of a standard or tabloid-size newspaper. The steel company will also campaign with one-minute spot commercials that have room for localretailer tie-ins. And U.S. Steel again will offer free retail display kits.

Soap, cotton, and billboards . . . an unlikely combination, but all three will in some way support the "Waltz" this year. For instance, Procter & Gamble will advertise extensively and will offer free measuring cups to the Local Action Committees. The National Cotton Council will arrange and stage fashion shows through Local Action Committees upon request. And the Outdoor Advertising Assn. of America Inc. will offer to Action Committees, through its 132 members, 1,340 24-sheet billboards for generic promotion of the "Waltz" theme.

Here is a partial listing of other trade associations that you can contact to receive information and help on the "Waltz": American Gas Assn., Bureau of Advertising (ANPA), Edison Electric Institute, Gas Appliance Manufacturers Assn., the National Appliance & Radio-TV Dealers Assn. (NARDA), the National LP Gas Assn., National Retail Furniture Assn., National Rural Electric Cooperative Assn., and the Water Systems Council.

Look at your own operation

Now is the time for retailers to look ahead and plan moves for the upcoming promotion. Take stock of your individual needs and make plans to supplement the help you will get with promotion ideas of your own that will boost sales over the top. Following are some ideas that have helped laundry equipment retailers throughout the country break out of sales doldrums in the past. If you crank up *now*, the odds are that, when the anticipated good fall selling season arrives, you will be one retailer who is ahead of his competitor down the street.

Think about setting up (1) home laundry clinics—by yourself or with the help of your distributor or utility; (2) home laundry fashion shows; (3) sales contests—either for your customers or for your salesmen, and perhaps even for your servicemen; (4) display areas complete with banners, working models etc; (5) booths for traffic-building give-aways or premiums to be sold at cost; (5) direct-mail premium programs or ads.

In line with the serviceman angle, a good idea is to instruct your field men to soften up customers when making calls. This could be accomplished by brochures or a particular sales pitch to be delivered as the over-all sales campaign gets under way.

Take a close look at the physical set-up of your laundry department. Perhaps it is stuck in a corner and needs freshening. You can always attract the lady customers with an appealing laundry center where she can find answers to all her laundering questions regarding cycles, fabrics, detergents, and most importantly, can see working models of the latest in home laundry equipment. Hire a saleslady for the "special" department who can show how easy it is to wash and dry-at the same time allowing the customer to identify with your saleslady. Above all, make the department accessible and make sure that a customer is not left to look at long rows of laundry equipment by herself.

Take a close look at the outside of your store and, in particular, judge your window very carefully. Make these windows talk to your customers. Come up with an imaginative display to stop people on the street. Tell a story that will interest the woman of the house, and always show washers and dryers in pairs. Rivet the potential customer's attention to laundry only, by avoiding cluttered displays that show a variety of products. Keep the displays simple, neat, and to the point—the *necessity* of owning a washer and dryer. And above all, change the window displays from time to time—even if the machines remain the same. Mix up the sales theme.

Examine your store image. Is it geared to refrigeration, or air conditioning, or ranges? If so, when the laundry promotion rolls around your customers will bypass you for the socalled expert down the street. Start campaigning to project your image as the laundry center of your area—and that includes service, variety of models and price. This kind of image building, for example, could be accomplished by sending out flyers with lead-in copy declaring, "You may not know it, but we are the leading laundry equipment store in town . . . we also stock the most complete selection of laundry units," etc.

There are many areas of display that the enterprising dealer can utilize. Have you thought about showing equipment at the local bank? Many top utilities in the country have done this with good results. Have you displayed merchandise on your sidewalk? Or in a lot? Or under a tent? Or at the railroad station? Have you investigated the possibility of

Look at the potential

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Three years ago, the major appliance industry tip-toed to the strains of an all-out concerted promotion on dryers. From that first successful "Breeze" of a step, when industry skeptics said that internecine rivalries would crimp the effort, washers have teamed up with dryers for two successive "Waltz Through Washday" performances that would have made Irene and Vernon Castle envious. And, when the 1965 "Waltz" is over, there is no reason why the zinging sales figures cut on the retail floor should not call for applause from the whole home laundry industry.

Boring statistics and industry-pundit predictions aside, the sales potential for retailers in home laundry equipment remains fabulous. As of the first of this year, three out of four consumers still do not have a gas or electric dryer in their homes. And there are still one out of five who do not have a washer. Add to this the machines chugging along that are reminders and remainders of the great 1955-66 sales years, and you can see the vast potential of the replacement market. In addition, 36.5% of all retail dryer sales are rung up in the last quarter of the year, the period in which the "Waltz" takes place. Moreover, you can bet that the economy will continue to remain healthy.

Thus, there is ample evidence that the retailer has all the basics for strong fall sales of appliances—laundry equipment in particular. And, do not forget that while the manufacturer excise tax did not apply to washers and amounted to only 5% on dryers, the enterprising retailer perhaps can still merchandise this tax-cut stimulus which is, in part, responsible for American business' recordbreaking year.

It is almost impossible to list all of the various trade and industry allies that are prepared to aid you in the coming sales drive, but, as usual, the coordinated attack will be spearheaded by AHLMA, the American Home Laundry Manufacturers' Assn. AHLMA is now setting up Local Action Committees throughout the country, and its pruned Action Guide is ready. It is chock full of tips for retailers on what has happened in the past, and what to do for this year.

for the fast fall tempo of home-laundry sales

road signs—with cooperative partners, or on your own?

Stick to selling the portion of your laundry line where the profit margin is fat—namely the middle and the high-end. In other words, stay away from the leaders and low-ball items. Sears has done a pretty good job on them. In the first place, the washer you want to sell to your customers should have more than the usual items of convenience. This job is becoming easier because more and more topof-the-line features are moving down into the lower-priced units in the lines. Show the best middle or top-of-the-line models. You can, however, display cards that state something like "automatic washers from \$159" to bring in the price-minded or limited-budget prospect.

Look at the 1966 lines

The big news in laundry equipment is that outstanding selling features have been carried down further into the lines than ever before. Multiple wash cycles—from regular wash to delicate fabrics, from soak to super soak are to be found in all models this fall except the lowest-end leader models, as are washand-wear cycles and low agitation speeds. And there is at least one suds-saver model in practically every line.

The washer capacity race seems to have subsided with the 1966 models. Most are listed as having a dry-load capacity of 12 to 14 pounds, and only Hotpoint has upped its capacity from 15 to 16 pounds. Fedders, Norge and Westinghouse claim 15-pound capacities. Maytag, Speed Queen, and Whirlpool, on the other hand, make no specific poundage claims, contenting themselves with saying their washers "take a full washer load." Frigidaire and Kelvinator hold to 12 pounds.

Some makers back up their higher capacity claims by specifying that the 14-pound load must be made up of small articles. Others say engineering refinements have made it possible to squeeze a larger tub into the same size cabinet.

Decorator colors are available well down into each line. Copper, turquoise, and yellow appear to be the most popular. "Upstairs designs"—furniture styling in walnut and woodtones—are making an appearance in some of the top-of-the-line models.

Other step-up features incorporated in highend models include automatic bleach dispensers and fabric-softener injectors. Automatic programmed controls provide a wide selection of wash temperatures and timed cycles at the push of a button. Stainless steel inner tubs are available in Easy, Blackstone, Hamilton, and Speed-Queen high-end models. Filtering systems that clean and reclean the water during the wash and rinse cycles, and selective water fills for loads averaging from two to 16 pounds are two other step-up features worth pushing this fall.

Some of the new machines have a pre-wash before the regular cycle for extra-dirty clothes. These clothes can be given a six-minute prewash, followed by a two-minute soak before the washer automatically goes into the complete wash cycle (Kelvinator and Whirlpool). There are wash-and-wear cycles that vigorously scrub, then tumble gently, and finally cool the water to restore natural resistance to wrinkling and to avoid spin-set wrinkles.

Also, your customers should be told about special low-speed wash cycles that give extra care to dainty things, woolens and the like that are normally hand-washed (Whirlpool, and GE's Mini-Basket).

Westinghouse, which also has this special low-speed feature, has top-loading and agitator-type wash action in all but six models of its line. Those six have tumble wash action.

All lines, except the very low-end models, carry operating instructions permanently fired on the lids. Metered fills or automatic waterlevel controls are found in washers by Maytag, Fedders, Whirlpool, Hotpoint, Frigidaire, and Blackstone, to mention a few.

As for the companion dryers, both gas and electric models perform with almost human intelligence. This is especially true of those models equipped with electronic sensing devices that automatically "feel" the clothes in the dryer drum and turn off the machine when the articles are dry, or when they are dampdry, ready to iron or fold.

In the fall of 1961, Maytag introduced the first electronic sensing dryer. Since then, Frigidaire, Whirlpool, and Hamilton have added electronic sensors. These are not to be confused with the many models now available with regular thermostats that hold the machine to flexible timed drying periods in a variety of cycles.

Air-fluff without heat for freshening pillows and other garments, large capacity lint screens top, and bottom or in-the-door mounting are other features standard in most models. Smooth drums, equal flow heat, plus automatic shut-off when doors are opened are other features common to most models.

Top models have germicidal ultra-violet lamps, lighted interiors, and fluorescent lighted backsplash control centers. Several manufacturers also offer sprinklers in their top models.

Wash-and-wear fabrics present no dryer problems, because most models have a special cooling and fluffing cycle at the end to restore these natural wrinkle-resistant fabrics to smooth, ready-to-wear garments. Top gas dryers feature automatic ignition. Practically all models in the 1966 lines are ducted, but for those customers who can't vent their dryer through a nearby outside wall, both Frigidaire and Maytag offer condenser-type models that carry the lint down the drain.

Look at successful tie-ins

"Our sales of washers and dryers increased 6% to 10% during the 'Waltz Through Washday' campaign last year," said L. E. Gatlin Jr., a partner in Ace Appliance Co., in Memphis, Tenn.

"And it didn't stop there," he added. "We had a continuing success as a result of the promotion. Many prospects who didn't buy during the campaign, for one reason or another, came back in and bought later."

Gatlin says his company set out to participate in the promotion as fully as it could. "We sent out direct mailing pieces to former and potential customers. We used tie-in newspaper ads to coincide with the promotion.

"We also used a give-away gimmick. With each sale of a washer we gave the customer a fabric-softener dispenser, free of charge.

"In some cases, we mailed cards to customers who had already bought washers, telling them about matching dryers."

Gatlin said Ace ran about 60 inches of newspaper advertising over and above its regular lineage. The give-ways, he said, helped step up floor traffic "considerably."

"In our opinion," Gatlin said, "the promotion was a great success."

In Kansas City, Charles Curtis, advertising manager of Jack Boring's stores, says the Waltz campaign last year increased their business 25%.

Boring's tied in with the Waltz by using window displays to push laundry products. "We were awarded first prize by the Electric Assn. of Greater Kansas City last year for having the best window display," Curtis said. "We used the slogan 'Weather or Not Waltz Through Washday.'"

"The impact was so good," Curtis said, "that the display is still up."

To increase traffic, all laundry equipment in the stores was arranged in a horizontal line near the front of the store where it was clearly visible to window shoppers and customers as they came in the doors.

In Ann Arbor, Mich., George Simons, manager of Home Appliance Mart, says his home laundry equipment sales were 20% above normal during the Waltz campaign.

"The reason for the increased sales," Simons said, "was, I believe, due to the increased awareness of the buyer for such equipment.

"We advertised heavily in the local newspapers during the 'Waltz Through Washday' campaign period. We also, of course, displayed banners and used available promotional material throughout the store.

"The 'Waltz Through Washday' campaign definitely pays," he said.

In Manhattan Beach, Calif., Clyde Carr, owner of Purdon's Furniture & Appliances, said, "The only way to do business is with promotions. Without them, you are stagnant, dead, and there is no enthusiasm."

In preparation for the up-coming "Waltz," Carr is featuring—in cooperation with the local gas company—a washer-dryer pair for \$299 in ads and on the sidewalk in front of the store. "Our appliance business had quieted until we started this," Carr said. "But for the first two weeks of this promotion we sold a pair a day."

Carr is also displaying at a booth in a local home show, called the Island Fair.

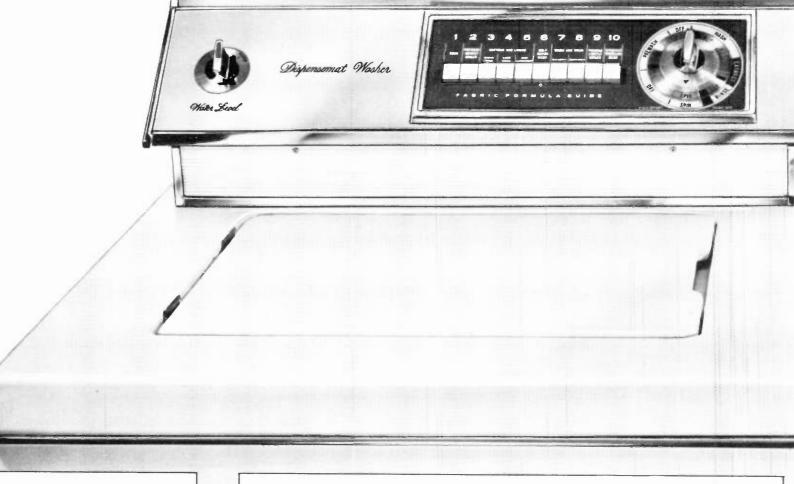
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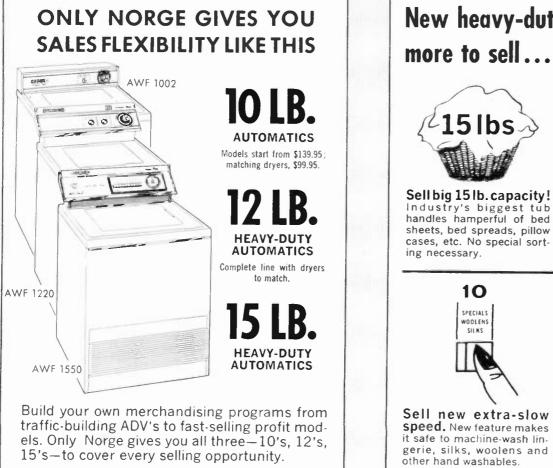
Vital questions for laundry retailers-p.16 Free "Waltz" ad mats---p.21 Product-comparison specifications for automatic washers---p.22 electric dryers---p.25 gas dryers---p.26

Local Action Committee contacts-p.29

Waltz through Now! with NORGE

NORGE 1

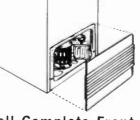




New heavy-duty NORGE 15 automatics give you more to sell...more ways to boost highend volume!



Sell flexibility second to none. Infinite Water Level Control lets you select the right water level for all wash loads from 15 lbs. down to 6 ounces.



Sell Complete Front Service. Permits easy access to any vital part within 60 seconds. Cuts repair bills for the life of the washer.



Sell extra washability. Industry's biggest agitator (with vanes at top and bottom) keeps big loads circulating for complete, thorough washing.



Sell NORGE quality. You can offer low-cost Service Policy that guarantees no repair bill for two full years. Covers both parts and labor.

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SPECIALS WOOLENS SILKS

washday all the way to the bank!





What methods do you use to sell up?

"Drive home the features of your machines. But look out you don't push a man beyond his economic capacity. If you oversell him, you've messed him up, and yourself, too.

"Show the advantages of the products as you go up the price scale. Then make your point: it is to the customer's advantage to buy top-of-the-line, better merchandise."— *Craig Pinyon, Cawthon and Hollums Appliance Store, in East Point, Ga.*

"It's not difficult to sell up from the low-end of the line; but to do it, you've got to have a complete line of products, and you've got to have them hooked up so the customer can see the improved features at the top of the line.



What about brand-switching your customers?

"We never knock the other brand. We always say we have a product that is as good or better and still in your price range. If a customer comes and says he saw a Sears Kenmore for \$298, then we say we have a machine that will do the same thing as the Kenmore and



How do you compete with Sears and other chains?

"There are generally two ways we meet the competition. First, there's a big difference in finance charges. Sears charges 10% on timepay accounts and $1\frac{1}{2}\%$ of the unpaid balance on revolving charge accounts—and that's 18% a year. All of our financing is handled by the bank at 6%.



What is your best promotion for home laundry?

"We have run a series of 'satisfied customer' testimonial ads in the local newspapers that has been very successful. We give the newspaper a list of people who have bought laundry



What does it take to be a successful laundry retailer?

"One of the most important things in this business is a good customer-relations department, backed by dependable service. This will keep the people coming in. If a customer is satisfied with the product he's bought, and the service he gets, he'll be back."—J. L. Jetton. "Good pricing, many different types of

models and lines, a great deal of promotion, and excellent presentations by the salesmen." —Harold Bell.

"The key to being a successful laundry

"You can't tell a customer that a washer that costs \$20 more is just 'better' than the cheaper model; you've got to show him *how* it's better. And that not only requires a thorough knowledge of the product and all the features, you've also got to have one working so the customer can see for himself."—J. L. Jetton, owner of Jetton Appliance, Memphis, Tenn.

"I'd say from the professional salesman's point of view that everyone has a different approach. It depends on how the guy works. "If I was doing it, I'd probably say—like I was going to deliver it—'Now for \$1.34 more a month, here's what you get.'

"Less of this is done in department stores, however. I think that we have less of the bluesuede-shoe guys."—Manager of a large downtown department store in Kansas City.

"When trying to sell a customer up, we always start in the middle price on washers and dryers. Then we say, 'Now for \$20 more you can get this extra, and that for only another \$25 you can get a faster rinse speed

is still in your price range. Then we show him other machines and brands—all the time saying that this machine has features that this one over here doesn't. All the time we move up the price ladder.

"We also like to use the automobile approach. We ask a man what kind of car he drives. If he says a Rambler, then we say, 'Can I ask you why you bought it?' His usual reply is economy. Then we say, 'Then you want to do the same thing when you buy a washer. You want to get economy, but you want a machine that will do the job. This machine over here will give you the same features you wanted on that Rambler.'

"When it gets down to products, the customer expects to pay more than he would at Sears or else he wouldn't be in our store. This is what we stress—that you get exactly what you pay for, and no more."—J. L. Jetton.

"You just don't compete with Sears. About the only thing to do is to check carefully with the customer to find out what Sears is offering her for the price.

"Sears has a habit o^e adding on for warranty, service, insurance policy and other items. I just try to prove that my price really does match theirs when all the figuring is done."—Harold Bell, Vice President of Albert Bell Midwest Appliance Co., in Kansas City. "We compete by knowing our products and

equipment from us. Then the paper looks the people up and takes a picture of them for the ads. They receive only an occasional turndown.

"Customers show an awareness of the ads and often suggest that 'maybe now I'll get my picture in 'he paper.' The ads usually don't mention price."—Bruce Pickering, owner of Pickering Appliances & TV, in Renton, Wash.

"We haven't run a wild promotion in some time. We mainly depend on steady newspaper advertising, once or twice a week, to keep our name before the public.

"However, occasionally we get in some 24-

equipment dealer is having damn good salesmen. If you don't have pushers, you won't sell a thing. Anybody can cut a price, but that's not being successful."—Angelo Lombardo.

"We don't base success of a laundry promotion on price. Our promotions are successful because we advertise the right products. Actually, that's the basis of the general success of our company. We try to handle everything that would fill a customer's needs. Just to sell gimmicks or prices—that, we're not interested in."—Roger Petroff.

"To be a successful appliance dealer "requires hard work, knowledge of products, prices, and being able to give the customer confidence that you know what you're doing." —Thomas Hawthorne, president of Home Appliance Co., in Charlotte, N.C.

"You can't get away from price. People are

WALTZ-65: retailers' answers to 5 vital questions

on laundry marketing

Waltz stories this issue by: Martin R. Miller, Bruce Pfau, Ann Noone, McGraw-Hill World News

Cover: photo by Joe Ruskin; paper sculpture by Joan Bacchus which will do such-and-such.' Then, if the customer is willing, we say, 'But for a few more dollars you get a faster spin-dry on this machine.'

"We go up the price ladder until we feel out the top of the line. Of course, the approach with each customer is different. We always ask what kind of washer or dryer they already have in the home and how many children. After we go through the spiel on what they already have and what they will need, then we start by saying, 'I know you wanted this machine, but this machine does not have the features that this one over here does, and with the size of your family you will need this. You can get it for only X more dollars.'" —Angelo Lombardo, manager of Louis Furniture Inc., Cleveland, O.

"Knowing your product, knowing what people want, knowing what to advise them that's what counts.

"First step in selling is qualifying the customer. When someone walks into the store, we figure that something had to goad him to

"Then we emphasize the five-year guarantee and compare it to the car guarantees. We also emphasize the fewer repair bills, comparing this to his Rambler.

"If the man comes in and says he drives a Buick, then we ask him why he didn't buy a Rambler. His answer usually is he wanted quality and was willing to pay the price. Then we always say, 'Yes, it's true you can buy the Sears model for \$60 less, but you aren't getting the quality you could get in this model of ours—the same quality you were looking for when you bought that Buick.' "--Angelo Lombardo.

"Most of the time customers come in with

knowing them well. We have a Sears nearby, but feel no competition. I know my products, and I also know theirs. I do not consider Sears a competitor—they only know *their* products, they don't know mine."—*Roger Petroff*.

"Sears Roebuck is our biggest laundry competition. And there's not a heck of a lot you can do about it. We can merge our buying with other independent dealers for buying power, which would make us more competitive."—Stanley Lersch, Tri-Par Radio and Appliance Co., in Chicago.

"We try to sell the prestige and private ownership of the brand name, which is the one important thing we have that a Sears, for instance, does not have. We also play up

inch, nine-pound machines which we advertise at ridiculously low prices. We don't have any trouble selling them, and many customers see the bigger models when they come in and they buy those instead."—J. L. Jetton.

"Our annual 'Baby Sale' is our most successful promotion. In this, we give 30 boxes of Tide free with every washer sold and 60 boxes with every washer and dryer combination if the person making the purchase has a child between the ages of one and five.

"Next to the Baby Sale, our October warehouse sale is most important. In this, we lower

price conscious. Quality is important, too, but sometimes you have to sacrifice one for the other. But lately, you don't have to—you can get both price and quality."—Bernie Young.

"What is needed to be a good dealer in anything? I think the important thing, though, is constant good advertising, high quality service, prestige items in stock, integrity in dealing with customers and backing up the stuff you sell. It is also important to carry well recognized and respected brands."—Sheldon Shapiro.

"To be a successful laundry equipment dealer you have to sell for profit. To do this, the dealer must—or should—have three or four well-known makes in various price ranges. He must have a clean, well-lighted store with washers attractively displayed. The display room must not be overcrowded, and the atmosphere should permit relaxed buying. come in. But it has to be the creative selling that puts these people over the fence.

"What is creative selling? Knowing your product, knowing what features to present, and knowing how to present them. It is the salesman's job to determine the customer's need and to act on it. Then to sell conveniences or eye appeal. We do not try to oversell them. Today, people live in a world of finance, and you don't want to burden them."—Roger Petroff, manager of Root Bros. appliance department, in Chicago.

"We run some kind of low-end promotion to get customers into the store, and then take the opportunity to point out to them the advantages and features of the higher-priced models. However, out of the four models we carry, the middle ones are our biggest sellers." —Cliff Groom, owner of Groom Bros. Hardware and Appliances, in Dallas.

"It isn't too hard to sell a home laundry customer up, particularly if you start with the lowest price in the line.

"Our purpose in advertising is two-fold:

something definite in mind. Sometimes it will leave them cold and a large display will make them ask, 'What else do you have?' So we walk them along and then they're in another brand. I think the mass displays generate curiosity."—Bernie Young, Young Bros. Television Stores, in San Francisco.

"If, perhaps, the customer does not want a Maytag or whatever make we show him, or asks for features that a particular model does not have, we show him another make at a higher price. We explain that 'this is a little higher price, but it's easily worth the difference because of these additional features.'

"We never try to switch makes unless the

reliability and dependability very strongly. We feel that many people who own a famous brand, a prestige product, consider these things a very important factor. Of course, we also sell our company. By that I mean that we put great emphasis on the exceptional service we render, in addition to values and brand names."—Sheldon Shapiro, general manager of Wards Co. Inc., in Richmond, Va.

"We try to show that models we stock will compete at nearly the same price as Sears. And we stress that our models are better than theirs. Here, the advantage is the service you offer. We can show that we give better service than Sears or the other chain stores. We also tell customers that at Sears there will be 10

the price on all merchandise and say so in ads."—Sam Simon, owner of Simon's Washer Sales, in Los Angeles.

"Last year we had a promotion in which we offered a lifetime supply of Tide with the purchase of Norge's 15-pound capacity automatic washer. We ran this promotion to coincide with the industry's 'Waltz through Washday' campaign, and it worked out very well."— Sheldon Shapiro.

"The most successful promotion I can recall was in 1955 when we moved into our new store. We advertised in the newspapers, on

"There should be enough salesmen on the floor so the customer can be waited on quickly. The salesmen should be neatly dressed and wear coats.

"Give 'red carpet' service. One of the best selling points to a lady is quick service. Give personalized immediate service when called, and be sure the washer is properly installed. "And lastly, display list prices—but meet competition if you have to"—Formey G. Vin-

competition if you have to."—Forney G. Vinyard. "First, you need live demonstrations of the

laundry equipment in the store. People want to try them out. We have machines hooked up and the clients bring in the laundry in the laundry sample. We actually give a laundry party and have the client invite some friends. We give a little prize—a measuring cup or a plastic clothes sprinkler—and always serve refreshments—cookies or Cokes.

WRH

to create desire and to get the prospective buyer into the store. So, we advertise the lowest-priced washer in the line.

"When a prospective buyer comes in and asks to see the washer advertised, the salesman shows it to him and explains its features, but does not attempt to close the sale. Before he has finished explaining the features—often with the help of questions asked by the customer—he can usually tell if he is buying on price or if he wants more features. He also can usually tell how much more he might be willing to spend, so he decides if he should show him the next-higher-priced washer or one even higher.

"We show only two models, unless the customer asks to see more. However, if we skip a price and find that this is more than the customer will pay, we diplomatically drop down and explain that the next-lower-priced one has most of the features of the more expensive one."—Forney G. Vinyard, partner in Vinyard's Maytag Sales and Service, in Birmingham.

customer apparently is not interested in the one we are showing him."—Forney G. Vinyard.

"We never switch lines unless the customer requires it. If she says she has had an X machine for the past 10 years, then we stay with the brand.

"The dealer is foolish if he tries to switch brands, because he's apt to trip the sale up.

"If a customer comes in and wants a brand we don't handle, I tell them I'm doing them a favor to sell them a Frigidaire or Maytag the only washer-dryer lines I stock. The key, then, becomes to find out what features they want and sell that machine up in my lines." —*Craig Pinyon.*

salesmen trying to sell them up, and that's it. Here, we'd rather have the long-term customer."—*Craig Pinyon*.

"Sears is our only real competitor. We compete there with credit cards, the national chain image, and a policy spelling out eight points of purchase protection. We have low price, free service and delivery—and we take trades.

"If we get a chance to talk, we can beat Sears. We note we have the same mechanical features as Sears and ask, 'Would you really prefer a Sears model in your home—or a GE?' The status item gets them every time. We clinch sales by instilling confidence in product and guarantee."—Bob Edwards, appliance manager at two Woolco outlets, in Phoenix.

radio and television and followed up with direct mail from the leads the ads brought.

"We also went over our books and called every customer we had sold five years or more before, calling their attention to our ads and explaining that every washer we had in stock was brand new and the latest model. We told them we would give them top trade-ins.

"We also sold a washer and dryer at a considerable savings than if they were bought separately—and many of our customers who came into the store to buy only a washer, bought both."—Forney G. Vinyard.

"Beyond that, experience is the best single ingredient in selling laundry equipment, especially knowing the product.

"You need to have a follow-up system to see who bought washers, then call later to see if they are ready for a dryer. We say: 'Every washer customer is a potential dryer buyer.'

"If a customer finances a washer, after they've paid one-third of the contract, we send out a sales letter saying they are eligible to buy any other product with no down payment.

"One of our greatest assets is continuity. We've been here so long that I know threefourths of the members of that church across the street, and I'm not even a member. If it weren't for that old personal contact, we'd be out of business. It's so effective that we sell a lot of customers over the phone and they don't even see the merchandise until it's delivered.— *Craig Pinyon*.

If you want her to "waltz" with you...

The cal

be sure to put your best foot forward.



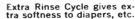
This beautiful Kelvinator has the features, looks and price to start the ladies dancing your way for Waltz Through Washday!

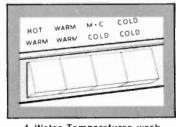
You'll have to have something extra to win the ladies for "Waltz Through Washday"—like this new Kelvinator *Golden Touch* Washer, model W-728. It has a rich woodtone backguard to catch their eyes and turn their heads. It has features to appeal to their practical sides: a dual-purpose dispenser for bleach and rinse additives, agitated soak cycle, extra rinse cycle, 8 cycles for all types of fabrics (including wash-wear), 2 speeds, lint filter. And it has a price no confirmed bargain hunter can resist. We're telling the ladies all about this appealing washer in two-color, key-city newspaper ads and backing it with extensive national advertising. Better be ready to "waltz" with the W-728 Kelvinator!



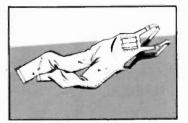








4 Water Temperatures wash every fabric, even wash-wear.



Agitated Soak Cycle loosens dirt from work and play clothes.



AUGUST 23, 1965

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WASHER!
1 on 1

She'll get the message from Tide and Dash... to help you clinch the sale in October.

Tide and Dash are doing it again! We're spreading the word about the big "Waltz Through Washday" promotion—to help you sell more washers this October.

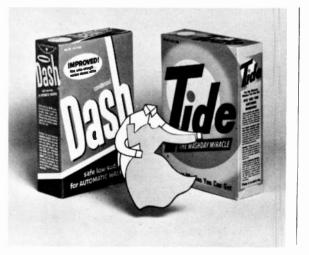
Over and over again, our advertising will tell your prospects about this exciting washer sales campaign. We'll be running special TV commercials on the networks. Daytime and nighttime! Plus TV spots in major cities. Plus full-page, four-color ads in national magazines. Millions of viewers, millions of readers will get the "Waltz Through Washday" story in Dash and Tide advertising.

Remember, this is *extra* advertising. It's in

addition to our month-in, month-out co-operative advertising campaign. This advertising helps stimulate your washer sales while reminding consumers our products are packed inside the machines you sell.

Why not capitalize on this special effort? Use it—by tieing in with it! Give your displays plenty of visibility. Run your local advertising —with ours and the rest of the laundry industry's.

Working together, advertising together, promoting together, we can make October a record-setter for washer sales. And the harder you tie-in, the bigger your share can be!







Free ad mats for your own 'Waltz' tie-in

Once again, MERCHANDISING WEEK, in conjunction with U.S. Steel, one of the major participants in the "Waltz" laundry campaign, is offering you the opportunity to receive these free ad mats. The official logo (top right) comes in a variety of sizes. If you wish to emphasize washers, use the two little rabbits holding laundry (at left). If it is dryers you want to push, use the two rabbits with their backs to you. To carry the "Waltz" theme into your Christmas ads, use the Santa Claus and the tree ornaments. The music notes come matted in one-column size in addition to the size shown below. Just fill in the coupon and mail it.



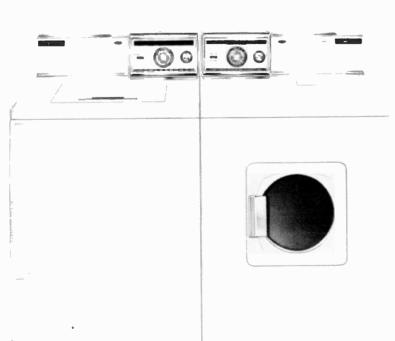
MANUFACTURERS' SPECIFICATIONS FOR 1965-66 AUTOMATIC WASHERS

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-yes; N-no; UNDER CONTROLS: P-programmed; M-manual; B-both programmed & manual; UNDER TYPE FINISHES: P-porcelain enamel; B-baked enamel; A-acrylic; S-stainless

A MERCHANDISING WEEK EXCLUSIVE									enamer; b-c		el; A-acrylic; S-s			
	WASH AGITATION	SCHEDULIN					Ι	FEATURES			TYPE FINISHI	ES	SNO	ES)
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LAF-500 LAF-500 LAF-590 LAF-400							N V	V		Y		5		
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Only a company that puts the "guts" into its product can have the "guts" to offer this warranty!



At twenty paces, most laundry equipment looks alike. So how do you tell . . . *really tell* . . . which company's product . . . which brand name . . . which washer or dryer . . . will give you all the fine performance, dependability and long life you look for and deserve for your money? There's a simple test. It's the company that leads the industry in standing behind its name and its product with a full 2-Year Parts Warranty. Not just three months, half a year or a year, but *two full years*. And this new 2-Year Parts Warranty is yours on any new RCA WHIRLPOOL laundry appliance you buy. On *every* RCA WHIRLPOOL automatic washer. (Including a 5-year warranty on the automatic washer sealed gear case.) On *every* RCA WHIRLPOOL automatic dryer. On *every* RCA WHIRLPOOL wringer washer. Yes, only a company that puts the "guts" into its product can have the "guts" to offer this factory-backed, nationwide 2-Year Parts Warranty. So, with an RCA WHIRLPOOL, you know

you've decided on the best! Dealers: Use this successful sales closer on the next prospect who comes into your store for a washer or dryer. It can change an "I'll think about it!" to an "I'll take it!"



LPA 992-0 · LPE 992-0

It's easier to sell an RCA WHIRLPOOL than 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

WRH

Only <u>two</u> to a customer, please



315 Heritage Dryer With all the features that make Hamilton the dryer...Twin-Air streams, exclusive drum design, double-pass lint control, famed Hamilton hushed operation.

315 Hamilton Washer Honest 14-pound capacity, 2-speed, dual-cycle timer, four-way temperature controls, triple-filtering recirculation, 5-year transmission warranty. Great!

615 Holiday Dryer A honey of a Holiday from Hamilton! 2-cycles, 4 temperatures; slips slimly into just 27¹/₄ inches; giant washerload capacity; a gentle whiz in drying speed.

Profit-priced to retail as low as \$139 for dryers, \$178 for washers.

Make them choose (while you write up the order)! Pair this best-buy Hamilton automatic with a <u>choice</u> of dryers: Hamilton Heritage, long-time bestseller... or...new Holiday by Hamilton; compact, capacious, quick. So, what else is new? <u>Plenty.</u> New 2-Year Parts Warranty New national advertising in the marketblanketing POST New local-powered hometown advertising New promotions which touch all the bases New and never-better profit performance with



HAMILTON MANUFACTURING COMPANY + GENERAL OFFICES, TWO RIVERS, WISCONSIN + FACTORIES AT TWO RIVERS, WISCONSIN AND KOSCIUSKO, MISSISSIPPI

MANUFACTURERS' SPECIFICATIONS FOR **1965-66 AUTOMATIC ELECTRIC DRYERS** A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-yes; N-no;UNDER TYPE FINISHES: P-porcelain enamel; B-baked enamel; A-acrylic; S-stainless

A MERCHA	ANDISING	WEEK E	CLUSIVE													PINISH							
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DSM-E	· T				2			4		125-13				43%x27x25		A		1	N	N		N	Safety Door, Velvairflow, Plug-in Instal., Front Service Same as above
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FEDDERS	S/T	ers Corp	., 58-01	Grand A	ve., N	Aospe	th, N.Y. Y 110	Satin Steel	KW 1	7,500 125-15	E	op 170	36	431/x28x271/4						1-2-1		_	
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DC156-E	т				4		90		KW									2		N		N	Six pretimed auto, drying cycles- specified loads & fabrics
	I	V	Y	+	2	¥	90	5 5 Pushbutton	KW	+ +		↓ ↓	•					1	¥	N	ł	N	Five pretimed auto, drying cycles specified loads & fabrics
DAK	T	igidaire 12	Div. G.N	1., <u>300</u> 3	Taylor S	t., Do	N 0-135		400		- 1 - 0	007 83.6	351/4	42 ¹ / ₄ x27x26 ¹ / ₄	A	A	P	1	N	N	N	N	Opt. 120-V oper. & port. kit
DDAK DDK	T/S				2		N 0-135 Y 70 ^o	3 4 4 4	400					44x27x261/4				4		N	Ŧ	- -	Above & 2-position Fab. Select. Above & 4-position Fab. Select.
DCDK DCDFK DIAK					3 3 4			4 4	400 100 400	172-18 130-14	2			44 ⁷ / ₄ x27x26 ¹ / ₄		. Y				Y			Above & 4-position Fab. Select. Opt. port. kit & 4-pos. Fab. Select
DCIAK	S		_	3	Inf.		Variable		100	130-14	_			44% x27 x26 %								¥-	Opt. 120-V oper.; Timer Dial Light Var. Dry. Control, 4-pos. Fab. Sel.
DCIK DCIFK	S S			3	Inf. Inf.	_	Variable Variable	4 5	100	130-14	D	-		44 ⁷ / ₄ x27 x26 ³ / ₄ 44 ⁷ / ₄ x27 x26 ³ / ₄	P			5			Y	Ý	Above plus Auto, Sprinkler Elec. Dry. Cont.; Panel Light.;
			+			+	¥	Hay 70 min	timed	variable on auto	48127			100 100 100 10 10 10 10 10 10 10 10 10 1	20.14								Ozone Lamp; Fab. Pushbuttons; Auto, Sprink.; Self-Drain, Condens
WA520B	ELECT	TRIC G 14*	eneral El D	ectric 4	Co., App 2	liana Y	:• Park, Louisvi ─Y ─1-140	lle, Ky.		9,080 135-15		Vell 48	J 36	42 ¹ /x27x25	A	., ciec. P	. ығу. С Р	6	anet t	.ight.;	Uzone N	∟amp; I N	ab. Pushbuttons
DE620B DE820B	Т 5				2 2		1-140 Auto.	2 3						43x27x25 44½x27x25					+ Ï	N Y	N Y	- <u> </u> -	++
DE920B DE1220B	S				3	+	Auto.	3 7 Up to 14 lbs	+		******	↓		45x27x25 45x27x25		-	ł			Y Y	Y	+	Above plus Thermo-Sensor Above plus Air Freshener
HAMILTO	N Ham S	ilton Mfg	Co., 1	wo Riv	vers <u>, Wi</u> s	с. Ү	Y Auto.		700	130-18		et Base 228	cuits. was	h 'n Wear cycle. C	A	P	ear of c	2	Y	W	N	N	Sens. Elec. Dry. Control, Wool Cycl
DE405	т			- <u>1</u>		-	10-55 Auto.		700	130-18		et Base 228		43%x31%x26%		A		1					Gold Trim, lighted backguard,*** Sentry Auto. Dry Control, Wool Cycl
DE805*							10-35	5 49	900	100-14	Port R	ing 73		43 ⁵ / ₈ x27 ¹ / ₄ x26 ³ / ₄									Extruded drum perf.*** Wool Cycle, Double-Fan Drying,
DE705*							10-85	5 49	900	100-14) Port R	ing 73	_	43%x27%x26¾									Control area light, *** Double-Fan Drying, Extruded drum
DE615*			•	+	3	¥	10-85		900	100-14			+	40 ¹ / ₄ x27 ¹ / ₄ x26 ¹ / ₄	+	•	V	-	N	N	+		perforations,*** Double-Fan Drying Extruded drum perforations Deluxe styling
HOTPOIN	T Hote	oint-Div	. of Gen	eral El	ectric, 5		1. Taylor St., Ch	'Holiday'' I i cago, II	1.	**Zinc Cl		***Sun-E-Day la	•	1									
LB675 LB695	Ť T	16	D	3	3	Y Y Y	Y 130 Y 90 Y 90	4 41	100* 100*	120-14 120-14 120-14	0	** 77 ** 77 ** 77	36 36 36	45%x31x28 45%x31x28 45%x31x28	A	P P P	808 898 888	2	N N	N N Y	Y Y Y		Rotary Dial Controls Rotary Dial Controls Rotary Dial Controls
	TOR A	merican	Motors C		4250 PI		h Rd., Detroit M	at 220-V ich.	**Ce	enter, Front at I		nt ***Po	celain En	amel Drum				3	1 14			,	Rotary Diar Controls
DE-308 DE-528	T T	12	D	3	1	Y	Y 0-120	2 55	500	150	Ldng.	Port 37	36	39 ¹¹ / ₁₆ x27x28 ¹ / ₁₆	A	A	P	1	N	N	N	N	115/230-V Oper. Safety Door, Full Opening Loading Door
DE-728 DE-1128	T/S* T/S*				2 3		0-60 Manu.	5		150-17)			44 ⁷ / ₁₆ x27 x28 ² ³ / ₂₂ 44 ⁷ / ₁₆ x27 x28 ² ³ / ₂₂ 44 ⁷ / ₁₆ x27 x28 ² ³ / ₂₂		A		4		N N Y		N	Same as above Safety Door Full Open. Load. Door Same plus Illum. bkgrd & Drum,**
) Amer				0 Plymou		l., Detroit, Mich			Termination	**Adju	stable sound te									_		Joane prositituit, okgita ai orani, "
LDE-208	Ť	12	D	3		Y	Y 0-120	2 55	500	150	Ldng.	Port 37	36	39 ¹⁵ / ₁₆ x27x28 ⁴ / ₁₆	A	A	P	1	N	N	N	N	115/230-V Oper. Safety Door, Full Opening Loading Door
LDE-628 LDE-828	T/S* T/S*				2 3	+	0-60 Manu. ▼ 0-60 Manu.	5		150-17)			44 ¹ / ₁₆ x27 x28 ²³ / ₁₀ 44 ¹ / ₁₆ x27 x28 ²³ / ₁₂ 44 ⁷ / ₁₆ x27 x28 ²³ / ₁₂		A				N		N	Same as above Safety Door Full Open. Load. Door Same plus Illum, bkgrd & Drum,**
MAYTAG.		ytog Co.		, Iowa				-		Termination	**Adju	stable sound te								<u> </u>			ound provintent orgin is orbit,
DE750W	s	-	C	3		Y	**		300	175		f cabinet	36¼		BA1	P	P	5	N	Y	N	Y	No Vent; Water Cond. Sys; Oper. Lite Elec. Control; W 'n/W, D/D Cyc.***
DE702	T			- 1		_	1-110	3		145	In fron exhaus			42%x31½x27½ 42%31½x27%		Р Р	_	5		Y			Elec. Control; W'n/W, D/D Cyc. Fill Cleaned Air; Oper. Light*** Push-but, Temp. Sel.; W'n/W chime;
DE502	S							4		145				411%,x31%x27		BA'		4		N			Filter-Cleaned Air; Sprinkler, lite** Elec. Control; Wash 'n Wear, Damp
DE302	т		_				1-110	3		135-15	5		_	411% ₆ x31½x27		BA1		4	-	N		-₩ N	Dry Cycle; Sig. Light; *** Push-button Temp. Sel.; Wash'n
DE102 Zinc coated	T steel:zin	c phosphat	e; a crylic e	namel: m	elamine ena	y amel.	V 1-110 Zinc coated steel *1	3 Vasher load	Is a drv	135-15 er load. ** Pa		'n Wear setting	***Fu	40% x31½ x27 Il-opening Door; Saf	ety Door: 9	BA'	2 tart Sw	1	V	N	¥	N	Wear Cycle; *** Same as above
299	Monit T	or Equip	ment Cor	p., 640	W. 249 S	t., N N	ew York, N.Y. N 90			000 130		in wear betting	32	32x20x20	B	B	itant Sw	1	N	N	N		110 volt-plug in - no lint
210 99	T T	12 6	C C		-1	N	N 90 N 90			500 <u>130</u> 000 <u>130</u>			32 32	32x20x20 32x17x17	B	BB		1	N	N	N		220 volt 110 volt-plug in - no lint
NORGE I	Norge S	ales Cor	., Merch	andi se	Mart Pla		Chicago, III. Y 110	1 5	20	120-16	Front	252	36	45x31x26 ³ / ₄	•			6	N		N	N	C.A. dum
DEF 1220 DEG 1530	T S				3			2 4	T							A		1	1	N			6 ft. drum Hamper Door Dial Light
DEG 1550	S DL H		*	* C'' 51	3	*	* *	3 Epoxy	*	*		* *	+	*	V	Ρ	*	+	+	Y	+	¥	Pushbutton Control 3 pos hamp, do
PHILCO DE6F2 DE6F3	T	Corp., I	D	3	2	N	Y 1-120	2 48	300	135*	Front	86	36	43½x26½x26 43½x26½x26	A	A	Р	1	N	N	N	N	
DE6F4 DE6F8	T/S T/S		- +	+	2	Ŷ	1-90 1-90	4 9						43½x26½x26 44¾x26½x26		A	¥		Y	Y			Ozone Light, 2 speed, Reverse Tum
RCA WHIR				., Bent	on Harba		ch.	Maximum ex															· · · · · · · · · · · · · · · · · · ·
LPE-992	S	washer load	D	1	4	Y	Y 90	5 56	500	155-13	Тор	67	36	44x29x25½	A	A	B	5	Y	Y	N	N	Moist. minder, Ultra violet lamp, sprinkler sphere, dry. selector, 2
LPE-890							90	5						43%x29x25½				2	Y	Y			speed super & gentle Ultra Violet lamp, dry, sel. 2 speed super & gentle, moisture minder
LPE-780 LPE-560							72 72	3			-			43½x29x25½ 43½x29x25½				5 1	N	N N	_		* 2 auto, cycles, 2 speed super &
DE AFO	Ť	•		¥	2	¥	¥ 72		200 cvcles, 2	Speed super a	id gentle	moisture minder	drunare	431/4x29x251/2	+	¥	¥	1	N	N	¥	¥	gentle, moisture minder
		C	een Div. D	, McGri 4	aw-Edisc 5	Y Y	Y 60		200		In-A-D		dryness s	42%x30x28	В	P	S	4	N	Y	Y	Y	Door Safety Switch
SPEED QL	UEEN	speed Wu			3		60 60	5					1-1		+Ī-		\$	1	ΗÏ	Y Y Y	N		
SPEED QL 116F 120F 120		Speed Wu			3				-			Y Y	1	¥.	1	Y		*		N			
SPEED QL 116F 120F 120 121	Ť		Y El	¥	3 3	¥ A F	120	1 Zinc Grip St		¥											N		*
SPEED QL 116F 120F 120 121 WESTINGI	Ť		V D D	ectric (¥ 6 E. Y	120	field, Oh	io	7,700 Up to 1	60 Inside	Door 75	*	34‰x26¾x25	A	٠	P	5	N	Y	N	₩ N	For Stack, w/ Laundromat
SPEED QL 116F 120F 120 121 WESTINGI DTF-100 DTU-100	T HOUSE.	Westing	D D	ectric C 2 3	Corp., 24 4 4	¥ 6 E. Y	¥ 120 Fourth St., Mans	field, Oh	io	7,700 Up to 1	60 Inside	Door 75	**	34% x26% x25	A	*	P	5	N			N N	LTF-100, Basket Light For Undercounter Instal. w/Laundro mat LTF-100, Basket Light
116F 120F 120 121 WESTINGI DTF-100 DTU-100 DTF-200 DTF-400	T HOUSE.	Westing	nouse Ele	2	Corp. <u>,</u> 24 4	♥ 6 E. Y	V 120 Fourth St., Mans Y 5-180	field, Oh 5 52	io	7,700 Up to 1	60 Inside	Door 75			A	* **	P	5	N	Y		N N Y N	LTF-100, Basket Light For Undercounter Instal, w/Laundro
SPEED QL 116F 120F 120 121 WESTINGI DTF-100 DTU-100 DTF-200	T HOUSE.	Westing	V D	2	Corp., 24 4 4	¥ 6 E. Y	¥ 120 Fourth St., Mans	field, Oh 5 52 6	io	7,700 Up to 1	60 Inside	Door 75	**	34% x26% x25	A	Р	P	5	N			N N Y N	LTF-100, Basket Light For Undercounter Instal, w/Laundro- mat LTF-100, Basket Light Panel-Germicidal Light

MANUFACTURERS' SPECIFICATIONS FOR 1965-66 AUTOMATIC GAS DRYERS

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-y=s; N-no, UNDER TYPE FINISHES: P-porcelain enamel; B-baked enamel; A-acrylic; S-stainless

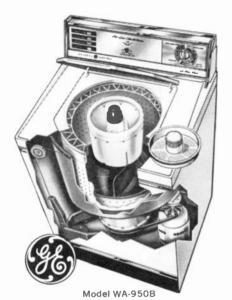
MERCH	ANDIS		EEKEX	1				SCHE	EDU	LING		RA	TINGS	LINT	TRAP		S	ТҮРІ	FINIS	SHES			FEAT	TUR	ES	
6 7	9	CAPACITY	~	IONS	VENT					DRYIN (MIN	(5.)	5	; (F°)			RKING 4CHES)	DIMENSIONS			Е	s	~	Ę	0		-
MODEL NUMBER	TIME OR SENSING DRY STOP	DRY LOAD CAP	CONDENSER OR	NO. OF DIRECT	DRYER MAY BE VENTED	NO. OF HEAT SETTINGS	NO-HEAT	FLUFF	DEWRINKLING	MAXMIN. TIME AVAILABLE	NO. OF CYCLE SELECTIONS	MAX. BTU. INPUT	MIN-MAX. TEMP. (F ⁰)	LOCATION	AREA (50. IN.)	HEIGHT TO WORKING SURFACE (IN INCHES)	OVER-ALL DIM M × W × D (IN INCHES)	CABINET	TOP & LID	TUB OR BASKET	NO. OF COLORS AVAILABLE	GLASS IN DOOR	INTERIOR LIGHT	PEDAL OPENING	TERMINATION	LIST OTHER FEATURES
LACKS 3-500 3-700	TONE T T/S	8-	10 D	ne Co	rp., 1 4 4	111 A 1 2		St., Y	Y	estown, 95 135	N.Y. 2 8	18,000		Front	175	36 36	43 ³ / ₄ x26x27 43 ³ / ₄ x26x27	A	A	B	1	N		Y	N	 Above and also avail w/ constant pilot
			on Mfg.	Co.,													lkhd; Ig. door; di						1.47	-T		High limit control, Univ, slotted burner, Himzed cont, pane
ASY	T		t wash	les Cr	2	1 515 G	1	Y Dr		0-120 reenvill	1	18,000	140	Bottom	200	36	43¼x31x26	В	8	В			acces			trols. Can be mounted flush to wall & cabinets on both sides
CM-G BM-G SM-G G-014	S T T T	14				3 2 2 2		Y	Y	120	7 4 4 4	20,000	115-135 125-135 125-135 125-135	Door rece	ss 71.2	5 36	45',x27x25 45',x27x25 43',x27x25 43',x27x25 43',x27x25	A	P A A		5 1 1	N N N	N	N	Y N N	Flüorescent light, Velvairflow front service Velvairflow front service, safety door Same as above Velvairflow, front service, heavy duty construction
EDDEF	₹\$ F			., 58-(and A	ve.,	Mosp	peth	78, N.Y				* Satin S												
156-G -156-G	S/T S/T T	19	D	-	3	7 5 3		Y 	Y	110* 110* 90*	8** 6** 6	25,000	125-155	Тор	170	36	43¼x28x27¼		- Î -	A	3	N	N	N	Y	Auto, term, for all loads; all fabrics at one timer setting Same as above
D156-G	T		· · · · ·		¥	2		Y		90* * Maximu	5	ushbuttor	Controls	•		¥		¥	¥	V	1	V	N	+	N	6 pre-timed dry, cys for specified loads and fabrics 5 pre-timed dry, cys for specified loads and fabrics
RIGID. AGK	AIRE -	- Fri	gidaire	Div.,	G.M.	, 300) Tay	lor S	5t., I N∃		Ohio 2	22,000		Door	83.6	351/4	421/x27x261/	A		P	1	N	T N	N	N	Auto, gas ignition
DAGK DGK	T S/T				-	2			N	0-135 70*	3	22,000			03.0	3374	44x27x26¼		Î		4		N	1		Auto, gas ignition Auto, gas ignition; 2-pos, rotary fabrics selector 4-pos, rot, fab, sel.; auto gas ignition
CDGK	5/T 5/T					3			_	70* 70*	4						44x27x26 ¹ / ₄ 44x27x26 ¹ / ₄		¥ P				Y			Same as above Timer dial light; variable dry control; 4-position rotary fa
AGK CIA GK	5/1 S					4 Inf.			_	Variable	Ť						44 ⁷ ₈ x27x26 ¹ / ₄		P		_				- ¥-	selector; auto gas ignition Electronic dry control; control panel light; ozone lamp;
IGK				_	-	Inf.				Variable							44 ⁷ /x27x26 ³ /a	P	P		5			-+	Y	fabrics pushbuttons Same as above plus auto, spark ignition and sprinkler
MILT	ON	Hami	lton Mf	g. Co.	, Two	Rive				d; variable	on auto.		** 130-140	Disc thermo	stat calibra	ition		1	4					1		
505 405	S S		D		2	7		Y	Y	10-55** 10-35**	4	18,000 18,000		Cab. base Base	228	36	435%x311%x263 435%x311%x263	4	P	***	2	Y	Y	N	N	Sensitron electronic dry. control; wool cycle (1) Sentry auto. dry control; wool cycle (1)
\$805 \$705	T T					6 4				10-85 10-85	5	22,000 22,000		Port ring Port ring	73		43½x27½x26½ 43½x27½x26½	4					Į.		_	Wool cycle, double fan drying (1) Extruded drum, single bear, suspension (1)
	T ay'' Mod		*		*	3		¥	¥	10-85 ** Auto.	2	22,000	*	Port ring	73	¥	43 ^s ₈ x27 ¹ ₄ x26 ³	a 🕴	***	Zinc c	lad 1	N	N	*	¥	Dbl-fan dry., extr. drum, full width baffles deluxe styling (1) Sun-E-Day lamp.
.670	Т	1	i D		2	3		Y	Y	St., Chie 130	2	II. ↓	120-140	+	77	36	45%x31x28	A	Р	**	1	N	- +		-	Rotary dial controls; direct electric ignition
.675 .695	T T	10			2 2	3		Y Y	Y	90 90	4		120-140 120-140	*	77	36 36	45%x31x28 45%x31x28	A	P	**	-	N N	Υ			Same as above
	ATOR	Aı	nerican	Moto	rs Co	rp., 1	4250	0 Ply	mou	th Rd.,	Detroit	, Mich.		* Center fro	nt at loadir	ng port				** Porc	celain er	1amel	drum			
G-308 G-528	T T	12	2 0		3	1		Y	Y	0-120 0-120	2	22,000	150-170	Ldng, por	t 37	36	39 ¹⁵ / ₁₆ x27x28 ⁹ 44 ⁷ / ₁₆ x27x28 ²³	A A	A	P	1	N	N N		N	Ignitor tube; safety door; full_opening loading door Same as above
G-728 G-1128	*				•	2		Y	¥	0-60**	5 6		150-170 135-170				44 ⁷ / ₁₆ x27x28 ²³ 44 ⁷ / ₁₆ x27x28 ²³		P	V	4	-	- N_		N Y	Auto. ignition; safety & full opening loading door Same as above plus illum, backguard & drum
EONA	RD A	meri				1425	0 Pl	ymou	ith R	** Manu. 2d., Detr	+ '		150	I day . no	t 37	36	2015/	/		P	1	- M				
DG-208 DG-428 DG-628	T T *	12		_	-	2		Ť.	-	0-120 0-120 0-60**	2 3 5	22,000	150 150-170 150-170	Ldng, por		30	39 ¹⁵ / ₁₆ x27x28 ⁹ 44 ⁷ / ₁₆ x27x28 ²³ 44 ⁷ / ₁₆ x27x28 ²³	1/22	A	- F		N	N N N	N	N	Ignitor tube; safety & full opening loading door Same as above Auto. ignition; safety & full opening loading door
G-828	* * Fabri	c keve	d auto. te	eminati	•	3		¥	¥	0-60** ** Manu.	6	¥	135-170	t t	¥	¥	44 ⁷ / ₁₆ x27x28 ²³		P	¥	¥	ł	Y	ł	Y	Above plus illum, backguard & drum; adj, sound term sig
AYTA G750		-	ytag Ca					Y	++		4	18,000	145	In front o	56.68	361/4	42%x31%x27%	. BA(1	P	P	5	N	Τy	ΤN	Y	Electronic cont; WnW cycle; damp dry cycle; filter-cleane
G702	Ť	_			Ĩ				-1-	1-110	3		135-155	exhaust f			425/x311/x277		P		5				Y	air; full-open. & safety door; safety start switch; oper. lij P.but. temp. sels; WnW chime, filter-cl. air; full-open. safet
G502	s	_			_			-			4		145				4111/10/1311/2×21		BA(1	,	4		N		Y	door & st. sw.; operating light Electronic control; wash n wear cy; damp dry cy; signal
G302	т				_		_			1-110	3		135-155				411%,x31%x2		BA(1		4		N		N	light; full-opening & safety door; safety start switch Pushbuttom temperature selectors; wash n wear cycle; fu
G102	T	-,			+					1-110	3		135-155				40%+x31%x27		BA(1	` ↓	1		N		N	opening & safety door; safety start switch Same as above
ORGE	* Wash			гр., Ме	ercha	ndise	Mar			of Wash n Chicog		le.			(1) 2	Zinc coate	d steel; zinc ph	osphate;	acrylic e	namel;	melamin	ne ena	mel.		(2)	Zinc coated steel.
GF 1510 GF 1220	Т	1	D		5	2		Y	Ý	110	1 2	22,000 22,000		Front	252	36	45x31x26¼	A	A	i	5	N	N N		N	
GG 1530 GG 1550		,			+	3			+	+	4	20,000 20,000		<u>├</u>					A P	+	•		Y	+		
		ilco		Tioga	& "C	" Sts.			er - salaran	ia, Pa.		T								* E	роху	- r		T	-	T
G-6F2 G-6F3 G-6F4	T T S/T	Ì	D		2	2		N Y Y	Ť	1-120 1-120 1-90	2 3 4	19,000 19,000 26,000		Front	86	36	43 ³ / ₄ x26 ³ / ₄ x26 43 ³ / ₄ x26 ³ / ₄ x26 43 ³ / ₄ x26 ³ / ₄ x26		A	P		N Y Y	N	N	N	
G-6F8	\$/T		•		¥			Y	+	1-90	9	26,000	+	xhaust air i	•	Y	43 ⁴ 4 ² 0 ⁴ 4 ² 0 44 ¹ /4 ² 26 ³ / ₄ ² 26	¥	P		+	Y		+	¥	Ozone light, 2-speed, reverse tumble
REMIE G4520B	R G	ener	al Elec	tric C	o., A	pplia 2		Park Y	, Lo Y	1-140	, Ky .	18.000		Door well	emp. 48	36	42 ¹ /x27x25					1				
G4820B G4820B	T				-	3				1-140 1-140 Auto	2	18,000	110-130	Door wer	40		42/2/27x25 43x27x25 44½x27x25				4	N	N N Y			Wash n Wear cycle Wash n Wear cycle Wash n George Cycle
G4920B	S	+ 14	Ibs. of h	2310/ Fal	¥ vic	3		¥	¥	Auto	3	¥		Y	•	•	447 <u>2</u> x27x25 45x27x25	¥	+	•	+	1 V	Y	-		Illum control panel; wash n wear cycle Illum control panel; wash n wear cycle
CA WH	IRLPO		- Whirl	-		, Ben	ton t	Harbo	or, ł Y	Mich. 90	5	37,000	135-185	Тор	67	36	44x29x25½	۵	٨	в	5	Y	Y	N	N	Maint mind of or two and and and and that should
PI-8901 PI-7801				_	1	Ī		-	İ	90 72	5	37,000	135-165		07	30	43%x29x25% 43%x29x25%	Î	Î		2	Y	Y			Moist. mind., ul. v. Imp, spkr sphere, dry. sel, pbut. start ** Ultra violet lamp, dry. sel., moisture mind., pushbut. start Moisture minder, 2 auto. cy., dry. sel. **
PI-5601 PI-4501	¥.					¥ 2				72 72	3	25,000					431/4×29×251/2 431/4×29×251/2				1	N	N			Same as above without 2 speed super & gentle
			iher load	ueen	Div.		aw-F	Edise	on C	o., Ripo		1		-1. ¥		. 1			1 1					1 1	1	** 2 speed super & gentle.
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General Electric's fabulous Totals give you the best sales opportunity in laundry appliances



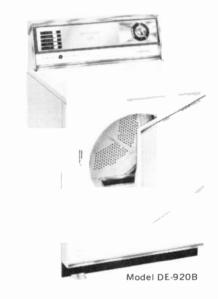
(the one with MINI-BASKET)



- FILTER-FLO® WASHING SYSTEM.
- THREE WASH CYCLES.
- MULTISPEED COMBINATION.
- INFINITE WATER-LEVEL SELECTION.
- DUAL-PURPOSE TURBO PUMP.
- SUPER V-14 SPIRAL ACTIVATOR®.
- AIRCRAFT-TYPE CABLE
- SUSPENSION SYSTEM.
- LARGE WASHBASKET CAPACITY. EXCLUSIVE MINI-BASKET®. Does the delicate things she never dared machine-wash before. Up to 2 pounds at a time. Great for nuisance loads and leftovers, too. And uses only 111/2 gallons of water. Saves detergents, time and money. Only General Electric offers this feature. It's what makes General Electric THE TOTAL WASHER.

THE TOTAL DRYER

(the one with THERMO-SENSOR)



THE NEW THERMO-SENSOR CONTROL is strictly G-E magic. It takes all the guesswork out of drying. No over-drying, no under-drying. Automatically determines when clothes are properly dry. No fabric damage, no set wrinkles with most delicate fabrics.

PLUS: illuminated control panel . . . Variable Time Cycle Control-either 120- or 240-volt operation . . . Wash 'n Wear Timed Cycle . . . safety start switch . . . Air Fluff Selection ... Damp Dry control ... heating elements thermostatically controlled . . . perforated protective shield . . . interior light ... large loading port ... operating instructions ... easyaccess lint trap . . . magnetic door latch . . . centrifugal blower . . . Foot Treadle Door Opener . . . porcelain enamel drum and top . . . Cushion-Mounted G-E Motor.

THE TOTAL PROGRAM



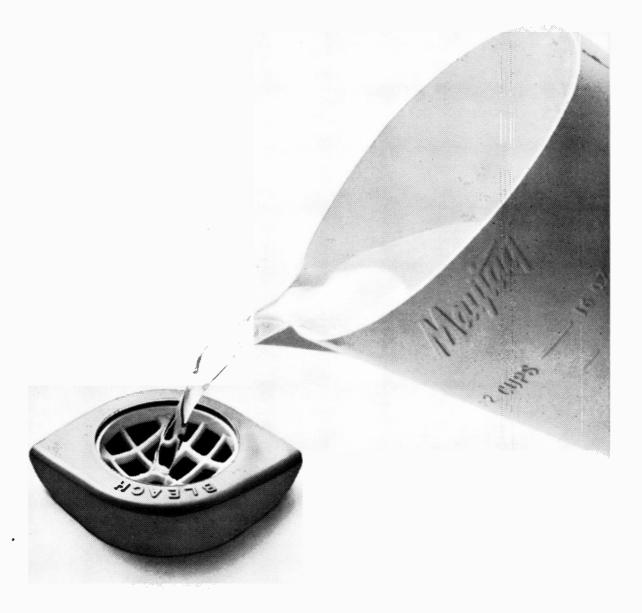
Powerful national advertising will appear in mass magazines and on network television. Special premiums to promote G-E laundry equipment will be made available. In addition . . . all advertising placed throughout the "WALTZ THROUGH WASHDAY" promotion will tie in directly with this national effort. Tie-in ad mats will be available to you as will a special tie-in display kit.



to record laundry appliance profits for you



WRH



Just the ticket for the bleachers

Bleaching clothes properly can be a pain in the neck. The woman has to wait around, or run back and forth, to add the bleach. Either way it's still mostly guesswork. The results sometimes are disastrous.

Maytag Washers with Timed Bleach Injection are the simple solution. No running, no waiting, no guessing.

Add bleach at the beginning and the Automatic Bleach Injector (which adds no moving parts to a Maytag) takes over from there. Nobody gets "burned." Not the customer; not her clothes.

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



WALTZ THROUGH WASHDAY

The main sales thrust for the American Home Laundry Manufacturers' Assn. in the upcoming "Waltz" campaign will be at the local level. And this year, as in the past, Local Action Committees will be the focus for enlisting active support and executing comprehensive "Waltz" promotion programs in their particular areas of the country. The central town in each area is listed below, by state, with the name and address of the committee chairman. This is a preliminary list. More LACs to come.

Delaware

Wilmington.

Wilmington Arthur C. Reynolds, Garrett, Miller & Co., 3rd and Greenhill Streets,

Florida

Miami

William Albert, P.D.I., 6750 N.E. 4th Court, Miami.

Georgia

Macon

J. C. Brown, Brown Distributing Co., 1003 Donnali Avenue, S.W., Atlanta.

Hawaii Honolulu

J. Glascock, Honolulu Gas Co. Ltd., P.O. Box 3379, Honolulu.

Idaho

Boise

Kenneth Stephenson, Snake River Valley Electrical Assn. Inc., P.O. Box 1543, 208 McCarty Building, Boise.

Illinois

Belleville Bloomington Champaign Danville Decatur Galesburg Granite City Hillsboro Kewanee La Salle Mount Vernon Sparta

Harold Deakins, Residential Sales Advisor, Illinois Power Co., 500 South 27th Street, Decatur.

Kentucky Ashland

R. A. Macomb, System Residential Sales Supervisor, Kentucky Power Co., 340 15th Street, Ashland. Lexington

Lynwood Schrader, Director of Residential Farm Sales & Service, Kentucky Utilities Co., 120 South Limestone Street, Lexington.

Massachusetts

Boston John G. Waddell, Managing Director, Electric Institute Inc., 80 Boylston Street, Boston 02116. Brockton

Joseph Mulligan, Westinghouse, California Avenue, Framingham. Charlestown

Philip J. Gibson, Executive Direc-New England Chapter of tor, NARDA, 73 Main Street, Charlestown.

Missouri

Joplin T. E. Perrin, Sales Manager, Atlas Outdoor Advertising Co. Inc., P.O. Box 369, West Fourth & Empire Streets, Joplin 64802. St. Louis

Where the Local Action Comittees are

Michael J. Piazza, St. Louis Post-Dispatch, St. Louis.

Nebraska Columbus

R. W. Staal, New Business Director, Consumers Public Power District, Columbus.

Omaha Tomas W. Devaney, Koil Radio, 511 South 17th, Omaha.

New Jersey

Jersey City

Art Palmer, Public Service Co., Newark. Newark Patterson Clifton Passaic John Foster, 940 Newark Avenue, Elizabeth.

New York

Binghampton, Endicott Ernest F. Geata, Manager of Retail Advertising, The Evening Press, Vestal Parkway East, Birmingham.

North Carolina Raleigh

James Boyer, Carolina Power & Light, Insurance Building, Fayetteville Street, Raleigh.

Ohio Columbus

E. Hillier Walton, General Manager, The Columbus Outdoor Advertising Co., 1296 Dublin Rd., Columbus. Warren

Walter Cook, Trumbull Furniture, Warren. Youngstown

Harmon Hughes, Hughes Electric Co., Youngstown.

Oregon

Portland William Tait, Manager (Residential Sales), Portland General Electric Co., 621 S.W. Alder Street, Portland.

Pennsylvania Lancaster

Mryon Wold, Eshelman Supply Co., 110 N. Water St., Lancaster.

Philadelphia Frank Bowner, P.D.I., 2030 Highland Way, Philadelphia. Reading

R. Ollivierre, V.O.R. Corp., 215 Chestnut Street, Reading.

Rhode Island

Providence Pawtucket

Charles M. Trimbach, Sales Manager, The Eastern Co., 229 Georgia Avenue, Providence.

Tennessee Nashville

Edward Herlein, P.D.I., 606 4th Avenue, S., Nashville.

Texas Dallas Fort Worth

R. H. McNulty, Manager of Advertising & Sales Promotion, General Electric, P.O. Box 10514, Dallas. El Paso

F. C. Quinn, Director of Merchandise Sales and Promotions, El Paso Electric Co., El Paso. San Antonio

H. Carl Floyd Jr., Territory Manager, Whirlpool Corp., 206 East Rhapsody Drive, San Antonio. Waco

Brown McCollum, President, Hicks Rubber Co., 326 Franklin, Waco.

Virginia

St. Petersburg L. N. Shelley, Manager of Retail Advertising, The Progress-Index, 15

Franklin Street, St. Petersburg.

Wisconsin

Loyal

William D. Hesse, Loyal Tribune, Loyal. Racine

Art Falk, Wisconsin Electric Power Co., Racine.

Milwaukee Harold Pinck, Speed Queen, 2235 North 131st Street, Brookfield.

West Virginia

Huntington

Ashland

W. Holbrook, Assistant Business Promotion Manager, Appalachian Power Co., 6th Avenue, Huntington.



define growth please

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

That's Growth!

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

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



New! New! Salutes Waltz Through Washday" With A TRAFFIC-BUILDING OFFER!

Choose the plan that suits you best for extra sales, extra profits.

- **PLAN #1:** Feature the jumbo size as a premium with every purchase of a washer. Offer can be supported by also ordering a free "Big Supply" window trim, carrying the "Waltz Through Washday" theme.
- **PLAN #2:** Feature the regular size as give-aways and for washer demonstrations. Special displays are available free, including "Single Package" window trim with "Waltz Through Washday" theme.

SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER NOW!

Т	E	R	M	S	:

1. Advanced **all** (regular size) — \$8.50 a case.

2. Advanced **all** (jumbo size) — \$8.50 a case.

3. Each less \$2.50 advertising allowance per case—deductible from invoice.

4. Minimum order—3 cases.

5. Ship freight prepaid — we will bill open account.

6. Not for resale—for promotional use only. Prices subject to change without notice.

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Firm		
Firm Address		
City	Zone	State

A RETAIL SALESMAN SAYS



The other day I went into a discount barber shop for a hair cut. As the barber snipped away, he whispered in my ear, "What kind of dressing do you have on your hair?"

"Greaso," I replied.

"It sure has a lot of chalk in it," he said matter of factly. "You mean that's why I'm turning

gray?" I asked. "Yes," he nodded solemnly.

"Damn," I said, "and all along I've been blaming it on my wife."

The barber's scare-and-switch tactics had so unsettled me that I was shaking as I left his chair, paid him the discount price of \$1.00 which included two bonus nicks in my left ear lobe, gave him a discount tip, and departed.

I went home, settled myself into a discount arm chair—regularly \$79.95, now only \$59.95—blew my nose into a discount tissue—usually 35ϕ , our price 27ϕ —and picked up a copy of the newest best seller, *The Great Discount Delusion*—list \$4.50, reduced to \$3.99, now only \$3.59.

When I finished, I had mingled feelings. My first reaction was, "How do I get my money back?" My second was, "What year is this and when was the book written?" The flyleaf plainly stated 1965, and a glance at the calendar confirmed it, but I would have sworn that the volume described 1959. I turned to the back cover for reassurance. I got none. Mr. Nelson, the author, seemed to fix me with baleful eye. My third thought was that maybe he could teach me some of the tricks he describes as being so prevalent like naildown.

You see, Mr. Nelson, I have been in the retail discount appliance business for some 15 years, selling in an area that can only be described as the original jungle. Why, at one time some dozen years ago, we had no less than eight appliance stores competing in a two-block radius. Anyhow, last year we sold more units of a portable tv brand at \$13 over cost than any other model in the store which yields a decent profit.

Why? Because today's shopper is a far call from the oaf Mr. Nelson makes him out to be. He's no Milquetoast, and any salesman who tries to naildown a low-profit item gets the point in short order. We used to naildown—like in 1950 when the biggest of tv makers made the dealer buy electric blankets and 10-inch magnifying lenses with the sets he consented to sell us. That brand was bolted to the floor—15 years ago.

Switching? We'd rather sell than switch. Most appliance dealers do not carry private labels or off brands. Maybe department stores and mail

DISTRIBUTOR APPOINTMENTS

Admiral—Canyon State Distributors Inc. of Phoenix for the Arizona territory.

Andrea—Newburgh Distributing Co. Inc. of Newburgh for distribution of the tv line in the counties of Orange, Dutchess, Rockland, Sullivan, Ulster, and Putnam and in the cities of Peekskill, Hudson, and Catskill in New York State.

Norge—Polson Co. of Seattle for the state of Washington.

order houses, which Mr. Nelson singularly seems to neglect, do. Our existence is tied to national brands. We may switch because we do not carry a particular make—but it's to another brand of equal repute. And we are positively not handing pink slips to any factory workers or blighting any small towns, as Mr. N. fears.

Putting them on the elevator? On this term I'll take a rain check. I've never heard it used in a decade-anda-half of discount appliance selling. Intentionally delivering a defec-

tive model? Are we crazy enough to

deliberately invite lawyers' letters and double delivery costs to switch a customer? Please, Mr. Nelson!

The great discount delusion delusion

Oh yes, loss leaders. We have them and we sell them all day long. Like a \$9.95 iron which costs us \$9.69. More starry-eyed brides have embarked on the sea of marital bliss with these irons than Mr. Nelson can quote Congressional witnesses.

Come now, Mr. N. Leave us not generalize. Of course, there are stores which engage in these nefarious practices. Just as there are consumers who pass bad checks and skip with merchandise. And there may even be authors who smoke Indian hemp and desert their wives for Parisian nymphs.

Does this make Shakespeare a bum?

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

You Profit More with SPEED QUEEN



Meet Harold Pinck. He is District Manager for Speed Queen in Milwaukee. He's an A to Z specialist in home laundry appliances. His dealers benefit accordingly. Sales training, planning promotions, working the floor during sales events, advertising – you name it – he's in there pitching. Here he is shown with Mr. William Saichek, President of Samson-Community Stores and Harold Saichek, Treasurer – assisting in the preparation of a full-page Speed Queen ad. Is he *required* to give this kind of service? Yes, he is . . . as is every Speed Queen district manager as part of his BASIC RESPONSIBILITY!

"We handle many lines of home appliances and deal with many factory representatives. Harold Pinck is outstanding. He is not only a sharp merchandiser, but actually gives us valuable assistance in the preparation of our Speed Queen advertising. He's strong on promotions and has a good sense of what will pull and what won't. We can truthfully say that he makes a definite contribution to our laundry appliance profits."

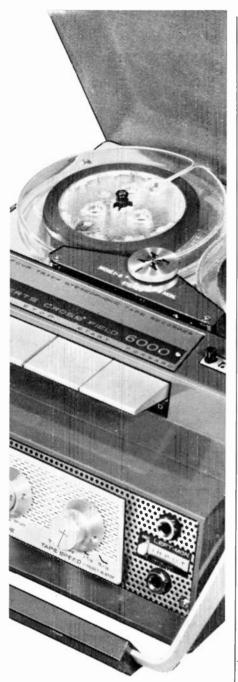
> William Saichek, Pres. Samson-Community Stores Corp., Milwaukee



A division of McGraw-Edison Co., Ripon, Wisconsin FAMED FOR DEPENDABILITY

AUGUST 23, 1965

WRH



LOOK FOR THE COMING ANNOUNCEMENT OF HARDWICK STOVE'S "OPERATION UPGRADE" \$20,000.00 CONTEST

APPLIANCE-TV

Newest offering from Ross: the Rosscorder 1000

Ross Electronics unveils a new 3speed transistor tape recorder, the Rosscorder 1000 (shown at right). The new unit is a professional monaural tape recorder equipped with a newly designed cylindrical microphone for increased frequency response.

Featuring push-button operation, the Rosscorder 1000 has an automatic shut-off and a separate storage compartment for accessories such as microphone, head cleaner, splicing tape, recording patch cord, and magnetic earphone. It has a second compartment to hold two 7-inch reels.

Measuring 13 by 12^{12}_{2} by 7 inches, the recorder weighs approximately



15 lbs. The unit comes in a two-tone case with a wraparound handle. Retail price is under \$100. Ross Electronics Corp., 589 Illinois, Chicago, Ill. 60611.

Crestmark adds tuner and tape deck to component line

A solid-state FM, FM-stereo tunér and a stereo tape deck have been added to Crestmark's stereo component line.

The tuner, model CPS-24 (shown at right), has a frequency response of 50 to 15,000cps and features 30db of separation.

Accommodating three speeds in playback and preamp, the tape deck, model TD-300, holds up to a 7-inch reel. The unit has two separate stereo channels, with output at 1.5v at 100,000 ohms impedance. Also featured are two VU meters and



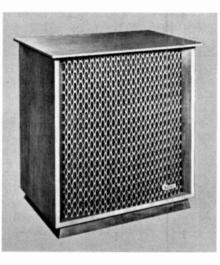
level controls. Each unit is encased in its own oiled walnut cabinet. Crestmark Electronics Div., Vanity Fair Electronics, 170 Michael Dr., Syosset, N.Y.

Altec Lansing shows new styling in speaker system

New cabinet and grille styling based on Moorish art are featured in Altec Lansing's newest full-size speaker systems. Operating from 8 to 16 ohms, the Valencia, model 846A, utilizes the sound components of the Voice of the Theatre speaker system, consisting of a 416A low frequency speaker, a two-section 800 cycle dividing network, and the Altec 811B cast aluminum sectoral horn powered by an 806A H. F. driver.

The measurements of the new unit are $29\frac{3}{4}$ by $27\frac{1}{4}$ by 19 inches. Consumer net price of the Valencia, finished in hand-rubbed walnut, is \$3333.

Also available in the Valenica styling is the cabinet alone, model 859A, with the baffle pre-cut to take any Altec 12-inch or 15-inch Duplex or Biflex speaker. Consumer net price is



\$147. Altec Lansing Div., LTV Lin Altec, 1515 S. Manchester Ave., Anaheim, Calif. 92803.

This is the New Roberts Cross Field "Roving Reporter" \$299.95

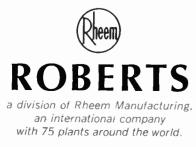
Broadcast quality professional tape recorder. Battery or AC portable.





\$**169**⁹

Fair traded for full profit



COMING SEPTEMBER 27th ISSUE

AN EXCLUSIVE MERCHANDISING WEEK FEATURE ON DISHWASHER MERCHANDISING AND PROMOTION

Advertising closing date: September 17th

H. H. Scott announces a solid-state FM tuner kit

A solid-state FM tuner kit, model LT-112, is introduced by H. H. Scott. Its prime feature is a Tri-Modulation meter, a front panel switch which allows the tuner meter circuit to be used as either a signal strength indicator for center channel and fine tuning, or an alignment meter.

Three stereo outputs are available including one on the front panel to allow the use of portable tape recorders without disturbing the installation of the tuner. Output level controls on the rear of the unit need to be set only once to avoid duplication of controls, says Scott.

To simplify assembly, the kit comes with a full-color construction book. Parts are sealed in clear plastic



envelopes that are number-keyed to the book. All difficult circuitry is pre-wired, pre-aligned, and pre-tested at the factory, and all wires are pre-cut and pre-stripped to the proper length, according to the manufacturer. The complete tuner kit retails for under \$180. H. H. Scott Inc., Dept. P., 111 Powdermill Rd., Maynard, Mass.

This is a printed circuit board with a broken connection.

Can you find it?

Probably not. It can even give most TV servicemen headaches. That's why we don't use them in Zenith Handcrafted TV.

Zenith helped pioneer printed circuit boards. We've used them for years in transistor radios and hearing aids where the circuitry isn't too complex and miniaturization is allimportant.

But television is a different story.

That's why, when it comes to TV, where hundreds of parts must be utilized (and replaced for service), where temperatures run so high and plastic printed circuit boards are subject to failure, we prefer hand-wiring and a steel chassis.

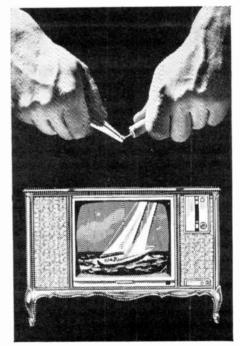
It may take a little longer to Handcraft TV this way, but

it makes Zenith Handcrafted TV more reliable and far easier to service.

Maybe that's why Zenith is America's largest selling TV. We carefully build it by hand, to be as trouble-free as humanly possible, but we also make it easy for the TV serviceman when something does go wrong.

At Zenith, the quality goes in before the name goes on.





WRH

Short or Tall



give non slip grip... even under lifting leverage

Now, with two strap ratchets and four strap positions from which you can grip appliances, the new YEATS Model 14 gives you non slip holding power even when a second man lifts against an appliance on stairs. Appliance cannot slip off even under lifting leverage! Fast grips everything from washers to refrigerators. You get the performance of two different size dollies in one! This plus all the other famous YEATS features saves up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.



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

"Everlast" COVER AND PADS

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



Wäsher Cover Furniture Pad

LOOK FOR THE COMING ANNOUNCEMENT OF HARDWICK STOVE'S "OPERATION UPGRADE" \$20,000.00

CONTEST

SEPTEMBER 13th ISSUE

COMING ...

MERCHANDISING WEEK FEATURES HOME ELECTRONICS CHRISTMAS SELLING PLUS COMPLETE COLOR TV SPECIFICATIONS

Advertising closing date:

September 3rd

APPLIANCE-TV



Waste King disposer

A new all-purpose disposer is offered by Waste King Universal. Model 2900 (shown above) is hush-cushion mounted and suspended free of the sink to absorb vibration noises. In addition, Waste King says the new unit has devices to prevent drain stoppage and jams. Swivel impellers swing back when confronted by a jamming object, and a surgical steel undercutting blade, mounted on a 1,725 rpm turntable, cuts string-like waste. The sink flange, impellers, and turntable are stainless steel. A toggle switch may be located on the wall or inside the sink cabinet. Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.



Eagle indoor tv antennas

Eagle announces a new indoor tv antenna which, by utilizing radar principles in a circuited design, completely traps the incoming signal. The standard model in a vase enclosure (shown above), measures 12 inches high and comes in white, amber or aqua. The suggested retail price is \$12.95.

The new antenna is offered in 14 different ceramic enclosures including bowl planters, Madonna planters, floral vases and a simulated tea pot. Suggested retail prices range from \$14.95 to \$24.95. Eagle International Inc., 3412 Main St., Skokie, Ill.

Jensen phono needles

Jensen introduces a new elliptical or football-shaped needle to equip most hi-fi sets, particularly recent models with lightweight pressure. The new shape of the needle tip is designed to follow as closely as possible the original record groove, according to the manufacturer. Thirty-six different types are available. Jenson Industries, Addison, Ill.

HOUSEWARES



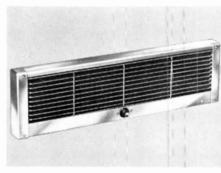
Holt floor machine

A new line of Holt Competitor floor machines, ranging in size from 12 to 20 inches, is announced.

Highlighted on the new machines are the self-leveling brush brackets which automatically adjust to all floor surfaces. This device stops machine hop-and-skip and eliminates brush jamming, according to the manufacturer.

Also featured is a static-shock eliminator which Holt claims adds to the protection of the operator by preventing build-up of static electricity. In addition, the new machines are equipped with a duallever micro switch which provides instant stopping when the hand grip is released.

The floor machine is easy to control with its non-conducting grips and simple to operate with its automatically retracting wheels, says Holt. The new unit also has a stowaway handle which locks upright to save storage space. Holt Mfg. Co., 25 Buick St., Boston, Mass.



Berko bathroom heater

Berko's BBT glass radiant heater is designed for use in small bathrooms. The new unit is two feet in length and projects two inches from the wall. The heater's low-to-the-floor installation keeps cold floors warm, says Berko. Rated at 600w. it may be wired for 120v or 240v operation, and at 450w, for 208v operation. Berko Electric Mfg. Corp., 182-20 Liberty Ave., Jamaica, N.Y. 11412.

Coastal power drill accessory

A reversible speed reducer and power screwdriver, model 4518, reduces drill speed 11-to-1, multiplies drill power 11-to-1, and reverses drill with a four-to-one speed reduction. according to Coastal. This electric drill accessory comes in a display box with hardened tool steel screwdriver, Du Pont Zytel screw finder, plus adaptor for $\frac{1}{4}$ -inch drive sockets. It is one of 35 new Coastal products to be shown at the National Hardware Show. Suggested retail price is \$10. *Coastal Abrasive & Tool Co. Inc., Long Island City, N.Y.*



Independent Testing Company Certifies:

"Regina Brush 'n Beat cleans as clean as leading uprights^{*} tested, with <u>less effort</u>". Yet it weighs about <u>half</u> as much!

Nationwide Consumer Testing Institute, America's foremost testing company, evaluated Regina's new Power Brush 'n Beat against leading upright vacuum cleaners*. Here's their conclusion.

The Regina, which only weighs about half as much as others, actually cleans as clean, with less effort.

Furthermore, in the vital "Cleaning Effectiveness Test", Nationwide certified that "the Regina maintains its peak cleaning power for a longer cleaning time than other uprights tested".

Now you can show your customers a fullfeatured upright that's really designed with the housewife in mind. Powerful enough to do a thorough cleaning job. Yet light enough to lift without lugging...carry upstairs without tugging. Now you can show your customer the modern way, the light way, the <u>right</u> way to vacuum. With the incredible new Regina Power Brush 'n Beat. Most significant development in upright vacuum cleaners in 30 years!

Call your Regina Representative or Distributor and demand a demonstration. You've got to see it to believe it. Then sell it to every woman who's had it up to here with monster uprights.

The Regina Corp., Rahway, N.J. *Competitively priced vacuum cleaner models.



WR

REGINA

Proce



Have your color TV set sales backfired lately?

How's this for a cure?

There are two ways to sell a big-ticket color TV set. You can take a chance and sell it by itself. And have the sale explode in your face later—on account of poor reception.

Or—you can sell the set together with an antenna that will enable it to receive color perfectly. And have the sale stick.

Channel Master's new Color Crossfire antennas make the sale stick like glue. They are remarkable because they work on a remarkably different principle. (Which we won't tell you about here—but they're covered by 3 different patents.) Especially designed to meet the hyper-critical demands of color reception, they clearly take blackand-white in stride. They provide extra power where needed — rout out ghosts overcome interference. Will they receive



CHANNEL MASTER

FM Stereo? Yes—we've thrown that in as a "sweetener."

Will they work anywhere? We've anticipated that, too. You can get one of 7 Color Crossfires designed to work in areas from the metropolis right out to the deep fringes —and everywhere in between.

The question again: Should a television dealer sell a color set all by itself, or with an antenna? Answer: Don't even **try** to sell one without the other. To see how easily this two-unit sale can be arranged, just clip the coupon.

Oh yes, we forgot to mention the extra big profits. But you've already figured that.

Channel Master (Corp. Ellenville, New	York
	ll me more. How ca f Color Set Backfire	an your Color Crossfire ?
Name		
Firm		
Street		
City	Chata	

© Copyright 1965, Channel Master Corp.

HOUSEWARES NEWS

NHMA show registrations reflect change in buying pattern

A comparison of 1960 and 1965 registration at the July exhibit of the National Housewares Manufacturers Assn. (NHMA) reveals more than numerical changes in the types of retailers and wholesalers in attendance. The figures also reveal a changing pattern in housewares merchandising.

Since the July exhibit moved from Atlantic City to Chicago—five years ago—the industry has witnessed steady over-all growth along with an inconsistent shift in the type of buyer and buying firm attending. The 1960 midyear exhibit—the last held in Atlantic City—had a registration of 1,531 buying firms; the July, 1965, exhibit registered 2,357 buying firms.

The most significant change in retail buyer and buying firm attendance over the last five years has been the whopping increase in the discount and drug categories: the first table below shows a 284% increase in discount firms represented at the 1965 exhibit; drug firms increased 254% over the 1960 exhibit.

Mail-order firms registrations also increased—by 103% since 1960. And retail appliance firms increased 45% over the five-year span, thereby reinforcing the belief that all is not quiet on the independent front.

Two retail categories declined: house-to-house firms dropped 43%and hardware firms dipped a slight 4%.

Wholesalers show a similar trend of over-all, but uneven, growth (see bottom table). Rack jobbers gained most: registration is up 261% since July, 1960. Other impressive wholesaler increases are: premium users, up 174%; drug distributors, up 153%; and catalog wholesalers, up 138%.

Registrations of housewares-hardware distributors slipped 3%, and two other wholesale categories jewelry and carnival distributors also showed declines.

Buyers registered at last months' exhibit represented 5,565 firms, a 53% increase over the 1960 figures, and a 6% gain over the July show in 1964. Last month's registration figures are a record high for a mid-year show.

Registration for the July, 1965, show totaled 10,161 buyers, merchandise managers and executives—a 28% increase over the 7,957 buyers who attended the 1960 exhibit.

Mid July exhibitors also hit a record high in 1965—7% above 1964 figures, and 53% above 1960's.

The move from Atlantic City to Chicago has successfully attracted additional buyers from non-immediate areas, NHMA claims: in 1960, 80% of the attending buyers were from the nearby Eastern states; last month, only 49% were from the immediate area in the Midwest, according to NHMA figures.

Every state, Canada, Mexico, and 29 other countries were represented last month. NHMA's managing director, Dolph Zapfel, credited the increased foreign buyer registration to the recent NHMA trade mission to Europe.

Comparing July show registrations: 1960 vs. 1965

Wholesalers (by type)		of firms tered			of buyers tered
	1960	1965	% Change	1960	1965
Rack jobber	74	267	+ 261	210	471
Premium user	172	472	+174	338	717
Drug	30	76	+153	34	118
Catalog	79	188	+138	210	346
Premium distr.	165	327	+ 98	302	478
Automotive	48	84	+ 75	77	134
Electric housewares	200	342	+ 71	432	577
Variety	248	405	+ 63	454	614
Stamp plan	53	64	+ 21	90	120
Club & party plan	45	47	+ 4	87	92
Jewelry	81	80	I	130	127
Housewares-hardware	858	831	<u> </u>	1,681	1,528
Carnival	47	25	— 46	65	31
Totals	2,100	3,208	+ 53%	4,110	5,353
Retail outlets (by type)		of firms tered			of buyers tered
	1960	1965	% Change	1960	1965
Discount	87	334	+ 284	206	636
	87 39	334 38	+ 284 + 253	206 62	636 270
Drug store			•		
Drug store Mail order	39	138	+253	62	270
Drug store Mail order Auto supply	39 73	138	+ 253 + 102	62 154	270 447
Drug store Mail order Auto supply Buying syndicate	39 73 25	138 148 40	+ 253 + 102 + 60	62 154 42	270 447 73
Drug store Mail order Auto supply Buying syndicate Variety	39 73 25 38	138 148 40 60	+ 253 + 102 + 60 + 57	62 154 42 106	270 447 73 120
Drug store Mail order Auto supply Buying syndicate Variety Department store	39 73 25 38 162	138 148 40 60 249	+ 253 + 102 + 60 + 57 + 53	62 154 42 106 324	270 447 73 120 411
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store	39 73 25 38 162 422	138 148 40 60 249 634	+ 253 + 102 + 60 + 57 + 53 + 50	62 154 42 106 324 1,484	270 447 73 120 411 1,509
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance	39 73 25 38 162 422 69	138 148 40 60 249 634 103	+ 253 + 102 + 60 + 57 + 53 + 50 + 49	62 154 42 106 324 1,484 123	270 447 73 120 411 1,509 222
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance Housewares	39 73 25 38 162 422 69 75	138 148 40 60 249 634 103 109	+ 253 + 102 + 60 + 57 + 53 + 50 + 49 + 45	62 154 42 106 324 1,484 123 179	270 447 73 120 411 1,509 222 189
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance Housewares Furniture	39 73 25 38 162 422 69 75 109	138 148 40 60 249 634 103 109 136	+ 253 + 102 + 60 + 57 + 53 + 50 + 49 + 45 + 24	62 154 42 106 324 1,484 123 179 226	270 447 73 120 411 1,509 222 189 249
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance Housewares Furniture Jewelry	39 73 25 38 162 422 69 75 109 97	138 148 40 60 249 634 103 109 136 112	+ 253 + 102 + 60 + 57 + 53 + 50 + 49 + 45 + 24 + 15	62 154 42 106 324 1,484 123 179 226 237	270 447 73 120 411 1,509 222 189 249 159
Discount Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance Housewares Furniture Jewelry Hardware House-to-house	39 73 25 38 162 422 69 75 109 97 44	138 148 40 60 249 634 103 109 136 112 46	+ 253 + 102 + 60 + 57 + 53 + 50 + 49 + 45 + 24 + 15 + 4	62 154 42 106 324 1,484 123 179 226 237 61	270 447 73 120 411 1,509 222 189 249 159 67
Drug store Mail order Auto supply Buying syndicate Variety Department store Food store Appliance Housewares Furniture Jewelry Hardware	39 73 25 38 162 422 69 75 109 97 44 210	138 148 40 60 249 634 103 109 136 112 46 202	$\begin{array}{r} + 253 \\ + 102 \\ + 60 \\ + 57 \\ + 53 \\ + 50 \\ + 49 \\ + 45 \\ + 24 \\ + 15 \\ + 4 \\ - 3 \end{array}$	62 154 42 106 324 1,484 123 179 226 237 61 441	270 447 73 120 411 1,509 222 189 249 159 67 384

 \Box \Box \Box \Box \Box The foreign electric housewares invasion is gaining momentum. Panasonic division of Matsushita. which, until now, has chiefly been marketing fans in the U.S., recently added an all-purpose juicer-shredder, and plans to enlarge its line by adding other products. including a toaster. And Clarion of North America Inc., of Los Angeles, expects to expand its marketing activities for Hitachi electric housewares in the U.S. late this year and early next year. Clarion expects to exhibit the Hitachi electric housewares line at the January housewares shows; the firm passed up the July shows because of a shortage of goods available for import to the U.S., reports Larry Hirsh, Clarion's national sales director. Braun Electric America, of New York City, began its bid for national distribution at the July housewares shows. Still another foreign manufacturer, Peugeot et Cie, which also is an automotive producer, is eyeing the U.S. market for electrics.

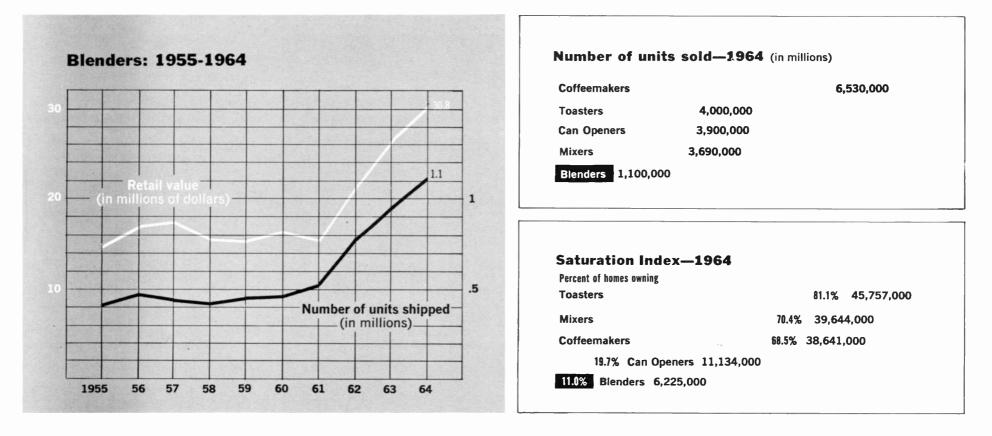
 $\Box \Box \Box \Box$ **GE has redesigned its cigarette lighter.** Its new model CL-1, which carries A \$14.98 suggested retail price—and an \$11.80 minimum co-op price—will replace the present lighter in GE's housewares line. The new model will be available at retail next month; improved features include: a removable lighting element that can be positioned for left or right-hand use; a newly designed element, with a vent in the back for easier draw; and a mica backing on the element for longer life.

 \Box \Box \Box \Box **First clock with a tuning fork movement** in the U.S. comes from the Seth Thomas division of General Time Corp.; it will be marketed immediately, though in limited quantities, through department stores in major markets. The tuning fork movement is said to provide accuracy for cordless clocks.

The first model will retail for \$75—a price based chiefly on the cost of its deluxe mantel-type case, not on the minimal extra cost of the movement. Eventually, the Westclox division is expected to market cordless clocks using the movement, which was developed by General Time and Jeco Co., of Japan. The new movement poses some design problems because it is larger than the transistor movements now used in batteryoperated clocks; this is particularly true in adapting it for use in wall models.

 \Box \Box \Box S&H has taken over a supermarket for use as its latest—and fourth—self-service stamp redemption center. The latest self-service unit is located in West Hempstead, N.Y. The 20,000-sq.-ft. facility includes 7,500 sq. ft. for merchandise display. The S&H experiment in self-service redemption centers began in 1963; the company has a total of 861 centers.

□□□□Key moves ... SCHICK ELECTRIC names Chester Gifford as its chief executive officer, a similar position he held from 1958 to 1960; he succeeds Jack Culberg, who resigned to join a firm outside of the industry . . . Allen G. Bradford is appointed sales planner for GE's housewares division . . . Bart J. McCloskey joins RUBBERMAID as sales mgr for national accounts . . . John C. Harman III becomes district sales mgr for SETH THOMAS in Pa. and New Jersey.



Blender success story: the bar-fly moves to the kitchen

The blender market is opening up. Here's how, and why:

In sales, blenders have shown a 114% gain in unit volume within the last three years, between 1961 and 1964. And, in 1965, blenders sales are expected to increase 25% over the 1964 level, reaching 1.37 million units with a retail value of \$38.5 million.

In appeal, blenders are moving out from the major — "sophisticated" markets, where the product has enjoyed its greatest sales strength. Consumers, and retailers too, are being won over in smaller cities.

In usage, the blender is losing its too-close association with mixing alcoholic beverages and gaining a wider sales reputation as an appliance associated with cooking. Ronson Corp., in fact, will make a major contribution to the kitchen aspects of the product when it introduces this fall a blender that will cook a sauce at the same time it is being whipped up. Blender manufacturers clearly are out to win over the women; an estimated 55% of all blender sales are made to men.

In exposure, retailers are increasing their assortments of blenders. Some independent dealers are adding this product category for the first time. Private-label lines also are taking on additional blender models.

In promotions, blenders are taking center stage. Manufacturers have stepped up their advertising and promotion budgets for this year's Christmas selling season. Much of the money will be going for television commercials and for even wider use of in-store demonstrators.

In manufacturing, the blender field also is expanding. One newcomer, Ronson, is expected to make a strong bid for the third spot in the marketplace—behind the two long-standing blender specialists, Oster and Waring. Hamilton Beach will be seeking to gain a stronger position; it has stepped up its television and demonstrator campaign for this fall, hoping it can do for the blender what it did for the slicing knife. Sunbeam also is seeking a stronger sales role, getting a helping hand from its Oster subsidiary.

And other producers are not sitting by idly: Knapp-Monarch has added new models for the fall selling season, and Rival is counting on its Aristocrat (price-protected) line to gain increased retail exposure and sales. The promotional firms, including Iona and Shetland, also will be active. By January, still other electric housewares manufacturers are expected to show beefed-up lines.

The blender is no fly-by-nighter. It has been around for more than 20 years, most of them relatively quiet. The sales spurt began in 1962 (see chart above), and the sales curve has been shooting upward since then.

Despite the 114% sales gain made by the product between 1961 and 1964, the blender's annual volume remains well below other staple electric housewares. In 1964, for example, more than three mixers were sold for every one blender; more than four toasters for every one blender; and more than six coffeemakers for every blender (see chart above). Still the blender can no longer be considered a specialty item —a reputation that has long plagued the product.

Saturation level is low on blenders; it is estimated that 11%, or 6.2 million homes own the product. This compares with a 1964 saturation level of 68.5% for coffeemakers, 70.4% for mixers, and 81.1% for toasters.

Reasons for the sales spurt are numerous. For one, consumer education, although late in coming, is finally paying off. Another is the rivalry between Oster and Waring. Both began offering retailers strong "continuity promotions" on blenders about the same time, prior to the sales spurt. Demonstrators also deserve much credit, and pricing, of course, has been an important factor. Price not only has been shaved on promotional models, making their \$15-and-under price tags attractive, but consumers are being offered better value-from low-to high-end models - either because of lower prices or more deluxe features for the same amount of money.

New products and manufacturers' promotion plans add to the bright sales outlook going into the fall selling season. Oster will be emphasizing Spin Cookery, especially for its new, eight-speed high-end number, which sports an attractive new package with four-color illustration. Oster will use the *Today* and *Tonight* Shows to feature its Osterizer blenders. Waring also will be using television, and it has added some promotional units to its fair-trade line, giving it a starting price of \$17.88.

Waring also is making a bid for the under-\$10 drink-mixer market for the first time, an area where Proctor-Silex has been particularly strong.

Hamilton Beach will be using a Cookbook Blender theme for its television and demonstrator campaign, giving away a special cookbook with high-end blenders.

Waring and Rival are offering multi-speed blenders using silicon rectifiers, and Waring came up with a new coarse-chop speed as the result of its variable-speed control. Knapp-Monarch also is reported ready to market a variable-speed unit.

In addition to its upcoming blender that cooks, Ronson will be featuring the ice-crushing aspects of its present two models. Manufacturers also will be relying more heavily on priceprotection to win over retailers— Waring, Rival and even Oster, are now fair-trading in the New York City market.

Heading into the fall season, the blender has a lot going for it. Summer sales have been particularly strong this year. Ask any department store buyer in a major metropolitan area what has been hot of late, and chances are he will say "blenders and broilers." When the fall promotion activity takes hold, the blender should really be riding high.—Ed Dubbs.

LETTER TO THE EDITOR

Dear Sir:

RE: "Sales Flop that Won an Award for Design" (MW, 2 Aug., p.23). I find it necessary to comment on your obvious inference that the sales failure of the cork ice bucket is due to its design as indicated by the above article. I am sure you realize that product development and merchandising includes many specialized groups which fall under headings of either engineering or marketing, and that these groups are responsible as a team, not individually, for a product's successes or its failures.

This is why we, as designers, are proud of the exceptionally beautiful Hamilton Beach Electric Knife but cannot assume complete responsibility as a group for its success.

Alan F. Eckel

Industrial Designer Sears, Roebuck & Co.

MW did not mean to imply that the cork ice bucket—from Mort N. Marton, New York City—was bad design; in fact, quite the contrary. However, we were pointing out that good design in itself does not necessarily mean sales success at retail. We are sure Marton would agree; he dropped the ice bucket from his line when it proved a sales flop. We also agree with Marton that the design awards and honors the cork ice bucket has since received should provide a sales boost for the product at retail. Now that the design awards are being promoted by Marton, the cork ice bucket has snob appeal going for it as well as good design. —Editor

If you can't sell 'em this washer, forget it. They're just looking.

No other washer is as easy to sell as the Hoover Spin-Drying washer. Because no other washer has so many unique selling points. All you have to do is demonstrate them. Start with its speed, for instance:

No other washer is so fast. The Hoover washes a load of laundry in only four minutes. And gets clothes cleaner than automatics do in a full washing cycle.

No other washer spins dryer or faster. Hoover's spinner goes at 2000 RPM. Twice as fast as any other. So clothes come out dryer in one minute than with any automatic in a full spin cycle. Many fabrics are dry enough to iron.

No other washer uses so little water and detergent. Only 10 gallons will wash one load in the Hoover. Or two loads, with the handy suds-saver. And the washing action is so efficient, it needs less detergent than any agitator or tumbler-type washer. No other washer is so compact and mobile. The Hoover stores in the kitchen, bathroom or closet. Or anywhere. And it doubles as a clothes hamper or as extra counter space. For use, it's easily rolled to any sink. So there's no extra plumbing needed.

No other washer is so easy to care for. There's a stainless steel wash tub. An aluminum spin basket. A nylon impeller on the pump (no metal to corrode). Beltdriven action (no gears to go bad). And both motors (one for spinning, one for washing) are built to carry far heavier loads than they'll ever get.

No other washer has a broader market. Dealers have sold this Hoover to everybody. Single girls. Mothers of five. Retired couples. Farm families. Apartment dwellers. Mobile homers. Most people buy it as their only washer. But it's caused many households to become two-washer families.

Soon, everyone's going to know about this Hoover. We're backing it with plenty of advertising. With television. Women's magazines. Mailing pieces. And point-ofpurchase aids.

It makes sense to stock some Hoovers in time for your big Waltz-Through-Washday promotion. So just get in touch with your local Hoover man. Or us: The Hoover Company, North Canton, Ohio 44270. Phone: 1-216-499-9200. We'll see that you

get a demonstration. Even if you're just looking.



We're the same people who make the vacuum cleaners.

MARKETING

NARDA School, Western style: shooting for the big answers

A Western rerun of NARDA's highly successful Institute of Management opened yesterday in Salt Lake City, Utah.

The Salt Lake City program, being conducted at the University of Utah, is a first for the National Appliance & Radio-TV Dealers Assn., in that it is giving Western and Rocky Mountain dealers a chance to attend the summer institute on their home ground for the first time. NARDA's eleventh annual program, held at American University, in Washington, D.C., closed Aug. 13.

While the Salt Lake City program

will contain the same business, marketing, and finanical analysis of appliance retailing presented at the Washington, D.C., session, it is expected that many questions of particular interest to the Western retailers will come up during the weeklong meeting. Some of these questions are:

—Who is our competition—Sears or the discount house?

—Should a second or branch store be opened in a shopping center or across the street from the shopping center?

-How can an independent retailer

successfully handle revolving credit and make the plan competitive with Western department stores?

 How can an employer successfully cope with the rising tide of unionism?
 Can buying co-ops, which are prevalent in the East, be adapted and used successfully in the West?
 While Western dealers mull over these problems and try to find the answers, the echo of the closing moments of the Washington session still lingers on. In the final two action-packed days at American University, almost 200 Eastern and Midwestern dealers picked up advertis-



Blackstone sells itself with a dramatic Gyro-Balance demonstration.

Put a heavy phone book in the Blackstone tub and spin it.

Show your prospect how the exclusive Gyro-Balance feature smooths out the unbalanced load. Tell her that's the feature that positively ends washday thump, "walk", vibration and premature shut-off.



And it's an exclusive Blackstone feature.

That means she'll pay you to get it. Because Blackstone works out an exclusive sales territory with you, along with a pinpoint promotion plan that makes your store Blackstone headquarters for your area. Simple isn't it? Show an exclusive and sell an exclusive and the profits are yours to keep.

All you need is a heavy phone book ... and a few more details on the Blackstone line (stainless tubs, matching dryers, easy service-access). Just feed us an inquiry. ing pointers and guidelines for the future.

Time is the key element in effective advertising, Jack Cameron told the dealers. Cameron, advertising director for Kelvinator, suggested spending at least one day a month on advertising plans: "Part of your monthly advertising should project your store image and reminding customers that you have the newest and finest merchandise available."

There are three basic markets in each community. Cameron pinpointed these markets: (1) customers who plan to buy and who are shopping for the lowest possible price; (2) customers who are interested in buying and who are reading all the ads for the best value; and (3) customers who are interested in only the newest and the finest.

"Unless you want your store to have a price-only image, you must remember each month to divide your advertising program so it has something of interest to all three markets," Cameron said.

Keep your eye on the consumer was the advice that Maurice Cohen, of Lechmere Sales, in Cambridge, Mass., passed along to the retailers in a closing session on "Ways to Make Next Year Better." Cohen, who has successfully diversified his tire and appliance store into a giant department store, summed up diversification this way:

"In today's scrambled distribution patterns, all kinds of other people are selling products that were once basically the realm of the independent appliance dealer. When you are thinking about adding new products to become more competitive, you must first consider your customer and then your suppliers and yourself."

Look for new markets was the suggestion of Dorothy E. Demmy of Demmy, Kenyon & Eckhardt Advertising Agency, of Chicago, Ill. The dealer must continue his broad appeal to his regular customers, she said, but must find new market segments within his community if he plans to survive.

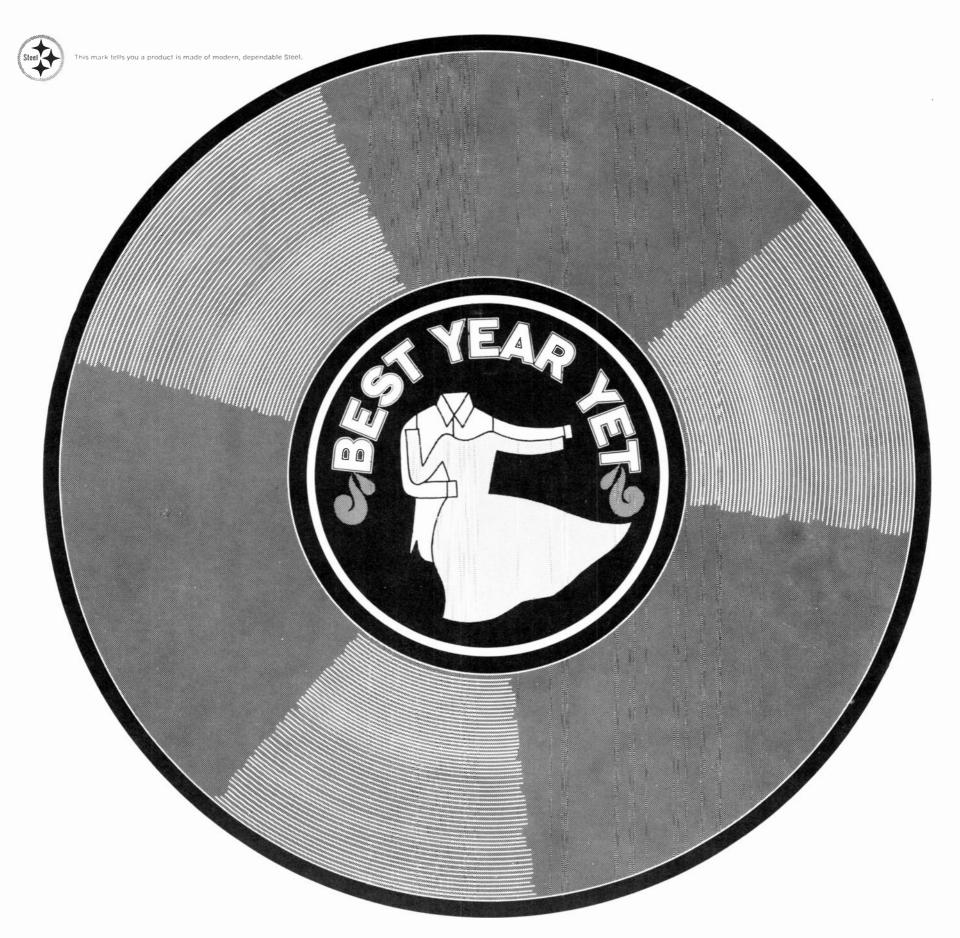
Learn to live with the "three G's" was Harry Price's suggestion. Price, a successful Norfolk, Va., independent, said the three G's—growth, government, and the giants—will affect every dealer's life within the next 24 months. Price said:

"To meet growth, the appliance dealer must have the ability to adjust and to understand change within his community framework. To meet government actions, like the wage and hour laws, the dealer must take a positive approach. And to compete with the giants, the dealer must first realize they are making errors—and then capitalize on them."

Aggressive merchandising—not more efficient buying—is the formula for the independent dealer's future, according to Sol Goldin, retail marketing manager for Whirlpool Corp. Goldin feels that buying efficiencies will soon reach the point of diminishing returns.

"The best buyer in the future will only save peanuts," Goldin said. He cited door-to-door selling and splinter markets as two important areas that dealers have ignored.

"Good independents never die," Goldin added, "they simply phase away their less profitable lines, brands, methods, and markets."



LEBYSKS !!

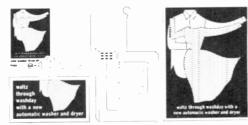
...to join in the waltz

When U. S. Steel first launched the "Waltz Through Washday" promotion back in 1963, an industry spokesman called it "probably the greatest single industry-wide program for a consumer product that has ever been organized." Praise was just as high in 1964 as the program again had all-out support from manufacturers, utilities, trade associates, consumer magazines, newspapers and related industries.

The third consecutive "Waltz Through Washday" promotion, in October, 1965, looks like the best campaign yet . . . and it can help you boost your washer and dryer sales to record highs. Again, U. S. Steel will keynote the promotion with newspaper advertisements in selected market areas. Also, U. S. Steei's special "Waltz Through Washday" newspaper service will be sent to 4,000 daily and weekly newspapers across the country. It will help them build special sections of washer and dryer advertising and editorial features. U. S. Steel will run a one-minute

"Waltz Through Washday" radio commercial on women's daytime shows throughout October in key washer and dryer market areas.

A free package of U. S. Steel "Waltz Through Washday" point-ofpurchase materials is yours for the asking. It contains colorful wall ban-



ners, cutout displays, repro art, salesmen's badges, and merchandising ideas that can make *your* store "Waltz" headquarters during this sales building campaign.

Get your share of the increased sales that come with this once-a-year, all-out selling effort. Join in the Waltz. Concentrate *your* October advertising and sales promotion on washers and dryers and mail the coupon today for your free mer-chandising kit.



United States Steel Corporation, Room 8209 525 William Penn Place Pittsburgh, Pa. 15230 Please send the free ''Waltz Through Washday'' merchandising kit. Name

State

Store Name

City

Zip Code

INDUSTRY TRENDS

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

1965

1964

% change

date

Not every	FLOOR CARE PRODUCTS
Du Mont dealer	floor polis
goes on safari	vacuum clea
every year	HOME LAUNDRY
	dryers, clothes, o
	dryers, clothes,
THE STORE COR	washers, auto. & semi-a
AND	wringer & spir
	OTHER MAJOR APPLIANCES
	air conditioners, r
11 May 114	dehumidi
1 / / PM	dishwashers, port
	dishwashers, under-counter,
	disposers, food w
	freezers, c
but he does	freezers, up
enjoy full profits	ranges, elec., free-stan
with Du Mont!	ranges, elec., bu
YOUR BIGGEST SALES OPPORTUNITY IS IN COLOR-YOUR	ranges, gas,
DOU MIONT	refrigera
Non Winner	water heaters, elec. (stor
First with the Finest in Television	water heaters, gas (stor
There may be a franchise open in your area. WRITE, WIRE OR PHONE DU MONT, 680 FIFTH AVENUE, N.Y. 10019	
WRITE, WIRE OR PHONE DU MONT, 660 FIFTH AVENUE, N. T. 10019	CONSUMER ELECTRONICS phonos, mfrs. ship., port1
	distributor s
	phonos, mfrs. ship., con
COMING SEPTEMBER 13TH ISSUE	
A MERCHANDISING WEEK	distributor s
FEATURE ON HOME	radio production (ex. a
ELECTRONICS CHRISTMAS	distributor s
SELLING PLUS COMPLETE	b&w television produc
COLOR TV SPECIFICATIONS	distributor s
Advertising closing date: September 3rd	color television produc

LOOR CARE PRODUCTS				
floor polishers	J une	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
OME 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	J une	57,066	61,283	6.88
	6 Months	294,873	324,070	9.01
HER MAJOR APPLIANCES				
air conditioners, room	June	335,900	366,600	— 8.37
	6 Months	2,198,300	1,834,200	+ 19.85
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
lishwashers, 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
DNSUMER ELECTRONICS				
phonos, mfrs. ship., porttable	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)	August 6	232,846	161,794	+ 43.92
	31 Weeks	7,849,470	5,635,279	+ 39.54
distributor sales	May	705,901	571,989	+ 23.41
	5 Months	4,092,191	3,151,201	+ 29.86
b&w television production	August 6	162,044	143,880	+ 12.62
	31 Weeks	4,599,301	4,464,567	+ 3.02
distributor salos	Mau	425.002	20/ 520	. 7.00

sales May 425,092 396,528 + 7.20 5 Months 2,853,812 2,829,949 + .84 color television production May 5 Months 169,662 97,075 + 74.77 851,840 475,620 + 79.10

*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, YCMA, GAMA, EIA.

Every month Family Circle tells 7,500,000* homemakers how to clean up.



Where's your appliance ad?

Every month Family Circle devotes its pages to telling homemakers just what they want to know. No fiction. No romance. No soap opera. Nothing but information. On laundry rooms. Dish washers. Washing machines. Clothes dryers. Vacuum cleaners. Steam irons. Toothbrushes. And women's shavers. Not to mention, unmentionables. Last year Family Circle devoted a greater percentage of its editorial content to equipment than any of the other leading women's magazines. And there's more to come. But we can't do it alone. We need your help. Next month we're going to continue to give homemakers new ideas on how to clean up. You could help by putting an ad in Family Circle. You might clean up, too.

Family Circle. A magazine only a homemaker could love.

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

Now the market for Originals is bigger than ever!









Sales of Kelvinator Originals have far outstripped forecasts! This tremendous response has resulted in substantial manufacturing economies for the models shown here—all without any sacrifice of the customizing details or the craftsmanship. We are passing these cost savings along to our dealers immediately. This means that now even more homes can have a kitchen or recreation room of striking beauty with a Kelvinator Original—and that Originals dealers can enjoy more high gross profit sales of the Originals and top-of-the-line Kelvinators!









ONE EYED JACK



Creativity Award presented to Kelvinator! For only the second time in

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



WRH

