

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 35/AUGUST 30, 1965



◀ □ □ □ Promotion minded, these men meeting in Boston are planning ways to help housewares retailers profit from this year's big October promotion. Meetings like this are already scheduled for other cities across the country—just one of three good reasons why NEMA's fall push could hit the jackpot....p.12

## AT PRESSTIME □

□ □ □ □ For the first time, refrigerators in the 14-cu.-ft.-and-over categories have accounted for more than 50% of total industry shipments, according to the National Electrical Manufacturers Assn. (NEMA). For the first six months of 1965, the 14-cu.-ft. category carved out a 29.1% share of the pie, while the 15-cu.-ft.-and-over category racked up a healthy 22.7% of total shipments. The categories recorded 31.7% and 15.1%, respectively, for the same period in 1964. The six-month NEMA report also shows that sales in the 13-cu.-ft. category dipped to 9.2%, compared to 15.3% in 1964, but the 15-cu.-ft.-and-over category picked up the difference.

□ □ □ □ A new timer for clock-radios is being offered to manufacturers by GE's housewares division. The Telechron Varilarm Timer permits the user to select one additional wakeup time—up to one hour earlier or later—without altering the normal alarm setting, according to GE. For example, the feature could be called a "Mr. and Mrs. control" because of its dual setting. First clock-radios to incorporate the feature will be four models to be introduced by GE in October. The line will kick off with an AM model at \$36.95 and will step

*continued on p.3*



# Arvin *SOLID STATE* *COMPONENT-STYLE STEREO PHONO*



Arvin Model 66P79

## *new profit link in the stereo market!*

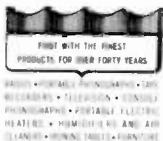
Introducing a new, popular-priced Arvin phonograph that provides you with the needed link between stereo portable sets and stereo components. It's an Arvin innovation that enhances the stereo portable with the looks and performance of stereo componentry. Here's a fine quality high fidelity stereo instrument designed to provide you with a logical step-up for people who have "portable budgets" yet a taste for stereo components. Arvin Solid State circuitry means instant play, cooler operation, long life and slim, trim design. Display it! Demonstrate it!

**NEW ARVIN COMPONENT-STYLE STEREO PHONO** features powerful all Solid State amplifier system teamed with 4 matched Velvet Voice speakers in an electronic cross-over network. Famous Garrard 4-speed changer features Velvet Touch low-mass tone arm, ceramic cartridge with diamond/sapphire needles. Heavy 11" turntable has rubber mat to protect records. Controls include stereo balance, bass, treble and volume. Tape and tuner input jacks plus auxiliary tuner switch. 45 RPM spindle included. **Arvin Model 66P79**, Black with Genuine Walnut Trim. Sugg. retail \$119.95



Visit these permanent show spaces:

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**New York**, 230 Fifth Ave.—612  
**San Francisco**, Merchandise Mart  
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For complete information, write, wire or call  
**Arvin®**  
ARVIN INDUSTRIES, INC.  
Consumer Products Division, Dept. E-9, Columbus, Ind.



**Arvin FM/AM/FM STEREO RADIO**  
in Deluxe Walnut Wood-Grain Cabinet

Beautifully styled, precision-engineered FM Stereo radio is a masterpiece of listening pleasure. Electronically-balanced twin 5" speakers and dual channel audio output provide life-like sound. Automatic Frequency Control "locks in" FM and FM Stereo signals. Powerful chassis has 9 tubes, 7 diodes plus rectifier. Twin lighted dials and indirect tuning assure accurate station selection. FM Stereo indicator light, five separate controls.

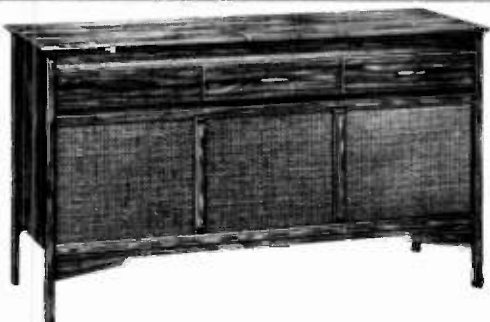
Arvin Model 35R58, Walnut Wood-Grain.  
Sugg. retail \$84.95



**Arvin**  
**ALL CHANNEL 12" PORTABLE TV**

Slim-lined, lightweight—weighs only 18 lbs. Handsome leather-grained plastic case has enclosed contoured back. Powerful 13,000 volt chassis and 75 sq. in. aluminized picture tube deliver super-bright, crisp, detailed pictures. Automatic Gain Control "locks in" picture. Arvin "Memory Tuner" for one-time fine tuning. 6" front-mounted Velvet Voice speaker. 2-speed UHF tuner, VHF monopole and UHF rotating loop antennas. Earphone jack and earphone included.

Arvin Model 65K28, Two-Tone Beige with Gold Trim.  
Sugg. Retail \$99.95



**Arvin STEREO CONSOLE PHONOGRAPH** with FM/AM/FM Stereo Radio in Genuine Walnut Veneer Cabinet. Furniture styled 44" wood console featuring acoustically balanced 6-speaker system and dual-channel amplifier. Deluxe 9-tube tuner with Automatic Frequency Control to "lock in" FM and FM Stereo signals. Precision 4-speed changer has 11" turntable with rubber mat and ceramic cartridge with replaceable diamond needle. Lighted master panel with six separate controls.

Arvin Model 76P88, Genuine Walnut Veneer Finish.  
Sugg. retail \$189.95



**Arvin STEREO CONSOLETTA PHONOGRAPH**  
24 3/16" x 24 1/2" x 13 1/8", in Genuine Walnut Veneer Cabinet

Big Stereo sound in compact size! Matched 4-speaker stereo sound system combined with big power dual channel amplifier. Separate tone and volume controls for left and right speaker systems bring out depth and brilliance of stereo records. Automatic 4-speed changer with 9" rubber-covered turntable, dual sapphire needles and 45 RPM spindle.

Arvin Model 75P18, Genuine Walnut Veneer.  
Sugg. retail \$94.95



**Arvin**  
**TRANSISTOR VOICE RECORDER**  
Lightweight... Plays Anywhere!

Battery operated, compact-size tape recorder records and plays back anywhere, anytime. Weighs only 4 lbs. and is no bigger than a book. VU recording meter. Single knob control for play, record, rewind, stop. Separate switch for fast forward tape movement. Remote control switch on microphone.

Arvin Model 85L08, Two-tone Beige. Includes magnetic microphone, earphone, batteries, 225' tape and two 3" reels. Sugg. retail \$34.95



up to three AM-FM units: one at \$59.95; two at \$69.95. GE did not disclose the price but did say the new device only adds a little to the cost of a regular timer.

□ □ □ □ **The figures have proven what everyone knew:** June was a soft month for tv sales (MW, 5 Jul., p.3). One probable cause was confusion over excise taxes. But whatever the reason, the figures from the Electronic Industries Assn. show that despite a generally bullish economy, black-and-white tv sales dropped to 533,123 units in June, 1965—a dip of 13.1% from sales in June, 1964. Cumulative 1965 first-half sales of b&w tv were down 1.6%—to 3,386,935 units—from 3,443,073 units in 1964.

One of the bright spots in the tv picture is the production of color sets: 231,253 sets were produced in June, 1965, and cumulative first-half production was up to 1,083,093 sets—an 80.7% gain.

First half 1965 distributor radio sales were up 27.2%.

□ □ □ □ **Fedders' "Big Boom" fall sales promotion** designed to push central air conditioning will be implemented with a barrage of ads, introduction of new products, and a traveling caravan loaded with Fedders equipment. The program will also include: a stepped-up incentive program leading to vacation trips; a new incentive plan, which offers retailers a new truck upon meeting sales quotas.

□ □ □ □ **Consumer buying intentions are unchanged** from a year ago, according to the July survey of the Department of Commerce. However, the July figures are lower than the April estimates published by the department. In July, major appliance or home electronics purchases were planned in the next six months

by 17.2% of the households surveyed; this is a minimal .1% rise over last year's July figure of 17.1%, but a substantial drop from the April estimate of 22%.

□ □ □ □ **Whirlpool will offer guitars** as traffic-building premiums during the company's upcoming Anniversary Sale promotion slated to begin Sept. 26. At that time, dealer listing ads will be run in newspaper comic sections in 86 markets. In addition, Whirlpool will offer retailers mailers, window display kits, in-store balloon displays, and co-op ad mats. The Anniversary Sale theme also will be pushed in network tv advertising.

□ □ □ □ **A flap over phonograph record prices** has little chance of being settled at the weekend. Shocked by the Council of Economic Advisers' (CEA) report on post-excise-cut record prices—which the Council says are up 5% to 6%—the Record Industry Assn. of America (RIAA) told CEA chairman Gardner Ackley "that the overwhelming number of record manufacturers had indeed made downward adjustments in their prices following the excise tax repeal." What Henry Brief, RIAA executive secretary, asked for was a revised report correcting what he called "a most grievous misconception of the record manufacturers' price policies . . ." At presstime, Ackley was preparing a reply, but it was not expected to soothe any injured feelings. Indications were that the Council would stick by its findings, which were based on a Bureau of Labor Statistics survey taken in mid-July. The Council has said in a footnote to the report that only partial figures were available for record manufacturers, but the three major companies covered account for 50% or more of the total business and, according to the survey, all had, in effect, raised their prices.

## The two sides of the one-line retailing question

"The salvation of the independent appliance dealer is education, and that's what this seminar is all about."

That is the way one retailer summed up last week's NARDA Institute of Management in Salt Lake City. And thinking retailers at the seminar found plenty of food for thought on the industry's hottest topic: single-line selling.

In a rousing speech, George Johnston, a successful multi-line retailer from Minneapolis, summed up the pros and cons of single-line selling.

### Reasons for single-line stores:

1. A retailer who handles only one line requires less risk capital than the dealer who handles more than one line.
2. Overhead is usually lower.
3. The single-line retailer can easily give his store an identity.
4. Service and service training are easier.
5. The line can be displayed in depth, showing more colors, styles, odd-ball items, and high-end models.
6. The problems—financing, buying, turnover, advertising, and the like—are less complex.
7. Salesmen can be trained more easily.
8. The dealer can get the salesman

enthused more easily. "A single line should generate more sales enthusiasm," said Johnston, "and sales enthusiasm is that priceless ingredient that gets things sold."

9. The dealer has less conflict and greater peace of mind. "A single-brand dealer undoubtedly has a greater feeling of togetherness, of 'oneness' with his supplier."

10. Finally, with one line, a dealer "need not waste endless hours talking to 'foreign' salesmen and investigating competitive propositions."

### Reasons for multi-line stores:

1. Manufacturers change and such change can jeopardize an exclusive dealer's position. To illustrate his point, Johnston said, "Frigidaire is one of our finest appliance manufacturers. Frigidaire for a long while, in our part of the country, had list prices that meant something. Today, in our part of the country, they don't even have a list price, which means that on a specific competitive deal, some predatory salesman who gives a burned price becomes the price-maker. And the best protection against a burned price is a switch to another line."
2. Manufacturers can quit. Look at Crosley-Bendix.

3. Manufacturers can have a strike that shuts off supplies.

4. Local distributors and branch people change, "and when they do," said Johnston, "look out, if the new people are out to set new sales records fast."

5. Manufacturers occasionally make a model that is a "lemon," and once the story of such a product reaches the public, "it is hard to re-create confidence in that particular item of that particular manufacturer."

6. Manufacturers' products have varied consumer acceptance. The multi-line retailer can take those products and brands that have the greatest acceptance.

7. A multi-line retailer can "capitalize on the ingenuity and brains of many suppliers, and does not have to tell his customer that a wonderful new invention is no good, just because his manufacturer does not have it."

8. A multi-line store gets help from more than one supplier.

9. A multi-line store serves its customers better because it can give a complete selection of appliances.

10. A multi-line store "attracts customers more easily and closes the

sale more quickly. Variety and selection attract customers and they are more easily sold on their first visit."

**The reasons vary in importance** to different retailers, Johnston concluded and "how you evaluate them in your situation will determine your particular store policy."

Retailers at the Institute agreed that Sears and other chains were their most important competitors. When asked how dealers could meet this competition, Thomas J. Connors, a Denver dealer, said, "Very frankly, we have to increase our profit—if we don't, we just are not going to be around. In order to accomplish this we have to cut costs, provide better customer service faster, and, above all, we have to remain specialists."

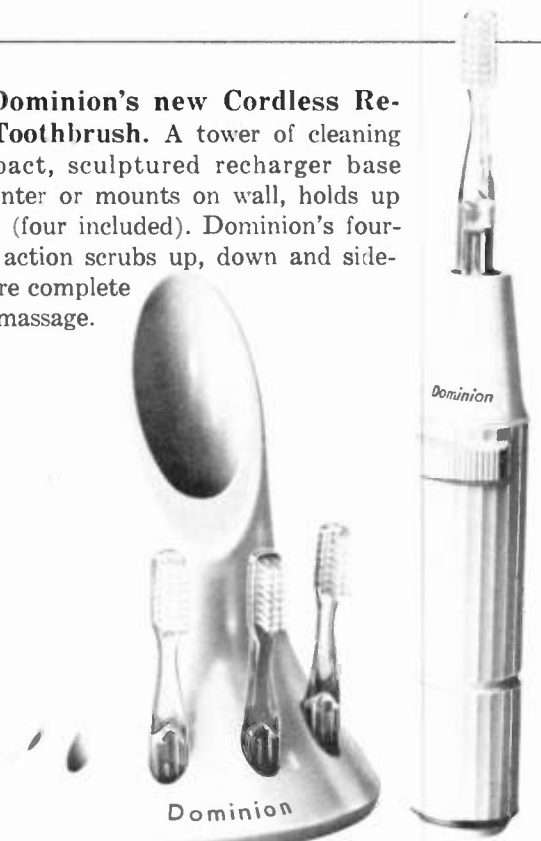
Peter Vrontikis, the Institute's chairman and a Salt Lake City dealer, was pleased with the six-day program, which attracted 78 dealers from 11 states. Billy Yates, president of the National Appliance & Radio-TV Dealers Assn., encouraged by the response to the program, has invited manufacturers' associations and other groups to discuss the possibility of holding more educational programs in conjunction with NARDA.

# Read These Nine Sure

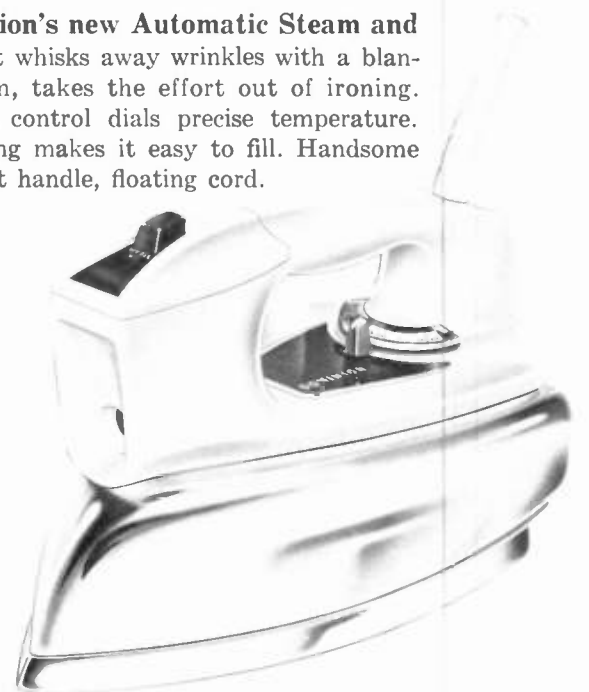
**Feature Dominion Hair Dryers**, like this stunning Model 1840 with textured tapestry on the luxurious case, fast-drying bonnet and hair dryer itself. Only one of the industry's most complete, most glamorous line. All Very Rich.



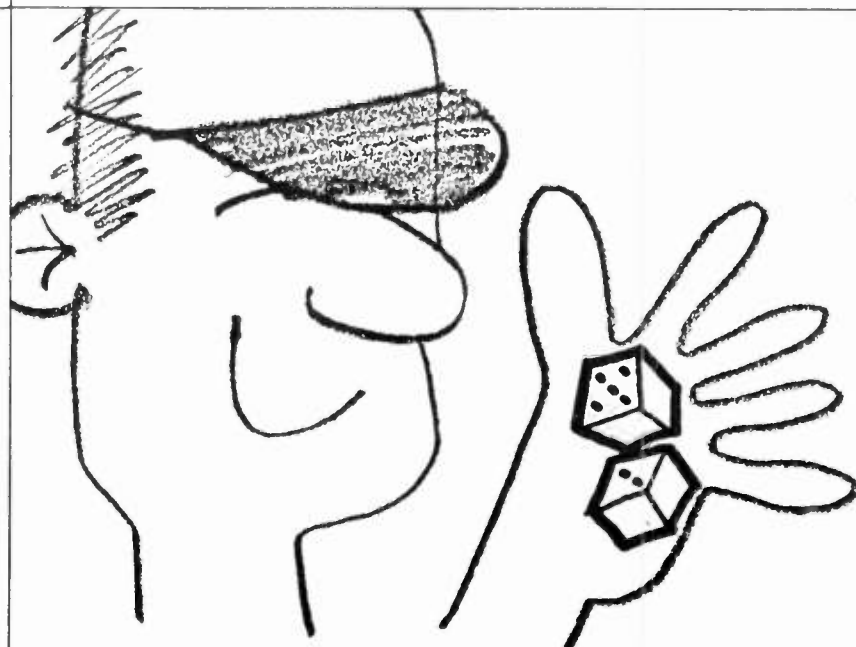
**Advertise Dominion's new Cordless Rechargeable Toothbrush.** A tower of cleaning power! Compact, sculptured recharger base stands on counter or mounts on wall, holds up to six brushes (four included). Dominion's four-way brushing action scrubs up, down and side-to-side for more complete cleaning and massage.



**Sell Dominion's new Automatic Steam and Dry Iron.** It whisks away wrinkles with a blanket of steam, takes the effort out of ironing. Single lever control dials precise temperature. Large opening makes it easy to fill. Handsome white formfit handle, floating cord.



**Promote Dominion's new Cordless Slicing Knife.** Here's rechargeable power in a beautiful, jet-styled handle — perfectly balanced for effortless carving. Blades are bottom-mounted, cut clear through without tilting. Sure-Lok safety switch and blade release. (No cut price competition on this one. It's Fair Traded.)



**Set up a crap table in your basement.** Invite all your neighbors who don't work for the government.



# Ways To Get Rich. Quick!

(Another Public Service From Dominion)

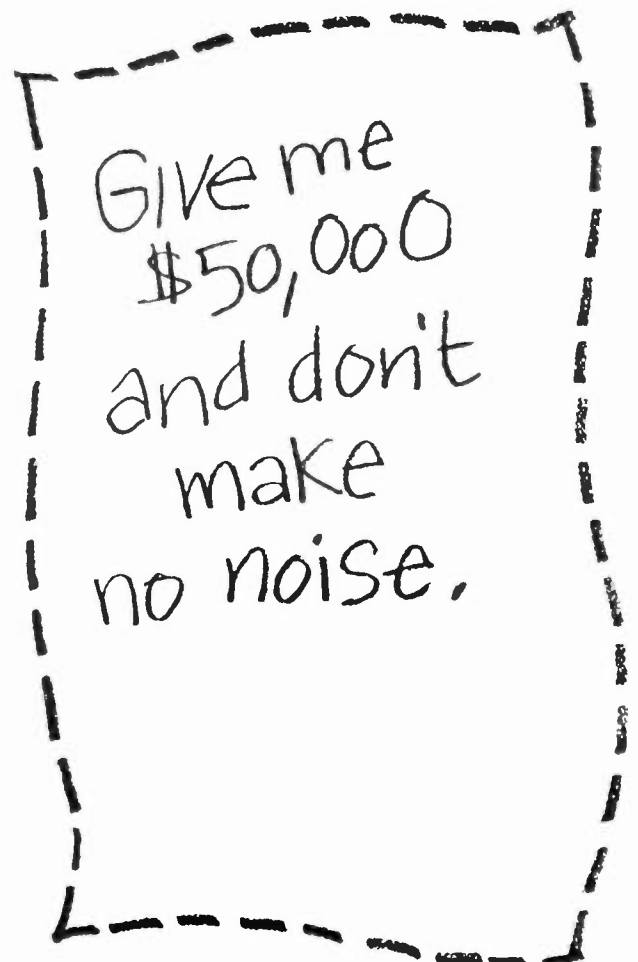
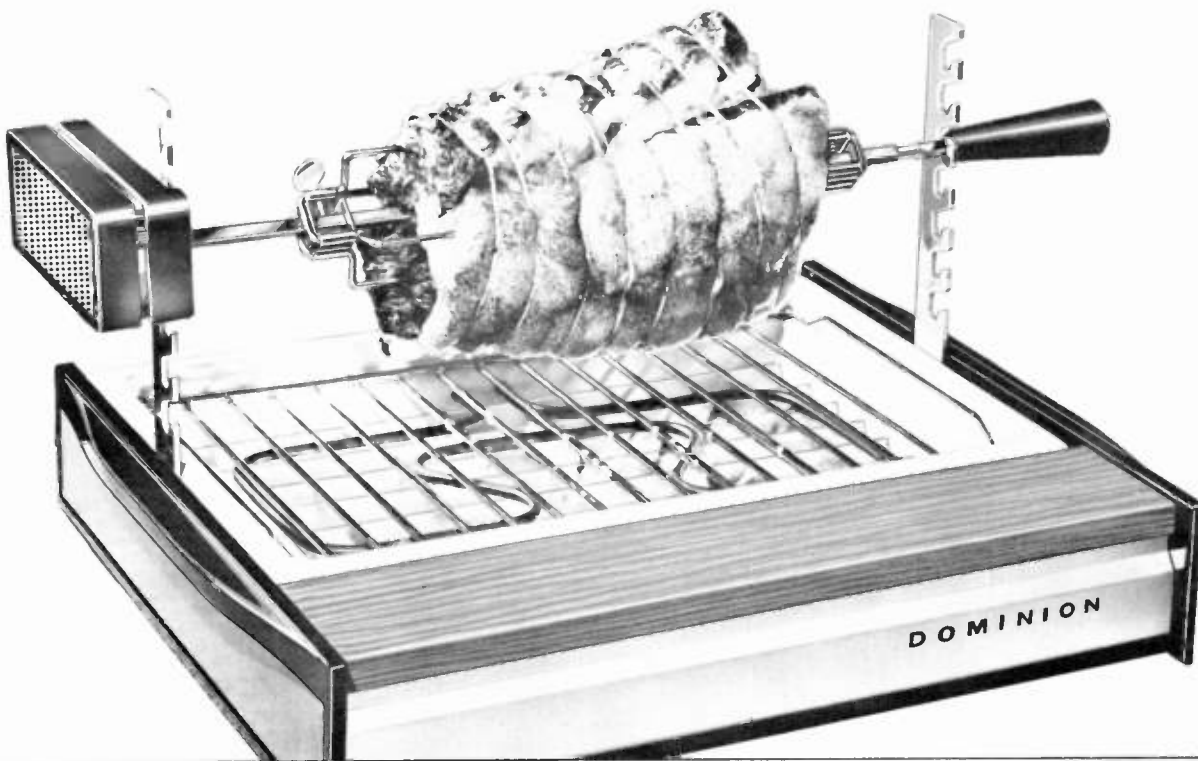
**Push Dominion's new Personal Portable Manicure Set.** Completely new concept in manicuring puts beauty at her fingertips. Slim, trim power handle on a ten-foot coiled cord eliminates the old-fashioned "power cable." Luxurious, plush-lined leatherette case holds everything including five-piece manicure set.



**Stock Dominion's Teflon-coated Automatic Waffle Iron.** This is the waffle iron that sells like hot cakes! Teflon-coated surfaces keep batter from sticking, make cleanup a snap. Fingertip temperature control and jewel signal light take guesswork out of making magnificent waffles.



**Display Dominion's Smokeless Rotisserie/Broiler.** Captures the flavor of outdoor cooking with no muss or fuss. Magic Mirror tray drains grease away so it can't smoke or spatter. Built-in cutting board hides accessory compartment. It's completely self-storing. Four-skewer kebab at *no extra cost*.



Clip out this note and give it to a bank teller. Save the money he gives you. It may have to last twenty years.

# DOMINION

DOMINION ELECTRIC CORPORATION, MANSFIELD, OHIO

# Win a wild weekend for 2

Live it up at a swank resort, Regina foots the bill!

20 lucky dealers (and their wives) can win 20 fabulous weekends just for letting Regina help you sell the fantastic new Power Brush 'n Beat upright vacuum.

**Here's all you do:** Just call your Regina Distributor. Tell him you want a Brush 'n Beat display in your store. He'll do all the rest. He'll set up the display. (Whata high powered selling job it does in just a couple of feet of floor space!) He'll fill your name in on the entry form, snap your picture near the Brush 'n Beat display, and then—you're in the running for a weekend you'll never forget.

**Hurry!** Get your display set up now. Regina's wild weekend Sellabration ends soon. The Regina Corp., Rahway, N. J.

**REGINA**



## WASHINGTON NEWS

□□□□ **State taxation of interstate business** may be simplified by Congress next year. New legislative proposals by the House Judiciary Committee would: (1) curb the power of states to levy income taxes on out-of-state-based business; and (2) standardize sales tax treatment in many states by reducing the take for states which do not join in a voluntary "model sales tax law," administered and audited by the federal government.

No substantial changes in tax liabilities are expected. But the proposals almost certainly would mean simpler accounting, lower state cost of enforcing compliance, and fewer state tax cases taken to court. In addition, larger companies which usually comply fully with state tax regulations might be put on a more equal footing with smaller companies, which often ignore them.

The proposals grow out of a report issued in June by the Subcommittee on State Taxation of Interstate Commerce, chaired by Representative Edwin E. Willis (D-La.) (MW, 5 Jul., p.6). Hearings will begin early next year, and Willis hopes the proposals will become law before the year is out. Although the sensitive issue of federal-state balance is involved, the subcommittee does not expect opposition from many states. States were consulted as the recommendations were being drafted, and the proposals most likely would strengthen state tax systems.

Out-of-state companies would be subject to state income taxes only if they owned or leased realty or had a full-time employee in the state. Sales taxes would be paid by the seller to the state, and states would adopt the "model sales tax law" to insure uniform accounting, reporting, and return. The Treasury Department would take care of the auditing.

At present, only manufacturing and merchandising companies would be affected by the income tax proposals. But the committee called for a Treasury study of tax problems of other groups, and further legislation may follow.

□□□□ **Latest tax cut pass-along report card** submitted by the Council of Economic Advisers (CEA) has not satisfied Representative Charles A. Vanik (D-Ohio), who is continuing his own price studies. In a letter to CEA chairman Gardner Ackley, Vanik took issue with some findings and called on the Council to tally "the dollar loss to the consumer because of price increases which absorbed the excise tax cut." Vanik also is holding strong to his previous suspicion that 1966 models are being "designed with 'gimmicks' to capture the excise tax reduction and minimize its effect."

□□□□ **FTC jurisdiction in price discrimination cases**—originally provided for in the stringent Robinson-Patman Act only a few years ago—is becoming softer. In two recent decisions the Federal Trade Commission (FTC) found that defendants had illegally discriminated against competing purchasers, but it issued orders allowing for some geographical variation in price. Formerly, such orders contained a blanket prohibition against price differences that were not justified by cost savings. In the new approach, a manufacturer can charge different prices in different regions if he does not undercut his lowest-price competitor.





Admiral's addition to its Duplex line: 33-inch-wide refrigerator-freezer

## Admiral adds to Duplex line, reprices its tinyvision series

**Admiral**—riding the crest of a rising trend to larger refrigerator-freezer sizes—has introduced a new 33-inch-wide, 19-cu.ft., side-by-side unit for 1966. The new unit augments the company's 35 $\frac{3}{4}$ -, 41-, and 48-inch-wide models. In addition, Admiral took the wraps off: 11 refrigerators—four single-door and seven two-door models; 11 freezers—six up-rights and five chest models; seven electric ranges—three 30-inch and two 40-inch free-standers, and two 30-inch eye-level units.

In home electronics, Admiral dropped in a flock of new sets and repriced its small-screen tv line to four basic screen sizes under \$100.

The side-by-side Duplex line now kicks off with the new 33-incher, which has a 5.64-cu.-ft. freezer with a capacity of 197 lbs. and a 13.36-cu.-ft. refrigerator section. The 65-inch-high unit utilizes foamed-in-place polyurethane insulation and will be produced in four versions—none to be completely no-frost—including model NU1969, which has an automatic ice cube maker. Capacities of the other three units in the Duplex line—all of which have the no-frost feature—have been increased through redesign of the interior configuration. Capacity of the 35 $\frac{3}{4}$ -inch-wide model has been increased from 19 cu.ft. to 20.8 cu.ft.; the 48-incher has been upped from 22 cu.ft. to 24.4 cu.ft.; the 48-incher has been jumped from 26.5 cu.ft. to 29.2 cu.ft.

The refrigerator line consists of four conventional models ranging from a 9 cu.ft. to 12.1 cu.ft. The conventional models, as well as the seven two-door models—five top-mounts and two bottom-mounts—have food compartment liners molded of polystyrene. These liners are covered by a life-time warranty.

Six refrigerator-freezer combos have no-frost in both sections.

Two-door Dual-Temps are available in 28- and 32-inch-wide models with capacities ranging from 12.2 cu.ft. to 17.3 cu.ft. Two bottom-mounts are available: a 28-inch unit with 15-cu.ft. capacity, and a 32-inch version with 16.9-cu.ft. capacity.

The freezer line is highlighted by a no-defrosting upright freezer with a capacity of 14 cu.ft. (490 lbs.) and a chest freezer with 19 cu.ft. capacity (665 lbs.).

The flash defrosting system on the chest unit goes into operation when the homemaker pulls out a button on the lid, according to Admiral. Within 10 minutes, the frost accumulation is softened and can be removed. A built-in drain facilitates removal of the resulting water.

The six upright freezer models range in capacity from 10 cu.ft. to 18.3 cu.ft., while the five chest units range from 15 cu.ft. to 25.1 cu.ft.

The range line is topped by two new 30-inch, eye-level, double-oven, *continued on p.10*



Admiral's 9-inch portable: \$79.95

□ □ □ □ **Concord's VTR will debut in December**, according to the forecast of Concord president, Howard Ladd. Although technical details are still being ironed out, Ladd expects the video tape recorder—which will sell in the area of \$1,000—to resemble units already on the market. Ladd feels that standardization, especially in tape speed and tape width, is the key to video tape success. He said, "I can hardly picture a school system buying units without this." Although specific negotiations have not yet been started within the industry, Ladd says that Concord will definitely contact other manufacturers to discuss the standardization of video tape recorders.

The Japanese firm that will manufacture the Concord unit has not yet been chosen. Concord will concentrate initially on VTR sales in educational and industrial markets.

□ □ □ □ **Hardwick will give away \$20,000 in prizes** this fall during Operation Upgrade—its sales incentive contest for retailers. A total of 100 prizes will be offered, including a 1966 Thunderbird, a 1966 Mustang, Philco stereo phonos, tv sets, and radios. Prizes will be awarded on the basis of retailer range sales during the period of Sept. 1 to Oct. 30. During the contest, retailers will be able to offer a bonus to consumers: an electric knife (\$18.95 value) with the purchase of a 30- or 36-inch Hardwick free-standing range or Hardwick's double-oven Debutante model.

□ □ □ □ **Norcold has stepped up production** of its Decorator Line of compact refrigerators. The \$99.95 units, which were previewed at the July Housewares Show (MW, 28 Jun., p.3), were well received by retailers. Deliveries of the compacts are scheduled to begin "almost immediately."

□ □ □ □ **Roper and Hamilton-Cosco will join forces** for a promotion from early fall through October. Roper will offer a Cosco buffet cart—a \$24.95 retail value—free with the purchase of either its gas or its electric double-oven Charm range.

□ □ □ □ **Caloric uses high fashion** as the theme of its latest 36-page brochure of appliances. Illustrated with color photographs, the booklet shows Caloric's new line displayed along with designer fashions and described by copy written from a fashion angle.

□ □ □ □ **Three new slow-speed pre-recorded tapes** are being offered by Ampex to retail at \$23.95. Musical programs on the three 3 $\frac{3}{4}$ -ips stereo tapes—each of which plays for three hours—are the same as those offered on American Airlines' Astrovision flights. Also planned by Ampex for release in the near future: two 1 $\frac{7}{8}$ -ips tapes of background music entitled: "Around the World in 316 Minutes."

□ □ □ □ **Credit is paying off for J. C. Penney.** In the six months ended July 31, the J. C. Penney Credit Corp. earned \$1,153,021. Customer receivables soared to \$283,501,561 by July 31—a gain of \$76,997,324 over the receivables owned as of that date last year. The J. C. Penney Credit Corp. was formed on Apr. 13, 1964.



□□□□ **The color set shortage:** From Philco comes word that, while it has enough 21-inch color sets for the 1966 selling season, 19- and 25-inch models will be in short supply and may have to be rationed. Asked about Philco's color tube production plans last week, Robert O. Fickes, president of Philco, announced that starting this week, Philco will begin producing 19-inch tubes in addition to the 21-inch tubes it already manufactures. The 25-incher is the next tube size under consideration, and then perhaps the 15-inch tube, although Fickes questions the present market for small color sizes. "By 1967, Philco should have a set smaller than 19 inches," he said, "but the 14- to 16-inch category is the smallest we would go."

Fickes also traced the beginning of a Philco comeback, to improved marketing and competitive pricing. Philco's total corporate sales through July 31 are up 13% from cumulative sales a year ago, he noted; and in consumer electronics, "distributor sales this year, compared to last, are well ahead of the industry growth pace." However, he added, "While Philco has seen some months in the black this year, to date we are not in the black over-all."

□□□□ **The price of Philco's 19-inch color set** is \$449.95, and it includes a roll-around stand. Philco last week also dropped in a 23-inch black-and-white tv console in Danish Modern with an open price and four transistorized table model radios in white molded cabinets with gold trim or black-with-silver trim. Included in the radio selection are: a compact AM-FM clock radio, at \$59.95; a slimline AM clock radio less than 4 inches high, at \$34.95; a slimline AM, at \$24.95; and a two speaker AM-FM set, at \$39.95.

For fall, Philco plans a solid-state sales promotion, consisting of: a display package for dealers, a counter flip chart explaining solid state, a consumer folder and a merchandising kit. Retailers will also receive counter cards listing all network color programming.

□□□□ **Credit and the computer** is the subject of a new book prepared by the Credit Management Division of the National Retail Merchants Assn. (NRMA) for September publication. This "how to" book, entitled *Computerizing the Credit Accounts Receivable Operation*, can be ordered directly from the Credit Management Division, N.R.M.A., 100 W. 31st St., New York, N.Y. 10001. NRMA members can purchase a copy for \$10; the non-member price is \$15. Mail orders should be accompanied by 25¢ for postage and handling.

□□□□ **Ampex plans to provide better service** by establishing service depots for repair of both audio and video tape recorders in 15 major metropolitan areas across the country. Servicemen in trucks will be dispatched from the depot; audio tape recorders in need of repairs will be picked up by the servicemen and taken back to the depot for repair. Video tape recorders will be repaired right in the owner's home. Ampex already has four service depots in operation in New York City, Los Angeles, San Francisco, and Chicago.

□□□□ **GE has sold 1,800 educational tv sets** to Puerto Rico. The record \$537,000 five-year contract includes installation and guarantees 24-hour service on any set.

## The '65 air conditioner figures: a close look at sales, inventory

On the surface everything is rosy in the room air conditioning business, but as the 1965 sales bloom fades at season's end, there may be some thorny inventory problems ahead.

**Industry seems sure of a record**—for a third consecutive record year. Look at the statistics. As of the first six months of the year, the industry had shipped almost 2.2 million units into the pipelines—a figure not reached until July in 1964. Sales were up 19.9% for the first half of 1965, compared to the same period a year ago. Everything seemed "go" for the first 3 million sales year, topping 1964's record by 250,000 units.

However, top-level executives, concerned about pipelines bulges, are now in the process of revising their industry sales estimates and are envisioning a 2.8 to 2.9 million unit sales year. This figure could dip lower as shipment figures for the slack season—September and October—are tallied.

As of Aug. 9, total factory shipments were still up 16% over a year ago, but shipments in June were down 8.4% from 1964.

**The inventory situation** is furling many a top-level marketing man's brow. At the end of July, there were over 1 million units in distributor and factory pipelines. At this time last year, there were 500,000 units in inventory at the same levels. This 100% increase in inventory, while substantially higher than 1964, is not that much more than the inventory claimed at the same time in 1963, say some industry sources—but there is still cause for concern.

The swollen pipelines could burst into a flood of dumps and deals.

**At the retail level**, the sales patterns have been erratic across the country, with some sections racking up record sales, while others—lacking sustained heat spells—limped along with spotty sales. Some retail

sources say that not only the weather, but also increasing sales of central air conditioning units are a factor behind slowing sales. Some retailers now look for delays in new line introductions while the industry tries to get rid of its large inventory, and shore up or extend its floor plans or buy-back arrangements.

But some sources point to the fact that the bulk of the merchandise is in low-priced units and marketing them will be like "working with tv portables." The shifting sales pattern is documented by the flow of merchandise from manufacturers—as shown in the chart below.

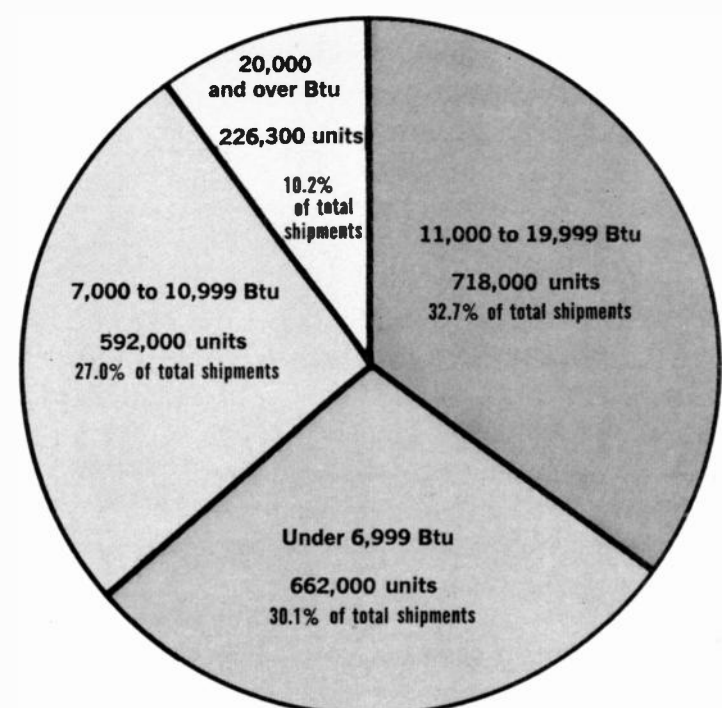
**The shift in the sales by Btu size** is eye-opening. This year, in the first six months, the 5,000-Btu-to-6,999-Btu category racked up 27.3% of industry shipments, compared to 19.6% for the same period last year. This is more impressive when one considers the over-all increase in the number of units shipped. Last year, in the first half, total industry shipments were 359,600 units from 5,000 Btu to 6,999 Btu. This year through June, the manufacturers had stuffed 600,000 units in this category into the pipelines.

Looking at the figures another way, 1965 first-half shipments of units in the 5,000-Btu-to-6,999-Btu category were up 66.9% from 1964, while the industry's bread-and-butter category—8,000 Btu to 12,999 Btu—gained 14% in sales over the same period in 1965—756,000 units (1965) vs. 663,400 units (1964).

On the other end of the Btu size scale, it appears that the larger size units are losing their grip on the total percentage of manufacturer shipments. The 11,000-Btu-and-over categories grabbed off 48.1% of the pie in the first half of 1964; this has shrunk to 42.9% for the same period this year.

—Martin R. Miller

**Manufacturer shipments of air conditioners for the first six months of 1965**





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invented a new way for you  
to make money. The secret—  
we refund \$3 cash to your  
customers. It works like nothing  
you've ever seen before.**



Every time you sell one of these Westinghouse appliances the customer gets a coupon we'll redeem for \$3.00 cold cash! And every time we do it, you rake in a customer. Now that's well worth \$3.00 to us.

Get Westinghouse Steam 'n Sprinkle Irons, Electric Knives, No-Stick Broiler-Frypans and Cordless Electric Toothbrushes on the floor and in the windows, too! Ask your Westinghouse distributor for point-of-purchase material to make this promotion pay off.

The rest is up to us. And we've got our checkbook ready. We've also got all your customers clued in, with full page ads in September 10 Life Magazine and the October issues of Family Circle and Holiday. Good timing? The coupons expire October 31!

You can be sure if it's Westinghouse





## Home entertainment center goes out into the world as cloak-and-dagger portable

No, Goldfinger, it isn't a suitcase. It's Electrohome climbing aboard the James Bond bandwagon with its model 007-E portable combination tv-radio-phonograph—a 50-lb. luggage-style unit with solid-state AM-FM multiplex tuner, 40w amplifier, Garrard changer, and 9-inch battery-operated tv receiver. To close the case, the tv set is tipped back; the set can also be removed and operated on AC. Suggested retail price for model 007-E is \$349.50. The new unit was shown by Electrohome at the Music Show, last month, in Chicago.



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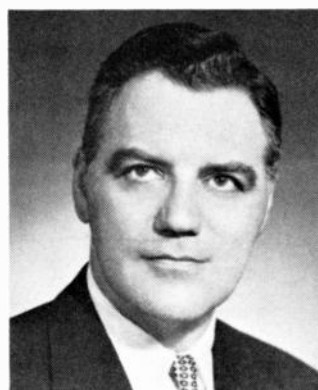
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**Joseph Lorin**  
Sr. Vice President of Grey Advertising, Editor "Grey Matter"



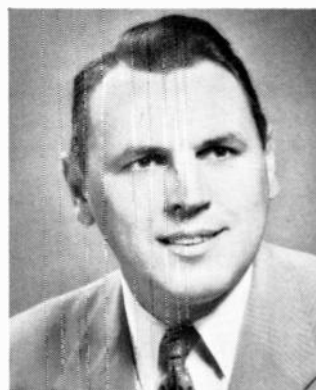
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**HUPP**  
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION  
Greenville, Michigan

**Admiral** continued from p.7

electric units. The free-standing ranges, dubbed the Imperial Duplex and the Supreme Duplex, are designed to be kitchen twins to the Duplex side-by-sides. They feature controls that provide an infinite number of heat settings, the units come in five colors, including a new one, halo beige.

**The 30- and 40-inch range line** features divided, removable, porcelain oven bottoms, porcelain and brushed-chrome tops, one-piece drip pans, and a newly designed back panel.

**The small-screen tv line** takes on an added dimension, and gets a price overhaul for the fall selling season. Admiral's newest tinyvision is a 9-inch, 12-lb. portable leader with a \$79.95 price tag. The Playmate comes equipped with a built-in jack for private listening, features a 110-degree picture tube, a 12,000v chassis, a two-stage high-gain IF amplifier, and a wired board carrying a five-year warranty.

Low-end model PG910 comes in black, red, and white, while step-up model PG927, with walnut-grained plastic cabinet and deluxe trim, has an open list.

**The rest of the portable line** looks like this:

The Playmate 13 (PG1330) is a 13-inch portable with 79 inches of viewing space at \$89.95.

The Galaxy (PG1521) is a 15-inch model in beige, at \$99.95—\$5 less than former Admiral 15-inch deluxe models.

The Elite (PG7021) is a 17-inch model with 141 square inches of viewing space in a beige cabinet, at \$109.95—\$5 below last year's leader model.

Admiral dropped in two new 19-inch models: the Viscount (PG9244) in beige-and-white and sandalwood-and-white, at \$119.95; and the Marnier (PG9100) in black, beige, and white with front controls, at \$129.95, but retained the same leader price for this category.

The 11-inch portable—though dropped from the line as a regular set—has been retained as a promotion model.

**The Spanish look:** Admiral got into the swim with a high-end stereo console phonograph and a 23-inch color tv console—both in Spanish styling.

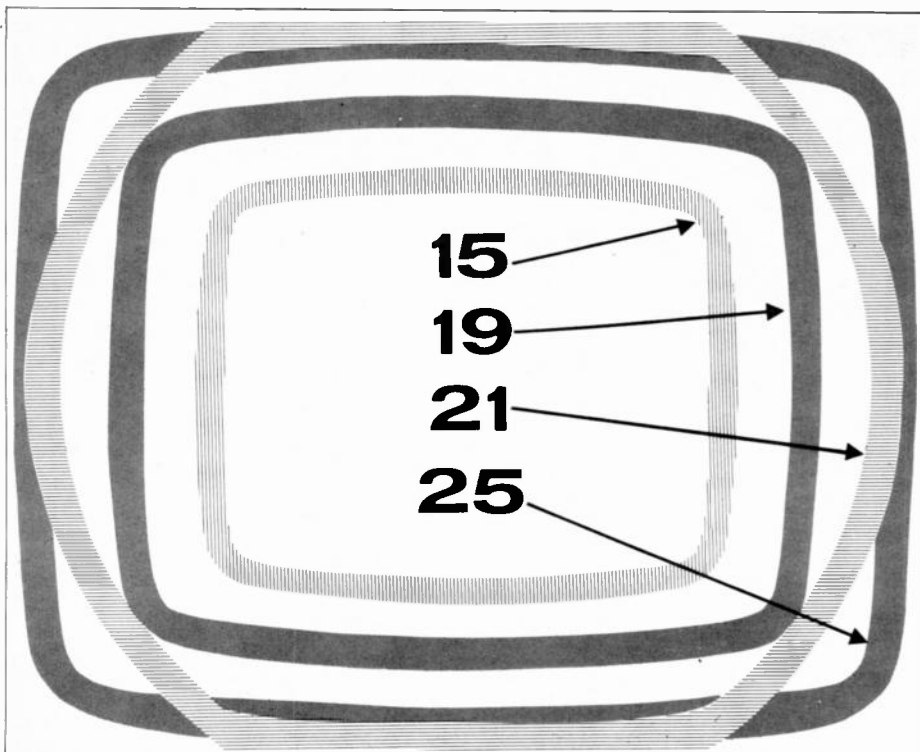
The solid-state stereo console, model YG8153, comes with eight speakers, 80w of peak power and an AM-FM stereo radio in a 60-inch cabinet for \$455. Named the Valencia, its other features include: zero tuning meter, push-button controls, record storage space, compartment light, and FM stereo indicator light. The console augments the new line, which includes 50-, 60- and 72-inch-wide models with 80w of peak power, and the 75-inch-wide unit with 360w of peak output.

The 23-inch combo in Spanish Provincial, at \$695, is only one of five new color tv drop-ins. Admiral is adding an Italian Provincial 23-inch console at \$589.95 and a 23-inch combo in a Contemporary cabinet at \$750.

The company is also adding a pair of 25-inch three-way combos in French Provincial and Danish Modern for \$1,000.

**In the black-and-white tv line,** Admiral is dropping in a Danish Modern 23-inch lowboy console with an open list. And there is a new push-button control clock-radio, model YG-873, with an open list.





Color pictures: outline of four basic screen sizes RCA will offer next year

## Small-screen color sales: how big—and how important

RCA's eloquent pitch to make the 15-inch color picture tube the next industry standard is paying off. Faced with competition from General Electric's 11-inch portable, the industry is ready to embrace the 15-inch tube as the next step in color development.

The outlook for color is still filled with question marks—not the least of which is accurately gauging the importance of small-screen color sets next year. Already, 1966 shapes up as the most prosperous and complex year in the growth of color tv.

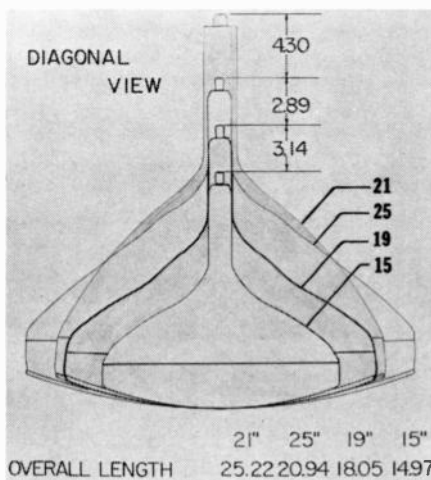
When RCA's television tube division pitched 15-inch color at set makers, the company emphasized the screen size as ideal, but played down its importance in the product mix. (For what RCA told set makers, see the table below.) RCA pegged small-screen color set production at only 4.4% of industry mix next year, and only 7.1% of the mix in 1967.

The RCA estimates caused raised eyebrows around the circuit. Most importantly, GE did not agree with RCA's estimate of the small-screen color market, although it was not about to reveal its own—higher—figures.

"Undoubtedly," said one neutral set maker, "the truth about the size of the small-screen color market lies somewhere between the RCA figures and whatever GE estimates."

The worry for set makers regarding the introduction of small-screen color sets at new low prices is the impact they will have on console sales.

"The introduction of these units



Another look at RCA's family of color tubes: how the new one fits in

will hasten the fall of volume console sales," complained one set maker. "This can only reduce dealer profits."

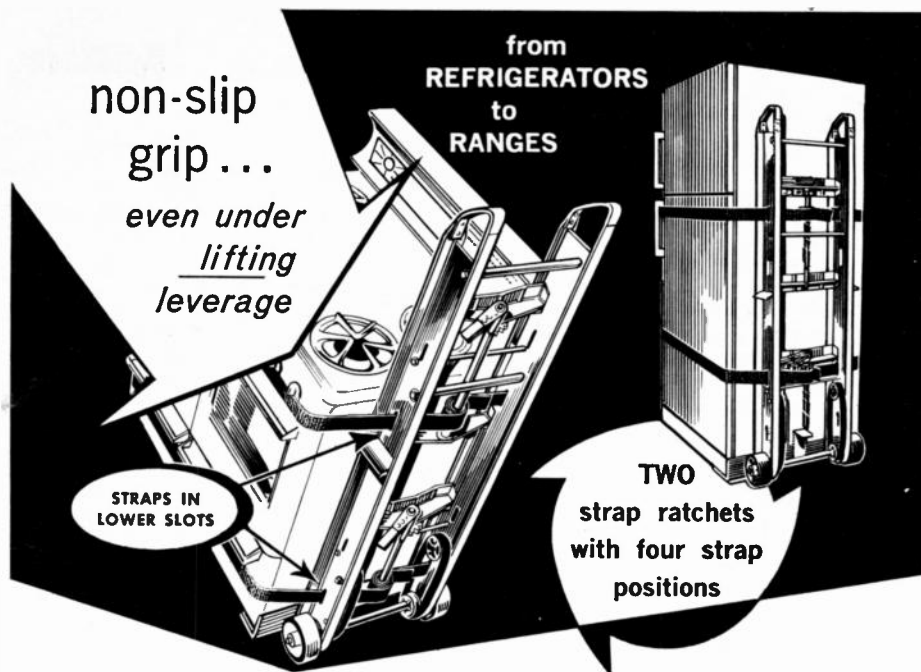
Another imponderable factor next year will be the tube supply. Based on estimates tube manufacturers are handing out, the industry conceivably could have more than enough tubes to cover sales in 1966. Next year, tube capacity could climb well over 4 million units if everyone's plans pan out—while set manufacturers expect to sell 3.3 to 3.5 million units.

But at least one set maker, who has already glimpsed his initial 1966 tube allocation from RCA, is unhappy. "It certainly didn't match our expectations," he said. "The figure was low."

### Estimated factory production of color sets\*

Tube Sizes	1965		1966		1967	
	Units (in 000's)	%	Units (in 000's)	%	Units (in 000's)	%
23s, 25s	600	25.3	2,000	58.0	2,700	64.3
21s	1,650	69.5	650	18.8	—	—
19s	100	4.2	650	18.8	1,200	28.6
11s, 15s	25	1.0	150	4.4	300	7.1
Totals	2,375	100.0	3,450	100.0	4,200	100.0
Imports	25	—	50	—	100	—
Totals	2,400	—	3,500	—	4,300	—
Distributor-to-dealer sales	2,350	—	3,400	—	4,200	—

\*Estimates RCA Picture Tube Division gave set makers



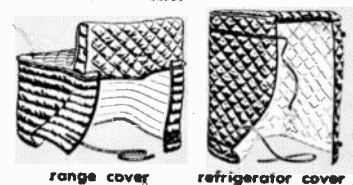
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You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when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

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

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



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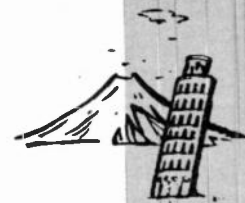
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This is the selling punch you wanted! . . . in the two magazines that can help you sell best! HOLIDAY is the top magazine of gracious home living . . . and FAMILY CIRCLE is the leading service magazine for homemakers. Together they will sell the newest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

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

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

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



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

**Remember . . .  
OCTOBER IS  
SWEEPSTAKES MONTH!**



## GE Appliance Centers in Cleveland: the critics speak, the openings continue

The GE Appliance Centers are here to stay—at least for a while. Last month the thirteenth Center opened in Ohio.

But if the Centers are the "new wave" of appliance retailing, the wave is breaking slowly. Whether one sees the GE Appliance Centers as successful or only adequate seems to depend largely on where one stands.

"The fact that we are expanding, shows we are doing well enough," says George Connor, GE's district manager. "It speaks for itself."

On the other hand, Jack Boberg, of Appliance Mart, had a GE Appliance Center for about six weeks last November and decided to drop it. "The store just didn't do enough business to suit me. Maybe 10 years from now the appliance centers will do all right, but I have no wish to fight windmills while I wait."

"I think it's a dirty trick—a rotten deal they've pulled. I've been a GE dealer here for 20 years, and then GE turns around and does something like this," said a dealer who asked that his name not be used. His store is a block away from an appliance center. "I talked to the manager of the appliance center down in Median just yesterday, and he said he sells three pieces of merchandise a day. He's in a \$70,000 building, and he's making \$150 a week, his assistant \$100, and another salesman \$75. I know I'm selling more than he is. No store can exist on just one line. Maybe it can work in a small country town, but not in Cleveland. Competition is just too great. In a store like that you work for nothing."

"We believe there is a future in the one-line appliance store or we wouldn't be in it," says Connor. "We know this to be a fact that the public wants to see one line from top to bottom. It's confusing to the public to go from one brand to another. The customer wants to deal with a salesman who knows what he's talking about—and I mean the big-ticket items, like refrigerators and television sets."

"I don't see how they can possibly be making money," said one knowledgeable Cleveland dealer. "There just isn't that much business for a new store. Besides, margins are very, very tight."

On the other hand, the new GE Appliance Center, which opened in July across from a major Cleveland shopping center, sold 88 items in the first two weeks. And one of the other Cleveland GE Appliance Centers sells 100 to 135 items a month. The source did not say what items these were.

The one-line idea is going to catch on, according to Larry Zirker, manager of the new GE Center. This store, along with three others in the Cleveland area, is owned by A.D. Kohlmyer, an industrial hardware businessman. Zirker was assistant manager of another GE Center before he moved up to the position of manager of the Southgate store.

Other manufacturers are very interested in the idea, says Zirker, but he doubts if many of them could do it the same way as GE. Zirker adds that a number of top officials from Kelvinator, Admiral, and Frigidaire have stopped into the Southgate store to look things over. "Look at Sears," says Zirker. "They only have one line and see how successful they have been."

"I don't think the appliance store will ever achieve the size business of Sears, because it is restricted in the goods it can carry," says George Hoffman, manager of the GE Appliance Center near Cleveland's Euclid-Shore shopping center. "The Sears line has the high gross items—like yard goods, clothes, and shoes—which carry a 44% markup. Appliances carry only 11%, 12%, 13% or 14% markup."

"GE markups are low, but they aren't that low," says another GE dealer. "They range between 15% and 20% markup." There is

fair-trade in Ohio, and prices are set by the distributor. Some dealers however, have complained that the line is not policed as well as it should be. "Connor is setting low prices to meet Sears' competition," says this dealer.

"Anybody's kidding themselves if they think they're going to compete against Sears," says Hoffman. But Hoffman is definitely in favor of the one-line idea, and he'll stay in business as a manager of a GE Appliance Center. His Center has been open since March.

Hoffman feels the GE Appliance Center has two big advantages: "It gives you volume buying power, and there is more direct cooperation through the factory. The retailer can give one line more attention, and the manufacturer can give you more attention in the merchandise you are selling."

"We like the Sears competition," says Earl Weichman, manager of the GE Appliance Center in the Southland Shopping Center. "Customers stop in on us on their way to and from Sears." Weichman has been in Southland since November. "We like it, and we'll stay. When a customer comes into our store, he is overwhelmed by the large display of merchandise. The salesmen become very versatile in one brand and they know their subject."

At least two changes have been made in the way the Centers merchandise. "We started out by separating brown goods from the white goods in private separate rooms, but now we believe it's better to blend them," says Connor. When the merchandise was kept in separate rooms, the customer did not always see everything. Now, when a customer walks into the new Southgate GE Appliance Center—the first with the new layout—he can see most of the merchandise at a glance. "Sears displays its merchandise in the same way," says Zirker. "They've been pretty successful and I see nothing wrong with copying them."

The other change has been an improvement in the Centers' advertising. "The advertising is better than it was when they started," says Larry Schwede, of Schwede's Appliance Village, a GE dealer. "The whole image has been upgraded."

A new plan at the new store is being tested by Zirker. Zirker is accepting repair items that the customer would ordinarily have to take into the downtown GE repair shop. One of Zirker's men regularly goes down to the distributor once a day, so he takes along the broken appliances. "It doesn't cost us anything. It may be something of a headache, but it's worth it," says Zirker. His was the first GE Appliance Center to add this service, but now another Center is doing it, too.

The stores ship among themselves, says Zirker, and then bill each other at the end of the month. It assures each operator of moving merchandise and "keeps the money moving."

Are the Appliance Centers being shown any favoritism by GE, at the expense of other GE dealers? Are they getting specials not available to the average retailer? Is this a factor in deciding to go GE all the way?

Boberg and Schwede, both GE dealers, but neither with a GE Appliance Center, deny this. "It would be pretty illegal if they showed any favoritism," says Boberg about GE. "GE is a pretty legal company, and they want to get along with the FTC. And the FTC keeps a close eye on them, too."

One dealer located near a GE Appliance Center concludes by saying, "It's no competition for us. I don't know how they are doing, but I've heard comments that some are doing good and some stink. If you have only one line to sell, you have to do a volume business, and I don't think they can. I don't like the idea of the Appliance Center. What it amounts to is your money and GE's appliances."

—Wallis E. Wood and Jim Rubenstein



Front view of the newest GE Appliance Center, which was opened recently in Cleveland, Ohio. The window display is half brown goods, half white goods. Fifth GE Center in the Cleveland metropolitan area, it faces Southland, a major Cleveland shopping center.



The carpeted brown goods section is located at the rear of the new store. Shown here is the Center's portable tv display. The lighting is subdued and the pictures on the walls lend a living room atmosphere.



White goods and housewares are displayed in the front half of the new GE Appliance Center. Ranges, washers, dryers, and dishwashers form neat islands; refrigerators line the wall facing the housewares.

# EXTRA

★ ★ ★ G-E APPLIANCE CENTER NEWS BULLETIN ★ ★ ★

## GRAND OPENING

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AT 5326 WARRENSVILLE CENTER RD. OPPOSITE SOUTHGATE!

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**HERE ARE 10 IMPORTANT FACTS YOU SHOULD KNOW:**

1. FOLLOW THE CROWD
2. LOOK FOR THESE GRAND OPENING SPECIALS AT ALL G-E CENTERS!
3. SPECIAL GRAND OPENING STORE HOURS: 10:00 - 9:00
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A PORTABLE TV! AT A G-E CENTER!

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Prizes available while in the store for the entire duration of the Grand Opening. Prizes are limited to one per customer. Prizes are not redeemable for cash. Prizes are subject to change without notice.

**PRIZES**

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Third prize — A beautiful Oceanic Color Television set, 15" screen, 100% GE parts, 100% GE service.

### G-E APPLIANCE CENTERS

APPLIANCES TV STEREO    EASTGATE    EUCLID-SHORE    SOUTHGATE    WEST END    SOUTHGATE

Pushing GE's one-line concept, this two-thirds page Grand Opening ad in the *Cleveland Press* used a newspaper format to convey a feeling of immediacy. Along with its offer of gifts, prizes, and credit, the ad defined GE Centers, and boosted other Centers in Ohio.



# rodriguez looks at the franchise check



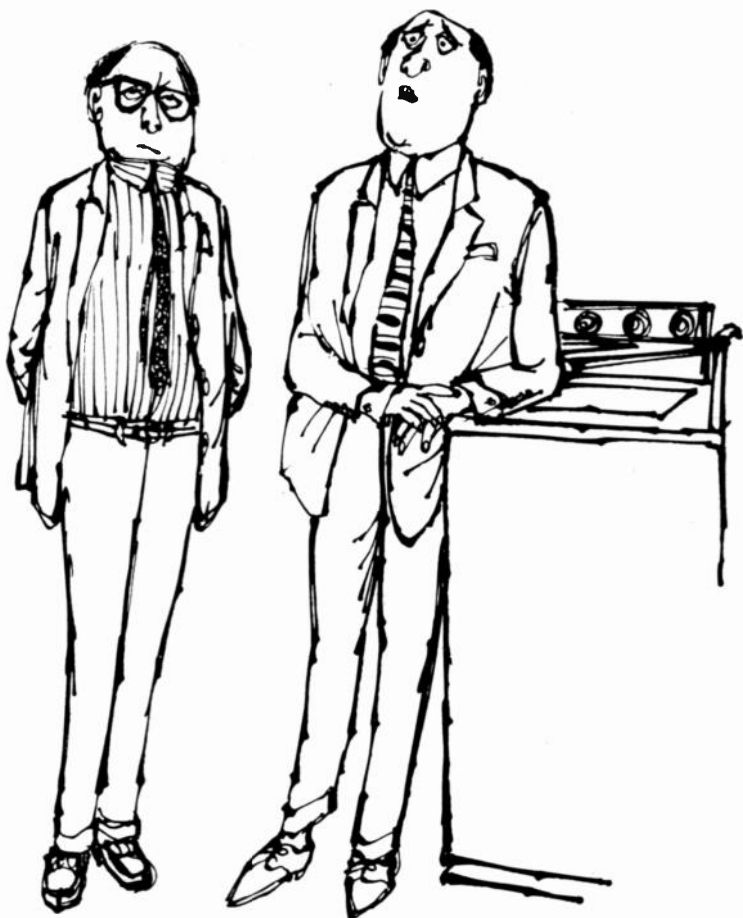
"...Well, do you have such a thing as a franchisette?"



"They're pretty damned fussy about their franchises for an outfit that's been cited twice by the FTC in five months..."



"...Store appearance-good, store location-excellent, credit review-good, dealer's appearance-mediocre..."



"I guess that franchise check they ran on me didn't come out too favorable—it's almost three years and I haven't heard a thing..."



"I'm sure counting on getting this franchise; the guy who's been transshipping your line to me has been talking about jacking up his prices..."



# The Watusi is out in the open at last.



## With Channel Master's Take-Two

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Get your share of the big profits now being made from the discotheque craze.

Watch every body take to the Take-Two. It takes the lid off discotheque. Frees it from indoor confinement. Lets America dance the frug, the monkey, and the watusi... in the backyard... on the lawn... the beach... picnics... everywhere.

That's because the Take-Two contains a rugged, excellent phono that would turn anybody on; it plays 33 1/3 LP records. And the rich-toned 7-transistor radio comes on loud and clear, too. The listener takes his pick.

This no-plug-in, complete entertainer—all 5

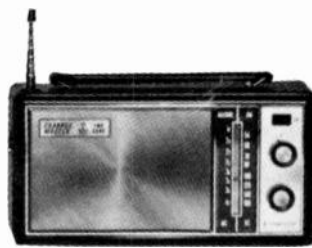
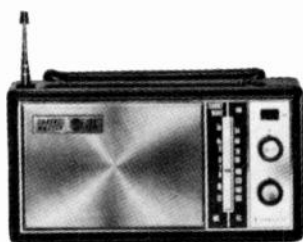
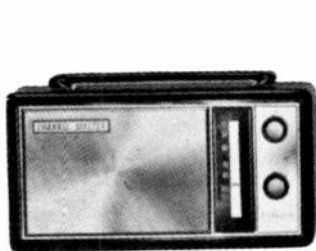
lbs. of it—is compactly packed into a leather-textured case. And makes a traveling companion so smart, it's downright irresistible. Plays on 6 long-life "D" batteries. And Channel Master's famous 120 day Instant Replacement Guarantee backs it up. Nobody else gives protection like this. (Yes, we're pretty sure of our product.)

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***\*If the Take-Two (or any Channel Master transistor radio) proves defective within 120 days, we will replace it, instantly, free.***

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Model 6560, 8-transistor portable • Model 6468, Short Wave and BC • Model 6469, Marine and BC • all self-contained in leatherette cases.

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City ..... State ..... Zip Code .....



## IF YOUR BUSINESS CURVE LOOKED LIKE THIS, YOU'D BE IN TROUBLE...



## WE LIKE IT!

**Merchandising Week** is read thoroughly, cover-to-cover. No skimming or skipping or "cherry-picking" a page here an item there. Mills Shepard, the trade publication readership specialist, reports an intensely interested readership from front page right through to the back cover.

As we said, we like it and you should too. This is the kind of reader attention your advertising deserves.

The chart? It represents front of publication to back cover readership scores of  $\frac{1}{4}$  page and larger advertisements in the February 15, 1965 issue. Your **Merchandising Week** representative will be delighted to give you the complete readership story. Just ask him.



## MERCHANDISING WEEK

OFFICE OF THE PUBLISHER

August 23, 1965

On October 18th...

MERCHANDISING WEEK will publish a MAJOR APPLIANCE MARKETING ISSUE which will supply the industry with marketing/merchandising information never before published.

This issue will represent several months' planning and preparation, including a depth survey with a sample of 6000 retailers throughout the country for a clear, current picture of the marketplace. All major appliance product categories will be covered in detail...refrigerators, freezers, home laundry, ranges, ovens, room air conditioners, humidifiers, dehumidifiers, central air conditioning, dishwashers and disposers.

Retailers will find this fact-packed issue useful for complete marketing information, merchandising ideas and the buying guides they need to plan with confidence. New insights on co-op buying groups, industry promotions, service and product features are just a few of the many subjects covered.

Cordially,

*Dale R. Bauer*  
Dale R. Bauer

A MCGRAW-HILL PUBLICATION 330 WEST 42nd STREET NEW YORK, NEW YORK 10036



# Three reasons why this fall's housewares promotion could work

No one will deny that the first industry-wide electric housewares promotion last fall was, at best, disappointing. The sponsor, the electric housewares section of the National Electrical Manufacturers Assn. (NEMA), knew it had to develop something better for this October: a promotion that would appeal to consumers as well as to retailers, distributors and utilities.

NEMA thinks it has found the answer:

**1. A retail traffic builder** will help bring consumers into stores across the country. NEMA has built a "Holiday of a Lifetime" sweepstakes contest into this year's program. In order to qualify for the contest, which offers all-expenses-paid vacation trips as well as merchandise prizes, consumers must go into a participating store.

**2. More industry support** is certain. Retailers will be getting more help from more places in an effort to boost electric housewares sales during October, generally considered a slow month by fall standards for housewares. The utilities, especially in the East, are working closely with distributors and retailers, providing the electric housewares industry with a major new source of support that is expected to continue beyond the run of the October promotion.

**3. A holiday theme** will be emphasized this year, enabling retailers to get a jump on their major holiday season—Christmas. "Make Everyday a Holiday with Electric Housewares" will receive major play this year. Last year, this holiday theme took a secondary role to the rather staid theme of "October Is Electric Housewares Month," which is being played down this year. The NEMA promotion also will center attention on home entertaining, which is proving a popular retail promotional theme as a way of easing into the Christmas holiday season.

By Ed Dubbs

Cover photo by Joe Ruskin  
Drawing p.16 by Joan Bacchus

## ONE...traffic-building sweepstakes backed by NEMA members

National ads will back up retailers tying into the NEMA promotion. The ads, to run in two magazines, will feature the consumer "Holiday of a Lifetime" contest.

NEMA-sponsored full-color advertisements will appear in the October issues of *Family Circle* and *Holiday* magazines, reaching more than 15 million primary readers. In addition, manufacturer-members of NEMA's electric housewares section will be tying in their own national advertising with the NEMA promotion.

The vacation prizes also tie in nicely with the over-all "Holiday" theme for the event. Grand prize in the consumer contest is an all-expense-paid trip for two to anywhere in the world. Second prize is a similar trip for two to anywhere in Europe, and the third prize is a trip for two anywhere in the continental United States (excluding Hawaii and Alaska).

There are five additional trips being awarded: each for two people for five days at the Castle Harbor Hotel, Golf and Beach Club in Bermuda.

In addition, electric housewares products will be given as prizes to an additional 100 runners-up in the contest.

And: retailers who actively participate in the NEMA promotion are eligible for vacation trips identical to those being awarded to consumers.

The contest is set up to draw traffic into the retail outlets, and this is probably the single most important improvement made in the program this year. In last year's promotion, there was nothing to bring the consumer into the store, other than to advise her that "October is Electric Housewares Month."

The consumer must enter a retail store in order to become eligible for the contest. The ads in *Family Circle* and *Holiday* will include an entry blank which must be signed or stamped with the name of a retailer. The consumer—not the retailer—then mails in the contest entry form.

Turning the traffic into purchasers will be the retailers' job, but, here too, NEMA is providing help in cooperation with manufacturer-members, distributors, and utilities.

Promotion kits will help retailers set up their own local promotions. The kits, each of which cost NEMA \$1.20 to prepare, will be available free to retailers from a number of sources—just for the retailer's asking. They may be obtained from local utilities which are cooperating with the promotion, from distributors, and from salesmen and manufacturers' representatives of member NEMA firms. The idea is to get as many kits as possible into the hands of retailers since they contain display material touting the campaign.

The promotion kits contain: one 12 by 33-inch four-color streamer; one 17 by 22-inch four-color Sweepstakes contest prize streamer; six 12 by 14-inch two-color, over-wire pennants; one 12 by 14-inch two-color easel-type counter card; three 3½ by 6-inch two-color, four-page envelope stuffers; one celluloid button to be worn by a salesman; twelve two-color, acetate, self-sticking price stickers; and a 16-page Promotion Planner Work Book.

The planning books are designed to provide retailers with ideas for promotions and spe-

**1st PRIZE** ... HOLIDAY OF A LIFETIME anywhere in the world! ... Europe, Asia, Africa, Australia, you name it! ... Pan Am will make all your arrangements ... expenses paid! for two.

**2nd PRIZE** ... HOLIDAY OF A LIFETIME anywhere in Europe! ... expense paid trip for two to England, France, Germany or any other country you want to visit!

**3rd PRIZE** ... HOLIDAY OF A LIFETIME anywhere in the United States,\* expenses paid for two!

**4th PRIZE** ... HOLIDAY OF A LIFETIME to Bermuda for two, with five glorious days at the Castle Harbour Hotel, Golf and Beach Club. Five trips for two will be awarded.\*\*

**5th PRIZE** ... Win one of one hundred electric housewares ... toasters, electric knives, electric toothbrushes, electric coffeemakers, electric can openers and many more to MAKE EVERY DAY A HOLIDAY for you.

\*except Alaska or Hawaii \*\*from New York

**BANK OF AMERICA WORLD-WIDE TRAVELERS CHEQUES**

Plus Bank of America Travelers Cheques to take care of your expenses. These cheques—known and accepted the world over—come with a money-back guarantee against loss or theft.

**PAN AM** WORLD'S MOST EXPERIENCED AIRLINE — When you fly the Pan Am Jet Clipper, you'll have the sure feeling that comes from flying the very best there is!

The covers of a full-color booklet-type ad

cial events, and suggestions for using direct mail, radio spots, newspaper advertising and for obtaining additional promotional help from distributors, manufacturers and utilities. In some areas, utilities are making available to retailers, in cooperation with distributors, reprints of the double-page, full-color ad running in *Family Circle*. This will enable the retailer to hand out the ad, which includes the contest entry form, to customers entering his store. Retailers also are being encouraged to run the entry form in their newspaper ads.

For retailers to win vacation trips, they also must enter a contest. The trips will be awarded to participating retailers who come up with the most original and effective store promotions tying in with the "Holiday of a Lifetime" Sweepstakes. The entries will be judged—by members of the trade press—on the basis of successful sales results, photo of window and in-store and department displays, demonstrations in action, exhibits of advertising tear-sheets, radio spots, and other evidence of promotional activities. All entries must be mailed by Nov. 30 to Ted Sommers, Inc., 2 Post Road, Fairfield, Conn., P.O. Box 627. Sommers is the advertising-public relations agency handling the NEMA promotion.

R.O. Lockman of West Bend Co., chairman of NEMA's electric housewares section, is convinced that the traffic-building consumer contest built into this year's program will spell the difference between disappointment last year and success this fall. William J. Pfeif of General Electric, chairman of NEMA's sales-promotion committee, adds: "This is the first time that the industry has come up with a promotion that makes sense."



## TWO...a good start on winning over utility and distributor aid



insert to run in October in Holiday magazine

### Manufacturer support:

The following is a list of manufacturer-members of NEMA's electric housewares section. The first listing includes the seven manufacturers who are sponsoring the ads in *Family Circle* and *Holiday* magazines, and the products they will be featuring in these ads:

**Cory Corp.**—The firm's A20P Royal Buffet coffeemaker and DCKS combination can-opener/knife-and-scissors-sharpener.

**General Electric**—The firm's cordless slicing knife.

**Knapp-Monarch**—A special offer on its Redi-Oven with a consumer bonus of an International Silver party dish, retail value \$7.50, plus free coupons for Banquet, Stouffer's and Gorton's frozen foods.

**Mirro Aluminum**—The firm's fair-traded Deluxe Mirro Electrics, including 10-, 22- and 35-cup coffeemakers.

**Proctor-Silex**—The Mary Proctor four-slice toaster with Twin Color Control.

**West Bend**—The firm's 12-to-36-cup party percolator.

**Westinghouse**—A \$3 refund offer on its franchised Royal Lady electric housewares line. The consumer buys any one of 10 products and receives a \$3 refund directly from Westinghouse.

**Other NEMA members** are: Arvin, Burko, Electromode, Fasco, Hobart, Markel, Oster, Ronson, and Sunbeam. Although they are not participating in the *Family Circle* and *Holiday* ad campaigns, all are cooperating with the NEMA promotion, including the distribution of promotion kits to retailers and the inclusion of the NEMA promotion in their own advertising.

The promotion makes sense to more people this year. There is little doubt that it will have more support from utilities and distributors in particular this year than the first venture last fall. Eastern utilities are expected to be especially active, but others also will be offering increased support in varying degrees.

Not as many utilities have been won over this time around as NEMA would like, but the association feels it has made a good start: NEMA has no illusions of the October promotion reaching the height of success in one or two years; it probably will take four or five. But this year, NEMA believes, it has a program on which to build a firm base for future success.

**What's happening in Boston** this year provides an example of what NEMA is seeking and eventually hopes to pick up in additional marketing areas.

In Boston, the utility members of the Electric Institute are supporting the association's October promotion and are working closely with distributors, manufacturers and retailers.

Four utilities have placed orders for more than 1,000 kits to be distributed to dealers in their area. They are Boston Edison Co., New England Gas & Electric Assn., Brockton Edison Co., and New England Electrical System.

Electric housewares distributors will hand out the kits to the retailers. Distributor salesmen will work closely with independent dealers in setting up display material. In addition, the distributors are buying reprints of the *Family Circle* ad for retailers to hand out as flyers to their customers. Participating distributors include Graybar Electric, General Electric Supply, Westinghouse Supply, Joseph Milhender, Eastern Co., and Massachusetts Gas & Electric Supply.

Representatives of most of the utilities and distributors met (see photo) in Boston Edison's new offices in Boston's Prudential Center earlier this month to plan the local promotion. In addition to getting down to money matters—the utilities buying the kits, the distributors handing out the kits, and buying the *Family Circle* reprints—the group discussed ways of encouraging retailers to tie in with the promotion. Joe Milhender volunteered to donate several booths at his dealer show, which will run Sept. 18-19 at Boston's War Memorial Auditorium. The utilities have agreed to staff the booths with representative personnel from their home-economist departments.

Going into the meeting, the group already had the enthusiastic support of Maurice Cohen of Lechmere Sales, one of the strongest independent dealers in the metropolitan Boston area.

Although department stores in some areas will be participating in the promotion—at least to the extent of honoring the contest entry blanks—the NEMA promotion is considered to be especially attractive to independent dealers.

Department stores traditionally prefer to develop their own individualized promotions rather than tie in with other retailers. Still, it is expected that more department stores



**The men on the cover:** In the foreground, outlining the NEMA program to Boston-area distributors and utility executives: John L. Sullivan, of Boston Edison. Seated, from left to right: F.A. Schloman, New England Gas & Electric Assn.; Tom Saint, Eastern Co., chairman of Electric Institute Inc. planning bureau; Pete Spillane, N.E. G&E; John J. Waddell, EI managing director; Donald MacDougall and Francis J. Bonarrigo, Westinghouse Supply Co.; Fred Ford, Brockton Edison Co.; E. Bryant Whiton, Mass. G&E Supply; Brad Thurston, Gen'l Wholesale Supply; Edward B. Flaherty, Graybar, chairman of EI's housewares committee; Joseph Milhender, Milhender Distributors; W.L. Dwyer, Boston Edison. Attending but not pictured: C.F. Werner, Brockton Edison, and J.E. Carroll, Graybar.

will participate in this year's promotion.

**The independent retailer** often complains that he is neglected by the housewares industry. But now the industry has developed a promotion that appears to be ideal for him. He will be able to offer his customers a chance to win valuable prizes, just like the many department stores that include a consumer contest in their own promotions, such as housewares carnivals.

There is little doubt that the retailer needs promotional help in October, a sort of an "in-between" month—between active housewares promotions in September and the start of the Thanksgiving-Christmas selling season.

**For a promotional idea** on how retailers can use the "Holiday" NEMA promotion for an early jump into the Christmas season, turn the page.







## THREE . . . a retail angle on home entertaining that can ease you into the Christmas season

October is a perfect time for retailers to throw a party for their customers. In return, you should pick up some new business.

Americans are entertaining more at home in informal groups, and housewares retailers, increasingly, are aiming promotions at the housewife-turned-hostess. In fact, a new product category has been created—"home entertaining" electrics. It is made up of products suitable, and attractive enough, for use on informal buffet tables. The products range from 30-cup coffeemakers (party percs), to buffet-styled frypans, to slicing knives.

Department stores in major metropolitan areas have been most active in aiming electric housewares promotions at the hostess. Now, other retailers, including those in smaller cities and communities, are finding the home-entertainment theme also is right for them.

Retailers have found the home-entertaining theme generally successful in easing into the Christmas selling season at an early date, and without offending any customers who might object to a direct Christmas gift ad in, say, October.

By featuring home-entertaining themes, you can . . .

**1. Plant a gift idea with consumers** because many of the products that make up the home-entertaining category are especially suitable for gifts. Early gift buying can be further encouraged if a layaway plan is featured in your advertising.

**2. Open up a wider market** for the products by encouraging the consumer to purchase for her own use items that generally are bought as gifts. This is especially true of such gift products as warming trays.

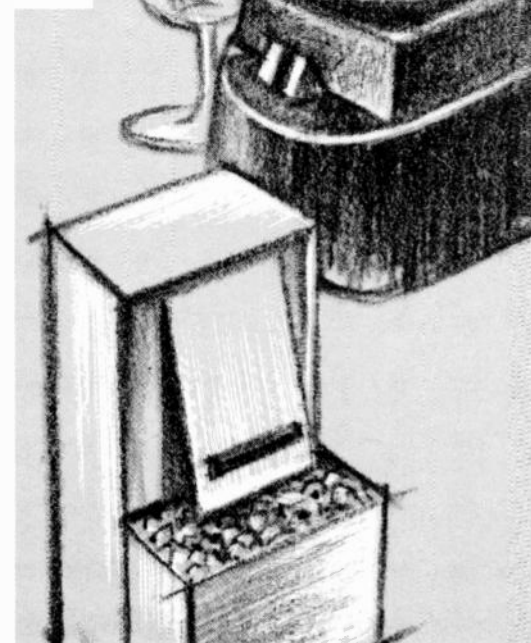
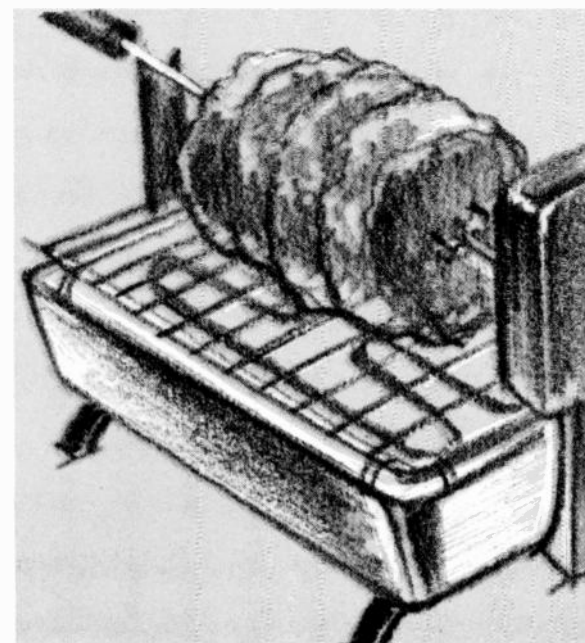
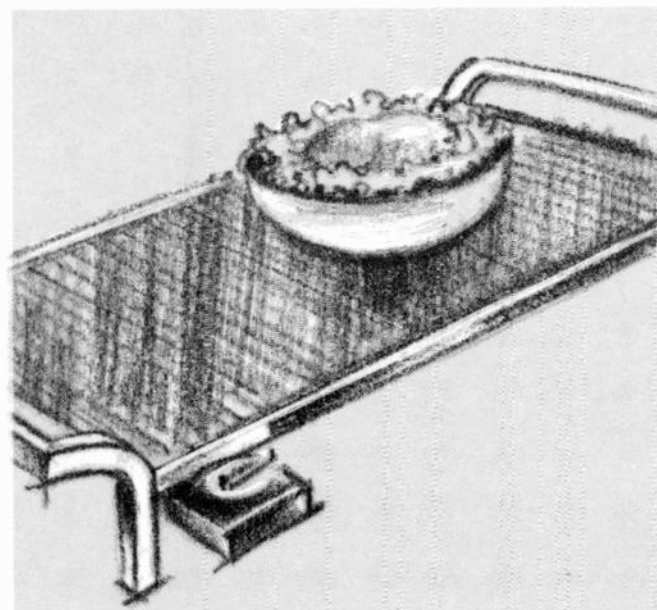
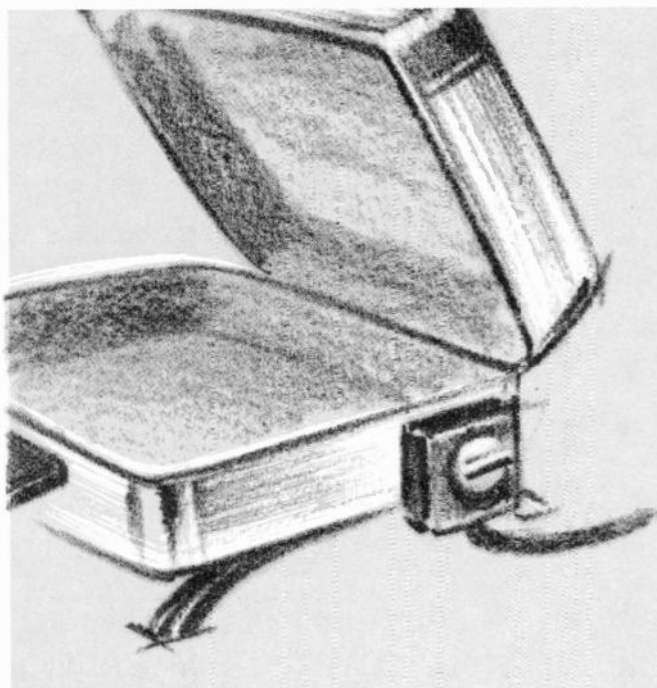
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And by subtly promoting home entertaining, retailers can take themselves into the Christmas holiday.

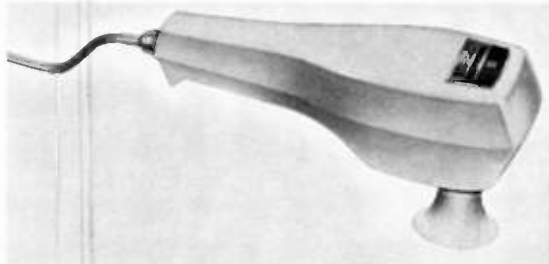
The promotions should be aimed at helping the housewife be "the perfect hostess" with the conveniences of modern electric housewares, providing her with more time to spend with her guests, and a chance to enjoy her own party. She can keep food hot at the buffet table, cook at the table with a griddle or broiler-rotisserie, brew one pot of coffee with a party perc instead of half a dozen pots with standard size percs, and carve her turkey with an electric knife.

**Look at the drawing on the left.** It shows one idea on how retailers can get across the party theme in their store and department displays by selling up with an informal buffet table to show home entertaining electrics in use. A salesclerk or demonstrator could be dressed in a hostess gown to carry out the theme. For department stores, the party display provides a chance to cross-merchandise some of the store's other products including china, glassware, and linens.

**October need not be a slow month** this year for the housewares retailer, especially if he combines NEMA's holiday with his customers' entertaining season.







### Toastmaster adds new housewares

New additions to Toastmaster's line of housewares are a two-speed vibrator-massager, two steam irons, and a 12-speed dial mixer.

Two speeds and four special attachments highlight Toastmaster's

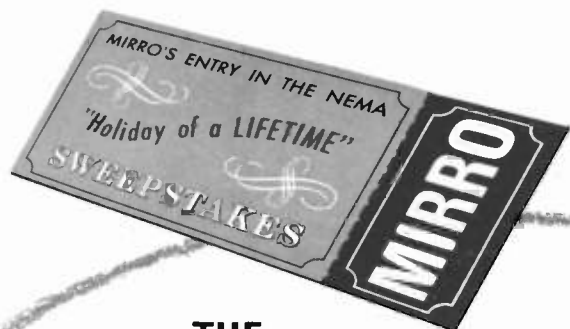
new lightweight vibrator-massager, model 5901 (shown above). Attachments include body, face, scalp, and soft touch applicators. The two-speed selection provides a penetrating massage or a surface vibration without

changing applicators, according to Toastmaster.

New to the iron line are two versions of a steam iron—a spray-steam-dry iron and a steam-dry iron. Both items are offered with a choice of a brown or white handle. The spray-steam-dry iron is available with a white handle as model C451, and with a brown handle as model C456. The steam-dry iron comes in white as B415, and in brown as model B420. Model C451 features a pump action push-button control for mist spray at any setting. Another button releases steam. Both the spray and steam models have a fabric ironing guide, a thermostat, a polished aluminum sole plate, and a flexible cord lift.



Highlighted on the new lightweight mixer, model 1716, is a 12-speed dial and mixing guide. Other features are chrome-plated blades that can be ejected by a push-button control, a heel rest, and a detachable cord. Retail price of the new mixer, available in white only, is \$17.95. Toastmaster Div., McGraw-Edison Co., Elgin, Ill.



## THE Elegant Oval

a bold, new styling concept for  
**MIRRO  
DELUXE  
ELECTRICS**



M-0478  
10-CUP CHROME  
PERCOLATOR  
\$14.95 Fair Traded

M-0476  
35-CUP PARTY  
PERCOLATOR  
\$18.95 Fair Traded

M-0481  
22-CUP PARTY  
PERCOLATOR  
\$14.95 Fair Traded

Here's the line that will shake all the leaves off the money tree, starting right now! Round at the bottom, oval at the top, these unique percolators have the only new-departure styling in the industry. Brooks Stevens styling. Plus distinctive Charcoal Blue trim. Best of all, they're just the leaders of a full, matched-set selection, shown below.

Backed by the NEMA Sweepstakes, promoted in full color in *Holiday* and *Family Circle* and by full color MIRRO ads in *Good Housekeeping* and *Farm Journal*, Deluxe MIRRO Electrics will earn up-front display and active promotion, now till New Year's Day.

Be there with a bushel basket, when the green leaves start to fall!

FRY PAN AND BUFFET SERVERS FINISHED WITH DUPONT TEFLON



M-0483-50  
11" BUFFET SERVER-FRYER  
with HIGH DOME COVER  
\$21.95 Fair Traded



M-0463-50  
11" BUFFET SERVER-FRYER  
\$19.95 Fair Traded



M-0471  
11" ELECTRIC FRY PAN  
\$16.95 Fair Traded  
M-0471-50  
11" ELECTRIC FRY PAN  
TEFLON FINISHED  
\$19.95 Fair Traded



M-0472  
10-CUP CHROME  
PERCOLATOR  
\$14.95 Fair Traded



M-0479  
22-CUP CHROME  
PARTY PERCOLATOR  
\$14.95 Fair Traded



M-0474  
35-CUP PARTY PERCOLATOR  
\$16.95 Fair Traded



M-0475  
9 1/2" BROILER  
\$9.95 Fair Traded



M-0477  
3-QT. AUTOMATIC  
CORN POPPER  
\$8.95 Fair Traded



M-0470  
2 1/2-QT. CORN POPPER  
\$6.95 Fair Traded



NATIONALLY ADVERTISED SINCE 1917

MIRRO ALUMINUM COMPANY, Manitowoc, Wisconsin 54221 • Fifth Avenue Bldg., New York 10010 • Merchandise Mart, Chicago 60654 • World's Largest Manufacturer of Aluminum Cooking Utensils



New York World's Fair 1965



### Lambert snowthrower attachments

Five new attachments convert a Lambert snowthrower into a year-round grounds maintenance vehicle.

The equipment is designed for snap-on attachment to four-, six-, or 10-hp units. Attachments are: a 42-inch wide dozer blade that moves either dirt or snow, a 30-inch reel mower blade (shown above) with adjustable cutting height, a cab, a sulky, and an auger guard. Lambert Inc., 519 Hunter Ave., Dayton, Ohio. 45404.

### Black & Decker sander

A dual-action sander by Black & Decker is designed to make both orbital and straight line patterns. (MW, 9 Aug., p.30). The new unit has an auxiliary T-shaped handle for extra control and is specially designed for flush sanding on three sides. The sander, model U-240, is powered by a 2.2 amp motor and has a speed of 4000 strokes per minute. Weight is 5 1/2 pounds. Knurled clamps hold 3 3/8- by 9-inch sandpaper. Optional is Black & Decker's dust collecting attachment. Introductory retail price is \$31.88. Black & Decker Mfg. Co., Towson, Md. 21204.

### H. K. Porter cable cutter bulletin

The cable cutter, offered as model 8690FS with ratchet and chain combination, is described and illustrated in a new, two-color catalog sheet available from H.K. Porter Inc.

By the ratchet principle, the unit cuts copper, aluminum, rubber, and lead-covered cable up to two inches in diameter. H.K. Porter Inc., Somerville, Mass.



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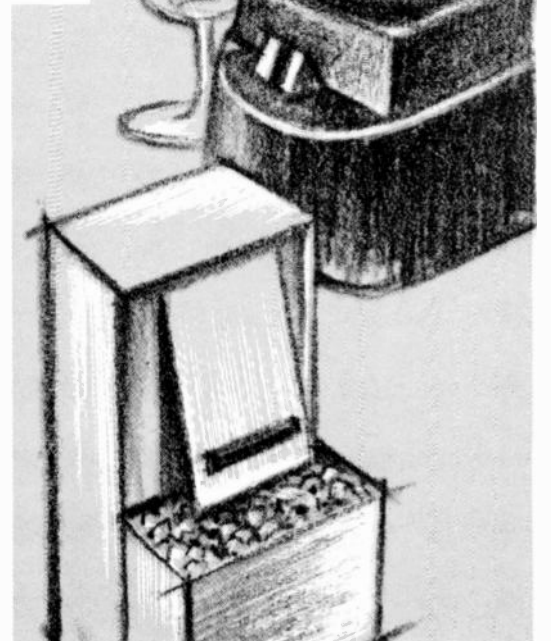
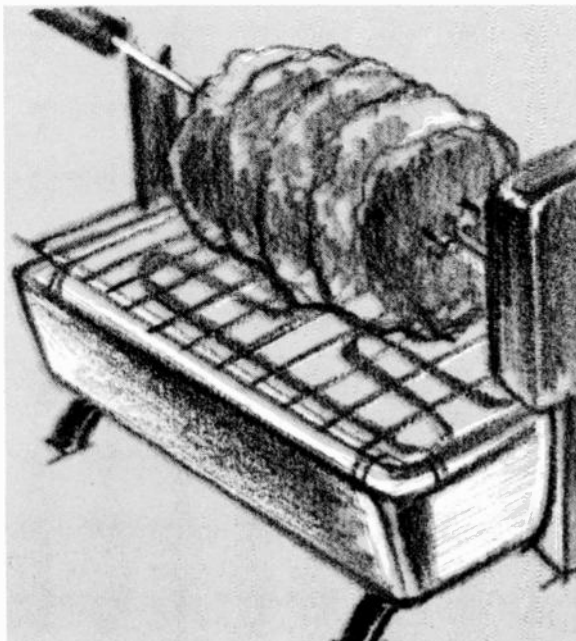
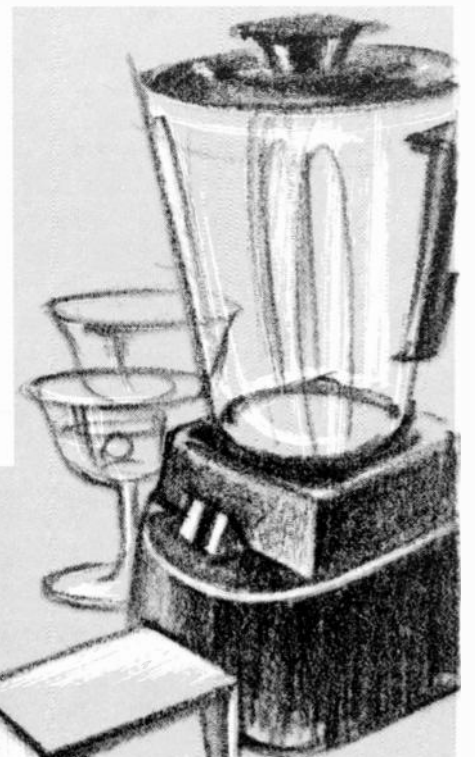
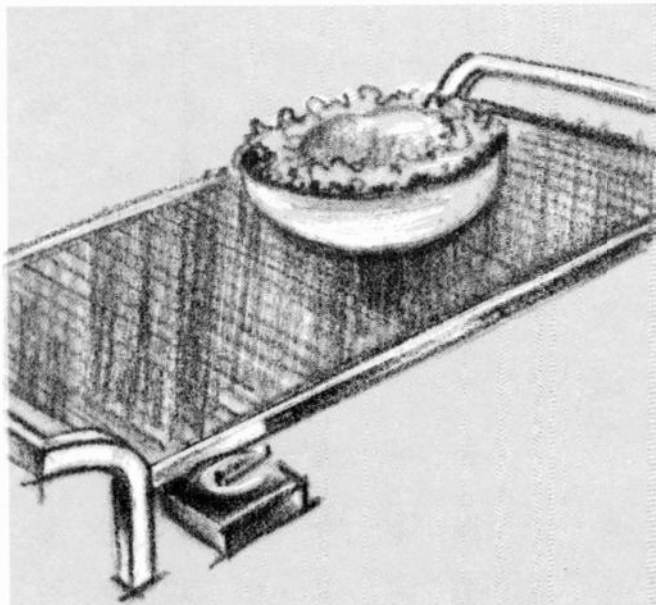
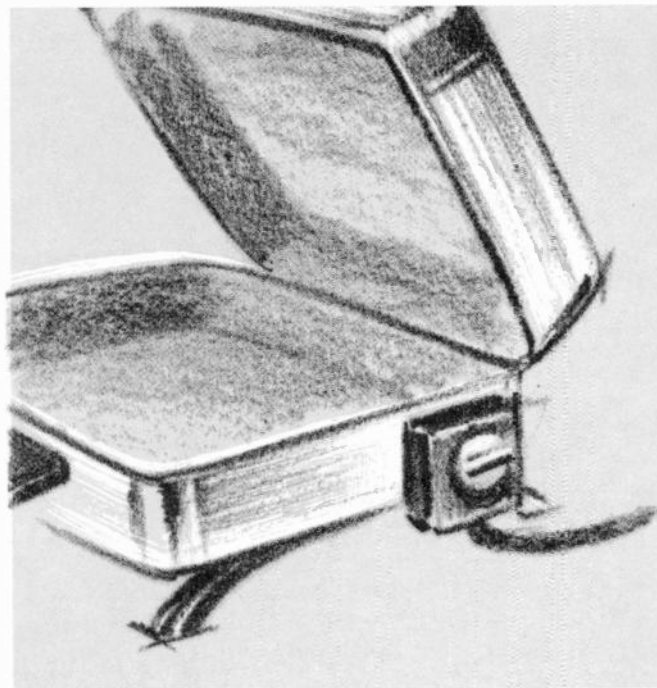
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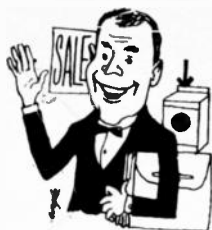
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## Where is my butterfly net?

It is the kind of day that something is just bound to happen.

From the time the doors open, I cannot make a sale. I have encountered such bizarre characters as a dame in search of the washer that went out of business 12 years ago, and a gentleman in search of a short wave radio guaranteed to get the baseball games from Japan. Also: a couple who are pricing a refrigerator for a house they have not built, on a piece of land they have not bought yet, 250 miles upstate.

So it goes until 8 p.m. when a pair of wild looking, dirt-encrusted lads

dash in and start cavorting madly about the store.

While I begin scolding them, a distraught looking female, about 35, enters.

"Boys," she admonishes, "behave yourselves or I will take you home and chain you to the bedstead again."

Then she fixes her gaze on me. I notice that her hair is crisscrossed by a network of bobby pins and that she is wearing blue denims, well-faded.

"Do you carry the Arctic washer?" she inquires.

"We do," I reply.

"Good," she goes on, "I just came from Starbeam Appliances where I got my old Arctic, and they said they do not carry it anymore because it is no good. But I do not believe them. I have had one for 10 years, and what more can I expect—even if the motor has just burned out and the mechanic says it will cost maybe \$60 to fix it."

"You are a smart woman," I say, "now let me show you the Arctics." And I lead her over to the display of washers.

"How much is this one?" she asks, fondling a new 14-pounder.

"\$229.95" I advise, quoting \$45 over cost.

"And how much for my old washer?" she continues.

"Nothing," I reply. "I will not fool you—at this price there is no room for a trade in."

"Imagine that," she declares. "I was in Moondust Electric where I bought my stereo, and they wanted \$20 more than your price—with a trade-in. How soon can I have it?"

"Cash or time?" I inquire smugly.

"We have the cash," she advises, "but we are buying a new house so I don't want to spend it. But our credit is wonderful. My husband just paid off a \$1,000 loan with United Bank, and we closed a \$500 account on our stereo through Appliance Credit."

"Great," I beam, "you should get it right away."

"Just a minute," she yells. "Where are the boys?"

"Here we are," a chorus responds, "playing hide-and-seek in the stereos."

"Well, be good," she warns, then turns to me. "How much down?"

"Twenty-five dollars will be all right," I say, "10 now and the balance on delivery."

"Oh, I didn't come out with any money," she states. "Can't you send the machine over and I'll pay on delivery? I need it badly. I am without a washer."

Remember, I am blank that day. "O.K.," I advise, "give me your hubby's credit information and you can also sign his name to the contract, and then sign yours under it so we can save time. I will put this through United Bank, and, if you will phone me your closed account number, I can deliver the washer tomorrow."

"Wonderful," she spouts, gives me the credit info (it looks good), signs the contract Joseph Klotz, under it Anna Klotz. Then she corrals her brace of hyenas, and departs.

Ten minutes later, I get a phone call.

"This is Joe Klotz," a voice announces. "You pushed a washer on my wife and made her sign my name to it."

"Sir," I protest, "she has been shopping for it all day. She gave me to understand that everything was in order."

"Oh yeah," snarls the voice, "well who's gonna pay for it? I haven't worked steady for the past eight months. What did you take her money for?"

"I am sorry," I say, "but she did not give me a cent."

"Who's gonna give me the 10 cents for this phone call?" the voice says bitterly, and hangs up.

As I stagger back, the manager comes over.

"Just so the day shouldn't be a total loss," he says, "I want you to know that where those brats were hot-rodding in the stereo department half the '45' spindles are now gone!"

**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.

### NEW SLEEK LOOK IN SUPERB SOUND—WHAT YOU WANT IS A WOLLENSAK!

Be sure to show the price tag, because most customers will think it's twice that price! And no wonder—this is the most strikingly beautiful tape recorder at any price. Magnificent walnut furniture six and one-half feet long. Modern sectional construction allows you to hang it on the wall, stack it, or put it in a bookshelf. And this slim styling contains the most advanced solid-state stereo tape recorder and two powerful stereo speakers. AM-FM stereo tuner is optional at extra cost. Uniquely designed Control Central is a sound studio in a hand-span: new power activated push buttons, two VU meters, 4 speed-4 track, four digit tape counter, monitor facility, stereo headphone jack, FM multiplex-ready, finest Wollensak construction. And the biggest advertising promotion in tape recorder history will tell the world about the new Wollensak "Sleek Look" line. So stock up now. Your Wollensak salesman has all the details.



### Over six feet of beautiful furniture, most advanced tape features: New Wollensak 5300 Stereo Recorder





# MERCHANDISING WEEK

VOL.97 NO. 35

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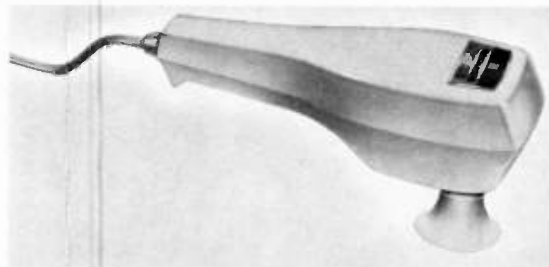
**Dodge Builds Tough Trucks**

DODGE DIVISION



CHRYSLER  
MOTORS CORPORATION





### Toastmaster adds new housewares

New additions to Toastmaster's line of housewares are a two-speed vibrator-massager, two steam irons, and a 12-speed dial mixer.

Two speeds and four special attachments highlight Toastmaster's

new lightweight vibrator-massager, model 5901 (shown above). Attachments include body, face, scalp, and soft touch applicators. The two-speed selection provides a penetrating massage or a surface vibration without

changing applicators, according to Toastmaster.

New to the iron line are two versions of a steam iron—a spray-steam-dry iron and a steam-dry iron. Both items are offered with a choice of a brown or white handle. The spray-steam-dry iron is available with a white handle as model C451, and with a brown handle as model C456. The steam-dry iron comes in white as B415, and in brown as model B420. Model C451 features a pump action push-button control for mist spray at any setting. Another button releases steam. Both the spray and steam models have a fabric ironing guide, a thermostat, a polished aluminum sole plate, and a flexible cord lift.



Highlighted on the new lightweight mixer, model 1716, is a 12-speed dial and mixing guide. Other features are chrome-plated blades that can be ejected by a push-button control, a heel rest, and a detachable cord. Retail price of the new mixer, available in white only, is \$17.95. Toastmaster Div., McGraw-Edison Co., Elgin, Ill.



## THE Elegant Oval

a bold, new styling concept for  
**MIRRO  
DELUXE  
ELECTRICS**



M-0478  
10-CUP CHROME  
PERCOLATOR  
\$14.95 Fair Traded

M-0476  
35-CUP PARTY  
PERCOLATOR  
\$18.95 Fair Traded  
M-0481  
22-CUP PARTY  
PERCOLATOR  
\$14.95 Fair Traded

Here's the line that will shake all the leaves off the money tree, starting right now! Round at the bottom, oval at the top, these unique percolators have the only new-departure styling in the industry. Brooks Stevens styling. Plus distinctive Charcoal Blue trim. Best of all, they're just the leaders of a full, matched-set selection, shown below.

Backed by the NEMA Sweepstakes, promoted in full color in *Holiday* and *Family Circle* and by full color MIRRO ads in *Good Housekeeping* and *Farm Journal*, Deluxe MIRRO Electrics will earn up-front display and active promotion, now till New Year's Day.

Be there with a bushel basket, when the green leaves start to fall!

FRY PAN AND BUFFET SERVERS FINISHED WITH DUPONT TEFLON



M-0483-50  
11" BUFFET SERVER-FRYER  
with HIGH DOME COVER  
\$21.95 Fair Traded



M-0463-50  
11" BUFFET SERVER-FRYER  
\$19.95 Fair Traded



M-0471  
11" ELECTRIC FRY PAN  
\$16.95 Fair Traded  
M-0471-50  
11" ELECTRIC FRY PAN  
TEFLON FINISHED  
\$19.95 Fair Traded



M-0472  
10-CUP CHROME  
PERCOLATOR  
\$14.95 Fair Traded



M-0479  
22-CUP CHROME  
PARTY PERCOLATOR  
\$14.95 Fair Traded



M-0474  
35-CUP PARTY PERCOLATOR  
\$18.95 Fair Traded



M-0475  
9 1/2" BROILER  
\$9.95 Fair Traded



M-0477  
3-QT. AUTOMATIC  
CORN POPPER  
\$8.95 Fair Traded



M-0470  
2 1/2-QT. CORN POPPER  
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### Lambert snowthrower attachments

Five new attachments convert a Lambert snowthrower into a year-round grounds maintenance vehicle.

The equipment is designed for snap-on attachment to four-, six-, or 10-hp units. Attachments are: a 42-inch wide dozer blade that moves either dirt or snow, a 30-inch reel mower blade (shown above) with adjustable cutting height, a cab, a sulky, and an auger guard. Lambert Inc., 519 Hunter Ave., Dayton, Ohio. 45404.

### Black & Decker sander

A dual-action sander by Black & Decker is designed to make both orbital and straight line patterns. (MW, 9 Aug., p.30). The new unit has an auxiliary T-shaped handle for extra control and is specially designed for flush sanding on three sides. The sander, model U-240, is powered by a 2.2 amp motor and has a speed of 4000 strokes per minute. Weight is 5 1/2 pounds. Knurled clamps hold 3 5/8- by 9-inch sandpaper. Optional is Black & Decker's dust collecting attachment. Introductory retail price is \$31.88. Black & Decker Mfg. Co., Towson, Md. 21204.

### H. K. Porter cable cutter bulletin

The cable cutter, offered as model 8690FS with ratchet and chain combination, is described and illustrated in a new, two-color catalog sheet available from H.K. Porter Inc.

By the ratchet principle, the unit cuts copper, aluminum, rubber, and lead-covered cable up to two inches in diameter. H.K. Porter Inc., Somerville, Mass.



## HOUSEWARES NEWS

□ □ □ □ **Something new is cooking in cookware:** Allegheny Ludlum Steel Co. is developing a laminated three-layer sheet—of stainless steel, copper, and stainless steel—for use primarily in cookware manufacture. The material is “still months away,” an Allegheny Ludlum spokesman reported.

□ □ □ □ **Courting the queen-size trade** in the electric blanket market this fall will be Northern Electric and General Electric. Northern recently introduced a queen-size model—both in its Starlite line and also under its department-store-only Challenger label. Suggested retail price for the queen-size Starlite is \$31.95, for the Challenger, \$29.95.

GE's promotional queen-size Cambridge model carries a suggested retail price of \$33.98. Recently, however, GE revealed plans for a consumer refund program this fall (MW, 16 Aug., p.32); every purchaser of an oversize GE blanket will get a \$5 refund from the manufacturer. Thus, the stage is set again for the introduction of price footballing—and new models—in the electric blanket market.

□ □ □ □ **Does she or doesn't she?** In this case, only her hair dryer will know, as a result of GE offer of a free Clairol Hair Beauty Kit with the purchase of either its Medallion (HD-7 S) dryer or Deluxe (HD-2 AS) dryer. GE will back its offer with national ads in *TV Guide* and *Harper's Bazaar*.

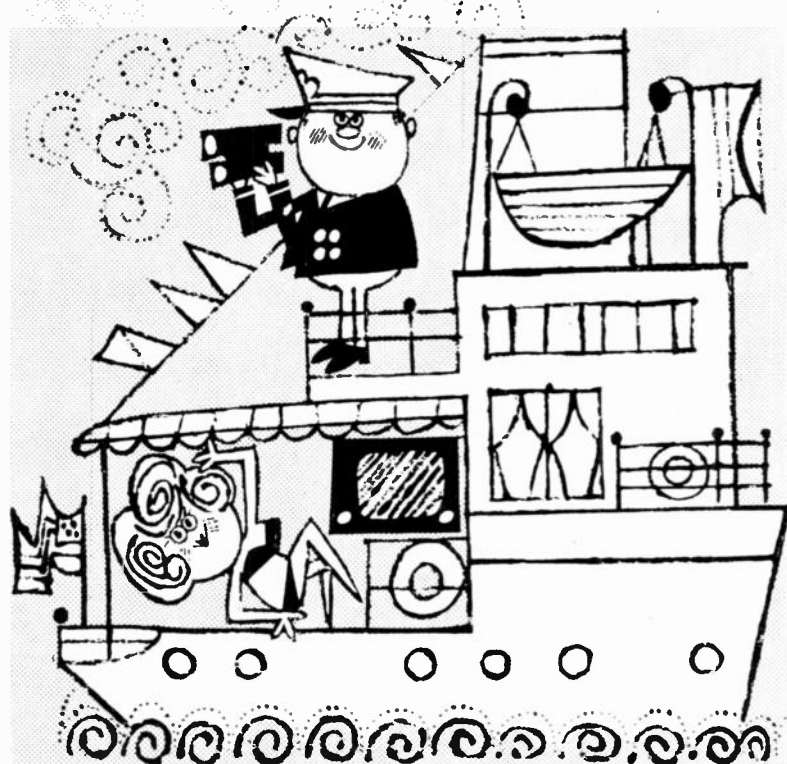
□ □ □ □ **McCall's Christmas package for retailers** this year again are electric housewares promotion aids: four-color 16-page recipe booklets that feature 40 products—at a cost of \$75, \$59, or \$49 per thousand, depending on size of order; four-color posters—at 29¢ each; counter cards to hold the booklets—at 64¢ each. Shipping charges are extra. Orders received by Sept. 7 will be shipped the week of Oct. 4.

□ □ □ □ **Three new displays for retailers:** REGINA has a floor display for its power brush 'n' beat upright vac; made of corrugated board and printed in three colors; it is free with an order for four uprights. TOASTMASTER's plastic counter display holds three coffee makers and is topped by a four-color card. The display is free when ordered with the following three coffeemakers: models M502, M501, and M521. UNION CARBIDE's Eveready photo battery merchandiser has a built-in battery tester. The countertop display unit has a wood-grain finish and a clear pilfer-proof cover. It comes free with battery assortment No. 97, which carries a suggested retail price of \$151.60 and a suggested dealer cost of \$99.70.

□ □ □ □ **Corning “Spectaculars”**—its promotion built around the 50th anniversary of Pyrex Ware—are being held this month by nine major retailers: Macy's, San Francisco; Gimbels, Pittsburgh and New York; B. Gertz, New York; Edward's, Syracuse; May Co., Los Angeles; May D&F, Denver; Gimbel-Schusters, Milwaukee.

□ □ □ □ **Key moves . . .** SHETLAND appoints Robert K. Miller vp-manufacturing . . . HAMILTON COSCO names Albert R. Said vp-gen mgr, household products div.

**Not every  
Du Mont dealer  
owns an  
ocean-going yacht...**



**but he does  
enjoy full profits  
with Du Mont!**

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**AN EXCLUSIVE MERCHANDISING  
WEEK FEATURE ON  
DISHWASHER MERCHANDISING  
AND PROMOTION**

**Advertising closing date: September 17th**



## 'David and Goliath' story: how Cotter is helping beat the behemoths

"We save our dealers a minimum of 10% over what they would pay a conventional old-line housewares-hardware wholesaler," declared Edward Lancot, Cotter's merchandising manager, putting in a nutshell the reason for the huge dealer-owned co-op's existence.

**Cotter's operating cost in 1964** was less than 7% of total sales, with a stock turnover in its Chicago warehouse of over six times.

"Our dealers, I honestly believe, are buying goods cheaper than retail hardware stores connected with other dealer groups," exclaimed John Cotter, president of the co-op. "In addition to lower costs, we offer more in the line of promotions, product knowledge, and management know-how than any old-line wholesalers," he continued. "Dealers can pick up another 5% to 10% at the shows because of special deals and pooled orders. The end of the old-line wholesaler is imminent."

The Chicago-based co-op holds two shows a year—one in May and one in November. Cotter also provides dealers with six direct-mail promotion pieces annually, each with a circulation of 3 million or more, plus—in 1965—\$250,000 worth of national advertising in *Look* magazine.

**Cotter's costs to its dealers** are geared on three types of orders:

(1) Direct-shipment orders, in which merchandise is shipped direct from the factory to the dealer; the dealer must abide by minimum factory shipping prices—and buys at cost plus 2%.

(2) Pooled (pre-season) orders, in which merchandise is presold to the dealer on an order form for future delivery. Pool orders from dealers are tallied, placed with the manufacturer, and then sent to Cotter, which ships the merchandise to the dealer with the regular weekly order—at cost plus 6%.

(3) Stock warehouse shipments, in which the dealer writes a standard order for any of Cotter's 22,000 stock items. This method varies in cost—for electric housewares, it is cost plus 9%.

**The majority of Cotter's business** is currently done in stock warehouse shipments. But about one-third is done through direct ordering, even though the dealer must abide by factory shipping minimums, which often are too high to be met by smaller dealers.

Although the co-op has no minimum sales requirement, most of its dealers gross well over \$140,000 a

year, which is the national average for housewares-hardware dealers.

**The Cotter dealer is no slouch**, but this is no coincidence. Cotter has willed it so by its rather strict dealer-member requirements. You have to be progressive, you must have a good credit rating—Cotter's tight schedule of weekly payments is a key to low costs; and you must adapt quickly to Cotter's method of doing business by mail. The last requirement is of utmost importance. Working by mail is one of Cotter's key cost-cutting methods, since it saves the 5% to 6% cost of a salesman.

To join Cotter, you must also qualify as a hardware dealer, which means handling about six out of a total of nine Cotter merchandise categories. These categories—listed by approximate percentage of Cotter's sales volume—are: housewares, cut-

lery, and gifts (18%); paint, glass, and sundries (15%); tools, farm and automotive supplies (12%); appliances, radios, and clocks (10%); heating, plumbing, and electrical equipment (10%); sporting goods and outdoor living equipment (9%); building and maintenance equipment (9%); toys and wheel goods (9%); and lawn and garden supplies (8%).

**Cotter is pushing electrics.** "We are interested in expanding our dealers into small appliances," said Lancot. "To have a rounded-out hardware store, the dealer should have a good selection of housewares, including electrics. In an effort to upgrade our dealers' merchandise, we are promoting the bigger-ticket items, which mainly include electric housewares."

The Cotter retailer is no small competitor for electric housewares business. "About 10% of our dealers'

present volume is done in electric housewares," declared Lancot.

**Cotter's private labels** account for a little over 10% of Cotter's sales of electric housewares. The firm's Tru-Test label line, now three years old, consists of 10 standard housewares items.

In floor-care appliances, the co-op went into private label at the first of the year with a line made by Eureka. It consists of a canister vac, a floor polisher, a hand cleaner, and a lightweight cleaner. Cotter is already predicting that its private-label line will constitute 40%—or an expected \$400,000—of its total floor-care sales. Cotter retailers did almost \$800,000 in total floor-care sales during 1964 and are expected to do over \$1 million this year.

The firm also has a Tru-Test line of major appliances, which accounted for \$200,000 in retail sales last year, and is expected to jump to \$500,000 this year.

"I think we could do a bigger job in private label if we developed the lines more and really pushed them," explained Lancot. "But name-brand manufacturers have come out in some areas with prices so low, that it would not be practical for us to compete with them. We are confining this line to the faster selling items."

**How far will Cotter go with private label?** As volume continues to increase, more and more private label lines will be added to Cotter's merchandise wherever it is deemed practical. However, Lancot does not feel that the co-op will ever go all private label.

"Brand names are too important in some areas. Particularly in electric housewares, Mrs. Housewife is very brand-name conscious," the merchandising manager stated.

**Cotter has expansion plans** mapped out already. The firm recently moved East with the opening of a new warehouse in Philadelphia (MW, 10 May, p.27). Presently they have 165 dealers and a potential of about 600 dealers in Philadelphia.

The co-op now services 1,700 retail stores from its warehouses in Chicago, Cleveland, and Dallas, as well as Philadelphia.

Retail sales were \$100 million in 1964 and are expected to soar to \$125 million this year. On the distributor level, these figures amount to \$65 million in 1964 and an expected \$85 million this year. The giant co-op has come a long way since 1948—its first year of sales—when it did \$640,000 worth of business.

—Linda Timmel

**Cotter's Fall Shopper**—This 28-page tabloid mailer—features low price specials on its cover. Prepared for Cotter's 1,700 dealer-members, the rotogravure mailer is being backed by

three-full-page ads in *Look* magazine. To aid Christmas selling, Cotter is preparing a special catalog for November distribution, and will supplement its normal ad schedule.

## From soap-savers to solar motors: the inventors bring in new products

An infra-red iron and pop-up egg timer are among the housewares products to be exhibited at the first International Inventors and New Products Exhibition, which will run from Sept. 9 to 12 at the Coliseum, in New York City.

Some 200 companies and 200 inventors—including representatives of 30 foreign countries—will participate in the show. Many will be seeking financial backing for their inventions. Along with housewares, other new products are scheduled for exhibition at the show, including con-

sumer electronics, sporting goods, photographic equipment, toys, and furniture.

Roger S. Shashoua, president of the International Institute of Patented Products Ltd., points out that this is the first time an event of this type has been held in the U.S. A similar show is held annually in Brussels.

**The new infra-red iron** to be shown was invented by John Paxton, of Middlebush, N.J. The infra-red iron heats and cools at approximately one-half second intervals, compared to

conventional irons, which heat for about 15 seconds and cool for about 90 seconds. The new infra-red iron is claimed to be the lightest full-size iron in existence.

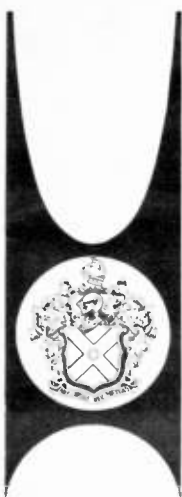
**The new pop-up egg timer** is the invention of Marcel Jeannet, of Rego Park, N.Y. It attaches to any type of saucepan, and it can be set for one to five minutes. The eggs are put into a rack and lowered into the boiling water. At the end of the period selected on the timer, the eggs pop out of the water.

Other new items that will be exhib-

ited include: a bathroom drip-dryer; an ironing board "especially designed to encourage the sitting position;" A-Tach-Me soap dispenser for bath use—designed to save soap; a roller massaging machine; a disposable toothbrush; and a one-legged television table.

**More exotic products** include: a submarine that flies; an automobile that parks sideways; a solar motor that converts the energy of the sun for use on earth; an inflatable tent; and a special lighting device for parachutists.





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WIN PHILCO TV SETS

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| 8000-87 Series | <b>30"</b> | Debutante Eye-Level Range |
| 4600-61 Series | <b>36"</b> | Baroness Range            |
| 9600-61 Series | <b>30"</b> | Baroness Range            |

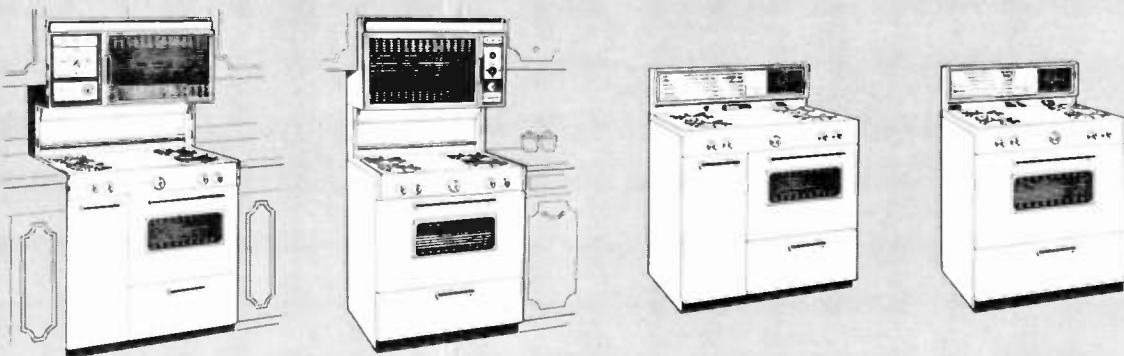
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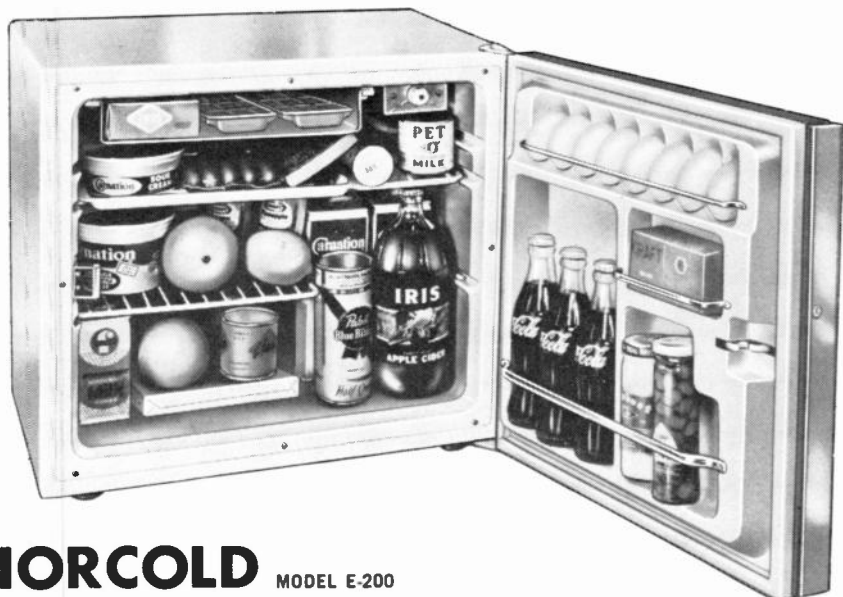
# We're First

Norcold was first to price compact refrigerators for mass audience appeal creating a sky-rocketing market . . . Norcold was first to engineer compact refrigerators with compressors establishing a new high quality standard in dependable and satisfying performance . . . Norcold was first to introduce a complete line of compact refrigerators expanding the dealer's sales and profit horizons . . . Norcold will continue to be first in the industry because refrigeration is our business . . . our only business.

## IN COMPACT REFRIGERATORS

*because we are the leaders in*

✓ENGINEERING ✓STYLING ✓FEATURES ✓VALUE



**NORCOLD** MODEL E-200

*Promotional Value Leader!*



Norcold Was Also First to Offer Dealers A Low Priced Promotional Leader Which Can Be Profitably Retailed At Only

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

IN WHITE

Walnut Grain Finish—Retail \$10.00 Additional

First in sales since its introduction and the market has barely been scratched. Unlimited in sales appeal! Ideal for homes, offices, motels, hotels. Unlimited in performance! Fast freezing assures plenty of ice cubes in a jiffy. Unlimited in features! Electro-Magnetic Compressor, Full Range Thermostat with Defrost, Door Lock and Keys, Storage Door with Egg/Butter Keeper and Large Bottle Compartment. Two Spacious Shelves. Only 18" x 20" x 17" small with big storage capacity. 42 lbs. light. Operates on 110-120 volts, 60 cycles AC.

OPERATES ON  
**12volts DC**  
**110volts AC**  
INDOORS AND OUTDOORS



MODEL DE-250:

White or Simulated Walnut Grain Finish

This revolutionary dual voltage Norcold will be an instantaneous success wherever featured. Its superiority obsoletes all other types. Operates with equal efficiency at the flip of a lever on house current or 12 V battery. Answers the need of hundreds of thousands of campers and boat owners. Requires minimum space. Big capacity. Low current consumption. Features large freezer compartment, patented compressor, ice cubes in a jiffy, 5 position thermostat, door lock and keys.

Suggested Retail List

**149<sup>95</sup>**

NORCOLD COMPRESSOR SYSTEMS ARE PROTECTED BY A 5 YEAR WARRANTY.

**NORCOLD, INC.**

Subsidiary of the Stolle Corp.

16200 South Maple Avenue, Dept. E 8, Gardena, California • PH: FAcully 1-9300, area code 213

Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto



**define  
growth  
please**

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

**That's Growth!**

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

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

**MERCHANDISING  
WEEK**



# The story behind the story



by Wallis E. Wood, ASSOCIATE EDITOR

A while ago we received a broadside from Roger Masquelier who has some opinions about selling. (He should. He is the manager of utility and sales training for Westinghouse Appliance Sales and Service Co.) We have always heard that a salesman who greets a customer with "Can I help you?" is an untrained oaf; he is taking a chance the customer will say "No" and then where is he? Masquelier thinks otherwise: "Can you imagine anything less realistic than trying to convince a retail salesman he shouldn't say 'Can I help you?' or use any other natural approach? The best appliance salesmen I know start with something like that—and do very well with it. Surely it's better to call a customer by name, but how many times can that happen in a high-volume retail store today? 'Can I help you?' is a pretty good lead, if it's said in such a way as to convey real interest. Anyway, it seems to work, and that's the real test."

"The salesman isn't selling any more," is the cry of the professional sales experts.

"I've been looking for some of these inept salesmen we hear so much about, and have found very few of them." Says Masquelier, "They don't last very long if they are as bad as we say they are. Either they adapt themselves to meet the requirements of the job—or they get into something less competitive."

**Customers are changing,** says Masquelier. "Today, the retail customer is more sophisticated than any buyer in history. Product features and consumer benefits are detailed in magazines, newspapers, displays, and folders. Benefits are demonstrated on film and on television, and are talked about on radio. Consumers know about degaussing, fluoridation, finance plans, etc. They know something about price levels and service problems. They are experts, to a degree, on nearly every facet of the product they are about to buy.

"How then can a salesman become a factor in the buying decision? Can he do very much about the design of the product, or about service, or about logistics? *Hardly* anything! Since all the basic selling has been done, the old function called 'creating the desire' should be unnecessary."

**The trouble with customers** is they refuse to follow the rules of selling. "They ask questions and interrupt and divert and do almost everything to ruin the well-planned sales story," Masquelier contends. Why? Because they don't care about anything except their own situation.

"They just want to know what it will do to make life easier, or more fun, or more productive—how it affects him, and why it is the kind or model he needs. This, then, is the only real function of today's salesman. The basic education and pre-selling has already been done. All the salesman has to do is take the last step. He must 'fit the prospect to the product' by honestly trying to understand what the prospect really needs."

**Some guidelines for selling,** Masquelier suggests, are these:

—Study the product information to answer any question the customer can ask.

—Decide to lose a sale rather than

sell a product you know is unsuitable for the customer's needs.

—Honestly put yourself in the place of the customer; tell how the product will serve his needs.

—Whenever possible, show the prospect how to use the product and tell why it will do a job better, or make a job easier.

—Get the prospect into the act;

have him move a lever, open a drawer, or change the filter.

—Forget competition except when the customer mentions it. Prospects may be more interested in why your product is good for him instead of why somebody else's is not.

—Talk about the price only after you are sure your story is told, and be sure you feel the price is right

before you try to sell the prospect.

When a salesman sells a product that does not fit the customer's need, "he loses some of his personal integrity, so it gets easier to do the next time, and easier and easier, until he becomes a complete fraud," says Masquelier. When that happens, "He may as well quit—he's not an acceptable candidate for any job."

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

**PS**

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

**built-in! power spray or spray control**  
 Proctor-Silex gives you both types of spray irons. Deep-penetrating spray at a button's touch.

**built-in! stand-up thermostat**  
 Space-saving! A Proctor-Silex exclusive.

**built-in! giant generator**  
 Provides more steam, more quickly, more efficiently.

**built-in! temp-o-guide**  
 Solves "miracle-fabric mysteries"—insures proper heat setting.

**built-in! plenty of steam vents**  
 Distributed over the entire king-size soleplate.

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



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

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



**Andrea Radio**—Igoe Brothers Inc. of Newark, N.J., has expanded their distributorship to include New York City, Long Island, and Westchester County.

**Blonder-Tongue**--LSM Assoc. of Phelps, N.Y., is the new rep organization for northern New York, starting with the counties above Westchester and continuing through the northern part of the state.

**Columbus Stove**—Strawn Distributing Co. of Knoxville for central Tennessee and McWhorter-Weaver Co. of Chattanooga for eastern Tennessee. Both will also service parts of Georgia.

**Emerson**—Emerson Radio of New England, Cambridge, Mass., replaces Eastern Supply Co. of Canton, Mass., as distributor of Emer-

son and Du Mont home entertainment instruments and Quiet Kool air conditioners and dehumidifiers. The new distributor will cover the Boston area and several counties in New Hampshire.

**Hamilton**—Dealer Appliances Inc. of Raleigh, N.C., for the Raleigh and Norfolk marketing areas, and Cal Gas Equipment Co. of Sacramento will cover for the entire California market area.

**Major Electronics**—Cardinal Electronics of New York City is the metropolitan New York distributor.

**Pilot Radio**—Arthur A. Currie of Lynnfield, Mass., is new rep covering the states of Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, and Connecticut.

# MERCHANDISING WEEK

BY THE EDITOR

AT PAGE 95/103



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

## The Interpretive News Weekly

## FLOOR CARE PRODUCTS

## floor polishers

**vacuum cleaners**

## HOME LAUNDRY

**dryers, clothes, elec.**

**dryers, clothes, gas**

**washers, auto. & semi-auto.**

wringer &amp; spinner

### OTHER MAJOR APPLIANCES

air conditioners, room

dehumidifiers

dishwashers, portable

**dishwashers, under-counter, etc**

**disposers, food waste**

**freezers, chest**

**freezers, upright**

**ranges, elec., free-standing**

ranges, elec., built-in

ranges, gas, tota

refrigerators

water heaters, elec. (storage)

water heaters, gas (storage)

## CONSUMER ELECTRONICS

phonos, mfrs. ship., port.-table

**distributor sales**

phonos, mfrs. ship., console

**distributor sales**

radio production (ex. auto)

**distributor sales**

**b&w television production**

**distributor sales**

color television production

Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



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

date	1965	1964	% change
June	83,579	86,012	- 2.83
6 Months	581,686	575,984	+ .99
June	367,916	335,166	+ 9.77
6 Months	2,394,138	2,167,072	+ 10.48
July	85,581	86,765	- 1.36
7 Months	570,103	504,687	+ 12.96
July	42,156	39,306	+ 7.25
7 Months	286,774	273,439	+ 4.88
July	311,756	298,259	+ 4.53
7 Months	2,053,978	1,924,564	+ 6.72
July	44,334	53,367	- 16.93
7 Months	339,207	377,437	- 10.13
June	335,900	366,600	- 8.37
6 Months	2,198,300	1,834,200	+ 19.85
June	38,300	26,100	+ 46.74
6 Months	156,300	135,700	+ 15.18
June	19,600	19,100	+ 2.62
6 Months	172,700	136,800	+ 26.24
June	71,000	63,600	+ 11.64
6 Months	386,100	334,300	+ 15.50
June	115,500	111,000	+ 4.05
6 Months	628,000	623,300	+ .75
June	42,100	46,200	- 8.87
6 Months	204,400	220,300	- 7.22
June	65,100	70,200	- 7.26
6 Months	320,900	333,800	- 3.86
June	104,600	89,100	+ 17.40
6 Months	625,500	574,800	+ 8.82
June	71,700	74,600	- 3.89
6 Months	385,200	404,000	- 4.65
May	172,600*	171,100	+ .88
5 Months	877,700	883,700	- .68
June	458,292	439,300	+ 4.32
6 Months	2,336,600	2,207,200	+ 5.86
June	95,900	84,800	+ 13.09
6 Months	536,600	506,300	+ 5.98
June	206,990	218,280	- 5.17
6 Months	1,286,380	1,406,030	- 8.51
May	175,114	132,959	+ 31.71
5 Months	1,105,477	736,448	+ 50.11
May	138,662	136,669	+ 1.46
5 Months	1,036,681	771,839	+ 34.31
May	62,099	70,936	- 12.46
5 Months	516,285	503,792	+ 2.48
May	51,152	70,682	- 27.63
5 Months	499,617	532,309	- 6.14
Aug. 13	244,658	236,829	+ 3.31
32 Weeks	8,094,128	5,862,058	+ 38.08
May	705,901	571,989	+ 23.41
5 Months	4,092,191	3,151,201	+ 29.86
Aug. 13	149,735	141,487	+ 5.83
32 Weeks	4,749,036	4,606,054	+ 3.10
May	425,092	396,528	+ 7.20
5 Months	2,853,812	2,829,949	+ .84
May	169,662	97,075	+ 74.77
5 Months	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.

APPLIANCE-TV

Magnatone thinks young with a new rock 'n roll organ

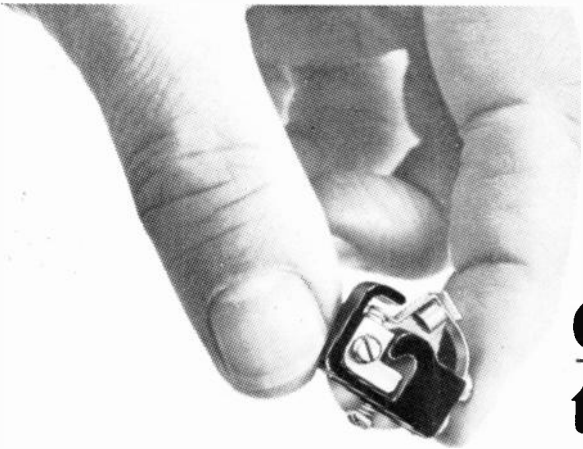
Magnatone claims a unique first with its new portable transistorized dual manual electronic organ specifically designed for playing rock 'n roll.

The new organ differs from traditional models in that its seven voice stop tabs are labeled bass, surf, Latin, jazz, blues, folk, and rhythm and blues. A 49-treble note upper keyboard and a 25-bass note reverse black-and-white keyboard are featured. Flick a switch, says the manufacturer, and the bass notes are converted to treble notes, thereby creating a 74-note organ. Volume is controlled by a foot pedal.

The portable organ is self-contained in its own molded plastic compact carrying case. When not in use, its legs fold into the case



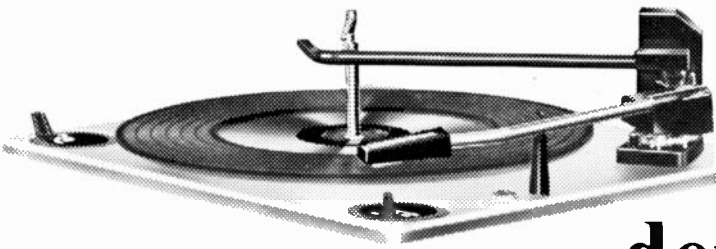
and a handled panel slides over the keys. The retail price is \$650. *Magnatone Div., Estey Magnatone Instrument Corp., 201 W. John St., Hicksville, N.Y.*



**exclusive!**  
**this tiny governor**



**in this little**  
**BSR battery motor**



**...your big assurance**  
**of constant speed and**  
**longer battery life in**  
**new battery-powered**  
**changers from**  
**dependable BSR!**

These revolutionary new BSR changers deliver the same flawless, jamproof performance on either battery or AC power! Play for days on inexpensive flashlight batteries, change to AC line operation at the flick of a switch. Look for them in America's best-selling indoor/outdoor portable phonographs...use them to build sales and customer satisfaction in a new profit field!



PRECISION-CRAFTED IN GREAT BRITAIN BY BSR LIMITED, AND DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, COLLEGE POINT 56, L. I., N. Y.  
In Canada, Musimart Ltd., 970 McEachran Avenue, Montreal 8



# Let's get married and make beautiful money together



If you're a suitable "mate", we make this proposal: that we join together in franchised bliss.

*For you:* a top-quality, competitive "line"; real selling room; margins that make sense; prepaid shipping to your store; effective advertising allowances; and more money-making fringe benefits than we've got space to list.

*For us:* all we ask is your undying devotion to selling and making money.

Our "matchmaker" can fill you in on all the delightful details, when he calls on you. He's well-experienced in setting-up "happily-ever-after" relationships.

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

Dear Roy: I, too, am looking for a good mate. Send your matchmaker around with all the dowry details.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_ TEL. \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

MW 8-30

**Caloric**<sup>®</sup>  
CALORIC SALES CORPORATION, TOPTON, PA.