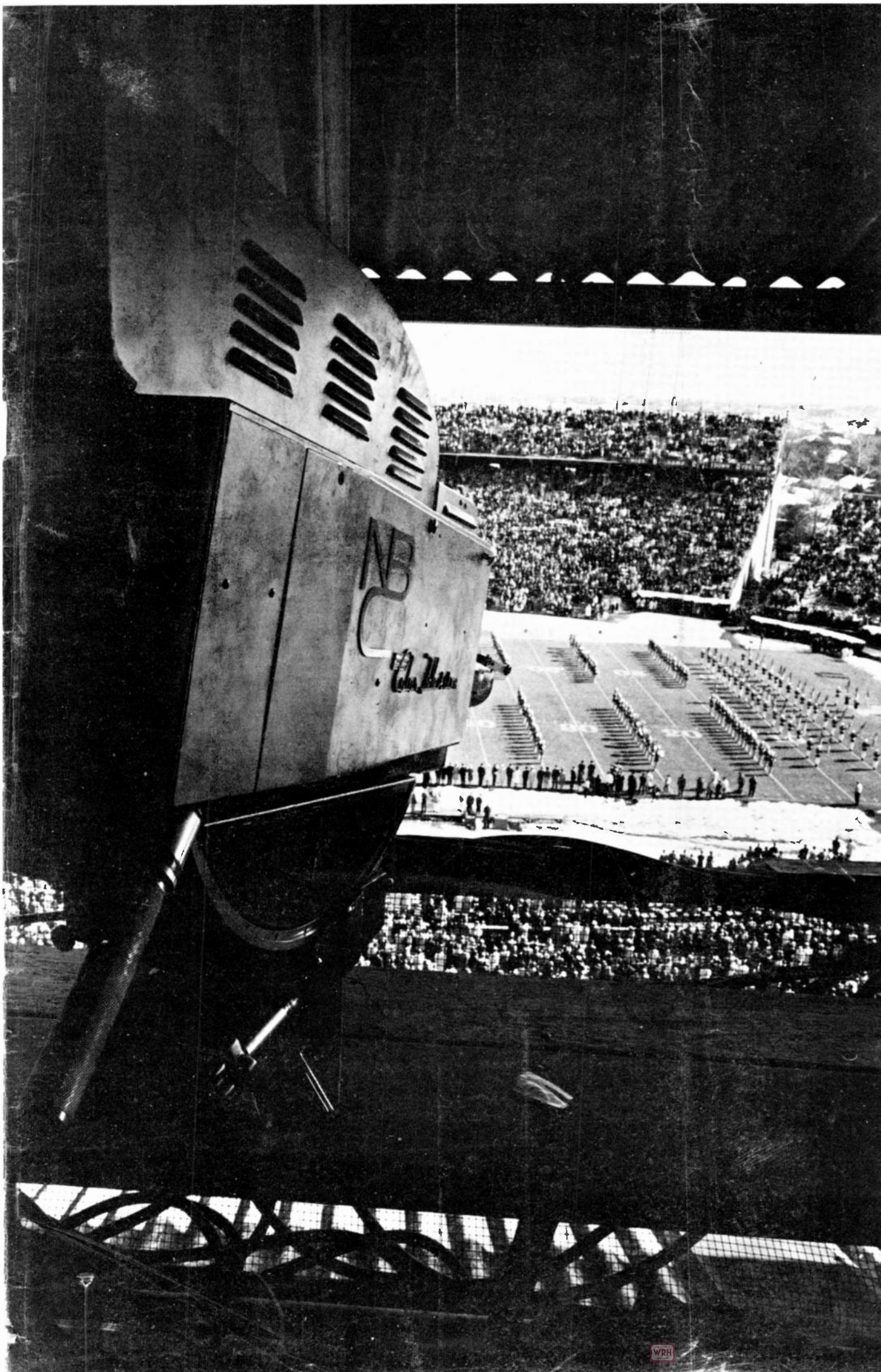


MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 37/SEPTEMBER 13, 1965



◀ □ □ □ The color camera is zooming in on the richest season of color programming in television history. And this color explosion will lend a strong impetus to booming fourth-quarter color set sales. Here is what the networks have planned, and what their plans can mean to your color set sales.....p.16

AT PRESSTIME □

□ □ □ □ Air conditioner sales slumped badly in July, reports the National Electrical Manufacturers Assn. (NEMA). Total July manufacturer shipments of room air conditioners dropped 31.5% off the mark set in July of last year. A total of 172,600 room air conditioners was shipped this July, compared to 251,800 in July, 1964. The seven-month picture is brighter, however. At the end of July, NEMA reports, the industry was still 13.7% ahead of the seven-month period in 1964, with total shipments of 2,370,900 units, as compared to 2,086,000 in 1964.

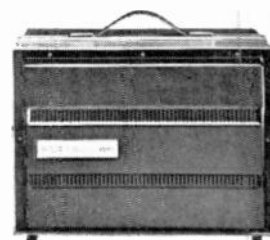
NEMA's latest figures confirmed the news the industry had morbidly been expecting—that 1965 production had over-reached demand and expectations. In spite of this, 1965 will probably still be a record year. But with the latest news in hand, industry marketing men are sure to start paring their sales estimates as they ponder mounting inventories (MW, 30 Aug., p.8); for as last-half figures are tallied, the over-all increase of 1965 over 1964 is sure to get even slimmer.

□ □ □ □ The number one market in the nation, New York City, is virtually a wallflower in the national Waltz Through Wash-day home laundry campaign. But last
continued on p.3

THE GREAT ENTERTAINERS ARE HERE!



GREAT NEW SOUND AND STYLE FOR STEREO



1

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

2

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

3

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

4

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

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

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois.

week, the giant was prodded to pick up the beat. The Electrical League of New York played host to many of the key figures in the New York home laundry market at a luncheon. Sales pitch at the get-together: New York retailers are missing sales by almost completely ignoring the \$22-million campaign being waged by the industry, they were told. A spokesman for Consolidated Edison—New York's giant utility—admitted that Con Ed may join the Waltz in 1966. Con Ed supported a local May-June dishwasher campaign; the figures just in show that sales were up 43% in that period, compared to a national average of 15%. Such results—and the fact that automatic dryer saturation in New York is only 11%—might well tempt Con Ed, and retailers, to Waltz next year.

□ □ □ □ **Fedders unveiled its 1966 line** of air-conditioners last week for Philadelphia area retailers. Samuel Jacobs Distributors showed the retailers 26 models, including 14 new ones, ranging from the low-end 4,000-Btu unit at \$94 to the top-of-the-line 27,000-Btu model at \$360. Due largely to the excise tax cut, list prices on the new line are down even more than last year. For example: the new 10,000-Btu unit, model A100-E-3 is tagged at \$180, while its predecessor model was \$190 after the excise tax repeal.

□ □ □ □ **New head of Motorola consumer products** division is Arthur L. Reese, who was named executive vice president and general manager of Motorola Inc. This is the first time Motorola has filled the title since Edward Taylor left the post over a year ago. Ted Herkes, who had the title of vice president and general manager, continues as vice president of marketing and president of Motorola Consumer Products Inc., largest of Motorola's six operating divisions. Reese, a director of the company, has served as general manager of the Motorola communications division for the past 10 years.

□ □ □ □ **Zenith's tv sales topped 2 million** units for the first 8½ months of the year. These orders, all firm, set a new industry record, according to the company. Both b&w and color sets are included in the tally. Color sales, according to Zenith Sales Corp. president, L.C. Truesdell, are more than double those for the same period in 1964. In b&w, distributor sales were up 10%. This is the seventh straight year the company has topped

the one million set mark, which it reached this year in the first half. Truesdell said the proportion of rectangular tubes in Zenith's color mix should be higher than for the industry as a whole.

□ □ □ □ **Cookware sales are up 31%** on the manufacturer level for the first seven months of 1965, compared to the seven-month period last year, reports the Metal Cookware Manufacturers Assn. (MCMA). The industry is aiming for a \$500 million retail sales record this year, and the prospects are brighter than ever. Teflon-coated cookware leads the gains, but sales of uncoated cookware—both stainless steel and aluminum—also are reported to be running ahead of last year's pace. The MCMA will hold its annual fall conference Sept. 19-21 at the Lake Lawn Lodge, in Delavan, Wis.

□ □ □ □ **Closer ties between Westclox and Seth Thomas** divisions will result from the appointment of Forrest W. Price to the newly created post of corporate vice president for consumer marketing for General Time Corp. Price will continue as general manager of the Seth Thomas division. This is the first time a consumer marketing executive has been included in General Time's corporate executive team.

□ □ □ □ **Harman-Kardon will introduce two firsts** at the New York Hi-Fi Show, starting Sept. 28: its first complete solid-state line; and its first complete home music center: the Stratophonic-Compact. The Compact, which consists of an AM-FM stereo-tuner/master-control amplifier, automatic turn-table with magnetic cartridge, and a pair of ultra-wide dispersion speaker systems, will sell for \$399. Sharing the spotlight will be: an AM-FM stereo receiver at \$289; a hi-fi receiver at \$429; an integrated amplifier at \$159; an FM stereo tuner at \$189; a receiver at \$349; and a budget receiver at \$259.

□ □ □ □ **An appliance chain expands into hardware:** Wards Co. Inc., which operates five appliance-tv stores in Richmond, Va., plus 19 leased departments, has acquired Murmic Distributors, of Springfield, Mass.—a leased department operator in hardware, housewares, paints, and gifts. Murmic Distributors will be operated as a division of Wards, and key Murmic personnel will be retained.

Backstage at RCA: bigger roles for smaller sizes

RCA may have a new black-and-white tv screen size—smaller than 11 inches—in the wings. And the word is it will be introduced "soon."

At RCA's trade press outing in New York City last week, W. Walter Watts, RCA group executive vice president, mentioned that he needed a small-screen set for his limousine and that he was not interested in a Philco or Sony model. "I decided to wait for our own," he said, "which will be out soon." Another company spokesman, while not willing to discuss details, did admit that such a set was in the offing. It is fair to assume that it will be solid state.

Small-screen small talk dominated the conversation at the RCA outing. And B. S. (Buz) Durant, president of the RCA Sales Corp., tipped his hand enough to reveal that RCA will introduce a special line of "bed-room-oriented"—highly portable and compact—products in May, probably timed to make a splash at next year's Music Show in Chicago.

RCA has consistently talked big-screen color; along these lines, Durant took a swipe at GE's 11-inch color set. "Too small, premature," he said. But RCA's upcoming 15-inch color set shows it is not ignoring the small-screen market.

Durant's personal prediction for the color tv market: "Estimates that 43% of the homes in the U.S. will have color sets by 1970 are conservative," he said. "I think more than 50% of the homes will have color sets by 1970." In talking about color's future, Durant coined a new word: tri-hybridization—tubes, transistors, and integrated circuits will be increasingly mixed as color technology advances, he predicted.

RCA's ad plans—the biggest campaign in the history of the home entertainment industry—were also being touted by RCA last week. More than \$10 million has been allocated

to support the company's fourth-quarter and holiday buying pitch. Starting Sept. 26, RCA will use all major media to promote "RCA Victor Week." Jack M. Williams, vice president for advertising and sales promotion, said RCA will make greater use of television in this campaign than in the past and will use an "Action Crowd" theme to continue its appeal to the growing youth market. In November the corporation will run an eight-page, four-color, pre-Christmas "shopper's guide" in some 330 newspapers. RCA estimates that 45 million families will see the insert.

ONLY ZENITH DEALERS WILL HAVE 6 TOP SHOWS ON ALL 3 NETWORKS WORKING FOR THEM THIS FALL

ABC **12 O'CLOCK HIGH** has top appeal for adventure fans across the country. This top-rated air combat adventure program will showcase Zenith quality products in full color in sales messages on Monday nights this fall on ABC.



CBS **THURSDAY NIGHT AT THE MOVIES** will present Hollywood's greatest stars in some of the biggest and most popular movies ever made. The Zenith quality story will be seen in full color on CBS by millions of fans.

NBC **THE MAN FROM U.N.C.L.E.** Suspense addicts love Robert Vaughn and his exploits of derring-do. Millions are sure to be watching whenever Zenith quality products appear in full color on Friday nights on NBC.

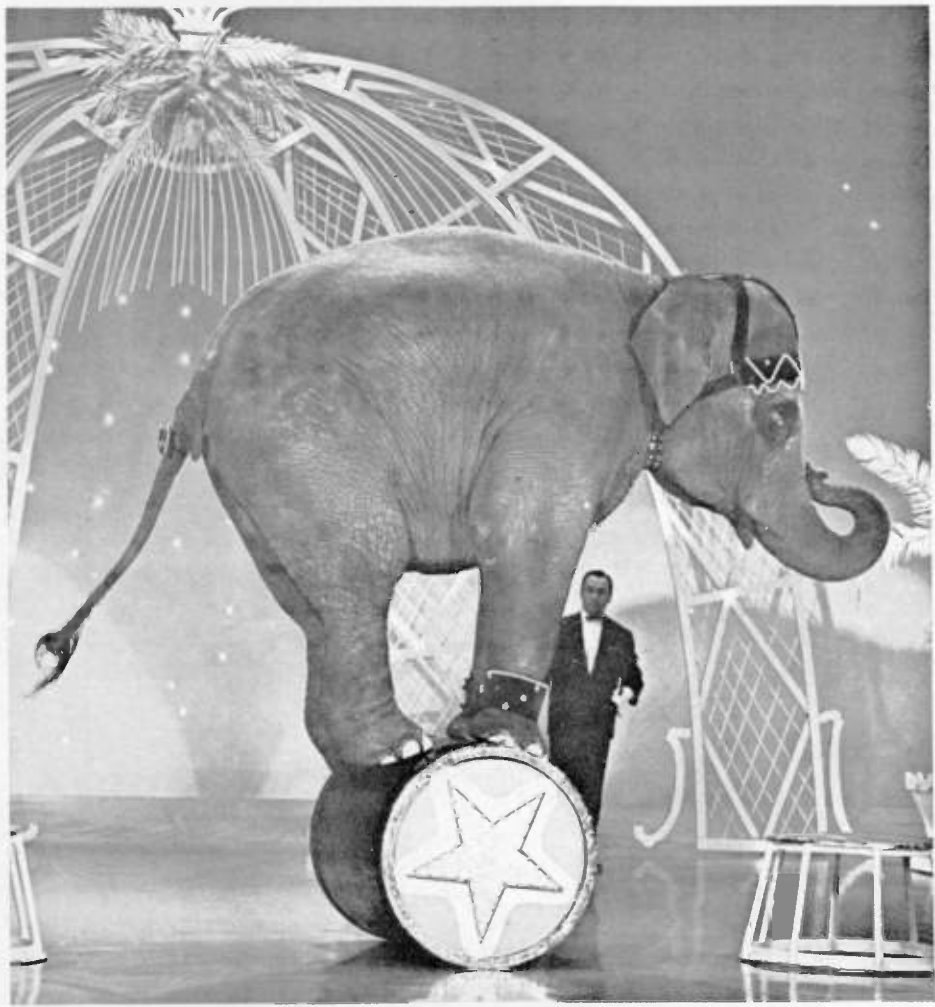
ZENITH[®]

The quality goes in before the name goes on[®]

NBC **THE VIRGINIAN** appeals to all outdoor action fans—top ratings prove it. Tune in this fall on the NBC network Wednesday nights and see Zenith's full color sales messages sell your customers coast-to-coast.



CBS **THE JACKIE GLEASON SHOW.** Everybody's favorite funny-man—Jackie Gleason—will be helping you sell potential customers on Zenith quality products Saturday nights this fall on CBS in full color.



ABC **HOLLYWOOD PALACE.** A procession of ever-changing variety acts—plus a famous host or hostess every week—will back up the full color sales messages that Zenith will present Saturday nights on the ABC network.

PRE-SELLING FOR ZENITH DEALERS DURING THE PEAK SELLING SEASON: FULL-COLOR TV MESSAGES PLUS FULL CAMPAIGN IN LIFE, TIME, NEWSWEEK, HOLIDAY, ESQUIRE AND MANY OTHERS!

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Money Can Buy Because Only The

Escort®

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EXCLUSIVELY THESE TWO FEATURES

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

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

**2 FAMOUS ROLLER
BEARING
CRAWLER TREAD!**

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

**WRITE, CALL OR WIRE
TODAY**

For Full Details And
Descriptive Literature

**STEVENS APPLIANCE
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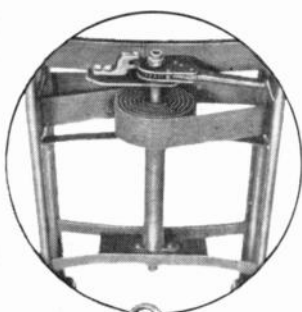
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APPLIANCE TRUCKS

MODEL MRT
Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel
Construction

SOLD ON A MONEY-BACK GUARANTEE!



WASHINGTON NEWS

□□□□ **Marketing considerations are growing** in the Department of Commerce. High on the list of changes Assistant Secretary Alexander Trowbridge wants to make in the Business and Defense Services Administration is a beefing up of the Marketing and Services Office. He suggests a split to give marketing its own office, similar to the individual offices of each primary industrial group.

Among the first questions the marketing office would tackle in its expanded form are "How does the choice of distribution system affect price?" and "What is the most efficient kind of packaging?"

This beefing up would hopefully make the Department of Commerce more helpful to distributors. Now the Department, under Secretary John T. Connor, is actively speaking out in the businessman's behalf in the inner circles of the Administration. It wants more say, for instance, in labor legislation, and will soon take a hard dollars-and-cents look at just what expanded coverage of the minimum wage law would mean to retailers.

□□□□ **Scientific innovations may be available** to small businesses. A bill passed last week by Congress would provide federal matching grants—eventually \$40 million a year—to states which establish technical information centers to make new knowledge available to businessmen.

Any business would be eligible to use the state information centers. But small and medium-sized businesses are expected to use them and profit from them most—as opposed to big business, which is already in a position to obtain this information, according to Representative Oren D. Harris (D-Ark.).

□□□□ **CATVers should keep hands off pro sports**, spokesmen for the pros told Congress, with the hopes of preventing CATVers from picking up professional football and baseball games and carrying them into areas blacked out because of home games.

National Football League Commissioner Pete Rozelle, American Football League Commissioner Joe Foss, and a spokesman for Baseball Commissioner Ford Frick urged a House judiciary subcommittee to write protection for live sports events into the proposed omnibus copyright bill. In a joint offense, they charged that CATVers threaten to slash the teams' vital tv revenues by making it impossible to guarantee exclusive coverage, and to cut into live stadium attendance by sending signals into blacked out areas.

Judiciary Committee Chairman Emanuel Celler (D-N.Y.) said in a statement at the end of the three-month hearings that he "cannot envision" the subcommittee's giving CATV an outright exemption from copyright laws.

□□□□ **Awards for private antitrust claimants** would be easier—and financial risks for price-fixers would be multiplied—under a bill introduced last week by Senator Philip A. Hart (D-Mich.). The bill would make no contest pleas the equivalent of guilty pleas as far as subsequent private suits are concerned. This would allow the price-fixers' customers to come into court and demand damage payments without having to prove the violations themselves.

DOES A COMPETITOR HAVE HIS FOOT IN YOUR CUSTOMER'S DOOR?

**If you can't supply what your customer
wants—when he wants it—you're vulnerable!**

How many times do you lose a range hood sale (and perhaps a customer) because you can't furnish the size, color or style when it's needed? Your solution to this problem is RANGEMASTER — not a larger inventory.

Rangemaster ships in three days any size (24" to 72" in 1/4" increments), any color (all major appliance finishes), any type (ducted or non-ducted) in every popular style. Can your present supplier do this?

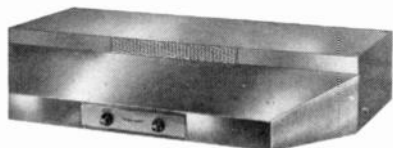
Rangemaster quality and service can keep your competitor from getting his foot in your customer's door. Write us for more details and complete catalog.

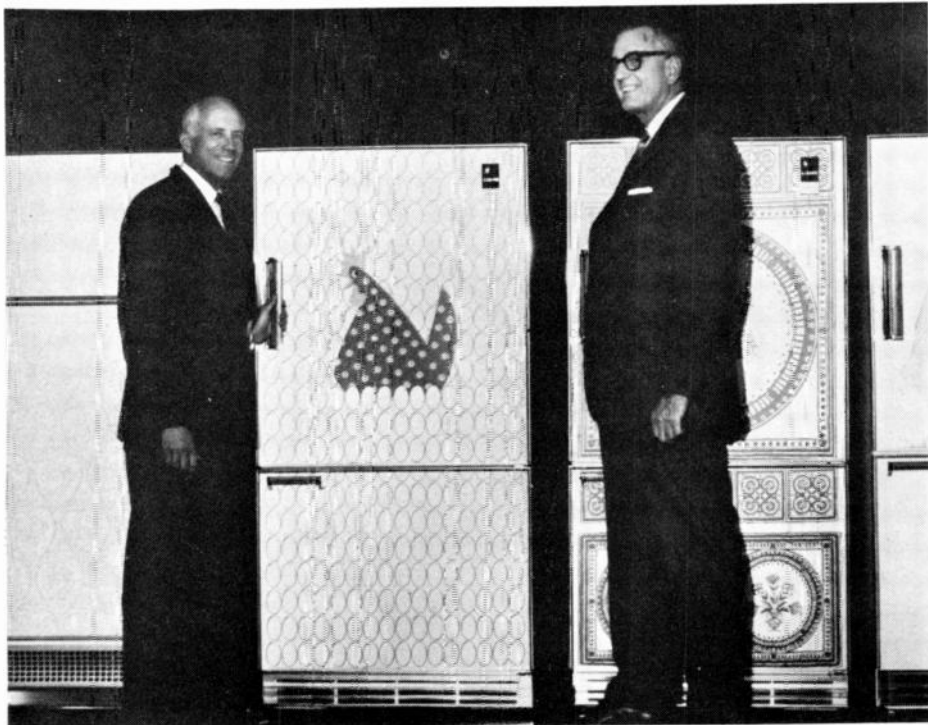


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HOODS • FANS
VENTILATORS

AUBREY MANUFACTURING, INC., UNION, ILLINOIS





C.J. Gibson Jr. and W.C. Conley, Gibson's top men, show 1966 Designers

Gibson fashions its 1966 line, offers decorator-styled models

The long expected has happened: Gibson introduced designer-styled fronts for its 1966 refrigerator-freezers at its dealers convention, in Puerto Rico, last week. Although Gibson is a late starter in the decorator door derby—Kelvinator and Amana are already off and running—Gibson has devised a different approach: it is offering customers five rolls of coordinated wall covering with the purchase of the Designer units.

Whether or not this difference will slow the competition remains to be seen; both Kelvinator and Amana have healthy leads. It is no secret in the industry that Kelvinator, running scared, hurried up the introduction of its Originals to beat Gibson to the punch. Now Gibson will have to hustle to match the reams of free publicity Kelvinator whipped up with its high-style units.

Price may make the difference, however. The Gibson Designer models—including the 75 sq. ft. of wall covering—will sell for about \$100 more than standard models. Its new 18-cu.-ft. bottom-mount refrigerator-freezer will be tagged at about \$349, which means a comparable Designer model will go for a highly competitive \$449. Without the coordinated wall covering, the Designer units will sell for about \$50 more than the standard models.

The new Designer line is available in six different designs on Gibson's 15-, 16-, and new 17- and 18-cu.-ft. refrigerator-freezers. Seventeen different color variations are included. Distributors are scheduled to receive the complete Designer series for open house showings following the convention.

Designs in the new line include: "Which Came First," a chicken-and-egg motif; "Mediterranean," which shows a peasant woman against a background of cherry blossoms; "Fleur Tile," a Spanish tile design; "Treasure Tree," a Pennsylvania Dutch pattern; "Happy Cooking," a copy of an ancient Chinese panel; and "Trivets," a heart-shaped design.

The new line-up of refrigerators includes, for the first time, 17- and 18-cu.-ft. models. Gibson has stretched

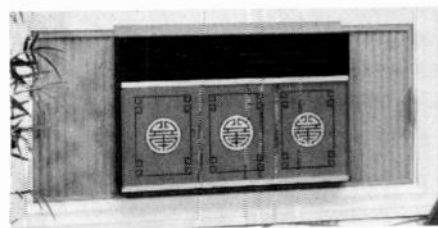
its refrigerator-freezer line to 12 models—an increase of four over this year. Again in 1966 the entire Gibson refrigerator-freezer line will be Frost-Clear. In the 17-cu.-ft. top-mount refrigerator-freezer and the 18-cu.-ft. bottom-mount model, automatic ice makers will be available for an additional \$40 to \$50 at retail. All of the 1966 units have new cantilevered shelves, including an adjustable sliding bottom shelf.

Decorator-front air conditioners are another 1966 first for Gibson. The optional designer-styled fronts are available on its E and K series units, which range from 6,500 Btu to 18,000 Btu. The seven front styles—from Chinese Red to Modern Teak—will add about \$20 to the retail price of the air conditioners.

Another no-frost freezer—a 17-cu.-ft. upright unit—has been added to the Gibson line for next year. Of the eight upright freezers now in the line, three are no-frost. In the company's five-model chest freezer line, a flash defrost system is offered in a 19-cu.-ft. unit for the first time. This freezer comes in white or coppertone at no additional cost.

A new 16-lb. washer to retail around \$219-229 leads the Easy laundry line for 1966. The line, being introduced by Gibson at the convention, includes three washers and two dryers. The top-of-the-line washer has three wash cycles, two rinse cycles, and two washing speeds. A fill selector button allows it to handle 2-to-16-lb. loads without additional attachments.

A new leader Lady Gibson range has been added to the company's line of four 30-inch and two 40-inch ranges. The new range, a two-level Lady Gibson, will retail for about \$300. Gibson is making coppertone available on all its 1966 ranges at no additional cost.



New decorator-front air conditioner

□ □ □ □ **The dispute over post-excise record pricing** remains unresolved. President Johnson's Council of Economic Advisers (CEA), in its mid-July report, said phonograph record prices were up 5% to 6% despite the elimination of the 10% manufacturers' excise tax. The Record Industry Assn. (RIAA) protested the CEA report, but the Council offered no apologies or corrections. The Council's reply to RIAA, according to RIAA executive secretary Henry Brief, indicated only that CEA would issue a new report within a few weeks to reflect phonograph record pricing in mid-August.

□ □ □ □ **Welbilt will enter the range hood field** with a line of ducted and ductless models designed by the company's air conditioning engineers. The hoods will come in coppertone, white, pink, turquoise, yellow, and chrome. Prices range from \$29.95 to \$49 for a ductless model, and from \$18 to \$25 for the ducted hoods. For a simple hood shell, the price range runs from \$11.50 to \$13.95.

□ □ □ □ **A total of 125 million gas appliances** ease the workload of 43 million U.S. families every day, reports the American Gas Assn. Clothes dryers account for 4,475,000 of the total, cooking ranges for 36,450,000, and water heaters for 29.2 million. The gas refrigerator, now considered a rarity, still serves 1.8 million homes.

□ □ □ □ **ITC has bolstered its cartridge tape line** with an order for 250,000 prerecorded 8-track cartridges from Orrtronic. The Orrtronic cartridges will retail at from \$2.98 to \$9.98; initial delivery of 38,000 cartridges is scheduled for this week. International Tape Cartridge supplies prerecorded tape for three different cartridges: the 4-track TelePro Fidelipac cartridge; the 8-track Lear cartridge, and now the 8-track Orrtronic cartridge.

ITC recently received a blanket order for Lear pre-recorded cartridges from National Mercantile Co., of Long Island, N.Y., according to ITC president Larry Finley. National Mercantile plans to supply Ford dealers with display racks that hold 36 Lear cartridges, Finley reported.

□ □ □ □ **Sarkes Tarzian has a package deal tape promotion** for the fall. Retailers handling Sarkes Tarzian tapes can offer three 7-inch 1,200-foot reels of acetate tape and a 12-reel-capacity tape rack for \$6.95. Each reel of tape normally goes for between \$2.25 to \$2.50 and the rack retails for \$2.

□ □ □ □ **3M has added jazz to its stereo tape line** for the fall. Two new labels, Impulse and Limelight, have been added to 3M's gradually growing stereo library, which now totals 338 albums, including the 40 albums added this fall. 3M also added the primarily classical Everest label.

□ □ □ □ **Panasonic has stocked a parts depot** in Los Angeles with a full line of parts to service in-warranty repair needs throughout the Western U.S. The Matsushita Electric Corp. of America depot is located at 569 S. San Pedro St., Los Angeles, Calif.

□□□□ A Swiss firm is shooting for the U.S. market with a versatile cartridge tape player for under \$200. However, Dube Electric SA, the Baden, Switzerland, manufacturer, does not expect to bring its Mayacord cartridge tape recorder and player into this country before next January, according to firm president, Werner Dube. Dube is currently in the U.S. negotiating contractual agreements with distributors and discussing the unit with certain U.S. consumer electronics manufacturers.

The Mayacord is a 17-transistor, capstan-drive combination recorder-player; it will be available in the U.S. with an AM or AM-FM tuner, at an additional cost of \$6 and \$10, respectively, Dube said. The unit can be used for recording from its own radio, from a phonograph, or by microphone. It can operate as a portable on a \$25 power pack made up of five dry-cell batteries; in an automobile, it can be operated on a 6v or 12v system, and, in the home, on AC ranging from 115v to 230v.

An endless loop cartridge is used in the Dube unit. It contains No. 1444 four-track tape from 3M and can play for 3 hours and 12 minutes at 3 ips. Cartridges for the unit will be available with or without pre-recorded music.

□□□□ You can get anything you want—or almost anything—from King Refrigerator Corp.'s new Refresh-erator. The company's model K48T includes a one-piece stainless-steel countertop with sink and two-burner range, an undercounter 5-cu.-ft. refrigerator, a 5-cu.-ft. storage area, and a single lock and key for all compartments. The unit comes with counter light and appliance outlet and is set in an all-steel cabinet in both Contemporary and Traditional styling. The Refresh-erator is available in nine colors, as well as three wood-tone finishes. The new unit carries a retail price of \$650.

□□□□ Japan is looking at rare earth phosphors. Hitachi is now using rare earth materials—which provide a brighter color tv picture—in the picture tubes of its 19-inch sets, reports McGraw-Hill World News in Tokyo. Although the company is not yet using these phosphors in other size sets or in picture tubes it supplies to other manufacturers, a Hitachi spokesman predicts that the entire Japanese television industry will switch to the brighter phosphors in the near future.

□□□□ Penney's expansion formula: over 660,000 sq. ft. of added space from six new stores and six new auto centers it will open this month in the states of Alaska, Colorado, Georgia, Missouri, Oklahoma, and Tennessee. The Alaska facility, with an area of 170,000 sq.ft., will be Alaska's largest retail store, and replaces the building destroyed in last year's Good Friday earthquake.

□□□□ Hamilton will dedicate its new plant at Kosciusko, Miss., next Friday. The \$2.5-million plant occupies 285,000 sq. ft. of manufacturing space for production of components for the home laundry equipment of Hamilton Manufacturing Co. About 200 people will be employed at the new facility.

East meets West in Puerto Rico as Japanese firm plans expansion

A quiet—and peaceful—invasion is being made of the Western hemisphere. The newcomer is Matsushita Electric—Japanese producer of Panasonic products—which is operating a clock-radio assembly plant in Puerto Rico with the blessing and encouragement of the island's government. Matsushita will move into Mexico, too, where it will join a local firm to produce transistor radios.

The Puerto Rican enterprise is now entering its third month of operation, reports McGraw-Hill World News from San Juan. Operating in an 11,000-sq.-ft. building leased from the Puerto Rico Industrial Development Co., the plant opened for business in July with an investment of \$15,800 and employment of 11 local factory workers.

Clock-radios are presently assembled at the plant with imported parts and plastic cabinets, but plans are under way to purchase cabinets from a local cabinet-maker. Matsushita vice president and general manager, Kazuo Sato, announced that the company will try, whenever possible, to purchase parts locally.

Employment has already been upped to 24, with three Japanese executives heading the operation. Plans are moving ahead for expansion to other products; next month will see the initiation of stereo set assembly, using contemporary Japanese design and solid walnut cabinets.

Television sets and electrical appliances are also under consideration as possible items for future production at the Puerto Rican plant.

To date, all merchandise is being

shipped to distribution outlets throughout the U.S., but Sato stated that eventually production will go into items currently not being made in Japan, and these will be for worldwide export. He was reluctant to reveal production figures on the Panasonic clock-radios, but anticipates that when operations are going full-swing, productivity will equal that of the Osaka factory. He stressed the fact that the same schedules and production methods used in Osaka are being used at the Puerto Rican plant.

The interesting sidelight: employees at the plant are required to be bilingual in order to overcome the Japanese-Spanish-English language problem and to communicate with three Japanese executives who train them.

Plans are going ahead for expansion of the building "in the near future." This marks the company's first manufacturing venture in the Western hemisphere, but if this pilot project proves successful, this might very well turn out to be the stepping-stone to other areas in Latin America, Sato said.

The Mexican project is a good case in point. Skirting the Mexican regulations which forbid import of transistor radios from Japan, Matsushita, together with a Mexican firm, is forming a company to be known as National Mexicana. The 150,000 to 200,000 National radios to be produced annually through the joint venture will not be sold outside of Mexico, reports McGraw-Hill World News from Tokyo.

EEI draws the bow back for 1966, aims a sales arrow at Mom's heart

Romance for Mom and a big red "I Love You" heart highlight the 1966 advertising plans of the Edison Electric Institute (EEI). At a press conference in New York City last week, EEI outlined its \$3½-million advertising campaign to promote total electric living in 1966.

During 1966, EEI estimates that each of its 66 consumer ads on ranges, dryers, water heaters, electric heating, and Gold Medallion Homes will reach 75% of all U.S. households and 90% of all families with annual incomes of more than \$5,000.

EEI's role in the promotion can be partly defined by the very makeup of the organization; it is an association of 125 investor-owned utilities that uses the "Live Better Electrically" concept as its advertising vehicle to sell more electricity through the increased sale of electric home heating and electric appliances.

Since 1959, EEI has invested almost \$20 million in advertising the "Live Better Electrically" theme.

Through its combined advertising and promotional efforts, EEI hopes to achieve, or perhaps even top, their goal of 29 million electrically heated homes by 1980.

EEI's ads for 1966 will stress a new emotional appeal, according to

T. O. McQuiston, vice president of Metropolitan Edison and chairman of the 1966 program. The ads will draw attention, McQuiston explained, with headlines using the "Lady, you'll just love..." flameless electric cooking, drying, and heating themes. And the ads will catch the eye with an illustration of Mother painting a big red heart on her appliance.

"The Live Better Electrically appliance ads are designed to start a long-term romance between the homemaker and her electric range, dryer, and water heater," McQuiston said. "They're designed to make heroes of the electric appliances in dealers' showrooms."

EEI has planned retailer tie-ins with the over-all campaign and with its consumer ads. Promotional materials being made available include hang tags, heart symbols for in-store and ad use, package labels, streamers, lapel buttons, and truck posters.

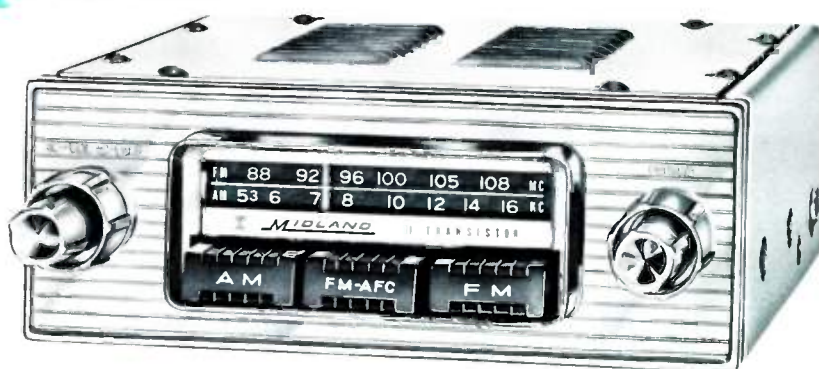
All four-color photos used in EEI's national ads will be available in black and white for retailer use, as will reprints of the ads for local mailings and displays. Retailers can find out more about retailer aids by writing: Live Better Electrically, Edison Electric Institute, 750 Third Ave., New York, N.Y. 10017.

You'll never again have to sacrifice quality and features for price

MIDLAND INTERNATIONAL

Today, the largest and most complete single U.S. supplier of dependable, quality electronic products from throughout the world.

Products are tested and selected at both the origin and at Midland's domestic facilities by Midland engineers. All merchandise in our line is backed by our own Kansas City service and parts departments.



65-210

Exclusive at Midland

**Imagine! A Push-Button
AM-FM Car Radio With AFC**
fits all cars and can retail for only
\$69.95 (with full margin)

Now, the car radio aftermarket is really yours for the asking. Installs "simple as 1-2-3" in any make and model. Push-button switching from clear AM to FM and driftless, static-free FM-AFC. Sensitive, super-distant reception with 17 semi-conductors including 11 transistors! Chrome-finished, custom trim plates and easy in-dash mounting give original equipment styling in nearly all cars and most trucks. Also with standard trim plate for under-dash mounting in unusual cases.

Best quality throughout. Illuminated slide-rule dial with manual vernier tuning. Automatic volume and gain controls, push-pull output, continuous tone control. Heavy-duty speaker built into compact metal case with handsome die-cast front. Has adjustable antenna trimmer and external speaker jack. For 6 or 12 volts, pos. or neg. ground.



13-120 Exclusive at Midland

**Revolutionary 100 MW Walkie-Talkie With
Call-Signal System And Full Squelch**

Another Midland First

Never before... a 100 mw walkie-talkie with a standby signal calling system that operates with minimum battery drain. Like a telephone, you alert the receiving party to a call with actual CW alert tone. Then switch to voice and begin communication with normal push-to-talk system. No license needed. Solid state circuitry. 15 semi-conductors including 11 specially selected transistors give up to 7 mile range!

This powerful, dual-purpose transmitter and extra-sensitive, superheterodyne receiver has variable full squelch control to eliminate unwanted disturbances. Big, full fidelity dynamic speaker, 52" telescoping antenna, durable metal cabinet. Powered by 6 penlite batteries, or 110-volts by using optional AC adaptor. Complete with Channel 7 crystals (installed), private earphone, leather carrying case and shoulder strap.

MIDLAND

puts confidence back into popular pricing

Incomparable Quality and Features Backed by
Trustworthy Service and Proven Parts Protection

10-430 *Exclusive at Midland*

10 Transistor AM-FM Portable With Big Set Sound Can Retail
For Only \$29.95 (with full margin)

16 semi-conductors including 10 specially selected transistors provide full, rich sound on both FM and AM. 3 tuned IF circuits for excellent sensitivity and selectivity. Black "leather-finish" plastic cabinet with chrome die-cast front and tuck-away handle makes this a handsome companion for indoor and outdoor use. Weighs only 2 lbs. 6 1/4" H x 4 1/2" W x 2 1/8" D. Quality features include full fidelity 3" dynamic speaker, switch-type full automatic frequency control (AFC) for no-drift FM listening, built-in AGC, precision vernier tuning, and large, built-in ferrite antenna. 7-section, 21" telescoping antenna, external speaker jack, log scale for precise tuning. Powered by 4 penlite batteries or 110-volts by using optional AC adaptor. Complete with high quality earphone and batteries.



10-500 *Exclusive at Midland*

3-Band VHF/LW/BC Portable With 250 Mile Range
Can Retail For Only \$79.95 (with full margin)

From one of the world's leading manufacturers of aircraft radio and electronic equipment comes superior quality and range never before engineered into a 3-band portable radio! Widely tested by veteran and student pilots for self-powered emergency navigation and as a standby receiver where dependability is a "must." Compass rose gives precision direction finding. Selectivity and sensitivity are excellent with 12 beta-matched transistors. VHF monitors entire aviation band. LF monitors FAA weather reports, aircraft and marine beacons. BC band brings in clearly AM stations over 250 miles away!

Equipped with push-button panel light, quality heavy-duty speaker, tuning marker, durable selection switch, continuous tone control, standard ferrite rod built-in antenna, 6-section telescoping antenna, external VHF antenna jack, and shatter-resistant case. Powered by 6 standard "D" batteries (included), or 110-volts by using optional AC adaptor. A perfect instrument for pilots, student pilots, sportsmen, marine and travel use.

10-440 *Exclusive at Midland* Dramatic 12-transistor AM-FM.

Truly a gem among portables. An incomparable radio in a class by itself. Only 4 3/4 lbs. and 5 3/4" H x 9 1/2" W x 3" D. Solid-state circuitry uses 16 hand-picked semi-conductors to provide unmatched performance on both brilliant FM and ever-popular AM. A few of this fine radio's quality features are: extra-large, ferrite bar antenna . . . continuous tone control . . . 8-section, 23" telescoping antenna . . . large, concert quality 4" oval high-fidelity speaker . . . slide-rule vernier tuning with log scale . . . and switch-type automatic frequency control (AFC) for drift-free FM listening.

All this plus built-in AGC, RF amplifier and 4 tuned IF circuits for outstanding sensitivity and selectivity, and external speaker jack. Black "leather-finish" plastic cabinet with all-metal die-cast front and tuck-away handle. Needs just 4 standard "C" batteries or uses 110-volts with optional AC adaptor. Complete with private earphone and batteries.

11-406 *Exclusive at Midland* Solid-State

AM Table Radio with continuous tone control. Only 1 3/4 lbs. and 5" H x 11" W x 5" D. 2 IF tuned circuits for finer selectivity and sensitivity. Extra-large, ferrite antenna pulls in distant stations. Automatic volume control (AVC) eliminates fading and blasting. Large, heavy-duty speaker. Modern styling in warm gray and charcoal plastic cabinet accented by chrome appointments. Operates on 4 easy-to-get penlite batteries (included), or on 110-volts using optional AC adaptor.

Write for free catalog and pricing on other fine Midland products.

MIDLAND INTERNATIONAL

CORPORATION

the world of quality in electronic products

1519-21 Atlantic Street • North Kansas City, Missouri 64116

ENTER NOW AT THESE QUALITY HOTPOINT DEALERS. WHILE THERE, PRACTICE ROLLING A HOTPOINT-ON-WHEELS.

11



RCA unveils 1966 solid-state tape recorder line

RCA has added five capstan drive reel-to-reel recorders, in addition to offering three re-designed cartridge models in its 1966 solid-state tape

recorder line. Included in the reel-to-reel series are two battery-operated portables—Tiros I, model YGS11 (shown far left), and Tiros II, model

YGS21. Each of the two-track monaural portables plays and records at two speeds: $3\frac{3}{4}$ ips and $1\frac{1}{8}$ ips. Features include a calibrated reel window and a VU recording level meter that doubles as a battery strength indicator.

The 5-lb. Tiros I is equipped with four batteries, a 2 $\frac{1}{2}$ -inch speaker, earphones, a 3-inch tape reel plus a take-up reel, a microphone with remote control switch, and a jack for an optional 110v AC adaptor. Suggested retail price is \$49.95.

The deluxe version, Tiros II, has six batteries, a 4-inch speaker, inputs for microphone and direct recording from other recording sources, outputs for separate speaker or earphones, and a separate tone



control in addition to the standard controls. Included with the deluxe model is a carrying case with shoulder strap, as well as the accessories of Tiros I. The 4-lb. portable has a suggested retail price of \$65.00.

A third member of the reel-to-reel series is model YGH31, a 7-inch 3-speed unit designated Score I. The four-track monophonic recorder is highlighted by a safety control for prevention of accidental erasure and a Pause switch for simplification of editing jobs, according to RCA. Other features include a PA switch, a digital counter, VU recording level meter, hi-fi tape head, and a six-inch speaker. Its gunmetal blue vinyl-covered wood case contains storage space for accessories including a microphone and connecting cables. Suggested retail price is \$139.95.

For portable stereo tape recording, RCA has added a four-track reel recorder, Score II (shown directly above), and a two-speed cartridge model, Relay III (middle photo). Each has four speakers enclosed in two lift-off wings, as well as RCA's Sound-on-Sound feature for simultaneous recording. Also included are a PA switch, stereo headphone jack, dual input-output jacks, dual mike inputs, automatic tape shut-off, and stereo balance and tone controls.

The three-speed reel recorder, Score II, also features a Pause switch. The black vinyl-covered wood cabinet may be closed without removing the reels. Its storage space holds two microphones, cables, and a reel. Suggested retail price is \$229.95. The Relay III to retail at \$199.95, comes complete with two microphones, tape cartridge, and cables.

Two monophonic models, Relay I and Relay II, complete the series of 4-track cartridge recorders. At two speeds each plays normal voice up to four hours and hi-fi music up to two hours on one cartridge. Pre-amplifier response at $3\frac{3}{4}$ ips is 50 to 15,000 cps.

Features of the Relay I include automatic tape shut-off, mike input-output, and a mike with remote control. Storage space is provided for the accessories. Suggested retail price is \$99.95. The step-up model, Relay II, has additional features of a PA switch, digital counter, earphone, automatic amplifier shut-off, and a six-inch speaker with tone control. Suggested retail price is \$129.95.

For component systems, RCA offers its cartridge tape deck, Module Mark I, and its 7-inch reel recorder, Mark II, both with Danish-styled walnut veneers on selected hardwoods. Mark I is a version of Relay III without the speakers, tone control, stereo headphone jack, and storage compartment. The four-track tape deck has a full set of input-output jacks plus connecting cables, two mikes, and a cartridge. Its suggested retail price is \$169.95. Mark II's features are similar to those of its portable brother, Score II. It comes complete with two microphones, a 7-inch reel of tape, an empty reel, and connecting cables. Suggested retail price is \$199.95. RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.

Arvin

In Elegant Walnut Wood-Grain



NEW! BIG TONE!

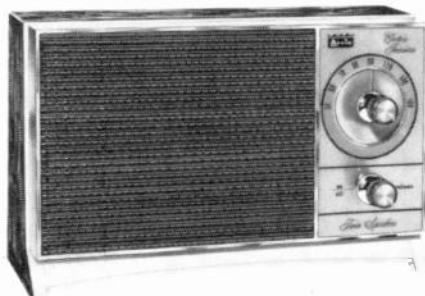
ARVIN SOLID STATE RADIO
in Walnut Wood-Grain Cabinet

Big radio sound from powerful Solid State AC chassis featuring 5 high efficiency transistors plus diode and silicon rectifier for instant play, cool operation. Large 4" Velvet Voice speaker, on-off-volume control, built-in ferrite rod antenna.

Arvin Model 16R28

sugg. retail **\$1995**

SOLID STATE RADIOS



NEW! TWIN SPEAKER POWER!

ARVIN SOLID STATE RADIO
in Deluxe Walnut Wood-Grain Cabinet

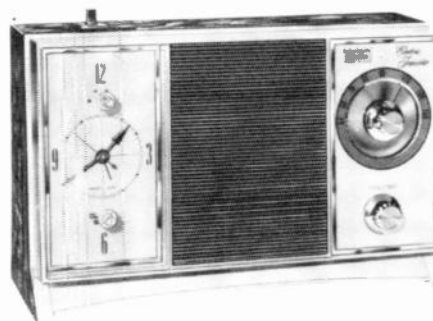
Twin 4" balanced Velvet Voice speakers are expertly matched with dependable Arvin Solid State, AC powered chassis. 5 prestige quality transistors plus diode and silicon rectifier. Precision vernier tuning, automatic volume control, built-in antenna.

Arvin Model 16R68

sugg. retail **\$2295**

SOLID SALES BUILDERS

Here's a new line of Solid State Radios that lets you offer your customers instant-play, cooler operation and longer set life, elegantly styled in Walnut Wood-Grain. All-transistor circuitry lets us pack more sales appeal into the slimmest, trimmest cabinets, just right for today's more style-conscious radio buyers. See these new radio Sales Builders—they represent the big news in Arvin's complete line of Solid State Radios, priced from \$18.95 to \$64.95



NEW! FULL FEATURE CLOCK!

ARVIN SOLID STATE CLOCK RADIO
in Deluxe Walnut Wood-Grain Cabinet

Arvin Solid State, AC powered 5 transistor radio chassis teamed with precision full-feature clock. Includes every wanted convenience: "Wake-to-Music," "Wake-to-Alarm," Slumber Switch, Doze Light, plus "Repeat-A-Call" alarm. Precision vernier tuning, 4" Velvet Voice speaker, sensitive rod antenna.

Arvin Model 56R38

sugg. retail **\$2995**

For complete information, write, wire or call

Arvin

ARVIN INDUSTRIES, INC.

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

FIRST WITH THE FINEST
PRODUCTS FOR OVER FORTY YEARS

RECORDERS • TUNABLE PHONOGRAPHS • BOY
RECORDERS • TELEVISION • CONSOLE
PHONOGRAPHS • PORTABLE ELECTRIC
HEATERS • HOME QUIETS AND AIR
CLEANERS • DRIVING TABLES • FURNITURE

MERCURY IS ON THE MOVE AGAIN!

This time with six great new portables including the RP 6000 Cordless Radio-Phono; AG 4230 Furniturized Stereo Hi-Fi; three stereo phonographs (with automatic changers) starting at less than \$80.00; and a sensational

voice activated Cordless tape recorder for under \$100.00. That gives Mercury 12 fabulous portables for gift-giving and for people on the move. And it gives you the fastest selling, full line of portables in the business!



NEW

AG 4230 PORTABLE (FURNITURIZED STEREO HI-FI) Wood cabinet and speakers; automatic arm positioning; meter type stereo balance indicator; separate balance, treble, bass and volume controls; record changer; rumble and scratch filter switches; diamond stylus and stereo cartridge; aluminum turntable; removable spindle; head phone output; tape recorder input and output; retractable carrying handle. Plays all records, sizes and speeds. Weighs less than 24 lbs. **Retail \$229.95**

NEW

RP 6000 CORDLESS PORTABLE RADIO-PHONOGRAPH 100% transistorized combination has 4-speeds, plays all records—monaural and stereo. Radio plays while being carried. Measures only 11½" x 5" x 9". Features diamond stylus; distortion-free 4" speaker; balanced turntable; solid state circuitry; professional performance AM tuner; independent radio-phonograph switching; heat free operation with drift and fade eliminated; and break resistant case. Plays for months on 6 standard flashlight batteries. AC adaptable. **Retail \$49.95**



NOW 8 GREAT PORTABLES



AG 4000: The Cordless. 100% transistorized phonograph that plays all records, anywhere, anytime. **\$39.95**



AG 4126: Deluxe 100% transistorized Cordless phono has big 7" ticonal speaker, weighs only 8 lbs. AC adaptable. **\$59.95**



RP 5000: 100% transistorized Cordless radio-phono combination plays all AM stations, all records, sizes and speeds. AC adaptable. **\$59.95**



TR 3300: Cordless. 100% transistorized recorder plays while being carried. Capstan drive, 2-speeds, ½ track recording, 3¼" reel. AC adaptable. **\$59.95**



TR 3500: Dual motors in capstan drive, 2-speeds, ½ track recording, remote control stop-start switch, 5" reel. 100% transistorized. AC adaptable. **\$89.95**



AG 9125: Detachable twin ticonal speakers, automatic phasing, separate bass and treble controls, fine wood cabinet. Portable or permanent. **\$139.95**

MERCURY RECORD CORPORATION



Home Entertainment Division • 35 East Wacker Drive • Chicago 60601



General Electric 1966 dishwashers

GE introduces its line of 1966 dishwashers, consisting of six Mobile Maid portables and three built-in models.

At the high end of the convertible portable Mobile Maid units is model SC-800B (shown above) which features a cherry wood countertop serving as a no-drip carving board, in addition to copper bronze trim on the panel and metallic controls. Fingertip push buttons indicate the four types of cycles available: daily loads, pots and pans, china-crystal, and rinse and hold. A Faucet-Flo feature provides an extra spigot so that water can run freely for other uses after the dishwasher has filled.

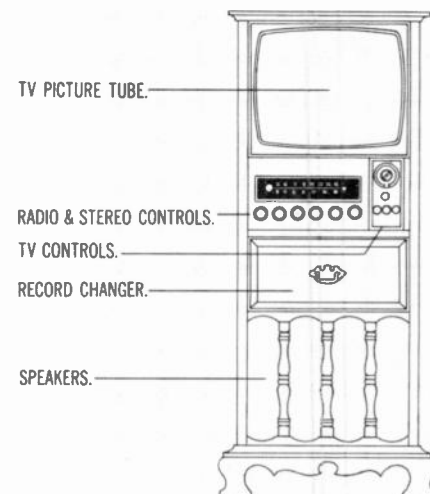
Another highlight is the four-level wash action featuring a Silver Shower which provides special water action for the silver basket. A swing-down door and racks that glide out all the way facilitate use of the dishwasher, a unit with a capacity for 15 NEMA place settings.

The other top model of the three convertible portables has a Textolite countertop that looks like grass cloth while providing additional work surface. Both models are available in white or dark coppertone.

Of the three built-in units, the top-of-the-line model has a new golden bronze control panel and a door latch which moves with feather touch, according to the manufacturer. Deluxe features include four-cycle push-but-

ton selection, Silver Shower, and Rinse-Glo which automatically injects a liquid rinse agent into the final rinse cycle.

All three undercounter models accommodate 15 NEMA place settings. Installation is simplified, says GE, because the units may be connected to right or left, adjacent to the sink. *General Electric Co., Dishwasher Dept., Louisville, Ky.*



Curtis Mathes for 1966

Curtis Mathes unveils its new home entertainment line highlighted by an anniversary special on the Welles, a 100-inch stereo console designed to start at a suggested retail price of \$399.95.

In a contemporary design of walnut, the Welles, model 40M213W, features AM-FM and FM multiplex tuners, a stereo phono, and eight speakers. The new unit, as model 40M268, is also available in solid state with six speakers, and is to retail at \$499.95. Another 100-inch stereo combo, the Lombardy, model 40M223, is a French Provincial unit with cherry veneer and solids designed to retail at \$439.95.

The high-end Spanish Provincial 25-inch color tv combo, the Madero, model 65M142, includes a four-track stereo tape deck, as well as a stereo-hi-fi phono and an AM-FM FM multiplex tuner. Complete with tambour doors, the Madero is 100 by 27 3/4 by 22 1/2 inches. Suggested retail price is \$1,338.95.

Completing the 1966 line are three 21-inch color tv sets, ten 21- and 25-inch color tv-stereo-AM-FM combos, and five stereo console units, all in various period styling.

Spotlighted is La Semainier, a series of vertical combos composed of stacked components and an additional detached speaker unit. Shown above is a color tv combo.

Suggested retail prices for the 21-inch color tv sets range from \$399.95 to \$499.95, while those for the 21-inch color tv combos range from \$599.95 to \$739.95, and for the 25-inch color tv combos: \$799.95 to \$1,338.95. All models offered by Curtis Mathes in its 1966 home entertainment line are available with a solid-state chassis for an additional \$100 retail. *Curtis Mathes Manufacturing Co., Dallas, Texas.*

Chemtronics color tuner cleaner

Chemtronics announces Color Lube, a special chemical tuner cleaner for use on color sets, formulated around a new chemical product, TC-5. The cleaner, says Chemtronics, will not cause drift or frequency detuning when used on a color tuner. *Chemtronics Inc., Brooklyn, N.Y.*



Give her a choice. TEFLON* does the rest.

Plan plenty of display room for DuPont-approved TEFLON coated gifts, and turn your holiday shopper loose.

Chances are, she's seen many of the commercials in our stepped-up schedule... and heard about the growing family of housewares approved for the Du Pont Certification Mark†.

So: sisters, mothers, cousins, aunts...

everyone on her list will be a target for TEFLON finished merchandise.

To make the most of the buying bonanza—through the holidays, and into 1966—be sure you display items with the quality seal for TEFLON. Only manufacturers who submit their products to Du Pont for continuing quality tests (and pass) are permitted to use it.

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

†This registered Certification Mark can only be displayed on the products of licensees when they apply TEFLON finish in accordance with approved standards subject to continuous Du Pont surveillance.



Better Things for Better Living...through Chemistry



Circulation 6,500,000
October 1965 • 35¢

Better Homes and Gardens

Finally, Perfected Color Television.

It's as easy to tune as black and white.



Up to now, there were two problems with color television sets. One, they were hard to tune. And two, once they were tuned almost any outside interference (airplanes, cars, electric shavers, even aluminum siding) threw the picture out of whack. General Electric has taken care of both.

New Magic-Memory tuning. We developed a new kind of tuning system called Magic-Memory tuning. What's magic about it is that it's ridiculously easy to tune. All you do is turn all the dials until their pointers point straight up.

New color coaxial cable. Then we tracked down what was picking up all the outside interference. It was the old flat lead in wire that connected the set to the antenna. So we redesigned our sets and added a coaxial cable lead in. (Coaxial cable is what TV studios use because it has two layers of plastic and one layer of woven metal to shield against outside interference.)

What we had when we finished was the first really Perfected Color Television set. Bright, clear, natural color with no more fuss than black and white. And that's what a lot of people tell us they've been waiting for. If you're one of them, see your G.E. dealer.

GENERAL ELECTRIC

The ad above will appear in full color in the October issue of Better Homes & Gardens - on sale September 14.

How General Electric will tune in 17½ million potential Color TV buyers

Studies among recent purchasers prove that more buyers of TV sets read Better Homes & Gardens per unit of circulation than any other major magazine. That's why General Electric is running three full page four-color ads featuring Color TV in the October, November and December issues of BH&G. Each month, 17½ million husbands and wives turn to BH&G for ideas, inspiration and product information in all areas of family living, including home entertainment. It's the only big magazine dedicated to helping families live better, buy better and buy more.

Plan now to tie-in with this action-generating General Electric Color TV campaign. Tell these prospects *you* are the GE dealer to see!

Color tv: way out front in the fourth-quarter stakes

In the 1965-66 tv season, the networks will cram more hours of color tv into the broadcasting day



Source: NBC

The fourth-quarter share of total sales: 1963 and 1964

	Portable phonos	Percent of year's total sales
1964	1,589,963	46.5
1963	1,374,986	40.3
	Console phonos	
1964	629,636	36.2
1963	596,750	36.8
	Radios	
1964	3,790,431	35.2
1963	3,358,758	33.7
	B&w tv sets	
1964	2,282,659	30.1
1963	2,070,192	29.7

A retailer—at the recent Institute of Management conducted by the National Appliance & Radio-TV Dealers Assn., in Washington, D.C.—telephoned his store at midweek to check on sales. They were going well.

"I bought 300 color sets in the middle of July and I had some in stock," the retailer explained, and added, in some amazement, "I thought that would take me almost up to Christmas, but the way sales are going, I'm not going to get through September."

All across the nation, other retailers were experiencing the same giddy phenomenon: spectacular consumer acceptance of high-end big-ticket color tv. And it was no longer astonishing that a retailer could report he sold 14 color tv sets on a single Saturday in July.

Now, with color sales hurtling along at a record pace, retailers are preparing for the key period of the year: the all-important fourth quarter—with its Christmas selling season—traditionally, the biggest sales period of every consumer electronics year.

The figures tell the story—not only for color tv, but also for black-and-white tv, radio, and portable and console phonographs (see bar chart at left below).

The industry did about 30% of its total year's b&w tv volume in the fourth quarters of both 1963 and 1964. Fourth-quarter radio percentages are even higher, and when it comes to phonograph sales in the fourth quarter, the numbers are even more spectacular. In 1963 and 1964, sales of both portable phonos and console phonos closed with such a rush that the industry set records.

And there is every indication that the same pattern will be repeated this year.

Sales of color tv should be spectacular. Color pioneer RCA figures that the industry will rack up 38% of this year's color volume in the fourth quarter, while working its way to a record 2.35-million-unit year.

With demand for color tv sets at an all-time high, the industry faces some shortages—but not the kind that could cripple business. Undoubtedly, some specific models of 21-inch color sets will be scarce. But the only real scarcity will be in rectangular-tube models, and most set makers believe that rectangular color sets of all sizes will account for only 20% to 25% of the sales mix this year.

The biggest boost for color set sales this fall and Christmas will be something no one can effectively measure: the dramatic increase in the color program schedules of all three networks. For the first time, CBS will join NBC in beaming a significant number of color shows at the public. Combined with ABC's stepped-up efforts, the networks will colorcast almost 5,600 hours of programming during the 1965-66 tv season. But hours alone do not tell the complete story.

The psychological impact of all this color programming will be invaluable in stimulating color tv set sales. Day after day, night after night, the American viewing public will be bombarded with color shows. The NBC peacock alone will be spreading its wings over almost the entire prime-time schedule.

The effect of this weighty color schedule on the more than 50 million American homes watching television on black-and-white sets may be hard to measure precisely in sales, but the cumulative impact in whetting the consumer's appetite for color will be tremendous.

By Donald S. Rubin

Graphs by Joan Bacchus; schedule by Ron Wind

Get with Eureka... and cash in on the biggest daytime TV blitz in floor care history!

Starting September 22, daytime television viewers will watch a model by model introduction of Eureka's new line. Hard hitting commercials on NBC and CBS network shows like FRACTURED PHRASES / CONCENTRATION / MORNING STAR / POINT PARADISE / JEOPARDY / LET'S PLAY POST OFFICE / CBS NEWS / THE REAL MC COYS / I LOVE LUCY / ANDY OF MAYBERRY and CALL MY BLUFF.

Get with the most exciting new features in the industry.

These TV viewers are seeing demonstrations of the profit-making Empress with Cordaway—the automatic cord reel featured on 10 other Eureka models, priced as low as \$37.95. Other new features: bigger motors, Tool-Pak, Pet Groomer, Tote-Tray, power selectors, dual nozzle, reverse flow motor, 12" floor and wall brush, decorator colors.

Get with the most complete line in the industry.

There are no holes in Eureka's big new line. It's solid from \$19.95 to \$129.95, with no more than \$10 separating most models. There's a machine to fit every budget, a price structure that makes upgrading easier than ever.

Get with the biggest traffic building promotions in the industry.

Back to back, sometimes even overlapping, Eureka promotions keep business brisk. Current and choice: A school-days promotion featuring the famous Replogel Globe and Atlas. It sells everywhere for \$11.95. You offer it free as a closer, or at a special \$1.99 tie-in price. Your Eureka representative has complete kit and details.

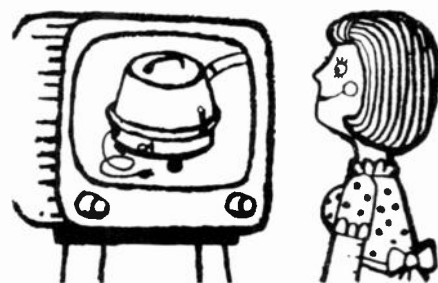
Get with the growing-est name in floor care.

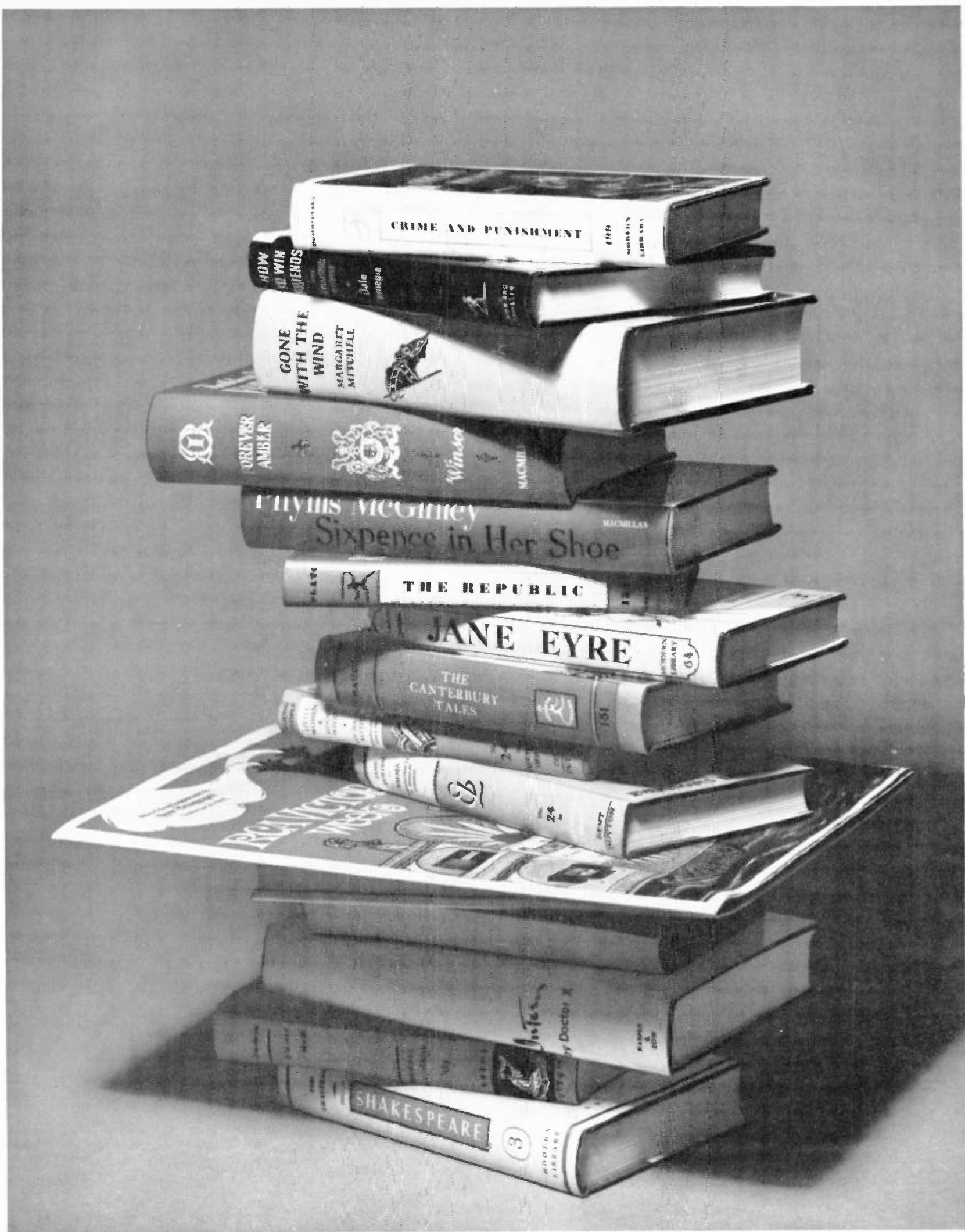
For four straight years, Eureka sales have grown faster than the industry's in every important category. Upright cleaners, Lightweights, Canisters, Polish-Scrubbers. For franchise information contact

R. C. Connell, Eureka Williams Company, Bloomington, Illinois.

Get with Eureka

Eureka Williams Company, Division of National Union Electric Corporation.



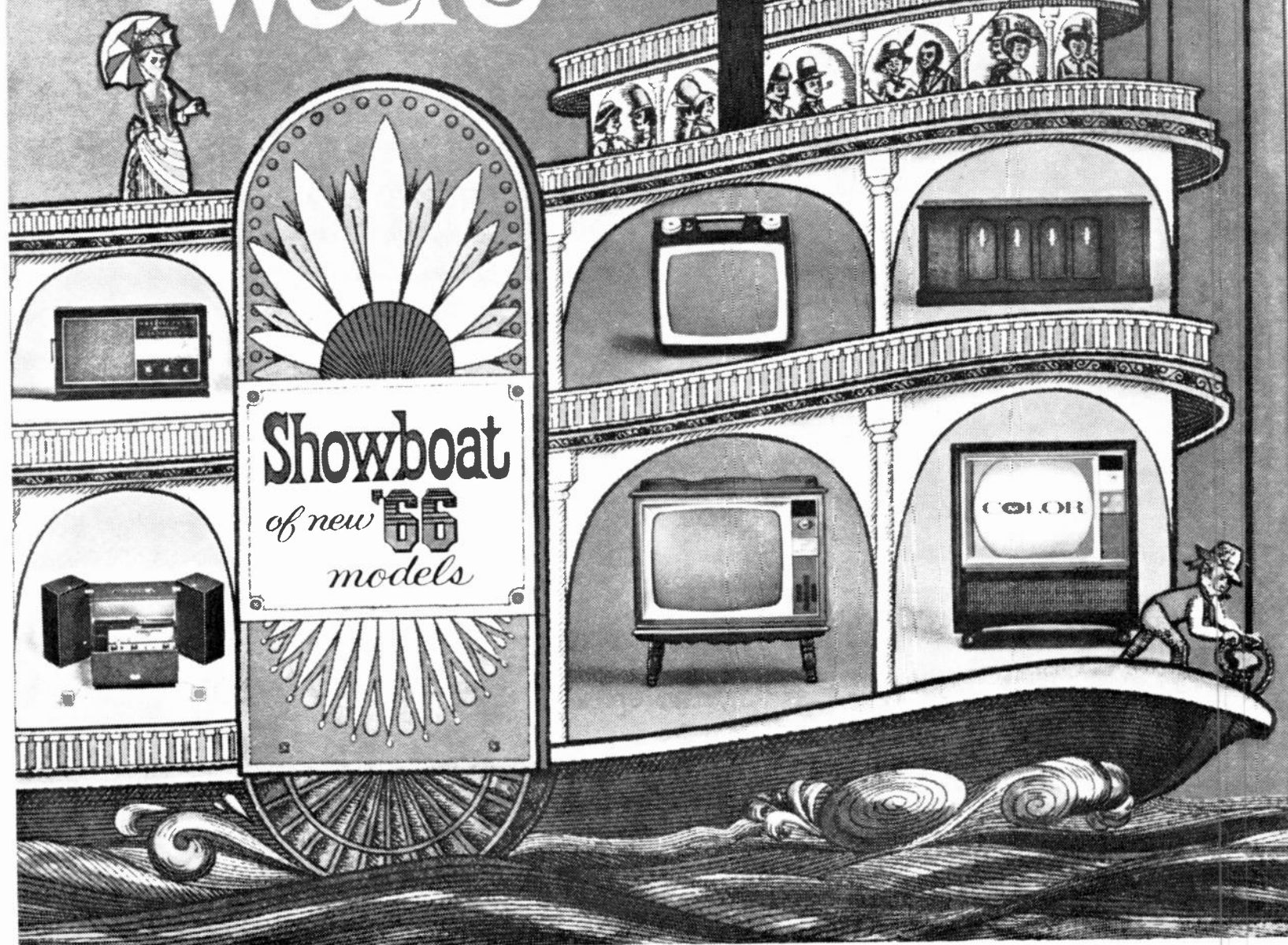


One of these "best sellers"
will soon hit the 45 million mark

(if you don't know which, turn the page)

Advertising Supplement to
Your Newspaper
September 26, 1965

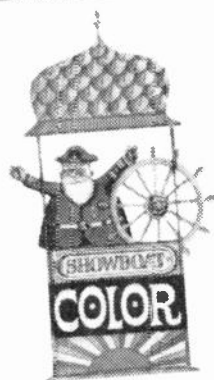
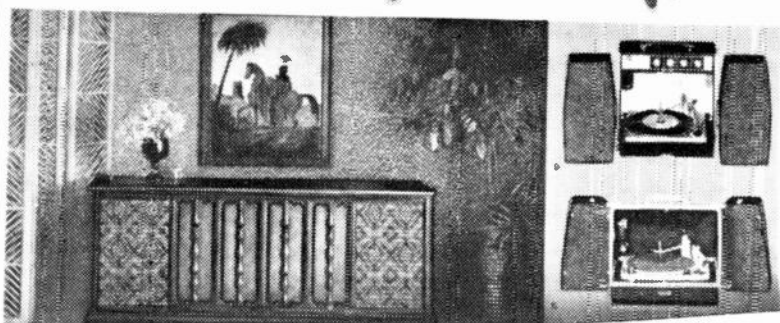
RCA VICTOR week



Here it is. The best seller



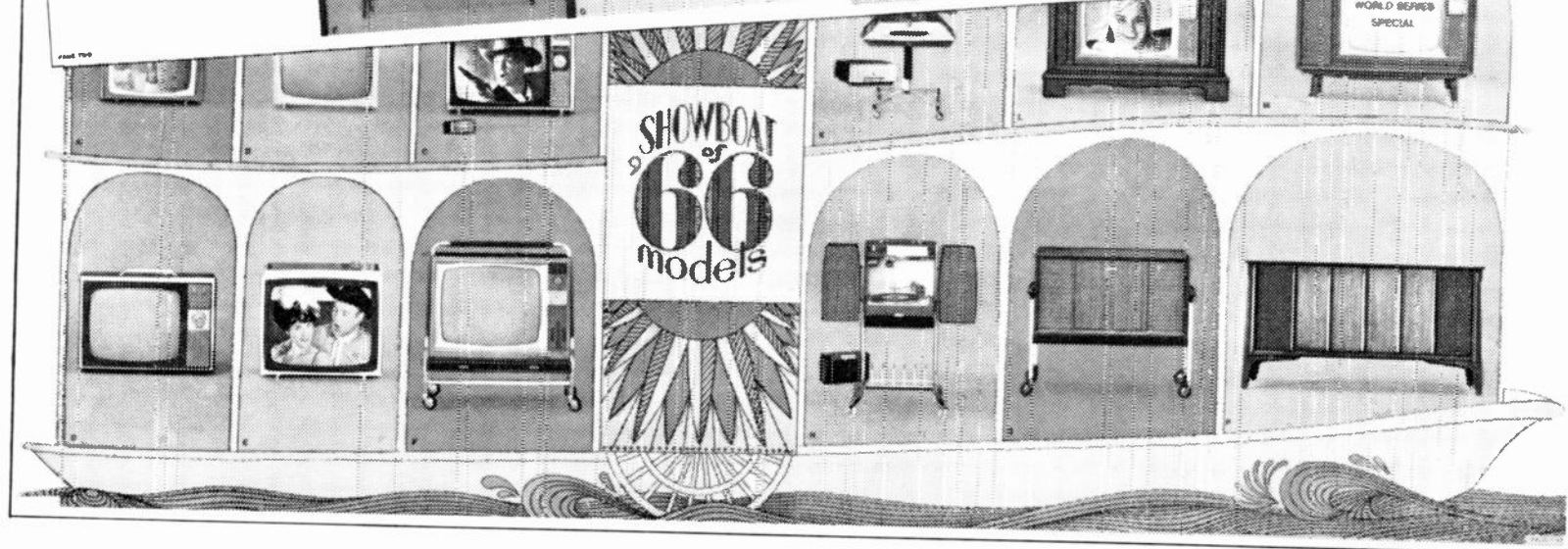
Sludge Shovel to assure accurate turntable rotation. Complete FM AM and built in FM Stereo Solid State radio. RCA Solid Copper Circuits for better performance. Greater dependability. Spacious record storage. A majestic luxurious and long lasting luxurious design. Complete turntable.



ACA Solid Copper Circuits are the circuits of the Space Age. They require no test-tuning band wiring in over 200 pass or through spots for better performance. Greater dependability. Same size & headspace.



Optional



It's 1076 square inches of solid sell. And you'd better be braced for the year's biggest buying spree when this 8-page, full-color blockbuster explodes in 45 million homes on September 26th. BOOM!

 $\text{Imb}(s) =$ 

MANUFACTURERS' SPECIFICATIONS FOR 1966 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired; UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back; UNDER WOOD: HB-hardboard V-veneer, S-solid, M-metal, VC-vinyl covered; UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, K-oak, F-fruitwood, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT/W-antique white, SW WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, T-textured, PC-pecan, A-antique; UNDER STYLE: M-modern, D-danish, C-contemporary, EA-early american, O-oriental, F-french, I-italian, P-provincial, T-traditional, S-spanish, R-renaissance, GC-grained color, AMP-antique mission pecan, BW-beechwood enamel, BOV-black oxford vinyl, CH-champagne, BT-butternut, PW-polynesian walnut.

SCREEN SIZE	MODEL NUMBER	MODEL OR SERIES NAME	TYPE OF SET	CHASSIS WIRING (SEE KEY)	OTHER FEATURES: 1-ILLUM. CHAN. INDIC. 2-SEPARATE TONE KNOB 3-PRE SET FINE TUNER 4-REMOTE CONTROL 5-LINE CIRCUIT BREAK. 6-WIDTH CONT. BY OWN. 7-WIDTH CONT. BY REPAIRMAN 8-TIME SWITCH AUTO. 9-DOORS COVERING SCREEN 10-AUTO. DEGAUSSER	TUBE DEFLECTION (IN DEGREES)	LOCATION OF SPEAKERS (SEE KEY)	NUMBER & SIZE OF SPEAKERS	OVER-ALL DIMENSIONS H x W x D IN INCHES	FACTORY WARRANTY			CABINETRY			MANUFACTURER'S SUGGESTED RETAIL PRICE
										DAYS ON LABOR	MONTHS ON ALL PARTS	YEARS ON PICTURE TUBE	WOOD (SEE KEY)	FINISH(SEE KEY)	STYLE (SEE KEY)	
HOFFMAN -- Hoffman Electronics, 5550 Harbor Ave., City of Commerce, Calif.																
23	W5002		Console	TE	1, 2, 3, 5, 7, 10	90	F	6x4	29x32x22 ¹ / ₁₆	90	12	1	V, S	WA	D	\$599.95
	SP5003								29x33 ¹ / ₈ x22 ¹ / ₁₆					MP	EA	624.95
	IP5001								29x33 ¹ / ₈ x22 ¹ / ₁₆					F	I	634.95
	FP5004								29x33 ¹ / ₈ x22 ¹ / ₁₆					F	F	649.95
25	W5310							2-6, 2-4	29x45x22					WA	C	725.00
	SP5311								29x44 ¹ / ₂ x22					MP	EA	750.00
	W5320				1, 2, 3, 5, 7, 9, 10									WA	C	850.00
	MS5322				1, 2, 3, 5, 7, 9, 10									K	S	850.00

MAGNAVOX -- The Magnavox Co., 2131 Beuter Rd., Fort Wayne, Ind.																	
21	1-T509		Console	TE	2, 3	70	F	1-4x6	22 ¹ / ₁₆ x29 ¹ / ₈ x18 ¹ / ₈	90	12	1	V, S	N, WA	C	379.90	
	2-U505				3, 10			1-4x6	32 ¹ / ₂ x31x19 ¹ / ₄					N, WA, MH	C	399.90	
	2-U506				1, 3, 10			1-4x6	32 ¹ / ₂ x31x19 ¹ / ₄					MP	EA	449.50	
	1-T512	Cosmopolitan			1, 2, 3, 10			1-6x9	30x32x19 ¹ / ₄					WA	DM	479.50	
	2-RT515	Cosmopolitan Remote			1, 2, 3, 4, 10			1-6x9	30x32x19 ¹ / ₄					N, WA	DM	525.00	
	2-T514	Toulon			1, 2, 3, 10			1-6x9	30x32x19 ¹ / ₄					DC	FP	479.50	
	2-T550	Montclare						2-6x9	32x39 ¹ / ₂ x19 ¹ / ₈					N, WA	C	498.50	
	2-U536							1-3, 1-6x9	30x34 ¹ / ₂ x20					F, WA, MH	IP	525.00	
	2-T544							2-6x9	32x29 ¹ / ₂ x19 ¹ / ₈					Ant./w, DC	FP	525.00	
	1-T548	Williamsburg			1, 2, 3, 9, 10			2-3, 2-6x9	40 ¹ / ₂ x30 ¹ / ₂ x19 ¹ / ₈					MP, DC	EA	550.00	
	1-T551	Seville			1, 2, 3, 10			2-3, 2-6x9	30 ¹ / ₂ x40 ¹ / ₂ x19 ¹ / ₈					PC	M	550.00	
	1-RT552	Seville-Remote			1, 2, 3, 4, 10			2-3, 2-6x9	30 ¹ / ₂ x40 ¹ / ₂ x19 ¹ / ₈					PC	M	595.00	
23	1-T520	Bornholm			1, 2, 3, 10	90		1-3, 1-6x9	30x34 ¹ / ₂ x20 ¹ / ₂					N, WA	DM	625.00	
	1-T523	Cherbourg				70			30x32x25 ¹ / ₂					DC	P	625.00	
	1-T524	Monroe				70			30x32x19 ¹ / ₄					S, HB		625.00	
	1-T521	Corsican				90			29 ¹ / ₂ x37x20 ¹ / ₂					S, HB		625.00	
	1-RT522	Corsican-Remote			1, 2, 3, 4, 10				29 ¹ / ₂ x37x20 ¹ / ₂					V, S	F, WA, DC	IP	650.00
25	1-RT585	Stanhope-Remote							30 ¹ / ₂ x43x21 ¹ / ₂					F, WA, DC	IP	695.00	
	2-RT583	Lorraine-Remote						2-3, 2-6x9	30 ¹ / ₂ x43x21 ¹ / ₂					N, WA	C	750.00	
														CRA, Ant.W.	FP	795.00	
	2-RT587	Granada-Remote						2-3, 2-6x9	31x44 ¹ / ₂ x20					D, PC	Med.	795.00	
	2-RT589	Remote Monticello						2-3, 2-6x9	31x44 ¹ / ₂ x20					MP	EA	795.00	
21	1-T564	Singapore	Combo		1, 3, 10	70		2-5, 2-10	29x56x20					V, S	Dk. WA, MH, E	OC	725.00*
																695.00	
	1-T565	Nantucket			1, 3, 10	90		2 Horns	31x60x19 ¹ / ₈						Ant/W, DC	FP	750.00
	1-T566	Elsinore			1, 3, 10	70		2-H, 2-12	30x57x20						N, WA	C	750.00
	1-T567	LeHavre			1, 2, 3, 10		F End	2 Horns	30x57x20						DC	P	750.00
	2-T561				1, 2, 3, 10		F End	2-12, 2Horns	31x55 ¹ / ₂ x19 ¹ / ₈						N, WA	C	750.00
	1-T568	Valencia			1, 2, 3, 10				30 ¹ / ₂ x58 ¹ / ₂ x20 ¹ / ₂						DK, PC, PC	Med.	850.00
	1-RT578	Valencia-Remote			1, 2, 3, 4, 10										PC	Med.	895.00
	1-T569	Providence			1, 2, 3, 10										DC, MP	EA	850.00
25	1-RT574	Brocton-Remote			1, 2, 3, 4, 10	90		2-15, 2Horns	30 ¹ / ₂ x62 ¹ / ₂ x20 ¹ / ₂						N, WA	C	995.00
	1-RT575	El Dorado-Remote			1, 2, 3, 4, 10			2-12, 2Horns	30 ¹ / ₂ x62 ¹ / ₂ x20 ¹ / ₂						PC	Med.	995.00
	1-RT576	Remote Mt. Vernon			1, 3, 4, 10			2-15 2 Horns	30x68x19						DC, MP	EA	995.00
	2-RT560				1, 2, 3, 4, 10				29x64 ¹ / ₂ x20 ¹ / ₂						N, WA, E	OC	1095.00
	2-RT562				1, 2, 3, 4, 10				31x64x21 ¹ / ₂						F, WA	IP	1195.00
	1-RT573	Rheimes-Remote			1, 2, 3, 4, 10										CRA, Ant/W	FP	1195.00

MOTOROLA -- Motorola Consumer Products Div., Inc., 9401 W. Grand Ave., Franklin Pk., Ill.																
23	23CT310B	Compact Cabinet Series	Table	TH	1, 2, 3, 5, 10	92	F	1-4	18 ¹ / ₂ x26 ¹ / ₂ x17 ¹ / ₂ **		12	1	M	Tan		479.95
	23CT311B		Console						30 ¹ / ₂ x26 ¹ / ₂ x17 ¹ / ₂ **				M Cov. w/v	WA, MH (c)		499.95
	23CU305BM		Console						30 ¹ / ₂ x29 ¹ / ₂ x18 ¹ / ₂ **				V, S	WA (c)	C	529.95
	23CU306B								30 ¹ / ₂ x29 ¹ / ₂ x18 ¹ / ₂ **					MP (c)	EA	549.95
	23CU307B								32 ¹ / ₂ x29 ¹ / ₂ x18 ¹ / ₂ **					WH, WA (c)	C	569.95
	23CL319B				1, 2, 3, 5, 9, 10				32 ¹ / ₂ x35 ¹ / ₂ x21*					WA (c)	C	599.95
	23CL320B				1, 2, 3, 5, 9, 10				33 ¹ / ₂ x35 ¹ / ₂ x21*					C (c)	EA	599.95
	23CL325B	Slim Silhouette Series			1, 2, 3, 5, 7, 10				30 ¹ / ₂ x41 ¹ / ₂ x19**					O, WA	C	625.00
	23CL326B							2-4x6	30 ¹ / ₂ x34 ¹ / ₂ x18 ¹ / ₂ **					MED, MH	IP	650.00
	23CL327B							1-5	30x35x19**					FP, F	FP	650.00
	23CL328B							1-5	32x35 ¹ / ₂ x18 ¹ / ₂ **					MP	EA	650.00
	23CD347B	Drexel Declaration Styling			1, 2, 3, 5, 7, 9, 10			1-4, 1-5	31x43 ¹ / ₂ x19 ¹ / ₂ **					Drexel WA	C	775.00
	23CD348B	Drexel Triune Styling			1, 2, 3, 5, 7, 9, 10			1-5 ¹ / ₂ x7 ¹ / ₂								
	23CD349B	Drexel Touraine Styling			1, 2, 3, 5, 7, 9, 10			Same	30 ¹ / ₂ x47 ¹ / ₂ x20 ¹ / ₂ **					Drexel MH	IP	800.00
								1-4, 1-5	30 ¹ / ₂ x47 ¹ / ₂ x21 ¹ / ₂ **					W	FP	850.00
	23CD350B	Drex. Esperanto Styling			1, 2, 3, 5, 7, 10			1-5	30 ¹ / ₂ x35x19**						S	725.00
	23LK412B		Stereo Comb.		1, 2, 3, 5, 7, 10			2-5 ¹ / ₂ (a)	28x62x18 ¹ / ₂ **					N, WA	C	850.00
	23LK413B				1, 2, 3, 5, 7, 10			2-5 ¹ / ₂ (a)	31 ¹ / ₂ x63 ¹ / ₂ x18 ¹ / ₂ **					Calif. MP	EA	875.00
	23LK414B				1, 2, 3, 5, 7, 9, 10			2-4x8 (b)	30 ¹ / ₂ x67 ¹ / ₂ x19 ¹ / ₂ **					N, WA	C	1095.00
	23LK415B				1, 2, 3, 5, 7, 9, 10			2-4x8 (b)	30 ¹ / ₂ x67 ¹ / ₂ x19 ¹ / ₂ **					FP, F	FP	1095.00
	23LK416B				1, 2, 3, 5, 7, 9, 10			2-4x8 (b)	30 ¹ / ₂ x67 ¹ / ₂ x19 ¹ / ₂ **					MH	S	1095.00
25	25CL250B		Console		1, 2, 3, 5, 7, 10	90		1-5	31 ¹ / ₂ x35 ¹ / ₂ x19**					MH, N, WA	C	699.95
25	25CL251B		Console		1, 2, 3, 5, 7, 10	90		1-5	37x35 ¹ / ₂ x19 ¹ / ₂ **					MP	EA	699.95

OLYMPIC -- Olympic Radio & TV Div. of Lear Siegler, Inc., 34-01 38th Ave., L.I.C., N.Y.																
	CC326	Rodin	Console	TE	1, 3, 5, 7, 10	70	F	1-4x6	35 $\frac{1}{2}$ x31 $\frac{1}{2}$ x25 $\frac{1}{2}$		12	1	HB	WA	C	
	CC327	Vermeer							31 $\frac{1}{2}$ x31x26 $\frac{1}{4}$				HB	MH, WA	C	
	CC335	Kungsholm							31 $\frac{1}{2}$ x32 $\frac{1}{2}$ x26 $\frac{1}{4}$				V	O, WA	D	
	CC336	Hermitage							33 $\frac{3}{4}$ x31 $\frac{1}{2}$ x26				V	MP	EA	
	CC3337	Rubens				90		1-4, 1-2 $\frac{1}{2}$	29x37 $\frac{1}{2}$ x22				HB	MH, WA	C	
	CD3338	Johannsen			1, 3, 5, 7, 9, 10			1-5 Coax	29 $\frac{3}{8}$ x36x23 $\frac{1}{4}$				V	O, WA	D	
	CD3339	Adirondack			1, 3, 5, 7, 9, 10			1-5 Coax	30 $\frac{1}{2}$ x36x23 $\frac{1}{4}$				V	MP	EA	
	CC3340	Majorca			1, 3, 5, 7, 10			1-4, 1-2 $\frac{1}{2}$	28x39x21 $\frac{1}{2}$				V	PC		
	CK351	Fowler	Combo			70	F, S	2-6, 2-4x6	31x46 $\frac{1}{2}$ x26 $\frac{1}{4}$				HB	MH, WA	C	
	CK352	Sherandoah					F, S	2-6, 2-4x6	32 $\frac{1}{2}$ x46 $\frac{1}{2}$ x26 $\frac{1}{4}$				HB	MP	EA	
	CK356	Cellini					F	2-6x9, 2-6*	31 $\frac{1}{2}$ x48 $\frac{1}{2}$ x26 $\frac{1}{4}$				V	O, WA	C	
	CK366	Michelangelo					F	2-6x9, 4-2 $\frac{1}{2}$ *	30 $\frac{1}{2}$ x58 $\frac{1}{2}$ x26 $\frac{1}{4}$				V	O, WA	C	
	CK3354	Millet			1, 3, 5, 7	90	F, RS	2-6x9&2 $\frac{1}{2}$, 1-5*	29 $\frac{1}{2}$ x53x22				HB	MH, WA	C	
	CK3355	Kolding			1, 3, 5, 7		F	2-6x9, 4-2 $\frac{1}{2}$	29 $\frac{1}{2}$ x61 $\frac{1}{2}$ x22 $\frac{1}{2}$				V	O, WA	D	
	CK367	Hutchinson			1, 3, 5, 7		F	2-12, 6-2 $\frac{1}{2}$	31x64 $\frac{1}{2}$ x22 $\frac{1}{2}$					O, WA	D	
	CK5370	Provence			1, 3, 5, 7, 9, 10				31x68 $\frac{1}{2}$ x25 $\frac{1}{2}$					C	F	
	CK5371	Niagara							32 $\frac{1}{2}$ x68 $\frac{1}{2}$ x25 $\frac{1}{2}$					MP	EA	
	CK5372	Arendal							31x68 $\frac{1}{2}$ x24 $\frac{1}{2}$					O, WA	D	
	CK5373	Mandalay							31 $\frac{1}{2}$ x68 $\frac{1}{2}$ x25 $\frac{1}{2}$					E	O	



Sell
Admiral **Color** **TV**
with exclusive Tilt-Out Control Center!



Sell Admiral... the line that
delivers the rectangular screen sizes!

You can count on **Admiral**. **Color** TV...
For sales "Exclusives" that offer your customer
GREATEST EASE OF TUNING!



Exclusive Admiral Tilt-Out Control Center (pat. pend.) tilts out so your customers can tune Color TV standing up, easily and naturally . . . no bending, stooping or fumbling.

Then tilt in . . . your customer sees just the beauty look of Admiral fine-furniture cabinetry and the Admiral quality picture . . . no knobs show!

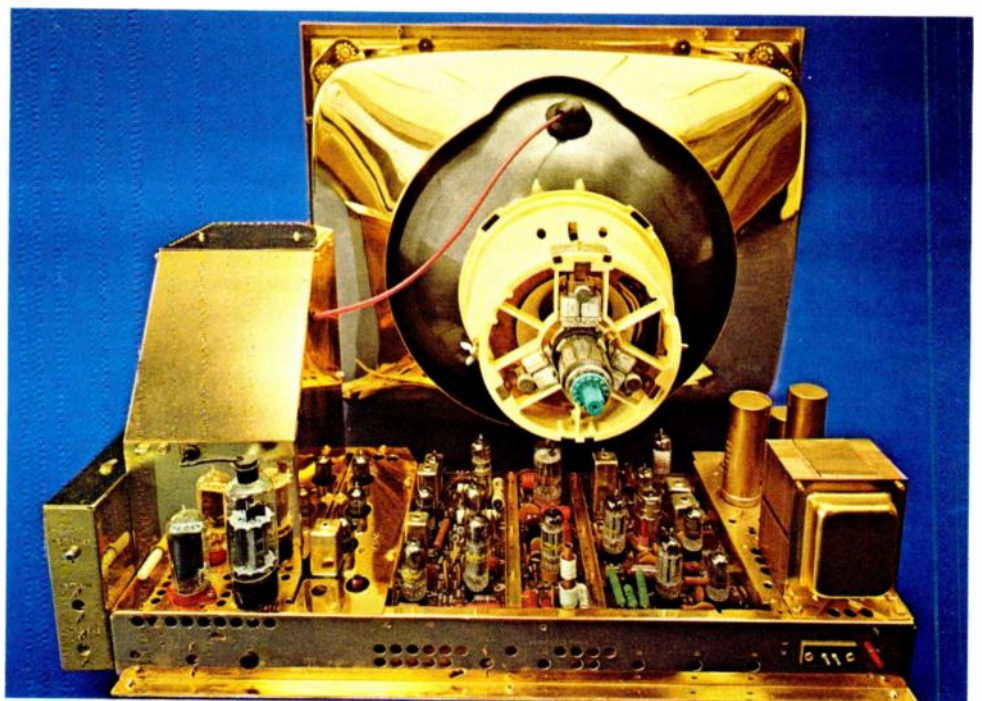
It's the most demonstrable sales feature on any Color TV . . . and the most convincing. And only Admiral Color TV has it!

For a scientific background that offers your customer
LONG, TROUBLE-FREE USE!

Admiral long-time engineering, pioneering in television, and precision-quality control mean your customer can count on Admiral Color TV to out-last and out-perform previous sets by years.

Continual Admiral research and experimentation . . . its insistence on precision-crafted quality every step of the way . . . and its use of space-age scientific equipment . . . have eliminated over 300 potential trouble spots. It's one more reason Admiral can assure utmost dependability in Color TV!

The famous Admiral 26,000-volt horizontal color chassis is an excellent example of what precision-craftsmanship can achieve. Uniform in quality throughout, with only the finest components, it is engineered and precision-built for greater dependability and performance, proved in thousands of homes.



For sales "Exclusives" that offer your customer
CONSISTENT **COLOR** QUALITY!



Exclusive Admiral Color Fidelity Control (pat. pend.) lets your customer dial in color just as he likes it! Colors become richer, more lifelike, even black-and-white can be controlled from lighter cool shades to warmer tones! An amazing demonstrable sales feature!



Exclusive Admiral Automatic Degausser totally corrects the effects of magnetic interference from any source, works every time the set is turned on (after being off for a few minutes). No buttons to push, no dials to turn, the Admiral Degausser works automatically!



The **TYLER**, Model LG5301. Contemporary styling in walnut grain finish on hardboard. 23" screen.



The **BRISTOL**, Model LG5335. Early American styling in genuine maple veneers and hardwood solids. 23" screen.



The **ADANO**, Model LG5381. Italian Provincial styling in genuine walnut veneers and hardwood solids. 23" screen.



The **MALDEN**, Model LG5311. Danish Modern styling in genuine walnut veneers and hardwood solids. 23" screen.



The **LENNOX**, Model LG5351. Danish Modern styling, walnut veneers. 4 quality speakers, 23" screen.



The **CORDOVA**, Model LG5363. Spanish Provincial styling, oak veneers. 4 quality speakers, 23" screen.



The **CHANNING**, Model LG5511. Danish Modern styling in genuine walnut veneers and hardwood solids. 25" screen.



The **LANSFORD**, Model LG5515. Early American styling in genuine maple veneers and hardwood solids. 25" screen.



The **FRONTENAC**, Model LG5619. French Provincial styling with tambour doors. Cherrywood veneers. 25" screen.

All screen sizes overall diagonal measurement.

In fact, every Admiral **Color** TV offers your customers every one of these quality features:

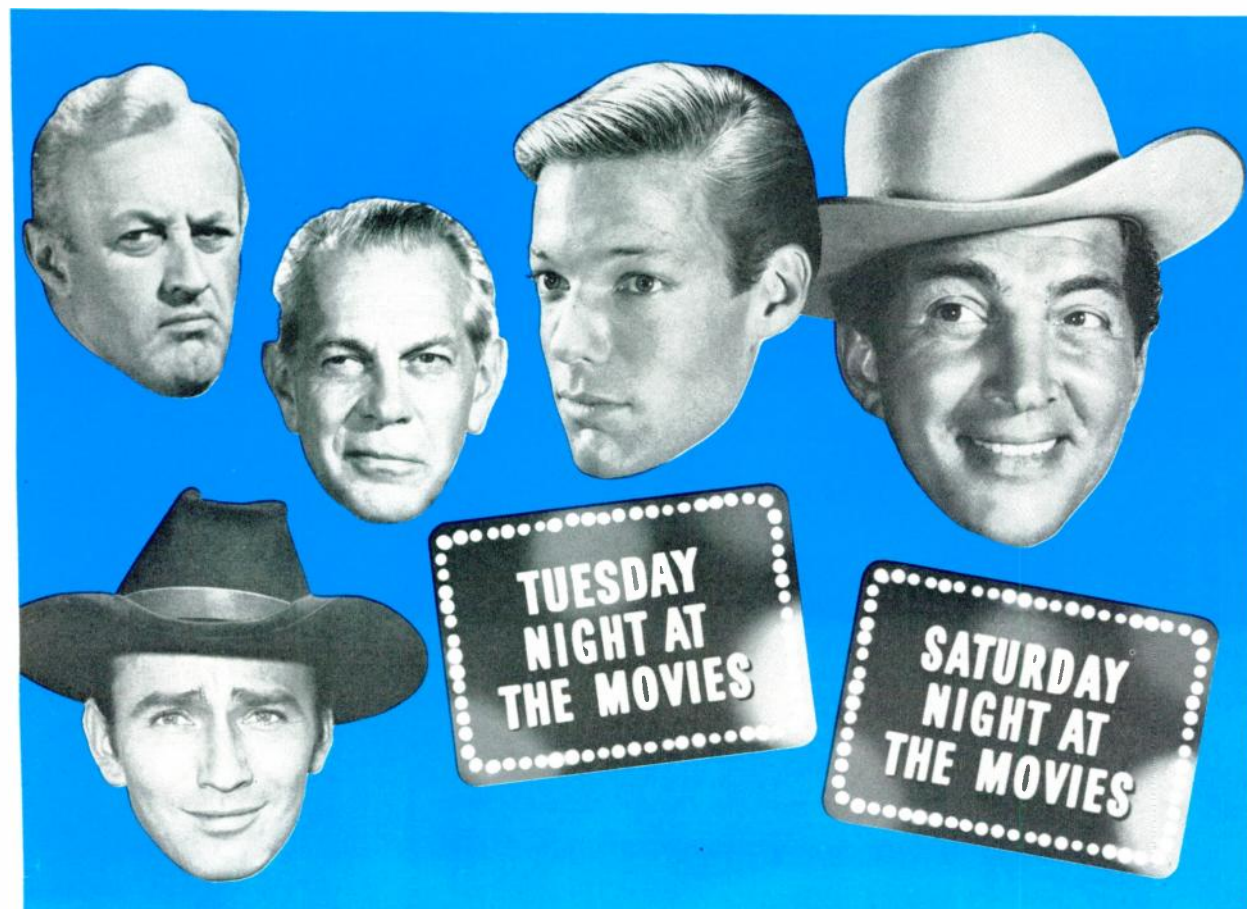
1. 26,000 Volts of Picture Power
2. Automatic Color Cut-Off Circuitry
3. Automatic Color Intensity Circuitry
4. All-new Electronic Color Balancer
5. Super-Scope Tuner with Pre-Set Fine Tuning
6. 2-Speed Transistorized UHF Tuner
7. Solid-State Silicon Rectifiers
8. Automatic Circuit Breaker
9. Exclusive Admiral Color Fidelity Control
10. Admiral Automatic Degaussing Circuit
11. Front-Mounted Video Peaking Selector
12. Lighted Channel Selectors
13. Tint Control
14. Tone Control

Add these outstanding features that are on *every* Admiral Color TV to the exclusive Admiral Tilt-Out Control Center and you have a great selling edge over all other brands. Sell the sets . . . sell the "Exclusives" . . . sell the features . . . and you'll make more and more sales and profits on Admiral Color TV!

And to help make your selling even easier . . .



Week after week, Admiral sells **Color** TV for you on NBC-TV...in **Color**...to over 45,000,000 viewers!



Week after week, Admiral Color TV will be advertised on NBC-TV... 5 night-time network shows, all in color!

Monday Night: DR. KILDARE! Tuesday Night at the Movies! Wednesday Night: THE VIRGINIAN! Thursday Night: DEAN MARTIN! Saturday Night at the Movies!

Time after time, new Admiral Color TV and the Admiral "Exclusives" will be demonstrated, reaching a total of over 600,000,000 viewers, during the peak Fall selling season.

And all this will be backed up with powerful ads selling Admiral for you in such national magazines as LIFE, GOOD HOUSEKEEPING, TV GUIDE and others!

ADMIRAL OFFERS YOUR CUSTOMERS the Color TV... the "Exclusives"... the features they want. Plus a choice of new rectangular 25- and 23-inch picture tubes... in new slimmed-down, trimmer, fine-furniture cabinet styles.

So get set for the biggest selling year in Color TV history. To tell the Admiral Color TV story is to sell it!

Call your Admiral Distributor for full details of the new money-making package.

***For the ultimate in fine home entertainment,
here are two superb Admiral **Color** Stereophonic Theatres!***



The CONCORD, Model SMG5311. Danish Modern styling, walnut veneers. 23" screen. 80-watt solid-state stereo with 6 quality speakers, record storage. FM/AM, FM stereo multiplex radio.



The ROCHELLE, Model SMG5619. French Provincial styling, cherrywood veneers. 25" screen. 80-watt solid-state stereo with 8 speakers, record storage. FM/AM, FM stereo multiplex radio.



©TM Admiral

Admiral® **Color**



MARK OF QUALITY THROUGHOUT THE WORLD

WRH

MANUFACTURERS' SPECIFICATIONS FOR
1966 COLOR TV

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PACKARD BELL -- (Continued)																
21	21CC-16	Jamestown	Console	TH	1, 3, 5, 10	70	F	2-4	33x39x22		12	1	V, S	MP	EA	\$ 569.95
23	23CC-1	Balboa			1, 2, 3, 4 (Opt.) 5, 10	90		1-4	31x31x20					WA	C	599.95
	23CC-1	Provincetown							33x31x20					MP	EA	619.95
	23CC-2	Narvik							29x31x20					O, WA	D	679.95
	23CC-2	Williamsburg							31x34x20					MP	EA	689.95
	23CC-2	Palazzo							30x34x20					CRA	IP	699.95
	23CC-2	Corinth							30x34x20					W	IP	699.95
25	25CC-3	Copenhagen						1-6x4, 1-4	29x36x20					O, WA	D	750.00
	25CC-3	Vermont						1-6x4, 1-4	31x38x20					MP	EA	750.00
	25CC-4	Yorktown	Tea Cart					1-4	32x33x23					MP	EA	825.00
	25CD-1	Denmark	Console		1, 2, 3, 4 (Opt.) 5, 9, 10			2-9x6, 2-4	29x48x21					O, WA	D	850.00
	25CD-2	Barcelona	Console					2-9x6, 2-4	29x54x22					K	S	895.00
	25CK-1	Bergen	Combo					2-12, 4-4	31x68x22					O, WA	D	1295.00
	25CK-1	Castille	Combo					2-12, 4-4	32x68x22					K	S	1295.00
	25CK-1	Napoli	Combo					2-12, 4-4	31x67x21					CRA	IP	1295.00
PANASONIC -- Matsushita Electric Corp. of America, 200 Park Ave., New York, N.Y.																
19	CT-66		Table	TH	3, 7, 10 Earphone Jack*	90	F	1-3x6	21x26½x19½		12	1	S	WA	C	429.95
*Earphone Supplied																
PHILCO -- Philco Corp., C & Tioga Sts., Phila. 34, Pa.																
19	5300WA	19" Portable	Portable	TE	1, 3, 5, 7, 10, 14, Stand (a)	90	F	1-5x3			12	1	M	WA	C	
21	5232BK	21" Table	Table		1, 3, 5, 10, Stand (Opt.)	70			22½x28½x25½½					T		369.95
	5234MB	21" Table	Table		1, 3, 5, 10, Stand (Opt.)				22½x28½x25½½					MH		399.95
	5234WA	21" Table	Table		1, 3, 5, 10, Stand (Opt.)				22½x28½x25½½					WA		399.95
	5450MB	21" Console	Console		1, 3, 5, 10				33½x33½x27½½				HB	MH	T	439.95
	5450WA				1, 3, 5, 10				33½x33½x27½½					WA	DM	439.95
	5454WA				1, 3, 5, 10				33½x33½x27½½					WA	DM	489.95
	5452SMB				1, 3, 5, 10, Swivel Base				31½x29½x26					MH	C	469.95
	5452SWA				1, 3, 5, 10, Swivel Base				31½x29½x26					WA	DM	469.95
	5452SMA				1, 3, 5, 10, Swivel Base				32½x29½x26					MP	EA	479.95
	5456WA				1, 3, 5, 10				34½x31½x27					WA	DM	469.95
	5459PC								31½x35½x26½½					PC	IP	519.95
	5460MA								32½x33½x27½½					MP	EA	519.95
	5462WA							1-5x3, 1-6x4	31½x38½x27					WA	DM	539.95
	5464MA							1-5x3, 1-6x4	33½x38½x26½					MP	EA	539.95
	5466MB							1-5x3	31½x36½x26½					MH	C	509.95
	5466WA							1-5x3	31½x36½x26½					WA	C	519.95
	5920	Home Entert. Center	Combo				F, S	3-4x6*	29½x50½x26½½					WA	DM	725.00
	5922WA	Home Theatre Comb.	Combo				F, S	5-6**	31½x64x28½½					WA	DM	875.00
	5922MA	Home Theatre Combo	Combo				F, S	5-6**	32½x64x27½½					MP	EA	895.00
23	6000WA	23" Console	Console		1, 3, 5, 7, 10	92	F	5-6**	28½x35½x22½					WA	DM	
25	6404WA	25" Console	Console		1, 2, 3, 5, 7, 10	90		2-5x3	31½x38x23½					WA	DM	675.00
	6404PC	25" Console	Console		1, 2, 3, 5, 7, 10			2-5x3	31½x38x23½					PC	R	700.00
	6404CH	25" Console	Console		1, 2, 3, 5, 7, 10			2-5x3	31½x38x23½					C	FP	725.00
	6404MA	25" Console	Console		1, 2, 3, 5, 7, 10			2-5x3	34x38½x22½½					MP	EA	725.00
	6406LCH	25" Console	Console		1, 2, 3, 5, 7, 10, Casters			2-5½	32½x46½x23½					C	EA	825.00
	6406SP	25" Console	Console		1, 2, 3, 5, 7, 10, Casters			2-5x3, 5½	30½x46½x23½					PC	S	850.00
	6900WA	Home Theatre	Combo		1, 2, 3, 5, 7, 9, 10			9-5x3***	31½x67½x24½½					WA	DM	1150.00
	6904PC	Home Theatre	Combo		1, 2, 3, 5, 7, 9, 10			9-5x3***	27½x66½x25½½					PC	SP	1195.00
(a) Dipole Ant. *Hi-Fi has 2-8 **Hi-Fi has 2-10 & 2-4 ***Hi-Fi has 4-9x6, 2-4 & 2-2½																
RCA VICTOR -- RCA Sales Corp., 600 North Sherman Dr., Indianapolis, Ind.																
21	FG-545	Landis	Table	TE	1, 2, 3, 5	70	F	1-4	23½x30½x26½		12	1	M	BW	C	349.95
	FG-551	Wayne	Table		1, 2, 3, 4, 5, 10			1-4	23½x30½x26½					MH, WA, K**		369.95
	GG-577	Fraser	Consolette		1, 2, 3, 5, 10			1-4	31½x30½x26½					MH, WA		399.95
	GG-589	Harper	Consolette		1, 2, 3, 4, 5, 10			1-6	30½x32½x27½				V, S	MH, WA, K		439.95
	GG-601	Crafton	Console		1, 2, 3, 5, 10			1-6	34½x31½x26½					MH, WA		449.95
	GG-607	Albright	Lowboy*		1, 2, 3, 4, 5, 10			1-6	31½x37½x26½					MH, WA		469.95
	GG-631	Chatfield	Lowboy*		1, 2, 3, 4, 5, 10			2-6	30½x37½x26½					MH, WA		Open
	GG-637	Farrell	Consolette		1, 2, 3, 5, 10			1-6	30½x32x26½					MH, WA		499.95
	GG-643	Belfjord			1, 2, 3, 4, 5, 10				30½x33½x27½					WA	D	479.95
	GG-649	Suffolk							31½x32½x26½					A, MP	EA	479.95
	GG-661	Merano							30½x32½x26½					A/MH, A'WA, ANT/W	IP	479.95
	GG-667	Bergerac							29½x33½x26½					AC, AF	FP	479.95
	GG-679	Bentley	Console		1, 2, 3, 5, 10			2-6	34½x30½x26½					MH, WA	C	529.95
	GG-681	Lynnhaven	Console					2-6	34½x32½x26½					A/MH, A/MP	T-EA	Open
	GG-715	Winfield	Lowboy*					2-7	30½x42½x26½					MH, WA	C	549.95
	GG-721	Lundberg							29½x43½x26½					WA	D	599.95
	GG-727	Gloucester							32x42½x26½					A, MP	EA	599.95
	GG-733	Beaufort							29½x45x26½					A/C, A/F***	FP	599.95
	GG-739	Marchena							27½x44x26½					AMP	S	599.95
	GG-745	Mandalay							29½x43½x26½					E	O	599.95
	HG-755	Wayland	Combo					2-8, 2-3½	31½x57½x26½					MH, WA	C	650.00
	HG-759	Wayland						2-8, 2-3½	31½x57½x26½					MH, WA	C	675.00
	HG-761	Nordholm						2-8, 4-3½	30½x57½x26½					WA	D	725.00
	HG-765	Roanoke						2-8, 4-3½	31½x57½x26½					A, MP	EA	725.00
25	GG-811	Whitby	Lowboy*		1, 2, 3, 4, 5, 10	90		2-6	31x39½x22½					MH, WA	C	650.00
	GG-835	Cheltenham			1, 2, 3, 5, 10			2-9	29½x42½x22½					MH, WA	C	695.00
	GG-839	Narvik			1, 2, 3, 4, 5, 10				30½x42½x22½					WA	D	725.00
	GG-843	Quincy			1, 2, 3, 4, 5, 10				29½x45½x22½					A/C, A/MP	EA	725.00
	GG-846	Vincennes			1, 2, 3, 5, 10				30½x46½x22½							

MANUFACTURERS' SPECIFICATIONS FOR
1966 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired; UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back; UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, VC-vinyl covered; UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, K-oak, F-fruitwood, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT W-antique white, SW WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, T-textured, PC-pecan, A-antique; UNDER STYLE: M-modern, D-danish, C-contemporary, EA-early american, O-oriental, F-french, I-italian, P-provincial, T-traditional, S-spanish, R-renaissance, GC-grained color, AMP-antiqued mission pecan, BW-beechwood enamel, BOV-black oxford vinyl, CH-champagne, BT-butternut, PW-polynesian walnut.

SCREEN SIZE	MODEL NUMBER	MODEL OR SERIES NAME	TYPE OF SET	CHASSIS WIRING (SEE KEY)	OTHER FEATURES: 1-ILLUM. CHAN. INDIC. 2-SEPARATE TONE KNOB 3-PRE SET FINE TUNER 4-REMOTE CONTROL 5-LINE CIRCUIT BREAK. 6-WIDTH CONT. BY OWN. 7-WIDTH CONT. BY REPAIRMAN 8-TIME SWITCH AUTO. 9-SHUT-OFF SCREEN 10-AUTO. DEGAUSSER	TUBE DEFLECTION (IN DEGREES)	LOCATION OF SPEAKERS (SEE KEY)	NUMBER & SIZE OF SPEAKERS	OVER-ALL DIMENSIONS H x W x D IN INCHES	FACTORY WARRANTY			CABINETRY			MANUFACTURER'S SUGGESTED RETAIL PRICE
										DAYS ON LABOR	MONTHS ON ALL PARTS	YEARS ON PICTURE TUBE	WOOD (SEE KEY)	FINISH (SEE KEY)	STYLE (SEE KEY)	
SETCHELL-CARLSON UNIT-IZED TV -- (Continued)																
25	3C66-25EA		Console	TH	1, 2, 3, 5, 10	90	F	1-5	36x31x22½		12	1	VS	MP	EA	\$ 699.00†
	3C66-25FP		Console					1-5	34x31x22½					FC	FP	719.50
	3CL66-25		Lowboy					1-6	34x35x22½					WA	C	699.00
	3CL66-25EA							1-6	34x35x22½					MP	EA	734.50
	3CL66-25FP							1-6	34x35x22½					FC	FP	749.00
	3L6600-25	*						2-4, 2-12	34x71x25					WA	C	1089.50
	3L6600-25EA	*						2-4, 2-12	34x71x25					MA	EA	1149.00
	3L6600-25FP	*						2-4, 2-12	34x71x25					FC	FP	1168.00
SONORA -- Sonora Corp. of America, 130 Cedar St., New York, N.Y. * Home Entertainment Centers † All prices quoted are FOB Factory at St. Paul, Minn. Prices subject to change without notice.																
21	S65KC210		Console	TE	3, 5, 6, 10		F	1	30½x34½x25½		3	1	HB	WA	C	499.95
SYLVANIA -- Sylvania Electric Products, Inc., Entertainment Products Div., 730 Third Ave., N.Y., N.Y.																
19	19TC11		Portable	TSE	1, 2, 3, 5, 8 (Optional), 10	90	F	1-7	18x24x19		12	1	*	CH	C	369.50
19	19TC12		Portable	TSE	1, 2, 3, 5, 8 (Optional), 10	90	F	1-7	18x24x19				*	MH	C, EA	399.50
														WA		409.50
														MP		419.50
21	21TC10		Table	TE	1 (UHF), 3, 5, 6, 10	70		1-6	23½x30½x19½				M	E	C	349.50
	21TC17		Console						30½x30½x19½				*	MH	C, EA	379.50
														WA		389.50
														MP		399.50
	21LC28								30½x31½x20½				HB		C, EA	409.50
																419.50
	21LC33								30½x31½x20½				V, S		C, EA	429.50
																459.50
	21LC34								30½x31½x20½					WA	C	469.50
	21LC35							2-6	29½x39½x21½					MH	C	489.50
														WA		499.50
	21LC36								29½x37x18½					MP, D	EA	509.50
	21LC37								29½x39½x20½					BT, D	I	519.50
	21LC38								29½x39½x20½					C	F	529.50
25	25LC10				1, 2, 3, 5, 7, 10	90		1-7	29½x37x18½					MH	C, EA	599.50
														WA		609.50
	25LC19								29½x37x18½					MP, D		619.50
	25LC22								29½x37x18½					BT, D	I	629.50
	25LC24								29½x38½x19½					C	F	639.50
	25LC42							2-6	30x46½x17½					PW	O	639.50
	25LC44							2-6	30x48x18½					WA	C	729.50
	25LC45							2-6	30x48x18½					C, D	I	729.50
	25LC46	Academy			1, 2, 3, 5, 7, 9, 10			2-9	29½x48½x21½					C, W, D	F	729.50
	25LC47								29½x46½x19½					C, D	F	819.50
	25LC48								29½x46½x19½					PW	O	819.50
	25LC49								29½x48½x20½					P, D	S	819.50
									29½x48½x20½					MP, D	EA	819.50
TELEFUNKEN -- American Elite, Inc., 48-50 34th St., L.I.C., N.Y. * Vinyl on Metal																
19	1959	Comet	Portable	TH	1, 3, 5, 6		F	Oval			12	1	M	W**	M	159.95
19	1969	Explorer	Portable	THS	1, 3, 5, 6			Oval					M	WA**	M	169.95
19	1979	Gemini	Portable	THS	1, 3, 5, 6			Oval					M	WA**	M	179.95
21	2000	Oslo	Console	TH	1, 3, 5, 7, 10											
	2100	Copenhagen	Console					1-5	31x30½x19½				HB	WA	M	389.95
	2101	Williamsburg						1-5, 1-8	31x40½x20½				VS	W	D	549.95
	2102	Marquis							31x40½x20½				VS	MP	EA	549.95
25*	2500	Stockholm							31x40½x20½				VS	C	FP	549.95
													VS	W	D	749.95
WESTINGHOUSE -- Westinghouse Electric Corp., TV/Radio Div., Metuchen, N.Y. * Rect. **Vinyl																
21	CT6500		Table	TE	3, 5, 10	70	R, F	1-4	22½x32½x19½		12	1	M	Char.	C	359.95
	CK6530	*	Console		3, 5, 10 (a)		F	1-4x6	30½x31½x20½				HB, S	WA	C	449.95
	CK6531								31½x32½x21½				HB, S	D, C	C	479.95
	CK6532								30½x35½x21½				V, S	D, C	FP	499.95
	CK6533								31½x32½x21½				V, S	MP	EA	499.95
	CK6520				1, 3, 5, 10 (a)			1-5x7	30½x41½x20½				HB, S	WA	C	499.95
	CK6523				1, 3, 5, 10 (a)				30½x43½x21½				HB, S	MP	EA	549.95
23	CK7000A				1, 2, 3, 5, 10 (a)	90			32½x37½x19½				V, S	O, WA	C	625.00
	CK7001A								31½x37½x20½				V, S	D, PC	Medit.	675.00
	CK7003A								31½x36½x19½				V, S	D, C	EA	675.00
	CK7003LA								31½x36½x19½				V, S	C, MP	EA	675.00
25	CK7020							2-6x9, 2-3	31½x50½x19½				V, S	O, WA	D, C	699.95
25	CK7022							2-6x9, 2-3	31½x51½x20½				V, S	D, C	F, P	749.95
21	CC6150	Stereo Combination	Combo		1, 2, 3, 5	70	F, S	1-6**	30x62½x20½				V, S	O, WA	C	995.95
21	CC6153	Stereo Combination	Combo		1, 2, 3, 5	70	F, S	1-6**	30½x61½x20½				V, S	MP	EA	995.95
ZENITH -- Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill. *Instant-On Color (a) Instant-On ** Stereo 2-12, 4-4																
21	5302LU	The Westbury	Table	TH	2, 3, 7	70	F	1-3x5	24½x30x19½*		12	1	M	Beige		349.95
	5304RU	The Glencove			2, 3, 7								M	Maroon		359.95
	5306WU	The Lombard			2, 3, 7								M, VC	GWAC		369.95
	6306YU	The Kempton			2, 3, 4, 7								M	E		
	5315WU	The Oak Park	Console		1 (VHF), 2, 3, 7, 10				31x32½x20½*				HB	GWAC	C	
	5315RU	The Oak Park							31x32½x20½*				HB	GMHC	C	
	5317WU	The Pemberton							32x33½x20½*				HB	GWAC	C	449.95
	5317RU	The Pemberton							31½x33½x20½*				HB	GMHC	IP	459.95
	5317HU	The Pemberton							31½x33½x20½*				HB	GCFC	IP	459.95
	5319MU	The Roswell							33½x33½x20½*				HB	GMPC	EA	469.95
	5320WU	The Benson							31½x33½x20½*				V, S	WA	DM	479.95
	5422W	The Nordic			1, 2, 3, 7, 10			1-4x6	31½x36½x20½*					OWA	DM	499.95
	5424R	The Verona						1-4x6	31x36½x20½*					MH	IP	499.95
	5424H	The Verona						1-4x6	31x36½x20½*					CF	IP	499.



Independent Testing Company Certifies:

**"Regina Brush 'n Beat
cleans as clean as
leading uprights* tested,
with less effort." Yet it
weighs about half as much!**

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

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

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

Now you can show your customers a full-featured upright that's really designed with the housewife in mind. Powerful enough to do a thorough cleaning job. Yet light enough to lift

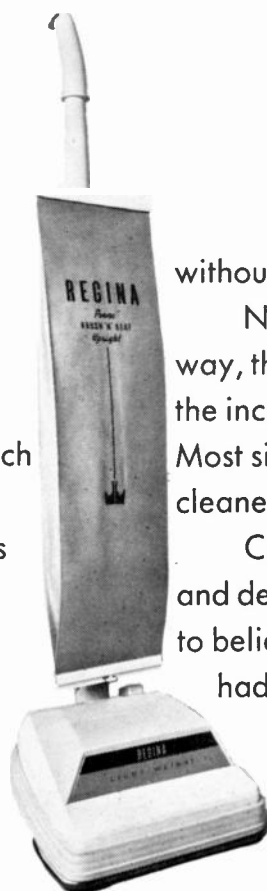
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Now you can show your customer the modern way, the light way, the right way to vacuum. With the incredible new Regina Power Brush 'n Beat. Most significant development in upright vacuum cleaners in 30 years!

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

The Regina Corp., Rahway, N. J.

*Competitively priced vacuum cleaner models.



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Clear & Vivid Color TV as never before!

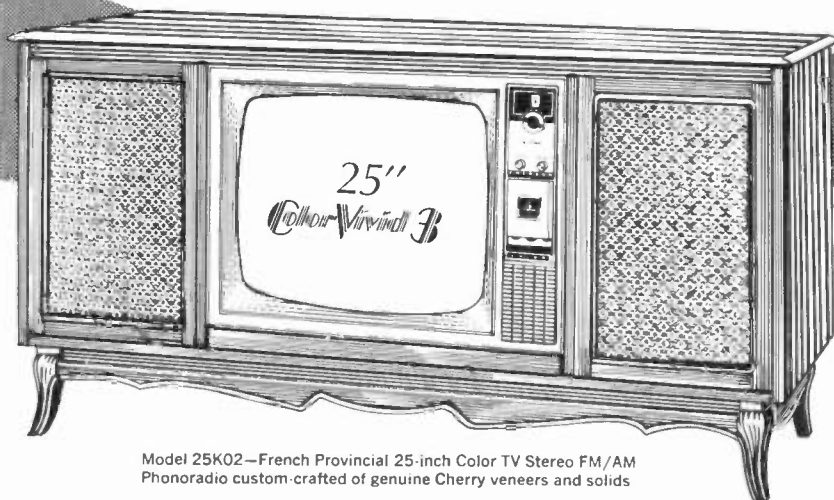
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Emerson Color Vivid 3

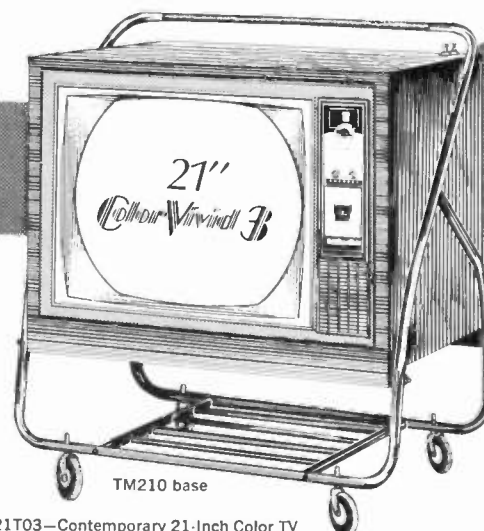
With Emerson's New Micromatic Triple-Alignment & Convergence Process that gives you the big difference you can demonstrate

**Delivers True Color Instantly...Stays True Color...
CLOSES COLOR SALES LIKE NEVER BEFORE!**

Emerson engineering has increased specification standards to insure complete reliability . . . purified the picture . . . and refined the color image so exactly that little or no further adjustment is needed, once the set leaves the factory.



Model 25K02—French Provincial 25-inch Color TV Stereo FM/AM Phonoradio custom-crafted of genuine Cherry veneers and solids



Model 21T03—Contemporary 21-Inch Color TV Table Model in grained Mahogany or Walnut finish

Color Vivid 3 exclusive in Emerson Golden Anniversary Line

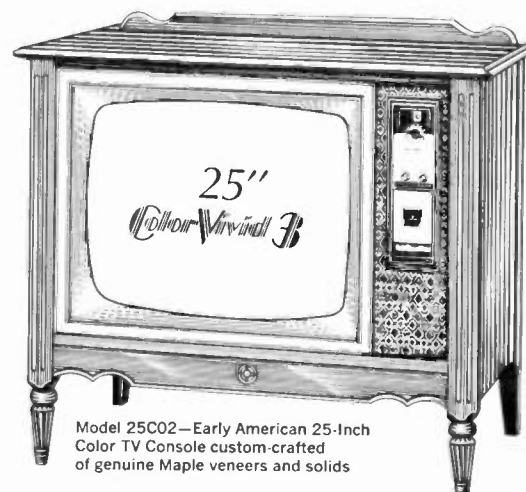


Model 21C12—Italian Provincial 21-Inch Color TV Console custom-crafted of genuine distressed Walnut veneers and solids

All Emerson color sets have: ■ New Aluminized Bonded Shield reflection-free Color Picture Tube . . . with rare-earth phosphors . . . to bring in brighter, more realistic color with truer reds ■ Magic Color Monitor . . . that purifies color image by automatic degaussing, even if set is moved ■ Factory-adjusted Noise-immune Color Circuit that eliminates color from black and white reception ■ Color Magic Contrast . . . that sharpens picture and contrast both in color and black and white ■ Advanced Color-Scope Full Power Transformer Chassis for peak performance even in fringe areas

21" viewable area — 265 sq. in.

25" viewable area — 296 sq. in.



Model 25C02—Early American 25-Inch Color TV Console custom-crafted of genuine Maple veneers and solids



Emerson

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THE NAME THAT'S MEANT BUSINESS FOR 50 YEARS

MERCHANDISING WEEK

VOL. 97 NO. 37

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When a customer asks, "What's new?" Show him the world's only self-changing tape system

There's nothing newer, or more appealing, in sound. Just think, a tape recorder even easier to play than an automatic record changer, the unmatched fidelity of sound-on-tape, and beautiful teak and walnut living room styling to boot! So tell your customers what's new — the quality instrument that threads, plays,

changes tapes automatically. Simply stack the unique tape cartridges, touch a button, and sit back for up to 15 hours of completely unattended stereo. Over 3000 pre-recorded music selections to choose from. Or record your own from any sound source. (It's FM multiplex-ready.) More carefree, the Wollensak

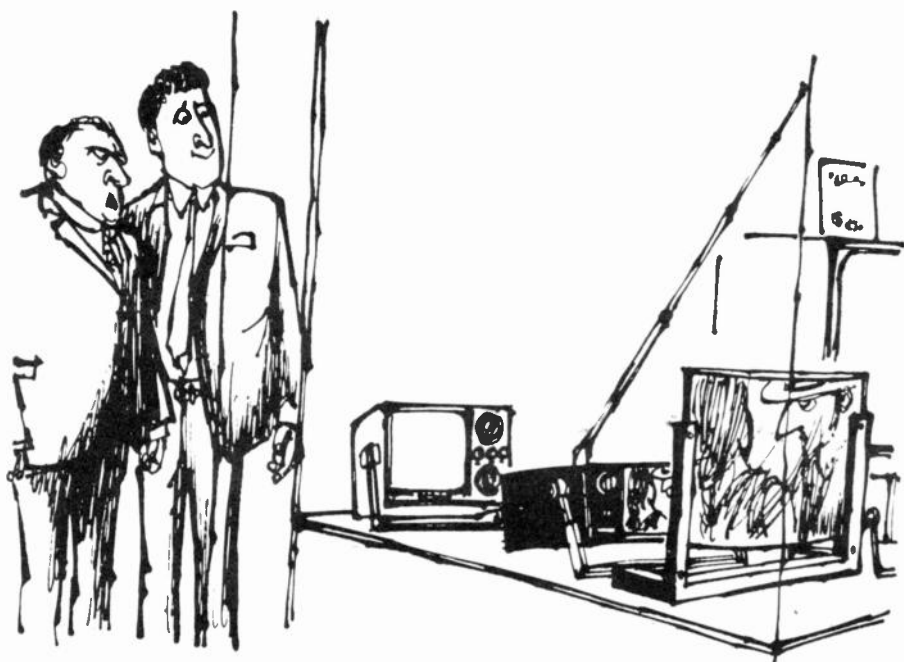
Automatic is the ideal friend-maker and profit-maker for you. Get all the details about the exciting new full line of 1966 Wollensak Tape Recorders from your Wollensak salesman. Why not do it today? **3M COMPANY** WHAT YOU WANT IS A WOLLENSAK!



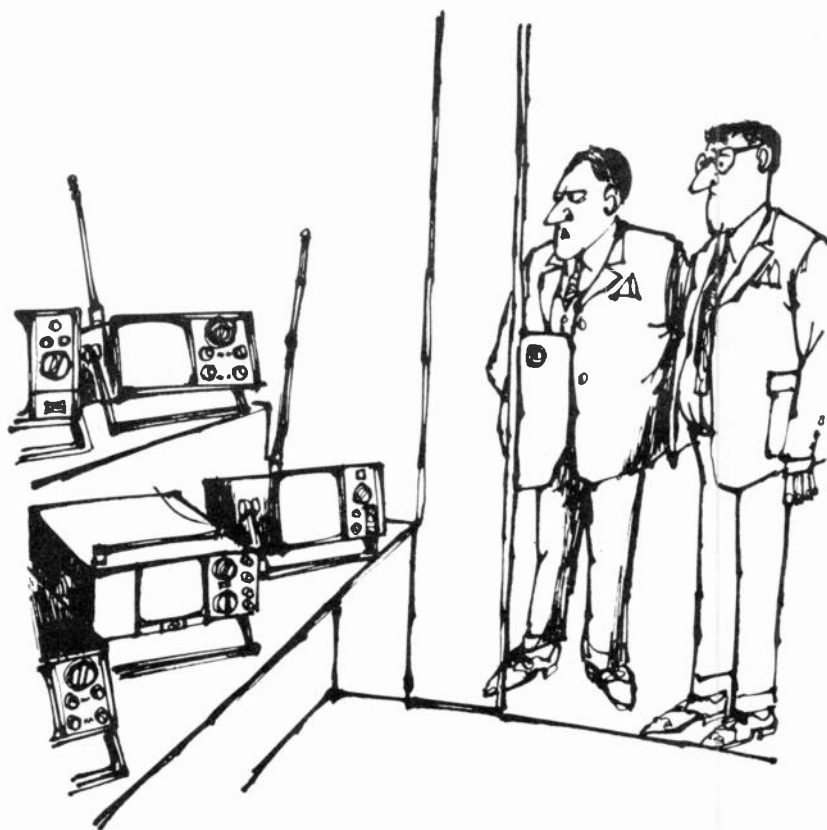
THE WOLLENSAK
AUTOMATIC:
EASIER TO PLAY
THAN AN
AUTOMATIC
RECORD CHANGER



rodriguez looks at tinyvision



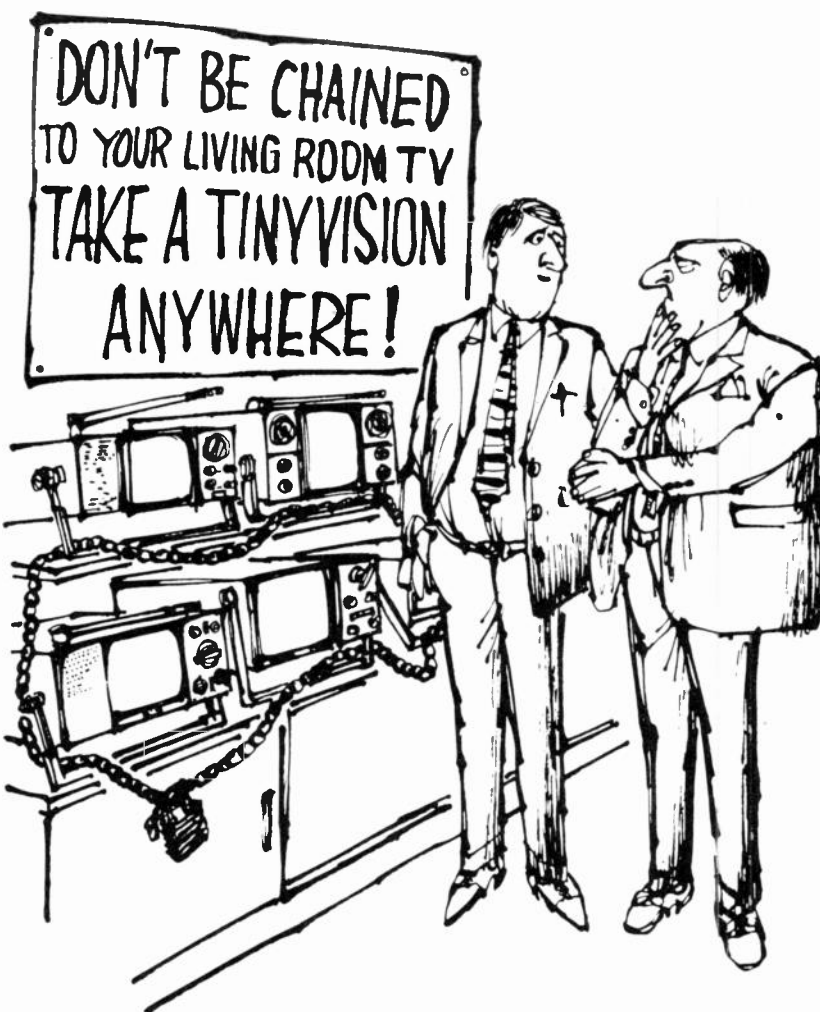
"Well, you can take that old tv magnifier back into the storeroom where you found it..."



"Well, that's the appliance business—in 1949 I was getting rich selling small screen tv, and now I'm making peanuts on them..."



"...er... you might have to recharge the batteries—I've sort of been using it in the truck..."



"I figure with that sign up there nobody will take offense at the chain."



"It started out as a session on pushing tinyvision about two hours ago."



This plastic TV printed circuit board can cost \$50 when it fails

As any independent TV serviceman knows, a TV set with plastic printed circuit boards causes more headaches than one that's Handcrafted.

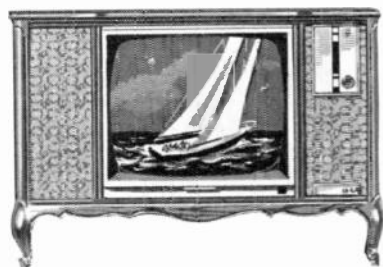
A simple tube failure in a circuit board set can cause a major circuit breakdown...a breakdown that may require replacement of not only the entire circuit board, but many expensive parts as well.

That's why there are no printed circuits, no production shortcuts in Zenith Handcrafted TV. Every

part in a Zenith is firmly fastened to a rugged steel chassis, then carefully hand-wired for greater dependability and fewer service problems.

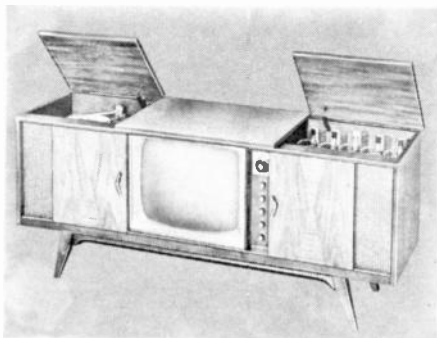
Sure, we could save a lot of money by using plastic printed circuit boards. But we don't believe in building service headaches into TV.

Maybe that's why Zenith Handcrafted TV is America's largest selling TV. At Zenith, the quality goes in before the name goes on.®



ZENITH

BUILT BETTER BECAUSE IT'S HANDCRAFTED



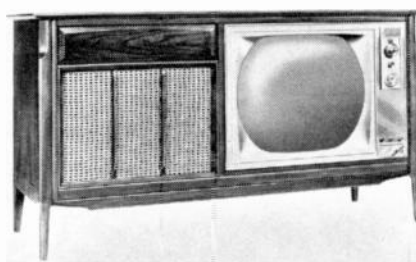
Delmonico stereo-tv combo

In its new line of home entertainment combinations, Delmonico has included a 72-inch Mediterranean-styled stereo-tv console highlighted by a built-in bar complete with glasses.

The new unit, model CBTV-472, is equipped with a 23-inch tv, stereo phono, and AM-FM FM multiplex radio. In addition, the combination includes 28 tubes, six diodes, adjacent channel traps, a cascode tuner, and a diamond stylus.

Separate audio systems, three stages of picture IF, a hand-wired chassis, an auxiliary connection for tape recorder input and output, and eight speakers—four 3½-inch tweeters, two 8-inch round, and two 4-by 6-inch oval speakers—complete the list of additional features incorporated in the new combo.

In oiled walnut, the unit has a suggested retail price of \$379.95. Delmonico International Corp., 50-35 56th Rd., Maspeth, N.Y.



Olympic 21-inch color tv combo

With a new 21-inch color tv-radio-phono combination, the Austin, Olympic extends its 1966 color line to 20 models.

The Austin, model CK353, features Olympic's simultaneous control of the tv, radio, and phono for playing in separate rooms. The all-channel

color tv includes an automatic color purifier, a picture tube with an etched reflection-free face, and a power transformer chassis, as well as a Color-On light to indicate if a black-and-white program is actually being broadcast in color.

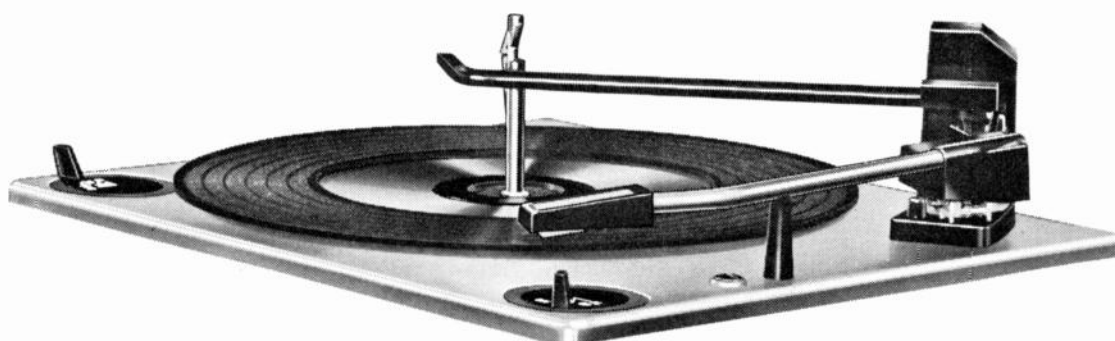
With an automatic shut-off control, the 11-inch stereo phono plays at four speeds. The 20w AM-FM FM stereo radio features solid-state afc, a stereo signal light, dual loudness controls, and separate bass and treble controls. Available in walnut or mahogany, the Austin is priced at open list. Olympic Radio & Tv Div., Lear Siegler Inc., 34-01 38th Ave., Long Island City, N.Y.



AMERICA'S LEADING LINES FEATURE

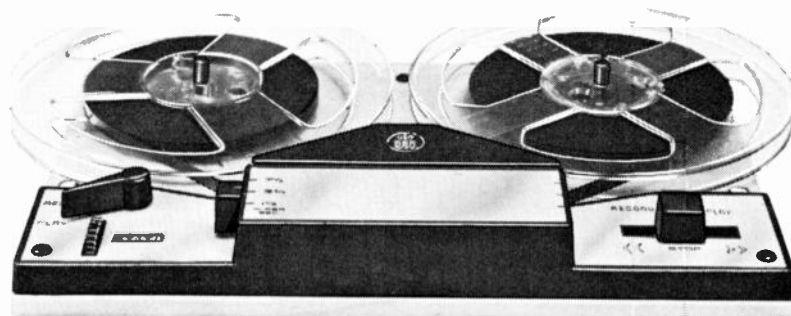
DEPENDABLE BSR

BRITAIN'S FINEST...WORLD'S FAVORITE



In England, where fine hi-fi was born, 3 out of 4 changers sold are BSR. Around the world, BSR leads all changers in sales year after year. When you find BSR in the hi-fi you sell, tell your customers it's the world's leading record changer ... first in sales because it has been proved most trouble-free by the world's greatest hi-fi manufacturers!

to sell more
fine phonographs
and
tape recorders ...
specify BSR!



And in leading tape recorders too, you'll find BSR selected for precision and dependability! The new BSR TD10 tape deck provides instant change of speed or action ... without stopping the motor, and without tape break or spill! Supplied with 4-track stereo or 2-track monaural heads, the TD10 plays 3 speeds, holds 7" reels. Maintains constant speeds for top fidelity.



PRECISION-CRAFTED IN GREAT BRITAIN
BY BSR LIMITED—DISTRIBUTED IN U. S. BY
BSR (USA) LIMITED
COLLEGE POINT 56, L. I., NEW YORK
IN CANADA: MUSIMART LTD., 970 McEACHRAN AVENUE, MONTREAL 8



Tap King beer bar and soda fountain

A portable home soda fountain, beer bar, and various combinations of both are revealed by Tap King Corp., who both manufacture and distribute the portable units.

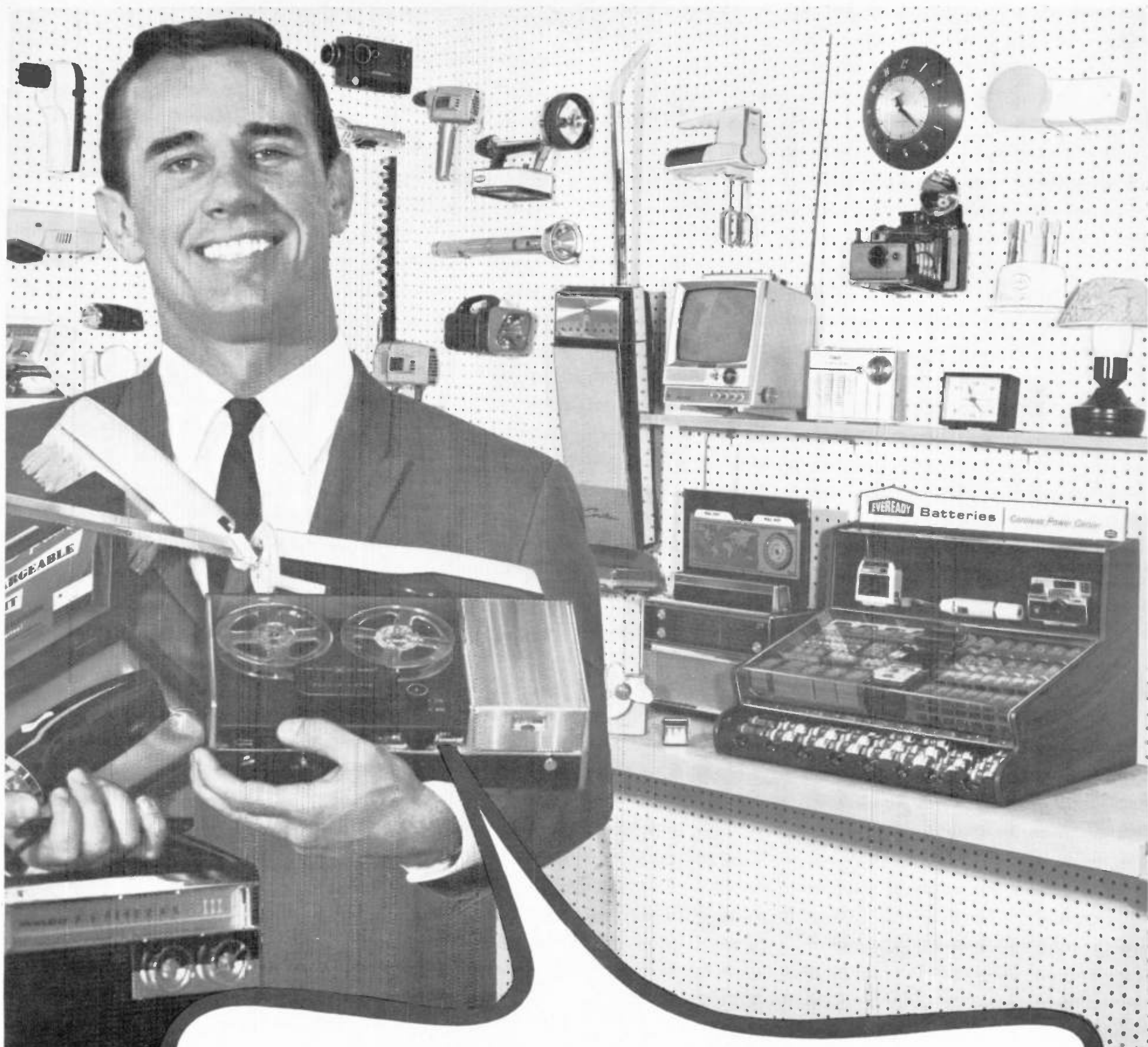
Seven models are available ranging in retail price from \$199.95 to \$499.95. Shown is model TK-700, a combination beer bar housing 1½ keg of beer and soda fountain with an ice cream compartment. Other models include two versions of the 1½-keg beer bar, a 1½-keg beer bar, soda fountain containing syrup jars with ½-ounce dispensing pumps, a soda fountain with a 3½-gallon ice cream compartment, and the combination of all three—model TK-700. Also offered is an optional soda fountain accessory, a crushed fruit bank accommodating three fruit jars and ladles for making sundaes and special soft drinks. The soda fountain makes its own carbonated water by means of a CO-2 tank connected to a 2½-gallon stainless steel water container.

The beer bar will keep beer fresh for three months, according to Tap King. A 30- to 32-degree temperature range is pre-set at the factory and maintained by a regulator, gauge, and steel innerliner.

Each unit features a baked enamel coppertone finish, a Danish walnut Formica top, and four casters. Uniform depth of the units is 24 inches, while their heights vary from 36 to 42 inches, and their widths, from 24 to 36 inches. Each plugs into any 110v outlet. Tap King Corp., 2820 N. Main St., Los Angeles, Calif.

Broan range hood catalog

Broan offers a 6-page catalog with complete specifications and accompanying illustrations for both the 18-inch and the 24-inch high hoods. Broan Mfg. Co. Inc., Hartford, Wis.



GET ***ACTION*** ON PROFITS WITH A **CORDLESS CORNER** IN YOUR STORE!

What is a "Cordless Corner"? It's a section of your store where you can display, demonstrate and sell all the wonderfully new, wonderfully profitable cordless products. It's a corner that helps you sell more, make more profits, stir up more store excitement...a magnet that attracts shoppers.

Fill your "Cordless Corner" with cordless clocks, radios, TV sets, toothbrushes, carving knives, kitchen mixers, tape recorders and all the other up-to-the-minute conveniences

that use dependable, portable battery power.

To meet your customers' growing battery needs, stock and display a full line of dependable "EVEREADY" Batteries... America's best-selling brand. Take your choice from a wide variety of attractive merchandisers, designed to fit every store location and build impulse sales.

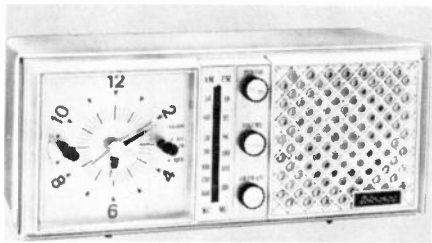
Build a "Cordless Corner" in your store and make sure you order enough "Eveready" Batteries to meet rising sales.



LOOK TO THE LEADER IN CORDLESS POWER—"EVEREADY" BATTERIES...WITH POWER TO SPARE!

"EVEREADY" is a registered trade mark of UNION CARBIDE CORPORATION.



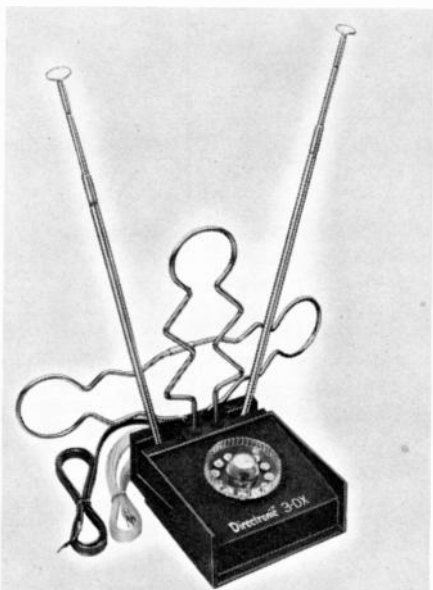


Delmonico AM-FM clock radio

Delmonico introduces an AM-FM clock radio at a suggested retail price of \$29.95, to highlight its new line of table radios.

Features of the new unit, model FC-726 (shown above), include six tubes, a four-inch hi-fi speaker, afc control, a ferrite antenna, and Vernier slide-rule tuning.

The unit is housed in a gray and white plastic cabinet with swirl silver dial faces and black knobs. *Delmonico International Corp., 50-35 56th Rd., Maspeth, N.Y.*



Snyder UHF-VHF color indoor antennas

Snyder has developed a line of indoor UHF-VHF combination antennas for use with both color and black-and-white tv sets.

Features of the line include two lead-in cables—one white and one brown—for simultaneous UHF and VHF reception, and a double set of chrome phasing bars, one for UHF reflection and the other for VHF and color reception. Each model is also equipped with Snyder's 12-position Directronic Dial to bring in specific channels more clearly.

Model 3-DX-2 (shown above) is set on a gray square base holding the Directronic Dial. It has a suggested price of \$9.95.

At a suggested retail price of \$6.95 is model S-3D-2, with a white enamel Directronic switch and chrome trim.

The low-end antenna, model 3D-2, has a suggested retail price of \$4.95. *Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia, Pa.*

KEY MOVES

Admiral—Four sales mgr promotions are announced: Joseph J. Casale is named sales mgr for color tv; Austin J. White for radio; Donald W. Principe for the Chicago region; Wesley H. Wood for distributors in the Jacksonville-Tampa-Miami region.

Andrea—Radio—Homer Boyle is appointed vp-engineering.

Concord Electronics—Ronald M. Klowden is named district sales rep for tape recorders in northern Illinois.



Ross radio sunglasses

Unique sunglasses with a transistorized sub-miniature radio built right into the frames are Ross Electronics' newest device.

Weighing three ounces, the sun-tinted glasses (shown at left) hold a transistorized radio complete with volume control and station selector. They are also equipped with a Mallory mercury battery that will last from 80 to 160 hours, according to the manufacturer. For prescription lenses, the glasses may be ground by an optometrist.

Suggested retail price of the sunglasses is \$16.95. *Ross Electronics Corp., 589 E. Illinois St., Chicago, Ill. 60611.*

Stanton dust-removing cartridge

A dust-removing device, built into the stylus of the new Stanton 581 Calibration Standard cartridge series, is introduced by Stanton.

A free-riding long-haired brush extending from the front of the plastic stylus V-guard hinders any collection of lint or dust on the stylus tip, according to Stanton. The series is designed for two uses: one in recording studios for calibration purposes, and the other in record libraries. Model 581A is designed for the first, while model 581EL with elliptical stylus and model 581AA with conical stylus are for the second use. *Stanton Magnetics Inc., Plainview, N.Y.*

If you've seen a better portable typewriter ad than this, you've peeked at the rest of our Fall campaign!

Our Fall advertising program is going to have people talking about Smith-Corona® typewriters . . . and the talking's going to be done across *your* counter. These ads don't fool around—they sell! They deliver a point-by-point sales talk that nobody else can match.

That's the key to Smith-Corona's whole Fall program: to deliver pre-sold ready-to-buy customers to your store.

We'll be bigger in Life, Look, Time, News-

week, U.S. News & World Report, and many other major publications, including those directed at students. All in all, our Fall magazine campaign will reach millions more people than ever before.

More people buy Smith-Corona portables than any other kind. And that lead over the rest of the league is going to grow larger than ever. So make sure you get your share. Go with the leader—sell Smith-Corona!

SMITH-CORONA PORTABLES

SCM CORPORATION, 410 PARK AVENUE, NEW YORK, N.Y. 10022.
IN CANADA: SCM LTD., 29 GERRARD DRIVE, DON MILLS, ONTARIO

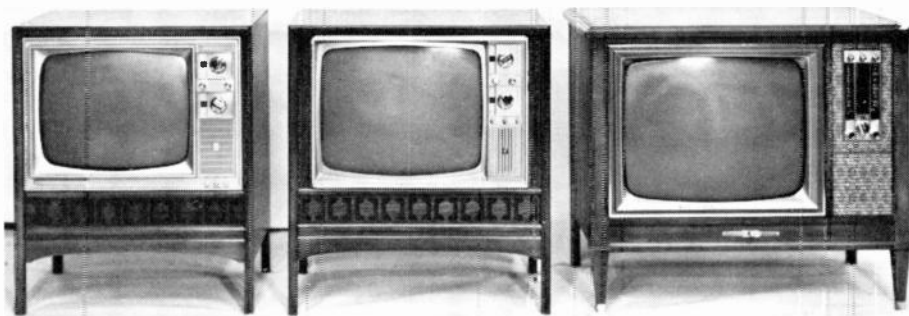


21-inch color: a comparative look at Motorola's tube

To give everyone a clearer idea of the new 21-inch color tube's place in the sun, Motorola arranged this side-by-side lineup of three color sets using (from left to right) 19-, 21-, and 23-inch tubes.

The 19-inch tube offers 180 square inches of viewing area. Motorola's new 92-degree, rectangular, 21-inch tube offers 221 square inches, while the 23 has 274 square inches of viewing area.

The new tube, which will be used



by Motorola and Admiral, is about as deep as the 23-inch tube (19.1 inches for the 21 vs. 19.8 inches for the 23).

Motorola will build its own 21-inch color tubes in its new plant, which is currently under construction in

Franklin Park, Ill. Concrete floors were being poured last week for the production area. Engineering and lab portions of the plant are already complete. National Video will build the 21 for Admiral—and anyone else who wants to buy them.

KEY MOVES

Delmonico—Victor Lulla is appointed sales rep for upper New York State.

Electrohome—Leo F. Fitzpatrick, general sales mgr for consumer products in Canada, assumes added duties as marketing director for the U.S.; Ian J. Main is named national sales mgr in the U.S.; Robert Moore has resigned effective Aug. 1 to establish his own distribution organization for Electrohome in 11 Midwestern states.

Fedders—Norman Skier is promoted to field sales director for room air conditioning and major appliances; Chick Bigelow is promoted to field sales director for central air conditioning and heating products.

Frigidaire—L. B. Allen is named to the newly created post of sales personnel development mgr; Richard F. Zoellner, sales mgr of the Dayton Sales Zone, succeeds Allen as head of the Denver Sales Zone.

General Electric—Richard B. McManus is promoted to mgr of dealer sales for the New England district of GE's major appliance div.; A. H. Johannesmeyer is appointed mgr-operations for the appliance division's New England district.

Jerrold Electronics—Tom Shea is named sales mgr of the distributor sales div.; Sidney Brandt is named general mgr of Jerrold International.

Kelly and Cohen—Herbert H. Schiff is elected chairman of the board, after resigning as president; Frank J. Pizzuto is elected president to succeed Schiff.

Magnavox—Robert J. Ramsey is named field service engineer for the company's Dallas, Tex., sales zone; Ramsey succeeds Dave Stegall, who has been promoted to regional sales mgr in the Beaumont, Tex., region.

Master Appliance Corp.—Ward Allen joins the corporation as district field sales mgr.

Maytag—Regional mgr assignments in the company's new Denver branch are announced: Lorne A. Armstrong, for parts of Montana and Wyoming; Doyle L. Lammey, for parts of Montana, North Dakota, South Dakota; Carlton O. Shields, for western Arizona; Fred O. Jones, for the Denver metropolitan area; Ivan K. Fields, for eastern Arizona; Don M. Harris, for parts of Wyoming, South Dakota, and Nebraska; Joseph A. Hybl, for southeastern Colorado; Clarence (Cy) Krisher, for parts of Colorado, Utah, and Wyoming; Ira Rupp Jr., for northwestern and central New Mexico; and Eugene N. Wiechmann, for parts of New Mexico and Texas. Jerome L. Malone is promoted to regional mgr with Maytag Chicago Co., succeeding R. G. Susnik, who moves to Maytag New York Co. Inc. as a regional mgr.

Mercury Records—Alan Woodman is appointed staff engineer and Mike Kawahara is named purchasing agent—both for the home entertainment products division.

Nautilus Industries Inc.—George Morrison resigns as vp-sales to open his own manufacturer's rep agency in New York City.

Pilot Radio—Jack Berquist is named director of consumer acceptance.

This is an electric homework machine. Only Smith-Corona makes it.



The Smith-Corona Electric 110 shown here is one of eight Smith-Corona portables, manual and electric. There's even a cordless electric that carries its own power source.

It doesn't make homework. It just makes homework go faster. You speed as fast as your fingers will let you with a Smith-Corona® electric portable.

With its portable convenience and hair-trigger action, there's almost no limit to how fast you can reduce mountains of homework to neat reports. Change subjects as often as you want with the optional, snap-on Changeable Type™. You type foreign language, scientific, or math symbols with a simple switch of characters.

No assignment's too tough for a Smith-Corona electric portable. The unique jeweled main bearing is built to take heavy homework loads

(it fights wear in the critical escapement mechanism). All the parts are carefully cradled in a rugged steel frame. And each of those parts is crafted with such care that we guarantee every Smith-Corona for five full years.

There's nothing like the look of electric typing . . . nothing like an electric machine for doing homework . . . nothing you'll like better than your Smith-Corona electric portable. You'll see what we mean when you try it.

SMITH-CORONA PORTABLES



HOUSEWARES

K & S edger-trimmer

A new gasoline-powered grass edger-trimmer heads K & S Manufacturing Co.'s new line of edger-trimmers for 1966, consisting of 22 different models.

The new trimmer, model KS-295, is equipped with a two hp, four-cycle engine with a recoil starter. An additional new feature on the top-of-the-line grass edger-trimmer is a patented automatic curb attachment.

Suggested retail price of the all-steel constructed edger-trimmer, to be displayed at the Hardware Show starting next week, is under \$80. *K & S Manufacturing Co. Inc., 6240 Jacksboro Highway, Fort Worth, Texas.*



Imported Fine Products ware

Imported Fine Products offers a Norwegian-styled set of dinnerware, a teak serving board with handle, and a line of copperware from Denmark.

A wide yellow border rims each earthenware item in the 24-piece set of dinnerware (shown at right). Yellows, blues, and greens are blended together in the center design.

Included in each 24-piece set are serving dishes and casseroles, said by the company to be flame-proof. A five-piece place setting is offered at a suggested retail price of \$4.50.

Also offered by IFP is a teak serving tray set (shown at left) with either two or three Emalox acid-resistant bowls.

The copperware items consist of several types of cookware—a nine-inch dumpling pan and two sizes of saucepans—as well as two types of mugs—three sizes of hunter mugs and three sizes of beer mugs—and five sizes of dipper ladles. Each item is made of heavy gauge copper and has a tin lining. *Imported Fine Products, 3219 San Fernando Rd., Burbank, Calif.*



Moe Light outdoor fixtures

A five-piece line of Moe Light outdoor fixtures, said to be reminiscent of the rugged wrought iron styling of Colonial New England, is introduced by Thomas Industries, Inc.

Constructed of heavy cast aluminum with weathered black finish and textured amber glass panels, the line includes a post lantern, a 29½-inch and a 20½-inch wall bracket, a chain-hung lantern, and a wall lantern with 22-inch extending scroll arms (shown above). Each fixture is topped with the traditional acorn design, except for the chain-hung model. *Residential Lighting Div., Thomas Industries Inc., 207 E. Broadway, Louisville, Ky.*

Melnor oscillating sprinkler

New to Melnor's 1966 line of garden tools is an oscillating water sprinkler, as well as three other items. All will be shown at the National Hardware Show next week.

The new Sprinkler-with-a-Brain, model 590, features an Oscillator-with-Water timer to provide a metered flow of water and automatic shut-off. The unit is able to water up to 2,200 sq.ft., according to the manufacturer. Its suggested retail price is under \$10.

Melnor's other offers include two hose valves—a Fan Hand spray and a hose Shut-Off, and a hose hanger. Melnor's entire line of oscillating sprinklers has been re-engineered to provide increased area coverage. The Triple-Tube Oscillator, model 880 Oscillator, model 720 Oscillator, model 610 Oscillator, and model 525 Oscillator are the improved units. *Melnor Industries, Inc., Moonachie, N.J.*



and that's not all that's burnt up!

She needs a new toaster. So she'll be looking in the Yellow Pages. The chances are 9 in 10 she'll then take action. Will she see your ad?

When she—and her toast—cool off, this housewife is going to join the 6.8 million people who turn to the small appliance headings of the Yellow Pages every year. (That's 19% of the entire market!)

When she does look in the Yellow Pages, chances are 9 in 10 she'll follow it up with either a call, a letter, or a visit. (Every 100 references

to the small appliance headings of the Yellow Pages bring 94 calls, letters, or visits!)

That's action! Yellow Pages ads bring that action... a recent extensive national usage study—consisting of over 19,000 interviews—proved it.

Call your Yellow Pages man. He'll show you what this study

learned about your business. And he'll be glad to help you plan your own Yellow Pages program. You'll find him in the Yellow Pages under "Advertising—Directory & Guide."

Advertise for action...



EMPLOYMENT OPPORTUNITIES

SALES REPS & DISTRIBUTORS

An experienced regional manufacturer of room heaters with AAA-1 rating is now expanding nationally and is looking for able, sales representatives and aggressively-minded distributors to carry a complete, soundly supported line of competitively priced gas and oil fired units. Protected territories and liberal commissions. Write in confidence, giving a resume. Many excellent territories are still open.

RW7439 Merchandising Week.
645 N. Michigan Ave., Chicago, Ill. 60611



Pictured—TP-707 AIWA's latest cartridge-type tape recorder.

After One Million AIWA has really arrived

The lid is off . . . off the 1,000,000th tape recorder manufactured and sold by AIWA. Today AIWA quality designers and engineers are working toward many new products that will offer you what you want to give your customers —THE VERY BEST THAT MONEY CAN BUY. Yet Aiwa keeps you in mind and each model is priced right, the profit is always right. So why not look ahead and GO AIWA, OVER 1,000,000 people have and we're just beginning.

TP-703 The professional sound that will give your customer hundreds of hours of enjoyment. It's our least expensive popular model 3¼-inch tape recorder. (Complete W/AC jack)

TP-704 Here's a good looking rugged machine with longer recording Time & AC/DC Operation. 5 inch Tape Recorder.

TP-706 Carry it anywhere, it's really light, slim and compact—a 3¼-inch Tape Recorder complete with W/AC jack.

TP-708 A little machine with BIG OUTPUT & TWO-WAY OPERATION (AC/DC) 4-inch tape recorder.



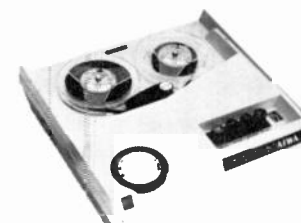
TP-703



TP-704



TP-706



TP-708

AIWA

SELECTRON INTERNATIONAL CO.

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TWX: 910-221-2709 • CABLE: SELECTINTL • AREA CODE 312 254-7900



THIS IS CROSS FIELD! EXCLUSIVE from ROBERTS TAPE RECORDERS

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

Fair traded for **FULL PROFIT.**

Roberts
Tape
Recorders
from

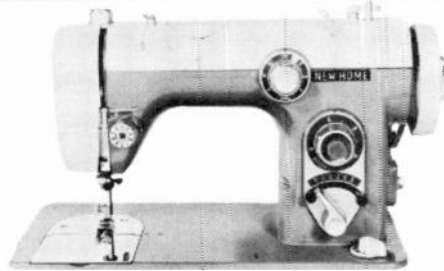
\$169⁹⁵



ROBERTS

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

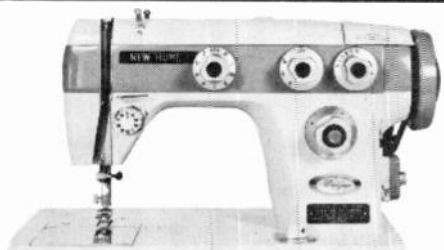
LOOKING FOR EXTRA PROFITS?



MODEL 670 — Deluxe Aluminum Head

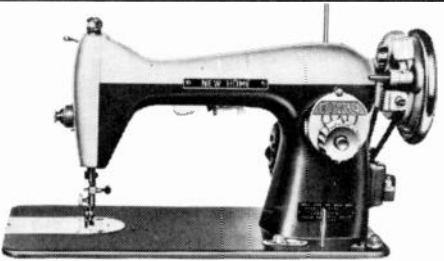
New Home Sewing Machines
Offer You A **PROFIT
MAKING OPPORTUNITY.**

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



MODEL 556 — Automatic Zig-Zag Model

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



MODEL 170 — Budget Model

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



THE
NEW HOME
SEWING MACHINE
COMPANY

P.O. Box 25901, Los Angeles, California 90025

HOUSEWARES

Ariens introduces new tractor and four attachments

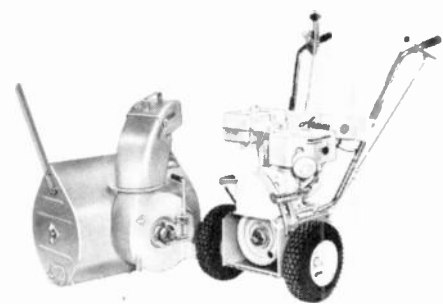
A six hp tractor and four attach-
ments for year-round grounds main-
tenance are the newest additions to
Ariens' line of Trac-Team outdoor
power equipment.

The self-propelled tractor unit has
four forward speeds plus reverse. A
differential permits sharp turning
without scuffing, according to the
manufacturer.

Attachments include a two-stage
snow thrower (shown at right), a
30-inch reel mower, a 26-inch rotary
mower, and a lawn vacuum.

Through a 240-degree revolving
snow chute, the snow thrower dis-
charges snow a distance of three to
30 ft. and clears a 24-inch path. The
unit is equipped with an adjustable
deflector shield for controlling the
height and distance of the discharge,
and a separate throw-out clutch to
stop the auger impeller.

The 30-inch reel mower attach-
ment has five blades, a separate reel



clutch, and a clipping discharge
changeable from front to rear. With
a side clipping discharge, the 26-
inch rotary mower has an adjustable
cutting height from 1 1/2 to 3 1/2
inches. Included on the attachment is
a safety discharge chute.

The lawn vacuum attachment, with
a 30-inch nose cone and 9 cu.ft. re-
fuse bag, is designed for picking up
grass clippings, leaves, and other
yard litter. *Ariens Co., Brillion, Wis.*

Corning offers new beverage serving set and roaster

Three new Pyrex beverage serving
sets—each with a carafe, matching
mugs, and a candle-warmer—a roast-
er, and a three-piece saucepan set
are Corning's newest offers.

Two of the beverage serving sets
include eight-cup carafes and four
10-ounce mugs. Each is available in
either a gold or blue Foulard design,
and has a suggested retail price of
\$6.95.

With an Early American motif,
the third set (shown at right) con-
sists of a 12-cup carafe and six 10-
ounce mugs, as well as a candle-
warmer. Its suggested retail price is
\$8.95.

New to Corning's cookware line is
a five-quart 15-inch roaster in the
blue cornflower pattern. The ceramic
dish, with a depth of 2 1/4 inches, can
be used for both baking and broil-
ing, according to the manufacturer.
Features include a two-section
chrome rack and wide rim. The
roaster is to retail at \$10.95.



Corning's three-piece saucepan set
is being offered during a special fall
promotion from September 13 to Oc-
tober 10 at a special retail price of
\$12.88.

The set consists of 1-, 1 1/2-, and
1 3/4-quart ceramic saucepans with
one clear glass cover and knob. Fea-
tured with each saucepan of the set,
which ordinarily retails at \$14.95,
are a chrome cradle and detachable
handle. *Corning Glass Works, Corn-
ing, N.Y.*

Antique styling highlights gift items from Westclox

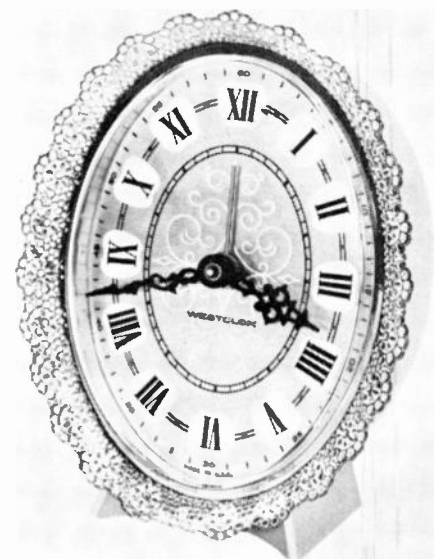
As special gift items, Westclox is
offering two antique-styled keywound
alarm clocks and two fashion acces-
sory watches.

The filigree-framed alarm clock
(shown at right) features a dial
with black hands and Roman num-
erals, and a white metal case and
platform. Its suggested retail price
is \$7.98.

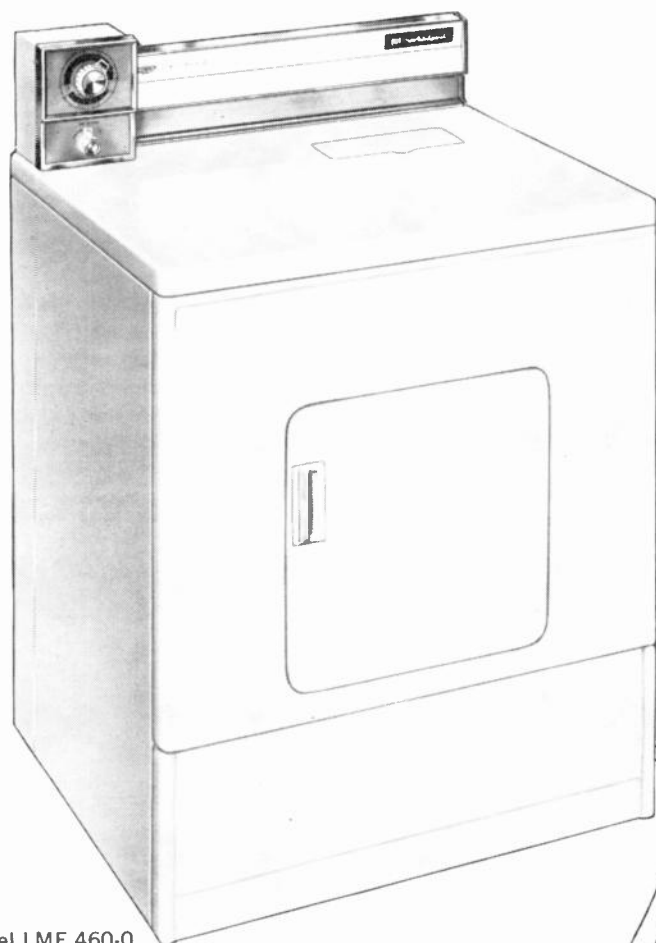
The second alarm is encased in
brass filigree complemented by a gold
satin foil dial with black Roman num-
erals. The short brass legs and a
brass loop on top accent the antique
styling of the clock to make it a
suitable boudoir model, according to
Westclox. The keywound alarm re-
tails for \$8.98.

Both antique-styled watches, de-
signed as fashion accessories, fea-
ture embossed scroll pattern dials
with black Roman numerals. One
model is a swinging fob watch on a
filigreed loop chain. Its case is gold-
colored. The other watch is a clip-on
pocket model which can be worn
from a belt. Its clip also snaps back
to make an easel, allowing use of the
watch on a desk or table. Each watch
will retail for \$6.98.

In conjunction with these new gift



items, Westclox is offering a counter
display highlighting the new gift
line assortment of antique clocks and
watches. The assortment (No. 19125),
with which the free display is of-
fered, consists of six antique-styled
clocks and watches. *Westclox Div.,
General Time Corp., LaSalle, Ill.*



Model LME 460-0

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

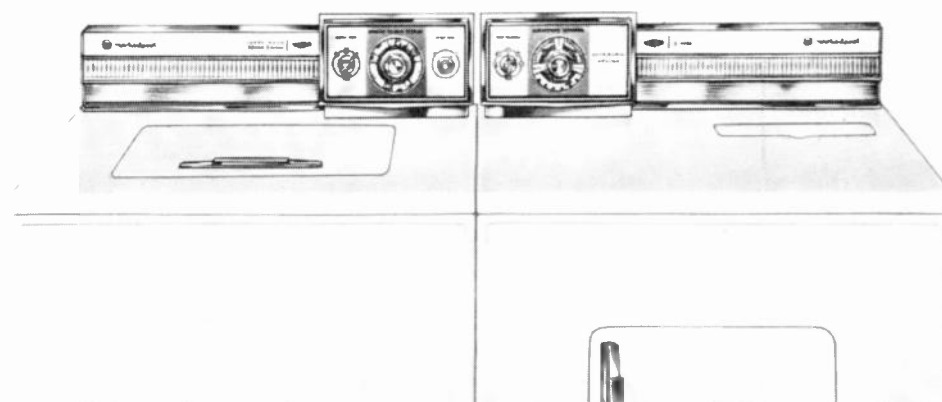


You just did!

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

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

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



Model LPA 560-0

Model LPE/I 560-0-1



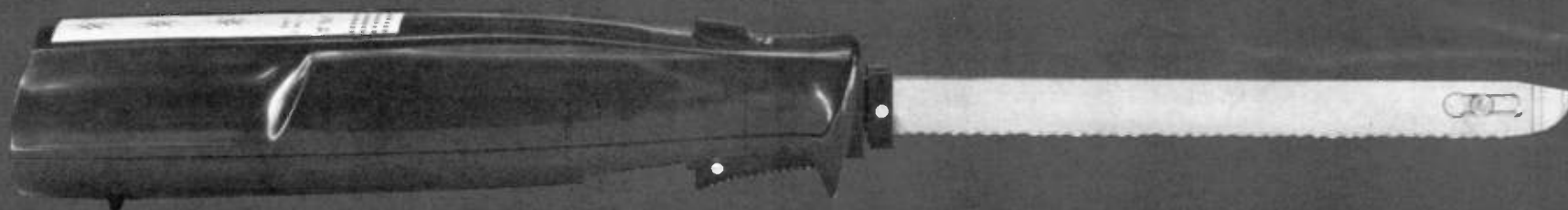
HOME APPLIANCES

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

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

There are 26 different brands of
electric knives you can buy, but;

ONLY  HAS:



a cordless electric knife that carves twice as
long between charges as any other cordless
electric knife. It's ***SUPER CHARGED!***



a cord electric knife with the handle you can
hold... slender, more compact, easier to use.
It's ***SUPER SLIM!***



Guarantee covers cost of parts and
repair service for 5 years when re-
turned to Iona Factory or Author-
ized Service Station. Cord, blades,
batteries and damage due to misuse
are excepted.

If you could try them all, you'd choose
Iona. So would your customers.

QUALITY YOU CAN TRUST VALUE YOU CAN RECOGNIZE

THE **IONA** MANUFACTURING COMPANY, INC.
MANCHESTER, CONNECTICUT

The 1965 Christmas catalogs: more luxury and more profits

Department stores and resident buying groups and syndicates are playing it safe—and aiming for more profit—when it comes to selecting and pricing electric housewares for their Christmas catalogs. Most chains and groups are now putting the final touches on their Christmas books.

Emphasis in electric housewares, more than ever, will be on private-label merchandise and on name-brand lines that provide price protection or on which there is limited price-cutting. Some items in the catalogs will appear without prices—to qualify for co-op funds even though the selling price is below the manufacturer's minimum co-op price—but this will occur less frequently than in past seasons.

One major reason is that buyers now have more price-protected lines that can be shown with prices—without fear of undercutting by the competition. "A catalog is no place to show leaders," one buyer commented. "We'll save those for newspaper ads."

Plenty of co-op ad funds have been authorized for this year's Christmas catalogs. In a number of cases, buyers reported they could be more choosy in selecting merchandise for their catalogs; generally, they had offers of more co-op money than they needed.

The proportion of pages devoted to housewares, compared to other merchandise categories, in this year's books generally will remain the same as last year. In cases where more housewares pages have been added, the over-all catalog size has been increased.

Wider use of full color will be featured in many of the Yule catalogs this year. In many books, bath shop merchandise and Teflon-coated cookware and electrics have been sched-

uled for full-color illustration. One buyer reported surprise at the number of manufacturers who sought to have their products shown in color.

In general, coverage of bath shop items and Teflon-coated products has been greatly expanded in this year's catalogs. Electric slicing knives, too, are getting a bigger play, but not on the same scale as bath shop items and Teflon-coateds, principally because of price-footballing complications.

The catalogs will play up two themes in addition to the usual Christmas gift angle; they will give heavy play to home entertaining and also to sprucing up the home for the holiday season. The latter theme will be used especially to promote bath shop merchandise and manual and electric home floor care products.

More attention to men and the male gift market is also emphasized in the new Christmas catalogs: in basic housewares, electric housewares, and hardware. In power tools, many of the books will play up drill kits in order to avoid the price competition of the 1/4-inch drill.

Imported copper items will be stressed in the gift housewares sections of many catalogs. Bar goods, too, will be featured—often as part of the entertaining-at-home theme. Tray-table promotions will center on high-end merchandise. A wider assortment of woodenware, to extend beyond salad bowls, will be offered. And condiment sets will give spice racks a run for space in the new Christmas catalogs.

More bill stuffers will be used by larger retailers to merchandise housewares this Christmas, in addition to the catalogs, newspaper supplements, and regular newspaper advertising. Teflon-coated cookware should prove a particularly popular subject for stuffers going to charge accounts.

□ □ □ □ **New York City's housewares pricing drama** has moved out of Act I and well into Act II; but the real clincher—Act III—is yet to come. Housewares price cutting, especially on electrics, has been stirred up in Act II by Alexander's grand opening on the east side of Manhattan, next to Bloomingdale's. Act I occurred earlier this year when May's ventured from its Brooklyn base onto Manhattan's 14th Street to take on Klein's. Act III comes early in 1967, when Korvette opens between Macy's and Gimbel's at Herald Square.

A hot fight for consumer attention—and traffic—already has developed among the three key retailing areas in Manhattan, and all signs indicate that it is bound to become even hotter.

There is a personality twist in the Act II drama, too. Alexander's hard goods campaign is being engineered by Jerry Germaine, who left Klein's to go with Alexander's. Klein's hard goods are being merchandised by Emmanuel Asher, who left Bloomingdale's to succeed Germaine at Klein's.

Slicing knives have been hit especially hard by the increased competition among retailers. Alexander's priced a closeout Universal knife at \$6.99. It also offered a Ronson knife at \$9.99, which reportedly upset Ronson officials. Comparison shoppers have been busy checking prices all over town, and buyers have been adjusting their prices to meet the "going price." Even Bloomingdale's, which has never been very price competitive, has begun meeting Alexander's pricing on duplicated merchandise. Bloomingdale's can take heart in the success of its sister Federated Store, Abraham & Straus, which has been quite successful in competing—and turning a good profit to boot—with E.J. Korvette and May's on Fulton Street in downtown Brooklyn.

□ □ □ □ **Support for NEMA's housewares promotion** is growing as additional utilities get behind the October promotion for electric housewares. The utilities are working closely with distributors and retailers in their areas to set up local editions of the Holiday of a Lifetime promotion being offered by the electric housewares section of the National Electrical Manufacturers Assn. (MW, 30 Aug., p.18).

The Electric League of Rhode Island, Philadelphia Electric Co., and Mississippi Power & Light are the latest organizations to promise full support. NEMA also has received inquiries from additional utilities, which are expected to join the list.

In addition, many utilities are expected to step up their promotional activities for electric housewares during the Christmas gift season. In aiming for increased utility support for the housewares industry, NEMA has been stressing the fact that electric housewares are now the No. 1 residential load builders.

□ □ □ □ **Norelco imported three out of four shavers** brought into the U.S. during the first half of 1965. Total value of all imported shavers during the period reached \$2.01 million, of which the Netherlands' share was \$1.51 million. Practically all shavers imported from the Netherlands are marketed by Norelco. A total of 575,796 shavers were imported during the first half, of which 441,328 came from the Netherlands. The figures were compiled by U.S. Customs.

KEY MOVES

Lawn Boy—James M. Felker joins the firm as district sales mgr for Texas, Louisiana, and New Mexico.

Corning—Mary N. Alexander is named mgr of Corning's home economics department and test kitchen; Miss Alexander succeeds Dr. Lucy M. Maltby, founder of the department who retired. Armand R. Bobrick adds Oregon to Washington as housewares products sales rep.

Mirro—Jerry Strebel is named sales rep in northwestern New York State. He succeeds Douglas Rife, who transfers to Minneapolis.

NHMA—Richard S. Hockman joins the National Housewares Manufacturers Assn. as public relations mgr, succeeding Frank Ullrey, who resigned because of illness.

Hamilton Beach—Two new district sales reps are appointed—Donald D. Reed, who is based in San Francisco, and Thomas C. Sanger, for Los Angeles. Robert A. Ackerman II joins Hamilton Beach as mgr in the newly

created position of planning for consumer products. Dean Terry is named merchandise mgr in the advertising department.

Shetland—Charles W. "Chuck" Holmes is appointed divisional sales mgr for the Midwest. Robert K. Miller is named vp for manufacturing.

Hamilton Cosco—Albert R. Said is named vp and general mgr of the household products division.

Globe Rubber—Jacob Labe III is named product planner and designer.

Broan—Jack Broan, formerly vp-sales, is elevated to executive vp.

Oster—Gilbert R. Arnold is named assistant mgr for advertising and sales promotion.

Ingraham—Three sales rep agencies are named to handle the firm's battery-operated, decorator clock line: Myers & Co., of Akron, O.; Sid Saville Assoc., of Pittsburgh; and Cal Lewis Assoc., of Menlo Park, Calif.

HOUSEWARES NEWS

□□□□ **Variety chain buyers will be busy** in New York City next week: at the National Hardware Show at the Coliseum, and at the Variety Merchandise Fair, at the Trade Show Building. Some housewares-hardware exhibitors will be showing at both places.

Variety chains are expected to step up their promotional activity for electric housewares this fall, hitting with sharp pricing on private-label items—particularly in one-price promotions—while aiming for profits with price-protected name-brand lines.

The Variety Fair gets a one-day jump on the Hardware Show by opening on Sunday—Sept. 19. A third show—an “overflow” from the Hardware Show—also opens Sunday, at the Henry Hudson Hotel, around the corner from the Coliseum.

□□□□ **The first Corning Ware covered casserole** will be available at retail beginning in November. This is the first covered baking dish primarily designed for top-of-range use in the Pyroceram-brand glass-ceramic line of Corning Ware. The 1½-quart dish is oblong-shaped, designed especially for use with frozen foods. The casserole, with clear glass cover, will be fair-traded at \$4.50.

□□□□ **Hamilton Beach has six fair-trade states** set for its Convertible (battery and plug-in combination) electric knife and its deluxe electric knives. Intentions to fair-trade the two models were announced at the July Housewares Shows (MW 19 Jul., p.35). The Convertible has been priced out at \$59.95; the deluxe unit will be fair-traded at \$29.95 list. At present, the program will be limited to California, Illinois, Massachusetts, New Jersey, New York, and Wisconsin.

□□□□ **The spy who came in for hot coffee:** Berkay Industries, which makes the Insta-Brewer coffeemaker, and Universal Pictures Co. are offering retailers a promotional tie-in between the coffeemaker and the highly acclaimed spy thriller, *The Ipcress File*. In the film's opening three-minute sequence, Michael Caine, a spy with a gourmet touch, is shown brewing his morning coffee with an Insta-Brewer. The Insta-Brewer/Ipcress promotion starts this month in major markets. It will be built around radio, tv, and newspaper ads, consumer contests, and in-store display materials for retailers.

□□□□ **New York openings:** General Electric Co. has relocated its Brooklyn Servicenter at 38 Bond St., and it is now open for business. Eureka Williams Co. has moved to expanded quarters at 404 Park Ave. South; Dorian Hull is Eastern sales manager.

GE, meanwhile, plans three additional new Servicenter openings: one in Bridgeport, Conn., in late fall; a relocation in Cleveland in December; and a new center in Reading, Mass., for next month.

□□□□ **Clarification:** Westinghouse's \$3 consumer refund offer—which ties in with the National Electrical Manufacturers Assn. Holiday promotion—applies to four Royal Lady models and six regular-line electric housewares. A report in these pages (MW, 30 Aug., p.19) gave the erroneous impression that the offer was limited to Royal Lady items.



Wanamaker's training seminar: getting to the head of the class in sales

Wanamaker's training seminar: paying off at the cash register

Housewares clerks headed back to school recently for a postgraduate course in selling. The site was Philadelphia's plush Presidential Hotel; the school was the Second Annual Sales Training Seminar, staged jointly by John Wanamaker, the giant department store chain, and its key distributor, Everybody's Supply Co.

"Every manufacturer who participated last year had at least a 19% sales increase over the year before," noted Wanamaker's housewares merchandise manager, Art Smith. And this, no doubt, was the reason that none of the 23 manufacturers who participated in last year's seminar dropped out of this year's program. "It was a question of holding down the number of participants," said Samuel Fingrutd, Everybody's president.

This year, 32 lines from 28 manufacturers were displayed and explained to the entire housewares sales force of Wanamaker's seven stores.

Clerk attendance was up this year, primarily because Wanamaker's has added a new store—in King of Prussia, Pa.—since last year. Nearly 140 clerks, including part-time workers, attended the mandatory seminar "on company time." Buses and Wanamaker automobiles transported sales personnel to both the morning and evening sessions.

Both sessions were divided into 13 classes of 15-minute duration. From three to five clerks attended the classes of the manufacturers whose products they sold.

Cost of the seminar was divided equally among participating manufacturers. "Under \$100 for each company," declared Fingrutd. "That's less than a dollar per clerk for the manufacturer to give his sales pitch."

Administration of the seminar was the sole responsibility of Everybody's Supply Co., even though it handles only nine of the 32 lines represented. "It is a service to our account," Fingrutd explained.

Manufacturers were particularly pleased about reaching the entire staff of a large account in one day. "Store hours are approaching the supermarket level, remarked a representative of bath shop producer Joseph A. Kaplan & Sons. "I'm lucky

if I get to see one-fourth of the housewares people when I visit the department. And look at Wanamaker's—they've got seven stores."

Timing of the seminar is planned to bring clerks up-to-date on the new fall lines. Attendance was not limited to clerks, however; numerous Wanamaker executives (including president Richard Bond), advertising personnel, and decorators attended.

Staff reaction to the seminar was enthusiastic. Said one veteran saleswoman, "This is a good time of the year to learn about all the new products. I'm told about the new features and their selling points."

"We get a chance to see the full lines," another saleswoman added. "Then we can tell the buyers what our department needs or is lacking. Customers think it is just ridiculous when Wanamaker's doesn't have a well-known product."

How much training is retained by the clerks who attend was a question raised by the representative of one manufacturer. Fingrutd's reply: "If the girls remember 50% of what they see and hear, we'll be happy."

"The results speak for themselves in the greater confidence on the part of the clerks," said Everybody's sales and promotion manager, Ed Wolf. "That confidence is reflected when they discuss merchandise with their customers."

Wider use of the sales seminar is the hope of several manufacturers. "I wish more stores across the country would do the same thing," said Gene Ruffing, sales manager of Club Aluminum.

"Wanamaker's biggest problem is educating sales people," said Art Smith. The sales training seminar may well be part of the answer to Wanamaker's—and other retailers'—problem.

Participating manufacturers were: Dominion, General Electric, Oster, Proctor-Silex, Sunbeam, Shetland, Waring, Bissell, Hagerty, Quickie, Dennis Mitchell, Heritage House, Lou Ehrlich, Corning, Oneida, Robeson, Revere, Rubbermaid, Wearever, Hamilton Cosco, Salton, Magicolor, West Bend, Joseph A. Kaplan & Sons, Frohock-Stewart, Lenox, Club Aluminum, and Frederick Wholesale, which distributes Atkins private label.

—Robert C. Rowe

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SUSTAIN in Merchandising Week!
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SUSTAIN



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

MERCHANDISING WEEK

The Interpretive News Weekly

Retailers tapping profits with water purifiers



Aquaspring: portable water purifier

Drinking water, too, has its ups and downs: as the nation's supply of good-tasting water dwindles, the marketing potential for portable water treatment products increases.

In many areas of the country, drinking water is heavily chlorinated for purification and, consequently, often unpalatable. And the worst is yet to come: with ever-increasing water shortages, both the local and federal governments are looking to desalinization of seawater and purification of now-polluted river water as solutions. At the same time, the increase of poor-tasting water has led

major retailers, such as Sears, Ward's, and Macy's, to increase their lines of water treatment products.

There are four basic categories of water treatment products: softeners, purifiers, filters, and demineralizers. Despite the vague but widespread feeling that these products are essentially plumbing products, portable water treatment items are readily adapted to housewares-hardware and bath shop merchandising.

Tie-ins built around appliances—steam irons and refrigerators, for example—are being used to promote water treatment products. Demineral-

izers are a natural add-on sale with steam irons; the full markup on demineralizers helps boost profits on the irons, which generally carry lower margins. And filters, which can be used with ice cube trays, are an easy add-on sale with refrigerators. On an installment plan, the increase in payments caused by adding a filter is minimal.

A portable water softener that hooks up directly to the sink tap is available under the Wantz label of Illinois Water Treatment Co. The unit is promoted primarily for use in washing hair and washing lingerie. The unit softens about 30 gallons of water (of average hardness) before requiring regeneration with table salt. Suggested list price is \$9.95.

A home water purifier called Aquaspring (shown above, left) is made by the American Machine & Foundry Co. Aquaspring is actually a distilling device: vapor condenses on a cool area of the unit, then runs into a flat-sided two-quart bottle. Aquaspring, which runs on electricity, can purify up to six quarts of water per day; suggested list price is \$34.95.

A countertop water filter—Eaton's F19—connects by hose to a diverter valve that screws into the tap in place of the aerator. Eaton claims that disposable charcoal filter removes "objectionable taste, odor, discoloration, chlorine, sulphur, rust, scale, metallics, and algae," and that it lasts from six to eight months of normal use.

Hammacher-Schlemmer, the fashionable New York City housewares specialty store, reportedly has done a good job with the Eaton filter at \$19.95 list. Other major New York stores also have taken on the item.

A number of demineralizers are also on the market; most of them operate on the same principle: each contains resin beads that remove the minerals from the water. Since most water contains minerals that clog steam irons, demineralized water generally will prolong the life of the iron.

DEEM is the demineralizer manufactured by Chrystal Laboratories, of East Hartford, Conn.; it retails for 98¢. It consists of a polyethylene bottle and a connecting filter. Water is squeezed through the filter.

SSS-T demineralizer, made by Fast Chemical Co., in Yonkers, N.Y., comes in three sizes: 8-, 18-, and 26-oz. All three sizes retail for under \$1, refills for under 50¢.

Wantz also has a demineralizer. The filter has a two-to-three-gallon capacity. The complete unit retails for 98¢ and replacement filters are two for 98¢.

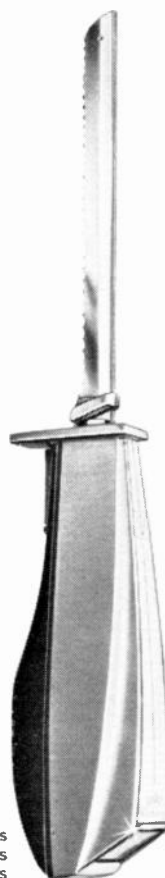
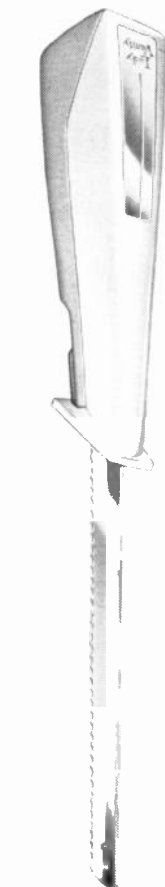
Another demineralizer, a 26-oz. model produced by Northwest Factory Service, in West Hempstead, N.Y., retails for 99¢; refills are 49¢.

Culligan is competing with both demineralizers and water softeners. Culligan has two portable demineralizers: a 6-gallon-capacity unit at a suggested retail price of \$3, and a 12-gallon-capacity model with a suggested retail price of \$4.60; neither unit takes refill filters.

Sales of water treatment products reached a respectable \$250 million last year, according to the Water Conditioning Foundation figures. Housewares retailers, who now account for a trickle of that trade, have an opportunity to turn on sales in this growing market.

here are
a couple
of pointers
on

PROFIT



Two pointers, to be precise. The Lady Vanity Electric Knife (EK-1), complete with Wall/ Table/Storage Rack and the new Lady Vanity Cordless (EK-5), complete with Recharger and Storage Rack. Both are promotionally priced and both allow you to meet any competition while still giving you a respectable margin of profit. Handsome, powerful and performance proven, both come with Merit's exclusive full-year, over-the-counter replacement guarantee. Nearly half a million were sold in 1964—profitably. Get the Point?



Lady Vanity

REPLACEMENT GUARANTEED

if defective within one year

Electric Knives • Hair Dryers
Coffeemakers • Skillets • Defrosters
Ranges • Ice Cream Makers

MERIT ENTERPRISES INC., BROOKLYN, N.Y. 11208

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

Norge dealers play it cool



(so can you)

Don't go off the deep end on your fall selling plans 'til you see the new **Norge Room Air Conditioners** at your Norge Distributor's Open House (Oct. 10-17). Big news on far-out trips, great new products, traffic-pulling promotions...you name it!

NORGE

home appliances **BORG WARNER**

INDUSTRY TRENDS

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

	date	1965	1964	% change
FLOOR CARE PRODUCTS				
floor polishers	July	66,958	70,077	- 4.45
	7 Months	648,644	646,061	+ .40
vacuum cleaners	July	329,170	294,877	+ 11.63
	7 Months	2,723,308	2,461,949	+ 10.62
HOME LAUNDRY				
dryers, clothes, elec.	July	85,581	86,765	- 1.36
	7 Months	570,103	504,687	+ 12.96
dryers, clothes, gas	July	42,156	39,306	+ 7.25
	7 Months	286,774	273,439	+ 4.88
washers, auto. & semi-auto.	July	311,756	298,259	+ 4.53
	7 Months	2,053,978	1,924,564	+ 6.72
wringer & spinner	July	44,334	53,367	- 16.93
	7 Months	339,207	377,437	- 10.13
OTHER MAJOR APPLIANCES				
air conditioners, room	June	335,900	366,600	- 8.37
	6 Months	2,198,300	1,834,200	+ 19.85
dehumidifiers	July	22,300	32,700	- 31.80
	7 Months	178,600	168,400	+ 6.06
dishwashers, portable	July	19,000	15,300	+ 24.18
	7 Months	191,700	152,100	+ 26.04
dishwashers, under-counter, etc.	July	59,700	58,300	+ 2.40
	7 Months	445,800	392,600	+ 13.55
disposers, food waste	July	115,600	102,000	+ 13.33
	7 Months	743,600	725,300	+ 2.52
freezers, chest	July	60,100	41,500	+ 44.82
	7 Months	264,500	261,800	+ 1.03
freezers, upright	July	77,200	69,100	+ 11.72
	7 Months	398,100	402,900	- 1.19
ranges, elec., free-standing	July	87,700	78,200	+ 12.15
	7 Months	713,200	653,000	+ 9.22
ranges, elec., built-in	July	60,800	64,500	- 5.74
	7 Months	446,000	468,500	- 4.80
ranges, gas, total	July	155,500*	159,600	- 2.57
	7 Months	1,229,800	1,230,500	- .06
refrigerators	July	439,100	444,300	- 1.17
	7 Months	2,775,700	2,651,500	+ 4.68
water heaters, elec. (storage)	July	85,700	73,500	+ 16.60
	7 Months	622,300	579,800	+ 7.33
water heaters, gas (storage)	July	217,930	216,430	+ .69
	7 Months	1,502,730	1,622,460	- 7.38
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	June	321,945	310,742	+ 3.61
	6 Months	1,427,422	1,047,190	+ 36.31
distributor sales	June	214,292	217,171	- 1.33
	6 Months	1,250,973	989,010	+ 26.49
phonos, mfrs. ship., console	June	171,253	153,027	+ 11.91
	6 Months	687,538	656,819	+ 4.68
distributor sales	June	111,371	126,026	- 11.63
	6 Months	610,988	658,335	- 7.19
radio production (ex. auto)	August	317,327	258,114	+ 22.94
	34 Weeks	8,660,374	6,382,751	+ 35.68
distributor sales	June	1,020,575	868,247	+ 17.54
	6 Months	5,112,766	4,019,448	+ 27.20
b&w television production	August	154,660	140,315	+ 10.22
	34 Weeks	5,032,571	4,885,508	+ 3.01
distributor sales	June	533,123	613,124	- 13.05
	6 Months	3,386,935	3,443,073	- 1.63
color television production	June	714,405	711,785	+ .37
	6 Months	3,962,334	3,893,456	+ 1.77

*July total includes 105,900 conventional free-standing ranges, 14,200 high-oven models, 21,200 built-ins, and 14,200 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.

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MERCHANDISING WEEK

WHAT MAKES MAYTAG DEPENDABLE

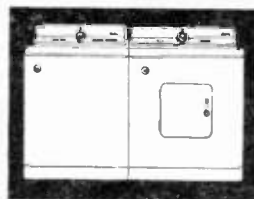


Nothing gets under our skin

Strip a Maytag down to bare metal and you've still got superior protection against rust and corrosion. Every Maytag cabinet is made of zinc-coated steel. Not just an ordinary brushed or blown-on coat, but a bonded zinc coating on the basic steel. On top of all this the prime coat on every Maytag is the same type epoxy finish used on boat hulls for protection against water damage.

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

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