

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 38/SEPTEMBER 20, 1965

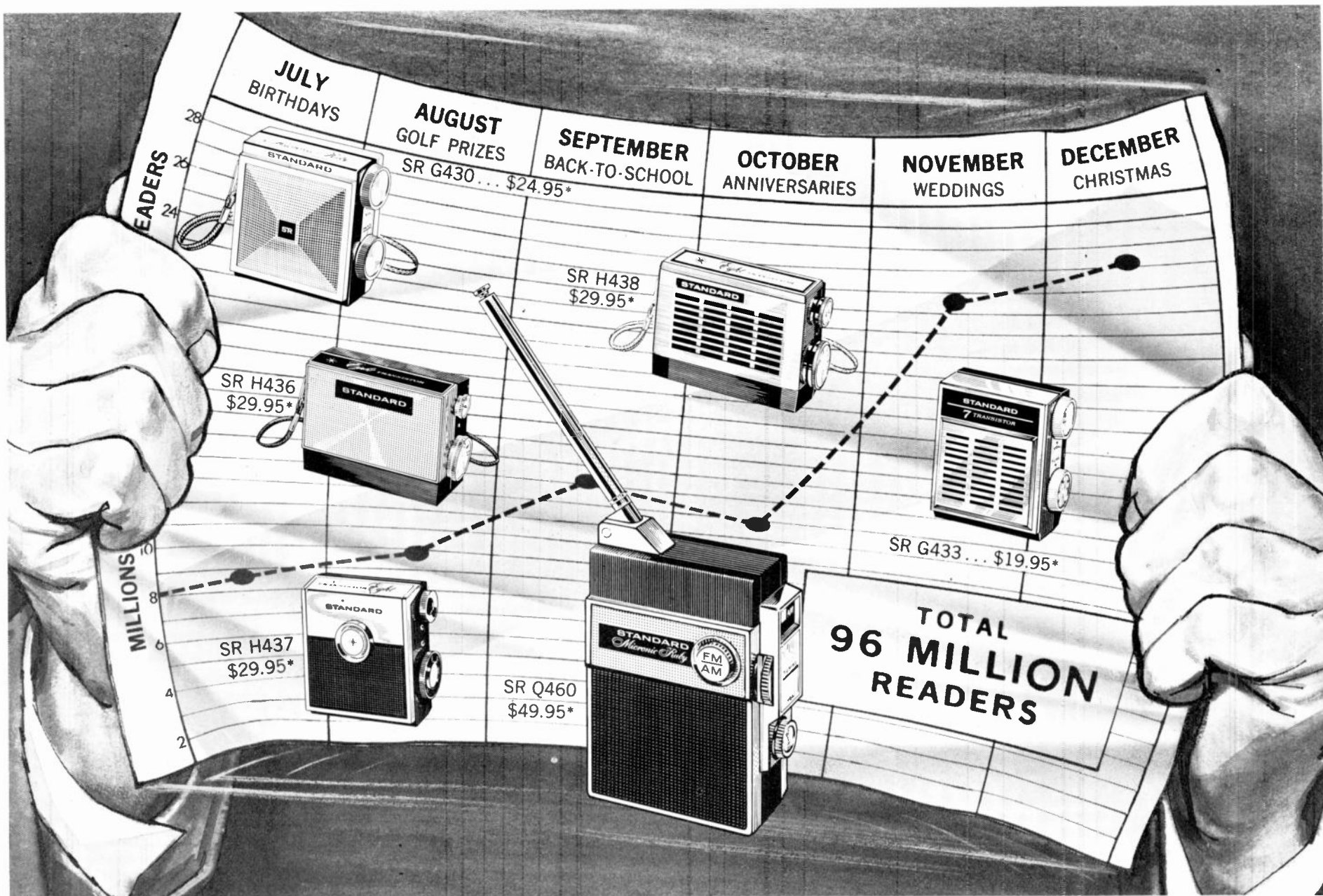


◀ □ □ □ The path to profit, winter and spring, in the booming hardware market is home power equipment—specifically, power mowers and snow throwers. Here is a survey of what retailers say about these two products, plus a look at what the new hardware-housewares marriage will mean to you.....p.17

AT PRESSTIME □

□ □ □ □ More defections from GE's northeastern Ohio Appliance Center plan occurred Sept. 1, when Alfred W. Jay closed his Center in Canton, and John F. Roby turned his store back into the Roby Appliance Center and added the Hotpoint, Gibson, Sylvania, Motorola, and Emerson lines to his GE line. Roby said last week, "There is a future for one-line retailing, but I think it's a long way off. To be successful in a market, there has to be strong fair-trade, fewer dealers, and good advertising with good cooperation among the dealers." Roby, one of the original retailers to take on an Appliance Center, had been in the plan since last November. Some close to the Cleveland scene say that GE has had trouble with the advertising for the Centers, and that it has had three different advertising agencies since the program began. But more important, the distributor has not given the Centers any special deals, special models, or special financing.

□ □ □ □ The big number in tv this year is 2 million. Last week, in the wake of Zenith's announcement that it had received orders for more than 2 million sets in the first 8½ months, RCA ran up its own flag, claiming, "We will manufacture and sell a total of more *continued on p.3*



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

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

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

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than 2 million television sets during 1965—a feat never before accomplished by any company.” D. L. (Debs) Mills, executive vice president for consumer products, went on to say the company will set an industry record for all-time dollar tv sales this year. Looked at side-by-side, the Zenith and RCA announcements present unique possibilities for a new war of words. Observers, knowing Zenith Sales Corp. president L. C. Truesdell, are confident there is more to come.

□ □ □ □ **Hamilton Beach will operate Puritron** under a new organizational setup announced by Scovill Mfg. Co. for its two housewares divisions. Puritron plant operations will remain in New Haven, Conn., but marketing responsibilities are now under Edward P. Reavey and Arnold Wolf of Hamilton Beach in Racine, Wis. John J. Flaherty, who joined Puritron in July, will become general manager of the Puritron div. of Hamilton Beach. A Scovill spokesman said no changes are planned in Puritron’s distribution setup at present. Hamilton Beach, meanwhile, is adding Connecticut and Rhode Island to the six states previously announced for fair-trading of two of its slicing knives.

□ □ □ □ **GE will market tape this fall** to complement its two low-end (\$29.95 and \$39.95) tape recorders. The

tape will be available only on 3-inch reels; three versions will be offered: 150 ft. of 1½-mil acetate tape at 75¢; 150 ft. of 1½-mil acetate tape in a mailable carton at \$1; and 300 ft. of ½-mil polyester tape at \$1.50. GE is not manufacturing the tape.

□ □ □ □ **Iona is putting two new slicing knives** into its Coronet promotion line: EK-6 electric in gift case at \$18.95 list; and EKC-2 cordless at \$31.95 list.

□ □ □ □ **The outlook for b&w tv** continues to be good, says Admiral vice president Ross Siragusa Jr. Siragusa predicts next year will see a 4% to 5% growth in unit sales. Sales in the under-14-inch market will hit 1.5 million this year, he said, will climb to a maximum of 1.7 million in 1966, then continue upward. Riding this trend, Admiral has reintroduced its 11-inch set in limited quantities with an \$89.95 price tag. Siragusa expects sales in the 19-to-21-inch category to hit 3.7 million this year. Admiral’s new color tube line will go into production this fall with finished goods entering the market, he revealed. Next year’s production will be over 200,000 tubes. According to Siragusa, tube allocations have badly handicapped Admiral this year. “If we didn’t have the 23-inch tubes from National Video, we’d sell less color than we did last year.”

Universal-by-GE: a public answer to private labels

GE’s housewares chief Willard H. Sahloff, has taken a few jabs at private labels, at manufacturers doing business with Sears, and at the second-line approach adopted by many name-brand housewares producers. Sahloff spoke to chain and syndicate buyers—many of whom oversee private-label programs—at the product and marketing preview of the new Universal-by-GE line in New York City last week (for details, see p.37).

Sahloff told the chain buyers that many retailers do not realize the “hidden” costs—such as advertising and inventory investment—involved

in private-label merchandising. He indicated that GE’s new Universal line provides an alternative—and an industry answer—to the growth of private-labeling. He stressed that GE’s housewares division has no intentions of doing private-label work under present marketing conditions.

Private-label manufacturing for Sears and other large users, said Sahloff, a former Montgomery Ward buyer, is “most precarious,” especially if the manufacturer’s private-label business approaches 30% of his over-all volume. “They are not running the business,” he contended,

“the retailer is running the business.”

Most second lines have failed, Sahloff claimed, because the manufacturer has “spread out his shots” between the regular line and the price-protected second line. He indicated that the second line has only served to cut into the business of the regular line. He said he believed GE could avoid this pitfall through the separate marketing organization it has set up for Universal, which Sahloff views as another brand-name line on equal footing with the GE brand.

Many new products are planned by GE within the next 10 years, Sahloff said, adding that 15 of the planned items involve new technology. “Don’t you think we will put them into the Universal line as soon as we put them into GE?” he asked.

In the meantime, Sahloff indicated, some former Universal items—particularly its Permatel coffeemaker—will appear in the GE line beginning in January; the Permatel non-stick process also is planned for other GE items. Sahloff also forecast a 5% to 6.5% sales gain for the housewares industry next year.

NRMA reveals inside story on 1964 department store sales

Television helped to make 1964 a record-breaking year for department stores, whose total sales jumped 7.8% over 1963 levels. Television was the department store’s “sales pace-setter,” according to a report released last week by the National Retail Merchants Assn. (NRMA).

The report, which for the first time looks at branch store operations in depth, shows that tv departments led all other departments in sales increases during 1964. Branch stores tallied a 23% increase in tv sales, while downtown units listed a healthy 17% rise.

Other merchandise categories that contributed to the record year were: housewares—up 9% in branch stores and 6% in downtown units; small electrics—up 13% and 5%; major appliances—up 8% and 1%; refrigera-

tors and air conditioners—up 11% and 8%; and radio-phono—up 2% and 8%.

NRMA’s report—the “Departmental Merchandising and Operating Results for Department and Specialty Stores”—is popularly known as the “MOR” and regarded by department stores as “their bible.” This year’s MOR, based on reports from 357 companies operating 850 department, specialty, and branch stores with a combined sales volume of \$6.2 billion, analyzes the “nuts-and-bolts” retail operation. Some of the future trends the report pinpoints:

Advertising dollars are being shifted back into hard goods promotions from the predominantly soft-goods ads of the past few years.

Night openings continue to increase among both suburban and downtown

units, particularly during the four-week holiday shopping season.

Branch stores continue to take an ever-increasing share of the store’s total dollar volume with 47.4% recorded in 1964 over 43.4% in 1963. Also, branch store departments tallied from a 20% to 100% better rate of improvement than comparable downtown departments.

Small branch units—Under 50,000 sq.ft.—continue to be the most popular choice for expansion, with large branch stores, in the 100,000-sq.ft. category, coming in a close second. Suburban expansion is no longer limited to the retailing giants. Small stores also are going suburban to place second, third and fourth units.

One significant trend that the report shows is a reversal of the falling inventory turnover rate. While it

is still too early to tell if this trend will grab hold, three merchandise categories illustrate a “typical” number of stock turns based on average monthly inventory: housewares, 2.7 turns; major appliances, 4.4 turns, radio-phono-tv, 3.9 turns.

Helping to boost stock turns were substantial increases in three other operating categories. The average gross dollar sale rose from \$5.79 to \$5.98 in 1964. The average number of sales transactions increased approximately 3.2% over 1963 records. The cumulative mark-on climbed from 39.51% in 1963 to 40.01% for 1964.

In summary, this year’s MOR seems to indicate that department stores, bolstered by their ever-increasing number of suburban units, can expect more and better business for the balance of 1965.



Easy to sell



Easy to take

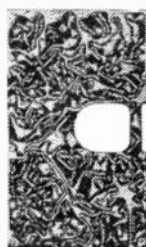
(America's first transistorized 12"* personal portable)

Here's the 12"* MINIKIN — with Solid State transistor dependability plus a mighty rectifier tube. The most powerful portable of its size. Imagine — 13,500 volts of power in a compact 12"* transistorized TV. Priced at just \$114.95. (Price optional with you, of course.) That makes the MINIKIN easy to sell.

What makes the MINIKIN easy to take?

Look at its size. Customers just pay their money and carry it home.

Display the MINIKIN on its own carton. What could be easier to sell? Just pick it up, drop it into its carton, and away it goes. See? Big sales *can* come from small packages.



RCA Solid Copper Circuits are the circuits of the Space Age. They replace old-fashioned "hand-wiring" in over 200 possible trouble spots... for greater dependability, better performance.



The Most Trusted Name in Electronics

*Overall tube diag. 7 1/4 sq. in. picture.

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NOW "FLAME SET" REPLACEMENT KITS!

They're hot from Uni-Line...the hottest line in gas replacement controls! And they've got **universality**...—versatile and universal applications for all types of ranges that need a burner with a reliable Robertshaw brain!



- Most popular with your customers!
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MODERN INTER-COMM SPECIAL 2 for \$24.95!



For communication between 2 or more points, all ring, all talk. Wire 24 per ft. (twisted pr.) 2 batteries required for each telephone. \$1.25 each. Shipment FOB Simpson, Pa. Write for free list.

Telephone Engineering Co.
Simpson Dept. MW-9205 Penna.

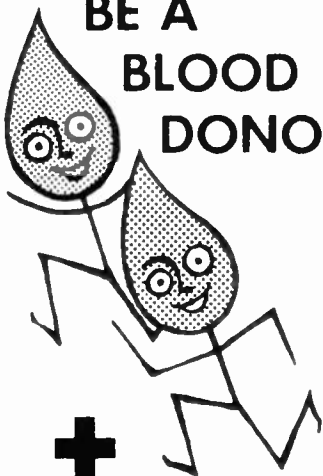
— EMPLOYMENT —

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AT THE BLOODMOBILE

WASHINGTON NEWS

□□□□ **Job Corps grads may be tomorrow's retailers** if Sargent Shriver, director of the Office of Economic Opportunity (OEO), has his way. Retail stores and the electric repair industry will be asked to sign up in the War on Poverty by offering jobs to Job Corps graduates. Shriver believes the employment opportunities program worked out with the hotel and restaurant industry has been highly successful. OEO now will try to get up similar programs with other groups, such as retailers.

Shriver has told business executives the Job Corps is off to a good start. About 100 trainees have been graduated so far, and all have been placed—37 in the U.S. Army, four in college, and others in high school or industry. But the graduation pace will pick up. By January, there will be 700; by March, 1,400; and after June, about 4,500 a month. Unless OEO can find jobs for the youngsters it trains, officials feel, the program will be little more than a glamorous failure.

OEO officials will start out by contacting trade associations, business councils, and unions. Another idea under consideration: urging—maybe requiring—companies which get federal depressed-area loans to hire a specified number of Job Corps graduates.

□□□□ **Broader application of FCC rulings** could be in store for CATVers. The new worry disturbing CATVers is the question of when the Federal Communications Commission (FCC) will tune in its new rules on systems already in operation. In adopting non-duplication rules to protect broadcasters from community antenna television (CATV) last April, the FCC originally applied them only to new applications for microwave systems. So far, only a handful of CATVs have had to live with the regulations. But definite changes may occur when some CATVs will have to renew their licenses.

Now license renewal time is drawing near for most of about 300 microwave CATVs which could be affected. The FCC said it would impose the rules on the Feb. 1, 1966, renewals only after it has dealt with non-duplication standards for non-microwave CATVs—an inquiry now drawing to a close—and only in the light of Congressional action. But it has become apparent that Congress will not act this session. CATVers fear the commission may not be willing to wait.

□□□□ **A dishwasher for every 2-car family?** This question was raised when Gardner Ackley, chairman of President Johnson's Council of Economic Advisers (CEA) told the American Statistical Assn. that recent studies indicate the growing number of working wives is a factor in increasing multiple car ownership. "And I wouldn't be surprised," he added, "by a similar influence on the sale of dishwashers."

Nor would Ackley be surprised by a continuing strong market for other household durables. The relatively strong and sustained pace of housing starts in recent years has undoubtedly contributed to the demand for durable goods such as house furnishings," the chairman said. And the CEA is projecting a continued high plateau for residential construction next year, possibly with a slight creep upward. All in all, Ackley said, there are grounds for "cautious optimism" about the outlook for durable goods spending.

Bentley's marketing target: the music store boutique

Bentley, Symphonic's fashionable brainchild, has hit the marketing trail. Decked out in high-style Widcomb cabinets, the Bentley line of stereo consoles made its first stop at the Liberty Music Shops, in New York City, under the aegis of Leon Knize, Bentley's top man. There were Bentleys in Liberty's window, Bentleys on the floor, and a whole room of Bentleys upstairs.

With the leader model priced at a steep \$495, the market for this successor to the old Ravenswood line (MW, 12 Jul., p.16), is a select one, but the sales terrain looks good to company officials: "We're surprised and gratified that we're on target in every way so far," said Knize.

Current plans call for distribution to select retailers throughout the country, with a heavy emphasis on music specialty shops. If the trend continues, Knize said, "By the time we're through, we'll have 50% of our line in music stores, 30% in department and furniture stores, and about 20% in component stores. Only one or two appliance stores in the whole country will carry Bentleys."

All the old Ravenswood dealers want to get in on the swank affair, Knize claims, and he's in the process of sorting invitations. But for the moment, the drive is to land a few key spots throughout the country. In Chicago, Marshall Field carries the Bentley line. In New York City, it's Liberty Music Shops, Harvey Radio (Long Island), and A.S. Stiehl, the decorator's showroom.

The first delivery went to Liberty.

The consoles reached the floor a few weeks ago; they have been in the Madison Avenue window a few days; and now Liberty is set to start a big promotion push. With the help of a co-op advertising allowance from Bentley, Liberty expects to spend at least \$25,000 in the next ten weeks on ads in the *New York Times*.

Bentley avoids saying too much about its own promotion plans, but an October ad series in *The New Yorker* will kick-off the campaign with emphasis on looks and quality.

One unique point-of-sale promotion is "the Bentley library of books," a set of individual one-page brochures describing each of the 12 basic models, plus step-up finishes and components. Very few customers buy off the floor. "So far," said Knize, "every model we've sold has been a special order."

Future plans include a tape recorder attachment for the consoles. But Knize was not saying whether Bentley would be putting out a tape recorder, too. He also was not talking about tv, but Benjamin Kaye, president of Liberty Music Shops, was: "They're going to come out with a three-way (radio, phonograph, color tv) in January or February," he said.

At Symphonic, however, the talk was of television. "We're thinking seriously about both color and black-and-white," admitted Max Zimmer, Symphonic's president.

Another Symphonic possibility: a home video tape recorder. It's in the lab stage and hopes are to build it to sell for under \$1,000.

Japanese color tv tube makers get a breather on higher tariffs

The tariff is going up on tv picture tubes, but in a two-step schedule: black-and-white tubes will be affected immediately; color tubes will not be affected until 1969. The final version of a complex tariff Classification Act, which cleared a joint House-Senate Conference, is a modest victory for Japanese tube producers and the American set makers who hope to import their products.

Timing the hike on color tubes caused most of the trouble the measure met in running the Congressional gauntlet. In the House version of the bill, which provided for technical amendments of some 100-odd tariff items, the odd category of cathode ray tubes was scrapped. A new schedule group was created that redefined tv picture tubes as "items in chief value glass;" the new definition subjected tv tubes to a 30% duty instead of the old 12% rate. Other cathode ray tubes were classed miscellaneous—at a 12.5% tariff.

The fight for a moratorium on a higher tariff on color tubes was led by Magnavox, one of the chief users of Japanese tubes. Other independent "non-integrated" set makers and the Electronic Industries Assn. of Japan joined the lobby.

Both groups presented cost data

to prove that glass was not in fact the chief cost factor in a color tube. But their most persuasive argument maintained that domestic manufacturers simply cannot get all the color tubes they need from U.S. sources.

This line of attack was clearly the one that had most impact on the Senate Finance Committee. The committee decided to suspend the rate increase on color tubes for four years, citing the "crisis" in color tube supply as the basis of their action. The committee's report explained that non-integrated manufacturers need "access to a reasonably priced source of picture tubes" to remain competitive. Even the increases planned in U.S. production will not fill this need, because those increases will be primarily in small-screen tubes, while the demand is for larger sizes.

Ramifications of the new tariff may not be felt for some time. U.S. tube producers do not seem to regard Japanese production as a threat of an impending big-screen color tube invasion. The new provision would allow the Japanese at least a small landing. And Magnavox, for one, will most probably be looking for various 16- and 19-inch color tubes when that landing comes.

□□□□ **Hotpoint gets some Easy business** as C. J. Gibson, president of Gibson Refrigerator Div. of Hupp Corp., announced that certain automatic washers and dryers would be made to Easy specifications and designs by Hotpoint in Chicago. "Production of Easy's spin dryer, wringer, commercial, and Combomatic machines is continuing at Hupp Corp.'s Cleveland facilities," said Gibson. He declined to comment on the period covered by the contract with Hotpoint, but said it was for more than a year. Gibson also reports it has initiated planning for next year's dealer convention in Hong Kong.

□□□□ **Hong Kong's transistor radio exports** to the U.S. nearly tripled in July, compared with July, 1964. According to the Commerce and Industry Dept. of Hong Kong, average price on the 351,274 sets shipped in July was \$3.31—51¢ lower than it was one year ago. For more details, see p.31.

□□□□ **A first for International Nickel** means more support for the 1965 Waltz Through Washday, the industry-wide home laundry promotion. According to company officials, this year's Waltz is the first program that International Nickel has fully backed with trade and consumer advertising pinpointing the advantages of nickel stainless-steel washer and dryer drums. International Nickel's support includes: radio spots in 33 markets, a four-color ad in the September *McCall's*, plus a task force of home economists in 11 cities.

□□□□ **Gas ranges are losing their share of market** to electric sales, according to S. B. Rymer Jr., president of the Gas Appliance Manufacturer's Assn. Even though first-half gas range sales totaled 1,074,300 units in 1965—a .3% rise over first-half sales in 1964—gas ranges accounted for only 51.55% of total 1965 first-half range sales. In 1964, gas ranges accounted for more than 52% of total sales, and in 1960, for 54.3% of total range sales.

Gas dryers reflected the same trend. During the first half of 1965, gas dryer sales slipped to 33.5% of total dryer sales from 34% in the same period last year. Gas water heaters lost ground, too. Rymer's suggested defense against the increased use of electricity: more gas line to high-rise structures.

□□□□ **TVA sold \$2.6 million worth of appliances** during its Kitchen Carnival summer promotion. Sales averaged 25 appliances per 1,000 Tennessee Valley Authority customers. Consumers were awarded a \$10 to \$25 cash bonus by the local participating power distributor upon presentation of the bill of sale for any of the appliances featured during the promotion. A total of 74 TVA members participated this year. Since TVA's first campaign in the fall of 1959, some 127,313 major appliances—with a retail value of \$26.5 million—have been sold.

□□□□ **More than 12,500 CATV subscribers** now receive programs from Reeves Broadcasting Corp. Reeves just acquired its ninth community antenna television system, Multi-channel Cable Co., which serves almost 5,000 homes in the Portsmouth-New Boston, Ohio, areas.

□ □ □ □ **Sears is doing the limbo with tv prices.** Basic structure for this fall's price lineup is shown in a supplement to last week's *TV Guide*. But details appearing in newly issued catalogs show just how far Sears has lowered the pole. The Christmas catalog for the Eastern states offers a 16-inch color table model for \$258.88—with 90-day home service and one-year parts and tubes guarantee. Sears headquarters, which suggests prices for its stores around the nation, pegs the console step-up at \$279.95. The 21-inch merchandise, in a new catalog supplement, comes in at \$299.95. In addition, two 21-inch combos are offered at \$629.95. A 25-inch combo comes in at \$819.95. Fall b&w quotes from headquarters are just as grim, with a 19-inch leader at \$99.95. An 11-inch set comes in at \$79.95.

□ □ □ □ **The 1966 NEMA-EEI dishwasher promotion kit** is in the mail to more than 1,000 utilities, manufacturers, distributors, dealer associations, and trade allies. The promotion, co-sponsored by the National Electrical Manufacturers Assn. and the Edison Electric Institute, next year will be built around the theme "be a health-wise mother . . . get dishes *really* clean with an electric dishwasher." Between 90 and 100 utilities—as compared with 75 this year—are expected to back next year's dishwasher promotion.

As the number of participating utilities and dealers grows, so do sales. In 1964, 91% more dishwashers were sold than in 1959, when the first industry promotion was launched; the sales pace of late has been increasing at better than 20% a year.

□ □ □ □ **Latest sales figures from the retail giants** underline the health of the economy. Sears reports that its net sales increased 10.3% in the first half of fiscal 1965; sales in August were 11.4% higher than in August last year. Penney's 1965 sales through the week ended Sept. 4 increased 9.1%. In August, Penney's chalked up a 9.2% sales increase. Montgomery Ward did not fare as well, but still showed an increase: sales for the first six months of 1965 were up 0.6%.

During the first half of the year, Sears opened 13 new retail stores, Penney's opened three large new stores, and Wards opened 11 new retail outlets.

□ □ □ □ **Biggest year for refrigerator sales since 1950:** that is what 1965 means to the refrigerator industry in the view of Admiral Corp. And William L. Hullsiek, Admiral's vp-appliance division, estimates 4,575,000 refrigerators will be sold this year—a 5% increase over 1964 sales, and the fifth consecutive year of increase. More than 60% of 1965 sales will go to the replacement market; about 16% will be large-capacity units, which, Hullsiek says, shows the continuation of the trend to large units. In 1961, only 150,000 refrigerators had a 16-cu.-ft.-or-more capacity. By 1964, that number had tripled—to 500,000 units—and projected figures for 1965 estimate 700,000 units—worth \$350 million—will be sold.

Admiral expects record appliance sales, too, Hullsiek reports. Sales for 1965 are 33% ahead of the 1964 record. To boost sales this fall, Admiral will distribute 5 million copies of its expanded full-color annual promotion booklet.

FM models grab a bigger share of the booming radio business

Nearly 7 million FM home radios will be sold this year, predicts the Electronics Industries Assn. (EIA). If this estimate holds, one out of every three home radios sold in 1965 will be an FM set.

The increase in FM sales over last year—when 5,877,000 FM sets were sold—would mean that of the 161 million radios expected to be in use in U.S. homes by the end of this year, 30 million of them would be FM units.

By 1966 the number of home radios in use in the U.S. will have increased by nearly 54 million sets—or more than 50%—since 1960, the first year of the FM boom. In that year, the sales ratio was one FM receiver to every nine radios sold.

EIA expects sales of AM-only radios—which have remained relatively stable at between 16 and 22 million units since 1960—to total 20 million sets this year and just under 19 million next year. And FM sales should go well over 8 million units next year, EIA predicts.

Sales of domestic-brand FM sets outstripped the foreign competition last year. Three-fifths of the home FM radios sold were domestic brands; one-third of the 1964 sales were foreign brands. The remainder were developed from components.

A breakdown of FM sales by type was made for the first time this year. Of the domestic-label sets sold, about 40% are incorporated into phonographs, EIA reports. More than 25% are table models. The balance are classified as portables, or as combinations with clocks or tv sets. EIA says the rate of increase in FM sales has been the greatest for portables.

Sales of FM auto radios—first marketed significantly in 1962, when 100,000 sets were sold—are expected to reach the 400,000 mark this year.

FM radio sales have kept pace with FM broadcasting stations going on the air since 1960, EIA comparisons show. While the set market tripled between 1960 and 1964, the number of FM stations moved from 821 in 1960 to 1,205 in 1964.

Facts on FM radio sales and use in the U.S.

(Add 000 units to all figures; the term "FM" includes FM-AM as well as FM-only)

	1960	1961	1962	1963	1964	1965 (est.)	1966 (est.)
Domestic-label factory sales & Foreign-label imports*							
FM Domestic label	1,639	1,993	2,568	3,115	3,662	4,300	5,100
FM Foreign label	200	400	800	1,400	2,000	2,000	2,700
FM tuner components (foreign & domestic)	150	200	200	235	215	250	275
Total FM Home Radio (foreign & domestic)	1,989	2,593	3,568	4,750	5,877	6,950	8,075
Total AM Home Radio (foreign & domestic)	16,011	20,907	22,432	20,150	18,723	20,050	18,925
GRAND TOTAL	18,000	23,500	26,000	24,900	24,600	27,000	27,000
FM Auto Radio (foreign & domestic)	—	—	100	175	310	400	500
FM Auto & Home Radio (foreign & domestic)	1,989	2,593	3,668	4,925	6,187	7,350	8,575

Domestic-label factory sales Analysis*

FM Table models	697	779	906	890	983
FM Clock models	134	79	148	290	470
FM Portables	17	58	125	333	559
Subtotal	848	916	1,179	1,513	2,012
FM comb. phone	675	940	1,153	1,351	1,445
FM comb. TV	116	137	236	251	205
TOTAL	1,639	1,993	2,568	3,115	3,662

Home radios in use in the U.S.

Total FM**	6,500	9,000	12,000	17,000	23,000	30,000	38,000
Total Home* (AM, FM-AM, FM)	106,700	115,700	126,900	140,300	150,900	161,400	170,000

*Source: Electronic Industries Assn. **Source: Radio Advertising Bureau, and EIA.

AND ZENITH WILL CONTINUE TO LEAD THE TV INDUSTRY IN QUALITY AND SALES

Zenith has risen to sales leadership—and maintained it for seven straight years—because we have been dedicated to quality and have continually improved our product.

And we will continue to move forward . . . in 1966 . . . in 1967 . . . and in all the years ahead. We will increase even more our dominant share of the market. And set even greater sales records.


Our goals have been established. Now our production and distribution teams are proceeding rapidly toward the fulfillment of these goals.

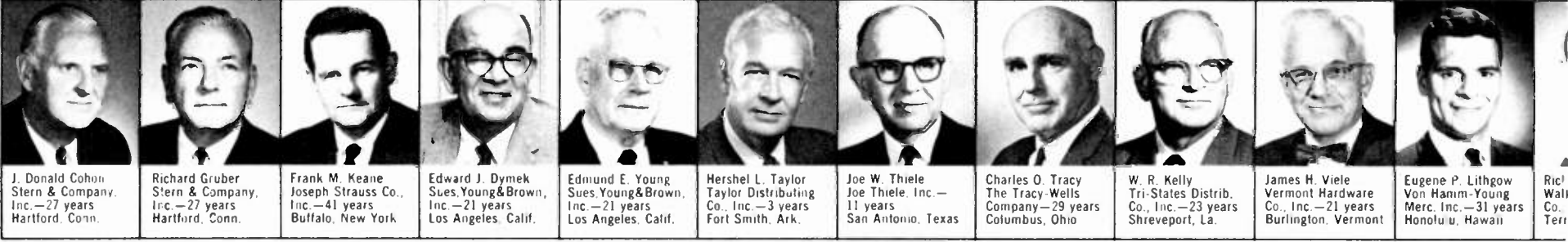
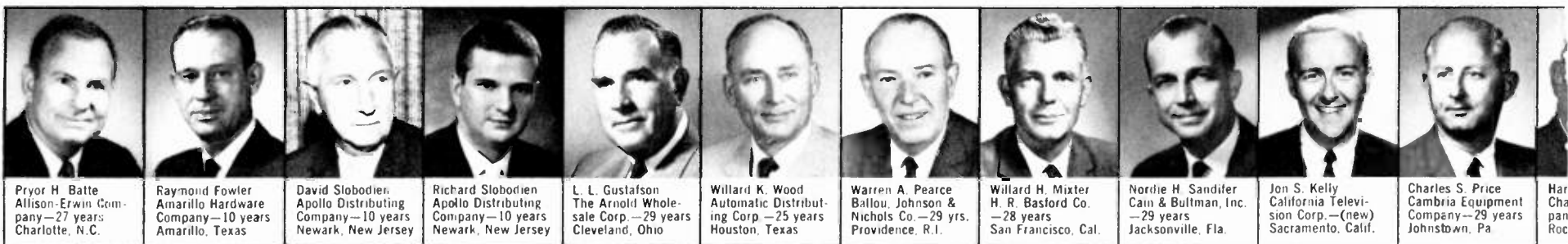
We have an aggressive, well-planned program . . . with specific merchandising plans . . . and new, improved products designed for even greater leadership in the television industry.

Because of this, everyone associated with Zenith—including our distributors and dealers—will have a strong platform and coordinated hard-selling program for the future.

The entire Zenith family, all along the line, can look forward to increasingly larger and more profitable operations.



 *The quality goes in
before the name goes on®*



These distributors contribute

ZENITH SETS INDUSTRY RECORD WITH ORDER TWO MILLION SETS IN ONLY

No manufacturer can set sales records year after year without a strong, superb distributor-dealer organization.

So we at Zenith are understandably proud of the outstanding independent distributors shown on this page who serve the finest organization of retailers in the world. The quality and effectiveness of the Zenith distributing organization is greatly enhanced by the stability of these companies. This is evidenced by the number of years of their association with Zenith, shown after each company's name. The average is *more than 21 years!*

Our thanks go to both the distributors and their dealers for their vital role in helping to set the series of Zenith TV sales records: first

in sales in the entire industry for six years, first to sell 1½ million sets in 1954 million . . . and now firm orders sets in just 8½ months for delivery eleven months of 1965!

Year after year, the public has standing consumer acceptance for Your customers have demonstrated market place—that Zenith quality people want in a television set.

And we at Zenith have kept faithful customers. Truly, "the quality goes on." And every Zenith continues to be Handcrafted, with printed circuit boards, no product

This new record consists of orders

 Old J. Weisberg pin-Owen Com- y, Inc.—28 years New York	 Maage E. La Counte Columbia Electric— 31 years Spokane, Wash.	 B. J. DeJarnatt B. J. DeJarnatt Whsl. Co., Inc.—21 years Fresno, California	 Ira G. Winchell Electric Supplies Dist. Co.—21 years San Diego, Calif.	 A. M. Cronin, III Elect. Distributing, Inc.—31 years Portland, Oregon	 J. O. Cunningham Elect. Equipment Co. of Ariz.—16 years Phoenix, Arizona	 David M. Giltinan, Jr. Eskew, Smith & Cannon—32 years Charleston, W. Va.	 L. L. Henry Graybar Electric Co., Inc.—26 years Atlanta, Georgia	 Frank D. Bethel Graybar Electric Co., Inc.—26 years Knoxville, Tenn.	 Gene Willis Graybar Electric Co., Inc.—7 years Little Rock, Ark.	 Robert J. Huba Henzel-Powers, Inc. —29 years Albany, New York
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d to this unprecedented record

ALL-TIME RY RECORD ERS FOR N TV SETS 8½ MONTHS!

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ers placed by

Zenith distributors for over 2,000,000 television receivers of all types. They were placed in the normal ordering procedure and are not "padded." They cover our planned production schedules. Since these orders are not for the entire year, Zenith's total shipments in 1965 will far exceed 2,000,000 units.

It is doubly gratifying to me personally that Zenith should set this new record at this particular time, for this month marks my sixteenth anniversary with Zenith.












It is an honor to be associated with such a record-breaking organization of distributors and retail dealers. However, I believe years of even further progress and opportunity lie ahead for all of the Zenith family, as well as the industry.

L. C. Truesdell

L. C. Truesdell, President, Zenith Sales Corporation



 Irving E. Small Nelson & Small, Inc. —7 years Portland, Maine	 Morris L. Ullman Northeastern Distr., Inc.—40 years Cambridge, Mass.	 George J. Cohen Northeastern Distr., Inc.—40 years Cambridge, Mass.
 Theodore Pierson Onondaga Supply Co., Inc.—29 years Syracuse, New York	 H. Hiram Weisberg Onondaga Supply Co., Inc.—29 years Syracuse, New York	 Robert J. Mailhouse The Plymouth Elec- tric Co.—32 years North Haven, Conn.
 J. Trevor Peirce Peirce-Phelps, Inc. —7 years Philadelphia, Pa.	 W. G. Peirce Peirce-Phelps, Inc. —7 years Camp Hill, Pa.	 A. C. Reinhard, Jr. Reinhard Brothers Co.—30 years Minneapolis, Minn.
 J. M. Montgomery Persinger Supply Co., Inc.—31 years Williamson, W. Va.	 Howard M. Persinger Persinger Supply Co., Inc.—31 years Williamson, W. Va.	 August H. Rodefelf Rodefelf Company, Inc.—32 years Indianapolis, Ind.
 Charles Maurer Radio Distributing Co.—26 years Detroit, Michigan	 George N. Tobias Radio Distributing Co.—26 years Detroit, Michigan	 Oscar T. Baxter Radio Distributing Co.—26 years Saginaw, Michigan
 Hiram B. Bennett Radio Supply Co., Inc.—20 years Norfolk, Virginia	 William D. Jenkins Radio Supply Co., Inc.—20 years Richmond, Virginia	 Robert E. McCarthy A. A. Schneiderhahn Company—30 years Des Moines, Iowa
 A. Blair Platt Scranton Elect. Con- str. Co.—26 years Scranton, Pa.	 Robert C. Lenfesty Seattle Hardware Co.—32 years Seattle, Washington	 Peter P. Stewart The Stewart Com- pany—1 year Dallas, Texas

 Ird A. Walker er Elect. Supply Inc.—30 years Haute, Indiana	 T. L. Castator The Wayne Hardware Co., Inc.—35 years Fort Wayne, Indiana	 Richard W. Wells Wells Distributing Company—1 year Salt Lake City, Utah	 John A. White J. A. White Distrib- uting Co.—31 years Grand Rapids, Mich.	 Leroy L. Williams J. A. Williams Co.— 30 years Pittsburgh, Pa.	 Edwin D. Bozeman, Jr. Woodson & Boze- man, Inc.—1 year Memphis, Tenn.	 C. J. Zamoiski, Sr. The Jos. M. Zamoiski Co.—9 years Baltimore, Maryland	 C. J. Zamoiski, Jr. The Jos. M. Zamoiski Co.—9 years Baltimore, Maryland	 Joseph M. Zamoiski The Jos. M. Zamoiski Co.—9 years Washington, D. C.	 Harry Schechter Zenith Radio Corp. of N. Y.—22 years New York, New York	 Robert C. Wallace Zenith Radio Distr. Corp.—25 years Chicago, Illinois
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CONGRATULATIONS
ZENITH DEALERS
AND DISTRIBUTORS

YOU'VE HELPED
ZENITH SET THESE TV
SALES RECORDS:

ZENITH first to sell 1½ million sets in one year!

ZENITH first to sell 1¾ million sets in one year!

ZENITH first to sell a million sets in six months!

ZENITH first in TV sales for seven straight years!



AND NOW...THE MOST
AMAZING RECORD
OF ALL!

MERCHANDISING WEEK

VOL. 97 NO. 38

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Meet the greatest salesman we ever had...



the 1966 Lawn Boy!

Quick to Start, Quiet on the Go: Lawn Boy for 1966 . . . the quality mower that continues to lead in customer-wanted features, ready now to mow down the competition and put a profit in your pocket. See, appreciate, then order the long green line: Lawn Boy 1966 !!

See Lawn Boy at The Outboard Marine Corporation Booth, National Hardware Show, Lawn Garden & Outdoor Living Division. Play it smart!



PUBLISHER Dale Bauer

By the makers of Johnson and Evinrude Outboard Motors

OUTBOARD MARINE CORPORATION • GALESBURG, ILLINOIS
In Canada: Outboard Marine Corp., Peterborough, Ontario

Toro's new trick in power mowers: a built-in trimmer

Toro Manufacturing Corp. is claiming the first built-in trimmer in the power mower industry. An adjustable trimming knife—dubbed the Trimit—has been built in as standard equipment on its 1966 Whirlwind rotary mower line. Toro will promote the new models with the theme that they provide "complete yard care."

Retail pricing on the four-model Whirlwind line starts at \$89.95 list, for a 19-inch rotary mower with recoil starter, and goes to \$149.95 for a 21-inch model with Safety Spin Start and Pow-R-Drive, which is Toro's self-propelled feature. Shipments will begin Oct. 1.

New features on the new line also include: an Auto Oiler, which is a funnel-shaped reservoir attached to the crankcase designed to end costly engine burnouts because of lack of oil; a new Hi-Lo height-cut adjustment knob for easier using and viewing; a new magnesium housing—said to be 25% lighter—that is stronger and more rust-resistant, and a new bagging attachment designed for easier and quicker fastening and emptying. In addition, Toro will play up its Wind-Tunnel housing; an under-the-housing muffler for quieter operation; and S-shaped cutting blades. The new line is styled in red and white.

The Trimit trimming knife is designed to pick up the grass stringers that hang over walks, drives, curbs, and patios and hold them while the mower blade clips them off. The Auto-Oiler provides an extra 5-oz. supply of oil once the crankcase has been filled. Before each mowing, the user depresses a plunger to assure that the crankcase is filled. The Auto-Oiler has a transparent top to indicate when additional oil should be added.

The new bagging attachment—for Toro's new two-tone bags—permits the user to open or close the mouth of the bag with one hand. When open, the bag is fully open for fast emptying. Toro reports that the bags themselves, offer increased durability in this year's line. The new Hi-Lo cutting adjustment provides six cutting heights from one-half inch to three inches; the Hi-Lo feature comes on all four models. Engine controls are located on the handles.

The hand-propelled models are powered by a 3-hp engine, while the self-propelled top-of-line unit features a 3.5-hp engine. Besides the \$89.95 leader model, two other push models—both with Safety Spin start—are

available: a 19-inch unit at \$94.95 list, and a 21-inch model at \$104.95.

Toro is also offering a 21-inch Whirlwind attachment for its Power Handle unit. The Power Handle, which weighs 40 lbs., is a lift-off control handle with a 3-hp 4-cycle engine. It also drives other yard-care machines to afford the user year-round utility through easy conversion—without need of special tools.

Toro will promote the Whirlwinds as "complete yard-care machines," explains Robert W. Gibson, vice president for marketing: "They mow . . . they bag . . . they trim . . . they make

engine maintenance simple . . . they make starting safe . . . they make cleaning easy."

Toro will use a three-page ad in *Life* magazine to kick off its spring advertising campaign. A spot tv program also has been scheduled for a six-week run in major markets to cover some 85% of potential lawn mower customers.

Gibson predicted that mower sales will reach 4.7 million units in 1966—up from the estimated 4.5 million units for this year. Gibson expects 80% of the 1966 sales to come from the replacement market.

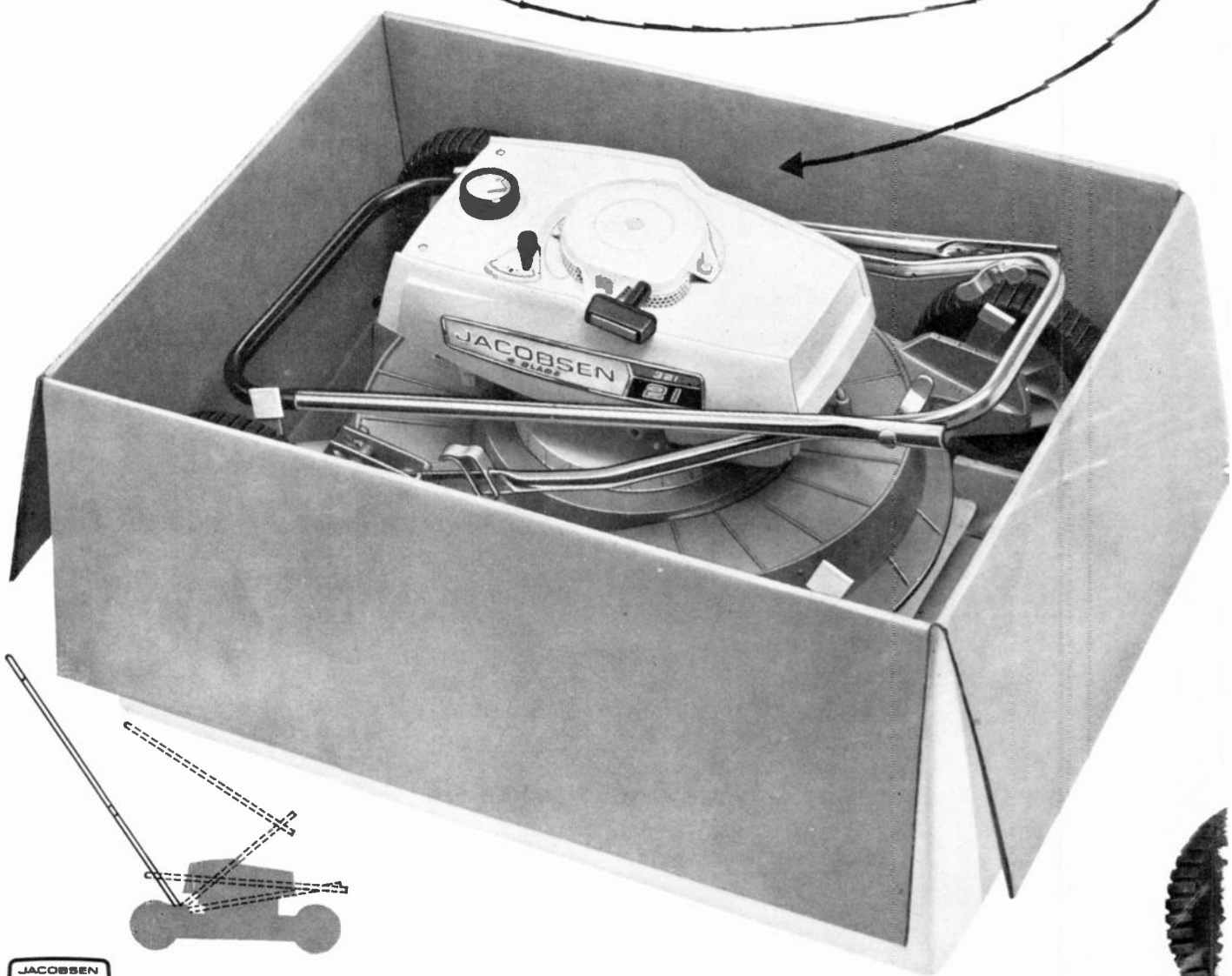


Closeup on new trim, oil features

JACO

with the new FOLC

*All set up
and ready to mow!*



Long-range view: Whirlwind in action



JACOBSEN MANUFACTURING CO. 1721 Packard, Racine, Wis.



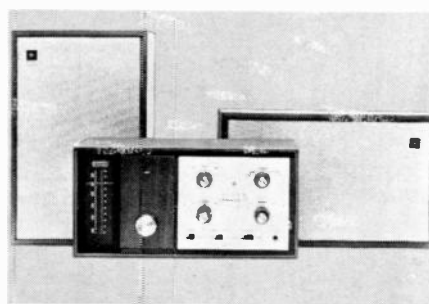
Chambers surface ranges

Chambers introduces a new Imperial series of built-in surface ranges featuring the In-A-Top combination griddle and broiler. The built-in broiler is said by Chambers to facili-

tate cleaning and eliminate the inconvenience of smoke and hot broiler racks.

The series consists of three units: model BG-42-GH, a gas version; model BG-42-EH, an electric version (shown at left); and model BG-42-CH, a combination unit with electric elements and gas broiler. Each model is equipped with three heating elements and a special fourth one featuring Chambers' Heat Miser control, which regulates the heat level to transform any pot or skillet into an automatic utensil.

The 42-inch units are available with satin chrome tops and a choice of satin chrome or Copperflux front panel. *Chambers Corp., Cleburne, Texas.*



Scott FM stereo receiver system

The new Stereomaster 2400, a solid-state FM stereo receiver, is announced by H.H. Scott.

The new system is designed specifically to provide top-quality stereo sound in areas where limited space is a problem, says Scott.

Each of the two matching low resonance speaker systems contains a separate high and low frequency speaker, as well as Scott's crossover network.

Encased in a hand-rubbed oiled walnut cabinet, the Stereomaster 2400 includes provisions for connection of tape recorder, stereo record changer, or stereo earphones. *H. H. Scott Inc., Dept. P., 111 Powdermill Rd., Maynard, Mass.*



Inter-Mark AC tape recorders

Four new AC transistor tape recorders are among the nine Cipher models offered by Inter-Mark. Both monaural and stereo units are included.

The all-transistor Cipher II includes VU level indicator, digital tape counter, variable tone control, and a self-contained speaker. The new recorder, which can be played either vertically or horizontally, will retail for \$109.95.

The transistorized three-speed Cipher 21 (shown above) is designed to retail for \$139.95. The new unit features push-button controls and is equipped with a safety lock switch, tape counter, monitoring earphone, microphone, 6- by 4-inch speaker, and facilities for direct recording. A tube version of Cipher 21 is available for \$129.95.

Completing the list of Inter-Mark's four AC transistor recorder offerings are two three-speed, four-track, portable stereo units with detachable speakers—Cipher 77 and Cipher 98.

Cipher 77 features sound-with-sound facilities, PA switch, and an automatic shutoff control. Each channel has separate VU meters, microphone, and volume and tone controls. The stereo unit operates either vertically or horizontally. Retail price of Cipher 77 is \$299.95. The recorder is available as a tube model with a suggested retail price of \$259.95.

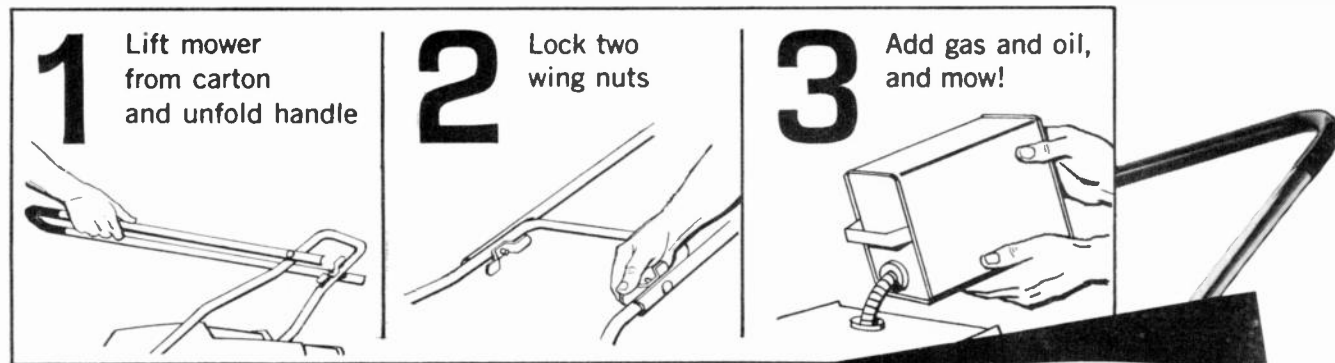
With full mixing facilities, PA switch, and automatic shutoff control, Cipher 98 (shown below) is dubbed a professional recorder by Inter-Mark. It includes three heads and no pressure pads. Each channel has separate playback and recording volume controls, in addition to microphone, panel-type VU meters, and tone controls. It too plays in either a vertical or horizontal position. Suggested retail price in \$350. *Inter-Mark Corp., 29 W. 36th St., New York, N.Y. 10018.*



BE SEEN — DOWN HANDLE

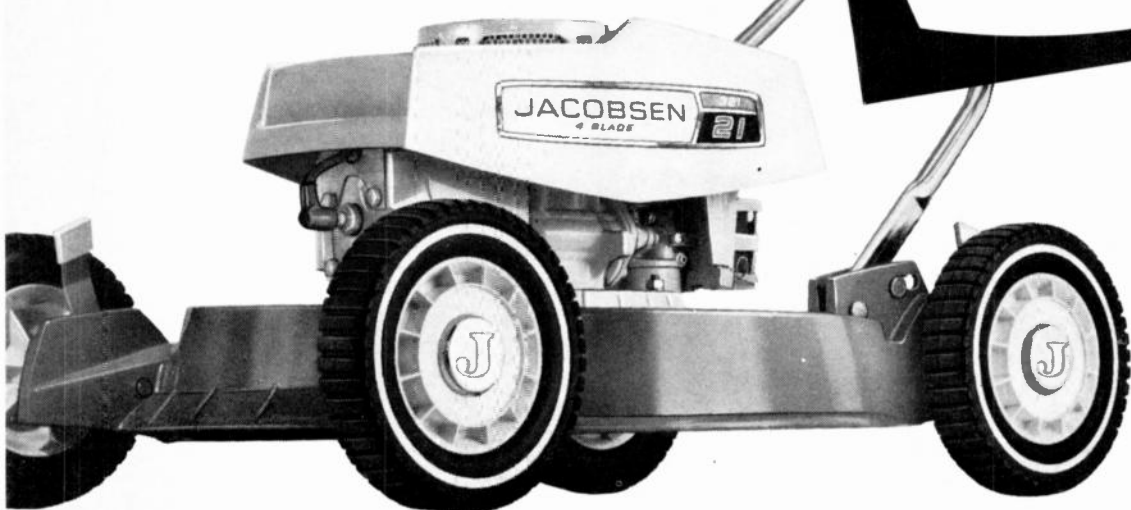
Here's the end to costly set-up time. The new Jacobsen 4-Blade rotary mowers are completely assembled at the factory . . . they're tested and adjusted . . . ready to mow in moments. All you add is gas and oil . . . and the first fill of oil is packed right in the carton!

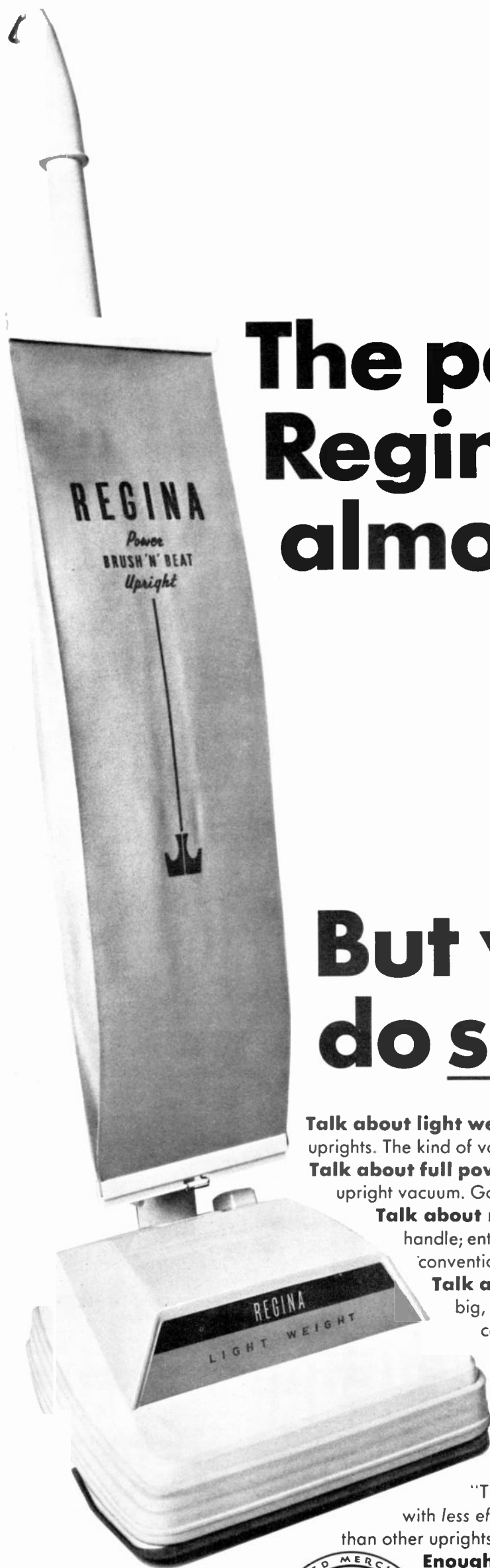
IT'S EASY AS ONE-TWO-THREE:



The new Jacobsen fold-down handle makes it possible. (Handy for storage and portability, too.) It's a great sales feature. It saves you time and money. It increases your profits! It will be demonstrated in a big way on TV.

The Jacobsen 4-Blade rotary mowers for 1966 are packed with features—like the new fold-down handle. Get the whole story from your Jacobsen distributor now. *Jacobsen Mfg. Co., Racine, Wis.*





The powerful new Regina Brush 'n Beat almost sells itself.

But you'll have to do some talking.

Talk about light weight. Regina engineered an upright only *half* the weight of old-fashioned uprights. The kind of vacuum women have always wanted.

Talk about full power. Although incredibly light weight, the Brush 'n Beat is a full powered upright vacuum. Gobbles up dirt like the heavyweights.

Talk about revolutionary "Dirt Duct" intake system. Dirt is whisked up the hollow handle; enters the bag from the top. Maintains its peak cleaning power longer than conventional uprights.

Talk about giant dust bag. Regina's dust bag has twice the capacity of any big, bulky upright. Which means fewer bags to empty, fewer bags to buy—greater convenience and economy for your customer.

Talk about ease of handling. It maneuvers like a sports car. So trim and slim, it gets into tight places. Under low furniture. Light enough to lift without lugging; carry upstairs without tugging. Fits stair treads. So compact, it hangs flat against the closet wall.

Now let Nationwide do the talking. Here's what Nationwide Consumer Testing Institute had to say after exhaustive comparison tests: "The Regina Brush 'n Beat cleans as clean as leading uprights* tested, with less effort. Maintains its peak cleaning power for a longer cleaning time than other uprights tested."

Enough said, now talk to your Regina Rep or Distributor. Demand a demonstration of the Brush 'n Beat. Lift it. Try it. Compare it to the others. You'll sell it to every woman who's had it up to here with old fashioned monster uprights. The Regina Corporation, Rahway, New Jersey.

*Competitively priced models



REGINA

A new look at the hardware-housewares marriage

The National Hardware Show, which opens today at New York City's Coliseum, will point up not only the growing market for hardware products, but also the closer ties between the housewares and hardware industries. The two traditionally have been closely allied, but today it is difficult to tell where housewares leaves off and hardware takes over. And this is true on all levels—product, retail, distributor, and manufacturer.

Housewares firms' entry into hardware products has been brought home dramatically in recent weeks by General Electric's plunge into power tools, followed by its test-marketing of power mowers on the West Coast (MW, 6 Sept., p.25). Another housewares manufacturer, Sunbeam Corp., qualifies as the brightest upstart in the outdoor power equipment field, causing other garden goods producers to sit up and take notice. And within the last 12 months, Bissell Inc. has entered the field with barbecues and snow removal products.

But that is not all. Not only are housewares manufacturers selling hardware products, but hardware companies are turning out items that infringe on housewares, and moreover, on sporting goods and automotive accessories.

The major area of product criss-crossing however, is in the outdoor-product, leisure-time, do-it-yourself field. Deciding where housewares leaves off and hardware begins in this business is becoming purely academic.

The growth of hardware co-ops and other buying groups (Cotter, Ace, Great Western,

and American Hardware, to name four) is another key factor in the hardware-housewares boom. These groups, in large measure, are the force behind the revival of the independent hardware-housewares retailer—who is becoming less and less independent and more and more important all the time.

The hardware buying groups are key accounts in every sense. They encourage housewares manufacturers to court the independent retailer, and they are receiving much credit for luring the independent hardware retailer deeper into housewares and even back into electrics.

Also, the hardware store is turning out to be one of the independent appliance-tv retailer's growing competitors. Through co-ops and buying-groups, the hardware retailer is taking on smaller-ticket consumer electronics, and, to a lesser extent, even major appliances. The independent appliance-tv store, in turn, is buying, in increasing numbers, in garden goods and other hardware categories, as well as deeper in housewares.

And traditional hardware distributors, in moves to counter the growing co-ops, are offering merchandising programs designed to make the dealers they serve more competitive in both housewares and hardware.

Department stores, too, are sprucing up and enlarging their hardware operations. Some are using the "special shop" concept for merchandising basic hardware items as well as outdoor power equipment, which long has been sold in special Lawn & Garden sections.

A fast look at the booming hardware market

A hardware boom is here. The do-it-yourself craze remains strong and is being supplemented by growing let-us-do-it-for-you offerings from hardware retailers.

The home workshop owner is seeking better quality and more sophisticated power tools. The backyard barbecue is as much a part of the American way of life as Father's Day, and father wants deluxe smoker-wagons with warming hoods, as well as electric fire starters for his outdoor culinary efforts.

Indeed, garden goods manufacturers have been so successful selling to American home owners that a home storage problem has been created, opening up a booming market for outdoor metal storage sheds.

Other bright prospects: Economy-priced rider mowers, the baby tractor that is becoming a suburban status symbol; low-voltage outdoor lighting; and camping equipment for the horde of vacationers who like to rough it with all the conveniences of home. And even bird feeders account for big business, judging from the number of manufacturers who exhibit them at the Hardware Show.

Space-age technology has opened up the epoxy product category, and the paint industry has received a profitable boost from the sale of furniture antiquing kits. One of the hottest items in this new product category, self-adhesive plastic and tile, has encouraged retailers to set up special wall-treatment or self-stick centers.

Another reason for the boom is that hardware is no longer a man's world. The woman of the house is doing more of the fix-up as well as the clean-up chores, and the hardware industry is, accordingly, courting her. Rockwell's Green Line of power tools, for instance, is partially an attempt to capture

the female market. Women purchase many of the antiquing sets for refinishing furniture; self-adhesive wall-treatment products are being bought by women; and women often have the final say in power equipment purchases. Hardware retailers and salesclerks are learning that it is good business to have an understanding ear—and some helpful hints—for women customers.

For the fall-Christmas selling season, power tools are the thing. Much of the price footballing is easing, and buyers and retailers are thankful for the success manufacturers have had in cleaning up marketing and distribution channels.

Price-protection from manufacturers is a general practice—mainly a two-line and/or selective-distribution approach, rather than actual fair-trade. Lines also are up-styled for higher markups. Almost every power tool manufacturer is now offering a line of variable speed units. The "kit" approach is being used by both manufacturers and retailers to take some of the price pressure off power tools by packaging them with accessories.

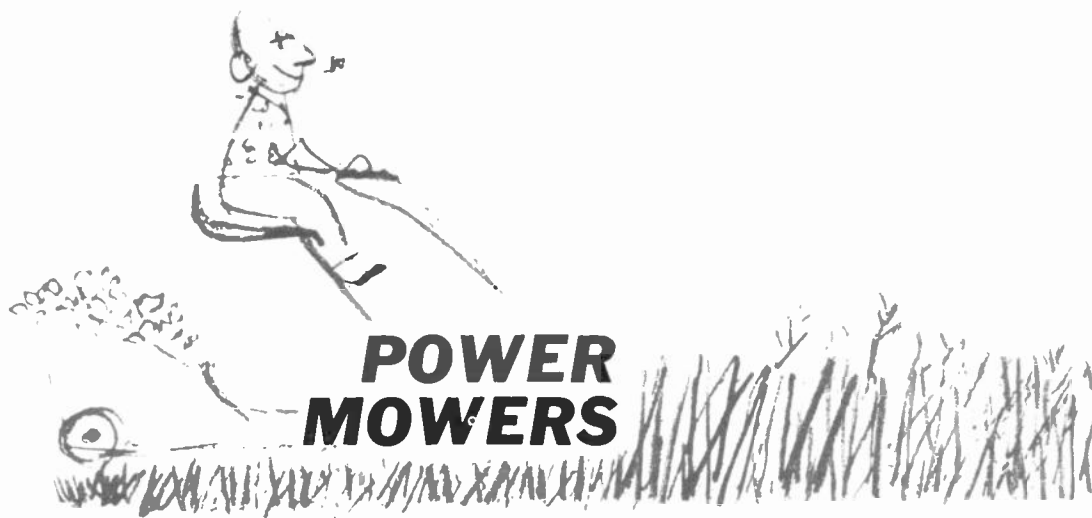
The outlook for the spring selling season at the Hardware Show this week is centered on barbecue and picnic lines, as well as garden goods. Buyers will see more smoker-wagons in the generally traded-up barbecue lines, reflecting a consumer trend away from the standard 24-inch brazier. Design and color should play a more important role in barbecues.

On the promotional level—and there will be plenty of under-\$5 barbecues available—the portability angle will sell. Many customers want a light low-priced unit to stick in the back of the station wagon for outings as well as a big deluxe unit for the backyard.

A close look at power mowers and snow throwers

Outdoor power equipment manufacturers will be unveiling their 1966 power mower lines as well as showing their new snow throwers at the Hardware Show this week. On the next page, MERCHANDISING WEEK begins a detailed look at how retailers view the up-

coming seasons for mowers and snow throwers. Also included is an exclusive comparison of manufacturers' specifications for the 1966 snow thrower lines. Similar specifications for the 1966 power mower lines will appear in MERCHANDISING WEEK at a later date.



retailers' hopes are gaining for greener profits, sales

Power mower manufacturers will be talking up improved retail profit opportunities when they unveil their new spring garden goods lines to buyers attending the National Hardware Show this week in New York City. While some firms undoubtedly will be holding out more hope for better profits than actually exist, retailers, nevertheless, should see their power mower profit picture improve at least somewhat next season.

Relief from low markups has been long in coming, but now manufacturers apparently are convinced that the consumer, on a trade-up bent, is interested in more than price—especially once he is lured into the store. More lines are being fair-traded or better price protected through so-called "selective distribution." But there will be plenty of promotional numbers available for retailers to price sharply in order to draw customers.

Based on a nationwide survey conducted by McGraw-Hill World News, here are other major trends working for retailers in the power mower product field:

Six trends

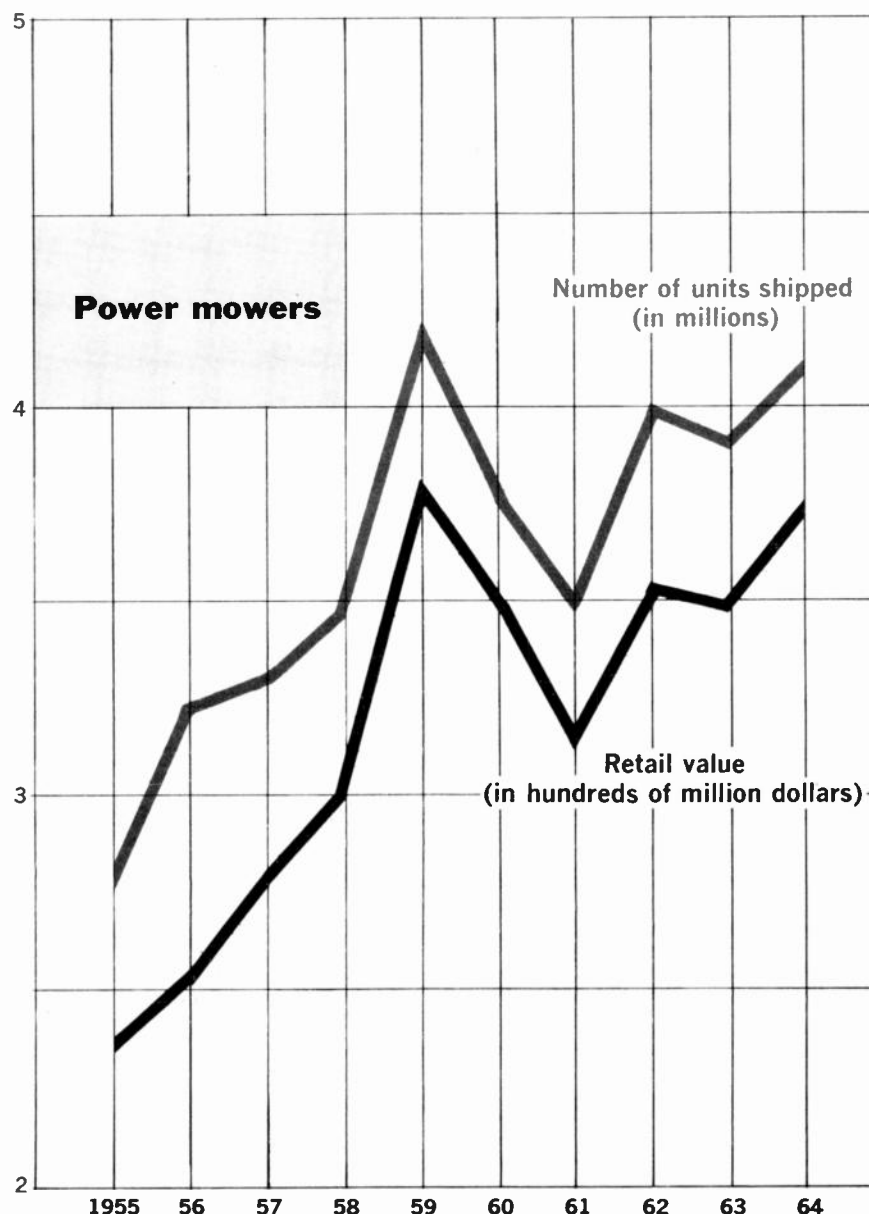
1. Sales tickets will climb even higher next season. Buyers report the average sales ticket on power mowers has increased considerably. In many cases, the best-selling model is a rotary in the \$60 price area, compared with one at about \$40 several years ago. The average sales ticket is even higher because of growing volume at higher price levels, up to \$500 for riders.

2. Reels will gain acceptance as more and more consumers are won over; rotaries, however, will continue to provide the bulk of the volume for most retailers. In some stores, reels now outsell rotaries, but these retailers are the exception, and push the reel models.

3. Rider sales will increase this year as more suburbanites with large tracts trade up to sit-down models. Some retailers claim they are selling more riders because they have become status symbols; others say their customers are just naturally lazy.

4. Grass catchers will remain big; they probably now rate as the No. 1 attachment accessory. Some retailers, however, rank impulse starters as the key feature. Self-propelled is probably third, but some buyers are disappointed about self-propelled mowers not selling better than push models. Other features that count: heavy-duty construction, yet light in weight; safety design; adjustable wheel height; and cutting performance.

5. Electrics will gain a bigger share of the market, in the opinion of most buyers interviewed. However, a number of retailers remain opposed to electric models, using such terms as "junk" to describe them. Others, however, believe the electric power mower eventually will make strong inroads on the gasoline-powered models. Although gains are expected



Source: MW's Research Department; the Outdoor Power Equipment Institute.

Cover photo by Joe Ruskin;
artwork by Leo Menghini

Artwork this page and p.20
by Joan Bacchus

next season, the electric mower is expected to continue to account for only a small portion of the mower business.

6. The female market is growing, and becoming more important all the time. Women are mowing the grass, and they want a machine that is simple to operate, light in weight and, in the words of one buyer, "one that doesn't look like a monster." The electric mowers are seen as especially appealing to women, an increasing number of whom are having more to say on the type of power mower purchased by the family. One chain buyer based in New York City said he is considering aiming a special promotion at the female market, picking a model he believes will be attractive to women, perhaps electric, and promoting it with a theme something like: "At last, a power mower a woman can love."

The current power mower season has left retail inventories generally in good shape, even in areas where sales failed to live up to expectations. In the East, some retailers and distributors, however, report heavier-than-usual carryover. Business across the country, while generally good, probably proved a bit more spotty than in most years. Retailers in some areas reported sales ranging upward to 30% ahead of last year's volume.

"Business has been great," a Detroit independent retailer said. "We're way ahead this year over last year. It's just the crazy economy that keeps business booming."

In the East, however, the economy was good but the weather—drought conditions—left much to be desired. A large hardware-lumber chain in Washington, D.C., for example, reported sales lagging 12% to 15% behind the 1964 pace. This buyer blamed it solely on the weather.

Profits were up slightly for a number of retailers this year, although many complained about the power mower business being unprofitable, even at the high end. Some buyers credited good sales results from their private-label lines for brightening the sales picture. A department store buyer in Northern California, for instance, said about 75% of his volume came from his two-year-old private-label line. Other retailers cited the strong trade-up trend and the replacement market as reasons for improved profits.

"Some mowers are not good for more than two years," commented a Seattle department store buyer, "which brings people back into the market. After paying \$50 for a junkie, they are ready to pay \$80 for a good machine."

"You don't have to sell the replacement customer on a better machine," said a hardware chain buyer in the same city, "he sells himself."

Replacement sales ran high for many power mower retailers, a number of them reporting that probably 75% of all mowers are bought as replacements. However, other stores reported a much lower number, and, in a few cases, the buyers reverse the figures—25% replacement and 75% new purchasers. In these cases,

the retailers generally pointed out that a large number of new homes are going up each year in their marketing area.

Price and profit

Sales tickets are rising as the result of the replacement market and its accompanying trade-up trend. "We keep just the quality ones in stock," a Southern California hardware retailer said. "A lot of customers are presold by national advertising. Our average sale has been rising from \$79 ten years ago to a \$149 average now."

A West Coast department store buyer reported his average power mower sales ticket stood at \$64 this season compared to \$39 several years ago. A department store buyer in Atlanta, noting that today he's selling \$50, \$60, and \$70 power mowers where he once sold \$40 ones, commented: "It is not so much a matter of emphasis from inside the store, but what the customers are asking for." A buyer for an Atlanta discount house, which is located in a low-income neighborhood, reported little or no increase in his average selling price. Few of his customers, he said, are replacement buyers.

Some buyers reported that although their best-selling unit was priced in the \$40-to-\$60 price range, they were getting greater dollar volume from more-expensive mowers in the \$80-to-\$100 price range.

A Dallas hardware and appliance retailer reported that several years ago most of the mowers he sold were in the \$30-to-\$50 price range. "Now our best sellers," he said, "are in the \$125-to-\$150 bracket. In fact, 95% of our sales this summer have been in this price range, and that not only means higher profits for us, but insures happier customers to boot. Happy customers come back."

"Our profits are 15% better now than they were some years back," a Cleveland department store buyer said. "There is a quicker turnover now with more expensive models and more profit."

Price is still important. Even retailers reporting their best volume in the \$60 price range point out that they draw customers into the store with \$49 and even \$39 mowers. "When we go to the Hardware Show, we spend most of our time looking for a promotional line. We've been carrying the same two quality lines for more than 10 years, but the promotional source keeps changing."

Product and features

"A move back to reels" is how one buyer sees his growing sales volume from the reel-type power mowers, although rotaries continue to outsell the reels. "Reels are coming back strong, especially in quality machines," an Atlanta garden goods specialist said. "Especially good are the front-throw reel types—but with a grass catcher, definitely. Customers," he added, "are definitely going

for better-looking grass, better grooming of yards, and better, cleaner-cutting mowers."

"I sell more reels than rotaries—on a ratio of about 85 to 15," the operator of a hardware store in suburban Cleveland, Ohio, said. "Somehow this exactly reverses the national average. We have above average neighborhoods here, and customers prefer the reel type. We also promote the reel type because we think the rotary chops the grass and the reel cuts it."

"We are selling more reels and riders," a Detroit retailer said. "On riders, rotary blades remain the most popular. On walk-behinds, reels are the most popular." A Washington, D.C., retailer said he believes the trend toward riders has cut into the sales of self-propelled rotaries. "People who might want a self-propelled mower tend to settle for a sit-down mower," he said.

"We will increase our line by increasing our rider models, a category that has been doing very well," a Chicago-based mass merchandiser reported. "We'll increase the horsepower and increase the price spread. Prices will range from \$100 to \$1,000, for a large suburban tractor model. We may cut out one or two of the low-end push-type rotaries."

"People are lazy," one Midwestern buyer said in commenting on the sales growth of riders. Others said the rider mower has taken on a status-symbol appeal. A number of buyers, however, pointed out that the market for riders is limited. "Most customers feel that riders are just too much mower for most suburban lawns," a Southern California buyer said. Another said riders pose a problem even on large tracts when there are a lot of trees.

Features are sought by customers. "Grass catchers have become the feature that customers look for when buying power mowers," said the buyer for a Detroit discount store. "Self-starters were popular for a while, but this trend is petering out. Push models are definitely desired over the self-propelled models. Better construction is sought only by those customers who have had a bad experience with their first purchase; we don't have that problem with our brands."

A lawn and garden specialist in Detroit reported that the first thing his customers look for is quality. "The feeling about grass catchers is 50-50. On small mowers, the self-starter is not important; on riders, about 95% have self-starters anyway. Push-type rotaries are preferred over self-propelled, about 90% to 10%."

"On the rotary type," the buyer for a Lansing, Mich., department store has found, "customers are primarily interested in impulse-starters, wheel height adjustment, and bagging attachments. We sell push models over self-propelled, five or six to one."

"First is a brand-name motor with an easy-start system," a Northern California department store buyer reported. "Also, adjustable wheels, a

bag attachment, and good styling. It's still push models for us." A hardware retailer in the same area rated self-propelled as the top feature, followed by an even cut, and then price.

"Customers want simplicity and price more than anything," a Cleveland, Ohio, department store buyer has found. "The more gadgets there are, the more upkeep there is, and we emphasize this in our sales. I sold a pile of grass cutters, maybe 400 or 500 of them. I also sold many recoil starters. I've sold 300 of the push models compared to 50 to 75 of the self-propelled models."

"He wants everything automatic," a suburban Cleveland hardware retailer said. "Everybody is lazy and in a big hurry. They like a mower that if you lift the handle it goes forward, and they like the idea of changing height. All those extras don't cut the grass one bit better, but they sell. For 95 out of 100 mowers we sell, we also sell the grass catcher. We don't sell many self-starters. We used to sell more push models over the self-propelled, but I think today they are about even. Customers are going after more quality and name brands."

Retailers run hot to cold on electric power mowers. One enthusiast, a buyer for a Southern California mass merchandiser, said: "The trend is toward lighter equipment. It's my belief that women do 90% of the mowing, and men are beginning to recognize this. The little lady is getting a stronger say in mower selection. I have women coming in the store and asking, 'How heavy are your mowers?' Weight is what concerns them, although they still are not asking the right questions."

A Washington, D.C., department store buyer reported a 10% sales increase in electric mowers. A Seattle hardware chain found electrics lost ground this year; it had expected them to gain. Some buyers conceded they were pushing electric mowers because the profit is better on them than on many gasoline machines.

Assortments will be traded up by many retailers for the 1966 season, based on experiences of this season. More retailers, including department stores, will be showing a wider assortment of riders, and a generally new top selling price. Some buyers said they planned to drop a few promotional rotaries, that they need only one or two to promote and sell against. Some retailers, especially department store buyers, reported they would put more emphasis on electric mowers next season. Sources generally will remain unchanged for retailers interviewed by McGraw-Hill World News. The trading up largely will be done through existing sources. However, many retailers said they would shop around for the best buy on promotional rotaries.

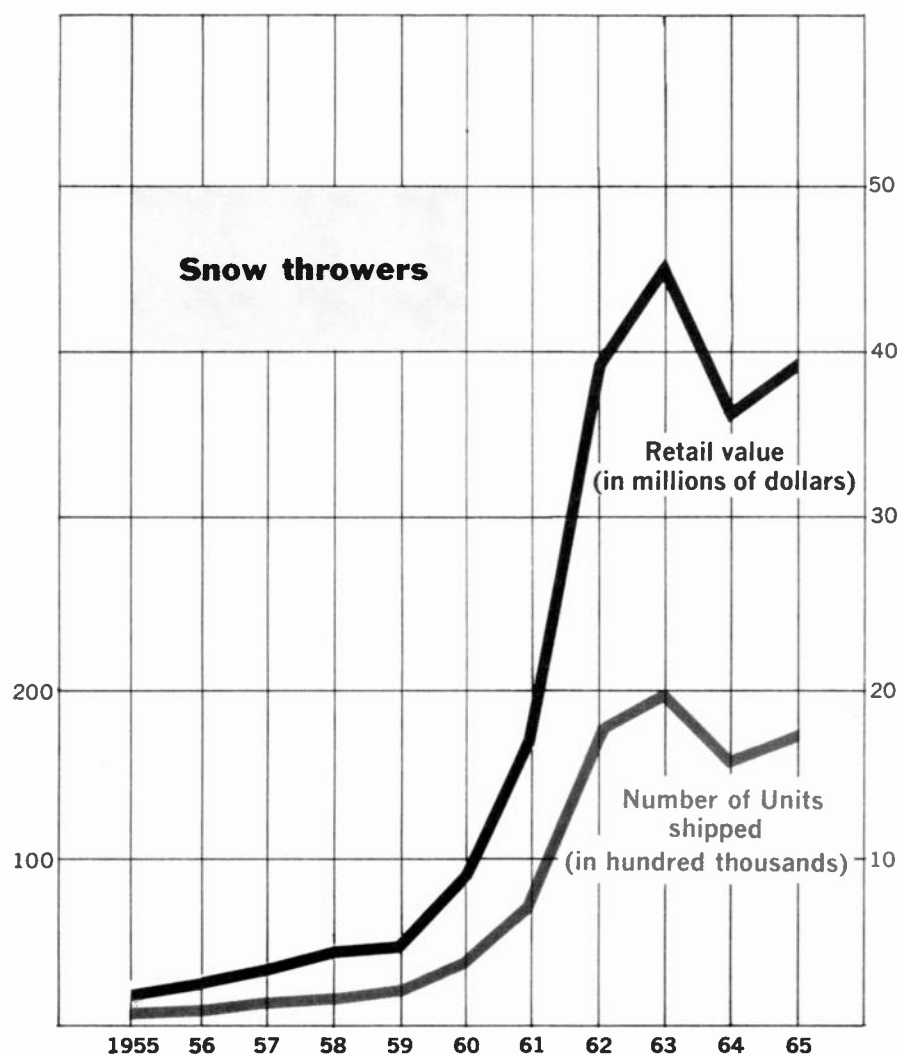
Limited changes are planned for private label lines—perhaps a bit more styling up.

Most department store buyers said they were happy with their current merchandising program—featuring private-labels on lower-priced rotaries and trading up to name-brand deluxe units.

—Ed Dubbs.



retailers see a potential, would rather see snow



Source: MW's Research Department; the Outdoor Power Equipment Institute.

Retailers will combine prayer for snow with lower starting prices on promotional models in marketing snow throwers this fall. Approaching the season cautiously, retailers surveyed by MERCHANDISING WEEK are generally sure of the sales potential for the product but unsure of co-operation from the weather.

"You have to pray a lot of snow falls on Thanksgiving," said a buyer for a Cleveland, Ohio, discount store. "You have to pray to the good Lord for a big snowfall early. If you have a big storm early in the season, you can be sure the customers will rush in for snow throwers. It's the same thing as with air conditioners: if it's hot early, the season will be a big one."

But even a later snow can help: "Last winter proved to be a particularly successful season because we had a terrible snow storm in February," an independent retailer in Detroit pointed out. "That cleaned out our inventory," he said, but noted that the snowfall was the worst since 1929. Few retailers expect that much luck.

With even a little bit of luck, however, snow throwers should mean sales gains for many retailers in the snow-belt states this season. Some retailers, however, still believe the gamble on inventory is not worth the return at this stage in the game for the relatively new product.

Electric snow throwers will gain this year, according to a number of retailers interviewed. Many, especially department stores, will use sharp pricing—in the \$60 range—on a promotional electric snow thrower, in the hopes of trading up the customer to higher-profit electrics and gasoline-powered models. Advertised leaders in the gasoline field will center around the \$99 price.

Layaway promotions are under way at this time in some retail outlets. "We start layaways Sept. 1, and say that a \$5 bill will hold any snow thrower in the store. We also give free cords with electrics and free service with gasoline throwers," said a Cleveland, Ohio, hardware retailer. Some stores start promoting snow throwers even earlier than September. A Chicago mass merchandiser said: "Early promotion is needed to sell snow throwers, a lot of hard promotion. Most are sold early, on the layaway plan. Promotion hits the angle of 'Don't break your back again this year.' We start promoting in August, in newspapers."

Layaways can help, especially if there was a lot of snow last season and customers are reminded of it, but...

"The best way to promote snow throwers is with snow," said one Midwestern retailer. "Status and the health angle don't have much effect," he said, "because people refuse to think about such purchases until they actually see snow on the ground. Those who can afford one would certainly rather buy a snow thrower than a shovel."

The health angle is touchy, but to some buyers it is the best—next to snow itself. "The heart-attack an-

gle," the Detroit independent retailer pointed out, "continues to remain the strongest. It's not exactly according to Hoyle to use that angle, but it sells them. We also stress status—the idea that you can do it in a hurry and your neighbor can't."

The appliance buyer for a Cleveland, Ohio, department store also finds the health angle is the best way to promote snow throwers. "The status appeal has gone from them," he said, "just like it has now gone from color television. The health symbol remains the best. Snow throwers should be promoted as a necessary evil."

"The one thing the customer doesn't want," this buyer added, "is something that is bulky. Nine times out of 10 it's the housewife who actually does the snow cleaning job. If the wife sees a machine that looks insurmountable, and bulky, she won't let her husband get it. She wants an electric model; then she doesn't have to worry about stalling and filling up the tank. All they want is something that plugs in and works."

Selling the female market is more important in snow throwers than in power mowers, this buyer maintains. "Cutting the grass can be put off to the weekend when the husband is home. Too many men are not at home when the snow removal job must be done."

The big market is still in gasoline-powered units, however. Even retailers who spiff electric models and otherwise favor them over the gasoline units report that gasoline-powered snow throwers outsell electrics by, at the very least, 2 to 1—and that is a high mark for electric models. "The ratio is still 10 gas to one electric," one hardware buyer pointed out, "even though I sold 50% more electric last year than the previous season."

Buyers who do favor electrics generally point to fewer customer complaints about starting and stalling. Even buyers favoring gasoline models concede: "You have to have a good winterized engine so it will start in the cold weather. Otherwise you'll have lots of complaints." One Detroit retailer, however, is uncompromisingly against electrics: "I don't handle any of them. They are all junk. There isn't a good electric snow thrower on the market," he said.

Profits are good on snow throwers, and should be even better this season. "They are more profitable than mowers because they are not so competitive," a Chicago retailer said. "Snow throwers have a 20% to 25% markup. And if you get higher than that, you are out of business," another retailer commented. Generally, however, there are few retailer complaints about profits.

Retailers would like to see, however, more manufacturer promotion support for snow throwers, beginning in late summer during the layaway season. Some buyers also said they would like additional inventory protection.

—Ed Dubbs

SPECIFICATIONS FOLLOW

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MANUFACTURERS' SPECIFICATIONS FOR
1965-66 SNOW THROWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE				TYPE OF STARTER	NOMINAL DIMENSIONS				SNOW HANDLING								VEHICULAR ASSEMBLIES		WINTERIZING FEATURES	NET WEIGHT OF UNIT (LBS.)	MFG'R'S SUGGESTED RETAIL PRICE		
	HAND PROPELLED	SELF PROPELLED	ATTACHMENT TO RIDING UNIT	ATTACHMENT VIA POWER TAKE-OFF		CLEARING SWATH (IN INCHES)	THROW DISTANCE (IN FT. UNDER OPTIMUM COND.)	ENGINE HP	NUMBER OF ENGINE CYCLES	ENGINE MAKE OF AUX. ENGINE	NUMBER OF STAGES	TYPE INTAKE	INTAKE HAS CLUTCH	PICK-UP LIP HT. ADJUSTMENT (IN INCHES)	EXIT CHUTE ADJUSTMENT (IN DEGREES)	REMOTE CONTROL CHUTE	INTAKE DRIVE	SURFACE DRIVE HAS REVERSE	REAR ASSEMBLY				FRONT ASSEMBLY	
NORSEMAN-JUMBO -- Towne Products, Inc., Adamsville, Pa.																								
120		X			Pull Type	20		3	4	*	1					N	Chain	Y		Skid	**		\$149.95	
224		X				22		4	4	*	2			180	N	Chain	Y		Skid & Wheel	**		249.95		
											*Briggs & Stratton		**Engine, Shield, Carburetor & Heater											
PAGE -- Pioneer Mfg. Co., P.O. Box 98, Richfield, Wisc.																								
10FG*			X		Pull or Electric	30	20	6	4		1	Auger	Y	3	360	Y	Chain & Belt	Y					395.00	
A497 Blower																							170.00	
15FG*			X		Pull or Electric	36	20	9	4		1	Auger	Y	3	360	Y	Chain & Belt	Y					688.00	
A470 Blower																							184.00	
20FG*			X		Pull or Electric	48	20	12.5	4		1	Auger	Y	3	360	Y	Chain & Belt	Y					855.00	
A479 Blower																							231.00	
*Tractor Model											*Tractor †Blower													
PATHFINDER -- Lambert Inc., 519 Hunter Ave., Dayton, Ohio																								
HS-20		X			Recoil-Rope Pull-Type	20	35	3	4	Briggs & Stratton	2	Auger	N	1½	210	Y	Chain	N	10 x 2.75**	Skid 4¼ x 1 Reversible	Complete	189	229.95	
HS-245					*	24	40	4		Lauson								N	10 x 2.75**			195	239.95	
HS-240						24	40	4									Y		12 x 3**			240	279.95	
HS-628						28	50	6											♦			265	339.95	
HS-325						32	50	6					Y						♦			270	369.95	
HS-40					Elec. (Bat.)	40	60	10		Kohler			Y						Dual-Wheels*			420	879.95	
*Recoil, Rope, Pull Type, Electric Optional											**O-Pressure (Semi-Pneumatic) *4.10 x 3.50 x 6 Pneumatic													
PENNSYLVANIA -- Pennsylvania Lawn Products, Inc., 1010 E. Main St., Waynesboro, Va.																								
17AC2A				X	*	36	25	N			1	Auger	Y	-1-6	360	Y	**	Y			***	200	239.50	
17AC3			X		*	36	25	N			1	Auger	Y	-1-6	360	Y	**	Y				180	199.50	
*Recoil or Electric											**Belt & Chain		***Engine, Shield, Operator Cab Available											
POWER-O-MATIC -- Power Equipment, Inc., P.O. Box #427, Cicero, Ind.																								
183-B	X				Recoil	18	10-20	3	4	*	1	Auger	N	12		N	Chain	N	8" Semi-P	4" Wheels	Controls	83	109.95	
183-BSP		X				18	10-20	3												4" Wheels	Controls	95	149.95	
204-BSP						20	10-20	4												4" Wheels	Hood & Controls	112	169.95	
224-BSP						22	0-20	4												**	***	119	189.95	
218-BSP						18	10-25	3				Disc		19										
*Briggs & Stratton											**4" Wheels Inst. Height Adjusters		***Engine Hood Controls											
RED DEVIL SNO JOB -- Precision Products, Inc., 2415 So. Grand, East; Springfield, Ill.																								
155T	X				Recoil	15		3	4	*	1	Auger	N	2		Y	Chain	N	Semi-pneumatic	8 x 1.75	Yes	88	109.00	
2043		X			Recoil	20		4	4	*	1	Auger	Y	2	180	Y	Chain	N	Semi-pneumatic	10 x 4.75	Yes	155	199.00	
*Tecumseh Snow King																								
REO -- Wheel House Products, 515 W. Ireland Rd., South Bend, Ind.																								
ST-626		X			Pull	26	20	6	4	Lauson	2	Auger	Y		180	Y	Chain	Y	12" Pneumatic	Skid	Engine		290.00	
STE-626					Electric	26		6			2								12" Pneumatic				355.00	
ST-420					Pull	20		3½			1								10" O-Pressure				195.00	
STE-420					Electric	20		3½			1								10" O-Pressure				230.00	
ST-267					Recoil	26		6			2								12" Pneumatic				315.00	
STE-267					Electric	26		6			2								12" Pneumatic				380.00	
											*Prices are approximate. List F.O.B. South Bend, Indiana.													
SENSATION -- Sensation Mower Inc., 7577 Burlington St., Ralston, Neb.																								
SB18		X			Pull	18	30	3-4	4	Tecumseh	1				200	Y		N	10 x 2.75*	Skid 1 x 3	**	123	♦	
DB1	X				Pull	14	25	3½	2	Clinton	1				180	N		N	7 x 1.50	3" Wheel	**	39	79.50†	
											*O-Pressure		**Carburetor Heater Shield		*\$169.50 for 3 HP. \$189.50 for 4 HP.. Fair Trade				†Fair-Trade					
SIMPLICITY -- Simplicity Mfg. Co., Spring St., Port Washington, Wisc.																								
294		X			Briggs & Stratton†	26	up to 30	6	4		1	Auger	Y	**	270	Y	Chain	Y	O-Pressure	Wheel	***	244	315.00	
295						26		6											Steel Traction			241	305.00	
296						23½		4											O-Pressure			210	245.00	
297						23½		4											Steel Tractor			207	235.00	
345			X	X	♦	36		10											8.50-12 pneu.	Skid	Shrouded Engine	140	155.00	
293			X		♦	32		6											9.50 x 8LP pneu.	Skid	Shrouded Engine	129	135.00	
187*					Rope	36		7½											6.00 x 12 pneu.	Skid	Shrouded Engine	119	130.00	
*2 Wheel Tractor Attachment											**0 to 1¼ Dimensions are with high lift skid assembly.		***Winterized Ignition, Starter & Shrouded Engine.		†Easy-Spin		*Electric or Recoil							
SNO DENSA- THROWER -- Roto-Hoe & Sprayer Co., Newbury, Ohio																								
148		X		X	Pull Type	22	8	3-3½	4	Tecumseh	1	Auger	Y	0-2	180	Y	**	N	Semi-Pneu. 11½"	4"	Shield Over Eng.	186	154.00	
300		X		X	Pull Type*	22	10	4-6	4	Tecumseh	1	Auger	Y	0-2	180	Y	**	N	Pneumatic 12"	4"	***	213	214.00	
*Or Impulse											**Chain & Belt		***Winterized Engine With Shield.											
SNOW-THRO -- Speedex Tractor Co., 367 N. Freedom St., Ravenna, Ohio																								
S-14			X			36	15-25	6	4		1	Auger	N	10	360		Chain	N		Skids		154	150.00	
S-23			X			44	15-25	9	4		1	Auger	N	12	360		Chain	N		Skids		165	165.00	
SNO/WONDER -- Hunter Industries, 519 Hunter Ave., Dayton, Ohio																								
62-20		X			Recoil Rope Pull-Type	20	35	3	4	Briggs & Stratton	2	Auger	N	1½	210	Y	Chain	N	10 x 2.75**	Skid 4¼ x 1 Reversible	Complete	185	229.95	
62-24		X			Recoil Rope*	24	40	4	4	Lauson	2	Auger	N	1½	210	Y	Chain	Y	12 x 3**	Skid 4¼ x 1***	Complete	235	274.95	
62-28		X			Recoil Rope*	28	50	6	4	Lauson	2	Auger	N	1½	210	Y	Chain	Y	4.10 x 3.50 x 6*	Skid 4¼ x 1***	Complete	265	364.95	
*Pull-Type, Electric Optional											** O-Pressure (Semi-Pneumatic)		*** Reversible		♦Pneumatic									
SPRINGFIELD -- Quick Mfg. Inc., 256 Linden, Springfield, Ohio																								
65ST3		X			Pull	20	25	3	4	♦	1	Auger	N	0-1	180	Y	Chain	N	*	3" Wheel	***	110		
65ST4		X			Pull	20		4	4	♦			Y					Y	**	3" Wheel ♦	***	150		
64SB			X	X		36		PTO					Y					Y		6" Skid		155		
63SB			X		Pull	36		6	4	Tecumseh			Y					Y		6" Skid	†	220		
*Briggs & Stratton											*Molded 8" Traction Grip		**Molded 10" Snow Tred		***Eng. Enc. with Hinged Shield				†Wi. Carb. Shield & Heater		♦& Skid 8"			
SUNBEAM -- Sunbeam Corp., 5400 West Roosevelt Rd., Chicago 50, Ill.																								
SNE	X					16	20	*				Auger			90			N	Steel, 4-½"			33	104.95	
DSA						16									180							37	119.95	
DSL						16																40	129.95	
DSL-18						18																51	139.95	
D-18						18																51	134.95	
SD-18						18																51	149.95	
*Electric											*Fair Trade													
TORO -- Toro Mfg. Corp., 8111 Lyndale Ave. South, Minneapolis, Minn.																								
Snow Pup	X				Pull	14	15	2-½	2	Tecumseh	1	Paddle	N				N	Chain	N	Plastic 4"		Fully Covered	22	89.95
Snow Husky	X					21	15	3	2	Tecumseh		Paddle					N			Plastic 4"		Fully Covered	27	119.95
Snowhound			X			20	20	3	4	Tecumseh		Auger		0-2	270	Y				Semi-pneu. 10"		Winterized	105	169.95
*			X			20	20	3	4	**		Auger		0-2	270	Y				Semi-pneu. 10"		Winterized	125	189.95
*Power Handle Snowhound											**Briggs & Stratton													
WHEEL HORSE -- Wheel Horse Products, 515 W. Ireland Rd., South Bend, Ind.																								
STR-324			X			32	20				1	Auger	Y		180	Y	Chain	Y		Wheel			160.00	
ST-326						32										Y							160.00	
ST-375						37																	189.00	
ST-376						37																	189.00	
											* All Prices List F.O.B. South Bend. (Approximate)													

In appliance — consumer electronics — housewares retailing, you must sell today's market... and tomorrow's, too. The way to hit your long-and-short-range sales targets is to advertise in the Big One.

Merchandising Week reaches both key department stores/mass merchandisers and more worthwhile independent retailers than any other publication. Whether tomorrow's retailing giants grow from the mass merchandising field or from the independents, Merchandising Week assures you of reaching them and creating loyalties that will last a sales lifetime.

Each Monday, retailers make Merchandising Week an intimate part of their lives. Why? Because it analyzes, evaluates, interprets...and provides vital, up-to-date trend information that retailers need to stay out in front.

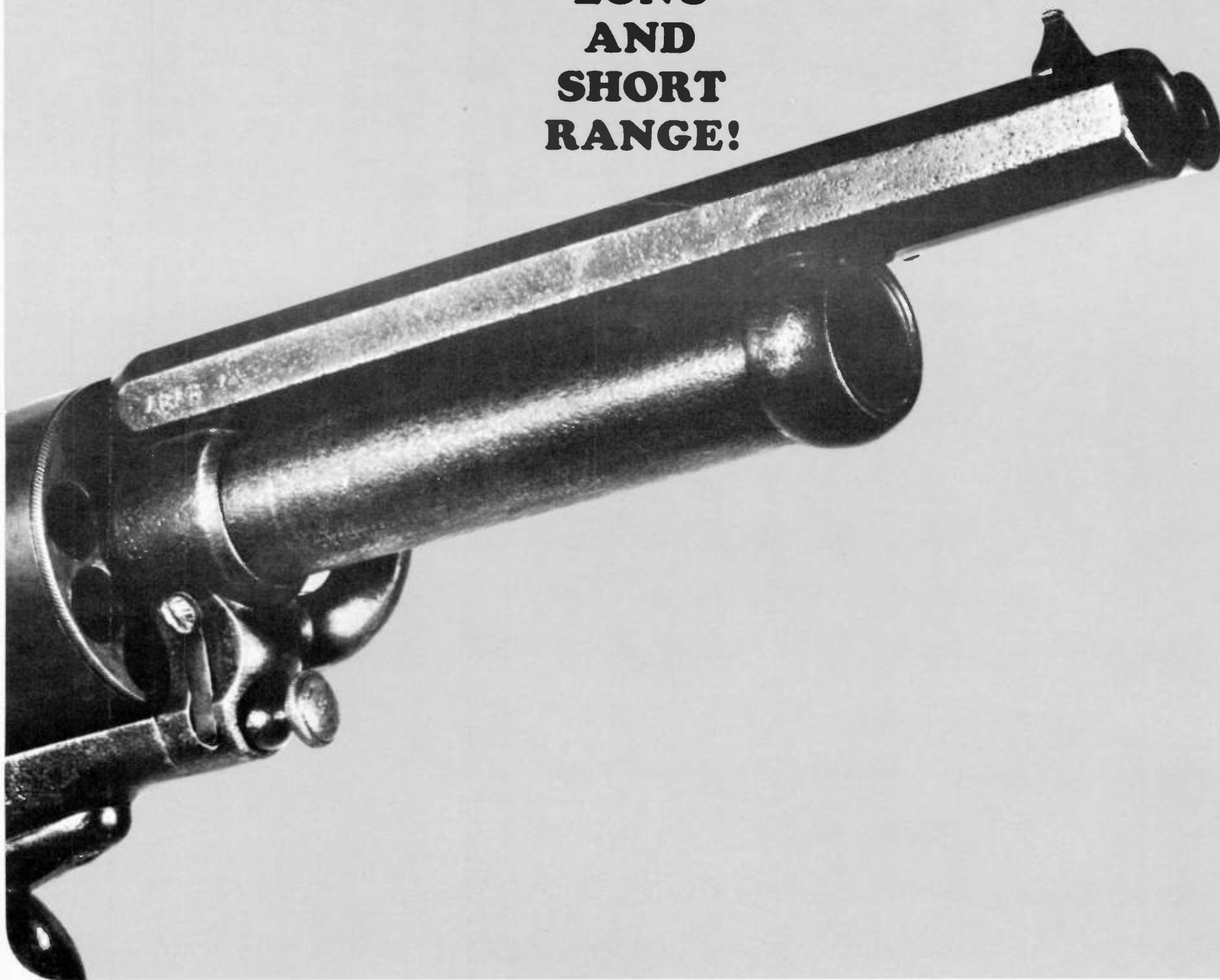
So, why use half power? Use full firepower! Tell your story big, bold and often in the Big One.

MERCHANDISING WEEK

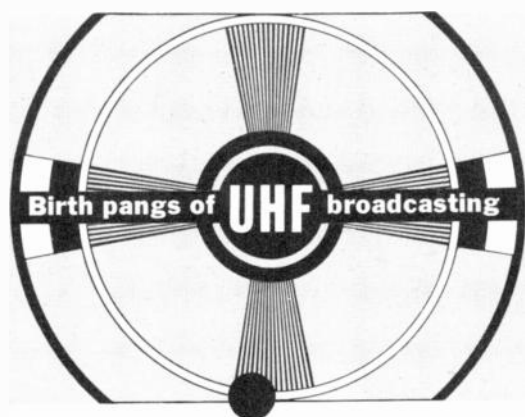
The Interpretative News Weekly

A McGraw-Hill Publication, ABC-ABP

**FIREPOWER
LONG
AND
SHORT
RANGE!**



Chicago UHF: competition tightens a tough market



What happens to a UHF station when station officials, conversion equipment distributors, and manufacturers do not work together is the story behind UHF in Chicago. In the fourth article in its definitive series on emerging UHF stations, MERCHANDISING WEEK frankly discusses the programming problems that plague the Chicago station and looks closely at conversion equipment sales.

Chicago UHF is off the starting blocks, but it is not exactly off to a running start.

In a market heavily dominated by

the three network-affiliated VHF channels and a strong VHF independent, Chicago's sole UHF station—Channel 26 (WCIU, Weigel Broadcasting Co.)—is beset with difficulties. A \$375,000 loss in the first 17 months of operation (from February, 1964 to June, 1965), hints of internal dissension among station directors, lack of support from television manufacturers, and charges of poor programming hardly seem to add up to a very promising future.

As a result, converter sales have suffered. "At first, converters sold," recalled one retailer. "Sales lasted about four months, and then it was over."

Officials are optimistic at Channel 26, nevertheless. "I think our future is brilliant," says John Weigel, president and chief stockholder of Channel 26. "By October or November of this year," he contends, "we'll be in the black."

Retailers are less optimistic. Said one: "I feel Channel 26 will have a hard time with the other stations coming on the air soon; programming certainly leaves a lot to be desired."

Those "other stations" are the four remaining channels available to complete Chicago's UHF allocation. Three stations have already been granted licenses, and the Federal Communications Commission (FCC) is examining the credentials of the two contenders for the single remaining UHF license: Channel 38.

With five UHF channels to match the programming variety—or lack of it—on the four VHF stations, converter and new-set retailers will have five strong selling points.

UHF must contend with a giant in Chicago, according to one converter-antenna distributor, and that is Channel 9 (WGN): the VHF independent. "WGN carries all the good localized material now offered on television," the distributor explains. "In order for a UHF station to compete with them on a localized programming level, it would need: (1) money; and (2) a way to overcome the lack of programming available because of WGN's long standing and priority."

Each UHF station has found a different way of surmounting or ignoring that difficulty. Channel 20 (WXXW), an offshoot of Chicago's thriving educational station, Channel 11 (WTTW) will follow the instructional-programming-for-children part of its parent station's successful formula. Channel 32 (WFLD), which is owned by Field Enterprises, will concentrate heavily on developing tv personalities of its own on reporting local news in depth, and in televising local sports. Channel 44 (WSNS), the Essaness Theatres property, has not yet made any programming decisions and is presently "watching the market."

Channel 26's formula is complex. For 56 to 60 hours a week, the station shows an assortment of shows aimed at the many Chicago ethnic groups, as well as documentary films, late-show-vintage movies, and such old standbys as the *Amos 'n' Andy* serials.

"Our bullfight programming receives the biggest reaction," notes Weigel, "but part of the publicity comes from heated controversy over the inhumane nature of the sport."

The Channel 26 formula has not met with overwhelming success. While 550,000 sets are equipped to receive UHF in Chicago, Channel 26 broadcasts to a maximum audience of 50,000.

COLOR THE

Inghram LINE GREEN!

It's the world's widest line of decorative and functional timepieces, and you'll make nothing but money promoting it. There's an Inghram to please each one of your customers at a price they can't resist. To start your bankrolling: Write for the Inghram full-line catalog, or special catalogs on Inghram's jeweled movement battery-operated Decorator Clocks and Inghram's Men's and Ladies' Wrist Watches. The Inghram Company, Box No. 534, Bristol, Connecticut.

The reason: manufacturer apathy and lack of funds, charge Channel 26 officials; poor programming, contend retailers.

Certainly, that popular whipping boy, lack of funds, is partly to blame. The \$540,000 budget with which Channel 26 began operations, Weigel reports, not only meant that station executives had to skimp on equipment, personnel, and expensive programming; it also meant that even a tight hand on the operational budget could not hold back enough money for promotion of the station.

"We put all our money into programming and necessarily left the initial publicity to others," explains Weigel. Station officials made numerous personal appearances before dealer meetings, manufacturers, distributors, and service technicians to explain their plans and the importance of UHF.

While Weigel is grateful for the support he received—from such large stores as Sears, Roebuck & Co. (with its "Don't Settle for One-half a TV" slogan), and from the independent retailers (who displayed "Equipment to receive Channel 26 is on sale here" signs in their windows)—he finds less to praise in the attitudes of manufacturers.

"They did a poor job of promotion for Channel 26," Weigel contends. "In fact, certain pillars of the industry were uncooperative and hostile to us; they said the all-channel law would depress the sales of tv," complains Weigel.

He feels that the industry failed to capitalize on the sales value of UHF. "Customers should be sold on the future of UHF," Weigel maintains, "and the industry should help subsidize us by buying advertising time; we have been responsible for millions of dollars of sales for them."

Distributors admit apathy. "Our dealers provided UHF, but we don't sell much on futures," one distributor explained. "We were still selling VHF and so we waited on any promoting." But industry spokesmen feel that poor programming—not phlegmatic support—is responsible for most of the station's troubles.

"When it first went on the air, it was operated very poorly and looked very amateurish," explained one converter-antenna distributor. "Once you have created a bad impression, you have to spend three times the amount of money to change that image."

"The initial impact of 26 was good. But they loused it up in terms of programming," says another. "They don't have anything of general local interest."

"What they need is better programming," said a third distributor. "The movies they show are not worthwhile. When they first came on the air, they let the public believe they would do more in sports, but they let the public down."

The initial sales boom is over in terms of converter sales; the boom in sales caused by the novelty of the new station died down after the first few months. Distributors estimate that between 250,000 and 300,000 units have been sold in Chicago since Channel 26 went on the air, but very few of those sales have been made during the last five months.

Combo antenna sales, on the other hand, held fast. According to Myron Friedman, manager of Allied Radio Corp. stores division, combo antennas accounted for 75% of sales during Allied's last antenna sale.

Drastic changes were needed, in terms of station operation, at Channel 26, and it is on these two important changes that Weigel bases his optimism:

(1) The station has a new board of directors to replace the feuding board, on which "certain persons who were not familiar with broadcasting operations were trying to run the station," according to Weigel.

(2) The station has applied to the FCC to raise additional capital by selling 50,000 shares of convertible debentures valued at \$10 each. Weigel points out that a year-and-a-half ago, shares in Channel 26 were only \$1 apiece.

"With the new money we plan to raise, we will get better facilities.

I would like to convert to color," Weigel says, "But that would cost \$115,000, and this decision will have to be made by the board of directors."

Another hopeful sign for 26 is the fact that advertisers are beginning to buy time on the station—at one tenth the price for comparable time on Chicago's VHF stations, according to Weigel. "This July, advertising was up 25% over last July; we expect August figures to be up 40% over last year."

Channel 26 does not have any programming changes in the works.

If new programming comes, it will have to come from the educational format of Channel 20, which will go on the air on Sept. 20, from Channel

44, or from Channel 32, which plans to go on the air in January, 1966.

Channel 32's plans, according to Sterling "Red" Quinlan, head of the station, call for a daily "instant news special" developed around the most important local story each day; 5-minute takes of news-on-the-hour; tv personalities; a representative program from a foreign country; and lots of local sports. There will be movies, too, but they will be specials, such as art films and documentaries.

"We'll have an open-line show on psychiatry, baby care, and health," reports Quinlan. "On weekends we will offer how-to-do-it programs on sports, writing, and art."

"Our big advantage," he adds, "is flexibility. We're not locked in."

Don't rule out car radios

With Motorola taking care of installation and service, they're about as easy to sell today as toasters

A real sleeper? You bet—especially when AUTOMOTIVE NEWS reports that almost 40% of all cars leave the factory today without radios. Foreign car figures are even higher.

And you can sell radios to this big market as carryouts, with Motorola's 6,000 Warranty Stations behind you, taking care of installation and maintenance.

Floor space? That isn't a factor anymore, either. The operating display you see here takes up only

8.3 sq. ft.; yet demonstrates and sells up to 8 Motorola models: AM and FM, FM/AM, FM tuners, Motorola Vibrasonic® Sound Systems, and LUMALERT (sends out a warning signal if headlights are left on).

All are attractively designed, loaded with features.

Call your Motorola distributor for further details—especially the hot merchandising deal he has on the operating display. Or write: Motorola Consumer Products, Inc., 9401 West Grand Avenue, Franklin Park, Ill. Dept. CJG-2.

MOTOROLA
new leader in the lively art of electronics





McCulloch lightweight chain saws

McCulloch's offerings at the National Hardware Show this week include two lightweight chain saws designed for low stump cutting and an out-board motor.

Both saws feature a new fuel feeding method for greater lubrication

of piston pin areas, as well as a fingertip primer to expedite starting and an idle control device to eliminate the necessity of holding the throttle open when pulling the starter rope.

The 10 $\frac{1}{2}$ -lb. model MAC 1-10 has a suggested retail price of \$179.95, while model MAC 1-20, a 10 $\frac{3}{4}$ -lb. unit, will retail for \$199.95. Model MAC 1-20 (shown at left) is also equipped with both an automatic and manual chain oiling system.

The new 37-lb. outboard motor, model 4, features an air-cooled engine, in addition to 360-degree steering and low idling. Suggested retail price of the 39-inch high unit is \$149.95. *McCulloch Corp., 6101 W. Century Blvd., Los Angeles, Calif.*

Herculean rider mowers

Displayed at the National Hardware Show in New York City this week are Herculean's new line of rider lawn mowers. Slated for November delivery, the line consists of three models.

At the top of the line is the Delta, model RR-300, with a four-speed transmission and a 5 hp Briggs & Stratton engine. Features of the Delta include a tractor-type steering assembly with a 31-inch turning radius, as well as semi-pneumatic tires, a tractor-type seat, and reinforced hood. The new unit has a suggested retail price of \$249.95.

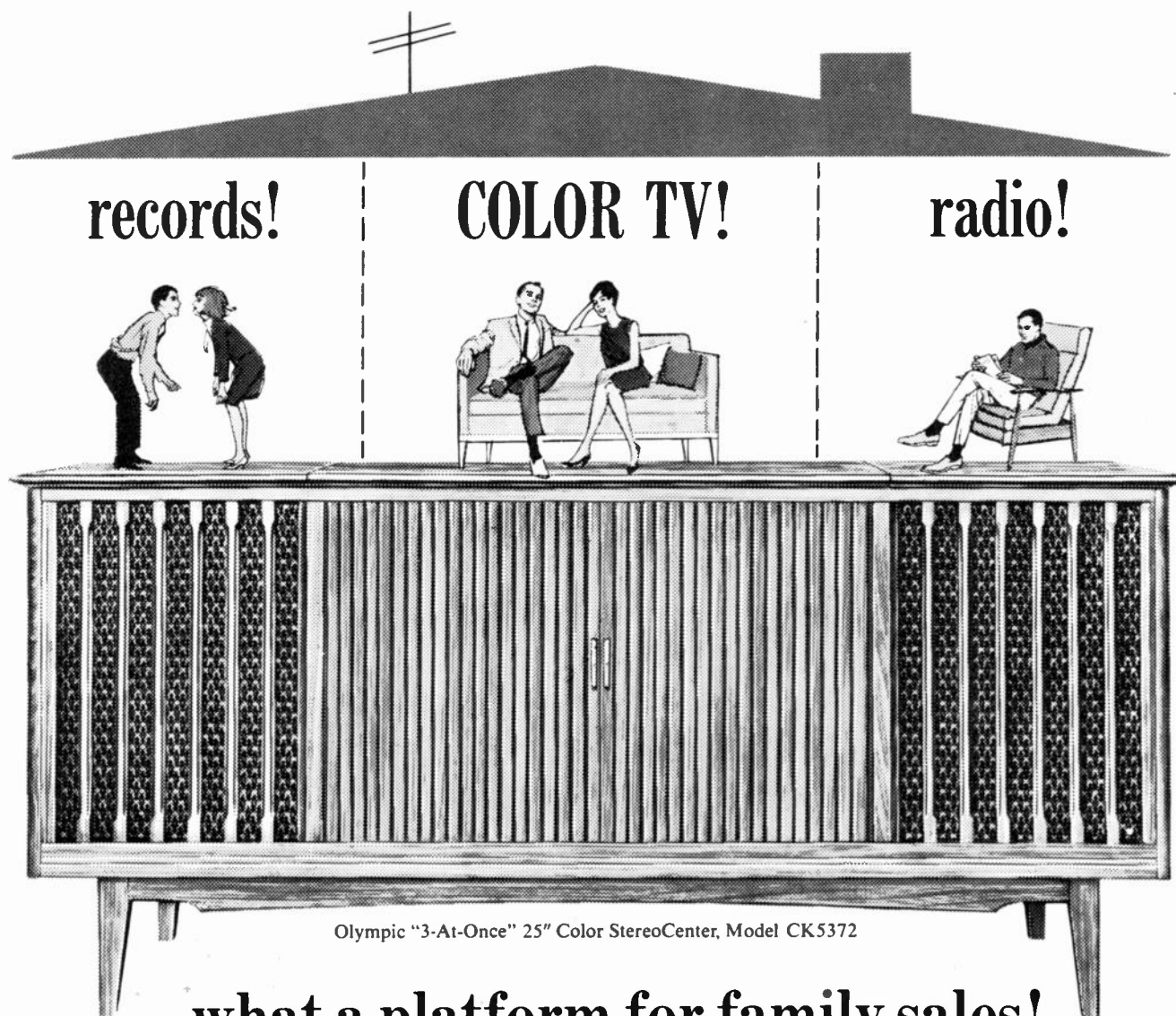
A four hp Briggs & Stratton engine with a two-speed transmission

highlights the Salem, model RR-200, which has a suggested retail price of \$189.95. Both the Salem and the top-of-the-line Delta incorporate a blade disengager and an automatic cutting height adjuster. Rear tires of the Salem are semi-pneumatic.

The low-end Newport, model RR-100, is equipped with a 3.5 hp Clinton engine, as well as a two-speed transmission. Both the Newport and the Salem cut a width of 25 inches. Suggested retail price of the Newport is \$129.95.

All three models feature rear differential gear control. *Herculean Assoc. Inc., 1150 Broadway, New York N.Y.*

'big 3' color combos play in 3 rooms at once



Olympic "3-At-Once" 25" Color StereoCenter, Model CK5372

...what a platform for family sales!

Olympic's the One that puts your "big 3" of home entertainment into one beautiful "3-At-Once" StereoCenter...with this brilliant demonstration of total convenience...for everyone, all through the house!

For "family togetherness"...switch on Color TV, Stereo Records and Stereo Radio, one by one in the StereoCenter...

Then, for "family room service"...show how Color TV, AM

or FM Radio, and Records play in 3 separate rooms. Switch Records and Radio from room to room.

Quick, easy, exciting to demonstrate! A new Olympic pocket sales trainer shows how-to-do-it, instantly. Salesmen have fingertip command of every exciting new action, with the exclusive Olympic Sound Control Center, Color-On signal and Tru-Color control. Choice of 11 decorator-styled fine furniture cabinets...21", 23" or 25"* TV.

*diag. meas.

Simplicity lawn tractors

Simplicity's ten-model line of lawn and garden equipment is highlighted by two new lawn tractors—the Landlord 101 and the Wonder-Boy 401. The 10 hp Landlord 101 (shown above) is available in two versions: one with Hydrolift for hydraulic raising and lowering of attachments and with an electric starter generator, and one with a manual attachment lift and Easy-Spin starting. Retail price of the first is approximately \$800, while that of the second is about \$700.

The Landlord 101 is equipped with gas gauge, ammeter, throttle control, parking brake, and contour bucket seat, in addition to a flywheel baffle and rotating screen to exclude dirt from the tractor's cooling fins. The all-gear transmission of the new Landlord 101 has three forward speeds and two reverse speeds.

A vacuum-action grass and leaf collector and mulcher with a 26-bushel capacity is available for use with a rotary mower attachment. Other Landlord attachments include a snow thrower, sickle bar, cultivator, lawn roller, disc harrow, and dump cart. A choice of sizes is offered for the rotary and gang reel mower attachments.

The 4 hp Wonder-Boy (shown below), featuring a Floating Mower that follows the lawn contour, is able to operate on a 40% grade, according to Simplicity. Also in the Wonder-Boy series is a 6 hp deluxe model and a stripped-down 6 hp model. Attachments for the Wonder-Boy include a 24-inch rotary mower, a dump cart, and a lawn roller. The 4 hp Wonder-Boy has a suggested retail price of approximately \$280. *Simplicity Manufacturing Co., Port Washington, Wis.*



ISI / Olympic



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Everybody talks product quality....

We put our guarantee where our mouth is.



The unique Caloric guarantee covers all of the gas components and mechanical parts of every Caloric range for *three* full years or 3000 meals, whichever occurs first. It's the longest, strongest guarantee in the industry—by far!

This exclusive quality story—backed by a hard-hitting dealer promotional program—has proved to be a powerful selling force. It's one big reason Caloric sales are running 36% above the industry for the first six months of 1965.

And if that sounds good, wait'll you hear our dealer profit story!

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

Dear Roy: I'll guarantee that if the rest of your story's as good as your guarantee—you've got a new dealer!

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Firm _____

Street _____

City _____ State _____ Zip Code _____

MW9-20

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CALORIC SALES CORPORATION, Tipton, Pa.

GAS RANGES • BUILT-IN RANGE UNITS • KITCHEN HOODS • DISHWASHERS • COLOR-COORDINATED SINKS • OUTDOOR GAS GRILLS • CONVENIENCE CADDIES



Pennsylvania lawn & garden tractors

Pennsylvania Products introduces a new Meteor series of lawn and garden tractors, now displayed at the National Hardware Show.

The new tractors are available as either an eight hp model with a recoil starter or as a 10 or 12 hp model with an electric key switch starter. The series incorporates the new Penn-A-Matic hydraulic variable speed transmission and an automobile differential.

Also featured in the new units is a twin-sized foam rubber-cushioned seat, as well as a power clutch operated with a dash-mounted control. *Pennsylvania Lawn Products Co. Inc., 1010 E. Main St., Waynesboro, Va.*



Snyder Can/Can Tote

A new carrier to permit the housewife to move trash around is displayed this week at the National Hardware Show.

The new device, model HT-12, is

made of heavy gauge steel tubing and is large enough to hold two large-size trash cans or garbage pails. The tubular frame is 41 inches long, 21 1/4 inches wide, and stands 16 inches from the top to the ground. Polyethylene molded handles extend 11 inches from the body. The entire unit rides on two 6-inch wheels. Suggested retail price of the new Can/Can Tote is about \$10. *Snyder Manufacturing Co., 22nd & Ontario Sts., Philadelphia, Pa.*



Jacobsen power garden equipment

Jacobsen adds six 4-Blade rotary mowers, two riding mowers, and four lawn tractors to its 1966 line of power lawn and garden equipment.

On two of the new 4-Blade rotaries, the handle, which folds down for easier storage (shown above), also serves as a clutch control.

The two new riding mowers, Olympic Deluxe and Olympic Super Deluxe, extend Jacobsen's line to include a four, a five, and a six hp model.

In both gear-operated and hydrostatic drives, eight and ten hp units are offered as additions to the Chief lawn and garden tractor line. Push button starting, 60-second hook-up of attachments, and trigger-lift height adjustment all are features for easier operation, says Jacobsen. The new units are also equipped with safety features including a new parking brake, fenders, fully shielded moving parts, full view hood, and reversible wheels for wide track stability on steep hills. *Jacobsen Manufacturing Co., 1721 Packard Ave., Racine, Wis.*

Magna American power garden tools

An electric power tool with attachments for lawn edging, trimming, and flower bed cultivating is introduced by Magna American this week at the National Hardware Show.

The basic power head of the three-in-one unit features a 1/3 hp GE motor and turns on self-lubricating bearings. Located on the 40-inch adjustable handle is a safety trigger switch.

The trimmer-edger attachment incorporates a seven-inch blade, which turns at 14,000 rpm. When attached in a vertical position in front of the power head, the unit serves as a trimmer; while when turned on its side in a horizontal position, the attachment becomes an edger.

With swept-back tines mounted on a heavy-duty 1/2-inch steel shaft, the cultivator attachment will cut a 5 1/2-inch swath. Also included with this attachment are extension tines for use in larger areas. They will dig 10 1/2 inches wide. *Magna American Corp., Interstate 75, Evendale, Cincinnati, Ohio.*

Just feed it phone books



Blackstone sells itself with a dramatic Gyro-Balance demonstration.

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

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

And it's an exclusive Blackstone feature.

That means she'll pay you to get it.

Because Blackstone works out an exclusive sales territory with you, along with a pinpoint promotion plan that makes your store Blackstone headquarters for your area.

Simple isn't it? Show an exclusive and sell an exclusive and the profits are yours to keep.

All you need is a heavy phone book ... and a few more details on the Blackstone line (stainless tubs, matching dryers, easy service-access).

Just feed us an inquiry.



BLACKSTONE CORPORATION

1111 Allen Street
Jamestown, New York

Price shopping in the Far East:
Japan's neighbors make big cuts

The average price of transistor radios imported to the U.S. from Japan dropped 2% in July, compared with July, 1964. However, Japan's competitors—Hong Kong, Okinawa, and Taiwan, which now claim 32% of the Far East to U.S. transistor radio trade—have cut prices even more sharply.

Hong Kong's average radio price of \$3.01 in July is about 12% lower than the \$3.43 average price last July.

Okinawa, with an average price of \$2.87 on its transistor radios this July, cut its price approximately 29% from the \$3.92 average price a year ago.

Taiwan's average transistor radio price of \$2.81 in July was a drop of about 11% from its average price of \$3.14 in July last year.

The effect of the price cuts is clear. At the seven-month mark last year, Japan's share of the transistor radio market was 79%. This year, at the end of July the figure stood at 68%.

With an average July price of \$7.73 on the radios imported from Japan to the U.S., it is no surprise that the market is shifting.

Still, Japan should be singing no sad songs: its total transistor radio exports to the U.S. were up 23.72% in July and 14.28% for the seven-month period. And its television exports have continued to climb.

A big jump in prices is evident in tape recorders exported from Japan to the U.S. At the end of July last year, the average price on these units was \$11.80; at the end of July this year it was up to \$14.44. While the total number of tape recorders exported so far this year has dropped nearly 13%, the dollar volume on these units still exceeds last year's level.

Transceivers exports, which have mushroomed this year, outstripped tape recorder exports in July. At the end of the seven-month period transceivers exports were more than 1 million units ahead of last year.

Japanese exports to the U.S.*

	date	UNITS			DOLLARS		
		1965	1964	% chge	1965	1964	% chge
Transistor radios**	July	992,667	—	—	7,902,988	—	—
	7 Months	4,972,410	—	—	38,530,866	—	—
Chassis/kit. tr. rad.	July	6,079	—	—	30,597	—	—
	7 Months	228,566	—	—	339,253	—	—
Toy tr. radios	July	116,352	55,656	+ 109.06	116,352	76,588	+ 51.92
	7 Months	465,238	282,456	+ 64.71	465,238	402,641	+ 15.55
Total tr. radios***	July	1,123,818	908,387	+ 23.72	8,160,323	6,650,885	+ 22.70
	7 Months	5,722,163	5,006,961	+ 14.28	40,210,080	38,272,811	+ 5.06
Tube radios	July	104,153	—	—	1,208,700	—	—
	7 Months	601,912	—	—	5,842,993	—	—
Chassis/kit tube rad.	July	5,752	—	—	45,411	—	—
	7 Months	67,973	—	—	772,792	—	—
Total tube radios	July	109,905	94,111	+ 16.78	1,254,111	717,913	+ 74.69
	7 Months	669,885	602,597	+ 11.17	6,615,785	5,343,642	+ 23.81
Television	July	95,337	59,471	+ 60.31	5,425,036	3,277,986	+ 65.50
	7 Months	531,471	314,050	+ 69.23	29,543,359	17,562,977	+ 68.21
Radio-phonos	July	17,553	6,241	+ 181.25	446,768	183,874	+ 142.98
	7 Months	106,91	45,814	+ 131.79	2,797,636	1,139,667	+ 145.48
Tape recorders	July	282,925	287,826	— 1.70	4,274,863	3,693,424	+ 15.65
	7 Months	1,477,155	1,696,207	— 12.91	21,336,483	20,012,417	+ 6.61
Transceivers	July	296,863	43,992	+ 574.81	2,417,575	601,913	+ 301.65
	7 Months	1,274,768	260,142	+ 390.03	11,195,038	3,361,587	+ 233.03

*Source: McGraw-Hill's Tokyo Bureau **Three or More Transistors ***Includes Transistor Car Radios

U.S. imports from Japan****

Transistor radios	July	725,148	810,647	— 10.55	5,607,749	6,367,784	— 11.94
	7 Months	4,608,958	4,344,264	+ 6.09	33,340,642	31,678,757	+ 5.25
Radios, other	July	124,766	120,966	+ 3.12	1,097,324	957,292	+ 14.63
	7 Months	784,573	705,889	+ 11.15	7,154,104	5,312,712	+ 34.66
Radio-phonos	July	11,650	6,977	+ 91.71	209,618	110,992	+ 88.86
	7 Months	73,814	30,647	+ 140.85	2,167,402	633,165	+ 242.31
Television	July	71,616	45,397	+ 57.75	4,022,466	2,721,311	+ 47.81
	7 Months	483,005	251,514	+ 92.04	26,647,292	13,695,297	+ 94.57
Tape recorders	July	180,364	214,343	— 15.85	3,288,438	2,809,949	+ 17.03
	7 Months	1,408,455	1,550,482	— 9.16	23,317,063	19,849,560	+ 17.47

U.S. imports from Hong Kong****

Transistor radios	July	226,764	131,503	+ 72.44	682,563	451,226	+ 51.27
	7 Months	1,560,723	649,021	+ 140.47	4,784,362	2,377,357	+ 101.25

U.S. imports from Okinawa****

Transistor radios	July	89,070	73,968	+ 20.42	255,336	289,772	+ 11.88
	7 Months	356,762	299,250	+ 19.22	1,153,708	1,101,857	+ 5.71

U.S. imports from Taiwan****

Transistor radios	July	40,780	40,016	+ 1.91	114,580	125,574	— 8.76
	7 Months	213,537	177,688	+ 20.18	553,417	547,983	+ .99

****Source: U.S. Customs

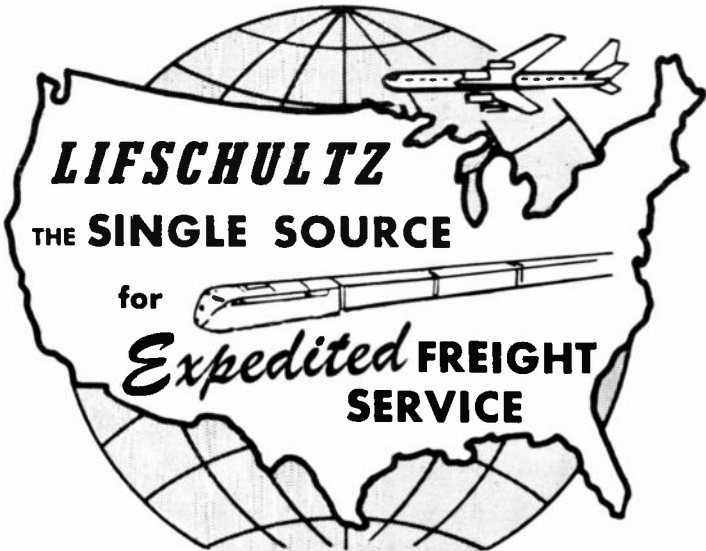


... me and my **MAGLINER** lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks ... eliminate double load handling ... make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning traction walkway assures safe, sure footing in rain, snow, sleet, etc. Flanking deck area is smooth for easy wheeling. Guard rails prevent truck run-offs. Load capacities to 1,500 lbs. Standard lengths, 7 to 16 ft.

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ON DELIVERY TRUCK RAMPS



Magline Inc., P.O. Box 2710, Pinconning, Mich.
Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



GENERAL OFFICE: 28 N. FRANKLIN ST., CHICAGO, ILLINOIS 60606

LIFSCHULTZ FAST FREIGHT Fastest between the Middle West and Both Coasts
ARROW-LIFSCHULTZ FREIGHT FORWARDERS FASTEST COAST-TO-COAST
TRANS-AIR SYSTEM Domestic and International Air Freight Forwarders
NEW YORK • CHICAGO • PHILADELPHIA • BOSTON • HOLYOKE • BALTIMORE • NEW HAVEN BLOOMFIELD, N. J. • PROVIDENCE • MILWAUKEE • LOS ANGELES • SAN FRANCISCO

Here are the power-packed autumn promotions to help you

Now that the final round of county fairs is winding up the summer season, and the autumn air is charged with town and country activities, utilities all over the nation have prepared a new set of promotions to help you sell your 1965 lines of major appliances. Designed to push the products that move best at this time of year, the promotions can help put cash in your pocket and new customers on your list. Look for the utility in your area and contact your local service representative for some good hints on merchandising health.

Arizona—gas dryers: present through Oct. 31. The Arizona Public Service Co., Phoenix, has something for everybody in its "Forget it! Buy her a Clothes Dryer" promotion. Any customer who buys a gas dryer from a "Reddy Recommended Dealer" gets two tickets to *My Fair Lady*. The salesman gets one free ticket for every dryer he sells; while the retailer gets a 40% co-op allowance for ads in newspapers, radio, and tv—plus backing from utility advertising in newspapers, radio, tv, billboards and direct mail. However, the retailer shares the cost of the tickets with distributors and the Arizona Public Service Co.

Connecticut—ranges, water heaters: present through Oct. 16. A repeat of Conn. Light and Power Co.'s 1964 campaign—the range-heater promotion—provides for home demonstrations, a 25% co-op allowance, concentrated advertising in newspapers, radio and direct mail, plus floor and window displays. Cash values for salesmen range from \$3 to \$6 in bonus money for each range sold or \$5 for each water heater. Special customer financing can be arranged.

Florida—refrigerator-freezers, freezers: present through September. You can cash-in on Miami-based Florida Power and Light Co.'s "Two-In-One" drive plus the Florida food dealer-sponsored "Frozen Food Buy-Time" promotion right now. FPL has booked heavy advertising time with a "see your dealer" sales message on radio, tv, and in buses. Free sales aids include folders, counter cards, and window displays, as well as home demonstrators and the use of FPL floor space and show windows. The "Buy Time" aids include window banners and point-of-sale materials.

Illinois—electric dryers: October through November. Mark this premium offer from the Central Illinois Public Service Co., Springfield, on your calendar. Every customer who buys a flameless electric dryer during October or November is entitled to a free electric blanket in pink, beige or blue—a \$27.95 value. You are entitled to a 33⅓% co-op allowance for newspaper and/or radio advertising. You also get a 16-page booklet and a sticker to tag your store Medallion home headquarters. Window banners, easel cards, and a clothes line and clothes pins with a "Waltz Through Washday" theme are additional material offered as part of the promotion.

Kentucky—electric dryer, ranges: present through Nov. 30. Every Kentucky Utilities Co. or Old Dominion Power Co. customer who buys an electric dryer from you will get a free, double-sized, antique gold electric blanket. Customers who install a range are entitled to a re-wiring allowance—\$35 for changing from 2-

wire to 3-wire service, and \$15 for switching from 3-wire to a permanent circuit. In addition, KU-ODP will run five dryer ads and three range ads in 95 newspapers throughout the area and will supply dealers with posters, office displays, and group demonstrations. An article promoting ranges and dryers will appear in the Sept.-Oct. issue of *Kentucky Utilities News and Old Dominion News*.

Maryland—flameless ranges, water heaters, dryers: present through November. For their "Flameless Electric Magic" promotion, Potomac Edi-

son, Hagerstown, has pulled a variety of sales aids out of the advertising hat: expanded newspaper advertising, free window banners, bumper signs promoting water heaters, "Waltz Through Washday" display kits, home demonstrators, dealer sales training schools, and a free installation offer. To get the customers into your store, Potomac Edison is sending out 380,000 direct mail flyers announcing an opportunity to win one of thirteen free dryers.

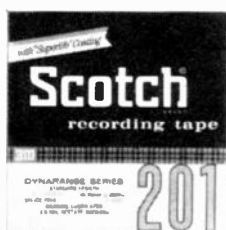
If you sell GE, Hotpoint, Kelvinator, Maytag, Montgomery Ward, Norge, Sears' Kenmore, Unico, West-

inghouse, or Frigidaire appliances, customers are invited to visit your store and compare their cards with your Master Magic display card. The cards that expose the red printed announcement, "You're a Winner," on the Master Magic card, win the dryer. The cards that expose the "You Have a Second Opportunity to Win a New Dryer" announcement can be collected by you and forwarded to Hagerstown, where a drawing will be held to determine the other dryer winners.

Sales incentive offers include: \$1 for each dryer or range sold, and a



If we've said "Dynarange" once, we'll



New SCOTCH® Brand "Dynarange" Series Recording Tape offers twice the music per foot. Lets your customers cut recording speed by half, yet retain full fidelity.

There, we've said it again. And beginning right now and continuing through the end of the year, we'll be telling your customers in consumer and hobbyist magazines, on network television and over FM radio. Individual ad impressions in magazines plus the

cumulative broadcast audience will total over 25 million.

The particulars: A 90-second commercial will appear on the October 3M-sponsored documentary, "The Teen-age Revolution," on ABC television. There will be a weekly FM radio program, "Stage 3," featuring Skitch Henderson, beginning in November in major markets across the country. Many of these FM commercials will actually *demonstrate* the excellence of "Dynarange" Tape at slow speed.

There will also be over 6,250,000 consumer magazine advertising impressions in *Sports Illustrated* and *The New Yorker*. And over 2,700,000 more impressions in leading audiophile fan magazines.

reap in a rich harvest of major appliance sales

sliding scale of \$1 each for the first five water heaters sold, \$1.50 for the second five, and \$2 each for all sales of more than ten water heaters. The top salesman in each division will be awarded a "Top Flameless Magic Salesman" plaque, and the four runners-up will receive "Outstanding Sales Accomplishment" certificates. All five top men and their wives will be wined and dined at an award dinner on December 6th.

Minnesota—electric dryer, washer-dryer: now through Nov. 15. Otter Tail Power Co., Fergus Falls, will give your customer a free Teflon-

coated Presto fry pan valued at \$25.95, when she buys an electric dryer or washer-dryer. To qualify, she must be an Otter Tail customer, and her new appliance must: be a new installation, replace a fuel dryer, supplement an existing electric dryer, or—if she buys the combination—replace a washer. The premium offer will be backed by ads on tv, radio, and in newspapers.

Mississippi—water heaters, dryers: Sept. 20 through Nov. 30. The Mississippi Power & Light Co., Jackson, will pay you a \$5 cash bonus for each flameless dryer or flameless water

heater you sell to an MP&L customer during "Waltz Through Washday." Your customers will get the trade-in offer of the year: a \$5 allowance toward the purchase of an electric dryer when they bring in their old clothes lines. And they get a chance to win valuable prizes simply by registering at your store. The grand prize is a washday package of washer, dryer, and water heater; the second prize is the dryer and water heater; and the third prize is a dryer. These promotions will be featured in newspapers, billboards, radio and tv. Your tie-in ads are in-

vited. MPL's Home Economists and Residential Salesmen will help you arrange store demonstrations, window and floor displays, and sales training classes for your staff.

New Jersey—ranges: continuing through Sept. 25. The Jersey Central Power & Light Co. and New Jersey Power & Light Co., Morristown, are offering your customers a free General Electric slicing knife with the purchase of an electric range. To double the premium appeal, the customer gets a coupon which she can send to GE and receive a stainless steel serving fork in the return mail. And you still have time to cash in on the bonus money offer. For each range you sell to a new user, JCP&L-NJP&L will pay you \$5; each replacement sale will earn you a \$2.50 bonus.

There's also a 25% co-op allowance, plus free banners, posters, and point-of-sale materials. During the promotion, JCP&L-NJP&L will run ads in 50 local newspapers.

New York—dehumidifiers: now through September 18th. You just have time to cash-in on the closing act of the Mineola-based Long Island Lighting Co.'s hot weather humidifier promotion.

Here's what the utility offers: a 50% advertising allowance; an 8-page booklet which explains the benefits of the dehumidifier for counter display; and a supply of "Manual Minder" hard cover file binders to offer customers as a premium for buying a dehumidifier. In addition, customers can register in your showroom for a drawing of three humidifiers to be given away each week of the campaign.

Tennessee—electric range: now through Sept. 30. You can still cash in on the Nashville Electric Service "Buy Your Wife an Electric Dishwasher" promotion. Direct mailings, newspaper advertising, radio spots, window displays and a \$15 installation allowance will help do your selling for you.

Texas—electric ranges: now through October. Central Power and Light Co., Corpus Christi, will help you sell flameless cooking with regional and national advertising as part of the industry-wide "Cooks Rings Around the Rest" promotion. The ads will stress CPL's \$15 cash coupon premium offer for the purchase of a 230v standard size range. To your salesmen CPL is offering a \$5 cash bonus for every electric range sold to a CPL customer using the \$15 cash coupon.

Texas - Louisiana—ranges: present through December. Southwestern Electric Power Co. is moving into phase two of its free-standing electric range promotion. If you signed a Sales Promotion Agreement and ran a qualifying 20-inch ad during July and August, you are now eligible for more co-op allowances during the last four months of the "Dealers' Choice" campaign. If you advertised the free standing range during July, you get one extra month of share cost. If you advertised during both July and August, you get two more months between now and the end of the year.

Also, ask your Southwestern sales representative for ad mats and information about the \$20 cash coupon offer for flameless ranges, dryers, and water heaters.



say it over 25,000,000 times...



Now that the word is out, be sure you're stocked up and ready with "Dynarange" Tape. Cash in on the free display and demonstration tape at left that lets your customers hear for themselves just how this new "Dynarange" Tape performs at slow speed.

Magnetic Products Division 3M COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO., ST. PAUL, MINN. 55119. ©1965, 3M CO.



Pocketvision: the one-inch tube from Westinghouse

Engineers at the Westinghouse Defense and Space Center developed this one-of-a-kind miniature tv set to demonstrate their expertise in adapting micro-miniature circuitry for use in military and space electronic equipment. This set—the Tom Thumb of tinyvision—measures 3½ inches in height and 4½ inches in length; its picture tube has a one-inch diameter. The set can be plugged into a wall outlet or can be operated off batteries.

INDUSTRY TRENDS

FLOOR CARE PRODUCTS

floor polishers

vacuum cleaners

HOME LAUNDRY

dryers, clothes, elec.

dryers, clothes, gas

washers, auto. & semi-auto.

wringer & spinner

OTHER MAJOR APPLIANCES

air conditioners, room

dehumidifiers

dishwashers, portable

dishwashers, under-counter, etc.

disposers, food waste

freezers, chest

freezers, upright

ranges, elec., free-standing

ranges, elec., built-in

ranges, gas, total

refrigerators

water heaters, elec. (storage)

water heaters, gas (storage)

CONSUMER ELECTRONICS

phonos, mfrs. ship., port.-table

distributor sales

phonos, mfrs. ship., console

distributor sales

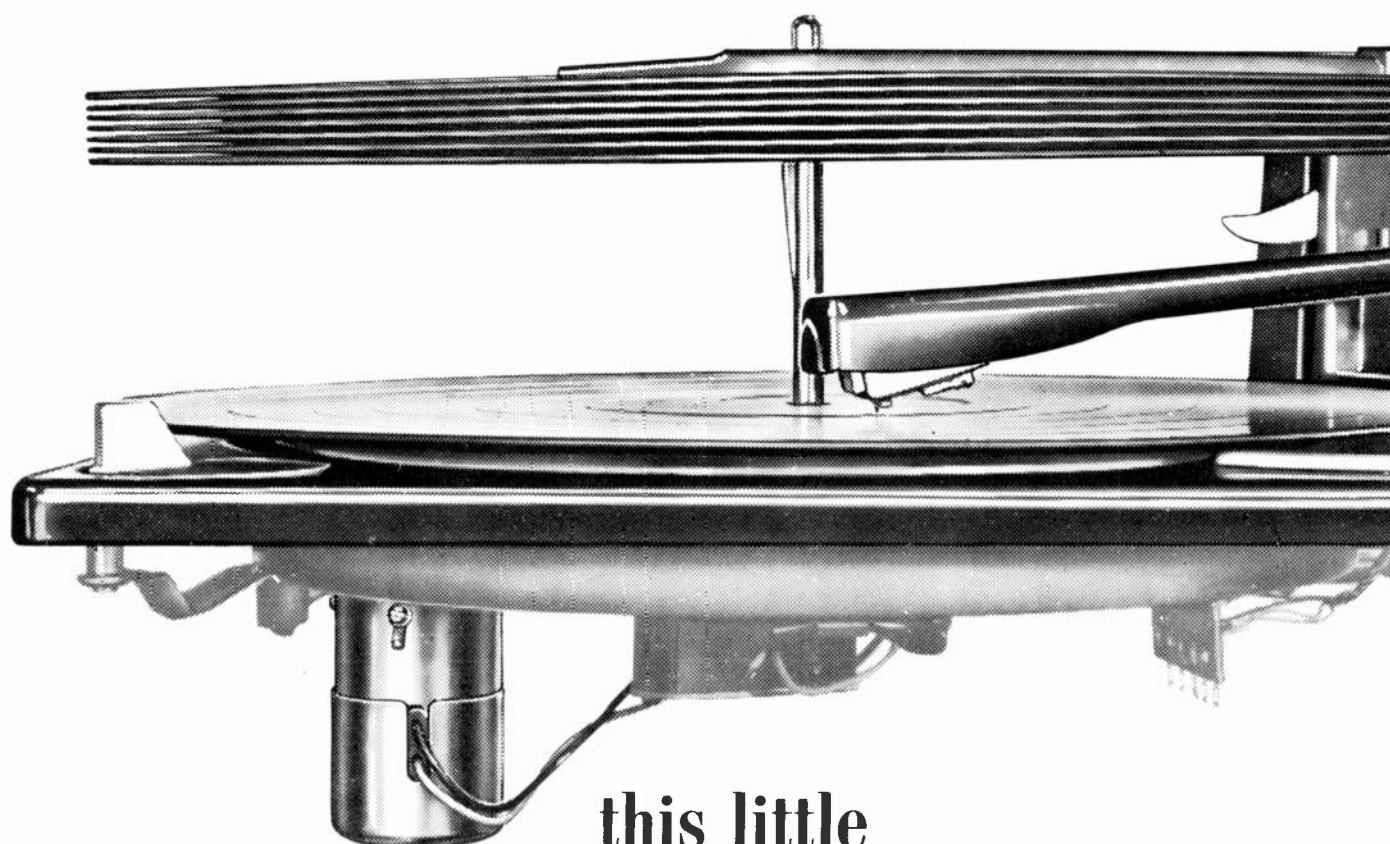
radio production (ex. auto)

distributor sales

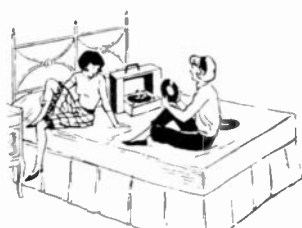
b&w television production

distributor sales

color television production



this little battery-powered* motor CREATES BIGGER CORDLESS-PORTABLE SALES FOR YOU!



There's tremendous profit in new cordless portable phonographs with automatic record changers! And BSR's new battery-powered 4-speed changers dominate this fast-growing market. They play everywhere...indoors and outdoors, with no trailing cords...dependably, trouble-free, completely care-free! Their secret: the exclusive new jam-proof BSR motor whose tiny governor insures precision speeds from flashlight battery power, for full fidelity performance! And the automatic shut-off adds hours to battery life. For more profits, insist on BSR in the new cordless phonographs you sell!

**works on AC too!*



dependable BSR



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

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

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

date	1965	1964	% change
July	66,958	70,077	- 4.45
7 Months	648,644	646,061	+ .40
July	329,170	294,877	+ 11.63
7 Months	2,723,308	2,461,949	+ 10.62
July	85,581	86,765	- 1.36
7 Months	570,103	504,687	+ 12.96
July	42,156	39,306	+ 7.25
7 Months	286,774	273,439	+ 4.88
July	311,756	298,259	+ 4.53
7 Months	2,053,978	1,924,564	+ 6.72
July	44,334	53,367	- 16.93
7 Months	339,207	377,437	- 10.13
July	172,600	251,800	- 31.45
7 Months	2,370,900	2,086,000	+ 13.66
July	22,300	32,700	- 31.80
7 Months	178,600	168,400	+ 6.06
July	19,000	15,300	+ 24.18
7 Months	191,700	152,100	+ 26.04
July	59,700	58,300	+ 2.40
7 Months	445,800	392,600	+ 13.55
July	115,600	102,000	+ 13.33
7 Months	743,600	725,300	+ 2.52
July	60,100	41,500	+ 44.82
7 Months	264,500	261,800	+ 1.03
July	77,200	69,100	+ 11.72
7 Months	398,100	402,900	- 1.19
July	87,700	78,200	+ 12.15
7 Months	713,200	653,000	+ 9.22
July	60,800	64,500	- 5.74
7 Months	446,000	468,500	- 4.80
July	155,500*	159,600	- 2.57
7 Months	1,229,800	1,230,500	- .06
July	439,100	444,300	- 1.17
7 Months	2,775,700	2,651,500	+ 4.68
July	85,700	73,500	+ 16.60
7 Months	622,300	579,800	+ 7.33
July	217,930	216,430	+ .69
7 Months	1,502,730	1,622,460	- 7.38
June	321,945	310,742	+ 3.61
6 Months	1,427,422	1,047,190	+ 36.31
June	214,292	217,171	- 1.33
6 Months	1,250,973	989,010	+ 26.49
June	171,253	153,027	+ 11.91
6 Months	687,538	656,819	+ 4.68
June	111,371	126,026	- 11.63
6 Months	610,988	658,335	- 7.19
Sept. 3	311,924	245,571	+ 27.02
35 Weeks	8,927,601	6,628,322	+ 34.69
June	1,020,575	868,247	+ 17.54
6 Months	5,112,766	4,019,448	+ 27.20
Sept. 3	169,743	148,512	+ 14.30
35 Weeks	5,191,983	5,034,020	+ 3.14
June	533,123	613,124	- 13.05
6 Months	3,386,935	3,443,073	- 1.63
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.

APPLIANCE-TV

Deskvision:
Philco's five-incher
styled for the future

A new way for the man of the future to ignore paperwork is one possible interpretation of this prototype developed by Philco: a desktop tv set about the size of a cigar box. The now-you-see-it, now-you-don't 5-inch screen rolls up for viewing, down for storage. Philco has other styling predictions for the future, too: a 3-inch-deep Slim Jim set to fit into the executive's briefcase. A flat picture tube will make such a set possible in the not-too-distant future.



Like, Man! Here They Are!



The 1966 LINE of BS&B POWER MOWERS!

They're coming on strong! And why not? They are the MOST in power mowers. With new styling, new features, tops in engineering with quality features that make them the finest power mower line in the industry.

□ See for yourself—BS&B Power Mowers

are quality from top to bottom. And now direct factory service makes possible a quality mower line priced for increased sales and profit. Yes, features, styling, performance and price make this the most desirable line available today.

See them all at the National Hardware Show—Sept. 20-24 at the New York Coliseum, 3rd Floor, Booth No. 872



BLACK, SIVALLS & BRYSON, Inc.
Power Mower Division
7500 E. 12th Street, Kansas City, Missouri 64126
National Sales Office and Factory
Phone 816-231-7200

Sunbeam shows its '66 line of products for all outdoors



Grass bag: now offered on electrics

Sunbeam's 1966 line of electric- and gas-powered lawn mowers sport six new features: redesigned decks on most models; increased motor power; an automatic cord-retraction reel on two electric models; a cutting-height selection dial on deluxe units; a grass bag for all electrics (this is standard equipment on deluxe models); and a new traction drive for two self-propelled, gas-powered, rotary mowers.

The new deck, constructed of die-cast aluminum, is a feature of all the rotary mowers except the gas-powered economy model and the twin-blade electrics. Coupled with the

new horizontal blade design, the deck uses suction—like a vacuum cleaner—to draw in 3,000 cu.ft. of air per minute. The new electric motor, which is rated at 2hp, is used on all single-blade rotary mowers.

The 12-model electric line includes 11 rotary mowers and one reel model: RE1600—a 16-inch, single-blade, loop-handle unit at \$49.95 full-margin retail price; RE1650—a 16-inch step-up version of model RE1600, with "dial-a-height" at \$59.95 fair-trade; RE1800—an 18-inch version of model RE1600 at \$69.95 fair-trade; RE18S—an 18-inch, twin-

blades unit with no suggested price; RE2100—a 20-inch version of the RE1600 at \$89.95 fair-trade.

In the middle of the line are: RE1000—an 18-inch unit with twin fold-back blades and with a wheel-height adjustment kit available, at \$94.95 fair-trade; RE1850—a deluxe version of model RE1800 with "T" handle, grass bag and "dial-a-height" at \$99.95 fair trade.

At the top of the line: RE2150—a deluxe version of RE2100, with "dial-a-height," grass bag, and "T" handle at \$109.95 fair-trade; RE2000—a deluxe 18-inch twin-blade rotary unit with folding "T" handle and grass bag at \$109.95 fair-trade; RE1875—a step-up version of model RE1850, with cord-retraction reel and 100-foot cord at \$129.95 fair-trade; RE2175—a deluxe version of model RE2150, with cord-retraction reel at \$139.95 fair-trade.

Sunbeam's 20-inch electric reel mower, model E800, has an enclosed power drive and wheel-height adjustment, and carries a fair-trade price of \$149.95.

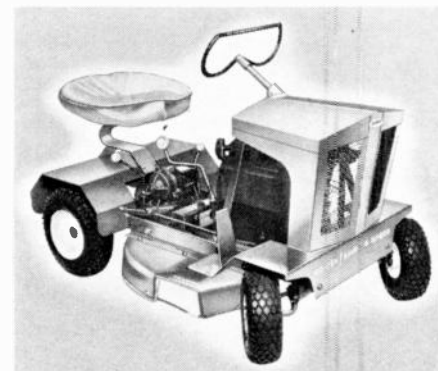
The 9-model gas-powered line includes 5 rotary mowers, two reel models, and two riders: model G950—a 20-inch 3hp unit with five cutting heights at \$64.95 full-margin retail; G4000—an 18-inch 3hp unit with "dial-a-height" and new deck design at \$89.95 fair-trade; G5000—a 20-inch version of model G4000 at \$99.95 fair-trade; G4500—an 18-inch 3hp self-propelled unit with new traction drive, new deck, "dial-a-height," and grass bag at \$119.95 fair-trade; G5500—a 20-inch version of model G4500 at \$139.95 fair-trade.

The two reel mowers have 2hp Briggs & Stratton engines with recoil starters, adjustable cutting heights. GR18, an 18-inch model, retails at \$99.95 fair-trade; GR20, a 20-inch model, retails at \$114.95 fair-trade.

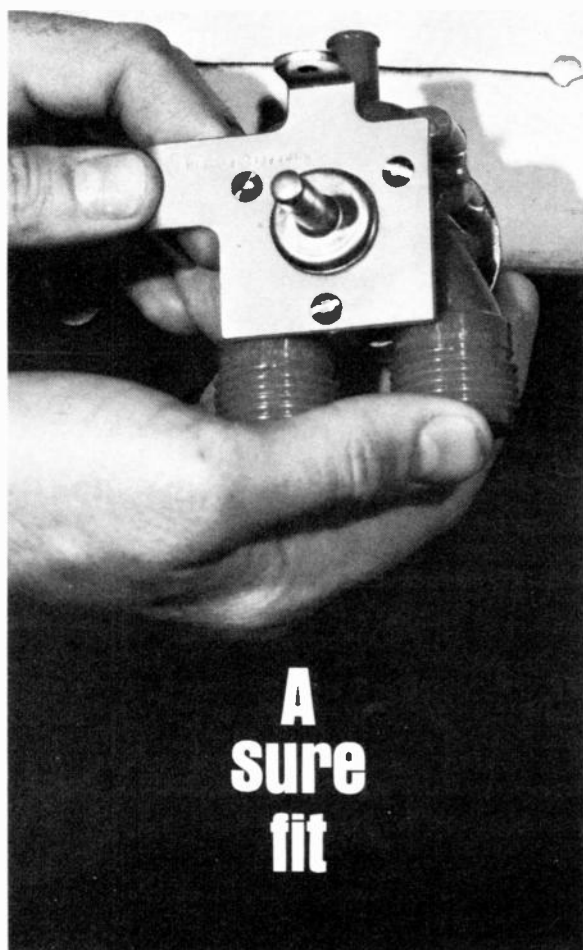
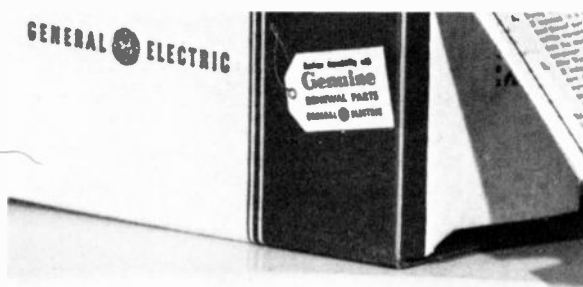
The two 25-inch rotary rider mowers: RR100—a 4hp unit with single-speed forward and reverse and cutting height adjustment at \$249.95 fair-trade; RR250—a 5hp deluxe version of model RR100 with two-speed forward and reverse at \$299.95 fair-trade.

Three new electric hedge trimmers feature 1/4hp motors, newly designed handles, built-in "hedge levelers," and a pruning saw; the saw is standard on the deluxe trimmer, optional on the other two units. Full-margin retail prices are: model HT100—under \$30; HT200—under \$35; HT300—under \$40.

Two new sprinklers are also being introduced: model K25 is an automatic traveling unit to retail under \$25; model IM is an "impulse-type" automatic revolving sprinkler to retail under \$9.



Rider mower: one of two 25-inchers



**A
sure
fit**

A precision fit and trouble-free operation are ways your service department saves time and money . . . avoids return trips and callbacks . . . keeps customers satisfied. And the proven way to save is with genuine renewal parts from General Electric. Can you afford to substitute?

Take an automatic-washer water valve, for instance. You could fidget and fiddle with a dozen or more substitute parts in repairing a water valve. But G.E.'s one-piece replacement water valve eliminates the fuss. It's designed to original high standards for fit and



**assured
operation**

long-term service. And that's profit in the pocket for you. All genuine General Electric renewal parts are built with care. Chances are you won't need the warranty. But it's there . . . our way of saying we're sure it will operate.

Don't substitute. Ask for genuine renewal parts from your General Electric parts distributor. 830-26A

**Only genuine G-E parts are
made to original specifications**

GENERAL  ELECTRIC



Teflon-coated skillet, \$21.80



New 10-cup perc, \$19.80 fair-trade

GE's master plan for Universal: build a dream program for buyers

General Electric Co. has unveiled the new Universal-by-GE electric housewares line, which—from a product standpoint—is anything but exciting. From a marketing point of view, however, it is a whopper—combining fair-trade, consignment selling, and limited franchising into one big price-protection program.

GE, in addition to promising retailers an average 26% markup, also is throwing in a year-end bonus—dubbed the “Earned Operating Incentive”—which will come to 1% of the total dealer cost of all Universal-by-GE merchandise sold by the retailer during the year. This bonus feature, in itself, could bring on a marketing revolution in the housewares industry.

GE previewed the direct-sell price-protected line and its marketing program to chain and syndicate buyers in New York City last week, confirming earlier trade reports (MW, 6 Sep., p.25).

The new line is 17 items long: three coffeemakers—with GE retaining the Coffeemaster name in an area of Universal product strength; six irons—in an area where GE adds its own product strength to the Universal name; two toasters; an electric slicing knife; a revamped cordless toothbrush; a can opener; a hand mixer; a Teflon-coated high-dome skillet; and a waffle-sandwich grill.

There are no hair dryers—one of Universal's product strengths—in the new line at present. But this is mainly because GE still has Universal hair dryer inventory—produced by Landers, Frary & Clark before GE's purchase of that firm's assets earlier this year—which it wants to close out first through the new Universal franchised retailers.

GE rushed out the new line in order to cash in on the Christmas selling season; major revisions of the Universal-by-GE line are planned for next May.

The new line is a big-store line—franchising will be limited to some 250 key retail accounts across the country; GE will not court smaller independent retailers, who form an important basis of support for many price-protected lines in the electric housewares field. GE will ship the line directly to retail accounts from

nine warehouse locations across the country, promising two-day delivery in most marketing areas.

Other marketing features are: a 30-day over-the-counter replacement program; a co-op merchandising program based on 5% of monthly sales; a basic stock allotment tailored to each retail account based on inventory and sales requirements (no cherry-picking will be permitted; franchised retailers must carry the entire line); product “specials” that will be dropped in from time to time, carrying “open” list prices; and a special introductory co-op program.

Fair-trade pricing on the line: UP-1 5-cup coffeemaker, \$13.80; UP-3 10-cup coffeemaker, \$15.80; UP-5 10-cup coffeemaker with flavor selector, \$19.80; UT-4 four-slice toaster, \$19.80; UT-2 two-slice toaster, \$13.80; UB-1 cordless rechargeable toothbrush, \$15.80; US-2 Teflon-coated buffet skillet, \$21.80; UK-1 slicing knife, \$14.80; UG-1 waffle and sandwich grill, \$18.80; UC-1 automatic can opener, \$11.80; UM-1 portable 3-speed mixer, \$10.80; UI-16T travel steam iron, \$10.80; UI-20 automatic dry iron, \$8.80; UI-21 standard-size steam iron, \$10.80; UI-21W standard steam iron with white handle, \$11.80; UI-22 spray-steam iron, \$14.80; and UI-22W spray-steam iron with handle, \$15.80.

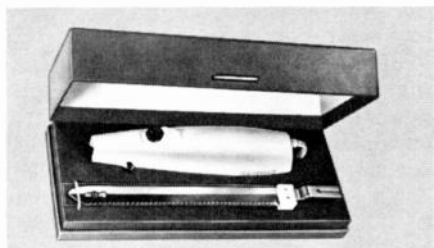
GE has used one-upmanship in the Universal-by-GE marketing program. Clearly, GE was concerned about the inroads Sunbeam has made with its consigned Vista line, Westinghouse with its franchised Royal Lady line, and Proctor-Silex with its fair-traded Citation line. To meet the competition, GE put them all together in one program—consignment, fair-trade, and franchising—then added direct-sell for good measure. Consignment, in itself, would have been enough to control pricing.

Pricing on GE's line is competitive with other price-protected lines. But, in addition, there is the bonus paid at the end of the year. This is not a new technique; Regina, among others, offers similar incentive programs. But with GE, the leader, going to the bonus technique, some of GE's competitors may be forced to follow suit. It could mean a bonus boom.

—Ed Dubbs



Spray-steam iron UI-22, \$14.80



Electric slicing knife, \$14.80

□□□□ **The big rush into electric mowers** will not come until next fall's National Hardware Show, when several additional manufacturers are expected to jump in with electric lines. Practically every power mower producer—and some outside the field—concede they are looking into the electric mower market.

Black & Decker, long-rumored to be on the verge of entering the electric mower field, reports: “There is nothing in the engineering phase of operation to confirm Black & Decker's immediate entry in the lawn mower market.” Despite the denials, trade sources will not be a bit surprised next year if GE is not the sole manufacturer in the test-marketing stage of the electric mower business.

Meanwhile, manufacturers of gasoline-powered engines—especially Briggs & Stratton and Clinton—are not expected to sit idly by while Sunbeam and GE stir up interest in electric mowers. Look for those producers to put increased consumer-directed promotional support behind gasoline-powered mowers. Sunbeam, in turn, reportedly will seek to pry loose some promotional dollars for electric mowers from the nation's electric utilities.

Meanwhile, Jacobsen Manufacturing Co. last week announced a program designed to win itself a bigger share of the growing lawn and garden tractor market. Jacobsen will manufacture 8 and 10hp tractors and attachments to be marketed by Ford Tractor Div. of Ford Motor Co. For 1966, Jacobsen has added four new tractors to its own Chief line.

□□□□ **GE is loaded with fourth-quarter deals:** (1) limited-quantity specials on its C-177 swivel-top vac, FP-95 floor polisher, and T-102S toaster; (2) two consumer premium offers: free Nappy Baby-Needs Bag with purchase of GE baby dish (Nov. 1-Dec. 11) and free *Rudolph, the Red-Nosed Reindeer* record with purchase of any GE housewares product in December; (3) a \$2 consumer refund on any GE portable heater (Nov. 1-Dec. 31); (4) a Mystery Time sweepstakes for retailers handling GE's clock line; (5) limited-time price reductions on 10 blankets in the Southport and Cambridge lines (Dec. 27-Jan. 31); and (6) a retail salesclerk ownership program on blankets.

GE also is dropping in a new Teflon-coated Dutch skillet, model C-129T, at a suggested retail price of \$32.98 (and a minimum co-op price of \$27.80); the skillet is a Teflon-coated version of one introduced earlier this year. GE's phonograph record offer will be built around its repeat of the full-color *Rudolph* tv program shown last Christmas; the repeat runs Dec. 5 on NBC-TV.

□□□□ **Fall promotional support:** Wear-Ever will use national magazines and local Sunday supplements to promote its Mix 'n Match cookware lines; these lines offer consumers a chance to design their own sets with matching covers and pans of either Teflon-coated aluminum or Duranel (stainless steel/aluminum); Westclox will use consumer magazine ads, and tv and radio spots for its Gift of Time promotion (MW, 23 Aug., p.3); Eureka is offering consumers a four-color world globe valued at \$11.95 for \$1.99 with the purchase of a vac.

□□□□ **A beefed-up metal cookware association** is meeting in Wisconsin this morning. Stronger than a year ago by nine manufacturer-members, the 21-member Metal Cookware Manufacturers Assn. (MCMA) has a full agenda for this week's annual conference in Delavan, Wis. (MW, 13 Sep., p.3). Number one topic—other than the usual Teflon talk—will be the association's new consolidated look.

Dominated in the past by the aluminum crowd, the MCMA now sees a slight shift in the balance of power; of its nine new members this year, several are manufacturers of stainless-steel cookware. And MCMA president, Buford E. Hiles expects at least three more new members before the year is out. A look at the cookware industry gives one good reason for the change; stainless steel manufacturers—such as Ekco and Revere—are moving into the aluminum market; other companies, such as Regal, long have used both metals.

The addition of more member-companies to the rolls makes the association "more meaningful," says president Hiles. Eventually, he adds, the organization hopes to take a more active promotional role in the cookware industry. And with more reporting members, MCMA statistics will have more validity.

□□□□ **Where discounters and independents meet:** at Leeds-Fox Inc., the Garfield, N.J., distributor that is cutting out a bigger share of the wholesale business in the New York City area. Leeds-Fox ventured into Manhattan last week to hold its first hotel show, which attracted some 600 retailers—and a strange mixture it was: many of the biggest names in mass merchandising in the New York area plus a host of independent retailers. Leeds-Fox began its rise to fame through its close ties with the Two Guys (Vornado) chain, but it now also counts many of Two Guys' top volume competitors among its accounts. At the same time, the independents have been lured to Leeds-Fox—with many of them handling the price-protected Vornado electric housewares line. The independents are selling the Vornado line at the same prices—and good mark-ups—as Two Guys, which looks upon Vornado as its private-label line.

□□□□ **Macy's is featuring bamboo for the bath** as part of its Imports 65 promotion, which is now under way in New York City. Actually the accessories are made of metal that is shaped to look like bamboo and is antique-finished. The line includes a wall-mounted glass-top vanity, a wall mirror, a towel stand, and a stool. Retail prices range from \$40 to \$60. Imported from Spain, the line is being shown in Macy's ninth-floor furniture department in its Herald Square store; Macy's generally confines its bathroom accessories to its bath shop in its Housewares Basement.

□□□□ **The trend to wagons in barbecues** picks up additional support from the Structo Div. of King-Seely Thermos Co., of Freeport, Ill. Structo is featuring eight types of wagons in its 44-model line for 1966. Besides the bowl-type braziers, the line also includes a fireplace grill, picnic grills, and folding grills. Most barbecue makers, including Tonka Firebowl (MW, 2 Aug., p.15) have enlarged their wagon assortments for next spring.

Sunbeam looks outdoors and sees wide open spaces for new products

Sunbeam Corp.'s outdoor products division will "flood the market" with new products within the next four years. But the deluge—which was forecast by William J. Burke, the division's general manager—will not begin before next year's National Hardware Show at the earliest. Burke's long-range prediction came during an interview in New York City, as he prepared for the opening of the National Hardware Show.

The division's immediate goal, as outlined by Burke, is broader retail coverage. Burke has set the sights high for the growing division he guides; the goal: 20,000 retailers carrying Sunbeam's garden goods line—even before the new product flood comes. Sunbeam now counts some 8,000 retail accounts; its main strength lies with department stores.

Department stores now account for at least 50% of all power mower sales in the nation, Burke pointed out, and he feels certain that mass merchandisers and appliance-tv retailers can gain a bigger share of the garden goods market.

The division's plan to diversify will not be limited to lawn and garden goods, Burke stressed. The new products could be developed to serve in the general maintenance of home exteriors or automobiles. Burke singled out barbecues as a product area where his outdoor division could strengthen Sunbeam's reputation in the food preparation field. Low-voltage outdoor lighting appears to be another product category of bright promise, Burke indicated. At this time, however, he added, Sunbeam does not have any new outdoor products close to the marketing stage or even in the test-marketing stage.

The growing interest in outdoors is not limited to Sunbeam, of course. Bissell, through acquisitions, has expanded from floor care into the barbecue and manual snow removal markets. Trade sources would not be surprised even if Bissell eventually began marketing power mowers. Black & Decker, too, is known to have been considering the electric mower business for some time, and Regina Corp. has indicated that its interpretation of home care is not limited to the indoors. General Electric's test-marketing of two electric mowers also is viewed as a prelude to a major bid that firm will make in the outdoor products market.

The over-all drive at Sunbeam is currently aimed at cementing the firm's position in the electric mower market to meet the increased competition it expects—not only from other firms already in the power mower business, but also from the current leaders in the garden goods market. At the same time, Sunbeam is bidding for a bigger share of the gas-powered mower volume—and some of Toro's business.

Sunbeam is "strongly encouraging" its retailers to add its gas-powered mower line, which has been expanded greatly for the 1966 season. Many of Sunbeam's department store accounts traditionally have been key outlets for the Toro gas-powered mower line. In fact, the basic merchandise mix in many de-

partment stores shapes up like this: private-label gas mowers on the promotional level; Toro gas mowers at the high end; and Sunbeam mowers for electrics. In the past, Burke conceded, Sunbeam has virtually forfeited any claim to the gas-powered market. Sunbeam's heart, of course, belongs to the electric mower. Burke predicts that electrics will account eventually for about 70% of the power mower business. Besides its addition of fair-trade as a marketing weapon for both gas- and electric-powered mowers (MW, 6 Sep., p.25), Sunbeam has developed a strong marketing program for its electric line.

Sunbeam will spend \$1 million for television advertising to promote its electric mowers. (A number of buyers credit Sunbeam's use of television last fall for its greatly increased share of the snow thrower business.) At present, promotion of Sunbeam's gas-powered line is being limited to a cooperative newspaper ad program, although, Burke reports, some television support may be added.

Sunbeam will play up power in its electric mower campaign. Burke said he believes the consumer is looking for a power mower that will carry out quickly the unpopular task of lawn-mowing. The emphasis on power is a lightweight machine, Burke pointed out. Sunbeam also will stress that its electric mowers provide more power than a 3hp gas engine.

Sunbeam's symbol for power and speed in electric mowers is the theme, "Turn a Lion Loose on Your Lawn." The lion will be featured in advertising and in Sunbeam's in-store promotional material.

"We're buying every lion cub we can get our hands on," Burke said, pointing out that the cubs will be available to retailers for promotional purposes. Retailers will be encouraged to run contests around the playful cubs: for example, a name-the-lion contest. The cubs will be awarded as prizes; most, Sunbeam suspects, will be donated to local zoos.

Sunbeam is also offering a mower trade-in program for the first time this year, with three restrictions on retailers: (1) the trade-in mower must be seen by the retailer before an offer can be made; (2) the retailer's trade-in offer must not exceed the Power Mower Blue Book value; and (3) the retailer must take the mower in trade.

For a review of Sunbeam's 1966 line of outdoor products, see p.36.



Sunbeam's theme: a lion on the lawn

Penney's plays with prices in 1965 fall-winter catalog

The excise-tax cuts have made their mark in Penney's new catalog for fall and winter. In the consumer electronic sections of the book, savings from \$2 to \$20 can be found. A rundown on Penney's prices follows.

Television—The company's 11-inch Penncrest portable, which first appeared in the 1965 spring catalog at \$88, now appears at a low \$84. A new 12-inch Penncrest portable sells for \$94. Stepping up in size, a 16-inch portable tv set with front-firing speaker and up-front controls is \$104—a full \$10.95 lower than last year. Penney's 19-inch portables start at \$129.95 for a set with a gray or black plastic cabinet. At \$139.50 is a set with "instant sound and picture." At \$144.50, Penney's offers a 19-inch portable with walnut-grained plastic cabinet and transistorized automatic gain control. At the top of the portable line is a 19-incher with an automatic timer—"set it up to the three hours, tv goes off by itself"—for \$154.50.

A 23-inch b&w console in either Danish Modern or Early American styling lists for \$179. A 23-inch low-boy console in walnut, cherry, or maple veneers sells for \$209.50. The company's single entertainment center with 23-inch b&w tv receiver, 4-speed stereo phono, and AM-FM/FM stereo radio is listed in the new catalog for \$358. A comparable model in last year's fall-winter catalog went for \$377.

Phonographs—Penney's shows three portable monaural phonos in the new catalog, as compared with two models last year. The leader model, a 9-lb. manual machine, is \$17.95. Another manual 4-speed portable goes for \$22.95. At the top of the monaural line is an automatic 4-speed set for \$36.95.

In stereo portables, Penney's has a transistorized suitcase-styled set with detachable speakers for \$74.95. This unit listed for \$79.95 last year. A transistorized stereo set with drop-down turntable and detachable speakers goes for \$62.95. A three-component stereo system, which folds up for carrying, appears in the catalog for \$129.95; this is a transistorized unit, and it comes in walnut veneer cases.

At the low end of the stereo console line, Penney's has a four-speaker radio-phono combination for \$144.95—\$10 less than last year. A slim-cabinet Danish Modern console, which may be wall-mounted, dropped \$5 in price this year to sell for \$189.95. A four-speaker console phonograph with FM-stereo radio also lists for \$189.95. This unit comes in either Danish Modern or Early American styling. Reduced \$20 is a top-of-the-line six-speaker console; Penney's price this year is \$259.95.

Tape recorders—Penney's tape recorder line opens at \$11.50 for a battery-operated dual-track unit. The same lightweight model was \$14.95 in last year's book. A \$27.50 portable unit has dual-track recording and push-button operation. At \$49.50—\$10 less than last year—Penney's has a capstan-drive 3-speed recorder. Top-of-the-line model in the catalog is a 4-speed, solid-state, portable recorder for \$87.95.

Radios—A 6-transistor pocket portable that appeared in last year's catalog for \$9.50 lists for a low

\$7.50 in the new book. This price includes a leather carrying case, an earphone, and a battery. An 8-transistor pocket-size portable radio dropped \$2 in price to sell for \$11.50 this year. A 7-transistor table-sized portable radio sells for \$17.50 in the new catalog.

An 8-transistor AM-FM portable that sold for \$24.50 last year now goes for \$22.50. And a 10-transistor AM-FM portable is priced at \$27.50—a full \$7 less than last year's fall-winter catalog.

Penney's shows two shortwave radios in the new catalog: a 12-transistor, 3-band portable sells for

\$44.50; a 15-transistor, 5-band portable is priced at \$69.50.

In clock-radios, Penney's opens its Penncrest line at \$17.50—\$1 lower than a year ago. The next step up in the clock-radio line is to \$22.50, for a model that sold at \$24.50 last year. A slim-cabinet transistorized clock-radio sells for the same price as last year, \$29.50. For \$36.50, Penney's has an AM-FM clock-radio with "repeat-a-call" alarm. This same model appeared for \$39.50 in the 1964 catalog. At the top of the clock-radio line is an AM-FM model

in a vinyl-clad walnut-grain cabinet for \$46—a drop of \$3.50 from last year's price.

Two table model AM radios appear in the catalog for \$11.50 and \$18.95. A transistorized AM table model dropped \$2 in price and now sells for \$22.50. In AM-FM table models, Penney's has a budget-priced model for \$27.50 and a maple veneer wood-cabinet model for \$46.

An FM multiplex radio with two 5-inch speakers is \$69.50. And for \$99, Penney's has a 26-transistor AM-FM/FM-stereo radio with two 6-inch detachable speakers.

Arvin PORTABLE ELECTRIC HUMIDIFIERS style setters • sales getters

TOP QUALITY AND SMART STYLING
TO HELP YOU GET MORE
HOME COMFORT PROFITS!



ARVIN DELUXE AUTOMATIC HUMIDIFIER

in rich WALNUT-GRAINED cabinet

10-gal. tank with extra heavy formed plastic liner to resist rust and corrosion • Humidifies area of 9,000 to 10,000 cu. ft. • Automatic humidistat control • Two speeds for high (240 cfm) and low (120 cfm) operation • Quietest operation ever because of plastic-frame mounted pad and drive mechanism, improved fan blade and reduced motor speed • Water level indicator gauge • Unit turns off automatically when empty • Easy, spill-proof filling • Casters for easy mobility • Rich walnut-grained vinyl-clad cabinet.

Model 44H36, sugg. retail **\$79.95**

ARVIN STANDARD HUMIDIFIER

Model 43H28, sugg. retail **\$59.95**

ARVIN FLOAT KIT—refills tank automatically when hooked up to water supply. Fits Models 44H36 and 43H28.

Model 43H31, sugg. retail **\$7.95**

NEW ARVIN COMPACT AUTOMATIC HUMIDIFIER handles individual rooms

Automatic humidistat • Water level indicator • Humidifies area of 300 to 1,000 sq. ft. • Evaporates 4½ gallons of water in 24 hours • 3 gallon capacity water tank • Removable foam vaporizer pad facilitates cleaning • Decorator styled cabinet in Neutral Beige and White baked-on enamel.

Model 56H12, sugg. retail **\$39.95**

Model 36J10, Brass plated stand on casters.
sugg. retail **\$4.95**



Visit these permanent show spaces:

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New York, 230 Fifth Ave.—612

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Investments: some unfamiliar possibilities

There are other ways to make money—as some readers must know—than marketing appliances. There is a whole world of investments and money making money. And while it may be unrealistic to think an appliance retailer might have some extra cash, let us assume for a moment that you *do* have something extra and would like to invest it. Where should you put it?

Into stocks? Bonds? Real estate? These are the overwhelmingly popular forms of investment, but perhaps there are other investment types that may suit you better.

For example, real estate is a fine vehicle for funds, *if* you want to invest on a relatively long-term basis. Aside from straight out-and-out speculation, there are few short-term investment possibilities in real estate. (For a notable exception—mortgage funds—see below.)

(Incidentally, there is a large difference between investment and speculation. While it is certainly possible to make a quick killing in stocks or real estate, the killing is usually the result of luck. To date, no one has learned how to control this factor. In the vast majority of cases, stocks bought for a two or three-week period will not make money, and will actually cost a few dollars. If, by the way, you happen to get some *true* inside information, make the most of it.)

Why aren't other types of investments known better? There is no conspiracy to suppress the information. Rather, there are several reasons why most people think of stocks, bonds, and real estate as synonyms for investment. Here is why:

Stocks can be traded easily. Even though real estate accounts for over 50% more dollars invested than industrial stocks and bonds combined, most investors would swear the reverse was true. Why? Because stocks and bonds can be traded easily and conveniently in any part of the country on recognized exchanges. Since there are no such national exchanges for real estate, more investors are familiar with stocks than with real estate. For the same reason, most other investment forms are often ignored by both investors and investment counsellors. Unless one specifically seeks out information on one of these "unknown" investments, he would not come across it in his daily business.

Many counsellors do not know as much about other investment opportunities as they know about stocks and bonds and real estate. The lack of an active exchange helps deter bankers, brokers, lawyers, and accountants, just as it does the ordinary investor. Advisors do not actively search for information on these possibilities because clients don't ask them to; clients don't ask them because advisors don't suggest them, and around it goes.

More knowledge is needed for other investments than for stocks and real estate. Investment counsellors usually are on firm ground when they advise most of their clients about stocks and bonds. Because other types of investment demand far more attention and knowledge in buying, holding, and selling than do stocks or real estate, some advisors do not give them the attention they might.

Unfortunately, the successful busi-

nessman has less and less free time as he grows more and more successful. But within the limits of your time and available money, you might look at the following solutions to particular problems.

POSSIBILITIES TO CONSIDER

Short or medium-term debentures. A debenture is simply an acknowledgment of a debt. Unlike a mortgage bond, which is secured by a first or second mortgage on some specific real property, debentures are based on the general credit of the issuer.

Short-term debentures are usually for one- or two-year terms; medium-length debentures for three to five year terms. While each issuer has his own particular restrictions, debentures are often issued for amounts greater than \$500, with an upper limit of \$25,000 or \$50,000. (Larger amounts can sometimes be invested, but they are subject to individual negotiation with the issuer.)

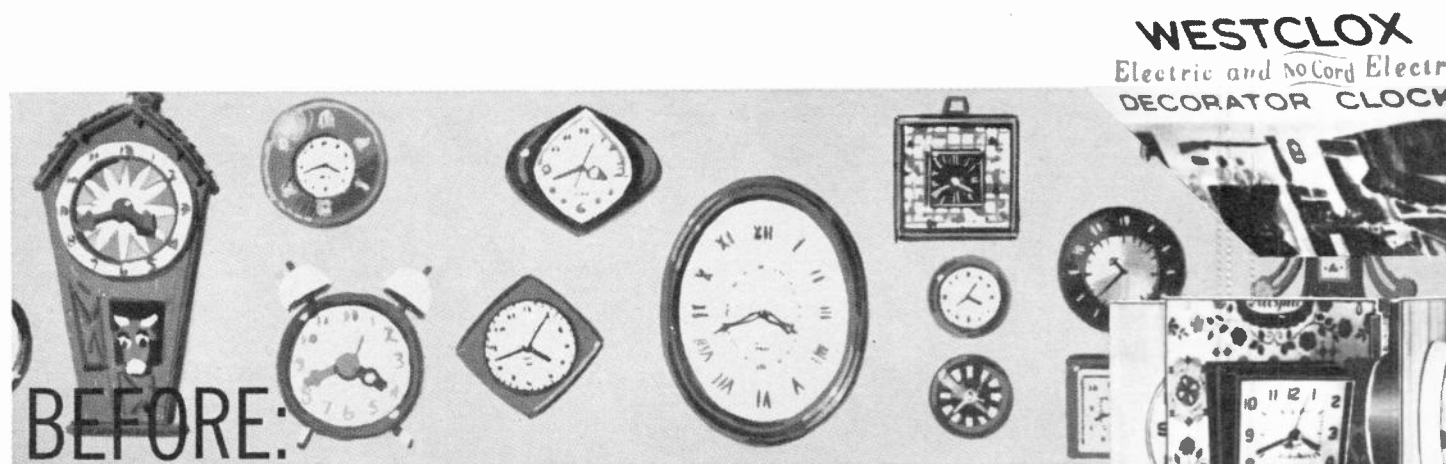
Interest rates paid on debentures are ordinarily 1% to 1½% higher than the rates paid on commercial bank savings accounts. They are an excellent investment medium for

those who have a fairly large amount of investment capital, who wish to invest it at a fairly good interest rate, and who do not want to give the investment constant attention.

Short- and medium-term debentures are issued by corporations, trust companies, and other institutions. If you are considering debentures, see an investment banker, the corporate trust department of a commercial bank, or an independent trust company. These should be able to tell what is locally available.

Short-term notes. The major difference between short-term notes and debentures is that the notes are usually secured, although some corporations issue unsecured notes.

Short-term secured notes can be



You'd need 58 square feet of wall space to display 32 clocks!

NOW! YOU CAN DISPLAY 32 CLOCKS IN 9 SQ. FEET! INCREASE YOUR SALES WITH NEW WESTCLOX **Money Tree!**

The biggest advertiser in the clock industry now matches its famous product leadership with merchandising know-how.

Here's the new, permanent Westclox Money Tree merchandiser that **really sells 32 wall clocks in just a three-foot square of space!** All clocks are mounted on attractive, decorator panels that rotate around the center pole. Customers can actually see how the clocks will look on their walls.

You can increase your sales volume and profit per sq. ft. by showing this wide assortment of Westclox wall clocks. You can stimulate impulse buying right now!

Here's a quick way to pick off your fair share of **\$160 million yearly clock sales!**

You get FREE GOODS to offset the cost of your Money Tree display. You make a full profit on all merchandise you buy when you order this new Westclox assortment.
Assortment No. 29035. Consists of 32 decorator No-Cord, electric and lighted dial wall models plus 2 free clocks.

WESTCLOX
Electric and No Cord Electric
DECORATOR CLOCKS



Ordinarily, short-term notes—also called “certificates”—earn 2% or 3% more than a bank savings account. To buy, watch the financial

Investment type	Minimum investment	Relative liquidity	Return above bank savings	Relative safety
Short- or medium-term debentures	M	G	1% to 2%	G
Short-term notes	M	G	1% to 3%	G
Short-term mortgage funds	M to H	F	2% to 6%	G
First mortgage bonds	M to H	F	1% to 4%	G
Term deposits	L	E	1% to 3%	G to E
First or second mortgage loans	M to H	F	3% to 12%	F to G
Commercial paper	H	E	0% to 1%	G to E
Participating insurance policies	L	E	Same	E

Short-term notes can also be unsecured. This does not necessarily

mean they are any less secure than the secured notes, for the issuer may be strong enough financially to issue notes against his general credit.

Term deposits. Earnings here can range from one-and-a-half to two times bank deposit rates. Usually, the borrower asks you to lend him money for a specified term—90, 180, 270, 365 days—and while the money can be withdrawn before these dates, the interest rate drops if the money

41

Investments *continued from p.41*

is left in for less than the full term.

Term deposits are ordinarily like debentures: they are issued on the general credit of the borrower, and it is up to the investor to make sure the borrower is financially able.

Deposits can also be made with trust companies—at about 1% higher than bank rates—and with commercial banks, although bankers like to call them demand deposits; that is, you can reclaim them on demand. Otherwise, they are very similar to term deposits.

Term deposits are an ideal vehicle for funds which you have available

for just several months, and although the 1% or so more you receive than you would from a bank does not sound like much, it is surprising how it can add up over time.

First or second mortgage loans to individuals. This investment category is getting close to straight real estate investment, but there is sufficient opportunity here to make it worth your while to treat it separately.

The big attraction in loaning money to individuals is that the interest rate can be from two to four or five times as great as that which you would get from a banker. Nat-

urally, these magnificent returns also can mean magnificent problems, but this does not *have* to be the case.

Your loan will be backed by a property mortgage. A first mortgage is safer than a second mortgage; however, it earns 3% to 5% less than a second does.

You can find borrowers through the classified columns of your local newspaper ("Money Wanted to Borrow"), from real estate brokers, lawyers, and occasionally trust and bank officials.

More than any other, this category calls for a working knowledge beyond that possessed by the ordinary layman. If you are knowledgeable however, the rewards can be spectacular—without relying on specula-

tion; these are returns that can be realized through sound *investment*.

Commercial paper. These are simply single-name promissory notes payable to the order of the borrower. The borrower sells the notes to investors at a discount, and, on the due date, pays off the face amount.

The primary types of commercial paper are demand (the borrower must pay up when you demand), 30 days, 60 days, and 90 days, and the interest rates increase slightly as the term lengthens.

Somewhat surprisingly, the interest rate for commercial paper can vary as much as 50% or 60% within one year. Generally, however, you should expect to get the same to 1% more than from money in the bank. Why buy commercial paper if it does not pay better than a bank account?

There are still many banks that do not pay interest on a monthly basis. Unless you leave your money on deposit for a longer period, it will not be earning what you think it is. Also, commercial paper offers a convenient method to invest a round lump sum (usually several thousands of dollars) easily at one time.

Commercial paper today is actually a minor investment opportunity, and only when rates exceed commercial bank rates should you consider it.

Participating insurance policies. When you purchase a participating policy you are investing in the issuing company. Dividends, if any, will be credited to your account. This is a convenient way to build a savings fund, but the interest actually earned is usually no greater—and is sometimes less—than one could earn in a bank savings account. The big attraction is that one can amass earnings painlessly over a period of years.

POINTS TO WATCH

Get the prospectus in writing. Never—*never*—rely on a salesman's words, no matter how honest his face. With something in writing, you have some protection. But even so, do not rely solely on the printed word. If the company is not reliable, its impressive prospectus may be as worthless as yesterday's newspaper.

Get the opinion of an expert; sometimes this will be your lawyer, your accountant, or your banker. Other times, you will have to rely on what less-familiar experts say. The main thing, though, is to get at least one other person's opinion; you may be blinded by all the glittering possibilities you see ahead.

Check the company carefully if it's not well-known to you. You should get a credit rating on it—from your banker or a national rating service like Dun and Bradstreet—and also check the local Better Business Bureau to see if there are any complaints against it. Government regulatory bodies also may have information which is pertinent. It is easy to be misled by expensive brochures and glib salesmen; both are often used by firms that change names and office addresses faster than a woman changes hats.

Finally, remember these investments take more supervision than stocks. This applies to buying, holding, and selling. When you buy American Tel & Tel you can, within reason, forget your investment from one day to the next. But, with the above types of investment, you will be richly rewarded if you keep watch on what's happening.

—Andrew Johns and Wallis E. Wood



This is the control
...that sells the sizzle
...that sells the steak
...that sells the range



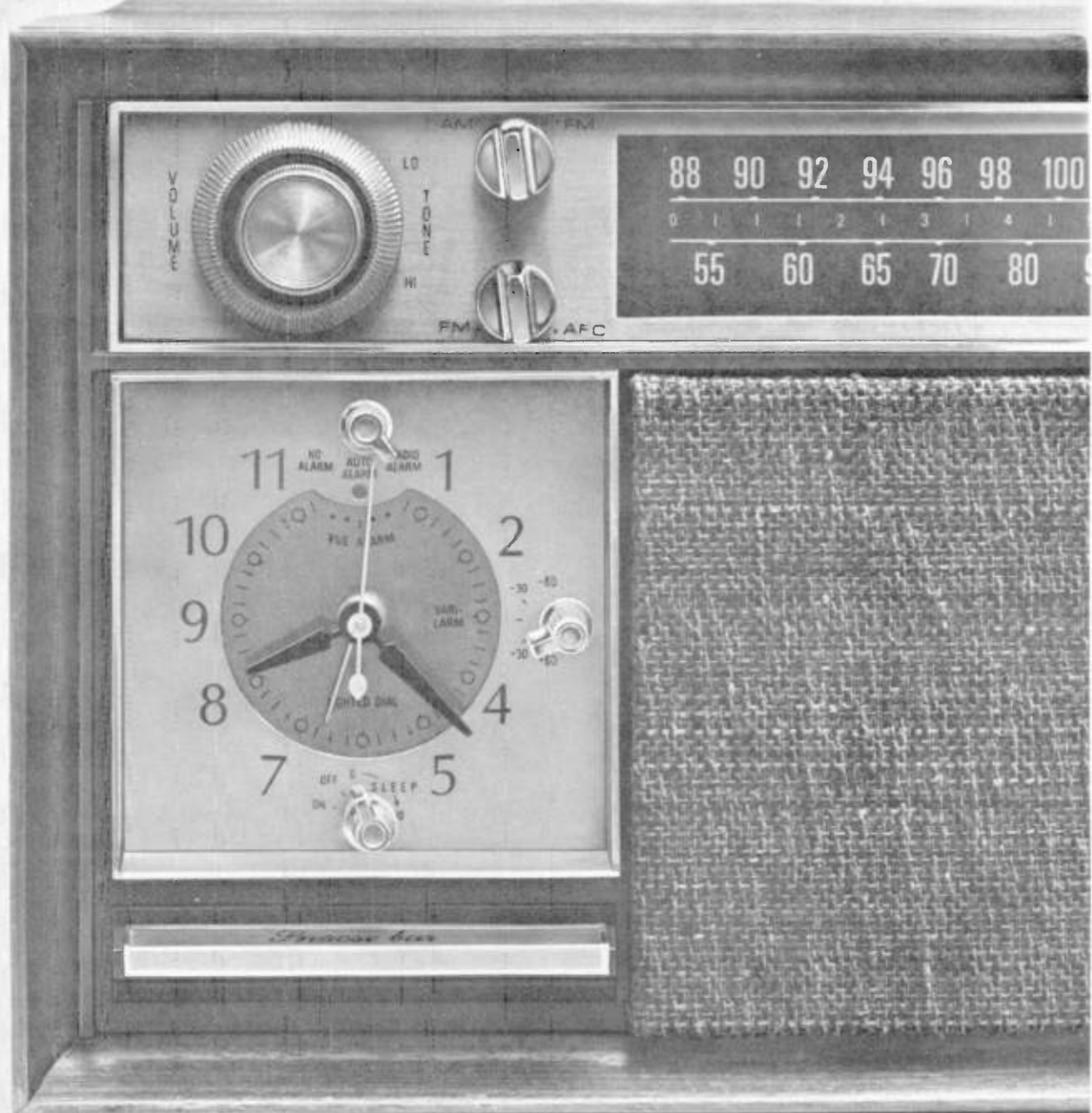
Robertshaw's UA FLAME MASTER for automatic oven control—one of the best sizzle-sellers in the business.

The best salesman is still the one who sells the sizzle instead of the steak. And it's the special features, like Robertshaw's UA FLAME MASTER, that sells one range over any other. The UA FLAME MASTER furnishes all the fundamental features of Blue Star gas ranges AND Continuous Flame Smokeless Broiling. It gives any range one more plus feature that adds up to more sales. The magic of the gas flame consumes the smoke with the oven door closed, and places a flame-seasoned, golden brown steak on the table. With Robertshaw's new family series of Universal Controls, you offer customers all the advantages of convenient, modern, automatic cooking. Sell the control . . . sell the sizzle . . . and you'll sell the range.

Robertshaw

New Stanton Division, Youngwood, Pa. • Lux Time Division, Waterbury, Conn. • Canadian Affiliates, Toronto, Canada

**Snooz-Alarm.[®]
 Lighted dial.
 Vari-Alarm.
 Vue-Alarm.
 Muted Slumber Switch.
 Pillow Speaker Jack.
 Genuine G-E Clock.**



C-1550

**Look us in the face.
 How can you say "Clock Radios
 are strictly a low-end business"?**

G-E Clock Radios have so many useful features that you can trade up and up. 20 different styles. 30 models from \$16.50 to \$75. Big. Tiny. Small. With FM. Furniture styling, etc. No wonder G-E radios turn over, selling twice as fast as the nearest competitor. What's the new Vari-Alarm? See your distributor and find out.

Radio Receiver Dept., Utica, New York.
GENERAL  ELECTRIC



Soon these symbols will appear almost everywhere directing women to go to their Kelvinator dealer

(for the washers offering the greatest value per dollar ever!)

These challenging, attention-getting symbols will headline Kelvinator's hard-hitting magazine and newspaper advertising in October . . . at a time when "Waltz Through Washday" will have prospects' attention focused on home laundry equipment.

They'll show your customers and prospects how Kelvinator gets clothes clean with less wear than other washers. Instead of beating clothes back and forth (*left*), Kelvinator's one-way action (*right*) cleans with less wear.

This exclusive Kelvinator action lets you offer more value per dollar—with more to sell than any other washer.

You can sell all the things women want most: cleanest possible washing, safe washing for every fabric, complete dependability, and less hot water usage.

And there's still more: presoak cycle, extra rinse cycle, automatic prescrubbing, dramatic new wood-tone styling, competitive new pricing.

Most important, with Kelvinator's exclusive one-way action, *you've got something different to sell. No competitor has it.* That alone is good enough reason to post these symbols in your window now!



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