

MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 39/SEPTEMBER 27, 1965



◀ ◻ ◻ ◻ **Partners in prosperity,** dealer Steve Sipos and NEMA consumer products executive R. D. Smith, represent two of the forces behind this year's industry-wide promotion on dishwashers. There should be more money in dishwashers this year, as you can see from the plans and retail aids beginning on.....p.15

AT PRESSTIME ◻

◻ ◻ ◻ ◻ **Record highs** were reached during August in the factory shipments of washers and dryers. Not only did August's laundry sales exceed last year's sales by 10% and reach a new all-time high for the month, but also total sales passed the 60,000-unit mark for the first August in history, said the American Home Laundry Manufacturers' Assn. Automatic washer shipments were up 7% over August a year ago; gas and electric dryer shipments were both up 24%. The high level of August sales, coming before the industry's Waltz Through Washday promotion, indicates this will be a record-breaking fall for sales of laundry equipment. Comparing the first eight months of 1965 to the first eight months of 1964, washer sales were up 6%, dryer sales are up 13%.

◻ ◻ ◻ ◻ **Symphonic and tv** may soon be back together again. Negotiations are in process to import 19-inch portable color sets from Sanyo Electric Co., Ltd., Osaka, Japan, with a final meeting between the two companies set for Oct. 10. If all goes well, the sets could be in the hands of Symphonic retailers by early November, according to Max J. Zimmer, president of Symphonic Electronic Corp. Zimmer hopes to import *continued on p.3*

Arvin

In Elegant Walnut Wood-Grain



NEW! BIG TONE!

ARVIN SOLID STATE RADIO
in Walnut Wood-Grain Cabinet

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

Arvin Model 16R28

sugg. retail **\$19.95**

SOLID STATE RADIOS



NEW! TWIN SPEAKER POWER!

ARVIN SOLID STATE RADIO
in Deluxe Walnut Wood-Grain Cabinet

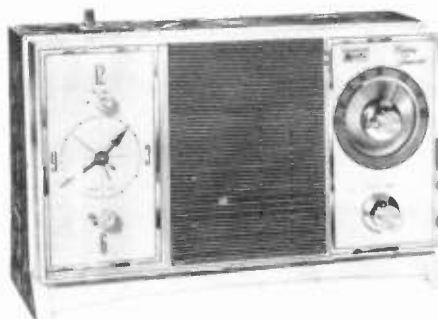
Twin 4" balanced Velvet Voice speakers are expertly matched with dependable Arvin Solid State, AC powered chassis. 5 prestige quality transistors plus diode and silicon rectifier. Precision vernier tuning, automatic volume control, built-in antenna.

Arvin Model 16R68

sugg. retail **\$22.95**

SOLID SALES BUILDERS

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



NEW! FULL FEATURE CLOCK!

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

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

Arvin Model 56R38

sugg. retail **\$29.95**

Arvin
ARVIN INDUSTRIES, INC.
Consumer Products Div., Dept. E-9, Columbus, Ind.



540



TRANSISTOR VOICE RECORDER

Lightweight... Plays Anywhere!

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

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



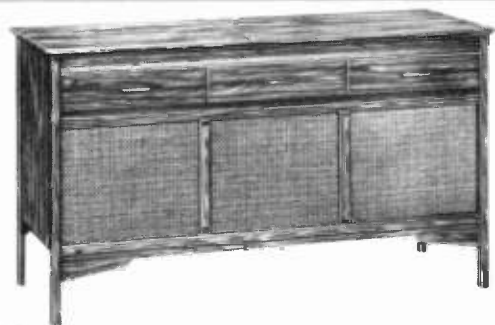
Arvin

16" ALL-CHANNEL PORTABLE TV with "Roll-About" Stand

All-channel UHF-VHF set receives channels 2 through 83. 16" aluminized picture tube brings in blacker blacks, whiter whites. "Memory" VHF fine tuning for one-time station adjustment. Solid State transistor plus tube circuitry reduces heat, lowers power consumption. Model 65K38, Two-tone Beige with Gold Trim.

DEAL INCLUDES: Arvin 16" TV, "Roll-about" TV Stand.

Arvin Model 65K38PK. Sugg. retail **\$124.88**



Arvin STEREO CONSOLE PHONOGRAPH with FM/AM/FM Stereo Radio in Genuine Walnut Veneer Cabinet

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

Arvin Model 76P88, Genuine Walnut Veneer Finish.

Sugg. retail **\$189.95**



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

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

Arvin Model 75P18, Genuine Walnut Veneer.

Sugg. retail **\$94.95**



Arvin SOLID STATE HI-FI PHONO with Drop-Down 4-Speed Automatic Changer

Solid State, AC powered amplifier for instant play, cool operation. 9" rubber matted turntable. Dual sapphire needles in turnover cartridge. 3" x 5" Velvet Voice speaker. Separate tone and volume controls. WOOD cabinet is covered in scuff-resistant pyroxylin.

Arvin Model 56P38, Two Tone Brown.

Sugg. retail **\$46.95**

some black-and-white sizes before the end of the year, too.

Symphonic last announced plans to import tv from Japan over a year and a half ago (MW, 10 Feb.'64,p.3), but the negotiations fell through. At the time, Symphonic was shopping for a supplier to replace Nippon Electric Co. Ltd., after the association with that company ended in litigation, due, explained Zimmer at the time, "to a misunderstanding between us, which has finally been resolved to the satisfaction of everyone."

□ □ □ □ **McCrory adds Klein's to its retail empire.**

When the final details are completed, S. Klein, a 10-unit Eastern chain long known for sharp pricing, will join Lerner's, a 300-unit chain specializing in medium-priced women's and children's clothing, and the McCrory-McLellan-Green stores, a 550-unit variety store chain, as a fully integrated division of McCrory Corp. Klein's, a full-line department store, will again bring majors into the McCrory operation; McCrory dropped them from its variety store units last year. Klein's "sharp price" image is expected to continue.

□ □ □ □ **Zenith raised some color tv prices** last week on four basic 21-inch models—one of which has two cabinet styles. Model 5320 was raised from \$479.95 to \$499.95, and models 5452, 5425, and 5422 were raised from \$499.95 to \$529.95. Zenith says that the retail increases, which reflect increases to distributors, were made necessary by rising costs in major components.

□ □ □ □ **New Hammacher Schlemmer private labels** in electric housewares highlight the fall catalog now being distributed by the New York City housewares specialty store. Hammacher is using both the "Electramatic" and "Inventomatic" names for electric housewares products.

Invento is the store's wholesale-import operation, and many of its exclusive items, largely in the gadget area, have carried the Invento name.

The new private-label electric housewares items include a \$19.95 warming tray, a \$39.95 cordless knife and a \$250 all-purpose food preparation machine under the Electramatic name. A \$29.95 open-style broiler-rotisserie is included among the Inventomatic items.

In electric housewares, the store generally has featured name brands at list prices, and some still remain in the new catalog.

□ □ □ □ **A joint promotion of home electronics** by Edison Electric Institute, Electronic Industries Assn., and other trade groups, is planned for 1966. The theme for the promotion, which will concentrate on color tv, is "Put Color In Your Life." The industry-wide promotion is scheduled for October. No definite plans for activities have been set.

□ □ □ □ **Natural wood finishes for Frigidaire appliances** may be the result of an employee survey conducted by the General Motors Product Analysis Group. "We were looking for new colors, and found that more and more people are buying natural wood finishes for kitchen cabinets," explained one GM spokesman. "But, as far as going as wild as Kelvinator 'Originals,' we're thinking of nothing of the kind." While admitting that GM does not consider its employees necessarily typical of the consuming public, spokesmen would not disclose whether or not a wider study also had been conducted.

□ □ □ □ **An imported outdoor power equipment system** is being marketed by Solo Industries, Woodside, N.Y., U.S., arm of Solo Kleinmotoren of West Germany. The system is built around a 3hp engine, at \$74.95 list, with interchangeable attachments: mower, \$34.95 list; outdoor motor, \$89; tiller, \$89; water pump, \$65; snow thrower, \$119; chain saw, \$80; circular saw, \$70, and generator, \$126. Mid-December delivery is promised.

□ □ □ □ **RCA Stereo-8 tape cartridges**, designed for the new 8-track stereo players RCA has introduced for home and auto, are in Ford showrooms, where dealers are offering each customer who buys a tape-equipped car a Twin-Pack cartridge titled "Ford Family of Fine Music." The new product will also be sold through conventional marketing channels with such promotional aids as a distributor contest featuring eight Stereo-8 equipped 1966 Mustangs as prizes. The initial 175 RCA Victor and RCA Camden titles, which carry a 1-year warranty and list for from \$4.95 to \$10.95, will be supplemented by monthly releases after October.

Excise tax cut report card: Feds give industry an A-

President Johnson's Council of Economic Advisors gives manufacturers and retailers good marks—about 90% over-all—in passing along excise tax cuts to consumers.

The Council's report, coupled with the new General Motors auto price lists, may dampen some of the heat generated by Chrysler's price boosts on 1966 automobiles (for earlier details on the Chrysler move, see Washington News on p.6). Both Chrysler and GM raised price lists somewhat for 1966 models, while standardizing safety features that previously had been optional. But GM's new prices for many models are below the list price for similarly equipped 1965 equivalents, and were widely inter-

preted as actual price reductions. Chrysler's new list looked to most Congressmen like a price increase.

About nine-tenths of the \$1.7 billion reduction was being passed on to consumers in the form of lower prices in August, reports the Council, compared with about three-fourths the month before.

About 60% to 80% of retailers fully passed along the tax cuts on room air conditioners, tv sets, refrigerator-freezers, ranges and movie cameras.

And the Council changed its tune on the phonograph record manufacturers. Last month, the Council had struck a discordant note by charging that major record makers had ab-

sorbed the cut with increases of 5% to 6%. Officials said last week they had been in error because of a misunderstanding between the Council and the Bureau of Labor Statistics (BLS), which gathers the price data. But the Council did not back down all the way. It said manufacturers did raise prices somewhat—by about half the amount of the tax cut. Figures were not available on the performance of retailers.

Item-by-item the Council reported: **Air conditioners**—All manufacturers passed on the tax cuts. About 80% of dealers cut prices by the full amount, about 20% absorbed it, and a few passed along part of the reduction to consumers.

Tv sets—All manufacturers reduced prices by the tax cut amount. Again, about 80% of retailers also cut prices fully, about 20% did not pass it along, a few reduced prices partially.

Refrigerator-freezers—All manufacturers passed the cut along. About 75% of retailers did the same, about 25% did not, and a few passed part of the cut along.

Ranges—All manufacturers' prices were reduced by the full amount. About 60% of retailers passed the cut down to customers, 35% did not, and the rest reduced prices partially.

The retail figures were based on a nationwide sampling by the BLS. Results of the September study will be released in about a month.

Appliance advertisers helped make October and November McCall's record-breaking issues!

Two issues of McCall's have racked up records back to back: A big \$5,900,000 in October. A bigger \$6,140,000 in November. The largest investments ever made by advertisers in single issues of McCall's, or any other women's magazine, or any dual-audience weekly.

In fact, total appliance advertising investment in October and November was over 40% above the same months last year.

The reason for this growing appliance advertising investment in McCall's isn't hard to find. These advertisers know that today the most

important selective market of them all is women. And McCall's with its proven merchandisability at the point of sale is the best place to reach and influence women. More women (20,910,000) read McCall's than any other women's magazine, more than Life (1,800,000 more), more than Look (2,800,000 more).

If you're not in McCall's, shouldn't you be? Christmas is a great selling season. There's still time for December, which is already shaping up as the biggest December in McCall's history.

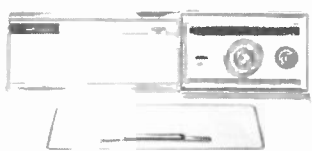
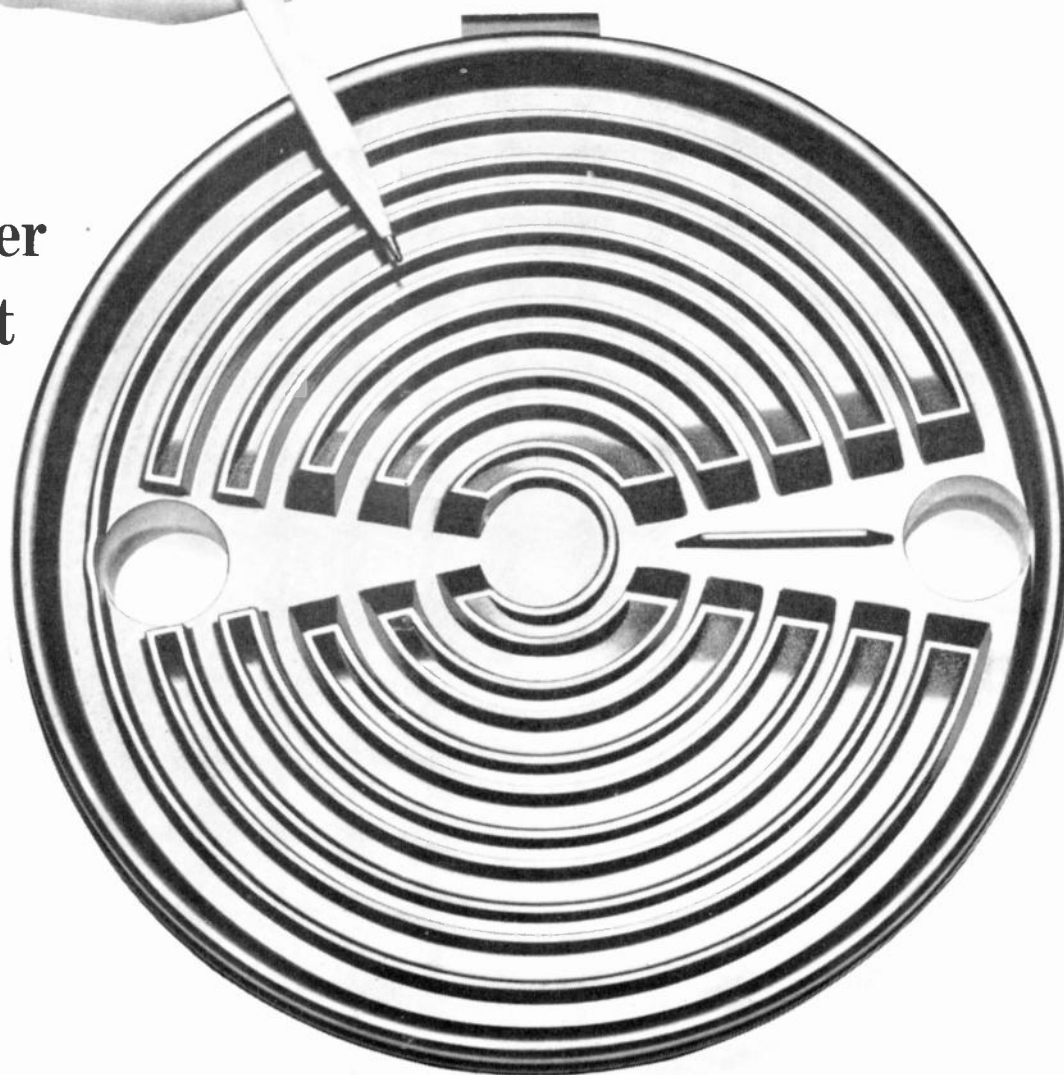
Advertiser to women in the first place...

McCall's

First Magazine for Women

A sales closer only RCA WHIRLPOOL dealers can use:

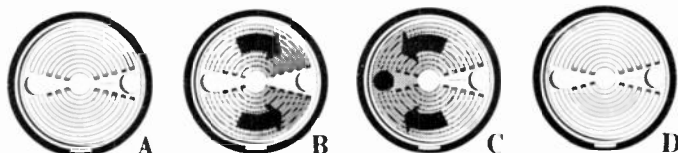
this lint filter
does 2 jobs...it
removes lint and
cleans itself, all
automatically!



Sure . . . all automatic washers have some kind of a lint filter. True, it filters out lint but, the lint *stays in* the filter until *you* clean it out. It's messy.

That cleaning chore is a thing of the past with an RCA WHIRLPOOL. *This* washer features a new kind of filter. One that does two jobs. It not only filters out the lint *but* cleans itself automatically. It's aptly called MAGIC CLEAN® filter and it's exclusive.

Here's the fascinating *inside* story of how the MAGIC CLEAN filter works:



A. When wash cycle starts, filter starts collecting lint.

B. All during washing and rinsing, lint is trapped and held in circular channels.

C. Then, during draining, reverse water action flushes the lint away.

D. Now the filter is clean again and ready for the next wash.

And the MAGIC CLEAN filter never forgets! Its lint-cleaning, filter-cleaning chore is repeated . . . quietly, efficiently, *automatically* . . . wash after wash after wash!

Dealers: Use this successful sales closer on the next prospect who comes into your store for a washer. Demonstrate with the illuminated filter display. It works!



HOME APPLIANCES

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

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

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

Model LPA 992-0

日本へ行って下さい！
 七日間の旅行を！
 自然の事すなわち事務を
 執って、エールテンプ
 代理人が皆そんな旅行を
 得る事が出来る。今日
 自分のエールテンプの
 配分者に聞いて事実を
 尋ねて下さい！着物を
 着て下さい！さようなら

(If you don't dig Japanese, catch our English version of this great deal next week. If you can't wait, call your Airtemp distributor for an instant translation.)



WASHINGTON NEWS

□□□□ **Chrysler is fanning the excise tax cut fire** with its price boosts on almost every 1966 model—and sparks could land in the appliance field. Chrysler insists the price increases are not a general price rise, but reflect quality upgrading and the addition of previously optional equipment—such as back-up lights—to all models.

But Representative Charles A. Vanik (D-Ohio), who earlier this year accused appliance retailers, manufacturers, and others of trying to pocket the tax decrease, indicates he may sponsor a bill to call off the 1% excise tax decrease on autos scheduled for January. There may even be moves to re-impose the tax, although success of such a bid appears to be rather unlikely.

Vanik's surveys of prices for appliances and other items have jolted to a halt. "Just as we feared," says one staffer, "1966 model changes have made it impossible to compare present and pre-excise cut prices. But that doesn't mean the heat will be off."

Theory behind the excise tax cut may well be questioned in Congressional hearings by the fiscal policy committee of Representative Martha W. Griffiths (D-Mich.). Although she fought for the auto tax cut, the Congresswoman already has been considering hearings on whether such cuts really do stimulate the economy. If it turns out that the tax cuts have not been passed on in price decreases, Mrs. Griffiths says, it would show businessmen "are reaching out for every darn thing they can get."

□□□□ **More UHF tv channels may be in store** for areas previously considered "saturated." The Federal Communications Commission's laboriously drawn table of UHF assignments, issued in June, was faulty because of an error in programming the computer. The Commission is now doing the job all over again.

Lower-numbered channel assignments will be available in many areas. And new assignments may be possible in some metropolitan areas, where there have been competing bids for space. Officials warn against expecting dramatic gains. But one says: "If we can find one channel in Connecticut, or one in Massachusetts, or two or three in the Washington-Boston corridor, this is a million bucks."

□□□□ **The soundness of credit is being examined** by Federal Reserve experts in hopes of developing objective standards for measuring whether outstanding loans may get into trouble. Raw material for the study will be monthly reports from 15 large life insurance companies on commercial mortgage loans, and 10,000 personal loans that Mobile, Ala., banks will handle this year.

Federal experts are concentrating on three main areas: consumer credit, bank lending to business, and income-producing real estate. They hope to discover the prevailing characteristics of loans now being made and "quality credit" bench marks against which current statistics can be judged.

No such standards exist now. But the quality of credit—or what bankers think of it—can make the difference for the borrower at the bank window—and influence the course of the economy.

New York's hi-fi show: the trends worth watching

There will be more razzle-dazzle for the paying customers at this year's High Fidelity Music Show. The visitors who, Wednesday, will start wandering through the New York Trade Show Building (renamed the High Fidelity Palace for the occasion) will hear not only fine sound, they will watch home video tape recorders, mingle with recording stars, and learn at seminars. But . . .

What's in it for retailers? Some things are easy to predict: there will be more transistorized equipment; there will be more "packaged" equipment (turntable, amplifier, and tuner in one compact unit); and, as a result of the excise tax cut, generally lower consumer prices. Some things are not so easy to predict: last year's attendance was off somewhat from 1963, and, with a newspaper strike in New York City, no one is sure what the attendance will be this year. And no one is willing to predict what effect tremendous color television sales will have on the hi-fi industry.

The market for equipment has changed, and component manufacturers have, generally, changed their merchandise to fill the market's needs. Not many people worry about the audiophile any more. As Walter O. Stanton, president of the Institute of High Fidelity, the group that sponsors the annual show, said recently, "Today's component system has a flexibility potential to fit into the decor of your home." The audiophile never cared much about the decor of his equipment.

The trouble for manufacturers and retailers was that audiophiles never

amounted to a mass market—and now the mass market the industry is trying to reach may be bemused by color television.

The effect of color television is hard to assess.

Some argue that the consumer has a limited number of dollars to spend on home entertainment in a given year. When a consumer buys a color tv set—at an average price of \$550—he is out of the market for a \$500 hi-fi system for at least a year.

On the other hand, some argue that color tv will help hi-fi component sales, will primarily hurt sales of large, stereo consoles. They feel that because it is so expensive, the color tv is usually put in the consumer's living room, and because it is so big, there is usually more room left for a stereo console. The customer who wants good music, therefore, will buy components that can be relatively inconspicuous.

While there are no industry-wide sales figures that show the effect of color tv, H. H. Scott reports that for the fiscal year ending August 31, its sales were up 25%. Harmon-Kardon also reports rising sales.

The transistor-vs.-tube battle is just about over. Almost everyone is switching to transistors, and companies that had transistors are using them in more merchandise. Now the battle of transistor-vs.-transistor is shaping up.

"Dealers will have to do some homework," to learn the difference between what manufacturer "A" and "B" call "transistorized," says Victor H. Pomper, H. H. Scott vp.

—Wallis E. Wood

Teenyvision by Christmas '66: It is possible, says Intertel

Thinner than a stack of monthly bills, no wider than a large hard-cover book, no higher than a desk dictionary—it's a television set. Out on the West Coast last week, the television set moved another step closer to the size of a pocket radio.

Operating prototypes of the teeniest of tinyvision have been shown to major tv companies by the Intertel Corp., a research and development firm in Sherman Oaks, Calif.

The book-size receivers. One is a black-and-white model. It measures 4½ inches wide, 9 inches high and 2 inches deep. It can be viewed from the front or the back and, according to Intertel, has been designed and engineered to retail under the magic \$100 mark. The companion color receiver has a 6-inch tube and all circuitry is contained in a cabinet that measures 6 inches wide, 10 inches high and 3 inches from front to back. The color unit has been engineered to hit retail under \$200. Both units are battery operated.

The key element in the new receivers is the tube—a thin type that Intertel says utilizes new circuitry and represents a fundamental breakthrough. The new tube has been

patented and "perfected," the company claims.

The black-and-white set uses a cathode ray tube measuring approximately 1-inch thick with neck extending vertically from beneath. The electron beam flows parallel to the edge of the screen, as opposed to the rear as in conventional picture tubes.

The color receiver has two guns and is a two-color system (cyan and red-orange). This, according to the company, "reproduces about 85% of the color spectrum" on the basis of Land Theory of color vision that two and not three primary colors are needed to produce all other colors. The developers say that the new tube is substantially brighter than the shadow-mask tube. The tube is approximately two inches thick. All circuits in the color and black-and-white units are solid-state.

Intertel's plans do not include marketing the units under the company name. It hopes to license firms in this country and abroad to manufacture and market. Harold W. Berger, president of Intertel, said that it is possible for a company to get the units on the market in time for the 1966 Christmas season.

□□□□ **A sales boost for Westinghouse** built-in appliances could come from the company's newly formed home modernization department. The new department "will provide the materials, counsel, sales guidance and sales training to strengthen Westinghouse cabinet and home modernization business," said Harry M. Kane, vp of Westinghouse Appliance Sales and Service Co.

□□□□ **RCA's premium offer for servicemen:** a free 21-inch color television test picture tube (including six-month guarantee) with each RCA WR-64B Color Bar/Dot/Crosshatch Generator purchased between now and 15 Dec., 1965. While minor mechanical defects make the tubes unsuitable for installation in a new tv set, they are intact electrically and adequate for testing purposes, according to RCA Distributor Products officials.

□□□□ **Philco will broaden its research efforts** through a new financial and management arrangement with Ford Motor Company's Scientific Laboratory. The new research set-up will mean closer ties between Philco and Ford's scientists, says Philco president Robert O. Fickes. A department of the Ford Scientific Laboratory, concentrating in the field of solid-state electronics, will be created and will be based at Philco's Blue Bell, Pa., laboratories.

□□□□ **Local Action Committees** throughout the country are dancing to the "Waltz Through Washday" tune, according to the American Home Laundry Manufacturers' Assn. (AHLMA). Not only is the number of local committees backing the national promotion well ahead of the figure for the same period last year, but AHLMA predicts that by the end of the promotion, the total will come to 400.

□□□□ **Color tv is the best salesman** the furniture-appliance industry has, according to Sol Polk, president of Polk Brothers, Chicago's giant retailing firm. Program producers, he contends should take advantage of their sales power to promote "elegance in living" with the emphasis on consumer products. Set design could borrow from trend-setting national magazines, Polk suggests. Panel shows and newscasts could play against a constantly changing background of the latest in elegant furnishings; appliances should be featured; an artist of the week could display his art as part of the set for newscasts. "The major factor of the mass communication media is to sell the vast resources of our country," emphasizes Polk.

□□□□ **Stromberg-Carlson will install CATV** systems for telephone operating companies with the help of equipment developed by Entron Inc. The two companies have agreed to an arrangement whereby Stromberg-Carlson will finance, engineer, furnish and install the equipment produced by Entron Inc., a pioneer in the CATV field since the early 1950s.

□□□□ **The seventh in Roberts' library of tapes** will soon be available to dealers as a premium give-away with the purchase of selected tape recorders. The pre-recorded album is called "Tape-O-Theque."

Westinghouse in 1966 will push air conditioners into new market

Westinghouse has its eye on the sliding-window market for room air conditioners. The company's 34-model 1966 line, ranging in capacity from 5,000 to 26,000 Btu, is highlighted by two sliding-window or casement models and three decorator-styled units.

The two sliding-window models have capacities of 5,500 Btu at 7.5 amps and 8,000 Btu at 11½ amps. Both are 115 volts and come with thermostats and two-speed fans. The sliding-window units measure 19 inches high, 14 inches wide and 22 inches deep and come with a built-in mounting kit. Retail prices: about \$180 for the leader; about \$200 for the 8,000 Btu model.

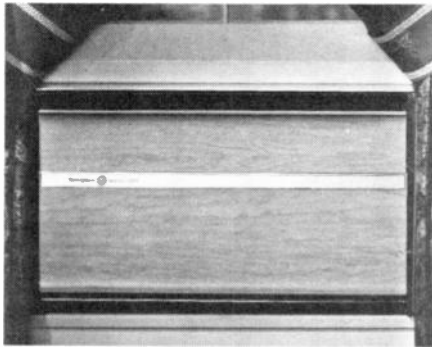
Westinghouse claims a first. Rodger W. Gibson, room air conditioner national sales manager for Westinghouse, said, "The two new units face a brand new market, because, until now, no one has manufactured an air conditioner that could be conveniently installed in such windows." Gibson added: "Since a heavy proportion of sliding windows are used in low- and medium-priced homes where central air conditioning is not usually installed, these homes are prime prospects for room units."

The decorator-styled Panelaire series of three models—8,700, 10,200 and

15,000 Btus—will probably range in retail price from \$210 to \$250. The wood paneling on the Panelaire covers the front (see photo) and fits flush to cover the unit when not in use. When the lower section is moved out from the bottom, the upper panel glides down behind it to expose the louvered discharge vent.

The Mobilair compacts kick off with a 5,000 Btu, step to a deluxe unit at the same capacity, and move to a Custom model with 6,000 Btu. The leader could retail for \$110, is expected to go lower in some hot markets.

Retailer incentives include a number of trips, displays, a free-floor plan, and a buy-back program running through 31 Aug., 1966.



Westinghouse room unit 1966 style

□□□□ **Rough sailing for color tv in 1966** is predicted by Sylvania Corp. Not only does Sylvania see an industry-wide color tube shortage lurking over the horizon, but also, the company says, a cabinet shortage is likely to plague color set manufacturers next year. Sylvania, which farms out its cabinet production and makes its own color tubes, feels that tube capacity will not catch up with demand until late 1966 or early 1967. In a question-and-answer session following a Security Analysts meeting in New York City last week, Sylvania confirmed rumors that its 21-inch round color receiver would be phased out next year.

□□□□ **Woolworth's empire continues to expand.** By the end of the year, 20 new Woolworth variety stores will have opened in the U.S. and two will have opened in Canada. In addition, seven Woolco Department Stores will have been added in the U.S. and one in Canada by the end of 1965. This will bring the total of all Woolworth-owned stores to 3,177—including 27 Woolco Department Stores. Additional expansion plans include improvement of three stores and relocation of eight others.

□□□□ **California pay-tv received a new blow** recently when State Attorney General Thomas C. Lynch requested the State Supreme Court to reverse a lower court decision finding a ban on pay-tv unconstitutional. From November, 1964, when voters approved an initiative law forbidding a fee for pay-tv, until May, 1965, when a Sacramento county court found that law as unconstitutional a violation of free speech as forbidding a charge for newspapers, pay-tv was banned in California. The latest threat to pay-tv's new lease on life came in the form of a 56-page brief filed with the high court on Sept. 15.

□□□□ **It blinks, winks, wiggles and swirls;** it's Technamation, the animated store display designed to sell RCA color tv. The point-of-purchase promotion sign, which says "RCA Victor IS Color TV" in moving letters, comes in sizes ranging from 21 by 17 inches to 6 by 2 feet, and in prices ranging from over \$100 to \$300. But the signs can be made as small as 8 by 10 inches and for as little as \$10.

□□□□ **Speed Queen has a new 10-year warranty** on the transmission parts of its automatic and wringer washers. The transmission previously carried a five-year warranty on component parts. The 10-year warranty is effective on all current production model Speed Queen household washers sold by dealers on or after Sept. 20.

□□□□ **Muntz color tv sales hit an all-time high** during the fourth quarter of its fiscal year, which ended Aug. 31. Muntz fourth-quarter color tv unit sales jumped 239% ahead of its 1964 fourth-quarter sales—higher than any quarter in the firm's history. August dollar volume continued strong, too, at 47% ahead of August, 1964, and 80% ahead of July, 1965. Muntz now produces 21- and 23-inch color table models, consoles, and combination units, and is due to start limited production of 25-inch color sets in October.

Calculating retail service rates: NARDA gives a lesson in math

A point-by-point method of establishing service prices was outlined by the National Appliance & Radio-TV Dealers Assn. (NARDA) Symposium for Profitable Service Management last week in Rockville, Ill.

Acknowledging that price must be high enough to earn a profit but low enough to attract volume, symposium chairman John Gooley, manager of NARDA's service division, made the following points:

"A dangerous way of pricing is to survey prices of competitors and set yours accordingly. This is dangerous because you don't know your competitor's costs. "To price profitably you must first establish your costs on both parts and service."

Three approaches to pricing parts, Gooley said, are: (1) place a minimum mark-up on parts and obtain the additional income from labor; (2) put the greatest mark-up on parts and cut labor charges; (3) or a middle-ground.

To establish labor rates start first with service department costs, said Gooley. The monthly profit-and-loss statement is valuable to the service department manager because it permits him to compare expenses; if he converts dollar expenses into ratios, he can compare his costs.

To compute ratios, divide dollar expense by total income. For example, if your total income from parts and labor was \$5,000, and expense for advertising was \$300, divide \$300 by \$5,000 to determine the ratio (6% in this case). Repeat this

computation for each figure on the profit and loss statement.

Second step in setting charges is to establish a relationship between cost of labor and total operating expense. This relationship is called the Service Burden Ratio. (If your overhead is greater than cost of labor, the resulting figure might be 1.20; if you are adept at keeping down overhead, the figure might be, say, .95.)

Now labor charges can be computed: start with your technicians' average hourly rate of pay and multiply by eight (if they work 8 hours a day) to get average daily wage.

Next multiply daily wage (use \$16 for an example) by the burden ratio (1.20 for example) to obtain a daily burden (\$19.20). Add daily wage to daily burden (\$16 plus \$19.20, which equals \$35.20). This is your break-even point. If you expect to derive a 10% profit, then \$35.20 represents only 90% of what you need to take in. For a 10% profit, you must take in \$39.11. This \$39.11 is how much income must be generated each day per technician to produce a 10% profit after paying all expenses.

It is still necessary to compute the hourly rate. Because of time lost in check-in, travel, and with not-at-homes, only about 56% of a technician's time (or 4½ hours per day) is productive. Thus you cannot divide the number of hours (8) spent on the job. Instead, divide \$39.11 by 4.5—which gives you a figure of \$8.68 for the rate per hour charged for time in the customer's home.

**Westinghouse has
invented a new way to
make coffee. The secret's in
the "pressure-flo"® basket
that's like nothing you've
ever seen before.**



The idea is simple enough. We just sort of turned the basket upside down in this new coffeemaker. That locks in the grounds while the unique "pressure-flo" action extracts the maximum flavor from every measure that went in. Measure for measure more coffee flavor!

That should make sense to a woman—"coffee-ier coffee". And she's the one we're telling about it starting October 8 right into December—in Life, Sunday Supplements, Bride's, Modern Bride, Good Housekeeping, Home Economics Magazine and TV commercials on 203 CBS-TV network stations.

Why don't you get things perking from your end with a call to your Westinghouse distributor.

You can be sure if it's Westinghouse





Crestmark stereo phono ensembles

Two new three-piece modular-matched stereo phono ensembles extend Crestmark's line for 1966. Each ensemble features either a tuner or tuner-amplifier mounted within the same housing as the changer.

Each of the two models has a music power output of 20w and a frequency response of 20 to 30,000

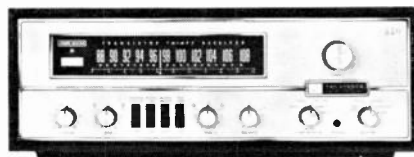
cycles per second, plus or minus 1 db.

The two speaker enclosure modules contain an eight-inch woofer and a four-inch tweeter with crossover networks.

The changers are four-speed BSR units with automatic shut-off, a lightweight arm, and a lucite plastic dust cover.

Model CPS-200 is a stereo-monaural phono system with both tuner and changer enclosed in the same oiled walnut housing.

An AM-FM, FM-stereo radio and phono are the basic components of model CPS-200R (shown at left). An individual module contains the tuner-amplifier and changer. *Crestmark Electronics, 170 Michael Dr., Syosset, N.Y.*



Fisher FM-stereo receiver

A new transistorized FM-stereo-multiplex receiver is the fifth addition to Fisher's line of all-in-one components.

Incorporating an FM-multiplex tuner with automatic mono-stereo switching, the new all-solid-state receiver, model 440-T, includes a stereo preamplifier and a silicon-powered

stereo amplifier. For simultaneous playback of each of the four tracks of a monophonic tape through both speakers, the five-position mode-tape monitor switch includes Tape I. and Tape R. positions.

At 4 ohms impedance, the music power rating is 70w; while at 8 ohms, it is 50w. There are two sets of antenna terminals—one for local stations and the other for distant stations.

Suggested retail price of the new unit is \$329.50. An additional retail price of \$24.95 is for an optional accessory—a cabinet in walnut veneer to enclose the 16¾-inch wide receiver. *Fisher Radio Corp., 21-21 44th Dr., Long Island City, N.Y.*

"How we found a new solution to an old distributor-dealer problem"



KENNETH A. DISHELL, Vice-President, Sales • Glendale Electronics Supply Co. • Michigan's largest electronics distributor

"Every distributor faces it—that old problem of increasing the productivity of dealers. Usually, this means some sort of incentive programs or extra advertising deals.

"We decided to be different. We decided to try to help the dealer where he's hurting most in his selling methods.

"The new solution came easy and was successful beyond our hopes. We sponsored 35 dealers in the Dale Carnegie Sales Course, perhaps the most famous training of its type in America. It worked. Within three months, the group reported average increases from 10% to 30% in sales, and their purchases from us are running 20% ahead of what they were previously.

"I think one amazing side benefit is probably as important to us as the increase in sales. It's the new sense of loyalty we have won from these people for the opportunity to learn professional selling, in-person and first-hand from the top rated Dale Carnegie organization."

How about you? Ready to try a solution that works? A distributor-dealer participation plan for the Dale Carnegie Sales Course is now available in most markets throughout America. Call your local Dale Carnegie representative or write:



DALE CARNEGIE & ASSOCIATES, INC.

DOROTHY CARNEGIE, PRESIDENT
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53 years of developing personal abilities • Over 1 million graduates • Available in 1077 cities
© 1965, DALE CARNEGIE & ASSOCIATES, INC.



Ross miniature phono

A miniature transistor phono, with speeds for playing both 33⅓ and 45 rpm records, is introduced by Ross Electronics.

The new portable, model RE-303, measures 2⅝ by 6 by 8¼ inches, and contains a 3-transistor solid-state amplifier and 2½-inch permanent magnet speaker. Capable of a power output exceeding 250mw, its amplifier requires one 9v battery, while the DC motor utilizes two "C" 1½v batteries which will last for approximately one month of continuous play, says Ross.

Complete with batteries and instructions, the portable has a suggested retail price of \$14.95. *Ross Electronics Corp., 589 E. Illinois St., Chicago, Ill. 60611.*

Sharpe stereo headphones

Sharpe Instruments announces a new set of stereo headphones.

The new set, model HA-660, is highlighted by a combination noise attenuation cup and cavity cup divider coupled with a harmonic damper to insure flat response through the entire audible frequency range. It delivers an extended high frequency response flat 20 to 20,000 cps, plus or minus 3 db. Each phone has maximum power input of 2w, and each channel is individually fused to protect each driver from damage by power overloads, according to Sharpe.

Other features include a dual slide nylon insert headband with padded cushion, liquid-filled ear seals, and individual volume controls. *Sharpe Instruments Inc., 955 Maryvale Dr., Buffalo, N.Y.*

Correction

The G E Mobile Maid portable dishwasher, model SM 500-B (MW, 13 Sept., p.14) was incorrectly reported as a convertible portable and designated model SC-800B.

MERCHANDISING WEEK

VOL. 97 NO. 39

A MCGRAW-HILL MARKET-DIRECTED PUBLICATION



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PUBLISHER Dale Bauer

MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly by McGraw-Hill, Inc. Founder: James H. McGraw (1860-1948).

SUBSCRIPTIONS: to MERCHANDISING WEEK are solicited only from retailers or distributors of home goods products. Subscription rates for individuals in the above fields, U.S. and Possessions: \$3.00 per year; subscription rates for all other individuals, U.S. and Possessions: \$10.00 per year; (Single copies, 50¢ except January Statistical Issue—\$2.50). Foreign rates on request. Position and company connection must be indicated on

subscription orders forwarded to address shown below. Publisher reserves the right to refuse non-qualified subscriptions.

EXECUTIVE, EDITORIAL, CIRCULATION AND ADVERTISING OFFICES: McGraw-Hill Building, 330 West 42nd Street, New York, N.Y. 10036. Telephone 971-3333.

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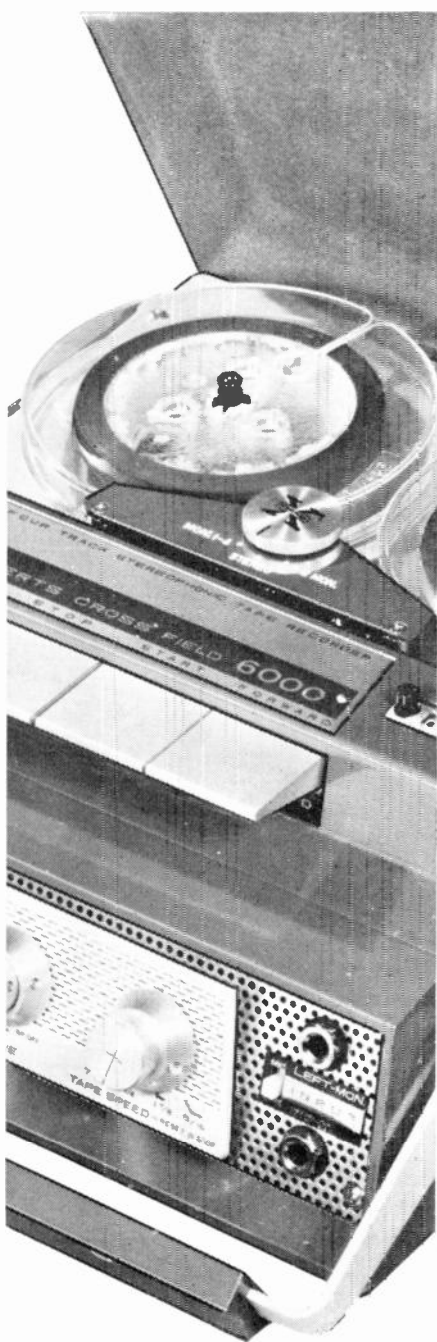
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MARKETING

UHF tv in Washington, D.C.; healthy growing pains

Only half the allotted share of UHF tv stations in the Washington, D.C., market are now in operation, but other stations could learn from their experience because Washington UHF has found some answers of its own. In the fifth article in a definitive series on the rebirth of UHF, MERCHANDISING WEEK examines how a specialized UHF station can win an audience in a VHF-dominated market.

While progress is just as slow for the struggling UHF channels in Washington as it is for stations in any other market, signs of a healthy growth are everywhere. The reason: intensified appeal to a specialized audience and—a new light on the UHF horizon—color.

The competition is formidable: three network affiliated VHF channels and a strong independent. But the two operating UHF stations have avoided the mistake of trying to compete with the networks on network terms. Instead, each has concentrated on its own particular brand of viewer. Channel 26 (WETA), the educational station, appeals to students and culture buffs, and Channel 14 (WOOK) attracts the large Negro population in metropolitan Washington.

When Channel 20 (WEDA) hits the airwaves in December, UHF will have still another competitive weapon—color.

So far, 370,000, or over one third of the one million receivers in metropolitan Washington are equipped to receive UHF, according to an estimate by the Electronic Institute of Washington. And as customers buy the new all-channel sets the audience for UHF will grow even more. Certainly, the entry of a third channel to the UHF band, with attendant promotion efforts, can be expected to bring a new spurt of sales for converters, antennas, and all-channel receivers. Three separate groups are bidding for the remaining station in Washington's 4-channel UHF allotment.

The kick-off date for the rebirth of UHF in Washington was October, 1961, when Channel 26 began broadcasting. Operated by the Washington Educational Television Assn., Channel 26 has a board of directors drawn from Washington civic leaders.

From the first, Channel 26 has been able to rely on local and national support. With grants from the Ford Foundation, the federal government, and other sources, and \$100,000 each from NBC and Metromedia (both own VHF stations in the market), the educational station is rich in capital equipment. Not only have the local VHF stations avoided treating Channel 26 as a rival, but they have gone out of their way to help nourish the fledgling station. For instance, when CBS taped the South Viet Nam "Teach-In" in Washington last May, it gave WETA a live feed.

How to keep the ball rolling and meet operating expenses is Channel 26's primary worry. A little cash comes in from the adult courses which require special texts, and the area school systems that take advantage of special Channel 26-produced programs pay their own way. The sale of "memberships" brings in approximately another \$50,000 annually to complete the budget.



With that money, Channel 26 is barely able to support the 79 hours it broadcasts every week. A daytime schedule of classes is balanced by an evening format of programs borrowed from the National Educational Television Network and from the Eastern U.S. educational stations.

Washington's second UHF station, Negro-oriented Channel 14, took to the air on March 5, 1963, and has not yet passed the money-losing stage. "We anticipated a loss period," says E. Carlton Meyers, general manager of Channel 14 and its parent radio station. "And we expect to be in it for about another year."

But station officials are undaunted. "In fact," says Meyers, "we are so encouraged by our progress that we are going ahead with the construction of a UHF Channel in Baltimore and hope to have it on the air there before the start of next year."

United Telecasting Inc., Channel 14's parent company, already owns 10 radio stations and an operating VHF channel (WMUR in Manchester, N.H.), and plans to launch a third UHF station in Detroit next year. When all three UHF stations are completed, they will be able to act as a cooperative, sharing shows the individual stations originate and pooling resources to buy better, more expensive syndicated shows and re-runs.

At the moment, lack of funds limits the number of quality shows station officials can buy, according to Joseph G. Gathings, program director and production manager. One show Gathings had his eye on was the *Have Gun, Will Travel* series, but the price was exorbitant: \$500 per half hour segment, he said. On the other hand, Channel 14 occasionally does corral prime first-run material. In September, the UHF station scooped the networks when it carried the ABC-produced hour special, *The Swinging Time of Sammy Davis*, for the first time in the Washington area.

The advertisers who pay for Channel 14's programming get a bargain amount of time for their money, since rates are as little as one quarter those on the network stations. While a prime hour on Channel 14 will cost a sponsor \$500, that same time on the NBC-affiliated Channel 4 runs \$2,200. The odds are a little better for the Metromedia station, Channel 5, which charges \$1,600 for a prime hour.

A telephone survey conducted by the American Research Bureau (ARB) last June, points up the reason for the difference in advertising rates. Channel 14 trailed all four VHF stations in the size of its audience, but station officials admitted they were encouraged at receiving even a measurable rating.

Channel 14's thirty-eight sponsors (75% of them are local) pay for 44 hours of broadcast time a week. During those hours, Channel 14 carries a heavier load of local news than most VHF stations, plus three half-hour specials on local issues every week.

At first, Channel 14 had planned to originate a heavy schedule of entertainment shows, but talent was hard to find, and the network productions were hard to match. So station officials contented themselves with a single live show: a teenage dance program featuring records and WOOK radio disc jockeys. In the ARB survey, it was this show which won Channel 14 its highest rating. From 5 p.m. to 6:30 p.m., when the program is broadcast, 10% of the homes in the predominantly Negro districts of Washington were tuned to Channel 14, said ARB.

When it first went on the air, Channel 14 took advantage of its affiliation with WOOK radio to promote sponsorship by tv retailers. By mutual agreement, a retailer who bought a spot on WOOK radio, automatically extended the ad to plug Channel 14. Retailers and distributors cooperated with the station in other ways, too: with mailers, showroom literature, and UHF sales talks to customers. In addition, Channel 14 ran a series of 30 full-page ads in newspapers as well as a number of spots on WOOK radio. The last part of the promotion still continues. Station officials say Channel 14 spends about \$1,000 a month on newspaper space, and runs five spots a day on radio.

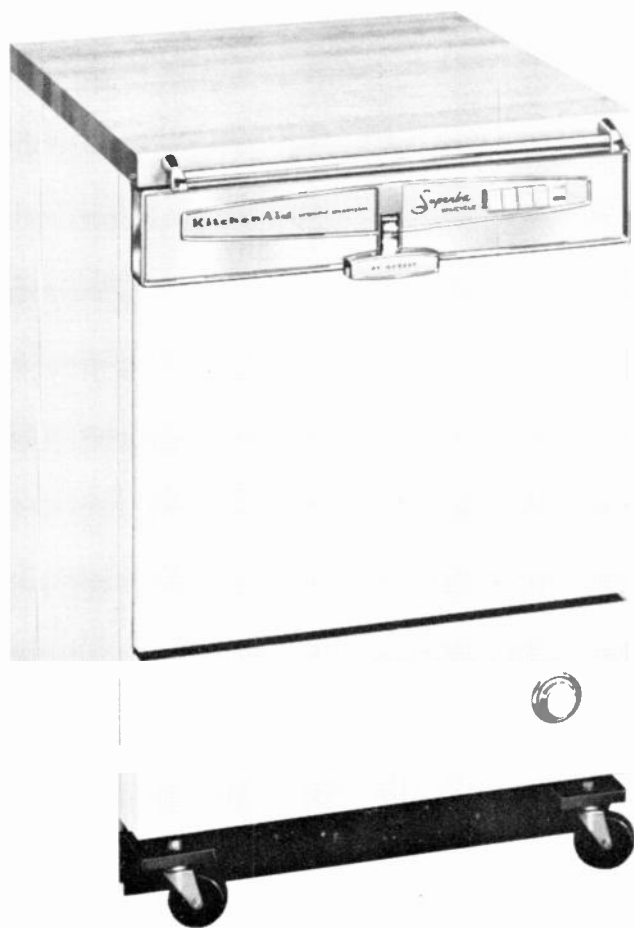
Washington's third UHF station, Channel 20, is well into the first phase of its initial promotional effort. Officials are conducting a drive to win story space in newspapers. The second phase calls for an advertising campaign in November, a month before the station is to begin broadcasting. Channel 20 is financed largely by a local stock offering as The Capital Broadcasting Co.

Programming plans call for heavy emphasis on the sporting events overlooked by the networks, including pro basketball. Live shows and prime movies, including foreign films, will fill-out the rest of the schedule. While the whole format is not set yet, it will fill-in gaps left by the VHF stations, according to Milton Grant, president and general manager of Channel 14. "Where they aren't, we will be," says Grant, who found shows "surprisingly easy to secure." While cost is a problem, he says, most companies are willing to talk.

Color is the ace up Grant's sleeve, however. No one knows yet what color could mean for UHF.

If you don't know which dishwasher line is not sold under private labels, has proven quality, gives you a big package of sales tools, supports you with strong national advertising, and is made by dishwasher specialists,

here's a hint:



You're right. It's KitchenAid.

And besides all this, you get a versatile line. Handsome built-ins. Top-loading portables. Convertible-portables that can be used as portables now and as built-ins later. Practical dishwasher-sink combinations.

And a complete line. A broad line in three price levels so you can sell up, sell down and sell more than ever before.

No matter which KitchenAid model your customers buy, regardless of price, they get the same high quality functional features. The same efficient 4-Way Hydro Sweep wash, the same thorough Flo-Thru drying and the same big, versatile capacity. Plus the same proven dependability.

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in Merchandising Week!

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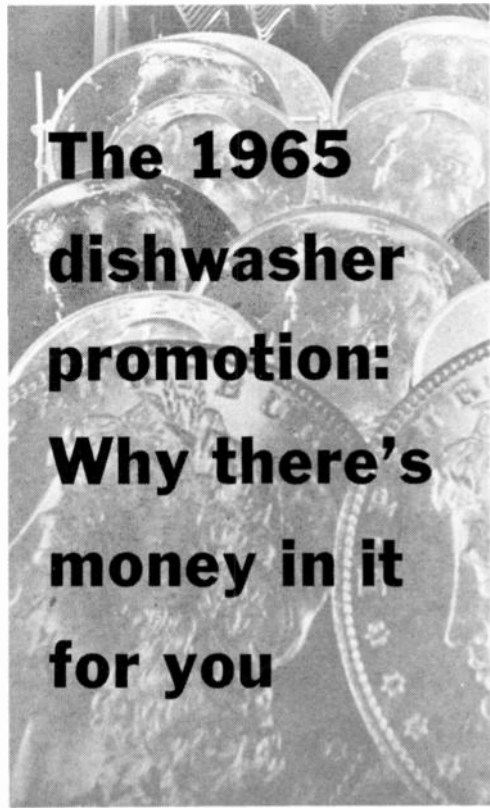


ON THE INSIDE
AT PRESSTIME
WRH

There are times when nothing short of an explosion will do! When your product, promotion or program is *right* — and the market needs to know it — Merchandising Week is the place to explode! Quickest and broadest. Most powerful. Most penetrating. Beautifully balanced retail coverage . . . high-interest editorial package . . . Monday-morning impact, week-long issue life. Explode where? In *Merchandising Week*!

MERCHANDISING WEEK

No. 1 place for your No. 1 job!



The 1965 dishwasher promotion: Why there's money in it for you

All systems are "go" for dishwasher sales. If the lift-off point for a lasting sales thrust is the 1-million-unit mark, then the dishwasher is primed for an accelerated trip to join the major appliance industry's constellation of bright sales stars.

Not many retailers noticed that dishwasher manufacturers shipped over 1 million units last year, the first time for that magic 12-month figure—what marketing experts call the coming-of-age-level for a product. And although it took two decades to accomplish this, greybeards in the appliance business remember that it took refrigerators about a quarter of a century to break the 1-million-a-year barrier. And the future for the dishwasher is bright.

Dishwasher sales keep zooming. Manufacturer shipments have increased 255.9% in the last nine years, rumbling from 295,000 units in 1955 to 1,050,000 in 1964. Also noteworthy: in 1955, 1.4 out of every 100 major appliances shipped was a dishwasher; in 1964, the dishwasher figure had risen to 4.2. This statistic is even more impressive when you consider that there were 4 million more major appliances of all types shipped last year than in 1955.

To compare the dishwasher to its kitchen companion still further, note that refrigerator sales increased only 8.2% in the nine-year period, and that, while refrigerators accounted for 20 out of every 100 majors shipped in 1955, the figure had slipped to 18 out of every 100 by the end of last year. Also note the saturation level at last year's end: 98.3% of wired homes owned refrigerators; only 11.8% owned dishwashers.

So, there is not a doubt about the potential market. For example, factory shipments of all types of dishwashers for the first seven months of this year were up 17% over the same period in 1964. And because the peak selling period is still ahead, another record seems assured. According to MERCHANDISING WEEK's research department, 29.5% of yearly dishwasher sales at retail are racked up in the last three months of the year. The dishwasher is second only to the clothes dryer as best-selling major appliance in the last quarter.

With these factors in mind, retailers should realize that they have an excellent opportunity to boost volume this year. By planning now while contemplating the potential of this profitable appliance, retailers can keep sales momentum going even beyond the Christmas and end-of-year peak. On this page and the following ones are sales and planning aids to help retailers do this. Starting point is the column of pie charts; they can help a retailer focus on his sales prospects and the market he serves.

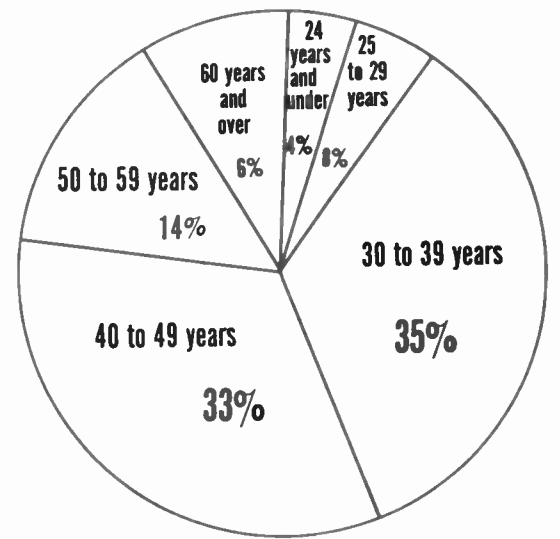
The industry-help to spur sales is ample. Once again dishwasher manufacturers, acting on their own, and in concert through the electric dishwasher section of the consumer products division of the National Electrical Manufacturers Assn. (NEMA), will team with the electric power industry, represented by the Edison Electric Institute (EEI), to promote dishwashers across the country.

continued on p.16

The men on the cover: R. D. Smith (at left), executive secretary of the consumer products division of the National Electrical Manufacturers Assn., is talking over the NEMA-EEI dishwasher promotion with Steven Sipos, prominent Queens, N.Y., retailer, in the showroom of Bruno New York, Whirlpool distributor.

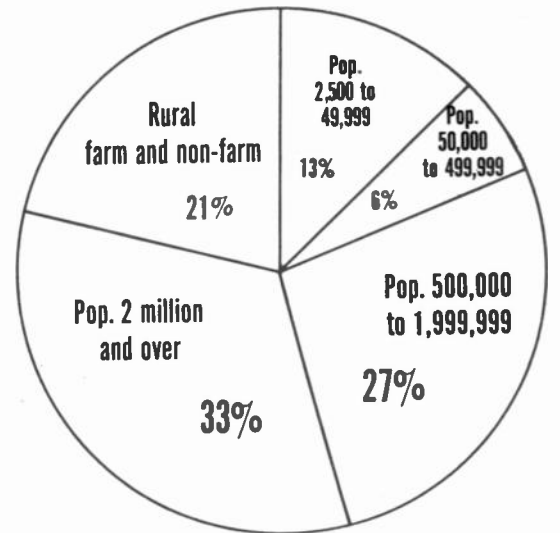
The age factor in dishwashers

comparison of ownership by housewife age



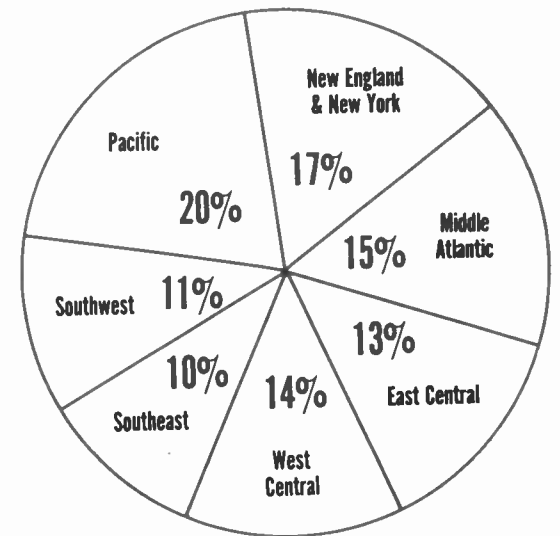
The city-size factor in dishwashers

comparison of ownership by community size



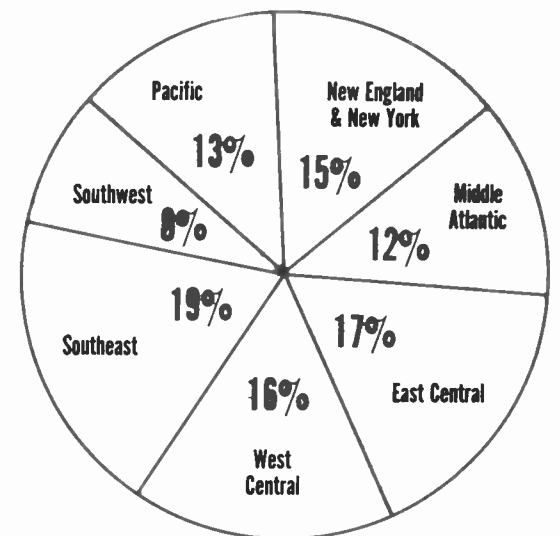
The regional factor in dishwashers

comparison of ownership by section of country



Distribution of U.S. population

percent of total in each section



The money in dishwashers *continued*

The all-industry push also will be supported by the following organizations: the National Rural Electric Cooperative Assn. (NRECA), the American Public Power Assn. (APPA), the National Appliance & Radio-TV Dealers Assn. (NARDA), and the National Retail Furniture Assn. (NRFA).

All these interested parties, as well as local participants, are rallying around the theme "Have a Full-Time Mother" with one view—to move traffic into retail stores.

Additional support will come from the soap companies.

For the second year, Procter & Gamble is adding \$300,000 worth of promotion money to the pot. P&G will push the industry theme with network tv ads 15 times a day in hopes of reaching an audience of 60-million non-dishwasher homes. In advancing sales of its dishwasher detergent, Cascade, P&G will also spotlight the "Full-Time Mother" in a group of selected consumer magazines.

Lever Bros., through NEMA, is offering cases of its dishwasher detergent, Dishwasher "all," as a retail traffic builder and premium. The detergent will be available at a net cost of \$3.31 per case of 12 boxes, \$1.25 below the regular wholesale price, with a minimum order of three cases. Included in the offer is a free package of newspaper ad mats, free direct mail pieces, and window trimmings.

The Lever offer is part of the overall NEMA-EEI promotion kit—thicker than ever this year with retail promotion tips.

On the product side of the promotion, there are many different lines to choose from with many saleable features.

To break down a consumer's resistance to buying a dishwasher, sell her the cleaning-power, the convenience, and the capacity of today's new models.

Sell washing action. Dishwashers are stronger than ever. Many top-of-the-line models provide three- and four-level wash action within the tub because impellers or wash arms have been combined with extra jet sprays. The spray comes from the top or bottom, or both, to provide revolving "walls" of water much hotter than hands could stand. The water floods every part of the wash chamber and reaches every inch of china, glassware, and silverware.

Pre-wash cycles found in almost all top makes do away with scraping and preparing dishes before loading the machine, and continuous filtering systems trap the smallest food particles for the cleanest possible wash. It is impossible to re-deposit soil in these machines. Some models also feature a waste disposing action, with stainless steel blades, that liquefies soft food scraps.

Rinses range from one to six (the average is three), and sanitizing rinsing and drying is featured in many models in which heat boosters are employed to raise drying temperatures. Several brands feature final rinses of 180 degrees.

Sell cycle flexibility. All machines have a wash cycle for typical mixed loads of dishes and utensils. Some have programmed cycles to suit special loads. A regular cycle has a long wash phase and a short dry; a glassware cycle has a shorter wash phase; a hold cycle pre-rinses the dishes; and a warm drying cycle is for heating dinner plates.

As many as seven or eight cycles are available in some makes, ranging from pre-wash and pre-rinse to single-wash, double-wash, rinse-and-dry, rinse-and-hold, pots-and-pans, special-wash, heavy-soil, double-power-wash, controlled-temperature-wash, and sanitizer cycle.

Almost all dishwashers now feature a plate warmer in the drying cycle with heating elements that range from 550w to 1,250w. Others go a step further and heat the water for better washing and rinsing.

Sell automatic detergent injectors and wetting agent injectors. Dual automatic dispensers that add detergents to the first and second wash cycle, and wetting agent injectors that add a liquid rinsing agent to the last rinse water are convenience features that provide spot-free dishes and glassware. This is a real advantage in hard-water areas.

Other convenience features include top dish racks that are completely removable. Others revolve or adjust up or down to accommodate large serving pieces in the top or bottom of the machine.

Sell capacity. Some models hold more than others, ranging from 12 to 17 NEMA place settings. A NEMA standard place setting consists of one dinner plate, a salad plate, a sauce dish, a glass, a cup and a saucer, plus silverware and serving pieces. The larger capacities, plus the rinse-and-hold cycle featured in some models, save time and money because the dishwasher has to be used only once a day under normal circumstances.

Sell the right type of dishwasher. 1965-66 dishwashers fall into three basic categories: free-standing, undercounter (both require plumbing installation), and portable models (regular and convertible) that roll to the sink on casters and hook up to the faucet. Most undercounter models are drawer types, front opening and loading. Free-standing plumbed-in models are about equally divided between drawer types and top-loaders. The majority of portables are top loading, although the tendency is for the convertible models to be drawer types. Convertible models are made so that they may be plumbed in at some future date, and top-of-the-line convertibles boast all the automatic features of built-ins.

Sell styling. Decorator colors are available for free-standing and portable units. Undercounter models feature pastel door panels to match other kitchen appliances. Thick maple cutting boards top many high-end models.

Other features to sell include stainless steel interiors, quieter operation, and improved rack design that allows random loading.

Clue your salesmen with these 10 dishwasher cue cards

How to use the cue cards—The information on these cards should be useful to retail salesmen of dishwashers. The cards are designed to be pasted on file cards and kept handy for quick review before (or during) a sales pitch. Each one gives a salesman something to say to a specific kind of customer after he has qualified her or him.

How to order more—Additional sets of these cue cards are available at 25 cents a set for up to 10 sets; special rates for larger orders. Write to Dishwasher Cue Cards: Merchandising Week Reader Service: 330 W. 42 St., N.Y., N.Y.—10036.

DISHWASHER CUE CARD

New Customer

The statistical approach—The idea here is to make hand dishwashing sound overwhelming: "Washing by hand means standing at the sink for 10 or 15 minutes after breakfast, 30 minutes after lunch, up to one hour after dinner. It means stacking and scraping, racking and wiping, washing and rinsing, and drying—and cleaning up a messy sink and counter—three times a day, every day."

What to stress—Dishpan hands and drudgery, and this fact: "The average woman washes 45,000 dishes a year. That's an awful lot of energy down the drain."

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

New Customer

The health approach—Although you cannot legally claim that a dishwasher will prevent colds and virus infections, you still can make a forceful pitch. Tell her about super-hot water, hotter than her hands can stand. Tell her about special dishwasher detergents, about the special cleansing and rinsing action of a dishwasher, about hot-air drying.

What to stress—No matter how clean a woman thinks she can wash her dishes, she cannot begin to give them the kind of sanitizing treatment that a dishwasher gives.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

New Customer

The work-saving approach—The important thing is to convince a customer who has never owned a dishwasher that it is easy to operate as well as a time-and-work saver. Show her how a dishwasher will save her time—time that she can spend doing the little odd jobs and pleasurable projects she now never seems to find the time for.

What to stress—A successful housewife is known not only for the amount of time she spends at her chores, but, more importantly, by the amount of time she can save to spend with her husband and her children.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

College Grad

What to remember—A recent survey of 2,000 new dishwasher owners showed 27% were college graduates and another 11% had some college.

What to say—After you find out that your customer or her husband has been to college, stress that a dishwasher is a sensible acquisition, especially for the modern intelligent woman who wants to have more time for creative endeavors.

If she balks at your first attempt to sell her, don't let it go at that. She is ripe for a follow-up phone call or a personal visit after she has had time to "think it over." Stress service.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

Replacement Customer

What to remember—The customer who already owns a dishwasher is a red-hot prospect for a new one with all the latest features. Also, look for the customer who comes in looking for a replacement for a clothes washer or dryer; a national survey shows that the percentage of dishwasher owners who also own an automatic clothes washer is 55% above the national average.

What to say—Concentrate on the new convenience features of your high-end models. Show how these features will overcome the customer's complaints about her old model.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

Dad

What to say—The best approach to convincing the head of the family to buy a dishwasher or ok his wife's purchase of one is to appeal to his conscience. If he appears to be a man on his way up the economic ladder, tactfully remind him that, while he is on the move, his wife is still washing dishes by hand. If he usually relaxes in front of the tv set after dinner, ask him how long it is before his wife can get out of the kitchen. If he is the helpful type who dries the dishes, ask him if both he and his wife would like to get out of the kitchen 45 minutes sooner.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

Apartment Dweller

What to say—Push portables and convertibles for the apartment dweller or for any woman with a small kitchen because . . . (1) she can keep her present cabinet space and add a counter surface and dish storage space, (2) end sink and counter clutter that goes with sink dishwashing; (3) no money for installation; (4) can wheel the dishwasher out of the kitchen to load it at the table; (5) can move it to new home or apartment easily.

What to stress—Push the convertible type, especially to the young married, because she can have it built into her first home.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

Home Demo

The set-up—Retailers have found that few women give up a dishwasher once it arrives in the home. Use a portable or a convertible model for the free home trial. Limit the trial period to one week (including a weekend). But the best way is to sell the unit with a free money-back guarantee within 10 to 20 days after purchase date. The best time is a holiday period—Thanksgiving or Christmas, for instance.

The pitch—Follow-up is just as important as convincing her to take the trial. And always give a full demonstration when you deliver it.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

The Hostess

What to say—After you have found out that your customer entertains a lot, show her how a dishwasher will help her to be a better hostess. First of all, she cannot be a good hostess if she is stuck in the kitchen washing dishes or stacking them. Also, it ends the discussion that ensues when guests offer to help with the dishes. Just load up the dishwasher and the dishes are out of sight and she can relax and join the party.

What to stress—The best part of all is that, after the guests are gone, she can go right to bed—no dishes to do into the wee hours.

A Merchandising Week retail sales aid

DISHWASHER CUE CARD

Store Demo

The set-up—During heavy traffic periods you should have a quantity of dirty dishes on hand and one of your high-end models hooked up and ready to go. You can collect a good many passers-by with this kind of set-up.

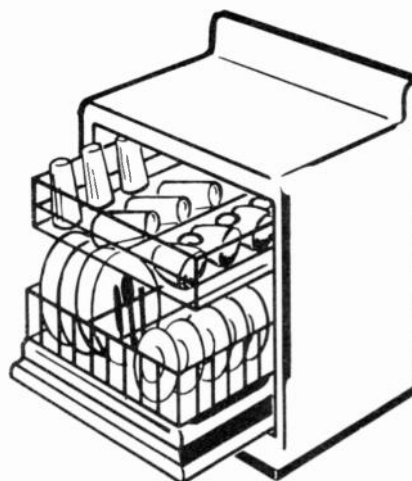
The pitch—Build a narrative around the step-by-step movements you go through in demonstrating the features of the machine. Angle your story to convenience and health and automatic operation. Inject a personal note by saying that this is just the way your wife does it at home. Then invite inspection of the clean dishes.

A Merchandising Week retail sales aid

SPECIAL OFFER for DEALERS and Electric Utilities



**Great Traffic Builder
For Extra Sales**
**Great Sales Closer
For Extra Profit**



Here's a Consumer Premium to Help you Build Dishwasher Traffic and Close Dishwasher Sales

CHOOSE THE PLAN THAT SUITS YOU BEST

PLAN 1 Feature a big three month supply (3 cartons) of Dishwasher **all** with the purchase of every dishwasher. Free "Big Supply" window trim. Newspaper mats available.

PLAN 2 Feature Dishwasher **all** as a give-away and for dishwasher demonstrations. Free "Single Package" window trim. Newspaper mats available.

Special mailing pieces also prepared free of cost when you promote dishwashers with Dishwasher **all**. Please inquire.

Promote automatic dishwashers...another step towards all electric living.

Have a full-time
MOTHER



SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER

TERMS

1. Dishwasher **all** regular size \$4.56 a case
2. Each less \$1.25 advertising allowance per case—deductible from invoice.
(net cost to you—\$3.31 per case)
3. Minimum order—3 cases
4. Ship freight prepaid—we will bill open account.
5. 2% 10 days; 30 days net
6. NOT FOR RESALE—Promotional use only.
Prices subject to change without notice.



Lever Brothers Co.—Appliance Bureau
390 Park Ave., New York, New York 10022

Please ship me freight prepaid. Bill open account _____ cases
cases of Dishwasher **all** (12 cartons per case).

- ☐ Free Newspaper mats ☐ Big Supply window trim
☐ Single package window trim
☐ Interested in special mailing pieces

Name _____

Firm Address _____

City _____ State _____ Zip Code _____

Signed _____

ALL HANDS LOVE AN ELECTRIC
DISHWASHER



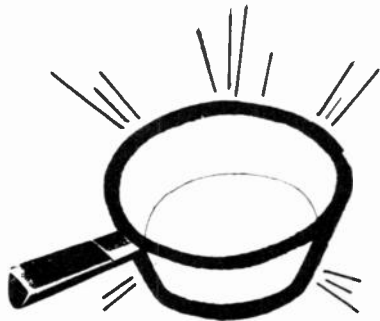
*A wonderful Christmas Gift
for the whole family*



Have a full-time
MOTHER



Save an hour a day



Does pots 'n pans, too!

Free traffic-pulling ad mats

These ad mats available free to MERCHANDISING WEEK subscribers. The ad in the lower left corner of the page is an example of how you can design your own ad. Use any of the elements on this page. There are a number of approaches. In addition to the Christmas theme, design your ad to stress the work saving advantages of owning a dishwasher or aim at the man in the family. Your headline can read: "Give her more time with the children" or "Be a real Santa Claus to your wife this Christmas."

HEY, DAD,
*She'll love you
for it!*



Give her an electric
DISHWASHER
for Christmas



A new dishwasher—tops on her list!



YES, I CAN USE THESE FREE MATS. Please send me a set of the mats illustrated on this page. I understand this is an exclusive MERCHANDISING WEEK service for its readers and that there is no charge for these mats. Offer good in U.S. only. Send them to:

YOUR NAME

STORE NAME

STREET ADDRESS

CITY STATE ZIP

After you've filled in this form, mail it to
MERCHANDISING WEEK's Ad Service, 330 West 42nd Street, New York, N.Y.—10036

Dishwasher-65

Norge dealers get hot deals



(so can you)

Don't warm up to anybody's range line 'til you see what's cooking with the new **Norge Range Line** at your Norge Distributor's Open House (Oct. 10-17). Big news on way-out trips, great new products, traffic-pulling promotions...you name it!

NORGE

home
appliances **BORG WARNER**®

THE DISHWASHER PROMOTION

Utilities set to aid retailers

Arizona

Phoenix

Arizona Public Service Co., T. M. Eldridge. Valley of the Sun Electric League, R. N. Ruecker.

California

Los Angeles

Electric League of So. Calif., M. G. Kennedy. Southern Calif. Edison, S. H. Mallory.

San Diego

San Diego Gas & Electric, C. M. Thompson.

San Francisco

California-Pacific Utilities, R. E. Wick.

Colorado

Denver

Public Service Co., J. N. Bumpus.

Pueblo

Southern Colorado Power Co., E. H. Pemberton.

District of Columbia

Washington

Potomac Elec. Power, S.R. Payne.

Florida

Pensacola

Gulf Power Co., H. W. Olcott.

Georgia

Savannah

Savannah Electric & Power Co., J. E. Averett.

Hawaii

Honolulu

Hawaiian Electric Co., Ltd., Richard Souza.

Idaho

Boise

Idaho Power Co., P. R. Mortimer.

Indiana

Plainfield

Public Service Co., R. Wucher.

Iowa

Centerville

Iowa Southern Util's, R.C. Hayes.

Davenport

Iowa-Illinois Gas and Electric Co.,

Gordon W. Ames.

Sioux City

Iowa Public Service, R. T. Nolan.

Louisiana

New Orleans

New Orleans Public Service, A. B. Lindauer.

Maine

Augusta

Central Maine Power Co., A. Ashenfelter.

Maryland

Baltimore

Baltimore Gas & Elec., Elsie Wells.

Massachusetts

Boston

Boston Edison Co., Neil F. Doherty, J. J. Barry. New England Electric System, E. F. Shields.

Cambridge

NEGEA Serv. Corp., F. Schloman.

Minnesota

Minneapolis

Northern States Power Co., Walter Thometz.

Missouri

St. Joseph

St. Joseph Light & Power, Ted Bryant.

Nebraska

Columbus

Consumers Public Power, R. W. Staal.

New Jersey

Newark

Public Service Electric & Gas., A. L. Palmer, C. A. Stevens

New Mexico

Albuquerque

Public Service Co. of New Mexico, Bill Endean.

Hobbs

New Mexico Electric Service Co., Wanda Rae Linam.

New York

Binghamton

New York State Electric & Gas, L.E. Bailey.

Mineola

Long Island Lighting, Ron Robin.

Poughkeepsie

Central Hudson Gas & Electric, C. Chlanda, Jr.

North Carolina

Raleigh

Carolina Power & Light, T.N. Owen, Jr., H.B. Hicks.

Ohio

Cleveland

Cleveland Electric Illuminating, Will T. Clark.

Dayton

Dayton Power & Light Co., D.T. Whittridge.

Oregon

Eugene

Electric Association of Lane County, Burdett Walker.

Portland

Portland General Electric Co., W. L. Tait.

Pennsylvania

Reading

Metropolitan Edison Co., E.G. Parks.

Wellsboro

Wellsboro Electric, K.C. Spencer.

South Dakota

Huron

Northwestern Public Service, E.M. Notterstad.

Texas

Dallas

Dallas Power & Light Co., R.M. Douglass.

Vermont

Rutland

Central Vermont Public Service, P.H. Mangan.

Virginia

Roanoke

Appalachian Power Co., L.L. Koontz.

Washington

Spokane

Washington Water Power Co., R.A. Johnson.

West Virginia

Fairmont

Monongahela Power, A.R. Allen.

Wisconsin

Madison

Wisconsin Power & Light Co., E. W. Kissinger.

Milwaukee

Wisconsin Electric Power, W.H. Wagner.

Rodriguez looks at

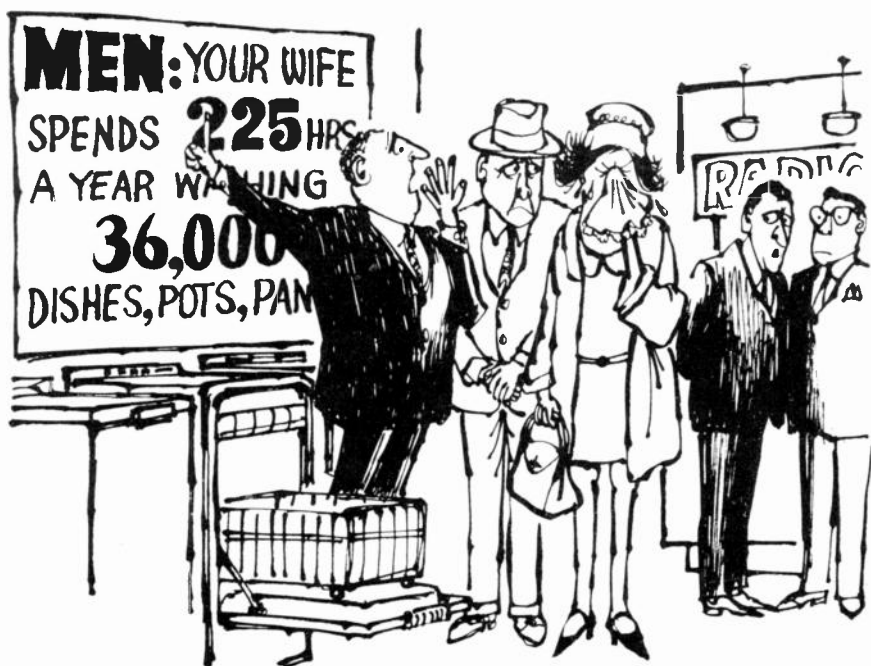
dishwasher promotion



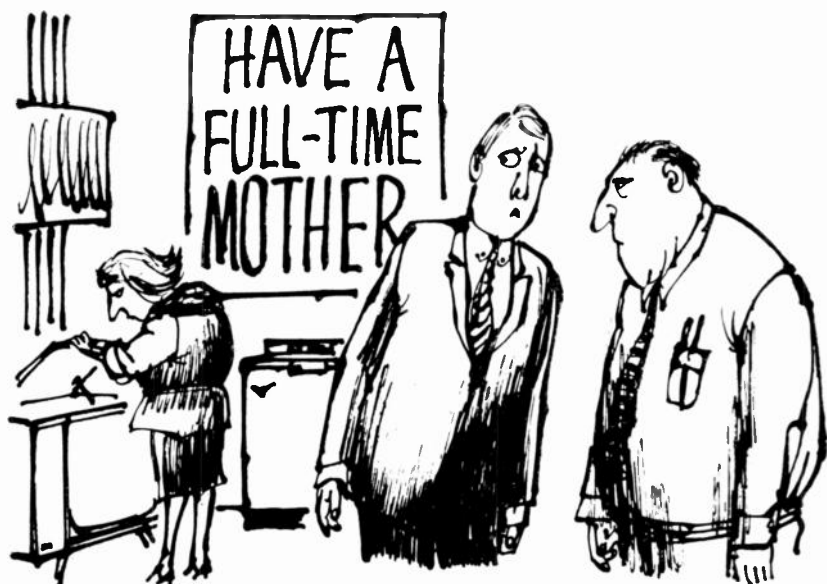
"Yes, it's nice and homey, Joe, but I still prefer using the industry's 'HAVE A FULL-TIME MOTHER' . . ."



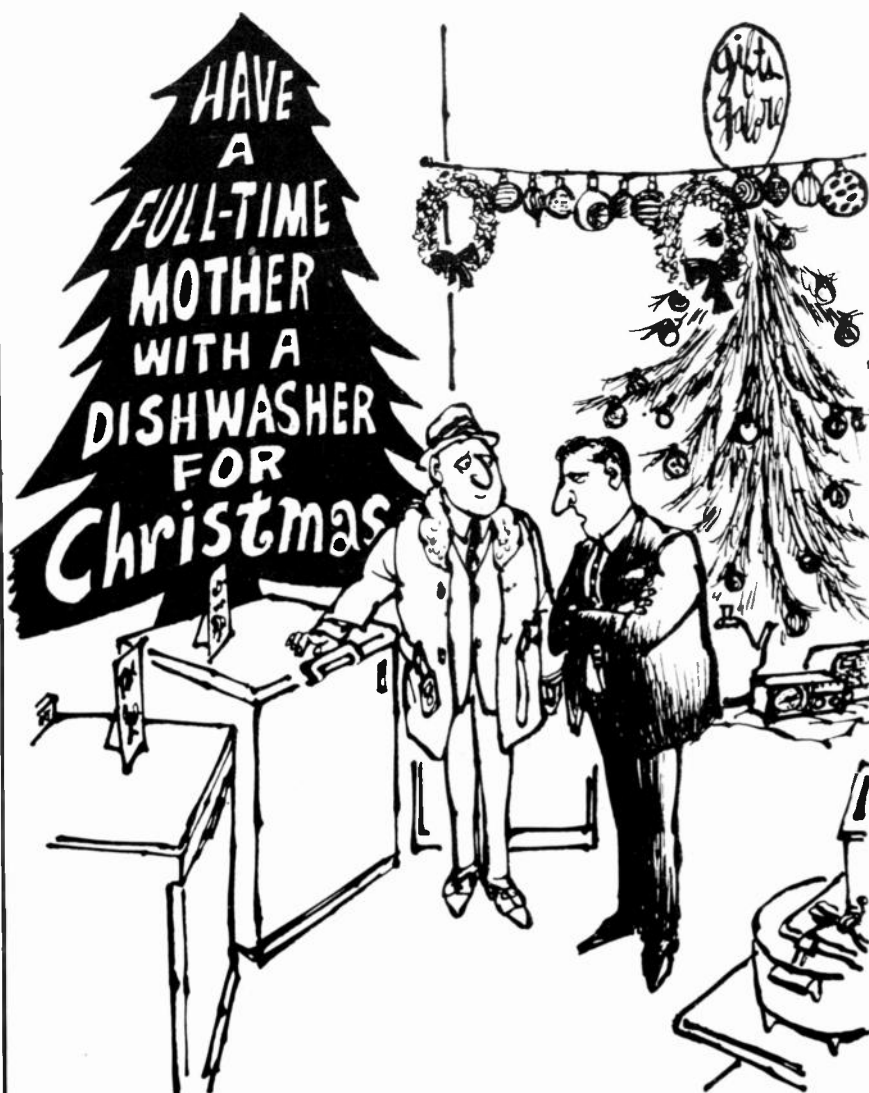
"Nothing fazes that distributor salesman—I tell him the door on that dishwasher squeaks, so he gift-wraps it shut."



"Boy, does he lay it on . . ."

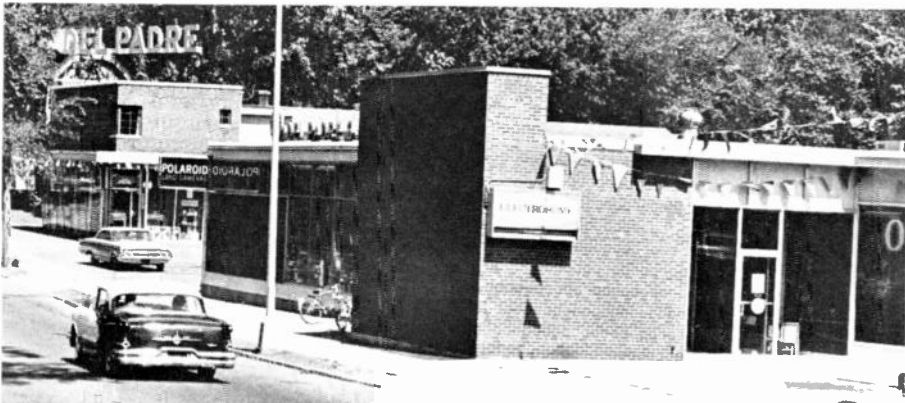


"I couldn't get her interested; she said she'd rather be a part-time mother—in front of that stereo color tv console."



"Don't let all this Christmas stuff fool you, sir. I'm not Santa Claus so I'm not giving you 30% off on that dishwasher . . ."

Why a home entertainment specialist added appliances



The new store, and the main store just beyond it, share a parking lot

One of the most successful independent home entertainment retailers around is Lou Del Padre in Springfield, Mass. Del Padre has built his business on home entertainment: he sells everything from pianos to color television, portable radios to high fidelity components, records to electronic parts. This summer he began selling major appliances. Here are factors that went into his decision.

He had a building he was not using. (At one time, a couple of years ago, he was thinking of turning it into a color tv theater.) He was able to turn the front of the building into

a 1,500-sq.-ft. major appliance store. Since the store opened in June, he has had to expand the selling space by 1,000 sq. ft. The building, which Del Padre owns, shares a parking lot with his main store.

He had personnel who could take over a major appliance operation. His store manager, Albin Bukowick, sold majors before he went to work for Del Padre some time ago. Bukowick immediately hired another man to help sell.

Del Padre had men in his service department who had white goods service experience. He assigned three men to help with appliance service, which, in the first few months the store was open, amounted mostly to installation. He now has one serviceman on white goods, two others who work on both white and brown. And he has hired a third salesman.

He has customers who are loyal to Del Padre's. Del Padre says, "Many of our customers asked our advice on where they could go to buy major appliances. They've tried this place and they've tried that place, but they weren't happy. We thought we could help these people."

Del Padre's customers have other places to shop. In the Springfield market there are three Zayre's discount stores (with a fourth on the way), two J. M. Field stores, a local department store that carries brand name and AMC appliances, and Sears (with another, larger, Sears on the way). Del Padre has built his business on salesmanship and service. He does not have the lowest prices in town, but even so his sales are doing better than he anticipated. The first three weeks the new store was open he sold 77 majors, and one month recently he sold 400 pieces.

He had a market situation he could take advantage of. The major Westinghouse outlet, a 12-store hardware chain, went out of business last year virtually taking Westinghouse out of the market with it. The Westinghouse distributor has given Del Padre considerable assistance in setting up his white goods operation. Frigidaire, Del Padre's other white goods supplier, has coverage in the market, but is working to upgrade its dealer structure.

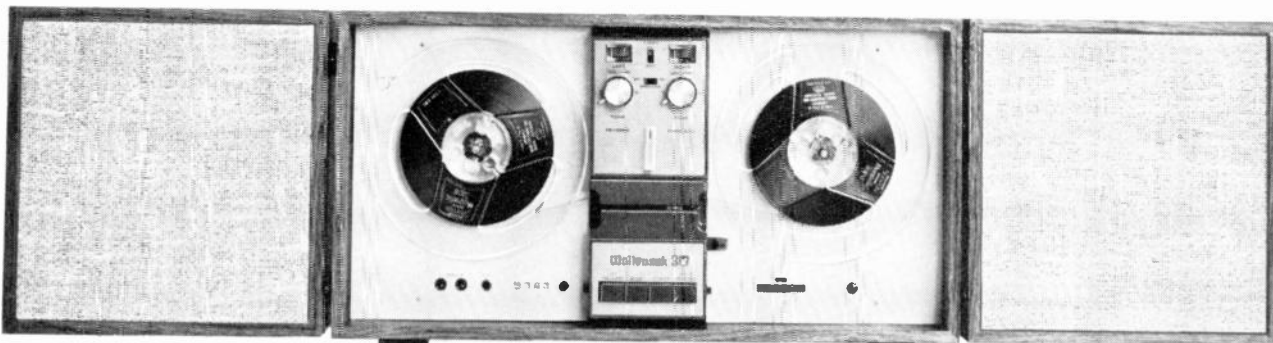
Was Del Padre's decision right? He has opened a new store in Westfield, Mass., and will be opening another new store in Northampton; both will carry white goods and brown goods. The decision seems to be a good one.



Store manager Albin Bukowick tells a couple about a new refrigerator.

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

So beautifully slim you can hang it on the wall. So packed with new features, it competes with other recorders twice its price. Is it any wonder we think the new Wollensak 5280 should be the biggest selling tape recorder on the market? It is another of the new "Sleek Look" line, completely redesigned with new ideas in sound-on-tape. A handsome piece of furniture that is at home in even the most luxurious living room. New Control Central that features an unbeatable array of controls in a hand-span: power activated push buttons, 2 VU meters, 4 speed-4 track, four digit tape counter, monitor facility, stereo headphone jack. All this and much more—solid-state design, recessed 7" reels, top-quality Wollensak construction, plus the truly exciting price. And this new Wollensak line will be presented to the public in the largest tape recorder advertising promotion, bar none. Stock up now! Interested customers will do the rest. Your Wollensak salesman has all the details.



Slim-line walnut styling, swing out speakers, spectacular price: \$219.95* New Wollensak 5280 Full Stereo Recorder



*Fair trade price where law allows.



How to clean up in dishwashers

If dishwashers are your line, TIME is just your dish. For very good reason. Our audience includes 4.3 million college-educated and upper-income families—the kind of families that own over two-thirds of all automatic dishwashers in the U.S.

Own—and *buy*. TIME-reading families alone bought

one-third of all dishwashers sold last year.

Little wonder TIME is becoming the bright new name in appliance marketing. No other magazine reaches the newest mass market of selective families with comparable coverage and concentration. What a way to clean up!

Audience data © 1965, W. R. Simmons & Associates Research, Inc.

Westinghouse's Bill Fortune is looking to your future



"As Home Entertainment Product Marketing Manager for Westinghouse, I foresee a very bright year ahead for all you dealers — so bright I'm wearing sunglasses.



"Here's the reason. A new TV set that's different from anything else on the market. It doesn't stare back at you when it's off.



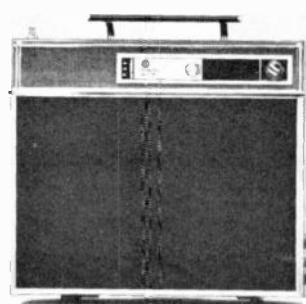
"Wonder where the picture tube went? Watch... Snap it on (it's got the Westinghouse Instant-On™ TV feature) and...



"There's your picture! Appears like magic in what's a handsome black glass panel when the set's off. It's called the 'Jet Set.'



"It's got a twin telescoping antenna... pop-up handle... illuminated VHF and UHF dials... fully transistorized, too.



"It's the third big product breakthrough we've made since we organized WASSCO. What's WASSCO? It stands for 'Westinghouse Appliance Sales and Service Company.' It means a lot of things—more warehouses so we can get merchandise to you faster... more districts so our reps can stay in closer touch with you... more flexibility for our district people so they can go right to work on your requirements.



"There's a lot more good news coming to you from Westinghouse — the Jet Set here is just one dramatic example.



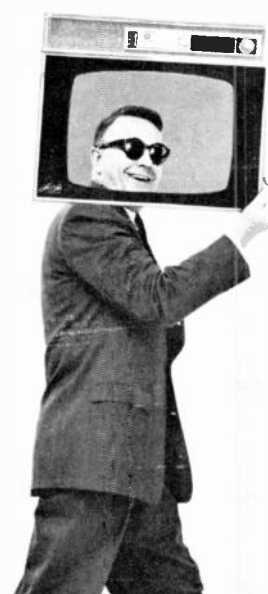
"It gives you a picture of photographic quality—thanks to the black filter panel.



"Comes in several different models. Whatever they want, 'Ka-zam!' you've got it!



"I foresee continued merchandising assistance as well as more startling new products for our dealers from WASSCO.



"'Nough for now. Let's all get to work selling Jet Sets. There's a fortune in this **Bright New Idea in TV.**"

You can be sure if it's Westinghouse





THE MOOD AND THE MEANING OF THE HARDWARE SHOW

The hardware industry is on a trade-up bent that should pay off for retailers—in the form of improved profits—beginning this fall on power tools and gaining further momentum during the spring garden goods season. Bullish is the mood for improved sales and profits as the result of a busy-with-buying National Hardware Show in New York City last week.

A healthier state exists in the industry at all levels—manufacturing, distributing, and retailing. Pricing pressures are easing all around. In fact, manufacturer pricing crept upward in a number of key product categories; elsewhere, it generally held stable.

Power mowers are becoming profitable again—after years of price footbaling that rivaled electric housewares in intensity. The same is true for power tools. And barbecues. And other summer items.

The industry's stability

The replacement market is being credited for returning profitability to the power mower business. Some power mower producers are predicting that 80% of the 4.7 million units expected to be sold next year will be bought by consumers seeking a better machine.

"Replacement customers are trading themselves up to higher-priced machines," one buyer said, echoing the comments of many retailers. Where retailers once sold \$30 and \$40 machines they are now selling \$60 and \$80 mowers. Dollar volume is even higher because of the growing sales in the \$150 area for mowers and even higher on riders.

Most buyers talked about adding to their mower assortments at the higher end. In many cases, these retailers will be showing a new high in power mower sales tickets.

The replacement market also is working for barbecue equipment and accessories, and, to a lesser extent, for power tools. Wagon-styled barbecues have come on stronger than ever in the 1966 lines. Retailers expect to be selling more units priced around \$90 or higher. The promotional 24-inch braziers are still around, largely to be sold against.

Replacement customers in power tools are expected to go for variable-speed controls. That tiny little silicon rectifier is taking over the power tool industry with a storm. Hand-somely packed power tool kits—some with an attache-case look—should help take further pricing pressure off the power tool market, even the 1/4-inch drill.

Cleaner distribution patterns also are helping retailer profits. Hardware manufacturers have worked hard to clean up their distribution patterns within the last several years. Most power mower lines offer a good degree of price protection, although most of them are being policed unofficially rather than by actual fair-trade or other out-in-the-open means. The same is true for power tools.

The cleaner distribution efforts not only have enabled retailers to improve their profits, but also have been beneficial to distributors. Many retailers who had been soft-pedaling power tools because of price footbaling are now actively promoting the category again.

Manufacturer shakeouts also have led to the increased price stability. The recent rash of mergers and acquisitions in the barbecue equipment field has helped ease price cutting on the manufacturer level. Even the still-plentiful promotional manufacturers in the power mower field have been forced to hold pricing steady because of increased material and labor costs. Manufacturers have found they can only price their goods so close, even for a million-dollar order from a supermarket chain, which one power mower manufacturer reportedly wrote at the Show.

Delivery problems exist on both housewares and hardware products. Although slow deliveries could hold down retail volume, they also provide additional evidence of strong business conditions.

Shipments on fall garden goods products are reported running up to six weeks behind. Especially hard hit, according to trade reports, are storage sheds. One storage shed manufacturer put much of the blame on buyers who failed to place orders in July for merchandise needed this fall. Buyers played it cautiously in ordering fall merchandise in July.

Housewares products, particularly electric slicing knives and Teflon-coated cookware and electric housewares, also are caught up in the delivery problem. A number of housewares manufacturers expect to be able to get shipments on a better basis in time for the Christmas selling season.

The Show's pace

Product refinements rather than new products marked the Show. The emphasis was on new features. This was particularly evident in the power mower field. Many manufacturers had some kind of new feature designed to make their lines stand out. There are plenty of new selling points for retailers to work as they go after the replacement business.

Programs also were stressed. Sunbeam Corp. undoubtedly created the most excitement at the Show with its "Turn a Lion Loose on Your Lawn" gimmick for its electric mowers. Sunbeam also tempted buyers with fair-trade as well as the \$1 million television advertising campaign behind the lion. There is little doubt that Sunbeam will gain increased retail exposure for its line next season—for both its trade-up electric mowers and its greatly expanded gasoline-engine line (MW, 20 Sep., p.36).

Other manufacturers also countered by promising improved profits and stepped-up advertising campaigns—including wider tv use.

The quick pace of the Show pleased hardware exhibitors. Opening-day traffic was particularly heavy, clogging up the aisles and booths in many cases. Orders for Christmas merchandise were reported to be good, and, in some places, excellent. Power tool producers particularly were happy with the business they wrote. Manufacturers of power mowers and other garden goods generally indicated they were pleased with buyer acceptance. Some reported more confirmed commitments on spring goods than at previous shows. There appeared to be some buyer concern that manufacturer pricing may be a little higher next spring.

Housewares manufacturers, as usual, chalked up the Show to exposure rather than to new business. Most housewares manufacturers exhibiting at the Hardware Show do not expect to write much business; the Show gives them a chance to talk over programs and problems with retailers and distributors. One electric housewares manufacturer reported the Show has become more valuable to his firm because he is doing more business through hardware distributors.

If there was one complaint at the Show, it was about the lack of air-conditioning because of New York City's water shortage. At least the heat gave exhibitors one thing to complain about; there was little else.

□□□□ **The do-it-yourself manufacturing trend** in the housewares industry is picking up momentum. Increasingly, housewares manufacturers are working toward becoming self-sufficient in their manufacturing operations, and are depending less and less on outside suppliers.

Rival manufacturing provides an example of what's happening. Rival is now producing its own motors and doing its own die-casting. Vice-president George B. Roth picked up an electric can opener at the National Hardware Show and pointed to the rubber feet on the base of the can opener as the only part not made in the Rival plant. Regina Corp. is another manufacturer well on its way toward its goal of complete manufacturing.

□□□□ **A new Teflon-bonding process** claimed to provide a tougher coating is being offered to cookware and other housewares manufacturers by General Plastics Corp. of Bloomfield, N.J. General Plastics has acquired U.S. rights to the process developed by Boeing Co., of Seattle. The process, called "Boeclad," meets DuPont's Seal of Approval requirements and is claimed to provide wear resistance to even metal spatulas. General Plastics plans a national co-op ad program to promote the Boeclad trade-mark and process.

□□□□ **A new Reigle lineup at Regal Ware:** J.O. Reigle is retiring as president of the cookware-electric housewares manufacturer and is being succeeded by James D. Reigle. The elder Reigle will continue as board chairman. Ronald O. Reigle moves up to vice-president of sales and management to succeed James D. Reigle at Kewaskum, Wis., headquarters. Another Wisconsin cookware producer, Mirro, expects to have its building program in Manitowoc and Two Rivers completed by the end of the year, adding 181,000 square feet of floor space. The expansion program will cost nearly \$2 million.

□□□□ **Corning has won another packaging award**—for its Petite Pan Set. Corning placed first in the housewares category in the Packaging Institute's annual contest held during the National Hardware Show. Empire Brushes won a merit award for its cordless upholstery shampooer. Other winners included: Decro-Wall Corp., first place in painting aids category for its vinyl wall panels; Black & Decker, first place in the tools category for its 1/4-inch drill kit; and Quality Molding, first place, lawn and garden, for its landscape fencing.

□□□□ **Fall promotion support:** Sessions Clock has scheduled an eight-week campaign in *TV Guide* to promote its Pick the Winners consumer contest built around its new football shaped clock; Hoover Co. is offering retailers a coloring book for promotional purposes, with an initial printing of 100,000 copies.

□□□□ **A new entrant in glass-top warming trays** is Hamilton of Indiana, of Chicago. The firm is offering a 14½-by-7½-inch unit with a safety-glass top to retail for \$7.99. Salton Inc., up to now, has had the glass-top warming tray field to itself.

Expected price cut on mowers lost in a flurry of new features

The automotive and power mower industries had a lot in common last week. Chrysler Corp. kicked up a ruckus by announcing higher prices on its 1966 automobiles, pointing to new features and especially to safety devices. And power mower producers, in many cases, also came in with higher, or just as high prices as the pre-excite tax cut level. Power mower manufacturers also pointed to new features and quietly referred to a new emphasis on safety.

"The tax cut is down the drain," complained the hardware buyer for one of the nation's largest retailers. "You should be seeing lower prices because of the excise tax removal. Instead, you are seeing prices up to the pre-cut level, or higher."

Manufacturers counter that increased material and labor costs have forced them to absorb the tax cut, and in some cases to boost prices above last year's level. New features, accessories and stepped-up horsepower is the medicine manufacturers are applying to retailers' wounded wishes for lower prices.

The features of the new lines, such as Toro's new oil gauge and trimming device, Lawn Boy's "finger-tip" controls, Jacobsen's fold-down handle, and Sunbeam's automatic cord recovery reel, drew favorable buyer comments, if not raves. Among accessories, grass bags were the most popular. Nearly every manufacturer claimed an improved bag that hinged easily and stuffed amply.

Midst the barrage of sales pitches last week at the Coliseum, mower makers discreetly acknowledged the need for a fresh emphasis on safety.

The Outdoor Power Equipment Institute (OPEI), which enjoys extensive industry membership and participation, has launched a safety-seal program aimed at reducing the 60,000 to 80,000 reported mower accidents each year.

A safety-seal program was first considered by OPEI at the organization's 1961 convention. Last year, the OPEI safety committee estimated that 95% of all lawnmowers met the requirements for the safety seal.

OPEI is pushing a two-pronged attack in its safety war. First, manufacturers are being urged to comply with the strictures of the American Standards Association (the safety-seal program is self-policed) and use the seal on all advertising and sales literature. Secondly, next year OPEI will seek full consumer awareness and acceptance of the safety seal.

A key to the motivation for this safety consciousness is partially revealed in the remarks of OPEI president Mando S. Ariens: "Immediate industry support of the campaign is essential because of mounting pressure from Washington and state capitals, growing unfavorable public opinion and possible buyer resistance in the future."

The U.S. Public Health Service and the National Safety Council are collaborating with OPEI on mower safety.

One Midwest buyer remarked that the safety problem of rotaries has noticeably affected an increase in his store's reel sales. But reel mowers

continue to be a regional product, largely in the Western states.

Rider mowers continue to increase their share of the market. "By 1970, riders will account for 30% of dollar volume," predicts Jacobsen vice president Charles A. Livesey. The frequent criterion for determining whether or not a rider unit is needed—size of the area to be mowed—has dwindled from an acre to a quarter-acre or less, according to Livesey.

Self-propelled mowers have not lived up to industry expectations. Some retailers report good volume with them; others claim that high-end sales will increasingly go to riders rather than to the self-propelled models.

"High-wheel" units, mostly a commercially used mower in the past, are increasingly being promoted for consumer use, though buyers report few customer requests for them. Southern retailers, however, particularly in Florida, report good sales of high-wheel mowers where the terrain is marshy or hilly.

Sunbeam drew the crowds at the show. Electric mowers, dominated by Sunbeam, account for a share of market that might most charitably be labeled "piddling." But now, the Chicago manufacturer is beefing up both its gas and electric offerings and is taking off after the mower market with a roar. The roar is supplied in a promotional ballyhoo, "Turn a Lion Loose on Your Lawn" (MW, 20 Sep., p.38).

"In like a lion, out like a lamb," snapped one unimpressed buyer. Other buyers, however, viewed electric mowers in another light.

"Electric mowers account for 5% of our business now, but I wouldn't be surprised to see them take 50% within a few weeks," one retailer said, citing as one reason the increasing number of women who cut their lawns. "Electric mowers avoid women's, and men's, bugaboo about starting," he added.

Hedging might be the best way to describe manufacturer reaction to Sunbeam's prolific plans (for openers, a million dollar ad budget on one tv-spot that has retailer tags). Most of the major industry producers do not now have an electric model, but would likely get one quickly if sales of electric mowers began to hum.

Manufacturers' indecision about the future of electric mowers is indicated by still-limited competition in the industry: Huffy has dropped electrics for next season, and General Appliance has added two 20-inch models. Thor has dropped its 14-inch model but still has two other models. Major private-label supplier, MTD, carries electrics in its line, as does Atlas-Aire.

One of the few new products at the Show was Solo Industries imported engine, with attachments for mowing, tilling, spraying, irrigating, even an outboard motor for boats. Price of the engine, or accessories, has not yet been announced.

A Sears representative typified trade reaction when he replied to the question "What's new?"—"A lot of colors. That's about all."

—Robert C. Rowe

Camping equipment: the market that is growing like Topsy



Emco's folding, holding fishing chair

"It's just what I wanted. What is it?"

This familiar Christmas lament amply describes the housewares-hardware industry's attitude toward the market for camping equipment.

All the manufacturers MERCHANDISING WEEK talked with at last week's Hardware Show were in agreement that this was a growing market with healthy profits. They agreed that there is a new interest in handling this equipment on the part of retailers, that this in turn was in response to a growing consumer demand.

But no one could really pin down the dimensions of this growth. No one could quite agree on the causes. And, oddly, no one seemed to greet this rising potential with anything resembling excitement. The general approach seems to be to respond to

an existing upsurge of interest with little effort to stimulate the momentum.

Pricing is a reflection of the growing market. For the first time in years manufacturers have found they are able to get more for existing products. At retail, the situation appears quite healthy. While discounters are keeping retailers on their toes using some camping items as price leaders, sporting goods specialists are still able to carve out a nice profit. Manufacturers indicated that retailers' margins varied from 25% on the low-end promotional items to 50% on the high end. And this can be topped "if a dealer wants to get greedy." Even so, one manufacturer conceded that as much as 75% of the camping equipment sold was priced at less than list.

New products were not the news at the show. Virtually everything on display had been out for several years. There were a few additions however. Bernzomatic has a new dual beam propane lantern for January introduction to list at \$12.95. It is worth noting that its existing lantern, which originally came out at \$12.95, has been upped to \$18.95. The Bernzomatic line also contains cookstoves, a radiant heater, a grille and a bantam refrigerator with a capacity of 18 lbs. that operates off a car or boat battery.

Vanguard Products Inc. showed a fluorescent camping light that can be car or battery powered. Dealer price is \$13.25 and list is \$19.95.

Emco Specialties, Inc., showed a folding fishing chair with built-in tackle box and rod holders, at \$14.95.

Wagons ho! Covered smokers move out in 1966 barbecue lines

The round barbecue has gone square as more smoker-wagons appear in the generally traded-up 1966 lines. But the 24-inch round brazier also has been styled up in some quarters: Straightline, for example, has put a smoke stack on top of its teepee-shaped hood: Structo is offering a brazier that permits cooking on the hood as well as the grill.

Most barbecue manufacturers previewed their 1966 lines in New York City last week; many producers chose private showings for their lines in hotels and showrooms rather than at the National Hardware Show. There are two major reasons for the private showings: the fact that only the key accounts are interested in making commitments on barbecues at this time, and that these chain buyers prefer the privacy of showrooms.

Pricing is up on many of the new lines. Manufacturers generally concede that increased metal and labor costs have forced them to raise prices

between 2% and 5%, depending on the model.

Here is a rundown on new lines:

Tonka Firebowl (formerly Mell Manufacturing)—Seven wagons have been added to the line, now totalling 30 units and ranging from low-end, table-top braziers at under \$5 retail to about \$40 on smoker-wagons. A built-in fire starter is being featured on many higher-priced units.

Bissell—The line is essentially the same as that marketed by the consumer products division of Union Steel Co., before Bissell's acquisition of it last year. However, Bissell is aiming for increased department store business with a five-model Hi-Lo Chow Wagon line that features brass trim against black. The top-of-the-line wagon comes with a push-button console for operating the electric fire-starter and motorized rotisserie, it will retail for \$89.95.

Structo Div. of King-Seely Thermos Co.—Eight types of wagons are being featured in its 44-model line,

which was being shown only to key buyers. The line, according to trade reports, also includes a brazier that permits cooking on top of the hood as well as the grill.

Crestline Div. of Federal Steel Corp.—Added are three new smoker-wagons in a \$15-to-\$30 retail price range. Crestline also is making its return to the metal outdoor furniture business.

Bar-B-Bowl Div. of Keystone Lamp—The firm is offering a new three-model line of smoker-kettles in an under-\$20 to \$35 retail price range. The line includes three wagons.

Straightline—A cast-aluminum kettle and a porcelain-enameled brazier are being added to the line in addition to the hooded brazier that features a smoke stack. The porcelain-enameled brazier without hood will retail for about \$15, the cast-aluminum kettle for about \$50, and the smoke-stack brazier for under-\$20.

Glaser Products—This company, which owns much of the deluxe

smoker-wagon business, is adding a new high-end number to retail for under \$80. It features two separate cooking areas for a total of 400 square inches of cooking space. Each cooking area has its own adjustable firebox.

Royal Div., De Soto Chemical Coating Inc.—Now marketing a locomotive engine-shaped grill, Royal is adding a new Stage Coach unit to its line of covered smoker-wagons. There is also an early American wagon featuring an eagle design on the hood.

Conver Steel & Wire Co.—Promotional smoker-wagons are added to a line that otherwise remains essentially the same as this year's

Bersted Mfg. Div., McGraw-Edison—Two smoker wagons are being added to the Ozark Chef line. They feature wood cutting boards and carry a \$24.95 and \$34.95 suggested retail prices.

Marshallan—Hooded braziers and motorized spits are added to its promotional line for the first time.

Power tool manufacturers are buzzing about variable-speed

More than 16 manufacturers of power tools were showing their wares at the National Hardware Show in New York City last week. Over the buzz and roar of the demonstrations, one phrase dominated the talk: variable-speed.

"**Trigger control** of drilling speed enables the operator to again become part of the drilling operation, just as he was when he used a brace and bit," said Carl G. Gutman, marketing manager of Thor Power Tool Co. Thor's variable speed drills include 1/4-inch, 3/8-inch, and 1/2-inch models, with a reversible model in the 1/2-inch size.

The drills operate from zero rpm to full-rated speed under varying finger pressure on the trigger. Thor's sales pitch says the feature is based on the "recognized advantage of

starting holes at low speeds for accurate location, as well as the efficiency of drilling hard materials at low speeds and softer materials at higher speeds."

Speed-controlled tools on the market now include two types: (1) positive speed (2-speed, 4-speed, etc.) with speed reduction accomplished by gear, diode, or series of parallel windings, or a combination of both; and (2) variable speed with speed reduction accomplished with a silicon rectifier.

Having discovered variable speed is a sales feature with a powerful punch, the power tool manufacturers are now working on improving profits. One ploy that is proving successful is the "kit" concept of power tool packaging. Skil, for example, is offering a fall special on its variable-

speed, 1/4-inch, Trigger Speed Control drill; it is packaging 12 accessories with the unit in a kit for \$29.95.

As sales of power tools climb, the number of manufacturers grows. Last year saw Toastmaster and Rockwell enter the consumer power tool market. This year, giant GE is making a bid for the business with its single power unit and attachments idea (MW, 12 Jul., p.67).

Power tool accessories are getting a big play from most of the companies. Stanley, for example, has a new drill-saw, a drill-shaped tool made of high-speed tool steel, with teeth ground sharp for drilling, cutting and shaping wood, plywood, plastics and non-ferrous metals. The drill-saw can be used in a portable power drill or in a drill press to saw

square or round holes or to shape designs. Another new accessory from Stanley is a right-angle drive for electric drills that makes it possible to sand, drill or polish in all positions and in confined places.

Consumer styling—even woman-oriented styling—is becoming more apparent in many of the companies' lines. The increased use of plastics in power tools has not only improved the product in many cases (lighter weight and better insulation) but also has made the product better looking, more colorful.

Although the 1/4-inch drill is the perennial best-seller in the power tool market, manufacturers are not ignoring other products. Saws and sanders were two other important categories sharing the spotlight at last week's show.



Atlas power mowers for 1966

An electric lawn mower to retail at \$89.95 highlights the new Grass Jet line of Atlas power mowers for 1966.

New features of the 1966 line include a deflector-chute combination

for expelling grass clippings and preventing clogging, according to Atlas. A leaf mulcher attachment, five-position cutting height adjuster, rake-type front, and bag-type grass catcher attachment are additional features. A pinion and gear-tread forward drive is offered with self-propelled models in the Grass Jet line.

The new electric mower, model HE20 (shown at left) is a 20-inch rotary unit powered by a 1½ hp GE motor. The handle has an on-off switch and a special device called Cordtender designed to keep the 100-ft. cord out of the operator's way.

Available in self-propelled or push-type and in 20- or 22-inch models, are the gasoline-powered "H" series of rotary mowers.

The new Country Gentleman Estate series of Grass Jet mowers includes a 22-inch unit available in self-propelled and push-type models. The self-propelled model M310 has a drive control that engages when the handle is pushed forward.

Both self-propelled and push-type models have bicycle type rear wheels, a heavy-duty V-belt blade drive, handle-mounted blade clutch and brake control, and a 3½ hp engine. Suggested retail price of model M310 is approximately \$139.95.

Delivery date for model M310 is late October, late this month for model H22D, and sometime in October for model H20. *Atlas Tool & Manufacturing Co., 5147 Natural Bridge, St. Louis, Mo. 63115.*



McGraw-Edison humidifiers

McGraw-Edison's line of humidifiers has been redesigned for 1966.

The main change in the models is a direct-drive motor pump assembly that operates without flexible couplings. Other features include a one-piece float assembly, a plug-in control assembly, and a magnetic front-fill panel that tilts back for easy filling and shuts with a magnetic seal. Galvanized parts have been eliminated, and all parts exposed to water are corrosion-resistant, says McGraw-Edison.

At the top-of-the line is the Imperial Tempered-Aire with a selector switch for optional operation of the heater. Additional features include a water level indicator, automatic humidistat, automatic shut-off, operating and refill lights, and a two-speed fan. Evaporating capacity is 16 gallons per day. The Imperial Tempered-Aire unit is also available in a standard model without the re-heat element.

Evaporating up to 12.5 gallons of water a day, is a third unit dubbed the Deluxe. This console model incorporates an automatic humidistat and a water level indicator. McGraw-Edison's fourth offering, a compact model, converts into a table model when not in use. The unit evaporates up to 4.5 gallons of water a day. For portability, the compact comes with a brass-finished roll-around stand. *Albion Div., McGraw-Edison Co., Albion, Mich.*

Greenford kerosene heaters

A combination kerosene heater and range, the Aladdin Duet, highlights Greenford's line of kerosene heaters for 1966.

The combination has two-inch twin burners and heats 4,000 cu.ft. with up to 11,160 Btus per hour. With two gallons of fuel, the unit is able to burn from 24 to 78 hours. Weighing 28½ lbs., the Aladdin Duet measures 23¾ by 19¾ by 10¾ inches. Suggested retail price is \$69.95.

At the top of the Greenford heater line is the Senator, model 2820, a radiant heater to retail at \$79.95. Its maximum burning time is 25 hours, while heat output is 9,000 Btus per hour for a 3,000 cu.ft. area.

A second radiant heater in the line is the Bialaddin Sahara, to retail at \$52.50.

Completing Greenford's line of kerosene heaters are three models—the Aladdinette, the Aladdinique "Little Giant," and the Aladdin Blue Flame—ranging in price from \$29.95 to \$43.50. *Greenford Products Inc., 38 S. Dearborn St., Chicago, Ill. 60603.*

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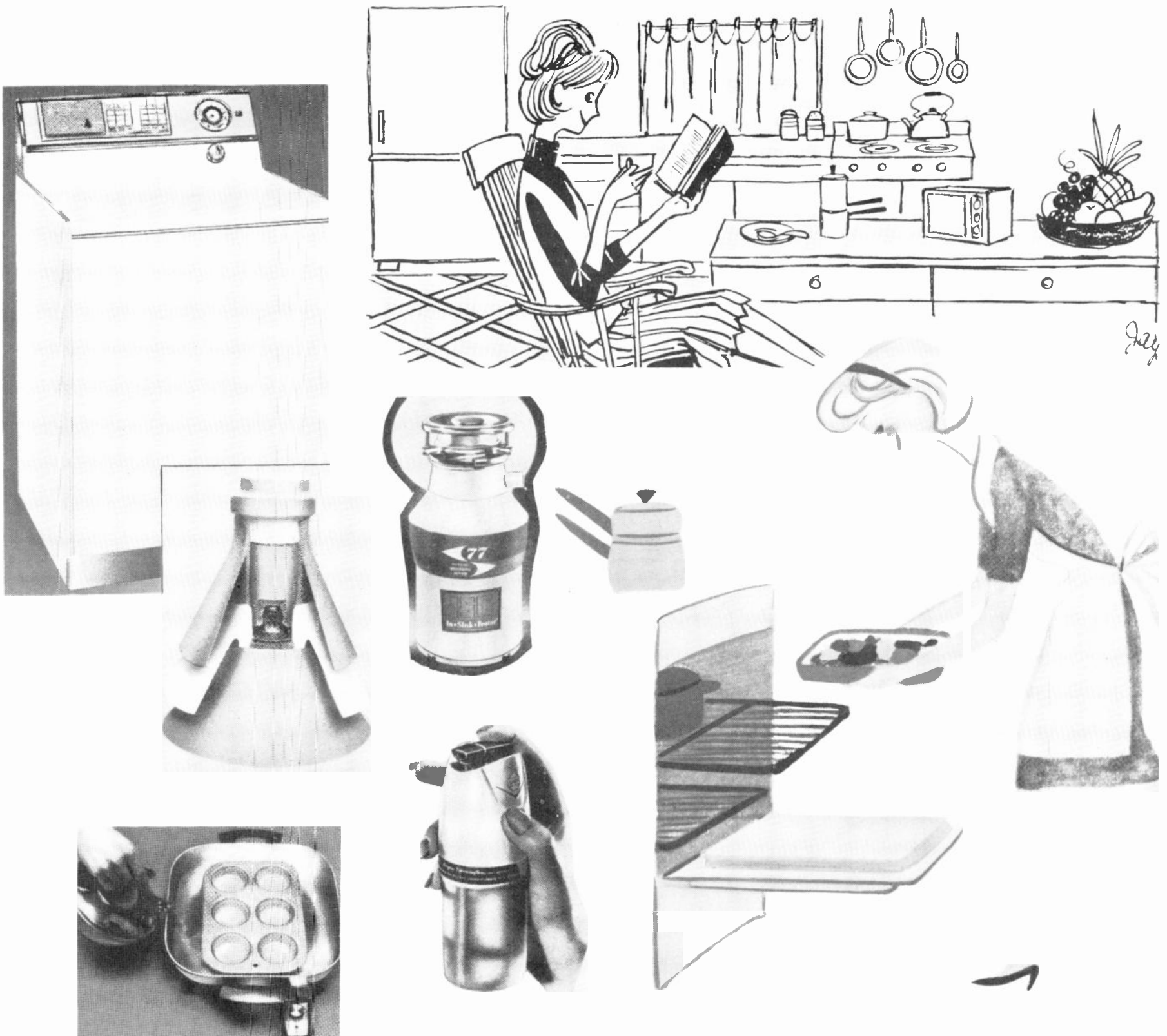
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MARKETING

The Stanford Report analyzes the marketplace of the future

Know thy customer.

This is the message heads-up merchandisers, whether they sell lamps or refrigerators, can gain from the Stanford Report. This 10-year Home Furnishings Market projection by Stanford Research Institute (SRI) has lessons for manufacturer and retailer alike.

The much-touted Stanford Report (MW, 16 Aug. p.13) was reviewed at the recent 37th annual convention of the National Assn. of Furniture Manufacturers in Chicago, Ill. The ambitious 10-year look into the future of the home furnishings industries—defined as furniture, carpets, bedding, window coverings, lamps, and decorative accessories—was summarized for the furniture manufacturers by John J. Baumeister, SRI's senior marketing economist.

What the report covers is manufacturer-retailer relationships and technological changes in the home furnishings industries. And, the conclusions offered bear some resemblance to the proposed solutions for the distribution, growth, and manufacturing problems that now plague the major appliance, consumer electronics, and housewares industries.

The main benefit to major appliance, consumer electronics, and housewares retailers and manufacturers is SRI's detailed analysis to tomorrow's customer. Here is how SRI sees the customer of tomorrow—the customer who will shop your store!

A young customer with different attitudes will dominate the marketplace in the next decade. SRI statistics show that during the next 10 years, the 20-to-29 age group will increase by 48%, while the 35-to-44 age group will decline by 8%.

By 1975, approximately 44% of the population will be between 15 to 34 years of age. Promoting for this Young America market (MW, 9 Aug., p.13) is the challenge of the future, according to Baumeister.

"The industry faces the challenge of focusing the proper degree of promotional and merchandising effort on the growing younger segment of the population," Baumeister said. "This young segment is better educated, richer, more mobile, less tradition-bound, and more inclined to emphasize useable value than simple ownership."

A customer with more money to spend will browse and shop the retail outlets of tomorrow. According to SRI figures, about 45% of all consumer units (families) will have incomes in excess of \$7,500, after taxes, in 1975.

While rising consumer incomes will provide greater opportunity for continued sales growth, the SRI report reminds retailers that more money in the consumer's pocket will not automatically mean increased sales. Travel, education, and a host of leisure time industries will be pitching for the consumer's dollar.

Environmental changes in the next decade, according to Baumeister, will bring forth related changes in customer values and status symbols. Automation has already started to regiment the normal work day.

"Many persons will find their work environment less satisfying. These people will turn to the home and home-centered activities for emotional fulfillment," Baumeister said.

Automation, as well as work that is more piece-meal and assembly-line oriented, will give individuals more free time through a shorter work week. With a growing amount of leisure time, more customers will take a greater interest in the appearance of their homes, he said.

For the appliance and consumer electronics retailer, the message is very clear. To reach the customer of tomorrow, the retailer must offer a wide selection of products—quality products that the customer can use to express his individuality and upgrade (decorator fashion) the total home environment from the laundry to the kitchen.

The emphasis on quality and the dissatisfaction with a bland work environment, Baumeister feels, can be used by aware retailers. "It suggests that the consumer may be increasingly susceptible to selling emphasis on quality and well styled products," Baumeister said.

To sell quality products, retailers need quality salesmen. Although the uninformed and uninforming retail salesman has been criticized before (MW, 19 Apr., p.36; 10 May, p.10), Baumeister summed up the problem this way:

"Consumers will be less willing to accept incompetent sales people, will demand information and value, and insist on service. The industry will face the challenge of hiring, training, and supervising a generation of employees who, for the most part, will be better educated than their employers."

Other trends, peculiar in actual workings to the home furnishings industries, but also seen in the major appliance and consumer electronics industries, were outlined by Baumeister. These trends included consolidation, scrambled patterns of distribution, and the threat of the mass merchandiser. Baumeister said:

"Retailers can expect much more competition from the mass merchandiser. The small retail outlet is expected to find it more difficult to achieve adequate sales and profits unless it operates as a specialty store catering to the needs of a particular market segment."

The independent's key for survival, Baumeister feels, lies with the individual customer. "The importance of personal selling and service provide continued opportunity for the small operator," Baumeister said.

Four problems need solution before any industry can cope successfully with the future. Baumeister outlined the problems as: lack of communication and cooperation between various segments of the industry; the shortage of adequately trained sales personnel; the market controversy and frequency of style change; and ineffective management practices.

The major appliance, consumer electronics, and housewares industries would do well to take a close look at the many implications of the Stanford report. The advice offered in the report is invaluable.

"Know thy customer" will be the guideline of the future—your future. The moral of the Stanford Report: If you choose to ignore the handwriting on the wall today, it will be difficult—if not impossible—to compete successfully in the market place tomorrow.

—Margaret Edin

INDUSTRY TRENDS

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

FLOOR CARE PRODUCTS

	date	1965	1964	% change
floor polishers	July	66,958	70,077	- 4.45
	7 Months	648,644	646,061	+ .40
vacuum cleaners	July	329,170	294,877	+ 11.63
	7 Months	2,723,308	2,461,949	+ 10.62

HOME LAUNDRY

dryers, clothes, elec.	July	85,581	86,765	- 1.36
	7 Months	570,103	504,687	+ 12.96
dryers, clothes, gas	July	42,156	39,306	+ 7.25
	7 Months	286,774	273,439	+ 4.88
washers, auto. & semi-auto.	July	311,756	298,259	+ 4.53
	7 Months	2,053,978	1,924,564	+ 6.72
wringer & spinner	July	44,334	53,367	- 16.93
	7 Months	339,207	377,437	- 10.13

OTHER MAJOR APPLIANCES

air conditioners, room	July	172,600	251,800	- 31.45
	7 Months	2,370,900	2,086,000	+ 13.66
dehumidifiers	July	22,300	32,700	- 31.80
	7 Months	178,600	168,400	+ 6.06
dishwashers, portable	July	19,000	15,300	+ 24.18
	7 Months	191,700	152,100	+ 26.04
dishwashers, under-counter, etc.	July	59,700	58,300	+ 2.40
	7 Months	445,800	392,600	+ 13.55
disposers, food waste	July	115,600	102,000	+ 13.33
	7 Months	743,600	725,300	+ 2.52
freezers, chest	July	60,100	41,500	+ 44.82
	7 Months	264,500	261,800	+ 1.03
freezers, upright	July	77,200	69,100	+ 11.72
	7 Months	398,100	402,900	- 1.19
ranges, elec., free-standing	July	87,700	78,200	+ 12.15
	7 Months	713,200	653,000	+ 9.22
ranges, elec., built-in	July	60,800	64,500	- 5.74
	7 Months	446,000	468,500	- 4.80
ranges, gas, total	July	155,500*	159,600	- 2.57
	7 Months	1,229,800	1,230,500	- .06
refrigerators	July	439,100	444,300	- 1.17
	7 Months	2,775,700	2,651,500	+ 4.68
water heaters, elec. (storage)	July	85,700	73,500	+ 16.60
	7 Months	622,300	579,800	+ 7.33
water heaters, gas (storage)	July	217,930	216,430	+ .69
	7 Months	1,502,730	1,622,460	- 7.38

CONSUMER ELECTRONICS

phonos, mfrs. ship., port.-table	June	321,945	310,742	+ 3.61
	6 Months	1,427,422	1,047,190	+ 36.31
distributor sales	June	214,292	217,171	- 1.33
	6 Months	1,250,973	989,010	+ 26.49
phonos, mfrs. ship., console	June	171,253	153,027	+ 11.91
	6 Months	687,538	656,819	+ 4.68
distributor sales	June	111,371	126,026	- 11.63
	6 Months	610,988	658,335	- 7.19
radio production (ex. auto)	Sept. 10	231,522	231,295	+ .10
	36 Weeks	9,159,123	6,859,617	+ 33.52
distributor sales	June	1,020,575	868,247	+ 17.54
	6 Months	5,112,766	4,019,448	+ 27.20
b&w television production	Sept. 10	168,135	143,891	+ 16.85
	36 Weeks	5,360,118	5,177,911	+ 3.52
distributor sales	June	533,123	613,124	- 13.05
	6 Months	3,386,935	3,443,073	- 1.63
color television production	June	714,405	711,785	+ .37
	6 Months	3,962,334	3,893,456	+ 1.77

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

Norge dealers drive big cars



(so can you)

Don't get rushed into buying a fall selling program 'til you see your Norge Distributor's Open House (Oct. 10-17). Big news on far-out trips, great new products, traffic-pulling promotions . . . you name it!

NORGE

home appliances **BORG WARNER**®



How solid are so-called “solid copper circuits”?

Less than the thickness of the paper used in this page!

The copper foil on many plastic printed TV circuit boards is less than 2 *thousandths* of an inch thick... that's *less* than the thickness of the paper this page is printed on!

This is one of the reasons why plastic printed TV circuit boards are susceptible to broken circuits... why a simple tube failure in a circuit board can cause a costly major circuit breakdown.

Zenith refuses to use them in TV sets.

Every Zenith TV chassis is Handcrafted for quality.

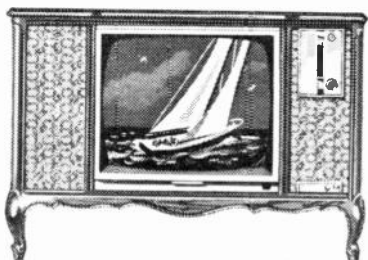
Every part is carefully and firmly fastened to a rugged steel chassis.

There are no production shortcuts.

No plastic printed circuit boards with less than paper-thin copper foil.

It may take a little longer and cost a little more to build TV the Zenith way, but we think it's worth it. And so do a lot of other people. Maybe that's why Zenith is America's largest selling TV.

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



ZENITH®

BUILT BETTER BECAUSE IT'S HANDCRAFTED