

# MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER/A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 97 NO. 41/OCTOBER 11, 1965



◀ ◻ ◻ ◻ Water softener sales can open a virtually untapped reservoir of hard profits for appliance retailers. Norfolk, Va., retailer H. B. Price III (shown here) found this out in just two years. To learn what he learned, what the market is, who the manufacturers are, and what they offer, turn to.....p.15

## AT PRESSTIME ◻

◻ ◻ ◻ ◻ Air conditioner sales took another dive in August, reports the National Electrical Manufacturers Assn. Total sales at the factory level dropped 20.39% below sales last August. The August slump was not as deep as that reported in July—when sales were off 31.5%; nevertheless, the industry is being forced to sit as witness as the sales gains over 1964, which were racked up earlier in 1965, steadily dwindle. At the end of August, eight-month shipments were only 11.69% ahead of 1964; in May, five-month shipments were a healthy 26.9% ahead of last year. Probably 1965 will still be a record year—but not by the margin originally expected.

The actual sales figure for August—101,900 units—was off last August's mark by 26,100. However, during the eight-month period this year, 2,472,000 air conditioners were shipped—more than a quarter of a million units (258,800) more than in 1964.

As the big sales season for air conditioners comes grinding to a close, manufacturers who overproduced their 1965 lines (MW, 30 Aug., p.8) are no doubt grinding their teeth. With 1966 models coming off the lines now, marketing experts should be scrutinizing sales forecasts—and hoping for a long hot summer next year.

*continued on p.8*



# Next year, everyone else will be selling 3 big stereo ideas. (G.E. has them for you now!)

**Give the young crowd a jet-styled portable at a price they can pay.**

New G-E Stereo Mustang (Model RP-2320). Twin 5½" speakers in chambers that play attached or extended. 4-speed automatic changer, sleek chrome control deck, black plastic case \$64.95\*. Matching monaural model (RP-1836) at \$44.95\*.



Model RP-2320

**Put class into medium-priced proven sellers by adding top-of-the-line features.** New G-E Trimline 300 (Model RP-2330). The industry's pacesetter portable, now even more exciting with the addition of the G-E Man-Made† diamond stylus, retractable cartridge, 3-knob control deck. Still \$74.95\*. Companion Trimline 400 (Model RP-2340) with top-of-the-line features, still \$89.95\*.



Model RP-2330

**Provide components that not only look and sound great but really pack up and go!** Portable Stereo Components. 4-speed automatic changer with deluxe 11" turntable, G-E Man-Made† diamond stylus, retractable ceramic cartridge. Twin speaker chambers have 8" and 3" Dynapower speakers in each. Vinyl laminated covering. Combines into one compact unit. \$129.95\* (RP-2346WD). Companion model with 12" and 3" speakers, all-wood cabinetry. \$199.95\* (RP-2371WD).



Model RP-2346WD

\*Manufacturer's suggested list. Slightly higher South and West.

† Trade mark for diamonds manufactured by the General Electric Company.

**GENERAL  ELECTRIC**

Audio Products Department, Decatur, Illinois



□□□□ **A surge in sales of gas appliances**—particularly clothes dryers, high-oven ranges and set-ins—is expected to bring the second half of 1965 roaring to new yearly records at the manufacturer level. In a speech prepared for delivery at the Gas Appliance Manufacturers Assn. annual meeting, S.B. Rymer Jr., president of GAMA, pooh-poohed the “gloom merchants” who predicted a business slump in the second half. Rymer, who is also president of Magic Chef Inc., said he now expects 1965 shipments of gas appliances to total 2,173,000 ranges, 685,000 clothes dryers, and 2,600,000 water heaters. Rymer told the trade association gathering that a prime source of sales potential is the young consumer. He said 3,700,000 Americans will reach their 18th birthday this year, and over half the year's brides will be under 20 years old. By 1975, the population of Americans under 20 will be increased by 11,600,000.

□□□□ **Hampton Sales dropped out of MARTA** on September 30. MARTA, the country's largest appliance dealer co-op, declined to comment on the move.

□□□□ **UL may delay new polisher standards** requiring all floor polishers or wet scrubbers made after Jan. 1, to be equipped with a three-pronged plug for grounding or a system of double insulation. Makers have asked for a one-to-two-year extension to work out new designs and Underwriters Laboratories is considering the request. While the three-prong plug is relatively simple to attach, it needs an adaptor to fit into most two-socket wall plugs. Double insulation would make it necessary to redesign many floor care appliances and possibly add several dollars to the retail prices.

□□□□ **NARDA will offer a retirement plan for dealers** beginning Nov. 17. Its purpose: to keep some independent retailers in business who might otherwise be lured away by the security which chain stores and

large corporations have to offer, explained Jules Steinberg, executive vice president of the National Appliance and Radio-TV Dealers Assn. The plan, known as the Balanced Investment Plan, offers dealers the opportunity to invest any monthly amount over \$25 in a joint group annuity insurance policy and a conservative mutual fund. The dealer determines how much of his investment will pay for the insurance policy, underwritten by the Continental Insurance Co. of Chicago, and how much will go toward the purchase of Loomis Sayles, Inc., of Boston mutual funds. If he joins the group insurance before the initial enrollment period ends, on Nov. 24, a dealer immediately gets full life insurance as well as a monthly income upon retirement.

□□□□ **A new electric comb is being introduced** at retail in key marketing areas. The product, at \$5.95 retail, is similar to a curling iron but shaped like a comb. It is being marketed by Owen Franks of California Inc., makers of Lov-it household chemicals.

□□□□ **Figuring quotas the Japanese way:** Even after eliminating the minimum f.o.b. prices on transistor radios exported from Japan (see story p.8), the Japanese still are confident they can maintain a healthy product mix in the radio market. Their complex quota system is the secret. In algebraic terms, individual exporters' U. S. quota for 1965 equals:  $Q \times (A + B)$ . In this formula,  $Q$  = the total Japanese quota for exports to the U. S. in 1965;  $A$  = .70 times the quantity the individual exporter shipped to the U. S. in 1963 and 1964 over the total number of radios shipped to the U. S. from Japan in 1963 and 1964; and  $B$  = .30 times the dollar value of radios shipped to the U. S. in 1963 and 1964 over the total dollar value of all radios shipped to the U. S. in 1963 and 1964. In simpler terms, this quota system encourages the export of high-end radios.

## GE shakes up distribution pattern: GESCO out

As part of a far-reaching General Electric realignment of sales and distribution, General Electric Supply Co. (GESCO) is going out of the wholesale business for housewares and consumer electronics products.

**More direct-sell to retailers** could result. GE's housewares and consumer electronics divisions will pick up the sales-distribution responsibilities formerly handled by GESCO.

The realignment is more sweeping for the housewares division than for the consumer electronics division. GESCO handled only radios and portable phonographs—no tv sets or console phonos—while it handled virtually all housewares division products.

**Product proliferation** is cited as the basis for the move. GE's housewares and consumer electronics divisions both pointed to the great growth in their product lines and indicated that GESCO will not be in a position to handle effectively the great number of new products to come. “There is a need within General Electric for a

greater degree of specialization in managing, planning, and selling,” GE said.

GESCO, for the most part, will now be limited to distributing electrical supplies. This pattern is similar to the moves made by a number of independent distributors in recent years: They got out of the electric housewares business and concentrated on handling the more profitable electrical supplies for the industrial, utility, and contractor markets.

**The new GE alignment** for sales and distribution becomes effective Jan. 1.

GE will warehouse products throughout the country. A spokesman for GE's housewares division indicated that GESCO's nationwide facilities will continue to be used by the housewares division to warehouse its products.

**GE told independent distributors** they will not be affected; W.H. Sahloff, general manager for housewares, and R.C. Wilson, general manager for consumer electronics, termed the

move solely an “internal realignment of the company-served portion of the distribution system.” Late last week, GE officials met with independent distributors in Chicago, apparently to alleviate any fear on their part. At that meeting, GE offered its independent distributors new two-year franchise agreements to replace the current one-year pacts. Independent GE housewares distributors, however, were known to be concerned about possibly losing some department store business should more department stores start buying directly from GE.

**Rumors have long circulated** in the trade that GE was planning a major shakeup in its distribution system for housewares. The fears of independent GE distributors were heightened this year when GE set up a direct-sell organization for its Universal operation. In addition, GE had been conducting test programs on distribution patterns in certain marketing areas. And GE housewares di-

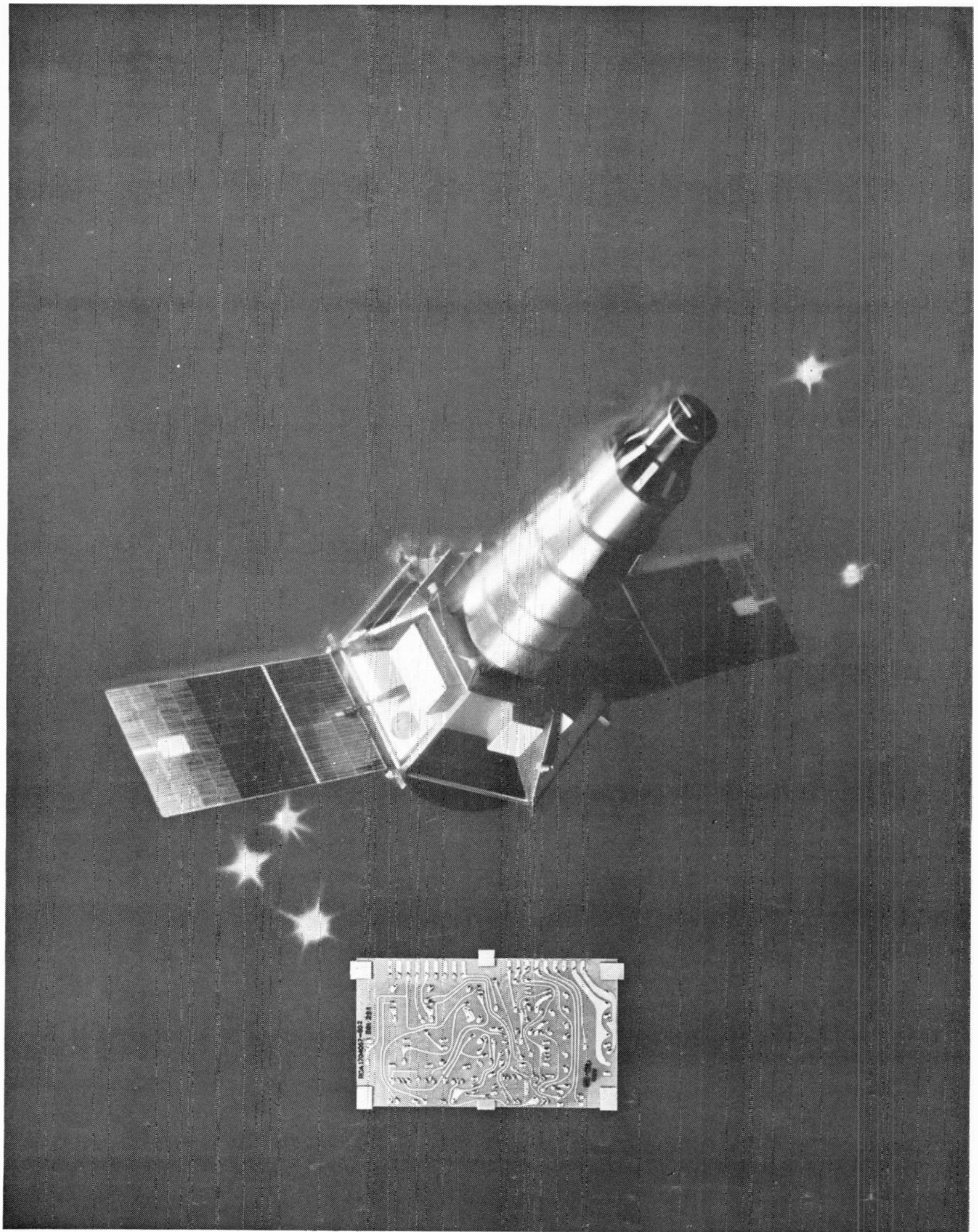
vision also has earned a reputation in the trade of being tougher on evaluating an independent distributor's performance at contract renewal time.

As part of the new internal setup, GE's housewares division has named J.F. Stark as manager of GE distribution and S.M. Fassler as manager of independent distributor sales. Stark will be the direct-sell man.

In consumer electronics, console phonos and tv sets will continue in the hands of the distribution-sales operation based in Louisville. The Syracuse sales organization will pick up responsibility for radios and portable phonographs.

**Future product growth** as well as past product growth played a major role in GE's realignment plans. GE's consumer electronics division has added portable tape recorders and its Show N Tell phono. GE's housewares division's expansion plans include 15 new products involving new technology—within the next five years.

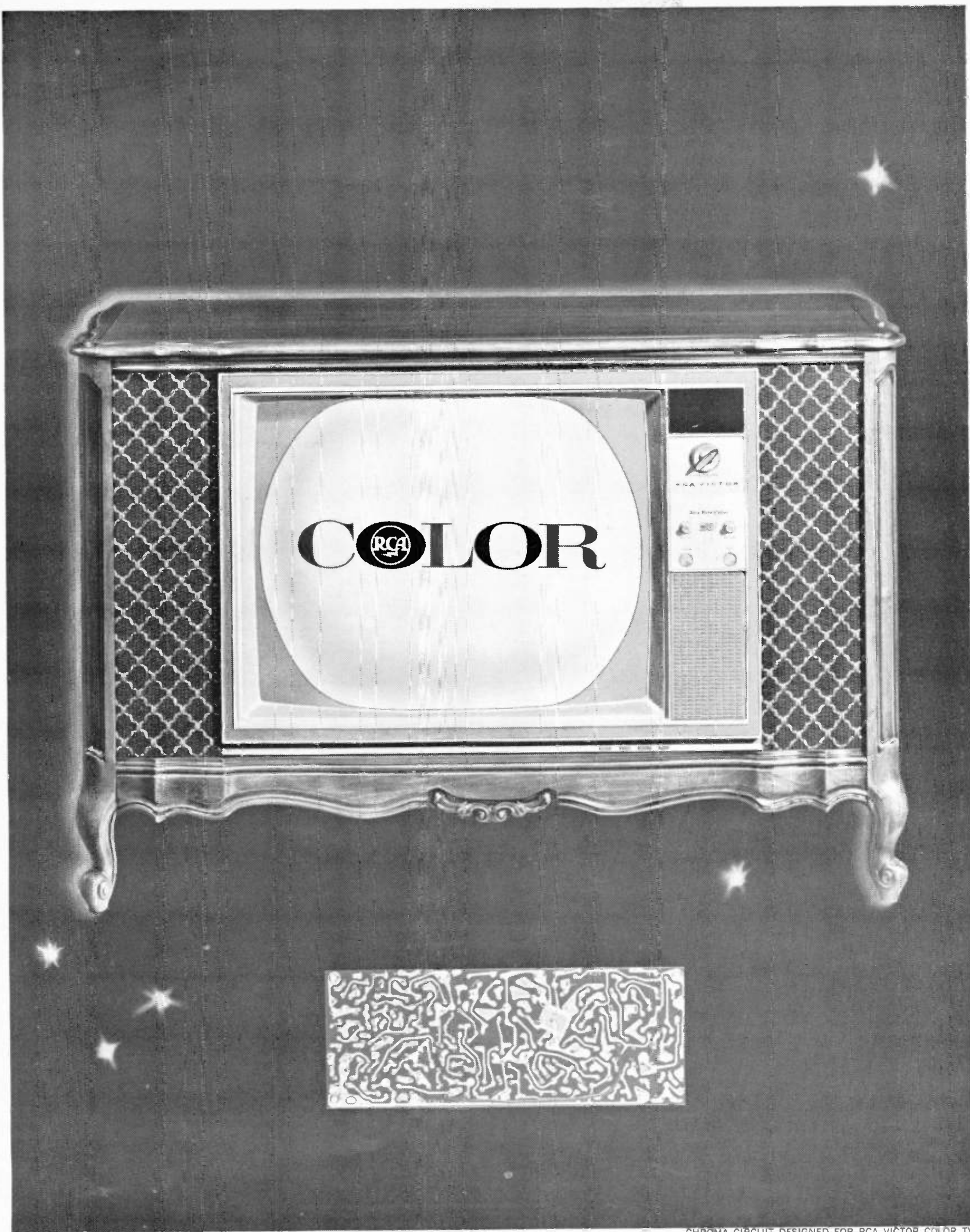




SOLID RCA CIRCUIT DESIGNED FOR RANGER

**Ranger uses Solid RCA Circuits.**





CHROMA CIRCUIT DESIGNED FOR RCA VICTOR COLOR TV

**RCA Victor Color TV uses RCA Solid Copper Circuits.**

**Why?**

**RCA Solid Copper Circuits won't come loose. Won't short circuit. Won't go haywire. They're the Space Age advance over old-fashioned "hand wiring."**



The Most Trusted Name in Electronics

TM&©



# Norge dealers make cold cash

(lots of it)



(so can you)

Don't spend a nickel on anybody's refrigerator line 'til you see the hot new **Norge Refrigerator Line** at your Norge Distributor's Open House (Oct. 10-17). Big news on far-out trips, great new products, traffic-pulling promotions...you name it!

**NORGE**

home appliances **BORG WARNER**®

## WASHINGTON NEWS

□ □ □ □ **Rep. Oren Harris will stay in Congress** at least through next March, despite his recent appointment to a federal judgeship in Arkansas. The Arkansas Democrat, chairman of the House Commerce Committee, says he wants to remain in Congress long enough to clear up some pending legislation; President Johnson agrees.

Harris is particularly interested in a bill that would spell out Federal Communications Commission authority over CATV (community antenna) operations that do not use microwave for relay. The FCC has assumed such authority, but Harris does not believe this stand will hold under present law. He really wants industry-wide agreement on controversial controls over CATV.

□ □ □ □ **The cost of borrowing money** is causing considerable concern in Washington—even unto the President. The White House passed out word of Johnson's concern after several banks raised their basic lending rate to prime customers from 4½% to 4¾%.

Administration officials would hate to see the rate increase spread. When several banks tried to raise their prime rate last November, the President spoke out—and the increases were rescinded. This time, they seem more likely to stick; money is in shorter supply.

Nevertheless, government economists are convinced that the short money supply is temporary and that the cost of credit will not rise in coming months. For those who are planning to borrow, this suggests no need to rush in. But there is also no evidence that money will get any cheaper the rest of this year.

□ □ □ □ **Record demand for home electronics products** has boosted domestic factory shipments of electronic components to an all-time quarterly high. The Commerce Department's Business and Defense Services Administration (BDSA) reports that first quarter, 1965, shipments were 5% over the previous quarter and 18% more than in the first quarter of 1964. Chief factor was continued growth in output of monochrome and color tv receivers, with shipments of tv picture tubes up 22% over the last quarter of 1964.

□ □ □ □ **Color tv: France and the U. S. are competing** in Argentina. The issue will not be settled immediately, but the Argentine government is seriously considering stepping up to color. Last year, the French got a jump on the field by offering free demonstration equipment—including a studio and transmitter—if Argentina decided to use their system.

Last month, a U. S. team spent 12 days in Argentina trying to sell the U. S. system. They did not counter the French equipment offer but did propose a demonstration of the U. S. system in Buenos Aires—under sponsorship of the U. S. government, but with the U. S. electronics industry footing the bill.

The U. S. team consisted of E. MacDonald Nyhen, director of BDSA's electronic division, and Eric M. Leyton of RCA Laboratories, representing the electronics industry. Their impression is that Argentine tv receiver manufacturers favor the U. S. system.

No large exports of equipment would be involved, but the winner stands to gain a lot of business in licensing and technical fees.



## How Westinghouse is fighting the way Sears sells laundry

"I'm sure you all recognize how strong Sears has become in the laundry market—but you may not fully appreciate that they are really our number one competitor. Today, Sears is getting more than one third of the laundry equipment business—one out of every three washers sold."

These words are from a Westinghouse sales meeting script—the prologue to two hard-hitting films that distributors are showing Westinghouse retailers around the country. One film compares a Kenmore washer to a Westinghouse washer; the other analyzes how Sears sells laundry—and tactics to use against Sears.

**Sears runs price ads,** Westinghouse says. A typical example is shown below.

The ads feature low prices, usually under \$150, but Sears cannot be selling many low-priced units. Westinghouse claims the average Sears washer sale is between \$209 and \$219. How does Sears step up a customer from \$128 to \$219?

**The plan behind Sears displays:** four models are displayed and priced to get as many customers as possible to buy—and this is important—the preselected, high-margin "sell" model. Here is how Westinghouse describes a display:

"1. The 'junk' model. This leader will have none of the convenience features expected on an automatic washer, and will obviously be of generally poor quality. It will usually be priced at something less than \$150.

"2. The 'low end' comparison model. This unit will have some convenience features, but it will not be a fully programmed washer. It will be priced almost as high as . . .

"3. The 'sell' model. This will be a fully programmed machine. It will be cleaned and polished, and set up ready to operate for demonstration purposes. It will be priced considerably lower than . . .

"4. The 'high-end' comparison. This, too, will be a fully programmed washer, and will have every possible convenience feature. The price it carries will be excessively—and deliberately—high."

**The Sears salesman** is a "friend." He won't, says Westinghouse, sell

the customer the lowball special: "Lady, that washer is not for you. The only reason we carry it is to compete with the discount stores. Believe me, you wouldn't want *that* in your home." (These quotes were tape recorded by Westinghouse shoppers.)

While the salesman downsells the leader, he moves to the low-comparison model: "Now this machine is a quality washer. The only thing wrong with this one is—it doesn't have the convenience most women expect from a modern automatic washer."

The next is the "sell" model: "Here is a machine that not only has top quality—it does have all the modern convenience features. In fact, it has virtually *all* the convenience features of the top-end model over here, which would cost you a great deal more money."

In this display, the leader model is less than \$150, the low-comparison \$169 to \$189, the "sell" model \$199 to \$219, and the high-comparison \$269 and up. "I don't want to sell you this high-priced washer," says the salesman about the high-comparison model, "because I can sell you the same quality and convenience for less."

**Sears' customers** "Buy Now" because there is an incentive—the store is running out of merchandise.

Westinghouse has four models, priced along the same lines as the Sears line. The New Jersey fair-trade prices are \$168.88 for the leader, \$199.88 for the low-comparison, \$229.88 for the "sell" model, and \$269.88 for the high-comparison.

**The key to successful selling** is knowing what you want to sell, rather than going along with what the customer wants to buy. If you know in advance that you are going to do most of your volume in the "sell" model, you can easily control your inventory. Retailers can use Sears tactics against it and can use trade-ins, a brand name, and, often, a better service contract. Furthermore, with the Westinghouse plan, a retailer does not have to downsell his own merchandise. He can take sales from Sears. —Wallis E. Wood

*This fairly typical Sears laundry ad was taken from the New York Sunday News of Sept. 12, 1965. Westinghouse uses another ad in its presentation, but most Sears ads follow a pattern:*

*The price is big, black, and bold. It is outstandingly low.*

*The ad often claims that the washer is fully automatic. This one says "Wash, rinse, spin dry—simple controls for easy operation. Six-vane Duralite agitator provides thorough washing action to get out deep-down dirt."*

*There is always a limited time stipulation. Here, MONDAY ONLY!*

*The ads often carry a "no phone or C.O.D." stipulation to bring customers into the store.*

*This particular ad announces "Free area delivery, home demonstration, box of Kenmore detergent." And there is "No Money Down on Sears Easy Payment Plan."*

□ □ □ □ **Olympic's newest models-of-the-month** are two 16-inch portable tv sets. The slim-cabinet units, which carry an open list price, have a monopole telescopic antenna, a UHF ring antenna, and a carrying handle.

□ □ □ □ **GE's Christmas credit plan**, tagged the "Holiday Credit Certificate," offers established General Electric Credit Corp. customers the opportunity to buy major household items during the Christmas season with no payment and, in most cases, without an increase in monthly payments. A traffic building promotion—with gifts for customers as closers—will support the credit plan. In a second program, GECC has a Holiday Skip Payment Plan (MW, 6 Sep., p.1) which goes into effect Nov. 15 and extends to Dec. 31. Under this plan, customers may defer payments until March, 1966.

□ □ □ □ **Waltz Through Washday tempo mounts.** AHLMA reports the number of local action committees has grown to 300. Last year, there were 224. Procter & Gamble has added five supporting daytime tv spots.

□ □ □ □ **A free trip for two** to NARDA's convention in San Francisco next February 17-20, and a personalized Steuben glass bowl, are two of the prizes being offered to retailers in the Creative Retail Advertising Awards competition which the National Appliance & Radio-TV Dealers Assn. is sponsoring in cooperation with *Reader's Digest*. Retailers are invited to enter their best newspaper ads for 1965. For more information and an entry form, write to Creative Retail Advertising Awards, c/o *Reader's Digest*, 200 Park Ave., N.Y.—10017.

Keynote speaker at the convention will be Senator Wallace F. Bennett (R-Utah). His topic: problems of small businesses in today's economy.

□ □ □ □ **Kinney is peddling Autostereo** tape players at its New York parking garages, and plans to extend the enterprise down the East Coast. Five locations in Manhattan, from the theatre district south to the financial district, now carry Autostereo units ranging from \$124.95 (including installation) to a high-end, high-styled model at \$289.50. Optional speakers run from \$13 to \$72. A car owner can drive into the installation center at 68 St. & Broadway in the morning and drive out with an installed unit that night. The units will also be in Kinney's rental cars for an extra fee and in some commercial buildings as a portable music system. Next target for the unit, according to Kinney: the retail music store.

□ □ □ □ **Fridgette National** has consolidated all its departments, including sales, showrooms, accounting, repairs, and customer service, in its new general headquarters in Boston's Statler office building. Manufacturing continues in Allentown, Pa.

□ □ □ □ **Twelve new 3-hour tape albums** will be introduced this month by American Tape Duplicators, a Los Angeles-based company. The 3¾ ips long-playing tapes, to be priced at \$11.95 per album, include selections from jazz to classical.



□□□□ **GE Broadcasting Co. plans to purchase** television station WSIX-TV and its sister AM and FM radio stations in Nashville, Tenn. The purchase price is approximately \$9.5 million; the sale is subject to approval by the Federal Communications Commission. GE Broadcasting already owns and operates three stations in Schenectady, N.Y.

□□□□ **NRMA named a new executive vice president** and treasurer last week. James J. Bliss was unanimously approved for the office board of directors of the National Retail Merchants Assn. Bliss, who joined the NRMA staff in 1954, succeeds the late J. Gordon Dakins.

□□□□ **Aiwa tape recorders** are not being sold under the brand name Selectron, as stated in last week's issue (p.26), but under the company's own name through the Selectron International Co., Inc. In an earlier issue (MW, 13 Sep., p.22) specifications were given for an Aiwa color tv set. Aiwa has no color in its line.

□□□□ **New headquarters for Fisher Radio** have been completed. The two-story, 60,000-sq.-ft. administration building is the fourth in the Fisher industrial complex at Long Island City, N.Y.

□□□□ **GE will use color to tell its color story:** On Nov. 28, General Electric will sponsor an original color television musical entitled *The Dangerous Christmas of Red Riding Hood, or Oh Wolf, Poor Wolf*. One of GE's Christmas-oriented color commercials will feature its 11-inch Porta-Color set, which lists for \$249.95; and, in addition, will highlight the company's entire line of color tv receivers.

□□□□ **Admiral's 1966 air conditioner line** will hit the market next year with a new thermostatic control and a new casement window unit, announces M. T. Fuglesang, sales manager of the Admiral room air conditioner division.

The new thermostat, which appears in two Royal Series models, automatically controls the fan, as well as the compressor, to maintain pre-set temperatures. The new casement unit, a 6,000-Btu model, will fit casement windows 15 to 16½ inches wide and standard sash-type windows 17 to 40 inches in width.

Cooling capacities in Admiral's new 26-model line range from 4,000 to 29,000 Btu. Many models are equipped with a cooling distribution system that utilizes a motorized rotating louver.

□□□□ **CBS will add two more hours of color** to its nighttime program schedule. On Dec. 3, an hour-long color replacement for *Slaterry's People* will go on the air from 10 p.m. to 11 p.m. (EST). The new color program—the eighteenth regularly scheduled series to be broadcast in color during the 1965-66 CBS season—will star Art Linkletter in a talent scout format. The second new hour of color will be a dramatic series based on the MGM movie, *Clarence, The Cross-eyed Lion*. This program will replace *Rawhide* after the first of the year in its Tuesday 7:30-8:30 p.m. (EST) slot.

## Japan cuts radio check-prices; U.S. buyers weigh the effect

Japan last week eliminated the minimum f.o.b. prices—or check-prices—on all transistor radios shipped to the U.S. This week U.S. importers and buyers are speculating on the effect this will have on the price of transistor radios.

**Prices on AM-only radios** from Japan are not expected to slide much lower, Japanese sources told McGraw-Hill World News in Tokyo. (Low-end sets are now being exported at prices in the neighborhood of \$3.60.) But prices of FM-AM sets made by smaller manufacturers will undoubtedly drop. Some Japanese sources say the low price will be about \$8, but others forecast that they may go as low as \$7. Some sources in the U.S. believe that FM prices may be quoted—if not delivered—as low as \$6.

These reductions will have little effect, however, on the prices of radios made by the larger Japanese manufacturers that stress quality. At present, FM-AM radios made by large manufacturers begin somewhat below \$15 f.o.b.

**The effect on prices in the U.S.** is a more complicated story. Before Oct. 4, when the check-prices were eliminated, they stood at \$4 for one-band transistor radios and at \$11 for FM-AM radios. U.S. importers, although they might have had an invoice showing they paid the manufacturer only \$3.25 per set, were charged duty on the basis of a \$4 minimum, since, in theory, no sets could be exported from Japan for less.

In other words, U.S. buyers have been paying U.S. Customs duty on radios (12½%) on the basis of check-prices. With the elimination

of check-prices, the importer can now pay the actual invoice prices, which are lower. In effect, this means a price reduction as far as *low-priced* imports are concerned.

Check-prices were eliminated because they are no longer needed to prevent shipment of low-quality merchandise, an official of Japan Machinery Exporters Assn. explained to World News. Since last July, every manufacturer has been required to identify as its own any radios shipped with a private label. This makes it easier to fix responsibility for any claims that might arise. And exporters are also limited to a total of five importers in the U.S.

**The real reason for the change,** however, is probably that products of smaller Japanese manufacturers have become non-competitive in price with products from Hong Kong, Okinawa, and Taiwan.

**In order to maintain prices,** the Japanese have two factors working for them:

(1) Each exporter has an over-all numerical quota, which includes all class A, B, C, or other sets shipped to the U.S. Thus an exporter cannot possibly sell huge quantities of low markup radios in hopes of obtaining a high profit.

(2) The quota for the second half of this year, and undoubtedly for later years, is based not only on the number of radios shipped to the U.S. by the exporter during the two preceding years, but also on the dollar value of those shipments. Thus, a higher unit price gives the exporter a higher total profit for his fixed quota of radios this year, and a chance to sell even more high-priced radios next year.

## Philco's distributors hear what the future holds

A trip to Hawaii, a plant in Taiwan, a warehouse in Philadelphia, a profit position, microelectronics—these are all in Philco's immediate future. A gas range, a side-by-side refrigerator-freezer, compact refrigerators—these are probably in the future. This is what came out of Philco's line introduction and distributor convention last week, in San Francisco.

**The trip to Hawaii** is an incentive to retailers. Five groups—each composed of about 800 retailers—will spend five days and four nights in Honolulu beginning May 25, 1966.

**The plant in Taiwan** (MW, 4 Oct., p.3) is being built to give Philco a source of electronic sub-assemblies. Why not Japan? "Because," said Philco's president, Robert O. Fickes, "Japan is getting damned hard to do business with."

**The warehouse in Philadelphia** will ship carload orders; regional warehouses will ship less than carload orders and mixed carloads.

**A profit position** for Philco Corp. by the end of this year was predicted by Fickes. He did not say the

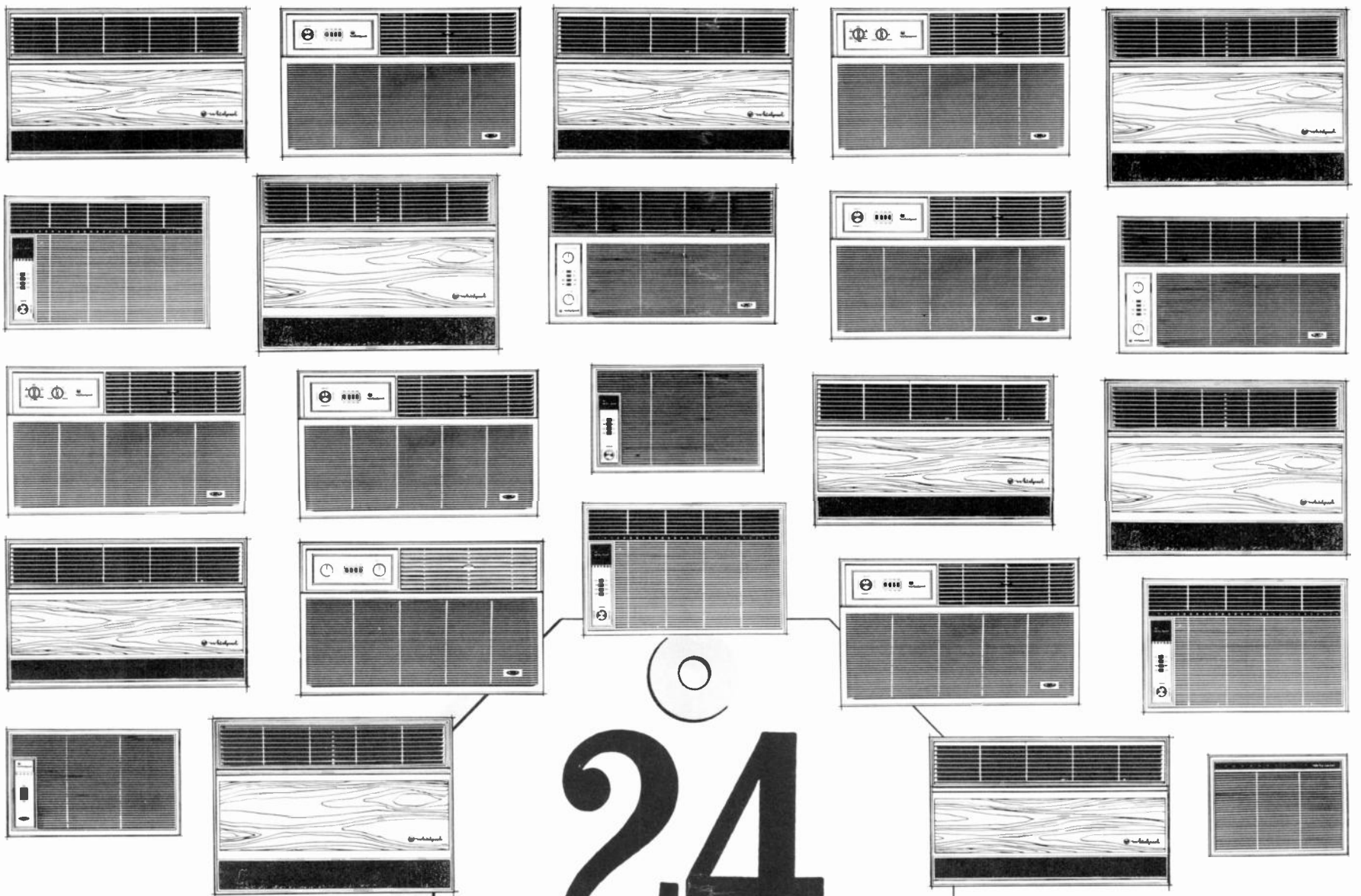
company's Consumer Products Division would make any money; he did say that if the Consumer Products Division had not shown great gains, Philco could not show a profit.

**Microelectronics**—complete circuits etched on minute wafers—are on their way through the lab, Fickes said. "By 1970, we estimate that 30% of Philco's consumer electronics products will be using microelectronics." These circuits can mean a wrist radio, a tv receiver the size of a cigar box, or a large-screen tv set only three inches thick.

Philco admitted it was considering a gas range and a side-by-side refrigerator-freezer, though there was no indication of when these products might be introduced. Fickes, discussing Philco's plant at Bergamo, Italy, indicated there is a good chance Philco will import compact refrigerators—perhaps 4- and 6-cu.ft. models.

The 75 key retailers at the meeting indicated their pleasure with what the corporation is doing by purchasing more than 20,000 pieces of merchandise—over 325 carloads.





**24**  
(COUNT 'EM!)  
**models**  
**for 1966 and**  
**every one**  
**is priced**  
**right**

There's profit in the complete line of RCA WHIRLPOOL air conditioners. Not just one or two hot leader models . . . not just top-of-the-line profits, but a line where every model is priced right . . . where every model gives you a profit.

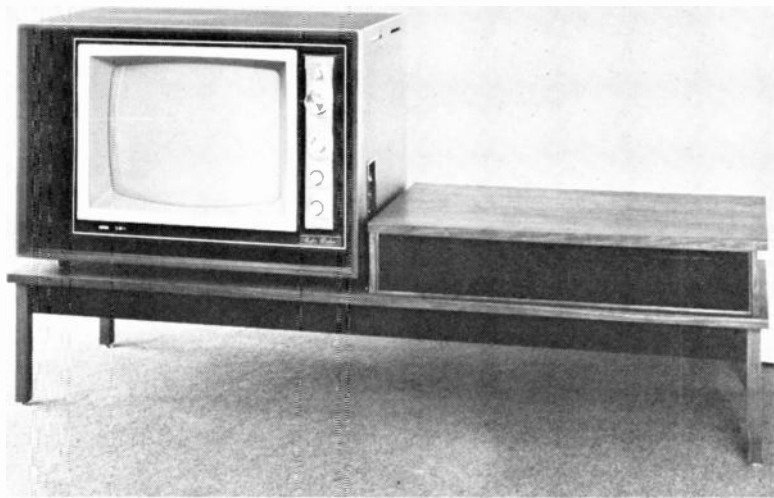
And, the new 1966 RCA WHIRLPOOL air conditioner line includes a model and capacity to satisfy your customers' needs just about 100% of the time. (Nobody can please everybody, but we've come close!) 24 models. Compacts. Insta-Mounts. Customs. Supers. Casement models. Through-the-walls. Everything from certified NEMA capacities of 5,000 to 22,000 BTU's . . . 115, 208 and 230 voltages. Smart-looking cabinets with eye-it, buy-it appeal. Handsome simulated oiled walnut finishes. And inside? A combination of top quality, top value

and top features that are irresistible. Like exclusive COMFORT GUARD® control that prevents overdose and underdose cooling . . . reduces "too hot", "too cold" variations up to 30%. Like kitten-quiet operation that eliminates objectionable noise. If you knew the complete story about this line and the pricing, you wouldn't handle anything else. Call your RCA WHIRLPOOL distributor now!

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

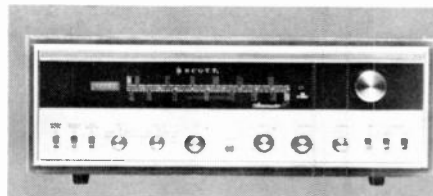






## Symphonic shows table-top combination in its new color line

Symphonic, which is back in the tv business (MW, 4 Oct., p.3) with a new line of Japanese-built b&w portables and 19-inch color sets, presented the combo pictured at the left as its top-of-the-line unit. Priced at approximately \$599.95, this unit includes Symphonic's 19-inch color set, a stereo phonograph with Garrard changer, AM-FM radio, and a decorator table. Deliveries of the combination are scheduled to begin by the end of the year.



Scott AM/FM stereo receiver

The first high fidelity component with field effect transistors is reported by H. H. Scott. Transistors are used in model 388, AM-FM stereo receiver, to eliminate virtually all FM cross modulation, Scott says. Music power rating is 50w; frequency response is 15 to 30,000 cps, plus or minus 1 db. Suggested retail price, east of the Rockies, is under \$500. *H. H. Scott Inc., Dept. P. 111 Powdermill Rd., Maynard, Mass.*



## Stamp out Peeping Moms

**(THEY HAVE TO GO!)** Peeping Moms—Helens... Bettys... or Marys... by any name—are that breed of homemakers who waste valuable time peering frantically into their ovens to see how things are cooking. They don't realize that "oven-watching-time" can be spent doing many other things. Robertshaw's FLAME MASTER range control does away with this peeping—and lets Mom get about her other activities. While she is bidding a slam, chauffeuring the kids, or arguing with the butcher, Robertshaw's FLAME MASTER control tends to the cooking. Meals can be planned well in advance. No longer does Mom need to worry about delays in serving. Robertshaw FLAME MASTER holds complete meals at ideal serving temperature for hours without drying-out or over-cooking... steaks or roasts can be held from rare to well-done and still retain their flavor... frozen foods can be thawed quickly, safely... entire plates can be prepared and held well in advance of serving. Robertshaw FLAME MASTER is designed for years of dependable service from the low range of 150° up through the baking range of 550°. If you want to join the club and help STAMP OUT PEEPING MOMS, be sure to write for your free pin today.



**Robertshaw**  
New Stanton Division  
Youngwood, Pennsylvania  
...keeps temperatures under control

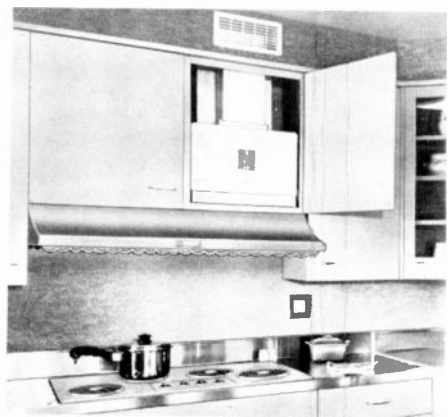


Norelco portable car recorder

An auto tape sound system that can record and play through the car radio, as well as double as a hand portable, is introduced by Norelco.

The two-part unit is called Car Mount. A miniature, battery-operated, cartridge-loaded Norelco recorder is set in a sliding, two-position-lock tray under the dashboard. With an adapter in the car antenna, the unit operates through the car radio, cutting its own power drain. Snap-in cartridges play or record for an hour. The recorder can be removed from the tray and disconnected for use as a hand portable.

Suggested retail price for the two-part unit is under \$150. *North American Philips Co. Inc., 100 E. 42nd St., New York, N.Y.*



Trade-Wind ventilator hoods

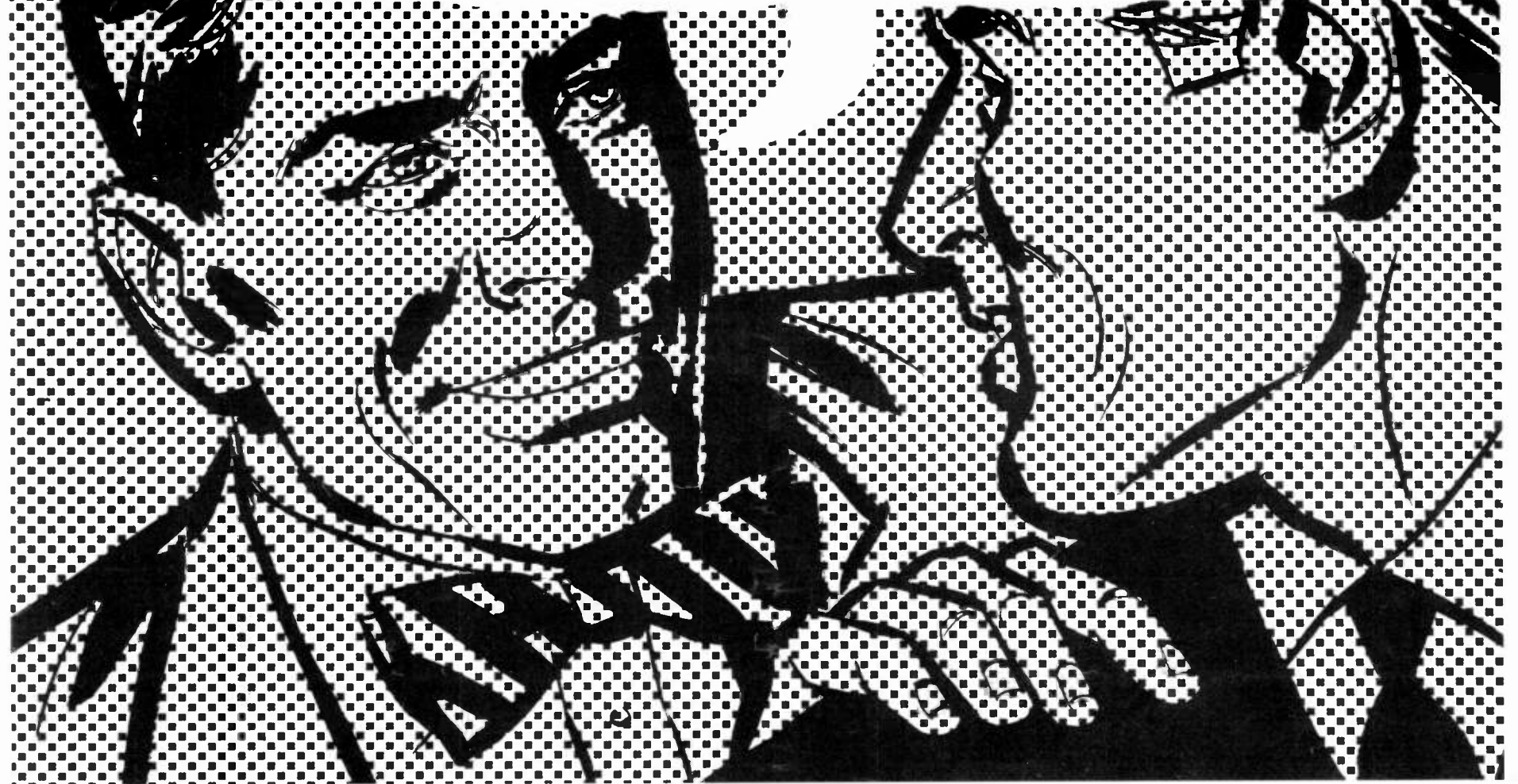
Trade-Wind announces two new hoods for its in-cabinet ventilators.

The antique copper Salem Hood in Early American design is available in nine lengths from 24 to 60 inches. The Contemporary Newport stainless-steel hood comes in standard lengths of 30, 36, 42, and 48 inches as do island, pass-through, peninsula and wall-mount units. Both the Newport and Salem styles have twin hood lights and two ventilator speeds.

The two new hoods are made for the Trade-Wind model 3501 dual inlet ventilator. They may also be fitted to models 1501 and 2501 at installation. *Trade-Wind by Thermador, 5119 District Blvd., Los Angeles, Calif.*



**WHERE ELSE WILL YOU FIND  
A \$129.95 VACUUM CLEANER  
YOU CAN SELL AT FULL LIST?  
EUREKA HAS ACCEPTANCE!**



# Get with America's new #1 name in floor care...

New features, big advertising, exciting promotions, have made the new Eureka Empress the talk of the industry. And we're hearing about it from our dealers. Not only does the Empress sell fast! It sells at list! \$129.95! People will and do pay for the best! Get with the Empress. Get with Eureka.

**Get with the line with no holes.** Eureka offers you the most complete floor care line in the industry — solid from \$19.95 to \$129.95, with no more than \$10 separating most models. There's a cleaner for every budget, a price structure that makes upgrading easier than ever, profits better than ever.

**Get with the most exciting new features in the industry.** Top-line features, even on low-priced models. Cordaway, for example, now offered on 10

models, priced as low as \$37.95. Other new features: bigger, more powerful motors, reverse flow motors, 12" floor and wall brush, Groom-A-Pet, Tote-Tray, Tool-Pak, decorator colors.

**Get with the biggest TV drive in cleaner history.** Eureka's new models are being demonstrated on NBC and CBS's most popular daytime shows; shows like Fractured Phrases, Concentration, Morning Star, Paradise Bay, Jeopardy, Let's Play Post Office, CBS Morning News, The Real McCoys, I Love Lucy, Andy of Mayberry, Call My Bluff.

**Get with Eureka's big fall lineup of promotions.** Back to back, even overlapping, right through your biggest selling season. Your Eureka representative has promotional kits and details for you now.

For franchise information, contact R. C. Connell, Eureka Williams Company, Bloomington, Illinois.



EUREKA EMPRESS MODEL 1100

## Get with Eureka

Eureka Williams Company, Division of National Union Electric Corp., Bloomington, Ill.  
In Canada, Eureka Division, Onward Mfg. Co., Ltd., Kitchener, Ontario.



# From NARDA: two methods of keeping service records

The secret of keeping successful and useful records for a service department revolves around the use of one simple card: a customer service record card, or a customer service order form.

So thirty dealers were told at a recent Symposium for Profitable Service Management (MW, 4 Oct., p.11), sponsored by the National Appliance & Radio-TV Dealers Association (NARDA).

John Gooley, chairman of the symposium, gave the dealers a detailed explanation of profitable record-keeping.

**1. The customer record system** has the advantages, Gooley said, of containing on one card information on the make, model number, importance of customer (how many appliances she has bought), credit standing, and special problems of each customer. To make this system work, he said:

(a) The card should be kept up-to-date by making entries on the card at the time the customer calls in for service. The card then goes to the dispatcher who analyzes it and gives instructions to the technician.

(b) The technician should be instructed to complete a service order

in duplicate after the job is completed, leaving the original with the customer. The duplicate goes back to the shop where it is transferred to the permanent customer service card. This card should indicate what parts were used, the prices and labor charge, and any unusual experiences that may have occurred that should be avoided in the future.

(c) The technician should fill out a form when he returns to the shop, listing the parts used during the day. (Since the most used parts are tv tubes, the most common tubes should be pre-printed on the sheet so

the technician simply has to check them off.)

(d) These three forms—the permanent record card, the duplicate service order, and the usage form—are then turned over to the supervisor at the end of the day.

(e) The supervisor will dispatch the parts usage form to the parts department for re-stocking the tube caddy. This form also is used as a basis for re-ordering expended parts.

(f) The duplicate service order form goes to the bookkeeping department along with the cash payments. Unpaid service orders are held until payment is made, then destroyed.

(g) The customer service card is returned to the files for future reference.

**2. The service order system** of keeping records affords a "great deal of control over parts, time, and money collected," Gooley said. The heart of this system is the service order form or envelope. To operate under this system, Gooley said:

(a) Record customer information—name, address, date, due date, and time—at the top of the form.

(b) The service form is executed in triplicate—office copy, working copy, and customer copy. The full set of three is filed under the date on which the work is to be done. On that date, all work scheduled is removed from the file. Then the customer and office copy are filed in a drawer, and the working copy is attached to the envelope assigned to the technician.

(c) As the technician completes a job, he notes on the envelope the order number and the amount of time spent on job. He also checks the appropriate column for a call-back, a service contract, or a regular cash job.

Similarly, the disposition of the job is checked off: "NH" for not-at-home, and "OK" if the job is completed. In the final column the technician enters the amount of money he collected.

On the back of the envelope, he enters parts usage for the day, distinguishing between in-warranty and out-of-warranty parts.

(d) If order is completed in one day, the file copy is removed and sent to bookkeeping for billing. If the work could not be completed because the parts were not in stock, the file copy is put in an "awaiting parts" file under the name of the manufacturer.

**Records of over-the-counter work**, says Gooley, can be controlled by using three-part tags, which are available through NARDA.

In using this type of tag, the outer portion is torn off and given to the customer as a receipt; the remainder is attached to the product.

The customer's name, address and phone number are filled in while the customer is in the store. As work is performed on the equipment, parts and labor charges are entered in the middle portion of the tag.

When the work is completed the total charges are entered. This portion of the tag is torn off and goes to the clerk who notifies the customer that her set is ready. This portion of the tag is then filed after transferring the total charges to the remaining section of the tag. The remaining section stays on the item as identification until it is picked up by the customer.



## She's buying a banquet of TEFLON\*

The American housewife is buying turkey for her TEFLON coated roaster, mix for a TEFLON finished muffin tin, and coffee for her TEFLON coated percolator.

Does this give you a promotional idea?

Consider the fact that it all begins with a frypan. Pleased with the results, your customer comes back for a banquet of no-stick, no-scour cookware. Add an ingenious

display based on the TEFLON finished cookware involved in a big holiday meal.

Now, you've tied in with one of the commercials in our stepped-up TV campaign.

Careful, though; make sure the TEFLON you display carries the Du Pont Quality Seal†. This is the only identification that says Du Pont keeps a continuing check on the manufacturer's coating standards.

Then have a feast yourself. On the profits.

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

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



Better Things for Better Living...through Chemistry





# If your Philco distributor slips you a diamond ring this week, try to act casual.

After all, it's only one of the gifts waiting for you at his Appliance Open House. Diamond rings, sets of golf clubs, complete home-movie outfits—better than half a million dollars' worth of gifts in all.

Your Philco distributor is going all out to make this the most exciting, most profitable Open House you've ever attended. And it's an easy job, because this is the Open House where you'll meet the exciting 1966 Philco appliance line. Philco refrigerators, freezers, washers, ranges and air conditioners—all packed with new features. And with new profits.

Your Philco distributor's Open House is on right now. So better get going. Who knows? You might come home tonight wearing diamonds.

**PHILCO**  
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION • STEREO PHONOGRAPHS  
RADIO • HOME LAUNDRY • RANGES  
REFRIGERATORS • AIR CONDITIONERS  
FAMOUS FOR QUALITY THE WORLD OVER



**The Philco Open House is on!**



**How Reader's Digest increased sales 182%  
for West Bend's "Party Perk"**

"Consumer demand for our 'Party Perk' coffee maker had begun to level off back in 1961," says R. O. Lockman, V. P.-Marketing of The West Bend Company, a leading housewares manufacturer. "That was the year Reader's Digest inaugurated its detachable Christmas Gift section. So we ran a fractional color page advertising the 'Party Perk.' Sales really took off. Our Christmas volume of this item ran 40% ahead of the previous season.

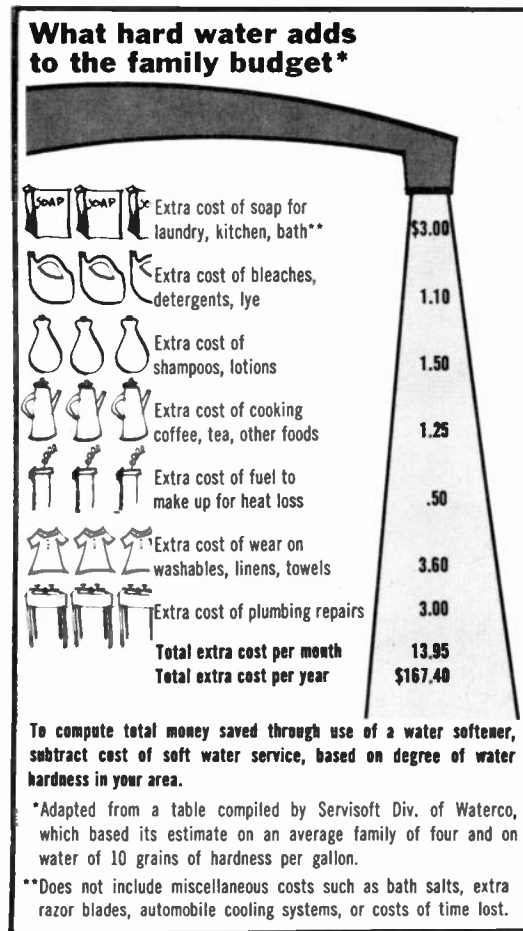
"The next year we doubled our

Christmas investment in The Digest, and have continued to advertise in your Christmas Gift section each year since with a 4-color page—always giving the 'Party Perk' strong display. By last year, sales had risen 182% over the pre-Digest level, thanks in large measure to the Digest's very wide circulation and its effective merchandising influence."

*People have faith in Reader's Digest. 15½ million U.S. families (26 million world-wide) buy each issue.*



# Soft water equals hard profits: here is why and how



"We sold our first water softener in the middle of August. It cost us \$116 and we sold it for \$204—a markup of about 43%. This does not count the additional \$17 installation charge," reports Gene Gilbert, owner of Modern Home TV and Appliances in Peoria, Ill.

Dealer Gilbert's markup is not unusual. Most water conditioning equipment is sold door-to-door and the margins those people make "are fantastic," says one industry spokesman. There are problems in selling water conditioning equipment, but there can be high rewards for the appliance retailer.

Here, and on the following two pages, are some guides to the rewards.

## The need

There are many water problems, but hardness is the most common. The degree of hardness (which is measured in "grains") depends on the amount of calcium and magnesium dissolved in the water. Hard water offers no advantages. It simply makes life harder all around—harder to wash dishes and clothes, to bathe, shave, shampoo, cook, and clean.

Soap reacts with hard water to form an insoluble curd—the ring around the bathtub. The film on drinking glasses washed in hard water is also an example of this grease-and-soap scum.

Vegetables cooked in hard water tend to absorb hardness minerals, shrink, and become tough. This is particularly noticeable in peas and beans. Coffee and tea, when prepared with soft water, taste better.

Clothes washed in soft water look and feel cleaner and softer than those washed in hard water. Hard water often cuts down the life of a fabric, too; soap curd makes the fibers taut and weak so they wear out faster. Furthermore, depending on how hard the water is, a certain amount of soap is wasted neutralizing the hardness. In terms of washing effectiveness, that means just so much lost soap.

Another bad thing about hard water: it forms calcium scale on water pipes. Over a period of time, this can build up to completely plug the pipes. This scale also can eventually ruin water-using appliances, such as washers, dishwashers, humidifiers, coffeemakers, steam irons, hot water heaters.

Besides hardness, water may have iron, sulfur, manganese, hydrogen sulfide (rotten-egg smell), fluorides, nitrates, acid, or combinations of these.

Why the need for home water conditioners, when municipal water plants have the know-how to solve these problems?

It's a matter of economics. It is sometimes prohibitively expensive to remove hardness from all water a city must use when much of it goes for sprinkling, fire fighting, sewage removal, and general industrial use. These uses account for about 70% of total water consumption.

## The answer

There are three kinds of home water softeners, but the principle is the same.

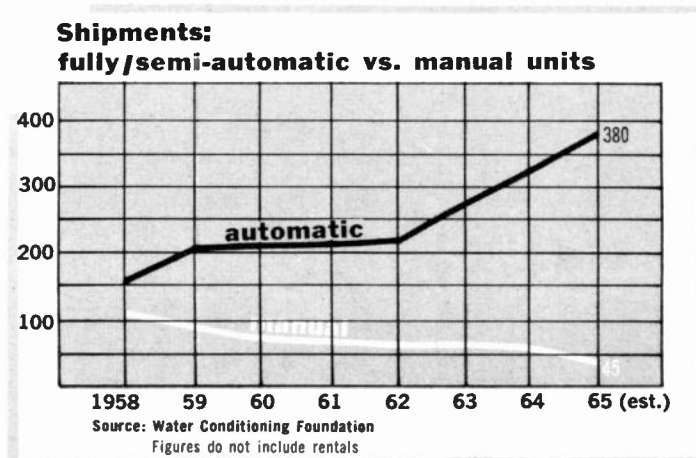
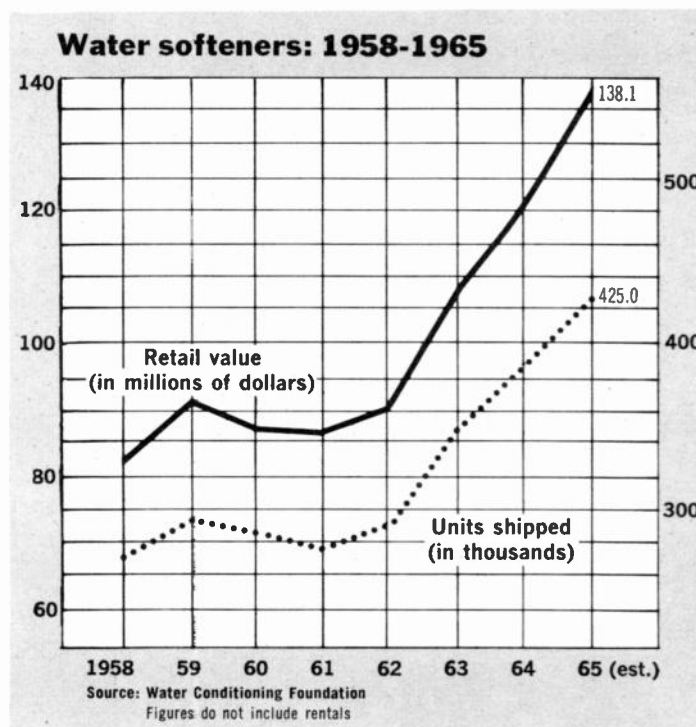
Hard water is softened when it passes through a chemical resin. The resin exchanges the harmful calcium and magnesium ions for harmless sodium ions. Softening water does not reduce the total amount of minerals present; ion exchange replaces hard calcium and magnesium with soft sodium.

But the resin holds only so many sodium ions. So, when all have been traded, softening stops. The next step, then, is to flush a few pounds of salt through the filter; sodium ions are replaced and the resin is back in business.

The three kinds of home water softeners are automatic, semi-automatic, and manual.

A customer who has an automatic unit must put salt into it only four to eight times a year; the rest of the time the unit rejuvenates itself.

With a semi-automatic unit, a customer



By Wallis E. Wood  
Linda Timmel  
Amei Wallach

Photos by Wallis E. Wood



**Rent  
UNLIMITED  
SOFT WATER**

**AS LITTLE AS  
\$3<sup>00</sup> Per Month**  
Plus Installation No Exchange Tanks

**BUY YOUR OWN EQUIPMENT FOR  
AS LITTLE AS \$198--INSTALLED**

**Free Water Analysis  
HILLTOP STORE**

**LINDSAY** Call **428-3514** **PRICE'S**  
SINCE 1908

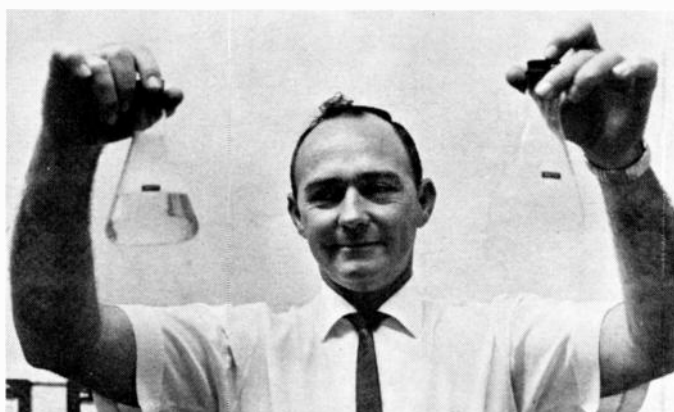
*Price's runs this traffic-building newspaper ad (3½ by 5½ inches) periodically.*



*Water conditioning display at Price's Hilltop store. Three units in foreground are automatic. The next three tanks are semi-automatic.*



*Division mgr Lee Gregory points to scale inside hot water heater. Scale developed from Norfolk city water, which is softer than area's well water.*



*Manager Gregory holds up two flasks of water originally taken from the same tap. Before he added pure castile soap to each flask, he softened the water in the flask on the left; one drop of liquid soap resulted in clear water below, soapsuds above. But adding soap to the hard water (flask on right) merely increased its cloudiness.*



*Price's water conditioning division operates as an autonomous unit (from left): division manager Gregory; two servicemen; a Lindsay representative (not part of Price's); three salesmen and the division secretary.*

must set a timer each time rejuvenation is necessary, but he does not have to add salt each time.

With a manual unit, he must add salt and back-wash the unit every time the resin needs rejuvenating.

A customer who wants soft water can rent, as well as buy one of these units, or he can rent a unit from a portable tank-exchange service. The service replaces a used filter tank with a fresh one and rejuvenates the old one at a central plant.

Problems other than hardness can also be handled by home conditioners. Specific filters are available to remove iron, manganese, and hydrogen sulfide; activated carbon filters remove bad tastes and odors; and neutralizing filters remove acid. Cost varies with how hard the water is and how much the customer's family uses.

## The future

In 1964, the water conditioning industry had a 12% increase in sales. A 20% increase is predicted for 1965, according to the Water Conditioning Foundation (WCF).

Markups are high and are likely to stay that way for a while. "Markup on these items is substantially higher than on standard appliance items," says Lowell Kuhn, advertising director of Servisoft. "If the cost to the retailer for a fully automatic unit is \$150, and he retails the unit for about \$400, he can expect to net about \$100 after overhead and selling expenses are deducted."

The WCF feels that sales opportunities are practically unlimited. The industry is selling less than 400,000 units a year while more than 1.2 million new homes are being built a year. "While sales are rising, the market potential is rising at an even faster rate," says Alan Stahl of the WCF.

Also, as the charts on this page indicate, sales of the more expensive automatic units have been rising while sales of manual units have been declining. The average sale in 1959-64 was \$310; the average price in 1965 is estimated to be \$325.

The three areas in the U.S. that have the hardest water are the Midwest, the Southwest, and Florida.

The industry will have increasingly active advertising and promotional programs. As the replacement market becomes larger, more and more retailers will try to reach it. A number of large department and chain stores are actively getting into the business. Sears and Ward's have been actively promoting softeners for several years.

"An appliance dealer has an advantage in selling softeners," says a Culligan spokesman. "He has walk-in traffic. The toughest problem in this industry is to get people to talk to."

The story of one smart appliance retailer's experience with water softeners—from start to sales to service—follows.

## Selling water conditioners: a retail success story

Two years ago, there was no one in the Norfolk, Va., market who specialized in selling home water conditioning equipment. There were (and are) two companies who rented equipment.

In response to a manufacturer's solicitation, H.B. (Harry) Price Jr., the head of the seven-store Price's chain, asked his son, H.B. (Beau) Price III, to look into the water conditioning business, and, if it seemed to have potential, to set up a water conditioning division.

In August 1963, Beau ordered merchandise and began selling water conditioners. Sales, which limped along for the first few months at less than \$1,000 a month, are now at a respectable level. Indeed, the division's sales quota for the last three months of 1965 is \$16,000 a month, and division manager Lee Gregory feels confident he will meet or beat the quota. (He has already had one \$20,000 month this year.)

Here are some of the things Beau Price

has learned about the water conditioning business in his two years of operations.

**There must be a market potential.** Saturation figures show that in areas where the water is unusually hard, 85% of the homes may have a water conditioner. In an area nearby where the water is not hard, only 1% of the homes may have units.

People in Price's area get their water either from the Norfolk city water system or from wells. While city water is fairly hard (5 to 8 grains), well water is not only hard (up to 25 grains) but often has iron, acid, sulfur, tannin (a brown stain that comes from decayed organic matter), or all four in it. Since each well's water is different, what is needed in the way of size and accessories varies from customer to customer. Only with the proper unit and accessories can the water be conditioned properly. The majority of Price's water conditioner customers use well water, but Price is hoping to build sales among city water users because, "That's where the greatest potential growth is."

Unfortunately, there may be areas where there are so many things wrong with the water (detergents, tannin, hydrogen sulfide, etc.) that it is not practical to use home water conditioning equipment to condition the water. Often the expense is just too prohibitive.

**There must be a service organization.** "I think a dealer should set up his service organization before he starts selling water conditioning equipment," says Price. The equipment must be installed, and must be maintained.

"Installing a water conditioner requires as much knowledge as installing a pump, more knowledge than installing a hot water heater," says Lee Gregory, division manager since January 1965.

The conditioner is put on the water line between the water supply and the house. It must have a drain connection for the regeneration cycle, and the automatic units require an electrical outlet. While the theory is simple, each installation, which requires a knowledge of plumbing, is a different problem—often because there is no easy place to put the equipment. Price estimates that one man can install two to three units a day.

Once installed, the units—like any other appliance—may go indefinitely without service. On the other hand, when one acts up, the dealer must be prepared to fix it as quickly as possible. Most people do not like to go back to using raw water after they have used conditioned water.

**Salesmen must be specially trained.** "Selling water conditioners is a different kind of selling than selling major appliances on the floor," says Price. "It is specialty selling, done in the home, to the husband and wife."

Each salesman carries a flip-chart and a testing kit, both of which are provided by the manufacturer. He must understand how to use the kit because, with it, he analyzes the prospect's water.

During the sales talk, the salesman makes several dramatic demonstrations of the difference between hard and soft water. He uses one flaskful of water taken directly from the prospect's faucet, one flaskful filtered through a small conditioner. He tests principally for hardness, iron, and acid. Once he knows how hard the water is and how much water the family uses a day (60 gallons per day per person is the average), he can prescribe the proper unit for the prospect, and can then determine the prospect's cost per month for purchase or rental.

Price's offers a low rental to get leads. (One advantage of renting equipment is the steady income the rents provide.) The equipment is available to rent, and the salesman will rent it. To encourage rental customers to become purchasers, however, the customer is given time after the unit is installed to decide to buy it. If she decides to buy within two months, the rental installation cost (\$25) and the rental payments are applied against the purchase price. If after two months, but before six months, the customer decides to buy, the installation cost and half of the rental payments are applied to the purchase price. Division manager Gregory estimates



that 25% of the rental customers eventually decide to buy.

The salesman makes appointments to meet the husband and wife at the same time. "This eliminates a buying excuse," says Price. The salesman sells savings on soap to the wife, savings on plumbing to the husband. If he is not interrupted, it takes a salesman 35 to 45 minutes to make a pitch. Because Price's is selling against rented equipment, the salesman attempts to show that it is cheaper in the long run to buy from Price's than it is to rent from someone else. One full-page newspaper ad asks, "How many times have you paid for that old-fashioned tank-exchange water softener?" Many of Price's customers buy on a five-year contract, which often brings the monthly payment down to around the monthly rent.

**A good lead program must be developed.** Price's uses newspaper ads, customer referrals, and cold canvassing by the salesmen to get leads. (One small ad is illustrated here.)

The best leads come from customer referrals. A few days after the equipment has been installed, the salesman calls back on the customer. "We try to make it as soon as possible," says Gregory, "because the customer is still excited about the equipment." The salesman asks the customer if she knows anyone else who would like water conditioning. Customers are encouraged to give at least five names; they seldom give less than three. If one of the referred prospects buys, the customer who gave the name receives a Regal Teflon-coated cookware set or 5,000 Gold Bond stamps.

To encourage salesmen to develop their own leads, a man who makes a sale without a lead is paid a higher commission on that sale.

Water conditioning equipment is sold only from the Hilltop store—one of seven in the chain. If a prospect for water conditioning equipment walks into one of the other stores and an appliance salesman calls Hilltop with the prospect's name and address, he is given a commission when the prospect buys.

Gregory says, "On an average we close over 40% of our home demonstrations"—a good average for specialty selling. The percentage of closes is somewhat higher among prospects who have been referred by customers.

**There must be a separate organization** to sell water conditioning equipment within the store. Because both the salesmen and the servicemen must be specially trained, Price feels the water conditioner business requires a man's full attention.

"One of the troubles with the appliance dealer going into the water conditioning business," says Price, "is that he has to get into it all the way or not at all. Because of the service required, you can't just buy a few units and see if they sell. You should go into it the way a person would who was setting up his own business."

Price's water conditioning division, which started with Beau and a serviceman, now has three salesmen, two servicemen and two trucks, the division manager, and a girl who works in the office.

The division, which sells Lindsay equipment, paid off all set-up expenses and showed a profit at the end of the first 10 months. Since the beginning of 1965 it has been contributing a healthy share to Price's corporate profits. Because the water conditioning business is not seasonable, sales should continue to grow at a fairly steady pace. Price's average sale is around \$360-\$370, although the line ranges from \$198 to \$425. There is also some repeat business in salt, which Price's sells out of four stores. This creates some regular floor traffic.

**"Before you make a decision** to get into the water conditioning business," says Price, "you should evaluate the demand in your market. You should find out what the rental people are doing in the market. How many tank-exchange customers are there? Every one of the rental customers is a potential purchaser because they know the value of conditioned water. We think appliance dealers can sell water conditioners. If set up right and if you work at it, the water conditioning business can be very profitable."

And profit, after all, is the name of the game.

## Who the big water softener manufacturers are

How big is big in the water conditioning industry? Culligan, which is the biggest of the top four companies, carved out a 29% slice of total 1964 industry sales on a volume of only \$24 million, according to Donald L. Porth, vice president and director of sales for Culligan. "There aren't enough people in the business," explains Porth. "More people would mean competition, but they'd mean a better market, too." The big

profit—\$100 million a year—goes to the retailer, says Porth. Who are these retailers? Culligan-franchised specialists for the most part, "because selling a water softener is a creative sale, and appliance salesmen aren't educated to it," notes Porth. But Culligan and the rest of the industry agree: if the appliance retailer wants to learn, they will train him. Here are details on the top four in the industry.

### 1. Culligan Inc.

1657 So. Shermer Rd., Northbrook, Ill.

**Who sells Culligan softeners:** 1100 franchised retailers; some appliance retailers.

**How Culligan trains retailers:** through 33 field reps; centers in Chicago and on the West Coast.

**Where Culligan sells:** in 49 states; strongest in the North, Midwest, and West Coast.

**What Culligan makes:** fully automatic softeners (\$200-\$400 retail, without installation); manual units (about \$150); filters.

**How big is Culligan:** 1964 sales hit 104,000 units—a 30% gain over 1963, say officials.

### 3. Bruner Corp.

4767 No. 32nd St., Milwaukee, Wis.

**Who sells Bruner softeners:** plumbing and heating wholesalers.

**How Bruner trains retailers:** through 45 field reps, as well as plant meetings.

**Where Bruner sells:** in 49 states and abroad.

**What Bruner makes:** fully automatic softeners (\$285-\$1,200 retail, without installation); manual units (\$150 and up); filters.

**How big is Bruner:** no sales figures available.

### 2. Lindsay Co. (Div. of Union Tank Car Co.)

1381 Marshall Ave., St. Paul, Minn.

**Who sells Lindsay softeners:** franchised retailers.

**How Lindsay trains retailers:** through field reps and factory courses.

**Where Lindsay sells:** throughout the country, with emphasis on the Midwest.

**What Lindsay makes:** fully automatic softeners (\$250-\$500 retail, with installation); semi-automatic units \$200-\$450).

**How big is Lindsay:** 1964 sales of about 40,000 units; officials expect sales double that figure in 1965.

### 4. Water Refining Co.

500 No. Verity Pkwy., Middletown, Ohio

**Who sells Water Refining (W-R) softeners:** plumbing distributors; specialized retailers.

**How W-R trains retailers:** through regional reps.

**Where W-R sells:** throughout the country.

**What W-R makes:** fully automatic softeners (\$199-\$350 retail, without installation); semi-automatic (\$150-\$300); manual (\$75-\$250).

**How big is W-R:** 1964 sales totalled 25,000 to 30,000 units, report W-R officials.

## Who else manufactures water softeners

Water softener manufacturing companies take a steep drop in size after the industry's top four. And much of the industry is made up of small assembly plants that put out small batches of water softeners as their salesmen need them, according to the Water Conditioning Foundation.

### American-Standard

40 W. 40th St., New York, N.Y.

### Borgerud Manufacturing Co. Inc.

Deerfield, Wis.

### Century Softener Corp.

4767 No. 32nd St., Milwaukee, Wis.

### Cuno Engineering Corp.

80 So. Vine St., Meriden, Conn.

### Elgin Softener Corp.

134 No. Grove Ave., Elgin, Ill.

### Everpure Inc.

2100 Clearwater Dr., Oak Brook, Ill.

### Flint & Walling Manufacturing Co. Inc.

Oak St., Kendallville, Ind.

### General Ionics Corp.

P.O. Box 32, Bridgeville, Pa.

### Granger Softwater Supply & Manufacturing Corp.

1520 No. 24th St., Manitowoc, Wis.

### Hinckley & Schmitt

420 W. Ontario St., Chicago, Ill.

### Kisco Boiler and Engineering Co.

P.O. Box 328, St. Louis, Mo.

### Link-O-Matic Manufacturing Co. Inc.

600 No. Sixth St., Richmond, Ind.

### Meadowbrook Co.

7711 Computer Ave., Minneapolis, Minn.

### Modern Water Equipment Co.

210-230 E. Main St., Freeport, Ill.

### Ogden Filter Co. Inc.

4214 Santa Monica Blvd., Los Angeles, Calif.

### Peerless Water Softener Co.

709 Gibson St., Kalamazoo, Mich.

### Pioneer Industries Inc.

6900 Granger Rd., Cleveland, Ohio

### Rainsoft Water Conditioning Co.

1950 E. Estes Ave., Elk Grove Village, Ill.

### Rayne Corp.

123 Santa Barbara St., Santa Barbara, Calif.

### Reynolds Water Conditioning Co.

12100 Cloverdale Ave., Detroit, Mich.

### Roper Corp.

P.O. Box 3223, 9642 Rush St., So. El Monte, Calif.

### Servisoft, Div. of Waterco

2316 23rd Ave., Rockford, Ill.

### Sta-Rite Products Inc.

234 So. 8th St., Delavan, Wis.

### Stover Water Softener Co.

10 State Ave., St. Charles, Ill.

### Ultra Dynamics Corp.

2nd Ave. at 13th St., Brooklyn, N.Y.

### Uniflow Manufacturing Co.

P.O. Box 1415, Erie, Pa.

### Universal Water Softener Corp.

28 No. Bennett St., Geneva, Ill.

### Velvet Soft Inc.

430 W. 21st St., Holland, Mich.



# Every month Family Circle tells 7,500,000\* homemakers how to apply themselves.



All illustrations reprinted from Family Circle.

## Where's your appliance ad?

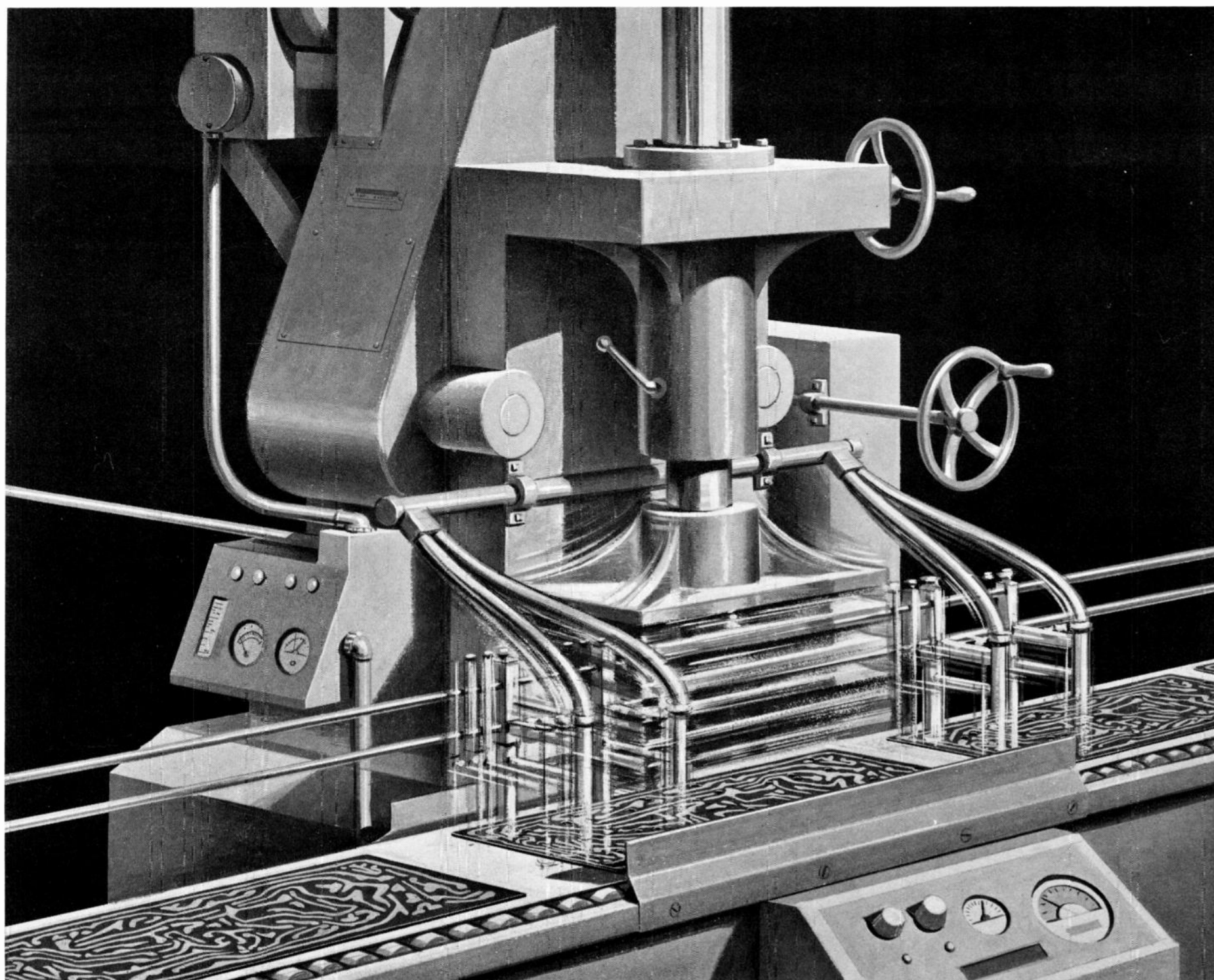
Family Circle is the only one of the four leading women's service magazines that's strictly service. Strictly business. No fiction. No poetry. No nonsense. Last year, Family Circle devoted a greater percentage of its editorial content to household equipment than any of the other leading

women's magazines. And there's lots more where that came from. Every month 7,500,000 homemakers depend on Family Circle for the latest information on household equipment. That's why more and more appliance advertisers are beginning to depend on Family Circle, too.

**Family Circle. A magazine only a homemaker could love.**

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





# When a machine makes a mistake, it makes a mistake, mistake, mistake, mistake, mistake, mistake, mistake

Take a punch press, for instance. If there's an error in the die—ka-chunk, ka-chunk, ka-chunk—it'll go right on making the same mistake over and over again. It's downright unhuman.

Machines that make plastic printed circuit boards for TV sets are like that, too.

That's why at Zenith, *people* build every Handcrafted TV chassis. They take pride in their work. They care.

Zenith Handcrafted TV sets are more dependable and easier to service because every connection is hand-wired. Carefully. Skillfully.

There are no plastic printed circuits.

No production shortcuts.

No wonder, then, 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



# MERCURY IS ON THE MOVE AGAIN!

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

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



## NEW

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

## NEW

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



## NOW 8 GREAT PORTABLES



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



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



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



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



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



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

MERCURY RECORD CORPORATION



Home Entertainment Division • 35 East Wacker Drive • Chicago 60601





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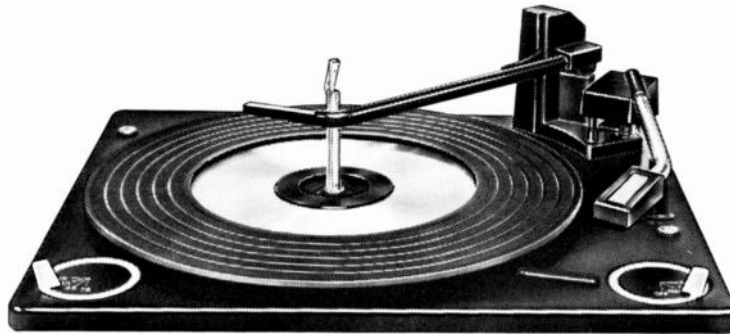
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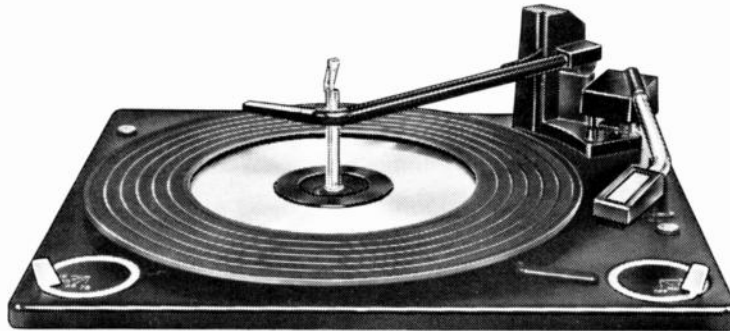
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## what's the big difference between these two changers?



*one has BSR's exclusive battery-powered motor...*



## THE 'GO!' OF NEW CORDLESS PORTABLE SALES

This is the exclusive BSR powerhouse that's sending cordless phonograph sales into orbit! Opens new sky-high profit volume to dealers...by opening all outdoors and all indoors to carefree, cordfree record changer play! It's the *only* battery-powered changer motor\* with BSR's famous jam-proof dependability. Its tiny built-in governor maintains constant speeds, for full fidelity at 16, 33, 45 and 78 rpm! And BSR's automatic shut-off adds hours to battery life! Look for BSR 4-speed changers with new battery-powered motors in the *top-selling* new cordless portables!

\* works on AC house current too, with detachable cord if desired

dependable



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## West Coast conference looks closely at electronic data processing

Top retail management listened to, looked at, and debated about the merits of retailing's newest toy—electronic data processing (EDP)—at a recent week-long conference in San Francisco, Calif.

The EDP conference, sponsored by the Retail Research Institute of the National Retail Merchants Assn. (NRMA) attracted some 270 people, including retailers, accounting firms, and manufacturers of EDP equipment.

While retailers generally agreed that EDP can provide "big, good, and possibly revolutionary results,"

a battle raged on two interrelated fronts: should a store make the EDP conversion a piecemeal effort or a total jump; and what functions should EDP take over when the system is finally installed?

**Complete computerization is needed**—starting with the selling function, in the view of J. L. Richardson, systems comptroller for the John Breuner Co., of Oakland, Calif., who recommended establishing EDP.

"In our systems effort," Richardson said, "we have to take the same approach as we do on our sales floor: merchandising first, and the related

duties after the sale. Accounting should be a byproduct of the merchandising information."

A wall has grown up between the accountants and the buyers, Richardson said, because many stores have brought EDP into the accounting and financial end of their operations. While Richardson blames the merchandisers for their lack of interest and acceptance of EDP, he noted, "Comptrollers may have built reservations into their [the buyers'] minds by smothering them with figures; they do not understand the merchandiser's problems."

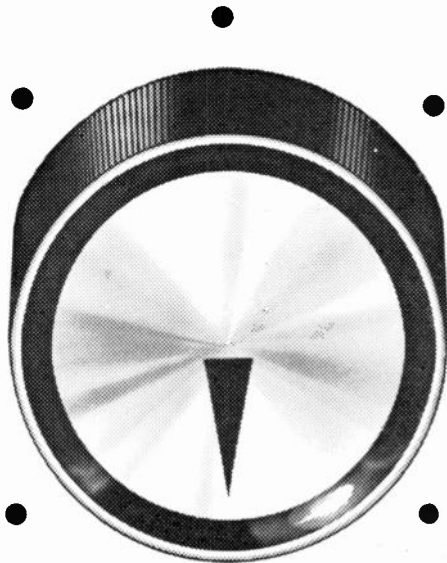
**A marriage must take place** between the accounting and merchandising functions, Richardson believes, before any store can reap the full benefits of EDP. As for when a store should get into EDP operations, Richardson said, "EDP would not ordinarily be necessary in a one-store operation unless it is gigantic."

**EDP should be a buyer's guide**, say other retailers. Along with asking for an EDP system that is customer-oriented and tells the buyer immediately what is in stock, in what styles, and what prices, one buyer said:

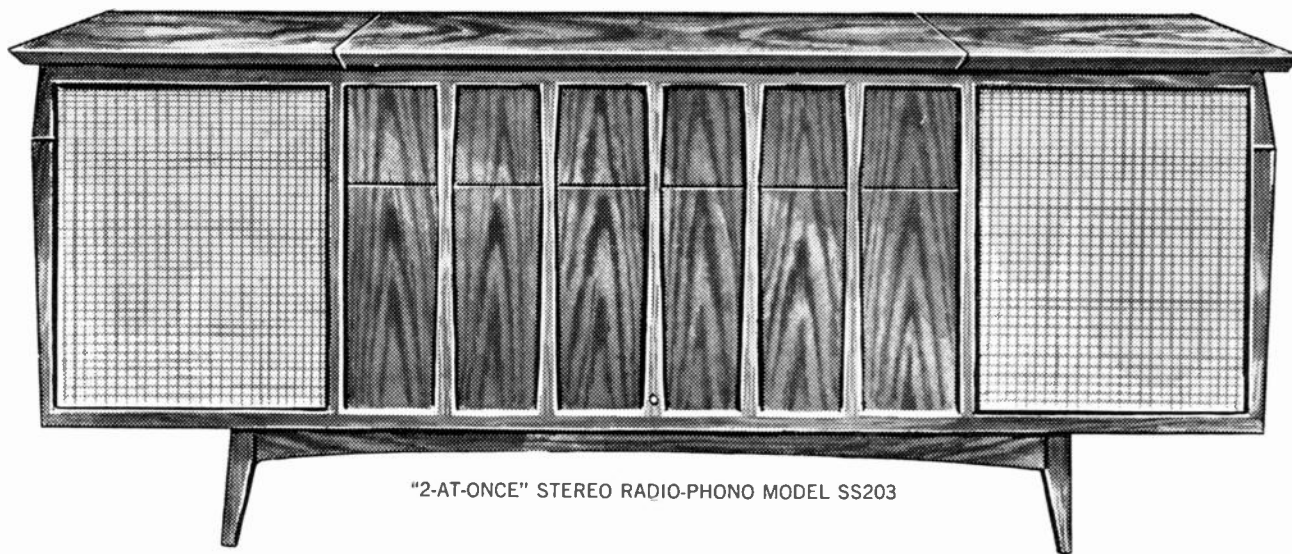
"We know at the beginning of a selling cycle how the stock stands, but during the height of the selling period, we are inadequately informed. We need information, which EDP could provide, so we can plan line fill-ins and make intelligent mark-downs."

NRMA's department store survey gives some indication of where EDP stands right now. Of the 48 stores using EDP systems, 25 have restricted computerization to accounts receivable, while only seven have extended automation into the merchandising areas.

While most stores plan to expand EDP operations into merchandise management, their top executives urge other EDP-minded retailers to look closely before rushing out to buy a system. "It took us four years to put EDP on a paying basis and we're still not through working out the bugs," said one executive.



*as quick as a flick of this switch...*



"2-AT-ONCE" STEREO RADIO-PHONO MODEL SS203

### Olympic's sales-clinching '2-at-once' demo!

OLYMPIC'S THE ONE...with exclusive new "2-at-once" hi-fi consoles with solid state amplifiers! Watch them waltz off your floor, when you demonstrate ☐ "Phonograph and choice of AM or FM radio, in any two rooms at once!" ☐ "Plays stereo records, or FM stereo radio, in two rooms at once!"

All you need for your demonstration is a "2-at-once" console and two remote speakers. Sell your customer's choice of models, from beautiful 6-foot cabinets to handsome, compact consoles. All are promotably priced and ready now for profits! Call your Olympic distributor and switch to "2-at-once!"

**ISI/Olympic**



radios • phonographs • television • from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION



LONG ISLAND CITY, N. Y. 10001

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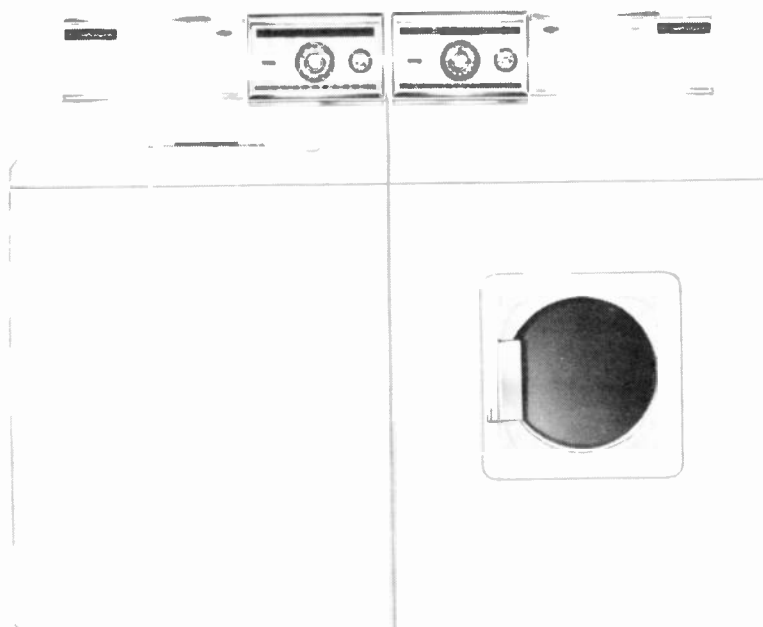
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By JOHN J. COOKE,  
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A sales closer only RCA WHIRLPOOL dealers can use:



Only a company that  
puts the "guts" into  
its product can have the  
"guts" to offer this warranty!



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

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



HOME APPLIANCES

LPA 992-0 • LPE 992-0

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

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*because we are the leaders in* ✓ **ENGINEERING**

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

✓ **STYLING**

✓ **FEATURES**

✓ **VALUE**



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*Promotional Value Leader!*



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REFRIGERATION  
IS OUR BUSINESS  
...OUR ONLY  
BUSINESS.

**NORCOLD, INC.**

Subsidiary of the Stoll Corp.

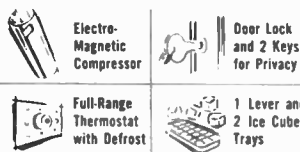
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All other parts are protected by a 1 year warranty

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Please use this form to indicate your address change. We can best serve you if you can notify us at least one month in advance of your change. Attach the address label from your most recent issue of Merchandising Week in the space provided.

attach present label here

(Please print your new address below)

name & position

company

type of business (if retail, please indicate type of store)

street

city

state

zip

## APPLIANCE-TV

### Television exports from Japan hit U.S. at unprecedented rate

Japanese television exports to the U.S. reached a new record high—140,858 sets—in August. This total tops the previous record, set in October, 1964, by 19,861 units.

The August exports more than doubled the figure for August of last year, when only 64,010 television sets were shipped to the U.S. Exports in July this year lagged 45,248 units behind the August figure.

As the total climbs, the average price holds surprisingly steady. In August, 1964, the average price on tv sets exported from Japan to the U.S. was \$56.29. In August of this year the price stood at \$55.89. For the eight-month period in 1964, average price was \$55.99; this year the eight-month average is \$55.65.

**Total transistor radio exports** from Japan to the U.S. also took a big jump in August—compared with August last year, the figure climbed 494,557 units.

**Tape recorder exports** from Japan also showed a gain in August, re-

versing a recent trend. In July, tape recorder exports had fallen 1.7%; in June they were off 23.53% compared with a year earlier.

Although export figures on tape recorders for the eight-month period are still below last year's total, tape recorders are bringing more dollars than ever to Japan. Dollar volume of tape recorders exported to the U.S. in August was nearly 2 million dollars ahead of last August's figures. A look at the average prices shows why: the average price of tape recorders exported to the U.S. in August, 1964, was \$11.83; the average price in August this year was \$19.12.

**Transceiver exports** continued to mushroom in August. While the dollar volume of these units is well below that of tape recorders, the number of units shipped still runs ahead of the tape recorder total.

Of Japan's three island neighbors, only Okinawa shows any decline—17.21%—in imports to the U. S. for the eight-month period.

### Japanese exports to the U.S.\*

		UNITS			DOLLARS	
	date	1965	1964	% chge	1965	1964
Transistor radios**	August	1,152,553	.....	.....	9,291,036	.....
	8 Months	6,124,963	.....	.....	47,821,902	.....
Chassis/kit. tr. rad.	August	14,083	.....	.....	66,088	.....
	8 Months	242,649	.....	.....	405,341	.....
Toy tr. radios	August	92,796	40,458	+119.36	103,261	56,988
	8 Months	558,034	322,914	+72.81	599,097	459,629
Total tr. radios***	August	1,269,695	775,138	+63.80	9,628,271	6,410,468
	8 Months	6,991,858	5,782,099	+20.92	49,838,351	44,683,279
Tube radios	August	124,264	.....	.....	1,402,941	.....
	8 Months	726,176	.....	.....	7,245,934	.....
Chassis/kit tube rad.	August	6,679	.....	.....	87,083	.....
	8 Months	74,652	.....	.....	859,875	.....
Total tube radios	August	130,943	123,893	+5.69	1,490,024	1,070,613
	8 Months	800,828	726,490	+10.23	8,105,809	6,414,255
Television	August	140,585	64,010	+119.63	7,857,250	3,603,236
	8 Months	672,056	378,060	+77.76	37,400,609	21,166,213
Radio-phonos	August	28,633	12,900	+121.96	696,941	378,647
	8 Months	134,824	58,714	+129.63	3,494,577	1,518,314
Tape recorders	August	274,388	245,475	+11.78	4,732,526	2,905,338
	8 Months	1,751,543	1,941,682	-9.79	26,069,009	22,917,755
Transceivers	August	278,364	86,857	+220.49	2,506,580	892,425
	8 Months	1,553,132	346,999	+347.59	13,701,618	4,254,012

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

### U.S. imports from Japan\*\*\*\*

Transistor radios	August	1,347,302	803,741	+67.69	10,725,697	5,854,429	+83.21
	8 Months	5,956,260	5,148,005	+15.70	44,066,339	37,533,186	+17.41
Radios, other	August	143,398	103,544	+38.49	1,286,711	884,814	+45.42
	8 Months	927,971	809,433	+14.64	8,440,815	6,197,526	+36.20
Radio-phonos	August	22,204	3,534	+528.30	582,156	74,137	+685.44
	8 Months	96,018	34,181	+180.91	2,749,558	707,302	+288.74
Television	August	106,868	56,009	+90.81	6,088,208	3,138,808	+93.97
	8 Months	589,873	307,523	+91.81	32,735,550	16,834,105	+94.46
Tape recorders	August	267,298	264,373	+1.11	4,608,372	3,358,227	+37.23
	8 Months	1,675,753	1,814,855	-7.66	27,925,435	23,207,787	+20.33

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

Transistor radios	August	344,417	119,269	+188.77	1,042,583	445,177	+134.20
	8 Months	1,905,140	768,290	+147.97	5,826,945	2,822,534	+106.44

### U.S. imports from Okinawa\*\*\*\*

Transistor radios	August	79,980	32,280	+147.77	269,614	112,476	+139.71
	8 Months	436,742	331,530	+31.74	1,423,322	1,214,333	+17.21

### U.S. imports from Taiwan\*\*\*\*

Transistor radios	August	48,407	17,920	+170.13	143,829	51,187	+180.99
	8 Months	261,944	195,608	+33.91	697,246	599,170	+16.37

\*\*\*\*Source: U.S. Customs



# The man loves Channel Master Home 'n Roam entertainers because they work without wires.



## Correction. To get one to perform, he'll have to make one connection.

### You.

Once you've got Santa in your store, you should wrap up that gift sale in a wink.

Else we'll eat the man's hat.

Our handsome entertainers will play anywhere they're asked to go. They play on batteries. So they need no plug . . . from us, or anyone else. Here they are in person . . . all

sparkling new and attractively priced.

11" 82-channel, rechargeable battery-operated TV portable, Model 6571. Portofino Portable Tape Recorder with Stop 'n Go Pushbutton Pause Control, Model 6549. 9-transistor FM/AM portable radio, plays on batteries (or AC), Model 6463. Home 'n

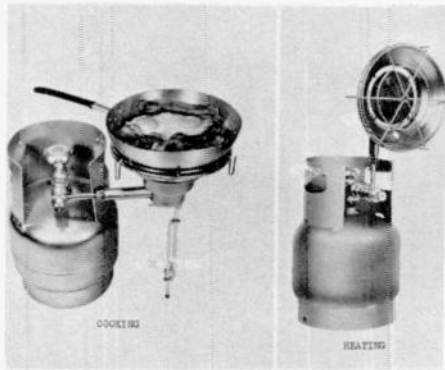
Roam citizens band transceivers, 100 milliwatt, no operating license required, Model 6554.

Sound and look good to you? Then call your nearest Channel Master distributor.

Make your own connection.

**CHANNEL MASTER**  
ELLENVILLE, N. Y.



**Paulin infra-red heater-cooker**

A 6,500-Btu portable infra-red propane heater that converts to a cooker is announced by Paulin. The new unit, model 650100, connects directly to any standard 5- to 50-lb. propane tank. By turning the heater head and attaching a support in slots provided, the unit converts to a 500-degree cooker. The 3-lb. unit has a suggested retail price of \$22.95. *Paulin Infra-Red Products Co., 2536 St. Clair Ave., Cleveland, O.*

**Magla Teflon-coated sponge**

A scrubbing sponge designed especially for Teflon-coated cookware is available from Magla Products. The abrasive texture of the Pot n' Pan Scrubber easily removes cooked-in stains with ease, but will not scratch the surface, the company claims. The new item is blister-packed with a punched hole for pegboard display. Retail price is 49¢. *Magla Products Corp., 412 Halsey St., Newark, N.J. 07102.*

**Corning beverage servers**

Corning is offering two new beverage servers for the Christmas selling-season. The four- and eight-cup servers are made of Pyroceram-brand glass-ceramic.

With the new products, hot liquids of all kinds—for example, cocoa, instant coffee, soup, syrup, and spiced drinks—can be taken from the range and served at the dinner table in the same container.

The new beverage servers eliminate steps in hot liquid preparation and serving, according to Corning's home economists: the use of separate saucepans and kitchen pouring is unnecessary with the beverage servers.

The larger server, suited to hot drinks and soups, will carry a \$6.95 retail price. The four-cup model, designed for syrups as well as hot and cold drinks, will be priced at \$4.95 retail. Prices will be fair-traded where applicable.

Besides carrying the beverages, the new products have the advantages of Pyroceram-brand glass-ceramic, Corning reports. They are guaranteed forever against breakage caused by temperature changes under normal household use. The material is also easy to clean and will not retain odors or flavors, the company says.

Corning is taking server orders now; mid-November delivery is promised. *Corning Glass Works, Corning, N.Y.*

**Presto professional-type hair dryer**

Presto announces its new professional-type portable hair dryer, which sports a thermostatic heat control for five temperature settings. The hood is designed to accommodate any hair style; height and angle of the unit can be adjusted, and it can be operated on any level surface. Presto advises that the user need use neither net nor ear pads with this unit.

The 550w dryer is "permanently lubricated" and the air filter removes for washing. The hood is pink; the base, trim, and carrying strap are styled in white. The dryer folds into a compact case for storage or travel.

Designated model HDP1, this unit carries a manufacturer's suggested list price of \$29.95. *National Presto Industries Inc., Eau Claire, Wis., 54702.*

# What is the "built-in maid?"



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

**built-in! patented thermostat**

Set it and forget it — automatically insures exact shade of toast every time!

**built-in! faster heating elements**

Speed up toasting time. Provide more evenly textured toast, too.

**built-in! extra high rise**

Now small slices and muffins rise to height that's easy-to-reach.

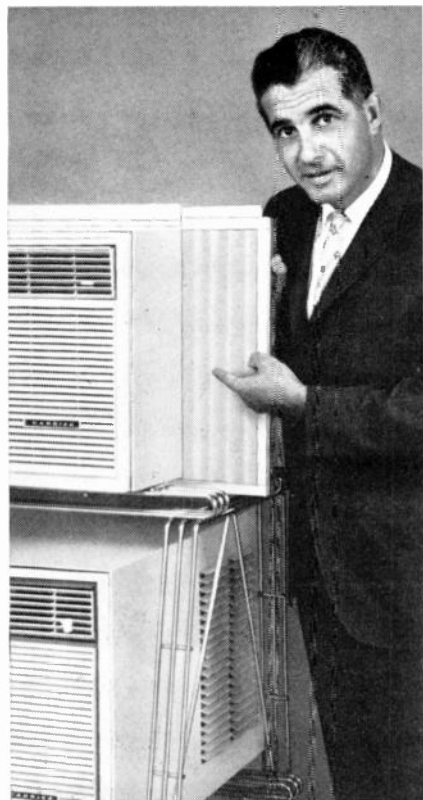
**built-in! 1-year free replacement guarantee.** If for any reason due to defect in workmanship or material a Proctor-Silex toaster in normal use does not perform satisfactorily, it will be replaced. (Cord and shipping damage excluded.)



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

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



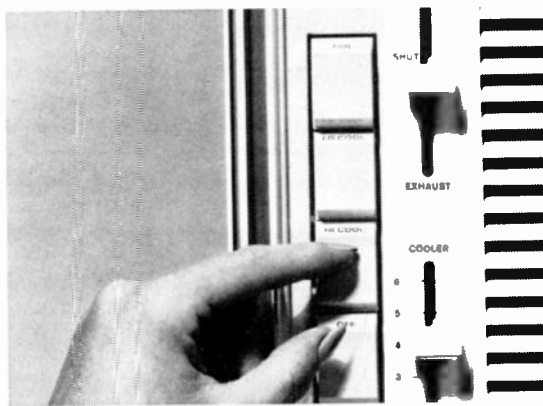


## Carrier puts profits in your hands for 1966 with ROOM AIR CONDITIONERS built to be demonstrated!

Demonstrated for what? For outstanding features—such as ease of operation, servicing and installation—that make Carrier the brand to buy—the brand to sell in '66.

Matter of fact, less than five minutes is all it takes to put on a demonstration convincing enough to turn any "I've got to be shown" prospect into a buyer.

And in the 1966 Carrier line you have models to suit every prospect—25 models from 5500 to 22,500 Btu's, NEMA certified—including heat pumps, "do-it-yourself," in-the-window and thru-the-wall models. Plus accessory items in hand—some Decorator Panels.



Plus continuous national advertising to direct traffic your way 12 months a year.

Plus newspaper ad mats, radio and TV spots for local tie-in.

Plus around-the-calendar promotions which include traffic-builder and sales-closer premiums.

Plus full-range financing plans.

Plus pre-season incentives for buying early—exciting trips, valuable merchandise and free room air conditioners.

For complete information about the Carrier line for '66—the line that's built to be demonstrated—call your Carrier Distributor listed in the Yellow Pages.

**Carrier** Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make





# NATIONAL HOUSEWARES EXHIBIT



**January 10-14, 1966**  
**MCCORMICK PLACE, CHICAGO**



*Another Record Year... Starts Here!*

# HOUSEWARES '66

Housewares is a great and growing industry, with most of its potential still ahead. But the rewards it promises are not to be won lightly . . . not with yesterday's techniques, or ideas, or marketing practices. Fortunately the NHMA National Exhibit provides a simple way for you to keep abreast of this vast and restless industry—to see every significant development; to meet all the people who are important to you; to renew and refresh yourself for the year of challenge ahead. The housewares industry has nowhere to grow but up. Be here; grow with it!

*Serving the Housewares Industry Since 1938*

**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

**1130 Merchandise Mart Chicago, Illinois 60654**



## It still takes Santa Claus to sell shoe polishers

Last year at this time, manufacturers of electric shoe polishers were beginning to get a bit worried. So were some distributors and retailers. Inventory was heavy all over the place. But by Christmas, the picture had brightened considerably; the once-full warehouses were close to being empty.

**They are mainly Christmas items;** for better or worse, that is the reputation that electric shoe polishers have earned. Even Father's Day is a disappointing time for shoe polishers, although the product does create a greater flurry of activity on this holiday. Not too surprisingly, the only retail outlets that seem to do a good year-round job with electric shoe polishers are the post exchanges on military bases; likewise, some retailers located near military installations also see good year-round sales.

The outlook for the coming Christmas season is a bit brighter than in past years. But should the product really take hold and become a hot item, a lot of people—from buyers to manufacturers—will be pretty surprised.

Lower pricing and several new entrants into the field should help the product this year. Pricing on some units, the trade expects, will be down

to a level where they can better compete with the imported polishers that work off flashlight batteries. Buyers interviewed particularly cited Ronson's new compact shoe shine kit; Sunbeam's new polisher also received some buyer praise.

**They lack wide sales appeal;** this is typical of trade reaction to polishers. Most-heard trade comments: "It's largely a gift product." "It's a white-collar product." "It's too high-priced." "People who can afford it get their shoes shined."

There is some truth in all the comments. The money-saving angle does not work as effectively for shoe polishers as it does for home barbering kits, even though the shoe polisher will pay for itself in time—calculated at 25 cents a shine plus a 10-cent tip. One trade source pointed out that the product is a better suburban item than a big-city item. "You don't have shoe shine parlors in suburbia," one buyer said.

**They are gaining in sales,** however. And housewares buyers have taken a shine to the units largely because it gives them an item to aim at the growing male gift market. One optimistic buyer said he expects to see more electric shoe polishers this year than battery-operated models that retail at \$3.

## Sewing machine accessories: new profits for a proven seller

Sewing machine sales in the U. S. will likely reach a record level of \$180 to \$190 million in 1965, but this figure will only account for part—scarcely 15%—of what the sew-it-yourself crowd will spend.

In 1964, sales of patterns, fabrics, notions, and accessories far outstripped total sewing machine sales of \$160 million on 1.7 million units. In the same year, piece goods consumption amounted to approximately \$675 million, and thread and accessory sales totaled about \$420 million, according to a survey of the home sewing industry by the National Retail Merchants Assn.

**Accessories deserve attention.** No one expects that independent appliance retailers are going to make the complete switch to yard goods, but for those who now carry sewing machines, additional concentration on accessory sales can be a profit builder. Even housewares department store buyers who do not handle sewing machines have been doing a good job with sewing machine tables.

Western Auto Supply is a good example of a retail chain that balances a good volume of sewing machine sales with attention to the accessory market. Western Auto merchandises five Japanese sewing machines—supplied by Brother International—under its own Wizard label. But Western Auto's catalog also advertises electric scissors, \$7.45; carrying case, \$9.95; and a complete selection of multiple-use sewing machine tables and desks, from \$17.95 to \$59.95.

Of all Japanese machines imported into this country, Sears sells one fourth according to informed trade estimates. Last year, Japanese models clearing U. S. Customs totaled slightly more than one million units. Singer, which does not reveal its annual unit sales, is estimated to have sold 620,000 units in 1964—or roughly 35% of the U. S. market.

**Zig-zag machines are on top**—far out selling straight-stitch models. "The days of the straight-stitch machine are numbered," remarked A. D. Clark, vice president and general manager of New Home. "The price of a zig-zag unit is fast approaching that of a straight-stitch."

**A new trend in construction**—Aluminum die-casting—seems to be on the way in. Aluminum casting, by replacing steel, cuts the weight of the machine in half; it adds about 20% to the retail price of the unit. One spokesman for the Japanese sewing machine industry expects aluminum die-casting to dominate the market within the next few years.

The typical consumer has a new image now, too, thanks to market research, and the new image is a complete departure from the "graying granny" stereotype that formerly prevailed.

"Our studies show the average customer is a 25-to-26-year-old married woman still building a family," said R. E. Erlich, executive vice president of Brother International. "But she buys a sewing machine for pleasure first and economy second."

□□□□ **Producers who vetoed purchasing Landers Frary & Clark**—before the Justice Department approved GE's purchase of the Landers' assets—are admitting privately to some second thoughts. The dozen or so manufacturers who looked into the Landers deal all had good reasons for bypassing the opportunity. All agreed they did not want Landers' plant in New Britain, Conn.

But now, the second thoughts stem from having handed GE an opportunity to cement its leadership in the electric housewares field. Some competitors privately admit they are concerned about losing sales to the Universal-by-GE label.

Nevertheless, GE's competitors have their own expansion programs mapped out. Westinghouse, for example, soon will open its new plant for electric housewares production. Sunbeam is planning several new plants next year. And mergers through acquisitions of smaller firms are expected to continue.

□□□□ **Complaints of too many housewares shows** are being heard again in the trade—mainly from manufacturers and their sales forces. The complaints are not aimed at the major shows of the National Housewares Manufacturers Assn., but at the growing number of secondary shows. For example, two major hardware buying groups and two key rack-jobber organizations will be holding show-conventions close to the time of the January housewares shows.

□□□□ **S. Klein is using a Holiday window display** in its Union Square store, in New York City, to tie in with the "Holiday of a Lifetime" promotion of the National Electrical Manufacturers Assn. (NEMA). The month-long promotion has picked up added support, too: Ads have been scheduled by the United Illuminating Co. to run this week in Bridgeport and New Haven, Conn. The ads will play up the NEMA vacation sweepstakes.

□□□□ **Corning is revamping its Cercor grill**—a gas-fired product that the firm test-marketed almost two years ago. The redesigned product reportedly will offer more versatility and improved connections for gas.

□□□□ **Abercrombie & The Fitches**, a new musical group, will open soon at a rock-and-roll night spot in New York City's Greenwich Village. If the group makes it big—and with so many new R&R combos seeking names these days—there could be untold consequences, such as: Jordan and his Marshes, Hammacher and his Schlemmers, Bam and his Bergers, Montgomery and his Wards, Lord and his Taylors, and Harry and his Prices.

□□□□ **Key Moves . . .** HOOVER appoints Riley W. Marrell assistant vp of Hoover Worldwide Corp. . . . WHITE names J. A. Roman sales vp for its Standard Sewing Equipment Corp. subsidiary . . . Robert W. Shull joins EKCO as product mgr for cookware and bakeware . . . IONA names four new distributors: Quaker Electric Supply, of Glens Falls, N.Y.; Westinghouse Electric Supply, of Muncie, Ind.; U.S. Consumer Products, of Los Angeles, Calif.; Handy Andy Co., of Montreal, Que., Canada . . . SNYDER appoints Mert Goodman its Eastern regional sales mgr.



□□□□ **The electric hair brush will gain exposure** through Ronson Corp.'s entry into this product area (MW, 4 Oct., p.41). To some trade sources, this could be the impetus the product needs to become an important housewares item. Although the electric hair brush has been around for years, few retailers and manufacturers have taken it seriously. The product often has been tied to a scalp massager, and sold through a rather medicinal approach.

Ronson is trying to glamorize the hair brush—to promote it as a personal care product in the booming home beauty field. Ronson's entry undoubtedly will mean that many housewares departments will be carrying the electric hair brush for the first time. The housewares trade will be watching the product closely to see how it fares this Christmas; some buyers think it could be a winner.

□□□□ **GE's clothes brush is far from dead.** GE is believed to have made some changes in the cordless rechargeable product since its mail-order test-marketing earlier this year. Conceivably, it could be available to retailers soon. From the beginning, GE apparently was convinced of the marketing potential of the product, but was chiefly concerned over retail pricing. One safe bet is that the product will come in at a level that will allow it to be retailed at well below \$15. GE has declined to comment on any speculation on its clothes brush at this time.

□□□□ **DuPont's interest in electric brushes** is not expected to be limited to the battery-operated toothbrush the firm is now marketing. DuPont has indicated that it chose the automatic toothbrush as its entry into the housewares field largely because of its big stake in the brush product field, and also because of the large amount of plastic used in the product.

DuPont's toothbrush, carrying a \$9.95 suggested retail price, proved a major factor in other housewares manufacturers' decisions to bring out compact, lower-priced versions of their \$20 rechargeable models. DuPont's toothbrush works off flashlight batteries.

□□□□ **What the knife has meant to Hamilton Beach** is clearly evident from the company's sales picture. In 1963, before Hamilton Beach became a leader in the knife field, and before it pared its product line in half, the firm's sales came to about \$17 million. George Neilson, general sales manager, speaking to the Pot and Kettlers in San Francisco last week, predicted Hamilton Beach's volume would approach \$54 million this year.

Meanwhile, Hamilton Beach's newest retail display, which features a blender as well as a knife, has made its debut at Boston (Mass.) Edison's new store in the Prudential Building. The display is called the "Amazing Hand Machine;" its animated hands demonstrate the two products. The voice is provided by Howard Morris, radio, tv, and stage personality.

□□□□ **A larger Independent Housewares Show** has been mapped out for Jan. 8-13 in Chicago. The show management has obtained an additional 100,000 sq.ft. of floor space at Navy Pier from the University of Illinois. The new area is on the level previously used.

## Incentive merchandising: a premium market for housewares

The New York Premium Show, which opens today, is expected to present a healthy, if not booming, picture of the over-all \$3-billion-per-year premium-incentive industry, even though trading stamps may be losing some of their punch. The trade show runs through Thursday at the New York Coliseum.

### Housewares stake in premiums

With millions of dollars worth of housewares merchandise being moved annually through the trading stamp firms alone, the stake of the housewares industry in the premium field is a big one. And, in addition to its role of favorite supplier of merchandise for premium use, the housewares industry itself is increasingly becoming a major user of premiums and incentives in marketing its own products. Housewares manufacturers are using premium-incentives in offers to consumers, in dealer-loader promotions, and as incentives for salesmen.

The two hottest items in housewares—Teflon-coated products and electric slicing knives—have become more readily available for premium users this year; this has enabled housewares manufacturers to line up some key premium deals already. If there is a Christmas shortage of Teflon-coated products and slicing knives, housewares retailers undoubtedly will be accusing housewares manufacturers of committing too much merchandise to the premium field. And there could be some truth to those charges.

### The outlook for stamps

A sticky problem exists for trading stamps—which are the biggest segment of the premium industry. In 1965, for the first time, trading stamp firms will approach—and could exceed—the \$1 billion mark in retail value of products redeemed.

The trading stamp firms are faced with a supermarket dropout problem, too, which, although real, is not unexpected. For a long time trading stamp firms have been too successful, lining up so many supermarkets that trading stamps eventually had to become over-promoted. Stamps have become so widely used they no longer give one supermarket a competitive edge over another supermarket.

But the stamp shakeout now under way should provide a healthier balance between stamp-giving and stampless supermarkets. Few housewares manufacturers believe that trading stamps have lost any of their charm with a large group of consumers.

Trading stamp plans, meanwhile, have been opening up new markets for their services. Sperry & Hutchinson (S&H) has been a leader in its development of a sales incentive service with a special catalog aimed at providing prizes for salesmen. Some electric housewares manufacturers offer their program to their salesmen; they presume the salesmen would not redeem the stamps for a competitor's product.

Plaid Stamps, faced with dropouts

among the A&P supermarkets, has picked up the coupon-redemption business of Alpine cigarettes. Trade sources expect additional cigarette manufacturers to begin offering premiums on their brands. At one time, Brown & Williamson was the only cigarette manufacturer promoting coupons—for Raleighs and Belairs.

### The tough premium market

Housewares manufacturers who are doing something less than normal with the stamp plans at this time—and there are indications that business is off for some producers—have been forced to look harder, and in new places, for those important sales to the premium industry. In a few cases, premium sales account for upward of 50% of some housewares manufacturers' volume; however, these are the exception. Nevertheless, for many a housewares manufacturer, S&H qualifies as the largest single distributor of its products.

Landing a major offer for a self-liquidator premium has become increasingly competitive, not only among housewares manufacturers, but also with intensified competition from other industries, such as the ready-to-wear industry.

Phonograph record companies have been particularly successful in grabbing off many of the key self-liquidators. Soft goods, too—from curtains and draperies to bedspreads and ready-to-wear—are gaining a bigger share of the stamp plan redemption business. Ready-to-wear items now appear in the stamp catalogs, although they are not displayed in the redemption centers. Eventually, however, fast-moving ready-to-wear products are expected to show up in the redemption centers as the centers become larger. S&H has been a leader in testing bigger self-service redemption centers.

### The outlook for premiums

The next step for the trading stamp industry could be the establishment of the trading stamp department store. It would come close to being a full-line department store where women would shop with trading stamps instead of cash or credit cards.

What all this means to retailers is that they can expect to see more and more of the products they sell being offered to consumers as premiums. The premium-incentive industry has been successful in working the something-for-nothing angle—even though it is a myth.

For retailers, it may be time to switch rather than fight. Retailers can start by playing up the increased number of premium offers being provided them by housewares manufacturers. GE's promotions in this area have been particularly successful; Westinghouse has provided some sales boosts with its refund incentives. And retailers can create their own premium offers by using more one-cent sales, more free goods offers with high-end high-profit items, and by simply becoming more incentive-minded.





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

## But you'll have to do some talking.

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

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

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

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

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

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

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

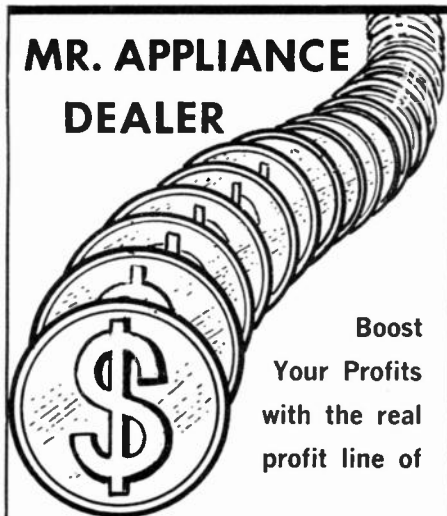
\*Competitively priced models



# REGINA

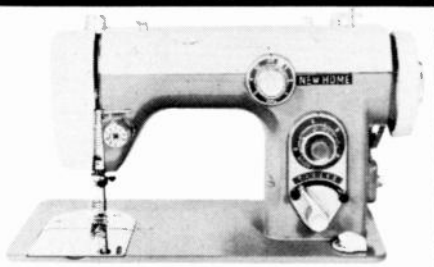


## MR. APPLIANCE DEALER



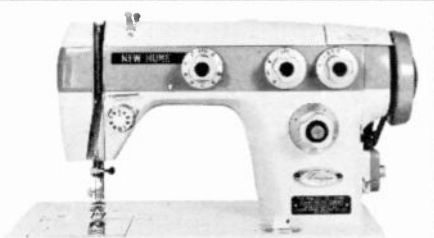
Boost  
Your Profits  
with the real  
profit line of

## NEW HOME SEWING MACHINES



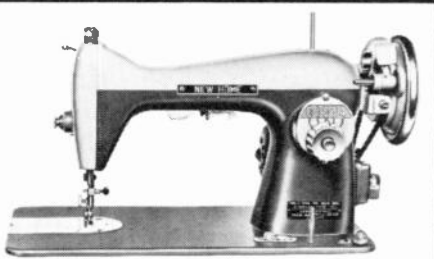
MODEL 670 — Deluxe Aluminum Head

Every prospect that comes into your store for your regular line of appliances is a prospect for a New Home Sewing Machine. Why not take advantage of these potential sales by selling a quality line of Sewing Machines . . . New Home.



MODEL 556 — Automatic Zig-Zag Model

The sewing machine business is BIG . . . over 2,000,000 sold each year. So, get your share by stocking and selling the easy-to-demonstrate NEW HOME LINE.



MODEL 170 — Budget Model

Write today for dealership details. DON'T WAIT! We will have our authorized distributor for your area contact you with details so that you can start making a full profit on the sale of New Home Sewing Machines.

THE  
SINCE 1860  
NEW HOME  
SEWING  
MACHINE CO.

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

## HOW'S BUSINESS?

Retail sales, based on dealers' flash reports to power companies are tabulated below. These figures represent retail activity for a significant portion of the U.S. buying public. The figures in black bold type tell you, in percentage points how sales of 10 major appliances fared in July, 1965, compared to July, 1964. The figures

in light type tell the same story for the first seven months of 1965.

**Highlights**—Color television figures for the nation confirm what everyone suspects: July sales were up 111%, up 76% for the year to date. Air conditioner sales, generally weak throughout the country, were down 28% from July 1964 and down 11%

for the year. In spite of the onslaught of color tv sales, black-and-white sales are holding their own, down only 1% for the year. Other products coming on strong are dryers, up 10% for the year, and dishwashers, up 15% for the year. Washer sales should show gains after the Waltz Through Washday promotion.

% chg: July 1965 vs. July 1964 % chg: 7 mos. '65 vs. 7 mos. '64	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dishwashers	Room Air Conditioners	B&W TV	Color TV
<b>IN THE EAST</b>										
New York State Elec. & Gas Assoc.	+30	+24	+31	-10	+30	+76	+48	-43	*	*
	+14	+13	+14	+5	+10	+21	+20	-5	*	*
Jersey Central Power & Light	+9	-22	+16	-3	+16	+28	+16	-28	+2	+85
	+8	+19	+18	+5	+10	+13	+11	+2	+1	+57
New Jersey Power & Light	+7	-9	+3	-8	+50	+6	+35	+3	+10	+103
	+11	-3	+7	+12	+23	+13	+32	+22	-9	+88
Metropolitan Edison	+9	-5	+8	+32	+12	+12	-4	-23	+11	*
	+3	-12	-1	+18	+9	+11	+11	+2	+7	*
West Penn Power	-14	-23	+12	+6	+1	+7	+13	-46	+12	*
	NC	-7	+3	+17	+1	-3	+24	NC	+5	*
<b>IN THE MIDWEST</b>										
Dayton Power & Light**	+5	-15	+24	+11	+13	+20	+47	-10	+28	+166
	+1	-6	+10	-6	+4	+16	+14	+16	+1	+92
Central Illinois Public Service	-3	+13	-10	-23	+7	+21	+16	-17	+14	*
	-3	NC	-2	-12	+1	+21	+23	-4	+15	*
Kansas Gas & Electric	+17	+16	+20	+31	+16	+37	+56	-23	*	*
	-1	+11	-1	-7	+3	+12	+21	-26	*	*
Kansas Power & Light	NC	+25	-10	+60	-9	+4	*	-52	NC	*
	-2	-2	-7	+39	-6	+13	*	-42	-5	*
American Elec. Power System	*	*	+8	-1	*	+10	*	*	*	*
	*	*	+15	+15	*	+17	*	*	*	*
Nebraska-Iowa Electric Council	-1	-13	-2	+72	-4	+15	+60	-52	-4	+229
	+1	-17	-8	-10	NC	-1	+32	-32	+10	+138
<b>IN THE SOUTH</b>										
Chattanooga Electric Power Bd.	+40	+94	+5	+14	+46	+57	+31	+22	+35	*
	+21	+11	+16	+13	+33	+48	+11	-28	+7	*
Nashville Electric Service	+25	+70	+1	-14	*	+17	*	*	*	*
	+18	+11	+14	+2	*	+13	*	*	*	*
Florida Power Corp.	-1	-16	+4	+9	-11	NC	-13	-39	+31	*
	+4	+4	+2	-1	+2	+8	+1	-16	+15	*
Florida Power & Light	-7	+22	+11	-9	-1	-2	+68	-38	-25	+131
	NC	+4	+10	+3	+5	+7	+16	-6	-11	+64
Tampa Electric Co.	-1	-2	-5	-21	+22	+53	+1	-1	+26	*
	+6	NC	-16	-10	+9	+15	NC	-25	+25	*
<b>IN THE SOUTHWEST</b>										
Dallas Power & Light	-8	+11	-10	-13	+1	+72	-19	-15	+36	+202
	-1	-11	-7	+87	-3	+13	+2	-4	+10	+173
El Paso Electric Company	+39	+104	+9	-19	*	+20	+158	+159	+47	*
	+12	+24	-8	+1	*	+2	+12	+39	+6	*
Southwestern Public Service	+12	-12	-16	NC	-2	-3	-16	-4	-17	*
	NC	-36	-28	-30	-9	-12	-21	-18	-20	*
New Orleans Public Service	*	*	*	*	*	*	*	*	*	*
	*	*	*	*	*	*	*	*	*	*
Southwestern Electric Power	+10	+33	+10	+3	+9	+58	+47	+8	+9	+189
	+5	-18	-5	-3	+5	+29	+22	-16	+2	+89
<b>IN THE WEST</b>										
Idaho Power Company	-35	-30	-22	-18	-23	-20	-3	*	*	*
	-17	-9	NC	-2	-5	-21	+9	*	*	*
Pacific Gas & Electric	-7	+1	+4	+11	-8	-6	+46	-26	-8	+89
	-6	+4	-5	-3	+1	+8	+23	-3	-4	+74
Sacramento Municipal Utility Dist.	-3	+17	-41	-50	+18	+17	-25	-32	-27	+125
	-5	-16	-30	-47	-3	-9	+6	-33	-21	+44
<b>IN THE NATION</b>										
% chg: July 1965 vs. July 1964	NC	+5	+4	-5	+4	+9	+28	-28	-1	+111
% chg: 7 mos. '65 vs. 7 mos. '64	NC	-3	+1	+4	+3	+10	+15	-11	-1	+76

NC—No change. \*—Not available. \*\*—Percentages for April reflect city of Dayton only.



MODEL A610 — CHARCOAL GRAY AND MIST GRAY



**YEAH!**

*It's a grown-up radio.*

**YEAH!**

*It's a growin' up phonograph.*

**YEAH!**

*It's a Picturesound\* Program.*

*It's General Electric's Radio-Phono-Viewer. Only \$34.95\*\**

Yeah! It's new! It's G.E.'s Radio-Phono-Viewer with a big-sound 6-transistor General Electric AM Radio.

Yeah! It's a groovy 4-speed phonograph, too. Extra easy to operate. Extra rugged. Even plays 12" LP's.

Yeah! It's a screen for youngsters in every age group to watch Picturesound Programs of entertainment . . . sports, adventure and stories of exploration and daring.

There are history and literature programs, too. 140 exciting

programs in all from which to choose.

It's a natural sell-up from the General Electric Show'N Tell Phono-Viewer.

Great for Christmas giving. Great for giving *and* receiving all year round. Stock up! See your G-E Distributor. Yeah!

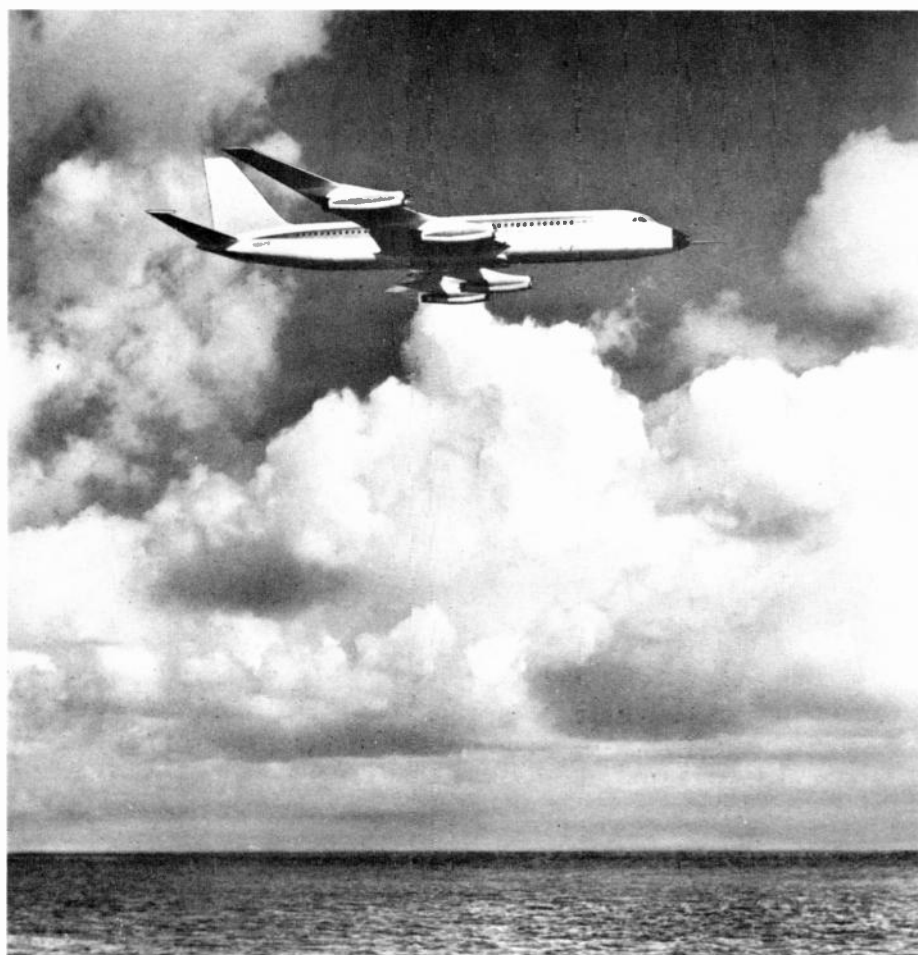
Radio Receiver Dept., Utica, New York

**GENERAL  ELECTRIC**

\*Trademark of General Electric Company. \*\*Manufacturer's suggested list price. Actual price varies with dealer. Slightly higher West and South.



# Norge dealers take big trips



(so can you)

Don't get carried away with your fall plans '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**

## INDUSTRY TRENDS

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

	date	1965	1964	% change
<b>FLOOR CARE PRODUCTS</b>				
floor polishers	August	91,589	92,492	- .98
	8 Months	740,233	738,553	+ .23
vacuum cleaners	August	376,644	389,895	- 3.40
	8 Months	3,099,952	2,851,844	+ 8.70
<b>HOME LAUNDRY</b>				
dryers, clothes, elec.	August	142,796	115,200	+ 23.96
	8 Months	712,899	619,887	+ 15.00
dryers, clothes, gas	August	70,463	56,761	+ 24.14
	8 Months	357,237	330,200	+ 8.19
washers, auto. & semi-auto.	August	347,965	324,721	+ 7.16
	8 Months	2,401,943	2,249,285	+ 6.79
wringer & spinner	August	50,635	59,994	- 15.60
	8 Months	389,842	437,431	- 10.88
<b>OTHER MAJOR APPLIANCES</b>				
air conditioners, room	July	172,600	251,800	- 31.45
	7 Months	2,370,900	2,086,000	+ 13.66
dehumidifiers	August	10,800	22,600	- 52.21
	8 Months	189,400	191,000	- .84
dishwashers, portable	August	26,600	18,700	+ 42.25
	8 Months	218,300	170,800	+ 27.81
dishwashers, under-counter, etc.	August	69,700	53,600	+ 30.04
	8 Months	515,500	446,200	+ 15.53
disposers, food waste	August	123,400	112,900	+ 9.30
	8 Months	867,000	838,200	+ 3.44
freezers, chest	August	48,700	40,500	+ 20.25
	8 Months	313,200	302,300	+ 3.61
freezers, upright	August	69,100	63,100	+ 9.51
	8 Months	467,200	466,000	+ .26
ranges, elec., free-standing	August	101,100	87,400	+ 15.68
	8 Months	814,300	740,400	+ 9.98
ranges, elec., built-in	August	62,300	64,900	- 4.01
	8 Months	508,300	533,400	- 4.71
ranges, gas, total	August	193,100*	193,500	- .21
	8 Months	1,421,300	1,424,000	- .19
refrigerators	August	415,400	399,300	+ 4.03
	8 Months	3,191,100	3,050,800	+ 4.60
water heaters, elec. (storage)	August	98,400	86,900	+ 13.23
	8 Months	720,700	666,700	+ 8.10
water heaters, gas (storage)	August	199,620	216,390	- 17.75
	8 Months	1,698,380	1,838,850	- 7.64
<b>CONSUMER ELECTRONICS</b>				
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. 24	327,813	262,632	+ 24.82
	38 Weeks	9,788,752	7,367,966	+ 32.86
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. 24	200,262	202,906	- 1.30
	38 Weeks	5,754,977	5,552,706	+ 3.64
distributor sales	June	533,123	613,124	- 13.05
	6 Months	3,386,935	3,443,073	- 1.63
color television production	June	231,253	123,725	+ 86.91
	6 Months	1,083,093	599,345	+ 80.71

\*August total includes 134,400 conventional free-standing ranges, 16,900 high-oven models, 26,000 built-ins, and 15,800 set-ins. Sources: NEMA, AHLMA, VCMA, GAMA, EIA.



# Your Philco distributor thinks you ought to be in the movies.

To get you started, he wants to give you a complete home-movie outfit. Or a set of golf clubs. Or even a diamond ring. They're all part of better than half a million dollars' worth of gifts waiting for you at your Philco Appliance Open House.

If you think these prizes are exciting, just wait till you see what Philco has for 1966! Refrigerators, freezers, ranges, washers and air conditioners—all packed with advanced, new features. Not to mention new profits. One look, and you'll happily realize how great a year it's going to be for Philco and you.

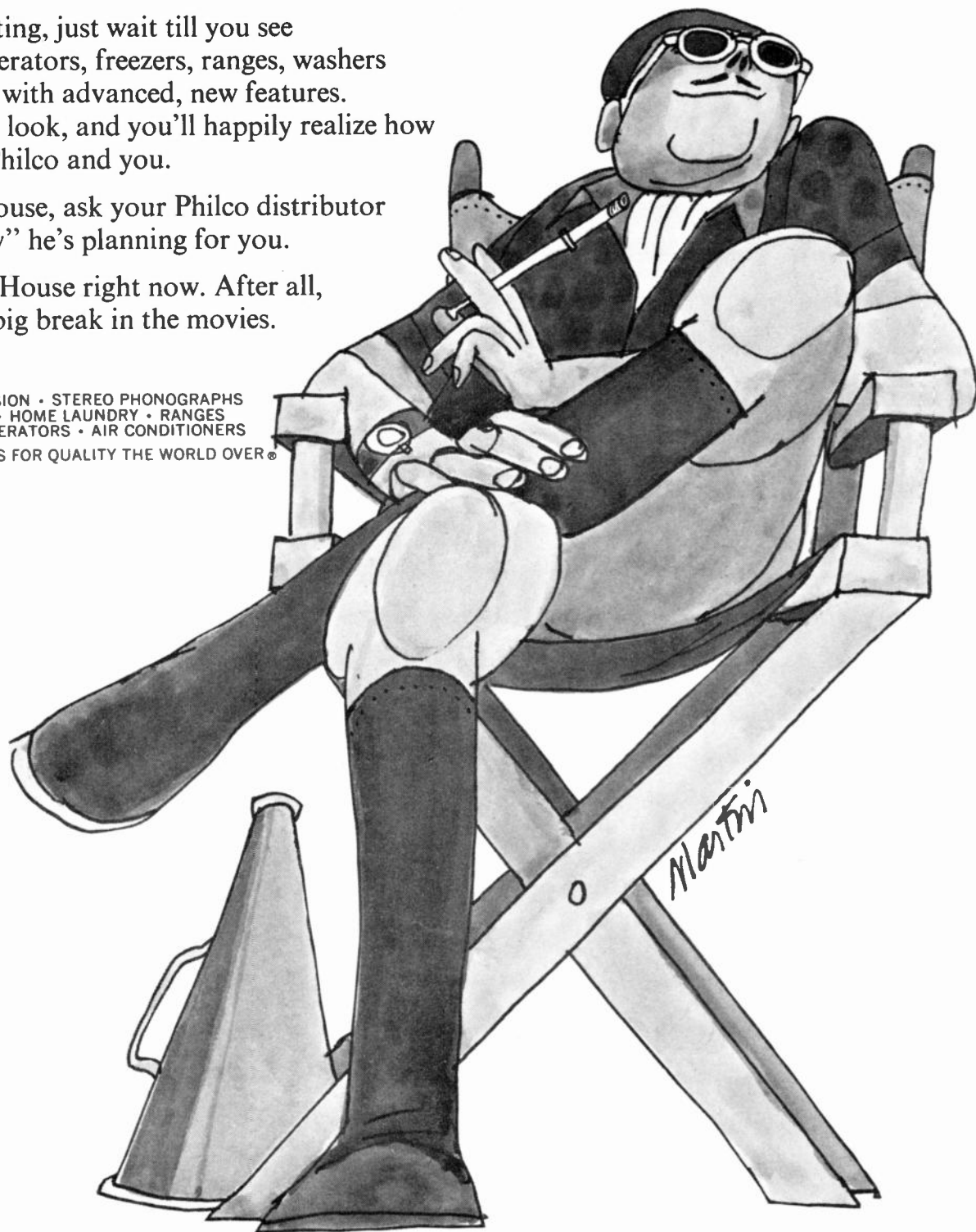
And while you're at the Open House, ask your Philco distributor all about the "Hawaiian Holiday" he's planning for you.

Better head for the Philco Open House right now. After all, it's not every day a guy gets his big break in the movies.

## PHILCO

A SUBSIDIARY OF *Ford Motor Company*,

TELEVISION • STEREO PHONOGRAPHS  
RADIO • HOME LAUNDRY • RANGES  
REFRIGERATORS • AIR CONDITIONERS  
FAMOUS FOR QUALITY THE WORLD OVER



**Your Philco distributor's Open House is on now!**



## WHAT MAKES MAYTAG DEPENDABLE



# So long, old timer

We've removed the timers from Maytag Electronic Control Dryers. They work solely on the amount of moisture in a load of clothes. When the proper amount of dryness is reached, a Maytag Dryer with Electronic Control automatically shuts itself off.

For the Homemaker, it means no wasted fuel, no overbaked clothes, no underdone clothes.

Nobody likes a clock-watcher. So we got rid of the clock.

One more reason why Maytag dependability is based on fact, not fancy. *The Maytag Company, Newton, Iowa 50208.*

**MAYTAG**  
Electronic Control Dryers

