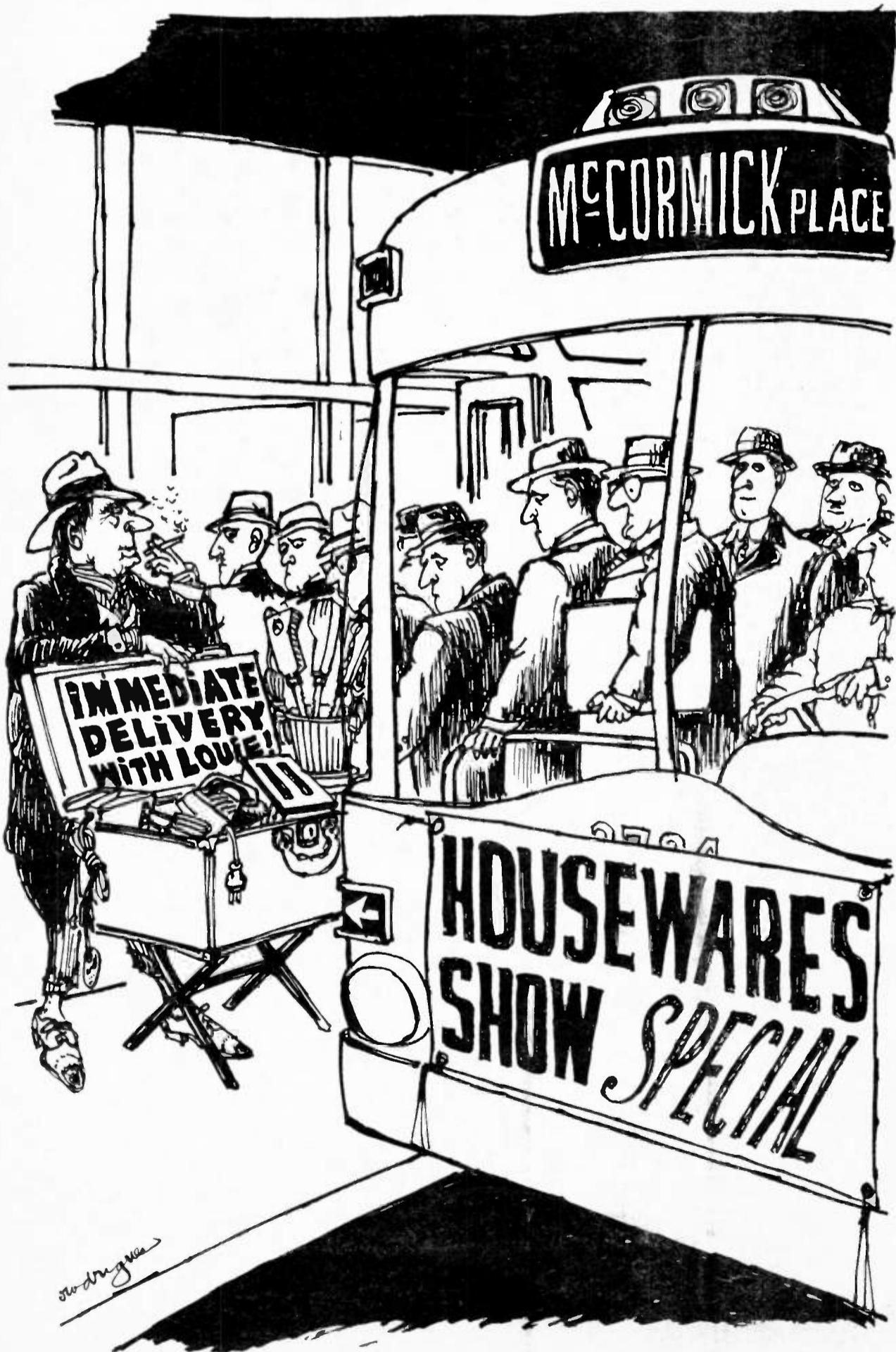


# MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES  
A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 1/JANUARY 3, 1966



◆ □ □ □ **Housewares turnabout:** Shortages are just one sign of the new seller's market that should be the keynote of next week's Housewares Show, in Chicago's McCormick Place. All signs indicate the momentum built up at Christmas will carry the industry to a record half. For a Show preview, see.....p.17

## AT PRESSTIME □

□ □ □ □ **Color ABC colorful:** While the network is not yet spelling out the details, an ABC spokesman said last week that "nearly 100%" of the network's programs will be in color during the 1966-67 season. At present, about 50% of the network's programming is in color. CBS, too, has gone on record saying its 1966-67 season will be almost 100% color. NBC, of course, is broadcasting 95% of its network programs in color this year.

□ □ □ □ **The promotion plan of U.S. Steel** has a new look this year. The company's plans now include—after a year's absence—funds for a no-frost refrigerator-freezer promotion and new timing for a range campaign. Last year, U.S. Steel promoted ranges in March; this year's promotion is set for October and November.

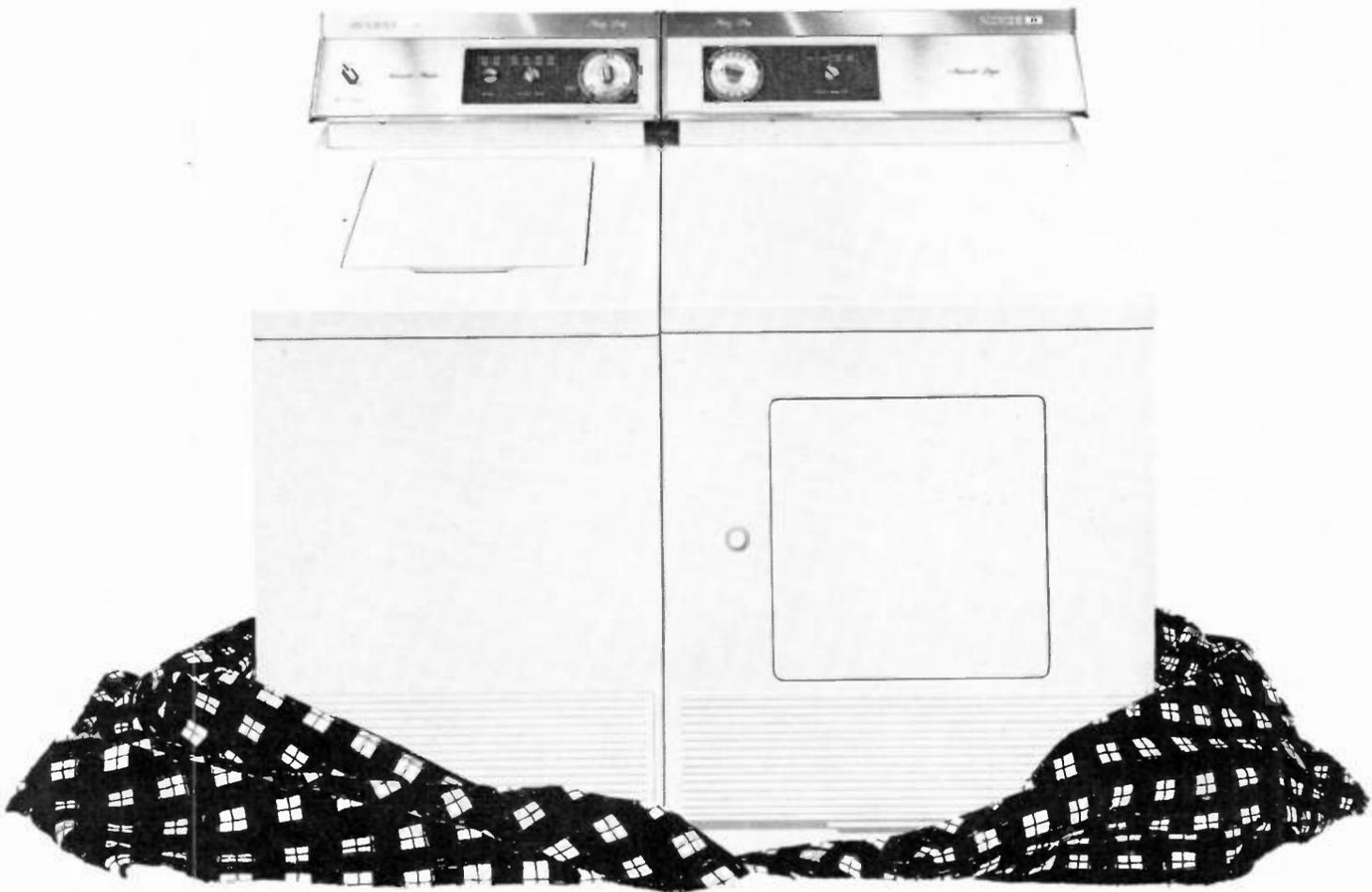
The promotion schedule: May, air conditioners; June, no-frost refrigerator-freezers; September and October, washers and dryers; October and November, ranges.

As in the past, U.S. Steel will concentrate its efforts in 15 major metropolitan markets, and will provide advertising and editorial materials to help newspapers, utilities, distributors, and retailers mount promotions in local markets.

*continued on p.3*

# HELLO SCOTS

(Here comes volume)



Norge moves into the market place with a 12-pound automatic specifically designed to save water and detergent with every wash it does. Timely product innovation answers the immediate need for water savings in hundreds of communities throughout the country. In addition, offers major savings in detergent and operating costs. First time in a decade has there been a "volume" opportunity this great; and the Norge Scot matching dryer will make sure you boost your dryer business, too.



## Look for the man in the Red Plaid Vest

He'll be at your Norge distributor's Open House to give you the full story on the Norge Scot Retail Promotion—including big announcement ads, traffic-building premiums, pocket demonstrators for floor salesmen plus complete tie-in display materials that'll make this promotion work the year around. In addition, you'll get the good news on Norge's new ranges, new Copperwood V.H.Q. pair, new wringers, new local impact advertising programs. See your Norge distributor right away. He's good news.

# NORGE

home  
appliances

**BORG** **WARNER**<sup>®</sup>

□□□□ **A 19-inch compact color set for \$369.95** will be shown by Symphonic at the winter market. It will also show three open list 19-inch color consoles in oiled walnut: two on casters, one swivel base. All four sets have degaussers and solid-state tuners.

□□□□ **Korvette moves in more major appliances.** With no advance fanfare, E.J. Korvette quietly moved more of its private-label majors line onto the floor of its flagship store on New York's Fifth Avenue. The Leonard Korvair line (made by Kelvinator), which premiered with home laundry (MW, 4 Oct. 65, p.8), now includes the following: four refrigerators; a single-door 10-cu.-ft. leader at \$154.89; a single-door 12.3-cu.-ft. model at \$189.89; a 13.5-cu.-ft. double-door at \$209.89 (\$10 more for copper color); and the top model, a top-mount 14-cu.-ft. no-frost unit at \$259.89. Also on display are a 30-inch eye-level range with two ovens—for \$249.89; two gas free-standers: a 30-inch (with full-width oven) and a 36-incher, both tagged at \$159.89 and an undercounter 15-place-setting dishwasher with pre-rinse and pre-wash cycle for \$189.89.

□□□□ **Reports that the Music Show will move to McCormick Place in 1967** have been quashed by William R. Gard, executive vice president of the National Assn. of Music Merchants (NAMM). "There is no basis whatsoever for these reports," Gard said. However, Gard added, "If at any time in the future a move to a bigger convention center, such as McCormick Place, is contemplated, it would only be to serve the electronics and home entertainment exhibitors who want more space. The NAMM will not under any circumstances shift the Music Show from Chicago's Conrad Hilton Hotel if the consumer electronics manufacturers do not want to move."

□□□□ **The retailer-winner of NEMA's "Holiday"** is Richard T. Smith, of Lloyd T. Smith & Son Hardware, in University City, Mo.

□□□□ **Motorola is doubling its tv advertising expenditures** during the first half of 1966. About \$3 million will be spent for commercials—most of them spotlighting rectangular color tv sets—on six major NBC prime-

time shows. In newspapers, an additional \$1 million will be used to run ads for tv sets in eight key cities and 95 other distributor cities. Ads for car radios are scheduled to run in 100 local newspapers in the spring. And stereo phono ads will appear in six major national magazines.

□□□□ **Hamilton Beach revamped its blender lineup** in a five-way move: designated all its units Cookbook Blenders; added a new 5-speed model; raised the price on its two deluxe Cookbook Blenders; lowered the price on two other models; and announced plans for a major promotional effort during the first-half. New 5-speed model 218-C lists for \$37.95; deluxe Cookbook 8-BC is being raised to \$59.95 list, and model 8-BW goes to \$49.95. Model 210-C is being reduced to \$26.95, model 215-C to \$31.95. Hamilton Beach is discontinuing model 215-W.

□□□□ **Emerson's new color line kicks off** with a 19-inch set at \$399.95, and includes its first 23-inch color units, starting with a table model at \$450.

□□□□ **Easy spins off more of its manufacturing:** the home laundry marketing arm of Gibson will have its wringer-washer line produced by the Centrex Corp. beginning this month. Easy, which now has Hotpoint making its line of automatics, will continue to produce its own Spindrier models.

□□□□ **Donald S. Rubin is named managing editor of MERCHANDISING WEEK**, effective Jan. 1. Rubin joined the publication as an associate editor in 1959. Two years later, he was promoted to associate editor and manager of the consumer electronics department. Last year, he was appointed senior editor with responsibility for the major appliance, consumer electronics, and housewares sections. Before joining MERCHANDISING WEEK, Rubin spent seven years as a reporter with the *Miami Daily News* and the *Newark Star-Ledger*.



## The Chicago winter market: a look at the action

Major appliances and home electronics are playing a watered-down role in the International Home Furnishings Market this week in Chicago, but there are a few notable exceptions.

**Another generation of Originals:** Kelvinator has picked this market for the debut of its second line of Originals. Sample of the designs that will be unveiled tomorrow: a slalom run down the front of a 5.5-cu.-ft. refrigerator. Called the Innsbruck, the silver-and-black unit has a skier schussing down the door: a ski pole ring serves as the handle.

Direct-to-retailer producers of ranges will also be at the market in some force.

**The value of this market** to these direct-to-dealer appliance producers is causing some to review the advisability of re-establishing permanent market showrooms in Chicago.

Magic Chef, for instance, has returned to American Furniture Mart and now occupies 2,000 sq. ft. on the fifth floor. Welbilt Corp. executives plan to visit the market and assess the advantage of returning to the Mart. Eagle, Hardwick, and Brown Stove already are there.

Sunray Stove Co., which will be exhibiting at the Lake Towers Motel, is also considering a similar move back to the Mart. "Furniture stores," explained an executive of Sunray, "tend to consider the gas range a

part of kitchen furniture." The company expects to generate interest with a new 24-inch electric eye-level range that can be retailed for under \$200, and with a couple of market specials.

Some home electronics manufacturers and importers will join the appliance companies in the search for market-shopping furniture dealers. Symphonic will again exhibit at the Hilton and company officials say they do considerable business with the furniture people, although not at the expense of their other avenues of volume. Delmonico International, featuring a line of imported color tv sets (Japanese) and refrigerators (Italian), will be open for business

at the American Furniture Mart. RCA Whirlpool continues to find value in "idea sessions" and this year has a hospitality suite in the Drake Hotel.

This is not to say the list of dropouts at the market has diminished. It has not. Such companies as Magnavox, Panasonic, Sony, Hitachi, and Sharp, which had display suites last year, are not going to make the scene this week.

**Some firms are waiting** until next week for the Housewares Show. But for most full-line appliance and home electronics companies, regional introductions of product lines throughout the year have long since replaced any important winter market activity.

## *Admiral* *1966 TV Stars*



DEAN MARTIN...  
NBC-TV... THURS.



MONA McCLUSKEY...  
NBC-TV... THURS.



THE SUNDAY NIGHT  
MOVIES... ABC-TV



TUESDAY NIGHT AT THE  
MOVIES... NBC-TV



SATURDAY NIGHT AT  
THE MOVIES... NBC-TV



THE HOLLYWOOD PALACE  
... ABC-TV... SAT.



THE BIG VALLEY...  
ABC-TV... WED.

# *Admiral announces the biggest*



**4 Network Color Shows**  
**Selling Admiral Products!**

On TV, Admiral has a Spring 1966 schedule more than twice as big as Spring 1965! Two networks... 7 shows in color... all commercials in color... reaching 367,700,000 homes... 808,487,000 viewers... average over 4 messages about Admiral products per adult viewer!



**3 Network Color Shows**  
**Selling Admiral Products!**

NBC-TV: Tuesday Night at the Movies, Mona McCluskey (Thurs.), Dean Martin (Thurs.), Saturday Night at the Movies! ABC-TV: The Sunday Night Movies, The Big Valley (Wed.), The Hollywood Palace (Sat.). It's the biggest TV package ever selling Admiral for you!

# Admiral 1966 Magazines



## TV and magazine campaign ever!

**19**  
Magazines

**The biggest, most selective magazine campaign in history** will sell Admiral products for you in 1966. Ads in 19 magazines, both mass circulation and selective audience, will deliver 12.3 messages per household... a total of 2,155,629,000 sales stories!

In LIFE, NEW YORKER, PLAYBOY, TOWN & COUNTRY, EBONY, ESQUIRE, TIME, HOUSE BEAUTIFUL, HOUSE & GARDEN, NATIONAL GEOGRAPHIC, SPORTS ILLUSTRATED, TV GUIDE,

SUNSET, GOOD HOUSEKEEPING, McCALL'S, BETTER HOMES & GARDENS, FARM JOURNAL, PROGRESSIVE FARMER and SUCCESSFUL FARMING... Admiral ads will help you sell!

# Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

WRH

## WASHINGTON NEWS

□□□□ **A slightly softer line on fair-trading** has been adopted by the Justice Department. This is apparent from the terms of an agreement settling a year-long antitrust case between the government and Pfizer Inc. a drug and chemical company.

Pfizer agreed that for five years it would not cut off dealers who refuse to abide by listed prices on its Coty cosmetics—except in fair-trade states. Previously, the Justice Department had tried to ban the use of listed prices in all states by a firm that attempted to enforce such prices in a non-fair trade state.

Although the Pfizer-Justice Department agreement covers only Coty cosmetics, it could easily be extended to include appliances as well as a variety of other products.

□□□□ **The new head of the U.S. Tariff Commission**, Paul Kaplowitz, is a top-notch technician—but his appointment is not expected to change the commission's attitude toward tariffs and trade expansion. Like his predecessor, Ben Dorfman, Kaplowitz is a moderate advocate of free trade.

Most recently a tariff consultant to the House Ways and Means Committee, Kaplowitz spent 20 years on the staff of the Tariff Commission—rising to the rank of general counsel. He is known to have turned down offers of \$50,000 a year and more from Washington law firms in order to remain in the U.S. government service.

□□□□ **New world markets for television** are involved in a spectacular program being considered by President Johnson. Johnson wants to launch a giant satellite that could broadcast educational tv programs directly into the backward villages of Asia, Africa and Latin America.

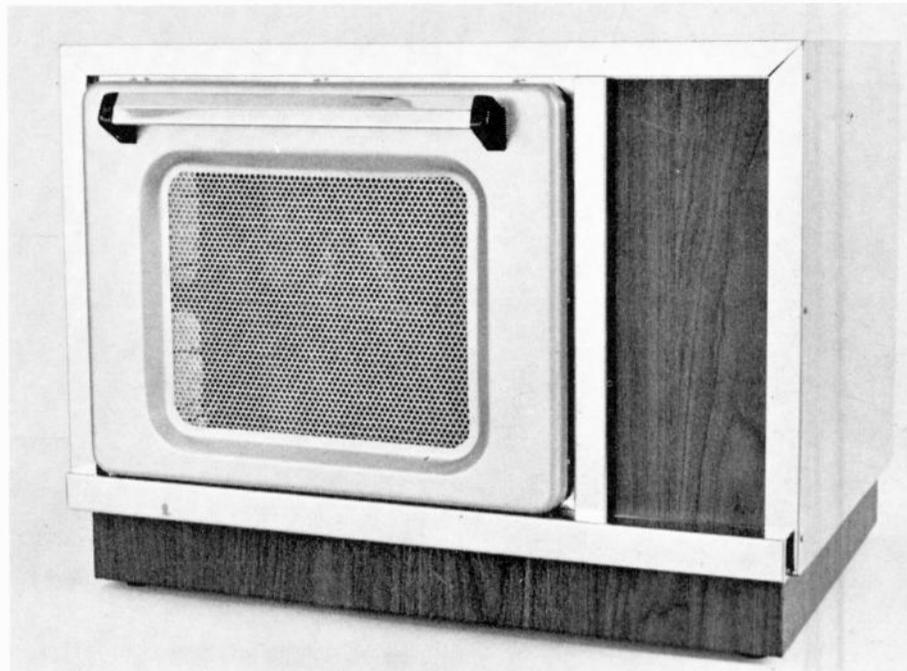
The goal would be to teach the more than 2 billion under-privileged of the world to read, write, and grow the food they need. This would, of course, also create huge new markets for a variety of other products manufactured in the U.S.

Technically, the means are almost at hand. White House staffers figure it would cost upwards of \$30 million for a demonstration program in, say, India, with a tv receiver in each village where natives would gather daily for instruction.

The program still is under close wraps at the White House. But it is known to have won wide favor in Congress and among some top-level industrialists. Sponsors hope the President will present it to Congress early in the new year.

□□□□ **Wages will pick up sharply in 1966** exerting pressure toward higher prices. Payroll costs in manufacturing and transportation, and indirectly in sales and service, will rise at a faster-than-normal pace, chiefly because more than 4 million workers stand to collect deferred raises negotiated in earlier long-term contracts.

These deferred raises, plus growing labor shortages among skilled workers, will put pressure on the one major wage contract to be negotiated this year—in the electrical industry. The electrical unions are pooling their resources for the first time to seek substantial gains when contracts expire next October.



Prototype of Marlun's microwave oven, which will be tagged at under \$500

## East Coast and West Coast firms warm up microwave oven plans

Two more manufacturers have popped up—at both ends of the U.S.—among the ranks of microwave oven enthusiasts.

In Brooklyn, Marlun Manufacturing Co. Inc. has developed a prototype oven that it will display at the January Housewares Show in Chicago. Marlun is citing a probable production date of June, 1966, and has tentatively tagged the unit at under \$500. The new unit will be distributed through company representatives.

The Marlun oven will be made of vinyl-covered steel with a grain finish. It will operate on standard 120v current. The microwave tube itself is a product of Amperex Electronic Corp. Amperex is still making adjustments on the unit and could continue working on it up to showtime.

Marlun and Amperex are still working on controls for the unit. When the prototype (shown) was constructed, controls had not yet been designed. However, Marlun envisions

a heat control similar to the graduated controls found on pop-up toasters. The control will be fitted into the panel to the right of the oven door.

In Los Angeles, Scott Electronic Products, a new company, is completing steps prior to construction of a prototype. Scott's price for the oven alone will be about one half the Marlun figure. For several weeks Scott has been negotiating with a large Eastern concern for financial backing. Once an arrangement is worked out, the prototype will be built, according to Atty. Donald F. Yokaitis, a Scott director.

The Scott oven will employ "a new concept" in microwave tube design, that will result in a more compact tube for Scott which is not using the Amperex tube. The Scott tube will measure 12 inches square by 1 inch high. The oven will operate on 220v. The oven alone will retail at between \$200 and \$250; with a range, the oven will retail from \$400 to \$450.

## Panasonic sets its sights on home video sales in the U.S.

Panasonic is the third entrant in the race for the U.S. video tape recorder market. The Japanese company will weigh in at the Sheraton Chicago Hotel next week, when it officially unveils a version of the video tape recorder it showed at the Music Show last summer.

Shipments to the first of 12 cities will start at the beginning of March, reports Panasonic. By then, Ampex will have a one-month head start in the New York market. Sony has been selling unit in six U.S. cities since September.

The three competing companies are limiting initial distribution to cities with facilities to service their machines. For that reason, Sony is presently shipping only to New York City, Washington, D.C., Philadelphia, Dallas, Los Angeles, and Chicago. Only New York City is on the Ampex shipping itinerary in February, with Chicago, Los Angeles and San Francisco scheduled to follow later in the

spring. When Panasonic completes the New York City edition of its service training program conducted by engineers from Japan, the company will tackle other major markets.

The expected \$1,000 price tag on Panasonic's "Tape-A-Vision" will put it between the \$995 Sony unit, which includes a 9-inch monitor, and the Ampex model, which will sell for \$1,495 without monitor. Both camera and monitor are optional extras for the Panasonic unit.

Special features of the "Tape-A-Vision" include a two-rotary-head record and playback system and an "auto clean" mechanical device that uses brushes to keep the heads clean. Other features: an automatic shut-off, and a reference digital counter for fast location of any portion of the tape.

Tape speed is 12 ips, tape width is 1/2 inch, and tape cost will be from \$40 to \$50 for a 40-minute reel.

## GE reorganizes its major lineup: a new team under one manager

General Electric supplied fuel for hot stove league discussions around the industry as one result of the merger of its Hotpoint Div. with its Louisville-based major appliance division.

**The unexpected move**, which created the Major Appliance and Hotpoint Division of General Electric, will bring "no change in our sales organizations, nor our dealer and distributor relationships," according to Walter D. Dance, GE vice president and new general manager of the fledgling division. Dance, formerly general manager of Hotpoint, said that full product lines of both GE and Hotpoint will be maintained.

**Possible clues to the future** meaning of the move may be gleaned by examining recent GE and Hotpoint marketing tactics. GE in the past few years has been pursuing an experimental course to improve market penetration, while evolving a successful method to combat the giant private-label retailers, led by Sears, Roebuck & Co. The most conspicuous of these experiments have been the display-delivery plans in various markets and the proliferation of GE Appliance Centers.

At the same time, GE has been tightening up its distribution channels. One example: the company has just combined the Denver and Salt Lake City districts into the Rocky Mountain District, with Denver headquarters and Salt Lake City branch.

Hotpoint has been pushing more and more into private-label territory. As recently as five years ago, Hotpoint had no private-label customers. But all this has changed, and some industry observers estimate Hotpoint

now does over 50% of its business in private labels.

When announcing the merger, Fred J. Borch, GE's president and chief executive officer said, "This organization will allow us to optimize our production facilities to meet the continuing growth of the consumer appliance market . . ." Borch continued, "it will also make possible some pooling of our research and development work so as to accelerate innovation for customers for both lines."

In concrete terms, Borch's statement signals the establishment of support, or common component, organizations to serve the over-all division. Significantly, these "service functions" which include finance, industrial design, business planning, and purchasing, will be headquartered in Louisville.

**The final effect of the move** will be resolved in the future, of course, but some in the industry view the creation of the new division as one more step in the integration of GE and Hotpoint and as a further tactic in the intensified struggle between GE and Sears.

Last year, E. L. Stehle, GE's manager of distributor sales operations, said that Sears was the reason for GE's retail experiments. He also noted that private-label sales accounted for one third of all 1964 major appliance business. Perhaps GE will campaign to increase its private-label business through Hotpoint, continue to streamline its distribution setup, all the while binding the retailer closer to the GE label via its retail experiments.

## Norge runs for marketing daylight with a new water-saving washer

Norge thinks it has discovered a "forgotten market" for home laundry equipment and it has built an automatic washer to meet the needs of that market.

**"The 'forgotten market'** is made up of homes where the heads of households are either newly married couples, or 50 years old or older," says Stuart D. Zent, manager of Norge's home laundry division.

Zent points out that newly married couples either have no children or young children, have not reached their peak earning potential, and have large financial commitments: home furnishings, appliances, a car, the down payment on a house.

The mature family, one from which the children have moved away, no longer needs a big capacity washer, Zent explains. Norge says that this "forgotten market" represents 36% of the national market for automatic washers.

"We saw 'marketing daylight,'" Zent says, "and our engineers designed a washer specifically for this 'forgotten market.'"

**The new washer**—called the Norge Scot—can save up to 3,905 gal. of hot wash water and 64.8 lbs. of de-

tergent annually, Norge says. The machine will retail for less than \$200 in most markets, Norge says, will cut the amount of gas or electricity needed to heat water, will—compared to a 16-lb. machine—save 98 hours in operating time per year.

The machine works like this: the woman who has, say a 2-lb. load sets the water level control for 3 lbs. This preset control regulates water for the wash and rinse cycles. She can also set the control for 6-lb. and 6-to-12-lb. loads, so that the water level matches the load size.

Norge has two Scots: a single-speed unit (AWG-1210) and a two-speed unit (AWG-1220), and has a matching dryer (DEG/DGG 1220).

**Norge appliance shipments** in November rose 14.5% over November, 1964. Automatic washer shipments were up 30%, but A. B. Kight, Norge president, attributed the increase mainly to sales gains in refrigerators and ranges. He said the industry is in a "boom" period, and "in automatic washers we are in the same shortage position as the color tv manufacturers." Shipments partly reflect efforts to catch up after an 11-week strike at the Herrin, Ill., plant.

□□□□ **MARTA has no immediate plans** to fill the vacancy in its buying group left by the withdrawal of Hampton Sales Co. Inc. Hampton dropped out of the giant co-op during its negotiations (since terminated) with Friendly Frost, because of the excessive number of adjacent MARTA stores such a merger would have created. MARTA expects that the \$4 million buying volume Hampton contributed to the co-op (which is not indicative of Hampton's over-all hard goods volume; its annual volume in white goods alone is about \$6 million), will be taken up by the opening of new stores by present MARTA members, such as Curto's and Bressner's.

□□□□ **No serious shortage of color tv yokes** developed due to the strike at Phelps-Dodge Copper's Inca Manufacturing Division (MW, 20Dec.65,p.3), which was settled Dec. 19. Phelps-Dodge is one of the major suppliers of copper wire needed for color tv deflection yokes. A Phelps-Dodge official stated that he thought the seriousness of the situation had been "overstated" and that shipments of copper wire were now "normal again." However, Advance Ross Electronics Corp., which closed down its color yoke assembly lines due to the strike that began Dec. 1, was not back into full production until the end of last week.

□□□□ **More color tv expansion plans:** Zenith has earmarked \$17 million to increase its color tube production by more than 50%, and, says Zenith president Joseph S. Wright, to substantially step up b&w picture tube output. Zenith is working on a 628,000-sq.-ft. color tv tube facility in Melrose Park, Ill., to be in operation early in the second half of 1966.

RCA has taken an option on a Memphis, Tenn., site for construction of a \$20 million set assembly plant. If approved this week by the RCA board of directors, construction of the new plant—to produce both color and b&w sets—will begin this month. RCA Victor Co. Ltd. of Canada will construct a \$25 million color tube plant in Midland, Ont. to be completed by mid-1967. The new facility will have an annual capacity of 300,00 tubes.

□□□□ **Muntz TV will put its name on dishwashers** this spring, as the starting point for its entry into the major appliance market. Wallace A. Keil, president of the Wheeling, Ill., firm, said Muntz hopes white goods will give its home electronics retailers, who now do not carry appliances, something to sell in the slow March-July period.

Muntz is negotiating with several firms to produce the appliances: If the dishwashers—"lower-end portables"—prove successful, Muntz will move into other white goods categories.

□□□□ **Japan's transistor radio exports** to the U.S. in the first half of 1966 reportedly will be down 10% from the first half of 1965, although the price per unit will be up, reports McGraw-Hill World News from Tokyo. The new quota formula, adopted by the Japan Machinery Exporters Assn. (JAMEA) in October (MW, 11Oct.65,p.3), will be used by the Ministry of International Trade & Industry for allocations to shippers whether they belong to JAMEA or not.

□□□□ **Olympic has taken on the transistor** with the introduction of a 12-inch solid-state b&w portable tv (model 3P48G) priced at \$129.95. The portable drop-in, imported from Nippon Columbia in Japan, carries 14,000v of picture power. An optional battery pack, at \$39.95, can be used either with the 3P48G or with step-up models 3P48V (\$134.95) and 3P49 (\$139.95). Other drop-ins: six color consoles, including a new low-end model, No. CC3330, in the 23-inch size; nine color and three b&w combos with "3-at-once" controls for simultaneous tv viewing and radio and phonograph listening; 11 additional b&w portables; seven b&w consoles, and 13 stereo/hi-fi sets.

□□□□ **Tape for miniature recorders** has been released by Reeves Soundcraft. The 2<sup>3</sup>/<sub>8</sub>-inch reel of mylar-base recording tape, at \$1.45, comes in a mailing box.

□□□□ **Philco's new trade-in promotion**—pushed as a sales clincher and a source of extra profits—is called "Trade 'N Save Days." It provides retailers with display kits, traffic builders, consumer postcards, ad mats, and brochures. Philco also is tossing in a self-liquidating traffic builder: a contour swivel chair designed for children. The promotion, Philco claims, is designed to give independent dealers "a high-powered weapon that can be used effectively to sell against the discount chains and mail-order merchandisers that do not, as a rule, talk trade-in with their customers."

□□□□ **Zayre will acquire Hardlines Distributors**, if a plan worked out by the two managements is approved by the directors and stockholders of the two corporations in May. Under the plan, Zayre will acquire substantially all of Hardlines, net assets in exchange for \$850,000 and 463,636 shares of Zayre no-par-value preferred stock. Upon its acquisition by Zayre, Hardlines will be operated as at present and with no change in personnel, but as a separate division of Zayre. Hardlines operates houseware and hardware departments in the 79 Zayre stores and in 41 other self-service department stores.

□□□□ **MoPar dealers will have Lear's tape player** in the next few weeks, according to Lear and Chrysler officials. Shipments of the 8-track Lear units are due to begin immediately. They will sell at prices ranging from \$149 to \$169, depending on the labor involved in installation. Four speakers and an 8-track tape cartridge (\$9.95 value) from International Tape Cartridge Corp. are included in the price.

□□□□ **Westinghouse has a new travel clock-radio** that will retail for less than \$30. The combination 8-transistor AM radio and jewelled-movement wind-up clock closes into a compact simulated leather case. A 3-position switch enables the user to turn on the battery-powered radio manually or automatically at the time the alarm is set. A 60-minute slumber control can also be used to turn off the radio.



## Packard Bell puts on a new front: a 'solar shield' for b&w tube

Packard Bell has come out swinging for 1966 sporting a b&w picture tube with a black front that, the company says, "eliminates picture washout."

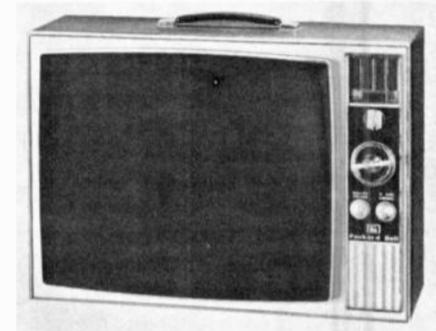
**The black-front tubes**—dubbed Solar Shields by Packard Bell—appear in two new 19-inch b&w portables. Packard Bell claims that the tube fronts screen out 88% of the surrounding light that normally causes glare. (Westinghouse's Jet Sets, which look similar, have black glass in front of the tube.) Available in black or white cabinet, the Solar Shield sets will sell for \$169.95.

**Four new b&w 19-inch portables**, in addition to the Solar Shield sets, have been dropped into the line. They are priced from \$124.95—\$5 below the previous 19-inch leader—to \$139.95. Two new 19-inch table models with walnut or maple hardwood cabinets will retail for \$179.95.

**Four new 21-inch color sets** start at \$449.95 for a walnut console, step up to \$459.95 for a Colonial maple

console, \$549.95 for a Scandinavian-styled walnut console, and \$569.95 for a Colonial maple console.

**Seven new 23-inch b&w models** include three vinyl-covered units and four models with hardwood cabinets. The vinyl-covered sets start at \$179.95 for a table model, step up to \$189.95 for a roll-about console, and \$199.95 for a roll-about console. The four wood cabinet 23-inch units—all consoles—will retail for \$224.95.



The new Solar Shield portable

## Philco hears the starting gun: races off with new '66 models

Philco is off and running for 1966 with the introduction of 31 new television sets, including a new 17-inch b&w portable priced at \$114.95. The corporation also dropped in five new stereo consoles, and dropped the price on two transistor radios.

Pricing on the new products: three 17-inch b&w portable tv sets list from \$114.95 to \$129.95; two 12-inch Team Mate b&w portables at \$89.95 and \$99.95; four 23-inch b&w table models from \$169.95 to \$189.95; nine 23-inch b&w consoles from \$179.95 to \$229.95; ten 21-inch color tv consoles from \$369.95 to \$549.95; two 21-inch color combos at \$775; one 25-inch color combo at \$995; and five

solid-state stereo consoles from \$289.95 to \$359.95.

Philco also announced new retail pricing on deluxe 6- and 8-transistor radios: \$7.95 and \$9.95, respectively. And for the 1966 selling season, Philco has available additional quantities of its smallest b&w set, the 9-inch transistorized Nomad.

For the first time, Philco is advancing its stereo introductions, because of "increased consumer demand." The five new stereo consoles will be carried through the fall marketing season. The nine 23-inch b&w consoles Philco is introducing now will also continue unchanged through the fall.

## Zenith's '66 parade of products: the color tv line grows longer

Zenith has zeroed in on the 1966 television market with the longest color line in its history: 38 sets. And aiming at the b&w business this year, the company has lined up 36 monochrome models, more than half of them portables.

**The 1966 color tv line** is priced from \$349.95 for a 21-inch table model to \$1,050 for a 25-inch Italian Provincial combo. Twenty-four of the new color receivers are 25-inch rectangulars; they start at \$549.95—\$75 lower than the previous 25-inch leader—for a vinyl-covered table model. "Double the number in our 25-inch color line six months ago," noted L.C. Truesdell, president of Zenith Sales Corp.

A new 19-inch rectangular color portable—priced at \$429.95—is now available for shipment in limited quantities.

The thirteen 21-inch color sets in

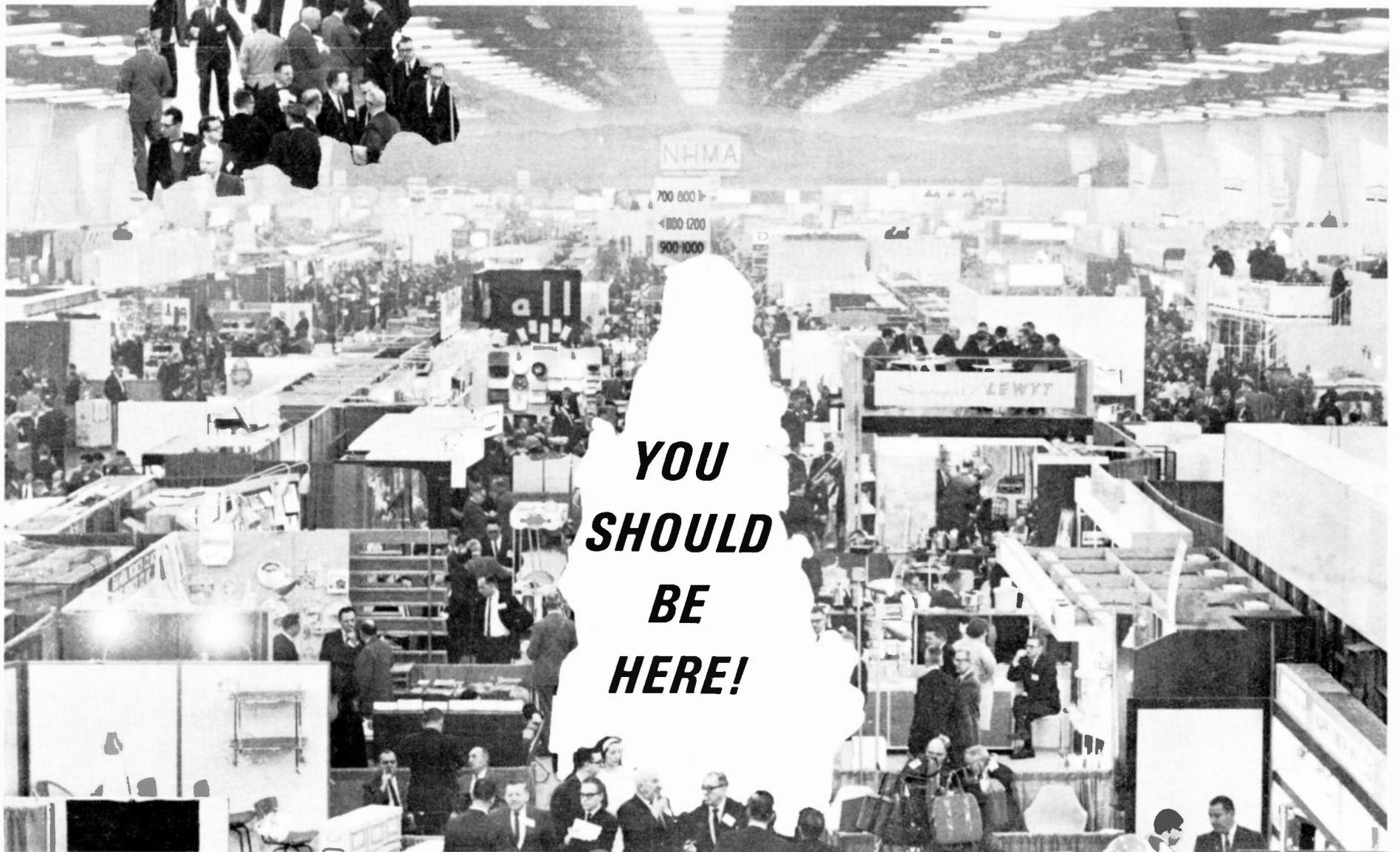
the 1966 line range in price from \$349.95 for the leader model to \$750 for a Contemporary Modern combo.

Zenith's transistorized remote control system is standard equipment in 10 color receivers: eight 25-inchers and two 21-inch sets.

**The 1966 b&w tv line** has a product mix of 19 different portable models in four screen sizes (12-, 16-, 19-, and 21-inch), four 23-inch table models, and a total of 13 consoles and combinations.

At the heart of the portable b&w line are 10 new 19-inch models, ranging in price from \$129.95 to \$229.95 for a remote control-equipped set. Other b&w models include a 12-inch battery-powered set (\$199.95), two other 12-inchers (starting at \$99.95), two 16-inch portables (starting at \$119.95), four 21-inch portables, and the 13 consoles and combos—all 23-inchers.

*This IS the Housewares Industry*



This is a message to presidents and all other top management, to merchandising managers, to buyers—to all who have a stake in the great and growing Housewares Industry.

As always, more and more of these busy men will be present for the blast-off of Housewares '66. They will interrupt their busy schedules to be here for the realistic reason

that they can't afford **not** to be here . . . for the reason that only here can they get the one close-up preview of a beckoning housewares year in all its scope and depth.

Surely you feel the same way about it.

Once again this meeting will break its own record as the world's largest single industry exhibit. Once more its sheer magnitude will reaffirm the growing pre-eminence of an industry whose potential, notwithstanding its gains, has scarcely been sounded.

New products. New merchandising concepts. New promotions in a field that always stays young and vigorous and flourishing.

The place: McCormick Place. The carpet: red, soft and welcoming. The rewards: lots of priceless ideas that you can take with you and invest for housewares gains in the booming year ahead.

**44th**  
SEMI-ANNUAL



**NATIONAL  
HOUSEWARES  
EXHIBIT**

**January 10-14, 1966**

**MCCORMICK PLACE, CHICAGO**

*Serving the Housewares Industry Since 1938*

**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

**1130 Merchandise Mart Chicago, Illinois 60654**



**Magic Chef gas disposer, ranges**

Magic Chef introduces a novel look in waste disposers with its new automatic gas unit.

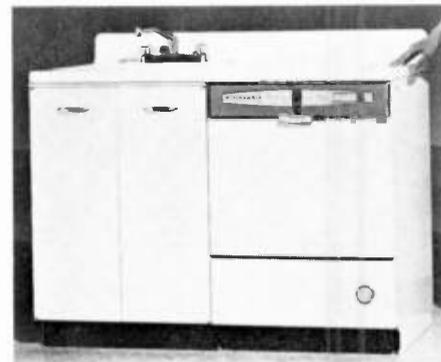
The disposer can be installed under a standard 36-inch high counter, requires only 15 by 24 inches of floor space, and will retail for under \$120. Designed to vent through an outside wall, the unit will be available in colors to match other appliances. Features are a built-in ventilating and cooling system, burner signal light, one-half bushel capacity, and a removable ash disposal drawer. The automatic ignition system has a constant standing pilot light. Production will start in April, 1966.

Also being announced is Magic

Chef's 1966 line of double ovens and built-in ranges with "up front" controls.

Topping the double oven line is the Chateau, featuring a single lower oven with a radiant broiler besides the usual bake burner. Oven features are: removable door, liners, rack runners, full-length chrome handle, and enlarged window. The cooking surface has a full-length fluorescent light and controlled heat burner, plus the top front knobs. The company's single oven, free-standing gas ranges also feature the top front controls and broiler.

Magic Chef's 1966 electric range line is similar to the gas unit line. *Magic Chef Inc., King Edward Ave., Cleveland, Tenn.*



**KitchenAid sink-washer combo**

KitchenAid announces a new dishwasher-sink combination aimed at the builder market.

The combined units come in two 48-inch models, the top-of-the-line Superba VariCycle, and the economy Custom. Both dishwashers have 4-Way Wash and Flo-Thru drying. The Superba features three special washing cycles. The units come in white with porcelain enamel on steel top and sink bowl. *KitchenAid Home Dishwasher Division, Hobart Manufacturing Co., Troy, Ohio #855.*



**Tappan decorator ranges**

Tappan introduces a new four-model line of decorator ranges styled in a Provincial motif.

The new ranges feature an off-white finish with shaded edges plus gold trim on the top and front. The control areas and windows also carry the Provincial motif. The new line consists of a 30-inch model in both gas and electric, an eye-level double oven model in gas, and the restyled Electronic Cooking Center. All units feature automatic clock controls, removable oven liners, and a 24-inch wide oven. *Tappan Co., 250 Wayne St., Mansfield, Ohio*

**Motorola clock, table radios**

Motorola introduces an assortment of 13 radios and clock radios in both tube and solid-state models.

Tube table radios range from a 4-tube leader at \$12.88 to a five-tube deluxe model with an open list price. Solid-state table units start at a four-transistor radio for \$22.95 and close with a slim line cabinet model for \$24.95.

The tube clock radio models open with a four-tube unit for \$15.88 and step up to an \$18.88 unit with sleep-timing features. The solid-state AM clock radios open for \$24.95 and close with a full-feature clock for \$29.95 and a contemporary style unit for \$32.95. AM/FM tube models are a \$39.95 table radio and a \$49.95 clock radio. *Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill. 60131*



Electric Knives  
3 cordless models,  
5 cord models

Deep Fryer/Cooker

Coffeemakers  
3 models

Ice Cream Freezer

Mixers  
3 models

**Take a good long look.**



Here's the new shape of profits... the entire Lady Vanity line for 1966. With great new products like our handsome, two-speed electric **Blender**, new 'go-go' **Hair Dryer**, new 'hand or stand' **Mixer**, new slimline cordless **Electric Knife**. And all of 1965's best-sellers are back... with the accent on advanced styling and features. Every one of them priced to build traffic and profits for you.

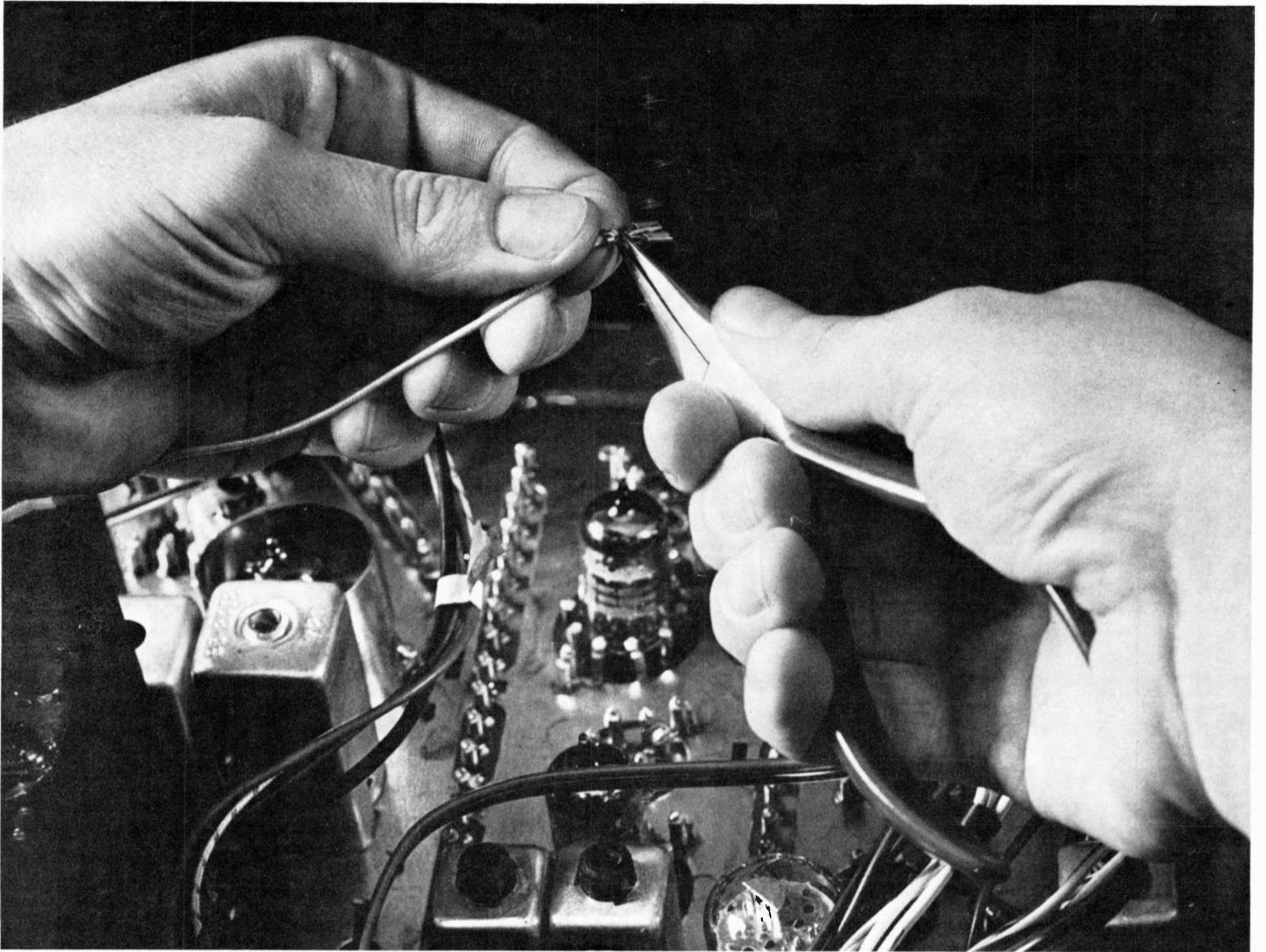
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REPLACEMENT GUARANTEED if defective within one year

**Lady Vanity**

MERIT ENTERPRISES, BROOKLYN, N. Y. 11208  
DIVISION OF ATLAS CORPORATION

**EXTRA CARE makes the quality difference at Zenith**



## **Handcrafting... the "inside story" of America's most wanted TV**

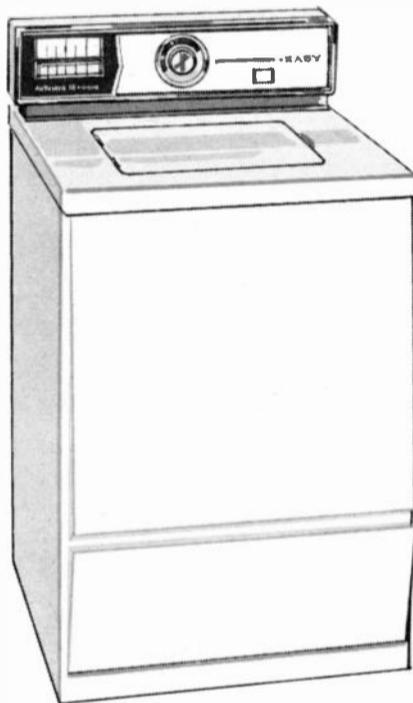
Skilled craftsmen take pride in their work. They handcraft things with extra care. That's the way we build Handcrafted TV—with extra care. There are no plastic printed circuit boards in a Zenith. No



production shortcuts. Every connection in the chassis is carefully hand-wired for greater dependability and fewer service problems. Extra care like this makes the quality difference in Zenith Handcrafted TV.

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

# How G. E., Sears, Maytag, Frigidaire and all the rest helped us plan the new Easy automatic washer line.



They all voted for porcelain.

Practically everyone uses lifetime porcelain on tops and tubs, where performance is a must. Some offer porcelain cabinets, too, but only on high-end models or at extra cost. Okay, if they all agree it's great, how can Easy miss with *all*-porcelain washers at every price level? *Plus* a great new service-free record. *Plus* honest 16-pound capacity. *Plus* the Spiralator® for Easy Dealers only. Want lifetime preferred porcelain to sell where *all* the action is? *The answer is Easy!*

*The answer is*

# EASY

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PRODUCTS OF HUPP CORPORATION, MARKETING BY GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN

# MERCHANDISING WEEK

VOL. 98 NO. 1

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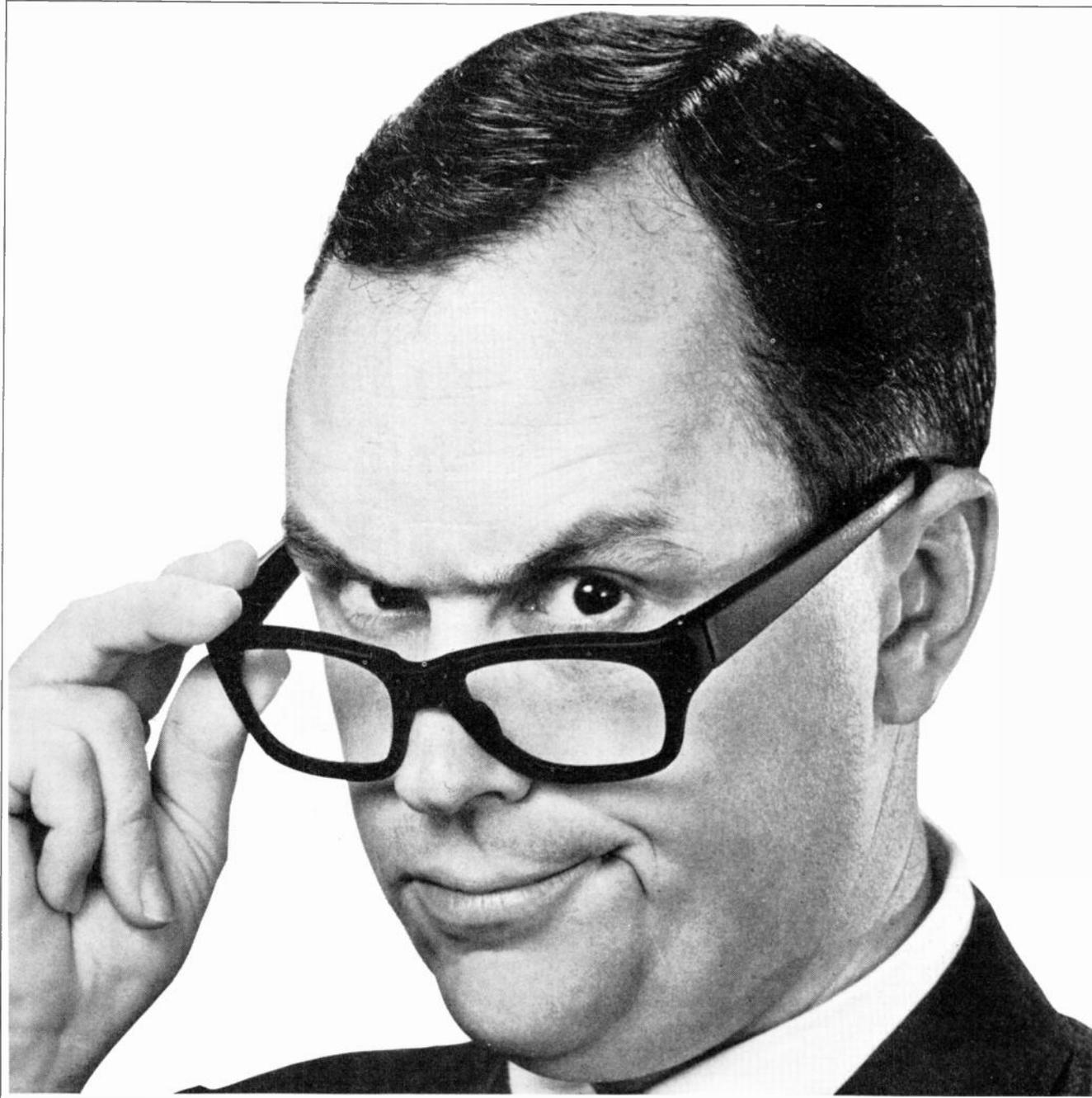
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## “I’m from Missouri—show me!”

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By the clock, it takes less than five minutes to put on a convincing 10-point demonstration of our new 1966 models.

You can *show* ease of directing air flow, ease of removing grille, ease of removing filter, ease of servicing vital parts, ease of installation and five other important quality features.

Models? Our 1966 line has a model

to suit *every* prospect—25 in all from 5500 to 22,500 Btu's, NEMA certified—including heat pumps, “do-it-yourself,” in-the-window and thru-the-wall. Plus handsome Decorator Panels.

Plus preseason incentives for you for buying early—exciting trips, valuable merchandise as well as free room air conditioners.

Plus preseason traffic-builder and sales promotions to help you sell early.

So why wait? Order now and get set for profitable preseason action with the line that's built to be demonstrated.

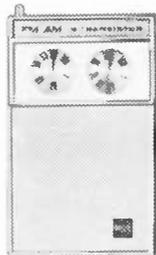
Your Carrier Distributor, listed in the Yellow Pages, will be glad to *show* you why Carrier is the brand to *buy* and *sell* in '66!

**Carrier** Air Conditioning Company

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

# RCA Victor come

They'll come. They'll see. They'll buy.



*Packed with power.  
Packed with sales appeal.*

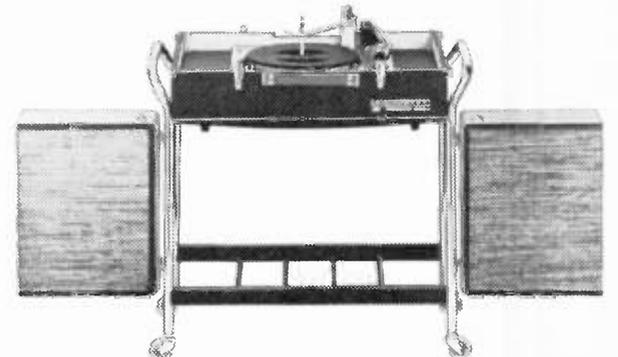
At \$24.88†, the 9 transistor *Asteroid* is the pace-setting FM-AM portable radio from RCA Victor. Complete with earphone, battery and carrying case.



Offer this budget-priced deluxe AM personal portable and watch sales soar. The 8-transistor *Thor* has a stunning case, runs on two long-life, low-cost "D" batteries. "Golden Throat" tone from 3½" speaker. Only \$19.95†



Get your share of the booming tape recorder business by featuring the Solid State reel-to-reel *Score I*. Quality features include: VU meter for recording level, special pause switch, digital tape counter, giant 6" oval speaker. Only \$139.95†



Watch your customers go for the *Madrigal Portable Stereo* with its smart, suitcase styling. It's Solid State throughout and packed with higher-priced-model features including Studiomatic changer, true-track Tone Arm. Only \$75.00†

# in & compare days

They can't resist this first big '66 promotion.

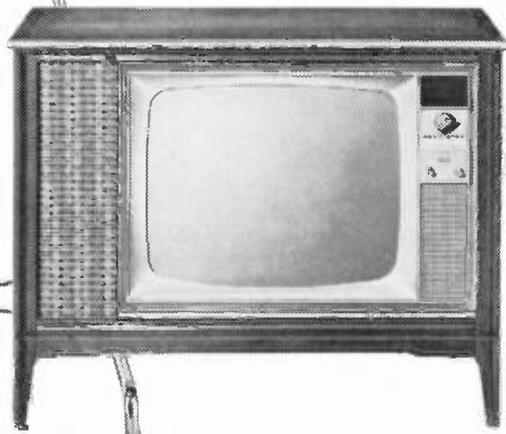


Offer Color TV from the world leader in color development and get set for plenty of action. The Gladstone has big 21" Hi-Lite Color Tube and RCA Solid Copper Circuits for greater dependability, better performance.

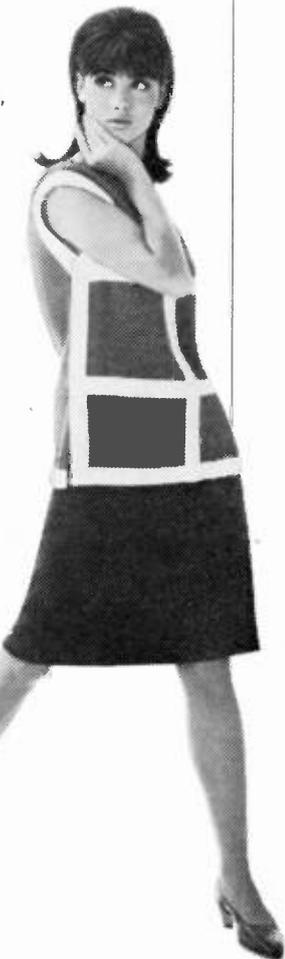


Stir up second set sales with the ultimate in personal portables—the new 12" Minikin TV. Made to order for people on-the-go, the Gamin offers Solid State dependability plus a mighty rectifier tube.

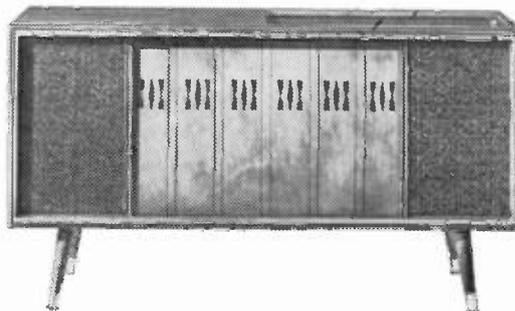
Talk about pulling power . . . this big screen, black and white lowboy has it to spare. The Belgrave with Automatic Gain Control pulls in the sharpest, clearest pictures even on hard-to-get channels.



The best way to swing into the new year is to start breaking last year's sales records. And this year's RCA Victor "Come in and Compare Days" event gives you the chance to do just that. Big, powerful newspaper ads in your own market will announce this event to your customers. Three big ads in all will be scheduled. Make sure you have plenty to show—and sell. Start your sales off at a record pace for '66! Call your RCA Victor distributor for details.



Solid State Stereo that invites comparison. The Portsmouth combines realism that rivals the concert hall with elegant Early American cabinetry from the master craftsmen at RCA Victor.



Here's a Come in & Compare Days Stereo Special that can't miss getting big response. The Bryce offers Solid State FM-AM-FM Stereo radio, four big speakers Studiomatic changer. A hard-to-beat Stereo special at \$218.88†

See your RCA Victor distributor for details.



The Most Trusted Name in Electronics

Tmk(s)™

\*21-inch tube (overall diameter) 265 sq. in. picture/12-inch tube (overall diagonal) 74 sq. in. picture

†Optional with dealer

# Thanks to 75 million Compactrons, most people can enjoy better, lower-cost TV tonight.



Maybe you have COMPACTRONS in your TV set. Since their introduction by General Electric, 75 million of these multi-function devices have been designed into more than 15 million sets by most of America's leading TV manufacturers. And thanks to new developments like the COMPACTRON, most people can enjoy clear reception on TV sets that are continually becoming more reliable, compact, stylish . . . and less expensive.

Take, for example, the newly introduced color portable set that our friend is "watching." Part of the credit for this innovation in TV goes to COMPACTRONS. These electronic devices can do the work of several ordinary receiving tubes. In this case, only 10 COMPACTRONS were needed to perform 22 tube functions. And, COMPACTRONS will continue to make new TV concepts possible—in tinyvision, color-vision, and bettervision.

Here are some of the reasons why COMPACTRONS have helped, and will continue to help, TV set makers offer better home entertainment:

1. TV sets cost less to make, less to buy with Compactrons. COMPACTRONS can replace two or more ordinary tubes, reducing the number of sockets, wiring, and other components required. Both component and assembly costs are reduced. What's more, new manufacturing techniques will allow even lower COMPACTRON costs in the

future . . . making them an even better value tomorrow.

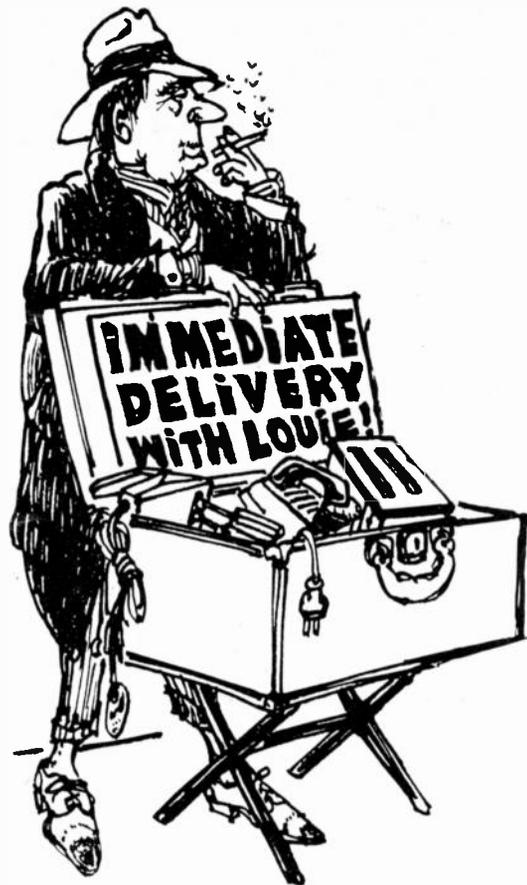
2. Reducing all those "extras" allows for simpler, more compact TV sets. Because COMPACTRONS use fewer parts and less space than ordinary tubes, television designs can be less complex and smaller than ever.

3. If your TV set is "Compactronized," it will perform better, last longer. Life test results by leading television manufacturers have proved that failures can be reduced up to 50% in sets using COMPACTRONS. Simplification of circuits makes sets more reliable, easier, and less costly to maintain. There are simply fewer parts to go wrong.

We're glad that most people are enjoying television more these days, and 75 million COMPACTRONS have helped make it possible. When it comes to a new TV set—whether you are making one, selling one, or buying one—remember COMPACTRONS will make your set work better, cost less, and last longer. General Electric Company, Owensboro, Kentucky . . . World's leading producer of Compactrons.



GENERAL  ELECTRIC



## Housewares Show scene: selling the new seller's market

The industry was caught napping during the past six months, but as even a sidewalk operator knows, it will wake up—perhaps even catch up—to the problems and promises of the new seller's market next week at the Housewares Show. Here is a special report on what to expect.

The second half of 1965 was big—but it could have been bigger. Many a housewares manufacturer could have sold more had he produced more. Many a distributor could have sold more had he warehoused more. And many a retailer could have recorded better profits had he ordered more and traded up more.

The action this month, therefore, will center on catching up to the seller's market. Manufacturers, distributors, and retailers alike will consider the declining importance of sharp pricing and act accordingly. Manufacturers will fill in their lines, especially at the high end. Retailers will broaden their product assortments, putting particular emphasis on quality, fashion, and even the off-beat. In general, January will be a time for making bigger commitments for first-quarter and spring merchandise, either at the Show or soon after.

The key word now is convenience—not price. And certainly not necessity. Convenience means products designed to make the consumer's life easier. Convenience means retail assortments designed to appeal to many different types of consumers, a wide array of prices, colors, styles.

The industry today is prosperous, healthier than at any time within nearly a decade. Manufacturers are reporting record sales (gains ap-

proaching 25%) and record profits. Distributors are celebrating a banner year in sales and a slight improvement in profits. And retailers are counting out not only bigger-than-ever volume but also considerably brighter profits.

In short, the seller's market is in full swing, and the industry is in a position to swing with it.

Reasons for the seller's market are:

First of all, consumers, too, are prosperous, thanks to the booming economy. A seller's market is dependent, of course, on the continuation of a healthy economy, and most trade sources interviewed by MERCHANDISING WEEK expressed confidence that the economy would remain at record levels at least through 1966.

Secondly, along with the consumer's increased buying power has come increased sophistication. Price is not as important; quality, especially convenience features, is more important.

Another reason: the housewares industry's growing use of television advertising. Last year, with Sunbeam and Hamilton Beach leading the way, the electric housewares industry used tv ads to generate store traffic and to take much of the pressure off using low-price newspaper ads to pull traffic. Television, in effect, has brought the retail demonstrator, always valuable in housewares selling, into everyone's living room.

The final reason for a seller's market is that, as Sunbeam's B. H. Melton, sales vp, points out, there are 3 million American girls now 19 years old. Within 18 months, by Sunbeam's calculations, there will be 3 million new brides forming new households, and buying housewares, particularly electric housewares.

The "Soaring 60s" are here—a bit delayed, but the boom period finally has arrived. For what this will mean to your business in the immediate future, turn the page. ➤

by Ed Dubbs



## Christmas momentum will carry the NHMA Show

A buying mood should exist when the National Housewares Manufacturers Association's January edition of the National Housewares Exhibit opens for a week's run next Monday at McCormick Place in Chicago. Housewares buyers say they are ready to make bigger commitments on first-quarter merchandise than a year ago. Christmas left distributor and retailer inventories at a low point, and many a manufacturer found himself in a sold-out position, at least on some items.

**Pressures for deliveries**—as promised—are sure to be a heated and well worked topic of discussion at the Show. Some manufacturers will be on the defensive in explaining their delivery performance during the fourth quarter. Distributors and buyers will be reassured by manufacturers that they are catching up and will be stockpiling merchandise rather than selling off production lines. Manufacturers also will be stressing the importance of making larger initial commitments in order to assure not being short of merchandise by the time the spring gift season rolls around. Dating arrangements will be as good, if not better, than during last year's first half.

**New products** will be limited. There are a number of reasons why this will be less of a new product show than last January's.

For one, few manufacturers feel they need to come to the Show with an important new item in order to generate excitement and business. Many manufacturers will go to Chicago in a back-ordered position, at least on some current numbers. They will be concentrating on cranking up production on current numbers, as well as busily Teflon-coating a number of old and new products.

Another reason for next week's Show being less of a new-product

looking glass is that the Show last July was a big one for new product introductions. Sunbeam alone, for instance, introduced over 50 new items.

This month, Sunbeam is offering about half a dozen new items, none of which, it readily admits, are exciting. There will be additional new items from Sunbeam probably before the 1966 July Show.

GE, too, is adding only about half a dozen new items at this Show. It will wait until this spring and the summer Show to introduce most of its new products for 1966. GE is promising five products that represent new fields for it as well as 46 redesigns of products currently in the GE housewares line.

New products at this Show, for the most part, will fall into the fill-in area. There will be more Teflon-coated electrics, including a wide array of Teflon-coated irons and waffle-maker/sandwich-grills; new slicing knives, blenders, mixers, shavers, and new toothbrushes.

**One attention-getting item** is sure to be GE's new cordless clothes brush, one of GE's five new items for this year. Although the general trade reaction seems to be that "it's no slicing knife," GE undoubtedly will see bigger initial orders placed on the clothes brush than it did when it first showed a slicing knife. With the economy booming, distributors and retailers are more willing to take a chance with bigger orders; and then, too, they have become less skeptical about what a consumer—the affluent variety—will buy. On the slicing knife, GE got initial orders of only a gross from some top distributors.

**New products under the counter** will most intrigue for top buyers shopping the show and privileged enough to get a preview look. Despite the denials, Eureka-Williams may very well be showing an electric twin-tub washer somewhere in Chicago. And other manufacturers may be doing the same. Regina Corp. showed one last July but decided against going into production, reportedly worried about pricing.

**New entrants** in old product categories are in the works for January, or early spring. Merit is entering the blender market, and Westinghouse is beefing up its blender line. Oster will be in the men's shaver field by spring, and Hamilton Beach probably will be in the ladies' shaver field. Northern Electric will pick up a personal care housewares product.

**Personal care** will be spotlighted among many of the new items. GE's clothes brush can be considered a personal care product. Ronson's new electric hair brush will be making its first show appearance. There will be additional new toothbrushes, including two models from GE featuring up-and-down brushing.

**Blenders** will be emphasized by several manufacturers seeking to

gain a share of this growing market. Westinghouse and Rival, among others, will be playing up their solid-state speed controls, meaning, of course, silicon rectifiers. Blenders, which have made good sales gains within the last year, are no longer being looked upon as specialty items to be left to the two specialists, Oster and Waring. Ronson's Cook 'N Stir blender also will make its first show appearance, after an early buildup.

**Design** will be highlighted at the show, both in the new products and through the Design in Housewares Award Program being conducted by the NHMA in cooperation with the National Design Center (MW, 6 Dec. 65, p.12).

Manufacturers are seeking to upgrade their product design—at times perhaps forcing the issue a bit—in order to give their products a "high-fashion" look. Melamine dinnerware producers have greatly styled up their offerings, with Allied Chemical's Stetson Products Division featuring new designs by Georges Briard. Shetland has picked up the decorator look Kelvinator used for its fancy-front refrigerators and adapted the concept to a line of vacuum cleaners dubbed the Fashionables. Ironing tables already have been given the posey look.

The Design in Housewares Award Program comes at a time when the housewares industry is clearly on a trade-up bent for a show that will mark the industry's entry into a seller's market. Many of the line additions planned for introduction next week are in the trade-up area, following the consumer trend for better, more sophisticated merchandise.

**Programs** will remain unchanged for the most part, manufacturers apparently feeling there is little need to change anything that is working well. Manufacturers generally feel their programs have helped upgrade retail pricing, adding to distributor and retailer profits.

**Pricing** will hold steady in electric housewares, although there could be some upward pricing pressure by July. In other housewares categories, especially cookware, manufacturer price hikes are in store, many of them already announced. However, they have been selective and minimal for the most part.

**Co-op funds** will be plentiful during the first quarter and first half. Manufacturers also have stepped up their national advertising budgets, again relying more heavily on television while continuing their big print-media schedules.

**First-quarter deals** and specials are expected to be essentially the same as last year. As one large promotional chain buyer complained, "Manufacturers are giving away nothing." In a sellers' market, manufacturers do not have to give away anything.



"It's a nice package, but how do you merchandise it?"



## Spring theme for retailers: trade-up time

There is little need for retailers to give away anything, either. Christmas proved this. The retail pricing structure has been upgraded along with the product assortments. There is still room for promotional goods and for maintaining hard-won reputations for being price competitive. But it was the better merchandise that produced most of the better profits in the final half of 1965.

**Trading up has paid off** for many a housewares buyer—whether he buys for a chain that has made its reputation in the mass merchandising field or whether he buys for a better department store. Some housewares buyers had been leery of their attempts to improve profits through trading up their product assortments, wondering if they had gone further than the consumer traffic would bear. But Christmas-1965 dissipated all such fears.

How to maintain the momentum at retail during the first quarter, without resorting to price footballing, is the main concern of many a buyer interviewed. A substantial sales increase during the normally slow first quarter would do much to get the industry off to a year that would substantially outstrip 1965. Some buyers already are worried about meeting 1965 sales figures, wondering how fall-1966 could be much better than the one just completed.

**Promotions will start earlier** this year for many a department store. Buyers talked early last week of breaking heavier post-Christmas promotions in order to get some of the Christmas money still floating around.

The spring carnivals are being pushed up by some retailers—those that have stuck to a March start instead of breaking their big spring events in February. The goal: to make spring come as early this year as Christmas did this past fall.

Many manufacturers have stepped up their first-quarter advertising budgets, and buyers are counting on television—not low prices—to gener-

ate store traffic. There is little doubt that buyers are sold on the industry's growing use of television to promote housewares products.

**Bridal pushes will be stepped up** by a number of retailers, and these, too, will be starting earlier and lasting longer. The day has long passed when bridal promotions were confined to June. "June brides already are preparing their trousseaus," one buyer pointed out.

Many a buyer also will be seeking—and getting—increased sales-training help from manufacturers during the first quarter and first half. Retail sales staffs, including full and part-time demonstrators, are getting considerable credit for making Christmas-1965 a profitable one. "We've been spending more time with the salespeople," a New York City buyer said, "and it has been paying off."

Throughout the Christmas selling season, buyer after buyer expressed amazement at the trade-up selling being done on their floors. At some department stores, the reason for increased salesmanship on the part of their sales staffs is being traced to separating the buyer from the sales floor by giving the job of coordinating the sales effort to a strong, on-the-scene department manager.

**Broader assortments are in store** for many retailers, and finding additional space is viewed as the biggest problem. New and better fixtures seem to many to be the easiest and best way of solving the problem. Teflon-coated electric housewares are adding to the assortment problem of buyers. "I don't know how I'm going to find room for all those Teflon-coated irons," one buyer said.

**Merchandising the shop concept** is high on the list of goals being set by housewares buyers during 1966, especially applying some of the shop-selling techniques to the electric housewares department or area. Many a department store set up a Cordless Corner during the Christmas season, and at least some of them are expected to stay around. Others may disappear shortly but come back during the spring gift season. Other bets for applying the shop concept to electric housewares: the Home Entertaining Center, and the Health & Beauty Center.

The Picnic & Patio Shop is one area being singled out for increased trade-up by housewares buyers. At least one major New York City department store is planning to add high-end wrought iron summer furniture to its housewares operation, already merchandising folding furniture and deluxe padded chaises in housewares. Most picnic and patio manufacturers put increased emphasis on high-end merchandise at their introductions during and since the National Hardware Show in September.

The cluttered look is disappearing at retail. Some stores have chosen to do a major remodeling job at one time, while at other outlets the sprucing up of the housewares department has been an evolutionary process. In these cases, the evolution will be extended into new areas. At many department stores, an "open, airy" look, shaped together as a whole through a series of "shops" has resulted.

**Looking ahead** to the spring gift season, buyers see few or no areas

that will lose momentum generated during the strong Christmas selling period. The slicing knife is expected to remain the top seller. The strong come-on by the toothbrush and the come-back of the hair dryer have brightened the outlook for personal care products. Basic electric housewares, as is the case in cookware, are riding to new sales heights on the Teflon-coated bandwagon.

And, by the spring selling season, buyers are hopeful they will have some additional new items—the ones manufacturers have ready to go but have delayed from January introduction. Some of the newer items, particularly a window washer, are expected to be dropped into the lines by April or so.

The garden goods season also looks brighter for 1966, with many of the power mower lines traded up to capture replacement customers looking for quality and deluxe features in mowers. Even storage sheds have been styled up for a fashion look.

Fans also have been styled up, with manufacturers using more plastic to achieve a stylish look in grilles and frames. A good fan season, by itself, would do much to brighten the first-half sales picture at retail. And, considering last year's poor fan season, most buyers should have little difficulty in beating last year's sales figures on fans, with only minimum cooperation from the weather.

**It is only the weather**, in fact, that appears to be the questionable factor in the first-half marketing and merchandising programs. Not even a seller's market can do anything about the weather. Still, the over-all sales—and profit forecast—is bright.

### Complete list of buying-office meetings during Show time

Members of buying groups will flock to the cavernous middle level of McCormick Place before and during next week's National Housewares Exhibit (Jan. 10-14) to evaluate the myriad products and programs available above, beneath, and around them. Some buying groups will forsake McCormick Place for other Chicago locales: Biddle Purchasing will hold open house at its 10 S. Riverside Plaza offices, Monday through Friday; Allied Purchasing will meet Saturday and Sunday at the Ascot Motel; Associated Merchandise will gather on Sunday at the Lake Tower Motel, in addition to its Saturday conclave at McCormick Place. McCormick Place meetings listed at right.

Office	Date	Time	Location
Arkwright	Wed., Jan. 12	9 a.m.	Room 3
Associated Dry Goods	Sat., Jan. 8	9:30 a.m.	Room 8
	Wed., Jan. 12	3 p.m.	Room 8
Associated Merchandise Corp.	Sat., Jan. 8	9 a.m.	Room 11
Atlas Buying Corp.	Wed., Jan. 12	9 a.m.	Room 5
Felix Lilienthal	Wed., Jan. 12	8:30 a.m.	Room 6
Frederick Atkins	Sat., Jan. 8	8:30 a.m.	Room 9
Gimbels Central Buying	Sun., Jan. 9	1:30 p.m.	Room 4
	Wed., Jan. 12	2 p.m.	Room 4
Independent Retail Syndicate	Wed., Jan. 12	8 a.m.	Room 2
Interstate Dept. Stores	Thurs., Jan. 13	9 a.m.	Room 8
Kirby, Block & Co.	Wed., Jan. 12	9:30 a.m.	Room D
Macy Corporate Buying	Sat., Jan. 8	9:30 a.m.	Room 14
	Wed., Jan. 12	1 p.m.	Room 14
May Co.	Sat.-Fri.	8:30 a.m.	Room 1
McGreevey, Werring & Howell	Wed., Jan. 12	9:30 a.m.	Room 10
Mercantile Stores	Sat., Jan. 8	9 a.m.	Room 3
	Sun., Jan. 9	9 a.m.	Room 3
	Thurs., Jan. 13	4 p.m.	Room 3
Merchants Buying Syndicate	Thurs., Jan. 13	9 a.m.	Ban. Rm.
Mutual Buying Syndicate	Sat., Jan. 8	1 p.m.	Room 12
	Wed., Jan. 12	9 a.m.	Room 12
Progressive Buying Assocs.	Thurs., Jan. 13	8:45 a.m.	Room 6

# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN. MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>AMF/HOMKO -- AMF Western Tool, Inc., 3811 McDonald Ave., Des Moines, Iowa</b>														
1221	Rotary*	Recoil	3.5	Briggs & Stratton		4	Forward, Neutral	1	1 - 3	22	Y	Steel	Instant Cutting Height Adjustment, Stainless Steel Flexor Blade, Tool-Tote-R	\$129.95
1220	Rotary, Push	Recoil	3.5						1 - 3	22			Same As Above	99.95
1219	Rotary, Push		3						1 - 3	19			Same As Above	89.95
1232	Rotary*		3.5				Forward, Neutral	2	1 - 3 1/2	22			Stainless Steel Flexor Blade, Tool-Tote-R	149.95
1211	Rotary, Push		3						1 - 3	20	N		Stainless Steel Flexor Blade	84.95
1224	Rotary, Push		3						1 1/4 - 2 1/4	22	N		Flexor Blade	69.95
5399	Rotary, Edger, Trimmer		2.5							9	N	Tubular Steel	Austempered Steel Rotary Blade	74.95
1115	Reel*		2.5						1 1/2 - 2 1/4	21	Y	Steel	Tool-Tote-R, 3 Point Cutter Bar Adjustment, Speedklean Sprocket Scraper	129.95
1105	Reel*		2.5						1 1/2 - 2 1/4	18	Y		Same As Above	119.95
1266	Riding, Rotary		6				Forward, Neutral, Reverse	4	1 - 4	30			Orbit Disc Power Drive, Cutting Height Adjusts While Mowing, Jet Stick Controls	449.95
1262	Riding, Rotary		5				Forward, Neutral, Reverse	4	1 1/4 - 3 1/4	26			Same As Above	369.95
1238	Riding, Rotary		4				Forward, Neutral, Reverse	4	1 1/4 - 3 1/2	24			Flexor Blade	279.95
* Self Propelled														
<b>ARIENS -- Ariens Co., 109 Calumet St., Brillion, Wisc.</b>														
12M-4	Riding	Recoil	4	Tecumseh		4	Forward, Neutral, Reverse	4	1 1/2 - 3 1/4	26	N	Steel	Floating Rotary, Mower Pan	289.95
3M-L60	Riding	Impulse	6	Tecumseh		4	Forward, Neutral, Reverse	4	1 1/2 - 3 1/2	26†	N	Steel	Flex-N-Float Rotary Mower, Optional Attachments; Cart, Spreader, 30" Blade, Roller	*
3MOL60D	Riding	Impulse	6	Tecumseh		4	Forward, Neutral, Reverse	4	1 1/2 - 3 1/2	26†	N	Steel	Flex-N-Float Rotary Mower, Optional Attachments; Cart, Spreader, 30" Blade, Roller	**
† Or 32      * 26" - \$399.95, 32" - \$435.00      ** 26" - \$449.95, 32" - \$485.00														
<b>ATLAS-AIRE -- Atlas Tool &amp; Mfg. Co., 5147 Natural Bridge Ave., St. Louis, Mo.</b>														
A20C	Rotary	Recoil	3	Briggs & Stratton		4			1 1/2 - 3	19	Y	Steel		59.95
B20C		Impulse							1 1/4 - 2 1/4	19			Quick Wheels	69.95
A22B		Recoil							1 1/2 - 3	21				62.50
B22A		Impulse							1 1/2 - 3	21			Quick Wheels	72.50
SP22B	Self Propelled, Rotary	Recoil							1 1/4 - 2 1/4	21			Quick Wheels	79.95
H20D	Rotary	Recoil							1 1/4 - 3 1/4	19			Deflector Chute, Quick Wheels	67.50
H20SP	Self Propelled, Rotary	Impulse							1 1/4 - 3 1/2	19				89.95
H22D	Rotary	Recoil	3 1/2						1 1/4 - 3 1/2	21				69.95
HP22	Self Propelled, Rotary	Recoil	3 1/2						1 1/4 - 3 1/2	21				89.95
HE20	Rotary	Toggle*	1 1/4	GE Motor	Electric				1 - 3 1/4	19				89.95
HD100A	Rotary	Recoil	3	Briggs & Stratton		4			1 1/4 - 3 1/4	21	N		Belt Driven Blade W/ Brake, Twin Hinged Part Covers	99.95
M110	Rotary		3 1/2						1 1/4 - 3 1/4	21	N		Belt Driven Blade W/ Brake, 16" Rear Bicycle Wheels, Deflector/Chute	119.95
M310	Rotary, Self Propelled		3 1/2						1 1/4 - 3 1/4	21	N		Belt Driven Blade W/ Brake, 16" Rear Bicycle Wheels, Deflector/Chute	139.95
BW100	Rotary		4						1 - 3 1/4	24	Y		Belt Driven Blade W/ Oil & Water, 20" Bicycle Rear Wheels, Clutch	199.95
R25A	Rotary, Rider		4				Forward, Neutral, Reverse	2	2 - 3 1/2	24	N		Instant Cutting Height Adjustment	259.95
RL18A	Reel		2						1 1/2 - 2 1/2	18	Y		Stand Up Handle	115.95
RL21A	Reel		2						1 1/2 - 2 1/2	21	Y		Stand Up Handle	119.95
T100	Tillers		3							26	N		Automatic Retractable Wheels	139.95
T200	Tillers		4							26			Automatic Retractable Wheels	149.95
T300	Tillers		4				Forward, Reverse			26			Automatic Retractable Wheels	159.95
B10	Edge Trimmer		2							9			6 Position Blade Adjustment	79.95
* Switch														
<b>BOLENS -- Bolens Div., FMC Corp., 215 S. Park St., Port Washington, Wisc.</b>														
8334	Push-Rotary	Recoil	3 1/2	Lauson		4	Forward	1	1 - 3	22	Y	Steel	Handle Mounted Throttle & Choke Control, Chute & Bag Optional, Completely Enclosed Base.	95.00
8335	Self Propelled Rotary	Recoil	3 1/2	Lauson		4	Forward		1 - 3	22	Y		Handle Mounted Throttle & Choke Control, Completely Enclosed Base, Chute & Bag Optional, Handle Mounted Clutch Control	138.00
8725	Riding-Rotary	Easy Spin	4	Briggs & Stratton			Neutral, Forward, Reverse		1 1/2 - 2 1/2	24			Speeds to 3 1/2 mph By Throttle, Automotive Type Steering, Differential, Pneumatic Rear Tires	210.00
8727		Easy Spin	5	Briggs & Stratton					1 1/2 - 3	26			Speeds to 3 1/2 mph By Throttle, Automotive Type Steering, Differential, Pneumatic Front & Rear Tires	340.00
910w/19101		Easy Spin	6	Briggs & Stratton				2	1 1/2 - 3	28			Center Pivot Steering, Attachment Safety Clutch, Positive Drive Transmission & Differential, Front Mounted Mower 28"	425.00
911w/19102		Easy Spin	6	Lauson				2	1 1/2 - 3	32			Center Pivot Steering, Attachment Safety Clutch, Positive Drive Transmission & Differential, Front Mounted Mower - 32", Electric Start (Optional)	510.00
* Infinitely Variable - Does Not Apply														
<b>BUSH HOG -- Bush Hog Inc., P.O. Box 1039, Selma, Ala.</b>														
VE-4-7	Riding, Rotary	Battery Key	7 1/4	Wisconsin		4	Belt Drive	4	1 - 3 1/2	42		Steel		
VR-4-7		Rope	7 1/4	Wisconsin		4								
VE-4-6		Battery Key	6	Tecumseh		4								
VR-4-6		Rope	6			4								
VE-3-6		Battery Key	6			4				32				
VR-3-6		Recoil	6			4				32				
DE-4-7		Battery Key	7 1/4	Wisconsin		4	Direct Gear Drive	4		42				
DR-4-7		Recoil	7 1/4	Wisconsin		4	Direct Gear Drive	4		42				
11-10		Battery Key	10	Tecumseh		4	Hydrostatic Drive	4		42				
<b>CHIEFTAN -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Neb.</b>														
6AC01*	Rotary	Rope	2 1/4	Clinton		2			3	20	Y	Steel	6" Wheels (Black), Chrome 2 Piece Handle	
6AC02		Recoil	2 1/4			2				20	Y		6" Wheels (Black), Chrome 2 Piece Handle	
6AC15			2 1/2			4				22			Slide Throttle Control, 6" Wheels (Black), Chrome 2 Piece Handles	
6AC1			3 1/2			4				22			Slide Throttle Control, 6" Wheels (Black), Chrome 2 Piece Handles	
6AC2			3 1/2			4				22			Slide Throttle Control, 7" Wheels (Black), Chrome 2 Piece Handles	
6AC2W		Impulse	3 1/2			4				22			Slide Throttle Control, 7" Wheels (Black), Chrome 2 Piece Handles	
6A1		B & S Recoil	3	Briggs & Stratton		4				20			Slide Throttle Control, 6" Wheels (Black), Chrome 2 Piece Handles	
6A2		Recoil	3	Briggs & Stratton		4				22			Slide Throttle Control, 7" Wheels (Black), Chrome 2 Piece Handles	
6PC2W	Self Propelled	Impulse	3 1/2	Clinton		4				22			Slide S. P. Rod, Throttle Control, 8" Steel Wheels, 2 Piece Handle Chrome	
* G-100 Grass Catcher for Chieftan Models														
<b>CHRIS-CUT -- Air Electric Machine Co., Inc., 101-03 Main St., Lohrville, Iowa</b>														
B-20	Rotary*	Recoil	4	Briggs & Stratton		4			1 - 3	20	Y	Aluminum	Belt Drive To Spindle, Timken & Ball Bearings Throughout, Big Back Wheels	
C-21SP	Rotary	Recoil	4	Briggs & Stratton Or Clinton		4	V-Belt	**	1 - 3	20	Y	Aluminum	Belt Drive To Spindle, Free Wheeling When Not In Gear	
DS-25	Rotary, Rider	Recoil Or Electric	4	Briggs & Stratton		4	Chain	**	1 - 3	25	Y	Steel	Belt Drive To Spindle, "Wide Range" Variable Speed, Detachable Sulky Has Steerable Wheels, Also, Reverse Is Instant, No Gear Box To Shift	
* Push Type      ** Variable														
<b>CICERO, POWER-O-MATIC, TURB-O-MATIC, Power Equipment., P.O. Box 427, Cicero, Ind.</b>														
19-S	Push Rotary	Recoil	3.0	Briggs & Stratton		4			1 - 3	19	Y	Steel	Grass Catcher Optional	42.95
21-S	Push Rotary					4				21				47.95
21-SP	Self Propelled, Rotary					4				21				54.95
20-TG	Push Rotary					4				20				45.95
20-HW		Impulse				4				20			Instant Height Adjusters	49.95
H20HW		Impulse				4				20			Horn Grass Catcher, Height Adjusters	59.95
22TG		Recoil	3.5			4				22			Grass Catcher Optional	49.95
22HW		Impulse				4				22			Height Adjusters	54.95
H22HW		Impulse				4				22			Horn Grass Catcher, Height Adjusters	69.95
21TG		Recoil				4				21			Grass Catcher Optional	54.95
21HW		Impulse				4				21			Height Adjusters	59.95
D21HW		Impulse				4				21			Height Adjusters, Hard, DeLuxe Features	69.95
22DP	Self Propelled, Rotary	Recoil				4				22			Grass Catcher Optional	59.95
22DPW		Impulse				4				22				64.95
21DP		Recoil				4				21				69.95
21DPHW		Impulse				4				21				79.95



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MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>HOMELITE YARD TRAC -- Homelite, Riverdale Ave., Port Chester, N. Y.</b>														
YTD-6	Riding Rotary	Impulse		Lauson		4	Forward, Neutral, Reverse	4	1 1/2 - 3 1/2	26	N	Steel	Vernier Mower Height Adjustment, Automotive-Type Differential, Positive Hill Braking, Clutch and Brake, Mower Blade Brake, Flotation Tires Are Available As Option	\$399.95*
<b>HUFFY -- The Huffman Mfg. Co., P O Box 1036, Dayton, Ohio</b>														
4855	Riding	Recoil	5	Briggs & Stratton	Gas	4	Forward, Neutral, Reverse	3	1 1/2 - 3 1/2	25		Steel	Differential On Rear Axle, Blade Can Be Disengaged While Engine Is Running	299.95†
4844			4					1	1 1/2 - 3	24			Windup Height Adjustment, Disc Brake For Sure Stop On Hills	209.95†
4843			4						2 1/4 - 3	24			On Dash, Lever Control, Choke, Speed, Stop, Blade Can Be Disengaged While Engine Is Running	164.95†
4842			3 1/2						2 - 2 1/4	24			On Dash, Lever Control, Choke, Speed, Stop, Blade Can Be Disengaged While Engine Is Running	132.95†
4818	Self-Propelled		3 1/2				Forward		1 - 3	21		**	Front Wheel Drive	144.95†
4429	Self-Propelled		3 1/2				Forward		2 1/4 - 3 1/2	22		Steel	On Handle One Lever Control Choke, Speed And Stop	84.95†
4403	Rotary		3						1 1/2 - 3	20		**	Instant Cutting Height, No Tools Needed	85.95†
4427									1 - 3	22		Steel	Single Lever Height App. Adjustment	79.95†
4407										20			Single Lever Height App. Adjustment	74.95†
4426										22			Individual Wheel Adjustment, No Tools Needed	66.95†
4406										20			Individual Wheel Adjustment, No Tools Needed	64.95†
4424	High Wheel*		3 1/2							22			16" Rear Bicycle Wheels	115.95†
4425	Rotary		3							22			On Handle, Lever Controls Choke, Speed And Stop	59.08†
4405	Rotary		3							20				56.58†
4485	Rotary		3						1 1/2 - 2 1/2	18				54.08†
4412	Reel		2						3/8 - 2 1/4	21		***		116.58†
4281	Reel		2						1 - 2 1/4	18		***	Other Lever Controls Choke	99.81†
*Rotary **Aluminum Alloy ***Tubular Steel † Approximately														
<b>JACOBSEN -- Jacobsen Mfg. Co., 1721 Packard, Racine, Wis.</b>														
31809	Rotary	Recoil	3	Jacobsen 321		2			1 - 3	18	Y	Aluminum	Fold Down Handle, 4 Blade Cutter	
31867				Tecumseh		4				18				
32114				Jacobsen 321		2				21				
32122				Tecumseh		4								
42114	Rotary*			Jacobsen 321		2	Forward Worm Gear	1						
42122	Rotary*		3.5	Tecumseh		4		1						
31817	Rotary		3	Jacobsen		2				18				
31823	Rotary		2.5	Tecumseh		2			1 1/2 - 3	18		Steel	4 Blade Cutter	
42602	Rotary	Rewind	6	Tecumseh		4			1 1/2 - 3 1/2	26			Variable Speed, Forward, Reverse, No Slip Belt Differential	
11801	Reel		2	Briggs & Stratton		4			1/2 - 3	18			Level Height Adjustment, Dura-Flex Grass Catcher	
12101			2	Briggs & Stratton		4			1/2 - 3	21			Level Height Adjustment, Dura-Flex Grass Catcher	
12113			3	Jacobsen 321		2			1/2 - 2 1/2	21			Level Height Adjustment, Dura-Flex Grass Catcher	
12601							**		3/8 - 2 1/4	26			Riding Sulky	
22114							**		3/8 - 2 1/4	21			Dura-Flex Grass Catcher, Rear Wheel Drive	
22601							**		3/8 - 2 1/4	26			Dura-Flex Grass Catcher, Rear Wheel Drive	
*Power Propelled **Gear Reducer On Engine, Full Gear Differential														
<b>KING O LAWN -- King O Lawn, Inc., 5216 Chakemco St. So. Gate, Calif.</b>														
301	Self-Propelled Reel	Recoil	2	Briggs & Stratton	Gas	4	Forward	1	1/4 - 3	18	Y	Steel	Automotive Differential, Dual Clutch, All Chain Drive	162.50
311			2											167.50
322			3											177.50
332			3											184.50
401			2							21				174.50
411			2											179.50
502			3											222.50
512			3											227.50
523			4											245.00
533														252.50
603										26				325.00
613										26				335.00
623										26				345.00
701			2							18			All Chain Drive, Rear Delivery	124.50
804	Push Rotary		3							18	N		Flying Saucer, Blade Disc	67.50
814			3							20			Flying Saucer, Blade Disc	69.50
824			3&4						0 - 3 1/2	21		**	Straight Blade	98.50
833			3						1/4 - 3 1/2	21		**	Straight Blade, Chain & Gear Box Blade Drive	129.50
902	Self Pro*		3							21		Steel	All Chain Drive, Reel Runs Reverse	192.50
*Slicer **High Tensil Cast Deck														
<b>LAMBERT -- Lambert Inc., 519 Hunter Ave., Dayton, Ohio</b>														
M-19	Push	Key	3	Robbins & Meyers	Battery				1 - 3	19		Steel	Blade Adjustment Front Handle, Built-In Charger, Handle Safety Lock	124.95
<b>LAWN BOY -- Gale Products, Galesburg, Ill.</b>														
3053	Rotary	Geared Rope	3.5	Lawn Boy		2			1/2 - 2 1/2	18	Y	Aluminum	"Fingertip" Start	79.95
5234									1 - 3	19		Magnesium	Grass Catcher Available, Easy Start	94.50
7216									1 - 3	21		Magnesium	"Fingertip" Start, "Fingertip" Height Adjustment	105.95
6251									*			Aluminum	Professional Model, Extra Large Feed Capacity	138.95
8224		Recoil						1	1 - 3			Magnesium	"Automower" Self-Propelled	155.95
9275	Riding	Geared Rope					Forward, Neutral, Reverse	1					Two Motors, For Ride, For Mower	279.95
9245	Riding	Geared Rope					Forward, Neutral, Reverse	1		24			Two Motors, For Ride, For Mower	299.95
7255	Rotary	Geared Rope						1		21			Includes Grass Catcher	110.95
*1 - 3, 2 - 4														
<b>LAWNCRAFT -- Lawncraft Mfg. Corp., Hoffman, Ill.</b>														
L-220	Push	*	3	Briggs & Stratton		4				20	Y	Steel		48.95
L-222		*	3							22		Steel		49.95
ALS-22		*	3									**		84.50
225		Recoil	4											95.00
HW-4			4											127.50
SPG-3	Self-Propelled		3				Forward, Neutral	1						137.50
SPG-4	Self-Propelled		4				Forward, Neutral							149.95
LRB-6	Riding		6				Forward, Neutral, Reverse			24		Steel		224.50
624-1	Riding		6				Forward, Neutral, Reverse			24		Steel		296.50
624-3	Riding		6				Forward, Neutral, Reverse	3		24		Steel		316.50
*Recoil & Impulse **Aluminum Magnesium														
<b>LAWNCREST -- Levitt Mfg. Corp., 230 Fifth Ave., N. Y., N. Y.</b>														
180	Push Rotary	Recoil	3	Tecumseh		4			1/2 - 2 1/4	18	N	Steel	Side Exhaust	
110				Briggs & Stratton					1/2 - 2 1/4	21	N	Steel	Side Exhaust	
210				Tecumseh					1/2 - 3		Y	Tufflum	Side Exhaust, 5 Year Warranty On Deck & Crankshaft	69.95
211				Briggs & Stratton										69.95
212				Tecumseh										79.95
213		Impulse		Briggs & Stratton										79.95
214		Impulse	3.5	Tecumseh										89.95
<b>LAWNFLITE -- MTD Products Co., 5389 West 130th St., Cleveland, Ohio</b>														
116-010	Push	Rope	2 1/2	Tecumseh		2	Forward	1	1/2 - 3	18	Y	Steel	Float-Lock Safety Handle Can Not "Flop Over", Double-Disc Wheels, Equipped For Grass Catcher, Turbo, Lift Blade	39.95
116-020		Recoil	3	Briggs & Stratton		4				18			Same As Above Except Tecumseh Engine Optional	49.95
116-050				Briggs & Stratton						22			Baffles Underside, Equipped For Grass Catcher, Remote Control For Choke, Speed, Stop	56.95
116-730				Briggs & Stratton						19			Welded Wheel Pads, Turbo-Lift Blade, Equipped For Grass Catcher	
116-731				Tecumseh						19				
116-750				Briggs & Stratton						22				
116-751				Tecumseh						22				
116-150				Briggs & Stratton					1/2 - 3 1/2	20			Tecumseh Engine Optional, Anti-Scalp Plate Standard, Throttle Control, Instant Height Adjustment	66.95
116-180				Briggs & Stratton					1/2 - 3 1/2	22			Tecumseh Engine Optional, Anti-Scalp Plate Standard, Throttle Control, Instant Height Adjustment	69.95
116-160				Briggs & Stratton					1/2 - 3 1/2	20			Exclusive Lock 'N' Go Folding Handle, Anti-Scalp Plate, Tecumseh Engine Optional, Instant Hgt. Adj.	71.95

# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>LAWNFLITE -- Continued</b>														
116-190	Push	Recoil	3	Briggs & Stratton		4	Forward	1	1 - 3 1/2	22	Y	Steel	Exclusive Lock 'N Go Folding Handle, Anti-Scalp Plate, Tecumseh Engine Optional,***	\$ 75.95
116-400	Push	Impulse	3 1/2							21		**	Ball Bearing Wheels, Exclusive Lock 'N Go Folding Handle, Anti-Scalp Disc	85.95
126-450	Self-Propelled											**	Ball Bearing Wheels, Anti-Scalp Disc	109.95
116-260	Push											Steel	Double Deck, Single Lever Height Adjustment, Ball Bearing Wheels, Folding Handle, Anti-Scalp Plate, Grass Catcher	89.95
126-270	Self-Propelled												Same As Above, Plus, Internal Drive Mechanism	119.95
116-090	Push	Recoil							3/4 - 3	22			Ball Bearing Wheels, Anti-Scalp Plate, Heavy Duty	65.95
126-220	Self-Propelled		3						3/4 - 3	22			Special Gear Tread Rear Tires	89.95
126-230	Self-Propelled		3 1/2						3/4 - 3	22			Special Gear Tread Rear Tires	94.95
156-510	Reel		2						1/4 - 2 1/4	18			5 Austempered Reel Blades, Ball Bearing Wheels	99.95
156-520	Reel		2						3/4 - 2 1/4	21			5 Austempered Reel Blades, Ball Bearing Wheels	109.95
186-830	Push	*	1	Westinghouse	Electric	60			3/4 - 3	18				46.95
186-840	Push	*	1	General Electric	Electric				3/4 - 3	18				46.95
116-500	Push	Recoil	4	Briggs & Stratton		4			3/4 - 3 1/2	22			Ball Bearing Wheels, Steel Cut Reduction Gears W/Slip Clutch, Folding Handle	69.95
116-550	Self-Propelled		4						3/4 - 3 1/2	22			Overize 16" Rear Wheels	134.95
136-330	Riding		3				Forward, Neutral, Reverse		1 1/4 - 2 1/4	24			16" Rear Wheel W/Special Gear Tread	159.95
136-340			3 1/2						1 1/4 - 3 1/4	24			Adjustable Tie Rods, Automotive Type Gears, Direct Drive	139.95
136-360			4						1 1/4 - 3 1/4	24			Heavy-Duty Flywheel, Adjustable Tie Rods, Blade Disengagement, Contour Seat	174.95
136-380			4					2	1 1/4 - 3 1/4	25			Pneumatic Rear Tires, Adjustable Tie Rods, Blade Disengagement, Contour Seat	214.95
136-390			5	Tecumseh				3	1 1/4 - 3	25			Flip-Top Hood, Blade Disengagement, Front Pivot Axle, Single Lever Height Adjustment, Differential In Rear Axle, Adjustable Tie Rods	274.95
146-650			6	Briggs & Stratton				3	1 1/2 - 3 1/2	32			Single Lever Height Adjustment, Rear Axle Differential, Pneumatic Tires, Pinion Steering, Front Pivot Axle, Adjustable Tie Rods	314.95
146-660		Key	6	Briggs & Stratton	12 Volt			3	1 1/2 - 3 1/2	32			Delco-Remy Starter/Generator, Power Train Direct From Engine To Trans-Axle, 6 Position, Tool Lift Lever, Equipped For Snow Blade Attachment, Ammeter	399.95
													Same As Above	499.95
													**Electric-Toggle	
													**Aluminum Alloy	
													***Instant Height Adjustment	
<b>LAZY BOY -- Lazy Boy Lawn Mower, 1315 West 8th St., Kansas City, Mo.</b>														
B-226H	Push*	Recoil	3 1/2	Briggs & Stratton		4				20	Y	**		109.95
B400-H66	Push*		4							22		**	Hinge Away Front Wheel, Quad-Matic Blades, Automatic Clutch	139.95
SPH66	Self-Propelled*		4							22		**	Hinge Away Front Wheel, Quad-Matic Blades, Automatic Clutch	169.95
B-305PH	Self-Propelled*		4							30		**	Automatic Clutch, Ease Of Starting	199.95
													*Hi Wheel	
													**14 Gauge Steel	
<b>MASTERCUT -- Aircap Mfg. Inc., P. O. Box 1070, Tupelo, Miss.</b>														
205-6	Rotary	Easy Spin	3	Briggs & Stratton		4			1 - 3 1/2	20	Y	Steel	Side Chute	
215-6		Easy Spin	3							21			Front Chute	
245-6		Easy Spin	3							24			Front Chute	
395-6		Easy Spin*	3.5							19			Side Chute, Wheel Height Adjustment, Shroud, Deluxe In Every Way	
325-6		Easy Spin*	3.5							22			Side Chute, Wheel Height Adjustment, Shroud, Deluxe In Every Way	
425-6	Self-Propelled	Easy Spin	3.5				Rear Wheel Drive	1		22			Side Chute, Wheel Height Adjustment, Shroud, Deluxe In Every Way	
746	Riding		4				Forward, Reverse	1	1 - 4	24	N		Side Chute, Wheel Height Adjustment, Shroud, Deluxe In Every Way	
846	Riding		4				Forward, Reverse	1	1 - 4	24	N		Semi-Pneumatic Tires, Crank Height Adjustment	
1046	Riding		4				2 Forward, Reverse	2	1 - 4	24	N		Pneumatic Tires, Tractor Styling, Crank Height Adjustment	
													Pneumatic Tires, Tractor Styling, Power Height Adjustment	
													*Impulse	
<b>MEADE -- Meade Mfg. Inc., 54 &amp; 160 West Hwy., Meade, Kansas</b>														
620	Riding	Electric	7	Wisconsin		4	3 Speed	3	2 - 10	24	Y	Steel	4 Ply Tires, Additional 24", Attachment For Mowing, Large Acreages	437.90*
														*Fair-Traded
<b>MONO -- Mono Mfg. Co., P.O. Box 2787 Commercial St. Sta., Springfield, Mo.</b>														
DB-21-BW	Push	Impulse	3 1/2	Briggs & Stratton		4			1 - 3	21	N	Steel	Leaf Mulcher, Grass Bag	85.95
DS-21BW		Impulse	3 1/2							21			Leaf Mulcher	76.95
D-22-BR		Recoil								22				72.95
D-22-BW		Impulse												76.95
DLS-22-BR	Self-Propelled	Recoil												87.95
DLS-22-BW	Self-Propelled	Impulse												93.95
MPD-24-4-B	Riding	Recoil	4				Forward, Neutral, Reverse	1		24	Y			197.95
MPD-24-5-B	Riding	Recoil	5				Forward, Neutral, Reverse	2		24	Y			285.95
M-20-BR	Push	Recoil	3						1 - 3	20	N		Leaf Mulcher	44.95
M-20-BW		Impulse								20				48.95
M-22-BR		Recoil								22				48.95
M-22-BW		Impulse								22				52.95
SM-22-BR	Self-Propelled	Recoil								22				66.95
D-20-BR	Push	Recoil	3 1/2							20				67.95
D-20-BW		Impulse								20				72.95
DB-21-BR		Recoil								21			Leaf Mulcher, Grass Bag	81.95
DS-21-BR		Recoil								21			Leaf Mulcher	72.95
														*Does Not Apply
<b>MOTO-MOWER, LAWNMASTER, MOTO-BOY, ROTO-MOWER, ROTO-BOY -- Moto-Mower Div. Of Dura Corp., Industries Rd., Richmond, Ind.</b>														
120	Push Rotary	Rope	2 1/2	Tecumseh	Gas	2	None		1 - 2 1/4	18	Y	Steel	Grass Catcher Optional	49.95
121		Rope	3	Briggs & Stratton		4			1 - 2 1/4	18	Y	Steel	Grass Catcher Optional	59.95
122		Recoil							1/2 - 2 1/2	20				64.95
123		Recoil							1 - 3	22	Y			74.95
124		Impulse							1 - 3	22	N			84.95
125		Recoil							1 - 3	21				84.95
126		Recoil							1/2 - 2 1/2	18	**			94.95
127		Recoil							1 - 2 1/2	21	**		"Hurricane Action" Grass Catcher Optional	104.95
128		Impulse								21	**		"Hurricane Action" Grass Catcher Optional	114.95
220	Rotary*	Recoil					Forward	1		20	Y	Steel	Grass Catcher Optional	94.95
221		Impulse								22	N	Steel	Grass Catcher Optional	114.95
222		Recoil								21	**		"Hurricane Action" Grass Catcher Optional	134.95
223		Impulse	3 1/2	Tecumseh						21	**		"Hurricane Action" Grass Catcher Optional	154.95
420	Reel*	Recoil	2	Briggs & Stratton					1 - 3	18		Cast Iron	Grass Catcher Optional	109.95
421	Reel*		2							21		Cast Iron	Grass Catcher Optional	129.95
320	Riders*		4				Forward, Neutral, Reverse			24	Y	Steel	Dump Cart, Spreader, Lawn Roller, Grass Catcher, Seat Pad Optional	189.95
321	Riders*		4				Forward, Neutral, Reverse	3		24	Y	Steel	Dump Cart, Spreader, Lawn Roller, Grass Catcher, Seat Pad Optional	299.95
													**Cast Aluminum	
<b>MOW-N-KLEEN, WHISPER CUT, MOW-A-MATIC, TURFRIDER -- Block, Swalls &amp; Bryson, Inc., 7500 E. 12th St., K. C., Mo.</b>														
L951-MK	Push-Rotary	Recoil	2.5	Tecumseh		4			1/2 - 2 1/2	19	N	Steel		
L152-MK		Recoil	3	Briggs & Stratton					1/2 - 3	21				
L153-MK		Impulse	3						1/2 - 3				Handle Panel, E-Z Height Adjustment	
L1X52-MK		Recoil	3.5						1/4 - 3 1/4				Side Discharge, E-Z Height Adjustment, Handle Panel	
L1X53-MK		Impulse	3.5						1/4 - 3 1/4		Y		Side Discharge, Eng. Shroud, Bull Horn Handles, Handle Panel, E-Z Height	
LSP1X51-MK	Rotary***	Impulse	3	Tecumseh					1/2 - 3		N		Side Discharge	
SPIX51-MK	Rotary***	Impulse	3	Briggs & Stratton					1/2 - 3		N		Side Discharge	
LM1252-MM*	Push-Rotary	Recoil	3	Tecumseh					1/2 - 3 1/4		N			
M1255-MM**	Push-Rotary	Impulse	3.5	Briggs & Stratton					1/2 - 3 1/4		Y		Handle Panel, Eng. Shroud, E-Z Height Adjustment, Bull Horn Handles	
LMSP1254-MK†	Rotary***	Impulse	3	Tecumseh					1/2 - 3 1/4		N		Handle Panel, Eng. Shroud, E-Z Height Adjustment, Bull Horn Handles	
18R52-MK	Reel	Recoil	2	Briggs & Stratton					1/8 - 1 1/4	18		Steel		
9X51-MM	Push-Rotary		2.5	Briggs & Stratton					1/2 - 3	19			Side Discharge	
L1X52-MM			3	Tecumseh					1/2 - 3 1/4	21			Side Discharge, Eng. Shroud	
L9051-W			2.5						1/2 - 3	19			Side Discharge, Eng. Shroud	
L1051-W			3						1/2 - 3 1/4	21			Side Discharge, Eng. Shroud	
L9052-W		Impulse	2.5						1/2 - 3 1/4	19			Side Discharge, Eng. Shroud	
LSP1052-W	Rotary***	Impulse	3						1/2 - 3	21			Side Discharge, Eng. Shroud	
1053-W	Push-Rotary	Impulse	3.5	Briggs & Stratton					1/2 - 3 1/4	21	Y		Side Discharge, Eng. Shroud, Bull Horn Handle, Handle Panel	
454-1	Riding-Rotary	Recoil	4	Briggs & Stratton			Forward, Reverse	1	1 1/2 - 3 1/4	24	N			
456-1	Riding-Rotary	Recoil	6	Briggs & Stratton			Forward, Reverse	3	1 1/2 - 3 1/4	24	N			Disc Brake, Adjustable Steering Column
HW451-MK	Push-Rotary	Recoil	4	Briggs & Stratton					1/4 - 3	22	N			

# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN. MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>MOWRITE -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6EC1*	Rotary	Recoil	3½	Clinton		4		3	20	Y	Steel	Deluxe Throttle Control, 7' Wheels, Hub Caps, Heavy T Handle Front Baffle		
6EC1W		Impulse										Deluxe Throttle Control, 7' Wheels, Hub Caps, Heavy T Handle, Front Baffle		
6EC1H		Recoil**										Deluxe Throttle Control, 7' Wheels, Hub Caps, Heavy T Handle, Front Baffle		
6EC1WH		Impulse										Deluxe Grant Poly Dual Control, 7' Wheels, Flat Top Shroud, Wheel Height Adjusters, Heavy T Handle		
6EC2		Recoil**							22			Deluxe Throttle Control, 8' Wheels, Hub Caps, Heavy T Handles, Front Baffle		
6EC2W		Impulse**										Front & Rear Baffle With Wheel Pads, Deluxe Throttle, 8' Wheels, Hub Caps, Wheel Height Adjusters, Heavy T Handle		
6EC2H		Recoil**										Front & Rear Baffle With Wheel Pads, Deluxe Throttle, 8' Wheels, Hub Caps***		
6EC2WH		Impulse										Front & Rear Baffle With Wheel Pads, Deluxe Throttle, 8' Wheels, Hub Caps, Wheel Height Adjusters, Grant Poly Dual Throttle Control		

\* G-201 Grass Catcher For All Mowrite Models \*\* Gas Gauge & Primer \*\*\* Wheel Height Adjusters † Tank

<b>MOZ-ALL -- Wind King Mfg. Co., Merrill, Iowa</b>														
5D-19B3	Rotary, Push	Recoil	3½	Briggs		4		1 - 2½	19	Y	Aluminum	Belt Driven Blade		\$ 99.50*
M-20G3	Push		3½	Briggs				1 - 3	20			Belt Driven Blade		136.20*
M-20GP3	Self Propelled		3½	Briggs					20			Belt Driven, Removeable Front Shield, For Brush		185.00*
M-22GP4	Self Propelled		4½	Clinton, Kohler					22			Belt Driven, Removeable Front Shield For Brush		225.00*
M-22GP6	Self Propelled		6	Briggs					22			Belt Driven, Removeable Front Shield For Brush		244.95*

\* Fair-Traded

<b>MUSTANG -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6F16*	Rotary	Recoil	3	Briggs & Stratton		4		3	20	Y	Steel	Front & Rear Baffle, Deluxe Throttle Control, 7' Wheels, Hub Caps, Heavy T Handle		
6F16W		Impulse										Front & Rear Baffle, Deluxe Throttle Control, 7' Wheels, Hub Caps, Heavy T Handle		
6F16H		Recoil										Front & Rear Baffle, Deluxe Throttle Control, 7' Wheels, Hub Caps, Wheel Height Adjusters**		
6F16WH		Impulse										Front & Rear Baffle, Deluxe Throttle Control, 7' Wheels, Hub Caps, Wheel Height Adjusters**		
6F22		Recoil	3½						22			Front & Rear Baffle, Deluxe Throttle Control, 8' Wheels, Hub Caps, Heavy T Handle		
6F22W		Impulse										Front & Rear Baffle, Deluxe Throttle Control, 8' Wheels, Hub Caps, Heavy T Handle		
6F22H		Recoil										Front & Rear Baffle, Deluxe Throttle Control, 8' Wheels, Hub Caps, Wheel Height Adjusters**		
6F22WH		Impulse										Front & Rear Baffle, Deluxe Throttle Control, 8' Wheels, Hub Caps, Wheel Height Adjusters**		
6FP22	Self Propelled	Recoil		***								Front & Rear Baffle, Deluxe & S.P. Rod Control, 8" Wheels, Heavy T Handle		
6FP22W	Self Propelled	Impulse	3½	***								Front & Rear Baffle, Deluxe & S.P. Rod Control, 8" Wheels, Heavy T Handle		

\* G-203 Grass Catchers For All Mustang Models \*\*\* Briggs & Stratton, P. T. O. \*\* Heavy T Handle

<b>NATIONAL -- National Mower Co., 839 Cranwell Ave., St. Paul, Minn.</b>														
21" Power*	Walking**	Recoil	3	Briggs & Stratton		4	Ratchet Drive	1	¼ - 2	21	N	Steel		
25" Power*	Walking**	Recoil	3	Briggs & Stratton		4	Ratchet Drive	1		25				
30" Rider	Riding Reel	Recoil	5	Briggs & Stratton		4	Forward, Neutral, Reverse	1		30			Snow Blade	
84" Triple	Riding Reel	Electric & †	9.2	Wisconsin		4	Forward, Neutral, Reverse	2		84				

\* Mower \*\* Powered Reel † Rope

<b>PEMCO -- Power Equipment Mfg. Corp., 5912 Rodman St., Hollywood, Florida</b>														
18, 19A-20A	Rotary	Recoil, *		Briggs & Stratton		4						Steel**		***
22 SPXB	Self Propelled	Recoil, *		Clinton		4						Steel**		***
22 SPMU	Self Propelled	Recoil, *		Kohler		4						Steel**		***

\* Impulse

<b>PENNSYLVANIA -- Pennsylvania Lawn Products, 1010 E. Main St., Waynesboro, Va.</b>														
Penn 88	Riding Reel*	Recoil**	6	Briggs & Stratton	Battery	4	Forward, Neutral, Reverse †	1	***	33†	N	Steel	Gang Reel Mower, Dump Cart, Snow Blade	389.50
Continental Safety Mower	Rotary	Recoil	3½						1½ - 3	21	Y	Aluminum	Ultimate in Safety, No Discharge Chute, ASA Approved	129.95
Penn Special			3				Self Propelled		1½ - 3	21		Steel		
Penn Premium			3						1½ - 3	22		Aluminum	Grass Catcher Included	109.95
Penn Premium			3						1½ - 3½	20		Aluminum	Grass Catcher Included	89.95
4018-C	Reel		2						¾ - 2	18		Steel		124.95
4021-C			2						¾ - 2	21				129.95
4021-D			2½						½ - 2½	21				139.95
4024-C			2½						½ - 2	24				144.95
4021-7D			2½						½ - 2½	21			7 Blade Cylinder	149.95

\* Rotary \*\* Electric

\*\*\* Rotary 1½ - 3½, Reel 1 - 2½ † 35

<b>PINCOR -- Pioneer Gen-E-Motor Corp., 5841 W. Dickens Ave., Chicago, Ill.</b>														
P817E	Electric	Electric	1½	8 Amp Pincor Motor	Electric	4	Gear Reduction		1½ - 2½	17	N	Die Cast Aluminum	Swing Over Handle	67.85
X20 B3	Push	Recoil	3	Briggs & Stratton	Gas	4			1½ - 2½	20		Stamped**	Trimmed Chassis	66.35
P920 B3HSB		Impulse	3	Briggs & Stratton					1½ - 2½	20			Height Adjustments, Baffled, Chrome "T" Handle	85.95
P920 B3HSC			3	Briggs & Stratton					1½ - 2½	20			Height Adjustments, Metal Grass Catcher, Baffled	108.80
P921 B3SSG			3½	Briggs & Stratton*					1½ - 3	21			Cloth Bag, Height Adjustment, Special Chrome Handle	104.75
P921 L3SSG				Lauson					1½ - 3	21			Cloth Bag, Height Adjustment, Special Chrome Handle	101.80
P820 B35S				Briggs & Stratton*					1 - 3	20		Die Cast †	Height Adjustment, Spinning Baffle, Special Bull Handle, Deluxe Cloth Bag	120.75
P820 L35S				Lauson					1 - 3	20		Die Cast †	Height Adjustment, Spinning Baffle, Special Bull Handle, Deluxe Cloth Bag	118.35
P420 B3	Self Propelled	Recoil	3	Briggs & Stratton					1½ - 2½	20		Stamped**	1 Baffle, Chrome "T" Handle	89.70
P420 L3		Recoil	3	Lauson					1½ - 2½	20			1 Baffle, Chrome "T" Handle	87.05
P420 B35 HSC		Impulse	3½	Briggs & Stratton*					1½ - 3	21			Height Adjustment, Metal Grass Catcher, Special Chrome Handle	127.10
P420 L35 HSC				Lauson					1½ - 3	21			Height Adjustment, Metal Grass Catcher, Special Chrome Handle	119.70
P208 B35S				Briggs & Stratton*								Die Cast †	Spinning Baffle, Height Adjustment, Special Bull Handle, Deluxe Cloth Bag	137.60
P208 L35S				Lauson								Die Cast †	Spinning Baffle, Height Adjustment, Special Bull Handle, Deluxe Cloth Bag	135.15
P6418	Self Propelled	Recoil	2	Briggs & Stratton					¾ - 3	18		Steel		102.70
P5518 B25	Reels	Recoil	2½	Briggs & Stratton					¾ - 2½	18		Steel		123.60
P5521 B25	Reels	Recoil	2½	Briggs & Stratton					1½ - 2½	21		Steel		128.05
P208 B35S	Self Propelled	Impulse	3½	Briggs & Stratton*					1½ - 3	20		Die Cast †	Spinning Baffle, Height Adjustment, Special Chrome Handle	137.60
P208 L35	Self Propelled	Impulse	3	Lauson					1½ - 3	20		Die Cast †	Spinning Baffle, Height Adjustment, Special Chrome Handle	135.15
P6418	Reel	Recoil	2	Briggs & Stratton					¾ - 3	18		Steel	Grass Catcher Hooks, Throttle, Clutch Control on Handle	102.70
P5518 B25	Reel	Recoil	2½	Briggs & Stratton					¾ - 2½	18		Steel	Grass Catcher Hooks, Throttle, Clutch Control on Handle, Extra Large Rollers	123.60
P5521 B25	Reel	Recoil	2½	Briggs & Stratton					¾ - 2½	21		Steel	Box Frame Construction, All Steel Chassis, Chain and Belt Guard Covers	128.05

\* Rotary (Shroud)

<b>POWERAMA -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6B1*	Rotary	Recoil	3	Briggs & Stratton		4		3	20	Y	Steel	Deluxe Throttle Control, 6" Wheels, Hub Caps, Heavy T Handle		
6B1W		Impulse	3	Briggs & Stratton								Deluxe Throttle Control, 6" Wheels, Hub Caps, Heavy T Handle		
6B1WH		Impulse	3	***								Deluxe Throttle Control, 6" Wheels, Hub Caps, Wheel Height Adjustment, Heavy T Handle		
6BC1WH		**	3½									Deluxe Throttle Control, 6" Wheels, Hub Caps, Oval Engine Shroud, Wheel Height Adjustment, Heavy T Handle		
6B2		Recoil	3	Briggs & Stratton					22			Rear Baffle, Deluxe Throttle, 7' Wheels, Hub Caps, Wheel Height Adjusters, Heavy T Handle		
6B2W		Impulse		Briggs & Stratton										
6B2H		Recoil		Briggs & Stratton										
6B2WH		Impulse		Briggs & Stratton										
6BC2WH		**		Clinton Impulse										
6BP2	Self Propelled	Recoil		Briggs & Stratton		3							Rear Baffle, Deluxe and S. P. Rod, Hub Caps, Wheel Height Adjusters, Heavy T Handles, 8 Steel Wheels	
6BP2W	Self Propelled	Impulse	3½	Briggs & Stratton		4							Deluxe S. P. Rod, 8 Steel Wheels, Hub Caps, Wheel Height Adjusters, Heavy T Handle	

\* G-100 Grass Catchers For All Powerama Models \*\* Oval Gas Tank, Gas Gauge and Primer \*\*\* Briggs & Stratton Impulse, Clinton Impulse

<b>RANGE RIDER, SWEEP CLEANER, PATHFINDER -- Root Mfg. Co., Inc., P.O. Box 191, Baxter Springs, Kansas</b>														
3D-KR	Riding	Impulse	6	Tecumseh		4	Gear	3	1½ - 3½	30	N	Steel		419.50
24-KR	Riding	Recoil	4	Briggs & Stratton		4	Belt	4		24	N	Steel		339.50
RK-21SP	Self Propelled		3½	Clinton			Forward, Neutral, Chain	1		21	Y	Aluminum		119.95
RK-21	Manually		3½	Briggs & Stratton						21				109.95
18-K			3½							18				99.90
20-HB			3							20				179.50
24-HB			4							24				209.50
20-SP	Self Propelled		3				Forward, Neutral, Chain	1		20				219.50
24-SP	Self Propelled		4				Forward, Neutral, Chain	1		24				249.50

# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN. MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>RED TIP -- Whiz-Mow Mfg Co., 305-315 Main St., Warsaw, Ill.</b>														
X21	Push	Recoil	3½	Briggs & Stratton		4			1½ - 2½	21	Y	Aluminum	Patented Powerider attachment Model P21 Can Be Attached To The X21 And Power Taken From Engine On Mower By Special Patented Principle	\$109.50*
<b>REO -- Wheelhorse Products, Inc., 515 West Ireland Rd., South Bend, Ind.</b>														
RE-66	Riding Rotary	Battery, Key	6	Tecumseh		4	Forward, Neutral, Reverse	2	1½ - 3½	32		Steel	Two Blades, Rear Discharge, Steering Wheel, Geared Steering, Pneumatic Tires, Oscillating Front Axle, Bucket Seat, Floating Mower	
RR-66		Recoil	6					2					Same As Above	
RR-46		Recoil	4					2					Same As Above Except Steering Tiller Instead Of Steering Wheel	
L-156		Battery, Key	6					3					Same As RE-66 Above	
L-106		Recoil	6					3					Same As RE-66 Above	
LCP-621	Self Propelled Rotary		3½				Forward, Neutral	2	1½ - 3	21	Y	Aluminum	Single Lever Adjusts All Four Wheels Simultaneously, Starter Release Located on Handle, Oil Dipstick, Gas Gauge, Grass Bag	
LC-621	Push Rotary		3½						1½ - 3	21	Y	Aluminum	Same As Above Except Grass Bag is Optional	
L-618	Push Rotary		3						1 - 3½	18	Y	Steel	Oil Dipstick, Quick Adjusting Front and Rear Wheels, Optional Grass Bag	
<b>RIDEKING -- Swisher Mower &amp; Machine Co., Inc., 333 E. Gay, Warrenburg, Mo.</b>														
R-32	Riding	Optional	6	Tecumseh		4	Forward, Neutral, Reverse	1	2 - 3½	32		Steel 11"	Zero Turning Radius With 360° Steerable Power Wheel	309.00
R-24	Riding	Optional	4½	Clinton		4	Forward, Neutral, Reverse	1	2 - 3½	24		Steel 11"	Zero Turning Radius With 360° Steerable Power Wheel	279.00
<b>ROTOCLIPPER -- Falls Product Inc., Genoa, Ill.</b>														
R19-173	Push Rotary	Recoil	3	Briggs & Stratton		4			1 - 3	19	N	Steel		44.95
R22-208		Recoil	3							22				49.95
R19-174		Impulse	3½							19			Select-O-Matic Cutting Height Adjusters, Impulse Release on Handle	54.95
R22-210										22			Select-O-Matic Cutting Height Adjusters, Impulse Release on Handle	59.95
R22-205	*									22			Rear Drive Self Propelled, Impulse Release on Handle	69.95
R19-172	Push Rotary									19			Side Discharge, Grass & Leaf Catcher Optional	49.95
R21-122	Push Rotary									21			Side Discharge, Grass & Leaf Catcher Optional, Cutting Height Adjusters, Handle Impulse Release	59.95
R21-118	*									21			Chain Drive To Front Wheel Self Propelled, Grass & Leaf Bag Included, Cutting Height Adjusters***	99.95
G22-206	Rider	Recoil					Forward, Neutral, Reverse	1	1½ - 3½	22			Chain Drive, Deadman Clutch, 10" Rear Wheels	99.95
G24-105	Rider	Recoil	4				Forward, Neutral, Reverse	1	1½ - 3½	24			Chain Drive, Deadman Clutch, 10" Rear Wheels	134.95
G24-104	Rider	Recoil	4				Forward, Neutral, Reverse	1	1½ - 3½	24		**	Hand Crank To Adjust Height, Long 38" Wheelbase, Chain Drive, Blade Clutch, Automotive Steering	179.95
* Self Propelled, Rotary ** Tubular Frame Steel *** Handle Impulse Release														
<b>ROTO-HOE, ROTO-CUTTER, ISLANDER -- Roto-Hoe &amp; Sprater Co., Newbury, Ohio</b>														
Islander 646	Riding	**	6	Tecumseh		4	Belt & Chain	4	1½ - 3½	32	N	Steel		259.00
Roto-Cutter	*	Recoil	6	Tecumseh		4	Belt & Chain	3	1½ - 3½	32	Y	Steel		232.00
Roto-cutter	*	Recoil	3½	Tecumseh		4	Belt & Chain	1	1½ - 3½	21	Y	Steel		116.00
* Self Propelled, Rotary ** Recoil, Impulse, Electric (Optional)														
<b>ROXY LAWSHEAR -- Roxy-Bonner, Inc., 2000 Pioneer Rd., Huntingdon Valley, Pa.</b>														
MR21-3G	3 Gang*									60		Steel Roller		245.00†
100A-3G	3 Gang*									72		Steel Roller		431.00
MR21-5G	5 Gang*									96				429.00
1000-5G	5 Gang*									132				813.00
UM21-3W	**									56♦			Approved For John Deere #110 IHC Cadet, M-F, Wheel Horse Bolens Lawn & Garden Tractors	261.00
100A-3CW	**									65			Approved for IHC Cub	498.00
100A-3CLOW	**									65			Approved for IHC Cub Lo-Boy	498.00
100A-3FW	3 Gang Reel for 3 Point Rear Hitch									72			Available for all Tractors With Hydraulic 3 Point Rear Lift Hitch	482.00
100A-3TW	3 Gang Drag with Transport Frame									72			Transport Frame Lift Units 5 Off Ground For Transport Over Rough Areas	545.00
* Drag Reel ** Undermount Reel ♦58 †Prices Are Fair-Traded														
<b>ROYALAWN -- Levitt Mfg. Corp., 230 Fifth Ave., N.Y., N.Y.</b>														
312	Push Rotary	Impulse	3.5	Tecumseh		4			¾ - 3½	21	Y	Tuflum	Side Exhaust, 5 Year Warranty On Deck & Crankshaft, Auto-Height*	99.50
313	Push Rotary	Impulse	3.5	Briggs & Stratton		4			¾ - 3½	21	Y	Tuflum	Side Exhaust, 5 Year Warranty On Deck & Crankshaft, Auto-Height*	99.50
314SP	Self Propelled, Rotary	Impulse	3.5	Tecumseh		4	Variable Forward Speed		¾ - 3½	21	Y	Tuflum	Side Exhaust, 5 Year Warranty on Deck & Crankshaft, Differential Action on Rear Axle, Auto-Height,* Gear Driven, S. P. Mechanism	129.95
* One Lever Raises & Lowers All Wheels Simultaneously														
<b>SAMSON -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6G1*	Rotary	Recoil	3	Briggs & Stratton		4				20	Y	Aluminum	Front & Rear Baffle, Engine Shroud, Grant Poly Control, Oil & Gas Gauges, 7 & 8" Wheels, Hub Caps, Scalping Disc, Wheel Height Adjusters, Special Bull Horn Handle	
6G1W		Impulse	3							20				
6G2		Recoil	3½							22				
6G2W		Impulse	3½							22				
* GS-2 Grass Catcher For All Samson Models														
<b>SENSATION -- Sensation Mower Inc., 7577 Burlington St., Ralston, Nebr.</b>														
18GE	Push	Switch on †	1.5	**	Electric				1 - 3	18	Y	Aluminum	Swing Over Auto Locking Handles, Sealed Ball Bearing Wheels, Grass Catcher	99.95*
18GCH		Recoil	3	Clinton		2				18				79.95
18GB3			3	Briggs & Stratton		4				18				89.95
20GCH			3	Clinton		2				20				114.95
20G9			3½	Clinton		4								119.95
20G6			3½	Briggs & Stratton										129.95
20G7		Wind Up	3½	Tecumseh										136.95
20G8		Recoil	4	Briggs & Stratton										139.95
20MBS			3											99.95
20MBS35			3½											119.95
20MBS4			4										Swing Over Or Locking Handle, Grass Catcher, Sealed Ball Bearing Wheels	131.95
223			3											59.95
22HP3.5			3.5						1 - 3	22				96.95
22PP3.5	Self Propelled		3.5					1						119.95
V72-4	Push		4								N	Wood & ***	Heavy Duty	189.95
V72-3.5	Self Propelled		3½	Lauson, Tecumseh				1			N	Wood & ***	Heavy Duty	224.95
TG7 Edger	Push		3	Briggs & Stratton						10	N	Steel Tube	Heavy Duty	104.95
† Handle ** General Electric Motor *** Steel * Prices Are Fair-Traded														
<b>SIMPLICITY -- Simplicity Mfg. Co., 336 S. Spring St., Port Washington, Wisc.</b>														
329	Riding	Recoil	6	Briggs & Stratton		4	*	2	1½ - 3	32	Y	Steel	Patented Free Floating Mower, 4 Other Attachments Available	375.00
332	Riding	Recoil	6	Briggs & Stratton		4	*	2	1½ - 3	32	Y	Steel	Patented Free Floating Mower, 4 Other Attachments Available	355.00
357	Riding	Recoil	4	Briggs & Stratton		4	*	1	1½ - 2½	24	Y	Steel	Patented Free Floating Mower, 2 Other Attachments Available	225.00
* Spur Gearing Steel Carburized and Hardened														
<b>SNAPPER -- McDonough Power Equip Inc., McDonough, Ga.</b>														
19G	Push Rotary	Recoil	3½	Briggs & Stratton		4			1 - 3	19	Y	Steel	Impulse Starter Optional	87.95
21G	Push Rotary									21	Y		Impulse Starter Optional	92.95
21GSP	Self Propelled*						Forward, Neutral	1		21	N		Impulse Starter Optional	134.95
22HD	Push Rotary									22	Y			139.95
22AL	Push Rotary									22				169.95
22ALD	Self Propelled*						Forward, Neutral	2		22				219.95
26AL	Push Rotary		4	Tecumseh					1 - 3½	26				199.95
26ALP	Self Propelled		6	Briggs & Stratton			Forward, Neutral	2	1 - 3½	26				289.95
ST22	Self Propelled*		3	Briggs & Stratton			Forward, Neutral, Reverse	**	1½ - 3½	22	N			224.95
45T22			4½	Clinton										289.95
ST27			6	Briggs & Stratton										359.95
65T27		Rope	7½	Wisconsin										419.95
264R	Riding Rotary	Recoil	4	Tecumseh				5	1 - 4	26				324.95
306RA		Recoil	6	Briggs & Stratton						30				414.95
306RAS		Battery	6	Tecumseh						30				499.95
418R		Recoil	8	Wisconsin						41				624.95
418RS		Battery	8	Wisconsin						41				749.95
* Rotary ** Various														

# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

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MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN-MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>SPIN-O-MATIC -- General Appliance Mfg. Co., 6200 North 16 Street, Omaha, Nebr.</b>														
6FS1*	Rotary	Recoil	3	Briggs & Stratton		4			3	20	Y	Steel	Front & Rear Baffle, Engine Shroud, Pow-R-Grip Control, Hub Caps, Scalping Disc, Wheel Height Adjusters, Bull Horn Handle	
6FS1W		Impulse	3							20			Front & Rear Baffle, Oil & Gas Gauges, Hub Caps, Bull Horn Super Handle, Handle Shield, Scalping Disc, 7" Wheels	
6FS2		Recoil								22			Front & Rear Baffle, Pow-R-Grip Control, Engine Shroud, Oil and Gas Gauges, Bull Horn Special, Spin-O-Matic Drive Blade	
6FS2W		Impulse	3 1/2							22			Front & Rear Baffle, Pow-R-Grip Control, Oil and Gas Gauges, Scalping Disc, 8" Wheels, Hub Caps, Spin-O-Matic Blade	
* G-203 Grass Catchers For All Spin-O-Matic Models														
<b>SPRINGFIELD -- Quick Mfg. Inc., 256 Linden Ave., Springfield, Ohio</b>														
66LT 425	Riding	Recoil	4	Briggs & Stratton		4	Forward, Neutral, Reverse	2	1 1/2 - 3	25	N	Steel	Screw Height Adjustment, Remote Throttle, Differential Axle	\$269.95
66LT-525		Recoil	5	Tecumseh				3	1 1/2 - 3 1/2	25			Automotive Type Transmission W Differential, Push Button Height Adjustment	389.95
66LT-525E		Key	5							25				459.95
66LT632		Recoil	6							32				459.95
66LT632E		Key												529.95
66CTM		Recoil		Briggs & Stratton									Automotive Type Transmission W/Differential, Lever Height Adjustment	544.95
66CTME		Key												619.95
66TM-6		Recoil								36				624.90
66TME6		Key						2 - 4		36				699.90
66TE8			8	Kohler						42				729.95
66TE 10			10	Kohler						42				819.95
66TE 12			12	Kohler						42				869.95
<b>STALLION, COLT -- Levitt Mfg. Corp., 230 Fifth Ave., N.Y., N.Y.</b>														
417*	Riding	Recoil	4	Tecumseh		4	Planetary Transmission	3	1 1/2 - 3 1/2	27†		Steel	Twin Blade Removable Deck, Full Floating Front End	229.95
427**			4					4		27†			Twin Blade Removable Deck, Full Floating Front End, Differential	269.95
617*			6					4		27†			Twin Blade Removable Deck, Full Floating Front End, Differential	329.95
630**			6					6		30†			Twin Blade Full Floating Removable Deck, Full Floating Front End, Differential	369.95
* Colt ** Stallion † Twin														
<b>SUBURBAN -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6E1*	Rotary	Recoil	3	Briggs & Stratton		4			3	20	Y	Steel	7" Wheels, Hub Caps, Bull Horn Handle, Front and Rear Baffle, Deluxe Throttle Control	
6E1W		Impulse											7" Wheels, Hub Caps, Bull Horn Handle, Front and Rear Baffle, Deluxe Throttle Control	
6E1H		Recoil											7" Wheels, Hub Caps, Bull Horn Handle, Front and Rear Baffle, Deluxe Throttle Control, Wheel Height Adjusters, Handle Shield	
6E1WH		Impulse											Same As Above Plus Engine Shroud	
6E2		Recoil	3 1/2							22			8" Wheels, Hub Caps, Wheel Height Adjusters, Bull Horn Handle, Handle Shield, Deluxe Throttle Control, Front and Rear Baffle, Engine Shroud	
6E2W		Impulse											Front & Rear Baffle, Deluxe Throttle Control, 8" Wheels, Hub Caps,**	
6E2H		Recoil											Front & Rear Baffle, Deluxe Throttle Control, 8" Wheels, Hub Caps, Wheel Adjusters**	
6E2WH		Impulse											Front & Rear Baffle, Engine Shroud, Deluxe Throttle Control, 8" Wheels, Handle Shield, Hub Caps, Wheel Height Adjusters	
6EP2W	Self Propelled	Impulse †											Front & Rear Baffle, Deluxe & S.P. Rod Control, 8" Steel Wheels**	
* G-201 Grass Catcher For All Suburban Models † P.T.O. **Bull Horn Handle														
<b>SUNBEAM -- Sunbeam Corp., 5400 W. Roosevelt Rd., Chicago 50, Ill.</b>														
RE2175	Single Blade Rotary		2.1	Sunbeam	Electric				1 - 3	20	†	Cast Aluminum	100 Ft. Cord & Automatic Take-up, Dial-A-Height, Wheel Adjustment, Grass Bag	139.95*
E800	Self Propelled Reel				Electric			1	1/2 - 2 1/2	20	Y	Steel & Aluminum	Grass Bag, Dial-A-Height Adjustment, 100 Ft. Cord, Cord Recovery	149.95*
G4000	Gas Rotary Push	Recoil	3	Lauson Per Sunbeam Specifications	Gas.	4			1 - 3	18	N	Cast Aluminum Housing	Wheel Height Adjustment, Large Exhaust Chute, Bag Available	89.95*
G5000	Gas Rotary Push	Recoil	3	Sunbeam						20		Cast Aluminum	Wheel Height Adjustment, Large Exhaust Chute	99.95*
G4500	Self Propelled Rotary	Recoil	3 1/2				Copper Infiltrated Spiroid	1		18		Cast Aluminum	Dial-A-Height Wheel Adjustment, Grass Bag	119.95*
G5500	Self Propelled Rotary	Impulse	3 1/2				Spiroid & Beveled	1		20		Cast Aluminum	Dial-A-Height Adjustment, Grass Bag	139.95*
G950	Gas, Rotary Push	Recoil	3							20		Stamped Steel	Mulching Action Cutting, Large Ejection Chute, 5 Cutting Heights	64.95
GR18	Gas, Reel, Self Propelled		2	Briggs & Stratton			Belt, Chain, Gear	1	1/2 - 2	18		11 Gauge Steel	5 Precision Ground Blades, Fingertip control	99.95*
GR20	Gas, Reel, Self Propelled		2	Briggs & Stratton			Belt, Chain, Gear	1	1/2 - 2	20		11 Gauge Steel	5 Precision Ground Blades, Safety Cover	114.95*
RR100	Rotary Blade Rider		4	Sunbeam			Single Speed Forward & Reverse	1	1 - 3 1/2	25		Cast Aluminum On Steel	Pneumatic Rear & Semi-Pneumatic Front Tires, Tractor Type Seat	249.95*
RE1600	16" Single Blade, Rotary Loop Handle	Electric Flip-Switch	2.1		Electric				1 - 3	16	†	Cast Aluminum	Extension Cords (Optional), Grass Bag (Optional), Height Adjustment Kit Available	49.95
RE1650	16" Rotary Single Blade		2.1							16			Dial-A-Height Cutting Adjustment, Extension Cord (Optional), Grass Bag Available	59.95*
RE1800	Rotary Single Blade		2.1							18			Grass Bag (Available - Optional), Height Adjustment Kit Available	69.95*
RE185	Rotary Twin Blade		1 1/2							18			Grass Bag (Available - Optional), Ret. \$12.95, Swing-Over Handle	
RE2100	Rotary									20			Grass Bag Available (But Optional)	89.95*
RE1000	Twin Blade		1 1/2						1/2 - 2 1/2				Conventional Wheel, Height Built Onto Machine	94.95*
RE1850	Single Blade												Dial-A-Height Adjustment, Grass Bag, T-Handle	99.95*
RE2150	Rotary Single Blade									20			Dial-A-Height Adjustment, Grass Bag, T-Handle	109.95*
RE2000	Twin Blade W Stainless Steel Blades		1 1/2						1/2 - 3	18			Fold-Away Handle, Finger Tip Cutting Height Adjustment, Folding Handle	109.95*
RE 1875	Single Blade Rotary									18		Cast Aluminum And Steel	100' Cord & Automatic Take-Up, Dial-A-Height Adjustment, Grass Bag, T-Handle	129.95*
† Swing Over * Fair-Traded														
<b>SYCAMORE -- Sycamore Manufacturing Co., Genoa, Illinois</b>														
S19-173	Push Rotary	Recoil	3	Briggs & Stratton		4			1 - 3	19	N	Steel		44.95
S22-208		Recoil	3							22				49.95
S19-174		Impulse	3 1/2							19			Select-O-Matic Cutting Height Adjusters, Impulse Release On Handle	54.95
S22-210										22			Select-O-Matic Cutting Height Adjusters, Impulse Release On Handle	59.95
S22-205	Self Propelled*									22			Rear Drive Self Propelled, Impulse Release On Handle	69.95
S19-172	Push Rotary									19			Side Discharge, Grass & Leaf Catcher Optional	49.95
S21-122	Push Rotary									21			Side Discharge, Grass & Leaf Catcher Optional, Cutting Height Adjusters, Handle Impulse Release	59.95
S21-118	Self Propelled*									21			Chain Drive To Front Wheel, Self Propelled, Grass & Leaf Bag Included, Cutting Height Adjusters***	99.95
G22-206	Rider	Recoil					Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	22			Chain Drive, Deadman Clutch, 10" Rear Wheels	99.95
G24-105	Rider	Recoil	4				Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	24			Chain Drive, Deadman Clutch, 10" Rear Wheels	134.95
G24-104	Rider	Recoil	4				Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	24		**	Hand Crank To Adjust Height, Long 38" Wheel Base, Chain Drive, Blade Clutch, Automotive Steering	179.95
* Rotary ** Tubular Frame Steel *** Handle Impulse Release														
<b>THOR -- Thor Power Tool Co., La Grange Park, Ill.</b>														
Deluxe LM-2030	Push Rotary	Toggle Switch	1 1/2	**	Electric			2	3/4 - 3 1/4	18	Y	Steel	Dual Speed Control, Grass Catcher Bag, Seven Height Adjustment, Therm-O-Weld Motor	76.65
Standard LM-2020	Push Rotary	Toggle Switch	1 1/2	**	Electric				1 1/2 - 2 1/2	18	Y	Steel	Weights Only 38 Lbs., Therm-O-Weld Motor, 2800 RPM, Slip Clutch, Handle Folds For Wall Storage	56.65
2050	*	Toggle Switch	1 1/2	**	Electric					25	Y		For Lawn, Drive, Poolside, Pick Up Grass, Leaves, Twigs, Paper, Giant Capacity Bag	129.95
* Electric Speed-Vac ** Thor Electric Motor														



# MANUFACTURERS' SPECIFICATIONS FOR 1966 POWER MOWERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE MOWER	TYPE STARTER	NOMINAL H. P.	ENGINE MAKE	BATTERY, GAS OR ELECTRIC POWERED	NUMBER OF CYCLES	TYPE GEARING	NUMBER OF FORWARD SPEEDS	MIN.-MAX. CUTTING HEIGHTS (IN INCHES)	CUTTING WIDTH (IN INCHES)	IS HANDLE HEIGHT ADJUSTABLE	DECK MATERIAL	OTHER FEATURES AND ATTACHMENTS	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>TORO -- Toro Mfg. Corp., 8111 Lyndale Ave. S., Mpls, Minn.</b>														
18210	Rotary	Recoil	3	Tecumseh		4		1	1/2 - 3	19	Y	Magnesium	"Auto Oiler", "Trimit", Bagging, Clean Out Port	\$ 89.95
18220		Impulse	3							19				94.95
19220		Impulse	3							21				104.95
20221		Impulse	3 1/2				Gear Drive			21				149.95
17000		Recoil	3	P. Prod					1 - 3	19		Fiber Glass	Flymo, No Wheels	69.95
10013	Reel	Recoil	2	Briggs & Stratton		4	Gear		1/2 - 3	18		Steel	6 Blade, Split Clutch, Cast Side Plate	119.95
10313	Reel	Recoil	2	Briggs & Stratton		4	Gear		1/2 - 3	21			6 Blade, Split Clutch, Cast Side Plate	144.95
51060	Rider, Rotary	Impulse	6	Tecumseh			Friction		1 - 3	25			Windtunnel Housing, Safety Seat	429.95
63101	Rider, Reel	Recoil	4	Briggs & Stratton			Belt		1/2 - 2 1/2	58			58" Cut, 3 Reels	499.95
<b>TURFMASTER -- Huffman Mfg. Co., P.O. Box 1036, Dayton, Ohio</b>														
2855	Riding	Recoil	5	Briggs & Stratton	Gas	4	Neutral, Reverse	3	1 1/2 - 3 1/2	25		Steel	Differential On Rear Axle, Blade Can Be Disengaged While Engine Is Running	299.95 †
2844			4				Forward, Neutral, Reverse	1	1 1/2 - 3	24			Windup Height Adjustment, Disc Brake For Sure Stop On Hills.	209.95 †
2843			4				Forward, Neutral, Reverse	2	2 1/2 - 3	24			On Dash, Lever Control, Choke Speed, Stop, Blade Can Be Disengaged While Engine Is Running	164.95 †
2842			3 1/2				Forward, Neutral, Reverse	2	2 - 2 1/2	24			On Dash, Lever Control, Choke Speed, Stop, Blade Can Be Disengaged While Engine Is Running	132.95 †
2418	Self Propelled		3 1/2				Forward	1	1 - 3	21		Aluminum**	Front Wheel Drive	144.95 †
2429	Self Propelled		3 1/2				Forward		2 1/2 - 3 1/2	22		Steel	On Handle One Lever Control Choke, Speed and Stop	84.95 †
2417	Rotary		3						1 1/2 - 3	20		Aluminum**	Instant Cutting Height, No Tools Needed	85.95 †
2403									1 - 3	20		Steel	Single Lever Height Adjustment	85.95 †
2426										22			Single Lever Height Adjustment	66.95 †
2406										20			Single Lever Height Adjustment	64.95 †
2424	Hi Wheel*		3 1/2							22			16" Rear Bicycle Wheels	115.95 †
2425	Rotary		3							22			On Handle Lever Controls, Choke, Speed, And Stop	59.08 †
2405	Rotary		3							20				56.58 †
2485	Rotary		3						1 1/2 - 2 1/2	18				54.08 †
2212	Reel		2						3/4 - 2 1/2	21		Tubular***		116.58 †
2281	Reel		2						3/4 - 2 1/2	18		Tubular***	Other Lever Controls Clutch	99.81 †
* Rotary      ** Alloy      *** Steel      † Approximate Prices														
<b>VACUMAIRE -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6F1*	Rotary	Recoil	3	Briggs & Stratton		4		3		20	Y	Steel	Front & Rear Baffle, Engine Shroud, Giant Poly Single Control, Gas & Oil Gauges, 7" Wheels**	
6F1W		Impulse	3							20			Front & Rear Baffle, Engine Shroud, Giant Poly Dual Control, Gas & Oil Gauges, 7" Wheels, Scalping Disc, Special Bull Horn Handle	
6F2		Recoil	3 1/2							22			Front & Rear Baffle, Engine Shroud, Giant Poly Dual Control, 8" Wheels, Hub Caps, Scalping Disc, Special Bull Horn Handle, Grass Comb, Handle Shield	
6F2W		Impulse	3 1/2							22			Front & Rear Baffle, Engine Shroud, Giant Poly Dual Control, 8" Wheels, Wheel Height Adjusters, Bull Horn Handle	
* G-203 Grass Catcher For All Vacumaire Models      ** Hub Caps, Scalping Disc.														
<b>VACUMAIRE HI WHEELER -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6FHWP2*	Rotary	Recoil	4	Briggs & Stratton		4		3		22	Y	Steel	Front 8" Steel Ball Bearing, Rear 16" Steel Ball Bearing, Scalping Discs, Heavy T Handle, Grass Comb Deluxe, Throttle Control	
* G-202 Grass Catcher For All Vacumaire Hi Wheeler Models														
<b>VICOUNT -- General Appliance Mfg. Co., 6200 North 16th St., Omaha, Nebr.</b>														
6FC16*	Rotary	Recoil	3 1/2	Clinton**		4		3		20	Y	Steel	Front & Rear Baffle, Deluxe Throttle Control, 7" Wheels, Hub Caps, 2-Piece Chrome Handle	
6FC16W		Impulse		Clinton**									Front & Rear Baffle, Deluxe Throttle Control, 7" Wheels, Hub Caps, 2-Piece Chrome Handle	
6FC16H		Recoil		Clinton**									Front & Rear Baffle, Deluxe Throttle Control, 7" Wheels, Hub Caps, Wheel Height Adjusters, 2-Piece Handle	
6FC16WH		Impulse		Clinton Flat Top**									Front & Rear Baffle, Engine Shroud, Giant Poly Dual Control, 7" Wheels, Hub Caps, Wheel Height Adjusters, Special Bull-Horn Handle, Handle Shield	
6FC22		Recoil		Clinton Recoil**						22			Front & Rear Baffle, Deluxe Throttle Control, 8" Wheels, Hub Caps, Heavy T Handle	
6FC22W		Impulse		Clinton**									Front & Rear Baffle, Deluxe Throttle Control, 8" Wheels, Hub Caps, Heavy T Handle	
6FC22H		Recoil		Clinton**									Front & Rear Baffle, Deluxe Throttle Control, 8" Wheels, Hub Caps, Wheel Height Adjusters, Heavy T Handle	
6FC22WH		Impulse		Clinton Flat Top Tank**									Front & Rear Baffle, Engine Shroud, Giant Poly Dual Control, 8" Wheels, Hub Caps, Wheel Height Adjusters, Special Bull Horn Handle, Handle Shield	
* G-203 Grass Catcher For All Vicount Models      ** Gas Gauge & Primer														
<b>YARD-MAN -- Yard-Man, Inc., 1410 West Ganson, Jackson, Mich.</b>														
1040	Power Reel	Recoil	2	Briggs & Stratton		4	Forward, Neutral	1	1 1/2 - 2 1/2	18	Y	Steel	Magic Control Handle, Raise To Start, Lower To Stop, Fast Set Wheel & Roller Adjusters, 6 Blades	124.95*
1050	Power Reel		2			4	Forward, Neutral	1	1 1/2 - 2 1/2	21		Steel	Same As Above, Plus 2 Piece Cast Cutter Bar	134.95*
1070	Power Reel		2			4	Forward, Neutral	1	1 1/2 - 2 1/2	21		Steel	Same As Above Plus, Large Rubber Covered Rollers, Larger Drive Wheels, Heavy Duty Handle, Longer Wheel Base	154.95*
2250	Push Rotary		3						1 - 3	20		Aluminum Alloy Steel	Twin-Deck, 1 Year Guarantee	84.95*
2180	Push Rotary		3						1 - 3	20			Twin-Deck, 1 Year Guarantee, Safety Blade Clutch, 5 Year Crankshaft Guarantee	104.95*
2260	Self Propelled Rotary		3 1/2				Planetary Transmission W/ Pawl Pinion Drive	**	1 - 3	22			Twin-Deck, 1 Year Guarantee, Magic Control Handle, Variable Speed Transmission	139.95*
2210	Self Propelled Rotary		3 1/2				Same As Above	**	1 - 3	22			Same As 2260 Plus Safety Blade Clutch, 5 Year Crankshaft Guarantee	154.95*
3170	Riding Rotary W/ Mower		4				Automotive Forward, Neutral, Reverse	1	1 1/2 - 3	25		Steel	Full Floating Deck	249.95*
250	Riding Tractor W/ Mower		4				Automotive Forward, Neutral, Reverse	1	1/2 - 2 1/2	25		Steel	6 Bladed Reel With Up Front Mowing	349.95*
600	Riding Tractor W/ Rotary Mower		6	Tecumseh			Automotive Forward, Neutral, Reverse	1	1 1/2 - 3 1/2	30		Steel	Floating Deck With Up Front Mowing	379.95*
** Variable      * Prices Are Recommended List														
<b>YAZOO -- Yazoo Mfg. Co., 3607 Livingston Rd., Jackson, Miss.</b>														
AV5-20	Push	Recoil	3 1/2	Briggs & Stratton, Clinton					1 1/2, 2 1/2 & 3 1/2	20	Y	Steel		117.95*
AV-20	Push	Recoil	3 1/2						1 1/2 - 3 1/2	20				140.87
A3-22			3 1/2, 4 1/2							22				213.95
B33-24FSP			4 1/2							24				266.95
B3-24			4							24				286.45
B6-24	Push	Rope, Recoil	6, 7	Briggs & Stratton, Wisconsin						24				231.95
H66-26FSP	Self Propelled	Rope, Recoil	6, 6 1/2, 7	Wisconsin, Kohler, Briggs & Stratton						26				251.95
YR6-32	Riding	Recoil	6	Briggs & Stratton					2 1/2 - 10	32				291.95
YR6-32		Electric	6	Briggs & Stratton						32				401.95
YR-36		Rope		Kohler						36				411.95
YR-36		Electric		Kohler						36				391.95
YR-42		Rope	9.6	Clinton						42				358.95
YR-42		Electric	9.6	Clinton						42				449.95
YR-42		Rope	9.2	Wisconsin						42				499.95
YR-42		Electric	9.2	Wisconsin						42				692.95
YR-48		Rope	10.3	Clinton						48				790.60
YR-48		Electric	10.3	Clinton						48				879.10
YR-48		Rope	9.2	Wisconsin						48				835.15
YR-48		Electric	9.2	Wisconsin						48				909.95
YR-60		Rope	12.5							60				855.15
YR-60		Electric	12.5							60				929.95
YR-60		Rope	12.5							60				949.10
YR-60		Electric	12.5							60				1,096.60
* Prices Are Fair Traded														

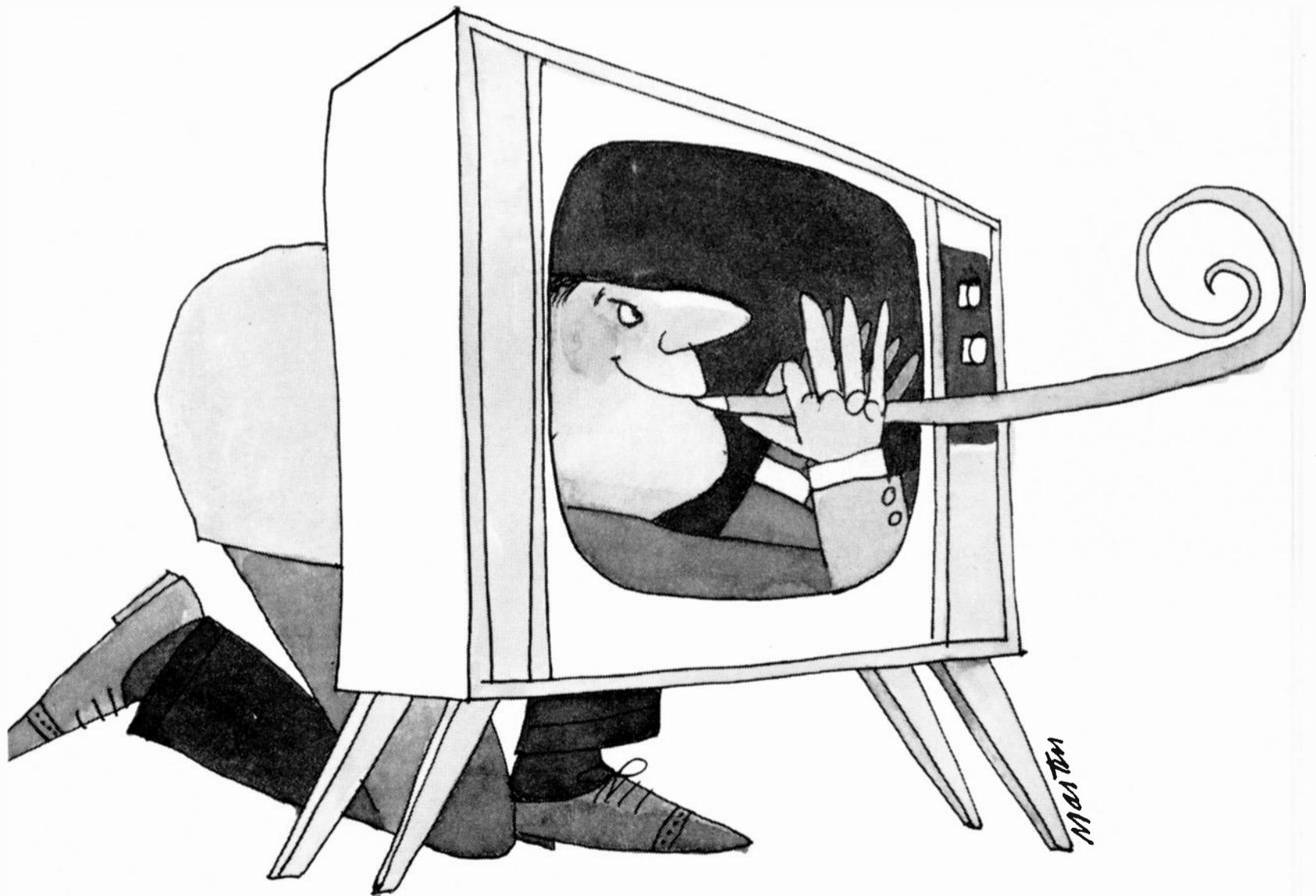


# Your Philco Distributor has a great surprise for you at his Open House.

You've never been to an Open House like this one before. Because now Philco's *really* moving. There are more new tv and stereo models than you ever expected to see at this time of the year. Plus some great promotion and premium ideas. And a radical new approach to Open House values.

It all adds up to the most exciting, most surprising first-quarter program in Philco's history. And don't be too surprised if it adds up to the best January, February and March you ever had.

**PHILCO** TELEVISION • STEREO PHONOGRAPHS  
RADIO • HOME LAUNDRY • RANGES  
REFRIGERATORS • AIR CONDITIONERS  
FAMOUS FOR QUALITY THE WORLD OVER®  
A SUBSIDIARY OF Ford Motor Company.



Philco's really moving!

*Year-end wrap-up:* This is the last of four retail sales surveys planned by MERCHANDISING WEEK in cooperation with McGraw-Hill World News.

## Retail sales report: enough Christmas cheer for another quarter

"We're still dazed by it all," said Sol Feuerstadt, of Polk Bros., in Chicago. "It's been a hot year for everything."

"1965 will go down as the all-electric year," said one buyer for a large Cleveland department store. "In 1964, it was really only the Hamilton Beach electric knife and a few others that had the volume sales. But this year every other electric knife, as well as many other electric items, sold extremely well. Every electric we had—except for a few—sold. Everything went out the door."

"Just took off the week before Christmas and almost cleaned us out," reported Bob McBurney, housewares buyer for the House of Values, a Seattle mass merchandiser.

"It was the biggest month in history by far," said Chip Klaber, merchandising manager for Cal Stores, a two-outlet mass merchandiser in Southern California.

"The only two major disappointments were snow blowers and humidifiers," a Cleveland department store buyer commented, echoing others. (See story below.)

**Final sales figures should show increases** for the year ranging upward to 20%, largely based on the strong fourth-quarter and Christmas selling season. Buyers, some of whom will not have final year-end figures for another few weeks, generally said they also expected profits to be up a percentage point or two.

**The momentum will carry over** into the first quarter, buyers believe. Most said they expected first-quarter sales this year to be up at least 10% over 1965, giving them a head start on buyers last year's records.

Buyers are reacting to shortages in many different ways. Some are teed-off. Others are understanding, even a bit philosophical. A few do not know what the industry means when it talks about shortages.

"The only reason profits aren't even higher," reported a Detroit distributor, "is because manufacturers haven't been able to deliver enough to keep up with the demand. You just don't anticipate that sales are going to jump by 25% over last year. If I had predicted to anyone that it would happen, they would have said I was nuts. But it did happen."

"We're going to the Housewares Show in Chicago," said the buyer for a Cleveland drug chain, "and try to get shorter delivery lead times. Manufacturers typically close their order points in late October or early November. But we, as buyers, can't really know what to buy until our store managers tell us at a meeting

### The top 10 housewares

1. Slicing knives: the "hole" led
2. Teflon-coateds were still magical
3. Vacs: they cleaned up this Christmas
4. Irons: Teflon-coated and spray
5. Coffeemakers brewed strong sales
6. Toothbrushes: the action was upward
7. Blenders: an unbelievable showing
8. Mixers: no more tv dinners
9. Gift housewares: intoxicating sales
10. Hair dryers: professionals led

in early November. And they can't tell us until they see what gets a drag from customers in early lay-away sales. Often we don't really find out. What we're working on is a hand-to-mouth basis with manufacturers."

"Shortages?" exclaimed a New York City buyer. "Our suppliers took good care of us."

"We had lots of trouble getting percolators," said a Midwestern buyer. "The Hamilton Beach knife turned up short the last two weeks. The Sunbeam line was hard to get and we had trouble on some GE items, like coffeemakers and some irons."

"Sunbeam made it rough by advertising too much," said a San Francisco retailer.

"Manufacturers used saturation advertising really for the first time," said a New York City buyer. But they didn't adjust their production schedules accordingly. They underestimated the pulling power of their advertising."

Some buyers said they dropped ads planned for the final weeks of the season because they were not sure they could provide the merchandise to be featured. Several said they wished they had advertised certain products harder, particularly blenders.

**Which slicing knife sold best?** Judging from the survey, it was a close race between Hamilton Beach and General Electric, with Hamilton Beach coming out on top for two reasons: (1) saturation advertising and (2) better delivery position than its competitors. GE's big edge in the cordless knife field almost put the firm on top, although Hamilton Beach's high-end Convertible plug-in/cordless knife gained good volume considering its high sales ticket.

Although "everybody's knife sold," the next three top knife lines, judging from the surveys, were Sunbeam, Merit, and Roto-bruil.

**Other best-sellers** as cited by buyers:

Robeson's cornpopper despite late delivery; Farberware's Open Hearth rotisseries, especially the new apartment-size model; Salton and Cornwall warming trays; Pollenex deep-heat massager; blenders from a variety of producers; toothbrushes; can openers; shavers; Teflon-coated electrics and Teflon-coated cookware; broilers; irons; toasters; mixers, with surprising strength among the stand models; power tools; bar stools and bar goods, in general; woodenware serving accessories, and, as buyers keep saying, "everything, even corn-poppers."

Buyers will stress gift housewares more heavily during the spring gift season, based on their sales results at Christmas. Buyer after buyer told of plans to enlarge their assortments of merchandise designed to attract the hostess. "That's where the real profits are," said a New York buyer.

Blender assortments will be enlarged and upgraded. Some buyers said they were sorry they had not anticipated the big surge in blender sales. Others talked of profits from the strong trade-up selling.

"The better stuff sold well, and that's the biggest story of the Christmas season," reported a New York City buyer. Although promotionally priced merchandise sold well, too, and showed increases, the biggest sales increases—and most of the extra profit—came from the higher volume at the high end.

**The Christmas season made the year**, although the entire second half proved out strong. For many retailers, Christmas came as early as October. In other areas, the big push did not come until the final two weeks of the Christmas season.

There were disappointments earlier in 1965: The Mother's Day selling season was off for many retailers, the spring garden goods season could have been better, and the fan season proved a big flop.

But "way over expectation" was the typical reaction to the fourth-quarter sales performance. It was not unusual to find buyers claiming fourth-quarter volume ahead as much as 25% and sales for the year up by 15%.

**Retailers are close to being cleaned out** of merchandise, a good omen for manufacturers awaiting the arrival of buyers in Chicago.

But manufacturers will be forced to explain why they could not deliver more, and, particularly, what they are doing now to improve the delivery picture for the first quarter of 1966. And that first quarter looks like a winner.

## Snow thrower industry: everybody talks about the weather . . .

The best laid plans of man—and the snow thrower industry—may once again go for naught. Despite such sacrosanct retailer utterances as "You have to pray for a lot of snow, early" (MW, 20 Sep '65, p.20), the gods of precipitation have treated snow thrower people as though they are little better than the citizens of Gomorrah.

While no one has been turned into a pillar of salt, the industry consensus is that sales have been no great shakes. The Outdoor Power Equipment Institute estimates snow thrower sales this season will be about the same as last winter's: approximately 165,000 units.

With few exceptions, consumers in the densely populated Eastern states have enjoyed mild weather so far in this winter. Even the oft-times snow-bound Midwest has not had much more than low temperatures so far.

**The number of retail outlets** has both increased and decreased, varying with each region of the country. A spokesman for one major distributor reports they are in a good position to meet any sudden storm-induced demand for snow-throwers. Distributor Ray Kinna, of Philadelphia Toro Co., concurred, "We have stepped up our dealer assistance."

On the other hand, Robert Graves, of Toro Power House, in White Plains, N.Y., Toro's distributor for the massive New York City metropolitan area, indicated that the number of Toro snow thrower outlets has decreased, from 330 a few years ago, to 200. He also claims the same is true for other brands.

"The public is not conscious of the need for snow throwers," Graves remarked, "since drought conditions have prevailed so long."

**The promotion of low-priced units**

has been the counter-proposal for selling snow throwers during mild winters, especially in the "fringe" areas that usually get only a few large storms each year.

Sunbeam, for example, is pushing its low-priced electric models. The Teflon-coating feature on some of these units indicates toward whom the snow throwers are being pushed—the housewife. Toro's best seller has been the under-\$100 Snow Pup, according to key retailers and distributors. Toro even dropped its 25-inch top-of-the-line unit, at \$350.

Lightweight models appeal not only to women, but also to those cardiac-conscious customers who fear strenuous exercise. This so-called "health angle" is clearly exploited in most snow thrower sales promotions.

**The direction of sales**—compared to last year at this time—generally has been upward, though percentage in-

creases are not much consolation to retailers who sold nothing last winter and next to nothing so far this season.

Some trade observers believe snow thrower sales will blossom when the snow thrower becomes a "status symbol," just as tractor mowers have with owners of moderate-sized lawns. Unfortunately, such speculation overlooks the fact that, to qualify for admission to the highly esteemed status category, a product must perform a leisure-time function. Mid-winter meandering in sub-zero weather is hardly as attractive as an ostensible summer ride atop a tractor mower.

One distributor prophesied that unless heavy snow falls by Ground Hog Day, (Feb. 2) the sales picture will hardly be bright. "At least we're ready this time. A few years ago we didn't know a snow thrower from a perc."

—Robert C. Rowe

□□□□ **'Go Cordless . . . Go Carefree'** is the slogan for Union Carbide's 1966 promotion of cordless electric products. Union Carbide will use a two-page, full-color ad in the May issue of *House & Garden* magazine to promote cordless products, and will also work with manufacturers and retailers in setting up "Cordless Corners" in leading department stores. Union Carbide estimates that 9 million cordless clocks, \$38 million worth of cordless shavers, and 2.5 million cordless knives were sold at retail in 1965.

□□□□ **Hoover is entering the blender field** with a 7-speed, push-button model to retail under \$60. The 600w unit features a 48-oz. container with a pouring spout and measuring cap. The stainless-steel cutting blades are designed to rotate inside a flat base to draw in food for faster, more even blending. It is styled in beige, coppertone, and chrome.

□□□□ **Rayette is offering a new hair dryer line:** two models of a Futura Professional Portable, with manicure and nail-drying attachments and snap-up hood; a quick-dry portable; and a hatbox-style model called Travelette.

□□□□ **GE has cut price on a Universal item:** model US-2, a Teflon-coated high-dome frypan, now carries a \$2 lower fair-trade price of \$19.80. A similar price cut has been made in the Handy-Hannah line which is marketed through drug stores.

In another Universal move, GE has named Robert Boian as manager of corporate buying office relations for the Housewares Division. Boian is succeeding Joseph C. Hunt, who will serve as a consultant until he retires on March 31.

□□□□ **Metal cookware sales will increase 5% in 1966,** predicts the Metal Cookware Manufacturers Assn. (MCMA). A 5% increase would push the 1966 volume to \$485 million. The MCMA now projects 1965 volume at \$460 million—a 15% gain.

DuPont is even more optimistic in its projections of 1966 sales of Teflon-coated cookware. It forecasts a 20% increase in sales of frypans and a 40% increase in sales of saucepans this spring, compared to the level reached in the spring of 1965. DuPont has revised its 1965 estimate of Teflon-coated sales upward—to 61.5 million Teflon-coated products sold at retail.

□□□□ **Club Aluminum will market imported cookware,** and will thus become the sole U.S. source for the Irish cast-iron line made by Waterford Ironfounders Inc.

□□□□ **Hahn Eclipse's 1966 power mower line** consists of three riders, six self-propelled models, and five push mowers. The line begins with a 17-inch unit powered by a 3-hp, 4-cycle engine that carries a \$79.95 fair-trade price. A 20-inch self-propelled mower with impulse starter is fair-trade priced at \$149.95. The Hahn Eclipse rider mowers range in price from \$299.95 to \$369.95.

Specifications on the Hahn line were not available in time for inclusion in the comprehensive coverage in this issue (see pp.20-27).



*Shetland offers eight decorator designs in its Fashionable vac line*

## Shetland styles up for 1966 with a decorator line of vacs

Shetland/Lewyt has done to canister vacuum cleaners what Kelvinator has done to refrigerators: jazzed up its products with decorator patterns and colors.

Shetland's decorated vac line has been dubbed the Fashionables. The line is made up of four models with eight patterns and colors, although not all colors and patterns are available on all models. Shipments will begin this month.

**Pricing is the same** on the Fashionables—\$32.95 to \$64.95—as on their undecorated counterparts. "That's the nicest part," said A.S. Bross, Shetland's marketing vice president.

"When a woman sets out to buy a vacuum cleaner," Bross explained, "she can choose the one which suits her taste and not pay one cent more than she would pay for the same cleaner without fashion, color, and design."

The danger of such a departure is that the corporate tastemakers may

have inaccurately gauged what the majority of women will accept. Shetland is relying on the probes it has made to prove Fashionables really are what women want.

"Every test result reinforced our idea," said Bross. "A single design was tested first in the jewelry trade, where the results were a quadrupling of sales. It was then shown to selected major department store buyers and met with unusual enthusiasm in almost every case," Bross noted. The Fashionables were "surveyed by consumers and sneak-tested in six major stores around the country."

**Shetland's Fashionables as gifts** could be a reality, contends Bob Guerriero, the company's director of advertising and sales promotion: "Now, we can suggest vacuum cleaners as gifts and expect the lady to give us serious consideration."

Shetland's apparent confidence is reflected in this remark by Bross: "Sure, we'll be copied."

## Westinghouse singles out blenders for its January product push

Westinghouse has chosen blenders for its January effort to strengthen electric housewares sales. The Mansfield, Ohio, manufacturer is introducing three new blenders, including a high-end model with solid-state speed control and built-in timer.

Additional new products are a Teflon-coated iron, and a waffle baker coated with DuPont's magic.

**This is one more step** in the Westinghouse product-by-product effort to increase its housewares business: last July, the emphasis was on percolators; last January, it was on vacuum cleaners.

The top-of-the-line solid-state blender, model HA40, has infinite speed settings. Its key features are lower speed settings and increased power, according to Robert C. Gundaker, division marketing manager, who points out that foods can now be thoroughly stirred—gently and without foam. The blender, with 56-oz. container, also features an automatic timer. Blending time can be set from five to 60 seconds. Suggested retail price is \$65.

The HA20 seven-speed blender is equipped with a 46-oz. plastic con-

tainer. It has a list price of \$47.95.

The three-speed HA05 blender comes with a 38-oz. plastic container. It carries a list price of \$24.95.

The latest Steam 'N Sprinkle iron has a Teflon-coated soleplate, 17 steam vents, and a push-button sprinkler. Suggested retail price is \$20.95.

Westinghouse's new four-section waffle baker, with Teflon-coated grids, is chrome-plated with black styling. Suggested retail is \$34.95.

**Dealer specials:** a white-handled Steam 'N Dry iron and a Welmaid \$1.98 Teflon-coated ironing board cover, offered at a reduced price on the Royal Lady line; one housewares product free with purchase of 15 of the same item during January and February, with 15 products to choose from; three HL-40 broiler/fry pans included with each 24 purchased; a baker's dozen deal on the HZ-10 hair dryer; 12 heating pads for the price of 11, or, a 15-unit assortment for the price of 11.

**Consumer specials:** a picnic set included with roaster ovens; reduced price on a silver sugar-and-creamer set with the purchase of an Early American coffeemaker.



## ***Durable Press:***

# **The revolutionary new way to sell washers and dryers!**

### **Good Housekeeping Has The Promotion To Help You Sell**

It begins this April in the pages of Good Housekeeping. Seven fact-filled pages that will tell over 14,000,000 readers all about Durable Press. And why automatic washers and dryers help the Durable Press in fabrics to look better and last longer.

### **Coordinated In-Store Merchandising Programs**

Appliance and department stores across the country will tie-in with this new concept in automatic laundry merchandising. Good Housekeeping will supply comprehensive point-of-purchase kits to give all participating retailers complete Durable Press merchandising programs. (Department stores will receive special material to build cross-traffic between their apparel and appliance departments.)

### **Year-Round Opportunity For Manufacturers**

Good Housekeeping's Durable Press promotion is a continuous selling program. Manufacturers will capitalize on it throughout the year by using Durable Press tie-in stickers on the outside of their machines—and Good Housekeeping's Laundry Facts booklets inside.

# **Good Housekeeping**



to Jack Siegrist, Good Housekeeping  
959 Eighth Avenue, New York, N.Y. 10019

**Yes! I want to join the exciting  
"Durable Press" Promotion.  
Please send my kit to**

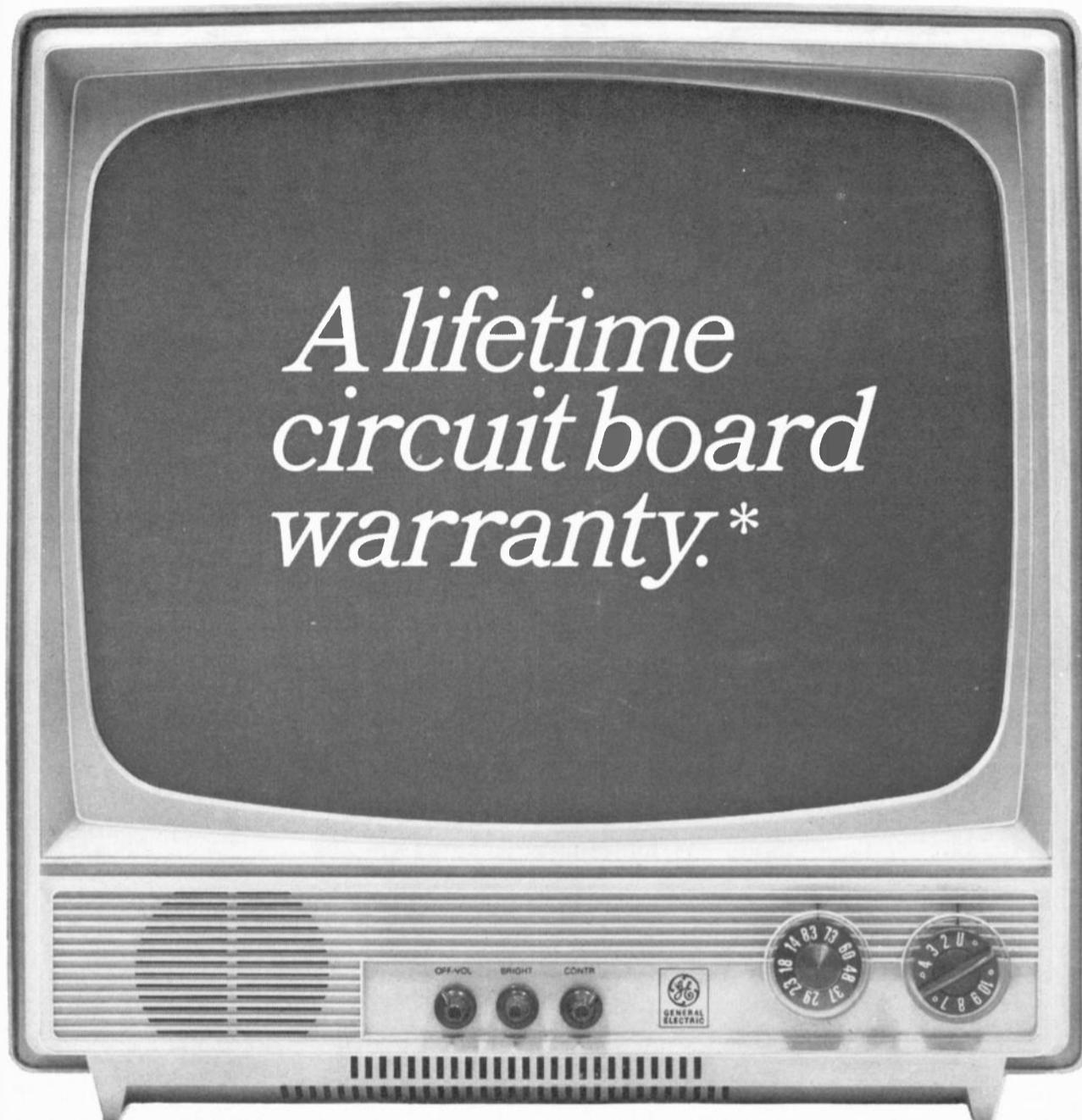
Store Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# *What do G-E dealer dealers would like*

# *rs have that other to have?*



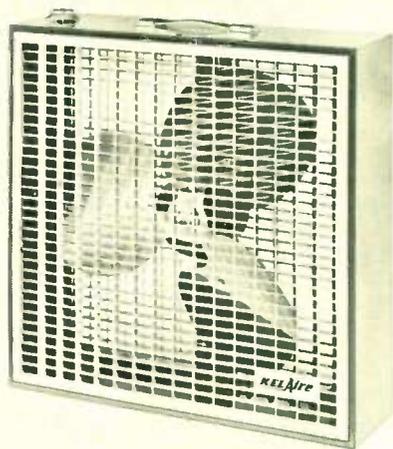
Let's end the circuit-board argument right now.  
Some people have printed circuit boards.  
Some people have handcrafted circuitry.  
But we have Guaranteed-For-Life Circuit Boards.  
So it looks like we're the only people who've  
put our money where our mouth is.  
The end.

\*The General Electric Company guarantees the etched-circuit board to be free of manufacturing defects for the lifetime of the television receiver.

The General Electric Company will, at its option, repair any defects or accept claims for such repairs provided repairs are made by one of the following: (a) General Electric Distributor. (b) Franchised General Electric Dealer. (c) Authorized Independent Service Agency.

Television Receiver Department, Syracuse, N.Y.

**GENERAL  ELECTRIC**



**Kel Aire two-speed fan**

Kel Aire introduces a new two-speed electric fan.

Model 5000 features a 20-inch, deep-pitch aluminum blade powered by a General Electric AC motor. The blade is electronically balanced for vibration-free operation. The fan housing, 22 inches by 22 inches by 6 1/4 inches deep, is finished in neutral baked enamel. A molded plastic grille covers front and rear. A folding handle assures easy portability. Circulating at 5,000 cfm, the fan is said to change the air of five average-size rooms in two minutes. The unit's shipping weight is 22 lbs. *Keller Electric Inc., 18000 State Road 9, Miami, Fla.*

**Oasis dehumidifiers**

Three new dehumidifiers are introduced by Oasis.

The top-of-the-line model, the OD-300 Grenadier, has a 10-qt. capacity. It is certified to remove a maximum of 24 pints daily, given an 80-degree temperature and 60% relative humidity. The second model, Guardian OD-200, and the third model, Watchman OD-100, have a smaller water capacity.

All three models feature built-in humidistats and concealed rollers. All are available in walnut-grained vinyl laminated to steel with a steel grille in baked-on beige enamel. *Ebco Manufacturing Co., 265 N. Hamilton Rd., Columbus, Ohio 43213.*



**Texas Ware melamine service**

Texas Ware introduces three new patterns in melamine dinnerware to retail for \$29.95.

The new patterns are Bonita (shown), Dimension, and Madrid, all reflecting a Spanish influence in design. The company claims its product is three to seven times more resistant to stain than other melamine ware. Cups, plates, and saucers have footed bases and are guaranteed for two years against breaking, cracking, chipping, and permanent staining. The 45-piece sets serve eight. *Texas Ware, 2700 S. Westmoreland Ave., Dallas, Tex.*

**Special introductory offer: BUY 11, GET ONE FREE!**



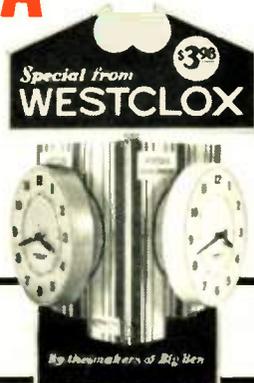
**NOW! FOR THE FIRST TIME!**

**NEW ELECTRIC DECORATOR WALL CLOCKS FROM WESTCLOX! AT A NEW LOW PRICE! ONLY \$3.98!**

Limited offer only! Get the profit opportunity of a lifetime! With this new, smart Westclox Prim. Goes with every kitchen decor. Striking pebble finish face. Big easy-to-read dial. Buy 11! Get one additional Prim FREE! Available in open stock and assortments. In white, sandalwood and yellow.

**PLUS! FREE NEW COLORFUL COUNTER DISPLAY!**

With Assortment No. 29039. Includes 3 Prim electric decorator wall clocks.



**Allied Chemical dinnerware**

Allied Chemical introduces a new Artisan line of melamine dinnerware patterns for 1966, designed by Georges Briard.

Some of the 16 patterns will retail at \$29.95 and others at \$39.95 for a 45-piece service for eight. Serving platters and saucers carry the pattern. A sample pattern, "Summer Love" (\$39.95) is shown. *Allied Chemical Corp., Stetson Products, 1413 Merchandise Mart, Chicago, Ill., and 212 Fifth Ave., New York, N.Y.*



**Northern humidifier-vaporizer**

Northern electric announces a portable humidifier-vaporizer at \$24.95. It has a 1 1/2-gal. capacity, automatic shutoff, signal light, and air filter. *Northern Electric, 5224 N. Kedzie Ave., Chicago, Ill. 60625.*

WESTCLOX DIVISION  **GENERAL TIME**  
Progress in the World of Time

## Dormeyer mixers: more chrome-on-plastic models

Dormeyer is using chrome plating on plastic for a new mixer, the Silver Chef, available in either portable or hand-stand versions. Dominion introduced a chrome-on-plastic hand mixer last year.

The hand mixer, model HM-8-CH, carries a \$17.95 suggested retail price. The stand version, model SM-22-CH, with glass bowl, has a suggested list price of \$26.95. The Silver Chef models feature three mixing speeds and push-button beat-ejection.

A new slicing knife, the Electric-carver, comes with stainless-steel

blades and a storage case for wall or counter use. Suggested retail price is \$26.95.

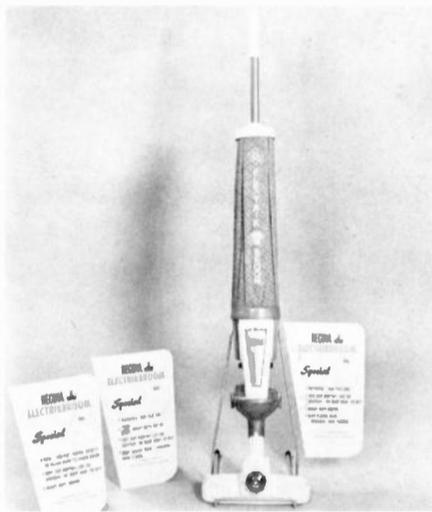
A free bonus offer is being made on the firm's hedge trimmers. A 19½-inch lopping shear is packed with each Dormeyer hedge trimmer, models P-700, P-800, and P-900. In addition, the firm is offering a "door-buster deal" for distributors on a variety of items. A coupon for a free tube of Crest toothpaste is being packed with the firm's toothbrushes. *Dormeyer Division, Webcor Sales Co., 700 N. Kingsbury St., Chicago, Ill. 60610.*

## Regina designs a new Elektrikbroom display

Regina offers a new Elektrikbroom display and sales cards at a cost of \$2 each with the order of each Elektrikbroom.

The all-metal display stand, designed by Regina, is a tubular unit that holds the Elektrikbroom lightweight vacuum cleaner. Side clips hold one of three interchangeable sales message cards for use with three Elektrikbroom models: the Plain Nozzle Broom, the Rug Pile Dial model, and the Two-Speed Heavy Duty Brooms.

Regina is offering two-week delivery on the display stands. *Regina Corp., 313 Regina Ave., Rahway, N.J. 07065.*



## Wilmart introduces insulated picnic bags

Wilmart introduces two new insulated picnic bags.

The first bag, model 6611, decorated with a floral pattern on vinyl, is insulated with glass fiber. Retail price is \$5 and up. The second bag, model 2880, in striped vinyl and glass fiber insulated, is made to carry six beer cans or soft drink cans. Retail price is \$1 and up.

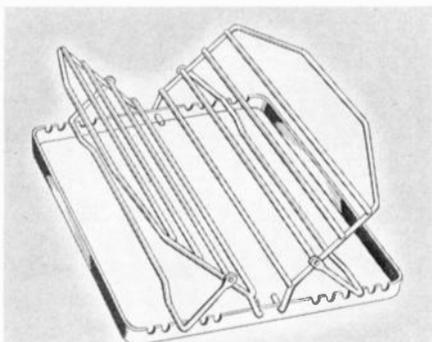
Both bag models are equipped with plastic handles riveted to their sides. *Wilmart Products Corp., 50 Noble St., Brooklyn 22, N.Y.*



## Lynch-Jamentz adds adjustable roast rack

Lynch-Jamentz introduces a Teflon-coated adjustable roast rack for January delivery.

The new nickel-plated steel rack is adjustable from a flat grill to six V positions that raise the meat above the cooking surface. It can also be used as a cake and pie cooling rack. Packed 12 to a 13-lb. carton, the racks will carry a retail price of \$3.98 each. *Lynch-Jamentz Co., 1109 N. Virgil Ave., Los Angeles, California 90029.*



## Foodco's grater carries a lifetime guarantee

Foodco announces its new rotary fine grater with a suggested retail price of \$6.25; the unit carries a lifetime guarantee. The unit can be used for grating cheeses, coconut, or for making purees.

A deluxe hand-powered unit, which is designated Griscer model

No. P9, it features a diecast aluminum hopper and a nickel/chromium-plated steel cutting cone. The units come individually gift-packed and are immediately available. The shipping weight of the unit is 2¼ lbs. *Foodco Appliance Corp., Griscer Division, 405 E. Marion St., Waterloo, Ind.*

## Tonka bolsters its line with bowl-style barbecue

Tonka Firebowl is adding a bowl-style barbecue with built-in firestarter to its new outdoor living line (MW, 27 Sep., p.27).

The new model's deluxe unit (No. 6687) features a chrome-plated grid with feed door, a warming oven with modern styling in rectangular temperature indicator and adjustable vent control, and a wood-handled spit with adjustable four-tined forks. Sturdy, four-legged design features sockets for easy assembly.

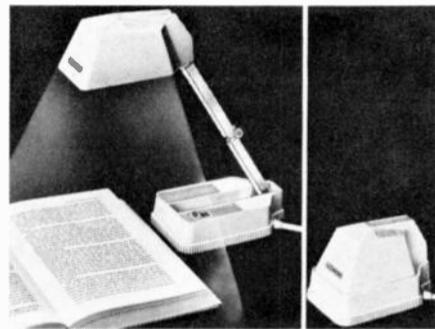
Expected retail price of the barbecue is \$30. *Tonka Toys Inc., Mound, Minn.*



## Electrix adds folding high-intensity lamp

Electrix introduces a new high-intensity lamp with a fold-down neck.

The collapsible neck is brass-plated cast zinc. The new lamp folds down into a compact unit 4 inches high by 3½ inches by 6 inches. The shade features ventilation slots and a chrome reflector. Also featured are a felt-lined base and an off-on rocker switch. The unit is guaranteed for one year. *Electrix Inc., Port Chester, N.Y. 10573.*



## Milmour announces a new high-intensity lamp

Milmour is introducing a new high-intensity lamp called the Astro-Lite.

The Astro-Lite retails for about \$12.95. Both base and heat-proof shade are made of non-breakable high-impact plastics. The flexible neck is chrome-plated. The lamp's transformer carries a 5-year unconditional guarantee. Power specifications for the new lamp are 15 candle power, 120 volts, and 60 cycles. All wiring and the cord set is UL-approved. The unit, which can also be used as a hanging lamp, comes in white and beige. One color only will be shipped per carton of 12 units. *Milmour Products Inc., 6720 N. Lincoln Ave., Lincolnwood 45, Ill.*



## Gulton offers rechargeable emergency light

Gulton introduces a new "standby" light with a retail price of \$9.95.

The light, powered by nickel-cadmium batteries, is designed for use as emergency lighting. It is stored-plugged into an AC household outlet. When needed, it unplugs for use as an ordinary flashlight at a cost of less than 1¢ a week, according to Gulton. *Gulton Industries, Alkaline Battery Division, 212 Durham Ave., Metuchen, N.J.*



## Troy shows new cord and battery carving knives

Troy introduces three new slimline model electric carving knives.

The over-all weight of the knives is the lightest on the market, according to Troy. A safety feature is the gun trigger, which, Troy says, offers greater protection against accidental starting than do conventional push-buttons. The shuttle arms are made of non-wear nylon. The leader model, with an 8-ft. cord, retails for \$14.95. With table-wall mount: \$15.95. The

knife, mount, and a carving fork: \$19.95. Troy's slimline cordless rechargeable units are the 3-cell ES/RET-3 unit (\$24.95) and the 4-cell ES/RET-4 (\$29.95). The knives feature a built-in fan jet for motor cooling, two serrated stainless-steel blades, and a recharging base. A one-year replacement guarantee comes with each unit. *Troy Industries Inc., 35 Marbledale Rd., Tucka-hoe, N.Y.*

# January 11, 1966 every Sylvania dealer will take part in an exciting television adventure.



Tuesday evening, January 11, at 10 PM EST, General Telephone & Electronics begins its sponsorship of 10 CBS Color Specials. And Sylvania Entertainment Products will be featured in a 2-minute color commercial.

The first program, "The Search for Ulysses," with James Mason as the voice of Homer, is a fascinating modern re-creation of Ulysses' voyage of discovery. It will be an exciting new television adventure for all of us.

The outstanding quality of these programs provides a perfect vehicle for Sylvania's prestige line of products. It adds further momentum to our support advertising for dealers.

We hope you'll join us on Tuesday evening for the inauguration of this exciting new combination: a television program and a selling program dedicated to excellence.



**SYLVANIA**  
SUBSIDIARY OF  
GENERAL TELEPHONE & ELECTRONICS **GTE**