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WESTBROOK MAINE

# MERCHANDISE WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

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◆ □ □ □ The second Christmas is coming, and the surfing Santa pops up to make a point: there is a growing sales potential in housewares gifts for Mother's Day, Father's Day, and June brides and grads. For a merchandising report on making springtime as gift profitable as yuletide, see.....p.26

## AT PRESSTIME □

□ □ □ □ Color tv prices during the two weeks ended Mar. 5 hit an average of \$582—up \$10 from the average retail price last December and up \$42 from the average retail price last September, according to Daniel Starch and Staff, a business research organization. However, the average retail price of color tv in March, 1965, was \$597—\$15 higher than at the same time this year.

Of total industry tv sales, 46% of the units sold were color and 75% of the retail dollars brought in by tv sales came from color tv. Thirty-eight models, representing seven brands, accounted for 40% of all color tv sales. The fastest moving model alone accounted for more than 2% of total color tv sales. The selling price for this one model ranged from \$540 to \$749, with a median price of \$600. It should be noted, however, says the Starch study, that reported retail selling prices in some cases include optional features, installation and finance charges.

In b&w tv sales during the two weeks ended Mar. 5, the average retail selling price was \$170, down \$30 from the same period last year.

The Starch report is based on a weighted sample of 1,826 retail outlets throughout the U.S.

*continued on p.3*

Vince Coogan

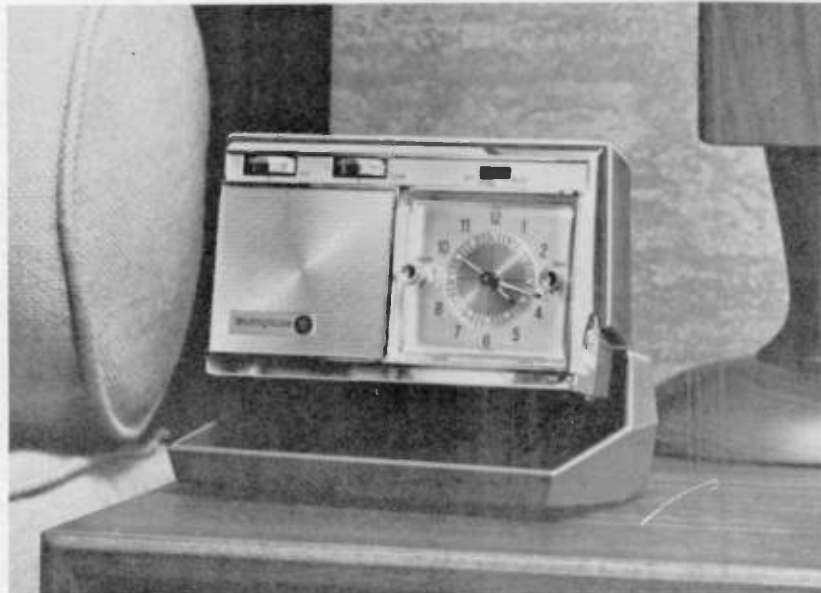
# Ask M.J. Guiheen and Westinghouse about clock radios that light up, go places, talk to each other and sell like hotcakes.



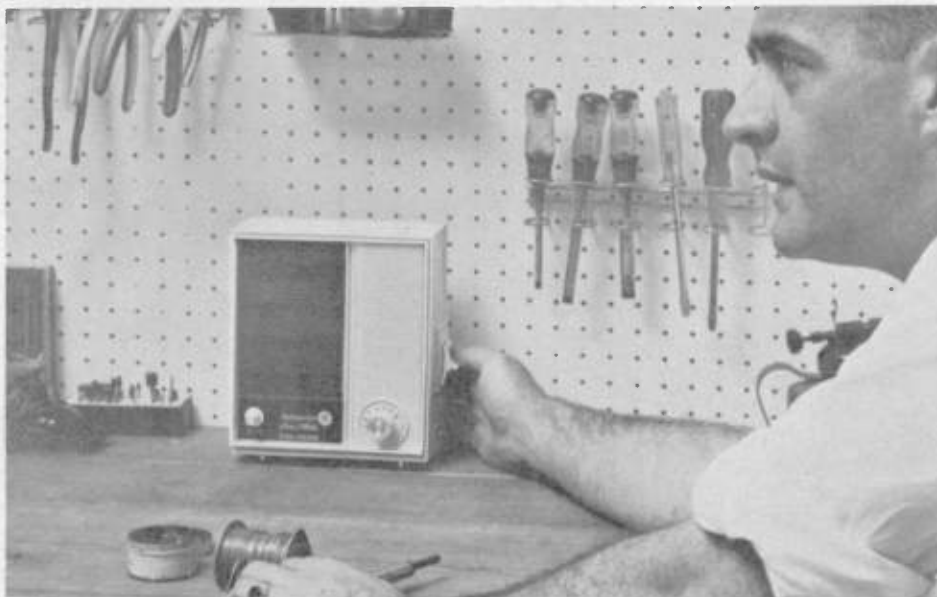
"As Merchandising Manager for Westinghouse radios, phonos and tape recorders, I know that the more you can offer a customer, the less resistance he'll offer you. Here are three new ideas that were built for you, to those specifications.



"Here's a **Travel Clock Radio** that's really a gem. The high impact case is finished in a textured leather look... has a metal plate that can be engraved with the owner's name or initials.



"The clock has a jewelled movement, runs a day and a half on one winding and doesn't draw on the batteries. The miniature radio is fully transistorized, with all the features of a full-sized clock radio including sleep switch that shuts it off automatically. Wakes with music and bell in the morning. Designed to sell for \$29.95!\*



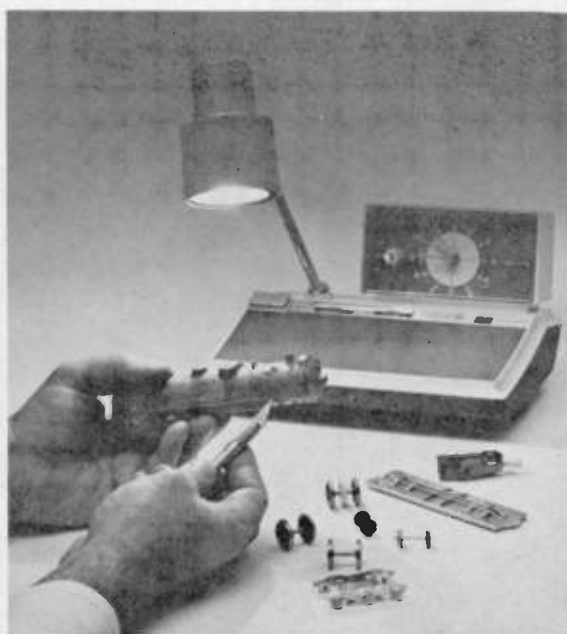
"These **Spacemaker AM Radios** work together as an intercom, too. Connection is by wire to assure privacy, prevent interference and provide long, trouble-free service. One unit contains a deluxe clock.



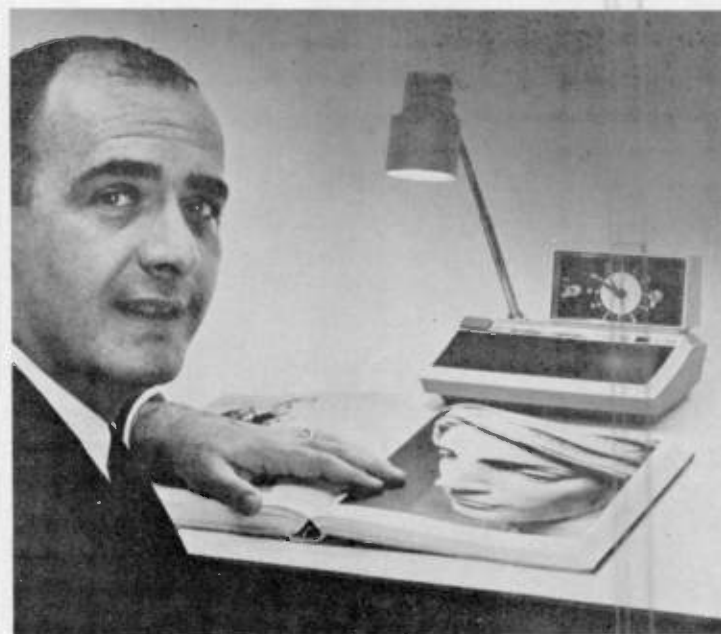
"The 'talk-listen' switch on either radio can be locked in 'talk' position so a room can be constantly monitored (to keep an ear on a child, for example). You can sell it for \$39.95.\*



"The new **Lumina** series is the triple-threat star in our lineup. These models combine a Westinghouse-developed high-intensity push-button lamp with a radio. Lamp requires no transformer because it uses the new Westinghouse high intensity 100 volt bulb... has a specially designed shade that keeps cool, won't scorch or burn. Made to sell for \$29.95.\*



"This model has the same lamp. As on every Lumina, the bracket telescopes out and swivels around for maximum convenience. Radio here, too—plus a deluxe clock with 'glow-in-the-dark' face. Your customers can buy it for \$39.95.\*



"And here's the top of the line. Same lamp and radio with full feature clock that can be set to shut off automatically. Doze button yields another fifteen minutes snoozing time when tapped in morning. Lists for \$49.95\*."

\*Suggested list price.  
Local dealers determine actual selling prices.

You can be sure if it's Westinghouse



□□□□ **Admiral's new color tv prices.** The first of the company's 1967 models carry new low prices. The 23-inch line opens with a brown metal table model with matching legs at \$479.95. The 25-inch line kicks off at \$549.95 for a metal table model with matching legs. The same 25-inch unit with a new six-button remote control goes for \$649.95. Admiral also has dropped in a 25-inch console in walnut grain finish on hardwood veneers at \$579.95. Admiral's previous 25-inch leader started at \$675. The new remote control unit turns the set on and off, changes channels, adjusts sound to three levels, and changes tint and color.

In black-and-white tv, the company is offering two spring specials at open lists, a 17-inch portable and a 23-inch table model. Both sets come with roll-about stands packed in the cartons. Admiral also is dropping in three new 9-inch portables all at \$79.95.

□□□□ **First sign of a slicing knife sales slump** is beginning to show—at least that is the fear of some key retailers and distributors. GE and Sunbeam have reduced distributor pricing on most models—a move, on the surface, designed to help overtake Hamilton Beach's sales lead in the field. Hamilton Beach, of course, has much at stake and undoubtedly will seek to remain competitive.

But there is deeper concern that a slicing knife slump is coming—that the lower pricing moves were designed, at least in part, to bolster slipping sales.

Mother's Day and Father's Day may tell the story. The price drops may spur knife sales during the gift season, but poor knife sales during the gift period may mean the start of a hair dryer story all over again, according to some trade sources.

□□□□ **Another microwave oven from Japan** has been announced. Japan Radio Co. is the seventh Japanese company to introduce such a unit. According to McGraw-Hill World News in Tokyo, the new model is 29.6 inches high, 23.5 inches wide and 26.7 inches deep. The 264-lb. oven is priced at \$1,333. The company has no immediate export plans. (For another microwave oven, see p.7.)

□□□□ **Retailers can get ad and promotion help** from two planner packages published by the National Electrical Manufacturers Assn. (NEMA). The *NEMA Appliance Advertising Media Guide*, a new NEMA publication, is a basic primer on how to advertise effectively using newspapers, radio, television, outdoor signs, transit vehicles, and direct mail. The *NEMA 1966 Appliance Promotion Planner*, a revision of the 1965 edition, is divided into four sections: utility, manufacturer, dealer, and distributor. Copies are available at \$2 per set from NEMA, c/o SR&A Public Relations Inc., 355 Lexington Ave., New York, N.Y. 10017.

□□□□ **CBS has bought 20,000 tape recorders** from Japan's Fuji Electric Manufacturing Co. for sale under the Columbia trademark. The contract calls for Fuji to export the units to the U.S. over a period of 10 or 12 months, beginning in June. A Fuji recorder similar to the one covered by the new CBS contract sells in Japan for about \$50.

□□□□ **Frigidaire has cut air conditioner prices** on room units in St. Louis and Chicago as part of a continuing policy of competitive area pricing. Dealer cost reductions in Chicago range from \$4 to \$36 and from \$6 to \$39 in St. Louis.

□□□□ **The FTC decision on tv tube sizes** may mean a complete new family of tubes—built to match traditional sizes (23-inch, 25-inch) with the new measurements—some industry sources are saying. On the other hand, many industry leaders expect square inches to become the new standard in ads for tv sets. However—new tubes or new measurements—no final decision is necessary until Jan. 1, 1967. The Federal Trade Commission last week postponed the effective date of its rule covering tube sizes (MW, 28 Feb., p.3) from July 1 to Jan. 1. The FTC also ruled that manufacturers may round off tube sizes to the nearest inch in their advertising. The industry had hoped for a postponement on the ruling—which states that screen sizes must be measured by *actual* viewing area—until next March.

## The high cost of consignment selling: the Vista case

Sunbeam Corp. is coming under competitive pressures to add extra profit incentives for retailers who serve as "retail agents" for its consigned Vista line. At the same time, Sunbeam is known to be grappling with the problem of the high cost of consignment selling.

The pressures on Sunbeam to add profit features to the Vista line are coming from a number of sources: from "distributor agents" for Vista, who disliked the prospect of losing any business on Vista, especially to GE's Universal and other programs that are offered to retailers on a direct-sell basis; from retailers, who can point to higher markups being made on other price-protected lines; and from competing manufacturers, who have upped the markup on their price-protected lines to meet the

strong competition from the Universal-by-GE line.

The answer for Vista may well be in the price increases Sunbeam reportedly is making on the Vista line. By raising the retail pricing on some Vista items, Sunbeam may well be building in room for extra profit incentives designed to keep Vista in the forefront along price-protected lines. Sunbeam has declined comment.

The high cost of consignment selling can be seen in the action taken by Sunbeam earlier this year. Sunbeam raised the minimum annual retail volume requirements on the Vista line. In order to qualify for a 26% markup on the Vista program, the "retail agent" must move \$2,000 in Vista goods instead of the \$900 dollar volume formerly required. A table detailing the old and the new

volume requirements appears at right. Sunbeam clearly is encouraging its smaller retailers to double their selling efforts on the Vista line.

Whereas Vista welcomed the small store from the very beginning, GE, on the other hand, limited its Universal consignment program to volume retailers, who are serviced on a direct-sell basis.

GE's incentive answer for Universal was a 1% rebate based on the retailer's annual volume. Here, GE picked up a feature of Proctor-Silex' price protection lines, which offer similar rebates. GE's rebate—on top of the 26% Universal markup—provided Universal with a profit edge over Vista. Consignment provided Universal with a profit edge over Proctor-Silex.

P-S has upped the markup on its

Starlite and Citation price-protected lines to counter GE's consignment advantage. Sunbeam is being encouraged, in particular, to add a rebate to counter the Universal edge.

—Ed Dubbs

### The Vista Retail program 1965

Annual \$ Volume	Retail markup
up to \$360	22%
\$360-\$540	23%
\$540-\$720	24%
\$720-\$900	25%
over \$900	26%

### The Vista retail program 1966

Annual \$ Volume	Retail markup
up to \$800	22%
\$800-\$1,200	23%
\$1,200-\$1,600	24%
\$1,600-\$2,000	25%
over \$2,000	26%



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

The idea is simple enough. We just sort of turned the basket upside down in this new coffeemaker. That locks in the grounds while the unique "Pressure-Flo" action extracts the maximum flavor from every measure that went in. Measure for measure more coffee flavor! That should make sense to a woman. And she's

the one we're telling about it starting October 8 right into December—in Life, Sunday Supplements, Bride's, Modern Bride, Good Housekeeping, Home Economics magazines and commercials on 203 CBS-TV network stations.

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

**You can be sure if it's Westinghouse** 

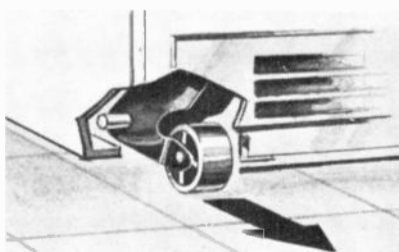
Hotpoint's  
new  
**"No-Frost  
17"**  
is the biggest  
**\$298\***  
refrigerator  
on the market!



(and it rolls out on wheels)

Here's a more-for-the-money refrigerator customers will recognize as "unbeatable value" the minute they see it. It's our CTF117G with a gigantic 16.6 cu. ft. of storage in a top-mount cabinet that's only 65 1/2" high, 32" wide, 28 11/16" deep—it fits kitchens like older 12-footers. There's over 12 cu. ft. fresh food capacity with 28.3 sq. ft. of shelf area. The freezer holds a remarkable 138 lbs. It's completely

No-Frost top and bottom. It even rolls out on wheels for easy floor care. And it's priced to sell at about \$298\*! Your customers will learn about it in full-color advertisements appearing in top national magazines and on NBC-TV's "Tonight Show" starring Johnny Carson. Your Hotpoint representative has full details. Call him, today!



Rolls out on wheels  
for easy cleaning

\*Price and terms optional with dealer except where fair traded.

**Hotpoint**

first with the features women want most



See Hotpoint appliances  
sold this week on The Tonight Show,  
NBC-TV, starring Johnny Carson

HOTPOINT—THE GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

□ □ □ □ **Dual-distribution legislation is dead** for this session of Congress. So say even the supporters of bills to curb "abuses" which are caused by dual-distribution practices.

The government's top antitrust enforcers have opposed Congressional efforts to pass three bills sponsored by Senator Russell B. Long (D-La.). Federal Trade Commission Chairman Paul Rand Dixon cautioned that the "cure" might be worse than "the present state of affairs." And Justice Department antitrust chief Donald F. Turner said that the price

squeeze distributors complain about is more often caused by market conditions than by predatory practices.

This testimony, along with support for the Long bills from various industries, was heard by the Senate antitrust and monopoly subcommittee headed by Senator Philip A. Hart (D-Mich.).

□ □ □ □ **The threat of inflation is serious.** So far, President Johnson has tried to stem this threat mainly by talk. But he is beginning to believe that it is too late for persuasion alone to cool the overheated American economy.

In his valiant campaign to dampen the spending ardor of the U.S. business community and the public at large, he has been telling businessmen, individually, that this is not the time to spend more on new plant and equipment. And he has been telling the consumer, collectively, to hold up on unnecessary purchases.

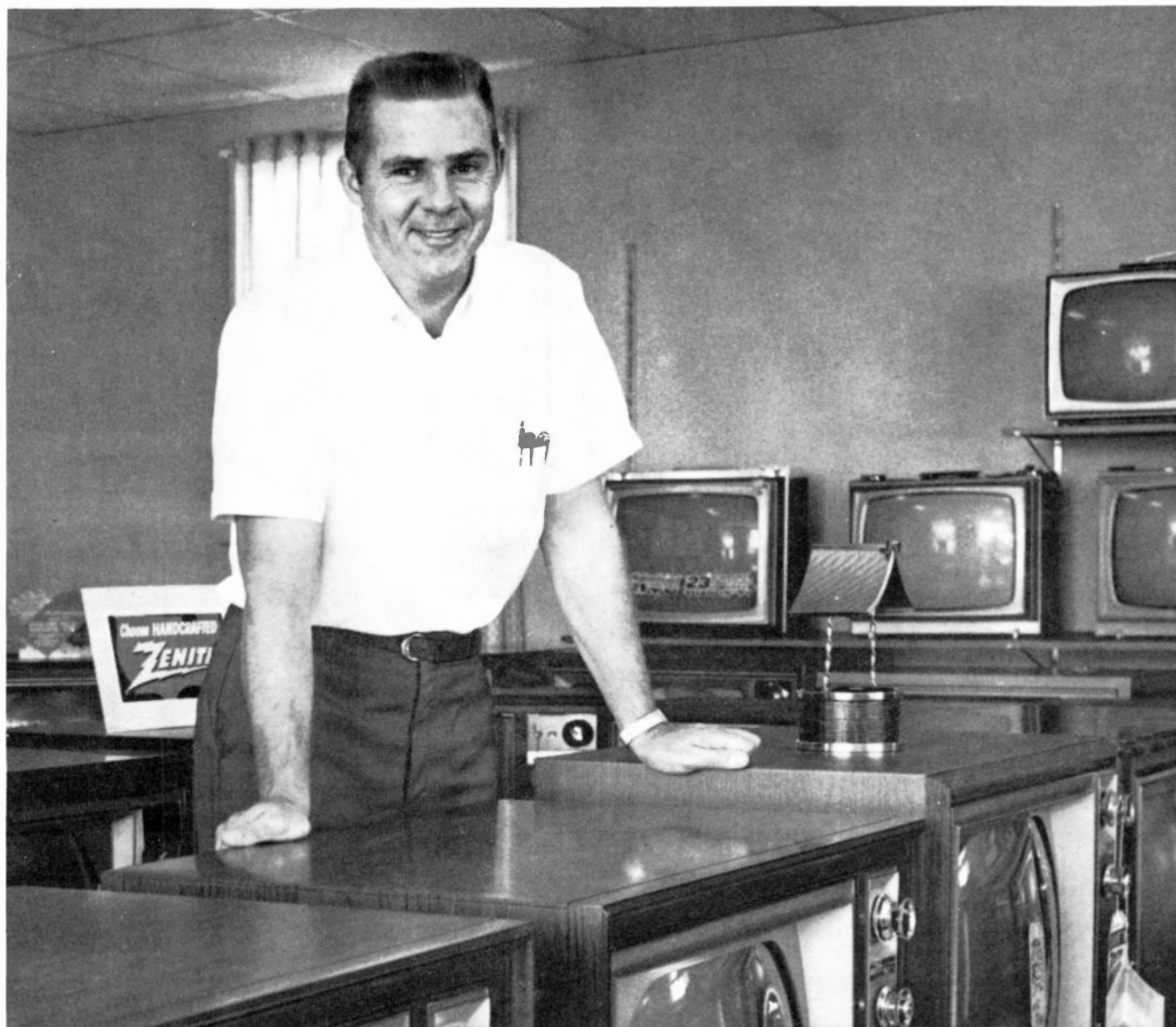
This is an unusual posture for a president. Normally, he is urging industry and consumers on to greater heights—spend more, consume more, create more new jobs. But, then, the times are unusual.

Wholesale prices are up 4.1% over a year ago; consumer prices are up 2.5%; the unemployment rate is down to 3.7%; and businessmen are planning to spend 16% more on new plant and equipment this year than they did last.

□ □ □ □ **The solution** that goes beyond friendly persuasion is a tax hike. Johnson is rapidly reaching this conclusion—already reached by a majority of private and government economists—that only a tax rise will curb the economy and help ease inflationary pressures. What he is thinking about is a 5% to 7% across-the-board increase in personal and corporate income tax rates.

But the President has not made up his mind. He is watching the key economic indicators closely—price indices, unemployment rates, and plant and equipment spending. All signs, however, point to a tax boost later this spring or summer.

## Video Villa Television gets the Action-People.\* Do you?



**"I'd estimate that seventy five per cent of our new business comes from the Yellow Pages,"**

says Leon Powers, owner, Video Villa Television, Waterford, Conn. "I was in business about eight months before my ad came out in the Yellow Pages. I don't mind saying I didn't have too much business until that ad came out. Then business picked up strong right away. Many of these customers have since become regulars. Some who didn't remember our name, told me that they recalled us after checking the Yellow Pages. This proves to me the value of the Yellow Pages advertising. I wouldn't be without them."

Advertise for action...



\*The 3 out of 4 busy Americans who shop the Yellow Pages way.

**NOW FEATURING COLOR TV**

*Video Villa*

**TELEVISION**

*Specialist in...*

ADMIRAL • RCA • ZENITH

**TELEVISION & HI-FI**

REPAIRING • SALES AND SERVICE

ANTENNAS INSTALLED

RECONDITIONED TV SETS & RENTALS

• TELEVISIONS • AUTO RADIOS • HOME RADIOS • RECORD CHANGERS • PHONOGRAPHS • STEREO • COLOR TV

**442-4744** Come In

& See Our Showroom

OVER A 100 MODELS TO CHOOSE FROM

106 BOSTON POST RD. WATERFORD (RTE. 1-A) WATERFORD SHOPPING CENTER BESIDE WATERFORD PHARMACY L. H. POWERS, PROP.

Display ad (above) runs under TELEVISION DEALERS. Call your Yellow Pages man to plan your program. Find him in the Yellow Pages under: ADVERTISING—DIRECTORY & GUIDE.

## FCC's preliminary move gives go-ahead to nationwide pay-tv

The decade-old battle over pay tv has entered a new—and probably decisive—phase.

The Federal Communications Commission (FCC) recently said it would consider authorization of "over-the-air subscription operations on a permanent nationwide basis" (MW, 28 Mar., p.3). It was obvious from the agency's "public notice of ruling-making" on subscription tv, that most of the trumps are now held by proponents of pay tv. While the FCC asked for comments by Sept. 1 on what sort of limitations should be placed on subscription tv, it clearly disposed of most of the broad questions that motion picture and broadcast interests had raised in the past.

**Pay tv is broadcasting,** the FCC now says firmly, and pay tv is hence subject to its jurisdiction under the same rules as tv stations. It also says that subscription services can be "effectively integrated into a total tv system, with advantages to the viewing audience."

The FCC rule making was undertaken after a request from Zenith and its licensee, Teco Inc., which have run a pilot subscription tv system in Hartford, Conn., since 1962.

Joseph S. Wright, president of Zenith Radio Corp., commented, "I am confident that the proceedings will ultimately make this new box-office television service available to viewers on a nation-wide basis."

"Zenith has proposed pay tv as a convenient and economical distribution system for entertainment usually available only at the box office. Our analysis of the Hartford results show that subscribers are discriminating in their choice, but are pleased to pay a modest fee to see a good box-office product in the comfort of their homes."

Wright noted that one of the significant facts demonstrated by the Hartford test is that subscription tv is particularly attractive to middle and lower income families.

"The public acceptance of subscription service in Hartford," Wright said, "and the concrete factual data developed during this large-scale test strengthens our conviction that subscription tv can offer valuable service to the American public, adding a whole new dimension to television broadcasting."

During the past year, agreements that could bring Zenith subscription tv to seven additional markets with more than 17 million tv homes—subject to the FCC's authorization of the service following the current rule-making proceedings—have been concluded with Field Communications Corp., Kaiser Broadcasting Corp., and RKO General Inc. These agreements cover franchises for Chicago, New York, Los Angeles, Washington D.C., New Haven, San Francisco, and Philadelphia.

## Where does color go from here? Magnavox provides some answers

Everyone is already guessing: when will supply of color tv tubes and cabinets catch up with demand? A lot of money—and strategy—rides on the right answer. Because once the shortage is over, the price fight begins.

With so much riding on timing, most executives are reluctant to offer any clues publicly. But last week, at a meeting of the New York Society of Security Analysts, Magnavox's Frank Freimann came close to providing an answer.

His answer: "We think that in 1967 there will be 10 million color tubes on the market, including imports. We're not sure the industry will be able to sell that many sets, but its a probability."

"Industry color tv production certainly won't meet consumer demand this year, however," said Freimann. While tube, cabinet, and copper shortages are checking industry production, he pointed out, Magnavox is protected from copper shortages through its five-year contract with a copper wire supplier, and from the cabinet shortage through its recent acquisition of two furniture manufacturing operations.

"And," said Freimann, "we don't see that we're being hurt by the lack of a captive tube plant. In the short run, it's questionable how beneficial such an operation would be, and in the long run we know it wouldn't be beneficial, since tube prices will

certainly go down." Color tubes were not the only thing on Freimann's mind, however.

**Transistorization of color tv sets** is high on the Magnavox agenda, reflecting the trend. According to Freimann, in a year and a half, 90% of the circuitry in many Magnavox color sets will be transistorized.

Freimann took a pot shot at RCA's new integrated circuit, however. "The attempt by our competitor to put an IC in an extremely small portion of a tv set is nothing more than an attempt to be first with a new promotion," said Freimann. "The value of integrated circuits is primarily in miniaturization, and tv is inherently large for other reasons. We feel the future of miniaturization for the home has been greatly exaggerated."

**Television's share** of Magnavox's total dollar volume is increasing, according to Robert H. Platt, finance vice president of the company. While tv accounted for only 39% of sales in 1965, it is expected to capture 45% in 1966. Radio/phonographs, which took 24% of sales in 1965 are expected to shrink to 20% in 1966, although the dollar volume is expected to climb, according to Platt. Furniture and other products, which accounted for 12% of Magnavox sales in 1965, are expected to take 10% in 1966; and industrial and defense sales will remain at the 1965 figure of 25% of the total.

□□□□ **Hayakawa's microwave oven**, which was exhibited at the recent IEEE show in New York City, will be marketed in the U.S. by Sharp Electronics late this spring. Sharp plans to market the oven for both industrial and consumer use. Price is presently between \$600 and \$700 f.o.b. Japan. Sharp plans to add two other versions—one larger than the present oven and one smaller—to the line later. Distribution plans have not yet been set.

□□□□ **Hong Kong radio exports to the U.S.** climbed 88.44% in January, compared to the same month last year. According to the Commerce and Industry Department of Hong Kong, 247,932 transistor radios were exported to the U.S. in January; the dollar value of these sets was \$626,544. Average price of the Hong Kong radios dropped nearly \$1 between January, 1966, and January, 1965: the average price this January was \$2.53; last year the price was \$3.52.

□□□□ **Sears' share of Whirlpool and Roper sales** last year amounted to well over half of each of the two manufacturers' dollar volume. Sears took a 69.6% slice (\$436,768,000) of the total \$630,745,000 sales pie of Whirlpool Corp. and its subsidiaries, and a 78% chunk (\$97,844,450) of Roper's \$125,393,232 total. In 1964, Sears purchased \$421,582,000 worth of goods from Whirlpool and \$85,726,000 from Roper.

□□□□ **Martel has reduced the price** of its Uher 7000-D stereo tape recorder from \$275 to \$179.95.

□□□□ **Gas range sales reached a 9-year high** for the month of February. Shipments totaled 188,100 units, the highest since February, 1956, when 190,200 units were shipped, according to the Gas Appliance Manufacturers Assn. The February, 1966, total is 11.7% higher than last year's February total of 168,400 units. High-oven range sales rose 48.4% to 23,000 units. Free-standing ranges: 132,500 units, a rise of 12.3% over February, 1965. Set-in ranges totaled 15,000, a climb of 14.5%, while built-ins registered a 19.9% drop, to 17,300 units, from last February.

□□□□ **Mel Landow is coming out of retirement** to organize Kennedy & Cohen Inc., in Miami, Fla. Landow, a co-founder of the Kelly & Cohen retail chain in Pittsburgh, which is now a subsidiary of the Shoe Corporation of America, retired as vice president suddenly for "personal reasons" last August. He is negotiating a lease for a 4,000 sq. ft. store in downtown Miami across from Sears Roebuck and expects to be operating by the "latter part of summer."

□□□□ **Youth must be sold on selling**, according to J. Mack Tenney, Kelvinator's general sales manager. "Youth," Tenney told the Birmingham (Ala.) Sales/Marketing Executives Club, "is turning its face from selling because we offer youth no status." To polish the salesman's public image, he called for a number of business-education programs both in universities and business institutions. Chief among these programs, a Free Council of Marketing, would be the business equivalent of the Peace Corps, both domestically and internationally.

□□□□ **Tappan has Teflon-coated oven-liners** in its new 30-inch eye-level, double-oven gas range line. The retail price of the ranges, now being shipped to retailers, will be raised about \$5 by the innovation. The liners will be added on more ranges in May.

□□□□ **Motorola is in the ball game** with its spring-summer advertising plans—the most extensive in the company's history. Motorola has signed for spot ads on the NBC major league baseball programs starting Apr. 16 and will have color spot announcements on each Saturday game throughout the regular season. Tied in with the network tv spot campaign will be a Baseball Special sales promotion built around a 19-inch b&w tv set, model 19BP100. Each customer purchasing this set through June 1 will receive, at no extra charge, a Spalding fielder's baseball glove, an official Little League baseball, and a tv roll-cart.

□□□□ **Retailers can sell freezer cookbooks for \$1** during General Electric's cookbook promotion this spring. Dealers, who will be sent banners and a counter card with return envelopes, can offer *freeze with ease* which regularly sells for \$5.95. The offer will be advertised in a full-color ad in the May issue of *Reader's Digest*. The cookbook contains hints on buying and operating a freezer plus recipes.

□□□□ **Another color video tape recorder** has been introduced. Matsushita, the Japanese industrial giant which markets Panasonic products in the U.S., showed its home-type color VTR at the International Trade Fair in Osaka, Japan, last weekend. According to McGraw-Hill World News in Tokyo, the unit is expected to sell for approximately \$2,000 and will be marketed in both the U.S. and Japan starting in the fall of 1967. The color recorder, which has one revolving head using a helical scanning system, employs ½-inch tape. Matsushita says that the unit can record color pictures from any make of color tv receiver and that the pictures recorded can be reproduced by any color tv set. Sony Corp. introduced the world's first home-type color video tape recorder in February (MW, 7 Feb., p.7).

□□□□ **A Borg-Warner 8-track cartridge player** priced at \$119 will reach the automotive market by the end of May. At the same time, Borg-Warner will release 50 8-track albums to supplement its current library of over 200 4-track cartridge albums. Borg-Warner is now selling Telepro 4-track monaural cartridge play nationally for \$69.95 and is conducting a market test in the greater Boston area. Humble Oil is taking advantage of the Boston area promotion to test the sale of Borg-Warner-label 4-track players through Esso service stations . . . Amerline will begin shipping its first 8-track-system blank cartridges in early May and expects to be producing 30,000 blank cartridges a day by fall . . . Soundex Radio, a private label automobile radio supplier, will make June shipments of three versions of its 8-track Stereo cartridge player: a car unit with two speakers, priced at \$129.95; and two home units, a component-type deck and a complete unit. Soundex will sell the players both under its own and private label.

## Brand name retailers-of-the-year: what makes them different

As flashguns fire this Wednesday, awards will be presented in New York City's Americana Hotel to five appliance-tv retailers for their part in the annual Brand Name Retailer-of-the-Year contest. Here are some of the things that have brought the winner and runners-up their success.

### Home Centers Inc.

Samuel Alexander and Matthew Talal opened their first Home Center in Akron, Ohio, in 1952. Akron is the home of four rubber companies that merchandise appliances in their own stores; it has a merchandising utility, a Sears store, a department store that carries private labels, and its share of discounters. "When we opened," says president Alexander, "we knew we were in a market dominated by private labels." Now they are in a market dominated by the Home Centers.

Home Centers now has six stores, four in Akron, two in nearby Canton. It also has a 42,000 sq. ft. warehouse, and enough IBM equipment to handle inventory control, payrolls, customer billing, and sales analysis. The Home Centers switchboard is tied in with its suppliers' factory service branches. A customer who calls for service can be switched immediately to the person who will help her. The chain also has a teletype line to the local credit bureau to swiftly check credit applications.

Not only is the chain the largest appliance-tv newspaper advertiser in the Akron market, it once took a regional ad in *Time*.

Home Centers promotes constantly. "When everyone else dropped the chest freezer," says Alexander, "we stayed with it and have done very well." To promote it, the Centers filled one with water and goldfish and invited children to fish. The promotion drew crowds and demonstrated the freezer's "Tite-Seal" construction. Indeed, the promotion was such a success that RCA Whirlpool picked it up and suggested it to all its dealers. Whirlpool had a variation: guess how many goldfish are in the freezer.

"Guess the weight of the pig" was another Home Center freezer promotion. A whole dressed pig, complete with an apple in his mouth, was frozen; the winner received both the pig and the freezer. "Actually, when you take the internal organs out and dress it, the pig is a lot lighter than it looks," says Alexander. "It is very deceptive and you get a lot of wild guesses."

Another traffic-builder was a 10-minute color film that the Centers projected on a refrigerator door. The film showed how an icemaker works, and showed consumers how they could use ice cubes. The consumer who was fascinated by the film only had to open the door to see a real icemaker.

The promotions, advertising, and customer service have all paid off. Home Centers is this year's Retailer-of-the-Year in the appliance-tv dealers category. But more important, one family out of every four in the Akron area buys its appliances and television from a Home Center store.

### Dalmo

"Dalmo takes the worry out of discount buying," say the ads in Washington, D.C., and to back up what it says, Dalmo gives free parts, labor, and home calls for one year on the appliances and television sets it sells.

Stephen H. Baumgarten and Burton P. Polsky started with 110 sq. ft. in November, 1949. They must be doing something right because they now have six stores in the Washington area—80,000 sq. ft. of selling space.

Two things set Dalmo apart from the mass of mass merchandisers: their institutional ads, which run every 10 days or so, tell Washingtonians about Dalmo's awards, its standing in the market, and its merchandising policies. The ads do not sell product, they sell the store, and are a refreshing change for doing so.

Dalmo's delivery trucks carry a piece of red carpet that the delivery men put down in the customer's home before they wheel in the merchandise. The delivery men wear "loafer" shoes, and have been told that when they have to walk across an open floor in a customer's home, they must first take their shoes off.

### Lechmere Sales Co.

Last year, Lechmere's sales were \$33 million—all in brand-name hard goods, practically in all brand names. The Boston store has been so successful that in November, president Maurice Cohen opened a second store in Dedham, Mass.

Lechmere is large enough that it can afford a full-time training manager, and its training is successful enough that it sells more top-of-the-line merchandise than any other store in New England. Its advertising is striking enough that a Lechmere ad won a recent *NARDA-Readers Digest* ad contest.

### Sid's Appliance Center

Sid Omansky moved to Tucson, Ariz., in 1952 for his health. Within a week he had signed a lease on a 1,000 sq. ft. store. He now has two stores and 12,000 sq. ft. His sales last year were about \$800,000, helped certainly by the control he gains through the use of electronic data processing.

### Jack Boring's

Jack Boring, senior and junior, run four stores in Kansas City and two in Topeka, Kan. Boring's has recently initiated an extended Warranty Service Contract that the customer buys for a nominal charge. The contract, covering labor and factory-approved parts, extends appliance, stereo, and tv warranties for five years. Boring's is actively merchandising the contract, which, as Jack Boring Sr. says, "guarantees lasting happiness and peace of mind for the customer, which is so much an integral part of our sales policies." Boring's is one of the largest appliance-tv dealerships in the country.

—Wallis E. Wood

## Surprise!

Guess where Whirlpool's making a great big splash about new RCA Whirlpool dishwashers. Right smack in TIME—where 8 million families will get the message in

time for Mother's Day. And do they get the message! TIME readers bought *one-third* of all the dishwashers sold last year. Some audience. Full of nice surprises.



# Meet Mrs. James V. McNulty, another typical Family Circle homemaker.



Ann Blyth is the wife of Dr. James V. McNulty and the mother of Timothy Patrick, Maureen Ann, Kathleen Mary, Terence Grady and Eileen Alana. She makes her home in North Hollywood, California where her current interests, besides homemaking, include civic affairs and, of course, acting.

Family Circle reaches women with all kinds of outside interests. Music. Art. History. Literature. Theater. But they all have at least one thing in common. First and foremost, they're homemakers. That's why

they read Family Circle. Family Circle is the one women's service magazine that's all women's service. (What Variety is to the filmmaker, Family Circle is to the homemaker.) Of course, we don't for a moment

suggest that all 7,500,000 Family Circle readers are glamorous movie stars like Ann Blyth. Some are den mothers, some are Sunday School teachers and some are just mountain climbers and deep-sea divers.

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

Some typical circulation guarantees: McCall's 8,500,000; Family Circle 7,500,000; Ladies' Home Journal 6,500,000; Good Housekeeping 5,400,000.

# NEW!

## ELECTRO transistorized INVERTERS



Suggested retail...  
from \$39.95

Operate TV, radio,  
PA systems,  
lights, etc.,  
from car, boat or  
plane battery

### YOUR OPPORTUNITY TO QUICK PROFITS

handling the new Electro  
Inverter line. A natural for  
campers, sportsmen, etc. . .  
everyone wants the  
convenience of home in their  
cars, trailers, boats,  
planes, trucks.

#### Sales Features

- Simple to operate—just plug in and turn on.
- 125 watt Model TI-100 series and 250-300 watt Model TI-250.
- More dependable performance, in heat or cold, assured by latest design techniques, time proven components.
- Automatic electronic overload protection.
- Charge indicator light gives low battery warning.
- Advanced styling. 3½" h. x 6¼" w. x 6¼" d.
- Full year's warranty.

# FREE!

COLORFUL DISPLAY  
TIMED FOR SUMMER PROMOTION.



Every camper, traveler and picnicker will want an *Electro Inverter* . . . It's your opportunity to cash in . . . Write for details today.

**ELECTRO PRODUCTS  
LABORATORIES, INC.**

8125-A HOWARD, CHICAGO, ILL. 60648  
312/775-5220

### APPLIANCE-TV

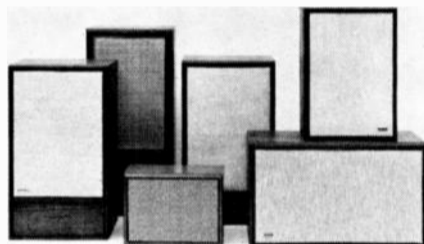


#### Norelco has new tape recorder

A new three-speed stereo tape recorder, designed to sell for less than \$230, has been introduced by North American Phillips Co. The Norelco Continental 420 recorder comes in a slim-line teak cabinet.

The 4-track recorder has gauged stereo controls, which eliminate the need for dual knobs for recording and playback. The matched speakers are built into the case and its removable lid. The machine has tone, volume, and balance controls, automatic tape stop, and can be used as a fully-integrated public address system. The unit also provides for mixing, monitoring, and parallel playback operations.

The Continental 420 measures 17 by 10 by 9 inches and weighs 22 lbs. The unit comes complete with three patch cords, demonstration tape, and empty reel. Accessories available include a foot pedal control, headphones, telephone pickup coil, and dual microphone adapter. *North American Phillips Co. Inc., 100 E. 42nd St., N.Y., N.Y.*



#### Ampex enlarges speaker line

Ampex has doubled its line of furniture high-fidelity speaker systems with the introduction of four new models priced from \$158 to \$420 a pair. Model 915 (top right) has an 8-inch woofer and 3½-inch tweeter. Frequency response is 50 to 15,000 cps. The oiled-walnut cabinet measures 18 by 13½ by 9½ inches. List price is \$158 a pair.

Model 1115 (right front) has a 10-inch woofer, two 3½-inch mid-range units and an ultra-tweeter. Frequency response is 25 to 20,000 cps. Dimensions of the unit are 23¾ inches by 11¾ inches by 13½ inches. List price is \$240 a pair.

Model 2115 (center rear) has a 12-inch woofer and two 3-inch mid-treble units. Frequency response is 30 to 20,000 cps. Dimensions are 24 by 14 by 12 inches. List price is \$280 a pair.

Model 4010 (left) has a 12-inch woofer, two 3-inch mid-treble units, and an ultra-tweeter. It has extended bass response from 30 cps at a distortion level below 3%. High-frequency response extends to beyond audibility. Dimensions are 24 by 14 by 12 inches. List price is \$420 a pair.

Other speakers in the Ampex line pictured above are model 817 (front center) at \$65 a pair, and model 3011 (left rear) at \$320 a pair. *Ampex Corp., 401 Broadway, Redwood City, Calif.*



### . . . me and my **MAGLINER** lightweight delivery truck ramp!

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

#### WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS

Magline Inc., P.O. Box 274, Pinconning, Mich.  
Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



## Planning to change your address?

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

attach present label here

(Please print your new address below)

name & position

company

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

street

city

state

zip

## Here are three aids to help bring customers back into the store

"The difference," someone has remarked, "between a company that is a leader and one that is a follower . . . is ideas." Here are some ideas that may help you become a leader.

### Start a "Be-back Club"

The salesman has made his pitch. The prospect is interested in the product. But she simply will not say "yes." Instead she says, "I want to check with my husband." Or, "I want to shop around some more." Or "I want to think it over for a while.

I'll be back." What does the salesman do?

Salesmen at the J. C. Brill Appliance Co., in Indianapolis, Ind., ask her to join the store's "Be-back Club." The salesman fills in his name and gives the prospect a card reading, "I have promised . . . I will come back to J. C. Brill." The prospect takes the card home and fills it in with her name and address. When she returns to the store, she gives it to the salesman who puts it in a ballot box and tries once again—usually successfully—to close the sale.

Every month Brill has a drawing of the cards that have accumulated in the ballot box and gives away a transistor radio. Every September he has a drawing for a dishwasher. He estimates that 15 to 20 cards are put in the box every month.

The prizes, the cards, and other miscellaneous expenses cost Brill about \$200 a year. "But because of the club, I'd guess we sell 75 to 100 pieces we wouldn't sell otherwise," says Brill. "We take a picture of the winners and post them, and this helps." Brill points out that there are two discount stores within two

blocks of his store that prospects can walk to. But his Be-back Club brings back a healthy percentage of those who do walk.

### Follow with a letter

Paul Rice Appliance, in Canton, Ohio, uses a variety of sales aids. Customers are encouraged to refer their friends. The customer is given a business reply card addressed to Paul Rice that reads: "I believe the following person is interested in a (the customer fills in the product, the prospect's name, address, and phone number). I am a member of the Paul Rice Booster Club. When this person buys their next appliance from Paul Rice, I am entitled to a free gift." The gifts range from Teflon-coated cookware and copper-clad teakettles to a night on the town.

Rice also sends a letter to shoppers that reads: "Thank you most sincerely for visiting our store and for the courtesy you extended to our salesman.

"We are very proud of our store and its operation and, to hold our high standard of customer service, we invite any criticism on your part.

"We handle Frigidaire, Maytag and Zenith; we buy in carload lots to assure competitive price and thus keep effective our policy that the best prices are always at Paul Rice's.

"To further protect our customers, *We Deliver, We Install, We Warranty, and We Service* all the products we sell; thus we assure our customer there will be no improper service follow-thru; the result being the happy use of any equipment which has been purchased from us.

"Also, to better serve our customers, we offer a variety of easy payment plans. You can take up to 36 months or choose our new very economical Revolving Charge Plan.

"May we see you soon, and we assure you that you will receive the finest in personal contact and relations, along with the finest in Quality and the Lowest in Price."

### Send a greeting card

Marvin E. Wittner, of Wittner Appliance Co., in Redding, Calif., sends his customers—old and new—humorous greeting cards. For example: The front picture is a tough cowboy reaching for his gun. Over his head is "Wanted" which reads inside to ". . . an opportunity to include you in our roundup of satisfied customers. Come in real soon, even if it's just to say Howdy Podner!"

"It has been quite surprising to me," says Wittner, "that so many people have commented upon receiving the cards. The customers appear to enjoy being thanked in this manner, and indeed, it does have a personal touch as the cards are signed by me, and the envelopes are addressed by hand, rather than by typewriter."

Wittner buys the cards from the Atlantic Advertising Co., Atlantic City, N.J., and sends them to customers who complete their payments and to those who have not been in the store for a while. "I feel the cards sent to the customers who have not been in for sometime," says Wittner, "telling them that they are missed, has drawn customers back to us."

—Wallis E. Wood

### WHAT YOU WANT IS A WOLLENSAK!

The new Wollensak 4100 Cordless Cartridge Tape Recorder comes to you in an attractive, self-merchandising package. It features solid-state reliability, constant speed capstan drive, VU meter, 2 track operation and more! Sensitive dynamic microphone with remote control to start or stop recorder. Deluxe vinyl carrying case with both hand and shoulder straps for carrying convenience. Three SCOTCH® Brand Magnetic Tape cartridges in "Living Letter" mailers. Five standard "C" batteries for complete portability. Patch cord for external recording/playback. And it's backed with a promotion program to introduce the new 4100 to the nation. Get full details from your Wollensak salesman.



## This is probably the best battery-powered tape recorder today. This is the new Wollensak 4100!



# Who said all ranges are the same? here's the full line that's different!

TIARA UNILINE "30"



The Strata does fantastic things you won't find in any other eye level range.

Strata broils by moving the burner to or away from the food. The housewife controls the exact distance between broiling element and food — automatically — and she sees what she's doing through a closed glass door.

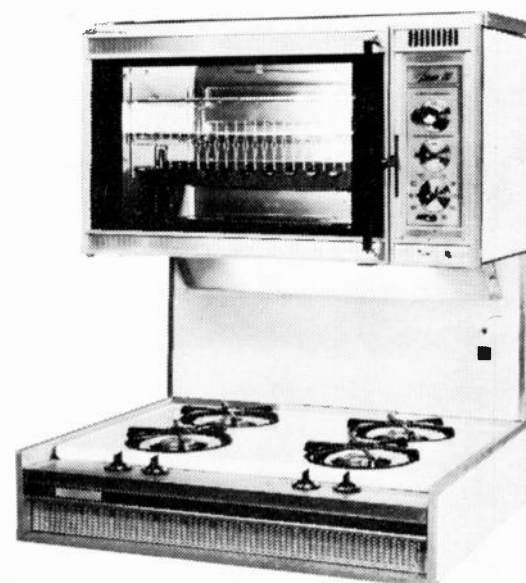
But that's not all — the eye level broiler becomes a "cook and keep warm" oven at the touch of a switch.

And just to make sure no other eye level can come near the Strata, Welbilt has added a deluxe cooking surface, a second 25" wide oven, and a second broiler.

The Strata is yours in gas or electric.

***You just can't beat the Strata — at any price.***

The Astro is a platform range that has all the automatic eye level features of the Strata, for homes where second ovens and broilers are not needed.



ASTRO "30"

It broils like the Strata — bakes like the Strata — cooks like the Strata — at the touch of a switch. Gives the housewife the equivalent of an automatic broiler and oven with room for cabinet below.

The Astro is yours in gas or electric.

***You just can't beat the Astro — at any price.***

Welbilt's Uniline is a free-standing and a built-in — answers both needs.

Exclusive heat shield at both sides prevents heat discoloration of adjacent cabinets. Uniline can be installed *flush between cabinets* or *at either end of counter*.

But Welbilt engineers didn't stop there. They added a lift-off top that makes Uniline a much easier range to clean.

And — a recessed cooking top — recessed front controls — 25" wide oven, equi-thermal simmer burners, burner-with-a-brain.

The Uniline is yours in gas or electric.

***You just can't beat the Uniline — at any price.***



Welbilt makes the range hood that's different. Designed by air conditioning engineers to keep kitchen air flower fresh — country clean. In Ductless, Ducted and Shell models.



*If you want us to give away our engineering secrets — call or write Welbilt. They're patented and ready for immediate delivery.*

**Welbilt** Corporation, Welbilt Square, Maspeth, N.Y. 11378, EV 6-4300

***Yippee!***  
***Dominion***  
*is on*  
***Network***  
***TV!***

**Voila!**  
**Weeth**  
**ze most**  
**magnifique**  
**Spring**  
**Programme!**  
**La Signifique!**

萬言  
盡勝

**Fortunately, I**  
**speak a little Chinese.**  
**What he's saying is**  
**that you should tie-in**  
**with this big promotion,**  
**and find out about**  
**Dominion's sensational**  
**TV Special offer!**

**DOMINION**

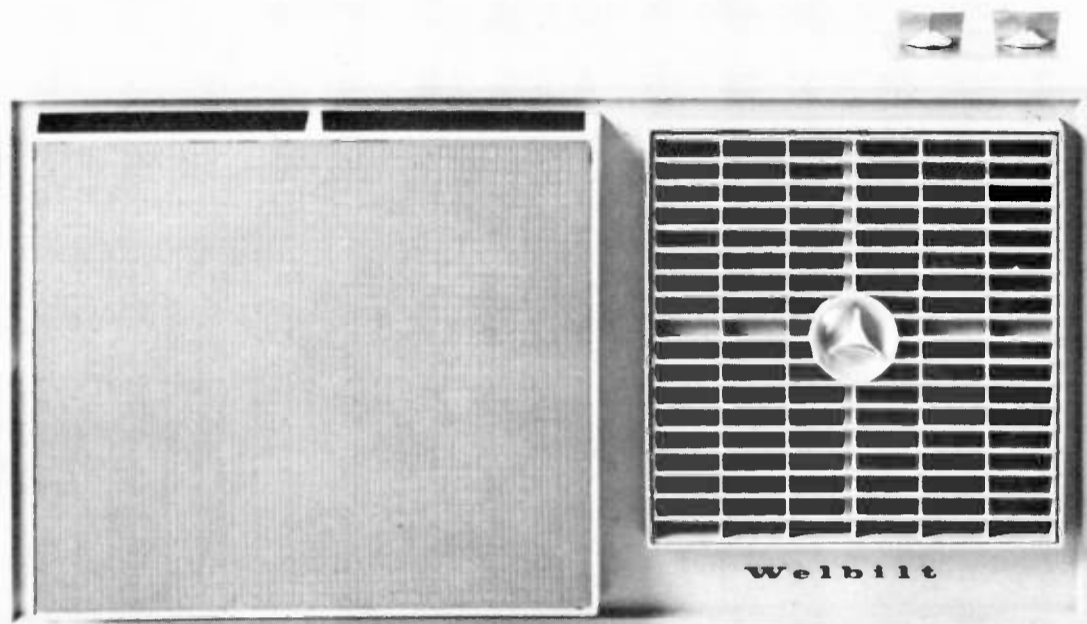


***Watch for these men on TV!***

Day after day, week after week, these four super salesmen will be demonstrating Dominion appliances on network TV during your big Mother's Day/June Bride/Graduation selling season. They star for Dominion in the most unusual appliance commercials ever filmed! See your distributor right away for all the exciting facts about Dominion's spectacular spring promotion — and our sensational TV Special! (And if you would like a private showing of this award-winning commercial, just call your Dominion rep.) Dominion Electric Corporation, Mansfield, Ohio.

*Don't be satisfied selling  
less than the most!*

**HUSH MASTER**  
5000 B.T.U. Quiet-Guard  
night cooling. Instant-  
installing Expand-O-  
Mount.



# WELBILT PACKS 5,000 BTU PLUS 2-SPEED FAN

FOR ONLY

**\$99<sup>95</sup>**

Maybe you'd be satisfied selling an air conditioner that offers 5000 B.T.U. — but will it satisfy your customer?

He wants a 2-speed fan for quiet night cooling. (Wouldn't you want this feature for your own comfort?)

Welbilt has it in the dynamic new Hush Master — plus

Instant-installing Expand-O-Mount side panels — decorator embossed front with silver accents — permanent washable filter.

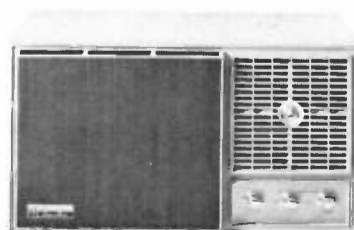
You can't beat Welbilt — not at this or any price!

**WELBILT— THE COMPLETE LINE — 5,000 to 27,500 B.T.U.**



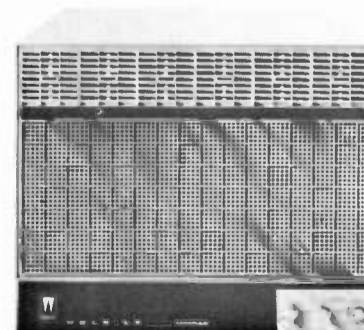
#### MIGHTY MITE

5,500 & 6000 B.T.U. For casement or double-hung windows. Quiet-Guard night cooling. Instant installing and instant cool!



#### POWER MASTER

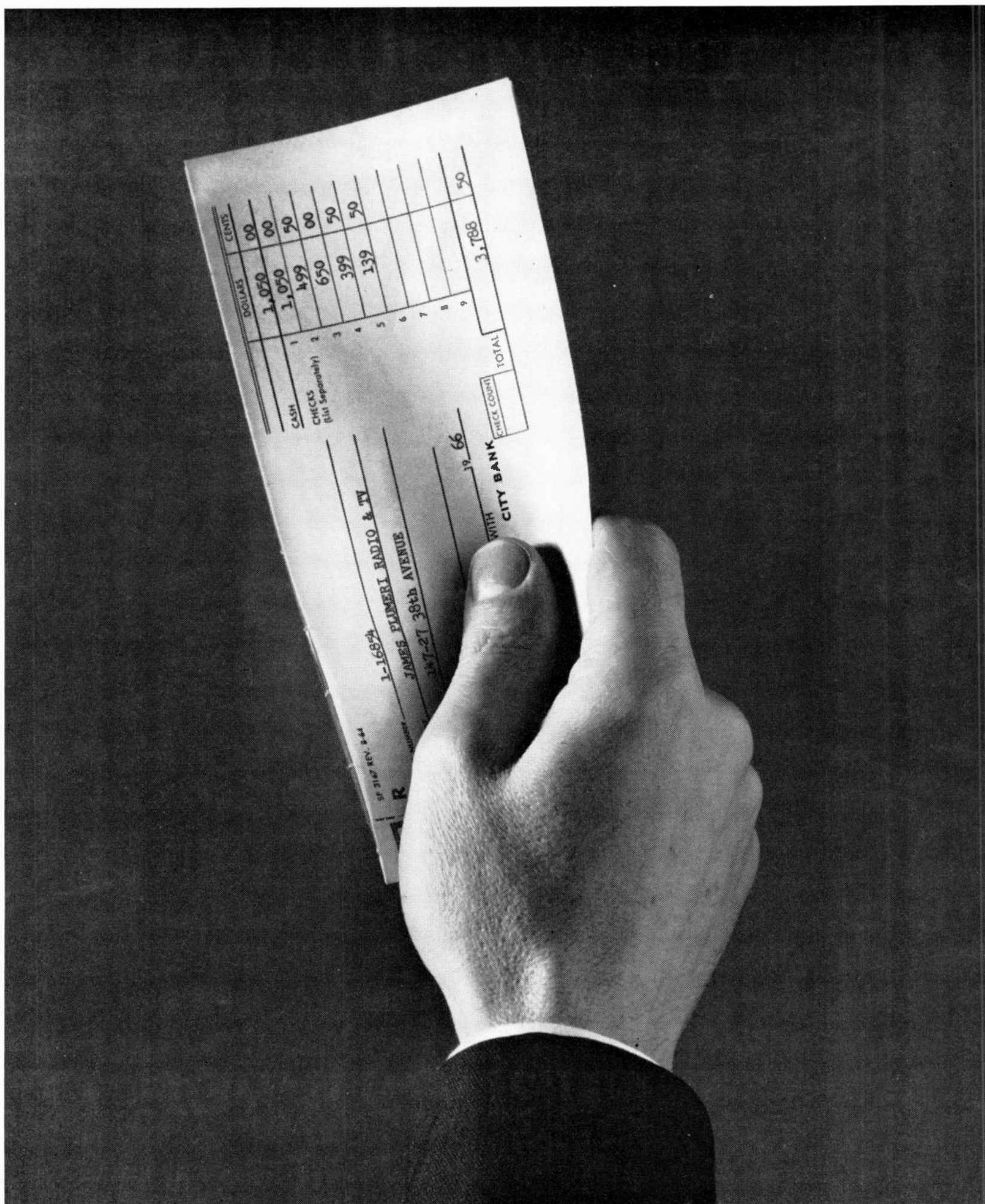
6,500 to 18,500 B.T.U. Instant-installing Expand-O-Mount. Quiet-Guard night cooling, deluxe wood tone front.



#### SUPER ALASKAN

23,500 & 27,500 B.T.U. Wood tone trim. Quiet-Guard night cooling. Power for multi-room areas, stores, offices.

**Welbilt** CORPORATION, WELBILT SQUARE, MASPETH, N. Y. 11378 — EV 6-4300



In today's market, there's one predictable way to keep your bankable profits high. Sylvania.

Ask any Sylvania Dealer. He knows exactly what to expect from us: proper selling atmosphere. Elbowroom. One-sheet pricing. Full margins at every level, from "bread and butter" to top of line. Prestige advertising and merchandising support. And the best-looking, best-performing entertainment products we know how to make. Priced competitively to the consumer. Profitably to the dealer.

That's our policy. A solid, unwavering policy that hasn't changed since we instituted it in 1962. Based on sound business fundamentals and dedicated to the belief that planned profit *should* be actual profit.

And that's what makes us the industry's high-yield dealer profit line. The line designed to provide maximum profit in a sound business climate.



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

# MERCHANDISING WEEK

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“We chose Hamilton because, like us, they represent reliability and quality.”

WILLIAM DEAN,  
ORGILL BROTHERS & CO.,  
MEMPHIS,  
TENNESSEE



“In the Southland, service and quality are hallmarks of good business. Hamilton offers both.”

CALVIN D. MITCHELL,  
SOUTHERN APPLIANCES, INC.,  
CHARLOTTE, N. C.



“Hamilton is a well-built product that helps our dealers make a better profit.”

A. J. BUTTS, JR.,  
ELECTRIC SALES & SERVICE, ATLANTA, GA.



“We want our Dealers to make a profit. Hamilton helps make this possible.”

KENNETH ROFFMAN,  
MARCO SALES, INC., ST. LOUIS, MO.



“We chose Hamilton because dryer sales are growing faster than washer sales, and Hamilton is the leader in dryers.”

DAVE ORECK,  
MCDONALD SALES CORP., NEW ORLEANS, LA.



“We chose Hamilton because it is easy to sell and because it is a top-quality line.”

JACK GLASCOCK,  
HONOLULU GAS EQUIPMENT CO.,  
HONOLULU, H. I.



“The sale of dryers is growing and Hamilton is pacing this growth.”

DAN ROWLANDS, MAJOR APPLIANCES, INC.,  
MIAMI, FLA.

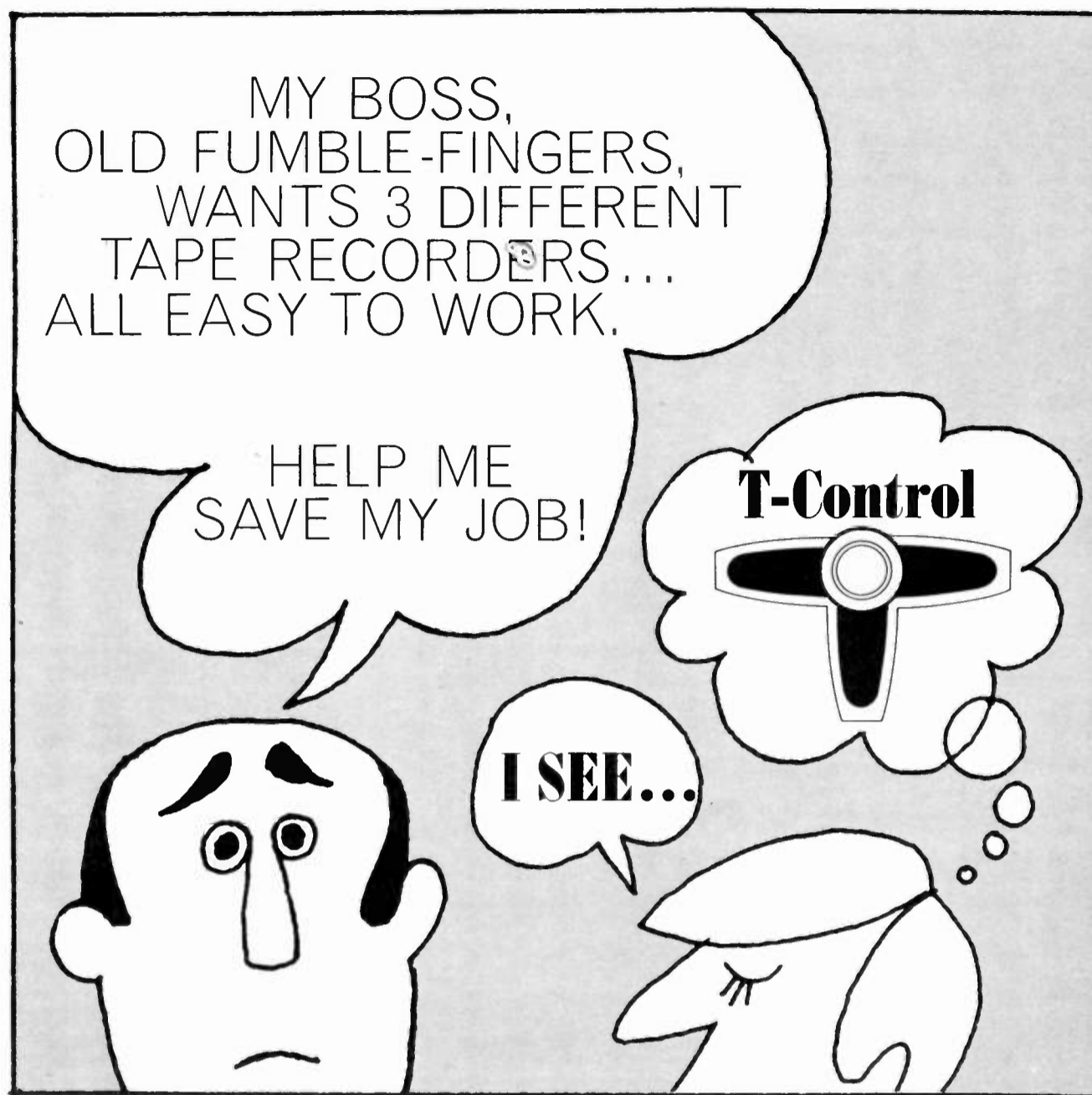
If you want a quality laundry line with the kind of mark-up that makes a retail sale worthwhile, you want



**Hamilton®**

Hamilton Manufacturing Company / Two Rivers, Wisconsin  
Factories at Two Rivers, Wisconsin and Kosciusko, Mississippi

Hamilton—The complete laundry line of Heritage and Holiday dryers, automatic washers, wringer washers.



## T-Control makes tape recording easy

(Simple, jam-proof operation of play — record — rewind — forward — stop.)

### 212 with T-Control

- ☐ AUTOMATIC LEVEL CONTROL — just push a button and record automatically.
- ☐ BATTERY OPERATED — Plays anywhere at standard tape speeds — portable, compact design — AC adapter available.
- ☐ CAPSTAN DRIVE — 7 transistors — remote control mic.

Full profit at less than \$40 retail.



### 525 with T-Control

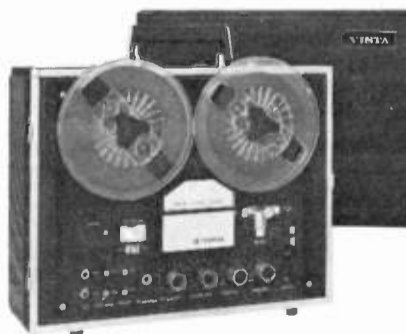
- ☐ AUTOMATIC LEVEL CONTROL — just push a button and record automatically.
- ☐ CAPSTAN DRIVE — 5" reel — AC operated — 2-speed.
- ☐ COMPACT DESIGN — 6 transistors — 3 diodes.

Full profit at less than \$70 retail.

### 910 Stereo record/play with T-Control

- ☐ DESIGNED FOR THE AMATEUR — loaded with professional-performance features.
- ☐ AUTOMATIC SPEED EQUALIZATION — assurance of precision sound and separation — 14 transistors.
- ☐ 4-TRACK STEREO PLAY & RECORD — edit control — 6 hours recording time (stereo).
- ☐ 4-TRACK MONO PLAY & RECORD — mono playback through both speakers.
- ☐ LOTS OF ACCESSORIES — everything needed for professional sounding stereo.

Full profit at less than \$180 retail.



## KEY MOVES

**Centrex Corp.**—Three men move to major managerial posts in the appliance division: Darrell F. Linder is named mgr of appliance sales and will have full responsibility for the dealer sales program; Robert F. McIntosh becomes director of national and export sales; Roy Hinton is named quality control mgr. Two new zone sales mgrs in the appliance division: Edward J. Broderick becomes responsible for sales in Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, North Dakota, and South Dakota; Terry C. Haddock, coming from a field sales mgr position with Mathes Air Conditioning, will supervise Centrex appliance sales in Louisiana, Texas, Oklahoma, New Mexico, Kansas, Colorado, and western Missouri.

**Maytag**—E.G. Higdon is named chief executive officer of the board of directors. The former president of Maytag will replace George M. Umbreit, retiring board chairman. Umbreit was named to the new position of chairman of the board's finance committee.

**Westinghouse**—Frank Satterwhite is appointed national sales mgr of renewal parts for Westinghouse Appliance Sales and Service Company. The newly created post carries responsibility for development of promotions, advertising schedules, improvement of distribution methods, and all functions that will lend merchandising assistance on all parts going from the company's Newark, Ohio, parts center to all types of distribution.

**Litton**—Dr. Norman H. Moore joins the corporate staff of Litton Industries Professional Group with responsibility for forward planning.

**Sears, Roebuck & Co.**—James W. Button is elected vice president in charge of merchandising. He has been president of Simpson-Sears Ltd., Sears' Canadian affiliate, since 1962. In his new post, he will supervise 51 buying divisions and the retail and catalog sales promotion divisions and their supporting staff departments.

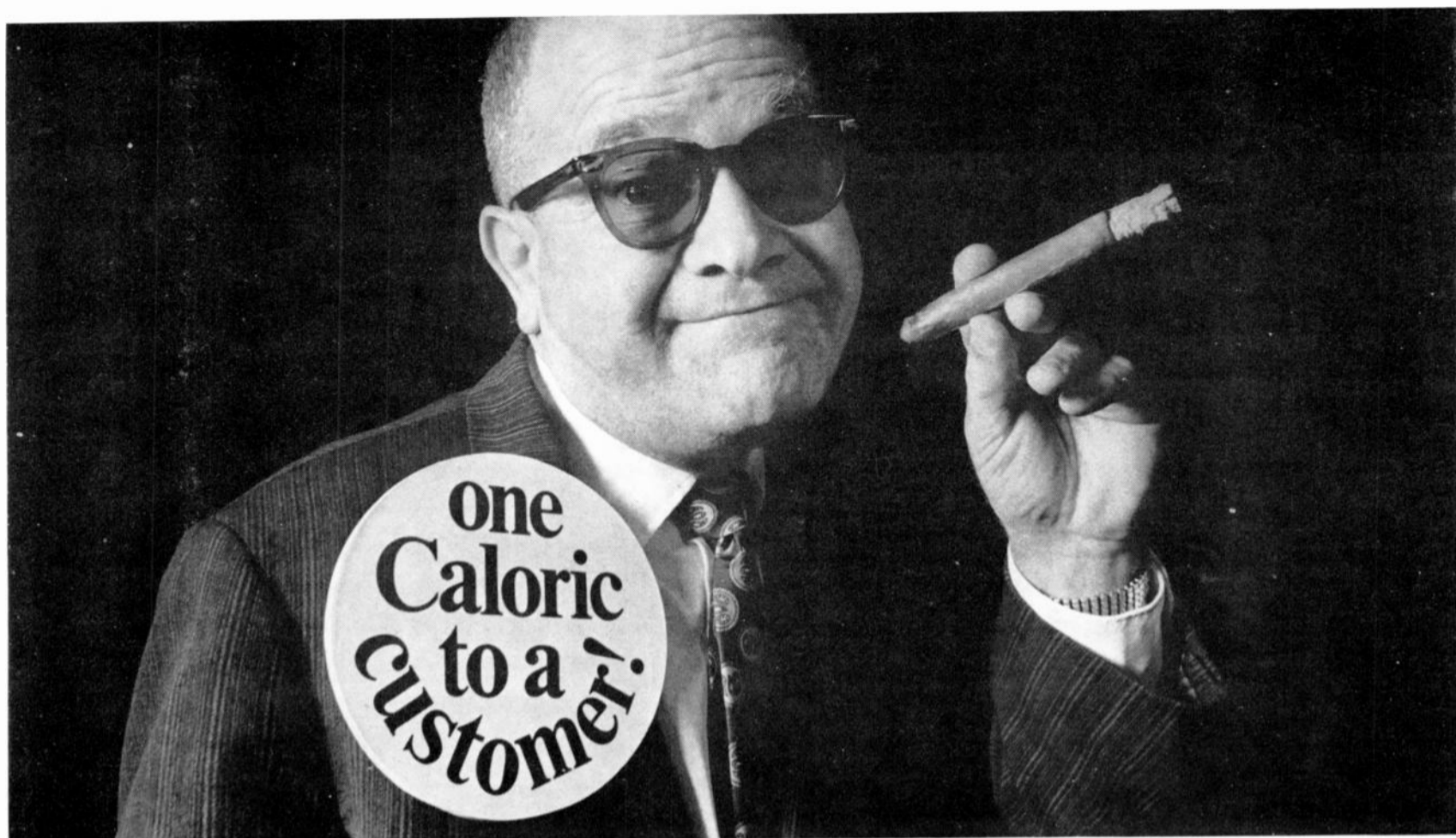
**Philco Corp.**—Phillip A. Sandford is named mgr of appliance advance development. He comes from the Norge Division of Borg-Warner Corp. where he was director of advance development for nearly three years. William Sherman, a Philco employee since 1947, is appointed product information supervisor for the appliance division.

**Admiral Corp.**—Ellis Elder becomes director of quality control for the electronics division. Joseph J. Soltis becomes assistant to C. S. Rossate, operations vice president of the electronics division. John Barralle is appointed regional mgr covering Admiral distributors in Kansas City, St. Louis, and Springfield (Ill.).

**RCA**—Earl I. Anderson is elected to the new position of vice president of value assurance for RCA Sales Corp. His responsibilities include value assurance of RCA Victor color and black-and-white tv, radio, "Victrola" phonos, and tape recorders, as well as product performance, including quality assurance and competitive analysis laboratories, value analysis, advanced technology applications, and facilities requirements planning.

Want more information on the product? T-Control promotion? Call or wire collect:

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# some of you guys are getting too cocky!

So, you've got a good product to sell. One that has the features consumers want . . . with plenty of exclusives at that. And you've got the quality story of the industry—Caloric's three year, 3000 meal warranty.

And, okay, you're making money. Good money. The Caloric Dealer Program gives you margins that make sense—selling room—pre-paid shipping to your store—complete promotional programs, with advertising allowances that really let you do something.

So, does all this give you the right to act cocky? Come to think of it, yes.

TO: Mr. Roy Klein, President, Caloric Sales Corp., Wyncote, Pa. 19095  
Dear Roy: I don't handle Caloric. The last time I really felt cocky was in 1946. Rush details on Caloric Dealer Program.

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STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

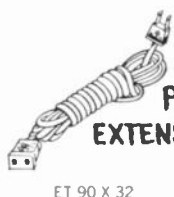
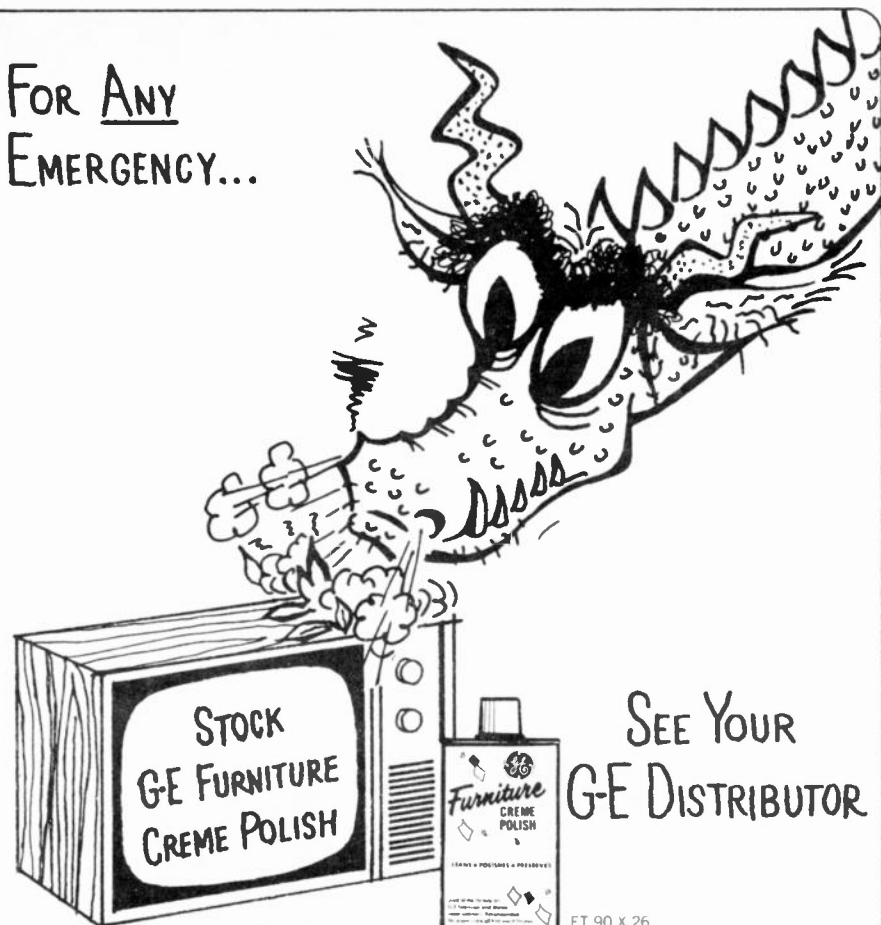
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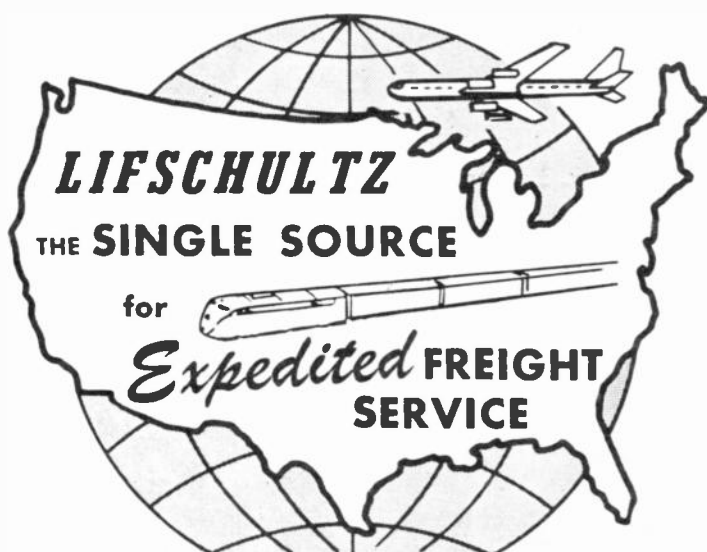
ET 90 X 25



GENERAL  ELECTRIC

830-41A

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Factory rebuilt Western Electric in white, beige, ivory, pink, green, or blue. If 4 prong plug is required add \$2.00. Fully guaranteed. Write for free list. All shipments FOB.  
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## APPLIANCE TV

# Adding up the export dollars: Japan's tv rivals its radio

The transistor radio is no longer Japan's only bread-and-butter product. Television exports—which are rising rapidly—are now bringing nearly as many dollars as radios.

Combined revenue from transistor radio and tv export to the U.S. during the first two months of this year was more than \$20 million; of those dollars, 48.1% came from television exports.

Unit volume in both categories—television and radio—is climbing, but the dollar value of the radios is falling as the dollar value of the Japanese-built tv sets is increasing. Last year, at the end of the two-month period, the average price of Japanese transistor radios exported to the U.S. was \$7.50; at the end of February this year, the price had dropped to \$7.40. During the comparable period, the average price of

tv sets went up from \$52.13 to \$61.12.

But the increasing importance of the television market for Japan does not mark the demise of the Japanese transistor radio. For the first two months of 1966, better than 500,000 more transistor radios came to the U.S. from Japan than from Okinawa, Hong Kong, and Taiwan combined.

Average prices of radios imported to the U.S. from Japan's three island competitors have dropped to new lows. At the end of February last year, the average price of radios from Hong Kong was \$3.17; this year at the end of two months the average price stood at \$3. From Okinawa, the average price has fallen from \$3.28 to \$2.94. And the average price of radios imported from the island of Taiwan dropped from \$2.55 to \$2.37.

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

	date	UNITS		% chge	DOLLARS		% chge
		1966	1965		1966	1965	
Transistor radios**	February	882,074	603,369	+ 46.19	6,602,936	4,589,286	+ 43.88
	2 Months	1,415,565	969,415	+ 46.02	10,473,327	7,266,769	+ 44.13
Chassis/kit tr. rad.	February	23,450	1,010	+1321.78	80,900	4,875	+1559.49
	2 Months	43,526	6,710	+ 548.67	171,363	31,108	+ 450.86
Tot tr. radios	February	35,550	41,910	— 15.18	13,041	54,998	— 76.29
	2 Months	49,850	73,668	— 32.33	23,104	100,567	— 77.03
Total tr. radios***	February	966,708	654,807	+ 47.63	7,030,346	4,769,892	+ 47.39
	2 Months	1,541,073	1,062,037	+ 45.11	11,092,041	7,572,727	+ 46.47
Tube radios	February	59,070	63,548	— 7.05	625,852	501,344	+ 24.83
	2 Months	95,955	129,622	— 25.97	1,078,338	1,099,796	— 1.95
Chassis/kit tube rad.	February	25,350	10,919	+ 132.16	198,188	122,727	+ 61.49
	2 Months	31,556	23,601	+ 33.71	283,865	245,477	+ 15.64
Television, b&w	February	87,605	.....	.....	4,465,705	.....	.....
	2 Months	147,606	.....	.....	7,698,657	.....	.....
Television, color	February	7,316	.....	.....	1,293,619	.....	.....
	2 Months	11,412	.....	.....	2,020,477	.....	.....
Total television	February	94,921	98,020	— 3.16	5,759,324	5,001,116	+ 15.64
	2 Months	159,018	145,611	+ 9.21	9,719,314	7,590,343	+ 28.05
Radios-phonos	February	28,699	13,945	+ 105.80	428,021	465,469	— 8.05
	2 Months	41,530	22,119	+ 87.76	636,362	679,115	— 6.29
Tr. port. tape rec.	February	40,591	43,179	— 5.99	894,525	773,958	+ 15.58
	2 Months	69,612	67,729	+ 2.78	1,539,233	1,113,444	+ 38.24
Total tape recorders†	February	159,634	205,422	— 22.29	2,416,835	2,684,846	— 9.98
	2 Months	255,185	329,447	— 22.54	3,776,509	4,421,295	— 14.58
Transceivers	February	339,745	107,081	+ 217.28	2,533,675	1,060,352	+ 138.95
	2 Months	460,055	197,108	+ 133.40	3,523,955	2,026,443	+ 73.90

\*Source: McGraw-Hill's Tokyo Bureau \*\*Three or more transistors  
\*\*\*Includes tr. car radios †includes transistor + car tape recorders

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

Transistor radios	February	745,685	595,472	+ 25.23	4,890,243	4,278,120	+ 14.31
	2 Months	1,505,571	1,087,850	+ 38.40	10,350,255	7,918,347	+ 30.71
Radios, other	February	43,826	118,338	— 62.97	762,495	1,182,403	— 35.51
	2 Months	166,682	212,918	— 21.71	1,974,991	1,850,822	+ 6.71
Radio-phonos	February	27,300	8,033	+ 239.85	488,812	340,437	+ 43.58
	2 Months	48,676	10,538	+ 361.91	884,405	430,964	+ 105.22
Phonographs	February	20,992	21,215	— 1.05	184,065	245,521	— 25.03
	2 Months	53,076	24,964	+ 112.61	500,458	289,253	+ 73.02
Television	February	74,642	89,406	— 16.51	4,347,642	4,682,560	— 7.15
	2 Months	160,088	136,086	+ 17.64	9,814,957	7,335,388	+ 33.80

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

Transistor radios	February	389,293	188,729	+ 21.90	1,167,772	598,158	+ 95.23
	2 Months	689,017	319,349	+ 115.76	1,944,553	1,023,579	+ 89.98

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

Transistor radios	February	32,670	56,184	— 41.85	96,104	184,515	— 47.92
	2 Months	63,361	79,468	— 20.27	177,340	265,127	— 33.11

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

Transistor radios	February	130,000	29,734	+ 337.21	308,164	75,927	+ 305.87
	2 Months	189,912	34,734	+ 446.76	476,796	88,765	+ 437.14

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



designed by  
and for  
the  
Housewares  
Industry!



■ If you are in the housewares business, and intend to stay and prosper, you cannot afford to miss this midyear exhibit. Each year the July NHMA Exhibit grows in impact and importance until now it looms as the make-or-break pause on the merchandising calendar. Housewares is not a one-shot-a-year business. It is ever-changing, ever-moving, ever-growing. The summer housewares get-together is the industry's **own** way to keep up-to-date on products, promotions, people and ideas. Make it your way to your full share of profit in the climactic selling season ahead.

45th  
SEMI-ANNUAL



# NATIONAL HOUSEWARES EXHIBIT

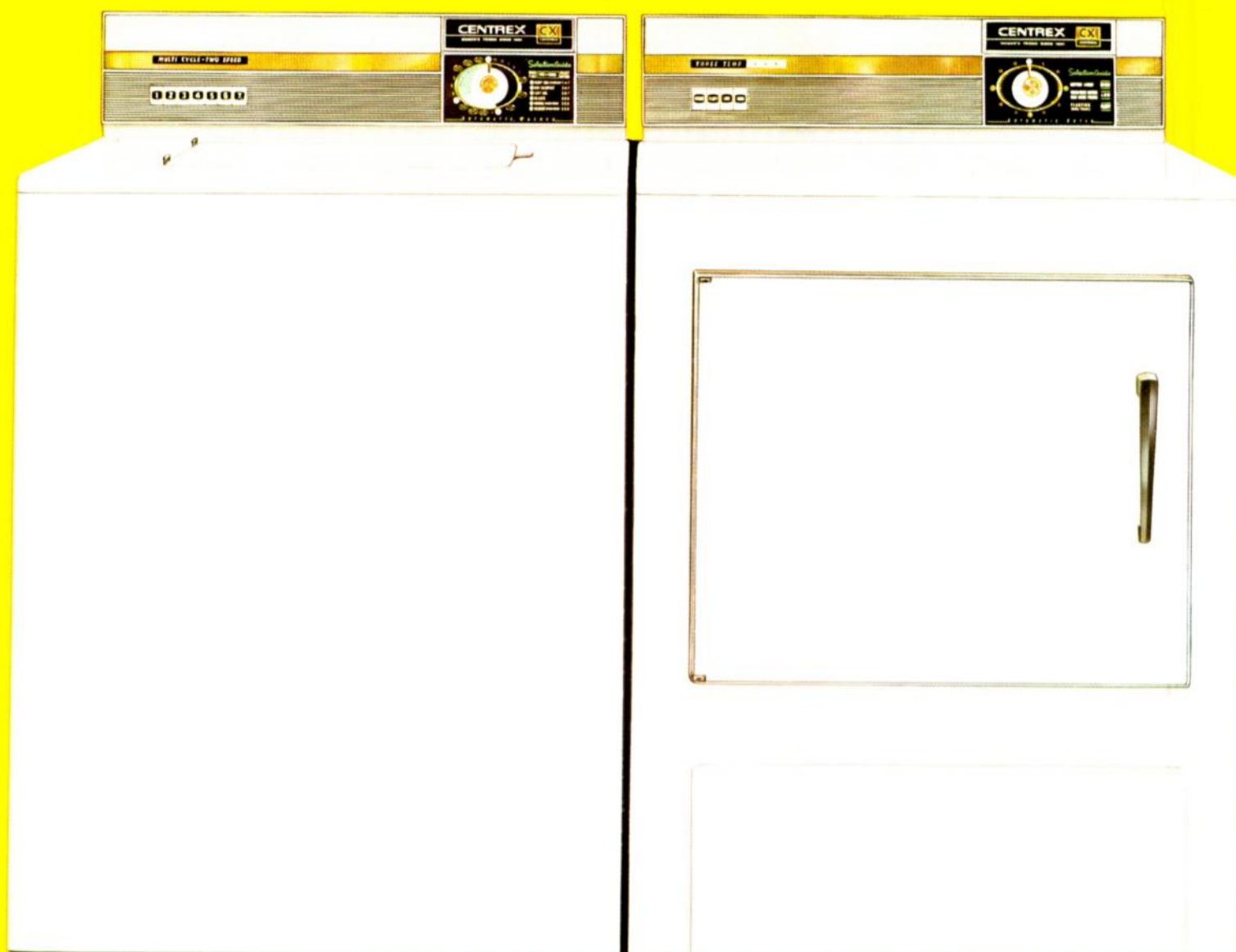
*Serving the Housewares Industry Since 1938*  
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION  
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JULY 11-15  
1966

M<sup>c</sup>CORMICK PLACE,  
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# LOOK INTO

## makers of Woman's Friend



### **New deluxe automatic washer with "something extra" features**

Complete water temperature selection for latest detergents and fabrics. Multi-wash, multi-rinse crystals, two speeds—for regular, delicate, wash 'n wear. Big perforated tub. Exclusive heavy-duty leveling legs. Moisturguard seal on tub. Out of balance control. Many features found only on commercial machines. New, modern styling.

### **New deluxe dryer with "something extra" features**

All-fabric, full cycle drying. Push button controls for fluff, high or low temperature settings. Automatic timer — select any desired drying time. Extra-capacity, easy-to-clean lint filter. Automatic door shut-off switch and safety thermostats. Gentle vacuum air-flow action. Electric or Gas (including LPG).

### **Something extra in home laundry design—the Centrex Decorator Line**

New Centrex deluxe automatic washers, deluxe dryers and semi-automatic wringer washers are also available in new, stimulating decorator designs. With five different, colorful patterns to choose from the new Centrex Decorator Line is especially appealing to the customer who wants to coordinate laundry appliances with the motif of her home. The Centrex Decorator Line is a real stopper, an attention getter. It's something new to offer, and an opportunity for more "something extra" sales.



GEOMETRIC

TULIP

ROOSTER

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# CENTREX<sup>®</sup>

## end washers since 1901

### For "Something Extra" Profit Opportunities

The new Centrex line of home laundry appliances now provides you with "something extra" to offer the buying public. Result: "something extra" profits for you.

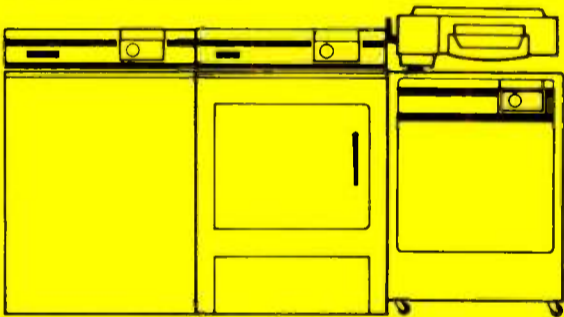
Look at the selling possibilities—a newly styled, multi-speed, multi-cycle deluxe automatic washer with matching all-fabric, multi-temperature deluxe dryer . . . a new semi-automatic wringer washer to match the dryer . . . a new five-cycle automatic washer . . . an economy model dryer . . . new decorator designs for the three top models . . . an outstanding line of wringer washers.

Most importantly, you can sell Centrex competitively with *full mark-up and profit*, not the selling price forced on you by price-slashing competitors down the street.

Centrex, with an excellent reputation for quality products (Women's Friend Since 1901) offers just the line you need for expanded profit margin in laundry appliances. For further information contact: Centrex Corporation, Findlay, Ohio.

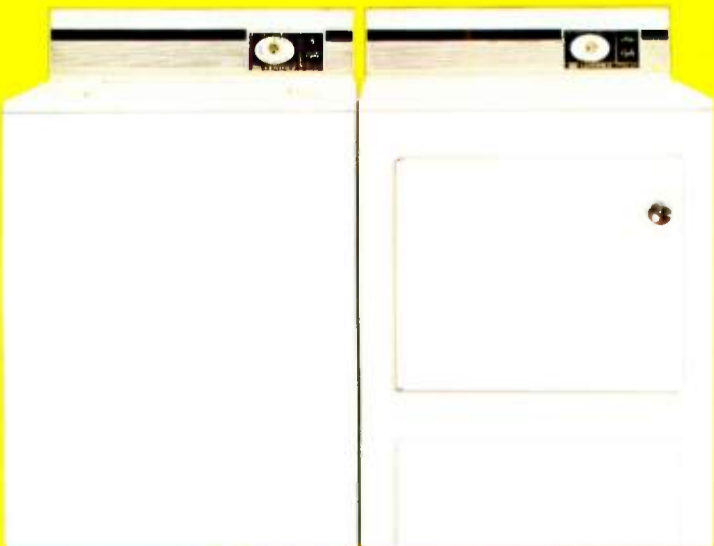
#### A three-way combination for extra sales

You can sell the new Centrex automatic washer, dryer or semi-automatic washer as separate units. Or, you can sell the dryer and automatic as a matching pair. Or, you can sell the dryer and semi-automatic as a matching pair. Available with the new decorator designs, too. Only Centrex offers this kind of choice.



#### Something extra to offer the economy-minded buyer

Two valuable additions to the Centrex line for the price-conscious, budget-minded shopper. The new Economy automatic washer incorporates many of the quality features found in the Centrex Deluxe model, with simplified control panel, five-cycle system. The new Economy dryer matches the washer, is a masterpiece of efficient design for effective drying.



#### The Centrex Crest semi-automatic wringer washer

with exclusive square cabinet styling and new trim, looks good in kitchen or laundry area. It is completely portable, and features a built-in drain pump with Automatic Timer for washing and rinsing. Exclusive Fill 'N Drain system fills and drains from a single connection. A true power rinsing . . . no rinse tubs required. The modern wringer washer for the modern wringer washer market. Available with decorator designs.



#### Something extra to sell the wringer washer market

The new Centrex wringer washer line has been redesigned with new, high-style contemporary exteriors. Each washer features the new, exclusive miracle tub, guaranteed for the life of the washer. From top to bottom, the Centrex wringer washer line has dozens of modern, time-saving, work-saving features developed through many years of manufacturing Woman's Friend washers. One out of six washers sold today is a wringer washer. The outstanding Centrex line of quality wringer washers — Regent, Deluxe, Standard or Utility — gives you just the products you need to meet this demand.



REGENT



DELUXE



STANDARD

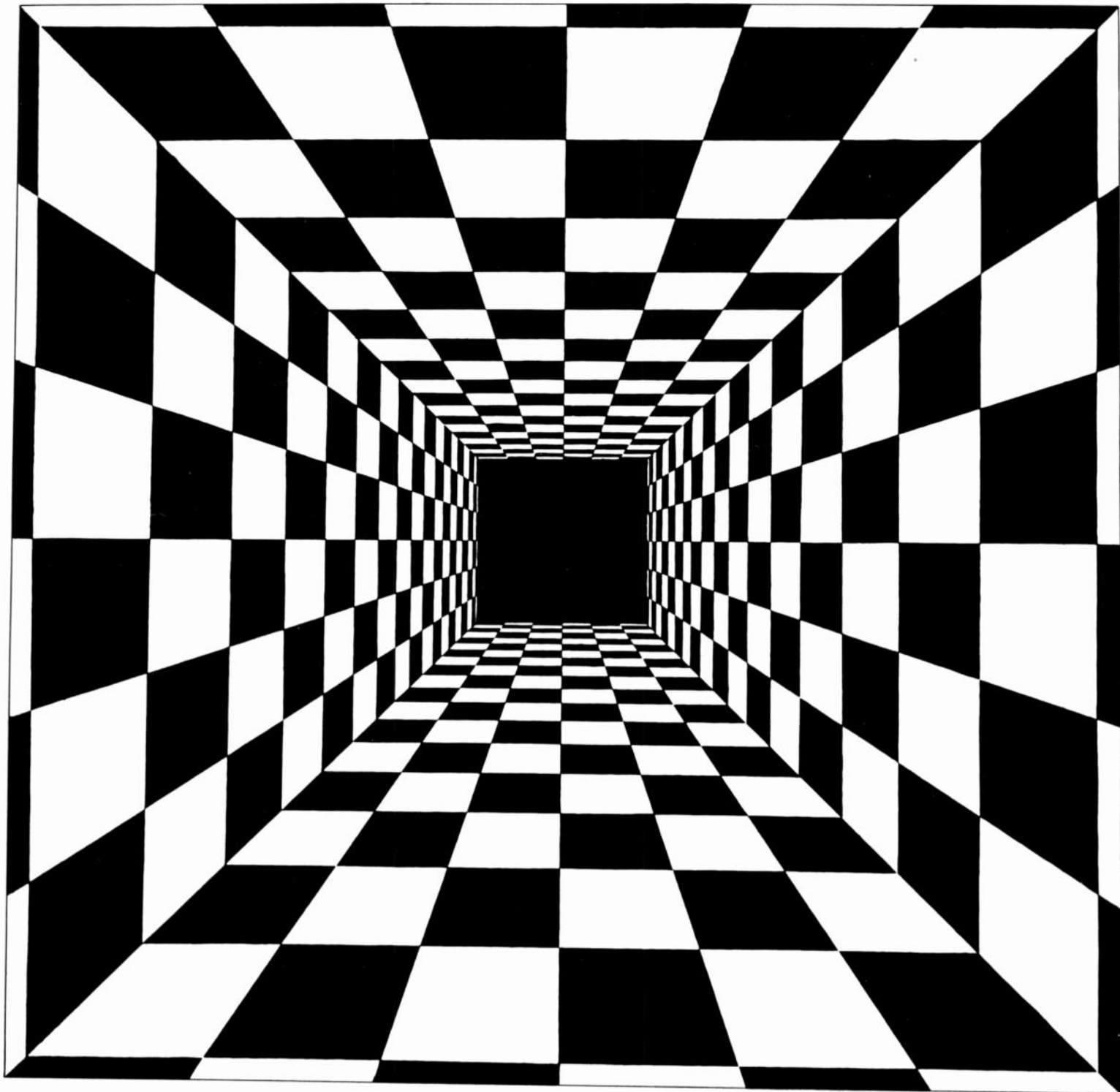


UTILITY

**CX**  
CENTREX<sup>®</sup>  
CORPORATION

**WOMAN'S FRIEND WASHERS**  
SINCE 1901

Detail from "Focus" by Marina Stern



## DEEP VIEW

In a dynamic, surging, fast-changing retail market it's easy to take the surface view... easy and dangerous.

With appliance, consumer electronics and housewares sales soaring towards their biggest decade, there's need for a publication that keeps the market's feet on the ground. Reports its successes. And its failures. Gives its readers the *whole* story. The deep view. Every issue.

That's Merchandising Week.

Each Monday morning, Merchandising Week alerts its audience—merchandisers, manufacturers and marketers—144,500 strong. Gives them the facts. The latest product intelligence. A complete briefing on the market.

In-depth stories evaluate the news. Isolate the significant trends. Interpret the changing scene.

Editors dig. Search out the essence of retail problems. Present their findings in big, middle-of-the-book features.

This is not surface skimming; it's deep, gutsy, interpretive writing. The kind that informs. Stimulates. Disrupts. Sets the disquieting mood in which advertising works best. Your campaign will get *results* in this atmosphere.

### MERCHANDISING WEEK

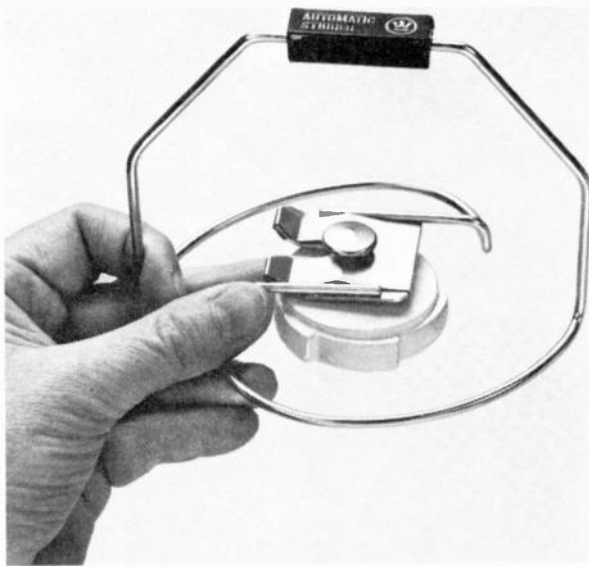
*edited for the appliance,  
consumer electronics  
and housewares industries*

A McGraw-Hill Publication

# Kevin Sullivan says, "Join the range revolution with the new Westinghouse Automatic Stirrer, Self-Cleaning and No Turn Speed-Broil® Oven."



"As Sales Manager of Westinghouse ranges, I'd like to introduce you to a really amazing new range. The only one anywhere that stirs automatically, cleans its own oven and broils on both sides without turning."



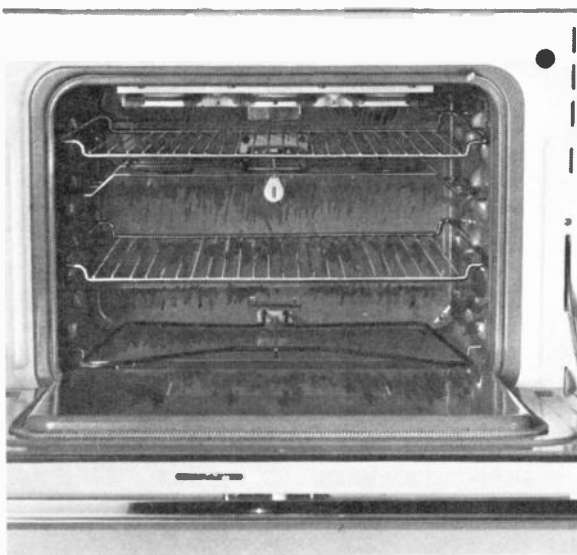
"There's never been a cooking feature that you could demonstrate as easily—and dramatically—as this new Westinghouse Automatic Stirrer."



"The Stirrer comes in two sizes—for small pans and large ones. And you can place either one into almost any type of cookware—stainless steel, aluminum, glass or porcelain enamel. For demonstration purposes, glass is best—like this."



"Just flip the switch for the special surface unit, and a motorized magnet underneath it begins the stirring action. Your customers will flip, too, at the idea of getting perfect gravies, soups, puddings and sauces without ever lifting a spoon."



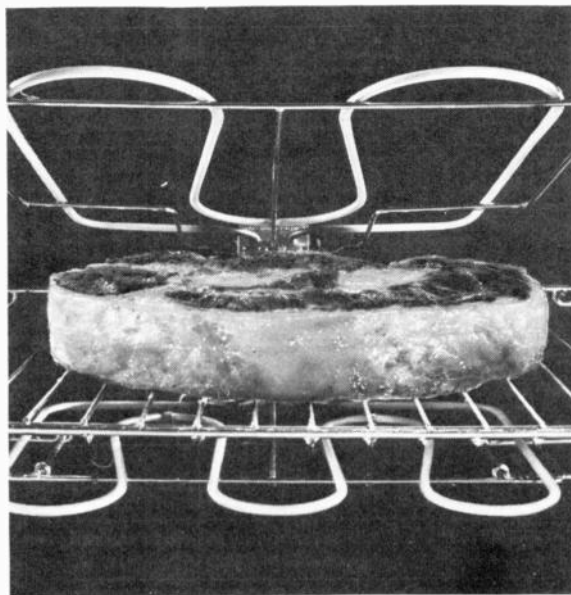
"Next you can tell them about the new Westinghouse Self-Cleaning oven. No matter how bad the baked-on buildup may be, this new feature will make it shine like new in only two hours."



"Just set the selector switch to 'Clean'...close the special door latch, and let the cleaning begin."



"The Westinghouse Self-Cleaning oven works faster and more efficiently than any other make. Operating cost is lower. Kitchens stay as cool as during normal baking. It's really incredible."



"Now for the third big selling feature of this revolutionary range. The No Turn Speed-Broil has already proved itself with overwhelming customer approval. Probably you're familiar with the way it sears meat on both sides at once to seal in flavor."



"Of course our new ranges include many other styles and features. Westinghouse gives you the depth of line—the exciting innovations—that enable you to meet every customer demand. Let your Westinghouse distributor give you details. Join us for a great new selling season."

You can be sure if it's Westinghouse





The housewares retailer's "second Christmas" is coming, and this year it should be bigger than ever.

The sales potential is there. All consumers are involved in the spring gift-giving season in one way or another.

Mothers. Fathers. Grandparents. Sons. Daughters. All the brides—a record number expected this year. All the grooms—often forgotten by retailers. Also: the bridal parties—the brides' showers and the grooms' bachelor parties. The wedding guests. And the graduates—there is more to sell for graduation gifts than shavers.

Turning potential into profit is where the housewares retailer has fallen down in the past. Too many retailers fail to give the spring gift-giving season the merchandising support it deserves—and needs.

Too many retailers have been content with running a few ads that feature products as gift suggestions for mothers, fathers, and brides. And these ads have moved no more than a predictable amount of merchandise.

And even though there undoubtedly will be more of these ads this year because there are more mothers, fathers, brides, and grads, just more advertising alone is not the appropriate response to the opportunities presented by housewares' second Christmas.

Merchandising is the key to higher sales during the spring gift-giving season. For the real Christmas, retailers do more than sell products; they merchandise a holiday season. And the same thing goes for spring: retailers should be merchandising the season when the public honors motherhood, fatherhood, marriage, and the commencement of adulthood.

On these two pages, MERCHANDISING WEEK explores several merchandising approaches to Mother's Day, Father's Day, weddings, and graduations. And on the following pages, you will find brand-by-brand comparisons of manufacturers' specifications for personal-care electric housewares especially suitable for spring gift-giving.

The point is to make this year's second Christmas more like the first one.

By Ed Dubbs

Cover by Vince Coogan  
Photographs by Joe Ruskin

# Gift housewares: selling a second Christmas

## Mother's Day and Father's Day: ready to go against ready-to-wear

Housewares retailers can expect increased competition in gift sales for Mother's Day (May 8) and Father's Day (June 19). The ready-to-wear industry has found new sales magic in "permanent press." And the men's toiletries industry—which now includes big names in the women's field—also will be stepping up its promotional activity for Father's Day.

A look backward to last year offers little encouragement. Mother's Day sales were disappointing, off for some stores. Father's Day gift sales, although generally up, failed to live up to expectations.

To meet strong competition from other industries, housewares retailers, especially the key department stores, will be seeking to merchandise spring holidays more heavily this year, instead of relying solely on ads offering products as gift suggestions. Manufacturers have increased their ad budgets, especially for television, providing retailers with additional national and local support.

Increased emphasis on themes is planned by most retailers in going after the Mother's Day and Father's Day gift business.

In addition to the well worked, but still successful, theme of "Make Mother's Life Easier," retailers will be promoting more heavily the many and varied roles played by today's mother and wife.

Saluting the working wife is one angle that will receive increased retail promotional play this year. Hudson's, the Detroit department store with a reputation for going after spring gift business, has been using the working-wife theme for several years.

Thirteen and a half million women, more than a third of all married women, are working wives. Mother's Day is the perfect time for retailers to salute them and their contributions to family income and well-being and to the American economy. And, of course, to sell some housewares at the same time.

The special needs of the working wife center around the need to be able to fix evening meals quickly after coming home from work. Pressure cookers are good bets for featuring in a working-wife promotion. Others include: casseroles; bakeware and cookware, especially non-stick; deep-fat fryers; multi-purpose fry-pans; automatic 24-hour timers; sandwich grills and waffle-bakers; blenders and mixers. Just about any kitchen housewares products can be added to round out a gift assortment.

Working in favor of the housewares industry in seeking to increase its share of the gift business for Mother's Day and Father's Day is

the growth of products for personal care and good grooming, products that make more glamorous gifts than the basic kitchen electrics.

A glamorous gift approach again will be relied upon by housewares retailers in pushing personal care electrics. Most housewares buyers interviewed expect hair dryer sales to be up this Mother's Day over last year, thanks to the replacement market and the salon-type hair dryer. Ladies shavers, automatic toothbrushes, and even massagers, also are seen gaining in gift popularity.

Good grooming for dad will be played up more heavily, especially in promoting shavers and shoe polishers. To many buyers, GE's cordless electric clothes brush looks like a new winner for Father's Day.

For the dad who travels on business, retailers will be building promotions around cordless shavers, rechargeable cigarette lighters, travel toothbrushes, shoe polishers, and GE's clothes brush.

Leisure-time activities also will receive increased emphasis in selling barbecue equipment and accessories, power mowers and other garden goods, power tools, and do-it-yourself products. And retailers will not be overlooking portable hand vacs as a way to capitalize on father's interest in the family car.

Assortments will be stressed by a number of key retailers in going after both Mother's Day and Father's Day gift business. "A Slicing Knife for Every Dad," or a similar theme, could serve as a peg for showing off a store's wide assortment of slicing knives in all price ranges. The same is true for shavers, and for hair dryers at Mother's Day.

"Old-fashioned pricing" has proved a popular merchandising theme in capturing Father's Day business with a price angle. Zayre and other mass merchandisers have relied on themes such as "Give 'Dear Old Dad' Famous Brand Gifts at Old-Fashioned Prices."

Cordless electric promotions are expected to help center attention on housewares as gift ideas during the May-June gift period. Major department stores will be tying in with Union Carbide's "Go Cordless—Go Carefree" promotion, viewing cordless electric products as good gift items for Mother's Day and Father's Day. In fact, retailers encouraged Union Carbide to schedule the promotion during the spring gift season rather than in the fall or at Christmas.

Retailers are generally convinced that the housewares industry can make inroads in gift sales at Mother's Day and Father's Day and are seeking all the promotional help they can get.

## Gifts for grads: more than shavers

Several years ago, the housewares retailer had little to offer the graduate besides shavers. And, although the electric shaver remains a top gift item at graduation time, other products have come along to add to the graduation gift potential.

Personal care electrics have helped broaden the gift appeal of the housewares industry's products. Their contribution has been especially important and welcome during the May-June gift period. By their very nature, personal care electrics provide a more personalized gift and appeal to a wider gift-buying audience than, say, a toaster. Hard-top hair dryers, power manicurists, automatic shoe polishers, GE's cordless clothes brush, and automatic toothbrushes look like good sales bets for the spring gift season in general and graduation in particular.

The graduate is going somewhere, and where he or she is going provides additional marketing approaches in aiming gift suggestions at the June graduates. Many high school graduates will be going on to college, and many college graduates, coeds as well as men, will be setting up apartments for the first time.

For the off-to-college grads, housewares retailers can take a broad approach by including such products as portable typewriters and high-intensity lamps in their ads, along of course, with shavers. Other possibilities include painted unfinished furniture, wall-shelf units, instant coffee brewers, buffet ranges, and hot plates.

For the out-on-their-own grads, a promotion angled at the first apartment could prove highly profitable in building a youthful image for the store as well as bringing in some immediate gift business. Many retailers are striving hard to sell the Young America market, but home furnishings in general and housewares in particular have been slow in going after this growing market. Graduation time, when many graduates will be setting out on their own, could well prove an ideal starting point for aiming at the Young America market.

Shaver manufacturers are proving to be the leaders in the housewares field in aiming their product at the teenage and the college crowds. Norelco, for example, is launching a promotional push in college newspapers, using a comic strip, pop-art approach.

Shaver manufacturers realize they must win the consumer over to electric shaving at an early age in order to make inroads against the wet-shave industry. Retailers also must realize they must win the consumer early in order to build future business.

## The profitable bridal market: a year-round love affair

Next to Santa Claus, the housewares industry likes the bride best. And although June weddings are traditional, and June is still the peak month for bridal promotions, the bride provides year-long business for the housewares industry.

More than two million first-time brides will be taking vows this year. Each will be starting new households, buying household equipment.

**Understanding the bride** is, more than ever, the way to sell her.

The first-time bride, naturally, is young. Here are some statistics compiled by *Seventeen* magazine: median age for engagements among girls is now 16.9 years; the biggest marriage age is 18, with 19 next; half of all first-timers and 38% of all brides are teenagers.

**Bridal business is being lost**, however, by the housewares industry, which has been slow to understand the bride and her problems, and by retailers, especially department stores, who have failed to include housewares in their bridal-registry programs.

Housewares manufacturers—with Corning leading the way—are out to convince department stores that they should merchandise more than a dream world to the bride-to-be. Corning's Harry McCormick Jr. recently explained the housewares industry's frustrations to bridal registrars at a Corning-sponsored bridal workshop this way:

"After the organ music has faded away and the long white train has gone back to the dry cleaner, there are dishes to be done, cans to be opened, potatoes to be peeled, pies to be baked, cakes to be mixed. And just over the horizon, formulas to be stirred and bottles to be sterilized.

"We grant there will be those rare evenings of dinner by candlelight when crystal will sparkle with red wine, the sterling will gleam, and the gold-encrusted, wafer-thin china will look just dreamy. But, I give the question to you: Which is the real world that awaits girls who comes to your registry every day?

"Our bias as a manufacturer of housewares is clear. But as one who also markets a very fine line of tableware, we can claim a vested interest in both of these visions . . .

"We find that most stores having a bridal registry do a good job in the china, crystal, and sterling area. We find too few who even attempt a comparable service in housewares or home furnishings. We find too many stores where the bridal registry is a captive of the china and glass department, with its services denied the housewares department and the products sold there."

**Personal attention is needed** in merchandising and serving the bride

—whether it be by a large store through its bridal registry program or by a smaller retailer seeking a bigger share of the bridal gift market.

A study by National Family Opinion recommended that bridal registrars offer brides-to-be "some kind of personal attention," possibly an appointment. This treatment could emphasize the importance of the wedding and make the girl feel less like a part of an assembly line, the research organization stressed.

"Registrars (substitute retailers, if you wish) need to be aware of the extreme sensitivity of the girls prior to marriage," according to National Family Opinion. "They feel confused about many things, and their confusion about the selection of patterns or potential gifts is only an additional expression of their general state of mind. As a result, they are extremely sensitive to actual or supposed slights experienced with registering (substitute shopping)."

The National Family Opinion study, incidentally, found that only 40% of the young brides surveyed used a bridal registry. The study also found that 62% of the brides with a college education used a bridal registry, while only 11% of the girls who attended only high school registered their gift preferences. Brides from wealthier families used the service more than those from lower income families.

**A new manufacturer service** for brides is being provided by General Electric for the first time this year. It is a marketing approach well worth copying by other manufacturers and by retailers themselves. In the bridal magazines, GE is promoting an exchange service for brides through GE Servicenters. If a bride receives, for example, two GE toasters as wedding gifts, she can exchange one for another GE product. Some retailers now use ads after Christmas to build good will by explaining their return policies; similar ads after the June bridal season would serve the same purpose.

But more remains to be done. The bridegroom is still being overlooked; he is not being brought into bridal registry programs to any great extent. And few retailers are helping him to select gifts he must give to the best man and others in the wedding party.

Too few retailers are running follow-up bridal promotions aimed at the working wife, especially considering the large number of new brides who continue working for several years after marriage.

A few newspaper ads in June do not make a marriage lastingly profitable for retailers and manufacturers.



Broilers are pretty as a picture in this display idea that could be adapted by retailers for a window design or an in-store wall display.

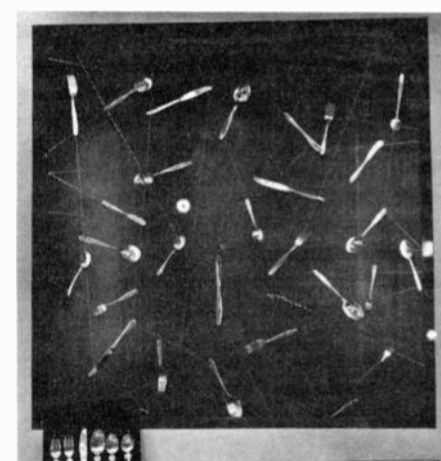
## Displays for the second Christmas: how to show off the giftables

Retailers might try an art approach in showing off housewares products as gifts for the May-June selling season: "Picture these convenient products as gifts and for use in your

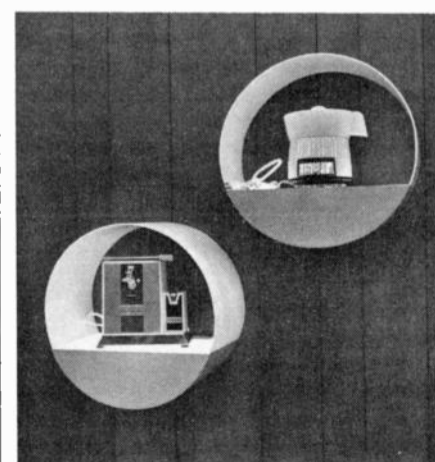
own home" could be a promotional peg. MERCHANDISING WEEK presents some display ideas here to put you in the proper frame of mind for an artful sales pitch this season.



Abraham & Straus proves cookware looks good in a knick-knack setting



A mobile constructed with stainless steel flatware draws attention



Go modern to picture housewares styling in its best light

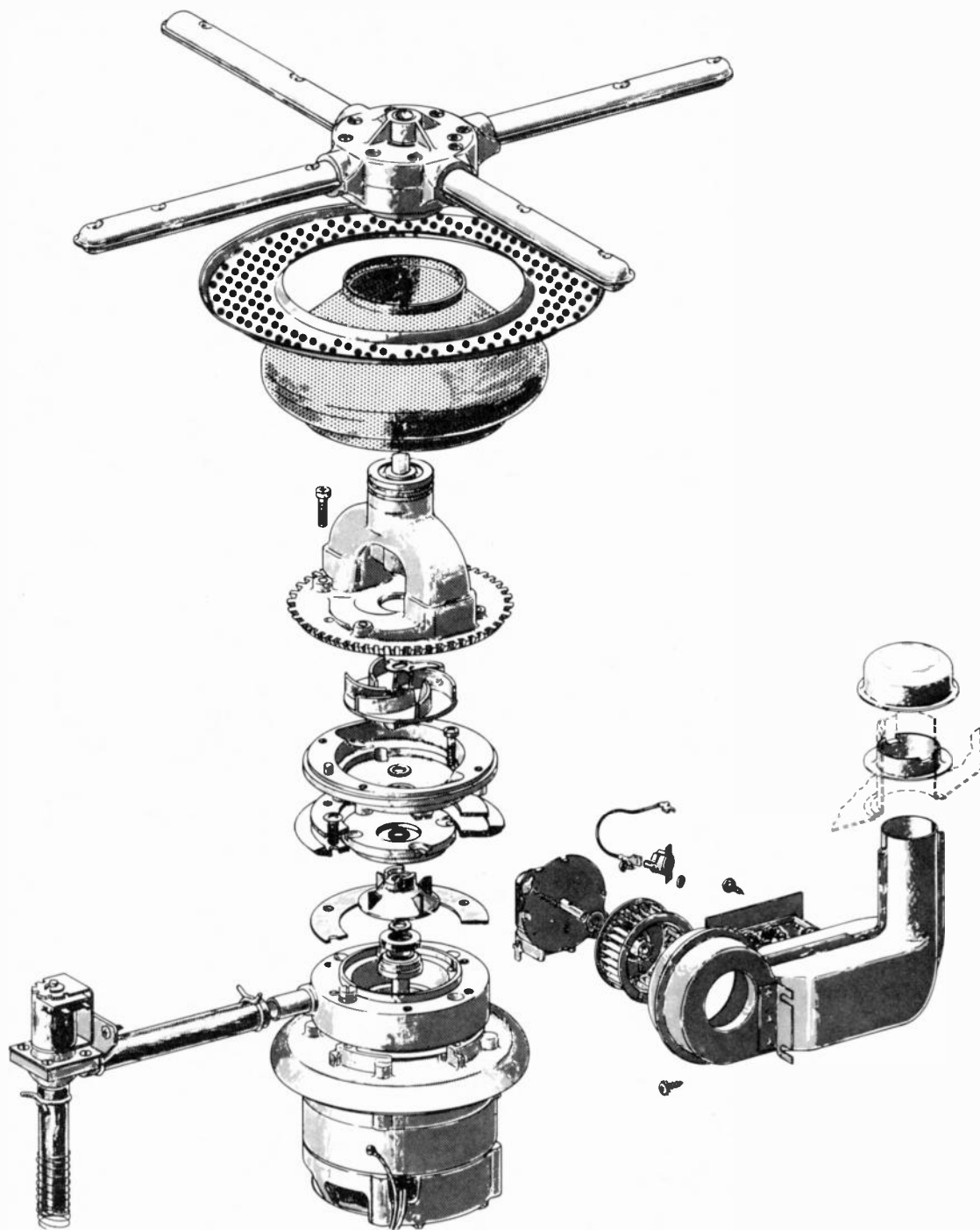


Center attention on non-stick electrics with a wall grouping

A MERCHANDISING WEEK EXCLUSIVE

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# Every KitchenAid dishwasher starts out like this.



## No matter how it ends up.

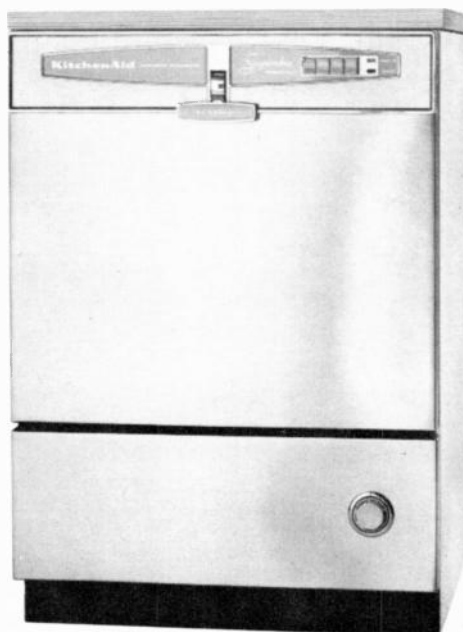
There's no skimping on performance in a KitchenAid dishwasher regardless of model or price. We use the same superior washing and drying system in all KitchenAid dishwashers, unlike some brands with different systems in various priced models.

For example, every KitchenAid dishwasher has 4-Way Hydro Sweep washing action that gets dishes sparkling clean, without hand-rinsing.

Flo-Thru drying that fan-circulates sanitized hot air over, under and around each piece and dries everything safely, thoroughly.

SaniGuard filters that trap soil till it's flushed down the drain, so water stays filter-clean.

And a powerful ½ H.P. motor. We know it's dependable because we make it ourselves.



We wouldn't be satisfied with anything less in our dishwashers.

And you shouldn't be either. Because these features make every KitchenAid dishwasher work better, last longer and a lot easier to sell.

Whatever the model (built-in, portable, convertible-portable or dishwasher-sink), whatever the price, your customer gets the same high quality when you sell a KitchenAid dishwasher.

See your distributor for more details. Or write Dept. 6DP-4, KitchenAid Home Dishwasher Division, The Hobart Manufacturing Co., Troy, Ohio 45373.

**KitchenAid**  
Dishwashers

KitchenAid dishwashers are products of The Hobart Manufacturing Company.

**A MERCHANDISING WEEK EXCLUSIVE**

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Everyday  
is Christmas  
for  
someone.

The gift season isn't just Christmas.

It's today. For that customer who's looking for a gift for Dad. Or Mom. Or Grandma. Or Sister. Or Brother. Or someone special.

That's why Hoover's gift promotion is a 12-month 365-day affair.

In 1966, we're selling our full line

with full-page, once-every-two weeks-or-so ads in Life. And in Good Housekeeping, Better Homes & Gardens, the Bride's magazines, as well.

Add to this the hoopla that's stirred up with a healthy co-op ad program, and month-in-month-out display and point-of-sale material, and you'll

have some idea why so many people are dressing up Hoover products in gift wrap.

You'd like to get your fingers into the growing gift market? Then get with the Hoover line: vacuum cleaners, floor appliances, irons, toasters, shoe polishers, hair dryers, fry pans,

blenders, electric knives, etc., etc., etc.

Remember, everyday is Christmas for someone.

Someone who sells Hoover appliances.

The Hoover Co.,  
North Canton, Ohio  
44720.



MANUFACTURERS' SPECIFICATIONS FOR
1966 PLUG-IN AND CORDLESS ELECTRIC SHAVERS


A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	MAN OR WOMAN'S SHAVES	HOUSE CURRENT ONLY	BATTERY AND HOUSE CURRENT	BATTERY ONLY	DISPOSABLE OR RECHARGEABLE BATTERY	TYPE OF SHAVING ACTION	OVER-ALL DIMENSIONS OF SHAVING SURFACE (IN INS.)	HEAD ADJUSTMENT	NUMBER OF POSITIONS	TRIMMERS (A) SIDEBURN (B) UNDERARM (C) LEG	NET WEIGHT (OZS.)	CORD LENGTH (INS.)	ON/OFF SWITCH	COLORS	OTHER FEATURES AND ACCESSORIES INCLUDED IN RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE
CITATION -- Brother International Corp., 680 Fifth Ave., New York, N.Y.																
7724	Man	Y	N	N	N	Oscillating	2	N	2		20	72	N	Black W Chrome Head	Cleaning Brush, Adhesive Steel Sleeve, Double Edge Cutting Block, Heavy Duty Mechanism, Collection Chamber So Daily Emptying Is Not Required.	\$19.95
LADY SPARTUS -- Spartus Corp., 730 W. Lake St., Chicago, Ill.																
88	Women	Y	N	N	N	Back & Forth	1 1/2 x 1 1/2	N	1		11	60	N	Pink - White		5.95
NORELCO -- North American Philips Co. Inc., 100 East 42nd St., New York, N.Y.																
Speedshaver 40C	Man	N	Y	N	R	Rotary Blades		N		A	10	66	Y	Oxford White	Two Weeks Of Shaves Per Charge, Microgroove 'Floating-heads', 'Flip-Open' cleaning, Self-Sharpening Blades, Lightweight Charge Plug On Cord, Metal Travel Case, Brush, One Year Warranty	40.00*
Speedshaver 30		Y	N							A	13	66		Oxford White	Microgroove 'Floating-Heads', 'Flip-Open' Cleaning, Self-Lubricating Motor, Switch For 110-220 Volts, AC DC, Metal Travel Case, Coil Cord, One Year Warranty.	30.00*
Speedshaver 20		Y									12	66		Maroon	On Off Switch, 'Flip-Top' Cleaning, Self-Sharpening Rotary Blades, 110 Volts, AC DC, Maroon Cord, Travel Case, Cleaning Brush, and One Year Warranty.	20.00*
Speedshaver 15C		N		Y	D						7			Beige White	Operates on Four Penlight Batteries, 'Flip-Top' Cleaning, Self-Lubricating Motor, On Off Switch, Sturdy Drawstring Travel Pouch, One Year Warranty	15.00*
Beauty Sachet 25LS	Women	Y				Horizontal Oscillator				B,C	7	107		White Gold	Power Wand With Accessories For Manicuring, Pedicuring, Massaging, 110 Volts, AC DC, On/Off Switch In Base, Fitted, Zippered Travel Case, One Year Warranty	25.00*
* Less Than																
REMINGTON -- Remington Electric Shaver, 60 Main St., Bridgeport, Conn.																
Lektronic V 666	Man	N	Y	N	R	Reciprocal	2 01x1.17	Y†	Inf.	A	12	48	Y	Ivory W Black	Carrying Case With Mirror	44.95
Lektronic IV 665		N	Y*		R		2 01x1.17	Y†	Inf.		12	72		Ivory W'Black	Carrying Case	38.95
Selectro 300 CV-300		Y	N				2 01x1.17	Y	5		10	72		Black & Silver		32.95
Selectro 200 BY-200							2.01x.78	Y	5		12	72		Black & Silver		23.95
Remington 66 664	Women						2 01x1.17	Y†	Inf.		10	60		Ivory W Black		31.50
Lady Remington 265, 266, 267							1 26x.78	Y†	Inf.	B,C	8	84		Rose, Blue, Gold		18.95
Princess BJ-20	Women						1 26x.78	N		B,C	6	84	N	White Satin		12.95
Lady Remington Lektronic 363, 364	Women	N	Y		R		**	Y†	Inf	B,C	11	84	Y	Pink, Blue		29.50
* With Transformer ** 1 26x.41 Underarm, 1.66x.8 Legs † Roller Adjustment																
RONSON -- Ronson Corp., 1 Ronson Road, Woodbridge, N.J.																
84901 Ronson "400"	Man	Y	N	N	N	Oscillatory	2x1 1/16	N*		A	10.0	72†	Y	Sand	Replaceable Cutting System, (Stainless Steel), Coiled Cord, Leather Travel Case, Unbreakable "Lexan" Case, Wall Rack	24.95
22401 Ronson "260"	Man	Y	N	N	N	Oscillatory	1 1/2 x 1 1/16	N*		A	9.6	72	Y	Charcoal, Green	Replaceable Cutting System, (Stainless Steel), Travel Case, Unbreakable "Lexan" Case	19.95
22301 2 Ronson "Caress"	Women	Y	N	N	N	Oscillatory	1 1/2 x 1 1/16	N*		B,C	9.3	84	Y	Pink & Blue	Contoured Trimmer For Longer Hairs & Underarms, Plus Close Shaving Free Floating Head System, High Fashion Brocaded Travel Bag, Replaceable Cutting System	19.95
† Coiled * Fully Flexible, Free Floating Head System, Continuously Adjustable Under Dynamic Conditions																
SCHICK -- Schick Electric, Inc., 216 Greenfield Road, Lancaster, Pa.																
226	Man	N	Y	N	R	Reciprocating	1 7/8	Y	3	A	9.6	66	Y		Power Lite, Will Glow When Charging, Stainless Steel Shaving Head, 2 Separate Shaving Heads	
220		N	Y	N	R			Y	3		9.9		Y		Power Lite, Will Glow When Charging, Power Adaptor Available, Extra, 2 Separate Shaving Heads	
233		Y	N	N					8		10.9		Y		3 Shaving Heads, 2 Separate Shaving Heads, Stainless Steel Shaving Head	
205		Y	N	N					2		10.9		N		Stainless Steel Shaving Head, 2 Separate Shaving Heads	
222		N	Y		R				3		9.5		Y		Power Lite, Stainless Steel Shaving Heads, 2 Separate Shaving Heads	
211		Y	N				2.1		8		10.9		Y		Stainless Steel Shaving Heads, 2 Separate Shaving Heads	
211W		Y	N				2.1		8		11.9		Y		110-220, AC-DC, 3 Separate Shaving Heads	
112	Women	N	Y		R		.9	N		B,C	5.8	84	Y		Single, Multiple Shaving Head, Hair Pick-Up Brushes	
110		Y	N								6.3	84	N		Single, Multiple Shaving Head, Hair Pick-Up Brushes	
108		Y	N								6.1	84	N		Single, Multiple Shaving Head, Hair Pick-Up Brushes	
107		Y	N								5.9	84	N		Single, Multiple Shaving Head	
SHAVEX -- Shavex Corp., 2201 Estes Ave., Elk Grove, Ill.																
3350	Man	Y	N	N	N	Flat Head	2x1	Y	2	A	65	Y	Beige		Men's Toiletry Case With Shaver	19.95
2400	Women	Y	N	N	N	Flat Head	1 1/2 x 1 1/2	N		B,C	72	N	White		Lady's Purse With Shaver	13.95
SUNBEAM SHAVEMASTER -- Sunbeam Corp., 5400 West Roosevelt Road, Chicago, Ill.																
777	Man	Y	N	N		Oscillating (6) Blades	2.45	N		A	8.96	60	Y	White		29.95
888		N	Y		R	Oscillating (6) Blades	2.45			A	10.93	52	Y			39.95
555-II		Y	N			Oscillating (5) Blades	1.29			A	9.03	60	Y			26.25
444-2						Reciprocating (3) Blades	2.36				9.84	60	N			
LS6	Women					Reciprocating (2) Blades	1.26				7.55	84	N	White, Blue, Pink		17.25
LS6B							1.26				7.58	84	Y	White		17.25
LS-4							.74				4.66	84	N	Blue & Pink		
LS-10		N			R		1.26				7.62	66	Y	White		29.95
X777D	Man	Y				Oscillating (6) Blades	2.45			A	8.96	60	Y	White		32.50
WAHL -- Wahl Clipper Corp., 2902 North Locust St., Sterling, Ill.																
7201	Man	Y									12	7 1/2	Y	Black		17.50

MANUFACTURERS' SPECIFICATIONS FOR
1966 POWERED MANICURE SETS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	BATTERY OPERATED	HOUSE CURRENT OPERATED	NUMBER OF COLORS AVAILABLE	NUMBER OF ACCESSORIES	TYPE OF CASE	NAIL POLISH DRYER VENTS	OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
DOMINION -- Dominion Elec. Corp., 150 Elm St., Mansfield, Ohio								
2605	N	Y	1	6	Leatherette Travel Case	N	Operates On 5V By Use Of A Power Pack* 8Ft. Stretch Cord	\$18.95
EMPIRE -- Empire Brushes Inc., 200 William St., Port Chester, N.Y.								
7902	Y		12		Injection Molded Gift Case	N	Self-Contained, Light Weight Unit To Handle W/Batteries In Table Case	5.95
FEDTRO -- Fedtro, Inc., 24 Maple Avenue, Rockville Centre, N.Y.								
LF	Y	N	4		Durable High Impact Case	N	Miniaturized, Fits In Purse, Can Be Used Anywhere.	
HAMILTON BEACH -- Hamilton Beach, Div. Scovill Mfg. Co., Racine, Wisc.								
230	N	Y	3	5	Vanity	Y		19.95
LADY SUNBEAM -- Sunbeam Corp., 5400 West Roosevelt Road, Chicago, Ill.								
MS-1	N	Y	2	5	ABS Plastic	Y		
NORELCO -- North American Philips Company, Inc., 100 East 42nd St., New York, N.Y.								
Beauty Sachet 25LS	N	Y	1	7	Fitter, Zippered Travel Case		Shaver-Plus; Complete Beauty Care Kit; Power Wand Operates Manicuring & *† Less Than	25.00†
* Pedicuring Attachments, Massagers & Trimmer, On Off Switch, 110 Volts, AC/DC, One Year Warranty								
PRESTO -- National Presto Industries, Inc., Chippewa Road, Eau Claire, Wisc.								
M & 3	Y	N	3	5	Vinyl Covered Plastic	N	Small Lightweight, Power Head W/Self Storing Cord For Ease Of Handling *	6.95
* Operates On Two Std. "D" Size Batteries, Convenient Off 2 On Control Switch On Front of Case								
-SHAVEX -- Shavex Corp., 2201 Estes Ave., Elk Grove, Ill.								
MP-1	Y	N	1	5	Cup & Base	N	Cordless Rechargeable, Only Rechargeable Cordless Model On Market.	14.95



There's more  
to marriage  
than she thinks.

Like egg beaters, can openers, pots, pans, ladles, paring knives.

But how do you get her to think of those practical things when she's dreaming about the wedding and the honeymoon? It's tough. But Ekco is doing it. With an advertising campaign that teaches the young bride-to-be how to set up house. That lists the essentials she'll need to make it function—everything from a bottle opener to a basting brush. (Ekco even gives her a shopping guide she can tear out and take to the store.)

These extraordinary new ads will appear in full-color bleed pages in the magazines she swears by: Ingenue, Seventeen, Co-ed, Bride's Magazine, Modern Bride, Bride & Home.

Be ready for her when she comes waltzing down your aisle.

**EKCO**  
HOUSEWARES COMPANY

# MANUFACTURERS' SPECIFICATIONS FOR 1966 AUTOMATIC TOOTHBRUSHES

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	TYPE OF UNIT	BATTERY OPERATED	ELECTRIC CORD OPERATED	BRUSHING ACTION	CARRYING CASE	WALL RACK	NIGHT LIGHT	BUILT-IN ELECTRIC OUTLET	NUMBER OF INTER-CHANGEABLE BRUSHES	AMERICAN DENTAL ASSN. RECOGNITION	OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>BROXODENT</b> -- E. R. Squibb & Sons, Inc., 745 Fifth Ave., New York, N.Y.												
2502	S		Y	U-D	N	Y	N	4	Y	Prepacked W 7/8 oz. Tube Lustrex.*		19.95
25046	T		Y	U-D	N	Y	N	2	Y	Prepacked W 7/8 oz. Tube Lustrex.*		
* Offers Constant Power -- No Battery Run-down. Travel Kit (25046) being introduced in Mid-April.												
<b>DOMINION</b> -- Dominion Elec. Corp., 150 Elm St., Mansfield, Ohio												
2716	C	R	N	MA	N	Y	N	4				15.95
2701	S	R	N	MA	N	Y	Y	6			Includes 6 Brushes	19.95
2705	S	R	N	MA	N	Y	Y	6				16.95
<b>DORMEYER</b> -- Dormeyer, Division of Webcor, Inc., 700 N. Kingsbury, Chicago, Ill.												
DB-1	S	R	N	U-D	N	Y	N	4	N		Ball Bearing Operated moving*	16.95
* Mechanism												
<b>FARBERWARE</b> -- S. W. Farber, Div. of Walter Kidde, 415 Bruckner Blvd., Bronx, N.Y.												
60	S	R	N	MA	N	Y	N	8	N			12.99
65	S	R	N	MA	N	Y	N	8	N		Four Brushes & Four Massagers	12.99
<b>GENERAL ELECTRIC</b> -- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.												
5104	S	R	N	B-F	N	Y	N	4	Y		Induction Charger	18.98
5105	T			B-F	Y	N		2				19.98
5108	S			U-D	N	Y		4				18.98
5109								2				15.98
HB-2*								4	N		Cord Storage	17.95
UB-1**								4	N		Cord Storage	15.80
* Handy-Hannah Brand ** Universal Brand												
<b>NORTHERN ELECTRIC</b> -- Northern Electric Co., 5224 North Kedzie Ave., Chicago, Ill.												
14	S	R	N	U-D	N	Y	N	4	N		Cord Storage Space Included	14.95
16	S	R	N	U-D	N	Y	N	6	N		Cord Storage Space Included*	17.95
* Clear Plastic Styrene Cover Included												
<b>ORAL B</b> -- Oral B Company, Fairfield Rd., Wayne, N.J.												
119	S	R	Y	U-D	N	Y	N	6			Includes Massager Polisher Att *	21.95
* 150 Strokes Per Second, Gentle Brushing Action												

# MANUFACTURERS' SPECIFICATIONS FOR 1966 SHOE POLISHERS

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	BATTERY OR PLUG IN	TYPE	AUTOMATIC BRUSH PICK-UP	WITH SHOE STAND	NUMBER OF ATTACHMENTS	ATTACHMENTS	REPLACEABLE BRUSH	REPLACEABLE BUFFER	NET WEIGHT OF UNIT (LBS.)	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>DREMEL</b> -- Dremel Mfg. Co., Racine, Wisc.										
771	P	F						Y	10	29.95
780	P	F						Y	12	35.00
790	P	F						Y	13	39.95
<b>EMPIRE</b> -- Empire Brushes Inc., 200 William St., Port Chester, N.Y.										
7600	B	H	N	N	2	Brush & Lambswool Buffer			1 1/2	5.95
7729	B	H	N	N	5	2 Brushes, 2 Daubers, 1 Buffer			1 1/2	6.99
7595	B	H	N	Y	6	2 Brushes, 2 Daubers, 2 Buffers			4	9.99
8595	B	H	N	Y	6	2 Brushes, 2 Daubers, 2 Buffers			4	9.99
7627	B	H	N	N	5	2 Brushes, 1 Buffer, 2 Daubers			1 1/2	7.99
7910*	B	H	N	Y	7	Recharger, 2 Brushes, 2 Buffers, †			4	24.99
* The 7910 Is a Rechargeable † 2 Daubers										
<b>FOSTORIA</b> -- Bersted Div. McGraw-Edison Co., 2nd & Vine Sts., Boonville, Mo.										
56117	P	H	Y	N	2	2 Potary Polishing Brushes				13.95
56115	P	H	Y	N	2	2 Polish Brushes, 2 Applicator Brushes, 2 Cans Polish				15.95
56116	P	H	Y	Y	4	2 Polish Brushes, 2 Buffers, 2 Applicator Brushes, 2 Cans Polish				19.95
56112	P	F				Storage Drawer For Polish & Brushes, Toe Switch	Y		9	19.95
<b>GENERAL ELECTRIC</b> -- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.										
5202	P	H	Y	N	4	2 Color Coded Brushes, 2 Color Coded Power Appl., 2 Cans Polish	Y	N	4	19.95
5203	P	H	Y	Y	7	3 Color Coded Brushes, 3 Color Coded Power Appl., 1 Suede Brush, 3 Cans*	Y	N	9	29.95
* Of Polish										
<b>HOOVER</b> -- The Hoover Co., East Maple St., North Canton, Ohio										
8720	P	H	N	N	7	Black & Brown Polish, 2 Appl. & 2 Brushes, 1 Large Buffer				20.95
<b>IONA</b> -- The Iona Manufacturing Co., Inc., Regent St., Manchester, Conn.										
SP-1	P	H	Y	N	4	2 Applicators, 2 Brushes	Y		2	17.95
SP-1B	P	H	Y	N	5	2 Applicators, 2 Brushes, 1 Buffer W 2 Lamb's Wool Pads	Y	Y	2	19.95
SP-1K	P	H	Y	Y	5	2 Applicators, 2 Brushes, 1 Buffer W 2 Lamb's Wool Pads	Y	Y	2	24.95

KEY TO ABBREVIATIONS: UNDER TYPE OF UNIT: T-travel, C-compact, S-standard home, UNDER BATTERY OPERATED: D-disposable, R-rechargeable; UNDER BRUSHING ACTION: U-D-up and down, B-F-back and forth, MA-multi-action

MODEL NUMBER	TYPE OF UNIT	BATTERY OPERATED	ELECTRIC CORD OPERATED	BRUSHING ACTION	CARRYING CASE	WALL RACK	NIGHT LIGHT	BUILT-IN ELECTRIC OUTLET	NUMBER OF INTER-CHANGEABLE BRUSHES	AMERICAN DENTAL ASSN. RECOGNITION	OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE
<b>PRESTO</b> -- National Presto Industries, Inc., Chippewa Road, Eau Claire, Wisc.												
TB1	S	R	N	U-D	N	Y	N	4	N			19.95
TB2	T	R	N	U-D	Y	N	N	2	N			19.95
TB3	C	R	N	U-D	N	Y	N	4	N			14.95
<b>RONSON</b> -- Ronson Corp., 1 Ronson Road, Woodbridge, N.J.												
70501	S	D	Y	U-D	Y	Y	N	4	(A)		Contoured Power Handle, Lightest Wt.	18.95
70508	S	T	Y	U-D	Y	N	N	5	(A)		Fastest (10M-11M) Brush Strokes *	16.95
70510	S	D	N†	U-D	N	Y	N	5	(A)		Contoured Bristles, Safe Low Volt.	13.50
† Can Purchase "Safety Coupler" (A) Presentation Has Been Made -- Awaiting ADA Answer * Per Minute -- Ground												
<b>SCHICK</b> -- Schick Electric, Inc., 216 Greenfield Road, Lancaster, Penna.												
52	S	T	R	C	U-D	N	Y	6			Recharging Stand	
50	S	D	C	U-D	N	Y	N	4				
<b>SHAVEX</b> -- Shavex Corp., 2205 Estes Ave., Elk Grove, Ill.												
ST-6	S	R	N	U-D	N	N	Y	6	†		Only Completely Cordless Brush*	16.95
* On Market Plugs Into Wall Without Cord. † Pending												
<b>SUNBEAM</b> -- Sunbeam Corp., 5600 W. Roosevelt, Chicago, Ill.												
CT 8	T,C,S	R	N	U-D	N	Y	N	6	Y		1800 Strokes Per Minute	21.95
<b>THERM-O-WARE</b> -- Therm-O-Ware Electric Corp., 1250 Rockaway Ave., Brooklyn, N.Y.												
RET800	S,T	R	N	MA		Y	N	4			Sanitary Cover	9.95
<b>TROY</b> -- Troy Industries Inc., 135 Marbledale Road, Tuckahoe, N.Y.												
DB	S	R	N	U-D	N	Y	N	4	N			14.95
<b>WESTINGHOUSE</b> -- Westinghouse Electric Corp., 246 East Fourth St., Mansfield, Ohio												
HB-20	S	R		MA	N	Y	Y	7	Y		7 TEK (R) Brushes, Toothpaste Stge.	21.95
HB30-2	S	R		MA	N	N	N	Y	4	Y	4 TEK (R) Brushes	16.95

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y=yes, N=no; UNDER TYPE: H-hand F-floor model

MODEL NUMBER	BATTERY OR PLUG IN	TYPE	AUTOMATIC BRUSH PICK-UP	WITH SHOE STAND	NUMBER OF ATTACHMENTS	ATTACHMENTS	REPLACEABLE BRUSH	REPLACEABLE BUFFER	NET WEIGHT OF UNIT (LBS.)	MANUFACTURER'S SUGGESTED RETAIL PRICE
MANNING-BOWMAN -- McGraw-Edison Co., 2nd & Vine Sts., Boonville, Mo.										
56517	P	H	Y	N	2	2 Rotary Polishing Brushes				13.95
56515	P	H	Y	N	2	2 Rotary Polish Brushes, 2 Applicator Brushes, 2 Cans Polish				15.95
56516	P	H	Y	Y	4	2 Rotary Brushes, 2 Buffers, 2 Appli- cator Brushes, 2 Cans Polish				19.95
56512	P	F				Storage Drawer For Polish & Brushes, Toe Switch	Y		9	19.95
REGINA -- The Regina Corp., 313 Regina Ave., Rahway, N.J.										
ES-43	P	F	N	Y	3	Complete With Genuine Bristle Brush & 2 Lambs Wool & Buffing Bonnets	Y	Y	8	29.95
45	P	H	Y	N	5	Complete With Wax Appl. For Black & Brown Shoes, Polishing Brushes For*	Y	Y	5	22.95
* Black & Brown Shoes, Lambs Wool Buffing Bonnet, 2 Cans Of Shoe Polish, Patented Extension Handle, Leather Storage Case										
RONSON -- Ronson Corp., 1 Ronson Road, Woodbridge, N.J.										
77210	P	H	Y	N	4	Black & Brown Brush, Black & Brown Appl., 1 Can Black & Brown Polish	Y	N	*	18.50
77209*	P	H	Y	Y	7	Black & Brown Brush, Black & Brown Buffer, Black & Brown Appl., Mud Brush†	Y	Y	*	24.95
* Wood Box With Tray † 1 Can Black & Brown Polish, 1 Can Neutral Polish * 2 lb. 1 oz.										
SUNBEAM Corp., 5400 West Roosevelt Road, Chicago, Ill.										
220	P	H	Y	N	2	2 Cans Polish, 2 Combination Appl./ Polish Brush, 1-2 Speed Power Handle				
222*	P	H	Y	Y	2	Same As 220-Plus Wood Shoe Stand, Lambs Wool Buff Pad, 4 Extra Daubers				
224*	P	H	Y	Y	3	Same As 220-Plus Combination Mud Brush/Wool Buffer, Shoe Cream & Sole Dressing, 4 Extra Daubers				
* Unique, Exclusive Self Seal Polish Tray -- Polish Cans Are Always Ready To Use When Shoe Stand Is Opened For Use.										
THERM-O-WARE -- Therm-O-Ware Electric Corp., 1250 Rockaway Ave., Brooklyn, N.Y.										
P200	P	H	Y*	N	9	Shoe Polish, Polish Daubers, Buff Mand- ril, Rotary Brushes, 4 1/2" Lambs Wool †			4	11.95
P200B	P	H	Y*	Y	9	Shoe Polish, Polish Daubers, Buff Mand- ril, Rotary Brushes, 4 1/2" Lambs Wool †			6	14.95
P200SS	P	H	Y*	N	4	Polish Daubers, Mandril, Lambs Wool †			4	9.95
* Ejector † Buffer										
TOASTMASTER -- McGraw-Edison Co., 1200 St. Charles Rd., Elgin, Ill.										
5802	P	H	N	Y	7	2 Cans Of Polish, Wood Box W Tray & Stand, 2 Polish Appl., 2 Buffing Brushes			7 1/2	23.95

## newest idea in home protection



## Arvin automatic door alarm

Here's your opportunity to introduce this remarkable new protective device to your customers! Cash in on the growing demand for effective warning systems for the homeowner. The Arvin Automatic Door Alarm is completely transistorized... uses economical flashlight batteries. Simple to install on door or adjoining wall. Includes "off-on" and "test" switches. Tiny, but highly effective -- measures just 2 7/8" x 2 1/8" x 5 7/8".

Sugg. Retail

**\$16.95**

Model 96B28, Gold

# IONA

## the name they're asking for

**Here's why:** This superb new Iona Cordless Electric Knife is Super Charged for twice the carving time between charges. How? A revolutionary new gear train mechanism reduces friction to a point where the total power of the four permanent nickel cadmium batteries is used to reciprocate the blades, isn't drained away by power robbing friction.



**Here's why:** No mess, no stained fingers with the new Iona Electric Shoe Polisher. Attachments are picked up and released automatically, never have to be handled. So powerful. Beautifully packaged. Attractively priced.



**Here's why:** It's an automatic Electric Can Opener, a Knife Sharpener and a Bottle Opener, all in one. Magnificent styling. Unmatched performance.



**Here's why:** Slim trim, portable, powerful. This new Iona Hand Mixer embodies tomorrow's design, today. Every feature you can imagine plus Drink Mixer Attachment and wide color choice.



Guarantee covers cost of parts and repair service for 5 years when returned to Iona Factory or Authorized Service Station. Cords, blades, batteries, attachments, and damage due to misuse are excepted.



QUALITY YOU CAN TRUST    VALUE YOU CAN RECOGNIZE

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

WRH



Ingraham alarm clock

Ingraham's School Bell alarm clock features a brass bell. "Our aim in designing the School Bell was to put something on the market that couldn't be found elsewhere," said Ingraham president Wesley A. Songer.

The clock is designed with a peaked roof, simulated planking in Barn Red, and rustic detail. It has brass hands, raised white numerals and marker dots, and a sweep second hand. The clock, which is housed in a high-impact plastic case, measures 10½ by 6½ inches. Ingraham's 2-year guarantee is applicable. Suggested retail price on the School Bell is \$11.98. *The Ingraham Co., Bristol, Conn. 06012.*

NuTone ice crusher

NuTone announces a new ice crusher attachment for use with its Built-In Food Center. The new unit is constructed of cast aluminum.

The company is combining into one package the new ice crusher attachment, its blender, and its multiple-purpose motor. (The same built-in motor powers other NuTone housewares, including its mixer, shredder-slicer, and fruit juicer.)

Suggested retail price for the three-item package, which NuTone has designated model 206, is \$73.95. Suggested retail price for the ice crusher alone, designated model 180, is \$18.95. *NuTone Inc., Madison and Red Bank Rds., Cincinnati 27, Ohio.*



## Carrier provides the big sales plus for '66!



He's demonstrating ease of air flow. In just five minutes, he can easily demonstrate nine other important features of Carrier Room Air Conditioners.

**PRODUCTS!** Room air conditioners built to be demonstrated. With models 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 simplified installation kits. Plus handsome Decorator panels.

**PROMOTIONS!** Pre-Season, Trade-In, Price Leader and Post-Season. Plus other traffic-builder and sales-closer promotions featuring such time-tested premiums as golf balls, towels, filters and puppets. Everything to promote sales-plus for your store 12 months a year.

**PROGRAMS!** Continuous 12-month national magazine advertising. Plus newspaper ad mats, radio and TV spots for local tie-in. Plus a strong dealer identification and display program. Plus liberal, full-range financing for you and your customers. Plus an incentive program for you and your people.

Put yourself in the plus column this selling season—profit more with Carrier 1966 Room Air Conditioners. For complete information, call your Carrier Distributor, listed in the Yellow Pages. Ask him to demonstrate why Carrier is the brand to buy and sell in 1966!

**Carrier** Air Conditioning Company

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

Skil drills

Skil's Drive-R-Drills are the company's first reversing variable-speed drills. The three models feature helical gears, 3-wire cord and plug, geared chuck and key, and Super Burn-out Protected motors. Model 596, ¼-inch, has a suggested retail price of \$29.95; model 597, ⅜-inch, is \$36.95; model 598, ½-inch, is \$39.95. *Skil Corp., 5033 Elston Ave., Chicago, Ill. 60650.*



Exide's new battery pack

Exide introduces the new Exide Personal Power Pack, at \$39.95.

Included in the Pack are a 12v EMF-2 lead-acid battery and an EMFC-2 solid state charger. The rechargeable battery is capable of providing up to 1,000 hours of tv viewing. The Power Pack weighs 10 lbs. and measures 9¾ inches long by 6½ inches high by 3¾ inches wide. *Exide Industrial Marketing Div., The Electric Storage Battery Co., Rising Sun and Adams Aves., Phila, Pa. 19120.*



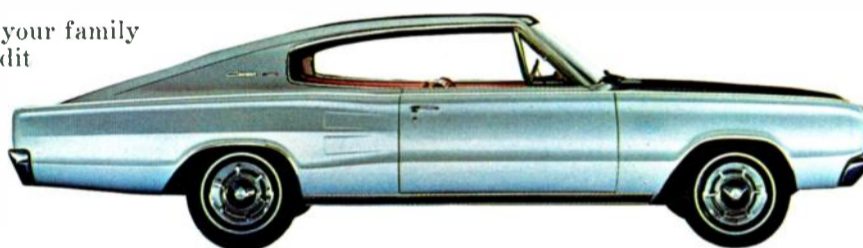
Corning ceiling globe

Corning introduces a ceiling light globe. The oval, white globe has a self-locking socket extension that clamps onto the globe and screws into electric receptacles. An accompanying metal trim ring covers the socket. Fair-trade price for the globe and adapter is \$2.99. The trim ring accessory is \$1.49. No tools are needed for installation. *Corning Glass Works, Corning, N.Y.*



# General Electric TV's 'See America' Sweepstakes: win \$5,000, a '66 Dodge Charger and a 30-day credit card spree anywhere in the continental United States

**1st** General Electric TV plans to give you and your family the greatest vacation of your lives. With credit cards and \$5,000 in cash you can spend up to 30 days doing anything you please. Stay at fine hotels, eat at the best restaurants, travel anywhere in the continental United States. All this plus a fully-equipped 1966 Dodge Charger.



**2nd** Our second prize would be good enough for first in most other contests. We're giving each of the five second prize winners a G.E. Portacolor 11" TV, the color TV that's light enough to carry from room to room.



**3rd**

Ten G.E. 21" black-and-white portable TVs.



**4th**

Twenty G.E. 12" black-and-white portable TVs.



**Thousands of  
5th Prizes:**

Every participating General Electric dealer will be giving away a General Electric AM-FM portable radio to the winner in his area.



How do you enter? Just pick up the 'phone and ask Western Union Operator #25 for the name of the participating General Electric TV dealer nearest you. Then go to him and pick up your entry blank. There's no obligation and nothing to buy (but it wouldn't hurt to let your dealer show you what you may be winning). However, since the contest closes May 31, 1966, we advise you to see your General Electric TV dealer soon!

**OFFICIAL RULES:** 1. Print your name, address and telephone number on an official entry form obtainable from any participating G.E. TV dealer. 2. Entries must be received by the dealer on or before May 31, 1966. No purchase required. 3. This Sweepstakes is open to all residents of the United States except employees of General Electric Company, its advertising agencies, dealers, distributors and their families. Only one entry per family. 4. Fifth prize winners will be selected in a random drawing by participating G.E. dealers. All other winners will be selected in a random drawing by an independent judging organization. The decision of the judges will be final in all matters concerning this offer. 5. Winners will be notified within eight weeks after the close of the contest. For a complete list of winners after that date, send a stamped, self-addressed envelope to: G.E. Sweepstakes, R. L. Polk & Co., 551 Fifth Ave., New York, N.Y. 10017. 6. Value of credit card portion of first prize limited to actual cost of transportation, rooms and meals within a 30-day period for the winner and companion, or winner, spouse and children living at home. 7. Sweepstakes void outside U.S.A. and where prohibited by law.

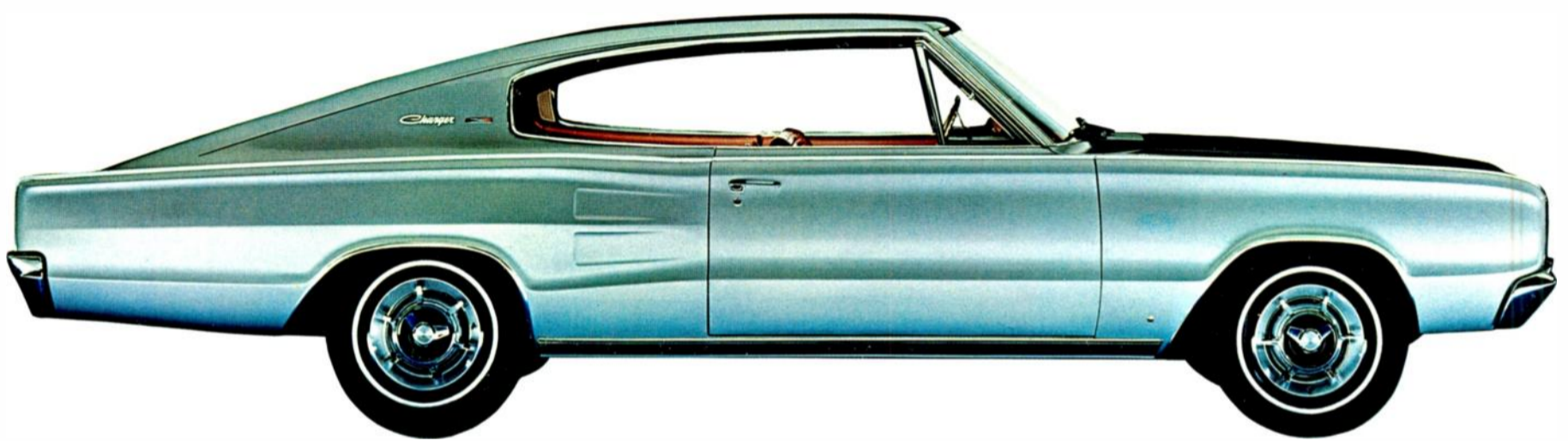
Television Receiver Department, Syracuse, New York

**GENERAL ELECTRIC**



\*Overall diagonal tube measurement

# Unfortunately, for our dealers all we have is this:



## And the hottest promotion going.

As one of the G. E. dealers participating in the "See America" Sweepstakes, look what you stand to gain:

More store traffic than you've seen in a good long time. Starting May 1st, customers in your area will learn about the contest via full-color Sunday supplement newspaper ads and the "Today" show on NBC.

You receive: a colorful sweepstakes display package and a listing with Western Union Operator 25 to tie-in with national advertising; a traffic-building merchandise offer and exciting product specials...all for immediate delivery.

And, oh yes, you will have an opportunity to win a fully-equipped, air-conditioned, Dodge Charger (there'll be at least one winner in every G. E. Distributor area—so when we say opportunity, we mean it!).

Nice? And that's just the beginning. Call your Distributor for details right away.

Television Receiver Department

GENERAL  ELECTRIC

WRH

## Chrome plating on plastic: shiny new star for housewares

You may not have noticed it, but the knobs, pushbuttons, and handles on your late-model car are made of chrome-plated plastic. And automobile designers are not the only ones interested in chrome plating.

Chrome-plated plastics are well on their way to becoming the jolly silver giant of the housewares industry. As manufacturing costs of metals rise, plastics become cheaper. This is only one of several advantages to chrome-plated plastics rather than metal castings. Plated plastics also weigh less than metal, which means lower freight and handling charges, and they offer freedom from corrosion, design latitude, ease of assembly, and controlled conductivity.

Union Carbide predicts that the market for plated plastics should reach \$200 million annually by 1970. And a large portion of these plated plastics will be applied to housewares and other home goods, including major appliances and consumer electronics.

Numerous manufacturers of major appliances are using, or are now ready to turn to chrome-plated plastic for control knobs, dials, back plates, control panels, escutcheons, nameplates, and handles.

Housewares shining with plated plastics now include tableware, mixers, ice crushers, electric knives, electric brushes, whirlpool baths, oral hygiene products—and this is only the beginning. The next few years should see a boom in housewares using chrome-plated plastics.

### The view from the baths

The type of plastic most commonly used in plating applications is ABS (acrylonitrile-butadiene-styrene). ABS now accounts for 95% of plated plastics used in housewares.

Plastic parts to be chrome-plated are dipped into a bath of clean hot water to remove contamination. They then pass to an etching station where the surface of the plastic is prepared for adhesion. After rinsing, the parts are treated with an activator. The activator is combined with a catalyst to make the surface receptive to a bright copper coating. Then a bright nickel coating is added prior to the final chrome finish. After this chrome finish—which is only .01 thousandth of an inch thick—the plastic part is rinsed twice and given a hot water bath.

The method used in chrome plating most housewares eliminates two of the copper baths. The result is lower manufacturing costs and reduced possibility of corrosion.

### Where the platers are

Enthone Inc., a subsidiary of American Smelting & Refining Co., pioneered laboratory development of plated ABS. In March of 1963, the Marbon Chemical Div. of Borg-Warner Corp. introduced a grade of Cyclocac ABS, designated EP-3510 plastic, which was specially formulated for chrome plating. Now it has 27 authorized platers throughout the country. A third plater, EMC Plastics Div. of Amerace Corp., chrome

plates pushbuttons, volume and control knobs, and other hard goods parts.

### Products on the market

One of the first housewares manufacturers to use the process was Federal Housewares Div. of Nibot Corp., Chicago. Federal electro-plated tops used in its 5-piece "Royal Chrome" tableware line. According to Federal, its chrome-plated ABS tops cost 40% less than similar plated die-cast zinc tops—a saving reflected in the retail price of the Royal Chrome line. The 8-oz. server, for example, retails at 89¢, compared to \$1.50 to \$2.29 for comparative metal-topped units.

Dominion introduced a chrome-plating-on-plastic portable mixer over a year ago. It lists at \$17.95, \$3 above a similar model in a two-tone plastic housing.

Dormeyer has enlarged its line of electric mixers with one unit, model HM-8-CH, that has both handle and housing of chrome-plated Cyclocac EP-3510. This mixer is the first to offer a completely chrome-plated plastic finish. Price: \$12.88.

Also added to Dormeyer's Silver Chef line was a similar stand-on-hand mixer, and now being introduced is a chrome-on-plastic electric slicing knife at \$21.95, compared to \$19.95 for its similar knife having a white-and-brown handle.

Textall Products Co., Houston, markets a dental hygiene unit using chrome-on-plastic components. Called the Dento-Spray Kit, it includes three different types of faucet adapters, a quick-lock connector, an aerator, and a wall-mount holder—all molded of chrome-plated ABS.

Adoption of plated ABS to replace zinc in five components of the Olympus whirlpool bath was a profitable change. ABS is about 3 cents a cubic inch less expensive to machine than zinc and weighs only one-sixth as much as zinc.

The Dazey Products Co., Kansas City, has added a chrome-plating-on-plastic ice crusher to its regular line; model 1000C uses plated Cyclocac EP-3510 and retails for \$21.95. This compares with two plastic models, one in beige and one in white at \$19.95 and a copper-colored plastic model at \$21.95.

### A look ahead

Industry forecasters see 60 million pounds of chrome-plated plastics by 1970—triple the amount that will be produced this year.

Also, while most of the plating up to now has been limited almost entirely to ABS, other plastics such as polyacetal, nylon, polycarbonate, and high-impact styrene look promising to industry forecasters. And major chemical corporations—such as Borg Warner, which is building a 50-acre ABS facility this year in Ottawa, Ill.—are not wasting any time increasing their ABS capacity.

Housewares and appliance manufacturers have come to the conclusion that if chrome plated plastic is good enough for the auto industry, it is good enough for them.

□ □ □ □ Hoover sports a new lightweight vac that converts to a portable unit for above-the-floor cleaning. At the same time, Hoover is offering a sawed-off version as a portable (hand) vac. The new lightweight, the Hoover Handivac, replaces the current Lark. The new portable will be known as the Pixie, the same name that Hoover has been using on a hand vac with a metal nozzle and a cloth bag.

Hoover, although the big stick in upright vacs, had only limited past success in the lightweight field with its Lark model, and the Pixie hand vac was 10 years or more behind the industry in styling. The new models clearly are designed to correct this situation.

As a lightweight, the Handivac will retail between \$25-\$30. With above-the-floor attachments, a short set, the retail range will be \$30-\$35. As a portable, the unit, with deluxe attachments, will retail between \$30-\$35. The basic product styling is "autumn gold and deep seal greige [brown]."

In other new floor care products, Hoover is dropping in a low-priced Portable (less cord reel) in gold and greige; a new Convertible Special in blue; and a new Constellation canister in blue.

□ □ □ □ Hoover is marketing an electric blanket, marking the vacuum cleaner manufacturer's entry into still another electric housewares product category. The blanket is available in three colors (Tawny beige, Mediterranean blue, and autumn gold) and three sizes (twin, double, and "large double"). Retail price range is \$21.95 to \$33.95.

Hoover has more than tripled its product line in the last several years, including new products which it is making itself and others being sub-contracted. Of the electric housewares, Hoover is now producing its own irons, frypans, a blender, a shoe polisher, and an upholstery shampooer, in addition to its regular line of vacs and polishers and the washer-dryer major appliance.

□ □ □ □ Sending the jobbers away to camp: Hamilton Beach has joined the growing list of housewares manufacturers offering expense-paid trips for its top distributors. The distributor's trip is becoming the housewares industry's answer to the major appliance industry's dealer trip. Hamilton Beach will take 50 distributors and their wives to Nassau next month. Norelco, in the meantime, has mailed golfing tips to its shaver distributors to remind them of the firm's contest for trips to the U.S. Open golf tournament. And Cory is giving away air-mileage points earned by placing orders on certain items.

□ □ □ □ Key moves . . . REGINA appoints John J. Topey to the new position of mgr of merchandising and market development . . . WESTCLOX names Charles J. Elkins Jr. advertising and sales promotion mgr, and James E. Foley central zone sales mgr . . . RONSON announces two new sales appointments: George P. Dinnerman as national sales mgr of the flame products division; and M. Harold Gerstel as eastern regional sales mgr of the U.S. appliance division . . . MASTER APPLIANCE names Bert Sinclair field sales mgr. He will assist in developing health and personal care centers in department and drug stores.



*It's Norge's 40th  
Anniversary Sell-Ebration*

# NORGE WANTS YOU



**IN IRELAND and ENGLAND...  
OR GREECE and ISRAEL** (take one  
trip or both)

**Fabulous new Norge products and retail promotions make  
it easier than ever to move the goods to win the trips!**

● **NEW NORGE RANGE PROMOTION!**

Hamilton Beach Electric Knife offered free with the purchase of any featured Norge range—gas or electric!

● **NEW NORGE "YOUR CHOICE" FREEZER PROMOTION!**

Offers prospects choice of white or coppertone, 16 cu. ft. upright or 18 cu. ft. chest model at one buy-now price.

● **NEW NORGE PRE-SEASON AIR CONDITIONER PROMOTION!**

Pulls 'em in with a free salad set... closes the sale with a free gift offer of Indoor-Outdoor Thermometer. A \$11.95 value!

● **NEW NORGE "40" SCOT PROMOTION!**

Plus the most demonstrable washer and dryer ever offered. Free "His N Hers" Travel Set offered with purchase of new Norge "STOP-N-DRY" dryers.

● **NEW NORGE WRINGER WASHER PROMOTION!**

Clinches the sale with a fabulous "Fancy 40" Glassware Set (40 pieces). Offer it free with purchase of featured models.

● **NEW NORGE "40" REFRIGERATOR SPECIALS!**

Four new Never-Frost models at red-hot values plus new Norge Side-by-Side Super-Stor 22.

**Backed by Hard-hitting In-Store Promotion Materials!  
Tie-In advertising! Special displays! Get all the  
trip-winning facts from your Norge distributor**

**NORGE**  
home appliances **BORG** **WARNER**

# PANASONIC MOST-WANTED GIFTS *Have Personality!*

YOUR FASTEST SELLERS FOR BRIDES, MOTHERS, DADS, AND GRADS



**R-111** Most Appreciated Gift! This Unique Pocket Radio Performs Beautifully on Just One Readily Obtainable Penlite Battery!

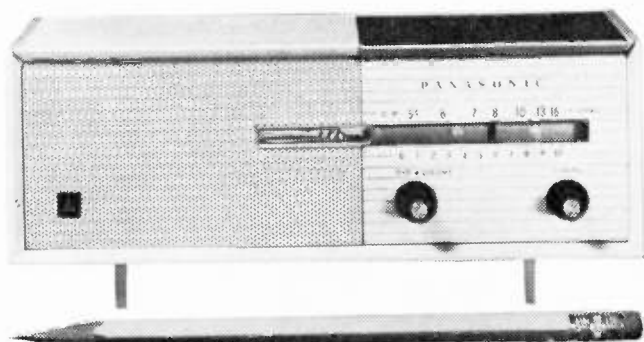
Operates 45 or more hours on PANASONIC Hi-Top Battery, up to 30 hours on ordinary penlite battery. (Mercury Batteries required in other miniatures cost twice as much, last only half as long.) Features world's easiest battery replacement, too. **\$24.95**



**SG-530** PANASONIC Phono with Get Up and Go! Operates on standard low cost batteries. Plays 7", 10" and 12" records. Goes everywhere, beach, boat, picnics. Has flip-over cartridge with LP stylus. Tone quality amazing for so light and compact a phono. Complete with batteries **\$34.95**

**TR-900** What a Lovely Gift — This 9" Solid State All-Channel TV, Electric or Battery Powered.

Truly power-packed, gives brilliantly clear and steady picture with 39.2 square inch viewing area, big enough for entire family to enjoy. Weighs only 12 lbs. Goes everywhere. **\$139.95**



**R-8** What a Natural! Perfect Gift! World's Smallest Table Radio with Full-Sized Sound in 6 Decorator Colors.

Looks like a tiny miniature, sounds like a full-sized table radio. Complete with batteries and earphone for private listening. **\$15.95**



## PANASONIC

BY MATSUSHITA ELECTRIC

Executive Office: Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N.Y. 10017

EASTERN SALES/PANASONIC NEW YORK, 636 Eleventh Ave., New York 36, N.Y. (212) 973-5700  
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Avenue, Chicago, Ill. (312) 784-2200  
WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160  
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii, 847-315

□□□□ **Cookware packaging is lagging behind** other product categories, or at least that is the general feeling of buyers interviewed in a spot check by MERCHANDISING WEEK. Except for Corning Glass Works' packaging, housewares buyers had little praise for what manufacturers are doing to improve their cookware packaging, especially for sets.

□□□□ **Packaging improvements are seen coming**, however, and there are indications that pressures for better cookware packaging are coming from retailers across the country.

Several buyers pointed out that they believe cookware manufacturers, too, are becoming more aware of the importance of packaging, especially as an aid in aiming at the gift market.

"I believe," one buyer said, "that other manufacturers are trying to catch up to Corning. We're getting some better packaging, but the industry has a long way to go."

"Cookware manufacturers," another buyer said, "are adding styling, color, and fashion appeal to the product. The packaging is bound to improve in time," he concluded.

A New York City buyer indicated that manufacturers have been sidetracked from improving their packaging by the emphasis on Teflon coatings. His main concern over packaging, he stated, is that the package protect the Teflon surface.

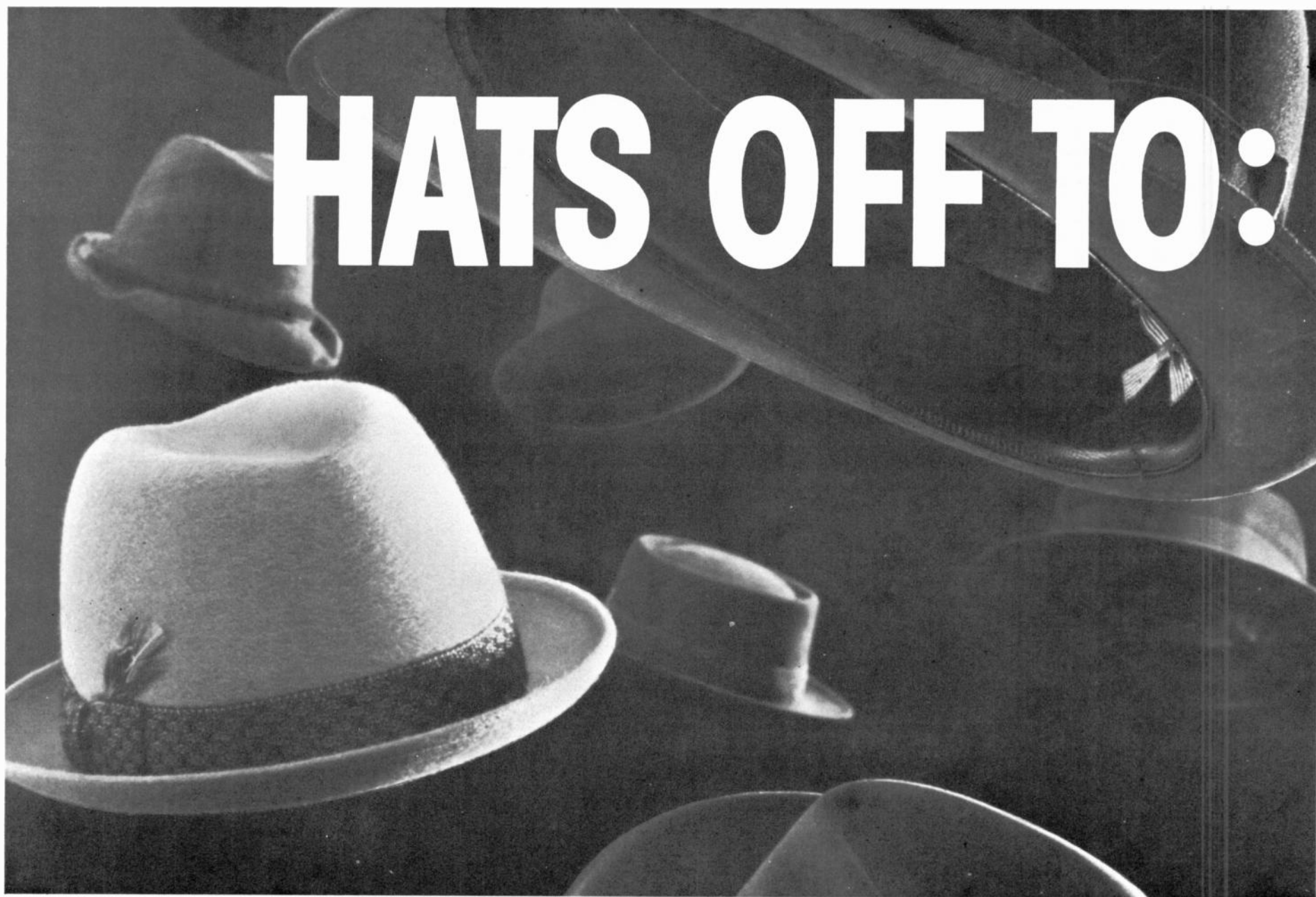
□□□□ **Packaging can add glamor to cookware**—and adding glamor to cookware displays is shaping up as a major retail objective this year. Housewares buyers and merchandise managers are seeking to add a shop or "semi-shop" approach to their cookware departments. And improved packaging from cookware manufacturers is viewed as important for new retail display fixtures and display methods.

One buyer especially praised Corning's use of full-color pictures of food—fruits and vegetables—on some of its packaging. "This can add to the appeal of cookware; make it appetizing," this chain buyer said.

Another buyer also stressed the importance of "relating" cookware not only to food preparation but to glamorous kitchens and table settings.

□□□□ **The gift appeal of cookware is growing**, but, many retailers say this could be helped along by improved marketing and merchandising programs from manufacturers and from themselves.

The gift potential is there: Corning Glass Works, in a study of 500 Pennsylvania and New Jersey housewives, found that half of the women owning Corning Ware products were given their first Corning Ware piece as a gift. Ninety-five per cent of the women believed Corning Ware products were "nice" to receive as gifts. Eighty-one per cent said they planned to buy more Corning Ware items, 35% of them for themselves and 46% for gifts.



INDUSTRY TRENDS

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

	date	1966	1965	% change
FLOOR CARE PRODUCTS				
floor polishers	February	113,118	103,290	+ 9.51
	2 Months	196,252	194,294	+ 1.01
vacuum cleaners	February	517,037	416,659	+ 24.09
	2 Months	951,535	776,731	+ 22.50
HOME LAUNDRY				
dryers, clothes, elec.	February	130,998	101,562	+ 28.98
	2 Months	255,672	194,605	+ 31.38
dryers, clothes, gas	February	62,191	50,703	+ 22.66
	2 Months	124,181	103,162	+ 20.37
washers, auto. & semi-auto.	February	325,850	288,096	+ 13.10
	2 Months	614,332	555,645	+ 10.56
wringer & spinner	February	38,887	45,548	- 14.77
	2 Months	67,834	87,519	- 22.49
OTHER MAJOR APPLIANCES				
air conditioners, room	February	285,700	550,600	- 48.11
	2 Months	325,200	557,400	- 41.66
dehumidifiers	February	26,400	15,700	+ 68.15
	2 Months	45,800	21,700	+111.06
dishwashers, portable	February	31,900	26,500	+ 20.38
	2 Months	61,300	52,600	+131.32
dishwashers, under-counter, etc.	February	81,100	60,600	+ 33.83
	2 Months	148,600	112,500	+ 32.09
disposers, food waste	February	114,400	99,700	+ 14.74
	2 Months	221,300	187,100	+ 18.28
freezers, chest	February	33,100	33,100	N.C.
	2 Months	66,500	58,700	+ 13.29
freezers, upright	February	49,600	47,000	+ 5.53
	2 Months	88,800	91,500	- 2.95

ranges, elec., free-standing	February	117,400	107,700	+ 9.01
	2 Months	234,400	205,500	+ 14.06
ranges, elec., built-in	February	65,400	64,200	+ 1.87
	2 Months	125,200	117,600	+ 6.49
ranges, gas, total	February	188,100*	168,400	+ 11.70
	2 Months	353,100	319,600	+ 10.48
refrigerators	February	381,700	349,100	+ 9.34
	2 Months	775,400	693,200	+ 11.86
water heaters, elec. (storage)	February	86,400	82,800	+ 4.35
	2 Months	168,800	159,100	+ 6.10
water heaters, gas (storage)	January	221,110	212,340	+ 4.13

CONSUMER ELECTRONICS				
phonos, port.—table, distrib. sales	March 25	45,861	48,319	- 5.09
	12 Weeks	652,282	655,129	- .43
monthly distributor sales	January	196,584	191,318	+ 2.75
phonos, console, distrib. sales	March 25	33,165	25,658	+ 29.26
	12 Weeks	477,017	342,865	+ 39.13
monthly distributor sales	January	156,251	117,306	+ 33.20
radio (ex auto), distrib. sales	March 25	329,496	256,891	+ 28.26
	12 Weeks	3,050,990	2,461,261	+ 23.96
monthly distributor sales	January	831,350	693,005	+ 19.96
b&w television, distrib. sales	March 25	155,438	115,595	+ 34.47
	12 Weeks	1,839,996	1,750,176	+ 5.13
monthly distributor sales	January	650,904	632,009	+ 2.99
color television, distrib. sales	March 25	87,349	30,357	+187.74
	12 Weeks	862,265	450,784	+ 91.8

\*February total includes: 132,500 conventional free-standing ranges, 23,300 high-oven models, 17,300 built-ins, 15,000 set-ins. Sources: VCMA, AHLMA, NEMA, GAMA, EIA.

Home Center Stores

...THE BRAND NAME RETAILER-OF-THE-YEAR

It's quite an honor for you, Joe Hathaway, and you, Sam Alexander, and you, Matt Tallal . . . and for everyone else at Home Center Stores in Akron, Ohio. We congratulate you on taking the laurels in this annual competition. Congratulations, too, to Burton Polsky and Steven Baumgarten, Dalmo Sales Company, Arlington, Virginia; to Maurice M. Cohen, Lechmere Sales, Cambridge, Massachusetts; to Mr. and Mrs. Sidney Omansky, Sid's Appliance Center, Inc., Tucson, Arizona; and to Jack Boring, Boring's, Kansas City, Missouri, who were honored by the Brand Names® Foundation with Certificates of Distinction.

Of course, we're delighted that you're all RCA WHIRLPOOL dealers. And we're delighted, too, that more and more dealers every year are participating in the Brand Names competition. We think it's important because it focuses attention on the complete retail

operation, to help dealers become more efficient and more progressive. Why don't you start planning now to enter the Brand Names Retailer-of-the-Year competition for 1966?



CORPORATION

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan. Trademarks ® and RCA used by authority of trademark owner, Radio Corporation of America.

WHIRLPOOL CORPORATION IS PROUD TO HAVE SPONSORED THE BRAND NAMES RETAILER-OF-THE-YEAR AND THREE CERTIFICATE OF DISTINCTION WINNERS

Here Is The Best Appliance Truck  
Money Can Buy Because Only The

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EXCLUSIVELY THESE TWO FEATURES

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

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

### 2 FAMOUS ROLLER BEARING CRAWLER TREAD!

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

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APPLIANCE TRUCKS

MODEL MRT  
Magnesium Light!  
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SOLD ON A MONEY-BACK GUARANTEE!



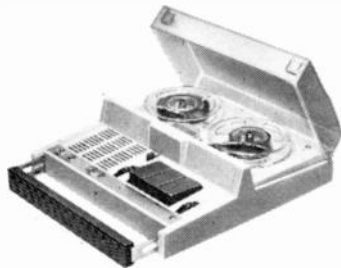
Tape recorders...  
It takes all kinds!  
SUNWAVE has them!

It takes all kinds of people to make a world. It takes all kinds of tape recorders to satisfy the requests of all the people. And that's what SUNWAVE gives you. SUNWAVE has a wide variety of models to meet almost any request. You'll find SUNWAVE tape recorders being used almost everywhere. And they're giving their users the utmost satisfaction in quality performance. It's because they're backed by SUNWAVE's long experience and most modern manufacturing facilities. Your sales are sure to increase if you stock up on SUNWAVE tape recorders.



**APOLEX RC-600**

Cassette drive • 6 transistors • 3 3/4" and 1 7/8" speeds • Dynamic microphone with remote start-stop switch • Positive speed change lever • Simple push button controls • Flat, lightweight design • Optional equipment includes 4" reels, adaptors for AC and telephone recording • Size: 9 1/4" x 9 3/4" x 2 1/2" • Weight: 6 lbs., 10 ozs.



**APOLEX RA-18**

Reel drive • 5 transistors • Push button controls • Remote controlled crystal microphone • Weight: 3 lbs., 5 ozs. • Optional equipment includes adaptor for AC, foot control stop & quick rewind switch • Size: 7-5/8" x 8" x 2-5/8"



**APOLEX RA-11**

Reel drive • Dual track • 4 transistors • Reel size: 3" • Recording time: approx. 30 min. dual track with 200 ft. tape • Power source: UM-2 (1.5V) x 2, & 006 P (9V) x 1 • Size: 2-3/8" x 6-1/8" x 9"

**sunwave**  
industrial co. ltd.

Electrical Appliance Division

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## APPLIANCE-TV

### GE introduces a new portable tape recorder

GE's third entry into the under-\$50 tape recorder market is a battery-operated transistorized model priced at \$24.95 (MW, 4 Apr., p.3).

The new model (M8020), which is designed for the youth market, can be operated with five sample controls: a record-play-stop-rewind slide switch, a fast-forward control, a fingertip speed selector, a record interlock, and a volume control. In addition, the new model has a neon record level indicator, an AC jack, and a remote control microphone. The 3 1/2-inch dynapower speaker has an Alnico V magnet. The molded polystyrene cabinet measures 9 3/4 inches high by 2 3/4 inches deep by 8 inches wide. The recorder comes with two reels and can handle any size reel up to 3 3/8 inches in diameter. *General Electric, Consumer Electronics Div., Bldg. 1, Rm. 125, Electronics Park, Syracuse, N.Y.*

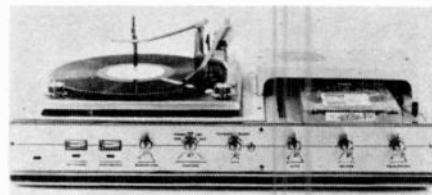


### Muntz announces a new record-playback tape player

Muntz Stereo-Pak introduces what may be the industry's first record/playback tape player compatible with the 4-track Fidelipac cartridge.

The component-styled unit includes amplifiers and record player, and is capable of recording direct into tape cartridges from records, radio, voice, or tv. Selling price is \$299.95.

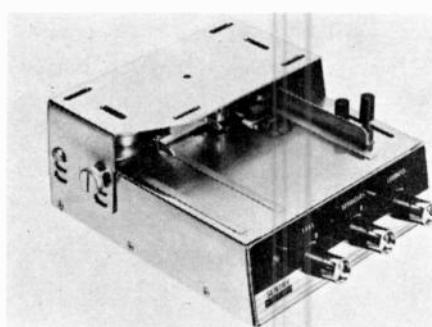
Other new Muntz cartridge tape players include a self-contained home unit in walnut and antique white



finishes for \$149.95, and a deluxe console for \$399.95. *Muntz Stereo-Pak, 16032 Armita St., Van Nuys, Calif.*

### Sentry has a new stereo tape player for autos

Sentry Industries introduces its new, all-solid-state Sentry Auto Stereo Tape Player for automobiles. Priced at \$109, the 4-track player comes with two matched 4-by-6-inch speakers. Power output for the Japanese import is 6w, 3 per channel. The player weighs less than 7 lbs. and measures 3 1/2 inches high, 9 1/2 inches wide, and 9 inches deep. *Sentry Industries' Inc., 511 S. 4th Ave., Mt. Vernon, N.Y.*



### Rodale offers its new wall-mounted radio

Rodale Manufacturing Co. has introduced a new wall-mounted radio, which will retail for \$29.95. The unit comes complete with a radio, a duplex receptacle, or a switch receptacle combination.

Called the Rodacom, the unit has

a face plate equal in size to a standard three-gang wall plate and may be installed in a space equal in size to an opening needed for a standard three gang installation. *Rodale Manufacturing Co. Inc., 6th and Minor Sts., Emmaus, Pa.*

### Benjamin previews a new turntable

Benjamin Electronic Sound Corp. has announced a new automatic turntable-record changer priced at \$149.50. The Miracord PW-50H features stylus position adjustment and a gauge for optimum tracking; completely independent cueing mechanism; cross-bar arm lock; hairline arm balancing; and precision movement counterbalance. Deliveries of the unit are slated for late spring. The price does not include the base or cartridge. *Benjamin Electronic Sound Corp., 40 Smith St., Farmingdale, N.Y. 11736.*



# "Movingest" idea in ranges



All across the land dealers are cleaning up  
with **TOTAL  
CLEAN**

**"Sales up 60%"**  
Middlesex Supply, Inc.  
Lowell, Mass.

**"Sales are fantastic"**  
Gates & Chapman  
Anderson, South Carolina

**"27% increase in range sales"**  
Thomas Electric Company  
Des Moines, Iowa

**"Range sales have doubled"**  
Chris' Refrigeration, Inc.  
Greenfield, Iowa

**"First quarter's sales up 103%"**  
Silo, Incorporated  
Philadelphia, Pa.

Total-Clean is an outstanding result-getter because it gives housewives exactly what they want—a range that's easy to clean, all over. It's promoted heavily on TV day and night. There's hard-hitting advertising in magazines like Life, Look, Post, Farm Journal, Sunset, and many more. Dealers get the most extensive in-market newspaper advertising in Hotpoint history, plus a complete in-store display package. The program is just about to shift into high gear, so phone your Hotpoint representative now and latch on to this moneymaker!

## Hotpoint

*first with the features women want most*

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**Salespower from the New Generation Maytags:**

# **New Maytag washpower<sup>TM</sup> Automatics...**

**a new line of washers and dryers  
bristling with new ways to get  
clothes clean and dry.**

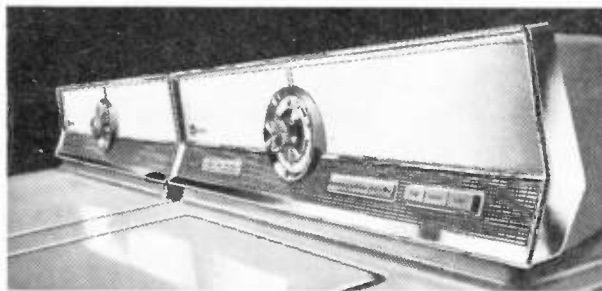


No matter what model Maytag<sup>®</sup> your customers select, they can be sure of getting a matched combination of features that deliver maximum cleaning power. Agitator, washbasket, controls and swirlaway draining action efficiently handle both large and small loads. No automatic holds more clothes than the Maytag models with massive capacity washbasket and Power-Fin Agitator.

When the washing is done, Maytag slim-line dryers with Electronic Control will dry different fabrics in the same load without underdrying some and overbaking others — and do it automatically.

And now Maytag has the strongest warranty in the industry; the exclusive 5-2-5. *Five* years against cabinet rust. *Two* years on the complete automatic washer or dryer. *Five* years on the automatic washer transmission. (*Free repair or exchange of defective parts or cabinet if it rusts. Installation of parts is the responsibility of selling franchised Maytag dealer within first year; thereafter, installation is extra.*)

Get the complete Maytag story in full color on prime-time NBC television this Spring; more than 36 million Maytag prospects will! (Write for free record of the Maytag Living Song, featuring the "J's with Jamie.")  
The Maytag Company, Newton, Iowa 50208.



**MAYTAG**

**for the dealer with a lot of profits in mind...  
The New Generation of Dependable Maytags**