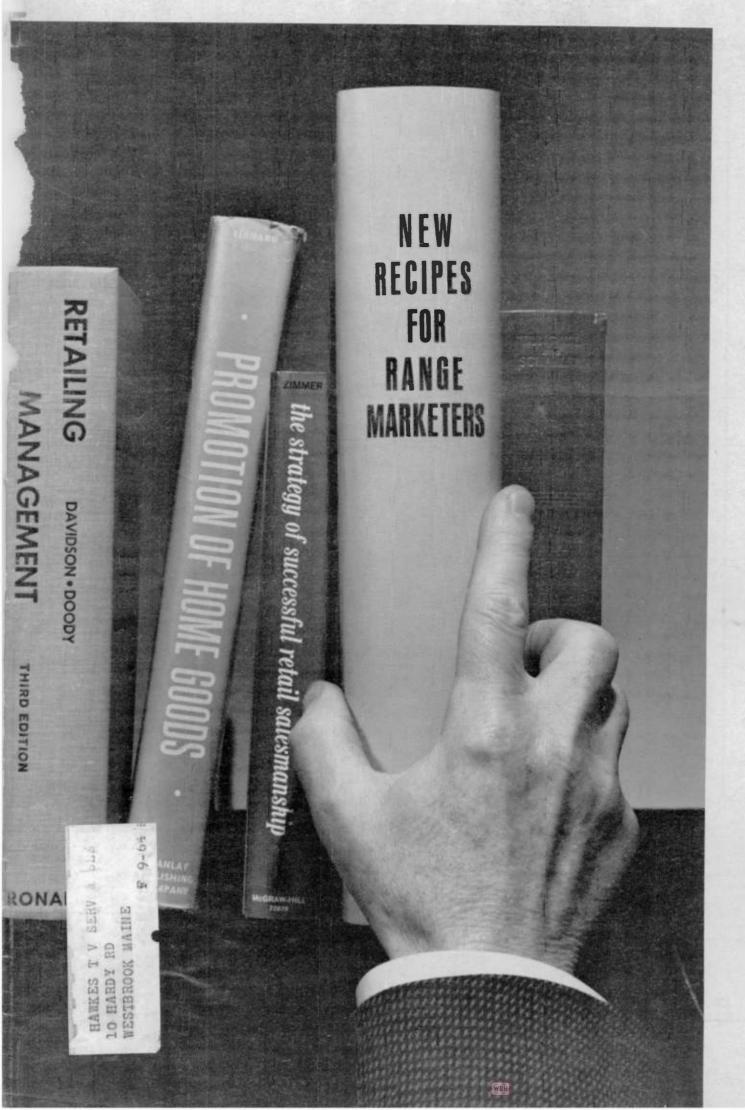
# MERCHANDISING EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES A McGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 23/JUNE 6, 1966



to spark range sales? The place to begin is with the whole set of innovations and features that are now spurring the range business to new highs. For a thoughtful look at today's hot trends—eyelevel units, self-cleaning ovens, and microwave cooking—turn to the story beginning on......p.30

## AT PRESSTIME 8

\$29.95 for a monaural portable phonograph with an automatic changer and a solid-state amplifier. Called the "Swingmate," the 11 lb. unit features a drop-down four-speed changer that handles up to six records, comes with sapphire styli and a 2-by-6-inch speaker, and is available in three colors: beige, grey, or green.

□ □ □ □ More Japanese compacts are on tap for the U.S. refrigerator market. Units in 1.2 and 2 cu.ft. sizes will be shipped by the Nippon Electric Industry Co. to Reynolds Metals Co., according to McGraw-Hill's news bureau in Tokyo. The models are built specifically for the "Tapper" aluminum beer dispensers developed by Reynolds. The initial order of 10,000 refrigerators which maintain beer temperature between 41 and 50 degrees-will be shipped to Reynolds during the July-September period. Reynolds will pay about \$40 per unit. It is understood that Reynolds expects to lease the refrigerators to liquor distributors and retailers for rental to consumers in a step to promote sales of the "Tapper" dispensers.

President Johnson's special advisor for continued on p.3

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GENERAL E ELECTRIC

consumer affairs, as one who "advertises for consumer complaints," Elisha Gray II, chairman of the Whirlpool Corp., warned laundry manufacturers that if they want to fend off consumer legislation, they must keep service complaints to a minimum and do a better job of informing consumers and the government of the industry's achievements. At the American Home Laundry Manufacturers Assn. 50th annual meeting, Gray maintained that the competitive system has built-in consumer protection. "Competition," he said, "is what makes this possible;" an average retail price of \$225 for a washer with 8 to 14 different operations and an average life of 12 years.

□□□ "Philco has an even chance—but no more than that—of consumer products making a profit this year," says president Robert O. Fickes. However, Philco's consumer products division will definitely make a profit in 1967, Fickes forecasts. He said that consumer product sales for the first four months of this year were up 31% from a year ago. More than half of Philco's business by 1970 will be consumer products, he added. Another tid-bit from Philco: a study showed that there is no consumer preference for the hot new color, avocado, in appliances.

□□□□ Motorola will spend more than ever before or
its upcoming summer-fall advertising campaign, ac-
cording to S. R. (Ted) Herkes, marketing vp of the
consumer products division. The all-product push will
aim at the Young America market in national maga-
zines like Seventeen, Ingenue, Boy's Life, and National
Scholastic. The campaign will also be waged through
radio and network tv, with Motorola sponsoring the
National Football League, the World Series, and the
All-Star baseball game.

□□□□ Alexander's-Spartans deal? Informed sources report that negotiations may get under way soon for Alexander's to buy back the approximately 38% of its stock held by E. J. Korvette. These talks are contingent on a merger of Korvette and Spartans Industries. Boards of both firms approved the merger last week, and stockholder approval is expected to be sought at special shareholder meetings in the next four to eight weeks. The Alexander stock cost Korvette \$9.8 million.

□ □ □ □ Concord's professional video tape system is priced at \$1,150 retail. The complete system—recorder, camera, monitor—is \$1,609.50. First deliveries will be made this month.

## Color tv pricing hassle: who has the classiest chassis?

The storm over RCA's \$449.95 leader price for 25-inch color tv showed no signs of abating at the weekend. If anything, it appeared to be increasing in intensity as Admiral sprung new leader prices and RCA issued a bristling challenge to competition.

Denounced by Zenith and Admiral for allegedly compromising quality by using only two i.f. stages in its leader (MW, May 30, p.3), RCA counterattacked:

"We would welcome a side-by-side comparison," said B. S. Durant, RCA Sales Corp. president, "We think our two-i.f. chassis is equal to or better than any three-i.f. chassis. Let's compare sharpness, brightness, purity of color, ease of set-up and freedom from arcing."

Durant pointed out that the two-

i.f. chassis is double tuned, uses frame-grid tubes in the i.f. and r.f. "and it can work on a weak signal as well as any set on the market. We get sensitivity as good as any three-i.f. set."

RCA's strategy with the \$449.95 prices covers a broad front. "We understand the emotions of the twoi.f. versus three-i.f. controversy." Durant explained. "We want to win a small battle to prove our point. (The majority of RCA color sets uses three i.f. stages.) Once we prove our point, I think you'll find the whole industry going to two i.f.'s as long as vacuum tubes are used."

What triggered the storm, Durant believes, was an assumption that RCA would hold a price umbrella over the industry during the color

boom. "With the 21-inch round tube phasing out," he said, "we needed some kind of pricing to fill in. When we talked about selling more than 5 million color sets this year, we had some price levels in mind.'

To buttress his argument, Durant pointed to the \$529.95 25-inch wood consolette (model GH644). "That will be the largest selling color console in the industry," he said.

"Your attitude toward 25-inch pricing has to be affected by the fading 21," he explained. "For the balance of the year, 21s will be only 5% of our mix. If competition is counting more heavily on 21s, it would have a strong bearing on how they price their 25s.

Admiral added its weight to the color fray by introducing a 23-inch

metal table model without antenna at \$439.95, a 23-inch metal consolette with dipole antenna at \$459.95, its first 25-inch table model with mahogany-grained metal cabinet at \$459.95, and a wood-cabinet 25-inch console at \$549.95. All come with three-stage chassis. Admiral also trimmed prices -"minor adjustments," the company called them-on the rest of its new color line.

Motorola topped off the week with a far-reaching shift of its own. Not only did the company introduce a 23-inch color leader at \$438.88, it backed away from the hand-wired chassis in black-and-white tv. The new Motorola black-and-white line uses circuit boards and a hybrid (solid-state devices and vacuum tubes) chassis.

## Supreme Court decision: merger-minded retailers beware

The U.S. Supreme Court has handed federal antitrusters a weapon that will make mergers of large retailers tougher and tougher.

Extending the boundaries of antitrust law, the court ruled illegal the acquisition of Shopping Bag Food Stores, the sixth largest grocery chain in Los Angeles, by Von's Grocery Co., the third largest. The decision overruled a lower court and ordered "divestiture without delay."

Justice Hugo L. Black's concise,

but broadly worded, opinion will bolster government efforts to prevent competitive markets from turning into oligopolistic ones where a few companies control a bulk of the busi-

Breaking new ground—over howls of two dissenting Justices—the court firmly stated that mergers of substantial, healthy competitors must be blocked in markets that, while highly competitive, are nevertheless tending toward oligopoly. Previous court decisions had dealt mainly with more concentrated markets.

Examining the Los Angeles area, e court found a "threatening the court trend" of lessening competition in which "the grocery business was being concentrated into the hands of fewer and fewer owners." In the 10 years before the merger took place in 1960, the number of single-store owners declined from 5.365 to 3.818. During roughly the same period,

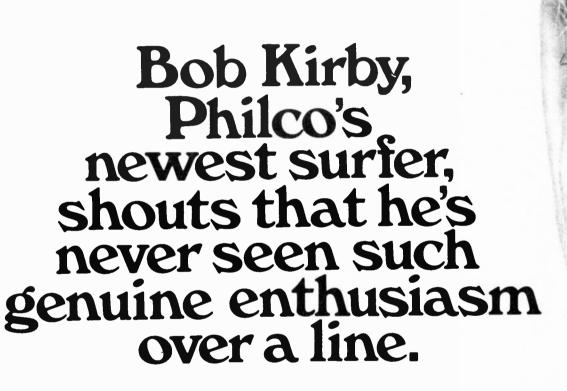
chain stores grew from 96 to 150.

The court's opposition to the merger was not abated by the fact that the combined food chains controlled only a relatively small portion (7.5%) of the city's \$2.5 billion reportion tail market, that many independent food stores remained, or that competition after the merger continued to be vigorous. However, Von's and Shopping Bag are among the eight largest companies, controlling 40% of the market.

The word from Donald F. Turner, Justice Dept. antitrust chief, is that the decision gives him a green light to challenge any merger of healthy competitors each holding 4% of a market tending toward undue con-

centration. At times, the court's majority seemed to encourage an even bolder government anti-merger policy. But Turner's writing and public statements indicate that he will accept the decision as establishing the limit of the law and will not attempt to invalidate mergers of lesser significance.

How far the government will go in attacking acquisitions of competitors should be revealed when Turner issues merger guidelines, possibly by fall. These will provide businessmen with criteria for judging the legality of mergers both in relatively fragmented markets like Los Angeles as well as in more highly concentrated situations.



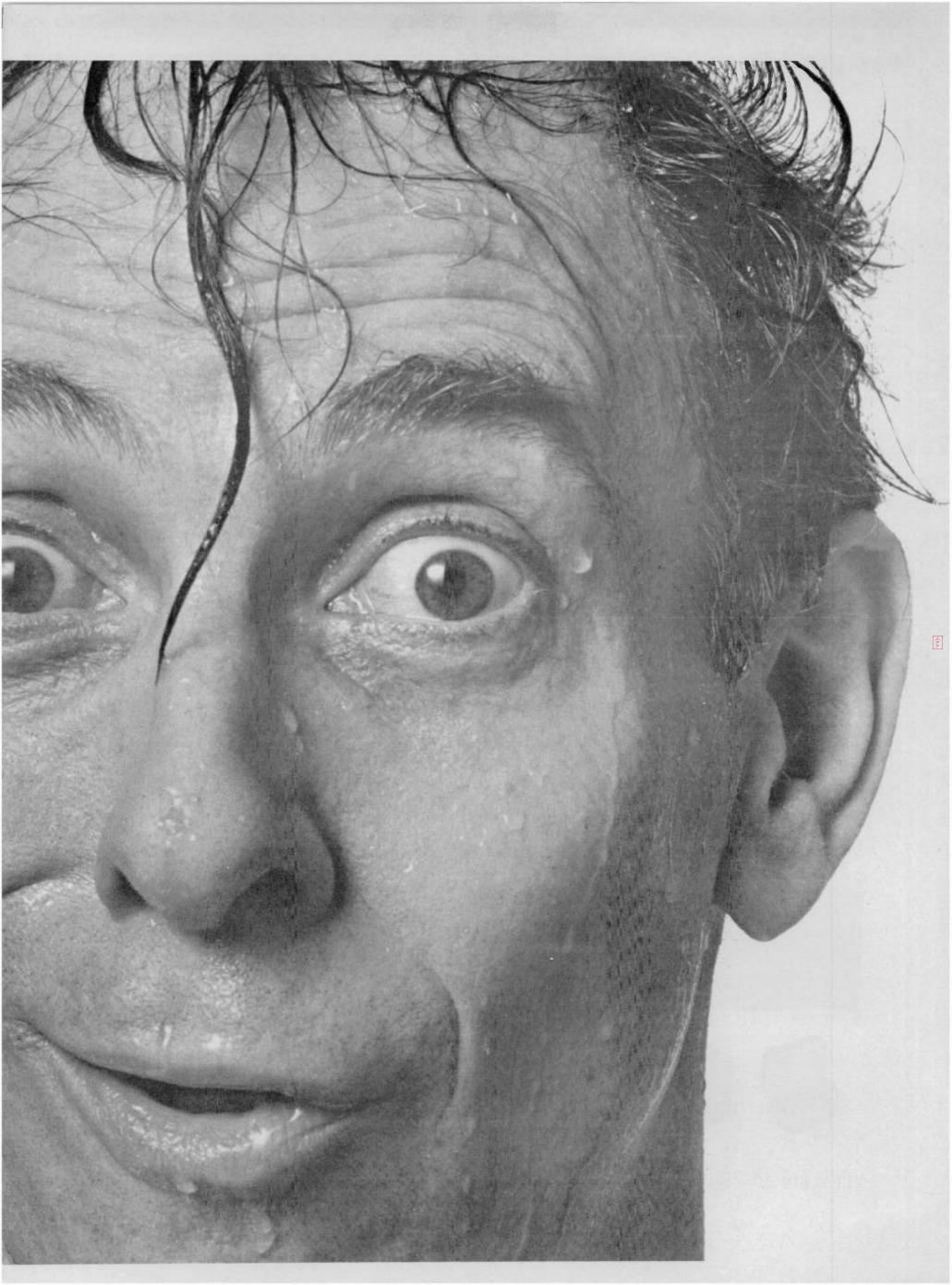
Philco dealers are seeing a line that's so exciting, so loaded with sell, that they're going overboard. With orders. There are a ot of things to talk about out here in Hawaii, but all the chatter's about Philco's electronics and appliance lines. And the talk is leading to plenty of action. These Philco dealers are fired up like nobody's business. They've seen firsthand that Philco's really moving.

And you should, too. Before you make a move, make sure you see what's happening at Philco. At your Philco distributor's Dealer Preview.

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VASHINGIUN NEWS

□□□□ Just how good are the numbers—the various indices used to measure price trends—is a question that long has bothered professional economists. The Consumer Price Index (CPI) rose 4.7% between 1960 and 1964, while the Wholesale Price Index actually declined a speck. Now, after a lapse of a year, the CPI is moving up again as wholesale prices remain stable.

While most economists consider the CPI the best measure of price inflation, there still is considerable dissatisfaction with its validity. So, under pressure from Congress, the government is trying to devise a new measure. Development work rests with the Bureau of Labor Statistics (BLS).

BLS plans a "Comprehensive Price Index" that, it is hoped, would give the business community an interrelated network of data of all major economic activities. It is expected that the program may take as long as five years to develop.

□□□□ The bill to raise minimum wages to \$1.60 ar hour is half way through Congress. The House, in approving a slightly watered down version of the Admin-

istration bill, extended minimum wage and hour coverage to 7.9 million additional workers—including about 1.5 million retail workers.

The House delayed the increase to \$1.60 for a full year to Feb. 1, 1969. The current minimum of \$1.25 will rise to \$1.40 next Feb. 1. For the newly covered retail workers the minimum will be \$1 ar hour next Feb. 1, and will rise by 15¢ a year until it reaches \$1.60 on Feb. 1, 1971 Senate approval appears assured in this session.

CATV's free use or copyrighted programs is in considerable jeopardy. A federal court judge in New York has ruled that Community Antenna Television operators are liable for payments or copyrighted programs they pick out of the air for relay into homes. The case involves a suit by United Artists against Fortnightly Corp. which operates two CATV systems in West Virginia.

The verdict will be appealed by Fortnightly, with the support of the National Community Television Assn If it stands further court tests, it will spell real financial trouble for CATV operators, who have yet to pay a penny for the programs they pick off the air.

are far more disturbed over the court decision than they are over plans by the Federal Communications Commission (FCC) to assume full jurisdiction over them. FCC control is seen as a limited factor on their growth; royalty payments for relayed programs could be a death blow.

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Phonola is going to carry the revolution all the way. Until we become number one (well, maybe we'll settle for number two).

We think you'll like what we have to offer. Like the exceptionally good profit you make with Phonola, (because we're one line that doesn't get footballed).

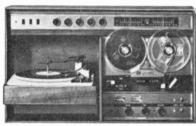
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## Klein's hard goods quarterback pitches for private-label goal

S. Klein Department Stores Inc. is mapping plans for a deeper plunge into private-label hard goods in an effort to whip this division into a lusty profit performer.

Sparking this drive will be the introduction of private labels in major appliances, consumer electronics, and electric housewares. These lines are now confined to national brands.

The bigger private-label splash will be made early in 1967 when the first of these products go on the selling floor under a name yet to be determined. Washing machines and black-and-white tv will lead the way.

"We're shooting for about 30% of our hard lines business in private labels—a goal we hope to achieve in the next year or two," said Emanuel Asher, Klein's 43-year-old hard goods chief. Private labels currently represent about 15% of the hard goods volume in the 11-store chain.

Asher described a ratio of 30% private label to 70% national brand as a "happy blending," but indicated the private-label percentage could go higher if this merchandise is successful.

Klein's accelerated movement into the private-label arena comes on the heels of similar action by one of its staunchest competitors, E. J. Korvette. Korvette recently disclosed plans for a broad expansion of private-label hard goods (MW, 16 May, p.7). It attributed this decision to the bigger markups available on private-label merchandise and the desirability of developing advertising continuity on a selection of goods that are never out of stock.

Klein's Asher also talked enthusiastically about the prospects of fatter markups on private-label goods. But he was quick to cite another reason for private-label expansion—one that is not about to win him any popularity contests among national-brand manufacturers:

Private labels, he contended, provide the retailer with greater product control. "You can be much more creative in the design of the product," he said, "and likewise offer shoppers more value for the money than they can get in national brands."

General merchandise manager of a division which reportedly accounts for \$60 million in sales or 30% of Klein's annual \$200 million volume, Asher declined to talk about prospective suppliers for the new private-label hard lines. "They're still being determined," he said.

Current sales activity finds Klein's generating healthy volume on such items as color tv in the \$350 to \$450 range, portable tv from \$100 to \$175, and assorted electric housewares. Asher noted that bath shop accessories also have been hot.

A strapping six footer who is determined to make hard goods the "shining star" of the organization—in terms of year-to-year gains in sales, profits, and customer acceptance—Asher predicted "slight increases" in both sales and earnings for the fiscal year ending July 31.

Asked why he was predicting only slight increases when retailers around the nation are scoring big



Klein's Asher: "We have a lot of work . . . . there are still some problems."

gains in both sales and profits, the hard goods boss replied candidly: "We have a lot of work to do. There are still some problems to be resolved." He pointed, in particular, to the need for better assortments, more effective displays for easier customer buying, and better quality goods.

The major problems, though, he contended, have been resolved by the hard goods division. "We've built an organization and developed the right lines of merchandise in the right mix," Asher said.

"A couple of years ago, we were a close-out business. But we're no longer just that. Our promotions are stronger today. We're now offering a basic line of goods and larger selections of merchandise. And this approach—plus better buying of quality and fashion goods—should pave the way for increased sales and profitability."

Asher's words of confidence come a little over two years after he took the helm of what, at the time, was an unprofitable operation. Previously divisional merchandise manager of Bloomingdale's hard goods division, he joined Klein's in March, 1964. The way Asher sees it, "there's little difference between the two retail operations, except that I've switched from a 40-mile-an-hour car to one travelling 70 miles an hour. Any way you look at it, it's still the retail business."

Expressing his views on a variety of subjects, Asher had these thoughts:

- Klein's does a big volume in small appliances, "but since this is traditionally a low-markup business, we're finding it difficult to make ends meet."
- There doesn't seem to be a bottom to the price of transistor radios. "It's a rough business and an unprofitable one to boot."
- Color tv in 19-inch models make a great deal of sense. They are by no means too small. If the price is right, color becomes available to the customer who might not be able to afford the more expensive color models.
- Black-and-white tv continues to do exceptionally well.

## **APPLIANCE-TV NEWS**

□□□□□Japanese color: a \$180 f.o.b. floor price is in the works for 19-inch color tv sets marked for export to the U.S., according to McGraw-Hill World News in Tokyo. Already, Japan's seven leading home electronics companies have agreed on the price level which, if endorsed by the government, would become effective in July.

Color tv shipments to the U.S. for the first four months of 1966 averaged \$178.73 per set, on a total of 36,188 sets. The April total was 12,503, for an average price of \$179.95 per set.

Japan's color tube production is expected to exceed 400,000 units this year despite an official estimate of 300,000 units by the Electronic Industries Assn. of Japan. Color picture tube production in March for the first time passed the 30,000 mark. Further increases are expected later this year because of enlarged facilities and the output of a newcomer, Nippon Electric Co. In the first quarter, factories have already turned out 79,620 tubes, compared to the total 1965 production of 117,732 color tubes. Color set output is moving apace, with a first-quarter total of 65,839 units.

□□□□□ It is getting harder to extend credit to consumers, Charles G. Klock, president of the General Electric Credit Corp., told the American Home Laundry Manufacturers' Assn. (AHLMA) at its annual meeting. Klock pointed out that a rapid growth of extended credit has forced down corporate liquidity despite an annual rise in corporate earnings. In 1965, he said, corporations, including laundry appliance manufacturers, borrowed 64% more money than in each of the last four years.

Concertone has increased the price on its model 803 tape recorder from \$479.95 to \$519.95. The company also announced that a new version of its 804 tape deck will be available after June 15. The new version will have a walnut case for use with complimentary component systems. Separate cases for existing 804 decks are not now available.

□□□□ Whirlpool has added a planning department to its field service force. The new department will study potential service needs and recommend maintenance programs for new appliances and features. Robert F. Donohue, former manager of service development, will manage the new department.

Designed for the future by Electrohome: A space-age home entertainment center (shown below) incorporates a color tv set that can pick up signals from satellites, audio and video tape recorders, a tv camera, and even a "videophone." Companion chairs

have speakers in the wings and controls in arms.

What Electrohome is offering now: stereo unit with tambour door and wood "cube" sides containing air suspension speakers for \$699; new room divider with speaker system, turntable, record storage for \$599.



### Emerson's 1967 lines and new chief executive make their debut

For the first time since 1922, Emerson's distributors did not hear their ong-time president, Ben Abrams, at their annual meeting. Emerson's new thief executive, C. Russell Feldman, stepped into the spotlight for the irst time last week at the corporation's distributor meeting in Miami Beach.

Feldman was to the point: "We plan to blend the best elements of Emerson with the best elements of National Union, and to build upon both for the mutual advantage of both organizations."

More specifically, he stated: "We propose to give more individual emphasis to the Emerson and to the DuMont lines. This means that each will be separated, in so far as possible, as to design, production, sales organization, advertising merchandising, and sales promotion.

"As a first step toward this objective, we have established two separate and distinct sales subsidiaries of National Union Electric: Emerson relevision Sales Corp. and DuMont relevision Sales Corp.

"If our plans materialize, I predict that in 1966 National Union and Emerson, combined, will produce total net sales in excess of \$150 milion."

Feldman also gave his two new sales chiefs—John Ryan of Emerson and Bob Furlong of DuMont—a cousing send-off. "Both men, I can assure you," he told distributors, 'have my confidence and deserve yours. They expect, and I expect, you to deal directly with them."

With this fanfare, the company

rolled out its 1967 Emerson and Du-Mont lines:

The Emerson color tv line opens with a 19-inch vinyl-clad metal cabinet table model priced at \$419.95. Two other table models—both 23-inchers—appear in the line. One model with remote control feature is priced at \$579.95; the other, without remote control, is \$100 less.

In color tv consoles, Emerson introduced two 23-inch models, a 23-inch 3-way combo, five 25-inch consoles, and one 25-inch stereo theater.

The 23-inch consoles start at \$530 for a contemporary-styled unit with walnut finish. An Early American 23-inch console in maple lists at \$550. The combo in the 23-inch series—which includes phonograph and AM-FM stereo radio—is priced at \$725 in mahogany and at \$750 in walnut finish.

The 25-inch consoles open with a contemporary-styled model at \$595. An Early American model lists at \$615. Another contemporary unit—a low-boy—is priced at \$650. Italian Provincial and French Provincial models come in at \$670. The Danish-styled top-of-the-line home entertainment center in walnut carries an open list price.

The Emerson b&w tv line includes 17 portables, three 23-inch table models, and six 23-inch consoles.

The portable line includes two solid-state AC/battery-operated models—a 9-incher at \$129.95 (\$20 less than last year) and a 12-incher at \$149.95. The leader in the portable line is a 12-inch set at \$89.95. Six 16-inch portables start at \$99.95 and

range up to \$119.95. The eight 19-inch portables open at \$109.95 and step up to a top-of-the-line unit with remote control at \$189.95. One of the 23-inch table models carries an open list price; the other two will sell at \$179.95 and \$199.95. The 23-inch b&w consoles range in price from \$169.95 to \$199.95.

DuMont's color tv line opens with a 19-inch portable with walnut grained metal cabinet at \$449.95. Next step in the line are three 23-inch consoles—Early American, French Provincial, and Danish—at \$625. The nine DuMont 25-inch color consoles start at \$695, range up to \$875. Remote control comes in at \$795. Four 25-inch home entertainment centers are priced from \$1,195 to \$1.350.

DuMont's b&w tv line opens at \$139.95 for a 19-inch portable. Two other 19-inchers are priced at \$149.95 and \$159.95. A 23-inch contemporary-styled table model will sell at \$169.95. And four 23-inch b&w consoles range from \$199.95 to \$219.95.

Emerson's phonograph line starts at \$19.95 for a 4-speed manual monaural model. The four-model solid-state monaural line is topped by an AC/battery-operated automatic unit at \$54.95.

The six-model solid-state stereo portable line ranges in price from \$59.95 for a component-styled unit to \$99.95 for a 4-speaker component-type model. The combination phonoradio units range from \$179.95 for a contemporary-styled unit with AMFM stereo radio at \$449.95 for

a 6-speaker Spanish Mediterranear model.

DuMont's phonograph line includes 11 consoles, all with solid-state AM-FM stereo radio. The 3-model Credenza series includes two units at \$360, one at \$350. The 4-model Composer series is topped by a French Provincial and an Italian Provincia console at \$465; both of these units have 40w amplifiers and a 6-speaker sound system. The Concert Hal series includes a Spanish-styled and a Danish-styled console at \$550; both have 66-inch wide cabinets and sealed chamber speaker systems. The topof-the-line Virtuoso series offers Danish and Italian Provincial models at \$620. These units have 70-inch wide cabinets and 125w amplifiers The hi-fi speaker system includes built-in sealed chambers with two 15-inch woofers, two 5-inch midrange speakers, and two 1,000-cycle exponential horn tweeters.

Emerson's radio line opens at \$8.88 for an 8-transistor portable. Two other pocket-size portables are priced at \$9.99 and \$12.95. The 6-model AM table radio line starts at \$12.95, and ranges up to \$29.95 for a solid-state twin-speaker unit. The AM clock radio line is priced from \$14.95 to \$39.95.

In AM-FM table models, prices rur from \$24.95 to \$59.95. The AM-FM clock radio line starts at \$49.95; two other models are \$59.95 and \$69.95 A 9-transistor AM-FM pocket portable lists at \$24.95. Other multi-band radios are priced from \$29.95 to \$129.95 for a solid-state AM-FM/Marine band/shortwave unit.

## From Motorola: 21-inch rectangular color tv, hybrid chassis

Motorola presented the industry's irst 21-inch rectangular-tube color v, broadened its entire color tv line from 32 to 44 models (all with recangular tubes), and moved into solid-state black-and-white tv in a pig way with the introduction of its 1967 consumer electronics line.

Twenty-one inch color tv sets (called 'Super Compacts") include three table models and five all-wood consoles. The leader table model, the Granville, is  $16\frac{1}{2}$  inches high,  $25\frac{1}{2}$  inches wide, and is priced at \$419.95. A vinyl-covered step-up model is \$439.95. The top of the table line, in an oiled walnut finish, is \$459.95.

The five 21-inch consoles range from \$479.95 to \$499.95. Slim-line abinetry covers Contemporary, Early American, Italian and French Provincial styling. There is also a Contemporary swivel-base unit.

Motorola is making its own recangular 21-inch color tubes and is using rare-earth phosphors.

Twenty-three inch color tv, starting with a Premier line of 17 models, eads off with a table unit at \$438.88 and ranges up to consoles at \$599.95.



3-inch color combination: \$1,095

The five 23-inch Drexel consoles include a new credenza-styled version of the Declaration model.

A new five-model 23-inch Deluxe color series features wider, double-sided cabinets, UHF tuning in a horizontal layout rather than vertical, and the 1967 Motorola "918" chassis.

The 25-inch color console group has been upped to four models from the previous two. Leader model lists at \$675, down \$25. Top price is \$750.

Five home-entertainment centers (23-inch rectangular tubes) round out the color tv line. Remote control counterparts are available for \$100 extra on each Drexel-cabinet console, plus the CT329B, the CL717C, and the CL720C.

Black-and-white television from Motorola features a new hybrid (tube-plus-transistors) chassis in all the 21-inch and 23-inch models in the line. The chassis uses etched circuit boards and the X-11 solid-state signal sensor employing some 11 Motorola-built transistors. The signal sensor replaces vacuum tubes in all chassis areas except high-voltage power output stages, including horizontal, vertical, and audio output.

Twenty-one inch sets with the hybrid circuitry are \$10 less than the previous all-vacuum-tube models.

Motorola also has dropped prices by \$10 on 12-inchers. Other than that, prices for b&w tv are the same as a year ago.

The leader 19-inch portable remains the same, but two new step-

ups have been added: Westbrook at \$139.95, and Milford at \$149.95.

Twenty-three inch all-wood consoles have been trimmed from 10 to eight models; prices are the same.

Tape players include three new stereo eight-track units with which Motorola hopes to tap additional markets. One player is designed for cars; the others are cased units for the home. All will play interchangeable eight-track tapes. The CP5C home unit, solid-state, with an amplifier putting out 10 watts of instantaneous peak power is \$139.95

stantaneous peak power, is \$139.95. A "slave" companion to the portable home unit is the CP7C eighttape module player which has a built-in power supply and is designed to operate through any stereo phonograph equipped with a phono jack. The car unit, model TM706S, is an eight-track stereo unit aimed at the automobile "after market." These two players are scheduled for late summer delivery, and list has not yet been set.

The console stereo phono line is 21 models long, shorter by six than the present line. There is more emphasis on credenzas, and, for 1967, Motorola has placed a one-year warranty on all parts of both portables and consoles.

Some console phonograph prices appear to be up \$10 to \$20, although features such as power step-ups (i.e. 40 to 100 watts), additional speakers (six to eight), and exponential horns have been added. Also, power step-ups enter the line earlier and at

lower manufacturer suggested lists than before. Model SK510C, for instance, with a suggested list of \$299.95, has 50 watts and 8 speakers; the comparably priced 1966 model had 40 watts and 6 speakers

The audio master-control center (packaged on the inner side of the cabinet lid) has three new features: an extended bass, a scratch filter and an FM mute. It enters the console phono line in a \$399.95 unit whereas last year it appeared first in a \$429.95 unit.

Portable stereo phono prices are about the same; three top units are up \$10, but the power is also up ir one, and another has new walnut grain. Added to the portable line is a \$24.95 "kiddy player" and a new \$119.95 price point.

The radio line for 1967 includes eight new top-of-the-line solid-state home radios; seven carry-over models were reduced to a new price range of \$14.95 to \$29.95 from the previous range of \$16.95 to \$32.95.



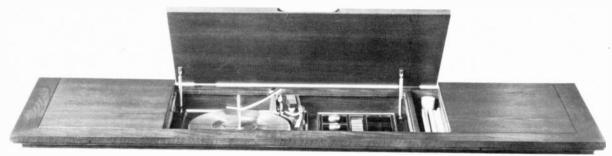
New 21-inch color leader: \$419.95



## **Exclusive new Admiral "Flight Deck"**



Lift the lid . . .



all stereo controls and changer rise to meet you!



Here's the most dramatic, most demonstrable, most exciting stereo feature since stereo itself! Imagine! Your customer lifts the lid and sees all controls and record changer rising, automatically, to cabinet-top level!

No more reaching in the well! No more groping down deep,

to load, set controls, or tune the FM/AM FM stereo multiplex radio. And no one but Admiral has "Flight Deck," along with other outstanding new sales features, in a variety of fine-furniture cabinet styles. See them all at your Admiral Distributor's June Open House... in action!

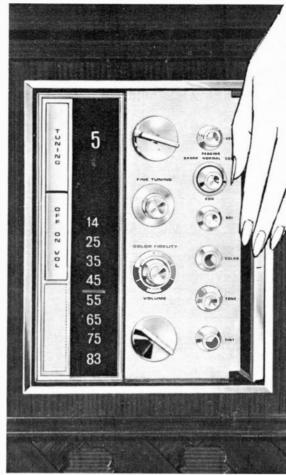
See these and more at your

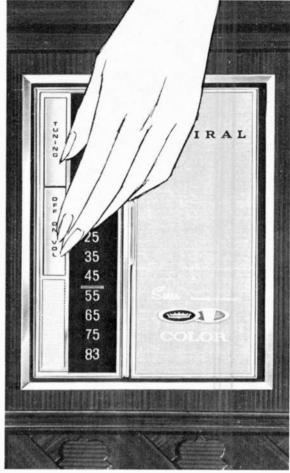
Admiral Distributor

Open House

## 2 New Admiral Color IV Control







CLOSED

## Color Sonar full-function remote control with Hideaway Control Center and Power Tuning

Here's a complete 2-way color control you can demonstrate . . . and sell! New Admiral Color Sonar remote control, the smallest in the industry, turns Admiral Color TV on and off, adjusts volume, changes channels . . . and gives infinite, not step control, of color intensity and tint . . . from across the room!

Along with Color Sonar is the new Admiral Hideaway Control Center at the set! Outside are two tuning bars. Touch the bottom one to turn Admiral Color TV on, adjust three levels of volume,

and off. Touch the top one to change channels. It's all automatic with Power Tuning! And the Hideaway Door disappears into the set to reveal all fine-tuning controls, then closes so your customers see just the beauty look of Admiral fine-furniture cabinets.

Available on three period furniture styles, and with Admiral 25" (overall diagonal) rectangular color tube, Color Sonar and the Hideaway Control Center with Power Tuning let you show and sell new Admiral Color TV quick as a click!





New Admiral 25" Color TV LKS6515, Early American styling



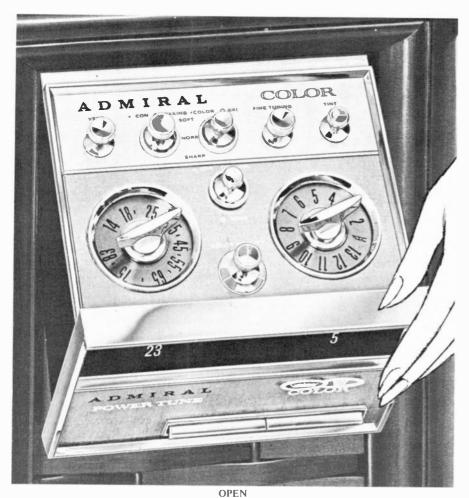
New Admiral 25" Color TV LKS6533, Spanish Provincial styling

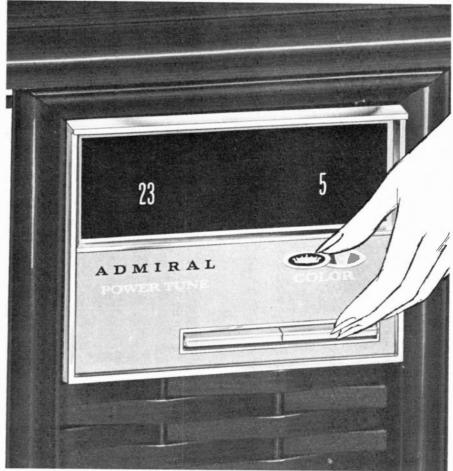


See these and more at your



## Centers for easiest tuning ever!





CLOSET

## **Exclusive Admiral Tilt-Out Control Center** now has Touch-O-Matic Power Tuning!

Now the most effective exclusive in Color TV is even stronger! For the outstanding Admiral Tilt-Out Control Center still lets you tilt it out so your customer can tune Admiral Color TV standing up, easily, naturally . . . then tilt it in for the look of beauty, no knobs show.

And in addition, it now features Power Tuning! Outside are two unobtrusive tuning bars. Touch the right one to turn Admiral Color TV on or off. Touch the left one to change channels. Power

Tuning does the work, instantly, automatically.

Available in six period furniture styles, and with Admiral 25" (overall diagonal) rectangular color tube, the exclusive Admiral Tilt-Out Control Center with Power Tuning helps you demonstrate and sell new Admiral Color TV!

Attend your Admiral Distributor Open House! Find out how new Admiral Color TV gives you outstanding and demonstrable new sales features to turn Color TV shoppers into buyers!



New Admiral 25" Color TV LK6541, Danish Modern styling



New Admiral 25" Color TV LK6558, Italian Provincial styling



New Admiral 25" Color TV LK6515, Early American styling

## Distributor Open House

## New Admiral Portable Phono plays on flashlight batteries!



## Plays anywhere, sells itself!

The newest Admiral quality phono is powered by 8 flashlight "D" batteries. It's all solid state, ready to play anywhere.

Lift the lid and the two-speaker chamber floats up into posi-

tion... the lid reflects sound with bandshell effect. It has tone, loudness and function controls and a 4-speed changer, all in a rich black attache-case style, with beautiful walnut-grained trim. See the YH1421 and other outstanding new Admiral Stereos.



New Admiral solid-state portable stereo YHS1771C, modular unit with stand.



New Admiral solid-state portable stereo YHS1741, 6 speakers, 40 watts.



New Admiral Tape Recorder TR200, solid-state, battery-powered, with microphone, carrying case and AC charger.

See these and more at your

## Admiral Distributor Open House



VOL. 98 NO. 23

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Rimrock Moter Ledge JUNE 29

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GED Showroom JUNE 22-23 CHARLOTTE, N. C.

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Lamplighter Motor Inn DALLAS, TEXAS JUN , TEXAS JUNE 5 6-7 Cabana Motor Hotel DAYTON, OHIO JUNE 28-29

DAYTON, OHIO JUNE 28-29
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DAYTONA BEACH, FLA. JUNE 26-27
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Diplomat
DES MOINES, IOWA JUNE 25-26

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JUNE 26-27 Downtowner Motel EVANSVILLE, IND. JUN Holiday Inn FAYETTEVILLE, N. C. JUNE 22-23

JUNE 19-20-21-22 Downtowner Motel FLINT, MICH. JUNE 21 Holiday Inn

FT. WAYNE, IND.
Airport Inn
FRESNO, CALIF. **JUNE 8-9** JUNE 13-14

Del Webb's Towne House GRAND RAPIDS, MICH. JUNE 28-29 **JUNE 23** 

Holiday Inn GREAT FALLS, MONT. Holiday Inn GREENSBORO, N. C. JUNE 12-13-14-15

The Oaks Motel
HOUGHTON LAKE, MICH. JUNE 30 Johnson's Rustic Resort HOUSTON, TEX. JUNE Warwick Hotel JUNE 5-6-7

IDAHO FALLS, IDAHO JUNE 14
Stardust Motor Lodge
INDIANAPOLIS, IND. JUNE 15-16 Airport Inn KALAMAZOO, MICH. **JUNE 23** 

Southgate Inn Motel KANSAS CITY, MO. JUNE 19-20-21 Hilton Inn

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JUNE 27 Sahara
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Continental Inn JUNE 15-16

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NASHVILLE, TENN. JU Albert Pick Motel
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JUNE 21

JUNE 14-15-16

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Bel-Air East
JUI JUNE 5-6-7

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TAMPA, FLA. JUNE 19-20 Causeway Inn TOLEDO, OHIO JUNE 16-17 Holiday Inn

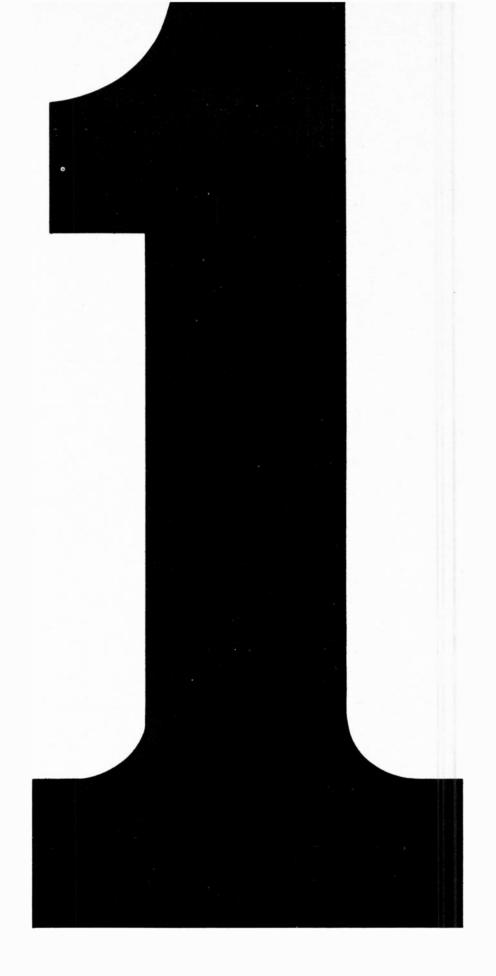
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# Lear Jet Stereo 8\*! The original 8-track cartridge player for auto and home.

## The finest, most profitable tape cartridge system you can handle.

Auto—The most complete line of 8-track automatic tape players on the market. The only line to offer a wide selection of models including integrated AM or FM Radio with FM Multiplex—solid state. Easy installation with 2 or 4 speakers. The line that set the standard for the major auto manufacturers.

Lear Jet Stereo 8 Model ASFM-830-H (Tape Player with FM Radio)

Home—Plugs into existing home stereo equipment and plays the same Stereo 8 tape cartridges. It's the most completely automatic, continuous stereo music system ever devised for the home. So simple to operate, even a child can do it. Stereo 8 is the tape cartridge system endorsed by over 40 leading record companies.

Lear Jet Stereo 8 Model HSA-900 (Home Tape Player Attachment)





LEAR JET CORPORATION—STEREO DIVISION

STEREO 8

## On AHLMA's Golden Anniversary: permanent-press pros and cons

Pextile and laundry equipment inlustry spokesmen sparred delicately over the role of permanent press in future dryer sales at the recent 50th Anniversary meeting of the American Home Laundry Manufacturers Assn. The sparring has ramifications for a market in which three out of four households still do not have dryers.

The textile industry does not want to lose a market potential for permanent press by stressing that successful appearance depends on tumble-drying. Therefore, explained Herman B. Goldstein of Sun Chemical Corp., textile manufacturers want permanent press to be "drip-dry."

The laundry equipment makers want the textile manufacturers to abel their goods with "tumble-dry" ags. Robert L. Brintnall, Whirlpool general manager of laundry sales, countered the textile argument by saying that the labor-saving advantages of a dryer exceed the virtues of drip-dry; women do not want to unt up hangers when they can schieve optimum results in less time and more easily via a dryer. "We had product (the dryer) there before DP," he said, predicting that 9 milion dryers will be sold in the next hree years.

Pot-shots at porcelain tubs also came from spokesmen for the textile ndustry. A washer with a stainless steel tub is preferable, they said, because it leaves the permanent-press creases sharp. A porcelain tub, they contended, wears down permanentpress fabrics.

However, Westinghouse's Edward G. Lipski countered by saying that washers in test laboratories are submitted to unusual use and abuse and that AHLMA has "offered to visit any laboratory (in the textile field) to see if it is up to date; we think that, if this invitation is taken up, we will not have a problem with porcelain."

Pointers on consumer education were also heard at the forum:

—Because the bulk of permanentpress fabrics contains high amounts of polyester, oils penetrate more deeply, faster.

—The worst type of stain—motor oil—may never be removed without the use of a dry-cleaning solvent.

—Cooking oils can be removed, but, because they are oxidizable, the stain will set if very hot (150 degrees, and up) water is used.

—When an insufficient amount of detergent is used, polyester will grey more than cotton. However, if the housewife does not skimp on detergent and follows directions, the difference is nominal.

It was emphasized that these problems—stains and greying—pertain to polyester fabrics, not to the permanent-press process itself. However, came the reply, because so much permanent-press fabric is polyester, the problems do concern permanent-press.

## Japan hits another U.S. market: the car cartridge tape player

Production of the automobile tape cartridge player in Japan is beginning to snowball. Shipments of car stereo cartridge players are expected to exceed a 300,000 unit level this year, as compared with an estimated total of only 50,000 units last year.

Five Japanese companies—Maruwa Electronic & Chemical Co., Pioneer Electronics Corp., Taiko Electric Works Ltd., Teikoku Dempa Co., and Sanai Kogyo Co.—are already shipping the units to the U.S. And Crown Radio Corp. will enter the market this summer.

According to McGraw-Hill World News in Tokyo, a half-dozen more radio companies in Japan are now contemplating production of the tape cartridge units. However, at the present time, giants in Japan's home electronics industry, such as Matsushita Electric Industrial Co. and Tokyo Shibaura Electric Co., are taking wait-and-see attitudes toward the new business.

As was the case with tape recorders, these large companies may come into the picture when signs of growth in the Japanese and U.S. narkets are clearer, says World News. Sales of car cartridge players n Japan are still negligible, and the companies now in the field are exporting nearly all their output to the U.S.

All the Japanese car cartridge players presently produced are 4crack Fidelipac-type units. Some companies are considering Philipsype cartridges (MW,16May,p.3), but actual production of these units is not expected to begin until 1967.

A rundown of the cartridge tape player producers:

Maruwa Electronic & Chemical Co., which at present is the largest producer of cartridge players in Japan, is turning out about 10,000 units a month. Practically the entire output is shipped to Muntz for distribution in the U.S. The company, which entered car cartridge player production in the spring of 1965, is now manufacturing four models, priced in the U.S. at between \$100 and \$200 a unit.

Pioneer Electronics Corp. is producing approximately 5,000 units a month, chiefly for shipment to Craig Panorama. The company, which entered this field in 1964, is planning to double its monthly output by this fall. Pioneer produces two models, U.S.-priced at \$99.95 and \$129.95.

Taiko Electric Works Ltd. started production in 1964 and is producing about 5,000 units a month. Its players are sold to Trans World Electronics Corp. and other U.S. distributors.

Teikoku Dempa Co. also started production of car cartridge players in 1964 and is presently producing approximately 5,000 units a month. Most of Teikoku's output goes to Muntz.

Sanai Kogyo Co., which entered the field last year, is producing from 4,000 to 5,000 units a month. At least 90% of its production is shipped to various U.S. distributors.

### Westinghouse offers dual-channel transceivers

Westinghouse has introduced a new pair of dual-channel transceivers priced at less than \$60. The new hand-sized Westinghouse units operate on channels 2 and 22, marked "A" and "B" on the units. Whenever interferences occur, a push on a slide switch tunes in a second channel at the opposite end of the band. Also available is an optional AC adapter that allows direct line cord operation without draining the 9v batteries; it is priced at about \$3. In two-tone gray, the transceivers (model 964TC7GP) have high-impact cabinets, combination speakermicrophones, telescoping 39-inch antennas and leather carrying cases. Westinghouse Corp., 3 Gateway Center, Pittsburgh, Pa. 15222.



### Sharp unveils model for its 1967 tape recorder line

Four new tape recorders have been introduced by Sharp. The line ranges in price from \$59.95 to \$219.95.

At \$59.95, Sharp has a monaural model (RD-303) that operates on either batteries or AC. With a solid-state amplifier, the unit weighs seven lbs.

Model RD-504, priced at about \$69.95, also operates on batteries or AC. This unit features mixed line recording—"sound with sound." Standard equipment is a line cord with double male plug that may be used by inserting it in the earphone jack of most transistor radios and the other end into the radio jack of the tape recorder for direct recording. Model RD-503, is priced to sell at less than \$75. This unit features automatic shut-off, mixed line recording, and flashing light recording indicator. RD-707 (shown), to sell



for less than \$219.95, is a 4-speaker stereo unit with four auxiliary jacks, solid-state amplifier, and 3-speed operation. Intercontinental Seaway Products Co., 5400 E. 96th St., Cleveland, Ohio 44125.

### Lear jet intoduces its home cartridge tape player

Lear Jet has announced immediate availability of its new Stereo 8 Tape Cartridge Player, model HSA-900, for use in conjunction with home stereo equipment. Priced at \$79.95, the complete unit weighs 11 lbs. and measures 9 inches wide, 104 inches deep, and 3% inches high.

The unit is integrated into an existing stereo system, utilizing the speakers, amplifiers, and audio controls of the system to produce full stereo playback. The unit is connected to the system by plugging two jacks into the tape input receptacles on the amplifier and the power cord into any AC outlet. Inserting a Stereo 8 cartridge into the front of the deck automatically turns



the unit on; withdrawing the cartridge automatically shuts the unit off. Lear Jet Corp., Stereo Div., 13131 Lyndon Ave., Detroit, Mich.

### Harmon-Kardon introduces two new speaker systems

Harmon-Kardon is now marketing two new air-suspension speaker systems. Available separately is the deluxe HK-40 (shown) with a 10-inch woofer and  $3\frac{1}{2}$  inch tweeter at a suggested retail of \$100 each and the HK-30 with an 8-inch woofer and 3-inch tweeter at \$70 each.

The HK-40 measures 23 inches high, 13½ inches wide, and 10½ inches deep; the HK-30 is 17 inches high, 11¼ inches wide, and 8 inches deep. Both the HK-40 and the HK-30 are in oiled walnut cabinets with changeable snap-out grille cloths, furniture protection pads, and 24-ft. of plug-in speaker leads. Both speaker systems are engineered with



same air-suspension design, and both have variable high frequency controls. Harmon-Kardon Inc., 401 Walnut St., Philadelphia, Pa. 19105.



LETTERS TO THE EDITOR

## 'The value of an incentive for better designs'

Dear Sir:

I have read your editorial on page 10 of your May 16th issue, "The Men Who . . ." Frankly speaking, it is rather impossible for me to be as "objective" as Mr. Jack Kane of Ekco is with his remarks in response to the award winner arrangement sponsored by the National Housewares Manufacturers Association. I cannot be as objective because my company is one of the winners of the award, and the product which has

won the award for us is a stainless steel pattern "Fresco."

The fact that we have won the award is a very gratifying one, and I would like to say that to make a good design and have this design actually produced is a very hard and difficult job. If such work is eventually being appreciated and an award is issued, this, in my mind, will give our industry and the designers who work in this industry a second thought on the importance of coming up with really fine designs. In turn, the public will look at products which have won an award, feeling strongly that these articles have been judged by experts for good taste and workmanship. This, in turn, will create confidence

in such items, just as much as a three-star movie or an article which carries the Good Housekeeping seal will create confidence.

If my company had not won the award, I would have doubled my efforts in order to be eligible and possibly win an award in the future. This fact in itself, in my opinion, proves the value of an incentive for better designs and workmanship in the housewares industry, nationwide.

It seems that this should be indicated in editorials: that this goal for better designs and better workmanship effort results in competition between the best and can only produce better products.

If the nationwide promotion

which will follow this award-winning event will stress, one way or the other, the facts involved and the goals ahead, I believe the Nationa Design Center will easily prove it: right to exist.

By the way, the "Fresco" design is my own design. It has taken over one year of development and assist ance from several of my people to come into being. When the design was created, I never thought it could become a winner. I am most gratefu and happy that our efforts were successful.

Rudolph Erenhouse Cosmos Products Co New York, New York

## 'Union Carbide's network television expenditure'

Dear Sir:

I should like to call your attentior to an apparent inaccuracy in your column appearing in the May 2nd issue, page 18.

There you show Union Carbide's network television expenditure during 1965 as \$102,200 and cite your source "TVB/LNA-BAR (Net Time and Program Costs)." After a check of the cited source, we find the correct total expenditure for "Eveready' Batteries is \$1,329,100.

A. D. Burler Advertising and Sales Promotion Union Carbide Consumer Products New York, New York

### KEY MOVES

Packard Bell Home Products Division—L. M. Sandwick becomes sales representative in Florida. N. C. Elliott now covers North Carolina, South Carolina, and eastern Tennessee.

Setchell Carlson subsidiary of Marquette Corp.—John V. Sigford, formerly director of planning for military products at Honeywell Inc., is named operations manager to expand the company's production and engineering operations and "apply the knowledge of advanced military technology" to consumer products.

Kelvinator Division of American Motors—Edward J. Von Arb is appointed director of appliance engineering and research. He joined Kelvinator two years ago as chief engineer for commercial refrigeration after more than 20 years experience in appliance engineering.

Admiral Corp.—James J. Cunnane becomes product planning manager for television. He was formerly with Warwick Electronics Corp.

Franklin Appliance Division of Studebaker Corp.—Boyd Bonner moves up to vice president of manufacturing

Olympic Radio & Television Division of Lear Siegler Inc.—Charles Laul rejoins Olympic as regional manager of Washington, D.C., western Maryland, most of West Virginia, southcentral Pennsylvania, and Providence, R.I.

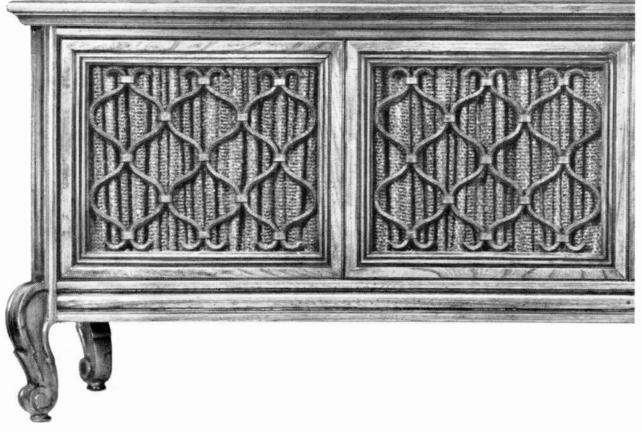
Motorola Inc.—Garth J. Heisig is appointed assistant to the chairmar of the board.

Product, Programs, Policy and People are linked to forge the industry's High-Yield Predictable Profit Line. Ask any Sylvania Dealer.

Premier showings of beautifully crafted, superbly engineered Color TV, Stereo High Fidelity, B&W TV and Radio will be held beginning the week of June 26 in all local markets for both Distributor and factory-direct franchised Sylvania Dealers.

Watch for your invitation...or contact your Sylvania Distributor or Factory Sales Representative.







## "What's so new about it? I've sold eleven already!"

Tappan's incredible Electronic Cooking Center is brand-new to most consumers. And a little hard to believe. "A 14-pound turkey in 75 minutes? You're kidding!"

But smart Tappan dealers know all about this amazing Time Machine. And have the profits to prove they're selling it. What could be easier?

- It's a whole new concept of food preparation. Cooks with *microwaves* instead of heat.
- A 5-lb. roast cooks beautifully in about 30 minutes. A two-layer cake takes only 6 minutes. Baked apples, 4 minutes. Bacon, 90 seconds.
- You never tasted better food. Meat is juicy and tender. (A special browning element makes it look charcoal broiled.) Vegetables come out fresh-tasting and full of vitamins.
- Only the food gets hot. Forget hot pads, scouring, scraping. Cook in serving dishes, even paper plates!

Self-cleaning ovens? Time Machines don't get dirty.

- Tappan's Electronic Cooking Center is free standing, simple to install. Fits in 30" of space. And comes complete with electronic oven, 4 infinite heat elements on a contour cooking surface, and (below) a big Tappan electric oven, which the woman really doesn't need but thinks she does.
- This magnificent range features exciting new Provincial styling today's most popular decorator look! Also available in Coppertone or White.

But here's the big news. In '66, Tappan national advertising will feature the incredible Electronic Cooking Center. Full-color pages in LIFE, HOUSE BEAUTIFUL and all the leading building and remodeling annuals!

Don't miss out on easy big-ticket sales. See your Tappan representative right away for a demonstration of the Time Machine!

Get all the	profitabl	e details	on T	appan's	incre	dible new
<b>Electronic</b>	Cooking	Center.	Mail	coupon	for	complete
information. The Tappan Company, Mansfield, Ohio 44902.						

name	
store	
address	

## **TAPPAII**Time Machines

## impartial verdict



The appliance, consumer electronics, housewares market has its own kangaroo court—comprised of hardened distributors and retailers.

Its verdict sounds the death-knell for some products. Life for others. And tampering with the jury is no crime... it's an art.

Over the past fifty years, Merchandising Week has swayed more tough jurors in favor of the defendant than we'd care to mention. How do we do it?

They can't resist the old pay-off: Each Monday Merchandising Week is there.

With the late news. The hot, new merchandising ideas. The smart promotions. In-depth stories evaluate the current market for them. Isolate the significant trends. Interpret the changing scene. Editors dig. Search out the essence of retail problems. Present their analysis in deep, gutsy, interpretative writing. The kind that informs. Stimulates. Convinces. Gets to them. Sets the mood in

The rest is simple. The defendant tells his story. 144,500 strong, they listen.

which persuasion works best.

It's a matter of conviction (theirs, not his).

### MERCHANDISING WEEK

edited for the appliance, consumer electronics and housewares industries

# If you want to know why an oven lined with easy-clean TEFLON\* is a good thing...

ask your wife.



She'll tell you it's the most obvious thing in the world. After all, look how easy a frypan finished with Du Pont non-stick TEFLON is to clean. You never need scour. Or scrub. Just a swish of the sponge and a few warm suds do the job.

Just think what those same TEFLON easy-cleaning properties do for the inside of an oven. All the woman has to do is slide out her oven panels and sponge them off while she's doing her dishes. No more back-breaking scrubbing inside an oven.

Does it cost a lot? Not at all. In fact, all of the easyclean benefits of TEFLON are inexpensive for your customers. That makes this a genuine sales plus for you with practically no price resistance.

This spring more and more of your customers will be seeing Du Pont television demonstrations featuring TEFLON finished oven panels. They'll be seeing them again this fall and next spring as part of a continuing consumer campaign. So will your wife. Better get ready for them both. The range manufacturers are.



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

This certification is the only one that shows adherence to Du Pont-approved coating standards, assured through continuous surveillance.



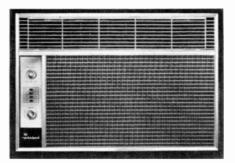
**\PPLIANCE-TV** 



### O'Keefe & Merritt shows new ranges

O'Keefe & Merritt introduces a new line of 30-inch eye-level ranges (shown) and conventional ranges with 25-inch ovens.

Features are a Teflon-coated griddle and removable oven doors. The cooktop also lifts off for cleaning. The deluxe model, Contempo 30, features a cook 'n hold device, an automatic timer signal, a fluorescent work light, an appliance outlet, and side panel chrome trim. Chrome or enamel oven liners and a rotisserie kit are optional features. All models are available in white or coppertone. O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Calif. 90023.



Whirlpool adds room air conditioner

Whirlpool's new 28,000 Btu cabinet room air conditioner is now available nationally. The unit is said to cool an area up to 2,000 sq. ft.; it will remove up to 8.4 pints of moisture per hour as it cools. Whirlpool Corp., Benton Harbor, Mich.

#### Chambers announces wall oven

Chambers introduces its new electric wall oven. The new oven features a cook 'n hold control, thermal meat probe, clock with signal timer, oven light, two-piece broiler pan, signal light, and optional rotisserie. It is available in satin chrome or colors with either a drop door or a swing-out door. The door is available with or without a window. Chambers Corp., P.O. Box 177, Cleburne, Tex. 76031.



GE has self-cleaning ovens

General Electric is producing the industry's first built-in double ovens to feature the self-cleaning device in both ovens.

The new double oven (JK-28 P7), which will sell in New York at the fair-trade price of \$449.95, is designed to fit into a 27-inch wide wall cavity.

The upper oven contains a rotisserie and a meat thermometer. The unit also features an eye-level control panel and an interior light in each oven. General Electric Co., Appliance Park, Louisville, Ky.

### Hardwick offers Cook Center

Hardwick unveils its new Cook Center—an economy-minded model.

The Cook Center combines a 30-inch slide-in range (with a 24-inch oven), range hood, and backsplash panel. These optional features are offered: clock, timer, appliance outlet, program cooking, lift-off oven door, burner-with-a-brain, oven light, and oven window. The unit is available in antique copper, turquoise, yellow, brushed chrome, and white. Hardwick Stove Co., Cleveland, Tenn. 37312.

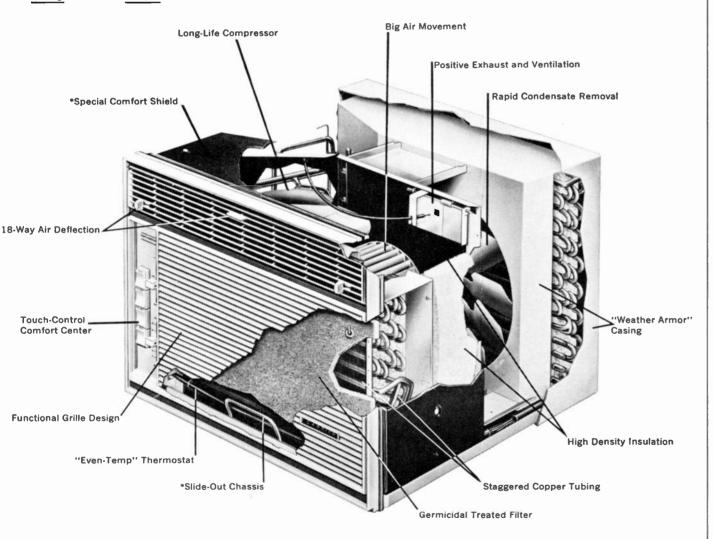
### Capitol has carrying cases

Two new record album carrying cases have been introduced by Capitol Records Distributing Corp. The new cases—the Safari and the Capri—are made from expanded vinyl and are available in four different colors: brown or olive (Safari); red or blue (Capri).

Each of the cases carry up to 25 albums and retail at \$7.98. Each lightweight case is weather resistant, contains sturdy inside paneling, and is equipped with a heavy-duty zipper complete with lock and key. Capitol Records Distributing Corp., 1750 N. Vine St., Hollywood, Calif. 90028.

## **Carrier** 1966 Room Air Conditioners are built to be demonstrated

## Look at all the features that make Carrier the brand to buy and sell in 1966!



\*Larger models only

Any way you look at them, you can demonstrate the superiority of the 1966 line of Carrier Room Air Conditioners.

There's a model to suit every prospect—25 in all, from 5500 to 22,500

Btu's, NEMA Certified, including heat pumps, "do-it-yourself," in-the-window and thru-the-wall. Plus handsome Decorator Panels.

Plus preseason incentives to you for buying early—and preseason traf-

fic-builder and sales-closer promotions to help you sell early.

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



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

## Want the edge in the electric knife market?

## **REMINGTON** has it!



## The deeper, sharper, faster cutting REMINGTON edge!

The electric knife line that means business has the blade that means business! It's new! Blade has more cutting area...more and deeper serrations! New piercing point cuts all the way to the tip—gets closer to the bone! Cuts twice as fast—runs twice as long without recharging, due to new sharper, easier cutting, hollow-ground blades that move through foods with less cutting resistance.



## **REMINGTON Deluxe Cordless**

Gives you the edge in styling! Exclusive slim, brushedchrome handle—elegant enough to go formal. Recharges in its own storage console complete with hardwood cutting board and reminder light. Model CK-IA.



Gives you the edge in features! Same sharp performance. Same beautiful brushed-chrome handle. Plus exclusive protective sheath for loading, removing or storing blade. Rechargeable! Compact charging-storage stand. Model CK-2.

## **REMINGTON Deluxe Cord**

Gives you the edge in cord models! Brushed-chrome elegance. Wood grain storage case. Long-reach 10-foot cord. 115 volt, A.C. Model RK-3.



## REMINGTON GIVES YOU THE EDGE IN ADVERTISING!

LIFE Magazine! Network TV! Spot TV! Railway Express Agency truck posters!

## REMINGTON

SPERRY RAND CORPORATION

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## How to get hot in a hurry

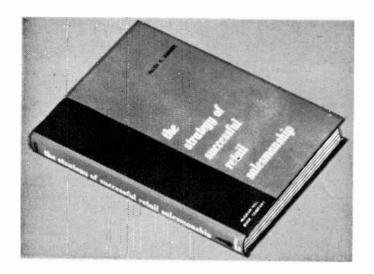
You're looking at one of the hottest new appliances in years—the microwave oven. And who do you suppose is helping it catch fire?

None other than the top of the market—the same affluent, educated families who own 70% of all automatic dishwashers, 64% of all electric carving knives, and nearly half of all tape recorders and color TV sets.

These top-of-the-market types also have something else in common—TIME. Some 6½ million affluent Americans with family incomes of \$10,000+ read TIME. So do over 7 million college-educated Americans.

That kind of audience is making TIME hotter and hotter in the appliance field. Why not let it warm up your sales, too?





# Now, a tested and proved blueprint for more effective use of customer contact

Retailing is a service industry. Great competitive differences lie in the way customers are treated. How do you meet the test of service at the vital point of customer contact?

Your customers, like customers everywhere, say, "I want to know..." Modern packaging may be a good salesman but it can't talk. Do customers place a "halo" around your store due to your well-informed, courteous salespeople?

Expert buying, forceful advertising, attractive displays and a myriad of merchandising details aid you in increasing sales profitably. Do you search for all possible ways and bypass the training of your people to sell? Or, does your present training program need stimulation from new ideas applied to old selling principles?

Do your people know the genuine pleasure that comes from a practice of the proved principles of retail

salesmanship?

Here is a long-needed, easy-to-read book written solely for *retail* salespeople. Page after page of this practicle guide reveals tried and proved principles of effective retail salesmanship. But far beyond the book's outline of selling principles is its inspirational value to the reader. And this is where *The Strategy of Successful Retail Salesmanship* excels.

## Why the distribution of this book to your sales personnel can be vitally important to you . . .

☐ It can convince your people of the importance of their work in selling. When a salesperson has a shallow regard of his importance in the business world (and many do), no effort is made to advance above the level of mediocrity.

☐ It can inspire your people to tackle their work with new interest and enthusiasm. Actually, the proved principles of retail salesmanship could be outlined in a few words. One may say, "Be courteous," and a selling principle would be announced. Yet such a command would have no inspirational value.

☐ It can instruct your people in the strategy of expert selling. No selling tricks are advanced; no high-pressure tactics are recommended. Just sound,

basic principles are brought to light in a fresh and interesting manner.

☐ It can stimulate your people by applying new strategies to old selling principles. Does your present training program stress the value of "making customers feel important?" Are your people encouraged to use striking

**Just Published** 

THE STRATEGY
OF SUCCESSFUL
RETAIL
SALESMANSHIP

By ALLEN E. ZIMMER 226 pages, \$5.95

words, phrases and sentences and to place the proper emphasis on the value of a pleasing tone of voice in selling?

☐ It can show your people that you believe in their importance to you. The very act of providing such sales employees with a copy of *The Strategy* of Successful Retail Salesmanship will

demonstrate the regard you have for their importance to you.

☐ In all, this book will give those on your sales staff a healthy new attitude towards their career in retail selling. It will show them new possibilities for making their work more stimulating, more financially rewarding, and more personally satisfying.

## Five sections cover the full scope of successful retail salesmanship

The book is divided into five major sections: 1. Your Readiness for Selling (the sales person's knowledge of his merchandise, his store, and his customers) . . . 2. The Flair for Making Your Customers Feel Important (the incomparable Golden Rule in selling) . . . 3. Your Magic Touch in Selling (what to say and how to say it) . . . 4. Your Loyalty to Employer and to Associates (more important than you think) . . . 5. Your Pleasure in Your Work (how to feel a sense of success). There is also an appendix of "Selling Guides for 21 Different Lines of Merchandise," and another called, "An Honest Self-Appraisal Examination."

ALLEN E. ZIMMER, a prominent retail sales consultant, has been intimately associated with department store and specialty store retailing for more than 40 years. Mr. Zimmer is the founder of Zimmer, McClaskey, Lewis, Inc., an advertising agency in Louisville which is the largest of its kind in Kentucky. He served as its president for many years.

## See this book for 10 Days—FREE

SUCCESSFUL RETAIL 10 days on approval. In 10 (\$5.95 plus a few cents for	ays I will remit you remit with	Y: We pay delivery costs in the coupon; same examination
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## Star-spangled way to save a bundle

Instead of stowing away your loose change in an old sock, turn it into a bagful of U.S. Savings Bonds.

So you don't have much to start with. The beauty of Savings Bonds is that you don't need much to start with.  $63\phi$  a day will get you your first crisp, new Bond in a month.

Building a bundle for your future with Bonds is a safe, sensible move. When held to maturity, your Bonds are worth \$4 for every \$3 you invest. And your Bonds convert easily into cash when you need it.

There's a hidden bonus in every Bond. It's the star-spangled feeling you get from knowing that your Bonds help your country while they help you. Because your Bond dollars are put to work expanding the horizons of freedom throughout the world.

If you'd like to see a Bond closeup—with your name on it—there's no time like the present for getting started. A bundle of Bonds is security in the bag.

## **Buy U.S. Savings Bonds**

STAR-SPANGLED SAVINGS PLAN FOR ALL AMERICANS





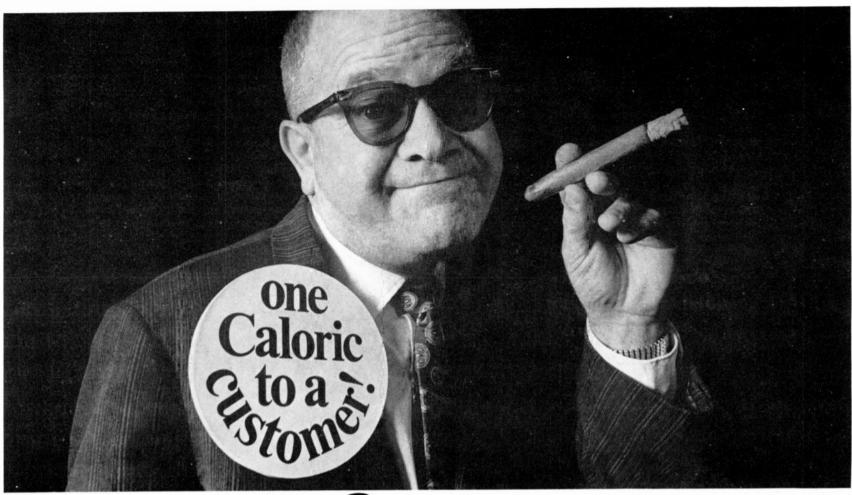


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### APPLIANCE-TV NEWS

 $\square$   $\square$   $\square$  Consumer buying intentions: the latest U.S. Census Bureau survey shows 4% of households plan

to buy refrigerators in the not to 3.4% at the same time last from 2%. Tv: 5.3%, up from washers, air conditioners, dishipher incomes: 27% of creases, up from 22.6% last	t year. Dryers: $2.6\%$ , up m $4.6\%$ . Holding steady: hwashers, radios, phonos. households reported in-
□□□□ More people want bit to first-quarter shipments resize	corded by NEMA: % of total sales
15 cu.ft. and over 14 cu.ft. 13 cu.ft. 12 cu.ft. 11 cu.ft. 10 cu.ft. and under	$egin{array}{lll} st \ qtr. \ '66 & 1st \ qtr. \ '65 \ 33.2\% & 20.7\% \ 26.1\% & 30.7\% \ 7.2\% & 9.9\% \ 21.5\% & 24.8\% \ 2.0\% & 1.2\% \ 10.0\% & 12.7\% \ \end{array}$
□□□□ Appliance retailers a year as last. According to D terly Failure Report, 42 elfailed in the 1st quarter of 19 quarter of 1965. Total liab quarter was \$2,871,000 (perswas \$3,631,000 for last year average: \$576,349).	un & Bradstreet's Quarectrical appliance stores 066; 63 failed in the same ility for this year's 1st store average: \$683,571),
The corporation has announce information service operating (Mich.) headquarters and V questions on permanent press addresses: Whirlpool Perma Service, P.O. Box 69890, Lo and 686 W. Maude St., Sunn	ed a new permanent press g out of its Benton Harbor West Coast locations. All s will be accepted at these anent Press Information os Angeles, Calif. 90069
□□□□ Watch for a new pr Steel. In support of the up Washday," a four-color pre- wrap-around serving as the tabloid washer and dryer s appear in a number of news "emphasis" markets. The wallpaper design of "Walt livered to the newspapers in color-printed on one side.	coming "Waltz Through -print will be used as a front and back cover for special sections that will papers in U.S. Steel's 15 pre-print—a whimsical z" themes—will be de
□□□□ Capitol's first home been introduced at a list pre "Capitol Custom 8," the 8-tre through any home stereo unit tape input receptacle. Dimensionches wide, 10½ inches deep	rice of \$89.95. Called the rack cartridge unit works it by plugging it into the nsions of the deck are \$
□□□□ RCA has two home modular 8-track cartridge playriced at \$99.95; this unit phono with input jack. A self also may be played through a state amplifier and two 9-in \$149.95. Both models are delivery.	ayer with pre-amplifier is plays through any stered contained player—which stereo phono—with solid ach speakers will sell for



# 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. 1909:
Dear Roy: I don't handle Caloric. The last time I really felt cocky was in
1946. Rush details on Caloric Dealer Program.

MW 6-6-6



Everybody wins! Play

## BRAHRS

Deal yourself a winning hand



Tools! Indoor and outdoor furniture! Home appliances! Type-writers! Luggage! Jewelry, etc. All quality items! Top brand names!

## Plan now to attend your RCA Victor

# CHOEE!





distributor's meeting for details!







## INSIDE THE DYNAMIC

Story by Martin R. Miller

## ... start with an over-all view of a bubbling market

Donning a chef's hat may be one way to feel and act like a competent cook. But a cook can wear a battered army fatigue hat and old overalls and be successful—if he has the right recipe and a flair for executing it.

For recipes are methods of procedure. There are recipes for gourmet cooking as well as methods for doing an outstanding job in other fields. For instance, there is a recipe for success in the major appliance industry and, in

particular, the cooking range segment of the business.

One successful recipe for continuing sales begins with knowing the extra ingredients or trends that add zest to the current market situation. "Selling the sizzle" remains true, but an on-top merchandiser must know what the "sizzle" is before he can promote it.

What are the exciting ingredients in today's range market? For some answers, look at the nature of an industry that ships over 4 million units a year, with retail value of over \$850 million

The industry is highly competitive for a number of reasons. For one, the trite phrase "battle of the fuels" unfortunately remains applicable and is very evident in industry promotional campaigns. For another, there are a considerable number of manufacturers in the field. Some still command considerable sales respect in local or regional markets. Even though most of these regional companies are gas range markers, they help keep the competitive pot boiling.

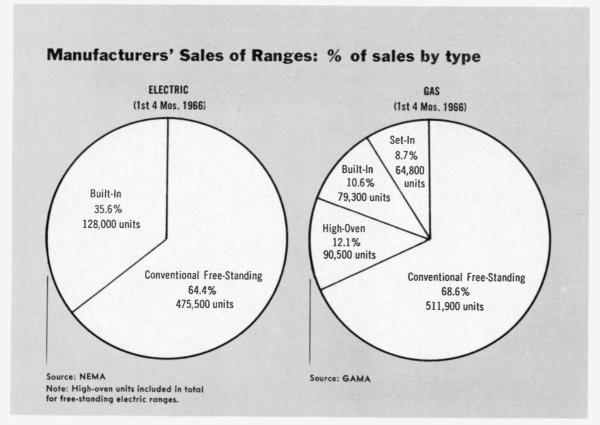
But competition spurs innovation and provides the consumer with more new features. For a long time in the industry, manufacturers were content with little or no product change. Most assumed that Mrs. Smith would buy simply because she had to have a new range. There was great reliance on the consumer who would come into XYZ Appliances to trade in "my 15-year-old stove." Then the electric segment of the industry started to emphasize features and began to improve sales figures (see chart). So, after a number of years of relative quiet, the industry razzle-dazzle has intensified. The ripples of excitement will become wider.

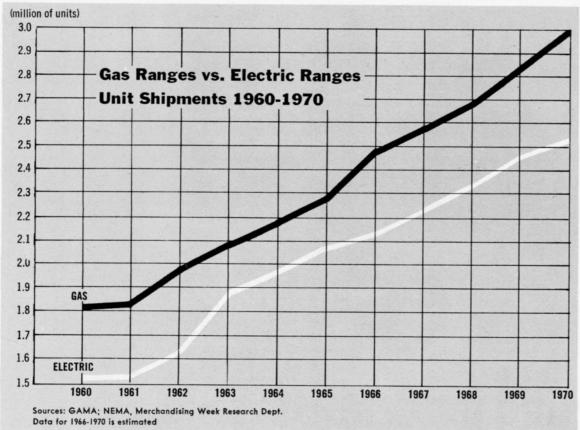
Promotion help is coming. U.S. Steel is again helping to weld together the various elements in the industry for a retail promotional push. The peak sales month is November. The theme is "Get Help For the Holidays." The symbol is not definite, but it probably will be a chef's hat. As usual, U.S. Steel will inject promotional juice into 15 "emphasis" markets.

Manufacturers' ears still ring however, when consumers say: "All ranges look the same and have the same features." Unfortunately, many ranges do look similar. But now, in addition to a variety of new features, there are new design concepts, decorator touches, and new oven and control panel arrangements.

Along with new, sales-oriented features, such as programmed cooking, elaborate rotisserie mechanisms, "electronic match" pilot ignition systems, etc., there are three types of categories of ranges that are snapping all levels of the industry to attention. These are: eye-level or high-oven units; self-cleaning oven models; and microwave ovens.

These categories are essential ingredients for a larger sales pie in the range industry. The eye-level is the "here and now" in sales; the self-cleaning oven range is in the "about to become" stage of sales development; the microwave oven is "the future comer." On the following pages each of these elements of the range recipe will be discussed in detail.





## RANGE INDUSTRY: recipes for rousing sales

## ... add a large portion of eye-level sales

If eye-level models were left out of a discussion of trends and directions in the range industry, it would be like forgetting to put icing on a birthday cake. For eye-levels may not make up the bulk of the sales cake, but they are certainly the icing.

The stir eye-levels cause. Since their intro-

The stir eye-levels cause. Since their introduction a few years ago (actually for the second time—remember the ranges in the twenties and thirties that were eye-levels?), the Gas Appliance Manufacturers Assn.

(GAMA) has been keeping close tabs on sales in this category. The growth in percentage of total sales impresses. Prospects for the next five years also impress (see chart).

However, the electrical counterpart to the gas industry's trade association, the National Electrical Manufacturers Assn. (NEMA) has never officially broken out eye-level sales. The high-oven figures have been lumped with manufacturer shipments of free-standing units

But, beginning this month, NEMA, recognizing the importance of eye-levels, will expand coverage of ranges to three categories (instead of two)—free-standing, built-ins, and drop-ins. Eye-level ranges will be a separate classification within the free-standing category. The new system for figures will be retroactive to Jan. 1, 1966 and possibly to Jan. 1, 1965. The new NEMA breakouts will offer more detailed comparisons of gas and electric range figures.

Electric eye-level sales. Even though electric figures are not available, top manufacturers estimate sales are running at 15% to 18% of total sales. Some electric range producers forecast that eye-level units will account for 20% to 25% of total sales in the next few years; a few predict sales reaching higher levels in percentage terms. But some feel that sales have reached or are about to reach a plateau.

One company spokesman, elaborating on why his firm did not expect sales to rise above the one-in-five level, said. "Eye-levels are good-looking and convenient. But our studies show that women are not convinced they are the best. We find that a great many women don't like anything over their range tops."

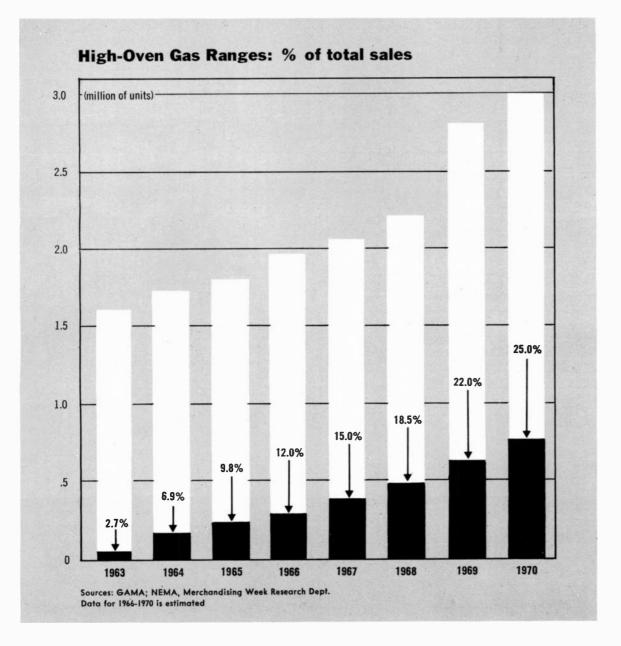
A big eye-level sales factor has been the appliance's relatively high profit margin, when compared to other major appliances in general. Although retail tags on these ranges are being shaved, they still fall in the "high end" area. According to a MERCHANDISING WEEK survey of its retail readers, the median retail price of eye-level ranges with top and bottom oven was \$425. And 59% of the retail respondents noted that their average profit margin fell in the very respectable 25%-34% area. Another 9% of the retailers reported average profit margin of 35% or over!

Eye-level ranges are not restricted to the obvious configuration. Single-oven models can be mounted on a base cabinet offered as an accessory. There is also a model available with the eye-level located adjacent to, rather than above, the surface burners. The eye-level oven on this Crown Stove model may be placed to the right or left of the surface burners. The entire unit can be stacked on base cabinets and measures 42 inches in width.

A variety of optional features are available on eye-levels as sales closers. There are convertible broilers, indicator lights, French doors, etc.

For retailers, the eye-level range is now a must on sales floors. If the crystal-balling experts are right, one out of four or five range sales at retail will be of this type. If you are a retailer and have not done so already, you should be thinking about applying the one-out-of-five rule to your inventory. In other words, make sure that at least one out of five of your ranges is of the eye-level variety.

But even if some industry pundits are predicting rising sales of eye-levels, while others are saying that sales are reaching a plateau, all agree on one of the next two growth areas in the range industry. So, on to an ascending sales star—the range with a self-cleaning oven.





### **INSIDE THE DYNAMIC RANGE INDUSTRY**

## ... mix in a growing batch of self-cleaning ranges

A range with a self-cleaning oven looks like every other range on the market—but it is not. It has one ingredient that transforms it into a tastier sales dish than other ranges. This ingredient—an automatic oven-cleaning system—satisfies the cravings of the most finicky housewife.

Self-cleaning ovens burst on the appliance scene in September, 1963. The innovator, as everyone knows, was General Electric. The other major appliance companies were left at the post by the swift marketing run of the Kentucky majors maker. At that time, GE was saying that the feature would add \$75 to the retail price of a range. To back up this contention, GE quoted its own survey: 46% of responding consumers would pay \$100, and 29% between \$75 and \$100, more for a range with this feature. From a start of four ranges in the P-7 line, GE now offers over 20 models with variations—from a 30-inch free-standing unit retail priced at \$249.95, to a built-in double

oven model at \$449.95, to a vented eye-level unit for \$558.

Next on the market was Frigidaire, followed by Westinghouse. Then came the legal hassle, which still continues. GE, which claims it holds over 25 patents on the self-cleaning oven, has filed suit against both competitors. GE claims patent infringement on a "controlled heating action." According to informed sources, the GE patent covers the heat area used in the cleaning process from 750 to 950 degrees. It is understood that Frigidaire's oven reaches a temperature of 850 degrees, while Westinghouse's unit rises to 1050 degrees—ostensibly outside the limitations of the GE patent. Reports vary on what GE wants for its patents, but some in the industry say the company is asking from \$50,000 to \$100,000 and \$3 per unit as part of a licensing agreement. According to other sources, GE would like to delay competing companies from introducing self-cleaners until it has signed

up a number of producers on a licensing basis.

The first GE licensees are Roper and Thermador (MW, 16 May, p.3). If Roper is in,

Sears will not be far behind, because Roper makes ranges for Sears. Undoubtedly there will be other companies in the marketing fray, but when Sears trains its heavy promotional guns on the market, sales should reach much more significant proportions quickly and prices should slide down into the mass-market area. With GE at \$249.95 now, prices could be under the magic \$200 retail mark by early

Future sales forecasts of ranges incorporating this feature are hot. A spokesman for GE's range department estimates that industry sales of this type of unit will reach 30% of electric industry range totals by 1970. C. J. Vondran, marketing manager for ranges for Westinghouse Appliance Sales and Service Co. (WASSCO), says: "This is on a par with nofrost in the refrigerator market. In years to come, it will be as basic as no-frost is today and will extend as far down the line as no-

frost."

Summing up the attitude of those who do not have a self-cleaning-oven in their range lines, Alonzo B. Kight, president of Norge, has said that, from a sales standpoint, his firm will have to have a unit, and the time is coming. But, he said, it involves a substantial cost for tooling and patents.

What about gas self-cleaners? The gas industry laboratories have been pulsing with activity to find the answer to the electric self-cleaning oven. After many closed-door meetings and conferences, it appears that, for the time being, the gas industry will attempt to meet the electric challenge via removable oven panels that are coated with Du Pont's

Hotpoint first introduced its Teflon-coated oven liners a few years ago, but the first gas range producer to use this material, which has been so successful in the housewares industry, has been Tappan. According to Du Pont, Tappan is the first range manufacturer approved to use the Du Pont Certification Mark.

As it stands now, gas range makers will probably adopt the Teflon-coated-panel approach for two reasons: (1) lower production costs, and (2) the ability to put units on the market fast.

This route seems apparent because Du Pont says it "has approved a design for gas ranges with Teflon-finished oven panels developed by the American Gas Assn."

To back its development, Du Pont will begin an extensive advertising and promotion campaign to push ranges utilizing the no-stick finish with 75 to 95 national network commercials starting this month and running through June, 1967.

Gas or electric, the easy-clean or self-cleaning range is ideal as a mass-market item. It will be priced low enough for the great majority of consumers, will rid housewives of what many surveys call "the number-one kitchen chore," and has an aura of glamor. But the heat wave of the future in the range industry is electronic, so. . .

### How a self-cleaning-oven range works

Automatic oven cleaning is accomplished with heat. The oven is heated to about twice the temperature (to 700 degrees and above) used in normal cooking. The intense heat decomposes the food soil on the oven walls. The usual residue is a small amount of ash, which is easily brushed from the oven. GE claims that all the

ash residue from six cherry pie fillings, or 4.5 quarts spilled into the oven over a period of time, amounted to about one heaping teaspoon of ash. The smoke and odor created by the degradation process is eliminated by a heated catalyst oxidation unit placed in the oven venting system.

### Self-Cleaning Oven Ranges

Model No. Price (fair-trade N.Y.) Frigidaire RDE-38K RCIE-689K (eye-level) . . . . . \$499 RCIE-639VK (vented) . . . . . . \$560 RCIE-39K . . . . . . . . . . . . . . . . . \$390 Westinghouse KFG3DH ..... \$299 \$349 \$399 \*with automatic stirring device General Electric J-329B ..... \$248.00 J-330B \$269.95 J-430B \$299.95 J-338B \$289.95 \$338.00 J-348B \$309.95 J-438B \$358.00 J-448B J-756B \$389.95 \$358.00 J-478B J-486B \$459.95 J-796B (eye-level) . . . . . \$558.00 J-786B (vented) . . . . . . . \$509.95 built-ins \$209.95 JK-12 .\$219.95 JR-18 \$239.95 JK-18 \$239.95 JM-86 (drop-in) . . . \$299.95 JK-28 (double-oven) . \$449.95

### How a GE self-cleaner was built

GE developed its self-cleaning oven over a period of years and then constructed a "market" model. Here is a brief sketch of how that model was built, according to J. K. Newell, a GE engineer who played a large part in the development.

The oven is operated under near oxygen-starved conditions—thus limiting any rapid combustion hazard. Precautions have been taken against sudden door openings by using a door-locking mechanism. Inside, the oven is insulated with a 4-inch thick glass fiber blanket and wrapped with heat-reflective sheeting over the top and sides. The oven was isolated by means of a breaker frame designed and slotted in such a way as to limit the conduction of heat to the body front. Air channels are used up the side of the range to cool the side panels. The door consists of three separate parts to break up the conduction of the heat from the inner panel to the outer panel. It is sealed against the oven with a gasket on the top and sides. The door has 2 inches of insulation between two heat-reflective sheetings. The outer section of the door has an air channel for further cooling of the door panel. A fan located in the bottom rear of the range and operated only during the cleaning cycle cools the range component and the range front. Air is allowed to enter the bottom of the oven front through a controlled opening to provide oxygen for the consumption of the food soil. Then the oven gasses exhaust through the smoke eliminator and out through the rear surface unit.

## ... sprinkle in a pinch of microwave oven excitement

Electronic cooking is the spice of life in the range industry in much the same way that color used to perk up conversation in the television field

RCA pioneered the pushed color in the manner of a lonely prophet seeking disciples. And the Tappan Co. has assumed the same role for microwave cooking in the domestic range market, with token help from other sources. Eleven years ago, Tappan introduced the first microwave unit, a built-in model to retail for \$1,495. Within a year, five manufacturers were on the market with microwave units. But the early enthusiasm of the manufacturers was not matched by retailers and their customers. The sales bugaboos then, as now, remain service, retail and consumer education, and price.

But a few years ago, General Electric introduced, on a test-market basis, an electronic oven in the bottom part of its high-oven range. The unit had a GE-designed magnetron. GE has not been setting any sales records with its units, tagged at approximately \$799.95. The company says it is still selling them in states west of Denver.

Last year, renewed excitement welled up when Tappan introduced an eye-level model with a retail price of \$995.

A major sales deterrent, all in the industry agree, is price. But there are signs that prices may be coming down. Ten years ago, the power-supply package needed for the units cost around \$270; today, they are under \$100. Five years ago, the magnetron tubes were over \$200; today, some are under \$100. In time, lower manufacturing costs will be translated into lower retail prices. For instance, Tappan's built-in unit is now selling for \$795, and some in the industry are buzzing that the company will soon lower its eye-level microwave price to \$800. As in color tv, once the competition increases, the price will inevitably drop.

By 1967, the list of manufacturers on the market should be increased. The big push could come when Sears markets its unit. Roper is now developing a model for the private-label leader. Sears, not known to shrink from price moves, could put its unit on the retail floor with a \$600 price tag. It is also a good bet that GE will introduce a new version of its unit, or perhaps an entirely new unit. As a spokesman for GE says, "Electronic cooking is the coming thing."

The mass-market price level that would spurt microwave oven sales is generally agreed to be in the vicinity of \$500 to \$600. A number of firms have intimated that they have, or are about to introduce, units at this price level; but these companies have counter-top units only. However, an early expert in the field, a company that still markets in quantity in the commercial field, Raytheon, will introduce a counter-top unit this summer in the \$400 price range through its subsidiary, Amana. The Atherton Division of Litton Industries also is looking for a way to break into the consumer market with its new unit.

The service problem is still being worked out. Both GE and Tappan have been feeling

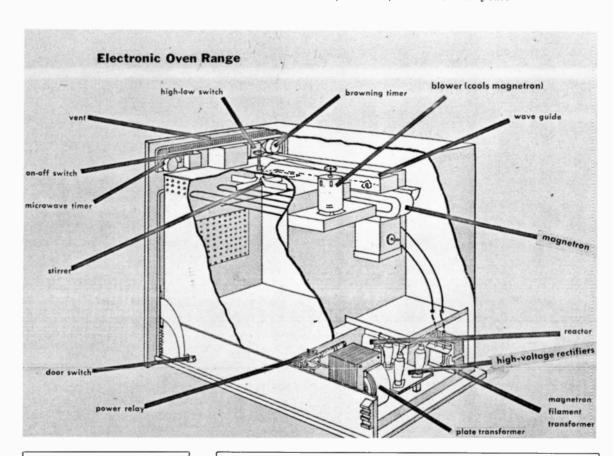
their way in this vital area through their testmarketing, teaching and training service personnel at the same time. Tappan has been trying to further consumer education with ad campaigns and cooking clinics. One source of consumer education will be the appearance of revised or new cookbooks with recipes for microwave cooking (see examples at the bottom of this page).

Is Japanese competition on the way? A small number of Japanese firms are working in the microwave area. For example, Toshiba has a model on the Japanese market for \$1,333. It uses a Toshiba-designed magnetron and has been produced in limited numbers for the com-

mercial market, according to McGraw-Hill World News in Tokyo. Last year, Hitachi introduced a model at \$1,555 for the Japanese

The high cost of producing magnetrons in Japan still makes it difficult to compete for export sales against U.S. manufacturers. Toshiba feels that its prices would have to be lowered by some 30% to 40% to sell to the U.S., and a reduction of 50% would be necessary before there could be any hope of electronic ranges penetrating the mass market.

No one knows how big the market will be, but industry sources say that Tappan will sell 6,000 to 8,000 units this year.

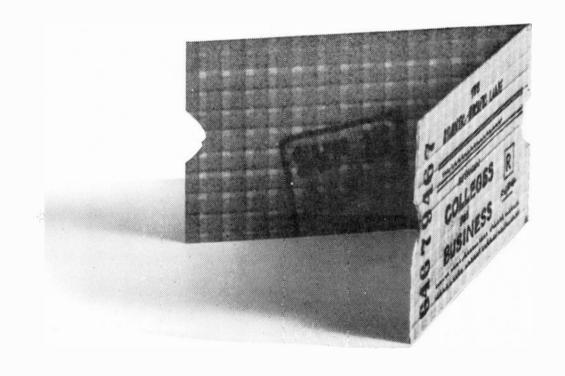


### How it works

Very briefly, microwave cooking is accomplished by high-frequency waves broadcast by a magnetron into the oven cavity. This energy is reflected by metal, passes through substances such as plastic and glass, and is absorbed by food. When the microwaves are absorbed by food, the reaction causes heat, which cooks the food.

## Food Preparation Chart Electronic Ranges

rib roast (5 lbs)	30 minutes
frozen tv dinner	4 minutes
baked potatoes	8 minutes
soup	70 seconds
poached egg on toast	
two-layer cake	6 minutes
turkey (14 lbs)	75 minutes
steak	4½ minutes
coffee	30 seconds



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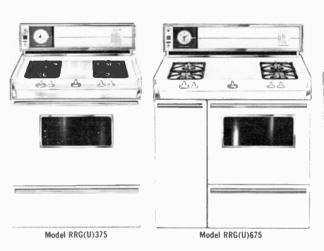
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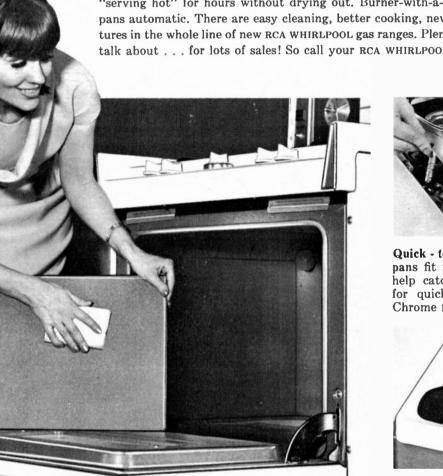


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New removable porcelain-enameled oven liners take the drudgery out of oven cleaning! Here are new oven liners engineered to fit trimly. Take 'em out, clean 'em, put 'em back in a matter of minutes. Smooth porcelain-enameled finish sponges clean in a hurry at the range or in the sink. (Optional)

See these new easy-to-clean gas ranges at your RCA WHIRLPOOL distributor's open house . . . get details on the FREE porcelain-enameled oven liner program.



\*Tmk. \*\*A.G.A. Mark

Quick - to - clean chrome aeration pans fit neatly under burners to help catch spills. Remove easily for quick washing in the sink. Chrome finish is a cinch to clean.



Spillguard\* top saves more work. Gently raised edge all around the cooktop helps trap spills before they can trickle over the side to mess up the floor.



Porcelain-enameled drip trays contain even large spillovers. Keep the range interior and out-of-sight areas clean. Trays glide in and out for speedy cleaning.



Oven door is easily removed, enabling you to reach the rear of oven without awkward stretching. Oven rack and rack guides also remove for fast cleaning.



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Twin-Clean tool cleans rugs on both forward and backward strokes. Convenient on-off toe-touch switch.

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- Automatic Cord Reel-retracts cord at the touch of a toe
- Roomy tool caddy keeps all attachments right at hand
   Big, easy-rolling wheels for smooth maneuvering
   Disposable bag easily changed by lifting caddy
   Lightweight tip-proof design

Model VT-2 \$69.95\*



MODEL VT-1—Same features as Model VT-2 but with 3-tool caddy at rear; slide-type suction regulator; wraparound cord. \$49.95\*

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...with vacuum and power-driven brush. Great for bare floors, too!

STOP YOUR SHOPPERS with the new Model SV-1 Vacuum Sweeper with highspeed power-driven brush that does everyday cleaning in minutes.

Motor-driven brush picks up hair, lint, dirt...sweeps...cleans both bare floors and carpeting.

Vacuums dirt into a reusable bag...hands never touch dirt.

Convenience PLUS is built into the SV-1! Weighs only 10 pounds...glides under low furniture...less than 4 in. high. Toe switch turns sweeper on and off. Hangs for compact storage...always ready for the fast, easy, efficient floor cleaning which women are looking for. Model SV-1 \$27.95\*

And with coordinated packaging to help you sell. \*Manufacturer's suggested retail price

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Progress Is Our Most Important Product





## The Promoters are shaking up the old share-of-market ratings

The sales spoils, in electric housewares, are going increasingly to The Promoters. Sunbeam's B. H. (Buck) Melton is a promoter. So is Hamilton Beach's Ed Reavey. And W. H. (Bill) Sahloff of General Electric, as well as others in the industry, are putting on the barkers' outfits.

### Roughing up the competition

Competition is getting rougher because of stepped-up activity by The Promoters.

"We promoted our way," explained Sunbeam's Melton when asked to comment on charges heard in the industry that Sunbeam has been "buying its way" into product categories over the last several years. Sunbeam has made major moves in clocks, irons, toothbrushes, slicing knives, power mowers, and now coffeemakers.

With a classy line of new percs, colorful packaging, and a good gimmick—a trademark of a promoter—Sunbeam is hot on the perc market. The Sunbeam coffeemakers—Style I, Style II, Style III, Style IV, and Style V—are the work of a promoter, and a good one.

The industry's best promoter award undoubtedly would go to Hamilton Beach's Reavey. Starting from scratch, Reavey hit his stride on slicing knives, parlaying a well-designed product, and a sales gimmick—the "hole in the handle"—into the No. 1 sales spot. This was no easy task considering GE's big headstart and Sunbeam's belated but determined effort. GE's headstart was washed away and Sunbeam's "tip that trims" just did not measure up to Hamilton Beach's hole card.

Right now GE is trying to recoup lost ground in slicing knife sales. It has slimmed down the handles on its new models which will be introduced in July. And it has been working hard to beat Hamilton Beach on production efficiency and, thereby, on pricing.

Dominion is taking up the promoter role on slicing knives, since winning a Design in Housewares Award (Hamilton Beach won two for knives). Dominion is restyling its knives along the line of the award-winning cordless model 2820. "And there's not a hole in any of them," Dominion officials point out, knowingly.

GE qualified for the promoter role when it first put a Teflon coating on the soleplate of an iron. In irons, Sunbeam earlier had turned in a promoter coup by putting 36 steam vents on a soleplate—about four times as many vents as offered by GE, the acknowledged leader in iron sales. In July, GE will join the One-Up movement by offering an iron with 39 vents—and Teflon, too.

### Where the Promoters play

In the coffeemaker product category, The Promoters should shine this fall. Sunbeam, with its five styles, is making a big pitch for the coffeemaker business—now dominated by General Electric.

"Check your percolator sales-

you'll find at least one slow mover in each price class," Sunbeam is telling retailers. "Replace those slow movers with Sunbeam winners." Judging from early trade response, Sunbeam's new line is sure to knock some slow movers off the retail shelves.

Westinghouse, with its "new way of brewing coffee," its stylish line and its good packaging, shows signs of playing a promoter role in the coffeemaker business. Westinghouse also has come up in recent months in a number of product categories, including irons, vacs, heaters, and hand mixers.

West Bend has been given a chance to play a promoter role in coffee-makers by winning a Design in Housewares Award, although its winning stainless steel model is at the high end and priced out of the mass market. Toastmaster also won an award for a high-end stainless steel coffee urn.

GE's reduced prices helped sales of Universal coffeemakers during the first half, according to buyer reports. Although GE has not yet announced its second-half Universal program, GE is expected to keep Universal price-competitive in coffeemakers.

In coffeemakers, the Landers, Frary & Clark legend lingers on. There are more Universal-like coffeemakers around now than before Landers called it quits and sold out to GE.

GE also has some new wrinkles perking for the second half—its new color-anodized coffeemakers and its Mini-Basket accessory for all coffeemakers (MW, 30 May, p.33). GE shows every sign of acting like a leader—The Promoter type.

### Promoters call the shots

Meanwhile, Hamilton Beach's Reavey has his eye on another product category—toothbrushes—for the second half. Hamilton Beach's gimmick is a dental care unit with a built-in sanitizing bulb for bathroom tumblers. Paper cup manufacturers already have spread the warning that bathroom tumblers can spread illnesses in a family. Toothbrushes is one product category where GE and Sunbeam probably run neck-and-neck for sales leadership. Sunbeam over-came GE's headstart largely on the basis of up-and-down brushing appeal and a heavy tv ad budget. And Presto's design award gives that firm a promotional peg for its toothbrushes. Toothbrush sales are sure to warm up.

So what does all this mean?

- 1. Big-name producers are seeking to cement their market positions and/or gain new strongholds, largely at the expense of secondary-brand producers and private labels.
- 2. The spoils are going to The Promoter—and The Promoter is synonymous with television advertising, good styling, and a gimmick.
- 3. Pressures on manufacturers will grow heavier as they seek to hold retail shelf space.
- 4. Retail sales should climb in product areas where The Promoters are playing.

  —Ed Dubbs

### HOUSEWARES NEWS

□□□□ Housewares pricing keeps edging upward as manufacturers make adjustments before the July Housewares Show.

In electric housewares, last year's federal excise tax cut is being wiped out as manufacturers return pricing to at least the pre-excise tax cut level, if not higher Sunbeam was the first to make announcement of price increases.

In cookware, Ekco has joined the price rise trend by upping prices on two stainless steel Flint lines—tri-ply and copper-bottom. West Bend earlier had announced price increases. There will be others.

For the most part, the price increases are minimal designed not to incur Presidential criticism. Rising labor and material costs are being blamed; shortages of raw material have hurt. Nevertheless, the price hikes are coming at a time when most housewares manufacturers are reporting record profits.

GE, which raised prices about 50¢ or so on some 32 items, was in a particularly awkward position since its president, Fred Borch, is on an LBJ advisory committee fighting inflation. GE was happy to permit Sunbeam to start the round of price increases on electric housewares.

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Manny Asher, hard goods merchandise manager for S. Klein department store, reveals plans for a deeper plunge into private labels, including electric housewares, in an exclusive MERCHANDISING WEEK interview (see p.7).

And the new Korvette-Spartans merger is expected to see private-label electrics moving into the combined 135 Korvette and Spartans outlets, considering the new buying power of the combined giant. Korvette up to now has shied away from private labels in electric housewares, although moving in that direction in major appliances.

□□□ Dominion is "beefing up its basics"—mean-

ing irons and coffeemakers-for the July Housewares

Show. Dominion will be offering seven steam irons, com-

pared to only two several years ago, and five coffee- makers, four of them new. In addition, the firm is restyling its slicing knives along the lines of its Design Award-winning cordless 2820. Close-out specials are being offered on the old models.
□□□□ No doubt about it—Teflon irons are hot, and Teflon coatings on soleplates are proving as important as the spray feature in pumping new sales life into the industry's day-in, day-out best-selling product. In July, there will be more Teflon-coated soleplates than ever. Proctor-Silex, for example, is adding three new models to its line. Some holdouts are expected to join
the trend started by General Electric.

□□□□ Key moves: CORY names Robert Bliss assistant sales mgr... NORELCO promotes Robert P. Freitag national sales mgr... BISSELL appoints James W. Lloyd vp and director of marketing for the U.S. division.

### **HOUSEWARES NEWS** $\square$ $\square$ $\square$ Lambert Inc. offers six snow throwers for the 1966-67 season. The four top units feature special attachments—such as a riding seat and a large bulldozer blade—that convert them into year-round ground maintenance vehicles. The top model, HS-40, has a 40-inch clearing width and retails at \$879.95; model HS-325, with a 32-inch clearing width, sells at \$369.95; model HS-628, with a 28-inch clearing width, retails at \$339.95; and a 24-inch model, HS-240, sells at \$279.95. Two other models, the HS-245, which retails at \$239.95, and the HS-20, at \$229.95, do not accept attachments. The motors range from 10hp in the HS-40, which is capable of throwing snow up to 40 feet, to 3hp in the HS-20. ☐ ☐ ☐ Snow will fly faster and farther this winter with Sunbeam's four new electric snow throwers. Sunbeam is using a new center discharge chute, a more powerful 2hp motor, and a larger auger. The new units range from \$99.95 to \$159.95. Six other units are being carried over from last season. □ □ □ A new line of low-voltage outdoor lights is being marketed by Stonco Electric Products, Kenilworth, N.J., largely through electrical contractors and landscape architects. The Stonco line includes a variety of pagoda- and mushroom-shaped lamp fixtures priced from \$15 to \$65. A series of transformers, for stepping down current to 12v, are available in a \$30 to \$175 price range. □ □ □ A new line of Flick-R-Flame bulbs for decoraive lighting is being offered by the lamp and fuse division of El-tronics Inc., Warren, Pa. The bulbs, which are shaped like candles, flicker and glow. They were first introduced last year on a limited, trial basis; El-tronics now plans to market them through gift shops and hardware and department stores. The line also includes two steady glow lamps, one with a cross and the other a Star of David, for religious occasions. The bulbs are made with both medium and candelabra pase sizes. Retail prices are between \$1.50 and \$1.75. $\square \square \square \square$ From the Bat Cave come Batman Nite Lites, the latest product to cash in on the comic hero's return to popularity. Cable Electric Products, of Providence, R.I., is marketing the Batman night lights to retail $\square$ $\square$ $\square$ Hunter is shipping a new deluxe fan, a 20nch, 3-speed, electrically reversible portable box model with woodtone cabinet and white handle and grille. Model FD-209 lists at \$44.95. ☐ ☐ ☐ Corning will show new Pyrex carafes in July. The carafes come in a variety of sizes, with or without candle warmers, and with or without matching sugar and creamers. Retail pricing ranges from \$1.59 for a 2-cup carafe to \$6.95 for a set. □ □ □ □ BernzOmatic is marketing a torch kit with a new combination soldering table, heat shield, and storage rack made of kaowool, a heat resistant ceramic

used in the Saturn I rocket. The kit retails at \$10.95.

## The woman's touch is lacking in housewares product design

Housewares manufacturers who lost out in the Design in Housewares Award Program might take a tip from Jacques Martial, president of Martial & Bars Associates, a New York City industrial design firm. Martial, a 70-year-old French gentleman in the truest sense, suggests that the housewares industry needs more women product designers.

"There are not enough women designers," Martial points out in a recent interview. This is especially sad, he says, since the industry's products are largely aimed at women.

"I have two women on my staff," he adds. The ideal situation, he thinks, is where the men do all the drafting and engineering and the women handle "all the creativity." The Martial firm has done extensive design work in watches for Timex and in home appliances for Peugeot. The firm is currently working on new product development for a Connecticut-based electric housewares producer. He declined to reveal for publication the firm's name.

"Women understand elegance,"
Martial notes. And to him, elegance
and usefulness are the two most important components in product design.

sign.

"When you design something elegant, you sell," he believes. "Elegance is something in good taste—accent, material, form, color, everything combined." He cites the Hamilton Beach hole-in-the-handle slicing knife as a product "very pleasant in form, up to date, and elegant."

Elegance takes all forms, but in all cases, the product styling must be true to the product, Martial says. "Some items have to be classic. Other items should be very modern—the speed influence. Some products should have an Oriental theme, but in elegance."

"Designers are so occupied with getting something that is revolutionary in form that they often forget that the public must be educated (to something new) and that women buy the products," Martial says.

American women want elegance. And to Martial, the American woman has good taste. "She's smart. She doesn't like corny stuff. She's the best dressed in the world."

A big problem with designers, according to Martial, is that too many of them design products for themselves. "The useful designer for industry is the designer who doesn't design for his own personal taste, but designs products for the maximum possible consumer audience."

Another problem with designers, Martial points out, is that they are "too much artist" and not enough marketer and merchandiser. He adds that the best designs are quite often those "designed by committees" where all aspects of marketing a product can be represented.

Martial dislikes the German school of product design and is afraid American designers are being influenced too much by it.

"Everyone copies the Germans," he said. "It's a mistake. The German product styling doesn't excite anyone; it's too functional."

It is wrong for Americans, he adds. "Germans are masters at simplicity." French design also is out, for a different reason. "They [the French] have taken American design and bastardized it," Martial said.

American design, he says, offers the best and worst of everything,

International design is coming, Martial predicts. "In five to 10 years there will be no school of German, French, or American design. It's going to be a mish-mash. And the result will be a high degree of good design."

### How to sell the homemaker, chattily

Everyone is trying to become more consumer oriented—retailers and manufacturers alike. The shop concept is part of the plan. And now May Co., in Cleveland, shows the way in a full-page newspaper ad for



housewares. The ad—with its chatty copy—relates to the homemaker and her busy life.

"Smile When He Asks, 'And What Did You Do All Day Long?" is the headline over a diverse group of electric housewares products.

The copy answers the question:

"Went to a bridal shower. And the bride-to-be adored her Farberware Appliances."

"Had a late breakfast" with toast "done to perfection in a Mary Proctor Starflite Toaster."

"I shampooed the rug. And it wasn't any trouble at all with a Hoover Shampoo-Polisher."

"I tried a new hair style" and dried it with a Lady Schick Consolette Dryer.

Dryer.

"Made your favorite dessert. And he'll love everything you prepare with an Oster blender."

"Then I found time to vacuum. And what a pleasant task it was with The Fashionables by Shetland-Lewyt."

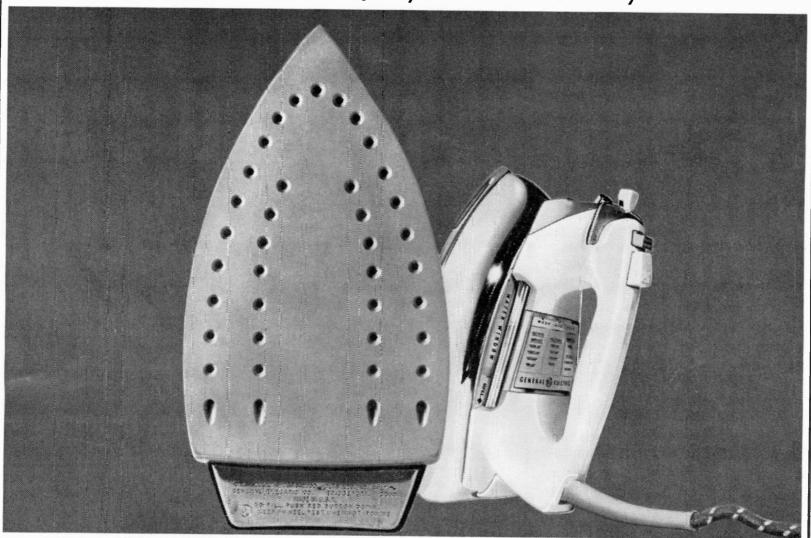
"Is that all you did today?" the

"Is that all you did today?" the ad asks. "You homemakers sure have it easy." "We sure do."

General Electric Innovates:

# G-E's NEW 39-HOLE IRON WITH NON-STICK SOLEPLATE

Automatic spray, steam and dry



YOUR CUSTOMER NEVER HAS IRONED with anything like this! The new iron with the 39-hole G-E non-stick soleplate ... patterned to give her a smooth, wide sweep of steam, toe to heel. Steam penetrates deeply for the overall perfect pressing job. Non-stick coating stops starch drag. This iron has all the other General Electric Deluxe Iron features that

sell so well! Automatic power spray gives a fine, warm mist at a finger's touch. Large, easy-to-read fabric dial shows proper temperature setting for all fabrics. Handy water window tells her when to refill. A "complete" iron! It's Top of the Line . . . it'll be tops in demand! White handle, blue trim.

Model F-91WT \$21.98\*



ANOTHER BIG SELLING FEATURE...the new Mini-Brew Basket now turns every family-size G-E coffee maker into one specially designed to brew a delicious and full-flavored two or three cups! Your customer places it inside the regular basket! Mini-Brew Basket will concentrate the small amount of coffee...filter it, then brew it clear and rich. Only General Electric has it!



AT NO COST TO YOU...exclusive Mini-Brew Basket free with all these General Electric coffee makers (I. to r.): MODEL P-15 (P-16 and P-17 not shown) can be completely immersed for thorough cleaning; P-40, all stainless steel, reheats without reperking; P-50 has smooth Permatel® finish to resist coffee stains...cleans with a rinse; P-14 keeps coffee hot, has brew selector, too; P-33 has handy Peek-A-Brew® gauge to count the cups.

NEW PRODUCTS . . . NEW FEATURES . . . NEW PROMOTIONS See them all at your G-E Distributor Dealer Preview!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL (E) ELECTRIC

### UUNWAKE NEWS

□□□□ Creating an international flavor is easy in merchandising cookware, as pointed up by the simple but elegant window display pictured below. Ireland



House, in New York City, is using a window display to promote the imported Club Colorcast cookware line from Waterford, Ireland. In the window, Club Colorcast pieces are suspended by their teakwood handles to form a dramatic design. Special lighting adds to the window's eye appeal.

Retailers could easily adapt the window display idea for their own use, for interior displays as well as exterior. A series of windows or vignettes, each representing a different country, would broaden the consumer sales appeal. Retailers are finding international themes to be increasingly popular and profitable in promoting cookware, thanks to the widening tastes (and travel) of consumers.

LLLL Design Awards go to non-stick coatings 11
cookware. The three major cookware lines chosen in
the Design in Housewares Award Program (MW
30May,p20) all offer non-stick coatings: Tufram's
Astro Set, West Bend's "400" line, and Club Alumi
num's white Coronet with black Teflon coating. The
awards underscore the fact that non-stick coating
have helped add eye appeal as well as use appeal to
the cookware industry's products. In all three lines
the non-stick coating was used effectively in providing
either color coordination (West Bend "400") or con
trast (Tufram Astro and Club Aluminum Coronet).

$\square \square \square \square$ A Teflon Center is being offered retailers by
Mirro Aluminum Co. The display unit is designed to
display the entire line of Mirro Teflon-coated cook-
ware and bakeware with storage room for backup
stock. It measures 6 feet by 4 feet by 57 inches high.
It is styled in wood grain and off-white panels. Mirro
will begin shipping the unit late in July.

Cookware key moves: CORNING has named Yeager Wholesale Co., of Tulsa, Okla., as a full-line Corning Ware and Pyrex distributor. Three salesmen also have joined the Corning staff: David E. Dase, in Chicago; Bruce Nickerson, for eastern California and Nevada, and Norman Nickerson, in Chicago. WEAREVER has named three vice presidents: John S. Hamilton, as general manager of Wear-Ever, Gordon Langley, finance and administration, and J. A. MacLeod, for manufacturing.

### GE offers Colonial styling for a night light

General Electric Co. is offering a Colonial-styled night light to retail at \$1.29. Styled after gas lamps of the Revolutionary War period, the night light features a black polypropylene shade and a white translucent lens. Besides plugging directly into a household outlet, the unit, since it has a flat bottom, can be used with an extension cord on a night table.

The new light comes with a 7w., 3,000-hour bulb and features a flip switch for on-off control. General Electric Co., Wiring Device Dept., Providence, R. I.



### General Electric announces a light dimmer display

General Electric Co. is offering a "try-it-yourself" demonstrator unit for its incandescent light dimmer. It is designed to get consumers into a sales mood for mood lighting. The wood paneled unit features a 600w dimmer mounted next to a full-color transparency of a dining room scene. A light behind the transparency shows the variety of moods that can be created. The display is 14 inches by 15½ inches. GE Wiring Device Dept., Providence, R.I.



### Ingraham shows new wall and alarm clocks

Ingraham is introducing a series of new clocks, including the Jamestown kitchen clock with blackboard. The cordless model features an old-fashioned pine case and will retail at \$19.95.

A second kitchen clock, named the Rooster, features a rooster in black and white with red comb and feet against a birch background. It lists at \$13.95. A decorative cordless wall clock, the Solar, features 24 brass spires for a sunburst design. It lists at \$19.95.

A new alarm clock in the line, the Chimelight features a lighted dial and a chime alarm, both adjustable, and Ingraham's Add-a-Nap sleep prolonger. Ingraham Co., Redstone Hill Rd., Bristol, Conn. 06092



### Bissell introduces a miniature carpet sweeper

Bissell Inc., has turned a carpet sweeper into a fireplace accessory or living room valet. Called the Sweeperette, the antiqued-styled carpet sweeper is half the size of regular models and is designed especially for cleaning small areas. It is finished in antique brass with a black steel handle and white treads. The Sweeperette is packed in a compact box about the size of a five-pound box of candy. The sweeper adjusts for rug thickness. It lists at \$4.98. Bissell Inc., Grand Rapids, Mich., 49501



### Northern uses Thermal Weave for electric blankets

Northern Electric has jumped into thermal-weave styling for a new electric blanket line. (GE had earlier announced it would use thermal-weave construction for electric blankets.) The new Northern Electric Thermal Weave blankets will be offered in the Challenger and Starlite lines. Made of 100% acrylic fiber, the blankets come in five colors and will retail from \$22.95 to \$29.95 depending on size. Northern Electric Co., 5224 N. Kedzie Ave., Chicago.



General Electric Innovates:

## A NEW AUTOMATIC FOOD COOKER

FIRST one-step meal maker ends pot watching forever!

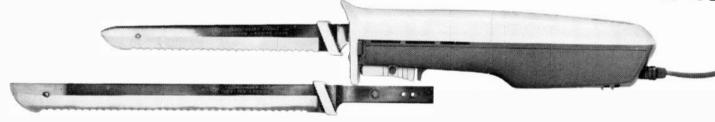


MAN, WHAT A SALES MAKER! This 3-pan Automatic Food Cooker automatically cooks complete meals—breakfast, lunch, dinner. Cooks fresh and frozen vegetables, complete casseroles, steams rice—you name it—and what convenience! No timers to set, no temperatures to watch. Foods won't

stick or burn. When food is done, a bell sounds, heat goes off, food stays hot. Food nutrients, flavors, color and texture are retained. You've really got something to sell with the new General Electric Automatic Food Cooker. Stock it, demonstrate it, and see!

Model FC-1 \$29.98\*

## THE NEW ELECTRIC KNIFE WITH TWO SETS OF BLADES

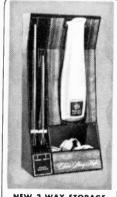


## It's a utility knife!



THE NEW HANDLE
MAKES IT 1/3 SMALLER...
42% LIGHTER...
WITH FULL POWER, TOO!

•Manufacturer's suggested retail price



NEW 3-WAY STORAGE RACK holds both sets of blades, handle and cordset. Designed to stand on counter, hang on wall or store in drawer. Handsome woodtone finish.

## It's a carving knife!

WHAT SELLING FEATURES! General Electric's new Model EK-7 has two sets of blades. One set of 63/4-inch blades for dicing, boning, paring—every kitchen chore. Plus a standard set of 9-inch blades for carving and slicing. Both sets are perfectly matched stainless steel blades, with tungsten carbide edges which stay sharp.

The new smaller handle makes it easy to hold...slicing down, sideways or on a slant. Fits a woman's hand as comfortably as a man's. Also features safety lock...push-button blade release ...detachable cord...and new 3-way storage rack. All the features customers want-for the buying action you want!

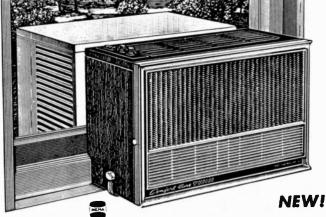
NEW PRODUCTS... NEW FEATURES... NEW PROMOTIONS See them all at your G-E Distributor Dealer Preview!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

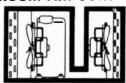
GENERAL & ELECTRIC

## SILENCE...



Comfort-Cire TWIN

LOCK OUT
heat, noise,
humidity.



## INSIDE-OUTSIDE DESIGN INCREASES SALES BECAUSE YOU CAN DEMONSTRATE THE WHISPER QUIET OF THE MOST ADVANCED ROOM AIR CONDITIONER ON THE MARKET —

The closed, locked window becomes a sound and weather barrier — locking heat and noise out — sealing cool quiet comfort in. The TWIN is so quiet because two motors and two fans divide the work. Silhouette

styled, rust-free aluminum cabinets are light weight and portable . . . so easy to install that you can do it yourself in minutes, with just two household tools. You can even relocate the unit or store it for the Winter.

SEAL IN

comfortable

cool air.

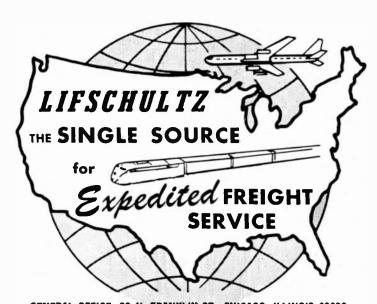
Write today for the name of your Comfort-Aire distributor and more information regarding our full line of units.



HEAT CONTROLLER, INC.

Jackson, Michigan

### SEARCHLIGHT SECTION



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

### LIFSCHULTZ FAST FREIGHT

Fastest between the Middle West and Both Coasts

## ARROW-LIFSCHULTZ FREIGHT FORWARDERS

FASTEST COAST-TO-COAST

TRANS-AIR SYSTEM

Domestic and International Air Freight Forwarders

NEW YORK • CHICAGO • PHILADELPHIA • BOSTON • HOLYOKE • BALTIMORE • NEW HAVEN BLOOMFIELD, N. J. • PROVIDENCE • MILWAUKEE • LOS ANGELES • SAN FRANCISCO

## Color DIAL TELEPHONES \$10.95

Factory rebuilt Western Electric n white, beige, ivory, pink, groen, or blue. If 4 prong plug is required add \$2.00. Fully guaranneed. Write for free list. Alshipments FOB. SURPLUS SAVING CENTER Dept. MW 686 Waymart, Pa.



### SELLING OPPORTUNITY AVAILABLE

U.S. Manufacturer is seeking a sales representative in Northern California for quality line of consumer products—such as flashlights and lanterns. Please supply brief resume and pertinent information. RW-9469, Merhandising Week.

### **INDUSTRY TRENDS**

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

New figures this week in bold-face type.							
	date	1966	1965	% change			
FLOOR CARE PRODUCTS	A15	01 574	02 520	1.04			
floor polishers	April	91,574	92,539	- 1.04			
	4 Months	402,242	414,103	- 2.86			
vacuum cleaners	April	428,955	397,806	+ 7.83			
	4 Months	1,930,096	1,696,607	+ 13.76			
HOME LAUNDRY							
dryers, clothes, elec.	April	89,297	61,025	+ 46.33			
	4 Months	464,485	355,013	+ 30.84			
dryers, clothes, gas	April	38,657	30,856	+ 25.28			
	4 Months	223,557	181,812	+ 22.96			
washers, auto. & semi-auto.	April 4 Months	309,757 1,268,836	252,841 1,148,661	+ 22.51			
wringer & spinner	April 4 Months	41,858 162,657	45,154 184,684				
OTHER MAJOR APPLIANCES							
air conditioners, room	April	382,600	428,500	- 10.71			
	4 Months	1,335,100	1,428,900	- 6.56			
dehumidifiers		32,500 99,700	31,900 74,500	+ 1.88 + 33.83			
dishwashers, portable		53,700 158,700	33,300 126,600	+ 61.26 + 25.36			
dishwashers, under-counter, etc.		98,600 332,600	63,600 255,500	+ 55.03 + 30.18			
disposers, food waste		106,000 327,300	132,300 319,400	- 19.88 + 2.47			
freezers, chest	April	41,300	32,300	+ 27.86			
	4 Months	148,400	123,700	+ 19.97			
freezers, upright	April	55,200	55,700	90			
	4 Months	200,700	206,900	- 3.00			
ranges, elec., free-standing	April	124,800	101,000	+ 23.56			
	4 Months	475,500	433,900	+ 9.59			
ranges, elec., built-in	April	76,200	60,700	+ 25.54			
	4 Months	262,500	256,400	+ 2.38			
ranges, gas, total	April	176,100*	181,700	- 3.08			
	4 Months	746,500	709,600	+ 5.20			
refrigerators	April	434,500	371,300	+ 17.02			
	4 Months	1,616,300	1,486,000	+ 8.77			
water heaters, elec. (storage)	April	77,600	93,500	- 17.01			
	4 Months	335,400	353,300	- 5.07			
water heaters, gas (storage)	April	205,590	216,330	- 4.96			
	4 Months	874,950	887,640	- 1.43			
CONSUMER ELECTRONICS			<del></del>				
phonos, port.—table, distrib. sales	May 20	47,519	37,142	+ 27.94			
	20 Weeks	946,362	1,011,116	- 6.40			
monthly distributor sales	March	243,602	239,209	+ 1.84			
	3 Months	688,544	703,060	- 2.06			
phonos, console, distrib. sales	May 20	20,618	14,054	+ 46.71			
	20 Weeks	645,848	489,028	+ 32.07			
monthly distributor sales	March	167,712	136,264	+ 23.08			
	3 Months	491,446	366,549	+ 34.07			
radio (ex auto), distrib. sales	May 20	202,690	200,109	+ 1.29			
	20 Weeks	4,664,190	3,906,161	+ 19.41			
monthly distributor sales	March	1,329,556	1,056,047	+ 25.90			
	3 Months	3,264,467	2,641,069	+ 23.60			
b&w television, distrib. sales	May 20	93,495	98,560	- 5.14			
	20 Weeks	2,777,966	2,751,067	+ .98			
monthly distributor sales	March	743,129	662,755	+ 12.13			
	3 Months	1,983,219	1,904,302	+ 4.14			
color television, distrib. sales	May 20	71,623	16,831	+325.54			
	20 Weeks	1,438,411	648,696	+121.74			
monthly distributor sales	March	408,684	166,943	+144.80			
	3 Months	941,984	481,097	+ 95.80			

<sup>\*</sup>April total includes: 117,100 free-standing ranges, 21,000 high-oven models, 17,100 set-ins, and 20,900 built-ins. Sources: VCMA, AHLMA, NEMA, GAMA, EIA.

Innovates:

## The complete line of **AUTOMATIC TOOTHBRUSHES**

**UP-AND-DOWN MOTION** 

**BACK-AND-FORTH MOTION** 



Some dentists tell their patients to buy an automatic toothbrush with up-and-down motion; others recommend back-and-forth motion.

Because dental recommendation is a major influence on automatic toothbrush sales, General Electric offers both motions—each in a cordless rechargeable toothbrush. **UP-AND-DOWN:** Model TB-1 (6 brushes), \$19.98\*; 5108 (4 brushes), \$18.98\*; 5109 (2 brushes), \$15.98\*. **BACK-AND-**FORTH: TB-2 (6 brushes), \$19.98\*; 5104 (4 brushes), \$18.98\*; 5105 (2-brush travel model), \$19.98\*.

## OTHER NEW G-E PRODUCTS



THE PRACTICAL MANICURE-PEDICURE SET. Power in small, light handle-plus long cord-for easier use. Set includes light handle—plus long cord—for easier use. Set includes 5 precision tools for complete grooming of nails, smoothing calluses. Compact "jewel" case. Model MS-1 \$19.98\*



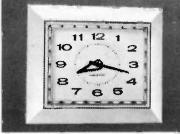
with FREE coupon for Christian Dior **Nail Cosmetics** 

(Remover, Base coat, Polish, Hand and Nail creams). Packed with MS-1. Customer mails coupon to General Electric.



TAP 'N SET SHOW ALARM". Tap bar along top to set the alarm; tap it again to shut alarm off. Lighted dial, and alarm "on" indicator. Smart, compatible design and solid construction. Height 33/4", width 5". Antique white.

Model 7319-K 59.98\*



VOLUME-PRICED CORDLESS KITCHEN CLOCK. Trim, white picture-frame design, fancy gold-color bezel borders and easily read dial, black hands and numerals—tasteful in any kitchen. 73/6" high, 87/6" wide. Operates on flashlight battery. Model 2147 \$9.98\*



SUPER-FAST, SALON-TYPE HAIR DRYER. Stepped-up heat and airflow. Hinged, slanted column makes it easier to raise and lower the hood. Remote-control 5-position switch for easier change of heat settings. Fully portable.

Model HD-52 \$34.98\*

NEW PRODUCTS... NEW FEATURES... NEW PROMOTIONS
See them all at your G-E Distributor Dealer Preview!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product





# Biggest Maytag tub yet...

no washer holds more laundry.

No washer on the market today holds more laundry than the New Generation Maytags with the new, large washbasket. This massive-capacity tub teams up with the flexible Power-Fin Agitator to get giant loads really clean. Just by pressing a button your customers can call on the Maytag Washpower™ Automatics to get big washes out of the way quickly. Or punch the "Small" button for light loads, without using a lot of water, detergent or electricity.

All this extra power and capacity inside, and not an extra inch outside. Still the standard 36-inch height, and no more floor space.

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



